

Dissertation

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How True Performance can create a successful digital marketing campaign to impact on the consumer buying behaviour



True Performance (2022)



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How True Performance can create a successful digital marketing campaign to impact on the consumer buying behaviour

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Table of Contents

Introduction.....	1
Background	
Rational of the Study	
Research and Objectives	
Aims	
Objectives	
Questions	
Research Structure	
Literature Review	2
Introduction.....	2.1

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Definition of the Key Terms

Social Marketing

Digital Marketing Communication

Customers Behavior

Online Shops

Digital Marketing

Content Marketing

Search Engine Optimization

Social Media

Email Marketing

Earned Media PR

Partner Marketing

Affiliated Marketing

Referral Marketing

Digital Marketing at true Performance Supplements

Marketing Communication

Consumers Behavior

Research Gap

Relevant Theories /Models.....3

Introduction

Ansoff Model

Race Model

Maslow's Hierarchy of Needs

Critical Evaluation of the Models

Research Methodology 4

Introduction

Research Philosophy

Research Approach

Research Strategy and Techniques

Type of Research

Primary

Secondary

Data Collection and Data Collection Methods

Ethnical Consideration

Data Analysis 5

Introduction

Questions Analysis

Recommendation and Conclusion 6

Introduction

1.1 Background

Digital promoting is generally characterised as selling and purchasing products and services by means of PC systems or web (Kumar,Shukal,2020). The web and online trade are changing the whole economies worldwide and it does have

an impact on the income streams, client bases, plans of action and flexible chains. New plans of action are required for each industry of the new economy. Digital Marketing offers a new opportunity for large, medium, and small businesses to interact directly with the customers and be able to reach a larger audience. In the modern world it is difficult to come across people without a smart phone and laptops. This allows consumers to educate and research regarding different health topics. It is not essential to visit a pharmacy or doctor to understand the importance of vitamins and supplements. Our research is based on the health and supplement industry online. 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 (Forman, 2022). 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 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.

1.2 Rational of the Study

The impact of our study has an importance for the constantly changing and evolving business environment. With the challenges that every small business is facing from establishment to growing the role of digital marketing becomes essential. As previously highlighted True Performance has managed to grow organically, maintaining an online presence but has not managed to create an effective digital communication with the customers.

Small online businesses looking to grow need to focus on digital marketing and face the challenges that comes along with it. Unfortunately, most small businesses struggle with establishing a strong online presence which is a challenge that can

be crucial(Pierce, Axinn 2012). The digital world has evolved remarkably and constantly changing making successful digital campaigns more difficult than ever.

The shift towards digital marketing has become essential and mandatory for every small business. The cost of creating sustainable digital marketing strategies can be very expensive especially when you are hoping to achieve positive results.

However True Performance should create a continuously online presence and attract more customers to increase sales and profits.

1.3 Research and Objectives

The current study will aim using an effective combination of objectives and question to analyses and create and effective digital campaign and customers communication.

1.4Aims

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.

1.5Objective

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

1.6Questions

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

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).

1.7Research Structure

In our study we will researching in details of the following topics.

Chapter I: Introduction

In this chapter will be discussing the background of the research and giving better understanding of the industry and topic

Chapter II Literature Review

In this chapter we going to gather information and analysed accordingly to our study .

Chapter III Relevant models/theories

In this chapter will find the relevant models and theories that will allows us to create and effective digital campaign

Chapter IV Research Methodology

In this chapter will research the onion model and analyses the effectiveness applying to our study using primary and secondary data

Chapter V Data Analysis

We are going to conduct a survey and analyses the date and findings

Chapter VI Finding and Discussions

Based on the previous chapter we are going to add the findings and discuss the results to help us to create and effective campaign

Chapter VII Recommendations and Conclusion

In the chapter based on the questionnaire and data will allow us to highlight a recommendation for True Performance. Which will be followed by a conclusion on the overall findings within the study.

2.Literature Review

Introduction of Chapter 2

Digital Marketing is playing a significant role for every business and impacts the growth within the industry. Moreover, it is connecting the business and consumers when they are online. Digital Marketing does manage to connect business to ideal customers when they are on social media platforms, Google through SEO&PPC and through email marketing. According to Qazzafi (2019) by using digital technology and fully implementing all digital marketing channels as such as email marketing, social media, online advertising and mobile services can improve significantly the consumer spending experience. Creating an environment where ordering, searching, purchasing and payment of products become easier and save customers time and money (Wymbs, 2011).

Definition of Key Terms

Social Marketing is based on the relationship between commercial theories and practice and the process that adding in all into social campaigns (Felix, Hirsch, 2016). The marketing nowadays has made significant development, changed

the advertising opportunity, and created an innovative marketing tool to send messages to the customers.

Digital Marketing includes the use of use of different devices such as phones, computers, personal tablets where customers access different platforms (Chaffey,2018) Digital marketing also can leverage digital media, which may as well characterised as paid, owned and earned media (Lovett&Staelin 2016)

Marketing Communication

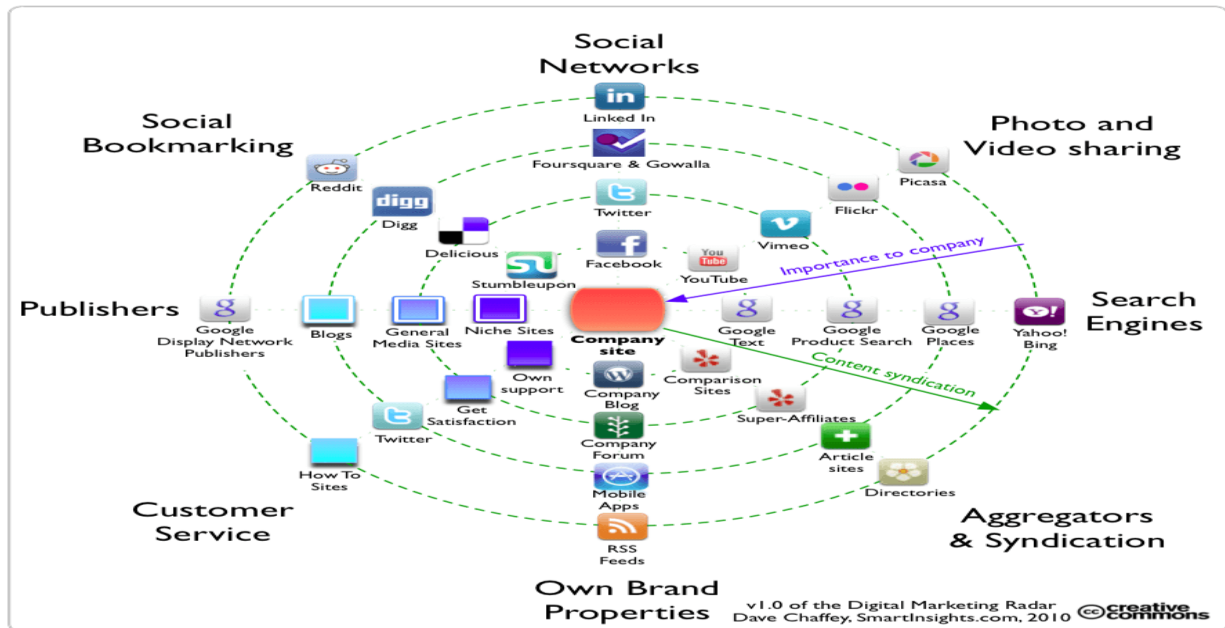
The definition of a marketing communication is how effectively the business plans to be conveying a particular message to the targeted consumers through different platforms. They are four types of marketing communication which includes sales promotion, advertising, and public relations(Gular,Shakeel,Aslam,2022). We can determine that advertising is the most powerful tool that offers to engage a large group of people and deliver messages at high frequency.

Customers Behaviour

According to Solomon (1995) consumer behaviour is the overall study of how people buy, what they buy, when they buy and what makes them buy goods and services. The technology nowadays as such as the internet has accelerated the globalisation and changed the consumers buying habits. The internet platforms managed to connect people around the world. The number of businesses has grown significantly and the result is that customers have greater selection of products than ever before.

Online Shops

With the development of the internet the online shopping is the searching and purchasing of good over the internet with the use of the web browser (Lim,Osman,Romle , 2016). The main difference between the online and conventional shopping is that the consumers can purchase goods without leaving the house or when travelling.



Word Stream(2019)

Digital Marketing

In our research we are going to analyse the following marketing tools that can impact the growth of the True Performance and improve the relationship with the customers. As part of the online shopping True Performance as a business sales are fully influenced by the digital platforms.

Content Marketing

Content Marketing is the marketing technique that is based on creating and distributing valuable and relevant content across the platforms to attract and acquire and drive a profitable consumer action (Steimel,2014). In the past the customers and business were relying on the word-of-mouth experience and television, radio advertising. Today however consumers can go online and leave a review about the service, product and many people will have access and read it. This is the reason businesses need to understand the customers points and requirements before any other business can engaged with the audience and take an advantage. Besides the customers feedback will allow the company or business to create an effective strategic plan and improve services and customer satisfaction.

In our area of research there are **six areas** that can impact the effectiveness of content marketing

1. Including Subtitles when you are producing videos

Video Marketing is a highly effective tactic for every business nowadays to increase engagement with the audience. Most brands concentrate on creating on creating visually stimulating videos(Rowley,2014). It has been done extensive research that shows that people are more likely to watch a video content and share compared to reading an article.

2. Write How-to Guides or White papers

This method acts as a tool that makes it easier to interact with your audience or customers. It is a guide that offers a solution to problem by offering step by step guide. At the time when the product is offered to the market. Whitepapers are often used as a marketing and sales documents and display the effort of your company to increase customer engagement.

3. Follow -Up on Customer Experience

The general customer experience can range from incredibly positive one to poor and never returning to the brand. It is difficult to monitor the behaviour of the consumers(Spiller,2007). However, on a positive note the business can concentrate on the positive feedbacks and improve the purchasing experience.

4. Create a Content Calendar

This is an immensely powerful tool that helps business to stay organised and display the content topics and posts(Gotter,2021). Consistency is one the parameters that helps to achieve the best results from any marketing campaign. Most of the social media platforms have a data of the consumers habits and engagement that help the business to create a content calendar connecting effectively with the audience.

5. Use of Compelling Infographics

This part of the content marketing is amazingly easy to understand from the customer point of view. Because is visually stimulation, can grab attention and help the business or brand to tell a story. The infographics can help increase the

leadership and cut down lengthy boring messages to consistently retain the consumer interest.

6.Quizzes

Quizzes can help accumulate customers data and inform them about new products or services. It is an effective way to get to know and understand the customers through fun and enjoyable quizzes.

The content marketing can provide valuable and relevant information in different formats that keep the customers excited and interested in the brand and products. It offers that consistent and effective way to maintain a continuous relation with the audience. With the use of videos, blogs, podcasts, and short-term content.

2. Search Engine Optimization

Search Engine Optimization can be described as the science that increase the visibility of a website (Ledford ,2009). It also helps people to search for products and services. The more ranking the website has the more likely is that will attract a bigger audience and popularity. There two types of search engines: crawler-based and human-powered search engines. The human-powered search engines are driven by the brief description on different search engines. The most famous directory is Look Smart. Some platforms as such As Yahoo and MSN provide both crawler-based and human-powered. Programs or robots power the crawler-based search engines. They an automated script that scuttle trough the net and create an index called “spidering” (Lieb,2009). Notable example is Google that uses this technique to create its search results. A study that was conducted revealed that among the visitors of websites they are four motivational categories:

Exploration, Information, Entertainment and Shopping

There three steps that customers follow, and they are defined by:

Initial Search

Finding the product

And Practical Testing

The business that have strong branding are more likely to achieve a higher **ranking. Other benefit is the structure of the website that help to boost the** position of the website. The SEO is an immensely powerful tool that business should be carefully research and invest into it.

3.Social Media

Social Media represents or focuses on the communication, interaction, and content-sharing collaboration. People are using social media in their everyday life to stay in touch with family, friends and manage various commitments. Social Media has become an everyday staple in peoples lives with more than 70% using it than ever before(Lee,2022). The Covid Pandemic had a significant impact on the business environment. During the pandemic, the consumer focused on social media even more and completely changed the way they purchase products. The business from small to big had to transfer the branding and focus on social media as a tool that drives sales up. For our research we have highlighted the following changes:

1.Consumers buy directly from social media networks

Many consumers are directly influenced by Facebook, Instagram, Twitter and are buying products and services that are recommended.

2.Consumers buying habits are heavily influenced by the social media reviews

The customer's review is determining the choice of product or services. The business or brands are spending significant amount on engaging with customers are collecting reviews.

3. Consumers expect two ways engagement with the company or brand

Social Media has added another dimension to the relationship between consumers and brands. The social media have managed to create an experience for the consumers that allows them to interact and create a relationship with the brand before they purchase.

Social Media levelled the relationship between buyers and businesses. The consumers can learn more about the brand and products and engaged easily directly with the company(Hidgon,2018). Company from the other side can

easily reach the customers, find out the overall experience, Which helps for a problem to be solved faster and improve the customer service.

4.Email Marketing

Email Marketing is a direct communication with the customers where business share information about offers, new products or updates(Pay,2020). This email marketing as a strategy is highly effective and is crucial for the business to adopt it. The modern type of email marketing is moved from general emails to more personalised emails that addresses the needs of every customer. The most important benefits of email marketing we can highlight are the following

4.1 Direct Conversation with the customers by offering updates and promotion

4.2 Brand Awareness as the emails are the constantly reminding about the company and products

4.3 Creating a loyalty list by connecting customers to the brand by the email that are sending updates about the products and services

5. Earned Media P/R

Earned Media P/R is a type of marketing that organically generate awareness without anything you pay for. For instance, someone mentions your brand or post a video or photo that attracts the attention of the consumers. One of the most credible sources of PR is journalism. Blogs, including independent and corporate blogs are perfect examples of such credible sources in comparison to advertising. When people view a message that comes from earned media source, they pay attention and get involved in the article or video. The same is with blogs from independent bloggers. The people are more likely to accepted as a trusted source of information(Media,2022). Earned PR can still be an investment can require time or money or on some occasions both. But is the social marketing when done well has the most potential to have an impact over the consumers behaviour(Machnamara ,Lwin ,Adi 2016). Earned media also includes the word of mouth that can also be stimulated viral in social networks, blogs, and other communities. In addition, we can conclude the most obvious benefit of earned media is the cost of the actual campaign. And the ROI will be always going to be higher compared to any other media investment. It is also a more organic way of building brand awareness and credibility that consumers are attracted to.

6.Partner Marketing

Partnership Marketing it represents a collaboration between two or more businesses to reach their goals and increase profitability(Blokdyk ,2019). And generate more website and social media awareness and increase traffic and popularity. There are many ways in partnership marketing to partner as there are many types of companies to partner with. There is general rule that many companies start collaboration with the main or keystone partners. This type of partnership is increasingly popular for businesses trying to drive sales with small or medium size businesses. And in this type of partnership helps the business to transform and bring something unique to transform the market strategy of the company. In most cases the partners brand promotes your products or services to its customer base and helping increasing interest and grow sales. In return the partner receives value in return. The partnership marketing is driven CPA model that means that brands only pay if they make a sale. This type of marketing is used as an effective strategy from most the leading brands to almost any medium -small business.

7.Affiliated Marketing

This type of marketing is a model in which a company companies a different company to generate traffic or leads to the products or services. This companies are usually representing a third-party affiliate and the commission fee works as incentives to promote the company(Alhoz,2021). Affiliate marketing is described by when somebody sells products or services online for a commission. This is a great opportunity for any newly established company to let others to help sell their products or services for paying commission every time they sell something(Rana and Dwivedi,2017).

8.Refferal Marketing

The referral marketing is method of promoting services and products which is spontaneously and to a new customer by word of mouth. The usual channels they are using are emails, mobile phones, or social media. The referral marketing is when someone recommends your products to a new business prospect. This can happen through conscious efforts or organic conversation. Referral marketing is highly effective way to promote the brand and can generate twice as many sales as usual(Buttle,2011). With the increase of online shopping the consumers have discovered new ways to share and find information about products and brands. On the other hand, the companies and businesses need to leverage this trend and identify more consumers that are

willing to share with their friends. Personal recommendation is the primary driver of consumers purchase decisions for most products categories and industries.

2.1 Digital Marketing at True Performance

The company is not using any of the social media tools apart from organic CEO search until now. The online shop is only relaying on word of mouth or referral or word of mouth marketing.

2.1.1 Marketing Communication in True Performance Supplements

The opportunities for True Performance to expand and improve the communication with the customers are endless. Despite the small size of the business there are still potential for an effective marketing campaign to help the business to grow. Creating an effective marketing plan that will suit the company budget and do not overload the person doing the admin. In our research that we conducted already we can highlight the positive benefits of effective social media campaign. The current changes in the climate are reshaping the businesses from big to small size as such as True Performance Supplements.

2.1.2 Consumer Behaviour when purchasing from True Performance

The customers that are purchasing products from True Performance are only finding the products online. The business does not have a physical store facility. All the communication is done be emails or phone conversations. Most customers are placing orders regularly due the quality of the products. As a small business True Performance are not able to offer discounts or run promotions. The customers are not really understanding that not every business have the resources as such as the big online platforms(True Performance,2022). The current climate and the massive expansion of some big online platforms can be potential threat to small business. And this can potentially change the consumers behaviour and shift the sales into the bigger platforms. The brand awareness we can recognise is within the fitness industry where most of the clients are attracted. The customers are mostly returning, and the business still manages to attract new consumers that are influenced by word of mouth or referrals.

2.2 Research Gap

Despite that there are many extensive research and articles regarding Digital Marketing there is a gap when it comes to small business. All the articles are analysing the positive impact of social media and advantages of the digital platforms. When it comes to small business it seems to be a completely different plan of action required (Peresadko et al., 2014). During the research we identify that True Performance will need to devise a marketing plan which suits the company resources. Most of the articles or books are representing a plan for a bigger business where the resources and budgets are different in comparison to the business we are investigating. The research clearly identified a gap from the information for effective digital marketing and current market. The effectiveness of digital marketing for the benefit of the business is proven. The changes in the consumer behaviour due to the impact of social media is highlighted in number of articles. On another hand there are still opportunities for True Performance to create a successful marketing plan. Due to innovations and creativity the options for growth are greater than expected. The customers' behaviour can take a turn with the innovations and the development of the digital world (Denis and Merrilliees, 2008). The new direction in consumers' purchasing habits has made essential changes to the companies are presented on the market. It does require to be created a strategy of action where the customers are centre of new more personalised plan.

3.Relevant Theories and Models

3.1Introduction to Chapter Three

In these chapter we are going to discuss which marketing theories and models True Performance can benefit from implementing and develop. They are number of marketing theories and models but due to the size of the business in our research we are going to analyse the most relevant once. One of the models that True Performance can implement effectively is the Ansoff Model and in the chapter below we are going to discuss the benefits of model.

3.2 Ansoff Model



Mind Tools(2019)

The Ansoff Matrix was created by an America expert Ansoff as a planning tool that helps businesses to link marketing strategies with the general strategic direction(Josusmen,2004). According to Ansoff the matrix represents four alternative strategies that can help business to grow in a form of 2x2 table. The matrix contains two parts one is the product and the other is the markets(Alstete,2014). The Ansoff Matrix is often used with other frameworks as such as Porter's 5 Forces ,SWOT,PESTLE. They are four sequences and

1. Market Penetration- When you are using this strategy the business is focusing on the increasing the sales of existing products to achieve growth in the markets share.
2. Market Development-this strategy is focusing on developing new markets for already exciting products or services.
3. Product Development- this strategy focuses on developing new products or services for an exciting market.

4. Diversification- this strategy that is focusing on developing new products and reaching to a new market.

In a relation to our case of True Performance and Ansoff Models the business can benefit of increasing sales of existing products to a new market. This will help the business to expand, increase sales and brand awareness. And the other strategy that the business can adopt is adding a new product and expanding to the already existing customer base that the business has developed.

3.3 Race Model



Chaffey(2022)

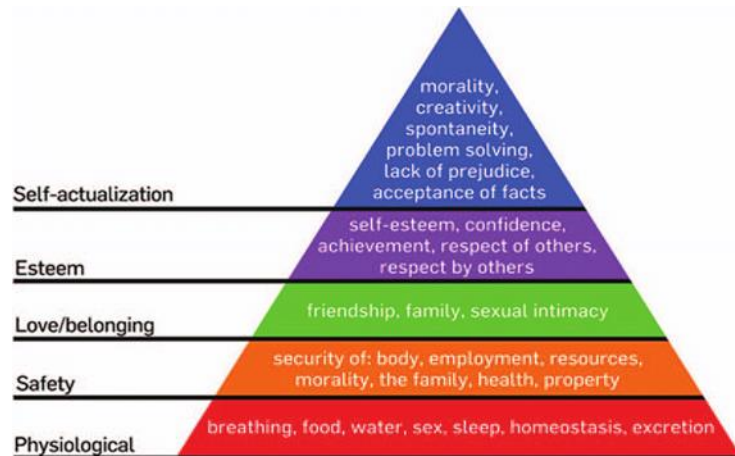
The RACE is the acronym that forms four stages of this model (Reach, Act, Convert and Engaged). Each stage is a whole process but the aim to move more leads down the pipeline and eventually become customers(Chapman ,2019). This type of model is very simple but effective and helps to generate leads.

The RACE model is a practical and action oriented and focuses on strategies that can be implemented in the business website or mobile apps. The model is customer orientated to establish a relationship and brand awareness from creating awareness, generating leads, converting the leads into sales, and encouraging to stay loyal to the brand(Busca,Bertrandias,2020). The other

advantage of the RACE model is multi-channel that can help businesses to rely on offline touch with the customers. The RACE models also integrate all modern marketing activities and digital marketing(Wieringa, Pauwels 2015). The model is based on performance that encourages data driven marketing based on analytics and continuous optimisation. It covers the entire customer life cycle, so it covers all stages that the customer goes through from beginning to the end. Starting from building a brand awareness to converting into leads and after sale engagement is a very positive strategy that True Performance can use to increase revenue.

3.4 Maslow's Hierarchy of Needs

The Maslow's Hierarchy of needs is described as a psychological theory. This theory posits that in order people to reach full potential they need to feel satisfied at each level of the hierarchy.



McLeod(2022)

This theory describes the needs of the consumers that marketers keep in mind so they can develop strategies to make them purchase the products or services.

According to Maslow there are five needs trying to fulfil: physiological needs, safety needs, Esteem needs, belongings and love needs and self-actualization needs. For an effective marketing campaign, the focus should be on one category and aim to target that need(Lecster,2013). For instance, in practical terms if you are planning a campaign appealing to safety the aim should be for the consumers to feel safely transact with you. If you are planning a campaign that aims to fulfil love or need of belongings than the message should include words as “us” or “together”.

For our study of true Performance, the marketing strategy should aim to the need of physiological fulfilment. Providing that the business is offering supplements to the market by targeting the physiological needs can be a starting point for creating an effective marketing

3.5 Critical Evaluation of the models and benefits of the True Performance implementations

Overall, we have highlighted the benefits of the three models above and the position of True Performance to create an effective marketing campaign. The current position of the business is ready to adopt most of the approaches if they suit the and easy to manage. The size of the venture does not allow much flexibility and planning within the team which is the reason for adopting an innovative approach(Smith,2016). After analysing the Ansoff Model and implementing it within the business by securing new markets with already existing product range and introducing new products to already exciting customer base. The benefit of this approach is the position of the business. As they already have well established customer base there is an additional benefit of exploring new markets. Or as they currently have two product ranges the possibility of bringing new range of supplements that can complement what they are offering already. However, if True Performance increase the brand awareness and reach more customers with the Race Model it can be potentially beneficial in a long term(Yallop,2022). Concluding all findings, the Ansoff Model would be the most relevant to the needs and capacity of the business. As they are five factors that determine the purchasing decisions such as Psychological, Social, Cultural, Economic and Personal factors. The purchasing decision is a process that involves the establishment of the problem to research, evaluating all options, purchasing to post purchasing evaluation. In our study due the number of factors impacting the decisions of the consumers to purchase

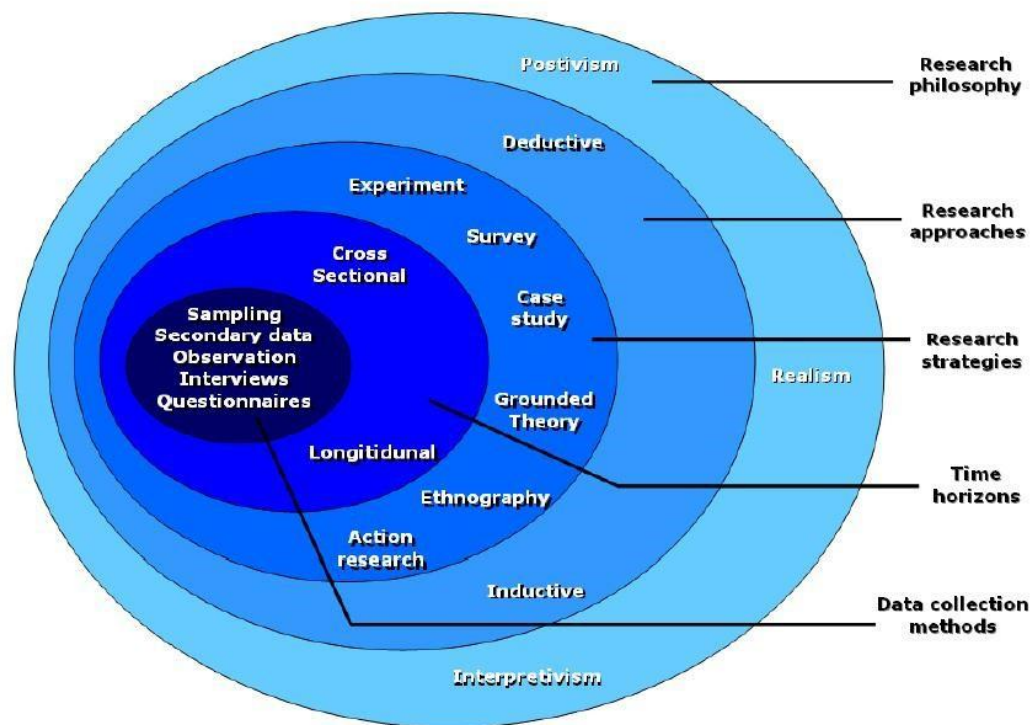
supplements can create a barrier for True Performance to influence the purchasing power.

4. Research Methodology

4.1 Introduction

Research Methodology is the specific procedure or the techniques that can be used to select, identify, process and after analysing all the information related to the topic. Methodology refers is the strategy and rationale to overarching the research project. Also, the research allows the readers to be able to evaluate the validity of the study based on the methods applied(Stevens,2022). The importance of this part of the study is where the author outlines the strategy, the research method, the approach adopted, the methods of data collection, the research process and ethical consideration of the project.

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Thesismind(2019)

4.2 Research Philosophy

The research philosophy is a belief about the way the data should be collected and analysed in a particular study. Within the research philosophy the term known as a true is opposed to what is believed to be true and followed by the transforming things believed into things known(Orth, Macada 2020). There are some major philosophies that have been known named positivist or sometime called scientific and interpretivist or named as opposite of positivist or anti positivist. And Realism which emphasising on the reality projected by our sense of truth. Also described as closer to positivism. In our study we are using the positivist philosophy.

4.3 Research Approach

In the field of science the researchers often have a different meaning for the research approach adopted. The research approach is general plan for conducting the study(Saunders, Thornhill, Lewis 2009). The research approach can be divided into three different categories: Deductive, Inductive and

Abductive. The main differences between the three are that when deductive approach is used the data finding supports an argument, abductive it starts with incomplete set of observation and proceed to most likely possible explanation and Inductive from argument finding to data explanation(Crainer,2010). In our study we are going to adopt the deductive approach where we are going to use the data to support our findings.

4.4 Research Strategy and Techniques

The research strategy refers to the plan of action that can give the research a direction through the process. It helps the researcher to conduct the study very systematically and or on schedule. The appropriate strategy can be selected on the following basis: Research Objectives, Time, Questions,

Resources and philosophical underpins of the researcher(Varshuren,2003). In the case of descriptive research, the hypothesis developed is based on theory and the data collected can be used to test is and the researcher can assess the data collected. The research tend to move from a more general to more specific topic.

The part our study where we are going to adopt quantitative or qualitative research methodologies to analyse the data. There is a significant difference between the two approaches based on the way the research is held and analysing the data collected(McDonald, Adam 2003). For an example the quantitative methodology seeks more accurate and reliable measurements that allow a statistical analysis. Quantitative research focuses on the possibility of collecting quantifiable measures from samples of the population. This type of research where the data are collected systematically and objectively, and the data is interpreted by statistical procedure. Some of the methods we can highlighted used by the quantitative research are: Surveys, Field Experiments, Simulation, Correlational Study. However, the qualitative research generally intend to understand the complex of the reality and the meaning of certain action taken in each context(Badke,2021). The qualitative research is concentrating on understanding the given problem not really on the numerical representative. The methods that we can highlight used by the qualitative researchers are Focus Groups, Case Study, Field Research, Observation, and In-Depth Interviews. In the study presented of the case True Performance Supplements we are going to adopt the Quantitative research based on survey conducted within the local

market(Davies,Hughs ,2021) The survey will help to us to extract the data essential to design a marketing start up campaign. And understanding the needs and wants o the customers that are currently purchasing supplements in the UK.

4.5 Type of research

Primary Research

The primary research generally refers to the researcher gather information first-hand than relying on the information in other publications or in a database. The primary research is often referred as the original research because of the researcher asking question that have never been asked before(Mcburney,White 2013). The primary research can be carried through various methods as such as

- Survey
- Observation
- Focus Groups
- Interviews
- Data Analysis

There are number of details that can be outlined when analysing the primary research with our study for True performance Supplements. Some of the advantages using the primary research is that allows the researcher to obtain information and data that is highly specific to the study or the needs of the research. On another side the disadvantages could be time-consuming, cost and process involved.

Secondary Research

The secondary research involves the summary of data from literature that has been organised by others while the primary research as involves the summary of the original data(Annon,2009). When doing the secondary research, the researcher use the data collected from the primary research. Some of the methods used in secondary research are:

- Published books and articles
- Educational Institutions
- Academic Peer-Reviewed Journals
- Government agencies

The advantages of the secondary research are the cost effectiveness, time, and easy access. The disadvantages are the information can be not accurate, outdated and the data may not serve the exact need of the study.

4.6 Data Collection and Data Collection Methods

The data collection is very important part of the study because involves the collection of primary and secondary data and analysing it for the purpose of the research. In our study we will be collecting data from a survey and questionnaire. And collecting information form other sources as such as accredited journals, websites, books, and organisations. One of the most valid choices of the quantitative research is probability sampling techniques(Crawford ,2001). The most popular types of the probability sampling are Cluster Sampling, Systematic, Stratified or Simple random sampling. For our study of True Performance Supplements, we are going o use the Simple Random Sampling where we are going to be selecting a random number of participants with equal opportunities to participate.

4.7 Ethical Considerations

Research ethics are important for the research as they promote the aims such as expanding knowledge. The ethics consideration supports the values for the work, such as respect and fairness. They are number of principles to be included as such as confidentiality, anonymity, informed consent, voluntary participation, and results communication. In our study we can concluded a strict ethnical policy to protect and respect all participants.

5. Data Analysis

5.1 Introduction

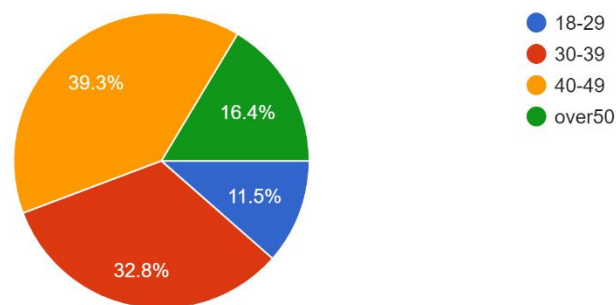
Data Analysis is the process of systematically applying statistical techniques to evaluate the data collected during the study. For our study, we are going to follow a data analysis plan. The plan should include the examination of the research questions, how the results are created and cleaned and what is the size of the sample used for the study. Data analysis for quantitative research involves interpretation of numbers and figure to main findings.

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5.2 Questionnaire Analysis

1.What is your age?

61 responses

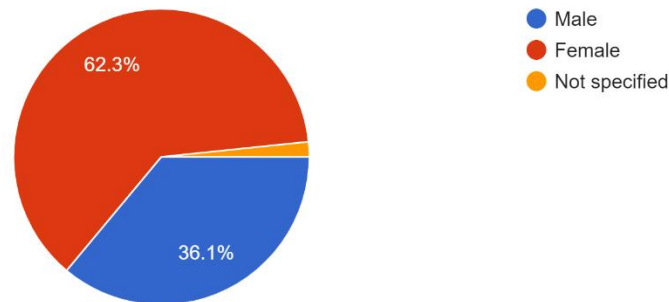


Most of the interviews taking part in the survey were age between 40-49 years of age and the next group that took part were age 30-39. The overall number of participants is 61 from which the age of 50 is 16.4% and 18-29. Despite the difference in most of the participant have similar opinion when it comes to social media and digital platforms. True Performance Supplements as a business will need to prioritize the development of flexible marketing campaign.

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2.What is your gender?

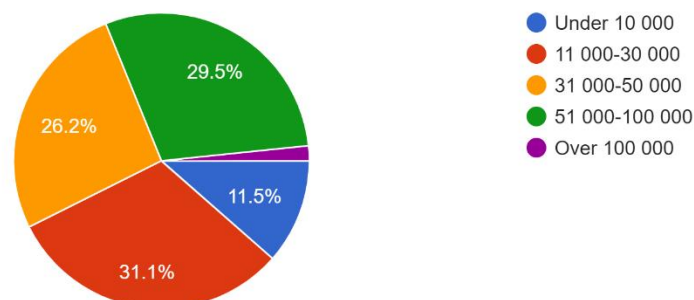
61 responses



From the data gather above we can conclude that majority of the responders were male 62.3% and 36.15 female. That data can help us to decide where True Performnce as a buisness should be concentarting the marketing startegy to attractt more customers and inccrease the brand awarness.

3.What is you annual income?

61 responses

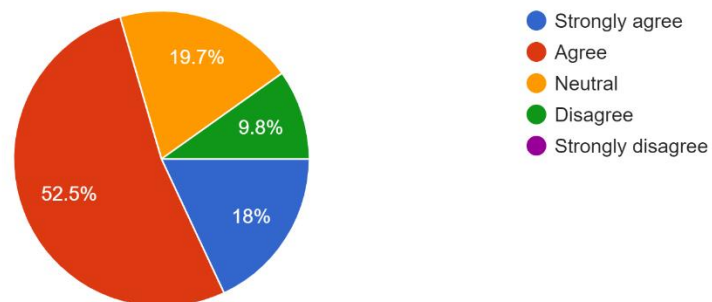


From the graph above in Qusetion3 about the income we can identify most of the participant not a high earner. There is close percentage between the groups of 31.1% earning below 30 000, 26.2% above 30 000 and less than 50 000 and 29.5% between 50 000 and 100000. The survey was conducted between the True Performance customers and the emphasizes in digital campaign should not

exclude most of the income groups. True Performance should not target a particular group based on income.

4. Would social media posts determine your decision when choosing a supplements online?

61 responses

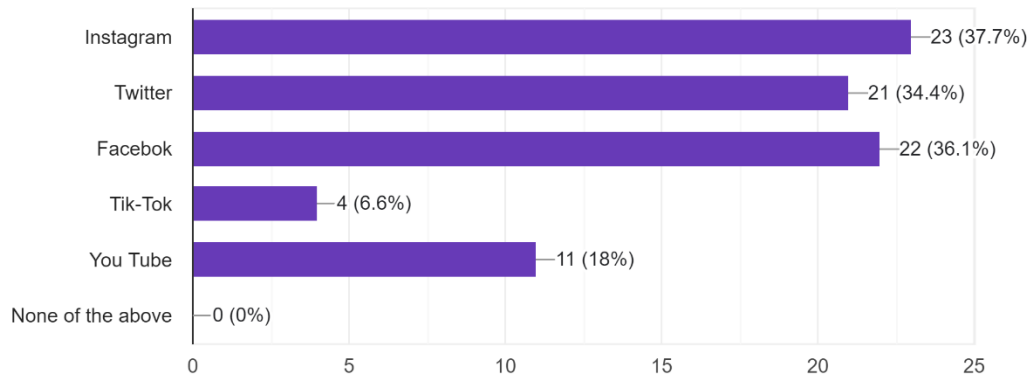


Most of the participant in the survey or 52.5% agreed that a social media post can determine the decision to buy a supplement. And to add that 18% strongly agreed and 19.7% are decided to stay natural. The data above is significant regarding the possibilities that True Performance are currently missing not participating on the any of the social media platforms.

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5. What social media channels do you use the most?

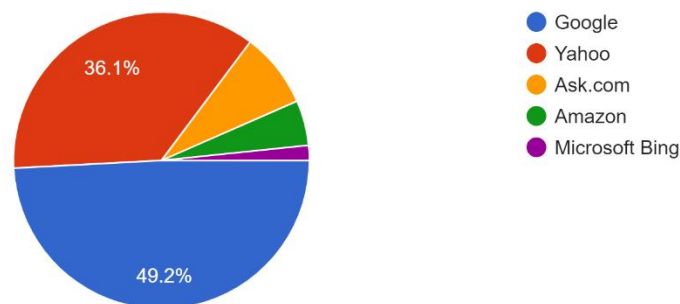
61 responses



The data above from Question 5 about the media channels ranges between Instagram, Facebook Twitter with a similar 20%. From all the participants in the survey there is not clear favouritism of one of the social media platforms. True Performance will need to create a campaign to include all channels not concentrating on one in particular.

6. What search engine do you use the most?

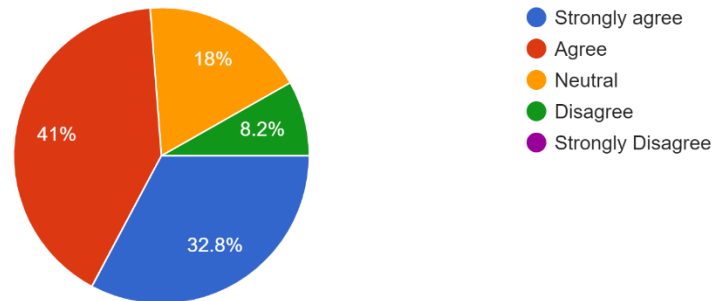
61 responses



The Question 6 is confirming that most of the participant are using Google 49.2% and 36.1% Yahoo as a search engine. True Performance will benefit from Search Optimization campaign.

7. Would you say that your decision to buy a particular supplements brand can be influenced by digital advertising?

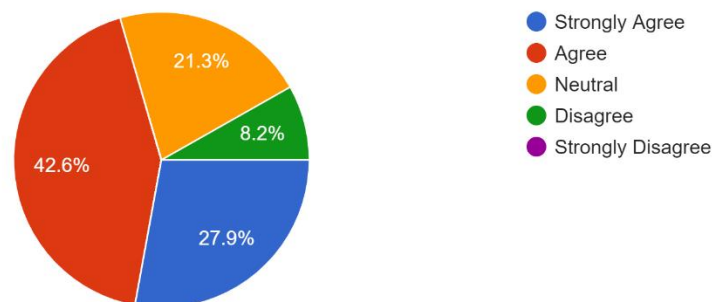
61 responses



The data collected in graph above from Question7 confirming the importance of social media over the consumers decisions. Where 41% agreed and 32.8% strongly agreed.

8. Would you say that your decision to buy a product can be impacted by an influencer?

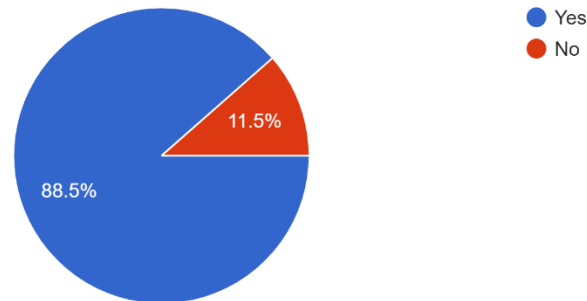
61 responses



Majority of the participant agreed 42.6% or strongly agreed 27.9% their decision by an influencer online. True Performance is currently not exploring any of the online influencers.

9. Would you say that you are comfortable purchasing supplements online only from a recommendation?

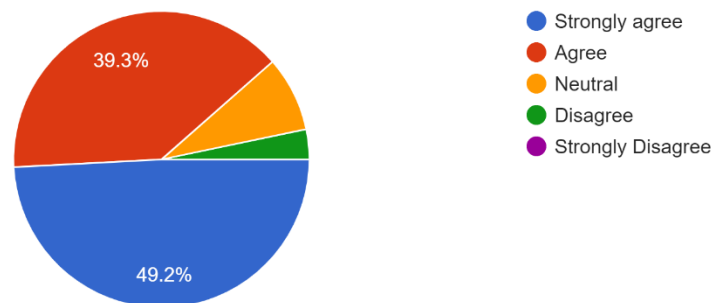
61 responses



That data is 88.5% in favour of purchasing supplements from a recommendation. The word of mouth is always the best way for a company to create brand awareness and influenced consumers.

10. Do you believe that digital marketing is the future of promoting products and services?

61 responses



And to conclude the survey the 49.2 % of the participants have clearly determined that the digital marketing is going to be playing an important role to influenced consumer.

6 Recommendation and Conclusion

6.1 Recommendation

During the study conducted regarding True Performance creating a successful marketing campaign the data collected unable us to highlight the benefits of digital marketing. The option for True Performance to use all available marketing tools to create a plan and impact on the consumers purchasing behaviour. They should concentrate on generating more lead from a social media platform as such Facebook, Instagram(Evans,2010). Targeting a particular age group with a specific interest in supplements and vitamins. Increase the number of posts on Instagram to create a live platform to communicate with the customers an attract new leads. Improving communication with the exciting customers to able to impact on the consumers behaviour and increase the chances of recommendation to their friends or relatives(Miller,2016). Liaise effectively with influencers with interest in supplements or vitamins to plan an initiative in direct collaboration. Email marketing to be effectively included in the marketing plan to informed customers for products and offers(Sujon,2021). As a recommendation to True Performance after devising and implementing a successful marketing plan to evaluate conducting another study with which can highlight the area for improvement and address success from the current campaign.

6.2 Conclusion

The aim of the study was to help a small size business to create a successful marketing campaign using all available tools with a limited budget. From the introduction we highlighted the importance and the size of the vitamins and supplements market in the UK(Grand View ,2020). However, it is a very competitive market with many brands that are looking for exposure. Within the industry there are many online businesses as such as Amazon and eBay UK which are offering a wide range of products and have very positive digital and social media presence. The advantage that True Performance has is the range of products that they offer or not available through all the big platforms mentioned above. As a business they have managed to grow organically. Despite the niche products they are offering in order to the business to grow they need to adopt a marketing plan that will have a structured system in place(Storka,2020). From the study and data gathered we can conclude that the options for growth and

expansion of the business are an effective digital marketing campaign. That will allow the company to increase awareness and influenced the consumers purchasing power.

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Appendix 1

Marketing Survey

The aim of this survey is to collect a first-hand data which will be used to investigate how digital marketing can help True Performance Supplements to

increase sales revenues. The data will be used for my dissertation at UWTSD on the topic:

How True Performance can create a successful digital marketing campaign to impact on the consumer buying behaviour?

Please note that all your personal information will be kept fully confidential under the UK Data Protection Act 2018. You have a full right to opt of the questionnaire at all time.

Thank you for taking the time to complete the survey!

1. What is your age?*

18-29
30-39
40-49
over50

2.What is your gender?*

Male
Female
Not specified

3.What is you annual income?*

Under 10 000
11 000-30 000
31 000-50 000
51 000-100 000
Over 100 000

4.Would social media posts determine your decision when choosing a supplements online?*

Strongly agree
Agree

Neutral
Disagree
Strongly disagree

5. What social media channels do you use the most?*

Instagram
Twitter
Facebook
Tik-Tok
You Tube
None of the above

6. What search engine do you use the most?*

Google
Yahoo
Ask.com
Amazon
Microsoft Bing

7. Would you say that your decision to buy a particular supplements brand can be influenced by digital advertising?*

Strongly agree
Agree
Neutral
Disagree
Strongly Disagree

8. Would you say that your decision to buy a product can be impacted by an influencer?

*

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

9. Would you say that you are comfortable purchasing supplements online only from a recommendation?*

Yes
No

10. Do you believe that digital marketing is the future of promoting products and services?*

Strongly agree
Agree
Neutral
Disagree
Strongly Disagree

1. What is your age?*

18-29
30-39
40-49
over50

2. What is your gender?*

Male
Female
Not specified

3. What is your annual income?*

Under 10 000
11 000-30 000
31 000-50 000
51 000-100 000
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Agree
Neutral
Disagree
Strongly Disagree

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*

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

9. Would you say that you are comfortable purchasing supplements online only from a recommendation?*

Yes
No

10.Do you believe that digital marketing is the future of promoting products and services?*

Strongly agree
Agree
Neutral
Disagree
Strongly Disagree

Submit

