

Integrated marketing plan assignment

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At present, Makeup by Jan is a part-time business. This causes problems due to limited time and resources for marketing and advertising. The goal of this campaign is to bring as much exposure as possible to Makeup by Jan and increase the growth and clientele for the business. Budget is limited, so finding creative and affordable ways to gain exposure will be a challenge. Founded in 2008, Makeup by Jan is a small business that specializes in a professional makeup experience for each individual client.

Jan has been a makeup artist for over 12 years, only just recently finding her passion to bring her outstanding makeovers to others. Jan has always had an eye for perfection, a talent for bringing tatty to the face, and a passion for inspiring others to see their own beauty. Jan became a certified international makeup artist in 2007, and since has had the opportunity to bring her talent to others in various settings.

From bridal makeup, to catalog makeup, makeup for a female football league, personal photo sessions, and home makeover parties; Jan has done it all. Makeup by Jan is based in Naperville, Illinois but is a mobile business. Its home business area is Chicago and surrounding suburbs. There are several “freelance” makeup artists in the area but most focus on the fashion industry and are based in Integrated Marketing Plan By anaconda experience in the fashion world with models, the focus of her brand is to help bring out the beauty in the “average” woman.

Her goal is to make every woman feel their best and bring out their inner beauty through enhancing the outer package. Currently, the typical customer for Makeup by Ganja’s services is the woman between the ages of

21-40, middle income, and looking to obtain services for some type of special event, or to learn tips and tricks to feel more beautiful on a day-to-day basis without spending 30 minutes or more in front of the mirror. About 25% of the nonuser is the latter, wanting to learn how to do their makeup on their own in a better manner. 5% of the women who come to Makeup by Jan for services are looking to feel pampered and more beautiful than they would on a day-to-day basis for either their wedding, a special evening out, a social event, or a photo shoot. As of today the company does not have a set and planned promotional program. Current ways of advertising are word of mouth, social media, and verbal marketing by Jan. Ganja's friends, family, and past clients do refer new clients, and about 50% of the company business is by word of mouth. Social media is used via a business page on Backbone, and pictures of makeup clients on Mainstream.

Verbal marketing occurs when Jan meets someone new, or happens to engage in a conversation with people about makeup, where she informs of her services and refers clients to her Backbone page for her portfolio. The most desirable goal to achieve through this marketing plan is to find more methods of mainstream advertising, and to finally have a website launched to direct potential clients to view. The biggest and most important objective of this MIMIC campaign for Makeup by Jan is to brand the company, launch the company, and gain a large amount of exposure.

A few other strategic goals and objectives are expected to be obtained during this campaign time: Corporate Growth Objectives * Grow earnings by at least 5 percent each year * Boost sales by at least \$10, 000 over the next two years * Launch company website * Become one of the top providers of
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mobile makeup services in the Chicago area * Create a brand image *
Promote the brand image and raise public awareness Communication
Objectives * Launch website * Gain traffic to the website * Increase word-of-
mouth marketing Increase social media activity * Create promotional
materials and specials In order to successfully achieve these goals,

Makeup by Jan likes to tailor the makeup experience to each customer. Typically a custom experience includes a survey of customer's skin, asking the desired look, and working diligently to achieve a perfect look for the individual. Many women like to bring a photo of makeup looks they've seen, and Jan either re-creates the look, or uses the look for inspiration to deliver the exact vision of the customer. The custom servicing will show within the advertising campaign, and customer testimonials will be a part of the strategy when launching the company web page. Since Makeup by Jan is a smaller company and does not currently have plans to grow on a national level, TV or radio advertising is not necessary.

The majority of focus will be to partake in bridal expos, local networking events, " girl's nights out", and social interaction with others in bars, clubs, beauty stores, and/or social functions with friends. Once the plan launches, the plan will be heavily promoted for about six months. During this time, promotional cards will be mailed to friends, dropped off in bridal, floral, and local businesses. The website will be promoted on social media sites, as well as easily cognizable on printed advertising mediums. An idea is to run an ad within a local magazine, called Naperville Magazine. Even though the company is mobile; home base is in Naperville, IL and Naperville is a good market to expand. The biggest challenge within this marketing campaign will

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be the budget. Budget for the advertising plan is low. The total budget is \$1,000.

Most of the budget will be allocated for printing business cards, promotional post cards, a car window decal, and for web hosting services. Since most of the plan is heavily based on word of mouth and social media advertising, the biggest investment for Makeup by Jan will be that of time. This means the company will have to find creative and free ways to promote in addition to using the \$1,000 budget. The website can be created for free, word-of-mouth will involve a small cost of printing more business cards and promotional flyers, and social media activity only requires a time investment. The company will consider advertising in the yellow pages, local newsletters, and wedding websites.

Overview of MIMIC Promotional Mix * Updated business cards and company logo * Postcard flyers for 20% off first-time makeup application services * Advertise and promote new makeup services Creative posts and posts with pictures of past clients on the company Backbone page at a minimum of 3 times per week. * Distributing business cards to family and friends to pass out to people they come in contact with. The campaign is initially thought to last for the whole year of 2013. During this time, we will gather and measure the success of the campaign. When the website is designed, it will be one that counts the number of hits to the site. New clients will be surveyed to determine how they heard about us. Local businesses where postcards and business cards are dropped off will be closely monitored to see how often they need refills. Printing of business cards and flyers will also be another method to monitor.

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After the first 6 months, a bi-monthly data collection will occur to see how effective the marketing campaign was. The objective of the direct marketing plan will also be to focus on the company website, but use various methods of print and media communications to spread word to as many people as possible. Since the company is a small business and does not have plans of going national or expanding in a large manner within the next five years, there is no need for radio or television advertising. The direct marketing plan involves updating the company logo and fonts, and creating new business cards and postcard flyers. The postcard flyers will be for a sales promotion, which will be outlined in the sales promotion mix.

Other than business cards, meeting people face- to-face and attending local networking events will be key to direct marketing. While Chicago is not as popular as Los Angeles or New York, there is a healthy fashion and arts scene. Makeup by Jan is based out of Naperville, Illinois, which is a suburb of Chicago. Jan is in a good location to attend networking events both in the suburbs and in the City of Chicago. Networking events are common in Chicago and a lot of great business contacts and clients are gained through attending. Industry nights, girls nights out, events with other business owners, are all sources of direct and low- cost marketing techniques for Makeup by Jan.

Jan will also distribute business cards to friends and family to hand out to people they know and meet. Another method to implement will be a decal for Ganja's car promoting Makeup by Jan. This is a great tool to use in promotion, especially in the suburbs because everyone has to drive everywhere. The decals will go on each side of the vehicle, as well as one for <https://assignbuster.com/integrated-marketing-plan-assignment/>

the ace window. These decals will feature the company logo and also a large display of the company website. These decals are inexpensive, ranging from \$10-\$50 depending on size. The biggest part of the overall MIMIC campaign will be spent on the direct marketing tools. \$800 of the budget will go towards the direct marketing piece of the plan.

Business card printing for the year, promotional flyers, and car decals will be created as part of the direct marketing. Company business cards and flyers will be distributed to known floral shops, photographers, limo services, and wedding Do's. Makeup by Jan is also considering running an ad in the local magazine, Naperville Magazine. Naperville magazine is a great source for what's happening in the area, where to eat, where to see and be seen, fashion, and local news. Plenty of other This will be evaluated by contacting the editor and determining if the cost fits into the budget for the MIMIC plan.