

Capstone Component 1: Integrated Marketing Portfolio

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In this analysis as a marketing consultant, I seek to express the ideas for the review of Jamie's Floral Delights to expand their marketing efforts into the Asia-Pacific region. The new subscription-based flower bouquet service will serve as the new product/service for entering this market. The analysis seeks to reach the company's goal of being profitable by year two at a reasonable cost. It consists of the target market segments and competitive analysis, pricing structure and financial projections, an integrated marketing communication plan, and details how this plan will be implemented, evaluated, and controlled for a successful marketing plan.

II. Target Market

a. Identification

Though the floral industry has a diverse target market, women make up a large part of the floral target market not just in the U.S., but also in other regions. Not only is this one of the market segments, but certain age groups are helping to grow the floral market for online shopping. Gen X and Millennials make up the median age of flower and gift sales. The Millennial demographic makes up 25.5% with an age range of 25–34-year-olds and the Gen X demographic makes up 21.2% with adults aged 35-44 (Digital Commerce 360, 2024). Some of Gen Z also make up total sales but Gen X and Millennials make up two-fourths of total sales. With these demographics, there are also different backgrounds, lifestyles, and financial conditions that make up a large portion of the target market as well.

Reasons for a customer to purchase from online floral delivery services:

- Personal and gifting
- Wedding
- Corporate

- Sympathy

By the end-user:

- Commercial
- Households

Reasons for customers to purchase from local brick-and-mortar stores:

- Financial Instability
- Gift-giving tendencies

Millennials are more likely to purchase in-store and deliver flowers themselves because of their financial instability and gift-giving tendencies, which is more common with this generation than others (The Produce News, 2015).

Female personal and gift-giver segments:

- Gen Z, Millennials, and Gen X demographic
- Employed
- Purchase flowers for close peers and relatives (family, friends, co-workers, etc.)
- More likely to customize flowers for an order
- More likely to purchase flowers that are in their price range and affordable
- More likely to buy in-store and online

Male personal and gift-giver segments:

- Gen Z, Millennials, and Gen X demographic plus more
- Educated and employed

- Married or in committed relationships
- Event-driven floral purchases (Anniversary, Birthdays, Valentines Day, etc.)
- Willing to spend more on flowers and mostly for their partner
- More likely to buy online

Corporate/commercial buyer segments:

- Typically female of the Gen Z and Millennial demographic
- Work in office settings
- Regularly purchases for the business
- Budgets
- Makes purchases depending on size of bouquets

On a global scale, we plan to initiate floral delivery services to the Asia-Pacific regions including China, Japan, India, Australia, Indonesia, New Zealand, and the rest of Asia-Pacific focusing on the personal and gifting segment of the female Millennial and Gen X demographic. As shown in Table 1, the Asia-Pacific region is expected to have the highest growth due to the rise in consumer awareness about self-care and self-gifting with the increase of disposable incomes in these regions (Allied Market Research, 2023). Table 2 indicates how the cut flowers market is projected to grow in revenue in the future for this region.

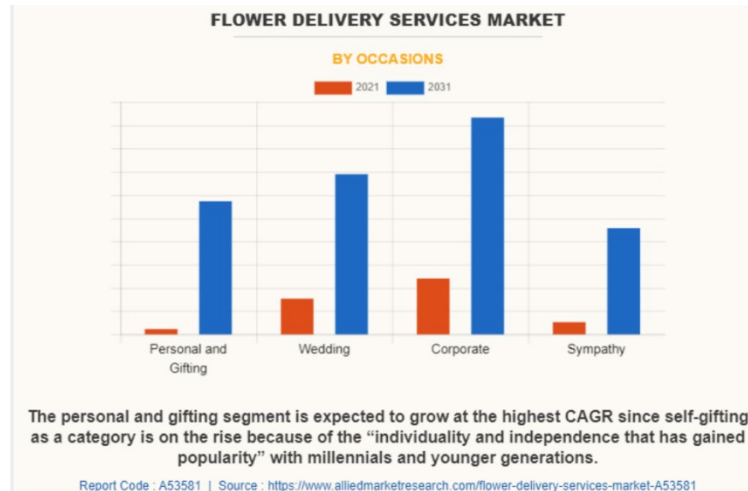


Table 1

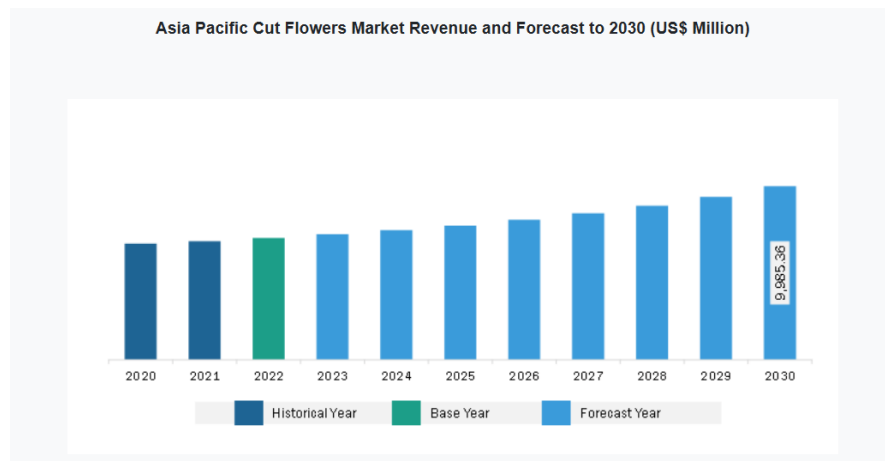


Table 2

b. Influences

Because of a growing economy in these regions and the technological advancements to create new hybrid varieties of flowers, consumers have more disposable income, which has increased the demand for cut flowers (Business Market Insights, n.d.). Developed and developing countries in this region are experiencing growth in urbanization and a growing middle-class population has also increased the demand for this market.

Flowers have been a big part in Asian culture and have been for thousands of years. On a spiritual and cultural practice, lifestyle psychographic, and governmental level, flowers are very

avored in Asia-Pacific. They symbolize royalty in some regions, represent a healthy lifestyle and prosperity, and are a part of urban development projects for beautifying cities (Business Market Insights, n.d.). The commercial segment of the cut flowers market has the largest share of the region in 2022, but there are opportunities to grow the personal gifting segment because of the rise of individuality and independence in younger generations.

Political instability can affect the expansion into the Asia-Pacific region. Geopolitical conflicts have furthermore caused disruptions in the global supply chains and high inflation rates is contributing to increased costs and uncertainty (Asian Development Bank, 2024). What this means for the floral industry in this market is that there will be more pressure on high trading costs. From a legal standpoint, depending on the country in the region, there are trading policies and regulatory standards to look out for. The trading dynamics are different compared to the U.S. This region is a trade-dependent economy with large exports in electronics, machinery, and raw materials and failure to comply to the different trading policies can result in fines, costly delays, and damaged reputation of the brand (DataSense Insights Market, 2024).

III. Competitive Analysis

There are many different Asia-Pacific manufacturers of online delivery and subscription-based services in the floral industry. One of the leading companies is 1-800-FLOWERS.COM and specializes in the selling of gifts in the form of fresh flowers, gift baskets, plants, candles, plush stuffed animals, gourmet foods, fruit baskets, and many more products. They also offer products under various brands like Things Remembered and Harry & David. They have been experiencing a decline in sales in recent years under their consumer floral and gifts segment. Under their fiscal 2023 fourth quarter, revenues for the quarter were \$248.3 million declining at 17% compared to 2022 with \$299.0 million and the full fiscal year decreased 13.1% from \$1.06

billion to \$920.5 million (1-800-FLOWERS.COM Inc., 2023). They are still a highly successful company though because they currently have increased their annual sales to \$1.83 billion for the fiscal year of 2024 so far and have over 10 million customers (1-800-FLOWERS.COM Inc., n.d.). Our marketing team hopes to ensure this level of success in this industry by introducing other gifting products in the future to keep up with the competitors.

IV. Likelihood of Success

There most likely will be an estimated large growth in the Asia-Pacific cut flowers market. According to Business Market Insights (n.d.), “The Asia Pacific cut flowers market is expected to grow from US\$ 6,998.34 million in 2022 to US\$ 9,985.36 million by 2030. It is estimated to grow at a CAGR of 4.5% from 2022 to 2030.” Flower delivery services are also estimated to grow significantly over the years. It is expected to grow at a CAGR of 7.8% from 2024 to 2030 (Horizon Grand View Research, 2024). With more governmental support for urbanizing cities furthermore in this region, economic growth, and the consumer demand to purchase flowers for personal use, self-care, and cultural significance, there are opportunities and a high chance to thrive in this market.

Competitive companies with similar products include:

- 1-800-FLOWER.COM
- The Bouqs Company
- From You Flowers
- Urban Stems
- The Wonderful Company
- Bloomex Canada

- Venus ET Fleur

Our marketing firm wants to ensure high success to make Jamie's Floral Delights the next big thing in the floral industry! I look forward to working with and discussing plans to take this company to the next level.

V. Financial Forecasts

The estimated growth entering the Asia-Pacific market will be based on a three-year sales forecast. We know that the floral industry is expected to grow in this region with a forecast all the way to 2030, but in order to calculate the projected sales growth and revenue of Jamie's Floral Delights, it would be best to use one of the competitor's financial information to create a hypothetical forecast. With 1-800-Flowers, their 2024 annual report shows their net revenue from 2022-2024 during the month of early July to late June. Their net revenue on July 3, 2022, was \$2,207,885, on July 2, 2023, it was \$2,017,853, and on June 30, 2024, it was \$1,831,421 (1-800-FLOWERS.COM, 2024). This company is more established than Jamie's Floral Delights, so there would be a decrease in the percentage of revenue they would make. The average florists generate \$362,318 in annual revenue, but the majority of florists bring \$200,000 or less (Cho, 2024). Based on this information, the first year within the consumer floral and gift segments could be \$200,000 in annual sales and revenue. The second year we could expect to see the sales and revenue increase 15%, making it \$230,000, and the third year 20%, making it \$240,000 as a safe range of growth in revenue.

As for market share, because there has been an increase in growth of consumers with more disposable income and governmental urbanization of cities, the Asia-Pacific region is expected to have growth in the flower delivery service market share. They are accounted for a

revenue share of 21% from 2024 to 2030 (Horizon Grand View Research, 2024). With that in mind, market share is calculated by taking the total sales revenue and dividing that by the industries total revenue and then multiplying that number by 100 to get the percentage (Riserbato, 2022). Given the revenue sales that only goes up to the year 2023, this number will be used to calculate the first year of the company's market share. The calculation looks like this: $200,000/1,538,800=0.129 \times 100=12.9\%$. It's projected that the market share for the first year would be approximately 13% in 2025. The following years could increase 1-3% depending on the marketing strategies and practices to promote the brand.

There will be many different factors influencing the return on investment such as the profit margin, revenue, market conditions, costs, and more. A general good ROI is a normal 5-7%, but a stronger ROI is 10% or more (Smart Asset, 2023). Aside from that, for floral businesses, a positive ROI is with a profit margin of 70% on flowers and hard goods (LuAnn, 2024). The first year, we'll project a 5% ROI, the second year will increase to 7%, and the third year will increase to 9%. There are three factors that can determine a breakeven point, and this includes revenue and price per unit, fixed costs, and variable costs (Upmetrics, 2024). Entering a new market, could realistically mean that the breakeven point won't come till later on because we'll need to look into the market conditions, the locations of this region to market to, how consumers of these regions respond to seasonal marketing efforts and the fluctuations, and more. A florist company approximately takes 1-2 years to reach the breakeven point and reach the goal of being profitable (Upmetrics, 2024). It can be expected that the company will reach this breakeven point by the second or third year if we keep the promotional techniques consistent and effective.

VI. Marketing Environment Analysis

Entering a different market is going to have its own set of challenges and a different marketing environment. We want the company to strive for differentiation in their marketing efforts to stand out from local and other international competitors, but some things can affect the financial forecast we expect to project. Compared to the U.S., there may be some differences in the weather changes of marketing to the Asia-Pacific region. Extreme weather conditions, rainfall, and rising temperatures can affect crops, flower quality, and production costs (Research and Markets, 2024). On the bright side, there are ways to adapt to these conditions to mitigate the costs of the quality of goods. Countries like Japan and South Korea are known for their innovative ways of using greenhouse technologies, precision agriculture, and vertical farming methods to conserve crops and resources (Research and Markets, 2024). This is one thing to consider that can increase the costs of production as well as the costs of the products being sold to consumers, which falls back on profitability.

Another thing that can affect how we enter the marketing environment in this region and our sensitivity to these market conditions is the economic shift and geopolitical tensions. The economic growth in this region outperformed expectations in 2023 with reaching 5.0 percent for the year with some economies having a decline in inflation and others are still experiencing high price points and deflationary risks as shown in Table 3 (International Monetary Fund, 2024). It's projected that this percentage will decrease in the Asia region in 2024 and 2025. Compared to the U.S. inflation is still an issue that hasn't changed too much, so the pricing and production costs would have to adjust to this region's inflation rates.

Economic forecasts: Asia and the Pacific

(real GDP growth; year-over-year percent change)

	PROJECTIONS			CHANGE FROM OCT 2023 WEO	
	2023	2024	2025	2024	2025
Asia	5.0	4.5	4.3	0.3	0.0
Advanced economies	1.7	1.6	1.8	-0.1	0.2
Australia	2.1	1.5	2.0	0.3	0.0
Hong Kong SAR	3.2	2.9	2.7	0.0	-0.2
Japan	1.9	0.9	1.0	-0.1	0.4
Korea	1.4	2.3	2.3	0.1	0.0
New Zealand	0.6	1.0	2.0	0.0	-0.1
Singapore	1.1	2.1	2.3	0.0	-0.2
EMDEs	5.6	5.2	4.9	0.4	0.0
Bangladesh	6.0	5.7	6.6	-0.3	0.0
Brunei Darussalam	1.4	2.4	2.5	-1.1	-0.3
Cambodia	5.0	6.0	6.1	-0.1	-0.3
China	5.2	4.6	4.1	0.4	0.0
India	7.8	6.8	6.5	0.5	0.2
Indonesia	5.0	5.0	5.1	0.0	0.1
Lao P.D.R.	3.7	4.0	4.0	0.0	-0.1
Malaysia	3.7	4.4	4.4	0.1	0.0
Mongolia	7.0	6.5	6.0	2.0	2.5
Myanmar	2.5	1.5	2.0	-1.1	-0.5
Nepal	0.8	3.1	5.2	-1.9	0.0
Philippines	5.6	6.2	6.2	0.3	0.1
Thailand	1.9	2.7	2.9	-0.5	-0.2
Vietnam	5.0	5.8	6.5	0.0	-0.4
Pacific island countries	3.3	4.0	3.5	0.2	0.0

Sources: IMF, World Economic Outlook database; and IMF staff calculations.
Note: EMDEs = Emerging markets and developing economies. EMDEs exclude Pacific island countries and other small states. India's data are reported on a fiscal year basis. Its fiscal year starts from April 1 and ends on March 31. Pacific island countries aggregate is calculated using simple average, all other aggregates are calculated using weighted average.

IMF

Table 3

Other marketing conditions include the different consumer behavior trends and legal and ethical regulations and standards of each country as technology continues to advance in this region and influences how companies advertise their products. E-commerce is highly favored among the Asia-Pacific region with some countries in East Asia dominating the e-commerce space. For example, China, Japan, and South Korea lead in the e-commerce market and is projected to account for 85% of the Asia-Pacific regions e-commerce sales in 2028 (Hu, 2024). Other countries like New Zealand, Singapore, Australia, and more are also preferring online shopping as shown in Table 4 indicating the growth of this preference from 2021 to 2022.

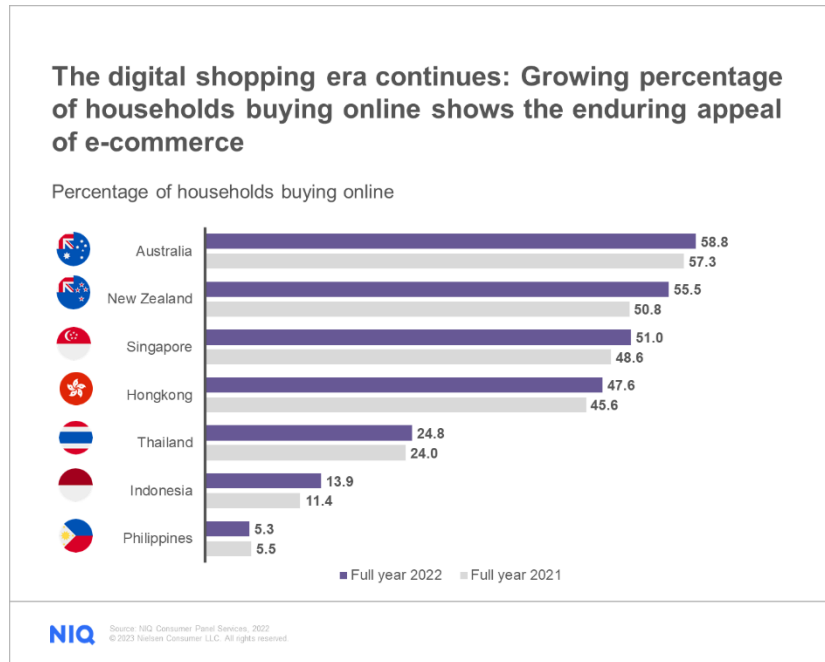


Table 4

Because of the growth of e-commerce due to advanced technologies, shopping behavior in this region has shifted in some ways into social commerce. China and Thailand are just some of the countries in this region who are dominating in this channel with approximately nine out of ten internet users in these countries making purchases through social networks in 2023 (Chevalier, 2024). Social media platforms like WeChat in China make it possible for consumers to shop on this platform which fosters a preference for convenience because consumers can directly purchase products on these platforms and discover new products easily. It's also convenient for them to compare prices. The strong shift from e-commerce to social commerce shopping in this region can be sensitive for us to adapt to these changes because it is not as prominent in the U.S. as it is in this region.

The difference in concerns for consumer privacy and ethical and legal standards and regulations also could affect the financial aspect pertaining to e-commerce of this analysis. AI, digital privacy, and security are a growing concern in the Asia-Pacific region with seven in ten

consumers worried about how companies are collecting personal data, and among these concerns, they are especially high in the Philippines at 86%, Thailand, and Singapore both at 81% (Carmona, 2024). Other countries like Australia and India have a high or fair level of concern regarding online privacy. Table 5 below shows the high percentages of concern levels with this issue in these countries.

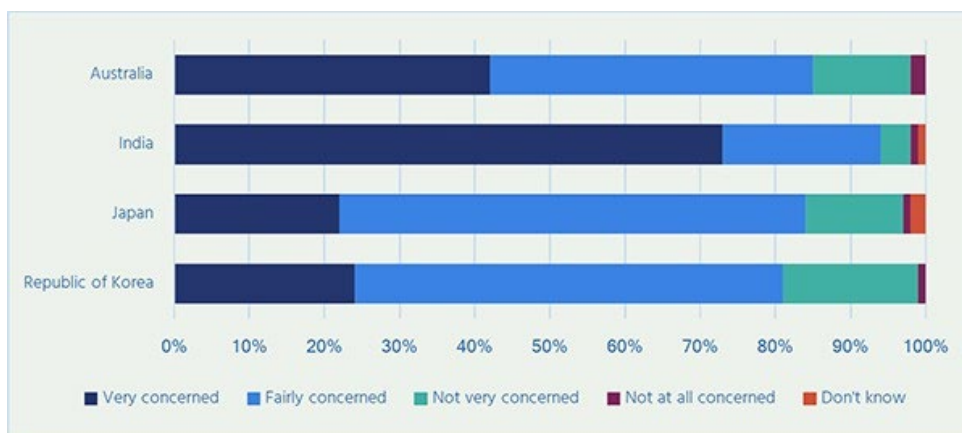


Table 5

Among the privacy concerns, each country has their own way of protecting consumer privacy. Some are not as strict as others, but there is a general standard for cross-border privacy protection. The Asia-Pacific Economic Cooperation (APEC) Cross Border Privacy Rules (CBPR) system sets the standard for privacy protection in this region and Japan is the first country to join this system and other countries like Australia, the Philippines, and Vietnam are planning to or considering joining this system (Internet Society, 2017). Not all countries have joined or are planning to join this system though, which leaves room for them to have their own laws and regulations. This makes it a more complex process to do business operations and promote the brand and products to these countries and could increase the risk of data breach penalties and higher compliance costs.

VII. Pricing Structure

We are aiming to target the personal gifting segment for the Asia-Pacific region, and with this segment, a subscription-based service in selling different bouquets of flowers is the product and service to sell to enter this market. As stated before, floral businesses typically aim for a profit margin of up to 70%, but this can vary depending on the owner wanting to sell more flowers at a lower price or sell fewer flowers at a higher price (Dickson, 2024). Another acceptable profit margin is 50% or 60% as well, so the company should aim for a profit margin between 60%-70% by the second or third year. Since the pricing will be based on the subscription-based service, it would be better to sell more flowers at a lower price on a monthly basis. Subscription-based services often provide a way for their customers to save money and are more convenient for them.

The subscription-based service will use both online and offline channels, but the online distribution channel will be the primary focus to put most of the marketing efforts towards. The online distribution channel is way more convenient for the target market in the Asia-Pacific regions of course and is most effective because it holds the largest share of this market and is better supported by the advancements in logistics and supply chain management, which includes other channels of distribution (Patel, 2024). Within the supply chain, there are many different factors to consider such as the cost of equipment and supply expenses that can cost \$66 to \$1,200, inventory costs from \$350 to \$14,750, advertising and marketing costs for a website and other online platforms of up to \$10,000 to \$20,000, and software expenses that can cost \$1,500 to \$3,500 (Hana Florists POS, 2022). Also, there is a different process from harvesting the flowers to getting it to the customer internationally that can potentially reduce shipping costs. Day one of the process is harvesting and arranging the flowers, day two through five is shipping in a refrigerated air freight, day six is being shipped through a refrigerated truck, and day 10-12

is when flowers are delivered to the customer (Espeal, 2022). All of these channels plus more will influence the price of the service. We also have to consider what percentage of this cost has on the revenue. Supply chain costs can range from 10% to more than 20% of revenues, but since the industry we are in is retail, that could be 14% to 19% or more as shown in Table 6 (Oliver Wyman, n.d.).

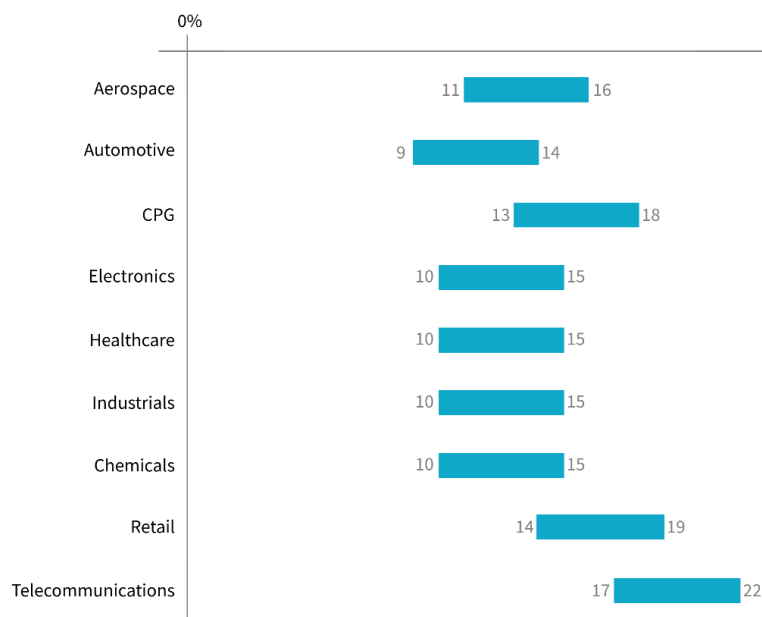


Table 6

The floral and gifting company, 1-800-FLOWER.COM, also have a monthly subscription-based service with competitive pricing. They have three different plans to choose from with prices ranging from \$39.99 to \$59.99 with different sizes of bouquets and different arrangements of the season or varying colors allowing their customers to save 15% (1-800-FLOWERS.COM, n.d.). Another international competitor is The Bouqs Co. that also offer subscription-based services. They also have varying prices and sizes of bouquets from \$44 to \$69 (The Bouqs Co., n.d.). This pricing is the range we want to go with because it is affordable for the target market and provides the customers with options to choose from.

With all of these factors to consider in the pricing structure and trying to keep costs moderately low while being profitable, the pricing of the subscription-based bouquets will range from \$34.99 to \$64.99. The small bouquets will cost \$34.99, the medium will cost \$49.99, and the large will cost \$64.99.

VIII. Alignment with Strategic Goals

This financial forecast and pricing structure are in alignment with the company's goals. The goal is to help the product or service reach the right market at a reasonable cost and being profitable by year two. In determining the price for the product and subscription-based service, we used a competitive pricing strategy that is fairly affordable and reasonable for the target market. With a reasonable profit margin of 60%-70%, this range can help the company reach the profitability goal either by year two or three. To meet this goal within this timeframe, we have to consider the fees it takes to distribute the products to the Asia-Pacific region because they have different regulations and policies for international companies. The most investment to be made to reach this profitability goal is the efforts to market the brand and create awareness around the products and services. As long we keep production and the distribution channel costs fairly low, we can be on our way to reaching these goals.

IX. Promotional Objectives

The promotional objectives and activities will be approached to align with the company's goal of being profitable by year two. One of the important objectives to achieving this goal is to increase brand awareness of the new subscription-based service. Assuming that the brand awareness level is a bit low, and we want to improve that, more specifically, my team and I will aim to increase brand awareness by 8% within a two-year period using a social media campaign

and analyzing website traffic. To ensure we are meeting this objective, this can be measured through KPI's and metrics like website traffic, social media engagement, impressions, click-through rate, page visits, and tracking brand mentions.

Another important objective is to acquire new customers in this region. Strategies for acquiring new customers can lead to more business opportunities and cost-effectively increase revenue (Pradhan, 2021). We aim to acquire new customers by enhancing the customer experience and offering discounts and sales. More specifically, increase website conversions, like sales or email subscriptions, by 3% every quarter for the first two years using influencer campaigns and email marketing. Acquiring new customers is one step to creating loyal customers.

Lastly, another objective that coincides with methods used to acquire new customers is retaining existing customers in the new market. Enhancing brand loyalty will help to retain our customers, which will in turn result in increasing revenue and the company will become more profitable. In order to retain our customers in this market, we need to foster and build a trusting long-term relationship with them and encourage repeat purchases within this relationship to drive revenue growth. Within this objective, we aim to enhance the user experience with personalized content by increasing social media engagement and email open rate by 3% every quarter for the first two years.

X. Communication Options

The first objective of increasing brand awareness will be met with using social media, Jamie's Floral Delights website, and utilizing SEO and PPC to help grow the website's traffic for its analysis. Within the social media realm, Facebook is the leading platform used by the Asia-

Pacific market with also local platforms rising such as WeChat (Weixin), that is a prominent messaging platform of China (Statista, 2024). Other platforms like Instagram and YouTube follow along with that. We will use Facebook and Instagram as our platforms for achieving not just this objective, but the other objectives as well. Considering that we are targeting the personal gifting segment and mainly the Millennial and Gen X female demographic, content on these platforms will be slightly different, but kept generally the same because both platforms are text and image based. In Southeast Asian countries like Vietnam, Facebook was the primarily used platform as of 2024, which makes this a good opportunity to target this demographic on this platform (Nguyen, 2024). Keeping in mind that Instagram is more image based and Facebook allowing more characters in a post would be the main difference between the platforms and that will be used for our content strategies.

The social media campaign will be centered around promoting the subscription-based service utilizing user-generated content from influencers to communicate the message of self-care and self-love. Similar to what one of the company's competitors is doing, The Bouqs Company, their content includes lots of UGC from women of the Millennial and Gen X demographic, some of which promote their monthly subscription service in the context of self-care. They also used hashtags like #selfcare, #selfcaretips, #selfcaresunday, and #flowersubscriptions. These ideas are what is needed for the company to promote this campaign on the two platforms.

Along with the objective to increase social media engagement to enhance the user experience, we also want to make the content on the platforms relatable and easy to engage with. The content will also be questions we ask the audience, and they can reply back to encourage engagement as well as making sure our marketing team replies to these comments to boost

engagement. It is one thing The Bouqs Company doesn't do a lot of and that can be to our competitive advantage.

The company's website will be the main channel to help customers learn more about the company, view the products and services, and purchase. To achieve the other objectives like increasing website traffic and conversions, this channel of communication and SEO and PPC through Google will be used meet those objectives. The website content would need to be consistent in design of the brand, structured, organized, optimized for the search engine, as well as be responsive for mobile and tablet devices to allow for a great user experience. Utilizing SEO and PPC would include using relevant keywords, longtail keywords, detailed but short descriptions, relevant ad copies, and call-to-actions within the descriptions and as buttons on the website.

Lastly, the email initiative will be the direct marketing channel to acquire and retain our customers. This channel of communication will be used to communicate the subscription-based service with all the prices and sizes of bouquets they can choose from as well as offering discounts on bouquets and providing personalized content. We'll utilize attention-getting but relevant subject lines and relevant titles for the email content. Examples of personalized content would include images of flowers or bouquets relevant to their birthday month or content relating to self-care and mental health.

a. Costs

There will be various costs for using all of these communication channels, but it will be fairly low. This is due to how most of the channels being used are through social media, which can be little to no cost. The content being made will be the main factor that will cost the most for

both social media and developing the website more for a better user experience. Hiring talent such as graphic designers and UX designers will be a part of this cost. Depending on the type of designer, whether it be a freelance designer, design agencies, or subscription-based services, and the duration of the project, the cost can range between \$15-\$35 per hour or more if working with an agency (Upwork, n.d.). User experience designers are different than graphic designers, but the cost can be fairly the same depending on the same factors. User experience designers can cost anywhere between \$10-\$80 and other factors can include the experience level of these designers (Klyzhenko, 2023).

Other costs include the PPC ads and management of social media campaigns and email marketing. PPC ads can cost anywhere from \$100-\$10,000 per month on average as of 2024 (WebFX, 2024). Things to factor into this cost could be how much impressions we want to have and the duration of holding these ads up on the Google search engine. Managing the social media campaign a bit costlier between \$1,000-\$25,000 a year and the factors that go into that are the size and scope of the campaign, duration, and the type of platform to be used to run ads (Upwork, 2024). Email marketing can cost around the same or less depending on the duration, content, subscriber list size, and size of the company.

b. Legal and Ethical Factors

There are some legal and ethical factors that need to be considered when using these channels of communication to promote the new service to the new market in the Asia-Pacific region. Colored flowers have different meanings to different countries in this region. Under the American Marketing Association ethical standards that companies should abide by in the U.S., transparency is listed as a value of ethics in marketing, and within influencer marketing, this is especially important because organizations like the Federal Trade Commission have guidelines

for influencers to disclose the relationship with one another to consumers (Crowther, 2021). In the Asia-Pacific region though, it is different. Some countries don't have legal obligations and some do, but for the ones that do, less than 15% meet these transparency guidelines by the FTC (Crowther, 2021). Even though there are no clear standards for this in the region, it is best still to apply these standards expanding into this market being a U.S. based company. This can be as easy as disclosing partnerships with our influencers using visible hashtags at the beginning of the posted content or using the special ad features like the ones on Facebook and Instagram.

There are also cultural sensitivities and data privacy laws to be weary of. In the Asian countries that predominantly practice the Islamic faith, our promotional efforts and ads of any kind need to be appropriate and respectful of the culture. Since we are advertising towards the female demographic and including women in our content, we should take measures to ensure that the women are appropriately dressed. It would be unethical to create content that doesn't meet these cultural standards, and it would be an issue with how our image is communicated. The data privacy laws vary by country, but in this region, they have a general law to protect consumer data. Countries like China, Australia, Vietnam, India, and many other countries are adapting their data protection regimes that reflect common trends like harmonizing regulations with international standards and emphasizing the importance of consumers' rights and transparency while addressing challenges made by technological advancements (World Law Group, 2024). These kinds of laws will be considered when we create personalized content.

XI. Timeline and Measures of Success

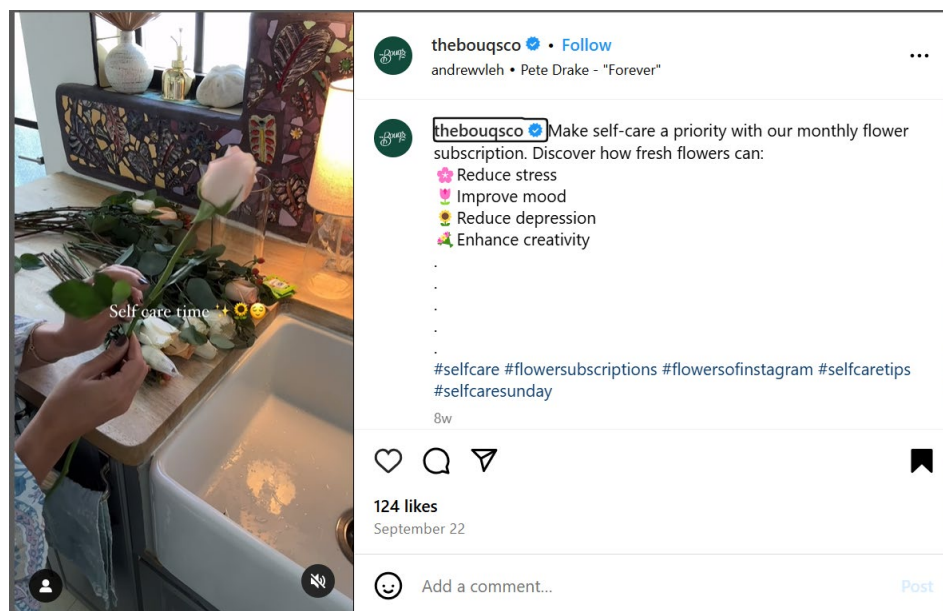
If the goal is to be profitable by the second year entering the new market, most of the strategies on the communication channels will start in the first year. We'll focus on updating the content of the website in the first quarter to promote the new subscription-based service as well

as offering discounts to customers who want to subscribe to the email list. As the website is being updated, the design team will focus on optimizing the website to rank high on the search engine results page. The PPC ads will also be integrated into this time frame. The second quarter will be focused on the social media campaign. The third quarter will be focused on growing our email list and creating personalized content. The last quarter will be dedicated to the continuous management of each communication channel. Throughout the second year, all of these initiatives will be continuously updated, and new content will be made to target the new market and keep up with trends that could help create more leads.

As mentioned before, some of the metrics and KPI's to be used to measure the success of these initiatives and making sure the objectives are being met include website traffic, social media engagement, impressions, click-through rate, page visits, and tracking brand mentions. These KPI's and metrics are for the social media campaign and tracking the website traffic. The open-rate metric will be used for the email marketing strategy. Also, the conversion rate and click-through rate will be for the PPC ads as well as the email marketing strategy. Other metrics to measure the entirety of all the marketing efforts will be return on investment and the customer-lifetime value since we want to retain our customers through brand loyalty initiatives.

XII. Sample Marketing Communication

This sample is from the competitor, The Bouqs Company, and this content and post is very similar to what our campaign will be centered around.



XIII. Implementation

One of the first elements in the marketing plan is the process of conducting a deeper analysis of the market segment that we plan to target as well as an analysis of the international competitors and local competitors in the Asia-Pacific region. We have already identified the target market segment and the competitors early on, but additional and thoroughly researched analysis should be conducted to help us have a clearer understanding of who our audience is and the different needs and wants of this market compared to the U.S. market. This market research will be implemented through surveys, consumer research using social listening on social media, and competitive analysis using secondary research. Outsourcing this part of the plan to a third-party agency can be costly, so as a start, we should hire a market research analyst to execute this part of the plan. With this plan spanning three years and having already a general idea of our competitors and target audience, this research should only last a month in the first quarter. That way we have a general idea of how we can meet our objectives and goals in our marketing plan and focus more time executing those. The cost of this varies depending on the methods and

technology used, who is involved, timeliness, and scope of the project. Generally we should expect to spend \$20,000 to \$50,000 (The Farnsworth Group, n.d.). This can include both quantitative and qualitative research.

As for the different channels of communication, these action items will be heavily implemented by the marketing team and design team and will include graphic designers, web designers, and UX designers. Our channels of communication include utilizing social media, the company website for SEO and PPC, and email marketing. All of which need content to be designed to help accomplish the objectives needed to reach the company's goals. Most content will be designed for social media and email marketing, so an actionable step to creating content for both channels is to have our goals and KPI's in place first and then define our content strategy for each social media platform and email while identifying who our target audience is. The graphic designers and a social media manager will work together on implementing these actions. These actions items will be implemented after our market research and will span two to four weeks.

After the content strategy is defined and we know the goals and KPI's of using the channels of communication, content creation will be the next step. Since the website is already in place, it only needs updating to promote the subscription-based service and using SEO and PPC ads to also promote it so that the search engine picks up on the website's content. The new content for the website will be worked on for a month allowing time to fix any bugs or issues that may arise when updating the website and the web designers, web developers, and UX designers will work together on this project. The PPC ads will also be worked on during this timeframe. As for social media content and email content, they will be continuously created because the goal is to create brand awareness in the new international market. It would be most

effective if we posted content a couple of times a week for the three-year marketing plan. The content creation for the social media posts will be created a few days before the scheduled post dates. The email content creation will be slightly different because we will first need to grow our subscriber list to send the content to and that will be implemented through our social media content and SEO and PPC ads through the website and search engines. Once the subscriber list grows, content for this channel will be created once a week, sent to our audience once a week, and the graphic designers will work together on this content creation.

The cost for updating the website's content depends on various situations such as the size of the site and the complexity of the updated content. The average cost of redesigning the website could be between \$500 to \$25,000 (Saioc, 2024). The cost for our redesign could be in the middle of that range of \$15,000 to \$16,000 or more considering the compensation for our designers and the scope of the project. We also need to consider the maintenance of the website which includes the web hosting, email hosting, CDN, and software and tools. This could cost between \$400 to \$60,000 annually and we can expect to spend that little or that much depending on these factors (Warner, 2024).

The PPC ads can also be low or high cost depending on competition, tools, and quality score from the search engines used. Most businesses are spending \$100 to \$10,000 per month or typically pay \$0.11 to \$0.50 per click (WebFX Team, 2024). The total cost we will spend is \$3,000 to \$5,000 if the budget allows it. For social media content and management, on average, it costs \$12,300 per month or even up to \$18,000 per month, but that is going to depend on the type of content, the advertising campaigns, and the platform management (Chacko, 2024). Within this three-year plan, the brand should opt for a more basic management plan and the cost is between \$500 to \$5,000 (Chacko, 2024). As for email content creation and strategy, the cost

will also vary based on content complexity, expertise of the designers, and platform fees. Around 60% of businesses spend around \$51 to \$1000 per month on email marketing costs (Fields, 2024). The expected costs for this company can be in the safe range of \$500 to \$700.

a. Client Input

The client's input is not to be overlooked but rather is to be understood and negotiated. My team and I will proactively communicate and be transparent about each marketing activity, challenges, and expectations, and what tools and resources are needed to implement these activities. If the costs for the marketing activities are not within the allocated budget and the time frame for completing the initiatives is not ideal, we can negotiate to fit the needs of the client. Market conditions can change, and technical issues may arise. When things like this happen and can affect the implementation of the marketing plan, it is best to have the ability to be flexible and adaptable. That way we can work together with the client and find a mutual solution to adjust to these changes.

We would also continuously ask for feedback to make sure that the client is satisfied with the marketing activities. This is to understand the client and satisfaction level of our initiatives. If they aren't satisfied, that will be another negotiation communicated to fix any issues. This may include actively listening to their concerns and discussing an alternative solution.

b. Implementing Legal and Ethical Practices

Considering that we are marketing to the Asia-Pacific region, it's essential that we comply with their legal systems, regulatory standards and ethical practices. To ensure that we are abiding by these standards and systems, more market research and analysis would need to be conducted to learn about each country's laws regarding consumer privacy and data and what is

and is not acceptable in advertising. Before the content strategy is planned and implemented, research will be done and once we know the region's laws, standards, and ethics revolving marketing, we will apply that to our own standards and brand ethics within the company culture. Market research and analysis will ultimately be the first step to identifying the relevant standards and regulations.

The next step would be to document the laws for the company as a way to help all employees ensure that they know and understand the laws, regulations, and ethics. The document will turn into the company's own guidelines for compliance with the international market. Educating and training the employees is essential to help raise awareness of the standards, especially for ethical marketing, and the risks of following unethical marketing practices in these countries. Lastly, continuously monitoring all marketing activities to ensure their compliance and reviewing documentation to make sure they are up to date and fit in with the current marketing landscape is the last step for implementing legal and ethical practices and compliance.

XIV. Evaluation

After implementing the various marketing activities, we will use different metrics and processes for evaluating the performance and effectiveness of these activities. We already stated that some metrics and KPI's to be used are website traffic, social media engagement, click-through rate, conversion rate, open rate, and more. As mentioned before, one of the company's goal is to be profitable by year two of the marketing plan. Return on investment is a key metric that is needed to help show us if we are on our way to achieving that goal and if it is not performing well, then decisions will be made to adjust strategies based on the data from tracking the other metrics to create optimal performance and maximize the ROI. This metric will be helpful in determining if our marketing efforts are helping us to become profitable or suffering

significant losses (Atlas, 2023). This metric will be used on a quarterly basis because that way it aligns with the timeline of each marketing activity we have planned quarterly.

Customer lifetime value is another key metric that aligns with our goal to create loyal customers and retain them. This metric influences how the company will make decisions based on customer retention or acquisition and if we need to adjust our marketing activities. This can estimate the total value of the customer over a long-term relationship with the company and is more for seeing the long-term profitability this relationship can make overtime (Navarro, 2024). Processes to evaluate activities using this metric will depend on if we have a high or low CLV. A high CLV will indicate a good ROI and that our efforts are engaging and retaining the customers (Navarro, 2024). A low CLV would mean that we would have to change our activities to better the customer experience and foster better tactics to create loyal customers. Within our three-year plan, we will dedicate every six months to calculating this metric and make informed decisions on if we need to improve our marketing efforts or stick to what's working.

Along with using these metrics, regular review and monitoring of how our marketing activities are performing will be utilized. Monitoring performance will be based on calculating metrics and analyzing data and insights that we gain from using tools like Google Analytics and others similar to that. This will aid in making necessary changes or adjustments to the activities if they are not helping to achieve the business goals of being profitable, increasing brand awareness, and creating loyal customers.

XV. Control

There will always be corrections needed in any marketing strategy to help push the business forward and this company could benefit from a plan for how and when corrections will

be made. It all ties back to measuring and evaluating performance through data insights and our chosen metrics. If any of our activities are not performing as expected within our different communication channels, then our marketing team and other marketing associates alike will consult with one another to get to the root cause. There are different marketing control plans to help accomplish business goals and determine whether a company is meeting expectations. For our case, a profitability plan and strategic plan is ideal to use because it aligns with what we are trying to achieve. If we are trying to be more profitable by the second year, the profitability plan helps us analyze and determine where profits are being made and where we are losing money, and the strategic plan helps us determine if we are using the best options regarding the markets, products, and channels (Stafford, 2021).

When it seems like we aren't reaching our profitability goal, not growing brand awareness, and not converting new customers into loyal customers, these control plans will help to determine what the problem is and drive us to create solutions to correct them. Marketing managers are responsible for the profitability plan and strategic plan so they will work with the marketing team and other associates to make sure everyone is on board with the decisions made to correct any problems in the marketing activities.

XVI. Global Trends

With the marketing decisions to correct these problems to improve the performance of our marketing activities, there may be things out of our control that can affect these decisions. The political state of each country in the Asia-Pacific region can have various effects, but also global trends in the marketing landscape can influence our marketing decisions as well. There have been trade tensions between the U.S. and China for some time now and these tensions can have negative effects on the supply chains, pricing structures, and market access to products

(Singh, 2023). Our company would have to be flexible enough to adapt to these changes and that would mean we would have to closely monitor these regulations.

Consumer behavior is also changing with sustainability concerns rising. This would mean that our company would have to consider reevaluating our corporate social responsibility policies to adapt to these changes as well. We will have to keep up with sustainability trends that meet the ethical demands of consumer behaviors today. Creating a CSR checklist and setting new sustainable goals will have to be the change in our plan to help take the company forward (Singh, 2023). As consumers are becoming more aware of how large companies and corporations are contributing to environmental issues, they are looking to support companies that take on a more sustainable approach and our goals should reflect.

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