

Ashley Kennedy

University of Advancing Technology

MKT320: Marketing Plan (Part 1 & 2)

Professor Hromas

May 4, 2025

### Part 1

Fictitious Business: Clear that Clutter

Type: Home Organization

Location: El Paso TX

Years in operation: Zero



### SWOT Analysis

Strengths: I have prior experience with different organizing ventures. From January 2023 to June 2024, I operated a side hustle organizing homes and spaces. I'm also prior military where I juggled a couple different executive functions which would often include project management which took a great deal of strategical organization skills. Below are some examples of previous home organization projects I have completed:



Weaknesses: I have not formally launched my business. I did operate my side hustle as “Clear the Clutter” from January 2023 to June 2024 but I was hesitant to get a LLC and make it real (for lack of better terms).

Opportunities: I have content from previous organization projects I can use for marketing. I have a small client base that still asks if I’m organizing and willing to pay for services. In the past I have worked with a local home renovation business that has offered to add me to their list of services as a means to get my business more foot traffic. Below is an example of them promoting me on their businesses Facebook page:



Threats: The current political climate and financial uncertainty. Due to the potential implications and other unknowns that tariffs could cause, consumers may need to prioritize their finances on other things. A professional home organizer might not be an option within their budget during uncertain times like these.

### **Target Audience / Target Market**

Busy professionals, military members, large families, elderly/disabled and stay at home moms. There is a large military presence in the local area with the Army base, Fort Bliss. I would target that audience and leverage my organizational skills during their “PCS” season (which means they’ve received orders to a different base and are relocating). Clearing clutter before a big move like that can help tremendously. There is also a heavy medical and health industry in the local area. I would offer my services to busy professionals like doctors and nurses as a means to make their home life easier and more manageable. And lastly, El Paso has one of the lowest cost of living areas in the nation which has resulted in a real estate boom. I would also target real estate agents to assist with their busy schedules but to also network and to gain referrals with their clients as well.

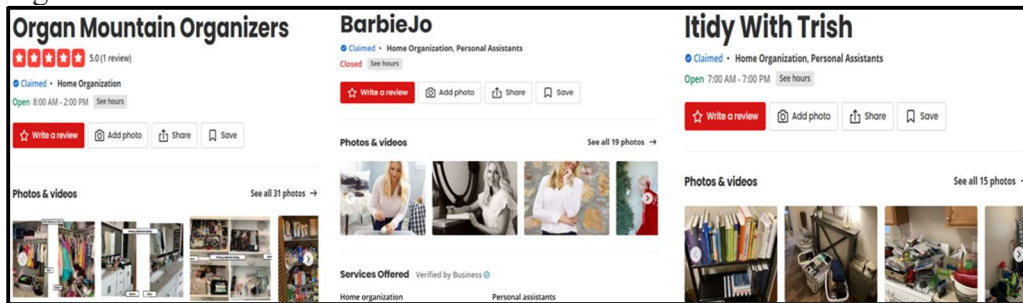
### **Product**

Professional home organization. Home organization can look different for each person and can be tailored to fit different budgets. For example, if a customer wants a master bedroom closet organized but does not want to pay for materials, I can provide a labor only estimate. Meaning, I will make do with what the customer currently has. What that means is, I’ll be using their current hangers and storage containers (if applicable) to get their space to a functioning, aesthetically pleasing and organized space. Or if the customer has the capacity for a bigger budget, I can team with a contractor to renovate a customer’s closet to include built-in shelves, drawers and/or apparel placement solutions. Materials also include decorative bins, containers, baskets, hangers, labeling needs, décor...etc.

## Competition

There isn't a whole lot of competition locally. I don't think the home organization trend has hit this area yet. Below you'll find a quick screen grab of a search on yelp for professional organizers in the El Paso Texas area. It looks like they are pretty similar to what I was initially doing, just kind of doing it as a side hustle. I'm hoping by taking my business to the next level as a LLC and marketing "Clear that Clutter" with the skills I've learned so far, that it would really set me apart from the little competition I did find.

Figure 1.



Note. Images retrieved from yelp.com

## Mission & Vision

The mission & vision is: Ultimate functionality for the customer. I want to make their space into an area that works for their everyday routines. My goal is to make their space an area that they enjoy being in as well as easy upkeep and maintainability. My mission statement is "Clutter-free Clarity".


## Market Strategies

In the past I was using my personal social media platforms to promote my organizing business. Moving forward I would like to create business accounts solely dedicated to Clear the Clutter. Some initial attainable marketing strategies would be to leverage social media



and the customer has completed their payment. I do like to keep a stockpile of organizational totes, baskets and hangers on hand in the event I receive a last minute request. Or, if items are on sale, I will purchase them and keep them on hand for a future project. Here are examples of estimates and invoices I have sent to clients:

### Estimate

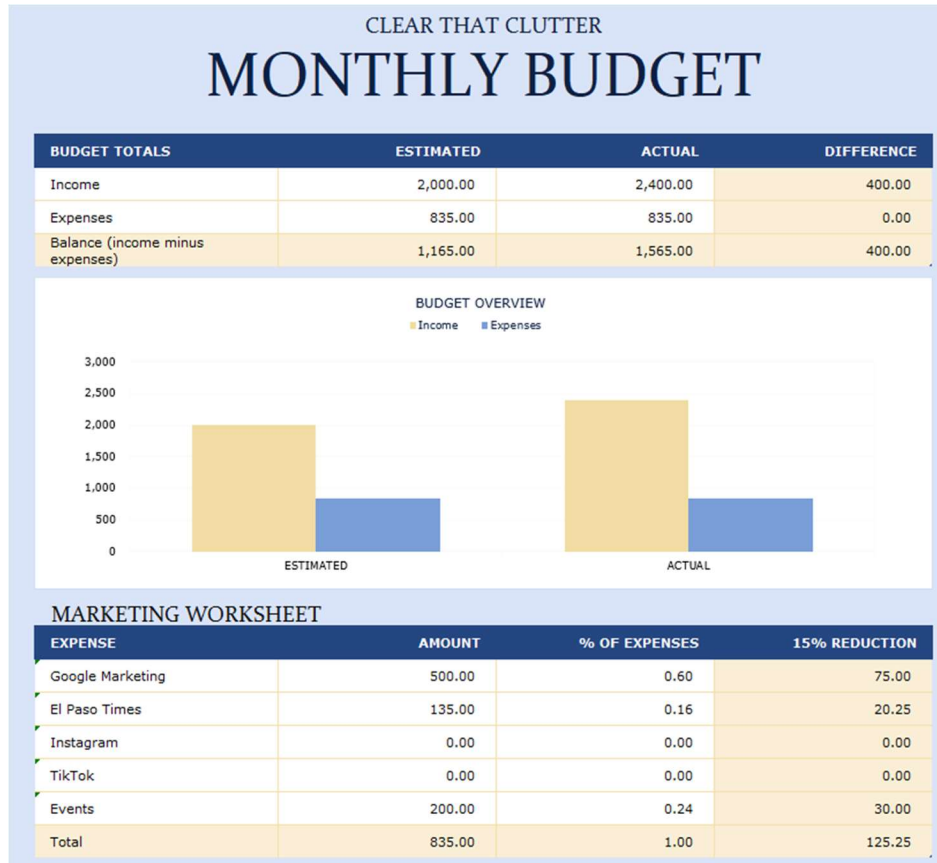
ESTIMATE			
 Clear that Clutter		Clear that Clutter with Ashley 201 Epsom Dr El Paso TX 79928 United States	
		Ashley Kennedy 8057200320 ashleyrose1684@gmail.com	
FOR	Estimate No.:	007	
Arnida	Issue date:	May 27, 2024	
	Valid until:	May 28, 2024	
DESCRIPTION	QUANTITY	UNIT PRICE (\$)	AMOUNT (\$)
Materials	1	367.00	367.00
Labor	10	12.50	125.00
<b>TOTAL (USD):</b>			<b>\$492.00</b>
<small>This does not include repair of closet. I have availability 31 May to 1 June and 3-7 June.</small>			

### Invoice:

INVOICE			
 Clear that Clutter		Clear that Clutter with Ashley 201 Epsom Dr El Paso TX 79928 United States	
		Ashley Kennedy 8057200320 ashleyrose1684@gmail.com	
BILL TO	Invoice No.:	005	
Delina Ruiz	Issue date:	May 25, 2024	
3112 Overbrook Pl	Due date:	May 26, 2024	
El Paso 79938	Payment method:	Transfer	
United States			
DESCRIPTION	QUANTITY	UNIT PRICE (\$)	AMOUNT (\$)
Master Bedroom Closet Re-Org	1	60.00	60.00
Materials			
Labor	12 Hourly Rate	12.50	150.00
<b>TOTAL (USD):</b>			<b>\$210.00</b>
<small>It was such a pleasure working on your master bedroom closet and bathroom area!</small>			<b>PAID:</b> \$210.00
<b>TOTAL DUE (USD)</b>			<b>\$0.00</b>

## Budget and Action Plan

### Budget Worksheet and Explanation



Because this business has not been formally launched yet, I'm estimating the monthly income of this business pretty low. My reasoning behind this is, I'll just be starting off again and would rather low ball myself than overestimate.

I'll be taking advantage of the free marketing tools that social media platforms like Instagram, Facebook, and Tik Tok offer. However, I understand that I may need to take it to the next level in order to get some traction. When deciding what other platforms I wanted to go with, I selected Google and the El Paso Times as my additional sources for marketing. I myself use google to find reputable companies and the El Paso Times is the primary newspaper for my area,

they also offer digital marketing as well. When researching prices, I found that google offered a basic advertisement package at \$500 and the El Paso Times advertisement options started at \$135 (references included).

I also included a \$200 allocation for events. I may consider saving that and hope to buy a booth at a home and garden show. If that's not feasible, then I would consider setting up a booth at a farmers' market and show off my services. In conclusion, I don't think I will need a huge budget for marketing initially.

### **Goals & Objectives**

My goal and objective is ultimate functionality for the customer. I want to make their space into an area that works for their everyday routines. My goal is to make their space an area that they enjoy being in as well as easy upkeep and maintainability. My objective is "Clutter Free Clarity".

### SMART Goals

1. Create a social media presence by creating pages dedicated to my business. This will market my business.
2. Work on branding "Clear that Clutter". Branding for my short-term goals will include business cards, car decal and t-shirts.
3. Stockpile organizational supplies. Buy in bulk commonly used for materials during home organizational products. This will help keep supplies on hand for short notice projects and decrease costs long term.
4. Create a "package pricing" system that will include ongoing monthly services.

Meaning, if they purchase a 3, 6, or 12 month package from me, I will go out to their

house twice a month and refresh their space that I organized. This will assist with consistent revenue.

5. Develop marketing and testing procedures.

### Content Plan & Schedule

Below is an example of a twelve-month content plan and schedule I created and would utilize across social media platforms for marketing purposes.

January – Holiday Décor Storage Tips	February – Arts and Crafts Organization	March – “Green” aka environmentally friendly organization and storage options	April – Small areas to organize on a rainy day
May – Mother’s Day Giveaway	June – Garage and Outdoor organizational ideas	July – BBQ and Grill Accessories, where and how to store them	August – Back to school kid closet re-org
September – Holiday positioning, what comes in must go out	October – Master bathroom re-org giveaway, “poo can’t scare us’	November – Kitchen re-org inspirational posts	December – Wrapping station ideas

### Media & Tactics

The market for professional organization can be similar to the same market as home cleaners. Age, race, gender, and demographics can vary. It’s all based around who needs assistance getting to that room or space they’ve been dreading to tackle. As of now, when it

comes to media and tactics, I have been going off word of mouth. For the most part, it's been women with busy schedules that need an extra hand. Moving forward, I will rely heavily on social media platforms, local marketing (newspaper) and Google advertisements to assist with marketing needs.

### **Monitoring (Metrics & Analytics)**

Initial service testing along with market testing will be a cohesive process for me, they will both work hand in hand. While, I already have a small client base, my goal is to establish more clients for increased revenue. My initial plan is to create social media pages solely for my business. Up to this point testing and marketing have been done from word of mouth and advertising on my personal social media pages. By creating content through short videos and posting them consistently, my goal is to catch the attention of more customers. I already know I'm providing a good service and need to market myself by creating a bigger social media presence.

Ultimately I would like to establish a significant social media presence within the local community. I will create social media pages for my business on Instagram, Facebook, SnapChat and TikTok. I utilize an app call CapCut for my content. Through CapCut I can leverage current video and music trends and apply videos and pictures from organization projects. These videos provide a catchy and trendy way of getting people's attention. Through networking I'm planning on leveraging my relationships with other small businesses in the area to share my pages and videos. A long term goal of mine is to have a dedicated webpage, google reviews and am considering an app as well. Through these ventures I'll be able to develop solidified marketing tools to better analyze metrics and analytics.

## References

Google Ads (2025). General Page on Google Ads. Retrieved April 24, 2025 from [https://ads.google.com/intl/en\\_us/start/overview-adon/?subid=us-en-adon-awa-sch-c-bk!o3~9958253e860219ee086b4d34cec531be~p71522880678&gclid=9958253e860219ee086b4d34cec531be&gclsrc=3p.ds&msclkid=9958253e860219ee086b4d34cec531be&utm\\_source=bing&utm\\_medium=cpc&utm\\_campaign=1709920%7C%20Google%20Ads%7C%20DR%7C%20ESS01%7C%20NA%7C%20US%7C%20en%7C%20Desk%20Tab%7C%20SEM%7C%20BKWS%20-%20EXA%7C%20Txt%7C%20Bing\\_BAU\\_Brand\\_Medium&utm\\_term=how much google ads cost&utm\\_content=Desk%20Tab%7C%20BKWS%20-%20EXA%7C%20Txt~Medium~Cost](https://ads.google.com/intl/en_us/start/overview-adon/?subid=us-en-adon-awa-sch-c-bk!o3~9958253e860219ee086b4d34cec531be~p71522880678&gclid=9958253e860219ee086b4d34cec531be&gclsrc=3p.ds&msclkid=9958253e860219ee086b4d34cec531be&utm_source=bing&utm_medium=cpc&utm_campaign=1709920%7C%20Google%20Ads%7C%20DR%7C%20ESS01%7C%20NA%7C%20US%7C%20en%7C%20Desk%20Tab%7C%20SEM%7C%20BKWS%20-%20EXA%7C%20Txt%7C%20Bing_BAU_Brand_Medium&utm_term=how%20much%20google%20ads%20cost&utm_content=Desk%20Tab%7C%20BKWS%20-%20EXA%7C%20Txt%20~%20Medium%20~%20Cost)

Gaebler.com (2025). El Paso Times Marketing. Retrieved April 24, 2025 from <https://www.gaebler.com/El+Paso+Times-TX-Newspaper-Advertising-Costs++3531>