

Cyntoia Brown

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Marketing Proposal

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Affiliation

Course

Instructor

Date

Marketing Proposal

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December 2, 2020

Mr. Woods, Advertising Manager

Green Ville travels

62nd Street

New York, NY

Dear Mr. Woods

Thank you for the opportunity of responding to the RFP received by Sterling Marketing. We would also thank the marketing department for allowing us to go through the implemented strategies in the company. We are offering this proposal for your review.

At sterling marketing, we are keen on learning all marketing elements that allows for progress in competitive markets. We ensure that the marketed products or services are perceived by the ⁶target market, and the sales of the company will surely exhibit the result. We pride ourselves on our strategic approach to marketing that involves in-depth research as well as a scientific data aspect.

Sterling marketing is a marketing company that has been offering premium and excellent marketing services for the past 15 years. We have worked with different companies in all aspects

of New York and other locations as well. We comprehend that each market reacts differently to the marketed product, and therefore there is a need to provide specific attention to each market. Our strategy involves applying several methods of marketing to deliver the expected result. We have become one of the best firms in the industry by the use of our scientific expertise as well as the experience gathered in the field.

We hope to have convinced you, and you will take your time to go through the proposal.

We are confident to hear from you soon.

Yours truly,

Joseph Wittman

Accounts Manager

wittman@sterl.com

Work Background

Marketing is the most important aspect of any business. This is because a business entirely depends on building a customer base for their products. By doing so, they will have a constant flow between production, distribution, and other aspects. The marketing proposal here presents the result of extensive research done and the current marketing trends in place. The problem of low sales and a reduced customer base faced by Green Ville can only be resolved by a change of the marketing strategy in place. We believe that these trends and research data are specific to the needs of Green Ville travels. The marketing of the company needs to be vigilant. This is because the company needs a large base of customers so as to remain operational in the stiff competition.

Analysis of the Current State

With your help, we were able to analyze the marketing strategies and products already in place. The company has a number of products and packages for their consumers. Your main form of advertisement currently is in mainstream media, especially television and newspapers. The targeted markets are older individuals, averagely over the age of thirty-five, who would like to getaway. The packages offered by the company are merely diversified, with packages only offering few options in terms of budget and the size of the groups who go on the tour. There is a need to diversify the packages so as to include other markets and target other demographics (Mothersbaugh, Hawkin, and Kleiser, 2019). In addition, the company targets its main advertising in New York, but its services are available in many states. Their advertising should also be diversified in terms of location. This means advertising beyond New York, especially using mainstream media and social media. This expands its market reach to all the consumers available in the country. Their customer base will not be limited only to individuals in New

York. In addition, the advertisement currently running on television also needs a cultural element added. The advertisement feels too general and does not address any target market in particular. This makes it ineffective in gathering potential consumers for the company.

We understand the marketing trends in such a market. For instance, the travel company should look to a certain target market for their marketing. Ideally, there is a need for targeted marketing, so that the method of marketing is applied. If the marketing is to be done to younger adults in the modern age, then a digital marketing approach will be in place. Older generations, on the other hand, would prefer media advertising like on the television or on the radio (Kingsnorth, 2019). Marketing is supposed to achieve certain results of implemented successfully in the business. First, the company will have a promoted brand name that will be known. Second, the company will have its diverse products promoted too. For instance, if green Ville Travel has a number of services and product packages for tours, each product could be advertised to a different target market. The implementation strategies ensure that the unique products provided by the company are known. For this reason, Sterling Marketing is proposing the following strategies and approaches for implementation in your company.

Marketing Trends and Strategies: Our Objectives

The demographic of a targeted market ultimately determines how the marketing approach is to be carried out. In the travel industry, travel agencies and companies have products for families, couples, and even retreat groups. For this reason, each product is to be advertised separately. If the marketing advertisement is the same, the difference in culture, age, and location will remove the uniqueness and appeal of the advertisement (Baker, 2014). If green Ville wants a larger customer base, then it could be done by adding customers from all demographics. The targeted markets are ideally separated by elements of age, location, or even culture. An

advertisement meant for a couple will involve a romantic element, and the need to connect with nature with the loved one (Kingsnorth, 2019). The advertisement will be done on the digital marketing platform mainly, but it will also be an aid in mainstream media. The target market here is couples between the age of 25-35.

Retreat groups have different cultures, and therefore their advertising will have to be different. From our years of experience, we have learned that the best advertising work if the target market has a personal feel or attachment to the advertisement itself. In this way, the target consumer feels that the ad was made specifically for them, and this creates a certain loyalty to the brand. The target market for retreats groups involves individuals or groups of 8-20 who are either from the same workplace, church groups, or any other group (Mothersbaugh & Kleiser, 2019). The advertisement will show how it is important for such groups to get away as well. In this case, the ad will have no romantic aspect but rather the aspect of friendship and kinship (Paul, 2018). In addition, the ad will hardly have a digital marketing market as these individuals are better reached using mainstream media like television and radio.

Family packages are perhaps the most important of the products and services offered by the company. Families often like to get away either at weekends or in the holidays. This is the greatest market that can be targeted by the company, and it is the one that needs the most attention. While the company offers good family packages, it is important to consider that families can have different sizes and, additionally, they have different budgets (Hult & Ketchen, 2017).. The company should diversify the product range for family packages so as to fit the market strategy effectively. The marketing will involve both mainstream media and digital marketing. Digital marketing is targeted to young members of the family who will get interested in the advertisement and ask their parents to go. This is often a marketing strategy used where

marketing is targeted to kids who later on pressure the parents so as to get the product of service. Mainstream media will target the older members of the family, like the parents or guardians. In such a case, the parents may decide to set up a holiday and may decide to use the company to do so. It is important to note that parents are most likely to view advertisements on mainstream media like television as compared to social media platforms (Paul, 2018). On the contrary, kids and young adults are more likely to view advertisements on social media platforms as compared to mainstream media. On the location aspect, these advertisements should be run on mainstream media to all states where the services are available. The times where advertisements are run will follow extensive research to determine the times when the targeted market is online. Cultural aspects will be considered when expanding the advertisement campaign to other areas of the country.

Cost Savings

Implementing a new approach to marketing will be costly for the company. This is because the currently implemented strategies do not cover other forms of advertisement to reach diverse target markets. Mainstream media advertising needs to be improved, while social media marketing needs to be improved as well. Even so, sterling marketing offers affordable rates that will allow the company to save costs. Saving costs in advertising involves using the right techniques in research data gathering and also in implementing the strategy itself. An advertisement that needs to be repeated in terms of shooting or writing will cost more than one perfect one. For this reason, sterling marketing is always careful to use costs saving strategies and ensure that each strategy that is drawn up works effectively. Each strategy has to be approved so that further costs can be incurred. For instance, if there is a commercial advertisement that is supposed to be shot, then the idea would first have to be approved by

managers in sterling marketing. This would ensure there are no costs incurred if an idea is not approved. Additionally, the strategies will translate to a higher income for the company as a result of a larger customer base.

Target Market	Television	Social Media	Radio advertising and other forms
Families	\$2000	\$1000	\$1000
Couples (25 – 35 yrs.)	\$1000	\$2000	\$500
Retreat Groups	\$3000	\$700	\$1000
Total	\$6000	\$3700	\$2500
Grand Total	\$12,200		

Television takes up the major aspect of the budget as it has the most reach of the target market. The overlooked factor was social media. In this case, the funds allocated will go to collecting research data and analytics on social media platforms. Additionally, ads can be boosted in social media platforms, and the platforms also target a certain age or demographic during advertising (Hult and Ketchen, 2017). Social media advertising is very effective because of this fact. For this reason, it will be used largely in certain markets. In these markets, only the targeted individuals are able to see the advertisement, and interactions with the advertisement itself can be noted down. Social media will be used in couples and families because they have target groups. For instance, the target group of couples has a specified age group, and it can be targeted using social media campaigns. The younger family members are also targeted such that only they can only see the advertisement. It is important to note that other costs may be incurred, for instance, the costs of shooting the commercials.

Marketing Timeline

The marketing timeline will begin as soon as an agreement is reached between the two companies for the provision of marketing services. Each form of advertisement will have its own timeline to ensure they are most effective. The television campaign will run the longest to a period of three months. However, an evaluation will be carried out each month to assess the impact of the campaign on the company and if there is an increase in sales. In social media, the campaigns could run for as long as 12 months. This is because campaigns on social media are cheaper to run for a long time as compared to television campaigns. Additionally, social media campaigns need to have a huge impact on the company since the company has never exploited the market. The first social media evaluation will be done two months after implementation. However, after that, there will be a monthly evaluation to assess the impact of the campaign. Radio advertisement and other forms will be done in a short period of time. For instance, radio campaigns can run for at least two months with a review of their impact after every two weeks. Banners and billboard campaigns will also be carried out.

Responsibility

Sterling marketing takes its responsibility very seriously. We feel that it is crucial to building a strong relationship with our business associates, and this is done by ensuring we achieve our responsibilities well. These responsibilities include the implementation of a new marketing plan. Maintenance of the marketing plan for as long as the campaigns are live. This includes correcting any wrong aspects in commercials and changing strategies or target groups. We will also keep in touch with the company so as to report any changes in analytics or any changes in strategies that were earlier implemented. On the contrary, Green Ville will also have responsibilities so as to ensure that the relationship is maintained on both ends. The company

will provide any information that may be crucial to the building of an effective marketing plan. The company will also notify Sterling marketing if there is any problem with one of the campaigns so that it could be rectified with immediate effect.

Why us?

The vast experience gathered in our company ensures that your company and marketing aspects are in good hands. We are committed to ensuring that all of our clients get personalized service and creative campaigns that will ensure an increase in the sales of your company. It is important to note that innovation is a crucial aspect of any marketing plan (Baker, 2014). Creativity and innovation are important in ensuring that the marketing strategy taken by the company is different than other companies. This gives the company a competitive advantage. We also have a huge number of satisfied customers in diverse industry fields.

Conclusion

Sterling Market would like to thank you for providing us the opportunity to present this proposal to Green Ville travels. The importance of good marketing is never overstated, and the company can gain a competitive advantage over other companies with the help of a good marketing plan. In addition, we believe this is a solution to your problem of a low number of sales and a shrinking customer base. The services offered by Green Ville are quality services that need a good marketing plan so that potential customers can be informed. Failure to implement such a marketing plan will lead to a further decline in sales for your company and a further dwindling of the existing customer base. Implementing the plan, however, will guarantee a larger consumer base that will ensure your company can grow beyond the limits of New York. As the company grows, we will change and make the marketing plans dynamic to fit the need for a larger base of consumers. In this way, the company can grow to become one of the leading travel

companies today. The company is well known and has the potential of becoming a national company and even an international company. However, it is crucial to remember that this is hardly possible without a change in the marketing strategy.

We are confident that Sterling Marketing has offered the best solutions to resolve your problem, we are dedicated to providing quality services, and we hope to hear from you soon.

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