

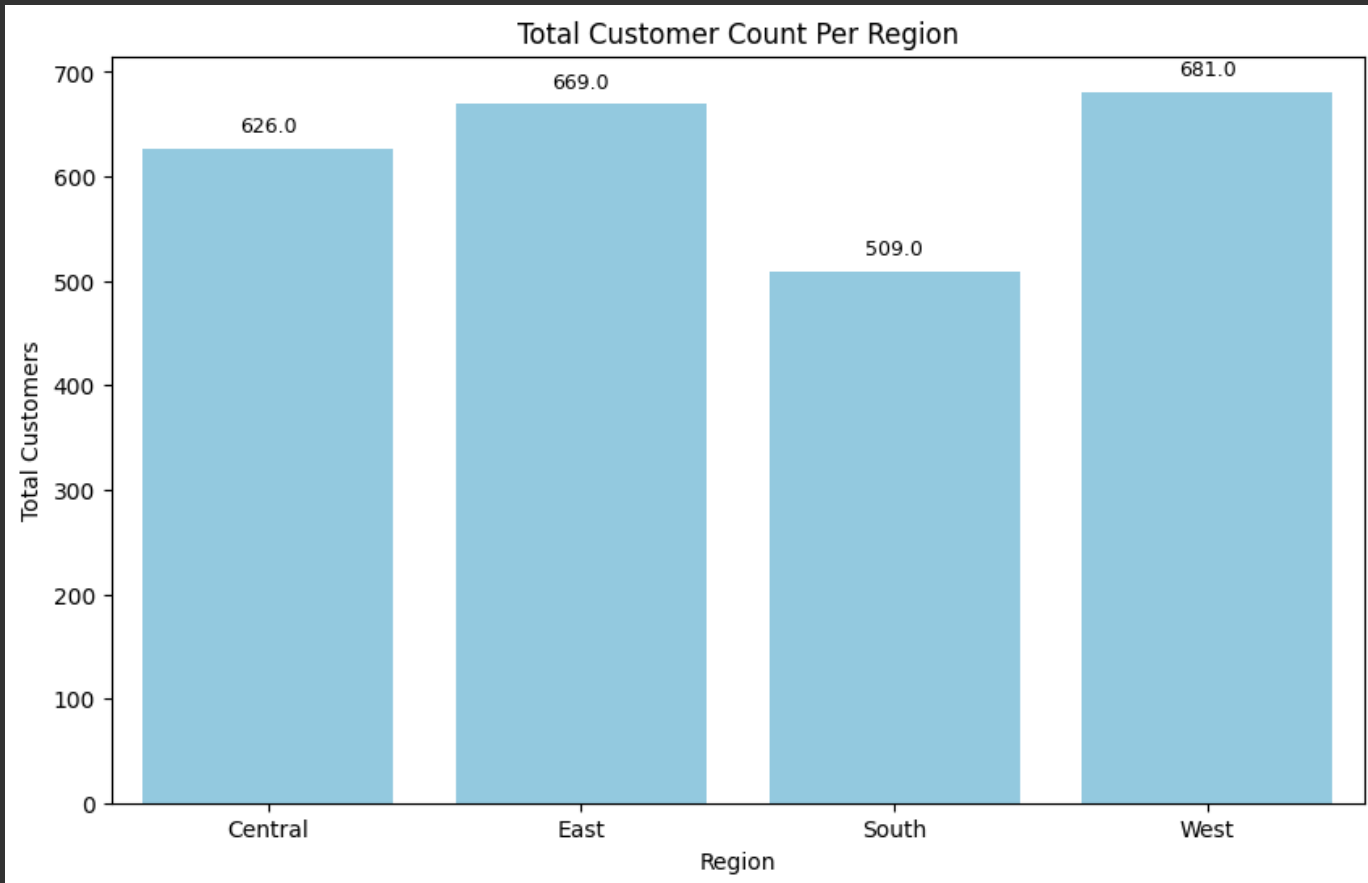
MARKETING CAMPAIGN: SOUTHERN TECH & COMFORT

Enhance sales in the South region with targeted strategies

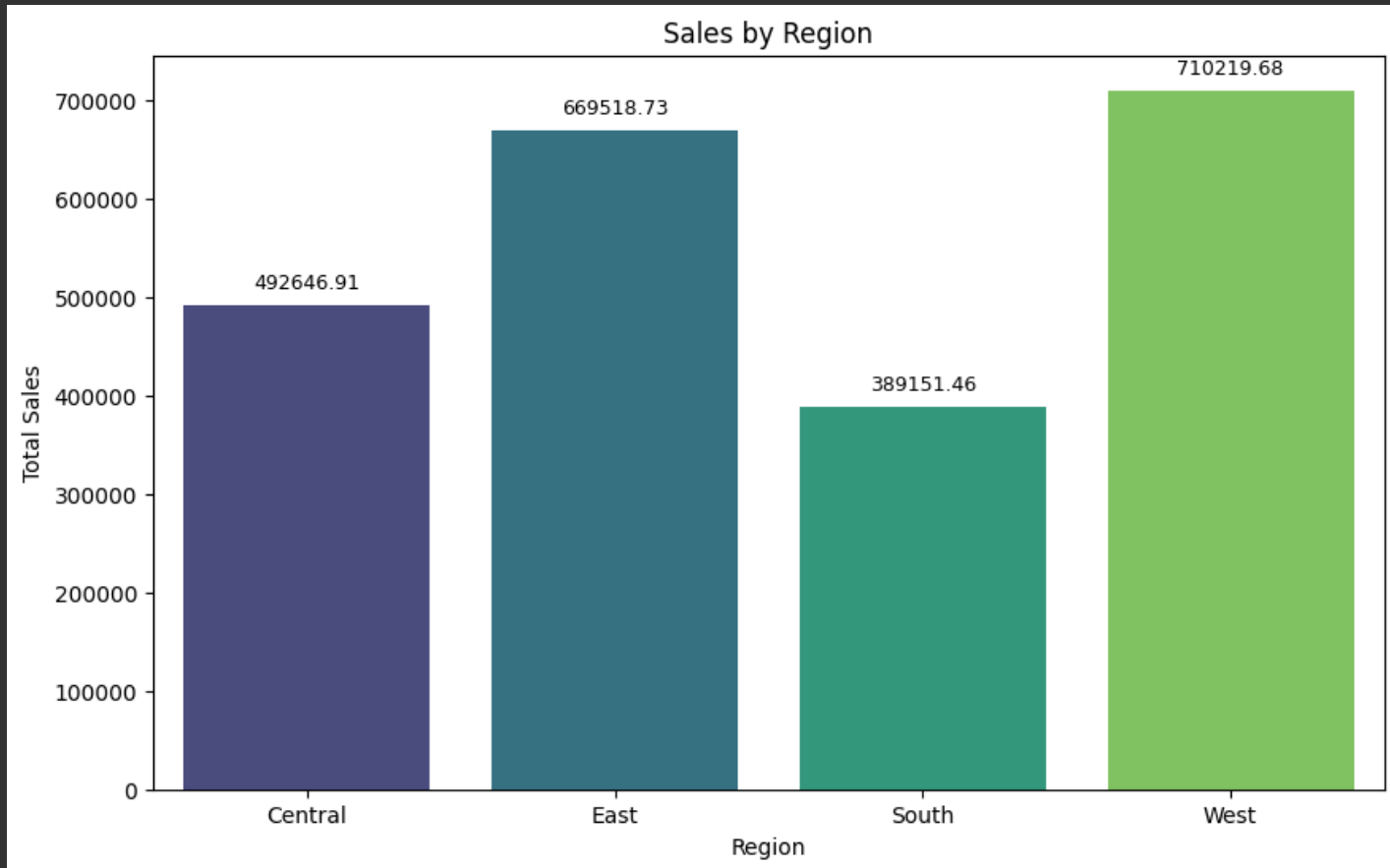
OBJECTIVE

- Identify areas of opportunity to increase sales bringing a lagging region in line with other regions.
- Enhance sales in the South region by focusing on the top-performing sub-categories: Phones, Machines, and Chairs.
- Establish a foothold and expand customer base in given a region

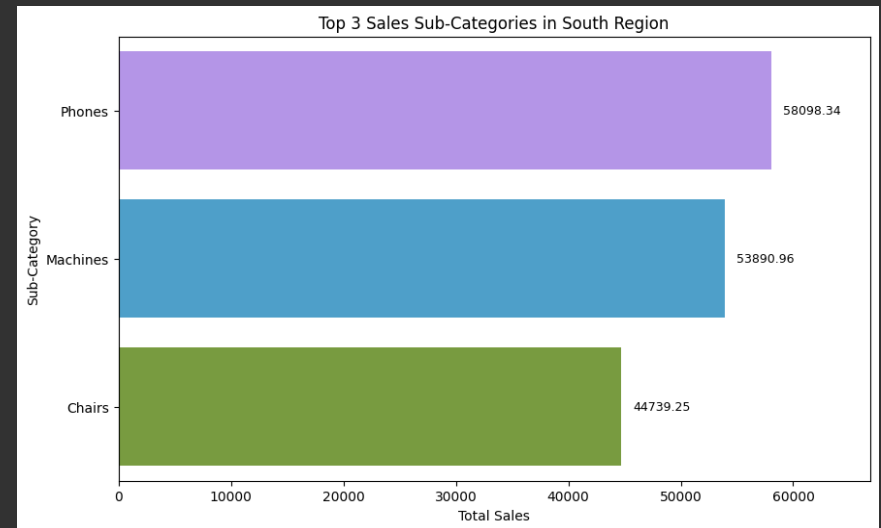
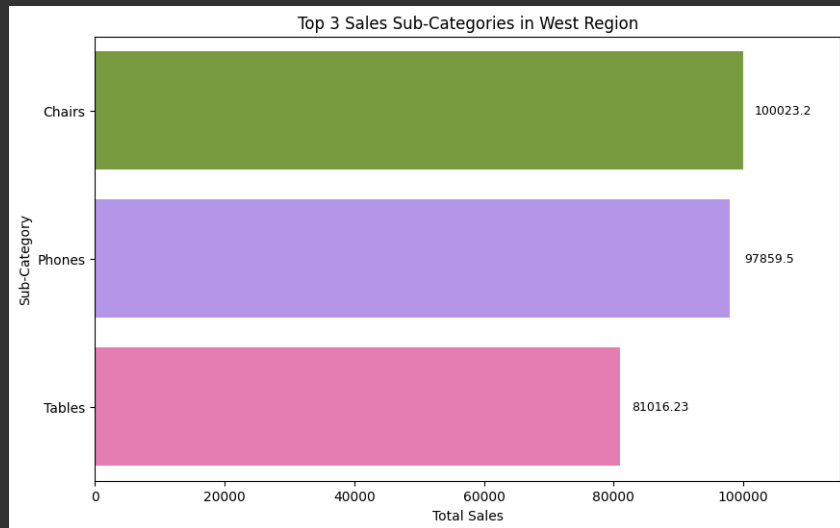
CUSTOMERS BY REGION



SALES BY REGION

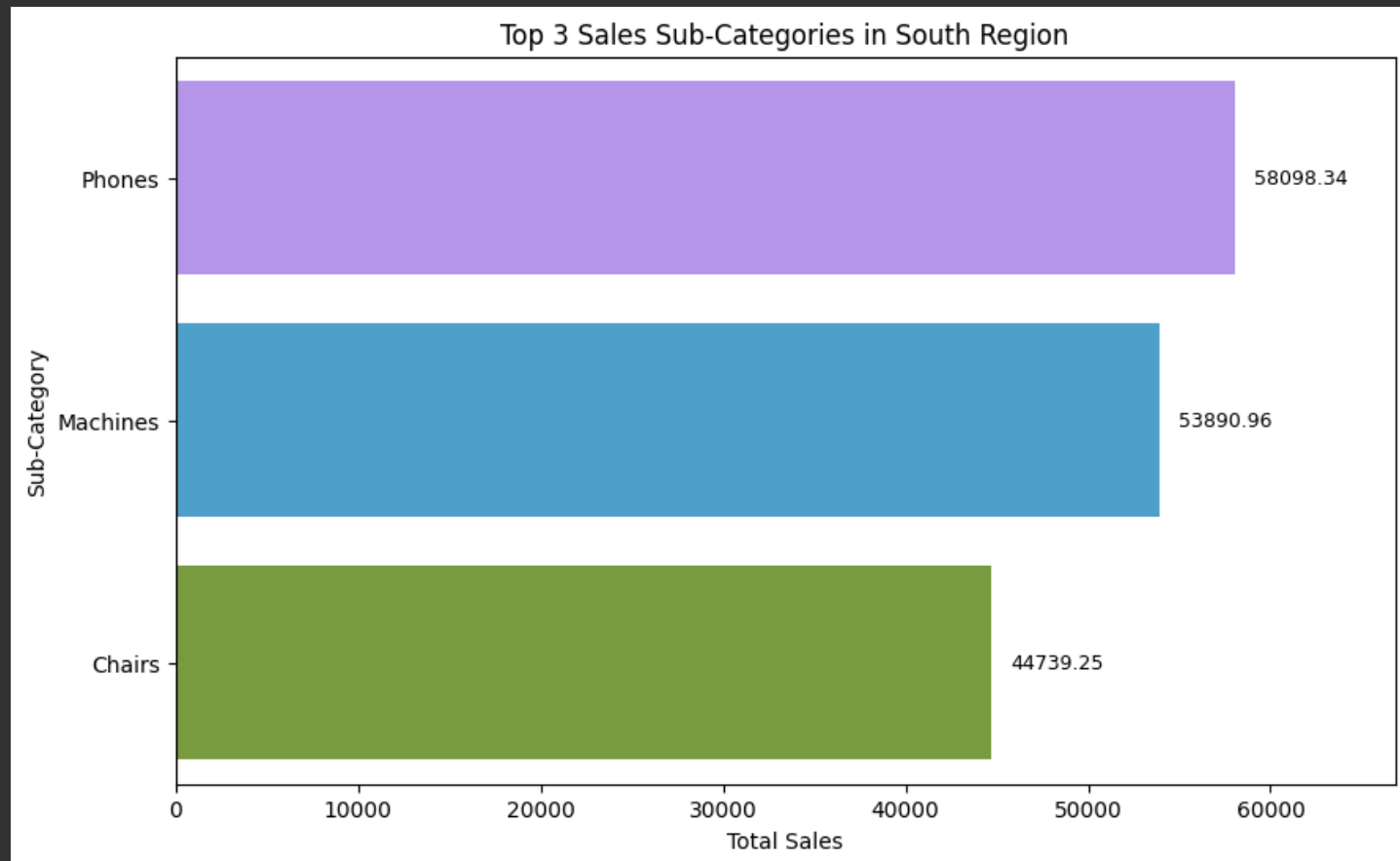


WEST VS. SOUTH REGIONS

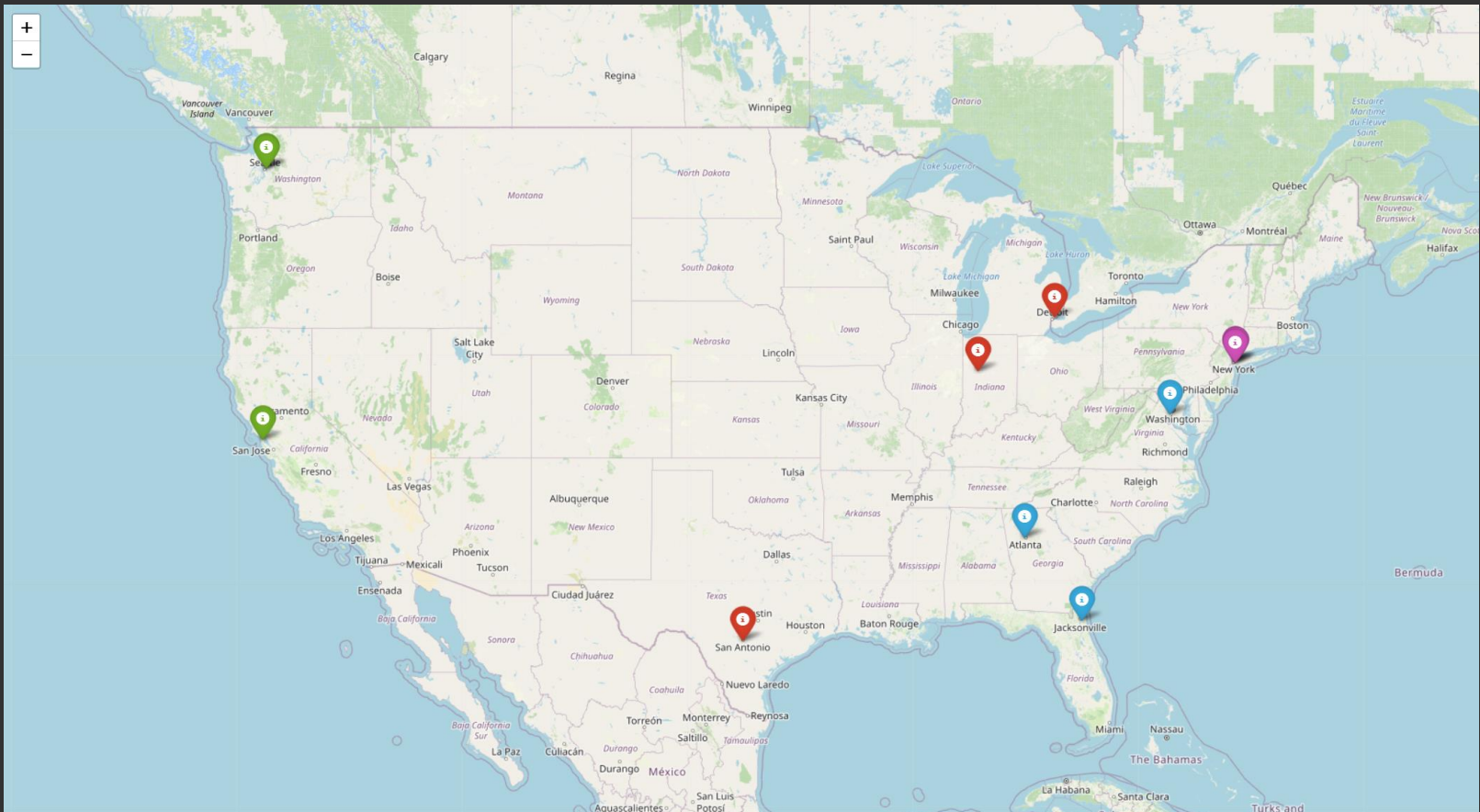


- Although 2 of 3 sub-categories match in these regions, there is a large disparity of total sales for each subcategory
- This is likely due to the much larger number of customers in the west region (approx. 1/3 more customers)

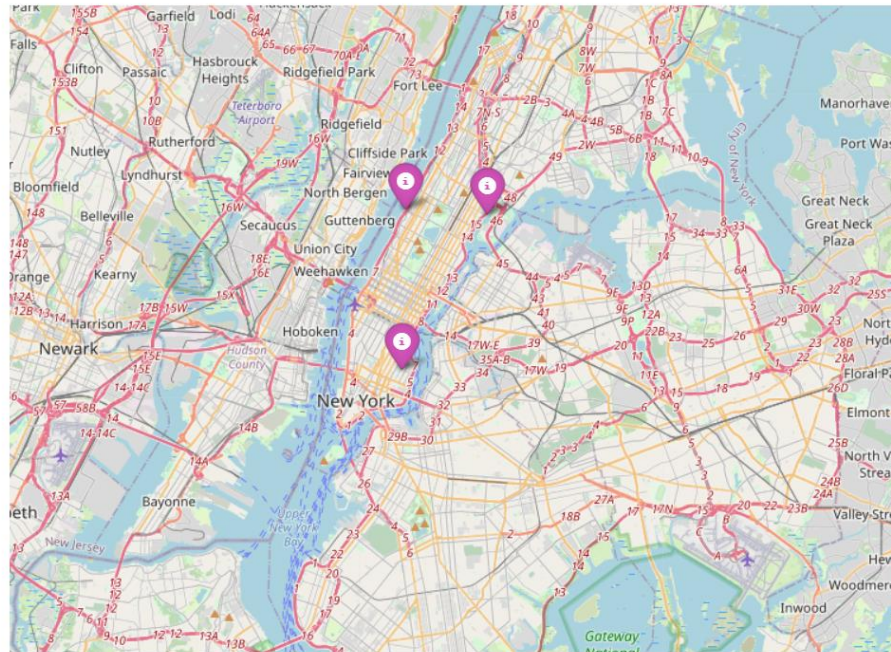
SUBCATEGORY SALES - SOUTH



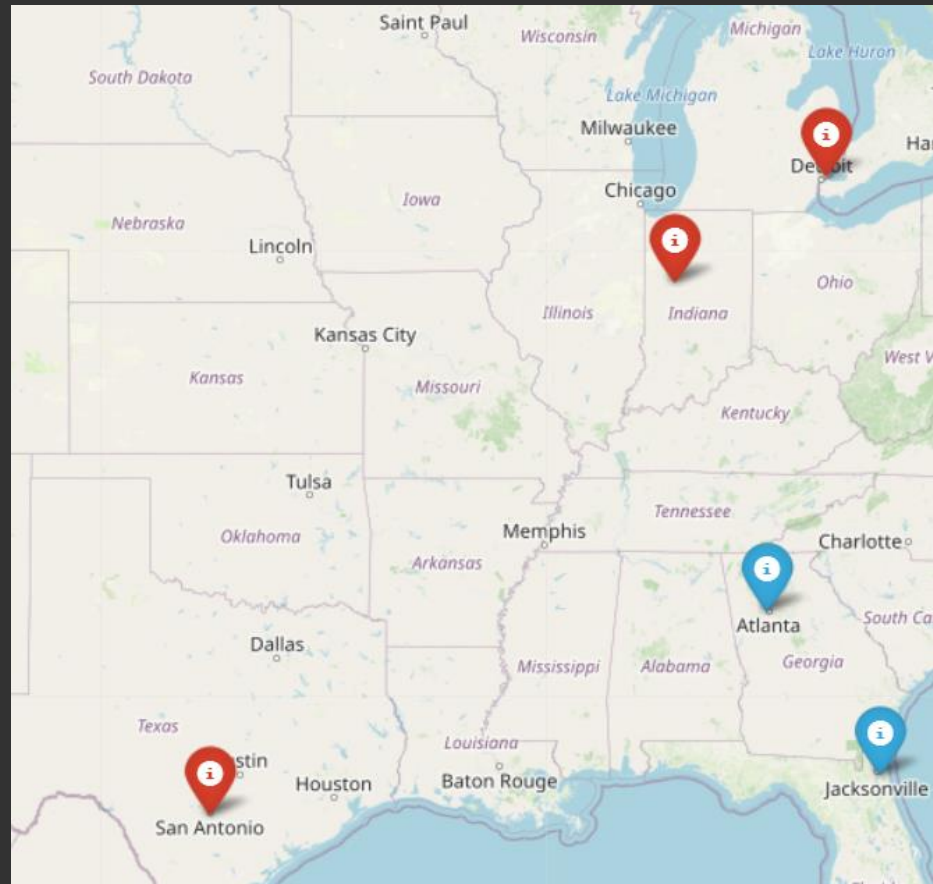
GEOGRAPHIC OVERLOOK



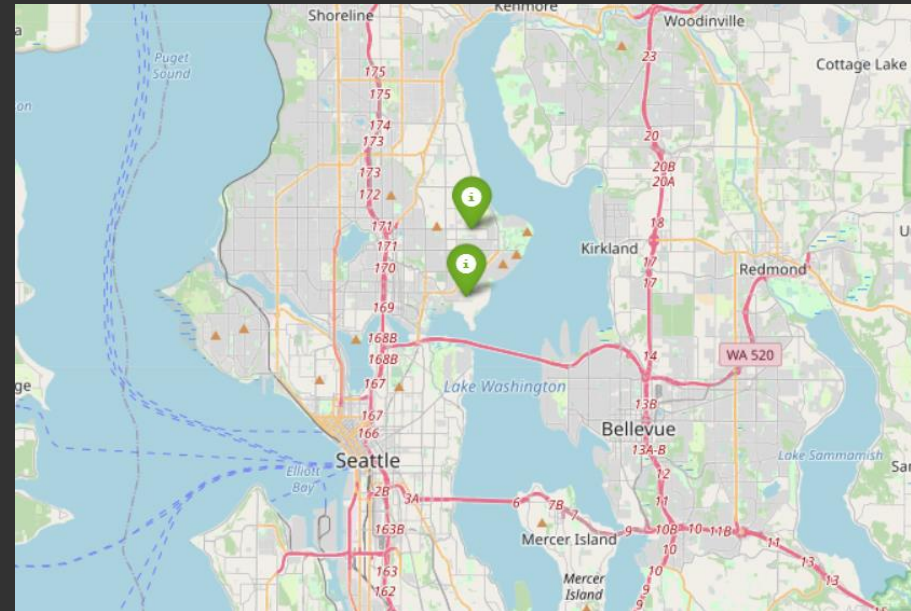
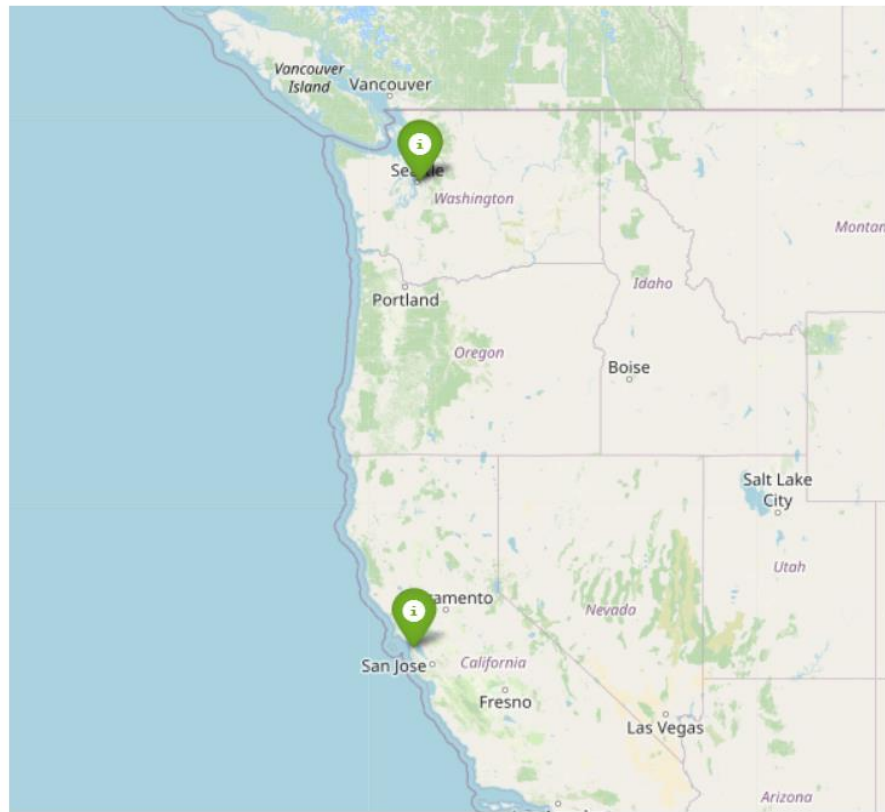
GEOGRAPHIC OVERLOOK-EAST



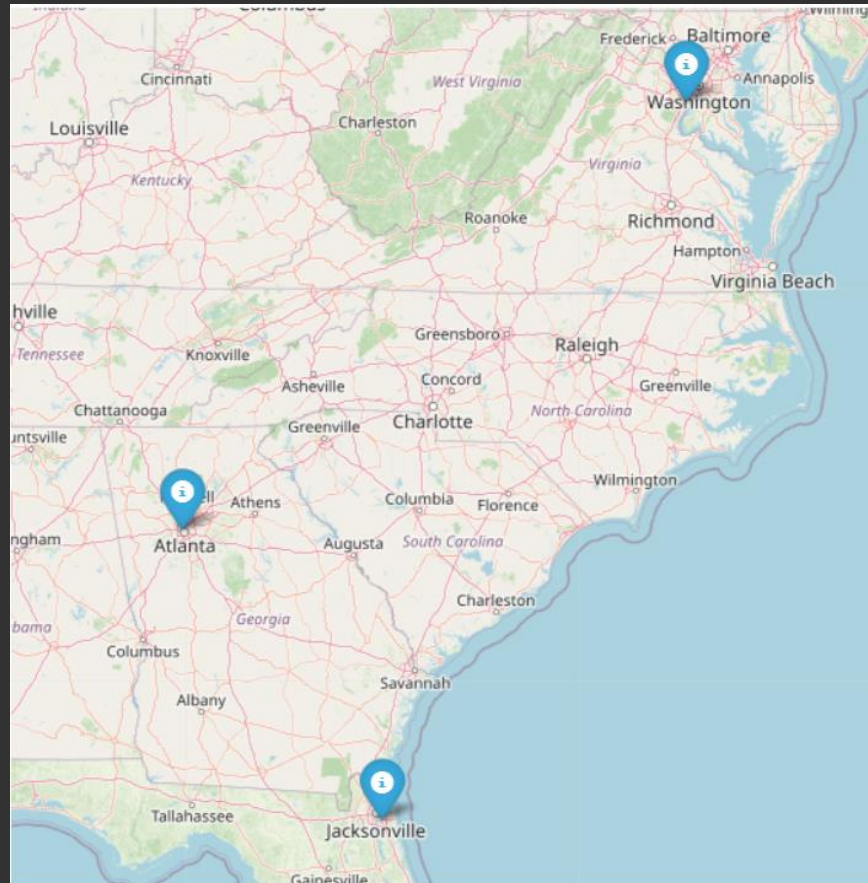
GEOGRAPHIC OVERLOOK-CENTRAL



GEOGRAPHIC OVERLOOK-WEST



GEOGRAPHIC OVERLOOK-SOUTH



TECH CONNECT - SOUTH

- Sub-Category: Phones
- Top Products: Samsung Galaxy Mega 6.3, Samsung Galaxy S4 Active, Wilson SignalBoost
- Campaign Strategy:
 - - Exclusive Discounts: Offer special promotions and bundles on top-selling phones.
 - - Tech Events: Host virtual tech events showcasing the latest features.
 - - Partnership with Carriers: Collaborate with local mobile carriers for exclusive deals.

SOUTH OFFICE MAKEOVER

- Sub-Category: Machines & Chairs
- Top Products: Cisco TelePresence System, High-Back Leather Managers Chair, HON 5400 Series Task Chairs
- Campaign Strategy:
 - - Office Upgrade Packages: Create bundled packages combining chairs and video conferencing units.
 - - Virtual Office Tours: Showcase how these products can enhance the office environment through virtual tours.
 - - B2B Outreach: Target businesses in the South region for bulk purchases with special discounts.

CROSS-PROMOTION STRATEGIES

- - Loyalty Program: Encourage repeat purchases across the top sub-categories by implementing a loyalty rewards program.
- - Social Media Engagement: Utilize local influencers to promote products through social media platforms.
- - Community Outreach: Participate in community events and fairs to create brand awareness.

MEASUREMENT & EVALUATION

- - Sales Tracking: Monitor sales of targeted products to assess campaign effectiveness.
- - Customer Feedback: Gather feedback through surveys to understand customer preferences.
- - ROI Analysis: Evaluate the return on investment to ensure that the campaign is cost-effective.

CONCLUSION

- This campaign leverages the data-driven insights from the South region to create targeted promotions and activities that resonate with local preferences and needs. By focusing on top-performing products within key sub-categories, the campaign aims to optimize sales and customer engagement.