

# Essay on indicating that renting the book is the ultimate solution to access and ...

[Business](#), [Marketing](#)



### 1. Business background and project objectives

The Follet Higher Education Group Rent- a- Book store is the name of the business its clientele is a large pool of college going students, their tutors amongst other surrounding stakeholders. The project intends to come up with a product promotion campaign to create awareness of the existence of the book -renting service in the college bookstore. The service has been around for quite a considerable length of time but most stakeholders have not been utilizing it because of ignorance.

2. Integrated marketing and communication plan and strategy scope clearly show the objectives, techniques, and strategies necessary for a successful marketing. This plan spells out the framework to be adhered to in launching of the Rent-A-Book marketing campaign.

### 3. Target audience

We aim at reaching the students of Follet Higher Education College, their family members, teaching and non-teaching employees of the college and the several other stakeholders in his college bookstore environment

### 4. The stages of promotion

First stage: November through December

This phase shall include introduction of students and various stakeholders to the Rent -a-Book initiative. Which presentations by students and a few selected staff member shall follow on issues related to Rent-A-Book initiative.

The benefits of the initiative shall be emphasized at all levels in order to win the acceptance of all stakeholders. Finally the participants shall embark on the process of generating tag lines and themes for the campaign e. g. “ The best option” or “ What a terrific solution.”

Second stage: January through March

In this phase the main participants shall have already been selected and the following are the main activities that the team shall be involved in, notify students, staff and other stakeholders of the specific time and venue for the campaign, try to capture the attention of students, staff and stakeholders of the college through creative and attractive marketing communications. The most likely tag lines and themes may be “ The source of knowledge”, “ Supporting scholarship” amongst many others.

#### 5. Branding and Messaging

I intend to come up with a theme that agrees very well with my predefined tag lines and employ them consistently and correctly throughout the college year. This repetition shall be the primary technique in the marketing development. I shall combine various marketing and advertising techniques in the process of theme development.

I intend to employ two major themes “ The best option” and “ What a terrific solution” as a way of describing the Rent-A-Book facility of the bookstore with the best option clearly

“ What a terrific solution” a clear exclaimer of how great the service is and its comparative cheapness as compared to the other alternatives such as buying the books.

“ The source of knowledge” is another tag line I intend to utilize whose main aim is to market the Bookstore as a fountain of knowledge and the Rent-A-Book initiative as a means to ease accessibility to academic resources,

“ Supporting scholarship” tagline is meant to give students and staff the mentality that actually these new service aims at creating an opportunity for

them to achieve their scholarly aspirations and therefore improve their lives holistically.

Positioning statements for the campaign may include tag lines such as limitless opportunities, building your future on solid foundation, propagating knowledge, expanding dreams, and opening new horizons.

### **This phase shall be concluded by designing a logo for the campaign.**

#### 6. Objectives and Strategies

Give the campaign a look and feel that it's an idea generated and propagated by the college stakeholders thereby giving it higher chances of being accepted and embraced by the college community.

The posters and flyers shall be designed on attractive material capable of ensuring that it keeps the audience attention and makes the concept more appealing to their eyes.

Incorporation of students and staff in these processes shall actually help in lowering the actual costs incurred in carrying out this marketing activity successfully.

### **References**

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November 13 2011

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