

Fiina Tigerstedt

Marketing plan

Case Mayvin Training

Metropolia University of Applied Sciences

Bachelor of Business Administrator

Economics and Business Administration

Thesis

May 2018

Tekijä Otsikko	Fiina Tigerstedt Markkinointisuunnitelma. Case Mayvin Training
Sivumäärä Aika	28 sivua Toukokuu 2018
Tutkinto	Tradenomi
Koulutusohjelma	Liiketalous
Suuntautumisvaihtoehto	Markkinointi
Ohjaaja	Lehtori Pia Väkiparta-Lehtonen
<p>Tämä opinnäytetyön tarkoituksena oli suunnitella käytännöllinen ohjeistus Mayvin Trainingin markkinointitoiminnalle vuodeksi 2018. Yritys on pieni australialainen yritys, joka tarjoaa sosiaalisen median koulutusta asiakkailleen. Tavoitteena oli luoda markkinointisuunnitelma, joka lisäisi yrityksen näkyvyyttä ja houkuttelevuutta kohderyhmässä. Lisäksi markkinoinnin toteutus tuli suunnitella yrityksen resursseihin sopivalla tavalla ja luoda samalla luomalla positiivista yrityskuvaa. Yrityksellä ei ole aikaisempaa markkinointisuunnitelmaa.</p> <p>Tämä opinnäytetyö tehtiin kehityshankkeena, johon kuului markkinointisuunnitelma, sekä teoreettinen osuus. Markkinointisuunnitelma perustui yhtiön nykytilanteen, markkinakehityksen ja taloudellisen tilanteen analyysiin, jota varten haastateltiin Mayvin Trainingin johtajaa ja perustajaa Francine Bishopia. Työn teoriaosuudessa esiteltiin markkinointisuunnitelman prosessia, lähtökohta-analyysia, strategiaa, markkinointikeinoja, seurantaa ja budjettia.</p> <p>Markkinointisuunnitelma antoi yritykselle uuden näkökulman markkinoinnin toteutukseen sekä kehitysehdotuksia markkinointikanavien valintaan ja sisällön tuottamiseen. Yrityksen toiveiden mukaisesti markkinointisuunnitelmaan lisättiin sisältösuunnitelma, jossa keskityttiin yrityksen sisällöntuottamiseen ja sen mukauttamiseen yrityksen markkinoinnin tukemiseksi.</p>	
Avainsanat	markkinointi, markkinointisuunnitelma, sosiaalinen media, kehityssuunnitelma

Author Title	Fiina Tigerstedt Marketing Plan. Case Mayvin Training
Number of Pages Date	28 pages May 2018
Degree	Bachelor of Business Administration
Degree Programme	Economics and Business Administration
Specialisation option	Marketing
Instructor	Pia Väkiparta-Lehtonen, Senior Lecturer
<p>This Bachelor's thesis provides a practical direction for Mayvin Training's marketing activities for the year 2018. Mayvin Training is a small Australian company that offers social media training for its customers. The goal was to create a marketing plan for Mayvin Training, which would result in an increase in the company's visibility and attractiveness within the target group. Additionally, marketing should be feasible in a manner suited to the brand of the company, creating and rewarding a positive image.</p> <p>The marketing plan gives the client a new perspective on marketing implementation and informs about the current trends of the channels and their usage that could have a positive impact on the marketing of the company. At the client's wish, a content plan was added in the marketing plan, which focuses on the content production of the company and its adaptation to support the company's marketing.</p> <p>This thesis was made as a development project, which included a marketing plan and a theoretical part. The marketing plan was based on the analysis of the company's current situation, market development and financial situation, which was interviewed by Francine Bishop, director and founder of Mayvin Training. The theory of the thesis introduced the marketing plan process, starting point analysis, strategy, marketing methods, monitoring, and budget.</p> <p>The goals were implemented through social media channels, various communication channels and promotion, to improve and develop customer satisfaction and customer experience by means of various ways, also to provide more positive feedback and testimonials. The effectiveness of marketing is also to be pursued, and to develop marketing based on objectives.</p>	
Keywords	Marketing, Marketing Plan, Social Media, Development

Table of contents

1	Introduction	1
1.1	Background and Goals	1
1.2	Mayvin Training	2
1.3	Target Group	3
2	Marketing planning	3
2.1	Analyzing current state	4
2.2	Strategy	5
2.3	Sales promotion	5
2.4	Social media marketing	6
2.5	Control and Budget	6
3	Marketing plan for Mayvin Training	7
3.1	Current state analysis	7
3.1.1	SWOT- analysis	7
3.1.2	Competitor analysis	10
3.1.3	Competitive Advantage	11
3.2	Markets and Industry	11
3.2.1	Demand	12
3.2.2	Competition	13
3.3	Marketing Audit	13
3.3.1	Economic Influences	14
3.3.2	Social Influences	14
3.3.3	Technological Influences	15
3.4	Marketing Strategy	15
3.4.1	Positioning	15
3.4.2	Markets and Services	16
3.4.3	Marketing Measures	16
3.4.4	Services	17
3.4.5	Pricing	17
3.4.6	Communications	18
3.5	Sales Promotion	19
3.6	Online Marketing	20
3.6.1	Speakers Bureau	20
3.6.2	Website	21
3.6.3	Email Marketing	22

3.7	Social Media Marketing	22
3.8	Content Plan	25
3.9	Control	26
4	Conclusion	27
4.1	Validity of the Thesis	27
4.2	Author's own learning	28
	References	29

1 Introduction

This thesis was commissioned by an Australian company called Mayvin Training. The study was carried out as a development project, resulting in a concrete marketing plan for the company. The study was carried out in cooperation with the company, according to their wishes. The company did not previously have a proper marketing plan, which meant that it was intended to create a marketing plan that could be updated in the future in accordance with the needs. The aim was to find the most innovative and affordable marketing methods possible.

This thesis was carried out as a project base study. In project base study the aim is to guide or rationalize the activities. As a result of the work for example, a tutorial, guide or an event. In this study, the author goes through the planning process and the results she went through in her marketing plan. At the end of the work there is evaluation of the success of the plan, and most important conclusions from the work.

1.1 Background and Goals

The subject of the work is important and topical for the company because they have not previously had any marketing plan and it also brings a new kind of perspective to market marketing when it is not done by someone within the company. The marketing plan brings new ideas to the company both in the selection of marketing channels and in the production of content.

The purpose of this thesis is to improve the marketing of Mayvin Training by 2018. The company wanted to find new ideas for marketing, and to develop old marketing tools to achieve more effective marketing. Purchasing new customers and improving customer experience are in the majority of the marketing plan and its implementation.

The work was mainly written by using online sources. Marketing guides, textbooks, as well as other internet sources have been used diversely. Francine Bishop of Mayvin Training was also interviewed during the project, which provided a very good picture of the direction in which marketing should be developed to make it useful for the company.

1.2 Mayvin Training

The client is a small, Australian company called Mayvin Training, founded in 2009. Mayvin Training works in Wollongong, where a lot of their work is done online. In the business premises there is a training room, in which some of the groups meet. The company is centrally located in Wollongong CBD in New South Wales, an hour south of Sydney. The location in Wollongong is great, right in the center, close to good transport links, so it's also easy to commute to.



Figure 1. Mayvin Training's logo (Mayvin Training, 2017).

The company provides assistance to other companies to develop social media and marketing, as well as various issues related to website improvement. In addition to these services, Mayvin Training offers a variety of consultation packages, a speaker service for seminars or companies to talk about, for example, how to use social media or how to improve a business image.

Mayvin Training also offers Skype and recorded video services for clients who are not able or too busy to travel to the training location. The benefit of Skype and online services is that the customer does not have to move from his home or office to buy any services from Mayvin Training.

Mission;

“To teach people how to be strategic and brave online, creating a professional digital footprint and building strong and sustainable businesses”

Vision;

“To inspire and motivate 10,000 business owners by 2020 to embrace technology and see change as opportunity, and help them create a digital presence which supports the growth of their business and creates social and economic impact”.

(Bishop, 2017)

1.3 Target Group

Mayvin Training targets consumers are from regional areas inside of Australia. The target group includes small business owners with a turnover of \$ 1 - \$ 3 million, or people with a public profile, about 35-65 years of age who consider learning as a great value. The specific values of the target group are human orientation, high quality of service and, professional and individual services made just for their personal needs. (Bishop, 2017)

The weakness of the target group can be either the lack of time, skill or interest in managing their social media / website, or they need guidance and training to improve their skills in some part of the area. They were also interested in improving the company's marketing and corporate image in social media, as well as learning about new trends that could specifically match them and their business needs.

2 Marketing planning

The marketing plan is a document describing your marketing strategy and tactics. It often targets a specific period of time, often 12 months at a time, and tells you about different marketing features. The marketing plan needs to be changed and developed as the company grows and new and changing marketing trends evolve. Building a marketing plan is important so the potential customers can find the company and make the company and a brand visible. (The Balance, 2018)

Marketing plan consists of four parts: analysis, planning, implementation and monitoring. This design was based on the wishes of the company, and then started to analyze the company's current state and the starting points. This was followed by planning of marketing measures and their implementation. The final stage in the plan was still to define marketing tracking to ensure the effectiveness of the marketing.

2.1 Analyzing current state

Up-to-date information on the environment, the competitive environment and selected marketing segments is of crucial importance to marketers in order to develop the most innovative and efficient services. Normally, the starting point for accessing the current marketing situation, supplemented by marketing knowledge and research that investigates the overall market, competition, key issues, threats, and opportunities is to analyze internal information. (Kotler, Keller, 2012, 55) Detailing the detailed information, challenges and opportunities in the current situation helps to define the company's capability and identify market opportunities. It also plays a key factor in helping you meet your customers' needs. (Business Victoria, 2018)

The analysis of the current state should take into account at least customers, competition, competencies and market trends. The aim is to find out how customers are doing their business thoroughly. What customers are, what their needs are and how they behave. When analyzing competitors, one must find out who the competitors are and how they operate on the market. Analyses include, for example, the websites of competing companies, their online behavior, prices, customers, products and services. (Chaffley, Smith. 2017. 562-567)

Competencies (SW) and market trend analysis (OT) helps to identify the company's strengths, weaknesses, opportunities and threats with its competitors. Commonly used analysis is a SWOT analysis where the strengths, weaknesses, opportunities and threats of a company are evaluated using a separate table. The analysis takes into account all the features of the company, such as specific skills, web-sites, products and brand image. Opportunities and threads can be arised from PEST agents. PEST comes from words: Political (P), Economical (E), Social (S) and Technology (T). The PEST analysis therefore defines factors that may affect the company within the aforementioned thematic areas. (Chaffley, Smith. 2017. 568-572)

2.2 Strategy

The strategy gives an answer to the question: "How do you get the goals?" There are many different strategies that are tailored to suit the company's goals. Essential parts of the strategy are target markets and positioning, which guide the marketing plan in the desired direction. Target market is defined very carefully and time spent is finally rewarded. Positioning is also to be considered carefully since its modification is not profitable year after year. Position means how the company is positioned in the mindset of the client. When choosing a strategy, you should compare different strategic options and mirror them with the company's goals and resources. (Chaffey, Smith. 2017, 581-590)

Market positions can be separated in for different types of sections; market leaders, market challengers, market followers and market nicher. Market Leader usually has the largest market share and is often the most famous company in his field. Market Challenger is often aggressive advertiser and is also recognized by faster sales growth. The follower does not differ much from other companies and may not be very well able to respond to competition from other companies. Market Nicher often has a small market share and has found a market for his own retailer, a well-defined customer group to whom he sells his products. (Gunelius, 2017)

The strategy will be tested after selecting it by answering different questions. The test is used to determine whether the strategy choice is the right company and whether it produces positive results. Questions to answer, for example: "Is your strategy a pioneer in trends?", "Is your strategy dependent on privileged views?", And "Your strategy wins the market?". (Chaffey, Smith, 2017, 590)

2.3 Sales promotion

Sales promotion aims to speed up sales and gather marketing information. It is often used as an aggressive tactic that often offers added value to the offer. It is easier to target sales to smaller audiences, as opposed to advertising, which is also considerably more expensive than promoting sales. (Fill, Jamieson, 2014, Module 1, 1/16)

Also, distributing free samples of product or service presents the consumer with the quality of the product and at the same time demonstrates the effectiveness of the company, which makes consumers feel like they need to give something back – to buy a product.

This works the same way with the services and is an effective way to increase sales and visibility. (Rasen 2012)

2.4 Social media marketing

Social media is a way for consumers to share content, such as text, images, audio and video information with each other and businesses, and vice versa. With social media, marketers can bring themselves to other visible and relevant online networks and also strengthen other communication activities. Also, social media engages the consumer brand better and wider than it used to. There is three main platforms in social media: web communities and forums, bloggers (individuals and networks) and social networks (such as Facebook and Twitter). The importance of social networks has grown tremendously in marketing. Different channels offer a variety of business benefits, for example, Twitter can have a quick conversation, while Facebook allows a slightly deeper consumer involvement. (Kotler, Keller, 2012, 546-549)

Even though social media is today's best marketing opportunity, but if it is not managed according to the needs, it can be even damaging or ineffective for a company. In order for social media to be used for communication, it must be remembered that all socialization on the internet is all about participating in the discussion, as well as sharing the times and the content. (Chaffley, Smith, 2017) Social media is also great for marketing, as it can be implemented either for free or at very low cost.

2.5 Control and Budget

When all marketing actions are defined, a marketing budget will be defined. The budget is a forecast for a company's financial income over a certain period of time. The budget is used to measure design and performance, which may include, among other things, the cost of immovable property, the introduction of new products or the training of employees. At its lowest level, the budget includes the estimated income statement for future periods. (Accounting Tools, 2018)

The final part of the plan outlines controls that follow the progress of marketing. If the marketing action has not achieved the desired result, it can be detected faster and therefore also remedied faster, achieving more effective marketing in the future. (Kotler,

Wong, Saunders, Armstrong 2005) Marketing research helps marketers learn more about their customers' needs, expectations, perceptions, satisfaction, and loyalty. Once the plan is implemented, marketers use research to measure if the goals has been reached and identify areas for improvement. Marketing research also teaches the customers' needs, expectations, ideas, satisfaction and loyalty. (Kotler, Keller, 2012, 55)

Attention to the choice of meter is not only its efficiency and accuracy, but also the price. The choice is good for budgeting, so there will be no surprises at a later date. A good control plan explains how the results are measured, when they are measured and who will measure the results. Measuring the results should not be left by the end of the year, but should be measured at regular intervals so that resources are not lost to maintaining an inappropriate marketing strategy. (Chaffey, Smith, 2017, 601-605)

3 Marketing plan for Mayvin Training

3.1 Current state analysis

In this current state mapping, the current state of the company was analyzed by the SWOT analysis, its main competitors, and the company's competitive advantage. It has been implemented largely of the information that emerged as I interviewed Francine Bishop in autumn, 2017.

3.1.1 SWOT- analysis

“SWOT- analysis is the overall evaluation of a company’s strengths, weaknesses, opportunities, and threat. It's effective way to track an external and internal marketing environment.” (Kotler, Keller, 2012, 48)

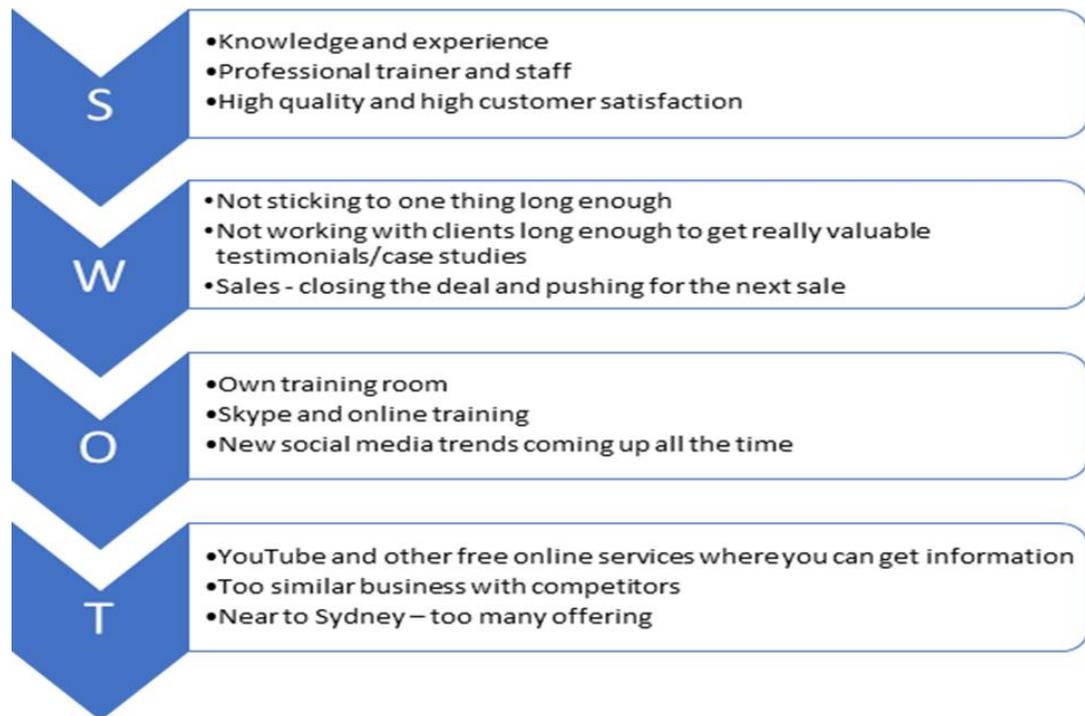


Figure 2. SWOT- Analysis.

SWOT- analysis (Figures 2) has been recorded in Mayvin Training Strengths (S), Weaknesses (W), Opportunities (O), and Threats (T). This helps to better perceive the company and thus facilitates, for example, raising the strengths and minimizing threats in marketing planning.

One of the strengths of Mayvin Training is that they employ professional as well as experienced staff so that all services provided are faultless. By Mayvin having such a selective approach when it comes to employing staff it allows potential customers to work with the best of the best, which in turns creates a positive and genuine picture of the company, which is professionalism. Mayvin Training has also won multiple awards which showcases the brands passion and desire to not only deliver the best training to consumers, but to compete with major competitors.

In addition, the feedback from Mayvin Training's customers is very good and customers are satisfied with the services offered. The feedback provided on websites as well as Facebook is crucial, as today potential consumers tend to read reviews before choosing a provider.

The lack of testimonials is one of the biggest weaknesses *for Mayvin Training*. In New South Wales, there are a lot of companies that have done business with large, well-

known companies and have long portfolios, which thus also negatively affects the employment of smaller competitors. Another problem of theirs may be rushing, so work is being completed too quickly and there is no relationship between the customer and the company.

Mayvin Training has great opportunities to improve their business with only small steps. Mayvin Training has its own training room, which is connected, to the office, which makes it easy to make reservations. All activities take place in the same place where staffs do not need to spend time travelling from one place to another. This saves a lot of time and effort, and gives opportunities to deliver a lecture at a short notice.

Skype and online services are easy and effortless ways for customers to participate in the training session from their own office or even home. Such a service makes purchasing decisions easier, as schedules can be agreed upon separately. The company has an even greater opportunity to expand its online offering and thus to make it even easier for the customer.

Furthermore, the changing trends in social media ensure that the company has enough work. In that case, staff training is also a key factor, and with the trends or even a bit above, one must stay all the time. Social media trends are changing rapidly and this gives Mayvin Training the opportunity to be ahead of time, and to create trends that can also shape larger trends.

The biggest threat to the company is that there's a lot of supply in Australia and too little demand. The similarity of companies is also a real threat, which can make the company less noticeable. When there are a lot of similar businesses, separation as well as originality is important.

Free services from other parties also have a considerable impact on purchasing power with this type of company and may even lead customers away. YouTube channels, podcasts and free eBooks are all channels providing free information for people who are interested in such things and that is why companies must offer more and more new and important content for the audience and make the service even more personal, professional and specific for the customer's needs.

3.1.2 Competitor analysis

“Competition includes all the actual and potential rival offerings and substitutes a buyer might consider.” (Kotler, Keller, 2012, 11) Analyzing competitors can help a marketer to better understand the market. It helps to understand what competitors do and thus develop their own marketing more pragmatic.

For this analysis, the author chose three companies that compete with Mayvin Training in the same field were chosen. Near Wollongong, there are not many big competitors to the company, but the nearest city, Sydney has several competitors who can export customers. This analysis was mainly focused on analyzing the strengths and weaknesses of competing companies in their business activities that they can easily mirror Mayvin Training's activities and services.

The common feature between Mayvin Training's competitors was that all of these companies had extensive portfolios of their previous work, as well as many referrals. The design, layout and illustrations of the web pages were also very innovative and ahead of time. When competing with social media, they clearly had a lot of followers, as well as their own style of creating content, such as humor. Humor makes the followers excited about the company's page and also distribute it to their own followers, whereby the company's popularity grows enthusiastically.

The services that are offered by competing companies were in fact of the same type as Mayvin Training's, but their accessibility was facilitated, for example, through online modules. The services can therefore easily be purchased on the company's web site, with different training packages available. Such a new kind of way of providing the school makes it easier for a customer to buy, since the package can be purchased at anytime and anywhere.

Although companies such as Mayvin Training also have a lot of speakers within companies, activities of private speakers were also reviewed on their websites to get a better overview of the industry. Because of the oversupply of speakers, the competition in turn is volatile. Many trainers have registered to the Speakers Bureau sites, so they are easier to find. On the site, speakers can be selected according to the category. Many speakers have also made their own home pages and social media channels with information about their life and professional achievements, which makes it easier for the customer to find

an interesting and inspiring speaker which better suites themselves. Speakers' main advertising means are their achievements in their career, as well as feedback from listeners. Many speakers are also willing to travel around the country, which is almost essential in this area of business.

Many speakers have also written a book about their own interests and speaking topics, including Nigel Collin (*The Game of Inches*, 2016), Adam Franklin (*Web Designers that Works and Professional Speakers*, 2014) and Catriona Pollard (*From Unknown to Expert*, 2016).

3.1.3 Competitive Advantage

The biggest competitive advantage for Mayvin Training is its professional skills and the ability to get the customer to understand in simple terms, what to do and how to do it. Human proximity and easy-to-use language play a key role in the company's business and thus differentiates it from other companies in the same industry.

As a speaker, the advantage for Francine is her exemplary explanation skills and a humorous way. She has also written a book called 'Evolution of Social Media', which brings credibility to her career. Francine's interesting personality as well as her ability to make others understand social media and everything the media includes is what separates her from the competition.

3.2 Markets and Industry

Today, everyone needs social media in their marketing and this strengthens when the younger age is getting older. Social media is already accessible at all times, and social media ads appear on the screen without even paying attention to its a present.

Business development is ongoing, and everyone is trying to find a suitable niche market for success in the market. New services are constantly being created alongside technological advances. This is unequal in that field, which is constantly changing. New services are always intriguing as all competitors want to be the most advanced, which gives free cadets to companies like Mayvin Training to innovate new services and even get to create new trends.

The market is a real and potential buyer of a product or service that has a specific need or desire that can be met through exchanges and relationships. The size of the market depends on how many buyers are and that they have the resources to exchange and are ready to offer these resources in return, what they want. Simply explained, the sellers send products, services and communications to the market and in exchange they get money and information. (Kotler, Wong, Saunders, Armstrong, 2005, 11)

Social media trends are constantly changing, and new channels and platforms are constantly being offered. This means that companies should strive to be alert 24/7 and educated about the newest trends so that marketing can reach the right target audience. Since trends often fade in and out rapidly, as a result of which they are continually created, for example, customer service has moved more to the network side, blogging has changed to a vlogging, Facebook has raised the pace in B2B marketing and the videos are getting more and more popular in marketing. Changes in social media are ongoing, and we must keep up with changes.

3.2.1 Demand

The demand is influenced by three factors, buyers, business factors, and socio-economic factors. The demand for such services for what Mayvin training offers is quite large. In addition to high demand, the supply is adequately met making the competition fierce. The reasons for the increased demand are due to ongoing development of social media and technology, the increased amount of work spent on marketing planning, which means that businesses, as well as individual people need more support and assistance in designing and usage of respective applications.

Economic fluctuations are affected by cyclical fluctuations, which of course affect different businesses in different ways; for example, the marketing sector is a prime example of a cyclical business. It is worth keeping an eye on the business cycle fluctuations in order to be educated so that the company can break even during a quieter period. As a result of cyclical fluctuations in demand, the company can react either by reducing activity and expenses to reduced demand, or by "fighting" - by increasing marketing so that the company strives to maintain its sales at the former level by taking more market share from other companies in the industry.

3.2.2 Competition

The competitors of Mayvin Training offer similar services, which means that differentiation should play a very important role in customer access. Social media packages, management and website designing is already available by almost all competitors. Majority of competitors are situated in larger cities, such as Sydney, which is only an hour away from Wollongong. This may also be a trump card for Mayvin Training in the sense that it is easier for smaller cities to approach a company, closer to their own office. There are few other companies who offer social media training. Majority of competitors only offer website building which can be found throughout Australia. This kind of service is easy to market, as the consumer has no need to be present face to face with the trainer.

There is a plethora of speakers who bring different backgrounds and styles to their training, that's why it's important that the speaker brings a unique, fun, easy to learn approach to consumers to separate themselves from others. Advertising is crucial within this market as word of mouth is reliable however having a solid brand as well as reputation is what will propel the company forward.

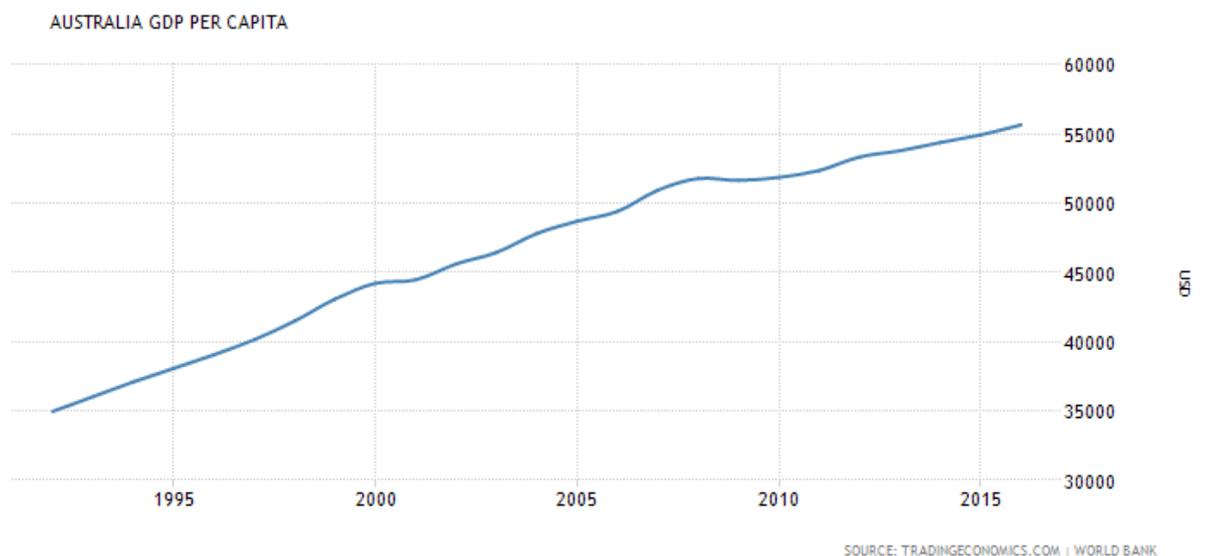
3.3 Marketing Audit

Social media has a huge impact on marketing nowadays and it utilizes a lot of people. Media behaviors and media literacy are also a major part of business activity and companies must be able to respond to relevant feedback, comments and complaints over the internet, and inappropriate responses can lead to loss of customers or worse. Therefore, it is needed to know how to behave and how to use social media correctly as well as professionally.

3.3.1 Economic Influences

Economically speaking, Australia is doing very well. As the Table 1 below shows, the economic growth has continued for 26 years and it is expected to continue for years to come. Unemployment is deteriorating, which means that the standard of living is rising steadily, which also means positive growth for companies.

Table 1. Development of the Australian GPD from year 1995 to 2016 (Trading economics, 2017).



3.3.2 Social Influences

From a social point of view, training people for appropriate online behavior, the development of web pages and in general, the use of social media is a benefit to society. Employment improves and people's awareness of the different channels and their usefulness increases.

There are also plenty of opportunities for a business that make money by teaching social media and developing home pages. A technology-centered business probably has a lot of work all the time, as the world is constantly changing, especially the older population may need help finding new channels and using them in the right and versatile way. It is also worth guiding the online behavior of the younger population, especially since the

millennia only receive mobile phones and start using electronic devices may not know how to behave in the Internet and know how to act in a responsible way online.

3.3.3 Technological Influences

As technology evolves, social media channels are changing all the time, all the trends and channels are changing, which means that companies need to keep up with trends and know what channels are used by different target groups. A wrong channel for the wrong target group means throwing off resources as well as money because the channel does not meet the target group. In addition to social media channels, technical devices are also changing and evolving, which means that sites and applications need to be altered along with development to fit devices.

Businesses need to make sure that they have the right kind of gadgets so that their home pages and other channels can be easily accessed from any device. For example, home pages that are not readable on a mobile device can easily lead to loss of customers because they can't be bothered to use website which is slow and difficult driven.

3.4 Marketing Strategy

3.4.1 Positioning

The role of Mayvin Training was tilted to the role of the follower, which does not stand out from other competitors in the market. For a company such as Mayvin Training, should pursue the role of a challenger, or perhaps even a specialist in the market. Mayvin Training is such small company that resources are not sufficient enough to be the market leader. Challenging the leader is, however, the role that the company would certainly be meeting the challenge and would also sell extra benefit for the company's sales.

3.4.2 Markets and Services

The better the company can differentiate its services from their competitors' products, the easier it is to distinguish it from the market. For example, a company can develop product innovations and thus strive to attract pioneers to their customers or to speed up their business processes so that the busiest customers are satisfied with the accuracy and speed of the service. Because of this Skype and online training provided by Mayvin Training are one of the most advanced methods of theirs and that could be developed for example in webinar lectures as well.

When talking about services, not products, personnel and professional service is in huge role. Personnel should be very approachable, respond to messages and calls whenever they are open. This is good customer service and greatly influences the customer experience. Good customer service always ensures good customer satisfaction. Even if the customer is not satisfied with the service, good customer service can save the situation and the customer may in many cases be satisfied with the service. It's very beneficial to invest in the professionalism and training of a person on a big street. A professional and competent person brings visibility to the company and a significant advantage comparing to the competitors.

3.4.3 Marketing Measures

With growing digitalization, traditional marketing needs support from digital marketing. Online is almost four times more popular than daily print media such as the papers. Digital marketing enables a more targeted and cost-effective way of getting more trade. More and more marketing enabling service provides accurate target groups by age, gender and interests for free.

It is important to produce useful and new information to the right channels when it comes to online media. Simply presenting a business on a social media often produces significantly higher trading when people notices the company more often. However, also if a good search engine is secured and the purchase of services is made as easy as possible, the direction is better.

To succeed in competition, the company needs an advantage, that is, a point of difference that attracts customers. The competitive advantage can be based on attractive

prices, giving the competitive advantage economical. The company's products or service may be better than the customers, so the competitive advantage is functional. Competitive advantage can also be based on a better image, in which you talk about the image of the company. The company can consciously build itself a competitive advantage from one of these three factors.

3.4.4 Services

Services with Mayvin Training are the same type as their competitors. In addition to these, they also have full online courses, Such as Skype and recorded video streams. In these cases, the client does not even have to hurry to travel away from his home or office.

Mayvin Training could improve its services to its customers to make it more clear and versatile to sell more services beyond Australia. Online training would be great opportunity to develop services and raise more on the website. Create a variety of packages that are more closely related to a smaller topic that the customer can choose directly from the web site, so that they can get the material straight away after buying. Purchase will get easier and quicker when it works like an online shop.

New products should always be introduced to the market with maximum 'hype' and be widely advertised. Consumers should be excited and waiting in full anticipating for the release date. A Good way to create a hype is to give some samples to influencers who takes the hype public, an example of this would be giving a celebrity the product and letting them showcase it on the media.

3.4.5 Pricing

Pricing is a very important part of the company's marketing strategy, and pricing enables the company to improve its market position considerably compared to its competitors. Too low prices indicate that the customer may not get the experience they want, or the service is limited or not worth consuming. On the other hand, too high pricing raises expectations, which may result in disappointment and strong criticism. Mayvin Training's prices are at the level of its competitors and allow the customer to assume the service is good and worth the money.

Mayvin Training used a neutral principle in its pricing, which is very well suited for them, considering their position on the market. Market-based pricing aims to avoid aggressive pricing and services cost as much as the consumer is willing to pay for it. Pricing is suitable for the whole lifecycle and this kind of pricing fits well with a company without leading position in quality, but can still challenge rivals in the market. When creating new online services and trying to get consumers to buy faster and without thinking too much, pricing should be lower. However, if a good hype is already created with a marketing campaign, price can also be higher.

3.4.6 Communications

Communication takes place in every step of the way of the business process. First, the customer must be aware of the existence of the company. Marketing in social media, ads and good ranking in Google search are all things that make business more visible for the audience helps people to remember the name, Mayvin Training, when they need certain services.

Creating interest is another important part of the buying process. The service must be a special feature or feature that the customer is more interested in, something that makes that company better than competitors. Therefore, it is a question of getting to the customer in the stage when they look at the home page and compare the services with the other providers. The special feature cannot only be a nice surprise to the customer. They need to know about it before making the decision of buying.

Once the purchase has been made, the customer is convinced of the service, the purchase will take place and the consumer will receive the desired benefit of the service. The satisfaction of the service environment and the comfort are the most important factors when creating a good customer experience. In addition to being comforting in the training room, you could even get extra factor for customer guidance, bringing small snacks or refreshments to the occasion on behalf of the company. It brings to the customer the feeling that he / she is looked after and appreciated and makes the experience even more pleasant.

The process certainly does not stop there, but the company has still to ensure the customer's satisfaction and possibly take some sort of action if the customer is not satisfied

with it. When the customer is honestly satisfied, they may even recommend it to others. Once the customer has received the benefit and the money has changed the owner, the company must finally confirm that the customer is genuinely satisfied with the service. By sending a thank you letter, a discount code for the next purchase or a form that can provide feedback is a good way to take care of the customer, so that he or she will feel that the business is really interested in how the customer's experience was with the service, what areas they liked and what areas can be improved.

3.5 Sales Promotion

Free webinar sessions would be a great way to promote Mayvin Training's services and show in practice that they are worth to buy for. Webinar topics should be universal, which means people would get a lot out of but it still leaves room for a new purchase and the customer believes they need more, personal guidance for their business.

Live webinar scheduling, as well as advertising are a part of success. First people need to know about the webinar, when it is kept and how to get in to watch it. The timing must be carefully thought so that many people can participate. A suitable time could be, for example, be in the evening, when the target group is most likely to remain on the computer. However, webinars can as well as live, be recorded. That is easier for the speaker, when there's no certain time it needs to be done.

Another trending channel is podcast. Podcasts are getting more and more popular and in weekly Podcast listeners have increased from 37% in 2016 to 44% year 2017. The most common reasons why people listen podcasts are: "To pick content that I'm interested in" (73 %), "To inform me" (67 %) and "To listen to audio when I want / where I want" (61 %). (ABC Audience Insights 2017, 11, 22)

Why podcasts are good is because they are easy and quick to produce, also all equipment needed is something to record with. Microphone would be good investment but not necessary if the quality is good with your own laptop for example. Podcasts are also a great way to grow your audience, acquire more customers and stand out from other trainers and speakers in the industry. It also gives you a chance to cooperate with other experts from the industry and make interviews and debates with them.

Also, the personnel have an important role in a company's corporate identity. They are a core part of the service product, they are the service firm in the eyes of the customer, a core part of the brand, they deliver the brand promise, are a key driver of customer loyalty and determine productivity. Therefore, it is important to analyze the company's staff and to plan for training and motivation, and to further improve the results.

As technology advances and trends change, it is very beneficial for a company to train oneself on a regular basis. Different conferences, fairs and other events are good places to find the newest trends, get new information, new angles and inspiration, which has a direct positive impact on quality of work. A special training course is worth mentioning on the website, which also convinces the consumers that they get a great and professional service.

3.6 Online Marketing

3.6.1 Speakers Bureau

Speaking among the speakers in Australia is a fierce competition, which means that you have to raise yourself even more. As my runner in my marketing plan I noticed, many speakers have joined the "Speakers Bureau" sites that could also agree to Mayvin Training, bring visibility and even better appearance among customers.

Speakers Bureaus are websites where speakers register, create their own profile on the pages that can be found by listeners, who can book the speakers for their events or conferences. With such websites, not so well-known speakers will get more out of visibility and will sneak in their career with faster progress. This would be a good investment for Francine to gain more publicity for herself as a speaker and get more events to speak at.

Important in the registration phase is the separation with a good face picture and presentation text, as well as excellent feedback from the audience. Registering on this platform helps to enhance the visibility and also, makes speaker more accessible to the customers. There are numerous Speakers Bureau sites working inside of Australia and it is important to find a right one according to the target group and the theme. Francine would

suit well to business and marketing, or motivational speaker sites, for example Saxton or Great Expectation.

3.6.2 Website

The ease-of-use, clarity, and visual appearance of the site are important elements for the sneaker to thrill on the site and are interested in the services offered by the company. The Mayvin Training website is fairly functional in appearance and clarity, but at some point, it seems like the web site design was left unfinished. I found that with the slightest changes in the website they could get them even more convenient and practical, which I focus more on my marketing plan.

The Mayvin Training website is well suited to the brand's image and is very clear and easy to read. With some minor upgrades, web pages would be strengthening the brand even more, as well as attracting visitors to stay on the site longer and improve the search engine optimizing results. Also, renewal and developing is important. When your home pages are updated and developed frequently enough, say 3-4 times a month, Google's robot takes notice of the same in search engine results positively.

Mayvin Training should also use the time to improve the download speed of the web pages. Slow download speeds have a negative impact on Google optimization results and search ranking. Especially the search button on the Mayvin Training web site works slowly and it would be useful to fix to be faster.

Generally, web sites functionality and nice, clear images can affect the big picture that the customer receives from the company on the web site. For this reason, it is important to note all the smallest things that affect a pleasant user experience. Unique and persuasive illustrations, avoiding duplicated texts, matching text box structures and getting them on the same level as well as adding the missing grids to make the website look professional for the recipient.

3.6.3 Email Marketing

Email marketing means sending an e-mail message to a customer list that often includes some kind of sales talk or "call to action". Its purpose is to get the customer to switch to a link that is linked to email. (Ryan, Damian 2014) Also, e-mail marketing costs are a fraction of the cost of a direct marketing campaign, for example. For e-mail marketing to work as intended, emails must be timely, targeted, and relevant, as people often direct such messages directly to the spam folder. (Kotler, Keller, 2012, 543)

Newsletters and marketing via email are very effective ways to boost the company's marketing, because they are only sent to the people who are already interested about the company. Well implemented, this leads to more crawlers on web site, raising people's awareness of new services and blog posts, increasing sales, and the successful engagement of the customer.

To create effective newsletters, they need to be obtrusive, informing and interesting enough to make the viewer to click open the website or blog post. The message needs to be out there clearly, and it also needs to entice its viewers visually, so the receiver doesn't click the message straight to the junk mail.

3.7 Social Media Marketing

Facebook has over 16 million active users in Australia, which makes it so much easier to reach customers and right, target groups. Facebook company pages can also monitor the activity of people and how well the company has reached people and in what time. With Facebook marketing, a company can also make marketing visible to its right target audience and thus reach the right people who might be interested in the company and its services. Visitor's information can also be tracked in real time by visitor information, such as age distribution, gender distribution, likings and the effectiveness of updates. Facebook messenger is a powerful tool for a potential customer to reach the company quickly and effortlessly. (Facebook Business, 2017)

In Facebook marketing, the most important thing is the attraction and interactivity. The differentiation and interesting content makes people sharing and liking, photos, videos, and interesting headlines makes it easier to get people to click and track company Facebook pages.

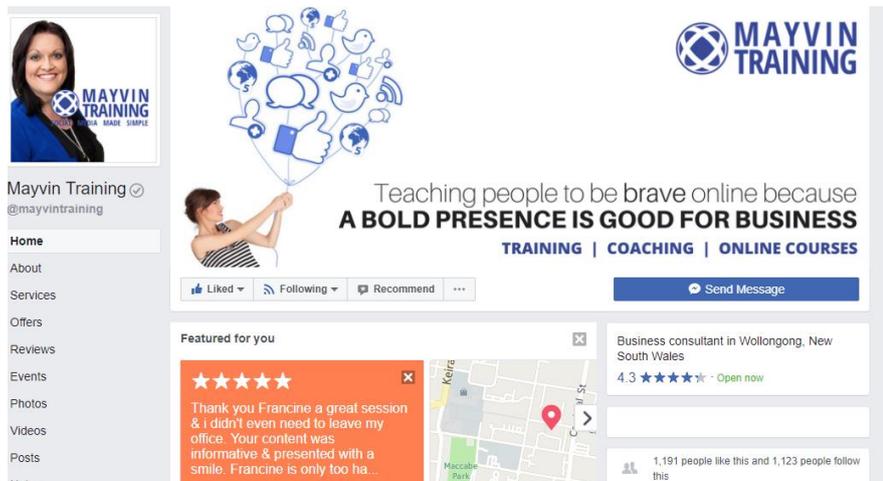


Figure 3. Mayvin Training Facebook profile (Facebook, 2017).

Mayvin Training's Facebook page is pretty good, they post frequently and start conversations. An improvement for Mayvin Training is that they would invest more in illustrations, interesting content and bringing audience closer to the company. Interactivity, competitions, for example, how to knock on a site, are a good way to get more on the page, which adds more visibility. And so, Mayvin Trainings overall Facebook profile (Figure 3) design could be changed to make it look clearer and more modern. Adding a somewhat simpler profile image so that something more detailed could be put on the cover image (Figure 4).

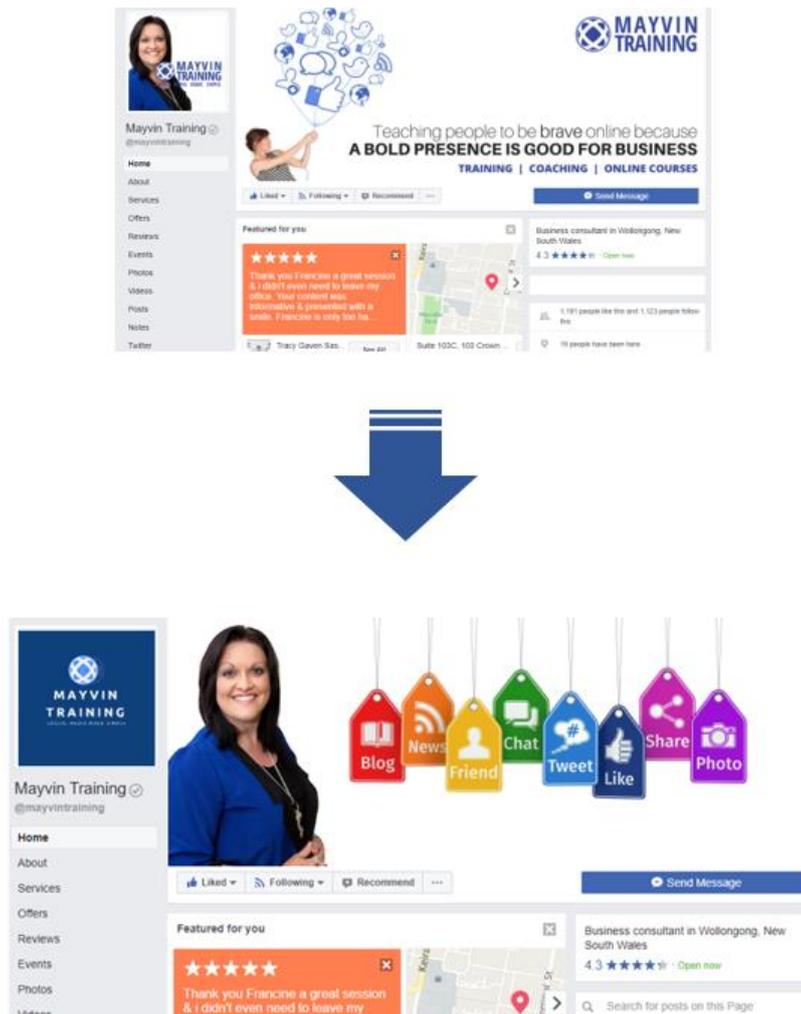


Figure 4. Suggestion for Mayvin Training's Facebook profile.

LinkedIn users are statistically slightly older and more educated than for example a Facebook user, which means that it's easier for Mayvin Training to find their own target group. LinkedIn works the best with content sharing - not so much with advertising. Sharing own opinions, articles, news and blogs, and even sharing a bit lighter and more fun content might work. Getting a lot of contacts and creating a big network is very important in LinkedIn usage to get more visibility to the company. Joining the right groups can lead you to the right people, which is the ideal. In LinkedIn, you can also create pay-per-click ads like Facebook, which can reach the target audience more easily and efficiently, without much work.

For Mayvin Training, it would be important to get the page to a professional standard. When the overall layout is sound, it will be much more enticing to the readers & potential consumers. Sharing articles and blog posts occasionally is a great way to stay relevant.

3.8 Content Plan

The production and marketing of content is popular and effective nowadays, making the companies want a content plan to include in the marketing plan. This content plan concentrates on what kind of content is interesting, what makes people get to like and share the content. Also, content calendar is included to the Content plan.

Three main values to create content is “Inspire, Educate and Entertain” and the ways to reach these are to create emotions and feelings with stories and sharing informative content as well as surprising the audience with easier content occasionally and make them laugh and share. (Google 2017)

One of the most important goals should be to improve the sales of a company, while also giving the customer some tangible benefits. The best practices of content marketing are enhancement of visibility, the emergence of expertise, the creation of trust in the customer's eyes and the increasing efficiency of marketing.

In the creation of the content, the design, the creation and the continuous publishing of one's own style are paramount. Importantly, the content must be versatile, no one can read similar publications from one week to the next, but let it be something new every time. Also, creating content, which does not interest the target group, is waste of resources, and it does not make any kind of extra benefit for the company.

The content should also be compatible with the business brand and target the target group to identify it as a publication for a specific business without even seeing the brand name. To get new followers, only way is to share such an interesting content that current followers want to share them on their own pages. The goal is to create an interesting and easy-to-find inspiration. Get interactive, inspire discussion and challenge people.

The key for successful content is to create emotions. When a reader feels some kind of emotions when reading or looking at content, bursts into laughter, feels anger and sorrow, more likely she / he wants to share the same feeling with others. Stories can easily revive emotions, but they are also easy to ignore with a quick glance and that is why they need to be planned and implemented well enough. (Coles, 2015, 23-24)

Content Calendar is a table that shows how much content the company should create in each channel they use, for example, monthly or weekly. It facilitates the company in scheduling so that all channels are used, and it also helps the company grow and increase its visibility. (Salswedel, 2017)

The content calendar (Table 2) compiles all the channels the company is doing content. It is estimated how often each channel would be good to post content to keep it interesting and meaningful to followers. The company's resources have also been considered as the company is quite small, which means that there is not necessarily much time to produce new content all the time. The table also considers repositioning, ie shifting the same content to multiple channels, which facilitates a lot of workload.

Table 2. Content Calendar.

Month	1	2	3	4	5	6	7	8	9	10	11	12
Blog Post	1	1	1	1	1	1	1	1	1	1	1	1
Facebook	4	4	4	4	4	4	4	4	4	4	4	4
Linked In	1	2	1	2	1	2	1	2	1	2	1	2
Newsletter / Email	1	1	1	1	1	1	1	1	1	1	1	1
Webinar / Podcast		1		1		1		1		1		1

3.9 Control

Tracking the of the effectiveness of marketing is essential. As some channels are not necessarily the most effective in attracting your target audience, resources can be moved to a more successful channel that better reaches your target audience according to the tracking.

Some of the channels also have their own tracking systems. Facebook's business pages are easy to track the profitability of marketing and how well it has reached the target audience. It is also able to track the success of a single post, so it is easy for a company to find interesting ways to market and reach the target audience and get most of the marketing.

Marketing tracking can also be monitored by asking the customer directly, how they found or came across Mayvin Training. For example, in the context of a web site message, there may be a question at the end where the customer can easily choose from

the pre-existing options where they founded the company. This allows the company to automatically learn which channels are most effective.

Customer feedback is extremely important, and asking the customer's satisfaction is always worthwhile whenever possible. The feedback form is a powerful tool and the customer can answer more detailed questionnaire form which is send via email after the process. These results can be used to further develop the site.

4 Conclusion

The purpose of the thesis was to create a marketing plan for the Australian company called Mayvin Training. The marketing plan was also accompanied by a content plan aimed at finding new ideas for the company and consistency in the production of content. The sources of the work were to use the newest possible information about marketing, guides, books and article resources.

Mayvin Training has experienced challenging marketing systematization and they missed new, innovative ideas for its development. The company also needed more visibility, which would also increase customer flow. The goal was to find answers to these problems with a marketing plan. The final result was satisfied by the company's director, Francine Bishop, who gave positive feedback on the finished output.

4.1 Validity of the Thesis

Overall, the results of the thesis are reliable, because the reliability of the sources and their authors are genuinely respected. However, only one person interviewed for the study, which could weaken the feasibility of the results. As a director and founder of the company, she has the most knowledge about the company and its activities throughout its existence. However, this may give unilateral image that will weaken the reliability of the results.

Quite few of the sources in this thesis are mostly professional articles, as well as marketing guide books and marketing textbooks. They can be considered reliable because of the professional background of their writers. There was also an attempt to choose

the sources on the basis of their topicality, favoring as new material as possible, which also significantly increases the reliability of the results.

4.2 Author's own learning

The author chose the topic because she was rather confident in the subject area of her own skills, and she chose to challenge herself to work alone for the first time. The thesis was a rather challenging process, especially since the company was unknown to me before. As a special wish, the company wanted as much innovative ideas and new suggestions as marketing channels as well as to improve the old channels. That gave the author a lot of freedom to be as creative as she could and think outside the box.

The author's assumption at the beginning was that the biggest work is to be a current analysis, and she was exactly right at that point. She also believed that budgeting would bring some challenges, because she felt it was her weakness. However, there was an earlier budget that the company was accustomed to using, and she also created it on that basis.

The final marketing plan was successful and gave Mayvin Training the new ideas they wanted to improve marketing. Also, the study helped the author to better perceive the flow of the process and to work independently work through the project.

References

ABC Audience Insight, ABC Podcast Research 2017. <http://www.abc.net.au/xmlpublic/radio/podcasts/Podcast-Survey-2017-Final-External.pdf>. Accessed 9.10.2017.

Armstrong, Gary; Kotler, Philip; Saunders, John; Wong, Veronica 2005. Principles of Marketing 4th Edition. Pearson Education Limited, England.

Bishop, Francine 2017, Director of Mayvin Training

Bragg, Steven. 2017. Accounting tools. Budget definition. <https://www.accounting-tools.com/articles/what-is-a-budget.html>. Accessed 10.4.2018

Chaffey, Dave; Smith, P. R., 2017. Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing, 5th Edition, Routledge, Oxon.

Coles Linda 2015. Marketing with social media: 10 Easy Steps to Success for Business. Wrightbooks, Brisbane. Accessed 24.09.2017.

Damian, Ryan. 2014, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, 3rd Edition, eBook.

Duermyer, Randy. 2017. Steps to Create a Marketing plan. The Balance. <https://www.thebalance.com/what-is-a-marketing-plan-1794426>. Accessed 9.4.2018.

Facebook. Marketing on Facebook, Facebook adverts. <https://www.facebook.com/business/overview>. Accessed 4.9.2017.

Fill, Chris; Jamieson, Barbara. 2014. Marketing Communications, Edinburgh Business School, Edinburgh.

Gunelius, Susan. 2017. Brand Positioning for a Competitive Edge – Part 3: Competitive Offence and Defence. <https://aytm.com/blogresearch-junction/brand-positioning-for-a-competitive-edge-part-3/>. Accessed 24.08.2017.

Kotler, Philip; Keller, Kevin Lane. 2012. Marketing Management. 14th edition. Prentice Hall, New Jersey

LinkedIn marketing solutions, 2017. <https://business.linkedin.com/marketing-solutions>. Accessed 14.09.2017.

Mayvin Training website, 2017. www.mayvintraining.com.au. Accessed 06.08.2017.

Salswedel, Emily. 2017. Why are Content Calendars Important to Social Media Strategy? Synectics Media. <https://synecticsmedia.com/why-are-content-calendars-important-to-social-media-strategy>. Accessed 9.4.2018

Think with Google, Creator Playbook for Brands, 2017. <file:///C:/Users/Fiina/Downloads/youtube-playbook.pdf>. Accessed 11.10.2017.

Trading Economics, Australia's GBD. 2017 <https://tradingeconomics.com/australia/gdp-growth>. Accessed 4.9.2017.

Universal class. Marketing Strategies: Promotion, Advertising, and public relations. <https://www.universalclass.com/articles/business/marketing-strategies-promotion-advertising-and-public-relations.htm>. Accessed 9.4.2018.

Rasen, Stan. 2012. How to effectively use free samples to promote your products. Business 2 Community. <http://www.business2community.com/marketing/how-to-effectively-use-free-samples-to-promote-your-products-0230910#wAPSrf6gjfe4pg4c.97>. Accessed 14.9.2017.