Rosa’s Marketing Campaign

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**Prepare an integrated promotional plan that includes Rosa’s traditional media and new media as well as social media Web sites and a mobility app.**

**Introduction**

Rosa uses traditional media to promote her pastry business. However, the current trends in technology reveal that she can expand her clientele base by adopting new market strategies and integrating them with the traditional advertising. A targeted mixed method marketing technique would help Rosa spread her brand awareness and garner new customers. Not only that but it would also drive repeat business with the proper promotions both online and offline.

**Promotional Objectives (3)**

Rosa’s pastry business will reach more potential customers and increase business if she adopts key promotional objectives. These objectives include:

* Creating and maintaining her own website; the reason for this is so that she may cut down on the costs of paying for a web designer. Most web designers use custom codes to ensure that the client keeps hiring them for every web update. This will make the cost of maintaining a website unfeasible for the business despite the wide range of benefits that come with web advertising. She can opt to use some free website templates that are preformatted for her type of content to avoid the cost and time wasted on designing a website from ground zero. One site that she might consider using is Wix or another web-based, self-service web domain builder. Using one of these self-service domain builders will allow Rosa to maintain a website with the features she wants at a more affordable rate since most of them allow you to only pay for the features you want on your site. This will also allow Rosa to expand her site as she gets more comfortable with running it.
* Once the website is ready and running, the second promotional objective for Rosa should be to develop a portfolio showing her beautiful cake designs and delicious recipes. This can be done by taking pictures and videos of her excellent pastry products and uploading them online. This portfolio will be a method of showcasing her skills and attract potential customers. However, she also needs to be quite careful with this process. She might get defrauded by people who will steal her work and pose it as their own which happens often online if you are not aware of the danger. To safeguard against this, she will need to watermark her portfolio pictures so that they can always be traced back to the owner. She can use another web-based app to create her watermark and then even upload the images to her own business Instagram page. Instagram has become the go-to social media platform for visually appealing product placement and pastries are very visually appealing.
* To support her web marketing process, Rosa will need to become very active on social media. She will have to utilize social platforms such as Instagram, Pinterest and Facebook. These sites are mainly visual-based, and they will be very essential for showcasing her work to customers. She can also use these sites to create web traffic for her website by sharing the link to her site. Rosa can also build a widget into her site that allows a visual feed from her social media platforms which will tie them all together in one convenient place. This will further solidify her brand image in her consumer’s minds since everything will link together.

**1 Interactive advert that Rosa can run on a social media Website (Pic, Image, Slogan, or other Graphics with promotional text)**

**Rosa’s Pastries**

**A description of at least one mobility app for Rosa**

Rosa needs to use Facebook more. The app has many advantages especially it’s reach. Virtually everyone is on Facebook and it provides a wide range of functionality regarding advertising and product promotion. The cost of advertising on Facebook is also very cheap so Rosa may be able to run a couple of visual ads concurrently to saturate the market with her branding.

There also local buy and sell groups on Facebook. This will make it promote sales among close friends and neighbors then the circle can grow to include customers from other states and even abroad. Providing these groups with special coupon codes for a discount with purchase will drive customers to Rosa’s Pastries.

The application also offers Facebook Analytics which has features such as centralized analytics that combines over 250 different types of inbuilt metrics. These integrated metrics provide a summary of all aspects of the product’s social media performance on platforms such as Twitter, Instagram, LinkedIn, YouTube, Google+ as well as Facebook itself. The data analytics available from a Facebook ad campaign would help Rosa to better understand her target consumer as she grows her business and increase her ability to market effectively to her target consumers for the future of her business.

**Summary of at least 3 topics if Rosa chooses to use a blog on her site**

A blog, short for web log, is an often-updated website that is usually run by an individual or small business that features certain topics. Blogs are often used by individuals and small businesses to increase interest for topics related to the product or service they offer. If Rosa chooses to use a blog on her site she may consider writing about:

* Cake designs- This section will be dedicated to information about new cake designs that Rosa has come up with for example on a weekly basis or monthly basis. The idea behind showcasing this information is to let customers know her prowess with baking and designing cakes. Such insights will also build the level of good will and trust between her and the customers. There are many YouTube creators now that started their decorating business in this way and Rosa may turn her decorating tips into a channel/brand like How To Cake It one day.
* Recipes- This section can be used to showcase uncommon recipes that upcoming cake designers can acquire insights about baking. To create some customer interaction Rosa may even consider having a recipe contest on her blog, making the winning recipe all month in her shop to encourage online users into the physical store.
* Success stories- This section can be used to share feedback from happy customers. The stories will inspire potential customers to believe that the quality of Rosa’s baking is as glamorous as the pictures on the website. This is also a good place to post photos of the loyal customers that Rosa has built up over the years with a link back to the Instagram account.

This mixed approach of using her website to push her social media growth and vice versa should help Rosa grow her business, brand recognition, and increase her customer base by a great deal in one year if she follows the plan, posts often, and spreads her marketing message over the web and to customers in real life. There are plenty of online resources to help Rosa along the way on her marketing journey and many different platforms she can choose to use to reach her target customers.

**A promotional calendar by month for one year that includes traditional and new media**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Q1 | | | Q2 | | | Q3 | | | Q4 | | |
| Category | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** | **Aug** | **Sep** | **Oct** | **Nov** | **Dec** |
| Promos | Create website | | | Launch landing page | | | Launch free home  Deliveries | | | Partner with food brands | | |
| Banner  Ads | Print and issue fliers | | | Give out brochures at shopping outlets | | | Monthly state newspaper ads | | | | | |
| Mail  list | Sent Promotional emails | | | Congratulate new  Subscribers | | | Invite enthusiasts for  A cooking class | | | Send baking tips  To subscribers | | |
| Social media | Consistent posting of ads on all social media platforms | | | | | | | | | | | |
| Blog | Introduce myself  And business | | | Share new cake designs | | | Share recipes | | | Guest blog | | |
| Events | Launch Cakes  Ordering portal | | | Participate in a  Podcast | | | Sponsor a food festival | | | End year promotions  And giveaways | | |

**Formulate a projected budget by month for a year**

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**Work cited**

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