

Vegan food box campaign proposal

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Executive Summary: Abstract

In this report, different communication channels have been carefully chosen to meet the subscription food box company's objective to sign up 5,000 new members. The purpose of this report was to get the number of new members mentioned to sign up for a new vegan range product which we were asked to help promote. Cheap communication channels were used due to the £50,000 budget received from the company; The reason was simply to allow the company to repeatedly use the same group of communication channels while staying on budget. Finally, each communication channel was allocated the right sum of money with respect to their effectiveness; As a result, it is safe to say that the £50,000 budget was fairly distributed between every communication channel used.

Introduction:

The subscription food box company has developed a new vegan range; As the vegan lifestyle is growing in popularity (Delish, 2020), there has been a noticeable decrease in meat consumption in the UK, which now makes 25% of meals in the UK vegan or vegetarian. The subscription food box company needs to focus its efforts on getting as much awareness as possible because more people are becoming vegan every day and this growth creates a high demand for vegan products that fit the vegan lifestyle (Lingel, 2018). The company can develop awareness by taking advantage of cheaper communication channels that can be used repeatedly

and effectively to target our audiences, such as Emails, Google Sponsorship, Word of Mouth, and Public Relations. As a result, this campaign for the new vegan range will become a success if we can get 5,000 new members to sign up by the time it is finished; Along with the communication channels, the company needs to track its progress to see if there are any changes that need to happen. Due to the £50,000 budget, it will be beneficial to use free tools such as google analytics and social analytics to give analytics reports about the progress the campaign is making (Getfused, 2021).

Body 1: Communication Channels/ Campaign Ideas (Messaging/Offer)

Email - In order to gain trust, we have to connect with our audience in a more personalised way, while staying on budget (Campaignmonitor, 2021). Since we are focused on increasing interest in our product and getting new customers, email marketing is our best bet to grow awareness; According to Campaignmonitor (2021), when trying to connect with potential customers, email marketing is the best option as it has a wider reach than other communication channels such as social media. The company can use email marketing by collecting data (with permission) on the web from different social media sites such as Facebook and send emails to the vegan audience about the product which will reach three times the amount of people it would have reached if we simply used social media according to Radicati (2017). Moreover, the

company's cost per acquisition can stay at a stable level if we use email marketing because it has a higher conversion rate compared to other channels; To clarify, according to Collis (2012), 4.24% of visitors from email marketing purchase something as compared to 0.59% of visitors from social media and 2.49% from search engines. As a result, the company should set its target slightly at a higher level (increase it to 5,200 new members) so that we can increase our chances of getting 5,000 requests from potential customers who want to sign up. Koetsier (2015) described email marketing as the most powerful channel available because of its longevity, so the company can always repeat the process of increasing their current objective in order to gain the number of customers that are needed. In addition, email marketing produces the highest ROI (return on investment) for businesses as stated by Campaignmonitor (2021). Campaignmonitor (2021) observed that for every one dollar spent, email marketing creates thirty-eight dollars in ROI and also gives the marketers the largest reach out of all the other communication channels available. Therefore, due to its cost-effectiveness, the company should create a personalised message to vegans in order to communicate directly and receive requests at a low cost. This message can include the following statement- "Think outside the 'box', and let's do it for the planet". Additionally, a promotional email such as an offer for a 7-day trial will be effective because potential customers can experience delicious vegan meals during a week and decide if they want to become a permanent customer (this also will increase our campaign efforts because the customers will most likely share their experience with friends and family).

Google sponsorship ads- Google ads are highly recommended for bringing quality traffic or targeted audience towards a website because our product can show up on the search engine result page (SERP) anytime our prospective customers (Vegans) are looking for their custom product (Perricone, 2021). Moreover, according to Google (2016), companies make eight dollars for every dollar they spend on google ads, so this shows that it is a cost-effective tool that the company can use to improve their cost of acquisition. To avoid getting fewer clicks, the company must select high-volume keywords that will generate free traffic for months and years instead of broader keywords that will be placed in front of the wrong audience (Perricone, 2021). The following keywords are recommended for the vegan product: ‘vegan food’, ‘vegan life’, ‘vegans’, ‘veganism’, ‘vegan society’, ‘healthy food’, ‘green food’, ‘greens’, ‘vegetables’, ‘eat healthily’, ‘vegan cuisine’, ‘vegan diet’, ‘vegan food box’, ‘vegan box’, ‘vegan company’, ‘vegan team’, ‘Go vegan’, ‘vegan group’. Additionally, a minimum of a 9-month PCC management (Pay Per Click) will be required to allow the company to gain information about what new opportunities are available to increase traffic and to analyze the strategy’s performance as stated by Maake (2020); For instance, if the keywords are not generating traffic, then the company can always adjust by removing, tweaking or adding keywords until they match with the target audience.

Public Relations- Public relations is recommended because it is a great way for the company to stay visible and keep an open ear to society (Pedersen, 2016). This will help the company’s effort to attract and keep customers (as well as employees) (Pedersen, 2016).

Moreover, the vegan food box must be launched in a way that would bring awareness and engagement, therefore, the company should partner up with a popular vegan organisation such as Veganuary (2021), to try and influence the 580,000 people that signed up for Veganuary in 2021. In particular, the company can show Veganuary (2021) that we share a common belief about the environment and animals which will be proven by our decision to launch a vegan range food box. Furthermore, along with the Veganuary partnership, the company can effectively communicate its values to the public by providing sponsorship or volunteering for environmental projects and producing press releases to reinforce our green credentials as described by Linton (2019). Press releases are deemed to be more credible to the public than TV or radio (Pedersen, 2021) so this strategy will be a cost-effective way to communicate our value to the target audience and market. Our headline will be “Save The Planet So It Can Save You”, as it is a great play-on word that implies that if we protect the environment, it will produce more quality food and in return, the company could provide more vegan boxes.

Word of mouth- Word of mouth is recommended for the company to slowly increase its customer base with the help of current customers (including employees) (McMillen, 2020). Our biggest marketing tool will be the customers we already have because 92% of buyers will believe a recommendation from family and friends over any type of product (McMillen, 2020). The company can connect with Its target audience (Vegans) by creating a headline that states- “A tree will remember each member”; This will support our values because the vegan society cares about the environment and if we can save one tree in the rainforest for each member than the customers will feel more connected and emotional about the product (Whitler,

2014). Since social media makes word of mouth easier, our strategy will spark many impressions online along with the press due to controversy; As a result, this makes the word of mouth marketing strategy a cost-effective way to promote our brand/product (Whilter, 2014). Moreover, as for social media, Gaz Oakley is a respected chef and vegan that can help us spread the word about the vegan box. As Solar (2019) stated, 74% of consumers view word of mouth to be the major influencer in deciding what to purchase. The company can allow Gaz Oakley to design his own recipes so that they can be featured in our food box as a special collection with only a limited amount. To add to this, we recommend the company to follow an engagement system where they interact with customers from both positive and negative reviews in order to make the customers more loyal as illustrated by Solar (2019).

Conclusion: Budget split

Email Marketing-

Email marketing will be the company's best tool due to its high ROI (return on investment) ratio so it is worth allocating £9,000 for a nine-month email marketing scheme (£1,000 per month). During this scheme, it is most likely that the company will halfway meet its target because as demonstrated by Santo (2020), 90% of buyers check their emails every day.

Google Sponsorship Ads-

For Google, there is an unsurprising number of 259 million unique explorers and 4.8 billion daily interactions that occur daily on this platform as observed by Maake (2020). Therefore, because more people are comfortable Googling a product or service rather than asking a friend or family

member (Howell, 2017), the company could increase their potential customer base by allocating two months worth of Google sponsorship ads, which is £20,000 in total (£9000 to £10000 per month). Additionally, a sum of £1,000 should be allocated to the management fee for the google campaign since the workload to manage our google ad campaign is moderately low (£500 per month) according to Tompkins (2021).

Public Relations-

As for PR, we want to get multiple weekly and even daily coverage to really get the attention of the public in general (not just vegans). The company has a product that can potentially impact the environment so we want our message to be displayed in as much national media as possible. It cost about £1000 for every press release distributed, therefore, we recommend allocating £12,000 for a year worth of Public Relations (2 press releases per month which cost £1,000 each) as shown by McCommish, (2020).

Word of Mouth-

The remainder of the £8,000 can be allocated as incentives for our employees to be enthusiastic in order to improve our customers' experience with the brand. The company can encourage employees to create blogs, social media posts, buzz, and viral videos to genuinely show their appreciation for the company and the vegan box (Hayes, 2021). Moreover, simple return policies, re-orders, and even promotional messages are good practices to surpass the customer's expectations because our vision is to make our audience feel a part of the family rather than just

a customer. As a result, because the customers are getting more than what they expected, they will share their experiences with other people which will trigger free advertisements for the company as stated by Hayes (2021).

Recommendations: Assessment and Measurement

In general, the marketing campaign performance will be measured by the quality of leads it generates for each communication channel, therefore, return on investment (ROI) is the recommended Key Performance Indicator (KPI) as illustrated by Kucheriavy (2021). Finally, to have control, and eventually improve, the company must make use of Google analytics in order to figure out how certain channels are performing and to identify where most of our customers are coming from so that we can double our efforts in that particular area (Cain, 2012).

Consequently, this will ensure that the company is not wasting money on a marketing tool that is not working or neglecting a communication channel that could bring in more revenue.

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