

CHORDS FOR A CAUSE MARKETING COMMENTARY

Once I stated working on 'Chords for a Cause's Marketing Plan, firstly I had to analyze the magnitude of the campaign. I was aware that this event is supposed to take place at Two Tribes, which has a 100 people capacity. And even though I was planning on creating an ambitious marketing campaign, I had to analyze the ideal targeting. Especially keeping the small budget of the event in mind.

With this being a charity event, I decided to bring the campaign to a local ratio, targeting surrounding areas near Tileyard and ICMP. It's important to target the right people and reach out to them; hence I included Facebook ads onto the project's marketing tools. Wishpond (2014) mentions how you can easily target people within a certain geographical area, for either an event or a business. It also provides the important option to target people in a direct geographical location. Facebook ads nowadays correlate with promotion on Instagram, so I decided to include collaboration with Tileyard's social media as well as ICMP. I also chose to include Google ads due to their ability to make adverts visible in several search engines. It offers one of the world's most popular 'pay per click' advertising platforms, where advertisers only pay when a user clicks on the ad shown (P. Kayla 2018). This came into place with the budget offered and allowed the expenses to be easily divided among elements. As it was mentioned before, social media marketing has become a main priority when promoting an event. But I decided to still use physical marketing, as there are several benefits that go into it. Compared to digital marketing, physical marketing tools such as posters and flyers can be easier for views to understand and provide better long-term brand recognition (TalkBusiness, 2017)

References

Wishpond (2014) *How to Use Facebook Ads for Local Businesses (And Why They Work)*. Available at: <https://blog.wishpond.com/post/75702175163/how-to-use-facebook-ads-for-local-businesses-and> (Online) (Accessed 17th March 2019)

P. Kayla (2018) *Google Ads vs Facebook Ads: Which will get you a better ROI?*. Available at: <https://www.lyfemarketing.com/blog/google-ads-vs-facebook-ads/> (Online) (Accessed 17th March 2019)

Talk Business (2017) *The benefits of using physical marketing when digital is getting more attention*. Available at: <https://www.talk-business.co.uk/2017/05/30/benefits-using-physical-marketing-digital-getting-attention/> (Online) (Accessed 17th March 2019)