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COVER PAGE AND DECLARATION

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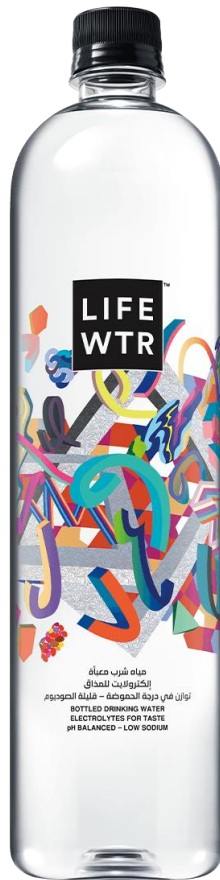
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Introduction

International marketing is currently receiving great interest from writers and those interested, and this is due to the huge developments that have taken place in the international trade movement, in the context of what is economic blocs and the World Trade Organization or what is known as economic globalization and the subsequent conflicts between countries or rather between institutions to acquire the largest share from the global market

The international marketing is the exchange that takes place across international borders, for the purpose of satisfying human needs and desires. The importance of international marketing is manifested in expanding the market, attracting new customers, avoiding competition, and increasing the number of business.

The difference between marketing and international marketing is the flow of goods in international marketing that takes place in more than one country, and therefore the essence of the difference lies in the environment you are dealing with, its culture, habits, lifestyle and geographical location.



**At LIFE, we offer you the purest
ZERO CONTACT. ZERO PLASTIC**

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

We are a Live Water Company in California, offering the best types of water in terms of quality and purity, with the use of bioplastics in the packaging. Our goal is to provide healthy pure water that consumers enjoy when they consume it

Our vision

We seek to improve the quality of life by providing all consumers with pure water, sustainable and efficient service, and sewage treatment using modern methods in order to preserve the environment in an optimal manner.

Strategy

In Carrefour the senior member of the marketing division assumes liability for setting marketing strategies in accordance with general organization strategies and goals. The strategy might be to build increase a particular market area, perhaps another division or maybe to open another channel of distribution for example, the Internet in order to achieve a more extensive geological market. The marketing division achieves concurrence on strategies with the board or the head office before arranging campaigns.

Strategy

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Defining and Managing the Brand

The brand is a guide that sets the basic rules for representing the identity of the brand, such as the design of the logo, the fonts used in the designs, the colors and the type of images appropriate for this identity. This identity is expressed in one format and one spirit, that is, in the case of multiple people in the company's team, whether in the customer service, marketing department or design department, everyone knows what is the appropriate way to present the work within the brand identity, and that is only by using a special brand for each brand

What are the elements of the brand for Life Water?

The brand includes different items such as Logo and Shapes, whether used in product design or advertising. Special melody (once you hear it, one can expect the advertising company!)

Smells, such as using a special perfume in the brand, or a specific smell we find in a particular hotel or restaurant

Colors, brand-specific shades like yellow and blue (life water bottle). Graphics and more

Why branding of Life Water is important?

Think of the brand identity as the personality of your company, through the brand identity, people learn

about your company, its style and how it deals with customers. The brand of life water makes us remind the bottle of the company continuously

Market Research for life Water

As the world grows and develops at a rapid pace it is getting more and more difficult to please customers and impress them with new innovations therefore, it is crucial for businesses like Life water to showcase new products or services that they could think of in order to gain more customers as well as become better than their competition. It is important to always enhance or develop different products so that the people won't get bored with the same old selection and move on to different businesses.



Communications

Marketing divisions design campaigns and create correspondences material to elevate items and services to consumers and prospects. Depending upon their accessible budget status, they may design advertising campaigns, create email showcasing programs, make limited time content for the organization site, compose official statements or product distributions, for example flyers, company leaflets, product information sheets or consumer pamphlets. They may compose and outline the promotional material if there happens to be somebody within their division with the necessary capabilities and skills or they may select a publicizing agency or design firms to deliver the work.

Consumers love to be impressed with new and eye pleasing things, which is why it is crucial for Carrefour and any other organization to properly communicate the products they offer with beautifully made leaflets or pamphlets with great designs. This can be done by either Life Water itself or a designing company. If this is done by Life Water it could possibly lead to an increase in their sales revenue of water and attract more and more customers which is something that all companies are aiming for.

Events

In a few organizations, marketing divisions are in charge of sorting out events, for example, exhibitions, workshops, sales conferences or consumer hospitality events. They design the coordination of the occasion, booking exhibition booths or meeting offices for instance, and give occasional material like displays,

presentations or handouts. They likewise elevate outside events to customers and prospects to guarantee effective participation.

When LIFE WATER or any other organization hosts an event the main purpose is to promote themselves to potential customers. So this responsibility falls on the burden of the marketing department, since it would advertise the company and it is the overall job of the marketing division to advertise the company.

The marketing environment consists of internal and external factors that surround the business and affect the marketing department's operations. The roles and responsibilities of the marketing department are linked to the marketing environment in a number of ways.

Another example is that the marketing department also manages the product development aspect of the business as they are searching for new innovative ideas to introduce to the market, now this is influenced by one of the external factor of the marketing environment which is the social factor which is the things that affect a person's lifestyle and it affects the product development of the marketing department in Life Water because they have to learn and know what are the changes in today's lifestyle choices by the consumers. The external factors of the marketing environment must also be considered by the marketing department as it too would influence the way the marketing department operate, if these factors are considered it would help the marketing division enhance the way they handle their responsibilities in the organization.

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From the examples I have given we can see that the roles and responsibilities of the marketing department is greatly influenced by the internal and external factors of the marketing environment. If the marketing department doesn't apply what they know from the factors of the marketing environment it could possibly lead to a poor performance of the department and would lead to catastrophic results and outcome for the organization.

I believe that each of the roles and responsibilities of the marketing department are influenced by the marketing environment as it would result in gaining more knowledge as to how they would handle and manage their tasks.

Finance/Management Department

. Marketing can likewise give contributions on sales estimates under various promoting methodologies

scenario. The finance management department can be bolstered by money related information sources given by promoting in addition to other information, such as market actual/expected response to a product or service.

In Life Water the marketing division would need to coordinate with the finance department if they want to have an increase in their market research, promotion, advertisements, etc. anything money related would need to be coordinated with the financial department in order to analyze if the organization can afford to give the requested amount of money.

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Sales Department

In the sales department of Life Water it is their obligation to create a strong relationship with the customers and clients in order to gain more profit, and the marketing division can help them in this matter by providing ideas and input as to what the clients and customers want from the sales department of Life Water, this would result in a higher profit rate which would overall be very good for the organization

Research and Development Department

As the world looks for new innovations every day, and as consumers are getting harder to impress it is the duty of the research and development department of Life Water to figure out what are the possible products and services that they can add to their wide range of selections.

The marketing department can assist in this matter by providing the research and development department some information that they have attained from market research, they can give information regarding the newest trends these days and how they could innovate Life Water's different products of water in order to gain more customers to purchase in their stores.

All of the things I have mentioned are the departments that relate to the marketing division of Life Water and based on this we see that Life Water affects numerous other departments and vice versa. In reality, the whole organization is connected to each other no matter the department, they all work together to achieve the same goals and they all work for the same organization.

Price

Life Water for the most part takes after the 'low costs each day' strategy, yet as often as possible switches between a blend of strategies. Life Water generally keeps a low cost for the delicate items like the items which are exceedingly versatile, non-sensitive items are sensibly evaluated and imported items are estimated highly. Be that as it may, the real bit of the income originates from the offer of Life Water's own image

items which are estimated according to the request. This gives an understanding about the evaluating technique in the marketing mix of Life Water .

If we would observe, the prices that Life Water has set for their selection of products ranges from average to low costs. There are also a lot of discounts that Life Water gives to the customers resulting in a reputable image of their company and the attraction of many more prospects.

Promotion

Life Water always offer a lot of promotions to its customers, at some point or another there will always be a discounted sale going on in their stores.

People

Life Water puts in a considerable measure of exertion and assets to prepare its current employees not exclusively to give incredible administrations to the clients but also to pass on their skills and eventually raise the administration principles. Notwithstanding compensations, workers are offered different offices like health advantages, supplementary annuity schemes, benefit sharing plans and so on. Life Water offers a considerable measure of alternatives for the workers to upgrade their aptitudes and climb the positions, similar to individual training ways and yearly meetings

There is a considerable amount of investments that Life Water should put on their employees, since this company is ever growing and expanding, they train their employees by providing them with seminars, team building exercises and training to upgrade their skills and become more efficient workers.

Managing Marketing Budgets

Having a well-defined budget helps you set realistic standards and goals that will move your business forward. Depending on your budget, you can set realistic expectations for different marketing channels and better understand the revenue you need to earn to make your marketing efforts worthwhile. (VERDOY, 2013)

New Product Development

Presenting a development in the water bottles at Life Water will help it to attract the largest number of consumers, people are different according to their personalities, tastes and desires, there are those who choose small bottles and others choose large bottles or according to prices. (Linton, 2019)

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

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 owners of the company or project, thus increasing the percentage of sales and profits in a large way over the old methods used in marketing

Building your audience and creating a communication link between you and customers are important factors for conducting a successful and continuous advertising campaign

In addition, the way you deal with customers who show interest in your product or service.

In addition to the method you use to search for customers, it can determine the future of your company, as well as it may contribute significantly to increasing sales significantly

In the past, all institutions, companies and commercial projects competed with each other to show their commercial advertisements on television or radio channels

In addition, some of these companies resorted to advertisements for famous newspapers, newspapers and magazines, and this of course costs many huge and exorbitant sums, and unfortunately, it does not achieve the desired and desired results from these advertising campaigns.

There are many methods of Internet marketing, most of which are based on targeting the audience and reaching a greater percentage of customers, and these methods include:

- Digital Marketing Through Social Media
- Preparing and preparing sites for search engines (SEO)
- Digital Search Engine Marketing (SEM)

There are many and different benefits and advantages of digital marketing using social media, the most important of which are:

- Awareness of the brand by creating distinctive interactive content that contributes to increasing interaction
- targeting the audience and more accurate targeting of customers and interested groups through content marketing campaigns and advertising campaigns
- Improving and developing the level of customer service and technical support through various personal communication channels
- Significant increase in customer trust, loyalty and loyalty through positive ratings and reviews announced on social media accounts
- Develop and improve advertising marketing campaigns by analyzing performance data and statistics available on social media sites

At **Life Water** Company in California, we believe that the idea of just being on social networks and without a prior strategy and plan is a huge mistake committed by institutions or commercial companies because the matter turns with the passage of time and time into a waste of time, effort and costs incurred by the advertiser or marketer without achieving Any positive aspects.

Therefore, digital marketing through social media platforms without specifying strategic parameters for

marketing your business is the biggest mistake you may make.

If you have a marketing team with experience in digital marketing via social media platforms, or if you have entrusted this task to a marketing agency specialized in marketing through social media pages, then it is necessary to choose the appropriate platform to get a noticeable increase in sales. Social media platforms differ and vary in terms of the type of active audience.

The best social media platforms suitable for digital marketing for Life Water

Facebook Marketing

Marketing through Facebook is one of the important platforms that may help and contribute to increasing sales, increasing access to customers and communicating with them in a better and faster way, regardless of the target and specific category of customers. Of course, you will be present on Facebook, which provides cost-effective advertising solutions and effective results.



Instagram Marketing

Marketing via Instagram must be taken into consideration because visual marketing, whether (images - short video), reaps many and more interactions and is considered the best compared to other platforms, so we strongly advise you to market your company or service you provide via Instagram.

LinkedIn Marketing

Digital marketing via LinkedIn is one of the important things because it is considered the most appropriate network for marketing services and products, in addition to being the best platform for identifying target groups.

YouTube Marketing

YouTube is one of the important platforms in digital marketing, where you can, through YouTube, publish an advertising video for the products and services you provide, in addition to providing advice to customers, and publishing the features and specifications of your service, thus obtaining the confidence of customers.

Snapchat Marketing

Snapchat is the most appropriate and best platform to target the modern age groups (the new millennium generation) through distinctive visual content that ensures greater and better interaction.

Steps for designing social media campaigns on the social media platforms of **Life Water**

First (1): Choosing the idea: The customer begins by choosing the appropriate idea for the advertising campaign, either commercial or personal.

Second (2): Adding images: The company adds attractive images that are appropriate for the idea and advertising campaign.

Third (3): The formulation of the message: the design of the advertising campaign, the formula is short or direct, its words are easily accessible to the reader.

And in conclusion (4): Customizing the advertising campaign: We customize your advertising campaign by updating the background and adding colors for your brand.

Life Water team

The company has a distinguished and cooperative professional team in California who has sufficient experience in launching advertising campaigns and making them reach the goal.

- We take into account the customer first, as the work team works according to plans that have been developed in advance and studied very carefully.

- We are working to reach the largest number of viewers, so Live Water is the best company to carry out advertising campaigns for any client.

Our company sets advance plans for dealing with Google Plus and dealing with Facebook and Twitter.

In addition, advertisements are organized for each social media platform in order to reach the desired message.

One of the most popular ways of communicating with customers and advertising now is the Internet, the number of users has exceeded 300 million users only in America.

The Internet has become one of the most important ways of marketing and reaching the public for any business or business now.

Therefore, there are many people in the world in general and in America in particular, who spend a very large amount of time of their day on various social media channels.

Therefore, attention must be paid to advertising through these channels or platforms

Life Water, why should we be your first choice?

The pioneers of e-marketing, we seek to understand the objectives of the customer's activity first, and then put them in priority.

Honesty with others, integrity and honesty, seriousness above all, our way to success to achieve your mission.

Showing you in search engines, not just improving it, that's our main job.

In Ashhar.net we choose innovation in design, our mission is to put your company above all competitors, with strong designs that compete with the local and global market.

We know that time is like gold in the world of social media, we set specific dates, whether for us or the

client, and therefore we follow up constantly via WhatsApp.

Our basis is commitment, we constantly interact with customers to know the results of the campaigns we run on their accounts to improve the level of our services.

Monthly reports on the results of advertising campaigns, in addition to that, we discuss them with clients.

The foundations and standards of our company in dealing with social media campaigns

- Brand Awareness: We are well aware of the brand.
- (Reach): We reach the largest number of customers.
- (Traffic): Increase the number of visits to your website.
- Engagement: Interact with content through posts and comments.

(Lead Generation): Obtaining contact information with the largest number of customers.

Conversions: Motivating customers to purchase the service or product.

(Messages): Messages help increase communication with customers.

Conclusion

In this task, I presented a presentation on the Life Water Company. The throne was broad and comprehensive, and included several points with pictures and drawings for further clarification. In the assignment, I also dealt with a proposed presentation on the company's marketing methods and the company's logo and logo. I talked about the value of the brand at Lifewater.

In the last part, social media was employed in the work of a full campaign for the company to increase advertising and gain the largest number of consumers, especially since marketing through social media has become the best and most popular method.

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