



Marketing Plan

Moreorganizers

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11/30/2010

Marketing Analysis & Strategy

S.W.O.T. Analysis

Strengths:

- Have a positive, motivated team of partners
- Partners have education and experience in business, marketing and customer service
- We have proven track record of organizational experience and satisfied customers
- Have many customers that would give good recommendations/referrals
- Have passion for bringing order out of chaos
- No competitors within a 10 mile radius of our desired location

Weaknesses:

- Do not have industry certification (Certified Professional Organizer or C.P.O.)
- Do not have a website yet
- Do not have upstart funding yet
- Do not have a physical location/storage for equipment and re-sale items

Opportunities:

- There is a growing need for professional organizers in today's materialistic society
- There are a variety of opportunities to create multiple streams of income within the business (selling products/cleaners, giving workshops, having commercial and residential work, etc.,)

- There is an opportunity to create a feeder non-profit business by handling the charitable disposal of clients discarded items. (starting a non-profit thrift store to re-sell those items instead of handing them over to Goodwill or other charities).
- Due to several TV shows about the topics of hoarding and organizing, there is a new public interest and awareness that professional organizers exist and can help.
- There are many opportunities to work with therapists, social workers, probate lawyers, etc., to get referrals from their clients.

Threats:

- Competitors that have industry certification
- Cleaning services
- (6) local competitors within a 25 mile radius of our projected location that specialize in hoarding.

Marketing Strategy

Product

The psychological product that we are offering is our organizational expertise in a new, edgy and fun way. No longer will people be greeted at the door by a Martha Stewart wannabe who makes them feel sub-standard for being disorganized. Instead, our clients will be greeted by a progressive professional who will make them feel very comfortable and give them a more positive outlook about their current situation and also how much better things are going to be. We will paint a picture of a positive, orderly future and convey positive, uplifting energy. Everything from our uniforms (edgy, cool bowling shirts) to our website will communicate a new, progressive and edgy attitude. Specifically, we are offering the following services/products:

- Residential consultation/work from a professional organizer
- Commercial consultation/work from a professional organizer
- Hoarding specialist/deep purging work
- Organizational products to facilitate staying organized
- Cleaning products/equipment
- Workshops/Speaking/Teaching/Motivational services
- Intellectual property (DVD's that teach and motivate that can be purchased)

Price

Our pricing strategy will be as follows:

- A single hourly rate with an hourly minimum for residential clients
- A single hourly rate (higher) for commercial clients
- Marking up all materials that we use or sell to the customer by 15%
- Charging a disposal fee (cost plus 15%) for unwanted items or trash
- Charge a flat rate for speaking to/teaching large groups of people
- Charging \$50-\$200 (based on cost plus mark-up) for DVDs/Paper materials
(bundled in a variety of topics)

Promotion

We will use integrated marketing communication to tie in together the main message of our ad campaign. This will include all of our print/radio, in-house paperwork such as business cards, invoices, envelopes, website, etc. Some of the tools that we plan to use to advertise are:

- Free workshops to civic groups
- Local (free) magazines/newspaper
- Website/Search Engine Optimization
- Social Media (including Facebook & Twitter)
- Create viral videos for YouTube and Hulu
- Radio commercials
- Outreach campaign to professionals who can refer us. (social workers, probate lawyers, psychologists/therapists, hoarding support groups, etc.,) We will give

workshops on the profile of hoarders and how we can work together to help them.

-Publicity (press releases, writing articles about organizing for local papers, magazines)

-Being active in the community and joining at least 1 business, 1 civic and 1 other non-profit group.

These activities will all be combined into one integrated marketing strategy. This plan will help us to become know in our market as the *only* company to call for professional organizational needs.

Product and Price

Our Products

We will be offering have 3 main products:

1. *Residential Organizing and Cleaning**. This service includes (but is not limited to) designing organizational systems, installing shelving and other organizational products, purging, trash removal, charity donation removal, cleaning, consultation, and keeping inventory of what was donated for tax purposes.
2. *Commercial Organizing and Cleaning**. This service includes (but is not limited to) designing organizational systems, installing shelving and other organizational products, purging, trash removal, filing and file systems, cleaning, consultation, and labeling.
3. *Intellectual Property*. This includes the creation of workshops, books, organizational charts, "How-To" DVDs, etc.,.

Our Pricing

Our pricing for our services is as follows:

1. Commercial Services - \$110 per hour. This does not include the removal of trash which would be our cost plus a 10% mark-up.
2. Residential - \$80 per hour. This does not include the removal of trash which would be our cost plus a 10% mark-up.
3. Workshops - \$350 for 2 hours. This does not include the materials fee which will be approximately \$5 per attendee.
4. All instructional DVD's for sale will be \$15.

5. All products that we will retail to our customers will be cost plus a 12% mark-up.
6. Our books and charts that we create will be priced at our cost plus a 50 - 70% mark-up.

****All service calls will require a 4 hour minimum.***

Place and Promotion

Place

Our base of operations will be located at 4462 Bretton Court, Acworth GA 30101. We chose this location because of its close proximity (within 1 mile) to two access points on I-75 and Highway 41 as well as the low rent and good lease terms. Our rent will include water and electricity which can save us over \$300 per month in utilities expenses.

4462 Bretton Court is surrounded by several large upper-middle class residential communities including Legacy Park and Lake Park subdivisions. These neighborhoods both have over 500 homes with the average listing resell price of \$280,000.

From the standpoint of nearby potential commercial clients, we found that there are several large corporations and malls within a 5 mile radius. Included are such businesses as IBM and Towne Center Mall. There are also two immediate care medical facilities and the large practice of Kennesaw Family Physicians Group.

Promotion

Our integrated marketing communications strategy is to have the same consistent look and message on the following representations of our company:

- Uniforms
- Website
- Business Cards
- Invoices
- Inventory Forms (that we give to their customers so that they can track their tax-deductible donations)
- Advertisements (Print and Radio)
- Promotional Items
- Postcards mailed to geo-demographically targeted neighborhoods. We will send these out quarterly to coincide with the 4 seasons.
- Brochures: Double sided color copied brochures that explain our products and services. These brochures carry our branded name, tagline and logo as well as information on how to reach us. The costs are \$620.00 per thousand, which calculates to .29 cents per side of paper. (not including tax)

Here are some of the statistics on some of the marketing tools that we will use as part of our IMC:

- Networking will play a huge role in our business. On a weekly basis, we will network with a variety of groups including (but not limited to) religious, civic, business and community. Within these groups, we plan to have an active membership/presence.
- Social networking and mobile marketing sites such as Facebook and FourSquare will be another way that we use our IMC to promote our business. On Facebook, we will use our page to announce specials, have contests and to display before and after shots of our jobs. (With consent from clients).
- Community education will be an important tool that we use to make connections and become a part of the community in which we serve. When we are able, we will try to facilitate discussions and teach about becoming and staying organized. This is not only a part of our networking and public relations strategy, but also part of our philanthropy efforts as we seek to “share of our time, talents and treasures”. As a company, we feel that it is beneficial to educate our community on the benefits of being organized.

Competitive Analysis

We have two types of competition for our service part of the business. The first is direct competition from other professional organizers. The second is indirect competition from maid services and junk removal businesses. The competition for the retail sales/intellectual property sales of the business are companies that sell these types of products.

We have identified several types of indirect competitors. The main competition would be from the cleaning aspect and would come from businesses that provide cleaning services. The lesser threat would come from businesses that haul junk away. Since a minor part of the service that we offer includes cleaning (with the organizing), the impact on our business by professional cleaners will be minimal. The impact by junk haulers will be even less because these services will only haul away your junk, not help you go through it and separate it from what you want to keep.

As for our retail portion of the business, we will offer two types of products: our own DVDs/books/charts that will be produced by us and items to help facilitate organization that we will get from wholesalers and retail to our clients. We believe that since our point of sale will be at the customers location, our competition will be nearly non-existent since few, if any, clients will bother to go see if they can get what they need cheaper at that moment when we are selling what they need to complete the job or to maintain the job that we did for them. We plan to offer very unique products that will not be easy to find and feel that this will give us the competitive edge.

The biggest threat to our company is other professional organizers. We were able to locate 10 professional organizers within a 25 mile radius of our physical location. Only 2 of them had a website or were able to be contacted through normal means. We were able to speak to both of them and gather the following information:

- The average time that they have been in business is 18 years.
- They are both in the business to serve the corporate end of the industry (leaving the entire residential business open for us).

Analysis:

Direct competitors: strengths are in the corporate industry. They have very little interaction with the residential end and are very expensive. The weaknesses in these organizers are their main customers are only in the corporate industry, so the residential industry is wide open.

Indirect competitors: strengths are in cleaning not organizing. They will assist you in getting a project clean but will not show you or guide you in maintaining the cleanliness or establishing organizational systems. They do not work *with* the clients, just for them. Price may vary with the amount of time that it takes to clean a project. The weaknesses in these cleaners are they only offer one service: cleaning.

Sources

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