

Implementation of the marketing strategy

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



Implementation of the Marketing Strategy al Affiliation Implementation of the Marketing Strategy Campaigns/Programs The implementation of the marketing plan is perhaps the most important aspect. Social media platforms such as Tweeter and Facebook will be central in the success of the plan. Hop Valley Brewing Company will publish content in the various social media platforms and the company website. This will include information on the available brands of beer, the prices and the benefits associated with the company's products (Barker, Barker & Bormann, 2012). The second thing that will be key in the implementation will be visiting bars near campuses to promote the beer brands. This will require the participation of the marketing team, sales team and the suppliers in the areas selected.

Actions/ Tactics

To be able to engage the potential consumers and buyers, online interaction and sharing of ideas between the company and the users of its profiles will be facilitated. The marketing team will respond to the questions, thoughts and issues raised by the consumers in the various channels used (Barker, Barker & Bormann, 2012). It will also entail tracking and monitoring the reaction of the fans and followers and adjusting the products and sales as per the needs of the market.

Milestones

The online marketing will begin in March 2015 and will be carried out throughout by means of the social media platforms. Since there are minimal costs associated with the platforms, the plan will last for the whole year, but will be updated regularly so that the right content is displayed. The campus promotions, on the other hand, will take place during the school going

seasons.

Reference

Barker, M. Barker, D. & Bormann, D. (2012). Social Media Marketing: A Strategic Approach. Boston: Cengage Learning.