

A Report for South Wales Fork Trucks Outlining Digital Marketing Objectives



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MODULE NAME:	DIGITAL MARKETING
NAME:	HEATHER JACKSON
STUDENT NUMBER:	1704024

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APPENDICES

Appendix A	http://www.southwalesforktrucks.co.uk/
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1. EXECUTIVE SUMMARY

South wales fork trucks are a small enterprise operation out of south wales who are currently having trouble creating innovative digital marketing campaigns. Two digital marketing objectives have been set for SWFT: To increase brand awareness by 300% before June 2020, and to improve user experience by 50% before June 2020.

SWFT have two market segmentations, a demographic of 18-45 year olds on social media, and a broader demographic of working age adults who intend on purchasing a fork lift in the near future on their website. The close relation between segmentations deemed it unnecessary to target these sections with entirely different strategies.

SWFT's current positioning is 'middle of the road' in terms of brand awareness when compared to their competitors, however they come out on top in terms of their innovative machines and products.

The strategy implementation differs between objectives, with objective one focusing on social media and increased content, and objective two focussing on the revamp and modernisation of their website.

These objectives will be monitored using monthly meetings and reports. Overall SWFT are on a good footing to progress into the digital marketing world.

2. INTRODUCTION

This report will look to create two digital marketing objectives for South Wales Fork Truck, these objectives will help South Wales Fork Trucks in their step towards creating innovative marketing campaigns. The segmentation, targeting, implementation, as well as the implementation, and evaluation and control of these objectives will be considered within this report.

2.1 Introduction to South wales Fork Trucks

South Wales Fork Trucks (2019 a) (SWFT) are a small enterprise in south wales, the sale and hire of both JCB and Catapilar forklifts is the businesses main focus. However, SWFT offer for sale both JCB and Catapiler merchandise as well as Gas. SWFT are based in Crynant, Bridgend, and Newport, however, operate across the whole of wales and parts of England; With expansion underway, SWFT are creating an even larger depot in Glyneath. SWFT are struggling to create innovative digital marketing campaigns, although not currently detrimental to the organisation, it is of growing concern that it may be in the future. Their website analytics cannot be commented on; However, their Facebook page likes can be used to give an insight into their online presence, at 65 page likes their current reach is limited.

3. DIGITAL MARKETING OBJECTIVES

3.1 Objective One

The first objective that will be set for SWFT is as follows: Improve brand awareness digitally by at least 300% before June 2020. It is important to note that while a 300% increase may seem like an unachievable target, SWFT starting mark is extremely low, with a mere 65 Facebook page likes. This allows SWFT twelve months to hit around the 500 Facebook likes mark.

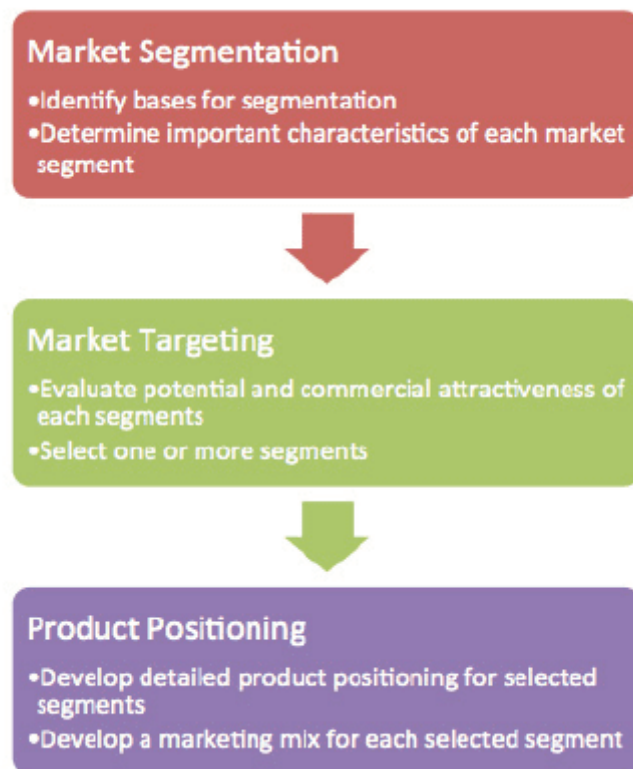
3.2 Objective Two

The second objective is as follows: Improve user experience by 50% before June 2020. Again 50% may seem like an unachievable figure, however due to SWFT's current online content being limited, it would only include the overhaul and redesign of three website pages and one social media account.

4. SEGMENTATION, TARGETING AND POSITIONING (STP)

Chaffey's (2019 a) STP model uses segmentation, targeting and positioning to bring an organisations digital marketing to a more tactical level of communications.

FIGURE 1.1



4.1 SEGMENTATION

Fill (2013 p.633) highlights the importance segmentation has to digital marketing, with particular relevance to multi-channel marketing. The CIM (2016) add that once the demographic audience belonging to each channel has been established, the opportunity for market exploitation opens.

Without access to SWFT's analytics, assumptions will have to be made; The first is that their social media channels are most likely to have / gain an audience of the younger demographic, with a following of mostly 18 to 50 year olds with more concentrated demographic under 45. The second assumption is that their website is more likely to have a broader audience in relation to age, including all adults of working age. However, it is important to note that the audience of the website is going to be more concerned with the purchase or hire of a machine in the near future.

With these two factors in mind, it would be recommended that broader, more engaging content is shared across social media channels, while more informative information on the sale and hire of machines is accessible through the website.

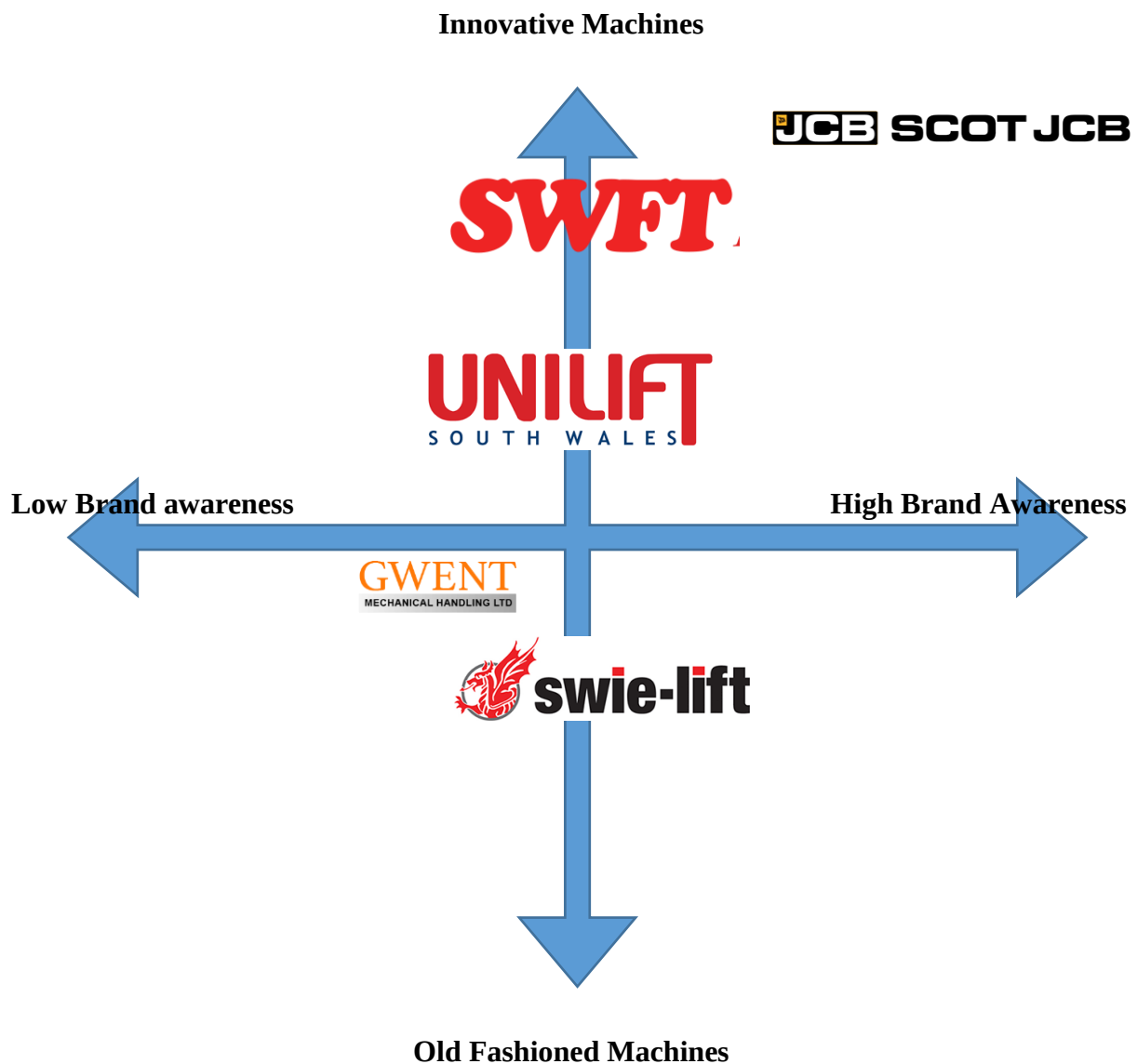
4.2 TARGETING

Chaffey (2019 a) highlights that an organisations size should be taken into consideration when marketing plans are being produced, as to whether it is necessary or cost effective to create entirely different plans for different channels. In the case of SWFT it has been deemed unnecessary and too costly to develop a separate marketing strategy for each platform. However, it should be taken into consideration that content should be tailored slightly between platforms before posting to target the correct audience. Other points to note are the lack of significant difference between market segments for SWFT, as well as the similarity in benefits the organisation seeks from each segment.

4.3 POSITIONING

Fill (2013) and Chaffey (2019) agree that positioning is the attempt to locate an organisation within a market. While there are various ways for the position of an organisation against its competitors to be identified, this report will use a positioning map. The Factors used to Create the positioning map for SWFT and their competitors will be Innovative machines, and brand awareness.

Figure 1.2



4.3.1 Positioning Statement

It is evident from the above positioning map that SWFT and their competitors all lie within very close proximity, with Scot JCB being the market leader. Chaffey (2019 a) states that this type of positioning map can be used to identify opportunities for an organisation. An opportunity identified for SWFT is that of increasing their brand awareness, striving away from the 'middle of the road' position they currently hold.

5. IMPLEMENTATION

5.1 THE IMPLEMENTATION OF OBJECTIVE ONE

Objective: Improve brand awareness digitally by at least 300% before June 2020.

Hemann and Burbary (2013) Highlight the importance of brand awareness, how it ties in to the concept of brand reputation, and brand association. Meaning that awareness needs to be controlled, with the image of the brand that the awareness is raised for being positive, and an accurate representation of what said brand stands for. It would be damaging to a brand like SWFT if when their name was mentioned their potential customers associated them with a terrible online response rate for example.

In order to raise brand awareness by 300% SWFT need to gain 195 Facebook likes taking them to a total of 260 Facebook likes by June 2020, this is a very achievable minimum raise, with a more pleasing goal to be that of 500 Facebook likes. For this to happen SWFT need to focus on their content with Chaffey (2012) highlighting the importance of constant, regular, and engaging content, SWFT are going to have to become imaginative with their digital marketing. Suggested posts include: information on upcoming event, open days, JCB merchandise, the gas they have for sale and shared JCB content.

Ryan (2014) talks about the concept of influencing the influencers, this involves engaging with the big players within the industry, players such as south wales fire and rescue, and DIY SOS who have previously worked with SWFT(SWFT, 2019 b) (SWFT, 2019 c); SWFT should take advantage of these elevated platforms.

5.2 THE IMPLEMENTATION OF OBJECTIVE TWO

Objective: Improve user experience by 50% before June 2020.

For this objective to be achieved, 50% of SWFT's online content will need to be overhauled, this process includes the review, and updating of necessary content. SWFT (2019 a) have seven pages of content on their website, other pages will not be taken into consideration, see appendix A for further information; It would be advised to overhaul at least three of these pages. The CIM (2006) and Chaffey (2012) agree that although website content should be informative and up to date, it would still be advised to only include an 'Absorbable amount of information' allowing room for the website to appear uncluttered, complimentary, and 'fresh faced'.

It would also be essential for SWFT to immediately re evaluate the content they post to their social media platforms, this content does not need to be as informative as the content previously discussed for the website, this content has room for some fun. This can be in the form of online competitions that encourage customer engagement, it would also be recommended that SWFT increase the speed and volume of their responses to online complaints as well as positive feedback.

[illegible]

6. EVALUATION AND CONTROL

Fill (2013) states that the regular evaluation and control of the progress made towards meeting these objectives, is detrimental to an organisation's success. Chaffey (2019 b) highlights the importance of SMART objectives, this is the process of ensuring all objectives set by an organisation are: Specific, Measurable, Achievable, relevant, and time-bound. It is important to note that the previously stated objectives meet the SMART criteria.

A report should be produced monthly by the marketing team stating their progress, as well as obstacles during the process of achieving the digital marketing objectives.

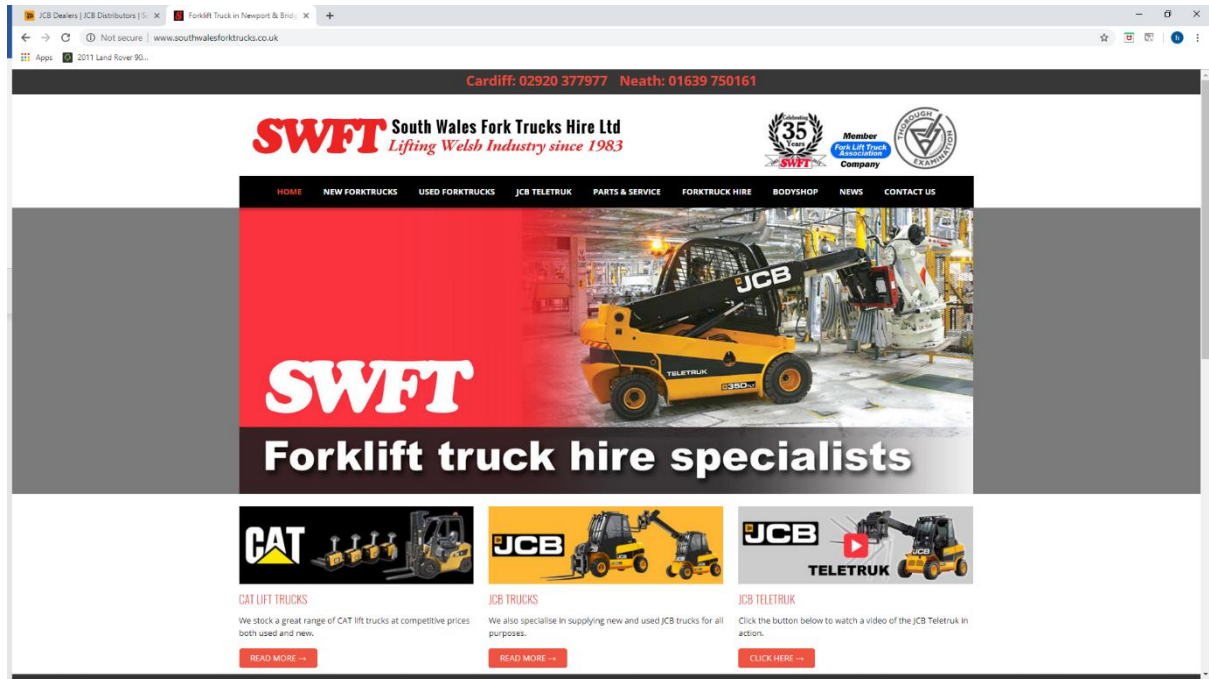
On the first Friday of every month a short meeting between a business owner/ representative, and the head of marketing for SWFT should be held, the content, and findings of the previously mentioned report should be discussed.

7. CONCLUSION

To conclude, due to SWFT currently almost non-existent digital marketing it has been proved that to drastically revamp their digital presence would be reasonably strait forward. Although multiple market segments can be identified in relation to SWFT's digital marketing it became evident that the lack of differences between segments left it unnecessary to target those segments with separate strategies. The evaluation of SWFT current market position revealed room for improvement of their brand awareness. The process of achieving each objective differs slightly during the implementation process with objective one focussing on social media platforms, and objective two gravitating more towards the website. Due to the SMART nature of the digital marketing objectives it has become evident that it will be a strait forward process in monitoring the progress towards achieving them. Due to the limitations of this report not all social media campaigns could be looked at, this would be a recommended route for further investigations in the future.

8. APPENDICIES

Appendix A



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