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MKT 545

Week 3 Engagement Exercise

Key Items for Week 3

Greetings, as we go into week 3, we have to be concerned with the most productive ways to reach consumers. Of course the digital and mobile platforms are best. Investigate the following info below and give me your input.

Go to page 248. Imagine you have to create a marketing effort for a musician who is performing live in a specific market. How would you utilize location-based mobile marketing, if at all? How would they utilize other social media channels to complement or address gaps in mobile marketing?

As a marketer assisting the musician, I would work closely with them to create an effective marketing campaign for their live performances in a specific market.

First and foremost, I would prioritize location-based mobile marketing. By leveraging this strategy, we could target potential concert-goers who are in or near the area where the performance will take place. Through well-crafted ad campaigns, we would provide these individuals with all the important details about the show. To make it even more enticing, we could offer exclusive perks or limited-time offers that would make attending the concert irresistible.

Additionally, SMS marketing would play a key role in our campaign. By sending personalized text messages to fans who have opted in to receive updates, we can keep them informed about upcoming shows, new music releases, and other updates.

QR codes would be another valuable tool. We would strategically place these codes on posters, flyers, and social media posts. When scanned, they would direct users to a landing page where they can find information about the concert, including links to purchase tickets and previews of the musician's latest tracks.

Social media would be at the forefront of our marketing efforts. Direct messaging features on platforms such as Instagram and Discord would allow us to connect directly with the fanbase. We would reach out to potential concert-goers, sharing the exciting details of the show and directing them to websites or social media pages for more information. The goal here would be to establish a genuine and personal connection with the fans.

Also to maximize engagement, we would create user-centered content. Highlighting the benefits of attending the concert and how the musician's music can enhance their lives, we would make it clear that this experience is all about the audience. Encouraging fans to share their favorite songs, memories from past concerts, or their anticipation for the upcoming show to foster a sense of community and generate buzz around the event.

Lastly, if the musician has a website, we would optimize it as a Progressive Web App (PWA). This would provide visitors with a seamless and immersive user experience. By enhancing the website's functionality and performance, we can captivate and retain visitors for longer periods, ultimately increasing the chances of converting them into customers.

As the marketer working closely with the musician, my goal would be to utilize location-based mobile marketing, social media engagement, and captivating content to create a successful marketing campaign that drives attendance and amplifies the excitement surrounding their live performances.

Go to page 309. Develop a brand tracking survey for a business product for your chosen industry (hopefully for a company you want to start). Use the Starbucks survey to assist you. Choose no more than about 10 questions. Let me know the industry and products your brand/company will sell.

Industry and Product: I am interested in starting a company in the fitness equipment industry, specifically focusing on home fitness equipment.

Brand Tracking Survey:

Introduction:

How familiar are you with our brand/company in the fitness equipment industry?

Have you ever purchased or used our fitness equipment products before?

Brand Awareness and Usage:

Have you heard of our specific fitness equipment products? If yes, please name them.

Which brand of fitness equipment do you currently use most frequently?

Product Experience and Satisfaction:

How likely are you to repurchase our fitness equipment products in the future?

How does our brand/company compare to other brands in terms of durability, functionality, and value for money?

Brand Image and Perception:

What words or phrases come to mind when you think about our brand/company?

How would you describe the overall image and reputation of our brand/company in the fitness equipment industry?

Purchase Consideration and Decision:

What factors are most important to you when considering purchasing fitness equipment?

How influential are online reviews and customer testimonials in your decision-making process for fitness equipment purchases?

Overall Brand Experience:

How would you rate your overall experience with our brand/company?

How well does our brand/company meet your fitness equipment needs and expectations?

Thank you for taking the time to participate in our brand tracking survey. Your feedback is invaluable in helping us improve our products and services to better meet your fitness equipment needs.

We have been discussing effective business ideas or concepts. Sheriff shared the following article. Given that Texas has a very warm climate, I thought the following link was an interesting concept. We don't know everything at the present time, because pricing and accessibility are important. But please read and let's discuss how it can be effective.

In Texas, where the weather is warm and outdoor activities are enjoyed year-round, business concepts that take advantage of these conditions have the potential to thrive. Let's explore three unique business concepts and assess their applicability in this sun-soaked state. Our three examples include GoodSurf, a city-based surfing experience, Bizzy Burger, a fast-food joint with a unique offering, and Sawhorse Diner, a renowned pancake house. Each provides interesting insights into the dynamics of launching and operating businesses in warm climates.

GoodSurf in Deep Ellum: This is a unique concept that brings surfing to the city with the help of a CityWave machine that generates a perpetual wave. It's an excellent idea for a warm climate like Texas, which can provide year-round outdoor activities. Besides, it's a new concept in a city area, making it a novel attraction for residents and tourists alike. It combines sports, entertainment, and

dining in one location, which can increase the time visitors spend there and thus, the overall revenue.

Bizzy Burger in Deep Ellum: This fast-food restaurant concept, unfortunately, closed down due to the impact of the COVID-19 pandemic and the subsequent lack of traffic. However, the idea of offering a unique, memorable burger in a warm climate like Texas could still be effective. Outdoor dining is popular in such climates, and the fast-casual dining model has proven successful in many areas. It's essential, though, to consider the specific market, competition, and the unique selling proposition of the business. In this case, the restaurant's closure was less about the concept and more about the circumstances and timing.

Sawhorse Diner: Sawhorse Diner was a popular restaurant in North Carolina that gained fame for its pancakes. However, despite its popularity, it had to shut down due to the overwhelming influx of tourists and the subsequent impact on the owner's work-life balance and the restaurant's original mission. The popularity of Sawhorse Diner indicates that there is a demand for such a concept, but its closure also shows that managing success can be as challenging as achieving it. In a warm climate like Texas, this concept could work, especially if one could find a way to manage the crowds effectively and maintain the quality of the service and food. It's a cautionary tale about the importance of planning for success, managing growth, and staying true to the original vision of the business.

These three concepts provide insights into different aspects of business: the potential of unique, activity-based concepts like GoodSurf, the importance of timing and market conditions in the case of Bizzy Burger, and the need for effective management and growth strategies as shown by Sawhorse Diner.

Engagement Exercises:

The total writeup should be at least 400 words on the YouSeeU recording to receive credit. Your chat recording is graded on the following Chat Learning Task Rubric. You must include information on the chapters that were covered, key information on the assignments covered with due dates, and exhibit information that was covered.

Engagement Exercise Chat Rubric				
Score	Criteria and Standards	0	1-1.5	2-2.5
	Interpretation of content (information on the chapters that were covered).	misleading	somewhat accurate	completely accurate
	Interpretation of content (key information on the assignments covered with due dates).	misleading	somewhat accurate	completely accurate
	Interpretation of content (exhibit information that was covered).	misleading	somewhat accurate	completely accurate
	Connection of chapter information	weak	previous content	elaboration
	Additional requirements			
	Identify slide number (#)			-1
	at least 400 words overall			-1
	minimum of 2 sentences per slide			-1