



MARKETING IN PRACTICE (BMBM5013)

MS. GWYNETH JONES

ASSESSMENT 2

‘ALIA QISTINA BINTI ‘AMMAR

2132024

Table of Content

No.		Page
1.	Executive Summary	3
2.	Introduction	3-4
3.	Communication Channels & Campaign Ideas	4-8
4.	Recommendation	9
5.	Conclusion	9-10
6.	Budget split	11
7.	References	12-13

Executive summary

This campaign proposal was created for Alis Kitchen's CareShare, which will launch its new vegan cooking box subscription in six months with a £500,000 budget and the goal of enrolling 5,000 new members. The proposal also emphasises the use of a wide range of communication channels and campaign ideas to raise awareness and encourage customers to subscribe. Furthermore, the funding will be strategically allocated among various communication platforms, such as digital marketing, social media, and so on, taking into account cost-effectiveness along with potential impact. Regular monitoring and performance analysis will also be done in order to maintain a high level of performance. As a result, the campaign aims to spread awareness about the vegan cooking box subscription and sign up 5,000 new members.

Introduction

Alis Kitchen's CareShare has decided to expand its product line, focusing on vegan subscription cooking boxes, in response to an increase in the number of vegan subscription cooking boxes. There are several reasons for the increase, including convenience and time savings. Cooking boxes are easy for subscribers because they include step-by-step instructions and pre-portioned ingredients, saving time all at once (Thapa & Lyngdoh, 2018). Having said that, it makes vegan cooking more accessible and manageable in a hectic lifestyle. Aside from that, there may be an increase in awareness of the health benefits associated with plant-based diets as a result of research indicating that adopting a vegan diet can lead to various health improvements, such as lowering the risk of chronic diseases such as obesity, stroke, heart disease, and so on (Craig, 2009). There are several approaches that the company might take to raise awareness about the vegan cooking box subscription that will be available in six months.

The £500,000 budget set aside for the company to advertise the product is indeed a large sum that could be used to sign up 5,000 people for Alis Kitchen's CareShare. For example, the company might consider digital advertising, influencer marketing, social media, public relations, and other strategies.

Communication Channels and Campaign Ideas

Digital advertising - To begin, this channel will receive 70% of the budget, which will be divided between social media advertising, influencer collaborations, and content marketing, all of which fall under digital advertising. To acquire a target audience interested in healthy lifestyles, cookery, and veganism, the company can use targeted digital advertising across platforms like as Instagram, Google, Twitter, and Facebook (Chaffey & Smith, 2020). According to Cao et al. (2020), digital advertising has been shown to effectively improve brand awareness and promote customer acquisition, particularly in today's advanced modern era where everyone is heavily reliant on the internet. Digital advertising is also important in promoting the cooking box subscription because it reaches a larger audience and raises brand visibility by utilising various online platforms such as mobile apps, websites, search engines, and social media, as well as allowing advertisers to reach specific interests and behaviours relevant to target audiences.

Moving on, social media engagement has a significant impact on customer behaviour and brand equity since it allows companies to develop meaningful connections with their target audience (Chu & Kim, 2020). As a result, customer engagement and loyalty are increased. Social media participation could aid in brand awareness by allowing the company to highlight the cooking box subscription, the benefits of adopting a vegan diet, and its unique features. By connecting directly with the audience, it could also assist the company develop customer

interest with the new product. The company might quickly obtain new members by simply reacting to comments, starting conversations, and answering enquiries, which will establish trust and build a connection with the target audience. Another strategy to boost social media engagement is to encourage user-generated content, which allows members to produce and post their own content related to the cooking box subscription, such as unpacking videos, recipe ideas, and culinary advice, in order to persuade others to join the community as well. Aside from that, encouraging word-of-mouth marketing through social media involvement could be beneficial to the company, since positive evaluations from existing subscribers can have a significant impact on acquiring new ones.

According to a study conducted by Hsu, Lu, and Hsu (2019), influencer marketing on social media platforms also emphasises the importance of social media participation in generating customer interaction and developing brand loyalty. It makes it simple to communicate with other social media users, brands, and influencers. Nonetheless, influencer marketing and content marketing are the two key elements of our campaign idea to promote the cooking box subscription. Influencer marketing may be expensive to obtain an influencer with a large number of followers, but their impact will undoubtedly capture the attention of a large number of target consumers. In this example, the company could work with influential people who have a large following and impact in a specific area, such as healthy eating, vegan living, or cooking. The budget might be used to compensate these influencers for advertising the cooking box subscription, which is a successful method for building good brand perceptions and purchasing intentions among customers, according to Brink, Oregon, and Boucher (2019). According to Ahn et al. (2018), influencers favourably influence consumers' perceptions towards marketed products.

In contrast, content marketing is developing and sharing valuable, informative, and relevant information in order to attract and engage the target audience. It is also an effective

method for educating the audience, developing thought leadership, and fostering trust. Content marketing provides a better possibility of establishing long-term customer relationships, increasing consumer engagement, and enhancing brand reputation (Pulizzi & Barrett, 2018). According to one study, the quality, relevance, and interactivity of the content are the most important aspects in increasing engagement and purchase intention (Wu, Chen, & Yen., 2020). In addition, content relevance, interactivity, and quality are key factors in driving engagement and purchase intention. Content marketing could also help in establishing the brand as a trusted resource and positions it as an authority in the vegan cooking niche. Aside from that, content marketing plays a crucial role in educating, engaging potential customers, inspiring, and ultimately driving conversions. It also highlights the importance of emotional engagement, and by stating the emotionally appealing content can enhance brand loyalty and encouraging customer advocacy (Habibi et al., 2015).

Email – Email marketing can be considered as another communication channel that might be explored in this campaign plan. Email is a powerful tool for managing customer relationships, and promoting customer engagement entails delivering targeted and personalised emails to potential consumers who have expressed interest in the cooking box subscription (Li & Karakaya, 2019). Email marketing has been shown to enhance purchase intent, which is driven by how it positively affects customer satisfaction (Wamba et al., 2020). Furthermore, email marketing can increase sign-ups and conversions. Emails may typically include exclusive offers, time-limited promotions, or even discounts in order to entice potential customers by generating a sense of exclusivity and urgency. The company might additionally nurture leads by offering more information about the vegan meal box subscription, resolving any confusion or inquiries, and emphasising the product's benefits. Aside from focusing primarily on acquiring new subscribers, the company might also focus on communicating with existing members via email, rewarding loyalty, and offering continuing assistance to ensure that they

remain loyal and feel appreciated. Sending them exclusive content, customised recommendations, and exceptional rewards, for example. To preserve trust and protect subscribers' privacy, the organisation must also guarantee that all emails comply with appropriate data protection and privacy requirements, such as the General Data Protection Regulation (GDPR).

Website optimization and Search engine optimization (SEO) – Some of the funding might also be used to optimise the company's website, which focuses on enhancing visibility and user experience. The focus of website optimisation should be on establishing a seamless and engaging user experience, which includes quick page load times, straightforward navigation, responsive design for mobile devices, compelling call-to-actions, and clear subscription information. According to one study, the importance of a user-friendly and well-optimized website in generating consumer engagement and conversions is emphasised by website optimisation (Ding et al., 2019). On the other hand, SEO should concentrate on selecting relevant keywords connected to vegan cooking, healthy eating, and subscription services. By optimising website content, URLs, and headings, the company will be able to boost the product's visibility, increasing the possibilities of converting visitors into subscribers (Choudhury & Harrigan, 2018). One of the reasons of how SEO could be helpful is that, it enhances user experience by improving overall user experience, longer time spent on the website, leading to higher engagement, and increases the chances of conversion.

Finally, at least 10% of the budget, or £50,000, should be set aside for evaluation of performance and optimization. It is necessary for assessing the campaign's marketing effectiveness and making educated judgements. Businesses can also discover areas for improvement, more effectively allocate resources, and optimise campaign strategies (Kumar & Reinartz, 2016). Key performance indicators (KPIs) such as customer acquisition cost, conversion rate, and engagement metrics (e.g., click-through rates) could be used by the

company to provide insights into the campaign's performance. In contrast, the company could improve performance optimisation by using landing pages, promotional offers, and A/B testing of marketing messages. Optimisation is also vital in the management of client relationships (CRM) and database marketing. Furthermore, it allows businesses to fine-tune their plans, efficiently manage resources, and discover the most effective channels and messaging (Rishika et al., 2013). According to Lehmann and Winer (2018), the importance of constant optimisation and adaptation in marketing is highlighted by the fact that organisations must learn from data and alter their plans to get better results. By integrating performance measurement and optimisation, the company can continuously improve the efficacy and efficiency of the campaign, achieve targets, and produce greater results.

Recommendation

As a result, it is recommended that the company proceed with the implementation of the campaign to promote the launch of the vegan cooking box subscription based on the thorough campaign proposal provided above. The offered tactics and channels can efficiently achieve the goal of acquiring 5,000 new members within six months, with a budget of £500,000. Digital advertising, social media, influencer marketing, email marketing, and website optimisation and SEO are the communication channels that could be implemented by the company to help in reaching and engaging the target audience. Each of the channels provides different advantages and benefits in terms of audience reach, targeting options, and customer involvement. The proposal's emphasis on performance measurement and optimisation ensures that the campaign's progress and efficacy are evaluated on a regular basis. This enables data-driven decision-making, strategy optimisation, and resource allocation to meet the goal of acquiring 5,000 new members.

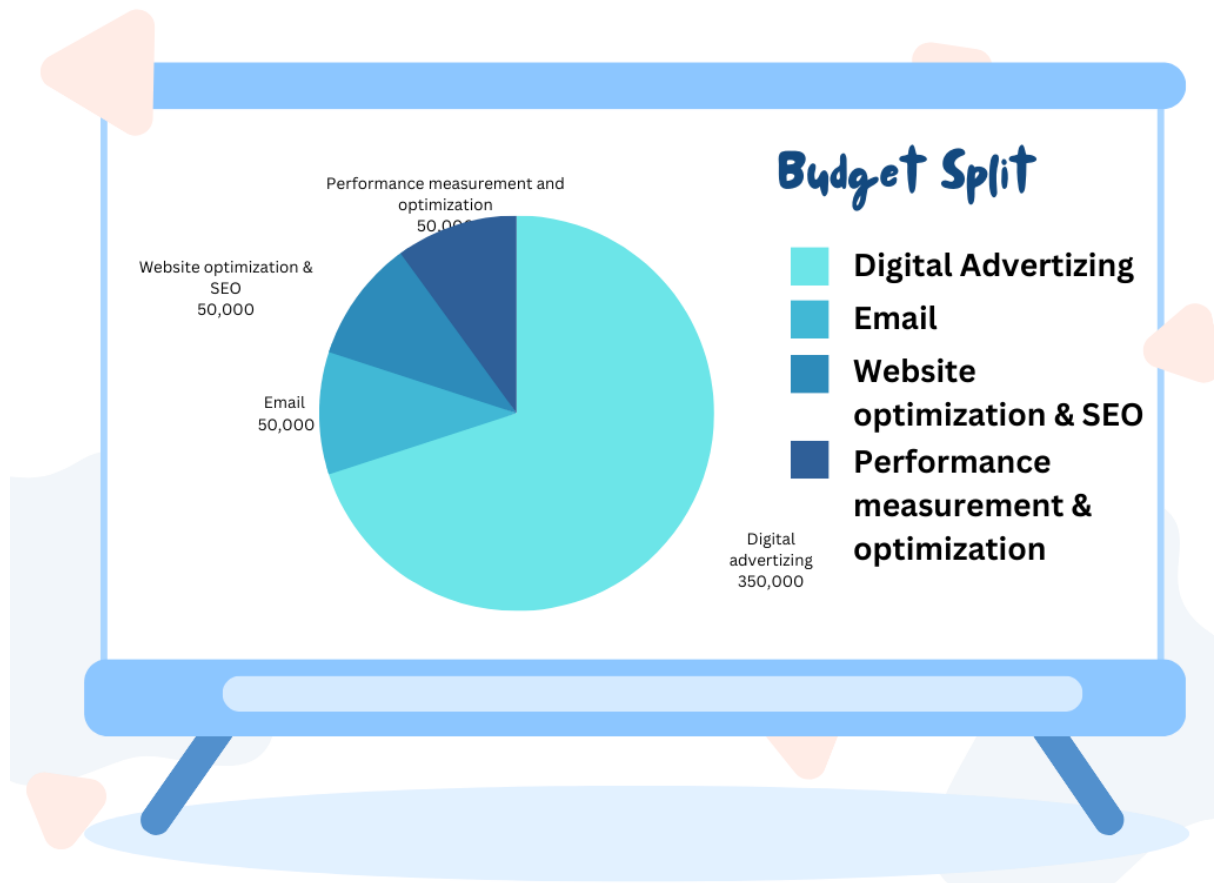
Conclusion

In conclusion, the campaign proposal offers a complete and strategic method to publicising the launch of Alis Kitchen's CareShare vegan cooking box subscription. The company has the opportunity to develop major exposure, attract a substantial customer base, and drive revenue growth with the goal of recruiting 5,000 new members and a budget of £500,000. Alis Kitchen can also efficiently reach and engage the target audience by leveraging numerous communication channels such as digital advertising, social media, influencer marketing, content marketing, email marketing, and website optimisation. The recommended budget allocation ensures that resources are distributed appropriately to maximise the effectiveness of the campaign. By implementing the recommended campaign, Alis Kitchen will

be able to meet its target of acquiring 5,000 new members within the timeframe specified. Apart from that, key performance indicators (KPIs) such as website traffic, click-through rates, conversion rates, email open rates, and subscriber growth will be tracked to assess campaign performance. Regular analytics and reporting will provide insights into each channel's efficacy and aid in the optimisation of future marketing efforts. This will help the vegan cooking box subscription develop and succeed, establishing the company as a market leader and driving long-term consumer loyalty and income generation.

Budget Split

As shown in the diagram below, the budget will be split fairly among the communication channels; digital advertising, email marketing, website optimization and SEO, as well as performance measurement and optimization. 70% or £350,000, will be allocated to the digital marketing because it is the most influential and has the higher chance of getting new subscribers to sign up with Alis Kitchen. The rest of the budget will be divided equally.



(2040 words)

References

1. Ahn, H., Ryu, S., & Han, I. (2018). "The effect of celebrity endorsement in advertising: A trustworthiness-based model." *Journal of Advertising*, 47(4), 351-364.
2. Cao, Z., Li, Y., & Wang, D. (2020). "Research on the influence of digital marketing on brand performance under the background of new retail." *IEEE Access*, 8, 96104-96114.
3. Chaffey, D., & Smith, P. R. (2020). "Digital marketing excellence: Planning, optimizing, and integrating online marketing." Routledge.
4. Chu, S. C., & Kim, Y. (2020). Consumer engagement in social media: Exploratory and vitalization factors. *Journal of Interactive Advertising*. 20(1), 41-56.
5. Craig, W. J. (2009). "Health effects of vegan diets." *American Journal of Clinical Nutrition*, 89(5), 1627S-1633S.
6. Habibi, M. R., Laroche, M., & Richard, M. O. (2015). The roles of brand community and community engagement in building brand trust on social media. *Computers in Human Behaviour*, 48, 635-645.
7. Hsu, C. L., Lu, H. P., & Hsu, H. Y. (2019). Influencer marketing on Instagram: Persuasion in para-social interactions. *Computers in Human Behaviour*, 101, 70-82.
8. Lehmann, D. R., & Winer, R. S. (2018). *Analysis for marketing planning* (8th ed.). McGraw-Hill Education.
9. Li, X., & Karakaya, F. (2019). An integrative model of consumer–brand engagement: The mediating role of perceived value and satisfaction. *Journal of Business Research*, 97, 252-261.
10. Pulizzi J., & Barrett, N. (2016). *Content Inc.: How entrepreneurs use content to build massive audiences and create radically successful business*. McGraw Hill Professional.
11. Thapa, B., & Lyngdoh, T. (2018). "The rise of food subscription services: A systematic literature review." *Journal of Retailing and Consumer Services*, 43, 245-257.

12. Wamba, S. F., Gunasekaran, A., Akter, S., Ren, S. J. F., Dubey, R., & Childe, S. J. (2020). Big data analytics and firm performance: Effects of dynamic capabilities. *Journal of Business Research*, 116, 282-292.