Marketing Implementation Strategy

Year 1- Launch Be Smart Interiors

Actions:

Pre-launch activities- Achieve this in the first 6 months and ‘go live’ in month 7.

Review- Finalise the business plan.

Operations- Establish the office and facilities.

Supply chain management- Product selection sourcing and distribution.

Digital Strategy- Website Management (design and creation); PR; Social media activity.

Brand Awareness- Build.

Concept Testing- Ensure that any market changes and customer feedback are reviewed and changes made to strategy implementation.

Launch Be Smart Interiors.

Pre-launch activities are fundamental to achieving a successful launch in the first year. Basic operational activities need to be established to allow the more creative activities to take place in a productive manner. A small number of office space to coordinate staff is vital to the model as most activities are outsourced, requiring accurate briefing and review. Outsource functions include digital activity primarily for the website, a logistics partner for distribution, a marketing agency for image content, and a PR partner for promotions.

Brand awareness will be principally created through a social media campaign as it appeals to the targeted demographic. The creation of a library of quality images to create the brand is important and will aid productivity. This will be done by outsourcing from a marketing agency who will take responsibility for graphics such as photography.

Relationship building with publications and bloggers is important to gain sponsorship of the brand into the market in coordination with the social media activities. This will be achieved with the outsource of the PR agency ‘StartUp PR’.

Customer feedback, particularly post launch, is vital in order to ensure that the attributes important to customers are being delivered on. This will be carried out continuously during year 1 with focus groups and surveys.

Year 2- Launch Be Smart Interiors App

Actions

Review- Performance from previous year and make changes

Operations- Develop the app with ‘appino’ and hire social media and marketing assistants.

Supply chain management- Review performance of suppliers on key performance indicators, ensuring that they meet with the design objectives in light of any trend and or positioning changes.

Digital Strategy- In the first 2 quarters specify and create the app, utilising customer feedback from year 1 and best practise, using ‘appino’ as the developer. Launch in July and develop a social media campaign to drive brand awareness around the app to maximise downloads.

Brand Awareness- Social media campaign throughout the year to attract new customers and convert existing ones to brand advocates via ‘word of mouth’. Heavy social media advertisement, and SEO development to draw attention to the app and the brand. This to be complimented by selected press articles in appropriate media (see appendix X with list of typical media).

Concept Testing- Analyse the performance of the app against the specification in terms of speed of use, download time and use ability, prior to its launch.

The essence of year 2 is to drive sales further to achieve the sales target of X. The achievement of this is to be through the development of the right app and increase brand awareness through increased social media. Essential to also measure consumer confidence in the brand and what it stands for. Given that ease of use and convenience are two key attributes, it is important to ensure that the supply chain is delivering on time and to the right quality.

Year 3- Develop the content and number of collections

Actions

Review- Analyze and assess the progress of the app and website, and do a market analysis to evaluate whether the 3 collections are in line with the current fashions. Identify additional collections to be launched in that year using market research to identify the right collection style that’s consistent with the brands attributes. Wherever possible retain products within the collection that are still on trend.

Operations- Make contact with ‘mindlab’ in order to analyse consumer perceptions of the brand. Monitor the number of contracts with early termination and compare with the forecast, identifying the reasons for either low or high cancellations.

Supply chain management- Review success and any product selection changes to follow identified trend changes. Increase product range by 1 collection, based upon trend changes and customer feedback.

Digital Strategy- Update website and app.

Brand Awareness- Establish a campaign based around second hand stock in the target market and/or assess other markets more suited to that proposition. Develop campaigns highlighting the sustainability of the second-hand proposition. If there is a high termination rate, review the impact of business profitability.

Concept Testing- Make sure the products and services Be Smart Interiors are providing are of high quality to the consumers. This will be carried out buy ‘mindlab’.

During the second half of year 3 focus will be on analyzing the success of the app and website. Outsourcing from brand researcher ‘mindlab’, will identify consumer’s perception of the brand and areas of improvement to maximize sales. This is needed so that the brand can evolve and develop, because trends change year on year. The collections, website and app content will need to be updated with any changes and additions necessary.

Year 4- Pocket Living Collaboration

Actions

Review: Performance of the brand.

Operations: Increase sales by ‘piggy backing’ with compact property developer ‘Pocket Living’ offering a collaboration with them. Develop a collaboration brand strategy that heightens the awareness of Be Smart Interiors and compliments Pocket Living. This will include the appropriate pricing strategy with commission plan for Pocket Living.

Supply Chain: Access the level of second hand stock. If high, consider outright sale at a discount.

Creative: Design posters and leaflets for advertising in all Pocket Living developments around London.

Digital Strategy: Develop online content that promotes the collaboration with Pocket Living.

Brand Awareness: BTL Initiatives including direct mail, brochures within the show homes at Pocket Living, and press articles in the appropriate media including property.

To increase brand awareness to the right audience, Be Smart Living will begin channeling their products through the compact housing development ‘Pocket Living’. Advertisement of Be Smart Interiors will be made on their website, as well as posters and leaflets handed out in all of their developments around London. Promoting through Pocket Living will mean the right consumer is being targeted as all the apartments come unfurnished, and

Year 5- Drive for Growth

Actions

Review: Analyze how many orders have finished their contract and the number of those who wish to keep it with a finance lease.

Operations: Focus on the reselling of stock from those whose 5-year contract has ended

Supply Chain: Expand the number of suppliers.

Brand Awareness: Continue driving brand awareness to drive more orders from the website.

Communication Strategy XXX

It is important that the communication strategy is well executed so that Be Smart Interiors can achieve maximum exposure, become a recognisable brand, and gain a competitive advantage in the furniture rental market. In order to achieve this, the right content needs to be created to the right channels. Having researched into the media behavior of millennials in the ‘on their own’ life stage, the strategy will focus on online communication. This is because this segment spent “more than 94 hours” (Nielsen, 2016) on digital devices in 2015, 46.9 hours of which was on a smartphone.

Communication Objectives (short to long term)

To establish a strong social media presence, with XXX followers across all chosen platforms by the end of year 1 and XXX by year 5.

To successfully communicate the benefits Be Smart Interiors provides in maximizing small spaces at a competitive price.

Achieve X number of downloads of the app during year 2, rising to X number in year 5.

To be promoted by property developer Pocket Living as a convenient solution to compact furniture by the end of year 4.

Achieve X number of visits to the website.

The aim of this is related to a business objective to convert these visits into X number of collection orders with a conversion of X the first year, rising to X number in year 5.

The need for online activity to drive sales

Online activity continues to grow in the furniture market. However, consumers still prefer to make their final purchase in-store, with only “24% of transactions being made online” (Pragma, 2016). As Be Smart Interiors is an online-only brand, focus needs to be placed on online promotional activities. Given that it is a rental proposition to an online savvy audience the aim is to increase the percentage of transactions. The target should be XXX by the end of year 1. It will be a challenge to persuade consumers to purchase online, and so the communication strategy will need to be informative and visually stimulating. In addition, the message that the furniture is not owned but rented reduces the risk of not selecting the right product and therefore online selection has more potential, needs to be communicated effectively.

This can be well executed through the use of social media. The platforms that have been chosen include Facebook, Instagram, and Pinterest. Content across all channels will use aspiration interior images, and engaging language to communicate the benefits of Be Smart Interiors.

Facebook

While Facebook is “losing share to other platforms at a greater pace among millennials than non-millennials”, it is still a valuable platform with “41 percent of millennials” using Facebook every day. The aim will be to create a paid advert for Be Smart Interiors so that targeted marketing can be made to reach the right consumer. The posts will focus more on video clips explaining the benefits Be Smart Interiors provides, with hashtags to create a wider audience, and links to the website in the page’s bio.

Actions:

Post twice daily with links to articles about small space ideas, as well as images and video content that explain the benefits of the brand.

Consumer engagement will be encouraged by inviting them to show their own design tips for small spaces with the hashtag XXX.

Instagram

Instagram is a popular platform amongst millennials, “90 percent of Instagram users are younger than 35” (Smith, 2016) and so has been chosen as a key platform for Be Smart Interiors. Due to the imagery focused content Instagram provides, creating clear and strong images will be key in its execution. The use of hashtags is important in creating more engagement and attracting a wider audience, “posts with at least one hashtag average 12.6% more engagement” as well as frequent posts to continue effective communication with the digital audience. Every post will be accompanied with a related hashtag such as #lovemyspace, which will help the brand’s Instagram audience grow. Non-followers will be able to identify Be Smart Interiors on the explore page if more hashtags are added.

An additional benefit of Instagram is the ability to place a paid advert that will reach the target audience through its newsfeed. Its success can be analysed using ad insights which shows the brand analytics such as impressions, reach, and frequency. This will help increase footfall to the website.

The hashtag principle will also be useful in the collaboration with Pocket Living. This will form market of the communication plan later on.

Actions:

Post twice a day with a combination of products Be Smart Interiors provides, small space ideas.

Search for hashtags that relate to small space problems and ideas that Be Smart Interiors can comment on and promote themselves as a solution to this problem.

Consumer engagement will be encouraged by inviting followers to show their own design tips for small spaces.

Pinterest

Pinterest has been chosen as a key platform due to the nature of the concept. “Millennials follow design trends on social media sites such as Pinterest and Instagram and use them to generate furnishing and decorating ideas” (Fung Global Retail & Technology, 2017). This makes Pinterest the perfect platform for Be Smart Interiors, which will focus on sharing inspirational design ideas and tips to help living in small spaces better. It aims to gain followers that are interested in the brand, as well as interior design in general. Every board needs to be made with excellent quality imagery, links to insightful articles, and supported with clear and informative descriptions.

Actions :

Create at least 5 boards to begin with in order to establish a benchmark for the profile to grow and develop.

Start following a wide number of companies related to interior design, and users that are in the target market. This will help the Be Smart Interiors page grow in followers, while attracting the right audience.

PR

Press coverage is still an important element in attracting millennials to a brand. "Even though Millennials are the most digital-savvy generation, surprisingly more than half ignore digital advertising, and instead pay the greatest attention to direct mail and print advertising,".

Be Smart Interiors will hire the PR Company, ‘startup pr’ who specialize in gaining brand awareness for new start-up companies. Focus will be made on targeting the right publications that the target market most associate with which will increase the brands credibility. This will take place in the second year at the earliest, but is being planned at this stage. The targeted media that’s been research meets the audience profile. This includes XXX.

The brief for startup pr will also include finding a brand advocate. This will be important especially during the period up to the launch in order to provide credibility and also insight around the issues that have driven the creation of Be Smart Interiors. Advocacy comes from lifestyle bloggers who specialize in the target market, members of the property industry such as developers and publishers who take an interest in the small housing trend and the furniture industry commentators.

A list of potential publications Be Smart Interiors could feature in is given below.

The Daily Mail

Metro

Evening Standard

Buzzfeed

Promotional emails (Direct Mail)

Promotional emails are a key channel that can be used. “Over 2 in 3 (68%) of millennials said that promotional emails impacted their purchase decisions at least on a few occasions”. This can be sent to any

Google AdWords

Paying for Google AdWords will mean Be Smart Interiors will be the first item on the page if a consumer is searching anything relative to the brands offerings.

Word of mouth

In 2017, the power of the online word-of-mouth will become even more important. And social media will play a large role, showing the real deal. Also, with many pictures and videos (such as unboxing videos) being shared, social media provides much more visual content than other online recommendations.