

Marketing Plan

Our privacy stalls are a commodity that I think every customer would walk to have. We aren't looking to market toward the customers actually using it, but we are going to market toward businesses that would like our privacy stalls. Our stalls would be going into buildings and businesses that are looking to provide more security and safety to their customers. Businesses that we would like to focus our attention on would be businesses such as stadiums, offices, and anywhere else there are existing stalls looking for more privacy.

Persona

George Oncle

Age: 45

Job Title: Landlord of an office space building

Bio: George is a landlord who owns office spaces that he leases to multiple businesses. George has recently been thinking that he wants to up the privacy in these public bathrooms. George prioritizes his tenants above all else.

Frustrations/Pain Points:

- Renting space to multiple businesses causes some teams to overlap when using the building's amenities. Each business would prefer to keep to itself and its business.
- George has gotten complaints of unruly behavior in his restrooms.

Gains from Our Product:

- More privacy for each business when doing their business
- Peace of mind that no one is doing anything inappropriate in the bathrooms
- Safety for all in the bathroom

Customer Empathy Q/A

What are the factors in public bathrooms that make it difficult for new moms?

Not having privacy to breastfeed or to change their infant/toddler.

What are ways to provide a better experience in public bathrooms?

Closed gaps in stalls, full doors, and ventilation.

Do you feel an improved, private bathroom would benefit the flow of visitors willing to come to events?

Yes, it would be a luxury and help the reputation of such facilities.

How would private stalls help individuals?

By having private stalls, individuals can be more comfortable, feel safer, and be able to have a personal experience.

How would private stalls benefit a company?

Companies that care about their customer's experience during their time visiting facilities will receive much higher regard when all aspects of their experience are being cared for.

Why is having more privacy in stalls important?

Almost all public bathroom users feel uncomfortable in their settings. With additional privacy, the user can be safe and protected.

Marketing Channels

- **Website**
 - We want most of our marketing on our website because that is where you would go to get a quote for how many privacy stalls you need. We also would like to use this channel to better inform the buyers of our product.
- **Search**
 - Most to all of our buyers will hear about us through search engines. Our reasoning is that stalls are somewhat of an item people don't think of, so people will likely find us through keywords.
- **Email Marketing**
 - Email marketing is the type of marketing that will make us seem the most professional. Email chains can also be helpful to manage when you need to change marketing at the company.

Marketing Yearly Cost (Roughly)

Over the span of a year we would plan to put 21% of our marketing budget into our website, 10% into searches, and 15% into email marketing. Overall our DMM would roughly cost \$21,600 for a year of marketing. That is 8% of our net income which is the recommended value for early companies. That means we would put approximately \$4,536 on the website, \$2,160 on search engine optimization, and \$3,240 on email chains.