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# Paramount Signs Marketing Plan



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# Our Team



**Olivia Deignan**  
Marketing Major



**Matthew Gunning**  
Marketing Major



**Desiree Rivera**  
Marketing Major




**Elizabeth Gehman**  
Marketing Major

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Affordability



Reliability

# Our Purpose



We strive to enhance your business's desires. Our 3 month plan is set out build on the company's foundation with a diverse marketing plan. This plan's components will tackle Paramount Signs's weaknesses and threats and perfect the strengths and opportunities by digger deeper into the advertising and local footprint.



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Sustainability

Meet Who You Are  
Working With!



484-364-4834

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# Paramount Signs

Located in Downingtown, PA, the team of experts provide a full-service signage available for new businesses, rebranding, and those pursuing in their creativity. With fair pricing, quality work, and strong personal connections, Paramount Signs will exceed your business's expectations. Do you want a sign that makes you stand out from others? Paramount Signs is here to make your dream sign and logo come true since 2015. Let's work on standing out!

# Services

## Bio

- 25 Mile Radius
- Location: Downingtown Area
- Business Owners
- Those seeking new & improved

## Varieties

- Vehicle Graphics
- Banners
- Logo Designs
- Sign Designs

**Any Business,  
Any Sign**

You Name It, We Make It



# Goals

## SHORT TERM

- Acquiring more customer feedback on yelp
- Hire interns
- To branch further into social media marketing and have more structure/timeline for posts
- More involvement in local job fairs
- Promote the 3mm certification
- Work more with linkedin and Instagram
  - Add process pictures and videos

## LONG TERM

- Expand Radius further than 25 miles to increase business opportunities
- Hire graphic designer
- Hire employees
- Promote new products and promotions
- Branch into Facebook after gaining a larger following on instagram

# What sets us apart?



## Proof of Work

Check out  
[www.paramountsign.com](http://www.paramountsign.com) to  
view amazing work done by  
the team



## Shop Local & Affordably

Local expertise to assist in  
what's best and service  
focused for more bang for  
your buck!





## Customization At the Next Level

What's creativity without getting to  
know the creator? Let's custom  
make directly with our designers  
and owners



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# How Paramount Signs Differentiate from Competitors

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- Local, family-owned company, which gives the advantage of knowing the area and companies that already exist
  - 3M Certification on all material to provide stability and warranty on the services
  - Works one on one with clients face-to-face to discuss the services and wants/needs: this ensures clarity and trust
  - Quick turn around to prevent business from losing profits
  - Strong niche with the ability to cater to any kind of project
  - Working with all kinds of customers such as the Devon Horse Show
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# Swot Analysis




**S**

## STRENGTHS

- Recurring clientele
- 3M MCS certification
- 5 star Google rating

**W**

## WEAKNESSES

- Smaller company
  - Reliance on wholesalers
  - COVID material delay
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# Swot Analysis - continued



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## OPPORTUNITIES

- Improve social media/digital marketing
  - Branch out to University students for internships (graphic design and marketing) by going to fairs
  - Work on search engine optimization (SEO)
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## THREATS

- Slow business in the middle of the year
  - Computing companies have signage to find location but Paramount is harder to find
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# Search Engine Optimization

## How it Works

- The practice of orienting your website to rank higher on a search engine results page (SERP) so that you receive more traffic. The aim is to typically rank on the first page of a search engine for search terms that mean the most to your target audience,

## Benefits of SEO

- More website traffic
- More customers
- Increase brand awareness
- Helps you get ahead of the competition

# Social Media/Digital Marketing Plan

- **Update all social media profiles (LinkedIn, Facebook, Instagram, & TikTok)**
  - Add pictures of you and your company during the process
  - Provide before and after photos for projects
  - Continue to interact with customers on social media
  - Share local articles
  - Post video proof of work and employees to give a more personal experience to new and existing customers
- **Hiring an intern (social media marketer)**
  - Basically free marketing
  - Post on LinkedIn or Facebook about position
  - Attend college career fairs to get your name out there



# Employee Wages

Average Hourly Earnings & Annual Wage Increase  
Bureau of Labor Statistics




Workers in this field are getting higher wages and could be substituted for internships from local schools instead.



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# Competitor Analysis



## Competitors

- Denron
- Signs A La Carte
- Lucky Signs

## Observations

- Signage and design firms that are smaller in size but with a larger number of resources
  - More defined niches or wider variety of services
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# Competitor Analysis Cont'd

## Customer reviews

- Quick response time
- Personal Communication
- Consistent Pricing
- Superb Customization (car wraps)

# Best sales

Revenue by Service - US Census Bureau, 2017



The graph shows that designing for specifically corporate identity is only a small segment of most business sales. Marketing towards primarily newer businesses only accounts for a small amount of market share.

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# Thanks!

Do you have any questions?

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<https://paramountsign.com/>



Reach out to Rick and get your free  
consultation today. Get noticed  
too!

