

# Balloon Gal Jenny

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## Marketing Plan

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*May. 1st 2018*

# OVERVIEW

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Current Situation

Industry and Company Analysis

Objectives and Issues

Marketing Strategy

Marketing Tactics



# ABOUT BALLOON GAL JENNY

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Event planning service provider



Parties



Decorating



Classes



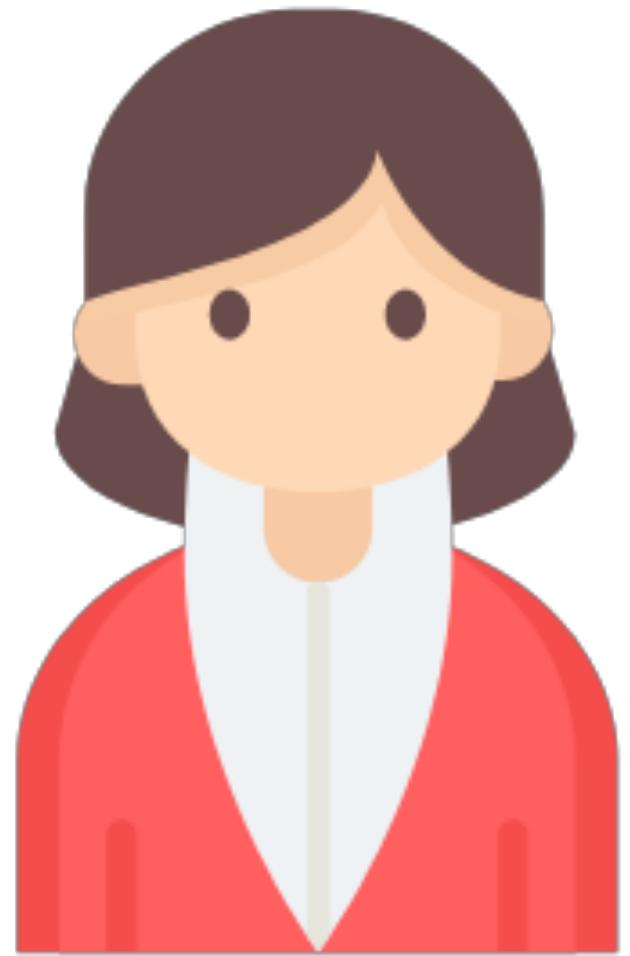
Glitter  
Tattoos

# CURRENT SITUATION

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Troy, NY  
Capital Region



Mothers  
35 - 50 years old  
Middle and upper class



# COMPETITORS & MARKET POSITION

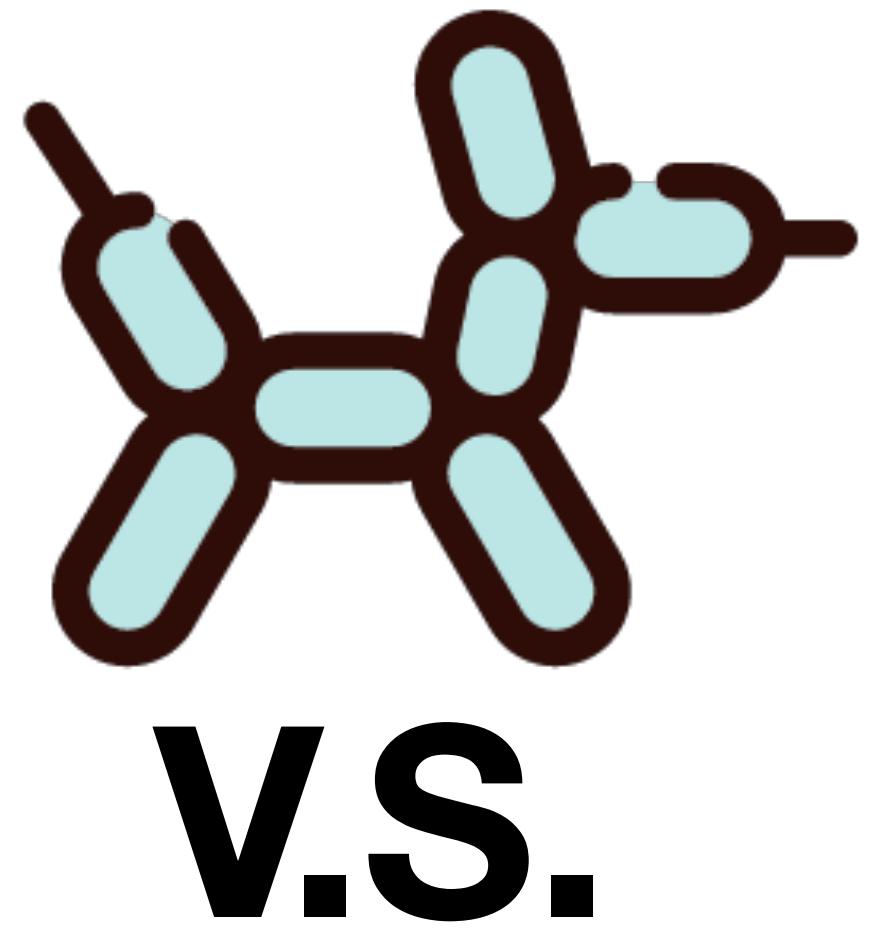
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Relatively Small Market



Second liked balloon artists



Main competitor  
Twisty Balloon Gal

# COMPETITORS & MARKET POSITION

	Balloon Gal Jenny	Twisty Balloon Gal
Professional	<ul style="list-style-type: none"><li>▶ Graduate degree in sculpture</li><li>▶ Experience in teaching art and balloon twisting for over a decade</li></ul>	N/A
Services & Prices	<ul style="list-style-type: none"><li>▶ Live Balloon Twisting (15 to 20 balloon sculptures) - \$125/hr</li><li>▶ Glitter Tattoos (15 to 20 glitter tattoos) - \$125/hr</li><li>▶ Balloon Décor - price varies based on customer's selection of design</li></ul>	<ul style="list-style-type: none"><li>▶ Live Balloon Twisting for Private Parties (15 to 20 balloon sculptures) - \$147/hr</li><li>▶ Live Balloon Twisting for Corporate Events (15 to 20 balloon sculptures) - \$177/hr</li><li>▶ Balloon Sculptures - Varies from \$127 - 197</li></ul>

# SWOT ANALYSIS

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## STRENGTH:

- ▶ Different culture
- ▶ Graduate degree in sculpture
- ▶ Continuously learning balloon sculpture techniques
- ▶ Strong social media appearance

## OPPORTUNITY:

- ▶ Highly developed social media network

## WEAKNESS:

- ▶ Only employee of the company

## THREAT:

- ▶ Small market size
- ▶ More experienced other artists

# OBJECTIVES & ISSUES

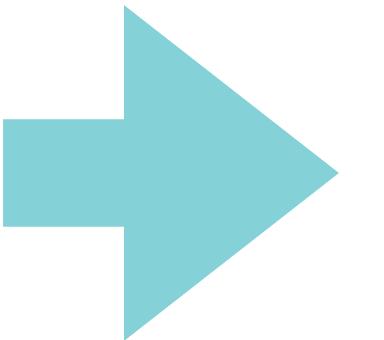
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Does not have an effective way of communicating with customers

# OBJECTIVES & ISSUES

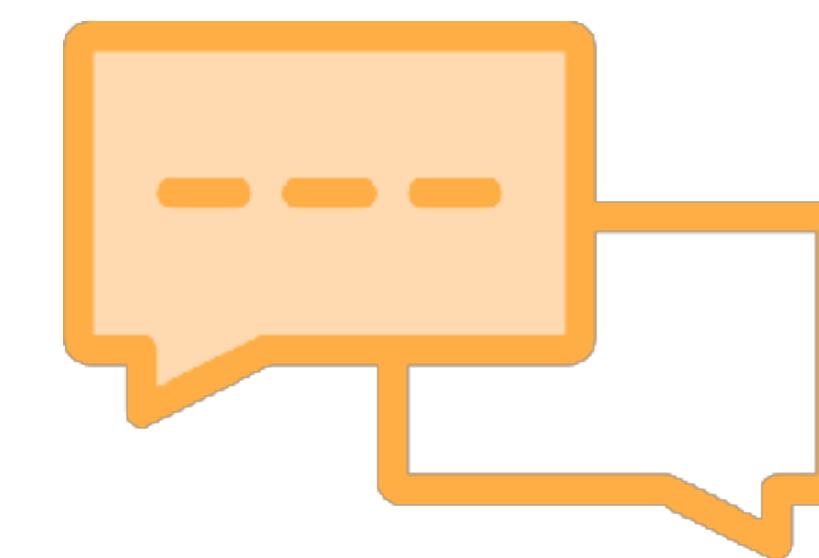
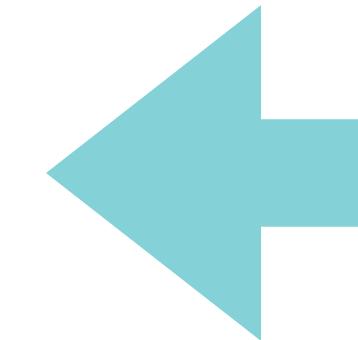
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More customers



Expand Business



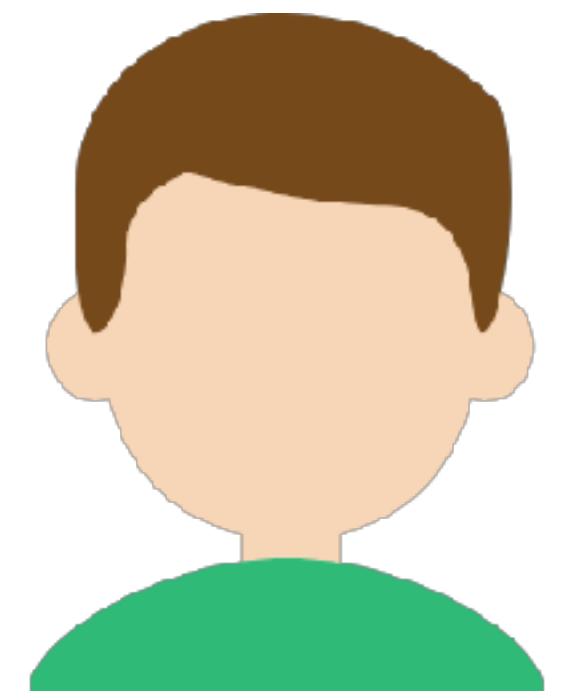
More social media  
exposure

# SEGMENTATION & TARGET MARKET

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Children



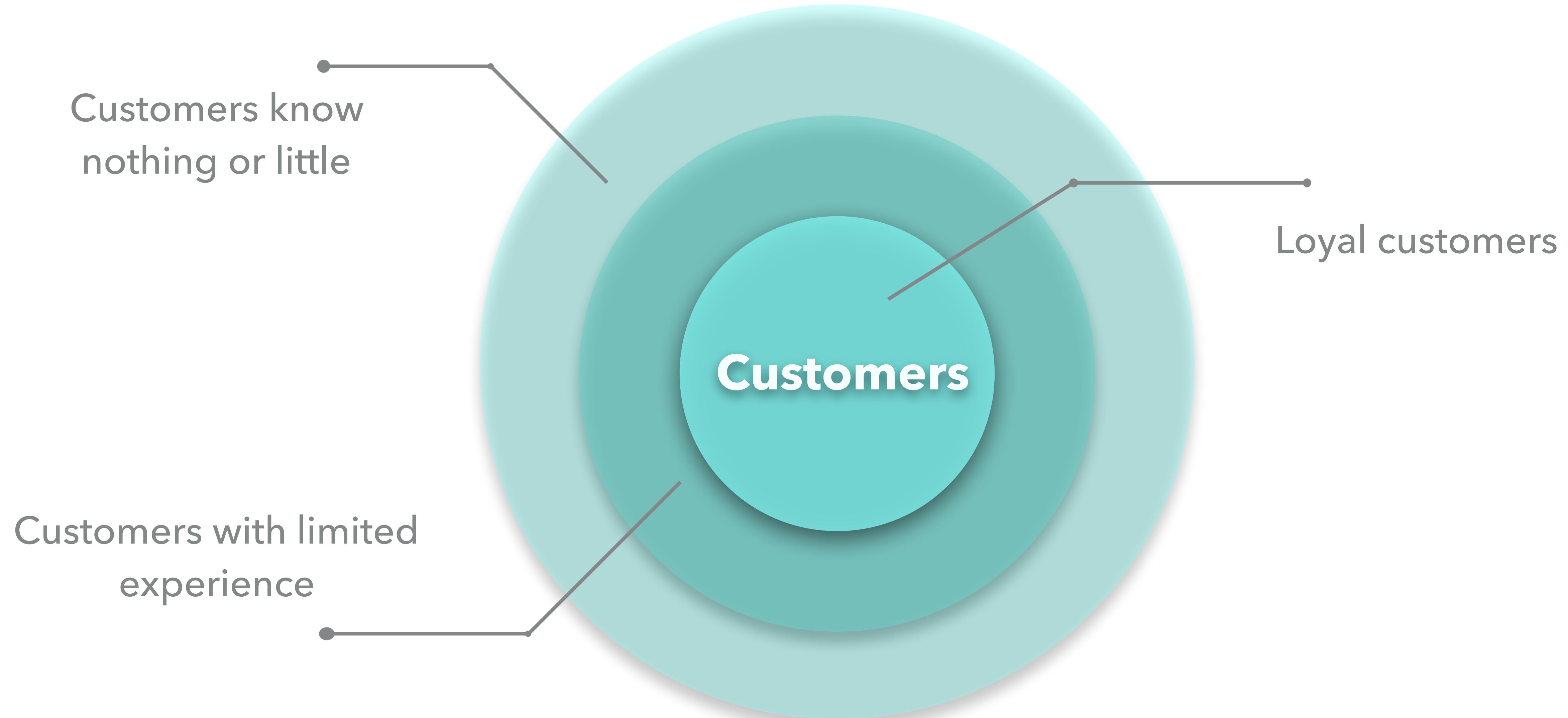
Teenagers



Adults

# SEGMENTATION & TARGET MARKET - SUBGROUPS

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# POSITIONING

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# THE MARKETING MIX (4PS)

## PRODUCT:

- ▶ Live balloon twisting, custom-made décor, bouquets, favors and glitter tattoos for party
- ▶ Balloon decorations for all occasions
- ▶ Balloon-making instructional class
- ▶ Glitter tattoos for boys and girls

## PRICE:

- ▶ Live Balloon Twisting - \$125 per hour
- ▶ Glitter Tattoos - \$125 per hour

## PROMOTION:

- ▶ Some posts on Instagram and Facebook

## PLACE:

- ▶ Troy, NY - Capital Region
- ▶ No marketing intermediary Direct marketing channel with social media tools

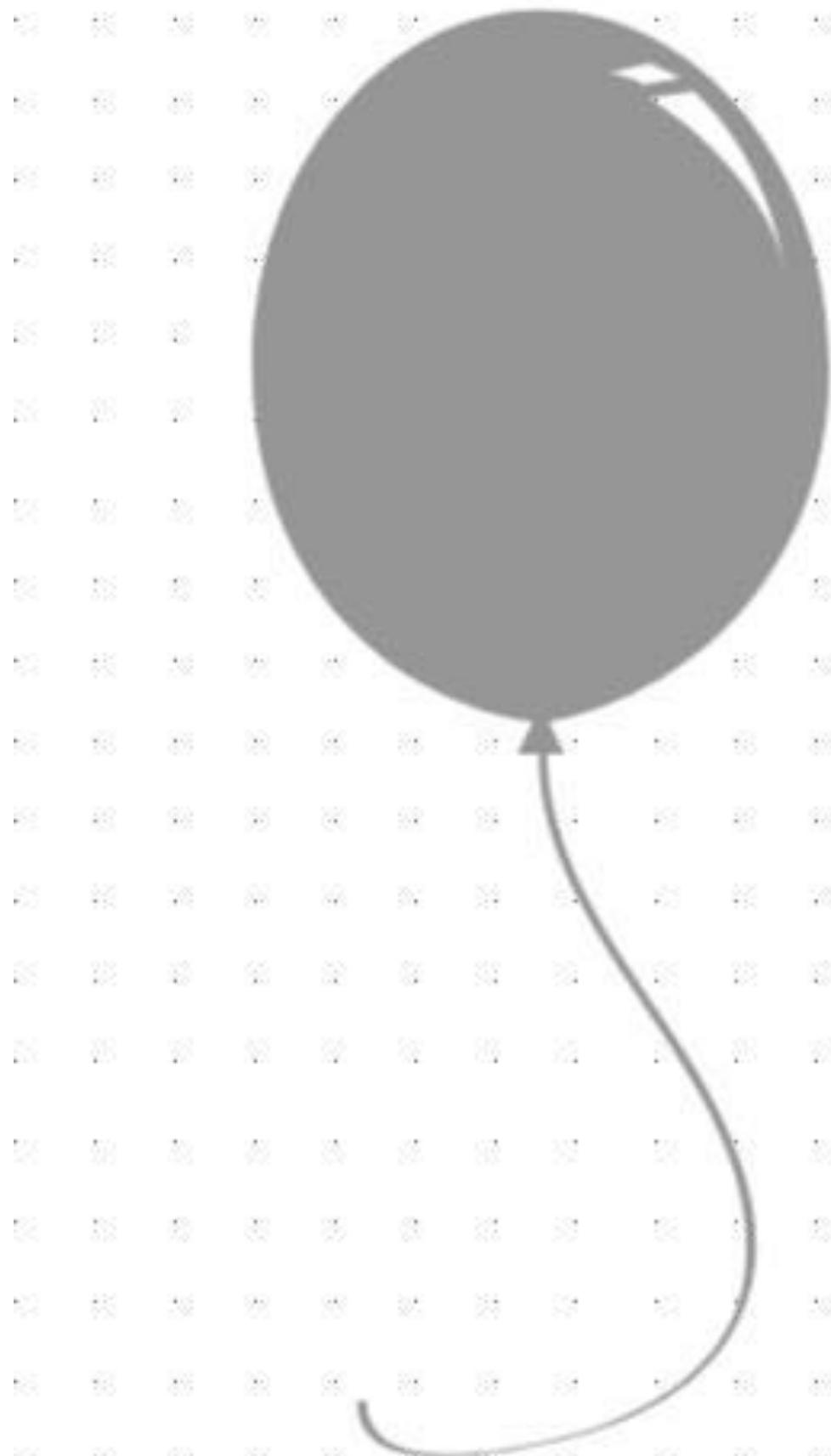
# MARKETING PROMOTIONS – LOGO DESIGN

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# MARKETING PROMOTIONS – LOGO DESIGN

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**Balloon Gal**  
**Jenny**



# MARKETING PROMOTIONS – LOGO DESIGN

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# MARKETING PROMOTIONS – LOGO DESIGN

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# MARKETING PROMOTIONS – NEWSLETTER DESIGN

## 2018

### Up Coming Event

1. May. 13 Mother's Day Event  
The even description: Design the Mothers's Day balloon gifts by customers and Jenny picks the best one to make for free.

2. June. 17 Father's Day Event  
*Reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.*

3. July. 04 Independence Day Fair  
*Dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.*

## Balloon Gal Jenny

### Twistin' Good Times

#### Who is Balloon Gal Jenny?

Balloon Gal Jenny is a company owned by Jenny. Jenny is a professional balloon artist. She grew up in the Bay Area of California, and she had a graduate degree in sculpture. She makes twisted balloon and provide decorating services for parties and events, and she has over a decade of experience teaching art, cooking and balloon twisting to adults and children.

#### Who does Jenny do?

1. **Parties** – including live balloon twisting, custom-made décor,

bouquets, favors and glitter tattoos

#### Jenny's Contact

1. **Email:** [BalloonGalJenny@gmail.com](mailto:BalloonGalJenny@gmail.com)
2. **Email:** 518-285-0837
3. **Facebook:** [@balloongaljenny](https://www.facebook.com/balloongaljenny)



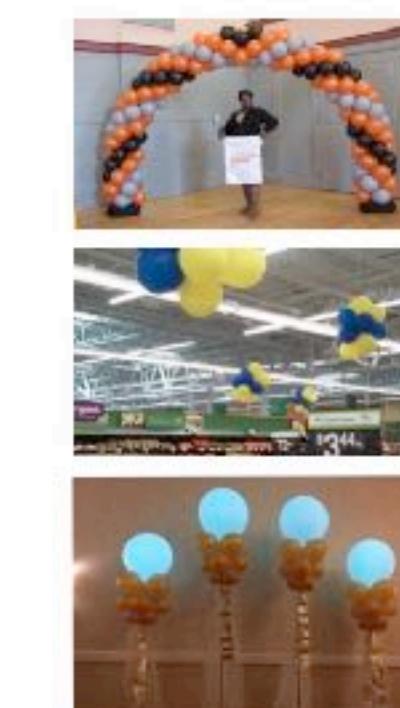
## Pricing

1. Live Balloon Twisting  
-\$150 per hour  
-15-20 balloon sculptures  
-\$30 for > 20 miles from Troy, NY  
-\$60 for > 30 miles from Troy, NY

2. Glitter Tattoos  
-\$150 per hour  
-15-20 glitter tattoos  
-\$30 for > 20 miles from Troy, NY  
-\$60 for > 30 miles from Troy, NY

## Balloon Structure Gallery

### DECORATIONS.



### GLITTER TATTOOS.



### PARTIES.



### CORPORATE.



# MARKETING PROMOTIONS – NEWSLETTER DESIGN

ALBANY, NY

APRIL 26, 2018

## Balloon Gal Jenny

Twistin' Good Times

### Learn twisting balloons with Jenny

Jenny will organize a children balloon twisting program on someday of each week. It is totally free! Come and join

To participate our program, you do not need to bring anything except your brilliant mind and smart hands! Excellent work may be bought by Jenny!

#### How to enroll ?

1

##### FILL ONLINE FORM

You could find a Google form on our website. Just fill all required blanks.

2

##### WAIT FOR EMAIL

We will send you an email to tell you whether you have been chosen to come.

3

##### CONFIRM BY PHONE

If you decide to come, call me a week before the program date, we will provide more info.

##### Plan a structure

More details. More details. More details. More details.

##### Choose material

More details. More details. More details. More details.

##### Work on it !

More details. More details. More details. More details.

LOREM IPSUM

APRIL 26, 2018

### Feedback from previous participants.

David is 6 years old and he now could complete a balloon by himself without anyone's help. Let's see how could he make this progress.

Review or small paragraph written others to record how David could make this achievement. Review or small paragraph written others to record how David could make this achievement.

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**"An awesome balloon twist artist!"**

Review from N.Y. customer Tony.

– Weekly review of Jenny's work

We received our balloon bouquet this afternoon, and couldn't be more pleased! It looks awesome!! Thanks again, Jenny! Keep up the good work!!!

### ABOUT JENNY AND HER COMPANY

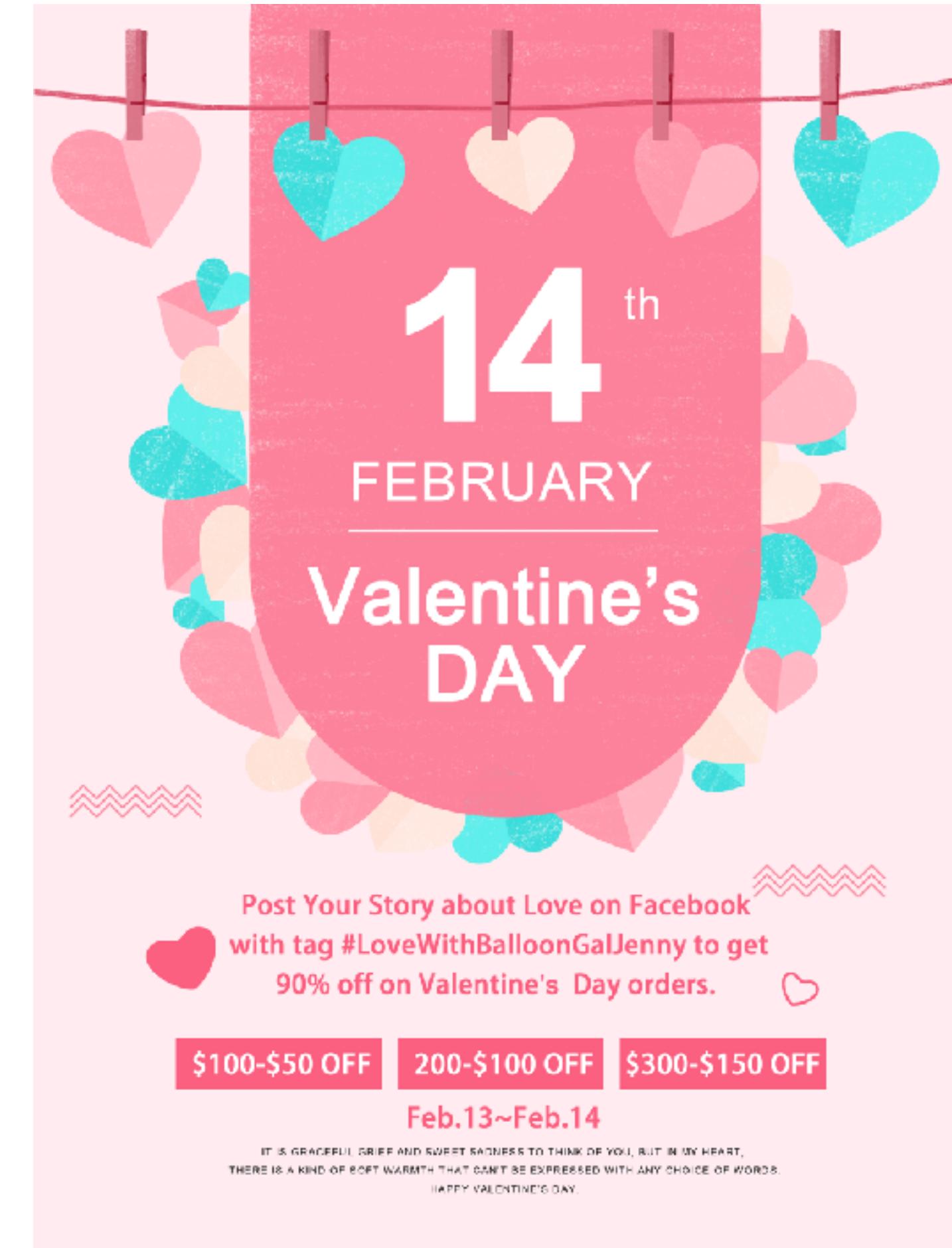
Balloon Gal Jenny grew up in the Bay Area of California and came to Albany, NY to pursue a graduate degree in sculpture at the State University of NY at Albany.

Her favorite part of being a balloon artist is the smile she brings to children's and adult's faces. She has over a decade of experience teaching art, cooking and balloon twisting to adults and children.

1

2

# MARKETING PROMOTIONS – SOCIAL MEDIA MARKETING



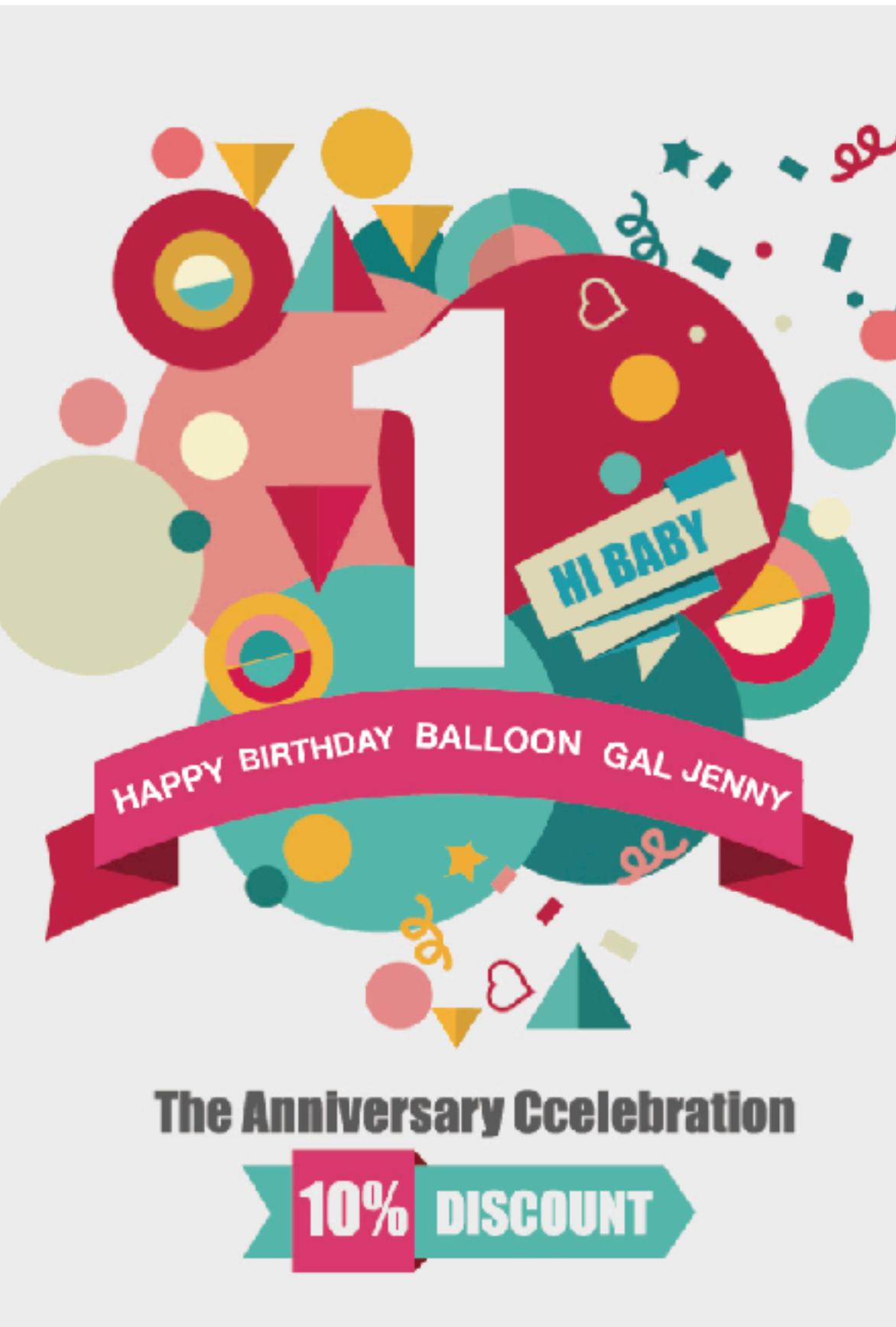
# MARKETING PROMOTIONS – FLIERS/POSTERS DESIGN



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# MARKETING PROMOTIONS – FLIERS/POSTERS DESIGN



# MARKETING PROMOTIONS – COUPON DESIGN

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**Balloons bouquets, favors and glitter tattoos**

**Decorating** - Balloon Gal Jenny offers exciting balloon decorations for all occasion, and each design is searcreated

**Classes** - One hour instructional class, Balloon Gal Jenny will teach customers make four different design

**Glitter Tattoos** - Balloon Gal Jenny have a large selection of tattoos for both boys and girls. Each child can select her or his design and have it hand painted on their hand or arm in all its sparkling glory

**Parties** - including live balloon twisting, custom-made décor,

**Balloon Structure Gallery**  
DECORATIONS. GLITTER TATTOOS. PARTIES. CORPORATE.

**ALBANY, NY** APRIL 26, 2018 LOREM IPSUM APRIL 26, 2018

**Balloon Gal Jenny**  
Twistin' Good Times

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**Date: Mar. 1 - May. 1**

**Black Friday**  
-First 5 orders on Black Friday will get 50% off-  
**MUST ORDER IN STUDIO**  
Introducing a Friend for Membership Gives You \$10 off

**50%**

**LOGO HERE**

Address Phone Number Website

**2018 HAPPY NEW YEAR**  
LOGO HERE  
5% OFF FOR ALL ORDERS 10 FAST DELIVERY COUPON BALLOON GAMES FOR \$100 COUPON BALLOONJENNY FREE MUGS

**Gemini**  
A Free Balloon Gal Jenny T-Shirt for Birthday Purchase of Gemini People  
LOGO HERE

Expressive and quick-witted, Gemini represents two different personalities in one and you will never be sure which one you will face. They are sociable, communicative and ready for fun, with a tendency to suddenly get serious, thoughtful and restless.

**LOGO HERE**

**BALLOON GAL JENNY | 123-4567890**  
Address

**Logo Here**  
MAJOR SUIT AUTUMN TRENDS

**\$100 COUPON**  
Only For Christmas

**Instructions:**

1. Item One
2. Item Two
3. Item Three
4. Item Four

Note: Balloon Gal Jenny Reserves All Rights

**2.14 Valentine's Day Represent your love by a**

**Balloon Artwork**  
**LOGO HERE**  
**CODE: 000000**

**PROMOTION INSTRUCTIONS**

**Balloon Gal Jenny Anniversary Celebration**  
**5% Off for All**  
**Membership Only**

**19 HI BABY**  
HAPPY BIRTHDAY BALLOON GAL JENNY

The Anniversary Ccelebration

**HAPPY THANKSGIVING DAY**  
THANKS FOR THE WHOLE YEAR SUPPORT  
All Orders on Thanksgiving Day will be assigned a Thanksgiving gift package

**LOVE**  
VALENTINE'S DAY  
**\$30 OFF FOR \$300**  
MORE SPECIAL OFFERS ON FEB.14TH

# MARKETING PROMOTION – OTHER SUGGESTIONS

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Increase Price



Improve Website



Hire an additional helper

# CONCLUSIONS

# Q&A