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Rare Games Promotion Mix

In this paper, I will overview our target market, market objective, and our promotion mix. Our target market is collectors roughly 18-50 years of age with a mid to high income, living in suburban and rural areas with a desire to relive favorites from their childhood and find new ones they can enjoy.

Onto the next topic, what is our marketing goal? Our marketing goal is to increase product sales and awareness through advertising and sales promotions by 10% in 2022 through the 2021 fiscal year; we will measure by the number of sales and volume of customers.

For this section I will explain our promotion mix and how each element will help us reach our marketing objective; our promotion mix will include the following advertising and sales promotion. First advertising; our plan is to distribute an advertisement showcasing our fine selection of vintage video games with an emphasis on quality, cleanness, reliability, and protection. How will this help us achieve our goal? It would generate interest and awareness for our business and the associated products. Next is our sales promotion, we have two plans for sales promotion first, we plan to offer free repairs for purchased games/consoles applicable up to 30 days and free cleanings applicable up to one year after your purchase; our second promotion will allow individuals to trade their games/consoles for an item of equal value or paid directly for their merchandise. How will this help us achieve our goal? It would encourage people to return

to get their items cleaned, repaired, or traded and promote a positive association with our business and products.

Concluding my promotion mix paper, we went over our target audience of 18-25 year old collectors, our marketing objective to increase product sales and awareness by 10% in 2022 through the 2021 fiscal year, and our promotion mix through advertisements, buyback, and repair/cleaning of your items.