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Nick Mabee Design is unique multifaceted digital design company that provides small to medium sized businesses with designed solutions, created with small businesses in mind, tailored to the suit the needs and wants of the individual client at a competitive cost. NMD supplies excellent design and service in an approachable and friendly relationship.

## **FIVE-YEAR MARKETING PLAN**

### **Nick Mabee Design**

#### **1. Executive Summary**

Nick Mabee Design is a digital design and visual communication firm that markets various services and products involving media design and production. NMD seeks to efficiently produce high quality, innovative solutions at premium prices.

NMD caters to both small and medium businesses seeking professional quality marketing services. The firm's target market consists of businesses that sell directly to consumers and need a marketing avenue to reach out to those consumers. In general, media design and production services are desired by entities looking to improve their website or rebrand their business. Because a professional yet unique charisma is crucial to attract and retain customers, it is crucial that companies invest in digital design services to maintain successful operations and effective marketing strategy. Nick Mabee Design provides creative services superior to competitors with its cutting-edge, user-friendly web design, advanced video technology, and convenience.

Market research, according to IBISWorld, has shown that the amount consumers seeking design services is continually increasing. The demand for affordable and effective marketing solutions that increase and improve a company's web presence is stimulating the growth of the industry. Data indicates that total sales for the Web Design Service industry, which is growing at a steady rate of 4.9% per year, equal \$24 billion. This trade employs around 215,562 workers in over 150,000 businesses. Sales of graphic design services are also significant and potentially threatening to NMD. The Graphic Design industry is

suffering with a negative growth rate of 0.6% per year. As of last year, the industry earned \$11 billion in revenue.

NMD strives to develop and maintain strong customer relationships to continue expanding our client base. The firm also seeks to provide the highest quality of design services, to both clients and the community, by using insightful design and videography services. Nick Mabee Design practices everyday fair pricing; this aims to accurately and positively reflect our service quality. NMD provides a number of various services including web design, custom video solutions, and videography opportunities. Our company's final products are distributed to clients through a direct channel.

The management of Nick Mabee Design consists of the Founder, Nick Mabee. Mabee stands as the President and CEO of the firm and is responsible for all business operations, marketing decisions, projects, and all other aspects of the firm. The Founder began his career in the digital design industry in 2012. Occasionally NMD will recruit support from independent contractors and video assistants for coding/design insight and equipment operation, respectively.

Based on the size of our market and our defined market area, our sales projections for the first year are \$10,000 in net sales and \$8,500 in gross profit. For Year 5, our sales forecasts are \$20,000 in net sales and \$17,000 in gross profit.

Our image is reflected to consumers by representing values and practices held/executed from our management team, providing high merchandise/service and communication quality, and maintaining a user-friendly website. Expanding our client base will be achieved by expanding NMD operations to new markets aiming to become a prominent company in the industry.

Because web presence and appearance is a vital factor to a company's success and outreach, website design and creative services are in continuous high demand. Even with the abundance of creative design firms, Nick Mabee Design trumps competitors with premium pricing, high quality service, and dedication to customer relationships.

## **2. Company Description**

Nick Mabee Design was started in 2012 by Nick Mabee and offers a wide range of services ranging from graphic and web design to video production and audio recording. Nick Mabee Design was first established to serve business in

Shakopee, Minnesota and has since expanded to include clients from all around Minnesota and even other countries such as China and Canada.

Nick Mabee Design, unlike its competitors, offers personalized plans for every project. This in combination with the high quality of products and services produced, has made NMD a well known, trusted brand in Shakopee and surrounding areas. As a matter of fact, Nick Mabee Design is on track to double its sales in 2015.

NMD believes that although creative services may seem expensive at first, it is well worth the price that companies pay for.

### **3. Strategic Focus and Plan**

This section covers three aspects of corporate strategy that influence the marketing plan: the mission, goals, and core competency/sustainable competitive advantage of Nick Mabee Design.

#### **Mission**

Nick Mabee Design strives to provide the highest quality of design services, to both clients and the community, through insightful design and videography services.

#### **Goals**

For the coming five years, Nick Mabee Design seeks to achieve the following goals:

- Non-financial goals
  1. To donate 100 hours of services to community organizations in 2015 and each year after.
  2. To achieve a 5/5 in a post survey of all clients on satisfaction.
- Financial Goals
  1. To double sales to reach \$10,000 in 2015.
  2. To bring DVD production prices from \$4/DVD to \$2/DVD.
  3. To move to cloud based software and tools to decrease costs spent on office and organizational products by 20% or more before 2016.

## **Core Competency and Sustainable Competitive Advantage**

Nick Mabee Design is a staple for quality media production and design services because of its commitment to excellent service and product quality.

To translate these core competencies into a sustainable advantage, the company will continue to foster an environment of open client relationships and maintain the highest standards in contractors and employees.

## **4. Situational Analysis**

The following situational analysis depicts the creative services industry trends, opportunities, and threats in the 21st century. Socially, the trends show increasingly younger audiences as well as media becoming increasingly culturally accepted. Finally Businesses are expected to provide environmentally friendly options.

Economically, Nick Mabee Design is placed well because small businesses are more popular than ever; websites are now expected for all businesses with a large focus on shopping local. Along those lines, product demonstration videos and mobile friendly websites are very useful upgrades, both of which NMD offers.

Nick Mabee Design faces serious competition because of the sheer number of Website Design and Creative Service Agencies. With large corporations offering DIY websites and video equipment becoming more available, it will be a challenge for NMD to continue to grow.

## **SWOT Analysis**

Figure 1 depicts the factors of the creative market as compared to the strengths and weaknesses of Nick Mabee Design.

Figure 1. SWOT Analysis for Nick Mabee Design

<b>Internal Factors</b>	<b>Strengths</b>	<b>Weaknesses</b>
Management	Sole owner / operator equals effective management	No group input assessed in decisions
Offerings	Known for producing high quality products	Limit on project speed and response time
Marketing	Recognized for community / charity outreach.	Charity outreach can interfere with earning revenue

Personnel	One point of contact for clients	Sole worker can equal long turn times, overloaded workload.
Finance	Low overhead and costs keep profit margins larger.	Modest sales figures in past fiscal years
<b>External factors</b>	<b>Opportunities</b>	<b>Threats</b>
Consumer/Social	Known in local area as a household name/business.	Limited exposure, little expanded presence
Competitive	Able to offer competitive pricing and other options without interference from a manager or other employees.	Competes against larger, stronger funded firms in area and nation.
Technological	Growing demand for media services.	Large increase in companies offering same services; large amounts of competition; need to prove value.
Economic	Low overhead allows for reduced and competitive prices vs competitors.	Increasing standards of work = increased overhead cost.
Legal/Regulatory	The web poses a very Non-regulated area leaving many possibilities.	With little regulation, works can be copied without NMD knowledge.

Nick Mabee Design has many strengths. As a one-person company, Nick Mabee Design is not susceptible to the longer decision times of larger companies. This results in quicker projects and fast customer service. Since there is one employee, there is very low overhead, which allows NMD to offer very competitive pricing.

One of Nick Mabee Design's weaknesses is charity work. While it is important to be charitable to the community, NMD must also ensure that it receives acknowledgement and imbursement for its work. Secondly, because NMD being a small company, it doesn't have an operating budget like those of larger firms.

### **Industry Analysis: Trends in Web and Graphic Design**

The data discussed in the following sections was gathered from IBIS World. <sup>1</sup>

**Web Design.** The Website Design industry is a massive industry with thousands of workers partaking. Sales in 2014 for the Web Design Service industry

were \$24 Billion USD, with 215,562 employed in 150,898 businesses. The industry has been growing at a steady rate of 4.9% per year.

### ***Graphic Design.***

The Graphic Design industry in the US is experiencing a small negative growth of 0.6% per year. As of last year, revenue was \$11 Billion USD with 139,625 employees working in 108,577 businesses.

### **Competitor Analysis: The Digital Design Market/Big Fish Digital**

Big Fish Digital is a major competitor of Nick Mabee Design in the Shakopee and Twin Cities Area. The marketing strategy of Big Fish Digital is designed to draw in new customers quickly. By advertising that they aren't your neighbor kid, a student, or a part-time firm, they encourage business owners into using their services.

### **Company Analysis**

Nick Mabee, founder of the design firm, began his endeavor in the digital design industry in 2012. Since the launch, NMD further expanded operations by occasionally using independent contractors and video assistants.

The main marketing strategy of Nick Mabee Design is to maintain our local and trusted business. By supporting our community, we are able to be trustworthy to local business owners and consumers.

### **Customer Analysis**

The main Customer of NMD is a small to medium sized business owner with the need to upgrade their existing website or rebrand their business. Ideally this customer would also have the financial and technical ability to pay for a website and appreciate why a website is necessary.

***Customer Characteristics.*** Business owner or the decision maker in local or national business with the financial ability to pay for services offered by NMD.

A major trend in recent years has been the implementation of DIY Website builders through hosts like GoDaddy and BlueHost. Nick Mabee Design needs to focus a strategy on letting business owners know there is a difference between a DIY website and a *professional* business website.

## **5. Market-Product Focus**

### **Market and Product Objectives**

Nick Mabee's main objective is to increase it's presence within the Shakopee/Twin Cities business markets.

These are detailed in four areas below:

- Current markets. These include Shakopee Small Businesses and Non-Profits, as Nick Mabee Design is well established in these areas.
- New markets. Nick Mabee Design will focus on expanding our current market to include the Twin Cities and surrounding suburbs.
- Web Design service. Nick Mabee Design needs to market toward businesses with existing websites by offering our unique client satisfaction and fast response times to all clients.
- New products. NMD will be adding e-commerce as a web solution for new and existing clients.

### **Target Markets**

Nick Mabee Design's target market comprises businesses that sell directly to consumers and need a marketing avenue to reach out to those consumers.

### **Points of Difference**

The points of difference that set Nick Mabee Design apart from competitors include the following:

- Cutting-edge, user-friendly web design. Nick Mabee website design offers online open source editing, support services, and user-friendly administrative interfaces. These straightforward and pioneering features set NMD apart from the competition.
- Advanced video technology. Videography services entail the use of HD Video, 4K video, and Glidecams to produce superior products.
- Convenience. NMD offers high quality, efficiently constructed digital design merchandise available in various mediums. These products provide consumers with authentic, effective solutions that competitors cannot match.

## **Positioning**

In recent years Web Design as an industry has been primarily targeted at medium to large companies with the budget to attract large multinational design firms. The local, family owned, and small scale business were generally left to fend for themselves when it came to a web presence. Nick Mabee Design presents itself to these smaller businesses as an affordable solution to increase their web presence. By offering the same level of design expertise as a large firm, at a small business friendly price, NMD positions itself in the consumer's mind as the go to solution for web design catered to the small business.

## **6. Marketing Program**

Nick Mabee Design's marketing program will focus on expanding website design operations throughout the country by becoming a more prominent company in the web design industry.

### **Product Strategy**

#### **Product Line.**

Nick Mabee Design offers a full range of creative services including Web Design, Graphic Design, and Videography.

#### **Unique Product Quality.**

Unlike competitors, NMD offers small to large scale websites directly to clients with no minimum hours worked or having the client wait for slow responses to customer service.

#### **Packaging.**

Nick Mabee Design offers digital/non-tangible products to clients.

### **Promotion Strategy**

**Retail Pricing.** At NMD, we practice everyday fair pricing to implement our pricing system. Because price is the most likely factor to influence consumers' assessment of merchandise value, we want to ensure our pricing accurately and positively reflects the quality of NMD and our services.

**Retail Communication.** Since we are an online retailer, NMD needs to portray its image through our website. Our functional qualities will include our price ranges and various services (merchandise) which include, but are not limited to, web design and videography (explanation in the following retailing mix activity below). Our image is reflected to consumers by representing values and practices held/executed from our management team, providing high merchandise/service and communication quality, and maintaining a user-friendly website.

**Merchandise.** NMD provides a number of various services including web design, custom video solutions, and videography opportunities.

### **Place (Distribution Strategy)**

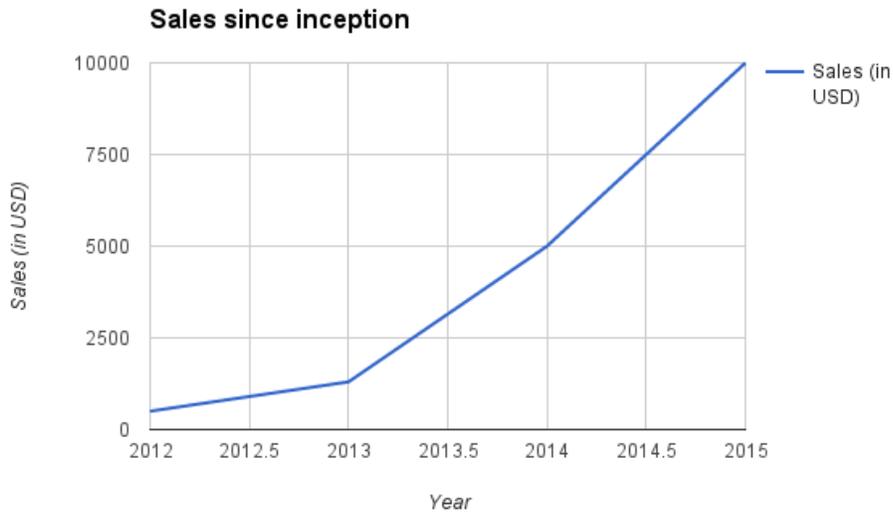
NMD's distribution strategy involves delivering products through a direct channel. The firm's representative meets with clients at coffee shops or other similar locations. From there, communication happens via email and phone. Communicating with technology allows finished products and/or product fixes to reach the consumer quickly and conveniently.

## **7. Financial Data and Projections**

### **Past Sales Revenues**

Beginning in 2012, Nick Mabee's Design initially had a slow and steady increase in sales revenues. In 2013, the firm saw a dramatic escalation in sales due to increasing exposure to a larger client base through a customer referral program. Sales have continued to rise. Sales Revenues are depicted in Figure 2 below.

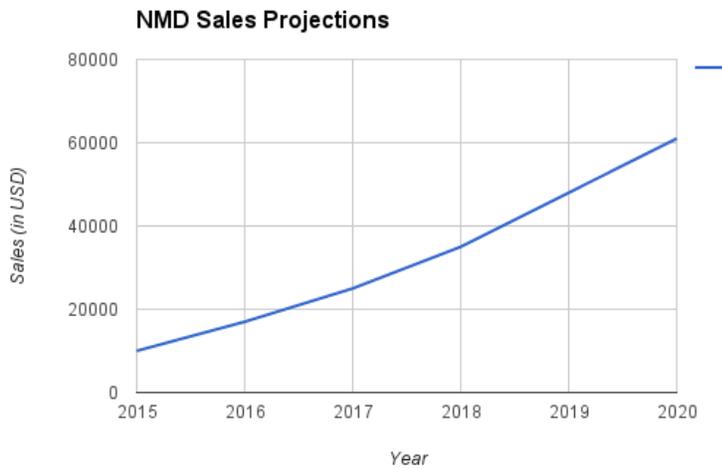
Figure 2. Sales Revenues for Nick Mabee Design



### Five Year Projections

Nick Mabee Design is projected to double 2014 sales at \$10,000 in 2015. In the next years, it is projected that Nick Mabee Design will expand business into new markets, being able to grow about 10-20% annually.

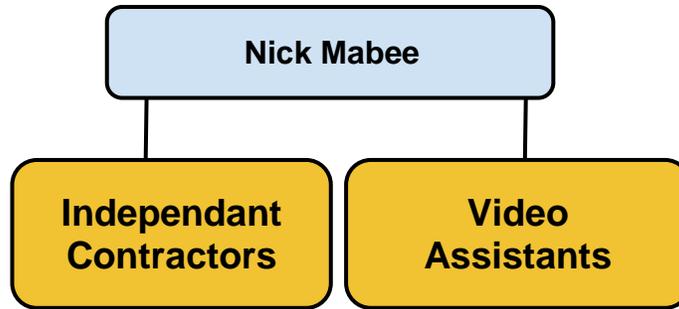
Figure 3. Sales Projections for Nick Mabee Design



## 8. Organization

Nick Mabee Design's present organization appears in Figure 3 below.

Figure 3. The Nick Mabee Design Organization



Nick Mabee Design consists of the Founder, Nick Mabee. Mabee stands as the President and CEO of the firm and is responsible for all business operations, marketing decisions, projects, and all other aspects of the firm. On occasion, independent contractors are brought on to handle project parts including, but not limited to, coding and design work. Video assistants are brought on on a per-project basis and report to Nick Mabee. They are held responsible for camera equipment and operation.

### 9. Implementation Plan

Expanding Nick Mabee Design to new markets is currently focused on the main 38 metropolitan markets within the United States. This expansion is a complex task which will utilize heavy marketing and promotional periods to create initial customers that will then help through word of mouth expand and create a foothold in the small business markets of a metropolitan area. Currently Nick Mabee Design operates in one initial market. By the year 2020, they will be operating in 20 United States metropolitan markets, equivalent to 53% of the top 38 U.S. metro-marketplaces. Nick Mabee Design anticipates the rollout to these new markets to progress as shown in the figure below (Figure 5).

Figure 5. Rollout Schedule to Enter New U.S. Markets

Year	New Markets Added Each Year	Cumulative Markets	Cumulative Percentage of (38) Major U.S. Markets
Today (2015)	1	1	2.6
Year 1 (2016)	3	4	10.5
Year 2 (2017)	5	9	23.7

Year 3 (2018)	4	14	36
Year 4 (2019)	4	18	47
Year 5 (2020)	2	20	53

The diversification between markets will be assessed and monitored carefully as Nick Mabee Design expands into the markets. Assessing and analysing the varying needs as marketplaces change and evolve is important to accurately provide quality web design services that suit the needs of the markets and allow Nick Mabee Design to expand.

## **10. Evaluation**

Quarterly sales targets have been set in gross profits / for the nation. Actual sales per city will be compared with the targets identified in the Sales Projections segment of this plan and NMD marketing programs modified to reflect each market by its own set of factors.

## **Appendix A. Biographical Sketches of Key Personnel**

### **Nick Mabee, Founder**

#### **Communications Specialist, Saints Joachim and Anne Council**

Shakopee, MN – 2015-Present

- Advise on best practices for communication, marketing, web, videos and bulletins
  - Provide staff/volunteer direction on design, marketing, and video
- 

#### **Video Committee, Pax Christi Catholic Community**

Eden Prairie, MN – 2015-Present

- Film, edit and produce videos to be shown during mass and online
  - Meet and advise marketing personnel on video practices
  - Be on call to teach small video lessons to staff members
- 

#### **Marketing Committee, Scott-Carver Humane Society**

Shakopee, MN – 2015-Present

- Review current marketing practices and advise on future
  - Update website, attend events, and take photos and videos for use in publications
- 

### **Board Member, Scott County/U of M Extension Advisory Committee**

Jordan, MN – 2013-Present

- Review extension activities
  - Make appropriate recommendations to staff
- 

### **Website Administrator, Saint Joachim and Anne**

Shakopee, MN – 2011-Present

- Designed current website
  - Work with staff to add functionality
  - Add news articles, additional pages, etc.
  - Serve on Communications Committee
- 

### **Student Conduct Board, University of Minnesota**

Minneapolis, MN – September 2014-May 2015

- Review student and staff disciplinary rulings
  - Re-assign sanctions and learning activities for behavior as necessary
- 

### **Videography Volunteer, Scott County Fair Miracle of Birth Center**

Jordan, MN – 2014-2015

- Film births for live audience to view and for later playback
  - Upkeep video equipment and secure at the end of the day
  - On call 24-7 for any births that may happen
- 

## **Ambassador , Scott County 4-H Executive Board**

Jordan, MN – 2008-2015

- Plan and implement children’s activities and day-camps
  - Served as Youth Representative, Vice President, and Treasurer
  - Manage 4-H Building During County Fair
  - Direct youth and adult volunteers
- 

## **Communications & PR Director, Shakopee Diversity Alliance**

Shakopee, MN – 2012-2015

- Develop and maintain SDA website and business directory
- Coordinate media efforts
- Design all brochures, business cards, etc.

## **Appendix B. Detailed Financial Projections**

Year	Sales (in USD)
2012	500
2013	1300
2014	5000
2015	10000
2016	17000
2017	25000
2018	35000
2019	48000

2020	61000
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## **ENDNOTES**

<sup>1</sup> Web Design Services in the US: Market Research Report. (n.d.). Retrieved August 31, 2015.