

Individual commentary- Marketing Plan

During our first meeting, our Live Management group (Callum Watts, Catarina Pereira, and Steffi Stroker) divided this assignment into several tasks, which were shared between each member.

One of my tasks was being in charge of Lakewave festival's marketing plan. The first step to make it successful was to research examples of good marketing plan templates. Even though this plan was focused on the entertainment industry, the majority of my research came from a corporate point of view. I saw it as a challenge to incorporate it into my work and go beyond what was asked for this assignment. A marketing plan done properly serves as a roadmap to improve the success of a business (Lavinsky, D. 2013).

Due to current marketing trends being more online focused, I wanted to incorporate a smart but efficient way to get traffic into Lakewave's website and social media. I decided to create a simple but effective social media timeline, which will not only increase promotion and online traffic, but will also make sure that media platforms remain consistent and keep momentum. Search engines and key word strategy were also a very important point for our social media campaign. This was brought up during one of our New Technology lectures. It is important to be aware of how to optimize your online content as well as activities that drive awareness and referral traffic to your online presence (Mustafa, Z. 2019). In regards to the financial projections, even though our budget was complicated and had to come up with accurate figures, I still wanted to show my work and financial calculations and go beyond what it was expected. It was important to show a graph on the plan as visual representation of revenues and costs that Lakewave provided.

References

Lavinsky, D (2013) Marketing Plan Template: Exactly What To Include. Available at: <https://www.forbes.com/sites/davelavinsky/2013/09/30/marketing-plan-template-exactly-what-to-include/#139bc0763503> [Accessed 11th March 2019]

Mustafa, Z. (2019) Growth Hacking and Marketing Part A (Lecture). London: Tileyard Education