Developing Strategic Marketing Plans for Community Businesses

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Developing Strategic Marketing Plans for Community Businesses

Department of Marketing
College of Business Administration

Innovate UNO
University of New Orleans
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According to Miller and Veltri (2010), service-learning “allows students to academically partake in meaningful community service intended to augment their learning experience” (p. 35).
Service Learning in Marketing

Strategic Marketing Management - MKT 6503/6595

Strategic Marketing Management is a graduate level marketing class designed to provide students with a comprehensive framework of competitive marketing strategies and market planning. Emphasis is placed on conceptualizing marketing problems and examining the major issues in the marketing management function. Additionally, students learn the components of a strategic marketing plan and develop marketing plans for local businesses in the community.
Service Learning in Marketing

• Alta Max
• The Building Block
• Coastal Community Consultants
• Fabacher
• Grand Ridge Country Club
• Louisiana Online
• Louisiana Sisters
• Redemption Restaurant
• The Stone Gallery
• Mike’s Hardware

• Beat da Geeks:
• Caribbean Festival
• Sankofa Farmers Market
• Fabulous Wedding Cake Stands, LLC
• Kerri’s Early Education & Development Center
• AGL Architecture & Interior Design
• Spruce, LLC
OFFBEAT MAGAZINE

Marketing Plan

Presented by: Team ROI
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Company Overview

- OffBeat Magazine is a monthly print magazine, started in 1988, as an effort to improve and expand local music, culture and business.
- Full color glossy magazine, already appealing to the consumer
Company Overview

• The OffBeat media family includes:
  – The Louisiana Music Directory - A printed database of music businesses and musicians throughout the state of Louisiana
  – Print publication
  – Weekly Beat e-mail newsletter
  – iPhone app
Marketing Goals and Objectives

- Increase advertising sales by 35%, accruing additional revenue over the course of one year
- Increase the number of advertisers to:
  - support the projected increase of sales
  - support additional distribution of magazines to local businesses
Marketing Strategy

- Target market - small to midsize businesses with offerings in the music, arts and culture segments of the city
  - Do not have large marketing budgets and need strategic ways to reach customers
  - Large market

- Recommend expanding distribution to the following areas: Metairie, Kenner, Laplace, Westbank, Northshore and Slidell
Value Proposition

For locals who love music, food and art, OffBeat Magazine is the latest and greatest news and information source.

OffBeat provides a comprehensive overview of music, food and cultural events in New Orleans distributed through affordable, paid subscriptions and free public distribution.
Recommended Marketing Tactics

- Price Bundling
- Advertiser Testimonial Section
- Sponsorship of Local Events
- Expansion of Staff of Writers
Thank You!