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*Graded by*  
Leslo Wonders

# Marketing Communication Plan

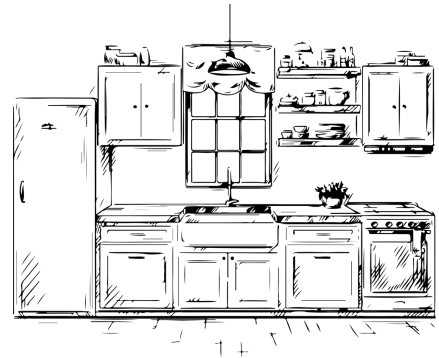
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*For*

NEW  
L.OAK  
KEUKENFRONTEN



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# INTRODUCTION

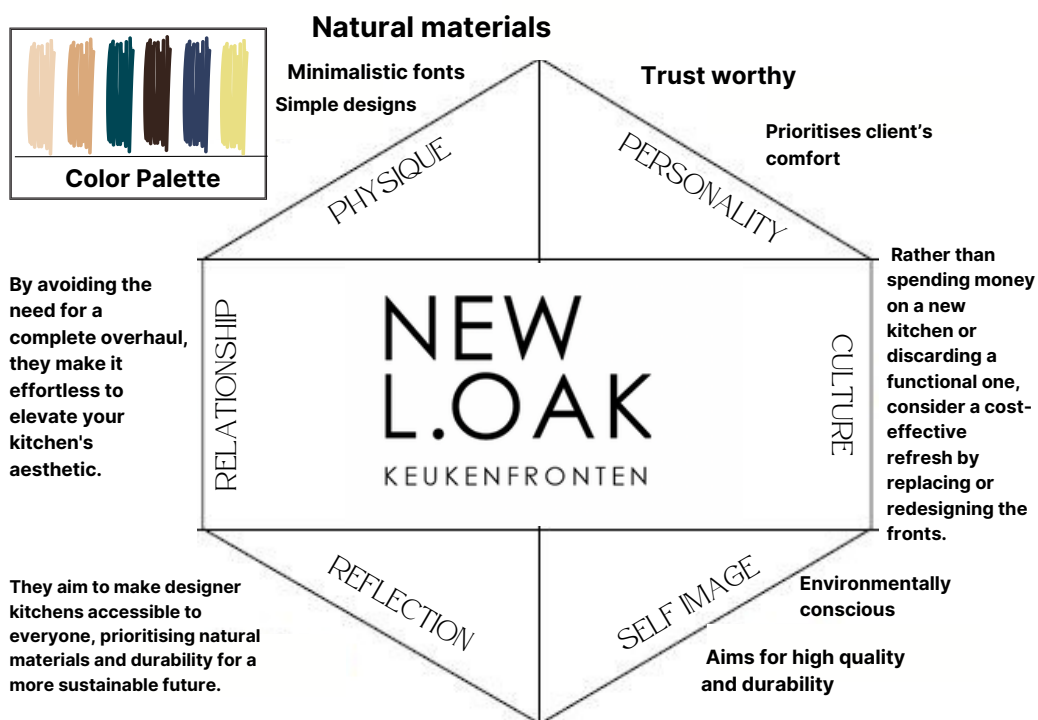
The purpose of this assignment is to improve New L.oak's customer acquisition marketing strategy. They struggle to build brand awareness and mainly rely on word-of-mouth advertising. Furthermore, they don't have many repeat customers because of their product and business strategy. Therefore, a unified brand identity is required on all social media channels. Our job is to come up with a plan that will effectively engage potential customers, set New Loak apart from competitors, improve brand reputation, and increase brand awareness all while gathering customer insights.

# RESEARCH

## BRAND ANALYSIS OF NEW L.OAK KAPFERER MODEL

The brand identity prism diagram is a helpful tool for visualizing a brand's key attributes and their relationships with one another. The best brands, in Kapferer's opinion, combine all six components into a single, harmonious brand identity and message, with each facet connecting to the brand's central idea (MerlinOne, n.d.).

**FIGURE 1**  
New L.oak's brand identity prism.



Adapted from (MerlinOne, n.d.).

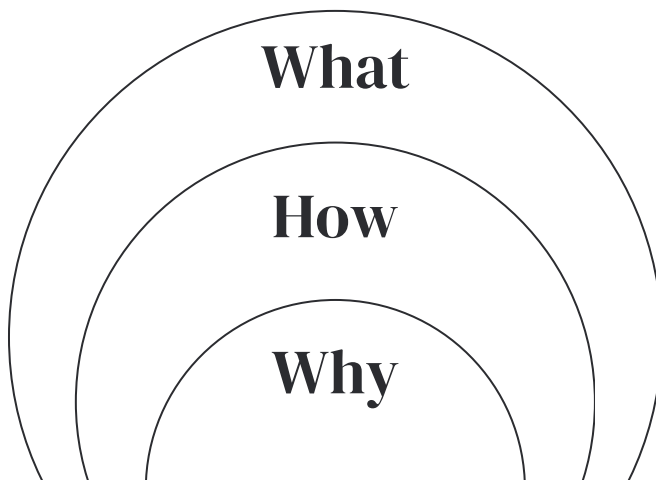
For New L.oak's business model canvas see appendix 1.



## BRAND ANALYSIS OF NEW L.OAK THE GOLDEN CIRCLE

The Golden Circle, which was first developed for marketing messaging, can be applied to any type of written or spoken disagreement. It supports you in organising your ideas and drawing reasonable conclusions (Nepriakhina, 2019).

**FIGURE 2**  
New L.oak's brand identity circle.



Adapted from (Nepriakhina, 2019).

### What

New L'oak specialises in crafting wooden kitchen fronts that transform your living space. They provide a range of styles and customisation choices, overseeing the entire process from manufacturing to supply chain management.

### How

By offering an innovative and sustainable solutions for kitchen renovations, avoiding the need for a complete overhaul, they make it effortless to elevate your kitchen's aesthetic.

### Why

New L'Oak wants to make designer kitchens accessible for everyone! By using natural materials and ensuring long lasting products they aim for a more sustainable future.

## EXTERNAL ANALYSIS COMPETITION ANALYSIS THROUGH PERSEPTUAL MAP

Perceptual mapping is a technique that illustrates a brand's position relative to its competitors based on specific dimensions. It also shows where the brand should be in the future (Dhiman, 2022).

**FIGURE 3**  
Perceptual competition map for how New L.oak compares to its competition.







Adapted from (Dhiman, 2022).



## EXTERNAL ANALYSIS COMPETITION ANALYSIS - SOCIAL MEDIA ANALYSIS

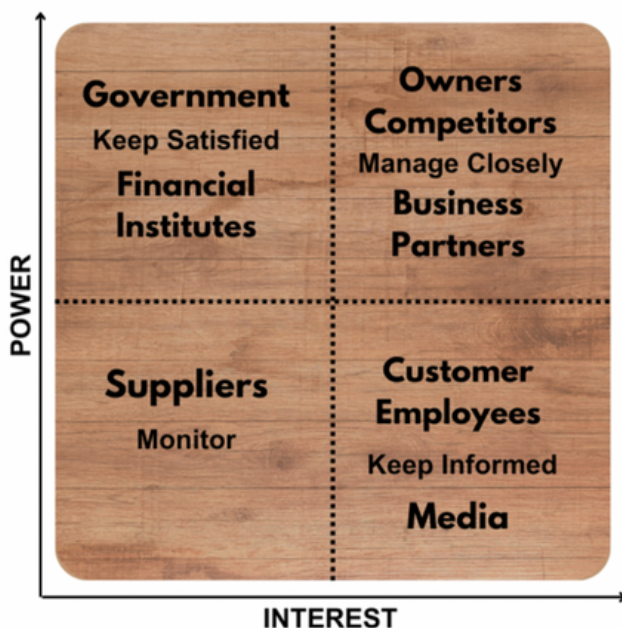
**FIGURE 4**  
Social media analysis for how New L.oak compares to its competition.

Company	Website	Instagram	Facebook	Pinterest
	User-friendly, easy navigation, hard for English readers, overwhelming, no photos of replanting trees!	415 followers, active! (Posts about their products but not about sustainability)	66 followers, 55 likes.	6 followers, 1 following, 997 monthly views. (Posts almost same photos as instagram)
	Interactive, minimalistic, structured, aesthetically pleasing.	4485 followers, active! (Posts about current projects, & exchanges tags with clients)	505 followers, 464 likes, not very active. (posts colour combinations, previous work & announcements)	830 followers, 23 following, 25.5k monthly views. (They advertise themselves in the captions)
	Structured! Explainer videos, reviews, latest updates, & origin story are included.	7,857 followers, not very active! (They mention their collabs with IKEA)	237 followers, 207 likes. (posting only collage photos with descriptions for the audience)	270 followers, 8 following, 112K monthly views. (Posting frequently, including their brand through hashtags)
	Structured, multi-colored, engaging videos! Customer journey & review sectional included.	12.1K followers, very active! (Posting informative & aesthetic content they collaborate with influencers)	3.2K followers, 3K likes	621 followers, 32 following, 422.8K monthly views. (They tag everything on their posts which increases their reach)

## EXTERNAL ANALYSIS STAKEHOLDERS

Stakeholder mapping in project management uncovers and visualizes the project's environment and the stakeholder ecosystem you're operating within, including any potential dangers or obstacles that need to be navigated (Lucidspark, n.d.).

**FIGURE 5**  
New L.oak's stakeholder map.



Adapted from (Lucidspark, n.d.).

# STAKEHOLDERS

## CUSTOMERS:

Current homeowners seeking kitchen upgrade/renovation  
Potential homeowners interested in kitchen upgrades  
Previous customers who may require additional services or recommend service to others.

## EMPLOYEES:

Carpenters and craftsmen responsible for materials  
Sales and marketing staff (owners)

## COMPETITORS:

Other companies in Netherlands providing kitchen fronts/whole kitchens  
Companies offering alternative kitchen renovation solutions

## SUPPLIER:

Wood suppliers providing materials  
Hardware and appliance suppliers  
Local contractors or craftsmen for installation.

## GOVERNMENT:

Local government authorities in Amsterdam.

## MEDIA AND PUBLIC:

Local media covering small businesses or home design  
Online platforms and social media users reviewing or promoting the company

# TRENDS IN THE INDUSTRY

Understanding trends in the industry allows businesses to stay ahead of the curve compared to the competition, break boundaries in the market, put forward new ideas and opportunities (Xara, n.d.).

## TREND PYRAMIDS

The trend pyramid is a method used to identify trends and developments within a specific industry, distinguishing them into three different levels:

- Short-term trends: These are immediate and specific trends, often known as “microtrends” within products, services, or consumer behaviors. They are relevant for the near future and can directly impact businesses.
- Medium-term trends: These trends operate on a broader scale and adapt to changes in human needs and behaviors, often known as “macrotrends”. They last longer than short-term trends and are important for strategic planning over the next few years.
- Long-term trends “megatrends”: Long-term trends have a substantial and lasting influence on society, technology, economy, and the environment over an extended period, often decades. They are essential for organizations with a long-term focus (Lith, 2010).

**FIGURE 6**  
*Trend pyramids for the Smart Kitchens.*



*Adapted from (Lith,2010).*

**FIGURE 7**  
*Trend pyramids for the Sustainability.*



*Adapted from (Lith,2010).*



Advancing technology is driving digitalization, causing significant lifestyle shifts. The fast-paced society increasingly relies on the comfort and convenience offered by these technologies. Internet and Bluetooth have become essential in every home, simplifying tasks. This digital transformation influences the design of home devices and furniture, exemplified by the emergence of "Smart Kitchens."

Homeowners, valuing comfort, are incorporating more technology into their lives, particularly during kitchen remodels. Modern renovations prioritize touch-less appliances, motion- or voice-activated features, and mobile apps, providing complete control over household activities. Contractors are now sought to integrate these innovative technological features, presenting an additional service opportunity for businesses (Tracey, 2023).

Overconsumption has caused significant environmental damage, leading to climate change. The business industry is now focused on sustainability, with a notable trend being "Recycling" to reduce consumption. Consumers increasingly consider the environmental impact when making purchasing decisions. Environmentally friendly kitchen design, such as LED lights and energy-efficient appliances, is gaining popularity, saving homeowners money. About 74% of homeowners find sustainable options cost-effective, and 54% choose them for environmental reasons (Parker, 2023).

Reducing the environmental impact of products enhances a business's reputation and is crucial in marketing. Small businesses have an advantage in adopting environmentally friendly practices for sustainable growth (Indeed, 2023).

## MORE TRENDS IN THE INDUSTRY

### TRENDS IN THE INDUSTRY



#### Value Through Purpose

Consumers are more drawn to businesses that share their values. Through partnerships or community engagement, businesses are starting to demonstrate their values more. By doing this, they can attract new customers, show their loyal customers their commitment to their shared mission statements contributing to a better world. (Indeed, 2023)



#### Social Media Marketing

Social media marketing is ever-evolving, with strategies like targeted viral marketing, micro-influencers, and live streaming can enable businesses to engage with a younger, non-traditional media-consuming audiences. (Indeed, 2023)



#### Natural Materials

Natural materials like wood, stone, and bamboo are making a comeback in kitchen design for their warmth, texture, and eco-friendliness (Villaflor, 2023). While white cabinets still dominate, wooden tones are a strong competitor (Parker, 2023).



#### Sustainability

Consumers are increasingly considering environmental impact when making purchases. Sustainable kitchen designs are seen as cost-effective as they help homeowners save money (Parker, 2023). As a result reducing a business's environmental impact became crucial marketing strategy and boosted a brand's reputation. (Indeed, 2023).

# TARGET GROUP

A target audience is the intended audience or readership of a publication, advertisement, or other message catered specifically to said intended audience. In this project it is Dutch adults in the age bracket of 35-50 and it is narrowed down with the help of STP model.

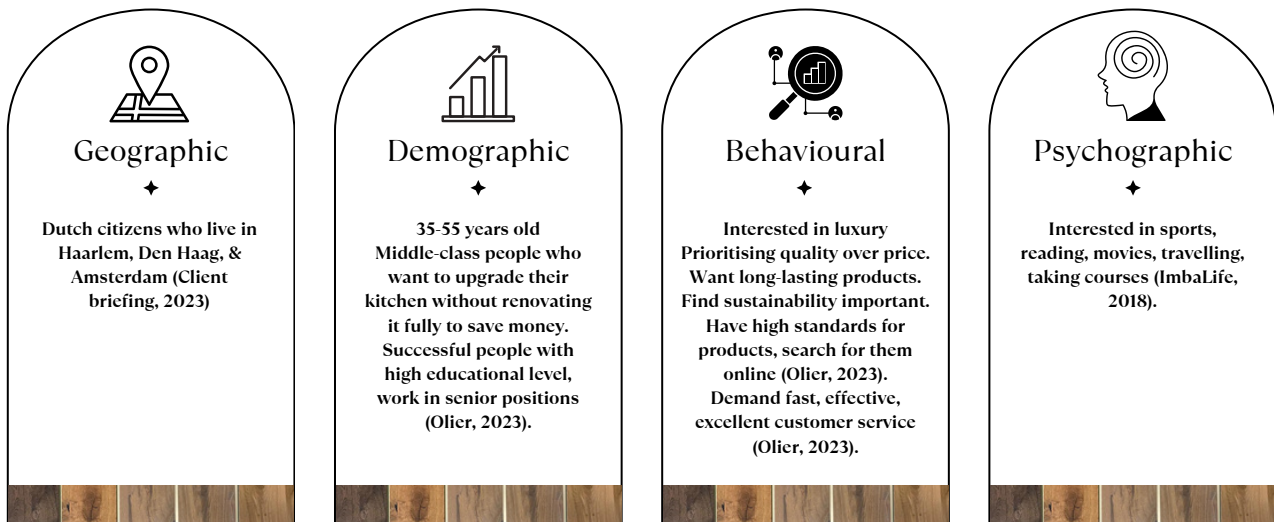
## STP MODEL

Segmentation, Targeting, and Positioning, or STP marketing, is a three-step methodology that looks at your goods and services as well as how you explain their advantages to client categories.

The STP marketing approach entails segmenting your market, focusing marketing campaigns on specific client segments based on their preferences, and modifying your positioning in line with their needs and expectations (Yieldify, 2020).

## SEGMENTATION

**IMAGE 8**  
*Segmentation of the target group.*



## TARGETING

Using the behavioural and psychographic insights to customise their marketing strategies, the company should concentrate on targeting the designated demographic within the designated geographic regions.

# TARGET GROUP

## POSITIONING

**SUPPLIER OF SUPERIOR, EXCLUSIVE KITCHEN IMPROVEMENTS:**  
stress the unique designs, premium materials, and long-lasting products.

**EFFECTIVE AND SUPERIOR CUSTOMER SUPPORT:**  
emphasize promptness, tailored assistance, and a smooth shopping journey.

**ALIGNMENT WITH LIFESTYLE:**  
highlight how the brand's kitchen upgrades enhance the activities that the target audience enjoys, such as reading, watching films, travelling, and learning.

### TARGET GROUP'S WANTS AND NEEDS FOR NEW L.OAK WEBSITE

- User-friendly homepage with clear content and easy navigation.
- Detailed information about wood used in kitchen fronts.
- Furniture images displaying close-ups for texture details.
- Online quotation option, free delivery, and design consultation.
- Information on wood installation durability and maintenance.
- Incorporating videos and client reviews for engagement.
- Emphasizing sustainability while providing comprehensive material durability and maintenance information for eco-friendly elements.

### INSIGHTS ON TARGET GROUP

- Interest in customizing fronts but concerns about expensive or high-maintenance wood.
- Material preference for MDF due to affordability and easy maintenance.
- Price influences sustainability significance.
- Didn't know that this type of service exists in the market, nor they have heard about New L.oak.

### DESIRED MARKETING AND SOCIAL MEDIA PREFERENCES

Before-and-after visuals, pricing details, design options, and client reviews.



# MARKETING COMMUNICATIONS GOAL

New Loak, a budding player in the kitchen renovation sector, stands set for growth. Despite offering top-notch services and better deals, they've remained relatively undiscovered in a crowded market. With minimal brand recognition and a modest social media following, their sustainable approach to kitchen renovations hasn't yet reached its audience as they want to grow their audience base and attract more customers (Client meeting, 2023).

The crucial objectives for New Loak's marketing communication plan are raising brand awareness on social media and in the market, driving traffic to the website through the Kitchen design tool, and eventually converting this traffic into sales. Achieving these goals will solidify the brand's position in the market while expanding its customer base and sales opportunities.

## **Goal 1: Increase User Engagement on New L.oak's Website**

Increase user interaction and engagement on the New L.oak's website by leveraging Instagram and Facebook platforms to promote the interactive design tool. Encourage visitors to engage with the design tool, allowing them to personalize their kitchen designs. Aim to achieve a 20% increase in the average time spent on the website per user within 3 months.

## **Goal 2: Enhance New L.oak's Industry Recognition Through Social Media Engagement**

Increase New Loak's 100 followers on Instagram and Facebook followers within the next three months. Aim to increase the average comments per Instagram and Facebook post to at least 15-20 comments each. Additionally, target a minimum of 500-800 views per reel on Instagram. This objective aims to significantly boost New Loak's social media presence, reinforcing its position as a reputable entity in the kitchen renovation sector.

## **Goal 3: Expand Newsletter Subscribers through Tool Engagement**

Increase New Loak's monthly newsletter subscribers by adding the interactive tool engagement as a sign-up requirement. Aim to achieve a growth of 200 new subscribers to the newsletter list within 6 months by promoting tool usage and sign-ups through website integration and social media campaigns.

# MESSAGE

## ANSOFF MODEL

The Ansoff Model is a strategic aid in formulating growth strategies. By correlating two important strategies (product-portfolio and competition-market), consideration over the strategic development of a company in a market can be done in a logical way (Muilwijk, 2020).

Our concept falls in Product Development strategy, as in product development strategy there are two possibilities, the first is that new products can be introduced as substitutes of the old existing products and the other is that a choice can also be made for cross-selling. With this, one makes a small adjustment to the product and proceeds to sell this product alongside the existing product (Muilwijk, 2020).

In addition, an interactive visualizer to an existing website aligns with the "Product Development" strategy. This approach focuses on expanding and enhancing the existing product line to serve the current market's needs and demands. Instead of launching an entirely new product, this strategy leverages the strengths of the current offering by introducing new features or services that complement the existing product. For New L'oak, this means innovating within their established service – the website – by introducing tools that enrich the user experience and provide additional value to their audience without fundamentally altering their core product. This strategy allows them to tap into their existing customer base and attract new customers by offering enhanced functionalities within their familiar platform.

**IMAGE 9**  
*Ansoff matrix*

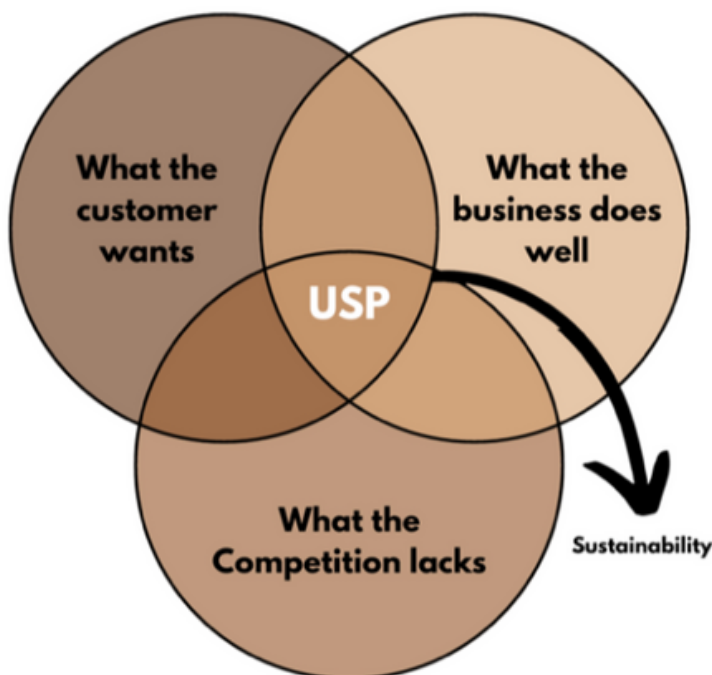


(Hanlon, 2021).

# UNIQUE SELLING POINT

A unique selling point (USP), also called a unique selling proposition, is a marketing statement that differentiates a product or brand from its competitors. A unique selling point can be thought of as "what you have that competitors don't" (Sheldon, 2022).

**FIGURE 10**  
*Unique selling point.*



*(Sheldon, 2022).*

New L'oak distinguishes itself by prioritizing sustainability in every kitchen renovation. Their designs seamlessly combine style and environmental consciousness, employing eco-friendly materials and energy-efficient solutions. Adding to their commitment, for every kitchen remodel, New L'oak pledges to plant a tree, contributing to reforestation efforts. This unique dedication to sustainability, although not widely highlighted, holds the potential to inspire customers. Through this endeavor, New L'oak aims not just to renovate kitchens but also to spark a movement toward sustainable living, encouraging customers to participate in building a greener, more sustainable future with each renovation.

New L'oak extends its sustainability commitment through their monthly newsletter, aiming to continually inspire individuals with practical sustainability tips, product details, and eco-friendly approaches. By sharing insights, tricks, and updates on new sustainable products, their newsletter serves as a valuable resource, empowering readers to embrace sustainable practices in their daily lives.



# KNOWLEDGE ATTITUDE BEHAVIOUR

Knowledge, attitude, and behavior (KAB), also found in literature as knowledge-attitude-practice (KAP), is an important theoretical model of health education, which asserts that behavior change is affected by knowledge and attitude (Xu et al., 2010).

## Knowledge:

Goal 1 focuses on increasing user interaction by leveraging social media to promote the interactive designer tool. This strategy aims to inform the audience about the tool's existence and its benefits for personalizing kitchen designs. By raising awareness of this tool, New L'oak seeks to enhance user knowledge about the website's capabilities.

## Attitude:

Goal 2 aims to shape a positive attitude towards New L'oak Increasing engagement on social media platforms. As the follower count and engagement metrics grow, it influences the audience's perception, fostering a favorable attitude towards the brand. A higher follower count and active engagement signal credibility and reliability (Park et al., 2010).

## Behavior:

Goal 3 aims to influence behavior and the goal is to expand newsletter subscribers through tool engagement. By integrating the tool with the newsletter sign-up process, New L'oak encourages visitors to not only engage with the tool but also take the step to subscribe. This aligns with the behavior goal of converting engaged users into subscribers, nurturing them further into potential customers.

# MARKETING COMMUNICATION STRATEGY

We are going to focus on both informational and transformational aspects in our marketing strategy for New Loak as both can work magical together as we will target them with both rational as well as emotional aspects (Smith, 2010). For the Design Tool, our emphasis will be on the informational appeal, as informational content typically highlights the features of a product or service, and the benefits a customer will gain when using it. Examples in advertising include product demonstration ads, problem-solution ads and product/company comparison ads (Smith, 2010). Simultaneously, we'll utilize transformational appeal as the goal of transformational appeal is to create a connection between the customer and the company or brand with a meaningful message or advertisement. This connection is based on shared values and emotions, rather than simply a transaction (Using Transformational Advertising to Attract the Modern Buyer, 2022). The detailed explanation is as follows:

## INFORMATIONAL ASPECTS:

**Focus: Tool Functionality-** Highlight the precision, ease of use, and customization features of the design tool. Showcasing how the tool simplifies the process of designing personalized kitchens, enabling users to visualize their ideas effectively.

**Practical Benefits-** Emphasize the time-saving aspect of the tool compared to traditional design methods.

**User-Centric Approach-** Focus on the user experience, highlighting the tool's user-friendly interface and how it caters to various design preferences. By providing real-life examples or case studies showcasing successful kitchen designs achieved through the tool.

**Objective:** The primary goal is to showcase the practical benefits of New Loak's design tool, particularly emphasizing its precision, ease of use, and customization features. The focus is on using social media platforms as the primary means to engage users effectively.

### Content Strategy:

**Social Media Content:** Share short videos demonstrating the tool's usage, highlighting key features and its impact on kitchen design. Creating engaging posts with visuals showcasing before-and-after designs achieved through the designer.

**Call-to-Action:** Encourage users to engage with the tool by inviting them to click for a direct link to the designer on the New L.oak website. Phrases like "Design Your Dream Kitchen Now," or "Try Our Custom Kitchen Designs" will be strategically used to prompt immediate action from users, directing them to interact with the design tool.

## TRANSFORMATIONAL ASPECTS:

**Focus:** Building an emotional connection with potential customers by emphasizing shared values, particularly environmental consciousness, and sustainable living practices as according to a recent Harris Poll survey sponsored by Google Cloud that customers are more likely to engage and do business with sustainable brands.

**Objective:** Establish a bond based on shared values, inspiring new customers to associate with New Loak's commitment to sustainability and eco-friendly kitchen renovations.

**Content Strategy:** Compelling storytelling content that narrates New Loak's journey towards sustainability. Highlight the brand's dedication to environmentally friendly practices and the positive impact on the environment. Content in the newsletter that motivates readers to adopt eco-friendly habits beyond just kitchen design. Some tips and tricks that can be used in daily life to support sustainability.

**Digital Poster:** Creating captivating digital posters showcasing New Loak's commitment to sustainability. These posters will depict visually appealing representations of eco-friendly kitchen designs, emphasizing the brand's values and inspiring viewers to engage with the newsletter for more sustainability tips and insights.

**Messaging:** Emphasize the shared values of eco-friendliness, responsible consumerism, and sustainability. Frame the narrative around how customers' choices in kitchen renovation align with New Loak's values, fostering a sense of belonging and purpose.

**Call-to-Action:** Encourage potential customers to join the movement towards sustainable living by engaging with New Loak's services. Invite them to explore the interactive design tool on the website to design their environmentally conscious kitchens.

**Distribution:** Spread this storytelling content through multiple channels, including social media platforms like Instagram, Facebook etc.



# INTEGRATED MARKETING CAMPAIGN

An integrated marketing campaign is a cross-channel marketing strategy that involves creating consistent campaigns across different platforms to provide a cohesive experience to the customer (The Basics of an Integrated Marketing Campaign, n.d.).

Our focus is mainly on social media as it has indeed transformed into an indispensable component of modern business strategies. Its widespread influence across diverse audiences and its ability to facilitate direct engagement with them have rendered it a necessity rather than an option for businesses (McLachlan & Newberry, 2023).

Our campaign blends two critical approaches: one focuses on providing practical information through our interactive design tool, demonstrating its ease and customization for personalized kitchen designs. Simultaneously, we're delving into emotional connections via digital posters, showcasing our sustainability commitment on social media. These vibrant visuals depict our journey toward eco-friendliness, inviting viewers to engage, learn, and join our movement. Together, this dual-strategy campaign aims to inform and inspire, emphasizing our dedication to sustainable kitchen renovations.

Certainly, the campaign aims to address the limited audience presence on social media platforms. Through the research done before we can see that New Loak currently lacks a significant following, especially on platforms like Instagram and Facebook but also it was evident that the brand lacks recognition within the market (Creation report, 2023). The focus will be on strengthening their presence across these channels to expand their audience base and reach potential customers.

## MARKETING COMMUNICATIONS MIX

The Integrated Marketing Campaign focuses on ONLINE paid/owned advertising tools such as social media ads and a monthly newsletter, alongside promotional products such as posters and promotional video. All these tools are being used to market the concept "Kitchen Vision" featuring the launching of the new kitchen designer tool on New L'oak's website, aiming to increase brand awareness and attract new clients. Due to budget constraints, priority is given to the kitchen designer tool product, leading us to choose a low-budget social media marketing campaign with the focus on Instagram and Facebook as the main platforms since New L'oak's target audience is mainly active on these platforms as shown in the research chapters. Further details on these marketing promotion elements will be discussed in the following pages.

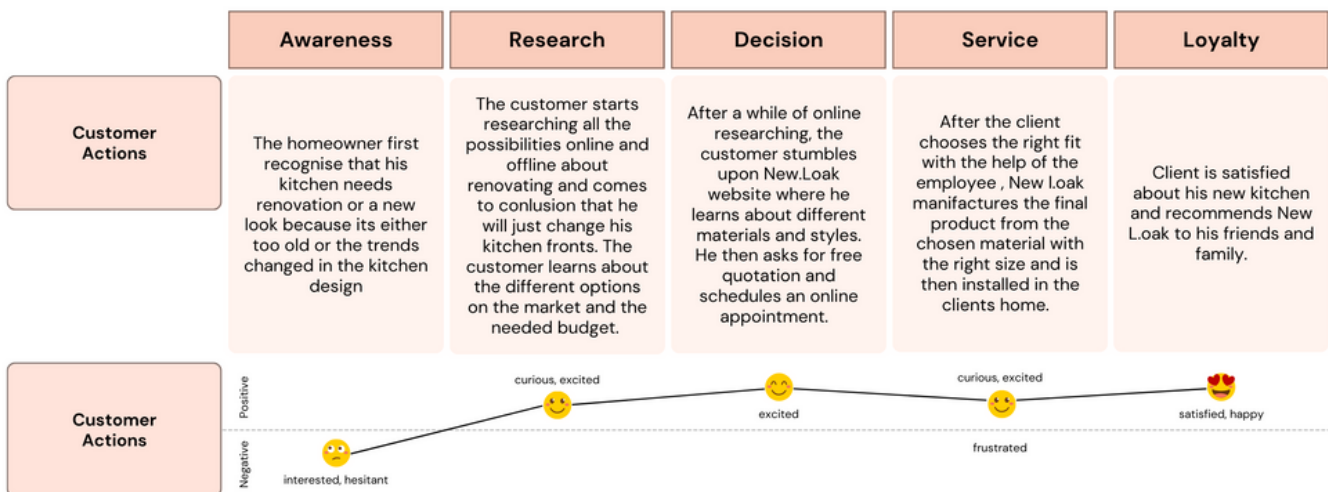
# CUSTOMER JOURNEY

A customer journey map is a visual representation that shows the points of contact between a business and its clients at every stage of the relationship. It aids in predicting customer behavior, anticipating needs, and guiding the company's approach. A well-designed map provides insights into customer emotions, pain points, and actions, serving as a comprehensive strategy for engaging with clients and fostering lasting relationships (Adobe experience Cloud Team, 2023).

This procedure offers a comprehensive insight into the customer journey, illustrating the progression of customers through the sales funnel. It proves particularly beneficial during both the iteration and refinement phases as new elements are introduced, and existing processes are improved or removed. It enables the identifying new opportunities to improve and elevate the overall customer experience (Steuer, 2018).

## NEW L.OAK'S CUSTOMER'S JOURNEY

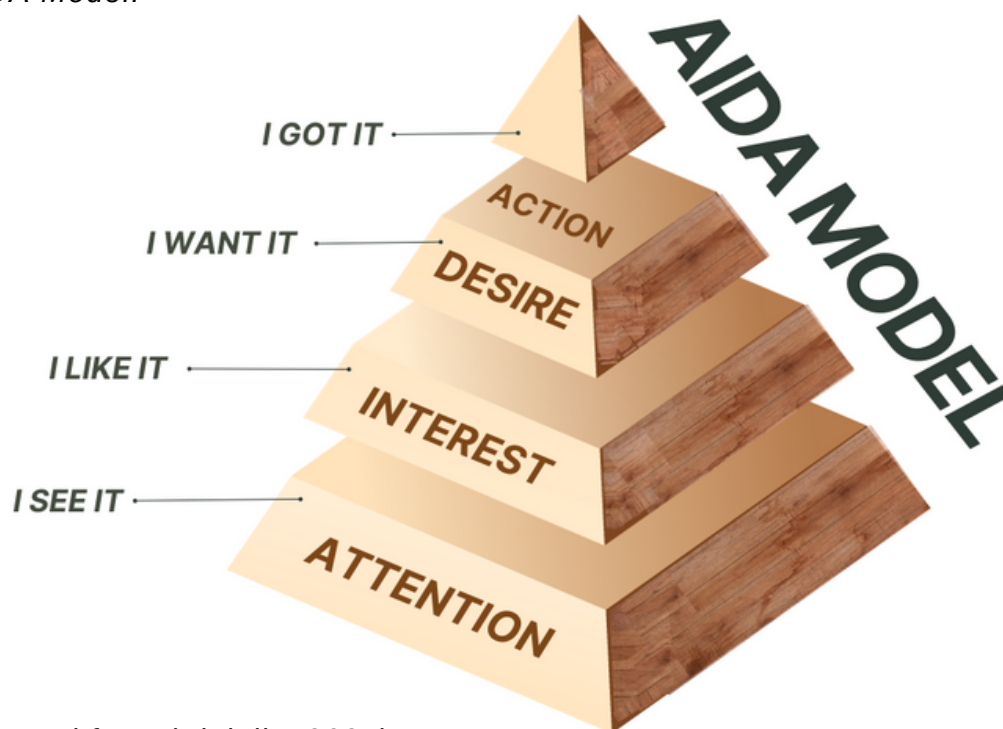
**IMAGE 11**  
New L.oak's customer journey.



## THE AIDA MODEL

The AIDA model represents the decision-making stages that potential customers go through before deciding whether or not to make a purchase. The following points are crucial phases of the procedure:

IMAGE 12  
AIDA Model.



Adapted from (Kiniulis, 2021).

The following bullet points explain AIDA Model and how New L'oak's target group will eventually experience it:

**Attention/ Awareness:** During this phase, potential customers are gradually learning about the company and its offerings by visiting a store or website or by viewing promotional materials (Indeed, 2023). By using targeted marketing strategy on social media to promote the new design tool and highlighting the brand's values more often on the website and social platforms, New L'oak's brand awareness will be enhanced among their target group, gaining more and more credibility!

**Interest:** At this stage potential customers will ask for additional information, and closer interaction with the products, this is how they show interest. Therefore, it's important to address their inquiries and earning trust with potential clients in order to convert leads to sales (Indeed, 2023). Through providing more clear product information on the website, such as the product pricing and constantly updating the available material options customers will be more likely to engage with the brand! Additionally, interest will increase when more positive testimonies will be showcased on social platforms like Instagram and Facebook through reels or carousel posts.



**Desire:** In this phase, customers begin recognizing their desire or need for the product, transitioning from initial interest to desire as they carefully assess their options from competitor's market before arriving at a conclusive decision (Indeed, 2023). Through using value through purpose marketing strategy on Instagram and Facebook (making sure potential customers know about the brand's sustainable efforts and their donations to replant trees with each purchase will create a connection with their customers based on shared values. while also keeping consistent interaction with potential clients on these platforms.

**Action:** After capturing the customer's interest and desire, getting them to take the action and make a purchase would be the following step. Their actions might be relatively tentative, like trying out a product or taking part in a trial version of a service. This phase might also involve a significant commitment, such as completing a purchase or subscription (Indeed, 2023). By adding the interactive tool engagement as a sign-up requirement for New L'oak's monthly newsletter, customers will be more likely to feel a sense of commitment and complete the purchase!

**Retention:** This is the final stage and the most important one for the long run especially when a company aims a strategic growth and repeat purchases or renewals to make profit. This stage helps increasing future sales and profitability by maintaining existing customers and extending the time of their relationship with the brand (Indeed, 2023). By signing up for New L'oak's newsletter and receiving monthly emails from the brand, customers will remain in touch with the brand increasing the potential for future interactions. Additional to maintaining a lasting customer relationship, the monthly newsletter could bring lots of insights to the business about their target audience by gathering insights via "web-cookies," and tracking website views.

# 5 PROMOTIONAL MIX ELEMENTS

Promotional mix is a collection of elements used by a company to establish, maintain, and grow demand for its products or services. It allows companies to communicate the right message to the right audience using the best channels. While other marketing strategies ensure the product aligns with customer needs, the promotion mix plays a crucial role in informing and motivating customers to make a purchase. Without a well-designed promotional mix, even a perfect product, pricing, and place strategy may not succeed (Pahwa, 2023).

**FIGURE 13**  
*5 Promotional mix elements.*



According to (Bhasin, 2023)

**The promotional mix combines owned, earned and paid media into 5 basic elements. These elements of the promotional mix are:**

**Advertising:** Any type of paid media communication, where a designated sponsor promotes the products to a huge population of customers. It could be promoted online as well as offline. Offline, such as newspapers and magazines, radio and TV commercials, while online includes social media and webpages, etc. Because the seller does not have direct contact with the potential customer during the communication process, it is considered a non-personal promotional activity. (Sujan, 2021)

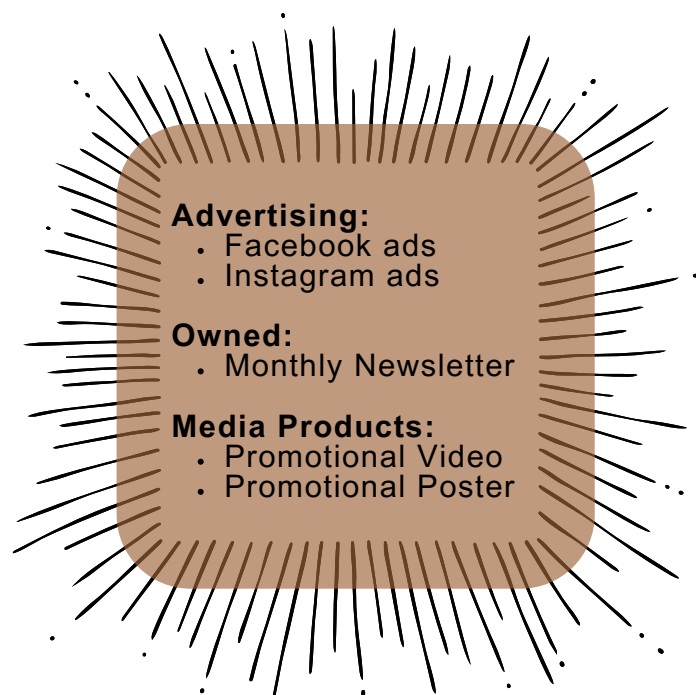
**Public Relations:** Public relations involves a business's effort to connect with and understand the public, fostering a positive relationship. It is a powerful tool for building a strong brand image, gaining trust, and ensuring the brand's long-term success. It aims to cultivate mutual understanding, increase brand awareness, establish credibility, motivate salesforces, and minimize overall promotion costs for the company. Public relations include things like creating positive media coverage, organizing special events, and funding charitable causes. (Sujan, 2021)

**Direct Marketing:** Direct marketing involves direct interaction between marketers and consumers, using methods like telemarketing, personal visits, and online platforms. It provides convenient shopping by delivering goods directly to consumers' homes, avoiding the need to visit crowded retail stores. (Sujan, 2021)

**Personal selling:** Personal selling involves face-to-face interaction where a seller persuades prospective customers to create a desire for the offered goods. It requires influencing communication skills and knowledge about the psychology of persuasion. While this type of marketing helps in building long-term relationships, the costs are high compared to advertising. Requiring a higher amount of salespeople to meet the needs of a large customer base increases business costs. (Sujan, 2021)

**Sales Promotion:** Sales promotion strategies include in-store demonstrations, displays, competitions, and pricing discounts (for example: 50% off, buy one, get one free). The main purpose of a sales promotion is to grab the attention of both current and future customers right away. As a result, it creates a sense of curiosity and desire convincing customers to make a purchase even though they hadn't done so previously. (Sujan, 2021)

The specific chosen promotional mix element is Paid Advertising. New L'oak is a quiet new business meaning their connections within the industry are limited as well as their budget, leading us to choose the most convenient and low budget option which is Instagram and Facebook ads! These ads are going to be used alongside other promotional products such as a promotional poster and a promotional video!

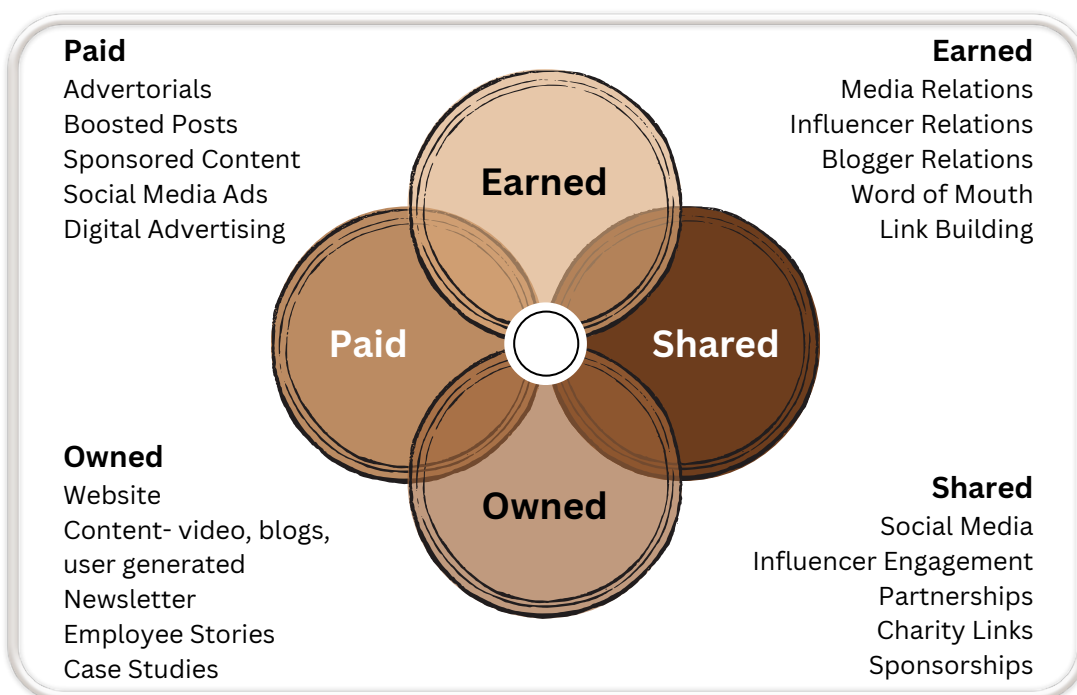




## PESO MODEL

The PESO model, representing "paid, earned, shared, owned," serves as a strategic tool to categorize a brand's diverse marketing channels into distinct groups. Each channel possesses its own attributes, with unique strengths, weaknesses, opportunities, and challenges. This model is crucial for understanding how different marketing channels work together to reach customers throughout their shopping journey. Additionally, it provides a framework for assessing brand's efforts, and identifying opportunities to integrate additional channels into both new and existing programs. (Brito, 2022)

**IMAGE 14**  
*PESO Model.*



*Adapted from (Anderson, 2020)*

**Paid Media:** Paid media involves paying to market your company, using methods like traditional advertising (newspaper, billboards) or digital channels (online ads). While it provides predictable exposure, it's not the most cost-effective due to higher advertising costs. Despite this, it's a necessary investment in marketing endeavors. (Kernez, 2022)

**Earned Media:** Earned media, or PR, involves persuading external entities to share your message, often through social media connections (influencers and bloggers) or traditional media (tv and newspapers). It relies on convincing others to feature your content, enhancing credibility through trusted figures or platforms. Although this is a low-cost marketing channel, it is not the most predictable, as there's no guarantee that publication companies will want what your brand has to offer. (Kernez, 2022)

**Shared Media:** Shared media, also known as marketing through social media. It's a direct way to reach and connect with your audience by sharing your product or service. Platforms like Facebook, Instagram, Twitter, and TikTok offer an accessible and low-cost marketing solution. (Kernez, 2022)

**Owned Media:** Owned media refers to content you own and control, showcasing your industry expertise. Examples include generated content, articles, blogs, podcasts, newsletters, emails, and videos. This low-cost marketing style is predictable, allowing you to decide what, how, and when to share content. Owned media has lasting online presence, in contrast with temporary attention, providing long-term control over your message. (Kernez, 2022)



# MEDIA PLAN

Media planning is a strategic process employed by marketers to identify the most effective methods of conveying a message to a targeted audience. This entails analyzing demographics, channels, platforms, messaging, and advertisements to achieve optimal marketing tools for promoting a specific brand or product. Reaching potential clients on the appropriate channel at the appropriate time with the appropriate message requires thorough media planning. (Coursera, 2024)

**Audience:** It is essential to determine the target audience who will interact and engage with the message of the media campaign (Marketing Evolution, 2022). According to previous research it was concluded that the targeted audience for this marketing campaign is middle-class individuals aged between 35-55 residing in Haarlem, Den Haag, and Amsterdam. These are successful, educated professionals seeking cost-effective kitchen upgrades, prioritizing luxury and exclusivity, with interests in sports, reading, movies, traveling, and courses. They are mostly active on WhatsApp, Facebook, and Instagram. It is important to analyze this group's relationship with the selected media tools and channels, with a focus on social media marketing based on the target group's usage of these platforms (Marketing Evolution, 2022).

**Marketing Budget:** Money plays a pivotal role in controlling and monitoring every aspect of a marketing strategy plan. Knowing the budget assigned for marketing efforts, particularly in media, is essential to prevent overspending and enhance channel effectiveness. Thus, it is necessary to specify how much will be spent on each component of the marketing plan and to set aside money for unforeseen expenses (Negro, 2022). For this Specific media plan 200 euro +/- are needed to market the launching of the new estimator tool for three months.

**Conversion Objectives:** Conversion goals aim to boost the percentage of site visitors completing a specific action, known as a conversion. This action can help measuring marketing performance and set benchmarks for improvement. Conversion could be as simple as making a purchase, signing up for a webinar, or filling out a form (Marketing Evolution, 2022). For this specific media plan we aim to direct potential customers to New L'oak's website and sign up for a monthly newsletter and try out the new design tool, to eventually make a purchase.

**Defining Success:** A successful media plan is defined by not only how much attentions it brings to the brand or by how many new customers it engages, but also the the Return On Investment (ROI) it brings to the brand. (Cunningham, 2023).



**Message Frequency:** Frequency in advertising, refers to how often consumers encounter the ad during the campaign, and how is it managed through various approaches. In this case, brand's visibility through social media marketing should be consistent, involving a consistent schedule for regular reinforcement keeping customers engaged, and increasing the intensity of posting as the day of launching the design tool gets closer.

**Message Reach:** Reach measures the number of people exposed to a specific ad campaign, providing insight into the amount of potential audience. Advertisers strive for maximum reach within their target audience to enhance the chances of the message being seen and remembered (Faisal A., 2023). As defined in the overall marketing communication goals we want to increase the reach by 20% based on the estimated population of the target group and New L'oak's current reach on these social media platforms.

## SCHEDULE

To make sure the media campaign has the best possibility of reaching the designated target group, a consistent schedule should be followed both before and after the launching of the estimato tool on New L'oak's website.

**IMAGE 15**  
*Media Schedule.*

		February																				
Task		1	2	5	6	7	8	9	12	13	14	15	16	19	20	21	22	23	26	27	28	29
<b>Social Media</b>																						
Instagram Ads																						
Facebook Ads																						
Instagram Posts																						
Facebook Posts																						
<b>Other</b>																						
Promotional Video																						
Promotional Poster																						
Monthly Newsletter																						

		March																				
Task		1	4	5	6	7	8	11	12	13	14	15	18	19	20	21	22	25	26	27	28	29
<b>Social Media</b>																						
Instagram Ads																						
Facebook Ads																						
Instagram Posts																						
Facebook Posts																						
<b>Other</b>																						
Promotional Video																						
Promotional Poster																						
Monthly Newsletter																						

## Instagram

For Instagram the best days and times to post are see below. After gathering data from multiple sources, we came to conclude that posting on weekdays would bring the best results in engagement and reach. However, there were some contradictions about whether to post on weekends or rather not. According to (Mailchimp, n.d. ) it's not the best to post on weekends since most people would be at home or have plans and won't check their socials as often as on weekdays while according to (Mention, 2024) the best time to post on Instagram in the Netherlands is on Sunday at 6pm. Taking that into consideration we decided to stick to posting only on weekdays since New L'Oak closes on weekends.

**According to (Mention, 2024) the ideal time to post on Instagram in the Netherlands is from 6 pm to 7 pm. These are the best times to post for each day of the week:**

- **Monday:** 6 pm
- **Tuesday:** 7 pm
- **Wednesday:** 7 pm
- **Thursday:** 7 pm
- **Friday:** 6 pm
- **Saturday:** 6 pm
- **Sunday:** 7 pm

## Facebook

For Facebook the best days and times to post are seen below. This information was gathered from (Geysers, 2023). Posting daily on weekdays on Facebook is proved to be the best way to grow on the platform according to (Myers, 2023). For maximum exposure it is best to post on Facebook on Tuesday, Wednesday, and Thursday between 8am to 1pm. According to (Diana, 2022) it is important to note when your target audience uses the platform the most, for hard-working middle-aged target group its best to post early in the morning between 8am to 9am or during lunch break between 11am to 1pm. Overall staying consistent and keep engaging with the target group it's the best way to maintain growth on social platforms.

### **Best Times to Post on Facebook:**

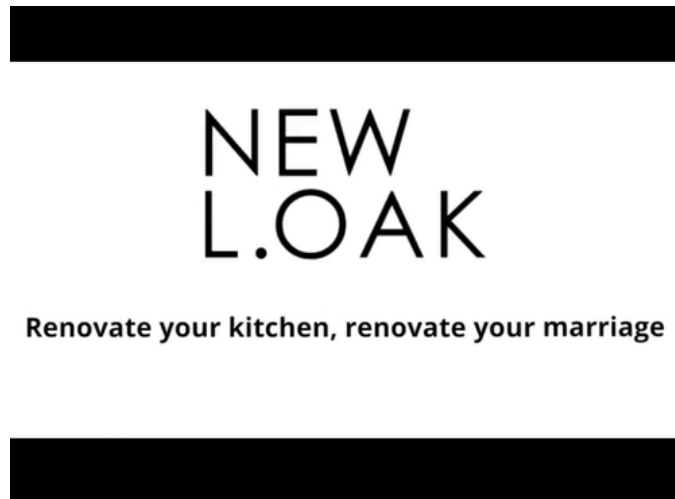
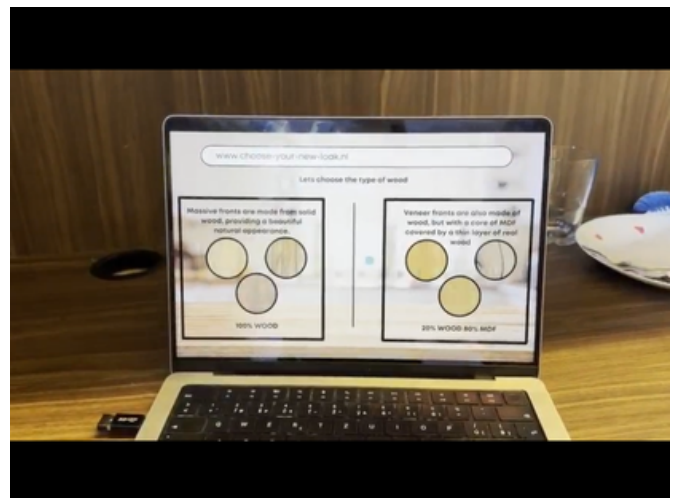
- **Monday:** 9:00 AM, 11:00 AM, 3:00 PM
- **Tuesday:** 9:00 AM, 11:00 AM , 3:00 PM
- **Wednesday:** 9:00 AM, 10:00 AM, 1:00 PM, 4:00 PM
- **Thursday:** 9:00 AM, 11:00 AM , 4:00 PM
- **Friday:** 11:00 AM, 4:00 PM, 6:00 PM



# Promotional Video

Promotional videos are a direct and engaging way to inform customers about ongoing sales, special offers, or new product launches. Ensuring vital details like contact information or purchase instructions are included for a comprehensive promotional message. According to our research Only 60-second videos can be supported by social media algorithms. To maximize visibility on Facebook, video length should be kept between 15-30 seconds. Grabbing your viewers' attention within the first few seconds is key, as users may only catch a glimpse before scrolling. Creating an attention-grabbing hooks is crucial for success on the platform. However, for Instagram, due to the visual nature of platform, your video content must be original and creative to succeed. Otherwise, people are more likely to just scroll by (Target Video, 2021). The promotional video for New L'oak aims to create curiosity and desire by the viewer encouraging them to check the the company's website to try out the kitchen designer tool hoping it'll eventually lead them to make a purchase. By including before and after renovation clips, a fun and engaging storyline, the viewer will be intregued to check out the website and consider making a purchase.

**IMAGE 16**  
*Promo Video.*





## Promotional Poster

Using posters in your store not only promotes sales but also could be used to boost your business's social media presence. Include your social media URL and a call to action on the posters, could encourage potential followers. This simple and low-cost method leverages positive offline interactions to build a loyal online audience without significant expenses. Also using the same posters as a social media post/ad could work in your brand's favour and turn online followers to offline customers (Aaron, 2015). New L'oak could use the promotional posters online (on Instagram and Facebook ads) as well as offline (in their store, newly purchased homes, home design events, and other home design shops such as IKEA).

**IMAGE 17**  
*Promotional Poster.*

# KITCHEN VISION

DESIGN THE KITCHEN  
OF YOUR DREAMS



SAVE THE DATE **01**  
MARCH

NEW  
L.OAK  
KEUKENFRONTEN

Subscribe to our  
monthly newsletter  
to follow our  
updates!



# Monthly Newsletter

An email newsletter is a digital communication sent to subscribers, serving various purposes like announcing sales, informing on company news, summarizing content, nurturing leads, and retaining customers. Advantages include cost-effectiveness, direct customer connection, measurable performance, and driving traffic. However, it requires time to learn and create, and it may get lost among numerous newsletters. Key components include a compelling subject line, optimal send times, and engaging content covering sales, blog posts, videos, promotions, industry news, testimonials, behind-the-scenes, product education, FAQs, and webinars (Chen, 2021). According to (Marrs, 2023) Tuesdays, Wednesdays and Thursdays are popular days for email newsletters with the optimal timing between 1-3 pm.

**IMAGE 18**  
Monthly Newsletter.





# BUDGET

**IMAGE 19**  
*Marketing Budget, February.*

Advertisement	Repetition	Amount	Hours	Cost for us	Cost for Company	Source
Instagram Ads	monthly	5		0	0.10 - 3 euro per click	(DeFazio, 2023)
Facebook Ads	monthly	4		0	0.40 euro per click	(Dogtiev, 2023)
<b>Promotional Products</b>						
Promotional Poster	once	1	10	0	97.31 euro	(Muro, 2019)
Newsletter automation tool	once	1	1	0	16 euro	(Omnisend, n.d. )
Newsletter content creation	monthly	1	2	0	Predetermined salary of New L'oak employee	
Promotional Video	once	1	5	0	25.33 euro	(Guy, 2019)
<b>Total Cost</b>					155.24 euro	

**IMAGE 20**  
*Marketing Budget, March.*

Advertisement	Repetition	Amount	Hours	Cost for us	Cost for Company	Source
Instagram Ads	monthly	5		0	0.10 - 3 euro per click	(DeFazio, 2023)
Facebook Ads	monthly	4		0	0.40 euro per click	(Dogtiev, 2023)
<b>Promotional Products</b>						
Newsletter content creation	monthly	1	2	0	Predetermined salary of New L'oak employee	
<b>Total Cost</b>					16.60 euro	

The total cost per month for the media campaign is calculated according to the provided budget, the advertisements, and promotional products. For the first month February the costs are higher than the rest of the following months due to creating more promotional products such as the poster and the video to promote the new design tool before launching it on the 1st of March. These costs could be lowered if the client decides to use our prototypes as a starting material. Starting from March the costs will be much more less since they will only require social media ad payments. Given the minimal cost of social media advertising, determining the required number of ads each month wasn't hard. For both Facebook and Instagram, we chose ad pricing based on how many clicks a post receives in order to maintain low overall expenses.



# EVALUATION

When assessing a new marketing approach, the most fundamental question to ask is "How has revenue been affected?"

To assess the effectiveness of a marketing communication strategy it is important to look at the Return on Investment (ROI) of the business. The evaluation consists of comparing the amount spent on every campaign with the sales that campaign produced. Marketing communication strategies could also be evaluated by assessing new customer acquisition rates, changes in repeat purchases, and profit margins. Understanding how sales efforts contribute to these aspects, and differentiating them from broader marketing tactics, is crucial (Ingram, n.d. ).

Success could also be measured by looking back at the goals that were set for the campaign and checking whether they were achieved or not. Let's review these goals again:

**Goal 1:** Enhance user engagement on New L.oak's website by promoting the interactive kitchen design tool on Instagram and Facebook aiming for a 20% increase in average user time on the website within 3 months.

**Goal 2:** Boost industry recognition for New L.oak through social media by aiming for Instagram and Facebook followers' increase up to 100 in the next three months, 15-20 comments per post and 500-800 views per Instagram reel.

**Goal 3:** Grow New L.oak's newsletter subscribers by integrating tool engagement into the sign-up process. Target a 200-subscriber increase within 6 months through website integration and social media promotions.

When achieved, these goals are also considered as Return On Investment for New L'oak!

# CONCLUSION

To sum up, a successful marketing strategy needs to include five essential components: a clear understanding of the target audience, a unique value proposition, effective communication channels, a well-defined brand identity, and a plan for measuring and adjusting the strategy as needed (Fanaras, 2023). By including these elements in the marketing strategy, the likelihood of potential customers to view New L'oaks content and take action will increase, leading to increased brand recognition and ultimately more sales and profits for the company.

# APPENDIX 1

## Business Model Canvas

A tool for strategic management and entrepreneurship is the business model canvas. It's used to explain, design, develop, come up with, and change your business model. Leading businesses and start-ups throughout the world use this technique from the best-selling management book *Business Model Generation* (Strategyzer, n.d.).

**FIGURE 21**  
Business model canvas for New L.oak

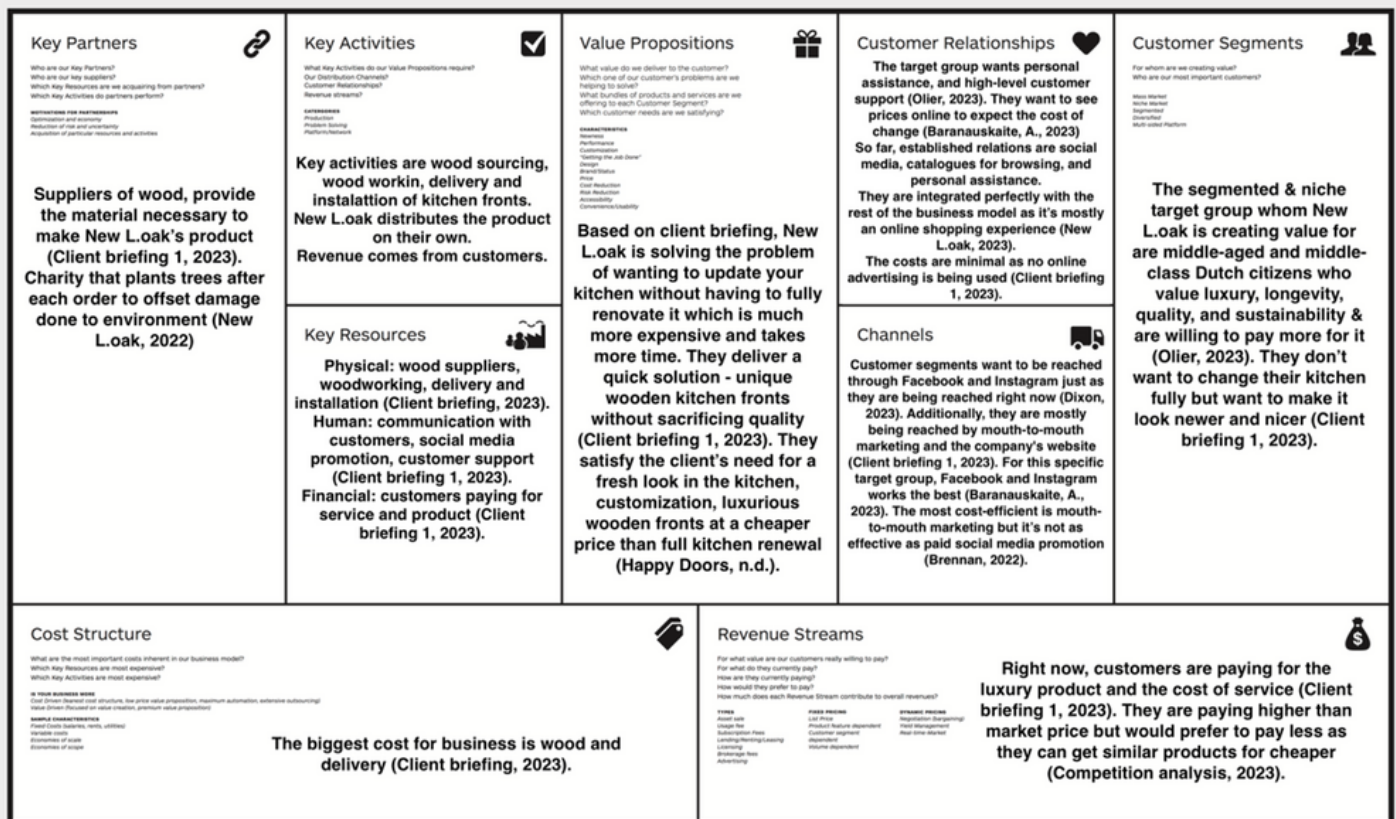
### The Business Model Canvas

Designed for:

Designed by:

Date:

Version:



DESIGNED BY: Business Model Foundry AG

The makers of *Business Model Generation* and *Strategyzer*

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strategyzer.com

Adapted from (Strategyzer, n.d.)

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