

technically

simple

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executive summary

Thank You

technically simple would like to extend their thanks to the Communication Department at Southern Connecticut State University for the opportunity and support to work on a business plan and a marketing communications plan this semester. Our plan has implemented core Communication values, ethics, and principles, and demonstrated our proficiency of the Communication program as a whole. By focusing on the 97% of businesses in Connecticut: local small businesses and self-employed businesses, we have the knowledge to get the attention of these businesses and display our practical skills and techniques.

Background

As digital marketing industry continues to rise by an average of \$30 million each year, and small businesses need to compete and adapt in order to survive in their markets, we have developed a cost-efficient business as the solution. Our mission is to advise clients, expand their customer reach, and deliver results. We will accomplish this by creating a no-brainer solution: hiring a marketing agency over an in-house marketing manager.

The Target

By conducting primary and secondary research on prospective clients, as well as competitive analysis, we understand our target's need for a low-cost and easy to implement marketing solution. Our research revealed insights such as the types of small businesses we want to target (employers and self-employed), their average salaries, and what types of marketing services they need for their business.

Positioning

Since these target markets can range from one person to a business of 500 employees, we have created pricing plans and a funnel system in order to gain business. Our main services are Branding, Marketing and Public Relations, and Events and Community Outreach. Our pricing plans for these services are Bronze, Silver, and Gold, designed to accommodate all budgets. Clients can also purchase any service in an "a la carte" fashion. Each new client will receive a one-hour free consultation. This business model ensures our clients receive thorough and top of mind treatment, all while being cost-friendly.

Promotions & PR

We have developed a comprehensive advertising and promotions plan, with thorough research, as well as an event plan to introduce ourselves to our target market. Please read on to learn more about technically simple - and what we have to offer to the industry.

about us

technically

simple

technically simple is a creative marketing agency located in New Haven, Conn. that works with local and small business owners to help them reach customers both in-person and online.

Our mission is simple: to advise clients, expand their revenue and customer reach, and deliver campaign results. Our vision is to create meaningful relationships with our clients by telling their brand's story through the services we provide.

In order to achieve these goals, we must be successful in creating an equally beneficial relationship from a relatable approach in a creative and evolving environment.

We bring a "client first" mentality into the services we provide. We provide first time clients with a 1 Hour Free Consultation- where we recommend clients to choose from our bronze, silver, or gold plans. After our consultation, we conduct market research based on the segment our client wants to target. We then clarify the strategy and approach we want to take. We then assist in designing their identity -whether that be brand, marketing content, or event based on their existing or non-existent brand.

Then we create touch points, in order to build their customer loyalty. Then we take responsibility for managing their assets - whether that be through social media analytics, return on investment, or conversion rate.

We will market these products to local small business in the Greater New Haven Area, as well as self-employed freelancers. Our business philosophy is that success is achieved when proper planning, development, and coordination are implemented. We can achieve this through these two core audiences.

meet the team



Spencer Price
Senior Project
Manager/Straegist



Joseph Burr
Creative Director/
Graphic Design



Alexandra Bacry
Chief Branding Officer/
Account Manager



Michelle Paoletta
Studio Director/Controller



Colleen Murphy
Creative Director of
Events/Graphic Designer

business plan

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competitive analysis

COMPETITIVE ANALYSIS								
COMPANY NAME	Mason 23	Milk*Sono	The Indigo Group	Mintz & Hoke	drinkcaffeine	Media Boom	Design Site	Mascola Group
LOCATION	Bethany	Norwalk	Branford	Avon	Madison	Guilford	Fairfield	New Haven
WEBSITE	✓	✓	✓	✓	✓	✓	✓	✓
FACEBOOK	✓	✓	✓	✓	✓	✓	✓	✓
INSTAGRAM		✓			✓	✓	✓	✓
TWITTER	✓	✓		✓	✓	✓	✓	✓
GRAPHIC DESIGN	✓	✓	✓	✓	✓	✓	✓	✓
BRANDING	✓	✓	✓	✓	✓	✓	✓	✓
DIGITAL MARKETING	✓	✓	✓	✓	✓	✓	✓	✓
PRINT ADS	✓	✓	✓	✓	✓		✓	✓
VIDEO	✓	✓		✓		✓		✓
PR	✓	✓		✓				✓
EVENT MANAGEMENT	✓	✓	✓	✓				

consumer analysis

CONSUMER ANALYSIS						
COMPANY INFORMATION	WEBSITE	FACEBOOK	TWITTER	INSTAGRAM	PRINT ADS	EVENTS/PR
Caribbean Island Tanning Old Saybrook Beauty Services	✓	✓			✓	
Swag Old Saybrook Gifts & Home		✓			✓	✓
Pizza Palace Old Saybrook Restaurant	✓					✓
Royal Printing Service Gulfport Commercial Printer	✓	✓		✓	✓	
Distinctions Gulfport Salon/Spa	✓	✓			✓	
Carsons of Whitfield Gulfport Restaurant						
Popcentric North Haven Organic Ice Pops	✓	✓	✓	✓	✓	
The Bar North Haven Restaurant/Bar	✓	✓	✓		✓	
Double J. Sound North Haven DJ Services	✓	✓	✓			
Hornet's Nest Deli Branford Deli	✓	✓				✓
Branford Crossfit Branford Active/Fitness	✓	✓		✓		✓
The Yarn Basket Branford Craft Supplies	✓	✓	✓			✓
Plato's Closet Danbury Retail	✓	✓	✓	✓		✓
Judds Flowers Danbury Florist	✓	✓				
Note Kitchen & Bar Bethel Restaurant/Bar	✓	✓	✓	✓		✓

industry analysis

The Marketing Industry

Marketing is a growth industry, with content marketing projected to be a \$300 billion dollar industry by the year 2019. The changes in the industry are synonymous with changes in Web 2.0 technology, such as innovations in social media platforms (i.e. Facebook Ads, Business Profiles for Instagram, Twitter Ads) and paying humans to use these platforms to create content for these platforms. There are several types of content creation methods in social media marketing. One is user-generated content, where companies provide photos, videos, or captions featuring their products give customers. Customers can also “tag” the product of brand in a photo or post, which is another example of user-generated content. Another content creation method is hiring social media influencers, such as people with high followers on YouTube and Instagram, and paying them to feature products in their videos or posts. A firm can also create content by hiring in-house social media coordinators, digital marketing managers, and creative directors. This can get expensive, as the average salary for these positions can range from \$50,000-120,000 a year. Businesses can save thousands of dollars by hiring a marketing agency over an in-house marketing manager.

Company Strengths

Whether a brand new small business enters the market or small business that has been around for years, our creative and experienced team helps our clients establish and design a brand that represents their business’s values. Our team has demonstrated proficiency in branding, marketing and public relations, and community outreach. Joe Burr and Alexcandra Bacry are focusing on creative graphic design and assisting with marketing strategies. Spencer Price and Colleen Murphy are focusing on marketing strategies, as well as video, photography, and event management. Michelle Paoletta is focusing on company organization and structure, as well as Public Relations. Since our team is diverse, we can have a specific team member be a point of contact for each business based on their needs. Collectively, we are tracking data and analytics, as well as collaborating on larger-scale projects for clients.

operational plan

Location

Despite the cost of our location not being included in the \$750,000 budget and a separate grant our team's goal is to have the lowest overhead costs as possible. A current trend in the startup community is working and utilizing co-working spaces. Our original plan was to work remotely from home to start however, the co-working space option still provides the flexibility we are looking for while giving our business a professional home base.

After researching co-working spaces in Connecticut the best fit for Technically Simple is, Regus Co-Working Spaces in New Haven. This space offers various packages depending on your needs. For us, we would be renting an office space large enough for a team of 5 with the ability to settle in starting in January.

The price per month is \$1,567, which is all-inclusive. This means all other utilities such as electricity, heat, AC, water, and internet are all included. There is 24/7 access, tech support, and an a la carte service for any printing or phone needs we may have. Having these amenities built in rid our need of an IT specialist, security services for our own location, and having to buy our own printer and ink if we did not want to. This additionally reduces our overhead costs monthly, which is crucial to keep in mind when starting a new company.

One key feature about Regus that we admire is the conference rooms that we are able to reserve when we need to. This location is the best fit for us not only financially but also provides us ample opportunity to network with the other businesses at Regus.

BUDGET BREAKDOWN

ADVERTISING	\$250,000
OVERHEAD COSTS	\$750,000
TOTAL	\$1,000,000

management & organization

To start Technically Simple will have a core of five employees. Each employee will hold an executive position within the company. With the way startups naturally work in the beginning employees where multiple "hats", below is the company structure Technically Simple will follow:

Chief Branding Officer/Account Manager

An executive position that has been established to hold responsibility for a brand's image, experience, and promise to consumers. Establishing and leading cohesive brand identities and strategies for clients. Additionally, they will work as a liaison between clients and the company.

Creative Director/Graphic Designer

A creative, fast paced, and collaborative position. Guiding and overseeing the projects created by the creative department and is responsible for the quality of the work produced.

Senior Project Manager/Strategist

Leader of a collaborative, creative environment whose mission is to advise businesses, expand their reach, and deliver results.

Creative Director of Events/Graphic Designer

An executive position that has been established to facilitate the design and execution of conferences and events. They will produce events as per in-house and client need from conception through completion.

Studio Director/Controller

Essentially the backbone of the company ensuring all day to day tasks run smoothly. From confirming appointments to maintaining task lists this position is vital to the success of organization for Technically Simple.

Payment Structure

Given our low overhead and prelaunch costs, we plan on utilizing 36% of the \$750,000 budget to fund the salary of the five core employees for the first 18-month period. The breakdown is below:

payment structure

SALARY BREAKDOWN		
	PER PERSON	TOTAL
MONTHLY	\$3,000	\$15,000
YEARLY	\$36,000	\$180,000
18 MONTH TOTAL		\$270,000

Given our low overhead and prelaunch costs, we plan on utilizing 36% of the \$750,000 budget to fund the salary of the five core employees for the first 18-month period. The breakdown is below:

BUDGET BREAKDOWN AFTER SALARIES	
OVERHEAD COSTS BUDGET	\$750,000
18 MONTH SALARY TOTAL	\$270,000
REMAINING BUDGET	\$480,000

After factoring out the cost total cost of 18 months worth of salaries Technically Simple has a remaining overhead cost budget of \$480,000. These funds will then be used to cover any other associated costs along the way.

financial factors

Legal Environment

The business name is pending copyright as well as the logo is still pending trademark. Below are the associated costs with the trademark and copyrighting process.

OFFICE SUPPLIES	Per Item	Quantity	Total
21 in - iMac (x5)	\$1,049	5	\$5,245
Wireless router	\$129	1	\$129
All in one Printer	\$200	1	\$200
Paper (letter size 500 ct)	\$50	2	\$100
Wall decor/art (technically simple)	\$30	1	\$30
Dry erase board	\$50	1	\$50
Envelopes (letter size and manilla)	\$30	1	\$30
Desk supplies (stapler, pens, etc.)	\$50	5	\$250
File cabinet (4 drawer)	\$150	2	\$150
Lockbox/safe	\$80	1	\$80
Refridgerator	\$199	1	\$199
Room dividers	\$80	5	\$400
Trash bins	\$20	5	\$100
Coffeemaker	\$140	1	\$140
Microwave	\$100	1	\$100
Kitchen supplies	\$40	1	\$40
Mail supplies	\$50	5	\$50
Shredder	\$50	1	\$50
TOTAL			\$7,343

LEGALITY COSTS	Per Item	Quantity	Total
Trademark Attorney	-\$400	Hourly	\$4,800
Paralegal	-\$180	Hourly	\$2,160
Trademark Scan & Preliminary Report to Client	\$400	1	\$400
Registrability Search, Analysis, and Opinion	\$2,975	1	\$2,975
Trademark Registration - Application, Preparation, Filing Conference	\$975	1	\$975
Trademark Prosecution (variable)	\$750	1	\$750
TM Appeal to the Board (w.o argument)	\$2,500	1	\$2,500
Trademark Section 8 and 15 Declaration	\$975	1	\$975
Trademark Renewal Application	\$975	1	\$975
Typical State Trademark Application	\$450	1	\$450
Copyright Registration - Application, Including Client Conference	\$350	1	\$350
Copyright Registration - Application for Computer Software	\$600	1	\$600
TOTAL			\$17,910

suppliers

Overview

Technically Simple is a company that offers services and not necessary products therefore the need to have a contracted supplier is not 100% necessary. Instead we will be partnering and taking advantage of vistaprint.com and moo.com referral and affiliate programs for all internal and client printing needs. As far as office supply needs we will be utilizing Staples as the majority of what we need is already provided by Regus.



Vistaprint/Moo.com



Staples

packages & services

Overview

Whether you are a new business or have been around for years having a strong and recognizable brand is just one of the three keys to success. Let our creative and experienced team help you establish and design a brand that represents your business's values. These services are as follows: Establishing Your Identity (Branding), Spreading Your Name (Marketing/PR), and Connecting with Your Audience (Events/Community Outreach).

Technically Simple Client Cycle

1. Let's meet face-to-face
2. Conducting Research
3. Clarifying Strategy
4. Designing Identity (whether that be brand, marketing content, or event)
5. Creating touch points (whether that be for branding or marketing)
6. Managing assets (whether that be social media analytics, ROI, or conversion rate)

Pricing

As a new digital marketing and graphic design studio setting our pricing packages fair for our experience is crucial. One method we are setting ourselves up for the opportunity to not only have long-term projects but also short term through our TS Express a la carte menu. Our main packages are bronze, silver, and gold. The pricing ranges from \$2,000-\$5,000. The "a la carte" menu would vary on the type of project.

Pricing & Competitors

Based on our competitive analysis and preliminary research, our pricing strategy makes sense as we are targeting smaller businesses, and making our business more affordable. In contrast to our competitors, they are targeting larger and more established brands with larger marketing budgets. This is important, as we do not want to scare new clients away with outrageous package pricing. As we grow we plan on adjusting our pricing accordingly based on the level of our experience and if there is a shift in our audience.

packages & services

Establishing Your Identity

This is our branding package, where first time small businesses and freelancers can sign up for our packages after our one-hour free consultation. This package includes logo creation, business cards, stationery, and website design. If client needs new material, this plan will be kept unless they decide to upgrade or downgrade. Each plan has a 30-day cancellation policy.

Bronze

Brand Identity w/ logo, business cards, choice of website or stationary [\$2,000]

Silver

Brand Identity w/ logo, business cards, stationery, and website [\$3,500]

Gold

Brand Identity w/ logo, business cards, stationery, website, and social media plan [\$5,000]

(This plan is to gain interest in the "Spreading Your Name" package that we offer. It is a 3-month complimentary plan that is also included with the Gold Package of Spreading your Name Services.)

Spreading Your Name

This is our marketing and public relations package, where first time small businesses and freelancers can sign up for our packages after our one-hour free consultation. This plan utilizes social media campaigns & analytic tracking, as well as print ads and direct mail campaigns. If client needs new material, plan is renewed monthly unless they decide to upgrade or downgrade. Each plan has a 30-day cancellation policy.

Bronze

Social media campaign (30 days) for account of your choice, and (1) one-month print advertisement OR a direct mail/email marketing piece. [\$2,000]

Silver

Up to two social media accounts, with tailored campaign for each (30 days), and one-month print advertisements AND/OR direct mail/email marketing piece. [\$3,500]

Gold

Up to three social media accounts, with tailored campaign for each (30 days), one-month print advertisement, two direct mail/email marketing piece, and as an added bonus 3-month social media calendar. [\$5,000]

packages & services

Connecting with Your Audience

This is our events and community outreach package, where first time small businesses and freelancers can sign up for our packages after our one-hour free consultation. This plan utilizes event planning and management. If client needs new material, this plan is renewed monthly unless they decide to upgrade or downgrade. Each plan has a 30-day cancellation policy.

Bronze

Event for less than 25 people, arrangements for creating print material, and press release.

Silver

Event for 25-75 people, arrangements for creating print material, press release, and social media content.

Gold

Event for 150-200 people, arrangements for creating print material, press release, and social media content.

A la carte item could be additional # of guests being an extra charge – more people to manage etc.

TS Express "a la carte" Menu

- Invitations
- One-time Analysis
- Social media account set up
- Business Cards

These are examples of some of the "a la carte" projects Technically Simple offers. The pricing of these services vary upon the project. We also understand that not everyone needs an entire project therefore we are more than happy to customize the packages to meet client's specific needs.

branding guidelines

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branding guidelines

Introduction

After creating a solid aesthetic for our pitch proposal, we will be using some of the same elements in the final logo and brand identity. This document is a foundational guide through the rest of the branding process and establishing our social media presence.

Logo Identity

Comprised into one small package, the logo is the face of company's brand and mission. This means the logo must be clearly legible and be kept in the same lockup. The strong contrast and modern typography embodies the brand's simplistic approach and aesthetic.

Logo Background

To maintain the integrity of the name "technically simple" when placing the logo on graphics it should be on an all-white background unless it is creating stronger contrast. For an example, please see the business card.

The Tagline

These are our brand's core principles and objectives. Creating something simple, catchy, and easy to remember makes it easier to use on a daily basis.

technically

simple

advise | expand | deliver

branding guidelines

Primary Colors

The primary colors chosen are to give off a certain energy that is calm, trustworthy, and helpful through our branding aesthetic.

#000000

#CFE7E7

#FFFFFF

Secondary Colors

These colors play tribute to the calming aspect as well as the blue/green tones being a representation of growth and wealth. Ultimately through our relationships with our clients our main priority is building a long lasting relationship and expanding their audiences/customer's.

Typography

It's Technically Simple utilizes two typefaces. One being Montserrat which is a clean and modern typeface used in the logo and headings for print work, posters, and web applications. This typeface is all caps except for the logo and business cards.

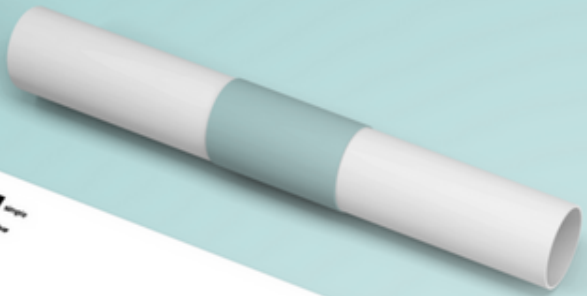
The second font used is a more traditional serif typeface called, Playfair Display. This softens the brand and creates a sense of class. This font is for descriptions and larger bodies of text. These fonts enhance Technically Simple's brand image of a trustworthy, calming, and simple yet knowledgeable service.

MONTSERRAT 12 pt.

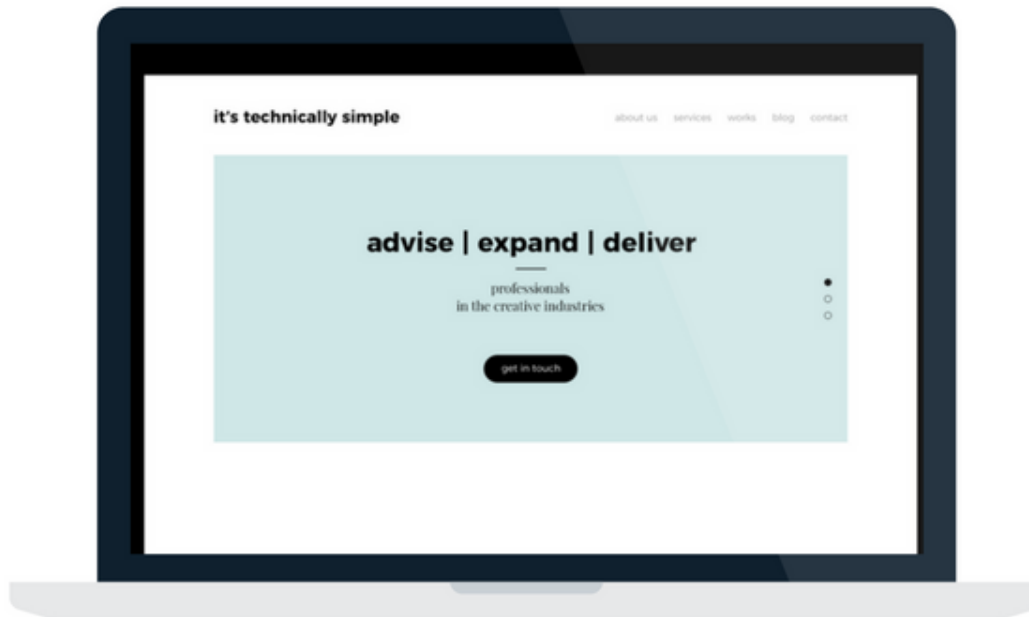
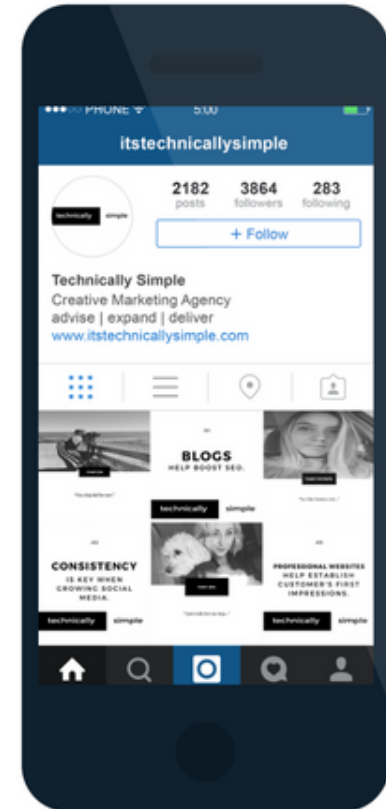
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Playfair Display 10 pt.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



online presence



events & marketing

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target audience

Demographic A

- Small business owners with employees
- Connecticut
- 51% have 500+ employees, 18% have 1-19 employees, 17% have 20-99, and 15% have 100-499 employees.
- Retail trade, accommodation and food services, real estate and rental and leasing, arts, entertainment, and recreation, other services (except public administration)

Demographic B

- Non employer firms/self-employed (80% of small business market)
- Connecticut
- Freelance designers, contractors, construction, etc.

FUN FACT

80% of businesses fail within the first 18 months & some of their biggest weaknesses begin and end with not reaching their audiences

Preliminary Market Research

Based on preliminary research, some of the local businesses will include Hornet's Nest Deli Branford, Double J Sound in North Haven, Swag in Old Saybrook, and more. Not only focusing on our target audience in the preliminary research, we spent a lot of time looking at our competition in this state and what kind of services/customer experiences they have to offer.

Secondary Market Research

a. Connecticut Small Business Profile

There are 333,078 Small Businesses in Connecticut, which makes up 97.0% of Connecticut Businesses. 69,464 of these businesses have employees. Small businesses with employees make up 21%, and non-employers and self-employed businesses make up 79% of the market.

In 2014, Connecticut banks and credit unions issued 68,310 loans under \$100,000 (total valuing at \$976.9 million).

The median income for individuals who were self-employed at their own incorporated businesses was \$61,575 in 2014. For individuals self-employed at their own unincorporated firms, this figure was \$30,553.

b. Marketing preferences

97% of US households use email, 66% of marketers are integrating social media with their email marketing campaigns.

Of those 66% of marketers, 91% of them integrate Facebook, 83.9% integrate Twitter, and 34.1% integrate YouTube.

31.6% of marketers answered yes to "Is optimizing the mobile marketing experience important"

industry influence

Economics

- The total size of the marketing industry in the U.S. is \$579 Billion
- The total size of the marketing industry in Connecticut based on wages is \$1 billion (\$1,063,598,600) technically simple will own 0.1% of the industry based on our \$1 million initial funding
- The demand for businesses looking for digital marketers is 39% based on digital job hiring trends.
- Trends in target market: "Mobile-Friendly Websites and SEO Will Be Even More-Crucial Marketing Tools", "Local Marketing, Interactive Content, Expanded Searches and Re-Marketing Will All Play a Role", "Public relations and social media tactics will continue to grow more progressive".
- The growth potential for a marketing business is expected to rise by an average of \$30,000,000 per year based on digital and traditional advertising spending

Adapting to the Industry

Positioning ourselves as a relatable and knowledgeable team of creatives that build an equal relationship that advises you, expands your business, and delivers results.

We are essentially a SB-2-SB (small business to small business) therefore; we want to create a relatable and equally beneficial relationship. The first step in forming this relationship getting attention and receive recognition as a credible and useful service to use. Although we are told to never judge a book by its cover, it is crucial for our company to have a strong and recognizable brand aesthetic. Keeping the logo designs and social media posts clean lined and simple will also be easy on the eyes and more likely accepted by larger audiences.

touchpoints

website

social media

print ads

press release

direct mail

podcast

chamber of
commerce
member

educational/
networking
events

strategy

Pre-Launch

Starting a social media presence come November/December to establish an online community. Using video content introducing the team individually. This will highlight the smaller things in life that are important to us outside of work. The goal is to have all the campaigns celebrating the smaller things in life as we are SB-2-SB.

Post-Launch

As we grow social media content focus will shift from ourselves and educational to our client's journey and consumer generated content. Additionally, we will promote our clients and showcase their consumers enjoying their establishments. Acknowledging the fact the majority of our clients will not be found via social media we will start running more print ad and direct mail campaigns. The end goal is to to have a billboard and radio spots once we have testimonials.

Posting Strategy & Tools

- Content Calendar
- Hootsuite
- Later (Latergramme)
- Google Analytics
- Bit.ly

Growth Measurements

- Likes
- Followers
- Sign Ups
- Impressions
- Clicks
- Clients
- Profit

media calendar

NOVEMBER	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
Instagram																															
Facebook	TS						B								B	LP	B				B									B	
Youtube																															
Itunes																															
Spotify																															
Shoreline Times	TS																														
New Haven Register			TS																												
Hartford Courant					TS																										
Direct Mail Recipients																C														SB	
Chamber of Commerce(s)																															
DECEMBER	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Instagram																															
Facebook	LP	B					B							B							B			B			B				
Youtube																															
Itunes																															
Spotify																															
Shoreline Times	LP																														
New Haven Register			LP																												
Hartford Courant					LP																										
Direct Mail Recipients																															
Chamber of Commerce(s)																															
JANUARY	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Instagram																															
Facebook	PL	B							B			B					B							B						B	
Youtube																															
Itunes																															
Spotify																															
Shoreline Times	PL																														
New Haven Register			PL																												
Hartford Courant					PL																										
Direct Mail Recipients			SB																												
Chamber of Commerce(s)																															

CALENDAR KEY	
Instagram Post	
Facebook Ad	
Podcast	
Print Ad	
Direct Mail	
Press Release	
Launch Date	

event's vision

Two Part Event

Part 1: Meet and Greet/Networking with small businesses (1-hour crash course) -- 5 W's

Part 2: Customer's come in and showcase

- \$20 per business
- Consumers' are free to enter
- 1-hour course, 30 minute break, then networking event begins

Who to Invite

- Research the top 25 New Year's Resolutions made from NYE 2015.
- Group type of resolutions with a business type.
- Match those business types with small businesses in New Haven County/Shoreline CT that lack in areas such as: website, social media, media coverage, etc.
- Invite consumers to make "New Year's Resolutions"
- Raffles/Silent Auction of gift cards to businesses that attend, or pay costs for ad in brochure
- Customers --->free alcohol, free music, free food, networking

Event Goal

- Introduce people to our company and help them network with potential consumers'
- Important to get our name and our ideas out there.
- For people to understand what our service is and how we can help them.
- Showcase our abilities by providing small business owners with a taste of our services.
- In a more personal, professional setting, we would like potential clientele to get to know us on a different level rather than them trying to get to know us through a phone call, our website, or at a larger-scaled function.
- Allow businesses to connect with customers by following up on their "New Year's Resolutions" by providing special incentives or discounts
- Customers/guests receive special incentives or discounts by attending and filling out a "New Year's Resolution"

event narrative

Who are we?

Technically Simple is a marketing agency located in New Haven, Conn. that works with local and small business owners to help them reach customers both in-person and online. Our mission to advise clients, expand their revenue and customer reach, and deliver campaign results.

Why are we doing this?

Our goal with this event is to create relationships with small businesses so that they can use our services.

Who are we talking to?

Two primary target audiences: the small business owner and their customer. By hosting the event, we not only provide information and resources on how we can better serve their business via marketing strategies, but provide them a venue where they can offer incentives to prospective customers.

What do we want them to think?

We want small business owners to think we are helping them expand their customer reach by providing great marketing resources and executing them.

The most important thing we can tell them?

Advise | Expand | Deliver

Why should they believe it?

We are a team of careful and out of the box thinkers, as well as experienced working with small businesses for most of our lives.

Guidelines for the Event

What should the event feel like? Relaxed, approachable, lots of room and areas to sit and chat. Customers should feel motivated when talking about their New Year's Resolutions because local businesses will act as the medium to achieve their goals, and local businesses will receive new business.

What shouldn't it look like? Standing, not interactive, people waiting by displays for customers to approach them.



Customer Invitation



Business Invitation

venue

The Study at Yale
1157 Chapel Street
New Haven, CT 06511

Does it suit the audience?

It is located in an area that is considered the “business district” of New Haven, and since our target is small businesses, it is an awesome location for businesses to get a feel of and then attend our event. It is a welcoming area of New Haven, as there is much to do and see within walking distance of our event location.

Does it add value to the event?

The Study has a 4.5 star rating on Tripadvisor and is located in the heart of the Yale University Art Campus. It is within walking distance of Yale University, libraries, galleries, museums, and cultural centers and steps away to the shopping and restaurants of the New Haven business district. This rich environment, and is a renowned hotel and meeting space in the New Haven area.

Is it within our budget?

We will be able to front the cost for the party at our expense. After careful consideration of our financial factors and business budget, we still have leftover expenses - due to large savings in areas.

Will it be simple for people to find?

The Study is located roughly ten minutes from I-91 and I-95. Patrons would use the Chapel-York Garage, which located within walking distance from The Study (roughly 5 minutes). The Study is located on Chapel Street, one of the most well-known areas in New Haven. Being that The Study is part of Yale University, it is also located two buildings down from the School of Architecture and adjacent to the Yale Afro-American Cultural Center.

venue details

Pre-Networking Event Panel Discussion with Small Business Owners

The Drafting Room - The Study

Area: 384 Square Feet

Dimensions: 24' x 16'

Capacity:

30 Theatre Style 20 Classroom Style

10 Banquet Style 20 Reception Style

16 Conference Style 14 U-shape Style

Networking Event with Small Business Owners and Potential Consumers'

The Gallery - The Study

Combined Capacity:

120 Theatre Style 72 Classroom Style

80 Banquet Style 120 Reception Style

30 U-shape Style 30 Hollow Square

Gallery 1

Area: 990 Square Feet

Capacity:

50 Theatre Style 45 Classroom Style

50 Banquet Style 60 Reception Style

20 Conference Style 24 Hollow Square

Gallery 2

Area: 630 Square Feet

Capacity:

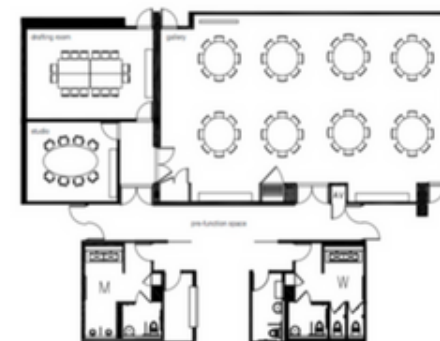
30 Theatre Style 30 Banquet Style

30 Reception Style 20 Conference Style

16 Hollow Square

the study | MEETING & EVENT SPACE
AT HALL

FIRST FLOOR EVENT SPACE



launch day schedule

December 30th, 2016
5PM-9:30pm

LAUNCH DAY SCHEDULE		
TASK	TIME	PERSON RESPONSIBLE
Technically Simple arrives at the venue	4PM	All
TS holds a brief commencement meeting	4:15PM	Michelle
Members of TS greet small business owners	4:40PM	All
TS & business owners proceed to The Drafting Room	5-6PM	All
Part 1: Meet & Greet/Panel Discussion Begins	6PM	Business Owners
Consumer's begin to arrive	6:30PM	--
Part 2: Networking portion begins	7PM	--
Technically Simple Introduction	7:05PM	All
Networking & Circulating of Guests	7:25PM	--
Silent Auction/Raffle	9PM	Spencer
Event Ends	9:30PM	All

budget/funding

Which sponsors might increase the event value and experience for your guests?

Vendors in the food & beverage industry can enhance the experience of the event, because it allows us to keep the consumers' and small business owners there with incentive. It is also a good talking point for a conversation starter.

Ex: A flower shop may offer to donate flowers for decoration. This is a way for the flower shop to showcase their design ability. Another scenario would be for us to buy the flowers ourselves.

Do we offer anything to sponsors?

Exposure to consumers
Networking with other small businesses and Technically Simple
Showcase their abilities.

Who might be a good fit as an event partner?

Who might be a good fit as an event partner?

Our planned venue, The Study, would be a good event partner, because having our event at their establishment provides them with advertising and helps promote their event space aside from the hotel aspect of their business, which they are most known for.

LAUNCH PARTY COSTS	Per Item	Quantity	Total
Venue 1: The Gallery	-	-	\$800
Venue 2: Drafting Room	-	-	\$450
Beer	-	-	\$300
Hors D'oeuvres	-	-	\$1,955
Centerpieces	\$60	15	\$900
Event Photographer	-	6 hours	\$3,500
TOTAL			\$7,905

financial factors

the breakdown

1

BUDGET BREAKDOWN	
ADVERTISING	\$250,000
OVERHEAD COSTS	\$750,000
TOTAL	\$1,000,000

2

SALARY BREAKDOWN		
	PER PERSON	TOTAL
MONTHLY	\$3,000	\$15,000
YEARLY	\$36,000	\$180,000
18 MONTH TOTAL		\$270,000

3

BUDGET BREAKDOWN AFTER SALARIES	
OVERHEAD COSTS BUDGET	\$750,000
18 MONTH SALARY TOTAL	\$270,000
REMAINING BUDGET	\$480,000

pre-launch expenses

OFFICE SUPPLIES	Per Item	Quantity	Total
21 in - iMac (x5)	\$1,049	5	\$5,245
Wireless router	\$129	1	\$129
All in one Printer	\$200	1	\$200
Paper (letter size 500 ct)	\$50	2	\$100
Wall decor/art (technically simple)	\$30	1	\$30
Dry erase board	\$50	1	\$50
Envelopes (letter size and manilla)	\$30	1	\$30
Desk supplies (stapler, pens, etc.)	\$50	5	\$250
File cabinet (4 drawer)	\$150	2	\$150
Lockbox/safe	\$80	1	\$80
Refridgerator	\$199	1	\$199
Room dividers	\$80	5	\$400
Trash bins	\$20	5	\$100
Coffeemaker	\$140	1	\$140
Microwave	\$100	1	\$100
Kitchen supplies	\$40	1	\$40
Mail supplies	\$50	5	\$50
Shredder	\$50	1	\$50
TOTAL			\$7,343

pre-launch expenses

LEGALITY COSTS	Per Item	Quantity	Total
Trademark Attorney	~\$400	Hourly	\$4,800
Paralegal	~\$180	Hourly	\$2,160
Trademark Scan & Preliminary Report to Client	\$400	1	\$400
Registrability Search, Analysis, and Opinion	\$2,975	1	\$2,975
Trademark Registration - Application, Preparation, Filing Conference	\$975	1	\$975
Trademark Prosecution (variable)	\$750	1	\$750
TM Appeal to the Board (w.o argument)	\$2,500	1	\$2,500
Trademark Section 8 and 15 Declaration	\$975	1	\$975
Trademark Renewal Application	\$975	1	\$975
Typical State Trademark Application	\$450	1	\$450
Copyright Registration - Application, Including Client Conference	\$350	1	\$350
Copyright Registration - Application for Computer Software	\$600	1	\$600
TOTAL			\$17,910

pre-launch expenses

ADVERTISING COSTS			
Business Cards	\$51	500 each	\$255
Company Stationary	\$250	1,000	\$250
Presentation Folders	\$295	100	\$295
Envelope	\$100	250	\$100
Domain Name	\$40	1 year	\$40
Squarespace Host	\$100	1 year	\$100
Facebook Ads	Varies	1 month	\$500
Direct Mail	\$150	2	\$300
Newspaper Ads	\$100	3	\$300
Brochures	\$102.50	200	\$102.50
Hootsuite	\$34.99	Monthly	\$34.99
TOTAL			\$2,277
LAUNCH PARTY COSTS			
	Per Item	Quantity	Total
Venue 1: The Gallery	-	-	\$800
Venue 2: Drafting Room	-	-	\$450
Beer	-	-	\$300
Hors D'oeuvres	-	-	\$1,955
Centerpieces	\$60	15	\$900
Event Photographer	-	6 hours	\$3,500
TOTAL			\$7,905
PRELAUNCH COST GRAND TOTAL			\$35,435

monthly overhead costs

POST LAUNCH MONTHLY EXPENSES		
OFFICE SUPPLIES	PER ITEM	TOTAL
Kitchen Supplies	\$40	\$40
Mail Supplies	\$50	\$50
Envelopes (letter size and manilla)	\$30	\$30
Desk supplies (stapler, pens, etc.)	\$50	\$250
TOTAL		\$370
SOFTWARE	PER ITEM	TOTAL
Domain Name	\$40 yearly	\$3.33
Hootesuite	\$34.99	\$34.99
Adobe Creative Cloud	\$29.99	\$29.99
TOTAL		\$68.31
ADVERTISING	PER ITEM	TOTAL
Print Ads	\$100	\$500
Facebook Ads	Varies	\$4,000
Direct Mail	Varies	\$500
Networking/Travel Expenses	\$1,000	\$5,000
Educational Courses	Varies	\$2,500
TOTAL		\$12,500
GRAND TOTAL		\$12,938
18 MONTH TOTAL		\$232,884

remaining funds

FINAL OVERHEAD BUDGET BREAKDOWN	
Total Overhead Budget	\$750,000
Total Salaries for 18 Months	\$270,000
Remaining Budget minus Salaries	\$480,000
Pre-Launch Overhead Total	\$25,253
18 Months Overhead Total	\$7,889
Total Overhead Expenses	\$33,142
Remaining Funds	446,858

FINAL ADVERTISING BUDGET BREAKDOWN	
Total Advertising Budget	\$250,000
Pre-Launch Advertising Expenses	10,182
18 Month Advertising Expenses Total	225,000
Remaining Funds	14,818