

Marketing case assignment

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



Also, Jessica plans to offer customers information about typical wedding costs, planning checklists, details about how to get a required marriage license. Jessica starts a blog to get feedback from customers. A man and woman can sign up for the service online and pay a modest \$20 membership fee per year, and friends, family and invited guests could visit the website for free. Although Jessica's plan doesn't work well currently, I think she should continue this career and just make some changes to her strategy and plan. Therefore, if she were to move forward, I would give her some recommendation.

First, most people like this service, but they don't know where to look on the internet for such a service. Therefore, Jessica should have a more effective and efficient promotion strategy and let customers know about this service and how and where to get this service quickly. For example, most potential customers can be young people, so Jessica can have advertising in some magazines which young people favor, which describes the service the website offers and the address of the website in a simple way. Besides, the internet has become a very important channel to communicate with customers.

Besides, creating a Backbone page can be very effective. Backbone has a lot of users, and substantial people on Backbone try to get new information. Therefore, creating a Backbone page makes it more possible to attract more customers. Jessica also can more use Google Trends and have more keywords, such as wedding, florists, and catering. It is likely that more customers will find this service through searching these keywords. Second, attention advertisers or sponsors are not accustomed to the idea of paying for internet business.

They don't know the cost is reasonable or if the site will be effective in generating business. Therefore, it's very necessary to make sponsors accept this idea, make their first step, and know the cost is worth and they can benefit from the advertising. For example, Jessica can decrease the advertising cost to attract sponsors, and the previous high cost makes no one want to try. It will be a big step if a sponsor is willing to pay the cost although the cost is relatively lower. If the advertising can bring benefit to sponsors, it will be very possible to increase the advertising cost in the future.

I think her financial goal is realistic only if she can have proper promotion strategy to attract customers and to improve sales and have sponsors to support her websites. The idea of a website offering local wedding-related services is really excellent, and it has potential and can make profit. What's more, I think the income would be bigger, but she might need to spend more time on marketing. By using keywords like 'wedding', 'florists', and 'catering', she can try to get new information. Therefore, creating a Backbone page makes it and have more keywords, such as wedding, florists, and catering.

It is likely that more potential advertisers or sponsor are not accustomed to the idea of paying for Internet business. They don't know the cost is reasonable or if the site will be effective in generating business. Therefore, it's very necessary to make sponsors accept this idea, make their first step, and know the cost is worth and they can benefit from the sponsors, and the previous high cost makes no one want to try. It will be a big step if sponsor is willing to pay the cost although the cost is relatively lower.

If the advertising can bring benefit to sponsors, it will be very possible to increase the advertising cost in the future. I think her financial goal is realistic only if she can have proper promotion strategy to attract customers and to improve sales and have sponsors to support her websites. The idea of a website offering local wedding- related services is really excellent, and it has potential and can makes profit. What's more, I think the income would be bigger, but she might need to spend more time on it.