

DIGITAL MARKETING ASSIGNMENT

TOPIC: MARKETING PLAN

NAME: SUKAINA IDREES

ROLL #: 491957

PRODUCT:

In Future I will launch my own Crockery brand. Currently, I work as a Service Provider.

MARKETING PLAN

BUSINESS GOAL:

- Increase online sales of unique handmade crockery by 20% in the next year.
- Position the brand as a premium
- Boast sales of crockery sets for weddings and events

MARKET RESEARCH:

- Study competitors selling crockery in Pakistan (online platforms like Daraz, local shops)
- Identify gaps like eco- friendly or customizable crockery
- Use SWOT analysis

TARGET AUDIENCE AND CUSTOMER PERSONA:

IDENTIFY:

Age:25-45

Gender: females

Location: Urban areas like Karachi, Lahore

Interest: Home decor, hosting events

Buying behavior: Online shopping with preference for quality and design

UNIQUE SELLING PROPOSITION(USP):

Elevate your dining experience with our stylish, durable and affordable crockery.

PERFECT FOR EVERYDAY USE

MARKETING CHANNELS:

Social Media Marketing: Insta, Fb for visual content showcasing crockery content.

Google and Facebook Ads: Targeting searches related to crockery, home decor and cooking in Pakistan.

Influencer Collaborations: Partner with local food or home decor influencers.

Marketing Strategy and Tactics:

- Post high quality images on Instagram and Facebook.
- Runs ads with Targeting keywords
- Collaborate with influencers for showcasing crockery in life style setting.

SET BUDGET:

- Ad spend: 15000/-
- Influencer patternership:10000/- (Partner with home decor or food bloggers
- Content Creation: 10000/- (high quality images)
- Promotions and giveaways:5000/- (for launch or special occasions)
- Total budget:(40000-45000)

IMPLEMENT & MONITER PERFORMANCE:

Key metrics to monitor for the crockery

- ✦ Check Each Step
- ✦ Website Traffic
- ✦ Social Media Engagement
- ✦ Customer Reviews