

University of Wales Trinity Saint David

Course: BA Business Management

Module: Dissertation

LCBB6000

Year3

Student Name: Ivanka Nikolova

Student ID: 1904047

Lecture: Mary March

Submission date: 03/05/2022

Dissertation Proposal

Case study: How True Performance Supplements can create a successful marketing campaign and expand the business

Table of Contents

- 1.Introduction
2. Aims
- 3.Objectives
- 4.Questions
5. Literature Review
6. Research Strategy and Methodology
7. Research Strategy
8. Research Techniques
9. Sampling Method
10. Data Collection Methods/Tools
11. Data Analytics
12. Ethical consideration of the research
13. Gantt Chart
14. Research Expenditure
15. References

University of Wales Trinity Saint David

Title

Case study: How True Performance Supplements can create a successful marketing campaign and expand the business

Introduction

The UK Vitamin & Supplement Industry is one of the rapidly growing in UK because of the primary positive factors as such as growing life cycle and demand from gyms and fitness centres. The supplement market is heavily regulated due to the nature of the products. Food supplements are intended to correct nutritional deficiency and to support the physiological function. They are not medical products and consumers are able to purchase them without a doctor's prescriptions (Gov 2022). The market size of the Vitamin & Supplements Industry in the UK has grown 13.5% in the last five years. At current time the industry is worth £1.5bn with almost 20 million daily supplements users (GrandView Reserch 2021). True Performance Supplements is an online shop offering consumers in UK and Europe access to two exclusive brands - Poliquin and ATP Lab (True Performance 2020). The business was established 5 years ago with a very small investment and organically grown. Due to the high demand for a healthy lifestyle in the recent years the business is expected to keep expanding. Despite the online presence the business has never delivered an online marketing campaign.

University of Wales Trinity Saint David

Aims

The aim of the study is to help True Performance Supplements to create an effective marketing strategy and generate more sales. Due to the high competition amongst the online businesses planning and applying an innovative marketing campaign will determine the future of the e-commerce.

Objective

To Evaluate Marketing Strategies

To determine which marketing strategy will be most effective for TP Supplements

To analyse what are they currently using as a marketing tool and how successful

To analyse and project how the marketing campaign will impact the business

Questions

Which marketing tools currently True Performance Supplements are using?

How are the current tools helping the business to establish relationship with the customers?

Which marketing campaign is most effective for True Performance to attract new customers and how will impact the business?

How companies create and effective marketing campaign

To evaluate the impact of social media in the marketing campaign

The use of Email Marketing as a powerful tool

Paid Advertisement as part of the marketing campaign

Search Engine Optimization as tool to help boost the online presence

University of Wales Trinity Saint David

Video Marketing as part of the marketing campaign to reach more people interested in the same subject or even once that may discover something new and exciting

The most effective proven marketing campaign for small online businesses is content marketing. The strategy includes videos, podcasts, social media posts, blogs, webinars or interactive communication with customers using the online platforms(Dorothy 2015).

Literature Review

Social Marketing is based on the adaptation process between commercial marketing theories and practice to guide and adding in social campaigns (Dann 2010). The analysis on the marketing definition based on the promise concept is based also on the increasing the value for the customer (Groonos 2006)

The new marketing has changed the advertising opportunities and created new channels to send the messages to the customers. The power of the internet has given the buyers the competitive advantage to engaged directly with the companies.

The classic web marketing communication model is described as concentrating on **Attention, Interest, Desire, and Action.**

And the new marketing radar model which much more complex

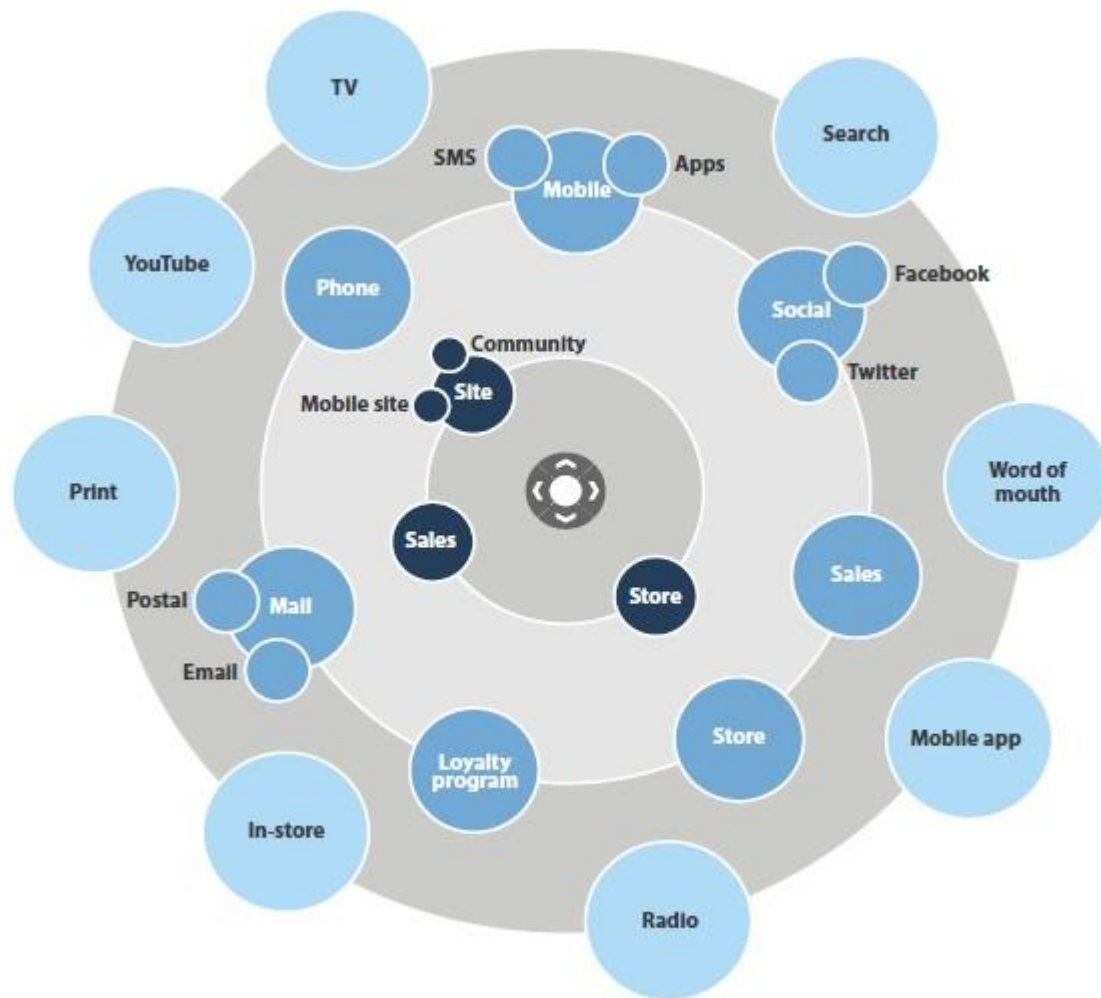


Fig1. Source(Elliott 2013)

1.Content marketing

Creating a content that engages the audience into the same point of interest can help generating new leads and increase sales. This is a very effective way to engage with the customers by answering questions. The content marketing can help businesses to expand the campaign to videos and e-books that increase the brand value. A good content articles also will increase the traffic to the e-commerce or website (Parkin 2009).

2.Earned Media/PR

This is very effective and credible way by a third party to help the business to gain trust. Engaging with influencers and bloggers that will share with their

University of Wales Trinity Saint David

followers information about the company products can boost the interests and sales.

3.Social Media

The social media platforms are very powerful tools to generate followers and create traffic into the website or e-commerce. Using platforms as such as Instagram, Tik-Tok, Facebook, You Tube will undoubtedly give you the exposure and advantage from the rest of the competitors (Miller and Sinianan 2016). Another advantage of using social media is the exposure to customers and followers. Quite often they will search about customers feedback on social media platforms.

4. Search Engine Optimization

Using the organic approach for followers to find the business online or search for more information is incredibly effective. And if your business by engaging with customers questions can help boost the position on the search. If you come up on one of the first pages will create trust and credibility.

5.Partner Marketing

When you approach your competitor or a business with a similar interest or range of products you can share the content and share the customers base. Is way to reach bigger audience with low-cost budget.

6. Email Marketing

With the correct content is an effective and low budget marketing approach to reach a group that share the same interest. And already trust your brand are ready to purchase your products.

7.Affilaite Marketing

Affiliated Marketing is an effective and does not require such a high budget to run a successful marketing campaign. The affiliates can act as an influencer and drive the interest forward to the website.

8.Referral Marketing

Referrals from satisfied customers are the best marketing for every company. The brand value will increase significantly. Customer satisfaction is the key for the success and growth of the business.

Sum up findings/short conclusion

Currently True Performance Supplements are not using any of the marketing tools mentioned above. As highlighted above the business will benefit from a structured marketing campaign and increase the current interest as a e-commerce. Other competitors are benefiting from the marketing methods mentioned above to reach more consumers and become resistant to the changes in the market trends.

Research Strategy and Methodology

Research Methodology it refers to methods used in the research paper or topic. The discussion also provides further information regarding the theoretical concept and practical application of the methods selected for the research.

In this study we are going to use a positivism philosophy due to the nature of our study (Snyder 2019). Also, philosophy positivism refers to factual

University of Wales Trinity Saint David

knowledge gained through observation that is trustworthy. Our role will be limited only to data collection and interpretation in a particular way. The findings in our study will be quantifiable and observable and will distance ourselves from personal values in conducting our study.

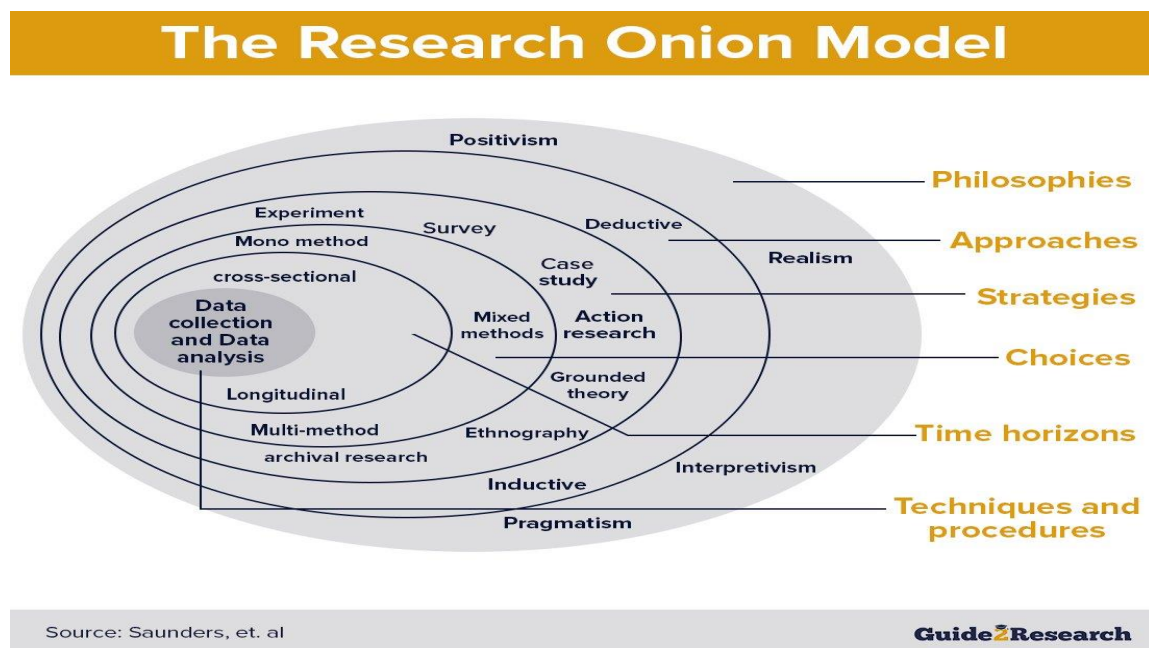


Figure2.Source(Saunders,2016)

The main differences between the two types of approaches are that inductive mainly focus in mainly building a new theory and deductive focuses on verifying an existing theory. For our study, they are going to apply the deductive approach because of the nature of the research or expected pattern is tested against observation (Kothari 2009). With the following method we are going to be able to measure the concept quantitatively and explain the relationship between concepts and variables. In our study we are going to explore the relationship between the background factors that determines customers behaviour. The use of reasoned action approach will be part of the research carried through the study.

Research Strategy

The research in general will require a choice of a strategy, a decision to use experimentation, survey methods, analysis. We will be collecting data in the forms of surveys. While formulating this research we are going to investigate when, where what and how often a specific phenomenon occurs. And how this phenomenon will impact on creating an effective marketing strategy and achieve higher customers satisfaction.

Research Techniques

The two techniques that we are going to overlook are qualitative and quantitative research. Qualitative research involves collecting non numerical data that can be used to understand the insights of problem or generate new ideas for research (Eriksson and Kovalainen 2016). For our research, we are going to use a quantitative technique as we are going to measure the consumer response to campaign and how this will impact into increasing the popularity within the target market (Runfalo and Perna 2012). In our study we are going to focus on using surveys to collect data and turn all the data into numbers to give us an understanding of the consumer reactions. Therefore, we are going to conduct a mono-method in our research.

Sampling Methods

Sampling is a method of collecting part of the data to be used for a statistical analysis purpose. There are different sampling techniques that can be used depending on the type of research (Barnett 2009). Some of the sampling techniques are simple random, systematic, clustered, stratified, convenience and many more. In our study we are investigating the customers behaviour when purchasing True Performance Supplements in relation to a marketing campaign. For our study, we are going to use the simple random sampling method to meet the objectives. We are going to send online survey to 50 random customers male or female over 18 and analyse the data with the method above. The Simple Random sampling is a type of probability sampling in which we are randomly select a subset of participant based on our study (Dean and Ghemawat 2004).

University of Wales Trinity Saint David

Everyone has an equal chance to be selected and we collect the data from all participants. In our case we are going to use our data base for the purpose of the survey.

Data collection methods/tools

The data collection methods for our study will be Primary and Secondary data. The Primary data is also referring to the first experience and is the data that is not been published yet and is more reliable and authentic (Rabianski 2003). The Secondary data means that the data is collected already from surveys, websites, questionnaire and more. Research can be conducted without secondary data but if we based our study only on secondary data will be less reliable because has been manipulated already by humans. It is important to choose the correct tool based on the objectives of our research. In our research we are going to conduct a survey which we are going to select from the True Performance Supplements website. For the research, we are going to be formulating a questionnaire with around 10 questions and allow around 5 min for answer per question.

University of Wales Trinity Saint David

Data Analytics

The data analysis is a process of cleaning, changing, and processing the raw data to help the research to make an informed decision. It is the most important process for the research because it helps the business to become more effective. In our case we are going to be using quantitative techniques and we are going to collect raw data and process it into numerical data(Kinley 2016). Therefore, we are going to use Excel spreadsheets to collect the data and represented in charts, images, and graphs.

Ethical consideration of the research

Ethical consideration is one of the most important parts of the research. Research ethics are important for several reasons. They not only support the values required for the research such as respect and fairness but promote the aims of it (Zyphur and Pierides 2017). Our research depends on the collaboration between the researcher and the people taking part in the study. We are going to follow certain principles as such as full informed consent of all participants. We are going to provide sufficient information and assurances allowing participants to understand and reach a fully informed and freely given decision. All participants will have the right to withdraw from the survey at any stage if they wish to do so. We are going to protect the privacy and anonymity of the respondents (Farrimond 2012). All the questions in the study will be carefully selected not to cause discrimination and unacceptable language(Roberts 2010). We are going to maintain the highest level of objectivity during the research when analysing the data. In the study we are strictly going to follow the Data Protection Act 1998.

University of Wales Trinity Saint David

Time prospects of the research (Gantt chart)

	Week1	Week2	Week3	Week4	Week5	Week6	Week7	Week8	Week9	Week10
Introduction										
Aims										
Objectives										
Questions										
Literature Review										
Research										
Methodology										
Finding data from the survey										
Analysing data from the survey										
Conclusion										
Recommendation										
Final Submission										

Table1. Source Ivanka Nikolova

University of Wales Trinity Saint David

Research Expenditure

Activities	Allocated Budget
Purchase of books for the research	£15-£25
Purchase of other sources: printer, paper and data	£10
Travel Expenses	£20-£50
Expenses for using the software	£20-£25
Purchase of materials to support the survey	£15
Total Expenses	£80-£205

Table2.Source Ivanka Nikolova

References

University of Wales Trinity Saint David

Eriksson, P and Kovalainen,A (2016) *Qualitative Methods in Business Research: A Practical Guide to Social Research*, 2nd edn., UK: Sage Publication.

Adner,R,Puranam,P and Zhu,F (2019) 'What Is Different About Digital Strategy', *Strategy Science*, 4(4), pp. 1-4 [Online]. Available at: <https://pubsonline.informs.org/doi/full/10.1287/stsc.2019.0099> (Accessed: 22nd April2022).

Apluskdesign (2020) *True Performance Supplements*, Available at: <https://trueperformance-supplements.co.uk/> (Accessed: 12thApril2022).

Barnett,V (2009) *SAMPLE SURVEY PRINCIPLES AND METHODS*, 3rd edn., UK: John Wiley & Sons.

Dann,S (2010) 'Journal Of Business Research', *Redefining social marketing with contemporary commercial marketing definitions*, (), pp. 147-153.

Dean,J and Ghemawat,S (2004) 'Simplified Data Processing on Large Clusters', *Communication on ACM*, 6(), pp. 137-150 [Online]. Available at: https://www.researchgate.net/publication/220851866_MapReduce_Simplified_Data_Processing_on_Large_Clusters (Accessed: 10th April 2022).

Drothy,J (2015) *Online Marketing for Small Businesses in easy steps - includes social media marketing*, 1st edn., UK: In Easy Steps Limited.

Elliott ,N (2013) 'Introducing the Marketing RaDaR', *Forrester*, (), pp. 1-4 [Online]. Available at: https://www.forrester.com/blogs/13-01-24-introducing_the_marketing_radar/ (Accessed: 11th April 2022).

Farrimond ,H (2012) *Doing Ethnical Research*. [Online]. Available at: https://www.google.co.uk/books/edition/Doing_Ethical_Research/UDgdBQAAQBAJ?hl=en&gbpv=1 (Accessed: 16thApril 2022).

Gov Uk (2022) *Food Supplements*, Available at: <https://www.food.gov.uk/business-guidance/food-supplements> (Accessed: 10th April 2022).

Groonos,C (2006) 'On defining marketing: finding a new roadmap for marketing', *Marketing Theories*, 6(4), pp. 1-3.

Kinley,P (2016) *Data Analytics for Beginners*, 1st edn., : CreateSpace Independent Publishing.

Kothari,C (2009) *Research Methodology: Methods and Techniques*, 2nd edn., UK: New Age International.

University of Wales Trinity Saint David

Miller, Daniel and Sinanan, Jolynna (2016) *How the World Changed Social Media*. [Online]. Available

at: <https://library.oapen.org/handle/20.500.12657/32834> (Accessed: 10th April 2022).

Parkin (2009) *Digital Marketing*, UK: New Holland Publisher.

Rabianski,J (2003) 'Primary and secondary data: Concepts, concerns, errors, and issues', *The Appraisal Journal*, 71(), pp. 43-45.

Roberts,C (2010) *The Dissertation Journey: A Practical and Comprehensive Guide to Planning*, 2nd edn., : C&M Digitals.

Runfola,A and Perna,A (2017) 'The use of qualitative case studies in top business and management journals: A quantitative analysis of recent patterns', *European Management Journal* , 35(1), pp. 116-127.

Saunders, (2022) *Research Gate*, Available

at: https://www.researchgate.net/figure/Research-onion-for-futures-studies-Source-author-following-Saunders-et-al-2016_fig2_333388233 (Accessed: 12thApril2022).

Snyder,H (2019) 'Literature review as a research methodology: An overview and guidelines', *Journal of Business Research*, 104(), pp. 333-339.

Zyphur,M and Pierides,D (2017) 'Tools for Ethically Practicing, Evaluating, and Using Quantitative Research', *Journal of Buisness Ethics*, (), pp. 1-16.

Access more trends and analysis