

Digital marketing Plan

by Amdadur Masum

Submission date: 06-Dec-2024 09:59PM (UTC+0000)

Submission ID: 244985774

File name: 38380_Amdadur_Masum_Digital_marketing_Plan_601615_1759890940.docx (690.41K)

Word count: 1970

Character count: 11902

Marketing & Sales

BMGM5001

Digital Marketing plan

¹
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Word Count: 1540

I acknowledge the use of [chatgpt.com] [(<https://chatgpt.com/>)] on [28/11/2024] to get idea and research. I used the prompt(s):

1. Explore more information about assignment.
2. Improve grammar and sentences.
3. Improve critical thinking and explore options for essay writing.

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Introduction

Indian Street Kitchen (ISK) operates two branches in Swansea, offering a distinctive interpretation of traditional Indian street food. The restaurant's two locations are situated at 16 Walter Road and in the Albert Hall on Cradock Street, Swansea, UK (The Indian Street Kitchen, 2024; Albert Hall Swansea, 2024). The goal of this report is to propose a targeted digital marketing strategy to increase visibility and sales for ISK, with a particular focus on social media marketing, website optimisation, and influencer partnerships. The proposed strategy aims to attract a new customer base, especially young professionals and students aged 18-35, who are more likely to engage with digital content and value convenience. The overall objective is to achieve a 20% increase in online traffic, a 15% increase in online orders, and a 25% growth in social media engagement over the next six months.



Situational Analysis

To effectively understand the current environment and challenges faced by Indian Street Kitchen (ISK), it is crucial to assess both the internal and external factors that influence the restaurant's market position. This is achieved through a SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats).

SWOT Analysis

Strengths	Weaknesses
Authentic Indian street food offering.	Limited brand awareness beyond Swansea.
Strong customer satisfaction and positive reviews.	Underutilisation of digital marketing.
Two central locations in Swansea.	No formal loyalty or rewards program.
Opportunities	Threats
Rising demand for convenient food delivery services.	Increased competition from larger food chains.
Growing interest in authentic, experiential dining.	Economic downturn impacting discretionary spending.

ISK's primary strength lies in its authentic Indian street food offering, which provides a unique and diverse menu that appeals to a wide range of customers looking for true

Indian street food, ^{How do you know this?} positive customer reviews and strong customer satisfaction indicate a loyal customer base that enjoys the restaurant's offerings (The Indian Street Kitchen, 2024; Journal of Restaurant & Foodservice Marketing, 2023). ISK also benefits from two central locations in Swansea, making it easily accessible for both local customers and tourists visiting the area.

However, ISK faces several internal challenges. Limited brand awareness beyond Swansea restricts the restaurant's ability to expand its customer base beyond its current geographic area. Despite a good reputation locally, ISK has not yet maximised its potential in the digital space (Masterson et al., 2021). The restaurant has underutilised digital marketing tools, such as social media and search engine optimisation (SEO), which could increase its visibility and attract new customers (Kingsnorth, 2019). Additionally, the lack of a formal loyalty or rewards program means there is no dedicated system in place to encourage repeat visits from customers, which could be detrimental to customer retention in the long run (Bowie et al., 2017).



Opportunities

On the external front, there are several growth opportunities for ISK. The rising demand for convenient food delivery services provides an excellent avenue for growth, particularly by expanding into delivery platforms or offering direct delivery options via the restaurant's website (Smith and Chaffey, 2022).

Target Audience Analysis

The target audience for ISK's digital marketing campaign consists primarily of young professionals and students aged 18-35 who reside in Swansea and are familiar with digital platforms. This group is highly tech-savvy and values convenience, often using social media and mobile apps for discovering food trends and local dining options (Smith and Chaffey, 2022).

Young professionals and students are also inclined to seek authentic, budget-friendly dining experiences (Masterson et al., 2021). This is aligned with ISK's offering of unique

Indian street food, which is both authentic and affordable. As noted by Gbadamosi (2019), younger consumers increasingly seek out restaurants that offer unique dining experiences, often turning to digital platforms for reviews, menus, and promotions. ISK's authentic Indian street food is an appealing factor for this audience, particularly because it offers a distinct dining experience compared to other mainstream dining options.

Good

By focusing on this demographic, ISK can tailor its digital marketing to meet their preferences, ensuring that its efforts are aligned with the target audience's needs and digital behaviour (Hultén, 2020). This strategic targeting can lead to enhanced customer acquisition and brand loyalty in the long term.

Competitor Analysis

ISK faces competition from several key players in the Swansea restaurant market, including independent restaurants and larger chains. A competitive analysis reveals that while many competitors offer similar menus, few focus specifically on the street food culture that ISK embodies. To visually represent this, a positioning diagram can be drawn, showing that ISK sits in the mid-premium range in terms of price, offering a unique street food experience. This competitive landscape presents both opportunities and threats for ISK. While some competitors, such as Burger Boyz and XO (Albert Hall Swansea, 2024), provide similar street food-inspired offerings, ISK's authentic Indian street food concept and delivery options set it apart from others in the area. By focusing on digital marketing strategies, especially social media, ISK can gain traction with a broader audience, build brand recognition, and increase customer engagement, which is crucial when considering the highly competitive restaurant landscape (Journal of Strategic Marketing, 2021).

Good

Moreover, competitors who do not prioritise a robust digital presence create a significant opportunity for ISK to leverage social media and digital marketing tools to engage with customers in ways its competitors are not, helping it gain a competitive edge (Kingsnorth, 2019).

Marketing Strategy: The 4 Ps

The proposed marketing strategy follows the 4 Ps framework, which includes Product, Price, Place, and Promotion. Each of these elements is aligned with ISK's digital marketing objectives:

- **Product:** ISK's product offering consists of authentic Indian street food served in a modern, casual dining atmosphere. The food is the main product, but the restaurant also offers a seamless online ordering platform for takeaway, ensuring a wide-reaching service for customers who prefer eating at home (The Indian Street Kitchen, 2024).
- **Price:** The pricing strategy focuses on offering high-quality, authentic food at affordable prices. Positioned between mid-range and premium, ISK appeals to students and young professionals who are looking for a fulfilling dining experience without breaking the bank (Ghauri, 2014). This value proposition is important in appealing to the target audience.
- **Place:** The restaurant is strategically located in Swansea's central area, making it easily accessible to both local residents and tourists. The business also offers delivery services, making it convenient for customers who prefer to enjoy their meals at home (Albert Hall Swansea, 2024).
- **Promotion:** The promotional strategy focuses on social media marketing, influencer collaborations, and email marketing. Platforms such as Instagram, Facebook, and TikTok are the primary channels through which ISK will engage with its audience, showcasing visually appealing food images and user-generated content to drive brand awareness and loyalty (CIM, 2024).

Proposed Digital Marketing Strategy

1. Website Optimisation

To enhance ISK's online visibility, SEO strategies will focus on targeting high-traffic keywords such as "authentic Indian street food Swansea" and "best Indian food

delivery". ISK will also implement local SEO to ensure that it appears in searches specific to Swansea (Kingsnorth, 2019). ⁸ With the growing use of mobile devices to browse the internet and place orders, ISK's website will be fully optimised for mobile users to ensure a seamless experience (Smith and Chaffey, 2022). An easy-to-use online ordering system will be integrated into ISK's website, enabling customers to place orders for takeaway or delivery without complications. The audience's preference for digital convenience makes website optimisation and mobile accessibility essential for boosting online orders and improving overall customer satisfaction (De Mooij, 2019).

Good

2. Social Media Marketing: Instagram will showcase visually appealing images of food and behind-the-scenes content to attract followers and build brand awareness. Facebook will be used for local promotions, customer engagement, and sharing customer reviews. TikTok will target younger customers with creative, fun, and engaging videos showcasing ISK's street food preparation. ISK will regularly post high-quality photos, videos, and ¹² user-generated content, encouraging customers to share their dining experiences. Interactive campaigns, such as polls and giveaways, will engage users and increase visibility. Social media is an essential platform for reaching the tech-savvy, experience-driven target audience. Instagram is known for its visual appeal and will effectively showcase ISK's food offerings (Kingsnorth, 2019).

3. Email Marketing: ISK will use customer data to send personalised email campaigns with tailored offers, such as discounts on favourite meals or birthday specials. This strategy will encourage customer loyalty and repeat visits. Email marketing offers a direct, personalised channel to keep customers engaged and ¹⁰ informed about special offers, new menu items, and upcoming events (Bowie et al., 2017).

4. Influencer Marketing: ISK will collaborate with local influencers and food bloggers to create a buzz around the restaurant. Influencers will post about their experiences at ISK, creating authentic, word-of-mouth endorsements. Influencer marketing is a

powerful tool for building brand trust, particularly within local communities. Influencers' trusted voices will help ISK reach its target audience more effectively (Smith and Chaffey, 2022).



Budget Allocation

Activity	Estimated Cost (£)
Social Media Advertising	1,500
Website Optimisation	1,000
Influencer Collaborations	1,200
Email Marketing	500
Google Ads	1,300



Measurement and Evaluation

Website Traffic: Monitor visits, bounce rates, and page views via Google Analytics.

Social Media Engagement: Track growth in followers, likes, shares, and comments.

Sales Data: Compare pre- and post-campaign sales to measure the impact.



Customer Feedback: Analyse reviews and survey responses to identify areas for improvement (Masterson et al., 2021).

Conclusion

In conclusion, the digital marketing strategy for Indian Street Kitchen aims to enhance the restaurant's visibility, drive online traffic, and increase sales. By focusing on website optimisation, social media marketing, and email marketing, ISK can effectively engage with its target audience of young professionals and students. This strategy will help ISK build brand awareness, foster customer loyalty, and ultimately increase foot traffic and online orders. The implementation of these digital marketing efforts, aligned with the

restaurant's unique value proposition, positions ISK for long-term success in a competitive market.

<https://www.tiktok.com/@jclips12/video/7445394519870278944>

Media: I will use TikTok platform for my Reel, here is the link bellow:

Sample of Power Point Slide:

1 Digital Marketing Strategy for Indian Street Kitchen (ISK)
Targeting Young Professionals and Students in Swansea
Amdadur Rashid Masum
06/12/2024

2 Introduction to Indian Street Kitchen (ISK)

3 Situational Analysis (SWOT)

4 Target Audience

5 Media Selection – Why TikTok?

6 Campaign Concept – Why This Idea?

7 Outperforming the Competition

8 Cost Effectiveness of the Campaign

Digital Marketing Strategy for Indian Street Kitchen (ISK)

Targeting Young Professionals and Students in Swansea

Amdadur Rashid Masum
06/12/2024

Media Selection – Why TikTok?

- TikTok aligns with ISK's visual and dynamic offerings.
- Ideal for engaging 18-35-year-olds with fun, interactive content.
- Creative content: Behind-the-scenes cooking, vibrant dishes, customer experiences.
- Use TikTok challenges and trends to increase visibility and engagement.

7

Outperforming the Competition

- Outperforming the competition
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- Outperforming the competition
- Outperforming the competition
- Outperforming the competition

8

Cost Effectiveness of the Campaign

- Cost effectiveness of the campaign
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- Cost effectiveness of the campaign

9

Building on This Campaign

- Building on this campaign
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- Building on this campaign

10

Questions & References

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Cost Effectiveness of the Campaign

- TikTok campaigns are low-cost, with high engagement potential.
- Maximise ROI by focusing on organic reach and user engagement.
- Affordable promotion that drives visibility and customer interaction.

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GRADEMARK REPORT

FINAL GRADE

50/100

GENERAL COMMENTS

Thank you for your submission.

You have submitted an AI statement as required.

Your work reads well and shows understanding of the subject and of the assessment brief.

make sure you reference correctly as this has been recorded as poor practice.

Presentation: you presented effectively. You slides were clear and concise and well designed. Your digital media was effective and appropriate for the audiences identified. You presentation style was clear if a little nervous.

PAGE 1

PAGE 2



Comment 1

Very good.

PAGE 3



How do you know this?

How do you know this? Citation needed



Comment 2

Interesting.



Good

good



Comment 3

By you? If so, say so - a competitor analysis carried out as part of this report...etc. Also use things like positioning maps/comparison table etc.



Good

good



Comment 4

This sentence could be part of the preceding paragraph.



Comment 5

Evidence of ISK's marketing?



Comment 6

You could have included some examples?



Good

good



Comment 7

Well through through.



Comment 8

What have you based your budget allocations on?



Good

good

**Comment 9**

I can see the full range of slides down the right hand slide, perhaps you could have screen grabbed them individually?

**Comment 10**

Where are the authors of the articles?

GRADING FORM: ASSIGNMENT 2 5001 SPRING 24

AMDADUR MASUM

50

LITERATURE SKILLS /10

Guidance specific to this assessment: Include at least 20 references. Demonstrate the use of memorable and impactful phrasing of sometimes complicated ideas.



You have used some appropriate academic and industry related sources and use the correct citation conventions. However, I have noted instances of improper referencing, which reflects poor academic practice: it is evident that you attempted to reference your sources but you frequently cited the journal itself rather than the individual authors, failing to adhere to Harvard referencing guidelines. Some of the other

1

resources, such as books, do exist but are often incorrectly formatted in the reference list. This is concerning and has been recorded as poor practice. Please do the Harvard referencing refresher on the University's online library pages, and if you need further help with referencing, please ask.

KNOWLEDGE/UNDERSTANDING/25

Guidance specific to this assessment: Select and include in your work the concepts, techniques, models, theories, etc. appropriate to the task(s) set. You should be able to explain the theories, concepts, etc. to show your understanding.



This piece of work shows a good level of knowledge and understanding - in particular, you have applied the 4P's, and situation analysis really effectively.

15

COGNITIVE SKILLS/25

Guidance specific to this assessment: You should provide justification for your arguments and judgements using evidence that you have reflected upon the ideas of others within the subject area and that you are able to make sound judgements and arguments using data and concepts.



You have been good and justifying your arguments and judgements using evidenced for academia and industry. This has led to some sound decision making. However, you have not referenced those sources correctly as reflected above.

13

PRACTICAL SKILLS/25

Guidance specific to this assessment: Deploy models, methods, techniques, and/or theories, in that context, to assess current situations, perhaps to formulate plans or solutions to solve problems, or to create artefacts, some of which may be creative. Use data to back up your findings. When presenting, preparation is key. Be comfortable with your plan and confident when presenting and explaining it. Keep it simple, but back it up with good, well researched data and be able to discuss that when questioned.



You have deployed the appropriate models and your slides made the case effectively. Despite slight nerves, you presented fairly effectively and handled questioning well.

15

TRANSFERABLE SKILLS/15

Guidance specific to this assessment: Use appropriate media to effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences; fluency of expression; clarity and effectiveness in presentation and organisation. Work should be coherent and well-structured in presentation and organisation. Use real life examples to support your analysis. The ability to conceive, research, write and present is key. Remember you're trying to convince people to take your up on your plan. Don't rush it – its about getting your point across, not about the amount of slides you have or words you use. Make sure you have shown your professionalism. You should consider this is a real presentation to customers in business.



Your written work has clarity of thought and is fluent. Your presentation was effective and persuasive. The key issue is your referencing.

6