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I have read the Business Management course statement on AI and can confirm that **I have not used** AI/LLM technologies in the production of this assignment:

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Introduction

The start-up and expansion plan of EchoPulse Media, contained in this portfolio, is an agency, Tanayshi, offering customized social media management to small businesses and start-ups. It will analyze one of our major campaigns in marketing, our major and tactical plans in terms of marketing, and our adherence to the ethical marketing practices. Lastly, the report can also trace such marketing activities to the overall business demands, where these two specific strategies have helped the business in maintaining the business growth, client retention, and business operations perfection in the competitive digital environment.

Section 1: Evaluating Marketing Campaigns

Campaign Name: The "Local Launch & Lead Generation" Campaign

Goal

The initial campaign was to achieve two main goals, the first one being the main objective, which was in line with the SMART goals of EchoPulse Media. First, it wanted to create a high-profile brand awareness among the small business circles in the areas within a span of less than three months of the launch. Second, it was grounded on the direct client acquisition targeting the signing of 20-30 paying clients within the first six months of operation. It was not only present the brand, but also to immediately win credibility and be able to convert interest into the base of the clientele that would guarantee the cash flow.

Target Audience

The campaign was highly targeted because it would be located in the core market positioning of EchoPulse. The main target audience was:

Demographic: Owners of small companies, owners of boutiques, and founders of start-up companies aged 25-50. This segment is technologically conscious to accommodate the reality that they need to have a presence on social media (Chege and Wang, 2019).

Geographic: Is more concentrated in the urban and suburban areas and has a higher concentration of small companies, with the more competitive demand of digital appearance.

Psychographic: People who are career-oriented, industrious, and tactical in their development. They are time-constrained, result-driven, and wish to have partners who would add a sense of clarity and knowledge to improve the perception of their brand.

Behavioural: They also actively seek ways to supplement their online effort, but they are aware of the previous expensive cost and coldness of services in mega organisations and the challenge of self-established platform suites.

Techniques and Theories Used

The campaign strategy, or the multi-channel one, was based on the classical AIDA model (Attention, Interest, Desire, Action), which was used to take the potential clients through the purchasing funnel.

AIDA Model Application:

Stage	Techniques Used	Rationale & Alignment with Theory
Attention	Focused social media advertisement with geo-location and interest-based adverts; SEO-optimised social media blog posts in small businesses (Zhang <i>et al.</i> , 2025).	This step aimed to provide relief to the target audience of both digital and real worlds in the effort of catching Attention with the aid of pertinent messages in the crowded media space.
Interest	Providing downloadable lead magnets; running webinar-style clinics, called Social Media Clinic, free; email nurture sequences, snippets of case studies.	After capturing the attention, had been obtained was the method of generating Interest by offering instant gratification was obtained.
Desire	Customised follow-up e-mails today after a webinar; place testimonials and small-scale case studies of individual customers; Founding Client package special offer at a temporary discount.	In this case, the Desire was to be nurtured by the means of social display and individualisation (Qalati, Ostic and Bansal, 2023).
Action	A well-developed and easy-to-use online booking system for free consultations; working call-to-action buttons on all the materials.	The last step eliminated conversion barriers. An action step, which will guarantee the leads are developed into clients.

Reflection

What worked well?

The most triumphant aspect of the campaign was the free first consultation offer that was part of value addition. It was a low barrier to entry that was merely the right thing to do in fulfilling the concern and personal assurance of the target market. It has made the selling process into a diagnostic team process that has defined the level of trust to a great extent.

What could be improved?

Greater use of video material would have probably provoked a greater response and confidence in the Interest and Desire levels. The testimonial video of the clients might have been designed to be more relatable, and videos explaining how the agency functions could have been incorporated into the service (Vaganova *et al.*, 2019).

How successful was it?

It was a calculated triumph of the campaign since it managed to lay the groundwork for launching EchoPulse to the market. It also achieved the brand awareness goal, as we can see that the number of people visiting the site grows steadily when the said site is revealed in local search engines and social media throughout the timeframe of the initial 3 months of operation. On the aspect of acquisition, the campaign was objective-based on accomplishing the acquisition of 25 paying clients within six months (Gupta, Gupta, and Gupta, 2025). The consultation conversion rate (around 30) and client retention rate after the first quarter (over 90) were some of the Key Performance Indicators that guaranteed that the campaign not only helped the company to attract clients.

Section 2: Creating a Marketing Plan

Introduction to the Brand

EchoPulse Media is a micro-agency that deals with social media management of small businesses. The major goal of the agency is to support local entrepreneurs and start-ups to create and shape their digital presence through the development of specific content, the design of efficient tactics, and the scheduling of viable development strategies.

Introduction to the competitor

Hootsuite has been selected as the primary competitor and has been selected to deliver the information regarding the competitive environment. Hootsuite is a social media administration

system that is renowned worldwide and offers software and business guidance services to all businesses of any size (Dincer and Yüksel, 2021).

Competitor SWOT Analysis

Strengths: Hootsuite has a positive brand name, a set of features all integrated together, and the fact that it is integrated with the various social media platforms that are available.

Weaknesses: The platform can be somewhat complex for unskilled people, it has a more challenging learning curve, and it is also more costly than smaller and local micro-agencies.

Opportunities: The use of software in the applications of Hootsuite may include an opportunity to offer micro-agencies like EchoPulse Media chances to offer more human-centred utilisation opportunities (Whiteford *et al.*, 2019).

Threats: The key threat is that small agencies may decide to use Hootsuite DIY tools, and this will make them perceive that they do not need a more specialised agency.

Brand positioning map(s)

In terms of brand positioning, EchoPulse Media may be positioned on a map, the axes of which are the axes of Personalisation/Automation and Price/Quality. The difference of the agency can be that it offers a high degree of personalisation but moderate cost in comparison to Hootsuite, which offers automated services (Chen and Wang, 2015). Such a position in the market will allow EchoPulse Media to stand out from the crowd of other firms, centring on a people-based, practical solution that can specifically suit the needs of small businesses.

Target audience description

The target audience of EchoPulse Media may be mainly small business owners, local suppliers, Boutique service providers, and start-ups who may use the services of a social media expert without the extra expense of large firms (Scarton and Specia, 2018). Demographically, the age group of this group is typically between 25 and 50 years, not technologically minded, or at least not a professional, residing in the urban or suburban context. These entrepreneurial owners consider convenience, efficiency, and professional branding psychologically.

Marketing Mix (4Ps)

Product: Social media management campaigns, like content creation, post scheduling, analytics reporting, and consulting on the strategies.

Price: The middle-scale pricing will not be expensive to the small businesses, as a measure of quality and experience. The packages may range from crude management packages to the vast growth packages (Bocchi, De Cicco, and Rossi, 2016).

Place: The site offers online video calls with the majority of the services on the site, such as consultations, content approval, a digitally viewed dashboard, and face-to-face service.

Promotion: The promotion methods will involve the use of online advertisements or promotion through content marketing. It will also involve networking with the business associations within the area.

Customer Journey - indicative touchpoints & experiences

Customer journey in the EchoPulse Media is designed to enable customers to enjoy a nice experience during the journey. The awareness stage will enlighten potential clients about the agency through social media campaigns, blogs, and any other kinds of local networking events (Wymer, 2025). The consideration phase involves free consultation and sample materials as a guarantee of promise of the agency. The level of purchase is simplified by means of an online registration process and a secure payment gateway. The performance reports very frequently, the efforts to change proactively the strategies adopted, and the constant engagement to follow through with the results all contribute. Finally, with regard to the advocacy stage, satisfied clients will be asked to leave testimonials, reviews, and referrals.

SMART Marketing objectives

EchoPulse Media has several marketing objectives in its launch process and growing success. The first is to generate brand recognition amongst the small business units in the initial three months of operation. The second objective is to have 20- 30 paying customers within six months. The third objective is to record measurable increasing results for the clients in order to cement the agency and cause them to bring referrals. The goals to be reached by the end are the elaboration of non-bland content that would manifest expertise (Lu, Han, and Zhou, 2018).

Section 3: Ethical Marketing Ideas

Social and Environmental Impact

Being a digitally-native service, the nature of EchoPulse Media will automatically put it in the low direct environmental impact category. This advantage will be highly advertised by our marketing and operations, inspired by the green marketing practices. To start with, we will become a carbon-neutral company by estimating our online carbon footprint and buying certified carbon credits on an annual basis. Second, we shall engage the services of a green web host company that uses renewable energy to provide web hosting services to our site and client reporting portals. When the working process involves our clients, we will also encourage and inform them about sustainable digital behaviour that reduces the transfer of data power through maximising image and video files. Another way that we will also show our social responsibility is through investing in sponsoring the local digital literacy programs for underrepresented entrepreneurs.

Ethical Practices

The marketing and business regime will be based on the tenets of equity, openness, and inclusivity, and, as such, we will be trusted in the competitive market.

Pricing and Capabilities Transparency: Our packages will be made available on our website in the form of their prices and what they include. We will not charge esoteric contact and disadvantage the time-starved small business owners. In addition, we will act realistically in our expectations because we will be able to specify what results can be affected and which ones cannot.

Inclusive Representation and Messaging: The content of the brand and the sample types we will be a part of will include the active engagement of various small business owners in terms of age, ethnicity, gender, and ability (Okechukwu, 2019). Our selling text will not be hackneyed, and it will be attractive and accessible to every businessperson. We shall also make sure that our webpage and internet-based documents are within the requirements of accessibility.

Data Ethics and Privacy: We will be strict on our data ethics. Data on our customers and data from our social media would be stored with the utmost confidentiality and would only be used

to deliver our service and also to improve our service, but in no circumstances will be sold or shared with third parties. Privacy policy will be formulated in a non-complicated manner.

Honest Advertising and Social Proof: The testimonials and case studies that we do have in our marketing will be genuine ones, can be confirmed, and will be presented with the full consent of the clients. It will not include before and after spins and social proof games (Sousa and Veloso, 2025). Our content marketing will be founded on the principle of educating, empowering, and not fearing, and falsely promising the success of the algorithm.

Section 4: Connecting Marketing with Business Needs

Business Alignment

The EchoPulse Media marketing plan is not an isolated activity but the strategic engine that would help us to accomplish the main business objectives. Its elements are directly connected with our core objectives of positioning ourselves in the market and making money, as well as providing sustainable growth.

To begin with, the goals of establishing a recognised expert within the small business community are directly aided by the fact that the plan is aimed at specific brand awareness achieved with the help of both local networking and digital content (Lynch, 2019). It is this awareness that is the precondition of all client acquisition. Second, tactical promotional mixture focused on free consultation that created awareness among paying clients working directly to the objective of getting 20-30 clients in six months.

Big Picture Thinking

EchoPulse Media's marketing plan is not a one-off process but rather a stream that would provide momentum to our main corporate goals. Its pointers are directly proportional to our objectives of finding a presence on the market, revenue, and sustainable growth.

To begin with, the targeted brand recognition, which the plan has achieved, with the help of both local networking and online information, is an immediate result of the goal of becoming a familiar face among the community of small businesses. Awareness is the need for any client acquisition. Second, the promotion mix strategy is simply focused on transferring that

awareness into paying customers, with the aim of attaining 20-30 customers in six months. Lastly, our service is positioned based on high-touch customisation and local relations.

Big Picture Thinking

Marketing enables the key variable to drive the operations between EchoPulse and its success in the marketplace, sales, loyalty, and internal processes in a holistic way.

Contribution to Sales: Sales are made on the major channel, which is the marketing. At the awareness stage and consultation, qualified leads are created. The conversion of these into customers is the direct consequence of the process that is characterised by marketing as an elegant online path to a smooth procedure of the consultation booking.

Customer Loyalty: Marketing is much more than the first order. The trust that the first one is built on concerns the adherence to the principles of open communication (Castaldo, 2024). The actualisation of the marketing strategy will commence at the time of sale by developing loyalty via periodical reports about performance and an orderly referral programme. This would turn happy customers into promoters so that the churn is minimal and the cost of customer acquisition is lower in the long run.

Marketing: Information unearthed in Informing Business Operations is very important information that informs the business operations (Eboigbe *et al.*, 2023). The information obtained in the sales consulting will be articulated in the service development and can form new and desired package levels. It can be run smarter in the analysis of the marketing channels that have the most valuable clients and how the resources may be allocated.

That is, regarding the case of EchoPulse media, the principle of marketing can be regarded as the driving force that will bring clients on board, the map that will shape their experience, and the feedback mechanism that will guarantee that the business will change and evolve according to the demands of the market.

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