**GOLD CARE SPECIALISTS**

**Marketing Plan – 2014**

Company background

Gold Care Specialists will provide at home specialist care for those suffering with dementia. Their dedicated team will provide both support and care for those living in and around the Bristol area, offering the most appropriate service to meet their individual requirements.

Launch date

Gold Care Specialists will launch in January 2014.

Objective

To develop a marketing plan which will:

* Provide an identity and brand for Gold Care Specialists.
* Establish itself in the market as a leading provider of at home specialist care via the correct marketing channels.
* Build and develop a client base in and around the local area of Bristol.

In order to achieve our objectives, the following items will form the basis of the marketing plan. This information is to used as a guide and a starting point from which changes can be made after initial discussions.

1. Logo
2. Brochure/information booklet
3. Website
4. Channels to market

**CHANNELS TO MARKET**

The company will be based in Bristol and clients will be offered half day care sessions. Due to location and offering, any advertising channels used will be done on local and regional basis.

**Opportunities**

Door Drops

Door drops are the easiest way of raising your company profile within the local area. You can choose which areas to target and be sure your inserts are delivered directly into the homes of potential customers. It’s also a way of raising your profile and awareness within the local region.

*Advantages*

* Specific targeting of local homes in the desired locations.
* A cost effective method of delivery to potential clients.
* No postage costs to be paid.
* You can select your preferred size door drop and print run to suit your budget.
* Delivered directly to the homes of potential clients.
* Increase company profile and brand awareness on a wider scale.

*Disadvantages*

* You will get some wastage through delivery to residents outside of target market.

Cost guide

Direct Mail

Direct Mail consists of reaching customers directly in their homes. It can be as specific or as broad as you would like it to be and can be turned around in a short space of time. Allowing you to personalize your direct mail piece, also increases the likelihood of customers responding.

*Advantages*

* Both a cost effective and targeted method of reaching specific customers based on the profile of your desired customer.
* Turnaround time from buying data to delivery can be done in 1 – 2 weeks.
* Less wastage as a more accurate method of targeting therefore more cost effective.
* The size of campaign can be tailored around your budget.
* Delivered directly to the homes of potential customers.
* Can be personalized to the customer.

*Disadvantages*

* Postage costs can be quite costly depending on the size and volume to be delivered.
* There is likely to be some wastage if the data purchased changes between when purchased and delivery.

Cost guide

Regional press inserts

Regional newspapers have a loyal readership especially with certain age groups. In particular, the older market are very receptive and loyal to their local paper, and still place trust in press, more so than other forms of communication. With the circulation figures in their 000’s, it’s a cost effective way of reaching a high volume of people.

*Advantages*

* A high volume method of advertising , thus increasing brand profile on a large scale.
* Can be very cost effective depending on the size of inserts.
* You can tailor the size of insert to suit your budget.
* You can choose your preferred newspaper and day of advertising.
* No postage costs to be paid.

*Disadvantages*

* Print costs need to be accounted for.
* There will be some wastage as not everyone who receives an insert will be the target customer.
* Response levels are a small percentage of the volume of inserts that are sent out.

Cost guide

Local doctors/health surgeries inserts

As expected, the over 50’s form part of the highest number of visitors to the local doctors and health surgeries. Placing leaflets in the local surgeries, allows your target market to have easy access to your literature.

*Advantages*

* Low volume and hand delivered so costs are low.
* Delivering directly to potential audience.
* Can be timed as and when required.

*Disadvantages*

* Inserts could potentially be lost/removed/damaged whilst in situ in surgeries.

Cost guide

Radio

Local radio is an excellent media for engaging with the community on a local level. It’s easily accessible to people who cannot access other media, and combined with other communications, is a very strong brand awareness tool.

*Advantages*

* Low cost to market with high frequency presence
* A high percentage of the target audience listen to their local radio
* Campaign times and frequency can be managed according to budget
* A strong communication tool for brand awareness

*Disadvantages*

* The cost of producing a radio commercial can be costly.
* The cost of airtime will fluctuate depending on which channels are chosen. Individual costs apply for each channel including the time slots the ads are aired.
* Radio ads will be less effective if the pre-planning is not managed effectively.

Cost guide