

Bean-Patch Marketing Plan



Awareness

Consideration

Action

Retarget

Our marketing team will be using digital means to push customers through this funnel. We will start with awareness, make our way to action, and then retarget previous customers.

Bean-Patch Marketing Plan

Primary Goal

Conversions

Bean-patch will aim to have customers go through the marketing funnel from awareness to converting by implementing organic and paid campaigns in the digital sphere. The main goal will be to drive viewers to purchasers.

Secondary Goal

Reach

The secondary goal for Bean-patch will be to grow the awareness of the brand. We want to develop a community within social media and promote the product through promotional material.

Target Market

BYUI College Students

Our main target will be college students attending BYU Idaho. We want to target the age range of **18-28**. The location will start in **Rexburg**, but it will include remote students. Ads will target Rexburg and Idaho

Starting Promotions

Bulk purchases will be offered a 20-25% discount.

The first 100 beanies will be 10% off.

Sub-Target Market

SE Idaho Businesses

The sales team will approach the BYUI bookstore, apartment complexes, and other businesses in the area to sale in bulk. We would do company-specific patches.

Bean-Patch Social Media Marketing Plan

Organic Content

The strategy will include **posting three times a week:** Monday, Wednesday, and Friday.

The ideal time will be to post around **6pm MST**.

The content will include posts that describe the product but also promote sales.

Bean-patch will have content that is:
10% sales promotion
30% Community engagement
60% Product material

Platforms used will be: Instagram, Facebook, YouTube, and TikTok.

Paid Content

Bean-patch will run Facebook and Instagram Ads to **grow awareness** and **retarget**.

We will also do **influencer advertising** by sending free products to be used by Rexburg BYU student influencers.

Community Management

Bean-patch will engage in Facebook Rexburg groups organically to create awareness of it. It will also comment on desired hashtags on Instagram.

Tags

For Instagram, we will tag, on the image, between 4-6 other pages or influencers that relate specifically to motocross and supercross.

Hashtags

Bean-patch will use between 8-30 hashtags on Instagram and 1-3 on Facebook.



Bean-Patch Additional Marketing Plan

Sales Strategy

The sales will be **personal contact** with businesses. For both student and business sales the company will hold a very personable relationship. We will connect with our audience.

With our advertising we will **"sell the why"** so to speak, portraying why we feel our product could offer value to our customers.

We will run multiple **Google Ad campaigns**. Specifically Display, Shopping, and YouTube ads.

Email

We will compile an email list from our website and from all purchases. We will then send bi-weekly emails with our latest product, promotions, or announcements.

Website

Bean-patch will have a single website that will be used for the explanation of the product as well as the transaction with CashNet.

We will take and use product photos for the website as well as for social media.

We will use a styleguide for the social and website builds.

Research and Development

Our R&D strategy will be to

1. Test what we have
2. Improve on it
3. Add new products

We want to keep our product fresh and we want to develop products that our target audience will want to share with friends.

Price Point

The price of our product will be \$14.99. This is mid price range according to our market research survey. We want our price to be affordable but also high enough to give us good margins.

Our expected revenue for the semester is: \$7,260

Expected Marketing Budget

Campaign	week 1	week 2	week 3	week 4	week 5	week 6	week 7	week 8	week 9
11 prototype beanie	\$34.87	\$34.87							
Social Media Ads	\$200.00	\$100.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00
Shopping Ads	\$100.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	
Display Ads	\$100.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	
Email		\$25.00		\$25.00		\$25.00		\$25.00	
Website									
Influencer									
Total	\$1,719.74	\$434.87	\$259.87	\$150.00	\$175.00	\$175.00	\$150.00	\$175.00	\$50.00

KPI

Our Key Performance Indicators are:

Make 4 business sales a month.

Drive 14 converesions through ads a week.

We need to have a ROI that is at least 30% above the break even point on a sale that comes from our marketing strategy.

