

Creating a Marketing Action Plan



of your target customers' demographics, needs, desires and lifestyles. Draw from your own experience talking with your customers, as well as any customer data you have—sales records, website analytics, social media interactions—to see what they are researching, browsing, doing and buying. Also use third-party sources of research such as Census data to keep up with trends in your target market, and contact media properties where you're considering advertising to see who their readers/viewers/listeners are.

Develop a marketing plan. Once you know what your customers want and where they are spending their time, you can develop a marketing plan that reaches out to them where they live—whether that's outdoor advertising, social media, radio ads, online pay-per-click ads, public relations and more. Focus most of your budget on the avenues your research suggests will be most effective and affordable. Your marketing plan should cover the coming year and should include specific goals.

Create a marketing calendar. Break down your marketing plan more specifically into a calendar that shows what type of marketing you will do each month, each week and even each day. This can include ad placements, PR campaigns, social

by Rieva Lesonsky

We all know marketing is key to small business survival and success. And these days we're so inundated with marketing platforms and tools that it can be overwhelming to know what to do to be an effective marketer.

What you need is a marketing action plan so you can lay out a path to follow. First though, warns Hal Shelton, a business executive, SCORE board member and author of *The Secrets of Writing a Successful Business Plan*, you need to define your company's buying cycle.

As an example Shelton offers this cycle:

1. Awareness. Potential customers know about your business, but aren't sure you have the products or services that fit their needs.
2. Discovery. The research stage when consumers try to learn more about your company.
3. Engagement. Potential customers take some action that may (or may not) lead to sale. It's important at this stage to get some customer contact information, like an email address.

4. Active customer. The prospect has become an actual customer and made a purchase from you.
5. Successful customer. The consumer has become a regular, loyal and satisfied customer.
6. Referrals. When customers are so happy with you and your business, they're willing to share their good experiences and offer testimonials and referrals.

Now you can move on to creating a marketing action plan. Shelton says make sure you include steps in your plan that "focus on customers in each of the steps of the buying cycle." And he adds, "While some of the 'instruments' might be the same, the messages may be different. For example, in a direct marketing campaign to gain awareness, you might want to steer potential customers to your website, but for active customers, you may offer a store coupon."

So what should your action steps consist of? Of course, they'll vary depending on your type of business and stage your business, but here are some steps you might consider making part of your marketing action plan.

Market research. Market research isn't something to do only when you start your business; you need to continually stay on top

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BIDDING OPPORTUNITIES

RGW Construction Inc. is seeking all qualified Disadvantaged Business Enterprises (DBE's) for the following project:

7333 - 2013 Relinquishment Pavement Project

City of San Jose

DBE Goal: 7.7%

Engineer Estimate: \$13,400,000 - 90 Working Days

Bids: February 13, 2013 at 3:00pm

Requesting Sub-quotes for (including but not limited to): Fabric & Oils, Construction Area, Traffic Control, Raise Iron-Utilities, Cold Plane, Slurry Seal, Crack Filling, Cold-in-Place Recycling, Concrete Curb & Sidewalk Misc., Survey & Historical Monument, Thermoplastic Traffic Stripe & Marking, Detector, SWPPP Planning, Water Truck, Sweeper & Trucker.

Scope of Work: Paving/resurfacing, Highway and Road, Major and Residential

RGW is willing to breakout any portion of work to encourage DBE participation. Contact us for a specific item list.

Plans and Specs are available to view and copy at our office or online from BidSync. Contact Dave Czech 925-606-2400 david.czech@rgwconstruction.com for any questions, including bonding, lines of credit, insurance, equipment or material suppliers. Subcontractors should be prepared to submit payment and performance bonds equal to 100% of their quotation.

RGW Construction, Inc.

Contractors License A/B 591940

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TAFT ELECTRIC COMPANY,
1694 EASTMAN AVENUE, VENTURA, CA 93003
Contact: Tim Herrera

Phone: (805) 642-0121 • Fax: (805) 650-9015

Invites sub-bids from qualified union DBE businesses for the following project:

Contract # 07-292504

**Construction on State Highway in
Ventura County in Thousand Oaks at
Lynn Road Overcrossing**

LOCATION: State Highway in Ventura County in Thousand Oaks at Lynn Rd. Overcrossing
APPROXIMATE PROJECT VALUE: \$310,000

BID DATE/TIME: 2/20/14 @ 2:00pm

SEEKING: Lead Compliance, Construction Signage, Traffic Control System, Water Pollution Control Program, Drainage Inlet Protection, Concrete washout, Roadway Excavation, Class 3 Aggregate Base CY, Lean Concrete Base, Detectable warning Surface, Minor Concrete (Curb, Curb Ramp, and Gutter), Interconnection Conduit and Cable (LS), Modify Signal and Lighting and Landscape.

We are an Equal Opportunity Employer and intend to seriously negotiate with qualified Disabled Veteran Business Enterprise subcontractors and suppliers for project participation.

Payment and performance bonds may be required. Please contact us at the above listed number for further information regarding bidding on this project. To the best of our abilities we will help with bonds/insurance/credit. Plans are available for viewing at our office.

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**Candlestick Point in San Francisco
Opportunity to Perform**

**DEMOLITION, MASS GRADING & SURCHARGE
during the development of
CANDLESTICK POINT in San Francisco.**

Lennar Urban is requesting qualified, interested construction firms to respond to a public request for proposals to perform demolition, mass grading and surcharge services for Candlestick Point Redevelopment Subphase CP-01 Stage 1

For more information, please visit:

<http://mission.sfgov.org/OCABidPublication/BidDetail.aspx?K=7694>

The Successor to the San Francisco Redevelopment Agency (SFRA) has established the 50% Small Business Enterprise (SBE) Participation goal for Construction Subcontracting.

Respondents are encouraged to check this website regularly for updates.

Pre-Bid Coordination Meeting
and Job Walk:

February 18th at 10:00 AM

Building 101

101 Horne Ave.

**Hunters Point Shipyard
San Francisco, Ca 94124**

Proposals must be submitted by
March 4, 2014

Looking for
Subcontractors, Vendors,
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media posts and more. By putting your plan on a calendar, you're committed to carrying it out and things won't fall through the cracks.

Measure results. To make sure your marketing efforts deliver ROI, you need to track the results of each type of marketing you do. For example, you could put a code in an online or print ad ("Mention code TREAT1 to get a free dessert!") and keep track of who mentions the code. Online, you can use analytics to see which ads or mentions attract customers to your site and to track which customers end up making a purchase. Regularly (once a quarter, at minimum, or ideally once a month) assess which marketing methods are driving sales and which are not.

Shelton says other marketing action steps might include email marketing, using affiliates and distributors, building a website, direct mail, buying ads in assorted media outlets (newspapers, radio, etc.), social media and web marketing.

Source: U.S. SBA

SMALL BUSINESS EXCHANGE

BIDDING OPPORTUNITIES

Kiewit Infrastructure West Co.

Request for Subcontractor/Supplier Quotes from Disadvantaged Business Enterprises (DBE), Minority Business Enterprises (MBEs), Women Business Enterprises (WBEs), and all Other Business Enterprises (OBEs), Subcontractors, Professional Services, Material Suppliers, and Equipment Suppliers:

Project Owner: Department of Water and Power of the City of Los Angeles
Project Name: River Supply Conduit Improvement Upper Reach – Units 5 & 6 Project
Project Proposal Due: Tuesday, March 4, 2014 @ 2:00PM PDT
Subcontractor/Supplier Quotes Due: Tuesday, March 4, 2014 @ 2:00PM PDT

On behalf of the bidding entity (may include a JV), Kiewit Infrastructure West Co., a subsidiary of Kiewit Corporation (Kiewit), is bidding as a prime contractor for the construction of the project listed above and is seeking sub-quotes from DBEs, MBEs, WBEs, and all OBEs.

Kiewit is requesting quotes from interested subcontractors, professional services, material suppliers, and equipment suppliers. All responsive subcontractors must possess a valid California Contractor's license and provide acceptable insurance. Responsible subcontractors will be expected to provide bonding for 100% of their contract value. The subcontractors, material suppliers, professional services, and equipment suppliers must be able to accept all terms and conditions of the project under the subcontract.

Kiewit will conduct itself in good faith with all DBEs, MBEs, WBEs, and OBEs regarding participation on the project; utilizing the MBDA, U.S. SBA, California Supplier Clearinghouse, and/or CalTrans online resources.

We are accepting quotes for the following services/supplies: Acoustical Engineer, Environmental Consultant/Engineer, Geotechnical Engineer, Quality Control, Noise/Vibration Monitoring, Certified Arborist, Dumpster/Trash Service, Site Security, Hydro Test, Traffic Control / MOT, Aggregate, Cement and Concrete, Utility Material, Trucking & Hauling, Water Trucks (Operated), Shoring and Underpinning, Excavation Support and Protection, Soil Treatment, Permeation Grouting, Consolidation Grouting, Jet Grouting, Storm Water Pollution Prevention Plan (SWPPP), Street Sweeping, H Piles Supply, Bored Pile, Instrumentation and Monitoring, Cathodic Protection, Concrete Curb & Gutter, Manholes & Cleanouts, Reinforced Concrete Pipe, Cast Iron Sewer Pipe, Concrete Pipe, Culverts Supply, Manhole Covers & Frames, Asphalt Paving, Curbs and Gutter, Irrigation System, Fencing, Planting, Landscaping Contractors, Shrub and Tree Transplanting, Plant Maintenance, Concrete Reinforcing Installation, Concrete Reinforcing Supply, Cast-in-Place Concrete, Concrete Pumping, Structural Concrete, Precast Concrete Specialties, Welding Services, Steel Pipe, Structural Steel Erection, Joint Sealant, Paints and Coating, Hydraulic Valve, Basic Measurement and Control Instrumentation, Instrument, Process Piping, Basic Electrical Materials and Methods, Grounding and Bonding, Electrical Identification, Conductors and Cable, Raceway and Boxes, Wiring Device, Lighting, Tunneling, Boring and Jacking, Microtunneling, Boring or Jacking Conduit, Steel Casing, Low Density Concrete, Grout, Structural Steel Fabrication, Pipes and Tubes, Valve, Piping Specialties, PM Mech-pipe & Fitting, and Temporary Barriers & Enclosures, Sound Wall (design and install), Saw Cutting, Steel Fibers, and Utility Relocates.

Quotes are to be submitted to:



Kiewit Infrastructure West Co.

10704 Shoemaker Ave., Santa Fe Springs, CA 90670

Tel: (562) 946-1816, Fax: (562) 309-8201

Contact Niels Kofoed, Niels.Kofoed@kiewit.com, (503) 849-8459, or
 Daron Toll, Daron.Toll@kiewit.com, (562) 946-1816 for questions.

To obtain more information about this bid or for assistance with the requirements of the proposal, project scheduling, insurance, bonding, lines of credit, equipment, supplies, and/or technical assistance, please contact Kiewit directly.

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Arntz Builders, Inc.

19 Pamaron Way • Novato, CA 94949

415-382-1188 • Fax: 415-883-7529

Contact: Kathy Rowen

bid@arntzbuilders.com

REQUESTS QUOTATIONS FROM ALL
 CERTIFIED DVBE/SBE/DBE/WBE/MBE/LBE
 and ALL QUALIFIED
 SUBCONTRACTORS & SUPPLIERS
 FOR ALL TRADES

FOR THE FOLLOWING PROJECTS:

LOWELL HIGH SCHOOL SEISMIC STRENGTHENING
SAN FRANCISCO UNIFIED SCHOOL DISTRICT
SAN FRANCISCO, CA

BID DATE: FEBRUARY 18, 2014 at 2:00 pm
ESTIMATE: \$4,000,000

ROOSEVELT MIDDLE SCHOOL MODERNIZATION
SAN FRANCISCO UNIFIED SCHOOL DISTRICT
SAN FRANCISCO, CA

BID DATE: FEBRUARY 25, 2014 at 2:00 pm
ESTIMATE: \$10,800,000

BONDING, INSURANCE, TECHNICAL ASSISTANCE AVAILABLE. PLANS AVAILABLE IN GC'S PLAN ROOM. SUCCESSFUL SUBCONTRACTORS WILL BE REQUIRED TO SIGN ARNTZ BUILDERS INC STANDARD SUBCONTRACT AGREEMENT WHICH INCLUDES THE RIGHT FOR ARNTZ BUILDERS INC TO REQUIRE SUBCONTRACTORS TO PROVIDE A 100% FAITHFUL PERFORMANCE AND PAYMENT BONDS OF THE SUBCONTRACT PRICE FROM A TREASURY LISTED SURETY COMPANY ACCEPTABLE TO ARNTZ BUILDERS. BOND PREMIUM TO BE INCLUDED IN BID AS A SEPARATE ITEM. SUBCONTRACTORS WILL BE REQUIRED TO PROVIDE A WAIVER OF SUBROGATION ENDORSEMENT TO THEIR WORKERS COMPENSATION INSURANCE.

WE ARE SIGNATORY TO THE CARPENTER'S AND LABORER'S COLLECTIVE BARGAINING AGREEMENTS

THIS PROJECT HAS A
 PROJECT LABOR AGREEMENT

AN EQUAL OPPORTUNITY EMPLOYER

REQUEST FOR QUALIFIED
 DVBE/SBE/MBE/LBE
 SUBCONTRACTORS & SUPPLIERS FOR:

PRESIDIO MIDDLE SCHOOL
BOILER REPLACEMENT
SAN FRANCISCO UNIFIED SCHOOL DISTRICT
PROJECT # 11514

BID DATE: February 6, 2014 / 2:00 p.m.

Bonding May Be Required

Cornely Company

1127 Mission Street • San Francisco, CA 94103

Phone: (415) 252-1800 • Fax: (415) 252-1818

Contact: Kevin Gray

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**ADVERTISEMENT
FOR PREQUALIFICATION
(CAST IN PLACE CONCRETE & REINFORCING
STEEL SUBCONTRACTORS)**

Subject to conditions prescribed by the University of California, Los Angeles, responses to the University's prequalification documents for a lump sum contract are sought from prospective cast in place concrete & reinforcing steel subcontractor bidders (hereafter "subcontractors") for the following project:

**TEACHING AND LEARNING CENTER FOR
HEALTH SCIENCES
PROJECT NUMBER 944020.02
UNIVERSITY OF CALIFORNIA,
LOS ANGELES**

PREQUALIFICATION OF PROSPECTIVE BIDDERS: The University has determined that subcontractors who submit bids on this project must be prequalified.

Prequalified subcontractors will be required to have one of the following California contractor's licenses:

**A License (General Engineering) OR
C-8 License (Concrete) OR
B License (General Building)**

GENERAL DESCRIPTION OF WORK: The Project will construct a six to seven-story, approximately 120,000 gsf building. The building will be LEED® certified, targeting a Gold rating. The building will contain learning and support spaces including formal learning rooms, informal learning spaces, common areas, student amenities and administrative offices. Formal learning rooms shall include a 220 seat lecture hall, two 200-seat multipurpose rooms, case study rooms, teaching labs, problem based learning rooms and seminar rooms. The building shall also contain a public lobby and entrance, administrative and Deans' offices and student oriented spaces. The scope of the work shall also include relocation of and connections to campus utilities, provision of building systems, provision of life safety systems, provision of a communications vaults and conduits, roadway reconfigurations and landscape and hard scape improvements.

The total Project Construction Budget is \$74,000,000 to \$85,000,000.

Estimated Construction Cost for this Cast In Place Concrete & Reinforcing Steel bid package is \$12,000,000.00

PREQUALIFICATION SCHEDULE: On, January 31, 2014, prequalification documents will be available to intending subcontractors online at www.capitalprograms.ucla.edu and will be issued at no cost at:

Contracts Administration
University of California, Los Angeles
1060 Veteran Avenue, Suite 125
Box 951395
Los Angeles, California 90095-1395
310-825-7015

MANDATORY PRE-QUALIFICATION CONFERENCE: A Mandatory Pre-Qualification Conference will be conducted on February 7, 2014 beginning promptly at 10:00 a.m. Only subcontractors bidders who participate in the Conference in its entirety will be allowed to submit prequalification documents and, if prequalification is achieved, bid on the Project as cast in place concrete and reinforcing steel subcontractors. Participants must arrive at or before the above-specified time. Persons arriving

later than said time will not be allowed to submit prequalification documents or submit bids as cast in place concrete and reinforcing steel subcontractors. Participants shall meet at Capital Programs Building, 1060 Veteran Avenue (follow signs to the meeting room), UCLA campus (refer to the online UCLA Campus Map at www.ucla.edu/map). For further information, contact University's Project Manager Ara Aroyan at (310) 206-0348.

NOTES:

1. *Attendee shall be a staff member of the general contractor bidder's firm who will be actively involved in responding to this Prequalification, and who is highly knowledgeable of the firm's potential response to the prequalification criteria.*

2. *Attendees are advised that parking may be difficult. Attendees must allow ample time to drive to the above location in heavy traffic, find a parking space, walk to the building, and arrive in the designated Meeting Room prior to the required time. It is currently anticipated that the Conference will last at least 2 hours.*

SUBMITTAL DEADLINE: Each Bidder's completed Prequalification Questionnaire and associated documents must be received at the above-listed University Contracts Administration office in a sealed envelope no later than: **February 19, 2014 at 3:00 p.m.**

NOTE: Only hard copy submittals will be accepted. Oral, telephonic, electronic mail (e-mail), facsimile, or telegraphic Prequalification Questionnaires are invalid and will not be accepted. Only University's Prequalification Questionnaire (and associated documents) will be accepted. University reserves the right (but is not obligated) to request, receive, and evaluate supplemental information after the above time and date at its sole determination.

Any person or entity not satisfied with the outcome of the prequalification must file a written notice challenging the outcome within 10 calendar days from the date of the University's written notice regarding prequalification determination as further detailed in the Prequalification Questionnaire. Any assertion that the outcome of the prequalification process was improper will not be a ground for a bid protest.

The dates, times, and location set for receiving and opening of bids will be set forth in an Advertisement for Bids.

The University reserves the right to reject any or all responses to Prequalification Questionnaires and to waive non-material irregularities in any response received.

All information submitted for prequalification evaluation will be considered official information acquired in confidence, and the University will maintain its confidentiality to the extent permitted by law.

Every effort will be made to ensure that all persons have equal access to contracts and other business opportunities with the University within the limits imposed by law or University policy. Each Bidder may be required to show evidence of its equal employment opportunity policy. The successful Bidder and its subcontractors will be required to follow the nondiscrimination requirements set forth in the Bidding Documents and to pay prevailing wage at the location of the work.

The work described in the contract is a public work subject to section 1771 of the California Labor Code.

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San Francisco Department of Public Works
former Division Manager
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