# Project plan



# Marketing Campaign for Explorebreda.nl

Mayca - Bryan - Aisa - Shirine

# Table of Contents

# Introduction

Our group has been tasked with conducting extensive research for Handpicked, located in Breda, a company dedicated to assisting small businesses in their inception.This project plan details the development and execution of a marketing campaign for Explorebreda.nl, an online platform showcasing the best of Breda, Netherlands. Our goal is to attract and engage international University students and drive them to the new upcoming website Explorebreda.nl.

By leveraging targeted marketing strategies and compelling student-focused content, this campaign aims to increase website traffic, user engagement, and ultimately, student visitations to Breda.

This plan outlines the key components of the campaign, including target group analysis, marketing strategy development, creative content creation, and success measurement. It also defines project deliverables and a timeline for execution.

Through this strategic approach, the campaign will position Explorebreda.nl as the essential guide for students to discover Breda's hidden gems and exciting events..

# Problem definition and solution vision

Despite possessing unique attractions, facilities, and offerings, Breda fails to attract a number of visitors. Many times the lack of exposure for a place contributes to the lack of interest. Another factor could be that the transportation to Breda is unclear to students, because it is not stated clearly enough. To solve these issues we need to market Breda. By marketing Breda on social media and offline media we multiply the exposure which results in more interest. The more curious students become about the facilities, the more attraction it will get. To solve the issue of transportation being unclear, we can clearly state what transportation to use to what attractions. So the solution to this problem is to market Breda.

# Root cause analysis

Students may lack awareness of the opportunities and benefits associated with visiting other cities, including cultural experiences, networking opportunities, and personal growth. If students do not see the benefits or relevance of visiting a specific city or location in relation to their academic or personal interests, they may be less inclined to go or invest resources in visiting it. Some students may feel more comfortable and secure in their familiar environment and may be hesitant to venture outside their comfort zone by visiting other cities.

# Target group and appeal

Our target audience are international students in the Netherlands, around the age of 17 to 23. International students possess a global mindset and are interested in experiencing diverse cultures and lifestyles. They are driven by academic and career aspirations, seeking quality education and personal development opportunities. Open to exploring new environments, trying new activities, and embracing new experiences. Interested in building connections and networks, both within the international student community and with locals. Adaptability and problem-solving skills are common traits, as they navigate life in a foreign country. These traits make them a good audience to market to because we can fulfill all these needs.

# Project goals & objectives

## Goal

Our goal for this project is to help Increase website traffic and user engagement from international university students on Explorebreda.nl.

## Objectives

### Market Analysis:

- Analyze Our target audience
    - Needs and interests (what are students looking for when visiting a different city, such as affordable activities, cultural events and nightlife)
    - Online behavior (which social media platforms do they use? How do they research things to do in a new city?)
- Analyze competitor marketing strategies targeting students.

### Marketing Strategy:

Develop an integrated marketing strategy that leverages digital marketing channels popular with students. This could include:

- **Social media marketing:** Targeted campaigns on Instagram, Facebook, or TikTok promoting Breda's student life, events, and discounts.
- **Content marketing:** Blog posts or articles highlighting student-friendly activities, affordable restaurants, and hidden gems in Breda.

Creative Content Development:

Create engaging content specifically tailored to student interests, using visuals and language that resonate with them. This could include:

- Short, fun videos showcasing Breda's nightlife or student hangouts.
- User-generated content campaigns encouraging students to share their experiences in Breda.
- Blog posts with "Top 10 Affordable Eats in Breda" or "Must-Attend Events for Students."
- Develop prototypes of media products aligned with the marketing strategy, such as social media ads, student discount landing pages, or interactive quizzes about Breda.

# Project scope and deliverables

## Scope

- Analyze target group 1 (characteristics, needs)
- Develop an integrated marketing strategy (traditional & digital channels)
- Create content and prototypes for media products aligned with the strategy

## Deliverables

- Project plan
- Target group analysis report
- marketing strategy
- Creative content prototypes

## Non - deliverables

- Moscow chart

# People involved

## Bryan

Role: Designing, Research
Role description:
- Thinking about the designs for the brand.
    - Making sure that everything looks aesthetically pleasing.
    - Keeping a creative flow in the group.
- Coming up with a strategy how to research, taking interviews
- Subsequently analyze the collected data

## Aisa

Role: Planning, Critic, Designing, documenting
Role description:
- Assign tasks to members so they can help the team achieve their goals.
- Encourage others on their team to consider all sides of an idea or argument before concluding.
- Documenting the process of the work, and carry out the documents which is needed for the client.
- Encourage people the think outside of the box, to not go with the flow.

## Mayca

Role: Planning, Leader, Designing
Role description:
- Clarify the team's objectives, make sure every member understands their role.
- Recording team meetings and maintaining documentation of group activities.
- Contribute ideas and suggestions for resolving problems within the group.
- Ensure creative ideas, and provide designing solutions for the group.
- Use the information they gather to propose alternative solutions.

## Shirine

Role: Research, Design
Role description:

- Thinking about the designs for the brand.
    - Making sure that everything looks aesthetically pleasing.
    - Keeping a creative flow in the group.
- Coming up with a strategy how to research, taking interviews
- Subsequently analyze the collected data

## Phasing
Week 1-2
- Project Plan
- Research Plan
- Carry out a research / Define the goal
- Define Brand Identity
- Analyze target audience
- Finding inspiration for the end product

Week 3-4
- Prototyping
- Prototype testing
- Make our marketing means
- Make a strategy and planning

## Methodology
For this project we are going to use 4 different methods of research to further analyze our target users.

**Field research**
With this method of research, we are going to do it by conducting interviews with clients, and the target.
Research with tests, and surveys.
We are going to analyze the answers and the data so we can come up with a plan, and a way to reach the target. Also, we must make it clear who the customers are, and where to reach them.

**Library research**
With this method of research, we are going to adopt the method of

**Showroom**
We are going to use this method to pitch our ideas to the stakeholder, and also use the peer and product review
methods to get feedback on our product before finalizing and delivering it.

**Workshop**
We are going to use this method to generate and develop new ideas by brainstorming, and to further support our ideas and make better visualizations of it, we're going to use the prototyping method.

# Risk Assessment

In order to not fall into traps that could damage the group's process and make them lose valuable time. It is important to think about potential risks that the group might face and make rules or agreements to avoid risks.

- Every member have to be all on the same page before we start working on something so we don't lose time unnecessary
- Stay realistic. The group has to keep the expectations realistic and think about how much time they have and how much time it is going to take so that they can reach their deadline and show a finished prototype.
- The members have to keep each other accountable. We need to make sure to call members out if they don't stick to the rules so that we can expect a functioning team everyday.
- We all need to use the same designing tools (Figma (for prototypes) and Adobe (for design).

# Success Measurement

We will have succeeded with this project if…

- Our client is happy with our deliverables.
- We can get more visitors to the website.
- We have conducted the right research to get the right statistics.
- We use the right dot framework methods.