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TACTICAL MARKETING PLAN

ADVANCING INTERNATIONAL STRATEGIES

PRESENTED BY: EMILY HERR
READY SET MINDFUL

TACTICAL MARKETING PLAN

Using the Tactical Marketing Plan to help identify the action items and expectations that surround marketing of Ready Set Mindful, we can bring the process of brainstorming and building your marketing plan.

PLAN OVERVIEW

Practice:	Name
Name of Campaign:	Expanding international interest
Campaign Manager:	Emily Herr
Subject Matter Expert:	Kerri Bicskei

OBJECTIVE

We are attempting to locate the top 3 competitors in each of the states that Ready Set Mindful offers services in. We are also attempting to locate the top 3 national competitors of Ready Set Mindful. In doing so, we are seeking to understand the target markets in each area, and to highlight Ready Set Mindful as one of the top providers of athlete counseling in Washington, Florida and Vermont through in-person and online sessions.

Organizational notes: Ready Set Mindful does work with athletes, military, couples, millennial women, teens, entrepreneurs, and men and women who struggle with anxiety and a wide range of mental health issues. However, our tactical marketing plan is set to focus on the athlete services offered.

TARGET MARKET

Target audience is athletes who are seeking sports psychology and mental training, mindfulness and mediation, therapy and life coaching.

PRODUCT DEMOGRAPHICS

Services offered: Sports Psychology and mental training, mindfulness and meditation, therapy and life coaching to athletes located in Washington, Florida, and Vermont through in-person and online means.

TARGET CONTACT DEMOGRAPHICS

Athletes who are located in Washington, Florida and Vermont who can use the counseling services that Ready Set Mindful offers.

MESSAGE SUMMARY

Together, we will build your CONFIDENCE & MENTAL GAME. So, you can THRIVE in and out of your sport and life. As a former Division 1 and professional volleyball player, I struggled with anxiety, negative self-talk, perfectionism and fear of making mistakes. My anxiety and lack of confidence after making a mistake was so bad at times that it took me out of the game completely. I knew something had to change. I found a sport psychologist who taught me the tools I needed to change my mental game, and that's all she wrote. I knew I wanted to help other athletes and anxious overachievers, like me, so I became a licensed therapist and created my business specifically to help athletes who struggle with their mental game.-Kerri Bicskei, Ready Set Mindful.

CALL TO ACTION

The call to action for this tactical marketing plan is to find the top 3 competitors in WA, FL, and VT who offer athletes counseling services and similar services to those that Ready Set Mindful offers. In doing so, we can develop a competitive strategy to stand out as a top provider of these services. We are seeking to increase outreach to athletes in need of these services. The overall goal is to gain new clients.

WHAT IS THE DESIRED OUTCOME?

Compare and contrast the top 3 competitors of Ready Set Mindful in WA, FL, and VT; as well as the top nationally recognized organization that provides the same services as Ready Set Mindful. We are looking to develop a new marketing strategy that mimics those of our competitors but stands out above them. We are seeking new clients.

WHAT IS THE PULL-THROUGH OFFER?

We are trying to gain new clients through a thoughtful and well-developed marketing plan. The purpose is to create a strategy that encourages clients to seek out our services instead of trying to push an offer on them. We are creating demand, building our brand awareness, building the community surrounding Ready Set Mindful, and providing value to the clients we have, and will gain.

PROCESS

LIST DEVELOPMENT

1. Research the top 3 providers of athletic counseling and services in WA.
2. Research the top 3 providers of athletic counseling and services in FL.
3. Research the top 3 providers of athletic counseling and services in VT.
4. Research the 3 nationally recognized athletic counseling centers and service providers in the USA.
5. Create a compare model of the information.
6. Take out key points and include them in the SWOT analysis model.
7. Compare those key points with key points of Ready Set Mindful.

8. Create a marketing plan that can use the new information we learned to improve Ready Set Mindful's marketing strategy and increase the client outreach.

PROSPECTING MECHANISM

Understanding the Target Audience Differences:

- **Washington:**
 - Emphasis on outdoor sports, tech-driven athletes, and a focus on holistic wellness.
 - Potential for partnerships with universities and outdoor recreation groups.
- **Florida:**
 - Diverse athletic landscape, including professional training centers, collegiate sports, and youth leagues.
 - High concentration of performance-oriented athletes.
- **Vermont:**
 - Focus on winter sports, endurance activities, and a strong community-driven athletic culture.
 - Potential for partnerships with ski resorts and local athletic clubs.

Prospecting Mechanism Components:

1. Digital Presence Optimization:

- **Website:**
 - Create a user-friendly website with dedicated landing pages for each state, highlighting relevant services and testimonials.
 - Optimize for SEO, using keywords related to athlete mental health, sports psychology, and counseling in each target location.
 - Include a blog featuring valuable content on mental performance, stress management, and athlete well-being.
- **Social Media:**
 - Tailor content for each platform (Instagram, Facebook, LinkedIn) and for each state.
 - Use targeted ads to reach specific athlete demographics and sports communities.
 - Engage with relevant online communities and sports organizations.
 - Utilize video content, showcasing expertise, and client success stories.
- **Online Directories:**
 - List your practice on relevant directories, such as:
 - Psychology Today
 - TherapyDen
 - Local sports organization websites
 - Google Business Profile.

2. Strategic Partnerships:

- **Sports Organizations:**
 - Connect with local and regional sports leagues, clubs, and associations.
 - Offer workshops and presentations on athlete mental health.
 - Explore partnership opportunities for providing counseling services to their members.
- **Educational Institutions:**
 - Reach out to athletic departments at universities and colleges.
 - Offer counseling services to student-athletes.

- Partner with sports medicine and psychology departments.
- **Training Facilities:**
 - Collaborate with gyms, training centers, and sports performance facilities.
 - Offer on-site counseling services or workshops.
 - Reach out to fitness professionals, and personal trainers.
- **Healthcare Professionals:**
 - Build relationships with sports medicine doctors, physical therapists, and other healthcare providers who work with athletes.
 - Establish referral networks.
- 3. **Content Marketing and Outreach:**
 - **Targeted Content:**
 - Create blog posts, articles, and videos addressing the specific mental health challenges faced by athletes in each state.
 - Develop resources tailored to different sports and athlete demographics.
 - **Workshops and Webinars:**
 - Host online and in-person workshops on topics like performance anxiety, stress management, and mental resilience.
 - Offer free introductory webinars to attract potential clients.
 - **Networking:**
 - Attend sports events, conferences, and industry gatherings.
 - Build relationships with coaches, athletes, and sports professionals.
 - **Referral Programs:**
 - Create referral programs for current clients, providing incentives for them to bring in new athletes.
- 4. **Localized Strategies:**
 - **Washington:**
 - Focus on partnerships with outdoor recreation companies and tech-focused sports organizations.
 - Utilize online platforms and social media to reach tech-savvy athletes.
 - **Florida:**
 - Target professional training centers and collegiate athletic programs.
 - Network at sports performance events and conferences.
 - **Vermont:**
 - Partner with ski resorts, winter sports clubs, and endurance event organizers.
 - Build relationships within the close-knit Vermont athletic community.

Key Considerations:

- **Telehealth:** Utilize telehealth platforms to provide convenient and accessible counseling services to athletes in all three states.
- **Confidentiality:** Emphasize the importance of confidentiality and build trust with athletes.
- **Specialization:** Highlight any specialized areas of expertise, such as working with specific sports or addressing particular mental health challenges.

By implementing these strategies, you can effectively prospect for athlete counseling clients in Washington, Florida, and Vermont, and build a successful marketing plan.

OPPORTUNITY QUALIFICATION PROCESS AND CRITERIA

The opportunity qualification process is a critical step in sales and marketing that involves evaluating potential customers (prospects) to determine if they are a good fit for your product or service and if

they are likely to make a purchase. It's about efficiently allocating resources by focusing on the most promising leads.

Here's a breakdown:

Purpose:

- **Efficiency:** To avoid wasting time and resources on prospects who are unlikely to convert.
- **Focus:** To prioritize high potential leads and maximize sales effectiveness.
- **Predictability:** To improve sales forecasting by accurately assessing the likelihood of closing deals.

Key Components:

- **Process:**
 - This involves a series of steps to gather information about the prospect and assess their suitability.
 - It often includes:
 - Initial contact and lead capture.
 - Information gathering through conversations, forms, and research.
 - Evaluation against predefined criteria.
 - Decision to qualify, disqualify, or nurture the prospect.
- **Criteria:**
 - These are the specific factors used to evaluate prospects. Common criteria include:
 - **Need:** Does the prospect have a genuine problem that your product or service can solve?
 - **Budget:** Can the prospective afford your offering?
 - **Authority:** Does the prospect have the decision-making power to make a purchase?
 - **Timeline:** Is the prospect ready to make a purchase within a reasonable timeframe?
 - **Fit:** Does the prospect's company culture, values, and goals align with yours?

Common Qualification Frameworks:

- **BANT (Budget, Authority, Need, Timeline):**
 - A classic framework that focuses on the core elements of a qualified prospect.
- **CHAMP (Challenges, Authority, Money, Priority):**
 - A framework that emphasizes understanding the prospect's challenges and priorities.
- **GPCTBA/C&I (Goals, Plans, Challenges, Timeline, Budget, Authority, Consequences & Implications):**
 - A more in-depth framework that looks at the prospects goals, and the consequences of not solving their problems.

In essence:

Opportunity qualification is about separating the "wheat from the chaff." It's a structured approach to identifying the prospects who are most likely to become valuable customers. By using a well-defined process and criteria, businesses can optimize their sales efforts and achieve better results.

PROJECT PLAN

Name	Role	Presentation Date (Approval Date)	1 st Meeting Date
Kerri Bicskei	CEO/LEAD	03-01-2025	03-03-2025
Emily Herr	Project Manager	03-01-2025	03-03-2025

CAMPAIGN APPROVAL

The undersigned accept this Marketing Campaign as described herein.

Kerri Bicskei

CEO/LEAD

Signature:

Date. _____

Emily Herr

Project Manager

Signature:

Date. _____
