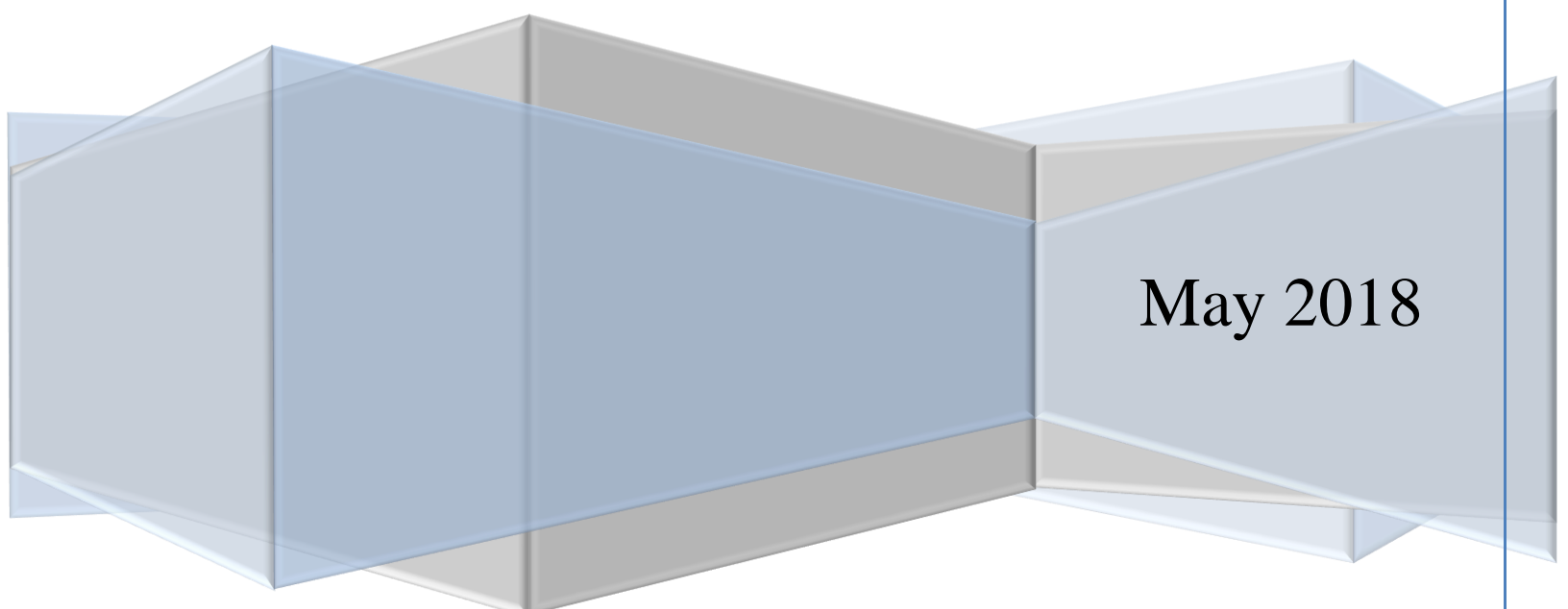


**Barry's Restore it All Products**

# **Integrated Marketing Communication Plan**

**Devyn Feinman**



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## Executive Summary

Barry's Restore it All Products (BRiA) is a start-up business based in Carlsbad, CA, that specializes in producing products that repair, maintain, and refinish four specialty surfaces: metal, glass, tile, and stone. The company has had many previous forms, all of them focusing on the possible applications of the Scratch-b-Gone system in the refinishing and repair of stainless steel surfaces, something previously unheard of, yet accepted in the industry of stainless steel appliances and surfaces. That being said, the traditional market (stainless steel products) for this company has been a niche market serving a range of consumers, from business to the service and hospitality industry, to private home owners. Barry's Restore it All Products also features a service side that although it will not be emphasized for the purpose of this communication strategy, does serve as a valuable source of exposure and client testimonial as to the effectiveness of the company's product range.

In 2017, Barry's Restore it All Products underwent a change in both its name and its physical appearance in the interest of making the product stand out as one that is industry recommended, the success of which is highly dependent on the industry's acceptance of Barry Feinman, the owner and creator of the product line, as an expert in the restoration, resurfacing, and maintenance of specialty surfaces. The new product line and company appearance has already been featured at trade shows and had a one-time appearance on the Home Shopping Network. The company's website also features the new line. However, as the extended product line and packaging is still new, and the company itself has remained a relatively small start-up, the current reach and reputation of the product is limited and needing support.

To date, the retail arm of the company has struggled with achieving sales sufficient enough to generate profits. However, if the experience with the Home Shopping Network has revealed anything regarding these products, it is that, to date, the product is still focusing narrowly on its already established buyer base and has not fully availed itself to the potential markets still available to it. This integrated marketing communications (IMC) plan hopes to address this issue by discussing market possibilities, identifying the company's strengths and weakness through SWOT analysis, clearly identifying the new target audiences for BRiA, establishing marketing objectives, and discussing the various marketing techniques that the business can employ to achieve its desired market share.

## Communication Theory and the Communication Campaign

While today's communication environment is constantly evolving, there are multiple communication theories that pertain specifically to how people communicate and how people trust. As this communication campaign is based on increasing consumer trust in BriA products, dispelling uncertainty, and establishing relationships, it is interesting to note the foundations of the author's recommendations. Summaries and detailed descriptions of these theories are widely available online and will only be summarized for the sake of this document.

In regards to relationship building is Social Penetration Theory, which explains that relationships become closer with time and with increased interaction: this speaks specifically to the recommendation that BriA strategically and significantly increase its outreach with its audiences not just through content creation, but through interaction, discussion, and advice through its own site and others. In parallel, Uncertainty Reduction theory states that humans dislike being uncertain and will seek information to resolve the uncertainty. In BriA's situation, it is one of the company's goals to become the reference that consumers turn to to eliminate that feeling of uncertainty and establish their confidence in BriA's products and processes. This ties into Expectancy Value Theory which states that humans will choose the behavior that provides the best value for their actions. This applies directly to the author's recommendation that the company embrace the available and widely shared home remedies for specialty surface treatments, rather than deny their efficiency, in the "Put it to the Test" campaign. The company also wants to impress on possible customers that their product is the best option available for their needs. The final theory, Uses and Gratification Theory, states that individuals use media to satisfy a specific need and directly relates to the company's need to optimize its digital content and engagement. The company needs to identify why its target audience is using social media in order to effectively connect and establish relationships with them and organize effective engagement campaigns. An excellent resource to review the descriptions and applications of these theories is the University of Twente's webpage on communication theories.<sup>1</sup>

A final outlying model completes the foundation of this campaign, and it is the Stimulus-Organism-Response model. This model provides that a customer's need to experience trust through a digital environment is satisfied through related groups that influence the customer's decision making process. This is particularly relevant to Word of Mouth (WOM) communication, often established through customer reviews, forums, and testimonials, and as trust is also closely linked to purchase decisions, establishing it with potential consumers is of the utmost importance (Chang 2016).

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<sup>1</sup> <https://www.utwente.nl/en/bms/communication-theories/sorted-by-cluster/>



## Company Mission and Objectives

### Mission

Through discussions with company owner, Barry Feinman, the following mission statement has been developed:

***To provide safe, ecofriendly field-proven products for the repair, restoration, and maintenance of metal, stone, tile, and glass.***

### Company Objectives

Based on the company's mission and in spite of its current status, the company has the following objectives (Feinman 2018):

- \*To be considered as the go-to expert in specialty surface repair
- \*For the stainless steel appliance industry to recognize BriA's products as the repair solution of choice
- \*To establish mass distribution of retail products through brick-and-mortar and e-commerce retail channels
- \*To become the single source solutions provider for OEM<sup>2</sup> for metal, stone, tile and glass

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<sup>2</sup> Original Equipment Manufacturer

## The Marketing Audit

### 1. Marketing Goal

To claim our deserved market share in our target markets through extending our audience reach and enhancing our reputation as experts in our four focus specialty surfaces.

### 2. Marketing Objective

Beyond the need for the company to survive and churn a profit, the following three objectives are the key reasons and areas of focus for the communication campaign:

- Increase presence in target audience online communities
- Increase product sales by 15% quarter on quarter in year one through the addition of effective and targeted social media and advertising campaigns
- Expand market reach nationwide, with a targeted focus on female buyers

### 3. Target Audience and Markets

The stainless steel appliance market, for which the primary product of BRiA is designed, has continued to show steady gains over the last five years, and is projected to continue to grow due to consumer perception of the quality and the prestige of stainless steel appliances (Notini 2017).

The service branch of BriA has had an established presence on the West Coast for a number of years, but the word-of-mouth that the retail side has relied on has not been sufficient enough for this branch of the company to be able to stand on its own two feet. The service side has had major clients, primarily in the home improvement and appliance maintenance sectors, for private home owners, and industrial and government clients. These remain the target markets for the retail branch with a bit more specificity. The target markets for the retail side are currently the janitorial services, construction, and real estate industries. Three additional markets, however, offer room for exponential growth: home improvement retailers, specialty shop retailers, and the DIY industry. Specifically, as pertains to the DIY industry, BriA needs to recognize the untapped potential of female purchasing power in its target demographic ( 35-60, middle class, educated home owners) as industry surveys indicate that women are increasingly responsible for home improvement purchasing decisions and they also account for the majority of social media users (Cummings 2016).

#### 4. SWOT Analysis

The SWOT analysis is a tool to provide a general overview of BRiA's current marketing and help design a focus for the development of the marketing tactics outlines in this IMC.

<b>Strengths</b>	<ul style="list-style-type: none"><li>• Niche market</li><li>• Multiple product testimonials</li><li>• Industry acceptance and recognition</li><li>• Service side proves product effectiveness</li></ul>
<b>Weaknesses</b>	<ul style="list-style-type: none"><li>• Audience reach</li><li>• Advertising and video not targeting female audience</li><li>• Social media presence</li><li>• Search engine optimization</li><li>• Website and site map</li><li>• Content</li><li>• "Best kept secret" status</li></ul>
<b>Opportunities</b>	<ul style="list-style-type: none"><li>• Google advertising</li><li>• Twitter/Pinterest/Instagram presence</li><li>• DIY presence with related craft and repair projects</li><li>• Blog presence – guest and home</li><li>• How-to videos/write ups</li><li>• SEO</li><li>• Quality content creation</li></ul>
<b>Threats</b>	<ul style="list-style-type: none"><li>• Natural solutions to metal refinishing</li><li>• Emerging alternative solutions</li><li>• Conception of difficulty</li><li>• Negative and unaddressed customer feedback</li></ul>

### Marketing Strategies

There are two incredibly important concepts that every start-up must be aware of when considering adopting a marketing plan: commitment and investment (Levinson 2007). For a marketing plan to work there must be commitment to the plan. The plan may be honed and made more effective as the year moves and BriA discovers, through the use of analytics and sales trends, that certain aspects of their marketing tactics are not as effective as others, for example a Facebook post boost saw a 20% spike in sales while a tweet on Twitter was followed only by 300 queries, but there must be a commitment to the plan. Success does not occur overnight and there should be no expectations of this. (Levinson 2007). This marketing plan is an investment in the growth and future of this company, and any amount of money dedicated



to the plan should be seen as such. Tools should be implemented to determine the return on investment (ROI) for each aspect of the plan and at regular intervals, but an investment in the company's marketing is meant for the long game.

The company needs to expand its reach into its target audiences; however it is operating on a tight budget. Therefore, it is necessary to fully assess and utilize the tools already available and the opportunities to employ guerrilla marketing techniques. Social media offers a significant opportunity for the company to reach a large audience without accumulating significant expenses. This satisfies one of the company's strategic objectives: to increase the brand exposure across digital media platforms, social media, industry networks and online. However, the ultimate goal of the company is to earn sales: to convert readers and browsers to customers. To this end, the company's website needs to be optimized to deliver to readers their expectations for a professional site as well as offer an easy way for them to complete their purchase or find additional information to support their purchase decision.

## 1. **Website Design and Function**

The important foundation behind any marketing effort will be a company website that expresses the professionalism and the experience that BRiA is bringing to the customer. As the social media and search optimization will have the overall goal of returning the customer to BRiA's site, the site itself needs to be designed and organized in a way that conforms to customer's expectations and is able to further reduce any uncertainty the customer may feel, ultimately leading to a purchase decision.

It is highly recommended that BRiA management first establish a plan and organization for the website, including outlining the purpose, the function, and the content map for the site. Then, an analysis of the website should be conducted to determine where improvements need to be made as failing to do so can have severe financial and reputational repercussions for the company (Lawrence & Tavakol 6).

According to Lawrence and Tavakol (2007), BRiA and its sister company, Restoration Artechs, fall under two categories, Community and Services/Products, which are associated with the following characteristics:

- Community: inviting, friendly, sincere, supportive, communicative, no barriers
- Services/Products: sales pitch, detailed, professional, direct, good scope, enables transactions, customer support, efficient, styled

As most websites in similar genres are displaying the same styles, it is suggested that BRiA also customize its website to match a similar tone and quality as expected by its customers and website visitors.

- **Display and layout**

The homepage is an essential element to the website, as it serves as the digital receptionist and is responsible for each customer's first impression. It should establish the company's purpose (in this case products or services), set the tone of the site, help guide reader's on their reason for visiting the site, and allow reader's to access information efficiently (Mizrahi, 46). A look at BRiA's website reveals opportunities to improve on content and use of space, and the ability to include links to key products or FAQ's that the customers might find helpful in confirming the decision to purchase.

The website should be designed in a way that appeals to the customer, "reducing background noise by avoiding excessive exclamation points and overwhelming the reader with too many invitations, colors, choices, and distractions (Krug 2006). Color schemes should also take into account costumers that may be color blind and be sure to use contrasting lights and darks to retain the visually appealing element.

- **Content/Typography**

BRiA does not have the purpose to create entertaining or humorous content. It is marketing shared experience, expertise and advice on home care, which does not attract the same attention or viral audiences as other content genres. Therefore, everything must be done to ensure the effectiveness of articles and posts as well as the ease for the reader to access the information contained therein. Viewers do not like to read long lines of horizontal type, nor is the average viewer likely to scroll down a document. Information needs to be chunked and presented in an appealing way, consider contrasting colors, drop down menus, or sub articles to share information rather than large, content heavy pages (Mizrahi 2013). These characteristics must be taken into consideration in the design and reformatting of BRiA's current website design and content creation.

There are four elements that should be consistently considered when designing websites and page elements:

- **Contrast:** distinguish objects by making some stand out more than others. Elements should not appear similar, if they do, they should be redesigned to be very different
- **Repetition:** use the same elements to help readers get a "feel" for a site or page

- Alignment; matching elements across the top, the side, the bottom or the middle
- Proximity: grouping elements that are align near one another

(Williams 2008)

Some other important advice to note is regarding the use of color and font size. Pages should be dark font on a white or light background. Bright font on a dark background creates eye fatigue and therefore is not friendly to the customer (Mizrahi 2013). If we want the customer to peruse our content, our web pages need to be friendly and inviting. Font size weight should be used to illustrate the importance of the information. It is recommended that BRiA choose two or three colors that work well together and then using a color wheel to determine a palate for the site's design. Colors should be used to denote similar information: for example: All DIY tips have a light blue header with bold black font. Consider also utilizing a serif font (those with feet and tails under the letters) to help the reader's eyes track the sentence. Only two complimentary fonts should be used throughout the site (Mizrahi 2013). In designing the site and determining its style, it is important to remember that "a key function of any home page is to promote important content to the reader. (McGovern et al. 228)"

Other key design points for content include:

- Black text on 85% white background
- Use of headings and summaries – at least one, no more than 5
- Around 9-12 words per line to maximize readability
- Include dates and byline
- Include summary or introductory paragraph ex: "Hate that unsightly scratch? Here, Barry Feinman of Barry's Restore it All Products explains the options for removing scratches from stainless steel."
- Use pull quotes to increase text efficiency

(McGovern et al. 228)

It is also important to prioritize the message and content we wish the customer to read/receive. Eye tracking studies have revealed that customers employ scanning to save time and effort, two qualities intrinsic in web content. A study by the Nielsen Norman Group in 2011 discovered that internet users use a distinct "F" pattern for page scanning (Nielsen 2016).

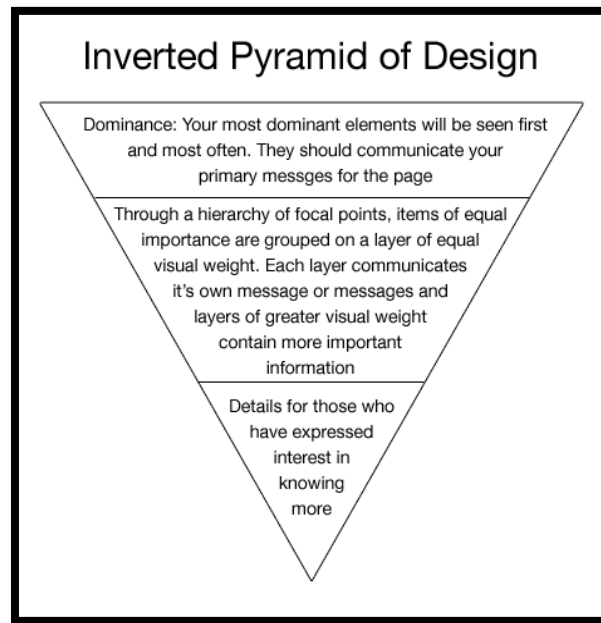


This is incredibly bad for businesses, like BRiA, who wish to share significant information with their customers. However, to overcome any shortcomings associated with the “F” pattern of eye scanning, business can implement the following text and design changes:

- Include the most important points in the first two paragraphs of the page
- Use font size and the bold setting to enhance key points
- Use formatted links, heading, sub headings, and bullet points to break up text
- Group related text in a visual way

(Pernice 2018)

The web provides an excellent opportunity to create content in a visual and more appealing manner. Statistics show that a website has between one and five seconds to retain a visitor (Kucheriavy). Graphics and infographics, or other visual displays of information, are especially helpful in capturing a reader’s interest and sharing information in a condensed and direct manner. Another strategy for optimizing information absorption is utilizing the inverted pyramid for writing content, which is used throughout the news and journalism industry and is highly recommended in order to maximize the information saturation per reader. (Vanseco Design 2010)



- **Writing for Search Engine Optimization (SEO)**

A study done in 2010 by Shopper Intelligence shows that 61% of online shoppers use search engines when shopping online (Hadley, 5). As it currently stands, BriA appears as the 25<sup>th</sup> result in a search for “stainless steel scratch repair,” on page 3 for Google search. However, most customers won't look beyond the first page of search results. In fact, page 2 of Google search has been labeled as “the best place to hide a dead body” since page 1 receives 95% of search traffic (Digital Synopsis). BRiA cannot afford to be below the top 10 search results, and given the niche of its product and the market in general, there is no reason it should rank so lowly.

There are two ways to boost search engine result standings: SEO and Advertising<sup>3</sup>.

SEO can be maximized through a few steps, as outlined below:

- **Key words and key word density:** key words are the words or word combinations that BRiA's audience is specifically looking for. These should include, for example: stainless steel, metal scratch repair, scratch-b-gone. A further analysis would better identify these words; however it should be kept in mind that the words should “speak” to the customer. For keyword density, BRiA's content should aim

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<sup>3</sup> Advertising is covered under “Tactics”, pg. 15

for 7% or less to avoid being blacklisted by a search engine (Mizrahi, 38). Keep in mind that keywords should be placed in all of the web site's fields, including page description, meta data and page titles.

- **Quality content in high quantity:** The website's SEO is also boosted through content dispersion: the more that BRiA publishes quality content on its site and on its social media accounts, on blogs, other websites, and has its articles shared or linked back to the company, the more that traffic will be redirected back to the company's homepage. However, the company should not be focused on quantity; the quality of the output is of utmost importance and should fall within an engagement plan outlined for target audiences as the ultimate goal is for said audiences to share and discuss the produced content.
- **Voice and Tone:** As BRiA's goal is to present itself as an expert in the industry of specialty surfaces maintenance and restoration, the tone of the website should reflect its need to present a professional and language should not reflect any paternalistic style. The company wishes to earn the trust and purchase choice of its customers, it should treat both provide both an educative and personalized experience. For example, the word "you" in website copy both engages the reader and portrays the assumption that the reader is intelligent, versus generalizing comments ("one can use..."), which can be viewed as paternalistic (Mizrahi, 43). The site's vocabulary choices, structure and grammar should also reflect its professional and expert status.

## 2. Social Media

A review of BRiA's social media as it currently stands reveals that there are multiple opportunities to encourage higher engagement. To make the company more personable and therefore encourage relationships (recall Social Penetration theory), the company needs to engage its audiences as both a member of its community and an American business offering a service that homeowners already want (or don't know they need). Therefore, social media posts can emphasize community engagement/ sponsorship, community work (ex: Scratch-b-gone system on industrial complex). By expanding its network and engaging a wider range of individuals, the company is effectively utilizing the Stimulus-Organism-Response Model which states that related groups influence a consumer's psychological activity, or trust, and higher trust can leader to easier purchase and engagement decisions. (Chang & Dong 2016). In order to earn target consumers' trust it is important to remember that "a major precursor to trust is communication. (Morgan 1994)" Facebook, Instagram, and Twitter provide free opportunities for the company to create a presence, and affordable advertising options for it to expand its

reach. However, content quality cannot be forsaken as the reputational impact of poor content can be hard to overcome for a company in its start-up phase. The company needs to be aware that in determining its social media tactics and posts, there should be the addition of sharing posts and tweets from industry minded individuals, or possibly regarding topics BRiAs reader might find interesting. By engaging with the social media community, BRiA is effectively connecting itself to a wider network, increasing its exposure, and lessening any possibility that its followers feel the company is using its social media accounts as a sales opportunity. It is important for the company to include itself in consumer's conversations. Some industry experts recommend that a company's online posts should only be around 20-50% regarding the company itself (Levy 2013). BRiA should be following other industry figures, leaders, and influencers. It is important for the company to stay on top of what is trending to enable it to participate in the conversation instead of missing it completely. Engaging community members through providing information or redirecting them to informative links builds a rapport and a relationship, which, as previously discussed, is a key aspect to BRiAs image creation. LinkedIn is the best place for B2B<sup>4</sup> connections, followed by Twitter. Facebook is best for friends and communities (Swisher 2017).

## Marketing Assumptions

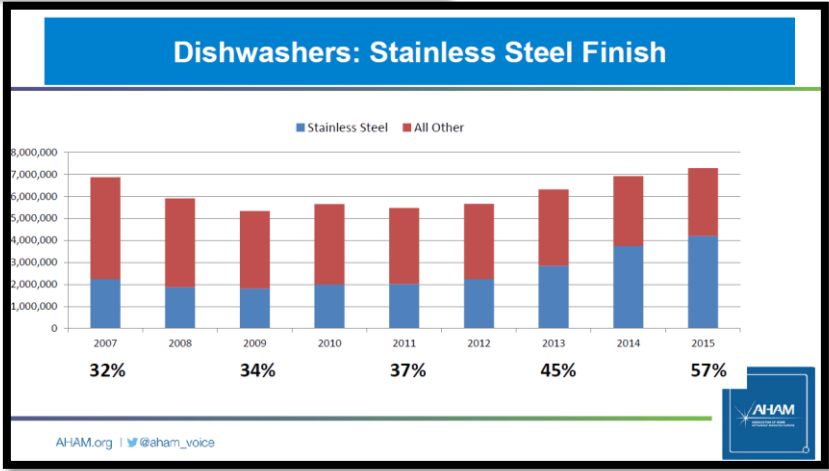
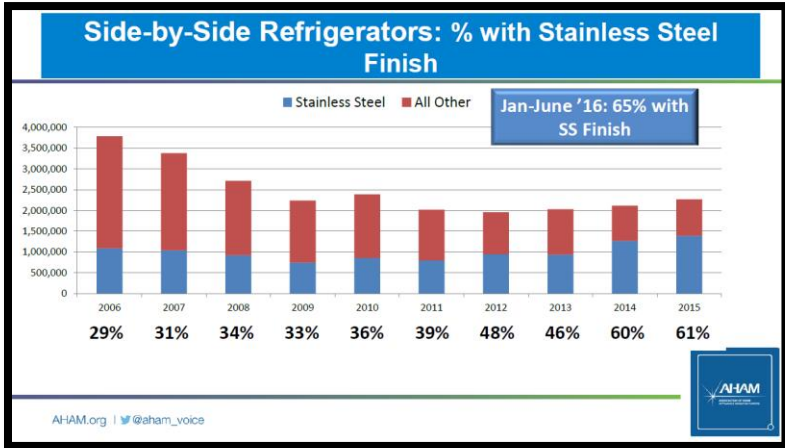
The communication campaign outlined in this IMC is based on two major assumptions: the stainless steel appliance industry will continue to grow and thus continue to feed the need for stainless steel repair, and that higher engagement with BRiA audiences leads to higher trust which leads to higher sales.

### **1. Stainless Steel Outlook**

According to the Association of Home Appliance Manufactures (2017), the stainless steel market is poised to continue to grow and has shown steady growth over the last five years.

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<sup>4</sup> Business to Business



Web influences also continue to mention the popularity of stainless steel in kitchen remodeling (Houzz 2017), and a search through real estate listing reveals a continuous stream of stainless steel appliances being advertised as selling points for new homes and apartment complexes.

**2. Consumer Interaction and Trust**

Based in Berger’s Uncertainty Reduction Theory and the Stimulus-Organism-Response Model, it is generally assumed that an increase in interaction will lead to an increase in trust, an increase in trust will place BRiA and its experts in a position to answer questions and address doubts, which will lower uncertainty, establish faith in BRiA’s products, and lead to a boost in sales. Thus, a focus on quality interaction that is personal and relationship building is a key to driving brand reputation for BRiA.



## Tactics

In approaching the issue of building brand reputation, one must first recall the relevance of Uncertainty Reduction Theory in marketing. Uncertainty reduction theory, as previously stated, proposes that individuals are uncomfortable being uncertain about anything and will, therefore, act to reduce that uncertainty. As this applies to stainless steel repair, there is a general understanding that stainless steel is challenging to repair, or impossible, and most products are gimmicks. To counter this general unease about stainless steel treatment products, BriA must position itself as an expert in the industry, providing time and field tested solutions for stainless steel and other specialty surfaces.

- **The Company Blog**

A company blog is an excellent opportunity for the CEO and San Diego's resident expert on stainless steel to begin to share the wealth of knowledge he has acquired. This can include multiple topics, channels, and areas of focus. Blog content should be specific and topic focused. It can be personal, professional, experience based, or FAQ.

- **Google Adwords**

Currently, after undertaking a Google Search for "stainless steel scratch repair", BRiA's primary product and service, BRiA and its sister company rank 25<sup>th</sup> and 23<sup>rd</sup>, respectively, and can be found on page 3. Apart from intensifying its content and keyword saturation, as previously discussed, to modify the company's SEO and search engine hits, Google AdWords also provides the opportunity for the company to emphasize its business for a pre-budgeted daily amount. A daily spending limit can be set and charges only occur when customers click on the advertisement and are directed to the site (thus strengthening the argument that BRiA must have an impeccable, welcoming, informative, and enabling website waiting for each customer). Research on the effect of Google AdWords on e-commerce sites showed a significant potential, with some research subjects showing 300% increase in sight traffic, and up to 500% increase in sales (Za & Tricahyadinata 2017). It is imperative that BRiA (and Restoration Artechs) be listed in the top three results for its key market categories. According to marketing blog Impact (2017), the top ten results of a Google Search take nearly 40% of all traffic, with a similar result (42%) for Bing search (Sukhraj 2017). In order for BRiA to find itself in the top search results for its key product categories/solutions, when implementing Google AdWords, a brainstorming of the important key words and phrases needs to be

conducted to ensure that the AdWords campaign is as effective as possible. Search engine Bing also offers a similar service and should be utilized as well.

- **Social Media Platforms**

It goes without saying that the B2C<sup>5</sup> and B2B sectors have recognized the influence and power of social media. Social media companies have also recognized this and have offered advertising options for those individuals and businesses that wish to expand their reach. With this goal in mind, BRiA needs to develop an effective social media strategy that supports its overall company objectives, marketing objectives, and its understanding of its viewers. It may be helpful to create a series of viewer profiles for BRiA to better understand its potential audience and how to connect with them. Creating customer profiles, for either purely retail or target marketing activities, can be a valuable exercise for BRiA's management to undertake.

- **Encouraging Testimonials**

Studies show that consumers often refer to customer reviews in making a purchase decision, and more often than not, the customer reviews were posted on the purchase portal, In fact, online word of mouth (WOM) is often sought when information is not available from friends and family members or when it involves a new product or service (Haugtvedt, Machleit, & Yalch 2005). With this in mind, BriA should expand the WOM options available for its untapped consumer base, and this can be accomplished through promoting consumer reviews. To this end, BRiA might consider a customer before-and-after campaign, for example "Share the Shine," where customers are able to send in their before and after photos, as well as access direct feedback on any challenges they may be facing through an e-chat form: WhatsApp, for example. In encouraging customers to "Share the Shine" BRiA is in fact gaining visual customer testimonials that are able to be used on their website, thus contributing to its positive feedback and providing new customers with other customers' experiences when making their purchase decisions. BriA may also consider that in the text for each customer's post is a live link that directs potential customer straight to the product for purchase. This should definitely be utilized when Restoration Artechs uses any of the company's products in the field.

- **Campaign Themes**

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<sup>5</sup> Business to Consumer

In considering the focus of the home improvement industry during the year, the author has crafted a few campaigns for consideration.

**“Share the Love”** – gift with purchase promotion. This may not only fuel sales but also provides content for February themed blog posts, encourages repeat customers, and emphasizes lesser well known products in the brand’s product line

**“Put it to the Test”** – multiple sites, blogs, and YouTube videos demonstrate the powers of lemon juice, baking soda, and other kitchen staples as effective solutions for appliance maintenance. Rather than fight this trend (and raise distrust in the viewer), BRiA can embrace these solutions through a video series to highlight what the solution is good for and when it is no longer effective (thus implying it is time to buy BRiA products).

**“Out in the Field”** – With customer consent, BRiA should consider using its own field experience to establish the products it is marketing. As the company claims that its products are field tested, the customer should be allowed to witness such a test. Client consent will need to be acquired beforehand.

**“A New Look, a New Feel”** – tapping into the spirit of New Year’s resolutions and the general feeling of fresh starts, BRiA can optimize this public sentiment through a series of articles and posts targeting the revitalization of those well-worn and well-loved appliances. Keep in mind the website classification previously mentioned. As a community style website, this is an excellent opportunity to add a personal, albeit expert, touch to holiday recovery and a new start for the new year.

**“Tough Fix”**- with the amount of uncertainty and doubt in the public mind over stainless steel repair, this is an opportunity to address some of the most challenging problems. Consider an incredibly damaged stove, a yard sale find, or an especially problematic stain: BRiA experts tackle the issue with knowhow, experience, and, of course, BRiA products.

**“Gifting Green”** – this campaign has multiple aspects. Timed for the holiday season, this offers BRiA the opportunity to gain customers interested in crafty gifts. While the home improvement sector is generally not making any gains during the season, BRiA can target gift giving and creation. Apart from the obvious “Give the Gift that Repairs” opportunities, BRiA should take advantage of its newer products. By searching for thrift items (ex: yard sales or flea markets) there are crafty ideas to be fostered in revitalizing an old copper pot into something beautiful, unique and ecofriendly. This is also an opportunity to emphasize the non-harmful characteristics of BRiA’s products.

## Year One Plan

The following schedule is an example of how the social media and website revamp can be conducted during the first year. As the product's reputation begins to build, it is assumed that sales will increase as well which will provide more room for additional marketing means. For example, some well-produced and informative flyers might be a good investment for walking home improvement and real estate trade shows.

The following calendar takes into consideration the implementation of this communication plan beginning July 2018. The specific campaign themes were discussed in the previous section.

**July** – Theme – BBQ season/Summer: Website redesign, 3 Facebook posts, 3 service before-and-after photo shots for Twitter and LinkedIn, Preparing your BBQ for BBQ season

**August**- Theme: Sharing the new BriA - New website launch, 2 blog posts, 1 “Put it to the test” video, social media posts and boosts for new website relaunch

**September** – Theme: information sharing - 2 blog posts, 2 guest blog posts, 4 social media posts (2 service, 2 products) 2 share posts

**October** – Theme: Fear Not- 1 solution video, FAQ publication, 1 blog post, marble and stone focus, 4 social media posts, consider fun facts for the Halloween/Fall season

**November** –Theme: prepping the holiday kitchen -“Put it to the test” video, holiday greetings posts, 4 social media posts, 1 blog post

**December** – Theme: information sharing -“Gifting Green” - “personalized” holiday blog post – “How do we prepare for the holidays” social media holiday greetings. Company holiday post

**January** – “A new look, a new feel” campaign for social media and video, 2 new blog posts on DIY refinishing, 2 retail demonstrations, social media focus on networking and sharing the new

**February** - “Share the Love” gift-with-purchase promotion with flyer distribution in retail outlets, 4 Facebook posts, 2 twitter posts, 1 blog post

**March** – Home/DIY guest series, “Put it to the test”, “Tough Fix” video segments/ posts

**April** – Theme: “Spring Cleaning”- guest blog posts, 2 retail demonstrations, social media supporting community events, tips for preparing for the clean, consider integrating humor

**May** – Theme: “Spring Cleaning” - blog posts on rehabilitating and restoring home surfaces, “Tough Fix”, social media on cleaning tips, homecare

**June** Theme: Preparing for summer – 2 blog posts, BBQ video tutorial, social media, consider BBQ recipe sharing “on our newly refinished BBQ”

Throughout this period, the company should look for opportunities to walk trade shows with print flyers and optimized business cards, to appear in fairs and shows, and to participate in industry relevant events.

## Budget

As the company currently stands, BriA has limited funds available for marketing. An estimated monthly revenue of \$3,000 yields a maximum monthly marketing investment of \$300. Therefore, the following budget is recommended until sales begin to increase and more funds are available.

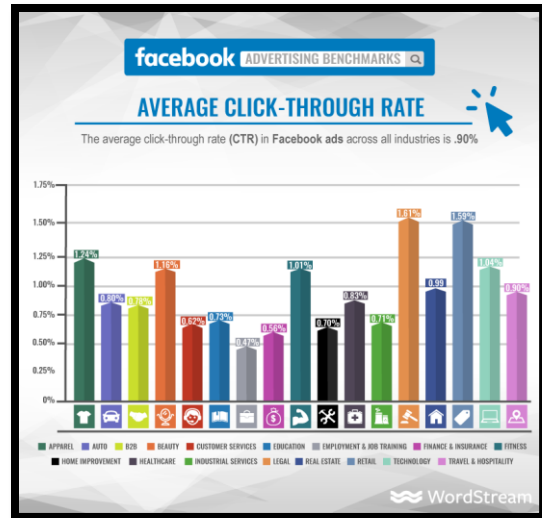
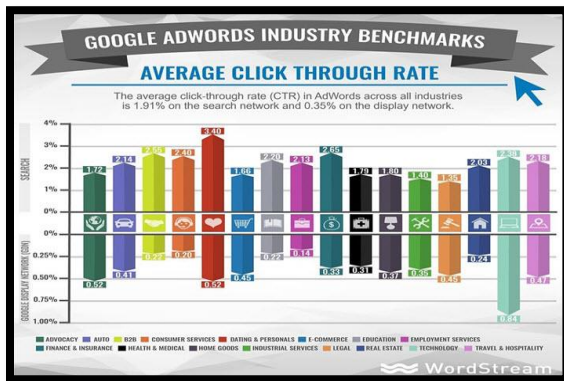
Media	Amount	Frequency
Facebook post boosts	\$10.00	Weekly
Google AdWords	\$5.00	day
Search optimization	Free	-
Twitter post boosts	\$10.00	Weekly
Guest podcasts	Free	
Guest/home blog posts	Free	
Bing Ads	\$25.00	Bi-weekly (\$100 credit for \$25 spend for first time)
<b>Total</b>	<b>\$290 per month</b>	

Depending on the monthly sales, BriA may want to consider taking out an advertisement in the San Diego Union Tribune, but these should be reserved for significant events or promotions due to the cost of the advertisement (approximately \$174 for single column/5-line ad).

## Evaluation and Expected Results

As any marketing campaign will require expense, which should be viewed as an investment, the evaluation of the campaign actions should be closely followed to determine what improvements can be made and what other channels still remain to be tapped. Before the campaign begins, analytic tools and tracking functions for current social media platforms and the company website should be started to give a basis of comparison. Following this initial assessment, analytical tools, such as Google Analytics and HootSuite, should be used on a weekly basis, especially following any new posts, videos, or guest appearances to see the effect such tactics have on the company's

website conversion and ad-click conversion figures. The two following infographics, created by marketing company WordStream (2018), show industry benchmarks for conversion rates for both Google AdWords and Facebook, the two primary advertising channels the author has recommended in this plan.



Taking into consideration the industry benchmarks, BriA can begin by setting said figures as a first goal, before reaching higher. Both channels provide analytical tools and the ability for BriA to set budgetary restrictions on its advertising.

It is expected, that following the proposed calendar and the proposed actions, that BriA will show a steady increase in customer conversion and website traffic, which will be reflected in a steady increase in sales and revenue. It is also expected, with the amount of content the company is about to create, that its SEO will significantly improve and place the company higher for search results across a range of key words and phrases dealing with its target industries and product line.

## Conclusion

Barry's Restore it All Products is a specialty company offering a product that satisfies pre-existing wants and needs of owners of stainless steel and specialty surfaces to maintain the beauty and luster of their investments. However, a general lack of knowledge and awareness of BRiA's products has resulted in the company struggling to launch its products off the ground. BRiA can no longer afford to be the best kept secret of its industry. Appliance manufacturers are already aware of the value of the product, so why is it that retailers are hesitant to purchase it for their shelves? Because its quality and effectiveness are unknown. In this age of increasingly consumer driven trends and the purchasing power of shared solutions, BRiA must conduct an awareness and education campaign alongside any opportunity to market its products. This can take many forms, does not need to involve serious investment, and can begin to generate immediate results when paired with eternal engagement. The company already has a foundation from which to build. However, like many foundations, this one needs to be strengthened, modified, and adapted in order to reach the company's desired status as an expert and a resource for specialty surface repair and maintenance. The suggestions and advice contained in this integrated marketing plan can be implemented for the company to establish itself and should be used as a starting point. However, like any other marketing plan, the evaluation of actions and promotions and the market itself should be constantly undertaken in order to further adapt the company's actions to its and its customer wants and needs. By creating a presence that is a combination of the local family business and a professional experienced service, BRiA can increase its exposure in a very niche market, bringing attention to what it offers and the expertise it can provide. This plan is merely a start; true results from any marketing campaign are not expected rapidly and transforming and establishing a public and industry presence is by no means an easy undertaking. However, any marketing campaign is not meant for sprinters, it is a marathon that will take constant commitment, dedication, analysis and effort from all of its participants.



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