

Promotional Content for Dylan Thomas Centre's New Packages



STUDENT ID: 2408946



Introduction

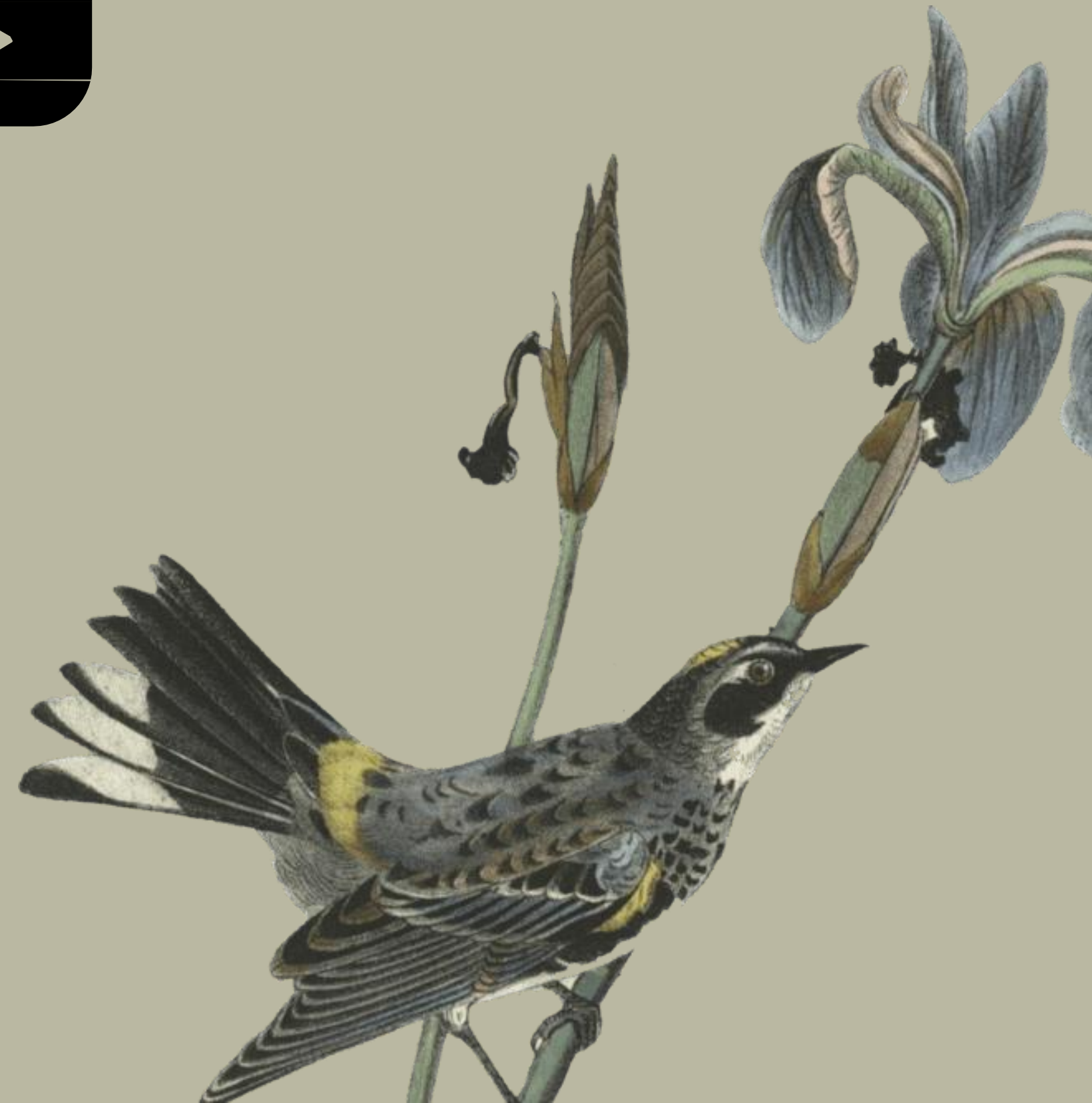
- Dylan Thomas Centre has launched new wedding packages.
- It is to generate new revenue streams from the target customer segment of couples and young people (Kotler, Armstrong and Opresnik, 2018).
- The Social media reel is shared which will promote this new project.



Reel Content



- The chosen social media platform for publishing the reel is Instagram.
https://www.instagram.com/p/DW7v60I5XMIXJ_f6PeWoATYmrlhR3qq0LGfz80/
- The 90-second reel will showcase the stunning architecture of the Dylan Thomas Centre.
- On the end note, viewers are encouraged to inquire and book wedding packages (Blythe, 2019).



Target Audience and Positioning

- The target audience is couples who are looking for a wedding venue.
- Also, the young audience is targeted as a whole.
- Overall, the plan is to attract the maximum number of Instagram users using appropriate hashtags (Kotler et al., 2019).
- One suggested hashtag is #RomanticWeddingVenue for market positioning.



Theoretical Principles

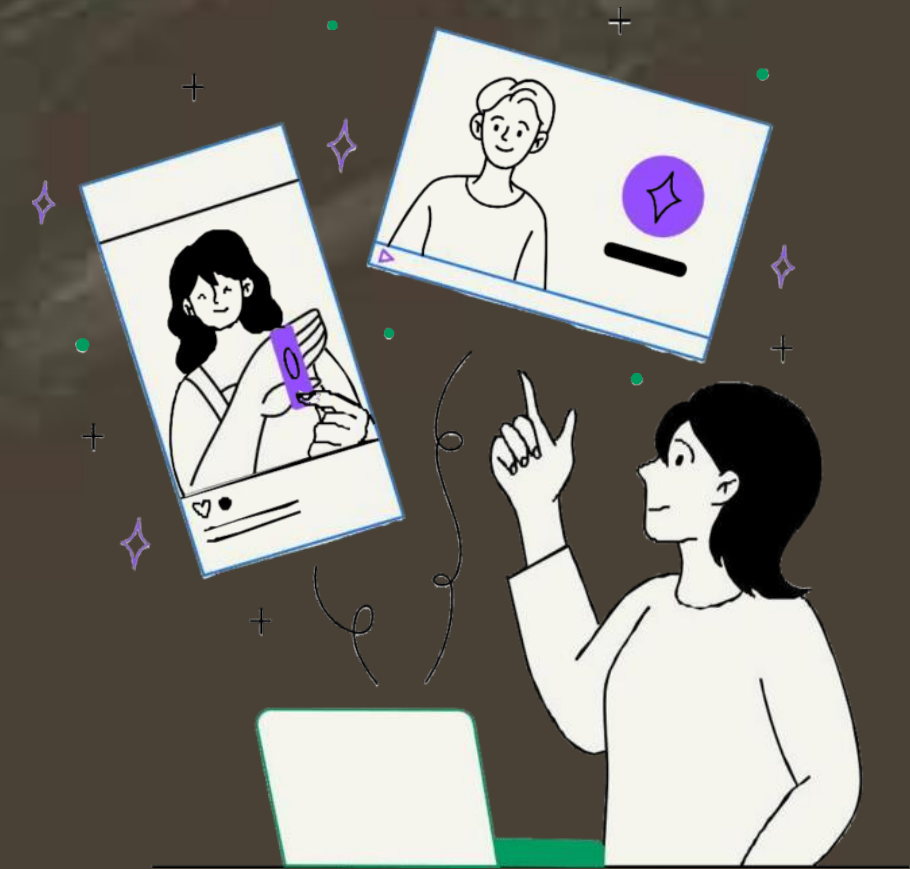
STP model:

- Segmentation - The audience is segmented according to age groups (Baack, Czarnecka and Baack, 2018).
- Targeting - The age group of people between 25-40 is targeted.
- Positioning - The destination will be positioned as a wedding venue for unique experiences.
- USP (Unique Selling Point): USP is the rich destination experience.
- Best industry practices for content marketing:
- Attention-grabbing, Emotional connection, Storytelling, and Call-to-action



Platform and Distribution

- The chosen Social media platform is Instagram.
- Instagram has the option to promote the visually appealing content to a wider audience.
- Also, the target audience is mostly available on this platform (Benzo, Mohsen and Fournali, 2017).
- To mention, Instagram has over 2 billion monthly active users.



Highlights from the Marketing Plan and Justification

- The chosen Platform is the best choice as it is the most popular among the targeted audience (Bowie, 2017).
- The option for reel is the best suited as it gets the maximum response.
- The practices of attention-grabbing, emotional connection, storytelling, and Call-to-action are employed as they are proven practices driving content engagement.



Summary

- This was attractive promotional content for Dylan Thomas Centre's new venture.
- The Instagram reel was found to be an appropriate choice for digital marketing purposes.
- With the implementation of the marketing plan and this reel, a positive response is expected (Bowie, 2017).



References

Baack, D,W,Czarnecka, B and Baack, D,E (2018),International Marketing, 2nd ed., SAGE Publications Ltd

Benzo, R, Mohsen, M,Gand Fourali, C (2017)Market Research: Planning, Process, Practice. SAGE Publications

Blythe, J (2019)Essentials of Marketing, 7th ed., Pearson Education

Bowie, D. Buttle,F. Brookes,M & Mariussen,A (2017),Hospitality Marketing 3rd ed, Routledge, London

Kotler P, Armstrong G,Harris, LC, Piercy N (2019),Principles of Marketing, 8th ed., Pearson, London

Kotler, P.,Armstrong, G.& Opresnik, M.O.,(2018)Principles of Marketing Seventeenth, global., Pearson, London.

Thank you

