



## Marketing Plan

### MARKET SUMMARY

At start up, RISE, LLC will have zero clients, but will quickly acclimate to customer needs and develop a steady audience. Marketing will be a key tool in developing clientele to achieve adequate profitability. Our services are catered to business and individual professionals looking to enhance leadership capabilities, drive performance, and maintain a competitive advantage.

By year three we hope to have a faithful group of clients, and by year five we hope to double that number (See Figure 1). We must take into account the changing economy. While some companies may cut funding to professional development services, other companies may realize the extreme importance of building exceptional leaders and making individuals more marketable and of value to a company. Through our services, employees can learn to perform at their best and obtain the highest set of skills, proving them to be of utmost importance to a company.

The corporate market for professional development services is steady and profitable. Striving to be the best at one's job through various professional development services is something that will always be of use to growing companies. Businesses realize the importance of employee growth, both as a group and individually. RISE, LLC intends to profit from this need for achievement and growth. With the economy slowly improving, companies will consistently realize the immediate benefits from investing professional development of their employees.

### Product Definition

RISE is a professional development organization aiming to enhance the employee work force. We believe in the importance of investing in people to achieve overall business goals. RISE offers on site or on location development and training opportunities for employees in various fields. Seminars, certifications, online webinars, team building programs, employee motivation programs, and corporate culture training are areas RISE focuses on to develop the individual and enrich the overall company. We know and understand each individual consumer and cater our services to the needs and wants of each valued client.

### MARKET NEEDS

RISE, LLC provides clients with the opportunity to grow as a professional in their field, thus helping their company achieve its overall goals. Our services specialize in developing all aspects of an employee. RISE, LLC aims to fulfill the following needs of our clients:

Developing Leaders: The future success of a company lies in the hands of its leaders. Thus, it is crucial for leaders to be properly equipped with the correct skills to handle both the positive and negative aspects of a growing company.

Maintaining a Successful Entity: Even the most successful companies plateau without the proper knowledge and skills to consistently progress. For businesses to maintain a strong presence in their respective competitive field, professional development services are needed to enhance the company in various ways.

Fostering Creativity: Creativity is at the basis of every thriving company, but where does that creativity come from? By equipping companies with the tools to form a positive, learning centered environment, creativity can nest its roots in the heart of the company.

The market for professional development services has surged in recent years. This industry has increased in competitiveness for several reasons:

- Businesses recognize the need for employee enhancement because of the benefits it provides for the overall company
- Larger corporations with organizational development departments are outsourcing for this area of performance improvement
- Organizations need innovative, collaborative, courageous leaders. It is more cost-effective to enhance already employed individuals than to seek out, hire, and train new ones

## MARGET GROWTH

In 2013, the professional development and training industry had \$306.9 billion globally in annual revenue. The annual growth rate for 2013 is 5.2%. This growth can be primarily attributed to companies focusing their energy on high quality, well rounded employees, and larger companies outsourcing their organizational development services (U.S. Bureau of Economic Analysis).

	<b>Global Spend (USD)</b>	<b>North America (USD)</b>	<b>Rest of World (USD)</b>	<b>Annual Growth Rate</b>
2013	\$306.9B	\$141.7B	\$165.2B	5.2%
2012	\$291.7B	\$131.3B	\$160.4B	2.0%
2011	\$286.0B	\$128.7B	\$157.3B	5.5%
2010	\$271.1B	\$122.0B	\$149.1B	10.9%
2009	\$244.4B	\$110.0B	\$134.4B	-17.3%
2008	\$295.6B	\$133.0B	\$162.6B	-2.2%
2007	\$302.2B	\$136.0B	\$166.2B	NA

## COMPETITIVE LANDSCAPE

Professional Development services are growing annually, as companies realize the increasing need to allow employees to grow and enhance performance. Companies are willing to invest in dedicated, current employees rather than continually spending the time and money to train new employees. The following is an overview of possible competitors in the professional development market:

### Leadership IQ

- With a 360 degree approach, Leadership IQ offers webinars and E-Learning courses customized to meet team needs. Material can be immediately implemented on the job. Clients include world-class organizations, and their training programs deliver hard results. They are a high-end leadership development firm with a strong clientele. They have been featured in Fortune Magazine and The Wall Street Journal.
- As a national company they attract large companies country-wide, but this can be detrimental to the company because the audience may be *too* broad. This can inhibit marketing materials from being effective because of the extremely large target they are trying to reach.

**New Horizons Computer Learning Center**

- New Horizons is ranked in the top 5% of the industry for training quality and customer satisfaction, and is Microsoft’s largest training provider. They have an international footprint with 300 centers in 70 countries.
- With such an extensive range of products and locations all over the world, it is necessary to have an elite, highly-trained team of experts at all times at every location. Maintaining consistent employees through every location and for every product may present various difficulties.

**Free Online Services and Print Materials**

- Sites such as YouTube are easily accessible at any time of day for individuals looking to enhance their professional knowledge. Additionally, there are endless “how-to” books that individuals may feel are sufficient in satisfying their professional development needs.
- These products are not catered specifically to the needs of each consumer. Furthermore, these various online services may not necessarily be credible.

**PRODUCT COMPARISON AND POSITIONING**

At RISE, LLC we offer the unique opportunity to professionally develop employees from various companies and organizations. Whether you are just starting up or already have leadership qualities, we strive to push professionals to the pinnacle of their performance and beyond.

Unlike other professional development consultant services, RISE, LLC caters to the private needs of all clients in a familial-like atmosphere in order to heighten abilities as well as build strong interpersonal relationships.

Clients who choose services provided by RISE, LLC want to develop great leaders in a welcoming environment prime for learning. We foster responsibility takers, motivators, and go-getters. Our clients want to focus on details within the individual in order to contribute to the higher success of the entire company. By developing individuals and the corporation we are devoted to assisting in creating stronger problem-solving skills, organizational skills, communication skills, and overall attention to detail. Providing expertise in a clear and engaging manner so that the professionalism of our clients may improve is our number one priority.

Our available services include: seminars, certifications, online webinars, team building programs, employment motivation programs, and corporate culture training (See Figure 2). Consulting is offered at both an individual and corporate rate, both in and out of our corporate offices, and by session or monthly contract. These options allow companies to send in different departments according to their needs at convenient times. We put the needs of our clients at the forefront of our work and this will show in our client satisfaction.

<b>Price of Services</b>	<b>Up-Front</b>	<b>By Session</b>	<b>Selected Monthly Contract</b>	<b>Full Access Monthly Contract</b>		<b>Live Seminars</b>	<b>Per Person In Office</b>	<b>Per Person Out of office</b>	<b>30+ out of office</b>
<b>Corporate Rate</b>	\$ 250.00	\$ 30.00	\$ 80.00	\$ 150.00		Group Rate	\$ 75.00	\$ 55.00	\$ 40.00
<b>Individuals</b>	\$ -	\$ 35.00							
<b>Team Building Programs</b>	<b>Up-Front 4 Hour</b>	<b>Up-Front 3 Hour</b>	<b>Up-Front 2 Hour</b>	<b>Up-Front 1 hour</b>	<b>Per Person</b>				
<b>Corporate Teams</b>	\$ 350.00	\$ 300.00	\$ 250.00	\$ 150.00	\$ 30.00				

### Consumer Promise

RISE, LLC promises to provide elite consulting services to companies and individuals in the greater Buffalo area. Our seminars, webinars, programs, and training will create and maintain the status of motivating and responsible leaders. With the consistent professional development of individuals and the overall company alike, RISE, LLC promotes the establishment of stronger problem-solving skills, organizational skills, communication skills, and overall attention to detail. By forming close interpersonal relationships with our clients, we will provide extensive knowledge on areas of interest and leave clients walking away planning to return for more.

## MARKETING STRATEGIES

### Communication Strategies

Audience Type	Message
Existing Clients	<ul style="list-style-type: none"> <li>• We know the specific needs of your company, and will use that to constantly formulate new ways to help improve the efficiency of your organization and the professionalism of your employees.</li> <li>• Your continued business with us allows your company to have a constant contact for support. As a growing company, we look forward to growing and developing with you.</li> <li>• Our takeaway tips, tools, and techniques are always up to date with the newest research and trends in the industry. We are ready and able to help your company learn and adjust to the changing times, and have your leaders coming back for further learning.</li> <li>• Our members receive package and group rates. Your faithful business not only benefits us, but you as well. We keep in touch and follow up with results and feedback after services are provided. We open our services to you and become life time resources.</li> </ul>
Prospective Clients	<ul style="list-style-type: none"> <li>• The consulting services of RISE, LLC provide an elite professional development experience. Our expert's teachings are engaging, relevant, and cater to the specific needs of your company. The extreme attention to detail by our staff ensures your experience with RISE, LLC compels you to come back for more.</li> <li>• If you already have professional development services within your company or from another outside source, considering the development options through RISE, LLC will be beneficial to your company because we provide individualistic options at an affordable price. Unlike other professional development services, RISE, LLC caters to the private needs of all clients in a familial-like atmosphere in order to heighten abilities as well as build strong interpersonal relationships.</li> <li>• Our competitors with global clients may reach world-wide companies, but our local clients give us the opportunity to build lasting bonds, closely follow up after services and measure results to better help serve you in the future.</li> <li>• The opportunities for individual and whole companies, session or monthly contracts, and our variety of services exemplify our efforts to cater to personal needs and desires. We always put you first.</li> </ul>

### Targeted Consumer Demographics

Ideally, our clients will be from the greater Buffalo area so that they can choose to either come to our offices or have our experts visit their work sites. We are ready and able to help both start-up and established companies and individuals.

### Launch Strategies

Launch Plan: The grand opening date for RISE, LLC will be determined after sessions are booked with clients. We will initially reach potential clients via various communication methods including, but not limited to: communication with their established organizational development department, email to leaders, advertisements in the Buffalo News and promotions with Buffalo Business First.

### Advertising Strategy and Execution

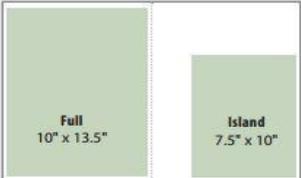
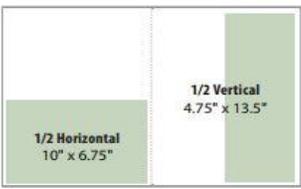
RISE, LLC will use our market research findings to effectively communicate our services to the public, alert them of our benefits and promotions, as well as to establish and maintain a positive image and reputation.

### Strategies

- Actively promote RISE, LLC through the use of Buffalo Business First. A large portion of our marketing budget will be used on promoting through this medium because they ensure our message lands in the hands of business leaders. 58% of subscribers are top management executives. Their publishing's reach a wide variety of businesses including accounting, construction, health/medical services, insurance, non-profit, and real estate. 81% of subscribers hold decision making position, which will ensure the people reading about RISE, LLC are the ones striving for professional development. This well-known and firmly established advertising medium will assure possible clients know about our company.
- The opportunity to advertise our company at the Small Business Matchmaker, Awards and Business Luncheon will help expand our company because we will be able to reach 800 attendees looking to do business together. Distributing promotional materials at this event will ensure we are contacting businesses who are ready and able to take part in our professional development services. Talking face to face with professionals at this event will help to create lasting interpersonal relationships.
- The Buffalo News will help to reach our target audience of individual professionals who are attending sessions separate from their company's contract. Readers of the Buffalo News will be able to educate themselves on our services in both print and online.
- Our social media sites include Twitter, Facebook, and Google+. This allows us to reach consumers who are not reading print or other online material. We can constantly engage and promote at all times of day. These quick messages allow us to maintain a constant presence in the minds of our current and potential customers. Additionally, our website itself is a perfect advertising tool which provides the most up to date, accurate information about our company and services.
- Direct emails to leaders of different business departments will also help to create interpersonal relationships. This allows for an open flow of communication so that questions can be answered immediately. We will easily be able to keep track of our business relationships as well.

### **SUCCESS METRICS**

RISE, LLC will be able to measure the success rates of marketing campaigns through the marketing software, Sales and Marketing Pro. This will help us keep track of our marketing plans, social media marketing, email marketing, sales forecasts and search engine advertising. Additionally, when our customers visit our site or we go to their business, we will have them fill out an evaluation of how they heard about us and how effective they thought our services were. This information will then be kept track of through our marketing software for future improvement.

<b>Marketing Budget Breakdown</b>	
<b>Buffalo Business First</b>	
Full Page Ad in BBF (4 Color) 	\$ 2,815.00
Classified Ad in Business/CareerMarketplace (1 block 3x3, open rate) • Market your business to WNY's business community & profit by	\$ 370.00
Preprinted Insert (open rate) • inclusion in mailed and newsstand copies. Inserting your company's collateral pieces into BBF is an effective and affordable option to make sure your message lands in the hands of business executives.	\$ 1,950.00
Book of Lists Ad (1/2 page, contract rate) 	\$ 4,775.00
8 Week Ad on bizjournals.com/buffalo	\$ 4,937.00
Silver Sponsorship at Small Business Matchmaker, Luncheon & Expo Sponsorship Includes: <ul style="list-style-type: none"> <li>• 1/2 page, four color ad within the publication</li> <li>• Typeset company name on the publication cover</li> <li>• Logo on all pre-event ads, invitations, web materials</li> <li>• Logo on all event materials</li> <li>• 5 tickets to the event with premium seating</li> <li>• Thank you and recognition at the event</li> <li>• Opportunity for distribution of promotional materials at the event</li> <li>• 25 copies of event publication</li> </ul>	\$ 5,000.00
<b>BBF TOTAL:</b>	<b>\$ 19,847.00</b>
<b>Buffalo News</b>	
Feature Section (Business, \$75 per week x52)	\$ 3,900.00
Content Ad Online (Business, \$12 per day x365)	\$ 4,380.00
<b>BUFFALO NEWS TOTAL</b>	<b>\$ 8,280.00</b>
<b>Printing</b>	
Sales Brochure (1 sheet tri-fold at \$0.05 each x1000)	\$ 50.00
Take Home Info Booklets (electronic)	\$ -
Business Cards (100 at \$7.99 x5)	\$ 39.95
Banner for offsite events	\$ 500.00
<b>PRINTING TOTAL</b>	<b>\$ 589.95</b>
<b>Software</b>	
Sales and Marketing Pro Software	\$ 179.95
Adobe Creative Cloud for Teams Complete (\$69.99 per month x12) • Photoshop, Illustrator, Premiere Pro • 100GB cloud storage • Mobile device access • Access to Creative Cloud Market	\$ 839.88
<b>SOFTWARE TOTAL</b>	<b>\$ 1,019.83</b>
<b>MARKETING BUDGET TOTAL</b>	<b>\$ 29,736.78</b>