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**R.A.C.E. Model**

**Intro:** When you think about a company that you want to get service from, you think about Amped Marketing and Advertising. This company is one that is ready to help local businesses around Tucson sprout to the best of their abilities. This company is an all in-house company with a highly experienced team who is ready to hit the ground running. Every detail matters from both an advertising and marketing viewpoint, so make the most out of every detail within your business. If your business needs more advertising or a new marketing route, don’t hesitate to come in for a free consultation. The solution to a company’s issues has been right under their nose this entire time. With the help of Amped Marketing and Advertising, a business will be better than one has ever imagined.

**Research Primary Market/Audience:** Throughout the world, companies are targeting an audience to go to their websites, look at the products or services, all for the potential of getting new clients in the end. The company that I am going to be analyzing is called Amped Marketing and Advertising. This is a company that helps local businesses around Tucson become the best in town. The people at Amped Marketing and Advertising are experts in SEO, branding, website creation, google ad words, social media, graphic design, and more. Amped Marketing and Advertising uses an email drip campaign to get more customers. For Amped Marketing and Advertising, they start with a welcome email, then other automated emails talking about services that they can provide your business, and a scarcity email reminding their customer that they can still come into the office for a consultation about what Amped Marketing and Advertising can offer their business. In addition, the Instagram for Amped Marketing and Advertising has 23 posts, 138 followers, and is following 102 accounts. The number of followers and the amount of accounts Amped Marketing and Advertising has gone up drastically. It went from having about 35 followers at the end of October of 2018 to having 138 followers. It increased by over 3 times its amount in about 3 months. Although the number of followers is still small, considering this is a new advertising company that works with businesses, they are starting out well for themselves. In addition, Amped Marketing and Advertising have gone from having three clients in October 2018 to having ten clients. This company has increased their client database by over three times the amount in the span of four months. To add, Search Engine Optimization, also known as SEO, is a big aspect of Amped Marketing and Advertising’s company progress. It is important to make keywords throughout the information to allow Google searches to bring customers to your website. This is where SEO comes into place. By incorporating SEO, companies will be able to reach more potential customers. SEO allows google to find the words on your website that are matching what a user is looking for. For example, when people are searching “advertising in Tucson”, the first thing that will come up on the search is Amped Marketing and Advertising’s website. This allows for more people interested in the services that Amped Marketing and Advertising can provide to them, thus being able to acquire more clients. In addition, when Amped Marketing and Advertising post on social media, they promote their post by making it so the post reaches certain demographics. An example of this is making a post regarding new website creations, the demographic this company would reach would be “Tucson Businesses”, “Website Makeover”, “30-50year olds”, “Company Start-Up”. By making it reach these demographics, it will allow more people that are interested in the services to be able to come and get the services done by this company.

**Action Integration plan:** The communication action plan for Amped Marketing and advertising is very measurable and attainable. This company needs to enhance its online presence. They can do this by posting more for their own personal social media instead of just focusing on their client’s social media. In addition, the posts in which this company makes on their personal social media platforms shouldn’t be all business. When social media posts are all about business, it makes it appear as the posts are an advertisement. This will make people who see the post not want to read it or see what you are all about. Although advertisements help bring customers in, it can also make potential customers leave. The social media posts should be made to draw the audience in. By making social media posts more personable and fun, people will be more interested in what you as a company are trying to say and will want to learn more. To add, Amped Marketing and Advertising tends to repost the same things on each of their social media accounts. This makes people feel like they only need to follow one account since all the posts are the same thing. In addition, since this company is making social media posts for their clients, there should be something showing who is creating these posts. This can be done by tagging @ampedmarketing on the pictures. This is a way in which this company can get credit for the work that they are doing for their clients. To add, Amped Marketing and Advertising should post all the things they have done for clients. The should have a place on their website which would bring a potential client to see the past projects that the team has made for their clients. This can be done by providing a link to their YouTube channel which would have commercials they have made for their clients. This company could also provide a link to all the blogs in which they have written for their clients. This will allow people looking for services to know the way you work and see if it would work for them. Also, they could show before and after pictures of logos and websites. The act of this will bring in more clients because once they have seen that your company has made clients go from nothing to an amazing look, they will want the same services done for themselves. In addition, there could be a link that shows the statistics of past clients before and after service proceeds. By doing this, potential clients could see if the services done by Amped Marketing and Advertising will benefit them like it did other clients. Another thing that can be added to make this company better would be to produce a podcast for your website. By doing this, your company will allow potential clients to figure out ways in which you can help them. This company can have a question sheet they can put on their website where clients can ask questions. After this company receives a question, Amped Marketing and Advertising can make a podcast in which they answer and go into depth with what they do and how they can help a business. Although many companies are interested in the services that Amped Marketing and Advertising can provide, they don’t contact Amped because they don’t think they have enough money. However, if people knew the minimum amount of money needed to get the services that Amped Marketing and Advertising can offer is $2,000, it will be able to save not only the potential clients time but also you as a company. In regards to the money, some people would be more willing to spend money on Amped Marketing and Advertising services if there was a discount for a short time. This can be done by giving a date in which a potential client would need to come in. If that client comes in during that time period, they would be able to get a five percent off a service. Although this isn’t a big discount, just the fact that it says discount would make more people want to come in and sign a deal with Amped Marketing and Advertising.

**Communication Channel and Frequency:** Amped Marketing and Advertising has many different communication channels. The primary communications are by phone, email, and in person. Phone calls are an easy way for potential and current clients to get a hold of the professionals of Amped Marketing. People can go to the website https://amped-m.com and find the phone number 520-777-8309 on the upper left-hand corner and/or at the bottom of the page. Potential clients can call for questions such as scheduling a meeting about a service they need. The staff at Amped Marketing and Advertising can call their clients in regards to a service they are providing. To check on what the client wants, the team will call them up and make sure their work is to the clients liking. In addition, the team calls up clients when they need to make a phone conference. This allows for all unanswered questions to be resolved and allows for more than one individual to be involved. Another primary communication is email. This company uses emails to schedule meetings with clients to talk about changes they are making to things such as their websites. In addition, if clients come up with new things they want the team to do, they will email them. Along with emails, they provide an email drip campaign. This allows them to reach potential clients about the services they can provide to them. Although phone calls and emails are great communication channels, the best one is in person. Amped Marketing and Advertising schedules many in-person meetings. This allows them to talk and figure out what problems are occurring for their client. These meeting will go over what services the team can provide a business and if it is right for them. In addition, talking in person will allow the team to see if they would want them as a client or not. The secondary channel would be social media. Social media is a big part of this company but it doesn’t require responses. What I mean for this, is if people are interested in the services, they won’t contact Amped Marketing and Advertising through their social media accounts, they would go to their website and call them.

**Communication Plan:** Amped Marketing and Advertising is a business which helps local businesses throughout Tucson become the best that they can be. However, if they are helping other businesses become the best they can be, they too should work on that. Amped Marketing and Advertising needs to come up with a plan to up their social media. This company needs to begin the week with a daily planner which plans out the social media posts they will make throughout the week. One day should be dedicated to creating all the social media posts for not only their company but for all their clients. This should be initiated on March 11, 2019. After you begin to plan out each social media post, you need to make it a recurring event that occurs every Monday. This will allow you to be more organized, not be too busy to post for your own social media and can focus on all the other services that you are providing your clients. In regards to social media, don’t post the same thing on every channel. I understand that it may be more convenient for you to repost the same things, however, it doesn’t look good from an audience perspective. Since you are making the social media posts for your clients, you need to get credit for the work you are doing. Starting on March 27, 2019, when you create social media, you will state at the end “post created by Amped Marketing and Advertising”. By doing this, it will allow people to see the work you are doing and have more of a possibility of you getting more potential clients. In regards to taking credit for the work you have done, you need to implement something on your website where people can see. By April 2, 2019, you must add a link to your website which will bring the customer to a page showing all the work you have made for clients. On this page, it will include all the blogs you have written, pictures of websites before and after you worked on them, commercials in which you have made for clients (which should include the drone shots), social media posts you have made in the past. If you aren’t interested in putting the commercial videos on your website, then at least add the videos to the YouTube channel so people can see the work you do. It should also include graphic designs that have been made by your company. This will allow potential clients to see all that you can offer them and how they will benefit by doing business with you.

**COMMUNICATION Design, Visual, Branding:** The website for Amped Marketing and Advertising is very organized and easy to figure out. When you open the home screen, you are instantly able to tell that the website is very detailed and the team put in a lot of effort to make it the way it is. It is very technologically advanced in the way you can scroll through the site and see different effects such as having a mouse over a picture and then a paragraph talking about something hidden behind it. The website has a menu bar which helps customers go through and access different things that the client is looking for. The menu bar has the following tabs: Home, About, Work, Expertise, What, Blog, Contact. In addition, they use lots of artistic colors and images throughout the website. These features aren’t too much but just the right. The colors are needed to not only make the layout more enjoyable to get the audience attention. They also go hand in hand with the products they sell. Since the audience is mostly business owners, it makes sense to a very advanced website with graphic designs implemented into it. This is because it illustrates the services that they can provide a customer such as a new website. In addition, the blog posts also show more about what Amped Marketing and Advertising is all about. The blogs talk about relevant things that give tips to businesses. The blogs revolve around services this company can provide. One example of this is their blog “Top 3 Reasons Why Web Design is Important”. Overall, the website is a very effective platform for this company.

**Evaluation:** I believe that the calls to action are very successful. By implementing time for your social media posts, you will see an increase in activity. In the beginning, I stated how it has already had a drastic increase from the number of followers from October to today on Instagram. I believe if you implement the things I have stated, then it will double or triple in the amount by this time next year. By posting more things that bring the audience in, not repeating the same thing on each social media platform, and giving yourself credit on your clients’ social media platforms. More people will be interested in what you have to say and more people will know about the services you provide from the credit you give yourself. In addition, with more people seeing the services you do by; one giving yourself credit and two by posting everything on your website, more people will be interested and you will get more clients. Similarly to the drastic increase in followers, you got on Instagram, you also increased significantly with the number of clients you have gotten. The number of clients that I believe you can reach by the year 2022 if you follow the things that I recommended you do will be about 45 clients. In addition, since this company is only for local businesses, I think that it could reach a national level. This can happen by word of mouth. The more people talk about the services that you have provided them with, the more businesses will want your services provided to them. In addition, with SEO, Amped Marketing and Advertising can reach more people. This is because they can bring in potential clients that are searching for things like “website creation in Tucson”, “Branding Tucson”, “Social Media Tucson”

**Conclusion:** All in all, I believe Amped Marketing and Advertising is on the right track to becoming the number one marketing company in Tucson. With this company, the team of experts are ready to help businesses become the best that they can be. They can do so by becoming the best they can be themselves. This company pays attention to every individual detail when it comes to advertising and marketing. They know how to reach the right demographics needed to make their business successful. With every problem, there is a solution. The solution to a business is Amped Marketing and Advertising.

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References

“Amped Marketing | Marketing Agency Tucson | Website Design.” Amped Marketing &

Advertising Agency, amped-m.com/.