

Integrating Marketing Strategies

Market Segmentation, Targeting, and Positioning (STP)

Geographic segmentation

According to social media and website metrics supplied by The Temple of Peace (figure 5 and 6), the market segmentation includes the geographic criteria locally within Cardiff, its surrounding areas within Wales and the UK such as Bridgend, Barry, and London and internationally the United States of America, India, China, and other countries across the globe.

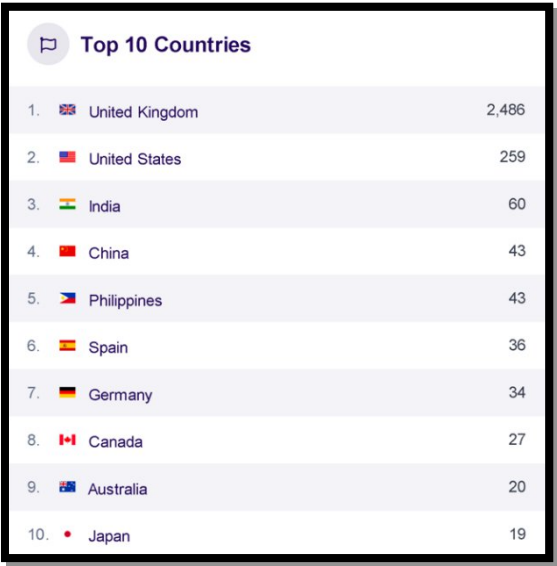


Figure 4: Temple of Peace website metrics

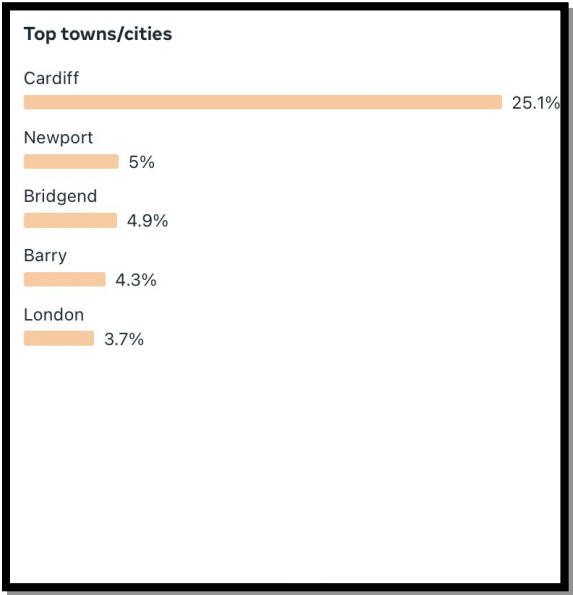


Figure 5: Instagram location metrics

Demographic segmentation

According to the metrics for Facebook and Instagram (figure 7 and 8), we can see the demographic for the Temple of Peace reach consists of both women (77.2% Facebook, 73.1% Instagram) and Men (22.8% Facebook, 26.9% Instagram) with most women from both platforms being between the ages of 25 and 54. With Facebook, the age demographic of men is spread across the ages of 25 to 64 (figure 7) fairly evenly and on Instagram between the ages of 25 to 44 (figure 8). Beyond digital audiences, the Temple of Peace, as an events venue, targets young adults and students interested in educational programs and community engagement, couples and young families seeking unique venues for weddings or gatherings, and retirees interested in cultural events and historical tours

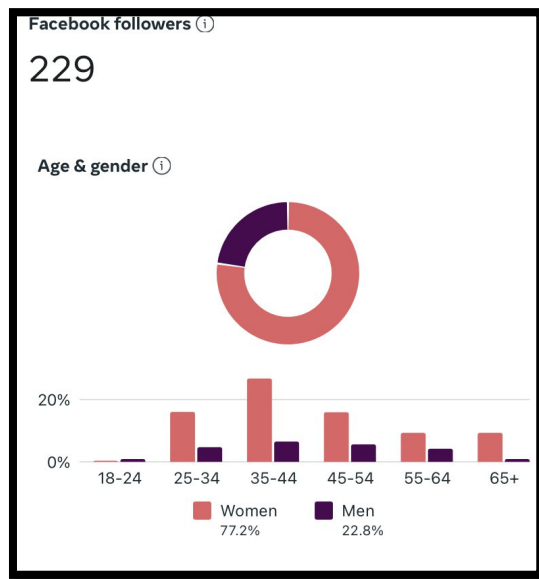


Figure 6: Facebook metrics for age and gender of followers

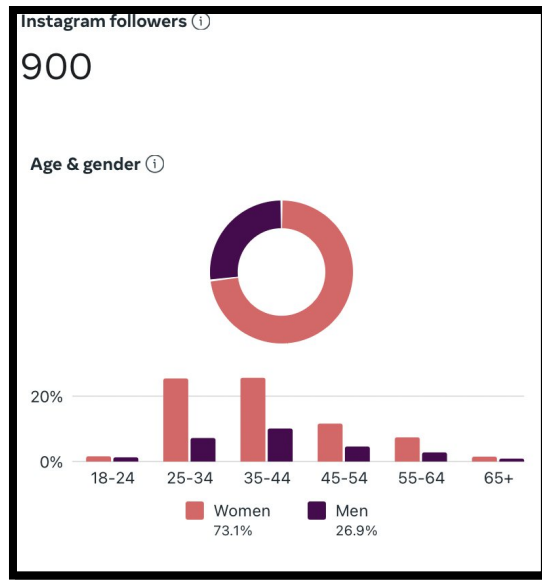


Figure 7: Instagram metrics for age and gender of followers

Behavioural segmentation

For the Temple of Peace, the behavioural segmentation centres on the distinct patterns of behaviour exhibited by their customers and audience. This approach considers factors such as the frequency and purpose of visits, as well as the level of loyalty to the organisation. They also focus on attracting first-time visitors, including tourists or new residents of Cardiff, who are eager to explore local attractions and discover unique experiences. Additionally, figure 9 displays how the Temple appeals to event organisers looking for venues that align with their values or offer a distinctive setting for conferences, ceremonies, and other unique events.

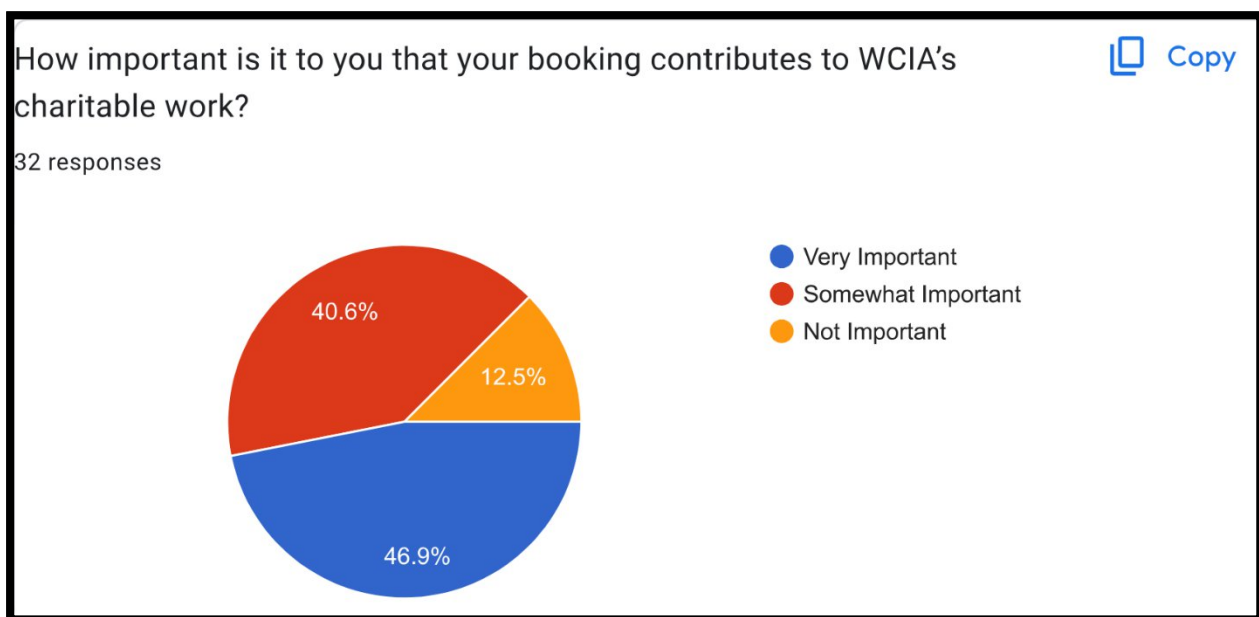


Figure 8:

Temple of Peace Charitable Impact Importance Survey

Psychological segmentation

Figure 9 displays how the Temple of Peace targets a psychological segment defined by lifestyle, values, interests, and attitudes, including history and culture enthusiasts captivated by the temple's architectural and historical significance. It also appeals to peace and human rights advocates inspired by the temple's mission and the initiatives of the WCIA, as well as event planners and socially conscious individuals seeking unique venues that reflect their values.

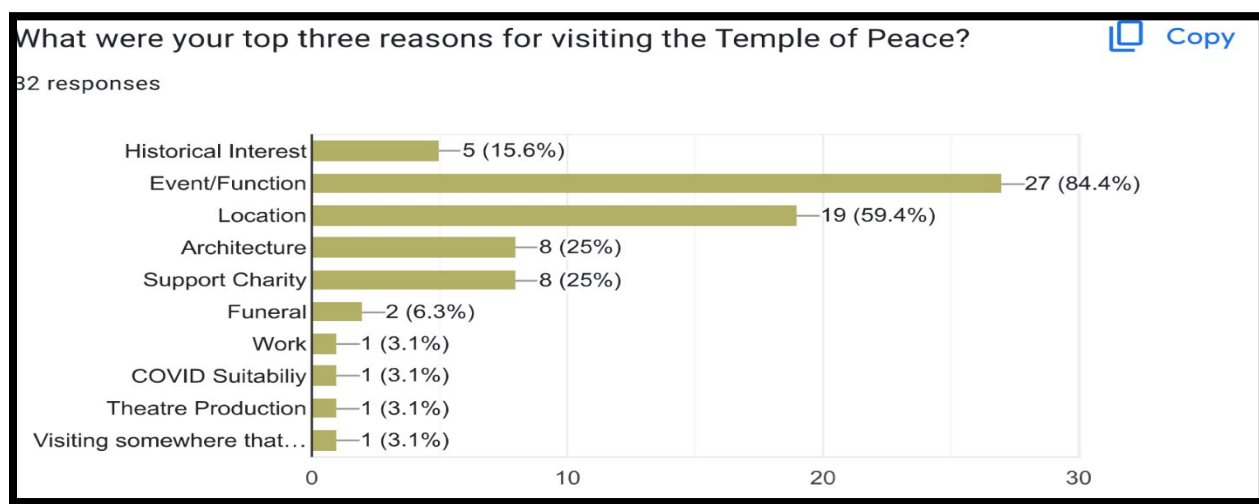


Figure 9: Temple of Peace Visitor Motivation Survey

Digital Marketing Strategy

Engaging in the use of social media platforms enables users to establish a strong brand image (Bilgin 2018). Users can build a following through the channels each platform has to offer. Posting using all methods allows for follower-brand interaction and enhanced visibility (Bilgin 2018). It can be a cost-effective and budget-friendly way of marketing (Tsimonis and Dimitriadis 2014). According to data we have collected in figure 10, our findings show that 60% of those who answered had not seen the Temple of Peace on social media platforms. In reflection of this statistic, we have set out the key objectives of social media marketing so to increase the online presence and reach of the Temple.

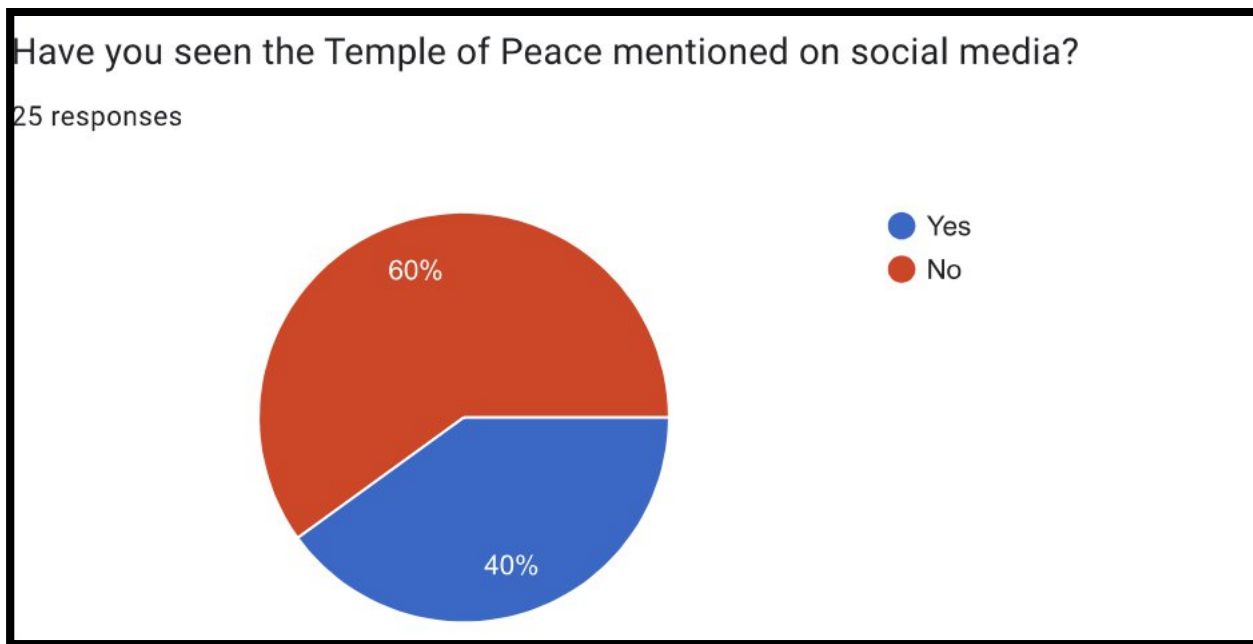


Figure 10:

Temple of Peace Social Media Visibility Survey

The key objectives of social media marketing

1. Creating high-quality content

Creating high-quality content such as video content and reels that can be shared from user to user assists in boosting engagement and reach of the account (Ahmed 2024). Other features that boost engagement include temporary content which features on stories (Ahmed 2024). These options include reaction options, sharing buttons, option boxes for questions/answers and multiple choice, and the ability to insert music and embedded links to company websites. These are complimentary features on pages such as Instagram and Facebook.

2. Investment into professional graphics and design

Investment into professional graphics and design can make content more visually appealing and more likely to be engaged with. Visual marketing influences user behaviour as it tempers reactions and informs decisions (Langton and Campbell 2024). Investing in visual marketing can be on both a small scale and on slightly larger scales (Langton and Campbell 2024). Using free editing software such as Canva, CapCut, in-app editing on platforms such as Instagram and TikTok or artificial intelligence tools such as ChatGPT to create (see appendix 6 for examples) visually appealing content to share becomes easy for the user (Langtoen and Campbell 2024). However, there are options available where businesses can hire content creators who handle all editing and posting responsibilities. If budgets are tight, the latter is an easy and cost-effective alternative.

3. Content-sharing schedules

Making content-sharing schedules aids in value stream mapping (Cesar et al. 2008). Here lean management can be introduced through visually mapping materials and information that needs to be shared with customers (Cesar et al. 2008). Doing so streamlines content-sharing processes; minimises time wasting and reduces non-value-added activities (Muda) such as overproduction and non-utilised content (Cesar et al. 2008). Scheduling can help align with social media platform algorithms that are used to dictate whether an account will gain reach to the desired audience (Cesar et al. 2008).

4. Making engagement a priority

In addition to reach, engagement is a priority when using social media platforms. This includes liking and commenting on posts, responding to comments on posts, promptly responding to direct messages, and using relative hashtags, mentions and location pins. In doing so there is an opportunity to build strong relationships with audiences, where loyalty and increased visibility can flourish. The greater the communication between the brand and the consumer, the higher the consumer's brand preference and brand loyalty (Bilgin 2018). Furthermore, social listening is essential if a brand desires to stay on top of current trends to remain relevant (Berkman 2024). This involves monitoring mentions of the brand's account along with watching what competitors are doing (Berkman 2024).

5. Collaborating and forming partnerships

Partnerships and collaborations with other brands can introduce a company to new audiences (Kolb 2013). Collaboration can enhance a brand's credibility and can be beneficial for all parties involved, fostering a sense of community (Kolb 2013). This process involves networking and reaching out to like-minded brands and communities and can be implemented through post collaboration invitations (Kolb 2013).

6. Paid advertising

Paid advertising can further the reach and engagement of a brand's audience base rather than just posting alone (Fulgoni 2015). The feature where a brand can pay for advertising gives the option for an increased reach dependent upon budget (Fulgoni 2015). Doing so features posts more heavily in user feeds, so they are seen by more people and more frequently (Fulgoni 2015).

7. Business platform

Using a business platform on the social media apps, businesses can effectively measure the Key Performance Indicators (KPIs) (Heijnen et al. 2013). Business accounts have the option to view profile analytics where the performance and reach can be analysed. This gives the account holder the ability to see which content works best for each of the platforms in use and whether they are achieving the objectives set out in the social media plan. This is done through metric analysis of collected data from posts which includes the age range of those who

engage with the account, the approximate location of these accounts, gender of viewers and which posts at what times do the best (Lee and Hosanagar 2018). Understanding these metrics can assist in tailoring accounts to ensure there is continuous improvement and can be a way of implementing Kaizen culture, providing a sustainable competitive advantage (Dang-Pham et al. 2022).

In addition to digital marketing, we've also explored the benefits of non-digital strategies. These include leveraging networking opportunities and building connections with local universities and charities to foster word-of-mouth referrals. According to Trusov, Bucklin and Pauwels (2006), word-of-mouth communication can lower marketing costs and reduce customer resistance. However, they claim that there is limited empirical evidence supporting this, this is why our emphasis remains on digital marketing.

In today's rapidly evolving digital landscape, where new technologies are constantly emerging such as artificial intelligence tools, focusing primarily on non-digital marketing would put an events venue like the Temple of Peace at a disadvantage. Therefore, while non-digital strategies have their place, digital marketing remains our primary focus to maximize reach and engagement.