



BLUMA:2022

# Marketing Plan Presentation



**Presented By:**  
Analysis Aces

**Presented To:**  
Creative Shock:2023

# Campaign Goals



## GOALS



Enhance brand recognition in Europe and promote green infrastructure sustainability.



Attract potential customers, and educate decision-makers on green infrastructure benefits.



Spread a cohesive message across various customer touchpoints.



# MARKETING STRATEGIES

We have chosen five marketing strategies, which encompass:

Cause Marketing

Audience Segmentation  
Marketing

Email Marketing

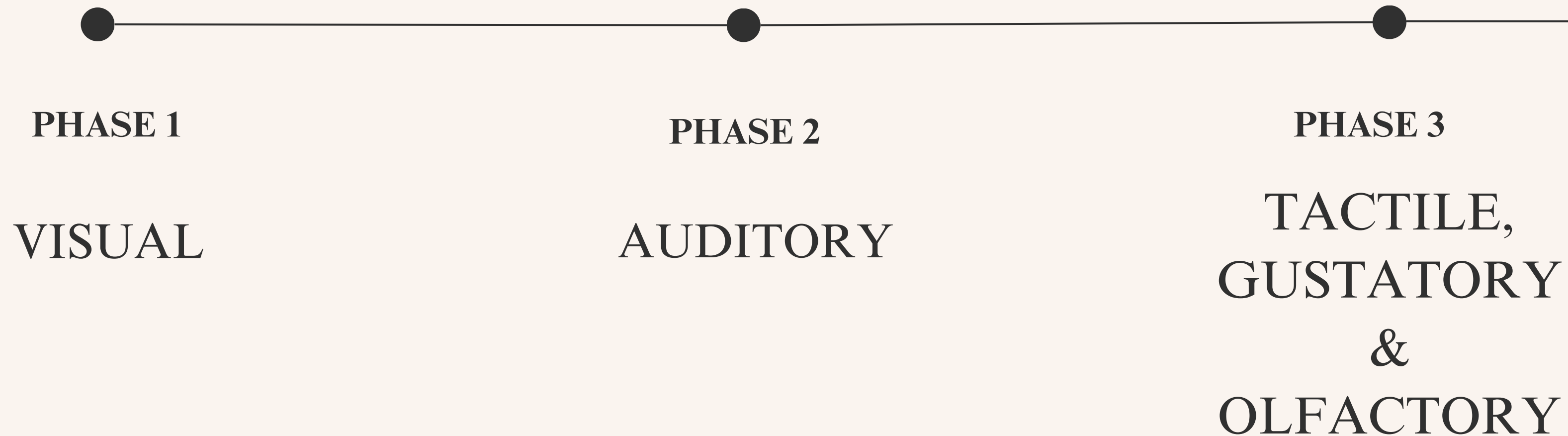
Search engine optimisation(SEO)  
Marketing

Comprehensive 360 degree  
marketing



# PHASES OF OUR CAMPAIGN

We have structured our approach into three distinct phases, each aimed at appealing to various senses of our target audience





# Phase I



- By developing **virtual or augmented environments** that are dynamic , marketers are showing consumers how life will be when they use certain products or services. We aim to enhance the personalization of our service by introducing a feature that allows our customers to visualise the positive impact our service can have on their immediate environment. For example: An example of this is how the home furnisher **IKEA uses AR** to market its products. IKEA provides its target audience with a virtual furniture storeroom, which helps to simplify decisions regarding home decorating and interior design. Its IKEA Place app allows a customer to select a product in the catalogue, point their smartphone at a specific area in their home, and see how the product would look in that location.
- Incorporating **SEO (Search Engine Optimisation)** into your website is crucial for improving its visibility on search engines and attracting more organic traffic. Consistency and quality are key to improving your website's search engine inclusion for green infrastructure-related keywords and topics. It can be used to target customer segments effectively by keyword research, content optimization, Local and On-page SEO and link building.

# Phase I

Tailored Email Personalization Colored Icon



- We can incorporate website features that allow individuals who have already incorporated green infrastructure into their surroundings to share videos detailing the benefits they've experienced. This can help bridge the gap in public perception because, despite the initial cost and ongoing maintenance, it's crucial to inform people about the importance and advantages of green infrastructure. Additionally, we plan to incorporate the **OpenAI API** to translate languages into our website. This enhancement is necessary because our current website is available only in Lithuanian, limiting our ability to reach international customers effectively.
- We will further engage our target audience visually by **sending tailored email communications**. After segmenting our audience, we will use personalised emails to inform them about our venture and emphasise the benefits it offers to the

# Phase II



- In the realm of '**Traditional Radio**' media, Germany leads with 58.9 million listeners, followed by the United Kingdom with 44.61 million, underscoring the enduring popularity of radio among the public. Radio allows messages to be tailored and localised to each audience And media surveys always show that radio listeners are far less likely to "tune out" when ads come on the radio, compared to television.
- To captivate our audience with valuable audio insights, we can regularly air talk shows on Europe's most frequented radio stations. For example: United Kingdom (Bauer Radio company), Ireland (Newstalk), Norway (Radio Norge), Denmark (Nova), etc.
- These shows will showcase a variety of experts from the non-profit organisations we've collaborated with such as **healthcare organizations, forest preservation groups, wildlife conservation NGOs, disaster management entities, and sustainability-focused nonprofits.**
- We can organise **workshops** in collaboration with **university Enviroment conservation clubs** and leverage corporate **CSR initiatives** to secure funding for our initiatives across the continent.

# Phase III



- We can engage our target audience's senses at **popular festivals**, where large crowds gather. Since these festivals typically span only a few days to a maximum of one or two months, we can take advantage of this limited time frame for cost-effective advertising.
- For instance, the **Vilnius Beer Festival** in **Lithuania** is a highly anticipated annual event that draws a substantial crowd, not only from within Lithuania but also from international visitors. Similarly, **Oktoberfest** in Germany is the world's largest folk festival, attracting millions of attendees.



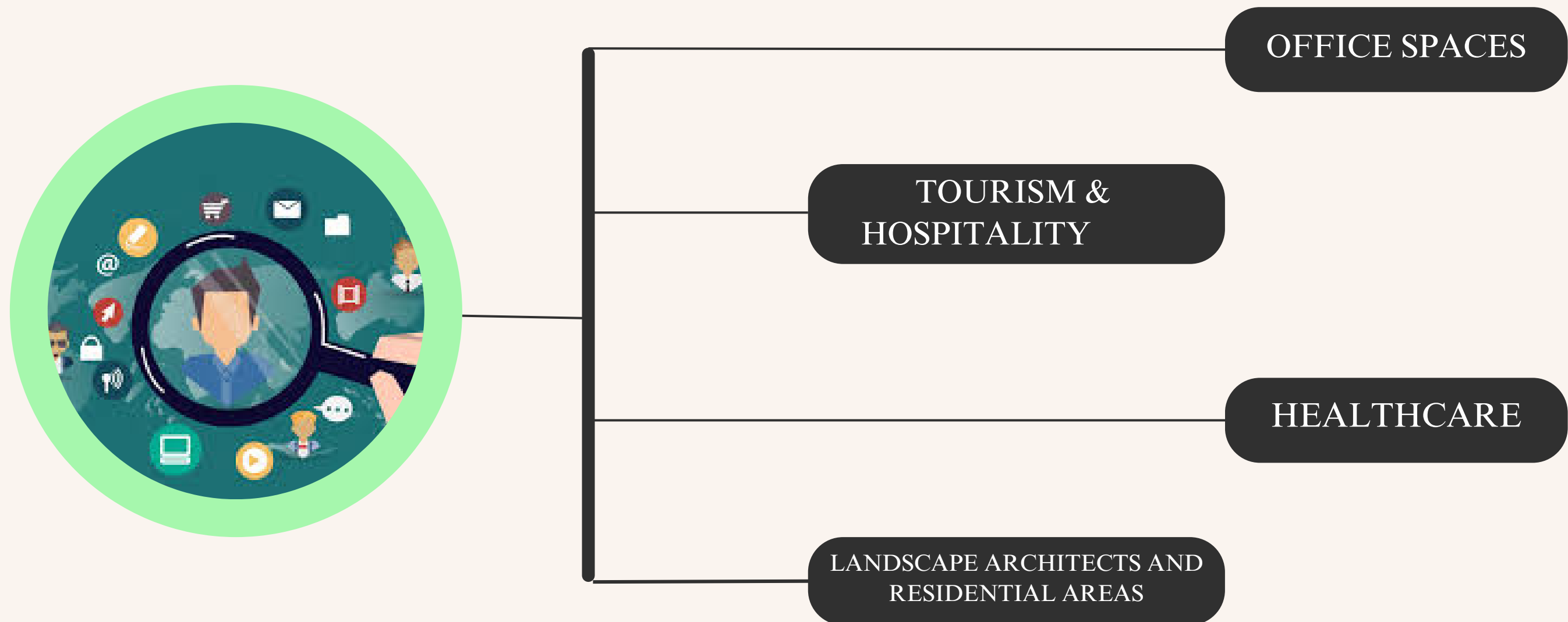
# ADDRESSING SOCIAL PROBLEMS THROUGH OUR CAMPAIGN

- Our idea emphasizes the social problem by addressing the **lack of awareness and acceptance** regarding green infrastructure among the public. Through various marketing campaigns and strategies, we aim to educate people about the importance and benefits of green infrastructure.
- By showcasing real-life examples, such as videos from individuals who have experienced the positive impact of green infrastructure, we bridge the gap in public perception.
- We collaborate with **non-profit organisations, universities, and corporate CSR initiatives** to raise awareness and secure funding for our green infrastructure initiatives. This approach highlights the social problem of insufficient knowledge and acceptance of green infrastructure and actively works to address it.

# BRAND AWARENESS AND LOYALTY

- In the short run, our campaign focuses on **creating buzz** and capturing the audience's attention through **visual, auditory, and sensory experiences**. It aims to create an immediate impact and increase brand awareness.
- In the long run, our **educational programs, partnerships, and ongoing engagement** foster trust and loyalty among the target audience. By consistently promoting green infrastructure and sustainability, BLUMA becomes synonymous with environmental responsibility.
- Our communication campaign for BLUMA aims to increase brand awareness and loyalty both in the short and long term. We achieve this through educational campaigns, visualising the impact of BLUMA's services, sharing testimonials, engaging at festivals, segmented email marketing, workshops, multilingual website features, and radio talk shows.
- These strategies create immediate awareness and build lasting loyalty by fostering trust, emotional connections, and ongoing engagement with the brand.

# TARGET AUDIENCE



# Thank You

## Analysis Aces

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