

Group marketing plan

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



Implementation of the Marketing Strategy Implementation of the Marketing Strategy Hop Valley Brewing Company management is alive to the stiff competition and different market forces which need to be countered through progressive campaigns and programs. The marketing strategy of the company must be implemented within the shortest time possible, and better milestones realized. The management will carry out different management approaches for the different campaigns which will make their products stay ahead of their competition. Roadshows, events in restaurants, university activities and bars with the state of Oregon such as Taylor's Bar & Grill and Rennie's Landing will play a significant role in implementing the marketing strategy for the company. The college students with the state of Oregon will be the ultimate customers as the company seeks and evaluates new ventures. Campaigns that suit the students would be given the highest priority compared to the programs that cater for the general population. The specific actions that the management would take include sponsoring activities at Taylor's Bar & Grill and Rennie's Landing and encourage students purchase their products. The activities would include sponsoring a Mr and Miss College in the region, a campaign that would cost an estimate of \$3, 000 including the planning and awards to the winners. Students and those who would like to follow the event, will be required to purchase Hop Valley Brewing company products as their tickets to the event. This will be a one day event, starting in the morning and ending at night the same day. This event will play a significant role in promoting the company's products. Organising for a games day will be another viable program to implement the marketing strategy of the company. It is all clear that college students and

other young people either working or yet to join colleges have a unique like for games. Sponsoring a one day games events, that would be seasonal, is a great program for implementing the strategy and get the needed results. To participate in the games, students will be required to purchase Hop Valley Brewing company products as their tickets. The winners of the games will be given free products and encourage them to buy more of the products for future chances of participating in the games. There will be different beer stands run by the company's agents throughout the games.

Hop Valley Brewing Company management team will finally participate in a brewing festival, an event that brings thousands of customers together. The event that will be hosted at Portland, Oregon's Waterfront Park will be a good opportunity for the company to showcase its products as lots of music, trivia questions and other activities would be a catalyst for customers to get to know more about your product. It is important for the company to position itself in a way that, it would be the preferred choice during the event to ensure the campaign is a success. Because it's a festival, and different brewing companies would be showcasing their products, it would be prudent to lower the costs of the beer to cater for everyone attending the event.

Reference

Jain, S. C. (2000). Marketing planning & strategy. Cincinnati, Ohio: South-Western CollegePub.