

Slide 1: introduction

Hello, my name is Gabriella, and this presentation will outline a marketing plan for the Planed Wellbeing Centre.

PLANED living well centre in Carmarthen opened its doors in December 2024 after local demand for coordination services. The centre is located in Parc Dewi Sant and provides free support, information, advice, education, arts, exercise and access to over 20 partner organisations under the primary care health sector, third sector, and support services, such as mental health groups, and carer support (PLANNED, 2025)

The living well centres aim is to provide client and visitors with a coordinated, and joined up approach, that empowers individuals and helps share resources and support.

Slide 2: Organisational goal for the marketing plan

The goal of this marketing campaign is to increase brand awareness and therefore increasing footfall in the centre. The marketing campaign also plans to;

- increase the number of Instagram followers to help reach a new demographic
- increase engagement on Facebook.
- Redesign website
- Implement government schemes
- Measure and review success
- And work closely with the university

Slide 3: Why the marketing plan is important

A marketing plan for the wellbeing centre is important as it can grow their audience and target specific customers who would need these facilities. This will lower the threat of the centre closing and make it possible to continue doing what they are doing and help positively impact the lives of people in the area.

A marketing campaign is also important as it will allow to track business success through comparing what marketing was working before and after and monitoring customers behaviours between this period (Hogarty, 2022).

A marketing plan can help strengthen customer relationships by engaging with them more and identifying what type of marketing they prefer and response better to.

Having a marketing plan will help with financial aspects as budgets can be planned and monitored, and procedures that are not effective can be reevaluated or removed to increase efficiency.

Slide 4: Current marketing SWOT

Strengths - Large Facebook following - Already attend local events - Partnership with coordination services	Weaknesses - Low Instagram following - Website design - Low brand awareness for younger demographic
Opportunities - Government schemes - Work with university -	Threats - Risk of closure - Expenses -

A SWOT analysis has been conducted to review the current marketing and where it could be headed.

Firstly, looking at strengths in their current marketing, one being that they have a large Facebook following of 1,139, as of November 2025.

This is a strength as Facebook is the most used form of social media, predominantly targeting 25–34-year-olds as, statistically, this is the most active age group on Facebook (Shepherd, 2023).

Another strength is that they already attend local events that can help reach people in the area. They also partner with services who are a key part of the centre and can help network and refer clients.

One weakness in their current marketing is that they only have 89 Instagram followers, as of November 2025, this means they are missing out on targeting people through this channel, and potentially not having an attractive and interactive feed.

Another weakness is the website used. The website includes a brief summary of the centre, photos, a non-up to date activity calendar and podcasts. It does not have very much information on the services or groups used there, apart from logos.

After speaking to one of the centres members and my university class it seems there is low brand awareness for the younger demographic.

A marketing opportunity for the centre would be to look into government schemes to see what funding or resources they can provide to improve or support the business and implement these into the marketing plan.

Another opportunity is to work closely with the university. Since the university is in close proximity and holds many younger people, it could be useful to some students or teachers that were unaware of the centre,

Looking at threats, marketing expenses can become high depending on what channels are used so this should be reviewed whilst creating and implementing the marketing plan.

If the marketing campaign is unsuccessful there is the risk of closure which is why the campaign must be planned out strategically.

Slide 5: The 4 P's

The 4 marketing Ps are a marketing tool introduced by E. Jerome McCarthy in the 1960s, they are described as the four essential factors in marketing (Rojas, 2024) (Baddiley, 2024). The P's stand for Product, Price, Place and Promotion.

The 4 Ps are used as framework to market a product or service successfully.

Product covering what they offer, who needs it and why and its unique selling point.

Price covering what will they charge, what are customers willing to pay, competitor prices, budget, premium pricing etc.

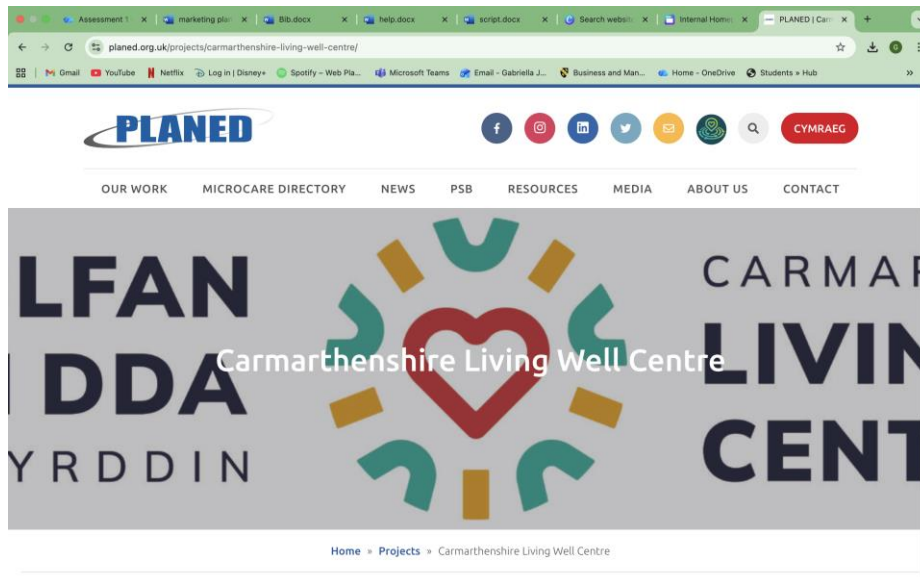
Place covering distribution, online, instore, headquarters, and how it will be displayed.

Finally, promotion, covering advertising, public relations, online presence, websites and target audience (Twin, 2024).

This marketing campaign will factor in the 4 Ps as framework whilst creating and carrying out the plan. All 4 areas will be reviewed to ensure nothing is overlooked and plan is effective.

Slide 6: the actual plan

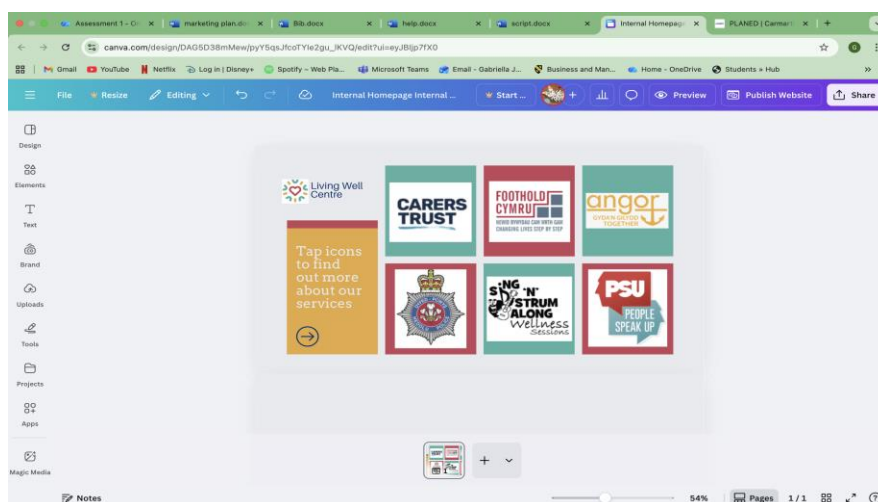
First part of the marketing plan is to tackle the website. I think this on screen works well already, as well as the summary of the business and images of the centre.



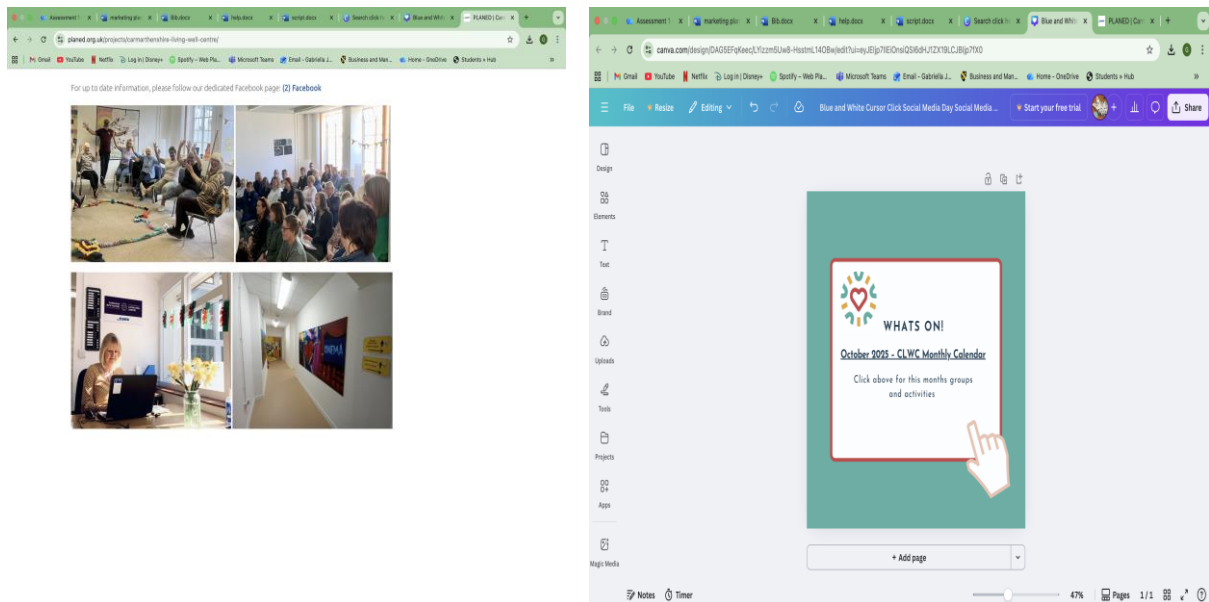
An improvement to add to the website would be to make a section for each of the partner organisations.

Having tiles for each partner that then takes you to a summary of what they do, examples, and the link to their own website or social media pages could be added to give more information on partners and makes it easy to navigate.

Shown on the screen, is a version I created of this idea on Canva, (Canva, 2025), using essential factors from the 4 PS, it uses the centres logo colours to boost brand recognition and to keep it simple and attractive.



The timetable should also be kept up to date and could be highlighted better along the images of events, rather than at the end of the page.



As part of the marketing plan the living well centre will apply for the Welsh government and SBRI Centre of Excellence Scheme, that says they will fund organisations that develop products or services that support long term health and wellbeing (Gwerthwchi Gymru, 2020).

This scheme is running to help support better lives closer to home, which is exactly what this centre is doing.

In hopes that the centre is eligible to funding it could be used to cover some of the marketing expenses such as website design, leaflet costs, social media management or improving facilities.

Working with Carmarthen UWTSD will be another part of the marketing plan.

Information sessions will be organised for students to attend, closely working with the student union, and requesting student emails to be sent out providing information.

These will all help spread the word and awareness to the younger demographic.

The centre already attends local events; this will be continued as it is a good form of marketing since you can connect with communities, foster customer relationships, boost brand visibility, and use design to stand out.

With Christmas coming there will be multiple events such as the *Christmas Fair* in Carmarthen where stalls are available to hire. This way both businesses can help each other out by promoting one another as a form of cross promotion.

To grow followers and stay relevant to people's feeds it is best to post on Facebook once every 1-2 days (Express, 2022) (Macready, 2025). The living well centres Facebook

account is already reaching the criteria and anymore posts could lead to an over saturated feed.

Although the posting routine is good, and followers are high, likes and interaction is low. To optimise the account videos should be incorporated as these posts get 59% more engagement than other posts (Ballon, 2025).

These videos could be meeting the team and groups and having them talk about their role in the centre, this can bring a relaxed sense to new clients as they feel they have already connected with staff.

Personal stories from clients in the form of videos is another idea as it shows real life examples of how the centre has impacted lives, as well as creating an emotional connection.

To grow followers and stay relevant to peoples feeds it is best to post on Instagram 3-5 times a week (Express, 2022) (Lentz, 2024.)

The living well centres Instagram account is not reaching this criteria, with one day uploading 13 different posts which can lead to an overwhelming feed. The last post was uploaded on the 16th of February, making the account not very active, which should be changed to reach potential clients.

29.7% of Instagram users are aged 18-24, so this will be the target age group for this account. (Statista, 2025)

Using Canva I have created an example of what the Instagram page could look like to be more attractive, informative, and interactive, which is shown on screen.

Each post uses the same 3 colours that are present in the living centre logo to create a familiar brand image,

posts are easy to view and attractive,

and posts are informative of the business and topics related.

Most of the events posted on this platform will relate to 18–24-year-olds such as the well-being walks, infant support, and employment support.

To measure success and ensure the marketing campaign is performing well, for the first 2 months a weekly review will take place

investigating the number of visitors in the centre,

numbers of followers on both Instagram and Facebook,

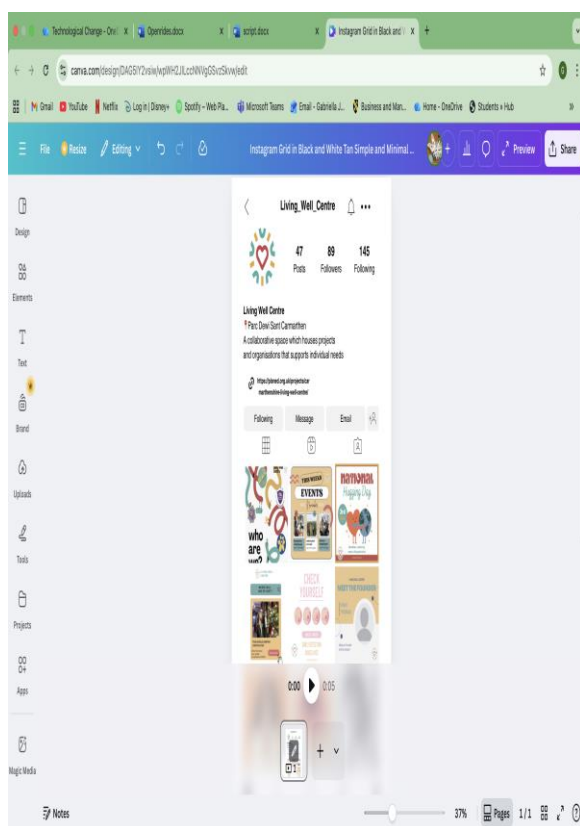
and the number of website visitors,

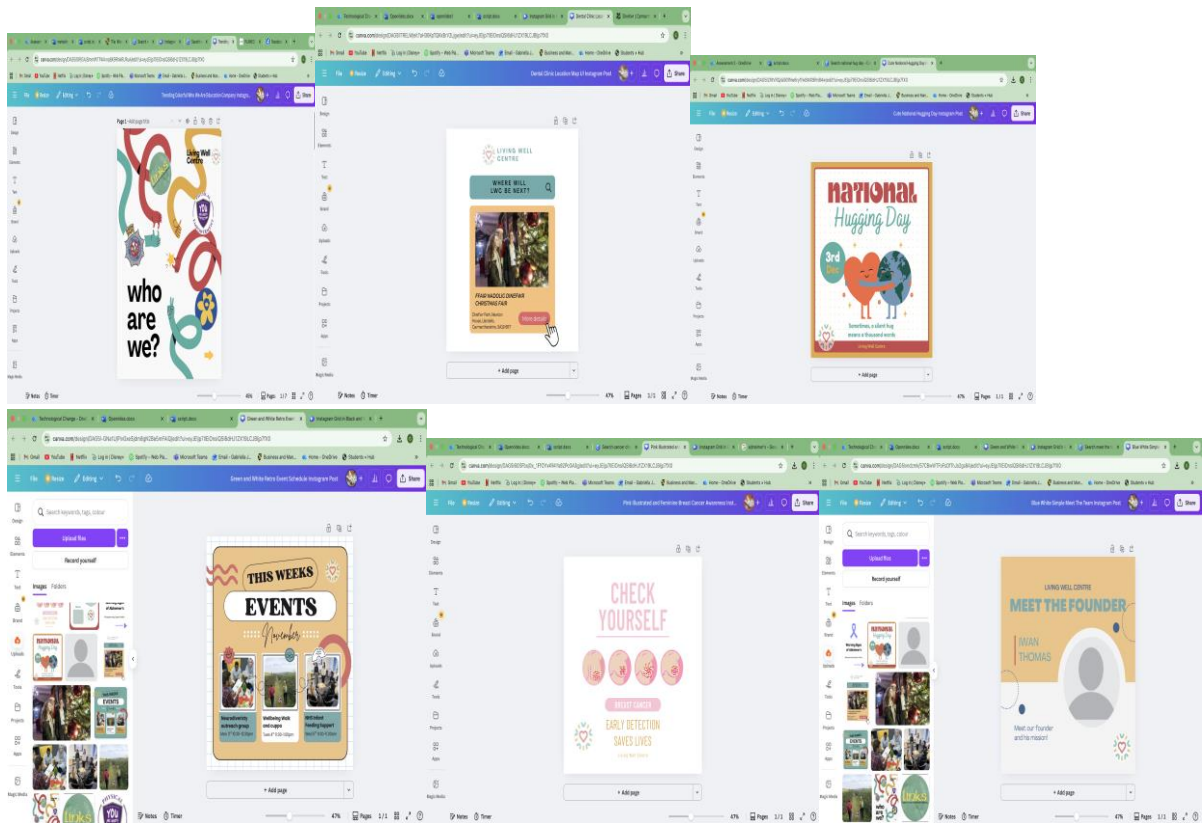
to identify if levels are increasing, decreasing, or staying the same.

Web analytic tools such as Google Analytics should be used to identify the number of website visitors, this is a free tool that will help collect important data.

Reviewing weekly progress can help identify trends, and make adjustments to minor issues, before they become significant.

Once 3 months have hit, a monthly review will take place, looking at the same areas. After this enough data should be collected to identify what is working, is there anything working best, is anything not working, could anything be added. Where then informed decisions can be made around performance and the future.





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