



Marketing Strategy for a Freelance Marketing Company

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ABSTRACT

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This thesis presents a marketing strategy for freelance marketing companies looking to effectively market themselves and their services to small businesses. The research involved an in-depth analysis of current marketing trends, industry best practices, and data analytics found through qualitative and quantitative research. The implementation method included pre-formed surveys, studies, and government statistics on the industry.

The research addresses the challenges faced by small businesses including limited budgets, lack of expertise, and the rapidly changing digital marketing landscape and how freelance marketers can meet this need through the marketing strategy. The thesis emphasizes the importance of creating a strong online presence through social media, search engine optimization, and content marketing, as well as building strong customer relationships through personalized communication and excellent customer service.

One of the most significant contributions of the thesis is the focus on how key performance indicators and pre-set goals can help drive success and allow the strategy to be improved through data-driven decisions. The thesis persists further into the creation of specific SMART goals and the tracking of KPIs such as an increase in social media followers, business reputation, and clientele, which will monitor the effectiveness of the marketing campaigns.

The marketing strategy provides practical advice and guidance on how to overcome the challenges of a saturated market and develop effective marketing strategies. The marketing plan serves as a valuable resource to freelance marketing companies looking to succeed as a business.

Key words: marketing, marketing strategy, marketing goals, strategy, marketing plan,

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1 INTRODUCTION

The world is continually progressing with new tech, new solutions, and has become even more fast-paced and competitive. With such a saturation in the market for freelance marketers, having a well-planned marketing strategy is essential for the success of any organization.

Small businesses in the US often find it hard to compete with the competition due to limited budgets, lack of expertise, and the continual expansion of the digital marketing landscape. These challenges can often position these businesses below the competition and leave them unsure of how to combat these changes. The key to helping these small businesses and meeting a need through freelance marketing lies within how to communicate the right message and solution to these businesses.

The purpose of this thesis is to create an effective marketing strategy that will bridge the gap of communication between these small businesses and the freelance marketer. The plan will be complete with an actionable timeline to help the freelance marketer meet the need in the most efficient way. The thesis objective will be to create a marketing strategy for a freelance marketing company and solve the need of affordable and flexible services in such a saturated market.

2 Thesis Plan

The thesis plan describes the topics, objective, purpose, concepts, and research structure on which the thesis will be based on and helps guide the reader throughout the structure of the thesis. In order to properly understand the findings of the research and analysis within the thesis, the reader must read through the foundation and concepts listed within the thesis plan.

2.1 Thesis Topic

The topic of this thesis is a marketing strategy for a freelance marketing company. This thesis evaluates the strategy needed for a marketing company to launch in the United States in the year 2023. Since the company operates as a freelance marketing company, the services offered will be B2B (Business to Business) and will cover areas of web design, SEO, marketing consultation, and basic-level graphic design. With the company planning to launch in the course of the next year, this thesis will provide the marketing strategy needed for the company to successfully launch.

A marketing strategy formulates a business or company's "game plan" for how they will communicate with customers and how a company's services and value proposition meet consumer needs. A marketing strategy goes even further and creates the gap between a prospective consumer and a loyal customer of a business (Barone 2022). This thesis will act as the "game plan" for the freelance marketing company to effectively communicate and attract customers for their services.

2.2 Thesis Objective, Purpose, and Research Questions

The thesis objective will be to create a marketing strategy for a freelance marketing company and solve the need of affordable, flexible, and quality marketing services in a concentrated market. The primary question for this thesis will be: How to effectively market a freelance marketing company?

To further define the primary question and to guide the thesis process, the following research questions will be asked:

- What is the company's marketing objectives?
- How does the company differentiate itself from competitors in the US market?
- Who is the target audience?
- What message will this strategy communicate?
- How will this message be communicated?
- How will the company measure the success of the marketing strategy?

These research questions will help define the primary question even further throughout the thesis. These research questions will prove as a guide throughout the remainder of the thesis.

2.3 Concepts and Theory

This thesis will evaluate the concepts that will be used within the marketing strategy. As they will be mentioned many times throughout the thesis, the reader is encouraged to gain an understanding of this section to fully comprehend the marketing strategy. This section will evaluate what marketing is, what elements form a marketing strategy, and how to set marketing goals and objectives within a strategy.

2.3.1 Marketing

As stated by the American Marketing Association "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large" (n.d.). Marketing works to create a connection between a brand/service and the consumer. With proper marketing, a company can deliver a solution to a need.

A good product and service on its own may sell despite additional marketing or advertisement, but with marketing added, it increases the attraction of the product or service for the consumer. Not only is marketing about adding value, selling a

product/service, or solving a need, it is about creating loyalty between a consumer and a brand.

Effective marketing works to continually understand a customer through research & analysis. This research specifically goes to identify exactly how a customer works, acts, and communicates so that a company or business can match these ways of communication effectively. (Forsey 2021.) In order to properly execute a marketing plan, a company must know exactly who its customer is in order to know how to reach this customer effectively.

While marketing has many individual concepts within itself, each company can determine for itself, which marketing principles will be most effective for the company's goals. This is where the marketing strategy comes into play. The strategy is a plan based on the analysis and research of the market of how the company will position themselves and promote themselves using different marketing concepts. (Ellering & Sailer 2022.)

For the purpose of this thesis, it is important to understand what marketing is as it is the basis of the thesis research. Throughout the contents of this report, it will be vital to continually reflect on what marketing is and to always look to understand the customer, and effectively communicate with said customer.

2.3.2 Marketing Goals and Objectives

Marketing objectives describe what achievements a business is trying to reach and when they want to reach them. Marketing objectives are different from goals. Goals are the big picture and final mark that a company sets out to achieve, while an objective is a measurable result of how a company will achieve these goals (Chi 2021.)

To properly set objectives, it is important to first use SMART goals. SMART stands for Specific, Measurable, Attainable, Relevant, and Time-Bound. SMART goals are realistic, quantifiable, and focused targets that you can easily aim for. These are the metrics by which the company can compare the success of the marketing strategy. This is vital to know if the strategy is working or not. (Chi

2021.) When a company has SMART goals, they can use these specific, measurable, attainable, relevant, and time-bound metrics to sharpen the message that they use and to continually improve upon their strategy towards the goals they want to achieve.

Specific means the exact metric you are looking to increase. This could be a follower count, website visits, or overall sales. Measurable means that the goals must be quantifiable. For example, if a company is looking to increase their follower count, they will set a number for what they are trying to increase their follower count to or by. Attainable means that the goal should not be too much for the company to handle. It should be able to be achieved within a reasonable amount of time. Relevancy is the connection between the purpose of the business and the current market trends. The goals of the business should relate to what is currently happening and be relevant to their consumers, industry, etc. Lastly, time-bound is focused on setting a timeframe in which the goals will be attained. Setting the SMART goals for the company will determine the ““why,” “how,” and “what” behind all the marketing objectives”. (Chi 2021.)

The objective is the second most important part of the marketing strategy and focuses the strategy in answering the primary question of: How to effectively market a freelance marketing company? Having a clear objective that can be measured will be the first section of the marketing strategy in this thesis.

2.3.3 Branding

Branding focuses on the perception that a business’s customers will form around a company. The brand also creates the identity of the company. Parts of effective branding include a “logo, design, mission statement, and a consistent theme” (Oberlo n.d.). Branding helps to establish trust, create loyalty, and help a business be more recognizable (Jones 2021). Branding will be important for a marketing strategy as it will create the foundation of which the marketing strategy will sit on.

Referring to the concept of marketing in chapter 2.3.1, branding is essential to marketing as it helps create the message and the perception of a company that

is communicated to the customer. Creating a solid brand will guide the marketing strategy & message that is portrayed by the company.

2.3.4 Target Audience

A target audience is a group that a business is trying to reach, or a business's customer base. The target audience is based off research information on the age, gender, personality, income, and other demographics that describe the target consumer of the company. A target audience is based on demographic and psychographic data. Demographic data analyses "age, gender, education and income" while psychographic data analyses "personality, lifestyle, interests and values." (Frontier Marketing LLC 2017.)

Since this thesis is created for a freelance marketing company, the target audience will be formulated based on businesses instead of consumers, as this marketing company provides services B2B (Business to Business) instead of B2C (Business to Consumer).

Having the target audience defined within the marketing strategy will sharpen the strategy to meet the needs, solve the challenges, and connect with the audience in the most effective way possible, based on the research and data of the audience. With a well-founded target audience, the marketing strategy can continually be checked next to the target audience to ensure the correct communication is being used.

2.3.5 Search Engine Optimization

SEO or Search Engine Optimization varies from search engine marketing as it is the organic or free way of increasing a website's visibility on search engines. Search engines can include Google, Microsoft, & Bing.

There are three types of SEO. The first is technical SEO. Technical refers to certain aspects of a website such as the speed that a page loads or the usability of a webpage. Optimizing the technical SEO will create a more user-friendly expe-

rience and often will be recommended by search engines in the SERP over websites that are slow and hard to read. Mobile-friendliness and correct coding are also important aspects of technical SEO. (Goodwin n.d.)

The second type of SEO is Content SEO. This involves using keywords that are relevant and connecting a website's content to things consumers will search. Content SEO can place a company or website as being an accurate source of information in a customer's mind through all stages of the customer journey. Content SEO also applies to the font, design, and uniqueness of a website's information. (Goodwin n.d.)

The last type of SEO is Link Building which happens away from a company's website. This includes tags from other websites, public relations content, and ratings and reviews. Having referrals and links from other websites can increase the search engine optimization of a website. (Goodwin n.d.)

Search Engine Optimization is an important concept within marketing and often overlooked. The search engine optimization will tie in with the marketing channels listed in chapter 2.3.7 and will be analysed further to supplement the marketing strategy for the freelance marketing company in question.

2.3.6 Marketing Channels

A marketing channel is the means of transportation for a message between a company and the consumer. In other words, it is how the message that the company is communicating is given to the customer. Choosing the right channel needs to be consistent with the trends of the target audience and on platforms that are consistently used by the target audiences of the company. (Mailchimp n.d.)

Since the marketing company for this thesis is a freelance marketing company and working in the B2B sector it is important to understand what channels the target audience uses. (Refer to chapter 2.3.4) Chi Clifford states that, "in 2023, the top channels used by B2B marketers will be social media, websites, blogs, and email marketing" (2022). This is important to note for the marketing strategy

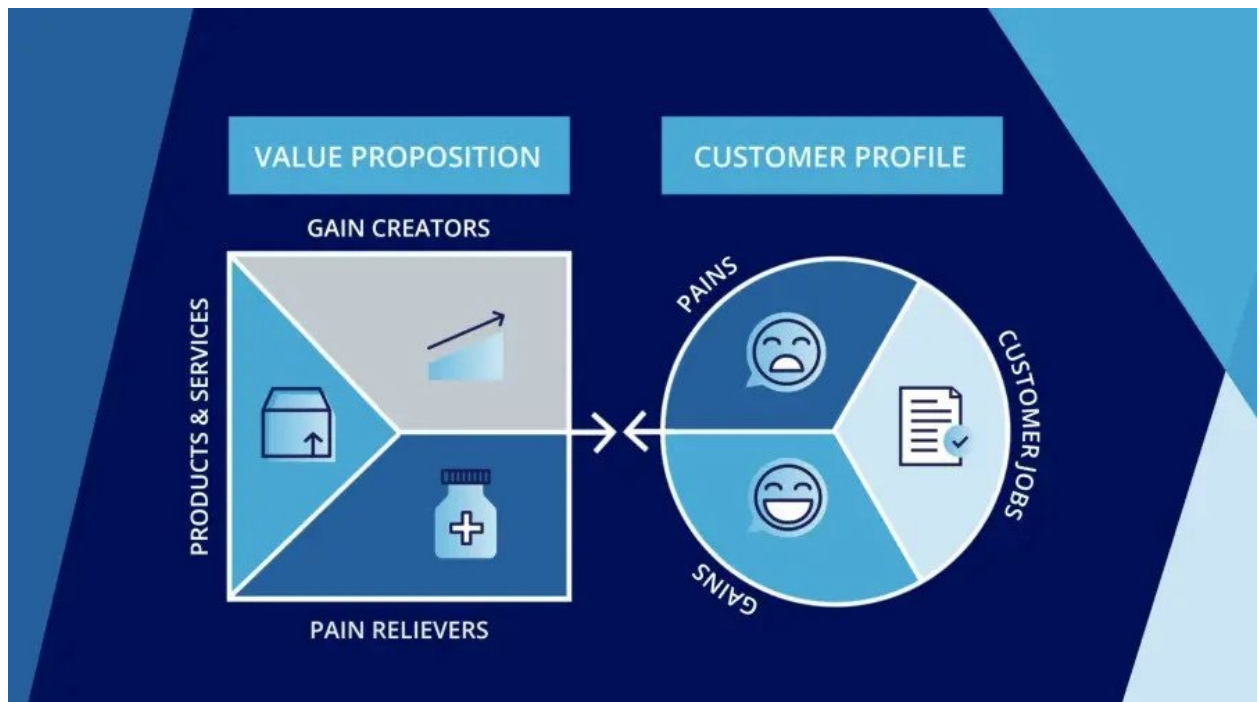
message/value is not effective without a carrier of the message. The marketing channel will be the form of communication between the freelance marketing company and the target businesses of the company.

2.4 Working Methods and Data

The research method for this thesis will be a mix of qualitative and quantitative research from pre-existing or secondary data. This will include studies on the U.S. market, articles on marketing channels, statistics on the consumer, numerical data on competitors and their success, consumer habits, etc. (Grand Canyon University 2022).

This method of research is chosen due to the overwhelming abundance of literature already available in the marketing B2B industry. The research of this thesis will be based on literature found through web pages, market studies, existing articles, and analysis of other competitors' methods of marketing. With the freelance market already extremely saturated, there is an abundance of surveys, studies, and information on the current status of the US market, which will provide the necessary data for the thesis research.

Based on the research through the qualitative and quantitative sources, models of analysis will be used to uncover the data and for further interpretation. An example of a model is the Value Proposition Canvas. The Value Proposition Canvas can be used to refine the services offered and to ensure that these services are meeting the pains, gains, and needs of the customer profile (B2B International n.d.).



PICTURE 3. Value Proposition Canvas Example. B2B International n.d.

Picture 3 shows the structure of a value proposition and the different aspects within the value proposition. The model connects a business's offering, value proposition, and services to the consumer. Making sure that these are aligned properly are important to create effective brand messaging.

2.5 Thesis Process

In order to facilitate the flow of the thesis and efficiency of information flow, the thesis will be structured into various sections. The first section or chapter is the introduction to the thesis. The second and current chapter is the thesis plan. Following the thesis plan is the research & analysis section of the thesis and will include the various concepts and theoretical framework listed in chapter two. Based on the research and analysis in chapter three, a marketing strategy will be formulated in chapter four for the freelance marketing company. To finalize the thesis, the last chapter will be a conclusion tying in all the materials listed in the thesis and will provide a summary of the research and contents.

3 RESEARCH

The research of the thesis will conduct evaluations and studies into the market, target audiences, and industry practices that pertain to the marketing strategy for a freelance marketer. This section will provide the information needed to formulate an effective plan to reach the consumers of this company.

3.1 Research Objectives

The objective of the research is to create a foundation of information in which the marketing strategy will be built on. The research part of this thesis will evaluate the target audience, the needs & pains of the target audience, channels of message distribution, and the most important trends of the market. Understanding the target audience and market trends will help the strategy be sharp and tuned-in to effectively communicate with them.

3.2 Conducting the Research

The research will be conducted through various ways. The first method will be through pre-executed surveys conducted with small businesses by organizations. The second method will be through government data and statistics. These two methods will provide enough data in which to analyse further the framework of the marketing strategy.

3.3 Validity, Reliability, & Limitations

In order to use information that is valid and reliable, the data will be taken from proven sources. These sources could include government data, city surveys, or surveys conducted by large quantities of the target market. Throughout the thesis, multiple sources of data will be used to further validate the research and steer clear from sites that produce personal opinions.

3.4 Target Audience Analysis

The target audience for the freelance marketing company would be small businesses in need of outsourcing their marketing. It could also be small businesses who run their own marketing but might need a third-party outlook and consulting for their current marketing practices. Oftentimes small businesses are run by few people and are unable to allocate a team or person to run their marketing. 78% of small businesses have one person serving an entire organization with 43% of small businesses have 0 full time- dedicated marketing persons (Ballou 2018). Based on this data, there is a need in the market for freelance marketers to supplement a small business with their services.

Depending on the industry, small businesses can range from 250 – 1500 employees. For the purpose of this thesis, the research will focus on small businesses with less than 500 employees. According to the Small Business Advocate, 99.9% (28.8 million) of US businesses are small businesses with less than 500 employees (Schwinn 2016).

Now that the target audience is more defined, it is important to research the needs of this target audience. Of the small businesses that were seeking outsourced marketing, 40% of these businesses were struggling to produce the budget and to find partners who entirely understood who their audience was (Beets & Handley 2022, 19). These numbers show a need for low budget and flexible outsourced marketing services.



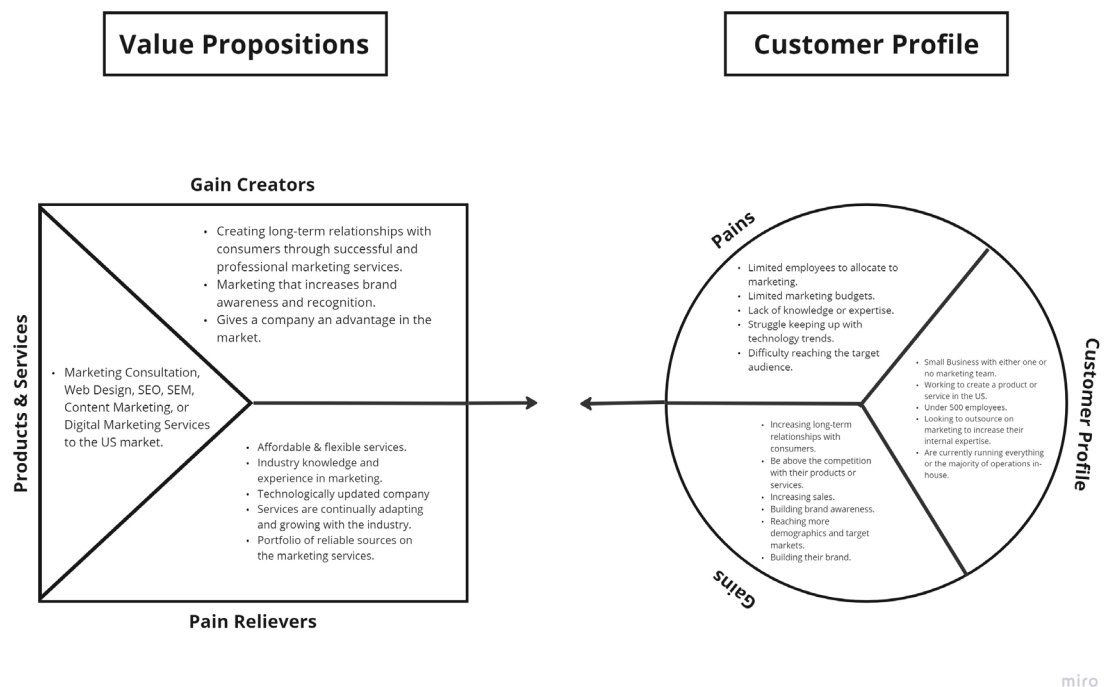
Picture 4. B2B Current Content Marketing Challenges. Beets & Handley 2022, 37

Picture 4 reflects a need for marketers who understand and can effectively market to the right target audience. 35% of these same survey respondents were finding it difficult to reach the target audience.

Another target audience need is those with a good understanding and knowledge of marketing aspects. 30% of small business owners are concerned of keeping up with technology advances. say that keeping up with technology advances is a major concern of small business owners (Ballou 2018). Having services that backed by a good level of understanding is very important to have for this target audience.

While the market is very saturated with freelance marketers, there are still many small businesses who are not using any marketing services whether it be in-house or outsourced. As of 2018, Less than two-thirds (64%) of small businesses had a website, 1 in 10 small businesses had not invested any kind of marketing, and 1 in 5 SMBs had not moved into the digital marketing era (Ballou 2018).

3.4.1 Value Proposition Canvas



Picture 5. Value Proposition Canva of Target Audience

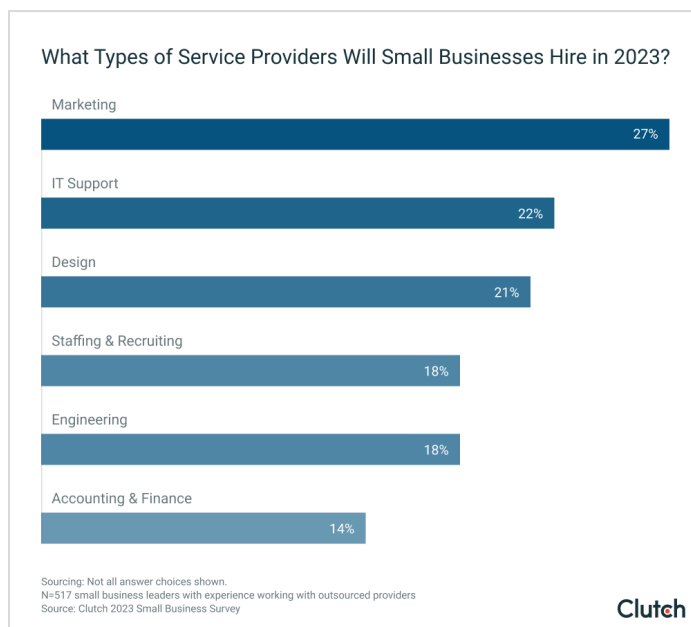
The value proposition helps a company match their value proposition to the target consumer. In Picture 5, the diagram represents how the service of the freelance marketing company meets the perceived gains and pains of the customer profile.

For the pains of the consumer are issues such as lack of employees for marketing, budget limitations, pressing technology trends, and difficulty in reaching the target market. These pains or needs are then met by the value proposition of the freelance marketing company through affordability, industry knowledge and experience, reliable portfolio, and adaptability to market trends.

For the perceived gains of the consumer, they are looking for marketing that will increase consumer relations, increase sales, build their brand, and increase their target market. These gains are matched by the freelance marketing company with marketing services that will work to increase sales, build brand trust and relationships, build awareness, and leverage competitive advantage.

3.5 Current Market Analysis

In order to properly position a company in a market, it's important to understand the different players and trends that are happening in the market. As of 2020, the market could be seen moving towards working with freelancers. Studies showed that 70% of small businesses in the US had worked with freelancers at least once and 81% of these companies were planning on hiring a freelancer again. 81% of those who had worked with freelancers before, were greatly pleased with the services and noticed a difference in their businesses. (Omprakash 2022.) Not only are more and more companies outsourcing services within their company, but 83% are planning on maintaining or increasing their budget for outsourced services in 2023 (Wess 2023).

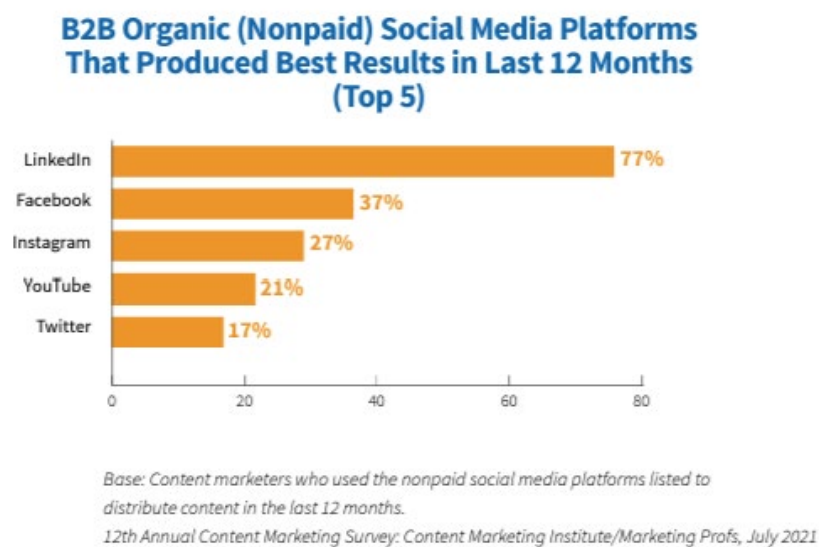


Picture 6. Types of Service Providers Small Businesses Will Hire in 2023. Wess 2023

Picture 5 shows that for all the businesses that plan on outsourcing in 2023, 27% plan to outsource for Marketing. This represents the largest amount of outsourcing even above the niche industries of IT Support, Design, and Accounting. (Wess 2023.) One of the greatest incentives for companies to outsource for their small businesses was firstly to reduce expenses, as well as fill gaps of knowledge and experience within their team.

3.6 Channel Analysis

With the target audience researched and the current market analyzed, the next step is to research the best ways to reach the target audience. Since 70-80% of people research a business online, this thesis will focus on digital channels (Burt 2022).



Picture 7. Organic Social Media Platforms with Best Results. Beets & Handley 2022, 30

Picture 6 shows the top 5 most effective social media platforms for B2B marketers. 77% LinkedIn, 37% Facebook, 27% Instagram, 21% YouTube, and 17% Twitter (Beets & Handley 2022, 30).

According to Workfolio.com “a newly launched company that develops applications for professional visibility, “56% of all hiring managers are more impressed by a candidate’s personal website than any other personal branding tool—however, only 7% of job seekers actually have a personal website”. Having a personal website can be a free but important tool for freelancers to share their portfolio. Having a website offers visibility, provides information, and gives a glimpse into a brand or personality of a company even before they make contact with the company.

As a freelancing company, it is important for the services to also be listed on freelancing platforms. Through multiple sites, the top-rated freelancing platform was Upwork.com, Toptal.com, and Fiverr.com (Burt n.d.).

4 MARKETING STRATEGY

The marketing strategy is the plan for the freelance company, based on the research, analysis, and theoretical framework provided in the section above. Using information on the target audience, this section will formulate the plan to reach the company objective through branding, SEM, SEO, and the right channels. Once the plan is written, this section will conclude with SMART goals of the plan and measurements to understand the success of the plan.

4.1 Objective

The first step of the marketing strategy is to understand the final objective, or what the company needs to achieve with the implementation of this marketing strategy. The main objective of the marketing strategy is to first create awareness for the company and then nourish the connection into long term relationships. With these long-term relationships, these eventually will translate into sales and purchases of services with the guarantee of customer loyalty.

4.2 Branding

The branding strategy is an important aspect to the marketing strategy. This section represents the message and identity that will be represented through the marketing strategy. Refer to section 2.3.3 for more information on what branding is.

4.2.1 Brand Message

With such a saturated market of freelance marketers, it is important to have a strong and clear message of the brand identity. It is important to keep in mind the target audience with the message.

The brand message will be formulated around the following pains of the target audience. First, the need for skill and creativity. Second, the difficulty in finding the right budget to support someone who understand the company's target audience. And lastly, lack of employees to run marketing themselves.

With all these aspects in mind, the brand message will be focused on the company's unique value proposition of affordability, flexibility to adapt within team, and industry knowledge.

To supplement the brand message the strategy must also include Brand Values. Good values are the foundation to forming a successful company. Even as a small company it is important to have set values. For this freelance marketing company, the values will match the message. The values should be that of honesty in everything they do, creating long term-relationships, and a vision to continually improve.

4.2.2 Personality

With the target audience concerned with finding the right outsourced marketers, the brand personality will need to be trustworthy but call for attention. The personality should be professional, knowledgeable, but down-to-earth. The brand will need to be understood by any industry and present itself in a way that is trustworthy and successful. These are important aspects of the strategy.

4.3 Channels

Based on the analysis of the target audience and channel analysis, this marketing strategy will include 3 main channels. A personal website, freelance platforms, and social media.

4.3.1 Website

The first channel is a personal website. The website will provide all the necessary information for a potential customer to make a decision on contacting the company or not. This would include information on the business owner, the brand values, a portfolio of work, and a contact page. The website should be very concise and easy to navigate. Call to actions throughout the page are important to direct the website user where they need to go. Call to actions should continually be pointing to contact the owner for a consultation.

The most important part of the website should be a personal blog where the company's knowledge and expertise are shared through short snippets of portfolio pieces, thoughts on marketing techniques, or general information that acknowledges the website as a reliable source of information.

4.3.2 Freelance Marketing Platforms

The second channel to use would be a freelance marketing platform. With the most popular options being Upwork.com, Toptal.com, and Riverr.com. Starting with just one platform is important to really highlight the value proposition of affordability, flexibility, and industry knowledge throughout the profile of the platform. It is also crucial for the company to use their brand message to reach the right consumer.

4.3.3 Social Media

The third channel to use would be social media. With the B2B analysis of social media channels (section 3.5) the strategy will be focusing on the following channels: LinkedIn, Facebook, and Instagram. Since the company is run solely by one person, focusing on only 3 accounts will minimize the effort for the one person.

The content of the social media should be relatable content about previous jobs and portfolio pieces that will call to small businesses. Using stories and reels to share an experience of working with a customer or using customer reviews as a post will further boost reliability. The content should be in line with the brand and focusing on highlighting the relationships, knowledge, and vision of the freelance company.

The social media content can also be short snippets of the website blog that are shared and linked on the platforms. Additionally, sharing the same content across platforms will minimize the stress of managing three different pages.

4.4 SEO

In connection with the previously mentioned channels (Section 4.3) the next part is how to place the company in front of the right people. This is through the Search Engine Optimization.

As with the usability of the website mentioned in section 4.3.1, the technical aspects of the site also need to be performing at top capacity. The main pages should also be formulated to fit mobile devices. Using a website builder will help with this as well as tools such as WAVE website accessibility evaluation tool wave.webaim.org or Mangools SEO extension mangools.com. All of these will ensure the accessibility of the website.

The second and most important type of SEO is Content SEO. 22% of business survey respondents reported to spending 50% of their entire marketing budget just on content marketing (Beets & Hadley 2022). In order to create good content, the brand needs keywords to focus on. Based on a search through Wordstream.com of the most popular keywords for a freelance marketer, this marketing strategy will focus on the following keywords.

- Freelance digital marketing
- Freelance marketer
- Digital freelance
- Freelance content marketing
- Marketing freelancer near me
- Marketing services
- Social media marketing freelancer
- Freelance sales
- Freelance brand strategy
- Marketing consultation
- Affordable marketing

Through all the content produced by the company including website, social media, blogs, videos, image alt-texts, it will be important to incorporate these keywords to reach the right audience.

Another aspect of content marketing is the visual aspects of a brand. Following the brand message, values, and personality, the brand visual aspects should be matching these consistently across all platforms.

The last type of SEO is link building. As more and more customers work with the company, it will be important for them to produce a shoutout of the service on their own website or page. This could be asking a review on Google, referencing the company on their page for marketing, pitching stories to news channels, and asking businesses to tag the company in their content. All these factors will create the optimization of the website and platforms for consumers.

4.5 Goals

The final step of the marketing strategy is to determine some goals in which the company should meet with the above strategy. The goals will be based on framework of SMART goals explained in section 2.3.2. Each goal will be measurable and attainable by the company.

The following goals can pertain to the company:

- Gain 3-4 clients in 6 months.
- Company will publish one blog post a month on marketing services.
- Posting once a week to social media channels.
- Gaining 100 followers on Instagram.
- Create 1 new professional network a month.
- Receive at least 1 review every 2 months.

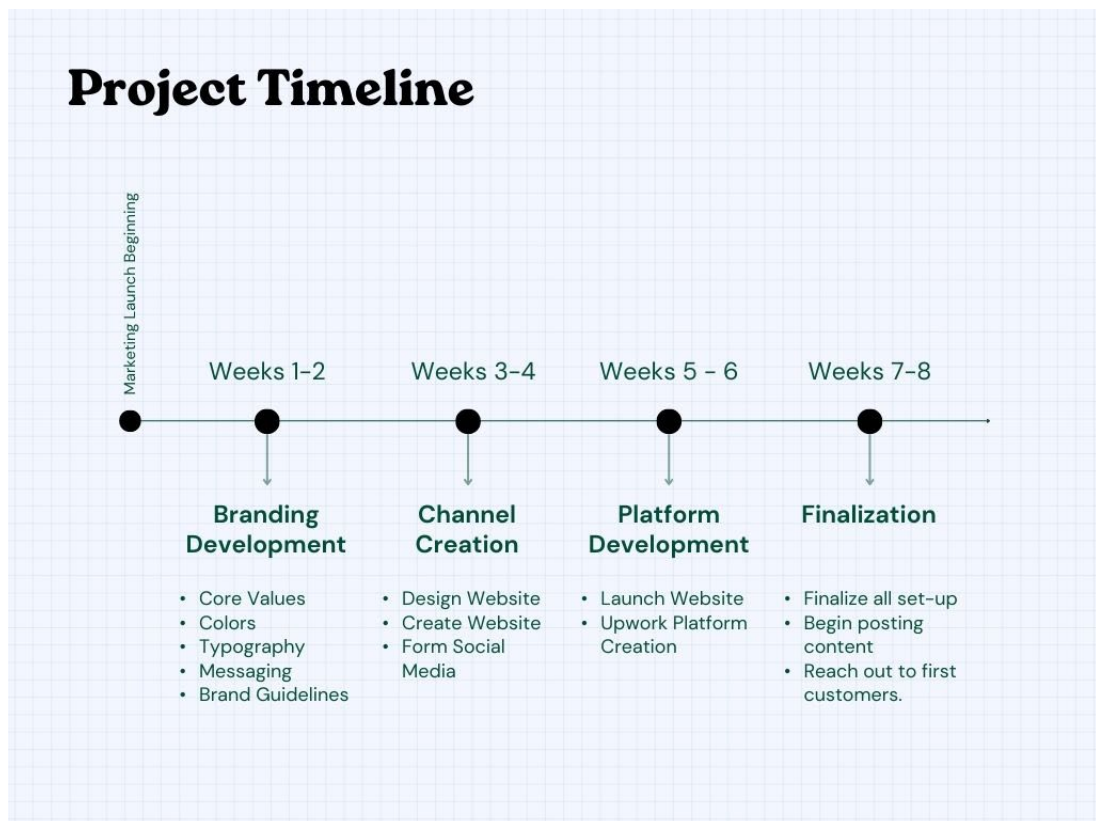
Outside the goals, it is important to know what metrics to study to understand if the business is growing. The growth of this freelance marketing company will be determined by the following Key Performance Indicators.

- Increase in social media followers.
- Increase in website views.
- Increase in profit.

- Increase in reviews.
- Increase in clients.
- Increase in blog and social media post engagement.

Evaluating these numbers on a regular basis will either indicate business growth or stagnation.

4.6 Timeline



Picture 8. Marketing Launch Project Timeline.

The timeline of launching the marketing strategy would be over a period of 8 weeks. This allows for thorough establishment and creation of all branding, channels, and materials to begin taking in clients. The first section is creating the foundation of brand development based on the recommendations of the marketing strategy. The second part is creating the website & social media channels based on the brand guidelines formed in Weeks 1-2. After the website and social media channels are formed in Weeks 2-3, these links can be used in the creation of the freelance marketing platform, Upwork.com, Toptal.com, or Riverr.com. Lastly,

Weeks 7-8 allow time for any final strategies to be implemented and the first content to be posted. The company should expect to begin reaching out to potential clients within this time period.

5 Conclusion

The thesis began with the research question: “How to effectively market a freelance marketing company?” Section 4.0 answered this question with the key aspects that are within the marketing strategy to most effectively market a freelance marketing company. Each part of the marketing strategy was based on industry insights, market trends, and a detailed analysis into the target audience through qualitative and quantitative research.

The results and recommendations presented through the marketing strategy in this thesis provide valuable insights and practical guidance on how to overcome the challenges of this saturated freelance market. This marketing plan serves as a valuable resource for not only freelance marketing companies, but for any marketing startup, or small digital marketing agencies looking to effectively market to small businesses.

As the economy continues to grow, and more and more begin to turn to freelance work, the insights and recommendations provided in this thesis are likely to become increasingly important for businesses looking to effectively communicate themselves beyond that of the competition. This marketing strategy does not only provide the essentials to communicate, but also allows the freelance marketer the skills to track their success through their KPIs and SMART goals.

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