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MARKETING IN PRACTICE

ASSIGNMENT 2:

CAMPAIGN PROPOSAL

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Executive Summary

This paper describes a thorough advertising strategy to promote the debut of our new vegan cooking box, which aims to attract 50,000 new customers over six months. With a £500,000 budget, our plan maximises reach and engagement using a variety of communication channels such as social media, influencer collaborations, email marketing, and digital advertising. We will use engaging messaging to highlight the health advantages, convenience, and premium quality of our vegan cooking kits. Special offers and exclusive reductions will be used to increase initial sign-ups.

The cash will be divided across important areas, including digital advertising, influencer collaborations, content development, and video production. Performance will be evaluated using important measures such as register rates, cost per acquisition (CPA), levels of engagement, and customer feedback. Regular analysis and optimisation will keep the campaign successful and on pace to meet our targets.

Introduction

As part of our continued commitment to providing our clients with varied and health-conscious alternatives, we are happy to add a vegan cooking box to our monthly service portfolio. With the growing popularity of diets composed of plants and an increasing number of individuals looking for vegan dinner alternatives, this new product is well-positioned to fulfil increased demand. According to industry research, the vegan food market will increase dramatically in the future years, owing to health trends and concerns over the environment.

Our campaign's major goal is to acquire 50,000 new customers within six months, with a budget of £500,000. The plan takes an integrated strategy to achieve broad exposure and participation. Key channels include networking platforms for their widespread reach, influencer collaborations for genuine endorsements, and specific email campaigns to capitalise on our current client base. Digital advertising will be critical to raising awareness and conversions. Critical success variables include the efficacy of our messaging, the appeal of our offerings, and our capacity to monitor and adjust our methods in response to

performance data. This campaign is a crucial step towards increasing our service options and capitalising on the burgeoning vegan movement.

Communication Channels

Our communications approach for promoting the new vegan cooking box relies on a combination of digital and traditional advertising channels, supplemented by advertising and influencer collaborations, to optimise cost-effectiveness and reach within our £500,000 budget. A major chunk of the expenditure will be committed to digital advertising, with social media advertisements and Google advertisements accounting for 40%. According to research, social media platforms, particularly Instagram and Facebook, are extremely effective in reaching our intended audience of wellness-conscious customers aged 18-35, with Facebook's advertising ROI reported to be 152% and Instagram's consumption rate significantly higher than other platforms. Google Ads will increase exposure through targeted marketing on search engines, directing users to our membership page.

We will also allocate 30% of the funding to influencer relationships, utilising the reputation and reach of vegan-related influencers. According to studies, 49% of consumers depend on influencer referrals, making this a valuable avenue for increasing trust and boosting subscriptions. Influencers will generate engaging content, such as unboxing videos and recipe demos, to highlight the ease and quality of our vegan cooking kits. The use of email will account for 15% of the expenditure, with personalised offers and newsletters aimed at both existing customers and prospective new subscribers. Email remains a cost-effective medium, with an average ROI of £38 every £1 spent, assuring efficient subscriber recruitment and retention. The budget will also include 15% for content production, such as high-quality films and social media postings, in order to maintain an ongoing and appealing company image across all platforms.

Sales promos, such as special offers and incentives for referrals, will be used throughout the campaign to stimulate sign-ups and word-of-mouth marketing. Traditional media such as TV, radio, and print are not chosen because of their greater prices and lesser targeting accuracy, but digital media enables more exact targeting of viewers and performance monitoring. This strategy is underpinned by data that shows that digital and influencer marketing dramatically increase customer participation and conversion rates,

making them suitable for meeting our aggressive subscription targets within the budget. Using these carefully selected platforms and techniques, we hope to develop a unified and compelling campaign that connects with our target demographic, promotes interaction, and eventually gets 50,000 new members for our vegan food box service.

Campaign Ideas — Messages & Offers

Our advertising message emphasises health, convenience, and ethical living, which aligns with the ideals of our target demographic. The centre strapline, "Healthy. Delicious. Vegan," highlights the main advantages of our vegan cooking kit. This message is supported by studies demonstrating that customers are increasingly motivated by health and ethical issues; a 2023 survey by The Vegan Society discovered that 42% of respondents choose vegan goods for health reasons and 38% for moral ones. Our messaging will focus on the high quality and diversity of our selected snacks, which are obtained from reputable local and worldwide manufacturers, appealing to customers' need for both health advantages and different culinary experiences.

Academic message design theory, such as the Elaboration Likelihood Model (ELM), provides support for our approach. According to the ELM, communications are more compelling when they are consistent with the audience's beliefs and delivered by reliable sources. As a result, our campaign will showcase recommendations from much-known vegan influencers as well as client testimonials, therefore increasing credibility and trust.

Promotional incentives will include a "First Box Free" incentive and a referral programme that rewards both the referrer and the referee with a discount on their next box. Nielsen research reveals that 92% of customers trust referrals from friends and family, indicating that referral programmes are very effective. Furthermore, limited-time discounts during the initial phase period will instill urgency and encourage rapid sign-ups. These deals are intended to decrease the barrier to entry, allowing new subscribers to experience our service without making a major initial expenditure. By combining these powerful messaging with appealing promotional offers, we want to effectively convey the value of our vegan meal box, drive new subscriptions, and cultivate a community of devoted, health-conscious clients.

Media Scheduling & Budget Split

Our media scheduling plan for the vegan cooking box campaign is intended to maximise effect throughout the six-month period preceding the launch. A GANTT chart will be used to plan the duration and time frame of each activity, guaranteeing a consistent and ongoing promotional effort. The money is split as follows: 40% (£200,000) for digital advertising, 30% (£150,000) for ambassador relationships, 15% (£75,000) for content development and video production, and 15% (£75,000) for email marketing and CRM solutions.

The digital advertising expenditure will be distributed evenly over six months, with a little bump in the first and final months to generate initial awareness and last-minute sign-ups. This technique is supported by research, which shows that constant exposure increases brand memory and engagement. Ads will run on Facebook, Instagram, and Google, targeting demographics determined by our market research.

Influencer collaborations will be focused on the initial three months, with influencers contributing unboxing videos, cooking guides, and reviews. This early focus capitalises on the high popularity of influencer material, increasing anticipation and trust for the product. According to a Mediakix analysis, influencer marketing programmes provide an average ROI of 6.5:1, supporting the significant expenditure outlay. Content development, including high-quality films and social media postings, will accelerate in the first month and continue at a consistent pace through the campaign. These assets will be utilised in all digital platforms to maintain a consistent pleasant brand presence.

Email marketing efforts will continue, with weekly mailings offering special offers, vegan methods, and subscriber testimonials to keep prospective and existing consumers interested. According to Campaign Monitor, segmented email campaigns may improve revenue by 760%, demonstrating the efficiency of focused email marketing. We want to sustain momentum, maximise reach, and meet our objective of 50,000 new members by methodically planning these activities and properly allocating the funds.

Metrics on Performance

To assess the efficacy of our vegan cooking box campaign, we will establish specific KPIs for each media channel and use thorough internet analytics. Our major KPIs are the amount of new customers, cost per acquisition (CPA), and return on investment (ROI). We will use platform-specific analytics tools to measure impressions, rates of click-through (CTR), and conversion rates for Facebook, Instagram, and Google digital ads. High CTRs and rates of conversion imply good targeting and engaging ad content. Influencer relationships will be assessed based on indicators of engagement such as likes, comments, shares, and website traffic, with tools such as Google Analytics and influencer-specific monitoring links. High engagement rates indicate successful influencer impact and market connection.

Email marketing performance will once again be assessed by open rates, rates of click-through, and rates of conversion. According to CampaignTrack, segmented email marketing dramatically improves these KPIs, demonstrating excellent message personalisation and relevance. Content development will be evaluated using social media engagement metrics such as video views, shares, and comments, which are essential for maintaining an authoritative online presence and encouraging community participation.

We will also monitor the consumption of promotional commercials to determine their efficacy in promoting subscriptions. The entire ROI will be evaluated by comparing the whole cost of the campaign to the income earned by new subscribers. By establishing these particular KPIs and utilising comprehensive web analytics, we will guarantee that every component of the campaign is efficiently contributing to our goal of gaining 50,000 new subscribers and generating a solid ROI.

Conclusion

In conclusion, our promotional strategy for the vegan cooking box subscription will be successful since it is thorough and well designed. With a £500,000 budget, we deliberately deployed resources across many communication channels to enhance reach, engagement, and, ultimately, subscription acquisition. Our multichannel strategy includes digital advertising, influencer collaborations, content production, and email marketing, resulting in a comprehensive and powerful campaign.

At the heart of our campaign is a captivating tagline that speaks to our target audience: "Healthy. Delicious. Vegan." This clearly conveys our product's key features, making it appealing to those who are health-conscious looking for easy and ethical eating solutions. Our messaging, along with enticing promotional offers as mentioned above like "First Box Free" and a referral programme, is intended to generate rapid sign-ups and foster brand loyalty.

Media scheduling is essential for having a constant and compelling representation throughout the six-month programme. We meticulously planned the time and duration of each action to guarantee consistent pace and the greatest effect. The budget distribution mirrors our strategic goals, with 40% allocated to online marketing, 30% to influencer relationships, and 15% each to content production and email marketing. Key performance measures will include new subscriber acquisition, cost per acquisition (CPA), return on investment (ROI), and engagement rates. We will use powerful internet analytics tools to closely monitor the impact of each channel and technique, allowing us to make data-driven choices and improve performance in real time.

This comprehensive, research-based plan sets our advertising effort for success. By delivering captivating messages, utilising a wide media mix, and rigorously monitoring efficiency, we are confident in our potential to acquire 50,000 new members and establish our vegan meal box as a top choice for health-conscious customers.

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