

Assignment brief

Marketing Plan (4000 words) – due Monday 16th June

For your placement restaurant create a digital communications strategy for your chosen Restaurant in the current climate. Be imaginative in your messaging thinking about improving, changing, or introducing new ideas. Think about analysing the micro and macro, and digital environment to provide new direction for the business. Use examples to support your case as well as industry research and evidence.

You will be required to include specific essentials of the marketing process as follows:

Introduction

The purpose of your marketing plan/what it is about

Who it is being prepared for?

Briefly introduce the key areas/Frameworks/Theorists you will use to frame your plan SOSTAC, 4'Ps, Ansoffs matrix etc..

Situation Analysis

5 'C's

-Company: SWOT analysis (Micro analysis)

-Customers: Segmentation and Targeting/ Customer profile's' SimilarWeb will be an essential component

-Competitors: Perceptual positioning map, Bowmans strategy clock

-Collaborators: Demonstrate an awareness of your organisations B2B Relationships, Partnerships, Franchises.

-Climate: PESTLE (Macro analysis)

-Marketing Mix

Objectives

-SMART target: Summarise the aims of your marketing plan in one sentence as a SMART objective.

Strategy

Discuss and explain your organisations **new** value proposition if there is a change.

What strategy will the business use? Ansoff's matrix.

e.g – if the organisation decides that we need to focus on changing the brands reputation due to poor reviews you will need to select a strategy to overcome this

What changes will be required to the Marketing mix?

Tactics

What strategies? RACE/ Communications Mix

Discuss how you will use new communications tactics to address the issues identified in the situational analysis.

Examine the hotels current communications/social media/ emails/Similarweb results, how can you improve? Where are they lacking what did they miss? What steps will you introduce?

Gantt Chart of marketing activities: Marketing channels schedule

(You must use the Gantt chart template provided on Moodle)

Justify your marketing channels schedule, what informed your decisions.

Control

Discuss how we will measure success/Metrics/KPI's? New customers? Positive attitudes towards brand? Increase profits? etc..

Conclusion

Summarise your marketing plan challenges and outline any recommendations you have.

References

You will be expected to use credible reference sources (minimum of 40) for information used within your marketing plan. Your references are not part of the word count.

Appendices

Supporting materials are not part of the word count

