



# Situational Analysis & SWOT: JunePeak Marketing

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# Table of Contents

**01**

Industry  
Overview

**02**

Target  
Audience Insights

**03**

Competitive  
Advertising  
Analysis

**04**

S.W.O.T.  
Analysis

**05**

References



# 01 Industry Overview

# Overview of the Marketing and Advertising Services Industry

## Description

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The industry offers a variety of services aimed at **enhancing the visibility, reputation, and sales of businesses.**

It is characterized by creativity, strategic thinking, and the use of various channels and platforms to **reach and engage with audiences.**

## Size

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The global market for Advertising and Marketing estimated at **\$531 Billion USD** in the year 2022.

It is projected to reach a revised size of **\$1.5 Trillion USD by 2030**, growing at a CAGR of 13.9% over the analysis period 2022-2030.

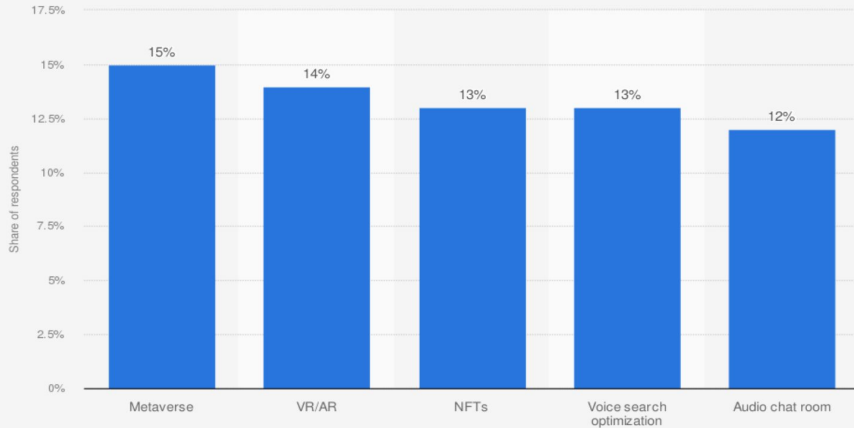
## Categories

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- Advertising
- Consulting
- Public Relations
- Digital Marketing
- Creative and Design
- Market Research & Analytics
- Content Marketing
- Media Buying & Planning
- Social Media Marketing
- Event Marketing
- Influencer Marketing
- Experiential Marketing
- Integrated Marketing

# Category Dynamics

Leading trends marketers planned to leverage for the first time in 2023 worldwide as of October 2022



Source  
HubSpot  
© Statista 2023

Additional Information:  
Worldwide, as of October 2022; > 1,200; among B2B and B2C marketers

statista

## New Launches

- In-feed shopping
- Removing third-party cookies
- **Realist** influencer marketing
- **Interactive** content
- **Increased** push notifications

## Macro & Micro Trends

### Macro:

- **Personalized** interactions
- **Omni-channel** marketing

### Micro:

- Heightened **security** features
- More **inexpensive** payment plans

# Additional Trends

## Data-Driven Strategy

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Marketers are turning away from traditional creative based strategies in favor of **data driven approaches** to reach the target audience more **efficiently**.

## Voice Search Assistants

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Voice assistant integration is **increasingly crucial** to allow customers to use tools such as Alexa and Google Assistant to **interact** with the client's products.

## AR + VR

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Virtual and augmented reality are **no longer a thing of the future** and the marketing world has been **rapidly adapting** these products to allow users to interact with their clients.

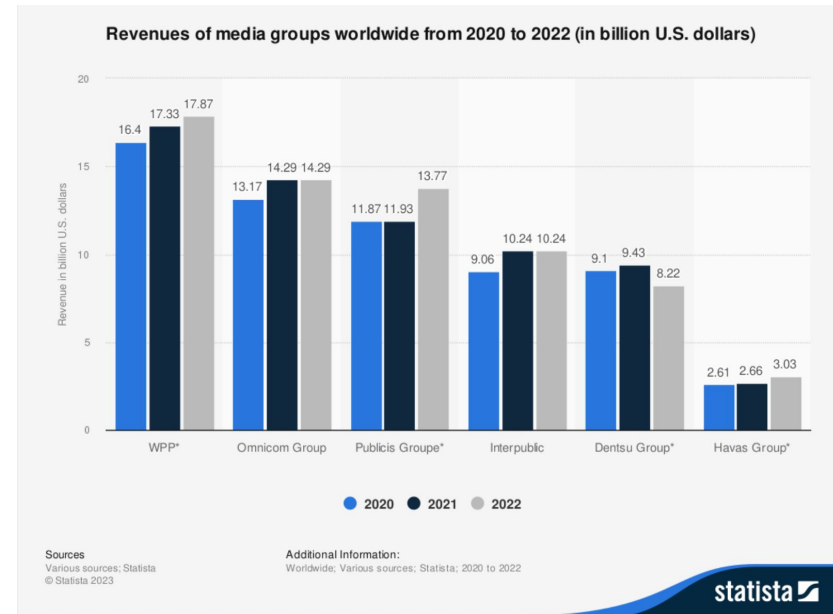
## Data Privacy Changes

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GDPR and CCPA are some of the increasing regulations to **overtake** the marketing space which makes **transparent practices** as prevalent as ever.

# Big Players in the Marketing and Advertising Services Industry

- **WPP:** An international conglomerate of advertising, public relations, and marketing firms. Annual revenue of WPP was approximately **\$17.87 billion USD** in 2022.
- **Omnicom Group:** Another global marketing and corporate communications holding company. Their 2022 revenue was around **\$14.29 billion USD**.
- **Publicis Groupe:** A global leader in marketing, communication, and digital business transformation. In 2022, they reported a revenue of about **\$13.77 billion USD**.
- **Interpublic Group:** A major global provider of marketing solutions. Their 2022 revenue was near **\$10.24 billion USD**.
- **Dentsu:** A multinational media and digital marketing communications company. Their 2022 revenue was **\$8.22 billion USD**.
- **Havas Group:** A multinational advertising and public relations company with a 2022 revenue of **\$3.03 billion USD**.



# JunePeak's Sales and their Closest Competitors

## JunePeak's Current Sales

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- Average annual revenue: **\$25,200 USD**.
- Compared to the major players in the industry, JunePeak is still a **smaller business** with a more **limited market share**.
- Compared to smaller/closer competitors in the industry, JunePeak is generating a **lower annual revenue**

## Closest Competitors

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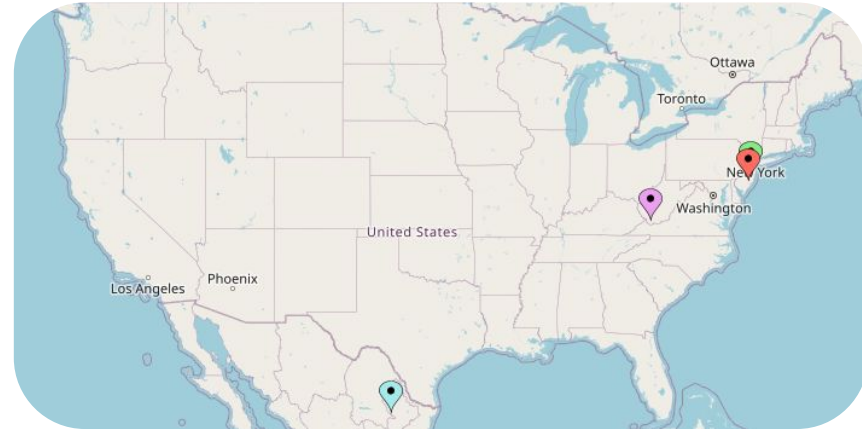
- **Vandalia Digital** - "The prospect ended up choosing them because they were **more established** and **in-person**" (Amil Khattar, JunePeak Marketing, 2023).
- **Build You Marketing** - Full service marketing and PR agency that that focuses on empowering small businesses around the globe. Helps develop marketing strategies based on their goals. Founded by a student from Babson College.



# Geography

Junepeak Marketing currently has **five clients**, four with physical headquarters:

- **Scottscapes** - Charleston, West Virginia
- **New Jersey Groundskeeping** - Bridgewater, New Jersey
- **Yoga With Reena** - Breckenridge, New Jersey
- **Ancira: Hotel and Restaurant** - Bustamante, Nuevo León, Mexico.



# Industry Seasonality

The **Marketing and Advertising Services Industry** can **experience fluctuations in sales** and sales opportunities at different times of the year. **Four major factors** influence these variations:

1. **Major Events and Holidays:** The timing of major **events, holidays, and festivals** can impact advertising and marketing campaigns. Companies may ramp up their marketing efforts around these opportunities.
2. **Product Launches:** Companies often time **product launches and major campaigns** to specific periods, creating spikes in demand for marketing and advertising services.
3. **Budget Cycles:** Many businesses operate on fiscal or budget cycles that affect their marketing spending. The **start of a new fiscal year or quarter** can lead to increased opportunities.
4. **Industry-Specific Trends:** **Certain industries**, such as tax services or health and wellness, may experience higher demand during specific times of the year, leading to increased marketing and advertising needs.



# Target Market Persona #1



## Bloom & Bliss (Sue)

Flower Shop Chain

### Pain Points

- Unidentified main target customers
- Lacking a website and unsure how to build it
- Unable to reach more *and* different customers
- Unsure of what marketing channels are most effective
- Lacking technical knowledge

### Goals and Objectives

- Increase local awareness of stores to both a target market and wider audience
- Integrate a digital ecosystem of social media, website, and email marketing
- Develop and leverage a CRM system
- Differentiate from Competitors
- Expand Market Research

### About Company

**Age:** 3 years  
(Growth Stage)  
**Location(s):**  
Salem, MA;  
Worcester, MA;  
Quincy, MA  
**Industry:** Floristry  
**Employees:** 8-10  
**Size:** Small

### About Buyer (Sue)

**Age:** 35  
**Role:** Marketing  
Manager  
**Purchasing Power:**  
High (Key  
Decision-Maker)  
**Identifiers:** Creative,  
Passionate, Single  
Urban Professional,  
Instagram User

### Current Solution

- No official marketing strategy or presence
- Has historically relied on word of mouth and local newspaper postings

### Budget & Resources

- Annual marketing budget of \$18,000 - \$24,000 USD (5%-15% of total revenue)
- Product/Service performance information

# Target Market Persona #2



## Paws & Play (Sam)

Pet Daycare and Grooming Center

### Pain Points

- Lack of a clear and consistent brand identity
- Struggling to maintain active and engaging social media profiles
- Recent drop in sales and revenue - unable to attract new customers
- Poor website quality
- Unsure of most effective channels to reach target market

### Goals and Objectives

- Develop a more interactive, dynamic, and engaging website
- Market research on changing consumer needs and dynamics in the pet care industry
- Create a “brand bible” of brand design elements
- Determine the most effective channels to reach the target market

### Current Solution

- Limited in-house marketing strategy with some presence
- Maintains some social media accounts and basic static website landing page

### Budget & Resources

- Annual marketing budget of \$25,000-\$35,000 USD (5%-15% of total revenue)
- Product/Service performance info.

### About Company

**Age:** 4 years  
(Growth Stage)  
**Location(s):**  
Stamford, CT  
**Industry:** Pet Care  
**Employees:** 15  
**Size:** Small

### About Buyer (Sue)

**Age:** 29  
**Role:**  
Founder/Owner  
**Purchasing Power:**  
High (Key  
Decision-Maker)  
**Identifiers:** Civic  
Leader, Millennial,  
Married Urban  
Professional

# Target Market Interviews: Design and Participants

## Design Format

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- **5 Interviews** in total
- 30-Minute **Virtual** Discussions
- **1:1 Interviews** (1 Participant and 1 Team Member)

## Participants

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- 5 small business owners all from **varying industries**
- The businesses range from being a **few months old to a few years old**
- The **same 4 prompts** were asked in each interview
- Participant and business-specific information will **remain anonymous**

# Interview Question: “What are your thoughts on Marketing Services, and How do they Fit Within your Company?”

## Themes

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- Too **expensive** overall
- Not within their current **capacity**
- Necessary but **not a top priority**
- Believe they can accomplish most early marketing tactics **on their own**

## Key Quotes

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**“We just launched the beta version of our platform a month ago, and we aren’t thinking about marketing services yet. We are likely to look into that in about a year once we build out the platform more. We are doing well ourselves as of now”** - Small Business #1

**“Marketing Services are extremely important to the growth and expansion of our company moving forward; however, they have unfortunately been the first thing to slip as our workload increases.”** - Small Business #4

**“I definitely think marketing services are needed in the company to help with growth, but it is also very expensive.”** - Small Business #5

# Interview Question: “What are Your Current Marketing Solutions?”

## Themes

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- **Static website** landing pages
- **Word of Mouth** and Referral Marketing
- No types of **scale** or **growth**
- Mainly **social media marketing**

## Key Quotes

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**“We currently don’t have an official marketing strategy, but we are looking to begin planning one. We are mainly word of mouth”** - Small Business #1

**“Currently, my main marketing channels consist of Instagram and TikTok, but once I fine tune my target persona, I am looking to utilize LinkedIn and Facebook.”** - Small Business #2

**“Our main marketing solutions involve social media, specifically Instagram. Besides that, most of our marketing comes from word of mouth in person, at farmer’s markets, on campus, and in retail stores.”** - Small Business #3



# Interview Question: “What are Your Biggest Marketing Problems and How do They Affect Your Business?”

## Themes

- **No established** marketing strategy
- **Lack insight** into best channels for their products and target audiences
- **Need to hire** a formal marketing team and **over capacity**
- **Lacking an integrated digital marketing ecosystem**

## Key Quotes

**“We don’t currently have a strong online presence which leads our client base to be very local when we are aiming for an international reach.”** - Small Business #4

**“We are just reaching the audience and learning how to best interact with our target market. We have a lot of challenges of finding ways to reach out.”** - Small Business #3

**“I want to be on every single platform if I could, but I am doing all the marketing on my own. It is hard to keep up.”** - Small Business #5

# Interview Question: “What Do You Think About the JunePeak Solution, and Would You Invest?”

## Themes

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- Understand the **need for this service**
- **Curious about past client work** and testimonials
- Desire for a **more structured approach**
- Hesitant about whether JunePeak can **keep up with their unlimited service promise**

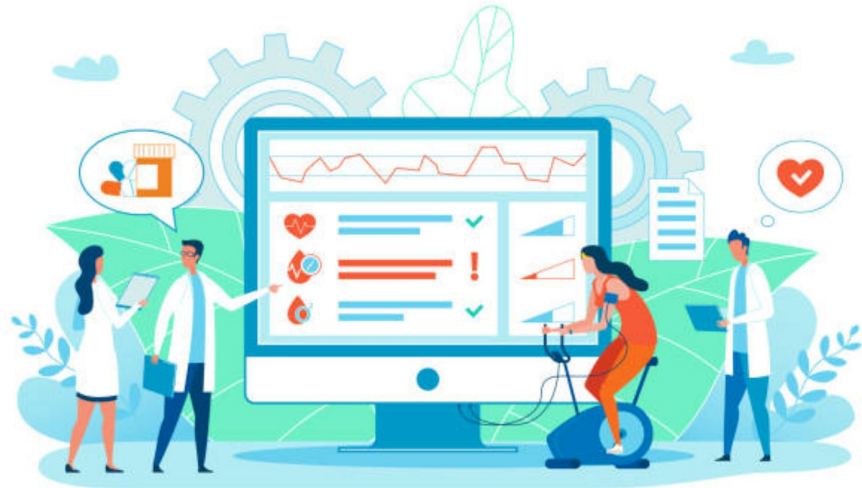
## Key Quotes

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**“I really appreciate their flexibility in offering an on-call service, but I think they would benefit from creating and advertising a more structured approach.”** - Small Business #2

**“I think JunePeak offers a lot, but they don’t show all of their services on their website. They also don’t display any past work examples, what industries they’ve supported, or what sized businesses they work with. I’m a little hesitant for those reasons.”** - Small Business #1

**“I do think that Junepeak offers great services. The problem with our company is that we are too early in with our marketing plan for the price of Junepeak’s services to be able to make an impact within our business.”** - Small Business #3



# 03 Competitive Advertising Analysis

# Competitor List

## Similar Product or Service

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- Build You Marketing
- **Hackrah Media**
- Vandalia Digital
- **Single Grain**
- KoMarketing

## After the Same Target Audience

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- **Brafton**
- Going Clear
- Fuel Online
- Boston Marketing Agency
- Greater Boston Chamber of Commerce

## Same Local Market

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- **InkHouse**
- Boston SEO Geeks
- Boston Digital
- Image Conscious Studios
- **Matter Communications**

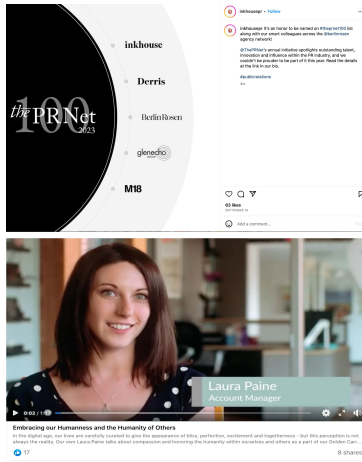
## Same Objective & Level of Brand Awareness

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- Turo
- Literati Bookstore
- Trade
- Wear Panda
- TallyFly

# Competitive Advertising Analysis and Positioning for InkHouse

## Ad Examples



## Themes

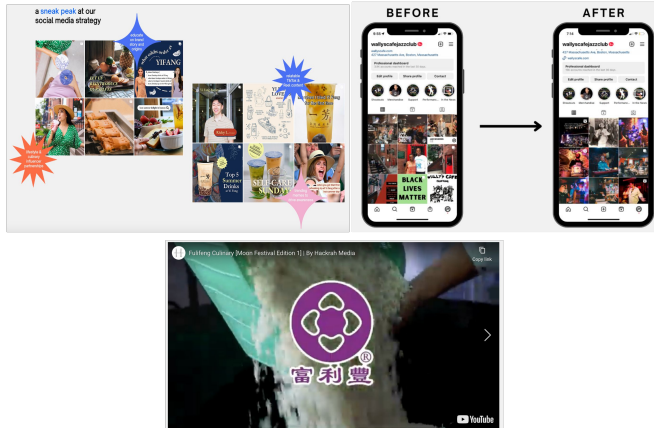
- Futuristic
- Innovation
- Storytelling
- Leadership
- Reputation
- Human-Centric

## Unique Selling Proposition

InkHouse is “where innovation meets **humanity.**” Their marketing agency **pioneers your story** with technology and industry leadership. InkHouse looks to **differentiate itself** as a rising industry leader that focuses on **innovation** in while highlighting the **human condition.**

# Competitive Advertising Analysis and Positioning for Hackrah Media

## Ad Examples



## Themes

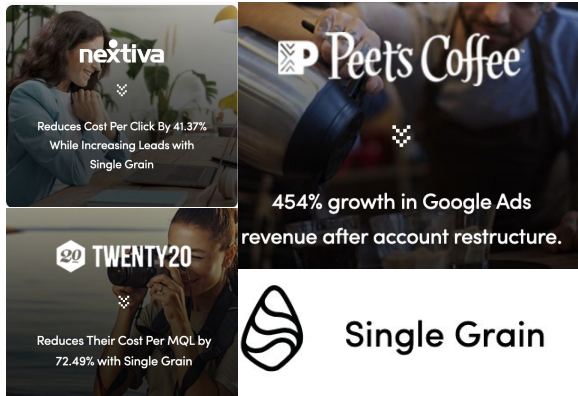
- Impact
- Youth
- Social mission
- Creativity
- Innovation

## Unique Selling Proposition

Hackrah Media is a **Gen-Z led** marketing agency that wishes to **enact social change** through its **innovative strategies**.

# Competitive Advertising Analysis and Positioning for Single Grain

## Ad Examples



## Themes

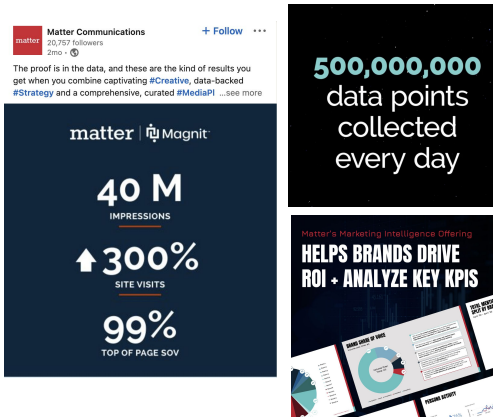
- Reliability
- Open minded
- Growth
- Forward-thinking
- Impact driven

## Unique Selling Proposition

Single Grain emphasizes their **SEO** and **content marketing** expertise. Their loyal clientele highlight their **conversion rate optimization** and highly specialized **marketing experts** in e-commerce, performance marketing, and pay-per-click.

# Competitive Advertising Analysis and Positioning for Matter Communication

## Ad Examples



## Themes

- Data-driven
- Results-driven
- Impact
- Engagement and Growth
- Synergy between creativity and strategy

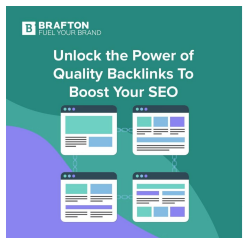
## Unique Selling Proposition

Matter Communication provides a strong ability to merge **creative endeavors** with **analytical insights**. They track "total mentions split by brand," illustrating their brand monitoring capabilities, suggesting they can provide **real-time insights** on how a brand is **performing** and being **perceived** in the market.



# Competitive Advertising Analysis and Positioning for Brafton

## Ad Examples



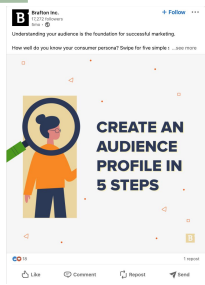
Imperial Surveillance on Brafton: 'They Truly Understand Who We Are as a Company'

Imperial Surveillance, Inc. first approached Brafton for help creating marketing assets for a specific produc...



Oliver Wight on Brafton: 'They hit the nail on the head'

When the time came to rejuvenate their brand, Oliver Wight approached Brafton for help redesigning their webs...



Shibumi on Brafton: 'They really shared our objectives'

Brafton helped Shibumi host its first ever Virtual Summit. Here's what Andrew Wiltshire of Shibumi had to say...

## Themes

- Creativity
- Reach
- Growth
- High-Quality
- Understanding of client's needs

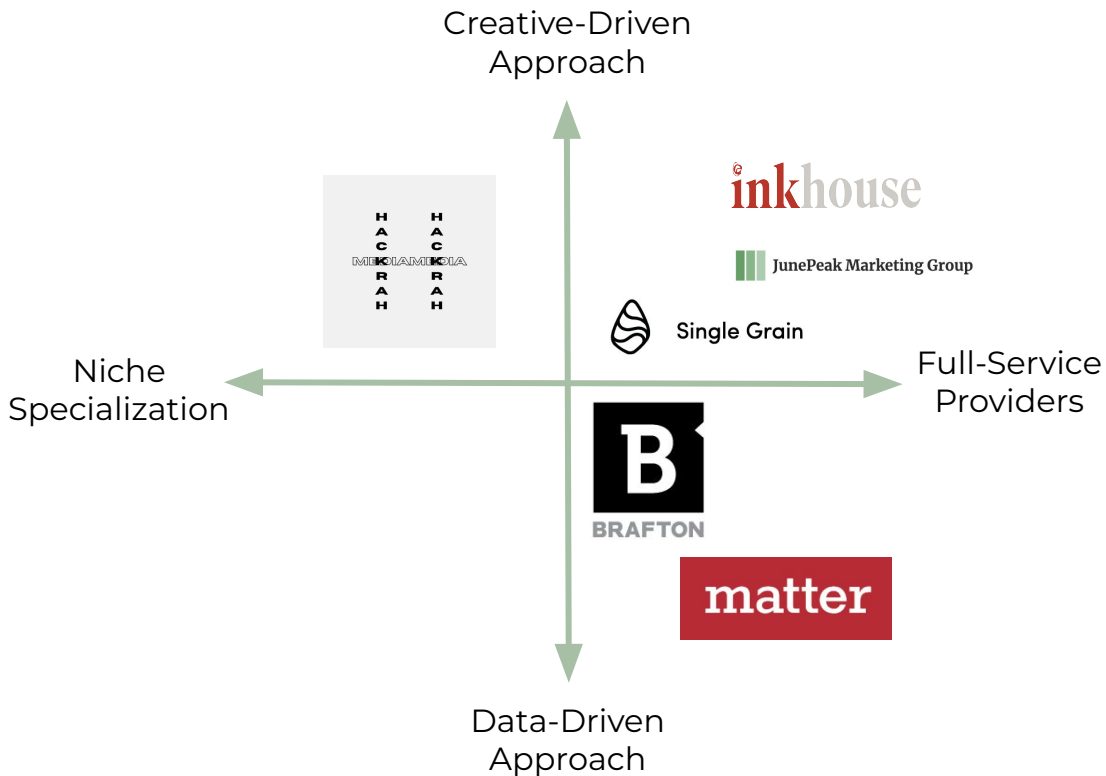
## Unique Selling Proposition

They provide **data-driven** insights, emphasize content consistency, and offer **creative services**, making them a valuable partner for businesses looking to **engage audiences** and **boost online visibility**.

# Competitor Summary: Points of Parity and Difference

Competitor	Points of Parity with JunePeak	Points of Difference with JunePeak
<b>InkHouse</b>	<ul style="list-style-type: none"><li>• Full service marketing agency</li><li>• Focused on human-centric issues</li><li>• Offers both creative and media solutions</li></ul>	<ul style="list-style-type: none"><li>• Established reputation vs. newer entrant</li><li>• Tiered pricing structure vs. standard single monthly fee</li></ul>
<b>Hackrah Media</b>	<ul style="list-style-type: none"><li>• Full service marketing agency</li><li>• Targets small businesses</li><li>• Personalized approach</li></ul>	<ul style="list-style-type: none"><li>• Targets mission driven businesses</li><li>• Gen-Z led</li><li>• Focuses on social impact</li><li>• Doesn't offer an 'on-call' service</li></ul>
<b>Single Grain</b>	<ul style="list-style-type: none"><li>• Full service marketing agency</li><li>• Offers packages</li><li>• Both offer SEO opportunity</li></ul>	<ul style="list-style-type: none"><li>• Targets small businesses</li><li>• Have a smaller client base in a smaller range of geographic area</li><li>• Service offerings</li></ul>
<b>Matter Communication</b>	<ul style="list-style-type: none"><li>• Full service marketing agency</li><li>• B2B focus</li><li>• Personalized approach</li></ul>	<ul style="list-style-type: none"><li>• Industry specialization</li><li>• Pricing structure (does not have one standard price)</li><li>• Service offerings</li></ul>
<b>Brafton</b>	<ul style="list-style-type: none"><li>• Full service marketing agency</li><li>• Combination of creative and data-driven approaches</li><li>• Strong presence in the Boston area</li></ul>	<ul style="list-style-type: none"><li>• Have a larger client base in a wider range of geographic areas</li><li>• Offer more marketing services</li><li>• Provide client examples and testimonials</li></ul>

# Positioning Map



## Key Insights:

- JunePeak's closest competitors that offer similar services and approach are **InkHouse and Single Grain**
- Most competitors are **Full Service Providers**
- There is a gap in the map for marketing agencies that offer **niche specialization** and a **data driven approach**
- The target market is *seemingly* more **attracted to full-service** marketing providers over those that specialize in just one service, a "**one-stop shop approach**"



04

# S.W.O.T. Analysis

# S.W.O.T. Analysis

	Helpful	Harmful
Internal	<p><b>Strengths</b></p> <ul style="list-style-type: none"><li>● Standardized/Simple pricing structure</li><li>● Personalize “one on one” service</li><li>● Full service agency</li><li>● Client referrals leads to strong word of mouth marketing</li></ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"><li>● Lack of specialization</li><li>● Limited financial resources to invest in technology or expansion</li><li>● Lack of marketing strategy and formal structure to their approach</li><li>● Lack of brand recognition</li><li>● Staffing constraints (at capacity)</li></ul>
External	<p><b>Opportunities</b></p> <ul style="list-style-type: none"><li>● Geographic expansion</li><li>● Increased service offerings</li><li>● Niche markets with specialized client needs</li><li>● Partnerships (collaborating with other agencies)</li><li>● Building a strong online presence (digital marketing ecosystem)</li></ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"><li>● Highly saturated industry and channels</li><li>● Rapid technological changes and the struggle to keep up with the latest tools and platforms</li><li>● Competitive and expensive data access, hindering ability to create data-driven marketing campaigns</li><li>● Adherence to ethical standards</li><li>● Client misperceptions about immediate results of marketing campaigns</li></ul>



05

# References



