

MARKETING AND SALES OF GLOMAC PRODUCTS AND SERVICES

MARKETING PLAN/STRATEGY



GLOMAC | MARKETING DEPT | SEPTEMBER 05, 2024

**GLOMAC SECURITY AND PRIVATE INVESTIGATION
SOLUTION COMPANY**

GLOMAC SPI SOLUTION CO.

GLOMAC MARKETING PLANS/STRATEGY/MAPPING -#1

Year 2024-2025



What is marketing?

"Think audience-first. Not competitor-first. Not even brand-first. It's not about you—it's about them" - Allison Lee, editor in chief at Wix

Think of marketing as the heartbeat of any business – the engine that drives growth and connects products or services with the people who need them

At its core, marketing is all about understanding your customers – what they want, what they need and how your offering can make their lives better. It's about creating value, building relationships and telling your story in a way that resonates with your audience.

But marketing isn't just about advertising or sales pitches. It's a holistic approach that encompasses everything from market research and product development to pricing strategies and branding. It's about making connections – connecting your brand with the right people, at the right time, in the right way. It's about sparking interest, driving engagement and turning prospects into loyal customers.

Marketing #1 Grouping

- Retention marketing
- Brand marketing
- Behavioral marketing
- Nostalgia marketing
- Neuromarketing
- Emotional marketing
- Public relations
- Mobile marketing
- Relationship marketing
- Voice marketing

Marketing Group #3

- Partnership marketing
- User-generated marketing
- Seasonal marketing
- Stealth marketing
- B2C marketing
- B2B marketing
- Telemarketing
- Cause marketing
- Event marketing
- Global marketing
- Conversational marketing

Marketing & Sales #2 grouping:

- ✓ Digital marketing
- ✓ Outbound marketing
- ✓ Inbound marketing
- ✓ Brand /Content marketing
- ✓ Social media marketing
- ✓ Search engine marketing
- ✓ Organic marketing
- ✓ Advertising
- ✓ Video marketing
- ✓ Influencer marketing

Marketing Group #4

- ✓ Affiliate marketing
- ✓ Outreach marketing
- ✓ Email marketing
- ✓ Guerilla marketing
- ✓ Word of mouth marketing
- ✓ Referral marketing
- ✓ Acquisition marketing
- ✓ Product marketing
- ✓ Account-based marketing
- ✓ Local marketing

- **NB: Effective and efficient marketing means utilizing all of the**
- **above methods for GLOMAC**

GLOMAC MARKETING PLANS/STRATEGY/MAPPING -#2

Monthly /Yearly Target: 2024-2029:

- Generate 1000 Business leads per month via online and outbound marketing
- “We want to get 1,000 new mailing list sign-ups by the end of the quarter.”
- Train and Employ ‘5000 workers’ in next 5 years
- Secure 50,000 contracts in the next 5 years
- Extend Glomac offices in the 36 states of Ngeria
- Market Glomac Products (100 pieces per month online and in store)
- Generate N200,000 Million per year multiplied by 2 each year for 5 years.
- Secure business contracts and partnership with International and local partners: Commonwealth, UN Transcorp, Canadem, Ecovas etc.
- Secure paid online security training, marketing/management training beginning September 2024...
- Targets: Companies, Organizations, Churches, Event centres, Industries, Airports, Banks, Government establishment, Corporate offices

WEEK #1

- ❖ You need to sign on 25 contracts per month (7 contracts in HR sector, and 10 in Security, and 9 for hiring workers. A bonus of 10% given for completion of the above- use each of the above strategies to accomplish this per week
- ❖ Train 12 new security officers and other industry workers and staff per month. [3 workers per week] x 4 =12 staff
- ❖ Office cold calls to clients / workers per week equals [2ice] x 4 equals = 8 times a week
- ❖ [check client lists/ workers list in office and document new workers and clients
- ❖ Schedule two days business marketing for PR purposes around Lucky Fiber and/ first gate, etc. per month to distribute fliers and speak about Glomac . Video's and reports sent for confirmation in every 2 weeks.
- ❖ Introduce 5 clients to Glomac Travel and Tours Department for travel overseas for those seeking foreign Admissions into Universities, Colleges, and Tourism for visa and ticketing needs, etc. per month and document online, etc.
- ❖ Compile bi-weekly reports and send to directors for verification and confirmation of work done.
- ❖ Distribute fliers and brochures 25 copies per month and follow up business leads as you distribute through phones calls/emails and report and document

WEEK #2

- You need to sign on 25 contracts per month (7 contracts in HR sector, and 10 in Security, and 9 for hiring workers. A bonus of 10% given for completion of the above- use each of the above strategies to accomplish this per week
- Train 12 new security officers and other industry workers and staff per month. [3 workers per week] x 4 =12 staff
- Office cold calls to clients / workers per week equals [2ice] x 4 equals = 8 times a week
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- Compile bi-weekly reports and send to directors for verification and confirmation of work done.
- Distribute fliers and brochures 25 copies per month and follow up business leads as you distribute through phones calls/emails and report and document

WEEK #3:

- You need to sign on 25 contracts per month (7 contracts in HR sector, and 10 in Security, and 9 for hiring workers. A bonus of 10% given for completion of the above- use each of the above strategies to accomplish this per week
- Train 12 new security officers and other industry workers and staff per month. [3 workers per week] x 4 = 12 staff
- Office cold calls to clients / workers per week equals [2ice] x 4 equals = 8 times a week
- [check client lists/ workers list in office and document new workers and clients
- Schedule two days business marketing for PR purposes around Lucky Fiber and/ first gate, etc. per month to distribute fliers and speak about Glomac . Video's and reports sent for confirmation in every 2 weeks.
- Introduce 5 clients to Glomac Travel and Tours Department for travel overseas for those seeking foreign Admissions into Universities, Colleges, and Tourism for visa and ticketing needs, etc. per month and document online, etc.
- Compile bi-weekly reports and send to directors for verification and confirmation of work done.
- Distribute fliers and brochures 25 copies per month and follow up business leads as you distribute through phones calls/emails and report and document

Week #4:

- You need to sign on 25 contracts per month (7 contracts in HR sector, and 10 in Security, and 9 for hiring workers. A bonus of 10% given for completion of the above- use each of the above strategies to accomplish this per week
- Train 12 new security officers and other industry workers and staff per month. [3 workers per week] x 4 = 12 staff
- Office cold calls to clients / workers per week equals [2ice] x 4 equals = 8 times a week
- [check client lists/ workers list in office and document new workers and clients
- Schedule two days business marketing for PR purposes around Lucky Fiber and/ first gate, etc. per month to distribute fliers and speak about Glomac . Video's and reports sent for confirmation in every 2 weeks.
- Introduce 5 clients to Glomac Travel and Tours Department for travel overseas for those seeking foreign Admissions into Universities, Colleges, and Tourism for visa and ticketing needs, etc. per month and document online, etc.

- Compile bi-weekly reports and send to directors for verification and confirmation of work done.
- Distribute fliers and brochures 25 copies per month and follow up business leads as you distribute through phones calls/emails and report and document



NB: THE FOUR (4) MARKETING GROUPINGS MUST BE UTILIZED FOR EVERY WEEK IN EVERY ONE MONTH PERIOD FOR EFFECTIVE AND EFFICIENT MAREKTING FOR THE COMPANY PRODUCTS AND SERVICES .

GLOMAC TEMPLATE FOR MARKETING PER WEEK/MONTH /YEAR 2024-

Monthly Budget: N50,000 Starting 2024- 2025

DATE	COMPANY	LOCATION	TIME IN/OUT	FEEDBACK	FOLLOW- UPS/MODELS E-Mail/Tel.VST	Pay based commission /productivity (25% of salary
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