

Flush Weight Loss Marketing Plan

- **Marketing Vision –**

- **Flush Weight Loss** provides weight loss supplements online and through social media
- The main target audience includes women, who want to lose weight.
- The business is owned by *Meg Cummings*.
- **Flush Weight Loss** will rapidly gain market share by offering needed online e-commerce opportunities, outstanding customer service, and reasonable prices.
- **Flush Weight Loss** will focus on:
 - *Marketing.*
 - *Responsiveness.*
 - *Quality.*
 - *Creating.*
 - *Retaining Customer Relations.*
- The primary revenue stream for the business can come from the sale of weight loss supplements to the general public.
- **Flush Weight Loss** is a business designed to become the market leader in web-based sales.
- Many companies have recently failed, but the internet is poised to support online item providers.

- Most of the businesses failed because of access to capital with an unproven model and no true revenue streams.
- **Flush Weight Loss** will overcome these problems with an easy to use website and an efficient system.
- The mission is to provide the finest and functional weight loss supplements, using the Internet to lower the consumers' cost.
- **Flush Weight Loss** will exist to attract and maintain consumers.
- The online e-commerce features will exceed the expectations of the clients.
- **Flush Weight Loss** will make a cumulative impact on the buying patterns of customers through the viral effect of its:
 - *Marketing.*
 - *Growing Sales.*
 - *Membership.*
 - *Increasing visibility in the community.*

- **Goals –**

- **Individual goals for the CEO include:**

- *Maintaining steady work on marketing after launch, including one hour each morning, six days a week.*
- *Setting up private relationships with other business owners and heads of relevant associations that can help the business in terms of visibility and direct referrals.*
- *Receiving a living wage from the company from launch, and increasing income from the business every year.*

- **Business goals include:**

- *Growing Sales.*
- *Increasing referred consumers.*

- **Tactical goals include:**

- *Establishing a thorough web source, as shown by the number*

of links to other sites.

- *Forming a useful email newsletter, as shown by the number of subscribers.*

- **Strategic goals include:**

- *Acquiring increased customer satisfaction, as shown by the growth of client testimonials.*
- *Obtaining increased consumer input into sourcing, as shown by the growth of member participation in advisory groups.*

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- **Purpose –**

- **Flush Weight Loss** will grow its business in order to return profits to its CEO and founder, of course, but also to have a considerable impact on the online e-commerce using habits of the area.
- The target market can be global.
- **Flush Weight Loss** will emerge as the leading online store provider specially designed to meet the needs of the clients and weight loss supplement seekers.
- **Flush Weight Loss** will be a place for online e-commerce seekers to find the services that they need.
- **Flush Weight Loss** will use a high-impact marketing campaign that will drive a tremendous amount of traffic to the website.

- **Picture –**

- **Flush Weight Loss** is an online store provider, where customers are not only treated with a smile and courteous attention, but enjoy the complete transparency of the process.
- A customer entering the website would immediately learn of the company's difference from the online store clerk, and see this difference by reading the many profile cards on its suppliers.
- Because using services at **Flush Weight Loss** will mean high-quality supplements, which are unique and makes the customer feel good.

- **Market Needs –**

- **Flush Weight Loss** will provide the customers with the comprehensive online e-commerce store.
- **Flush Weight Loss** will offer the clients the highest quality supplements available.
- **Flush Weight Loss** will seek to fulfill the following benefits that are important to the consumers, including:
 - **Competitive Pricing.**
 - **Customer Service:**
 - *The clients must get the sense that all of their needs are being met, regardless how small or inconsequential it may seem.*

• **Keys to success –**

- Continue the heritage by exceeding customer service expectations every time.
- Fast customer delivery.
- Well-trained employees.
- Selection.
- Exceed customers' expectations.
- Offer comprehensive and flexible services.
- Address market needs.
- Outstanding customer service.

- Efficient operations.
- Grow sales and diligently control expenses to become profitable.
- Maintaining and growing a market presence that will continue to keep production growing.
- Maintaining and expanding the current clientele base.
- High demand for the services offered.
- To have friendly relationships with the clients.
- Maintaining a respectable and untarnished reputation in the community.
- Competitive pricing.
- Provide **100%** satisfaction for the consumers.
- Be an active member of the community.
- Encourage customer input.
- **Superior Customer Service:**
 - *Provide reliable, high-quality online e-commerce store features.*
- **Environment:**
 - *Provide a clean, friendly, and comfortable environment conducive to giving professional trusting service.*
- **Convenience:**

- *Offering clients a wide selection of weight loss supplements.*

- **Location:**
 - *Provide an easily accessible location for customer convenience.*

- A program that will create customer loyalty.
- Superior products will promote consumer loyalty.
- Advertisement.
- Web traffic.
- Know the market.
- Pick the right advertising software platform for the business.
- Ensure sustainable profits.
- Build long-term relationships with clients.
- Competitive pricing in the overall general marketplace.
- Easy access to end-users, as the products, can be available 24 hours a day via the Internet.

- **Marketing Strategy –**

- The long–range goal of ***Flush Weight Loss*** is to not only dominate the market but also create an icon brand.
- Initially, ***Flush Weight Loss*** will engage in web–based marketing for the next year to generate awareness of the business and product information.
- Because internet–based advertising has declined in recent quarters, the prices for advertising have consequently significantly dropped making the expenditure more cost-effective.
- ***Flush Weight Loss*** will engage in outdoor advertising, providing general awareness to the public at large and direct individuals to the website.

- **Marketing Mix –**

- The marketing mix is comprised of the following approaches to:
 - *Pricing.*

- *Advertising & Promotion.*
- *Customer Service.*
- **Pricing:**
 - *The pricing structure will slightly undercut the national brands.*
 - ***Flush Weight Loss** will be able to do this by leveraging its efficient business model.*
- **Advertising and Promotion:**
 - *Internet-based marketing, as well as outdoor ads, will be used.*

- **Core Strategy –**

- The results that **Flush Weight Loss** can hope to see can consist of:

- *A steady ability to charge prices, which are significantly higher than big-box e-commerce providers.*
 - *A loyal following, shown by having individuals sign up for the company in the first three years.*
 - *Ability to source unique items.*
- **Core Branding Elements:**
 - The visual look of the brand will be supported by the following:
 - *Use of the logo and color theme on all advertising materials, business cards, product description cards, and the exterior sign for the online store.*
 - *An informational website featuring the logo and color theme.*
 - *A **FACEBOOK** page and email newsletter sharing the same logo and color theme.*

- **Services Innovation –**

- **Flush Weight Loss** will seek to expand its customer based through:
 - *Suspects (those who may or may not be qualified to become buyers): the website and an email newsletter available for sign-up on the website or via **FACEBOOK**, offers information on specials at the store as well as links to other local businesses with the same mission.*
 - *Prospects (those who enter the shop or online store): small gift items can be offered, also known as **freebies**, to entice prospects to make a first introductory purchase.*
 - *The logo and core message on the other side. These gift items can be wrapped in a beautiful and comfortable bag for clients if desired.*

- **Marketing Materials –**

- The marketing materials can include a marketing kit focused on businesses which can provide referrals.
- The marketing kit can include an introductory letter from the management tailored to the specific recipient.

- **Overview of the business:**

- *Mission.*

- *Business Model.*
- *Target Demographic of **Flush Weight Loss**.*
- *Description of the referral program.*

- **Customer marketing materials can include:**
 - *A store business cards for general distribution and personal business card for managers.*
 - *Profile cards featuring each supplier to be given out with purchases of that supplier's products.*

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12. Different Marketing Strategies –

- **Outbound Marketing:**
 - Reach consumers through general media advertising as well as through in-person contact.
 - Initiate a conversation about a product by rapidly spreading the word of its existence through a variety of traditional marketing methods.
 - TV Advertising.
 - Personal face-to-face meetings.
 - **Impersonally Personal** – **Cold-calls** and blanket emails.
- **Direct Marketing:**
 - Address customers through a multitude of channels, including mail, e-mail, phone, and in person.
 - Use telemarketing and newsletters.
 - **Use Infomercials** – Infomercials are television commercials that companies use to sell product.
 - Run infomercials nationally or locally, the latter of which is the best way to test the offer.
 - Postcards.
- **Freebies Marketing:**

- Sell product at a low price with the purpose of increasing the sales of complementary products.
- Give away product or service that drives complementary purchases.

- **Trade Show Marketing:**
 - Use trade shows to build the brand, generate leads, and strengthen relationships with clients and key projects.
 - Start a valuable face–time with the most buyers in the shortest time.
 - Rent a place in a convention center or large ballroom and feature participants from every area of the industry involved.
 - Set up a business theater.
 - Booth activities and tour.
 - **Use humor** – start with something that surprises people and breaks expectations.

- **Search Marketing:**
 - **SEM** is one of the most effective ways to grow the business in an increasingly competitive marketplace.
 - Search engine marketing is the practice of marketing a business using paid advertisements that appear on search engine results page.

- **Keywords** – the foundation of search engine marketing.
- Use keywords in search engines to find what the clients' are looking for.
- **Paid search marketing** – is an inexpensive and scalable form of web marketing designed to connect ads with searchers actively seeking what the business provide.
- Use **SEO, Pay-Per-Click, and PPC Campaigns.**
- **Promotional Marketing:**
- **Promotional marketing** is a business marketing strategy designed to stimulate a consumer to take action towards a buying decision:
 - Contests.
 - Coupons.
 - Sampling.
 - Raise awareness about a product or service and increase its appeal.
 - Social Media websites.
 - **Giveaways.**
 - Promote the service or product while supporting a cause – giving customers a sense of being a part of something larger simply by using product they must use anyway creates a win/win situation.

- **Community Marketing:**
 - Involve forming an engaging brand presence in order to interact with a community of existing clients.
 - **Facebook** groups, online message boards, and **Twitter** accounts.
 - By creating and maintaining connections and relationships with current consumers via in-person or online communities, everyone involved will benefit.
 - **Connect** with existing customers with prospects.
 - **Connect** with consumers to improve product or service adoption and satisfaction.
 - Start peer-to-peer discussions.
- **Reverse Marketing:**
 - Inform the consumers and allow them to be in charge of their buying habits.
 - Encourage customers to choose the business instead of using forceful advertising techniques to get clients to spend.

- Improve brand image.
- **Cuts on hard sales and Abrasive tactics** – sales tactics push for the purchase of products and services designed to fix specific problems, but the attraction–marketing model enforces the building relationships and ensures rapport so the customers’ needs are met.
- **Provide value through follow-up** – strong relationships with consumers develop loyalty, profitability and lowered costs through high custom retention.

- **Expenses –**

- Advertising Campaign.
- Marketing Campaign.
- PR Campaign.
- SEO Marketing.
- Flyers.
- Brochures.

- Business Cards.
- Legal.
- Utilities.
- Insurance.
- Business Licenses.
- Office space.
- Rent.
- Office Equipment.
- Office Furniture.
- Office Supplies.
- Computers.
- Desk.
- Chairs.
- Telephones.
- Telephones.
- Internet.
- Web Maintenance.
- Web Development.
- Web Design.
- Web Hosting.

- Salaries.
- Consultants.
- Employees.
- Mobile App Development.
- Mobile App Design.
- Mobile App Maintenance.

- **Web Plan Summary –**

- The website will create an association between the brand name and a deep, authentic interest in supporting local, environmentally-friendly businesses.
- **Pages of the website will include:**
 - *About us - Mission and vision of the website.*
 - *Supplier profiles (with the same stories found on the profile cards).*
 - *Slideshow of weight loss products.*
 - *Instructions, hours, and contact information.*
 - *Business referral program description.*
 - *Organization listings of like-minded organizations.*
 - *Business listings of like-minded businesses.*

- The website will be the key to the business. It must be well designed, user-friendly and fully operational at all times. The website will serve both business owners and consumers, so the design must be done by a hired professional with experience with these sites.

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- **Social Media Plan –**

- The **FACEBOOK** page can feature similar information to the website, with a few differences, such as:
 - *Allow the users to engage instantly with the company by*

posting supplement likes, dislikes, and ideas, which can be answered directly by the management and support team.

- *Clients will be invited to become fans of the page in order to receive emails via **FACEBOOK** and additional updates.*
- *Discussion topics will be posted by the management about new online e-commerce features.*

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