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Week 5 Short Paper

Hello everyone.

Here at IG, we are planning to launch a new accessory to the Office Drone: The Speaker+. This product will be aimed at our internal and external audiences. This product will act as a communication device. With everything going on in the world our main priority is safety and security and with this in mind we have developed The Speaker+. This new system paired with the office drone will allow two-way communication without needing to be physically together. Previously the office drone was a way to break up nonproductive conversations that take up the employees’ day and time. The current problem is that we cannot hear anyone with the drone although we can see them. This is where the Speaker+ comes in. Although marketed at indoor companies to keep employees working, we have also designed an outdoor drone with speaker+ to communicate with outdoor workers that may have difficulty communicating with the indoor staff. A perfect example of this is any workers that work on a dock. Docks tend to be load and difficult to hear people but with the speaker+ we can fly our drone out and have a conversation with any workers in the field. This will not only increase productivity but also communication.

Something that we want to do with our marketing for this project is bring it back to the basics. This starts with organization. We will begin by organizing our website to have a more simplistic design, as well as the speed of the site since no one wants to purchase from a slow website. We will also keep our customizations on the product to a minimum. The Office Drone and Speaker+ do few tasks but do them well and that’s how we will take the market. Next, we will be sure to promote this launch on all our social medias as well as push ads all over the internet to let our clients know. Since we are breaking into a new market, we will also be running special deals for our enterprise customers.

Following our marketing we will focus on the handling and shipping of the product. We will need all our teams focused on this project since it will be our major launch into a new department. We need to have stock in all our locations around the world so we will have multiple marketing teams studying the regions for our best estimates on where we will need the most product.

References:

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