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McBride Marketing Paper

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McBride Financial Services wants to expand its customer base and needs ideas on what to put in its new marketing effort toward this goal.

What market research would you undertake? • What types of media would you use? • What are McBride's target markets? • What are the considerations for McBride to conduct a portion of their marketing on the Internet?

MC Bride financial Services are a growing mortgage lender based in Boise, Idaho. The function of the organisation is to offer low cost mortgage solutions in the category of conventional, FHA and VA loans to professional and common individuals. To pursue a purchase or refinance a home. The objective of the company is to expand its operation over the areas of Wyoming, Montana, North Dakota, and South Dakota. In an effort to meet the plan of expansion of operations, the company has targeted to re-establish the marketing plan in the light of the corporate objectives. The refined marketing plan intends to determine the mortgage packages for individuals according to the needs and profiles of the consumers.

In an effort to develop the most appropriate and beneficial marketing plan, the company aims to study and reach the target customers with an overhauled marketing campaign.

The purpose behind the effort is to perform an indebt research and gain information on the buying habits of consumers, in the light of their profiles. Such an extensive market research will enable the company to attain accurate and authentic information over the choices of consumers. Thus, the

prices and advertising of the company's financial services will be targeted in the most refined manner to avoid the waste of efforts and finance.

Meanwhile, such an investigation will also support the company to make an appropriate choice of marketing mode that is to be selected from the various options available at present. These include, online marketing, offline marketing and in person marketing etc. To sum up, the purpose of marketing research of Mc, Bride is to explore and focus over the target audience that is to be aligned with the profiles of the consumer through packages offered and the marketing techniques drafted by the company to expand operations.

An overview of the company functions and the appropriate marketing activities makes it evident that the company can offer its services through the marketing plan in a number of modes. These include public speaking and gathering / workshops of associated agenda. This aspect can be explored by getting in synchronisation with an affiliate with a network or organisation that can design a mutual package for consumers to avail opportunity as a win win situation. By this aspect, it means the launch of new colonies / apartments / houses etc . that can offer associate or complimentary opportunities of acquiring Mc. Bride mortgage services and plans. Secondly, the most evident important an element of marketing, at present is the electronic media marketing. This is also regarded as broadcast media that stirs the consumers through by approaching through television, radio, and new age social media interaction forums. These marketing avenues are equally beneficial for the company, as if they are in coordination with appropriate and visual senses. Moreover, radio and social networking forums are also noticeable options. These could further be exploited with the

support of catchy jingles and slogans to grasp the consumer's attention and the attention of the target market. However, the specifications of the media that is television channels, timings of advertisement, colour choice, sensory and casual apprehensions, and voice concerns are to be explored to avail the option. Another important new avenue of marketing mode is advertising will mobile messages and smart devices. These are gaining rapid attention as an intervention of present day media. Live updates and other associated captivating information to be shared with the target market with an aim develop consumer connectivity is another noticeable option to be adopted by the company.

Precisely, the company has to make a compact package of advertising to connect and be noticed by the target market. This refers to choosing different forms of the presented medium. However, the social media networking is the most important marketing option to be focused by the company. This refers to the approach the target market email, website, postcards, e forums, eBooks, blogging, internet, television, facebook, and YouTube. Hence, a focused approach can gain rapid consumer recognition with the support of the presented advertising avenues and types of media. The target market is to be further attributed with information with the support of telecommunication, survey, and approaching direct-targeted audience with the worst mode of communications on social media networks. Thus, it is evident that an attractive and comprehensive target oriented marketing approach can grant success to Mc. Bride by appealing the consumers with the most sensational mediums utilised at present.