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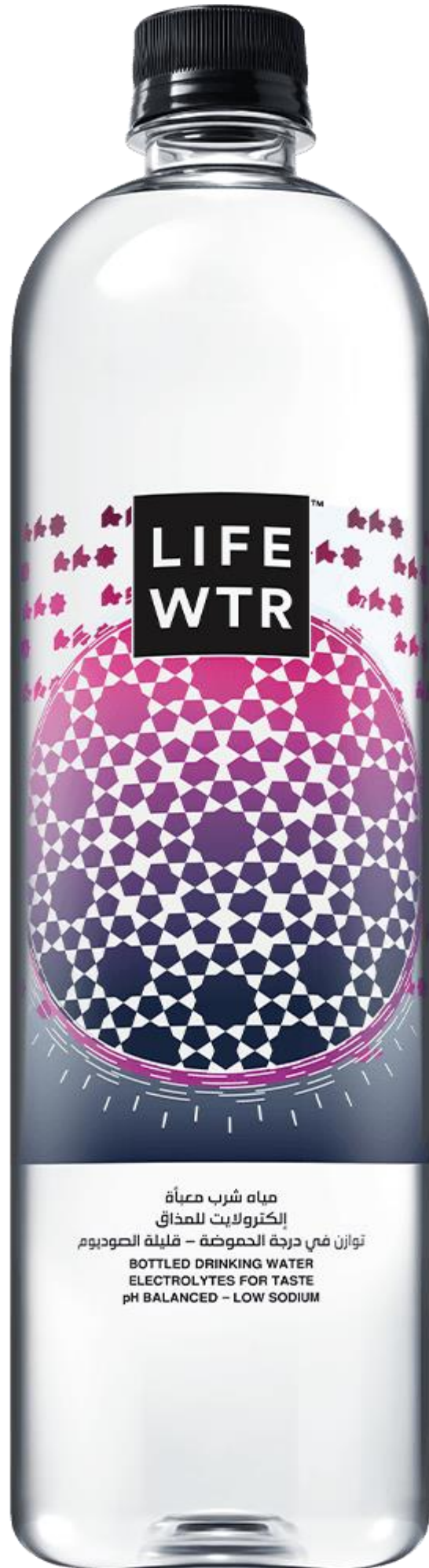
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Introduction

International marketing contributes to achieving a decent life for individuals in society. It also contributes to the growth of the economy of countries due to foreign business and profits achieved in foreign currencies. It also contributes to determining the required investment trends as a result of studying consumer requests and desires for products and services in all international markets. It also contributes to Reducing unemployment rates as a result of market expansion and providing great job opportunities in foreign markets.

Therefore, international marketing is one of the most important requirements for the development of the international economy, and it also contributes to realizing the dreams of individuals about expanding in countries, and making their brand global and not just local, so it contributes to raising the level of ambition among individuals to achieve their dreams at the global level.



- 1. A marketing proposal that includes a new logo and slogan for Tranquil Water, make sure to emphasize its use of bioplastics.**

Life Water slogan

To introduce Tranquil Water, to grow our company by exceeding the expectations of our customers by providing distinguished products and services in a safe, efficient, creative and happy work environment while playing our responsible role towards our society and the environment around us

Our vision

To be a pioneer in California in the field of innovative and sustainable water bottling. The company aims to produce healthy elite bottles of water all over California, its logo calm water and the use of bioplastics according to international health standards.

Key Roles and Responsibilities of the Marketing Function

Defining and Managing the Brand

One of the roles of the marketing function is to define the brand – who they are, what they stand for, what their products and services are, what *kind* of brand they are – whether they are a premium brand or a brand that caters to all the income brackets, etc. Defining the brand helps **Life Water** define the experiences they want their partners and customers to have when they're interacting with them.

The Marketing function is a specific role that aids a company or organization to classify products with the potential of becoming a stepping stone for the company in the marketplace, and later on, promote these chosen products. A normal marketing function plan/s may include marketing methods such as market research, creating a marketing plan, promotion, customer service, product development, and much more. These are just a few examples of how a typical marketing function work.

Furthermore, Marketing must be one of the top priorities of any company or organization for this has the potential of generating higher revenues for Life Water.

Market research makes it easier for Rolex to accurately define their target market and audience. This role also implicates an image of the products that they offer to the market. Market research leads to the comprehension of the qualities and weaknesses of life Water Company, being its major competitor. With this being said, Life Water will be a step ahead if and only if they are able to analyze the results properly.

Another point that I must add to support my claim of market research being a role of marketing function is because, all the components and results from the research that life water has conducted and will conduct, are used to strategize their attempts on how they will be able to influence the mindsets of customers and other potential prospects on purchasing their products. Not to mention the extremely high price of the products of Life Water which will make it even harder for them to convince the common public to purchase these said products.

A strategy is a complexly organized plan of any organization that may lead to the boosting of market sales of Life water's products. This is why a strategy formed by a marketing function team must be properly studied and analyzed because all the steps and decisions of the company will all be based on the strategy focusing on the specific decision that has to be made.

Ensuring Customer Needs and Wants

The marketing function is responsible for ensuring the needs and wants of their customers. Anticipating customer needs allows Starbucks to ensure that their products meet the expectation of the customers before they even ask for it. The needs of the customers can be identified through product feedback, social media, focus groups, etc. and this information can then be distributed to the relevant departments within the company. Making sure consumer needs are met will help the marketing department align with other departments, like the sales, product, and customer support team. (*Conductor, n.d.*)

Setting Marketing Strategies

The marketing function is responsible for setting the marketing strategies along the lines of the overall company objectives and strategy and is done by the senior head of the marketing function. In Starbucks, the strategy can be to enter a new market sector, or open another channel of distribution, like online distribution, in order to reach a broader geographical area/market. A strategy is agreed upon with the higher management or the board before campaigns are planned in depth.

Conducting Market Research

Market research is one of the major roles of the marketing function and involves particular knowledge of the consumers, price and product with the purpose of communicating the best products/services of Starbucks. Through market research, Starbucks can find out their target market, whether a community or city is susceptible to them opening a new store there, market trends, and many more that can help them sell their products. It also helps the company see how their products are being received.

Managing Marketing Budgets

The marketing function, like any department in Starbucks, is responsible for planning the budget for their next year and managing it in order to ensure a positive Return of Investment (ROI). The marketing function measures their actions and compares it to see whether the actions correlate with the proposed objectives and then choose the right path. This could be about wondering whether to invest in social media marketing or traditional marketing, and the right option is chosen based on the amount of budget they have. (*VERDOY, 2013*)

New Product Development

The marketing function works with the external or internal product development teams in order to create new products or improve upon the existing ones. The sale of the products that already exist are analyzed and gaps in the product range are identified to find opportunities for **Life Water**. Information on consumer preferences and needs are provided by the marketing team to the development team in order to help them find the improvements or features they need to incorporate into their new products. (*Linton, 2019*)

Adopting the Right Price

The marketing function is responsible for setting the right prices based on the product and the market research done. After the product development process, the marketing function sets the prices for the products (**bottles of Life water**). This could be for a new **Life Water** beverage or menu item. After the right price is set, a plan to launch the product is prepared.

Promotions and Communication

The marketing function is responsible for planning campaigns and developing materials for communications in order to promote the various products and/or services of Starbucks to consumers. Depending on the budget, the marketing department may promote through the Life water website, social media, etc. or release promotional product content through the press or via leaflets, brochures, etc. The ads may be designed and written internally or they may hire professional graphic designers or content writers to produce their work. Communication in a marketing function works in two different ways. The communication within a market function and communication of a marketing function with an external subject (i.e. customers).

Well-developed relationships must exist within the people involved in a marketing function. The sole reason for this is because if well-established relationships are not present among the people in this area, good communication will never take place; which is an important key to the workers' productivity. In some cases, companies like Life Water specifically, would send their employees to participate in team building activities, seminars, reduction on communication barriers, and other events that would help the employees interact and socialize more with one another.

Applying Customer-Centric Approach

The marketing department in **Life Water** needs to have a connection with their customers in order to better understand the needs and wants of the customer. By knowing what the customer is demanding from the business, they can aim to meet them. Collecting customer feedback through surveys informs them about customer prospects and makes them incorporate that idea into their menu or service.

Keeping Up with Competition

The marketing department is responsible for keeping track of the company's competition. This means Starbucks has to keep track of what products they're launching, their weaknesses and how to avoid making similar mistakes, along with the placement of the company, their target market, why customers prefer going to them, etc. Once this information is gathered, it can then be analyzed by the team in order to develop a better marketing for **Life Water**.

Managing Events

It is one of the responsibilities of the marketing department in **Life Water** to manage events. This includes training sessions, promotional events, conventions, etc. **Life Water** hold many events within a year, including conference calls to discuss their fiscal year, events associated with charities and non-profits.

2- Create a social media PR campaign that promotes Life Water as a greener company

As a result of the huge increase in the number of Internet users, which has become an ever-increasing and continuous growth that has never been seen before, marketing through the Internet has become not an option, but rather a necessity that cannot be ignored by every company.

One of the easiest and fastest ways to promote through the Internet is to create paid advertising campaigns. All you have to do is have an online payment method, a specific marketing goal, and in minutes you can start creating an advertising campaign for **Life Water**.

When it comes to advertising campaigns on social media, the interconnected marketing efforts designed to increase a brand's products or services through social media platforms.

In a simple context, social media advertising campaigns represent your brand, the ones that convey your message to unlimited audiences. In this current era, brands are now focusing on portraying the meaningful message through their advertising campaigns to break social stereotypes.



Advertising campaign for **Life Water** on social media basically works on two basic elements that decide whether or not the campaign will work which are as follows;

- Social Media Platforms for **Life Water**. - Social media platforms are the brand of choice for sharing valuable advertising content regarding their campaign to increase brand awareness in the audience.

Any actions or feedback they get for the advertising campaign or anything that conveys improved interaction in the target market is the online presence they are looking for.

- Content - It is not only related to the idea of the campaign, but also to a large extent depends on the content of the advertising campaign **Life Water**. Image and video quality, press release, blog posts, or infographic.

The success rate of an advertising campaign on social media depends on the quality of the visual content for **Life Water bottle** that can attract the attention of the target audience and earn most of the campaign money.

Social media is the most ridiculous weapon in digital marketing. The success of an advertising campaign on social media depends only on a few basic elements.

- focus

Every social media advertising campaign should have a focused and clear message to the audience about **Life Water**. It should be clear enough to explain the motivation behind the campaign. We recommend emphasizing one goal and building the campaign by devoting individual messages.

Time is important

In social media, campaign time is very important for achievement and should include events, trends, and activities currently going on among the target audience. With the Social Media Content Calculator, you can keep track of upcoming events and trends so that you can easily plan your campaign accordingly.

One simple way to search for unique ads and move forward that can be tracked through Livewater is to invest in an advertising intelligence tool that allows you to analyze the best ad that will definitely work for you. Social media advertising campaign always means posting an ad on social media but you need to analyze which ad will work with your brand and is it worth monetizing?

With PowerAdSpy, it will allow you to search and bookmark thousands of ads and interpret your brand without spending a penny. Let's you search for the best ads in your niche and what's in the current trending ads, allowing you to set a social media ad campaign with guaranteed ROI.

The cost of running a Live Water advertising campaign on social media depends on social media

platforms like;

Facebook social networking site

Instagram

Pinterest

YouTube

LinkedIn

Twitter

Pinterest

However, in social media, there are three types of tables can be used for **Life Water** determining -

- the cost of running an advertisement, which are:

- Minimum daily social advertising budgets

P Average cost-per-click (CPC)

- Average cost per thousand impressions (CPM)

- Social media advertising costs when it comes to the minimum daily social advertising budget



1. Minimum social advertising budget for Life Water Company

Facebook - social networking site

\$1 per day for impressions

\$5 per day for clicks, likes or views

\$40 per day for app installs or claims

Instagram –

Same minimum advertising budget on Facebook

YOUTUBE -

10 dollars a day

Next is the average CPC for social media ads

2. Average cost-per-click (CPC) for social media advertising campaign

Technically speaking, average CPC is the average amount you spent on your ad. Average CPC is calculated by dividing the total cost of clicks by the total number of clicks.

That is why average cost per click is the preferential factor that advertisers and marketers seek first. Below is the table below to explore the average CPC for social media platforms;

Facebook - \$0.97 per click

Instagram- \$3.56 per click

YouTube - \$3.21 per click

LinkedIn - \$5.26 per click

Twitter - \$0.38 per click

Pinterest - \$1.50 per click

3. The average cost per thousand impressions (CPM) of a social media ad campaign

It is a marketing term that depicts the price of 1,000 ad impressions on a single web page. It is the average amount an advertiser pays per click for each impression of their ad.

Facebook social networking site

\$7.19 per 1000 impressions

Instagram-

\$7.91 per 1000 impressions

YOUTUBE-

\$9.68 per 1000 impressions

LinkedIn-

\$6.59 per 1000 impressions

Tea Water-

\$6.46 per 1000 impressions

Pinterest-

\$30 per 1000 impressions

Why are advertising campaigns on social media important to **Life Water** brand?

As we know, social media advertising campaigns are a set of advertisements that revolve around a single graphic message to achieve a goal. Usually a great way to:

- Driving organic traffic and sales of products or services
- To generate potential clients
- To create brand awareness.
- To reap the most benefits from a social ad campaign, we have listed a few of the listed platforms and their advanced tactics to craft the best platform ad. So without any further delay, let's get to the point.



Facebook is the ultimate destination for an advertiser to launch ad campaigns on social media. With more than 2 billion monthly active users, it provides a seamless opportunity to reach the public.

Here are some advanced and well-researched advertising methods on Facebook;

1. Retarget your audience - remember that your ad is the first impression of your brand, it will convince the audience to go to your landing page. Hence try to design unique and new ad campaigns, and don't

choose to run the same ads for your audience segment.

2- Analyze your audience Analyzing your audience always requires testing. Exhausting ads is a bold challenge on Facebook. It is recommended to test your audience with new ads every two weeks.

3. Emoji's **Life Water** brand - Believe it or not, but emojis are a magnet to attract audiences to your brand. Try something new with captions and details with emojis. It has proven to be effective in increasing CPC and CTR



Instagram has more than 500 million monthly active users and has the highest audience engagement, which means that a well-designed and strategically accurate advertising campaign can grab a lot of attention.

Instagram is the perfect choice for Livewater in California due to its highly addictive users and features designed for target audiences of diverse domains.

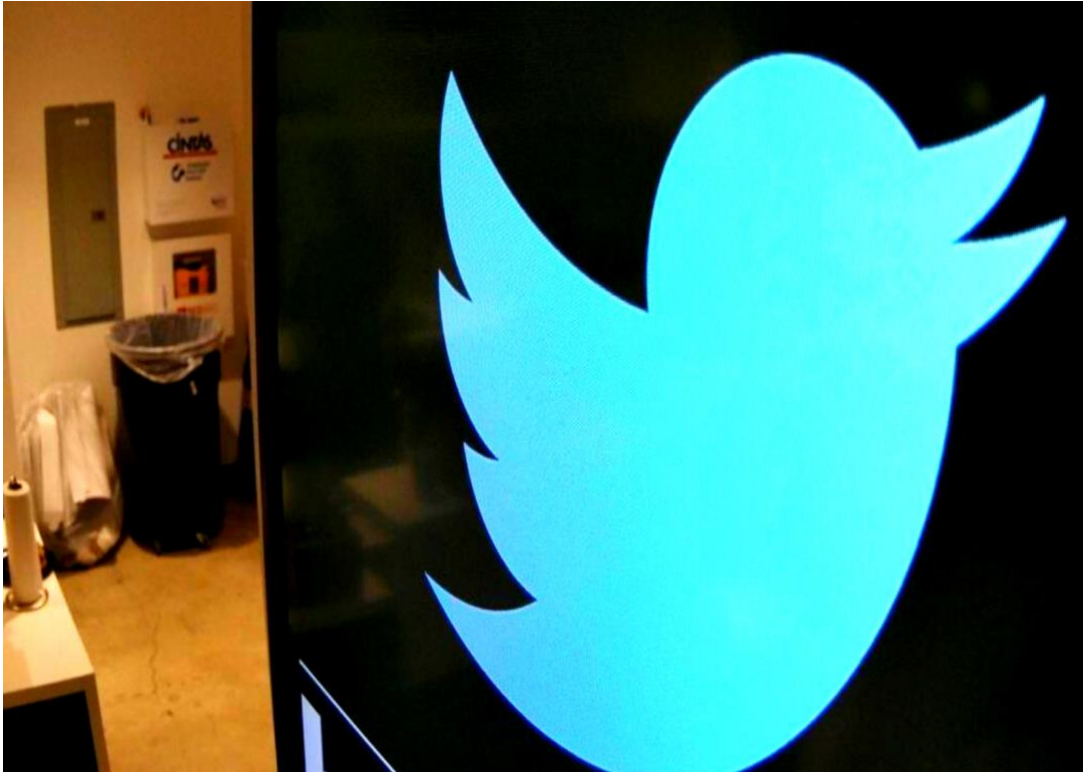
advanced tactics for advertising on Instagram;

Visuals- Instagram is known for its visual content, hence the core of advertising should be based on high quality and attractive visuals which makes the buyer's motivation cannot ignore what you offer.

Hashtags - One of the best ways for a Live Water California company to connect with your niche audience

is by using relevant hashtags. Hashtags drive organic traffic to your ad that every advertiser desires.

Twitter ad for Livewater in California



- Twitter verse is the most popular social media platform with unparalleled access for users to connect with both advertisers and followers. With over 328 million monthly users, advertising on Twitter is not an easy task to slip through. It has some great and bright features for advertisers but still when compared to Facebook, Google and Instagram ads.
- Twitter has its drawback, but here we focus on the positive facts, so, some of the advanced advertising techniques are;
- Shop Now - While advertising ensures a Shop now CTA is added to drive leads to your e-commerce site.
- Images - Use relevant and visually appealing images that match your brand criteria and draw attention towards your brand. These were the top 3 social media platforms that are the best choices for an advertiser to display ads on, and advertising with these mentioned methods will allow you to reduce the few errors that make your ad popular and cause unexpected ROI.

Thus, Social media advertising campaigns are a better alternative than e-commerce for Lifewater. Keeping up with your marketing strategies and trying unique advertising campaign ideas will serve you in the best way. Regular testing and analysis is the key to campaign performance. PowerAdSpy can be your real assistant to get a detailed overview of which ads are working best and to implement

ads for your brands to get better ROI.

Social media platforms have their own marketing language, make sure you understand the language of each platform, as well as the language of your target customers to succeed in preparing an appropriate and effective marketing message and achieve the desired goal.

Campaign 1: Marketing using success stories from previous clients

Talking about success stories to your brand's customers is crucial to successfully promoting and marketing your products or services.

From the above, it appears that social media has now become more professional and professional to reach the target audience, including (Facebook - Twitter - Instagram - Pinterest) and many other social media, and that what distinguishes digital marketing and advertising campaigns through social media is the speed of reaching the target audience And the ease of communication between customers and the owners of the company or project, and thus increases the percentage of sales and profits in a large way over the old methods used in marketing.

Conclusion

In this report, I presented a comprehensive and broad presentation about Lifewater and its ambitions in light of its future plans. I presented a vision of marketing and the required capabilities, then presented a broad and comprehensive proposal for the company's marketing methods through social media platforms that have imposed themselves strongly these days as digital advertising that reaches millions of consumers in California.

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