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## COVER PAGE AND DECLARATION

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## Contents

Introduction:.....	3
Executive Summary: .....	3
Situational Analysis : .....	3
Competitor Analysis:.....	4
Facts: California's water use: .....	5
SWOT Analysis: .....	5
Marketing Objective: .....	7
Goals:.....	7
Mission: .....	7
Vision: .....	7
Marketing Strategies:.....	8
Segment Targeted People:.....	9
Branding.....	10
A social media PR strategy to control Miss Leono's remarks and promote Life Water as a greener business.....	12
Positioning : .....	12
Budget social media PR campaign .....	16
Implementation and Timeline: .....	17
Conclusion .....	18
References .....	19

## **Introduction:**

Life Water, a multi-million-dollar bottling company situated near Los Angeles, faces local criticism for excessive water usage during California's drought. The plant manager, Zara Leono, defended the industry's water consumption on social media, eliciting mixed reactions. This comes at a crucial time as Life Water recently invested \$5 million in sustainability efforts and is about to reintroduce their elite product line, Tranquil Water, featuring bioplastic bottles.

## **Executive Summary:**

This Social Media PR Campaign aims to promote Tranquil Water's product line featuring bioplastics. The campaign focuses on driving brand awareness, engaging the target audience, and highlighting the sustainability benefits. Key strategies include social media advertising, influencer collaborations, and public relations activities. Through an optimized budget and strategic implementation, Tranquil Water aims to position itself as a leading sustainable brand, attract eco-conscious consumers, and achieve significant business growth.

## **Situational Analysis :**

PESTEL analysis for bottling water companies, A thorough PESTEL study of the water business is presented here. It examines the ways in which various outside factors have an impact on this business.:

### **• Political Factor:**

- There are several government funding options available in the USA for drinking water. Due to their budgetary constraints, many nations do not always provide this kind of assistance.
- Regulations governing pollution, the environment, and safe drinking water are some of the most significant political concerns that impact the water business.

### **• Economic Factor**

- Water prices are likely to rise as supplies become more limited. Numerous businesses have been charged for squandering water and contributing to its shortage. So it's crucial to utilize water in a sustainable manner.
- Economic growth: In 2022, the real economic growth of domestic product of California increased by about 0.4 percent

- **Social factors**

- Today, many people purchase bottled water on a daily basis. This is done to prevent community wells from becoming contaminated with substances like arsenic, pesticides, and germs. Water pollution is a significant problem, especially in some poor nations.
- It is important to note that the destruction of the water supply in many parts of the world is greatly influenced by overcrowding. To remedy this before it's too late, new laws and technology must be implemented.

- **Technological factors**

- Globally, there is a minor use of mobile applications that provide a variety of services, such as recommendations for safe water consumption and alerts for any possible contamination situations.

- **Environmental factors**

- The availability and quality of fresh water can be impacted by climatic factors including temperature rise and rainfall.
- For life to exist, water is a necessary resource. The need for clean water rises along with the world population. However, regular availability to clean water may be threatened worldwide by droughts, storms, flooding, and pollution. Similar to this, water corporations' usage of plastic bottles harms the environment.
- The US's wastewater infrastructure systems are experiencing additional issues as a result of the rising frequency of natural catastrophes. I

- **Legal factor**

- The water sector is a highly regulated one. This indicates that it is bound by a number of laws and norms, some of which may have local, national, or even global repercussions.

## **Competitor Analysis:**

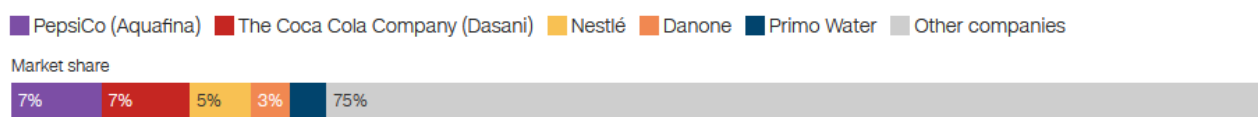
In addition to Nestle, others big bottlers include Pepsi (PEP), which bottles Aquafina; Coca-Cola (CCE), which bottles Dasani; and Crystal Geyser. Nestle, as well as Pepsi and Coke, say that they are conserving water by making their plants more efficient. These companies offer similar products to Life Water and target the same audience.

Pepsi is known for its Aquafina highlighted the pure fun of water, straying slightly from its long-established focus on the young athlete. DASANI is a brand of purified water manufactured and distributed by The Coca-Cola Company, At Crystal Geyser® Alpine Spring Water®, their bottle natural spring water right at the spring source without trucking or blending.

California water officials have moved to stop Nestlé from siphoning millions of gallons of water out of California’s San Bernardino forest, which it bottles and sells as Arrowhead brand water, as drought conditions worsen across the state.

### Five corporations benefit from 25% of bottled water sales

A quarter of revenue from bottled water sales goes to just five multinational companies — PepsiCo, The Coca-Cola Company, Nestlé, Danone, and Primo, which had combined sales of \$65 billion in 2021.



Source: UN Institute for Water, Environment and Health  
Graphic: Krystina Shveda, CNN

## Facts: California's water use:

A basic measurement of water is the acre-foot – the 326,000 gallons it would take to cover an acre of land with a foot of water. A family typically consumes about half an acre-foot per year.

## SWOT Analysis:

Situational Analysis for Bottled Water Companies in Los Angeles, California:

### • Strengths:

- Life Water is famous for creating products of excellent quality and for its commitment to eco-friendly business methods. A competitive advantage and a solid brand image are provided by this reputation.
- Life Water sourcing area is from Tranquil Water Lake, which is formed by nature.
- Bioplastics Technological advancements: The introduce of bioplastics systems and water treatment technologies can ensure the production of high-quality bottled water.

- Strong demand: Los Angeles has a large population and high consumer demand for bottled water, driven by factors such as convenience, health consciousness, and water quality concerns.
- Access to distribution networks: Los Angeles offers well-established distribution networks, including local supermarkets, convenience stores, online platforms, and delivery services, enabling easy reach to consumers.

- **Weaknesses:**

- Water Life has been criticized by local communities for its water use during the California drought. This negative coverage can damage a brand's reputation and erode customer trust.
- The company has received negative press due to controversial comments made by plant manager Zara Leono on her social media pages. This negative coverage can damage a brand's reputation and erode customer trust.

- **Opportunities:**

- The biggest competitor is facing to be blocked by Water California committee ..
- Growing preference for healthy beverages: Los Angeles consumers are increasingly interested in health and wellness, providing an opportunity for bottled water companies to position their products as a healthy hydration choice.
- Water quality concerns: The region's history of water contamination issues can drive the demand for trusted and reliable sources of bottled water.
- Sustainable packaging: By adopting eco-friendly packaging options, such as recyclable or biodegradable materials, bottled water companies can align with the sustainability goals of Los Angeles and appeal to environmentally conscious consumers.

- **Threats:**

- Strict regulations: California has stringent regulatory frameworks related to water quality, labeling, and sustainability. Bottled water companies need to ensure compliance to operate successfully in this highly regulated environment.
- Environmental concerns: Bottled water consumption contributes to plastic waste, and Los Angeles has a focus on sustainability and reducing single-use plastics. This may pose challenges for bottled water companies operating in the area.

- Water scarcity: California, including Los Angeles, faces occasional water shortages due to drought conditions. This can impact both the availability and cost of water resources for bottled water production.

## **Marketing Objective:**

To successfully relaunch the Tranquil Water elite product line with the new bioplastic bottle and establish it as a leading sustainable and premium bottled water brand in the market.

## **Goals:**

- Increase brand awareness: Increase brand recognition and visibility within the target market by implementing effective marketing strategies and campaigns.
- Drive product adoption: Encourage consumers to choose Tranquil Water as their preferred premium bottled water option by highlighting its unique selling points and benefits.
- Expand market share: Gain a significant share of the premium bottled water market by attracting and converting customers from competing brands.
- Establish brand credibility: Position Tranquil Water as a trusted and reliable brand known for its commitment to sustainability, premium quality, and environmental consciousness.
- Foster customer loyalty: Cultivate long-term relationships with customers by providing exceptional product quality, customer service, and continuous engagement.

## **Mission:**

To provide consumers with a premium bottled water experience that combines exceptional quality, sustainability, and purity. We are committed to offering a product that not only hydrates but also supports environmental preservation through our use of bioplastics, contributing to a healthier planet.

## **Vision:**

To be the premier choice for consumers seeking an elevated and eco-conscious bottled water experience. We aim to be recognized as the industry leader in sustainability, innovation, and customer satisfaction, driving positive change and setting new standards in the bottled water market.

## Marketing Strategies:

Using the Ansoff Matrix, for the relaunch of Tranquil Water with the new bioplastic bottle:

### Product Development:

**Conduct extensive consumer research:** to identify potential product variations or extensions, such as flavored water options or functional additives, to cater to different consumer preferences within the premium bottled water market.

**Continuously innovate the bioplastic bottle design:** to enhance its sustainability and aesthetic appeal, leveraging it as a unique selling proposition.

**Collaborate with local environmental organizations or initiatives:** to showcase Tranquil Water's commitment to sustainable packaging and contribute to environmental causes.

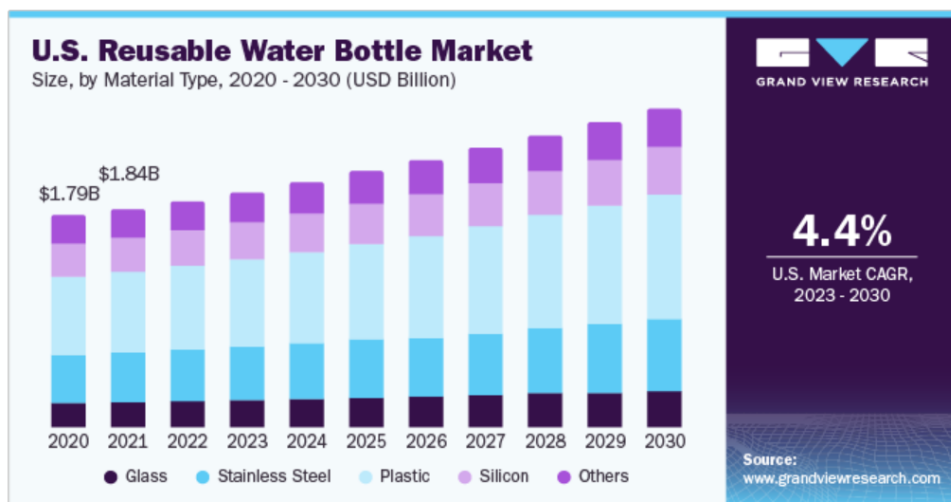
**Promote Unique Features:** Emphasize your water bottle's distinctive qualities, such as its design, substance, robustness, and insulating capacities.

**Green Marketing:** Highlight your eco-friendly production processes or recyclable materials as customers are more concerned about sustainability.

**Sustainability** has grown to be important in influencing consumer choices. Businesses may draw in environmentally sensitive clients and build a solid brand image by implementing green marketing.

### Market Growth Rat :

The market for reusable water bottles was estimated at USD 8.92 billion in 2022, and from 2023 to 2030, it is anticipated to rise at a CAGR of 4.4%. People have been inspired to take on the duty of minimizing their contribution to the plastic crisis as a result of growing knowledge of environmental concerns.





## Segment Targeted People:

- **Environmentally Conscious Consumers:** Individuals who prioritize sustainability and eco-friendly practices are more likely to appreciate and choose Tranquil Water due to its use of bioplastics. These consumers actively seek out products that align with their values and contribute to reducing plastic waste.
- **Health and Wellness Enthusiasts:** Tranquil Water can appeal to health-conscious individuals who prioritize both physical and environmental well-being. These consumers understand the importance of staying hydrated and seek out premium water options that are also sustainable and environmentally friendly.
- **Premium and Luxury Consumers:** Tranquil Water's positioning as a premium bottled water brand can resonate with consumers who value quality, exclusivity, and aesthetics. The association with bioplastics adds an extra layer of desirability, attracting those who appreciate sustainable luxury products.
- **Forward-Thinking Millennials and Gen Z:** People between the ages of 25 and 45 are often more aware and concerned about environmental issues. Millennials and Gen Z consumers are more likely to actively support brands that prioritize sustainability and create positive social and environmental impact. Tranquil Water's use of bioplastics can appeal to this demographic.
- **Corporate Clients and Events:** Tranquil Water's environmentally-friendly packaging can cater to corporate clients who prioritize sustainability in their operations or events. Companies may seek bottled water options with reduced environmental impact, making Tranquil Water an attractive choice for meetings, conferences, or other corporate gatherings.

This includes the way of Using the Ansoff Matrix, for the relaunch of Tranquil Water with the new bioplastic bottle.

## Branding

### New Logo Design Proposal :

The proposed logo for Tranquil water is color palette that aligns with the brand's values and the desired perception of Tranquil Water. Consider using calming and refreshing colors like blue, green, or white, while incorporating accent colors to add visual interest.

The logo is written in a modern sans serif font that is clear, bold and easy to read. The Leaf design and clean typeface reflect the company's commitment to modernity and innovation. The font is easy to recognize and remember, helping to increase brand awareness in the market.



### Slogan Proposal :

The proposal slogan for Tranquil water is "**Elevate Your Hydration, Preserve Our Earth**". Elevate Your Hydration, This part of the slogan focuses on the superior quality of hydration that Tranquil Water offers. It suggests that by choosing Tranquil Water, consumers can elevate their hydration experience, implying a higher level of purity, taste, or overall satisfaction compared to other bottled water options.

Preserve Our Earth also part of the slogan highlights Tranquil Water's dedication to environmental preservation. By using the word "preserve," it conveys the brand's commitment to reducing environmental impact and protecting the planet. It aligns with the use of bioplastics as an eco-friendly alternative to traditional plastic bottles, reinforcing the notion that choosing Tranquil Water contributes to sustainability efforts.

## **Packaging Design Proposal :**

The packaging design proposal for Tranquil Water aims to create a visually appealing and impactful design that effectively communicates the brand's commitment to sustainability and portrays it as the preferred bottled water brand associated with bioplastics. The proposed design elements are inspired by the concept of purity, tranquility, and eco-friendliness, capturing the attention of consumers while reinforcing the brand's values.

### **Color Palette:**

- Dominant color: Light blue or aqua represents freshness, purity, and water, reflecting the essence of Tranquil Water.
- Secondary colors: Hints of green symbolize the brand's connection to nature and eco-friendliness.
- Accents: Metallic silver or gold can be used as accents to convey a premium and elegant feel.

### **Visual Elements:**

- Water Droplets: Incorporate water droplets as a central visual element to symbolize hydration and purity.
- Leaves or Plant Motifs: Introduce subtle leaf or plant motifs to emphasize the eco-friendly nature of the packaging material and reinforce the brand's commitment to sustainability.
- Recycling Symbol: Include a prominent recycling symbol to inform consumers about the recyclability of the bioplastics bottle.

### **Typography:**

The typography should reflect a consistent visual identity that is elegant, modern, and easy to read:

- Sans-serif fonts: Select a clean and contemporary sans-serif font for the brand name and product details to ensure legibility at different sizes.
- Script or hand-lettered fonts: Consider using a script or hand-lettered font for the brand tagline or slogan to add a touch of sophistication and reinforce the brand's premium positioning.

### **Label Design:**

The label design can incorporate the suggested visual elements and typography in a cohesive and eye-catching manner:

- Front Label: Feature the brand name and logo prominently, accompanied by the visual elements such as water droplets and leaves. This reinforces the brand's identity and environmental focus.
- Back Label: Dedicate a section on the back label to educate consumers about the bioplastics bottle, its recyclability, and the positive environmental impact of choosing Tranquil Water.

### **Bottle Shape and Structural Design:**

Consider utilizing a sleek and modern bottle shape that aligns with the brand's premium positioning. Explore using a tactile texture or embossed elements on the bottle to enhance the sensory experience and differentiate it from other bottled water options.

### **Sustainable Materials Messaging:**

Incorporate clear messaging on the packaging to highlight the use of bioplastics, emphasizing sustainability credentials and encouraging consumers to recycle the bottle responsibly.

## **A social media PR strategy to control Miss Leono's remarks and promote Life Water as a greener business.**

### **Positioning :**

#### **• Introduction:**

The Social Media Public Relations Campaign aims to introduce Tranquil Water's elite product line, featuring a new bottle made from bioplastics, while effectively managing any backlash resulting from negative comments made by Miss Leono.

#### **• Objectives:**

- Generate positive brand awareness for Tranquil Water's new elite product line among target consumers.
- Educate the target audience about the environmental benefits and sustainability of the new bioplastics bottle.

- Mitigate the impact of Miss Leono's comments and manage potential backlash by addressing concerns and highlighting the brand's commitment to sustainability.
- Enhance engagement and interaction with consumers through social media platforms.

- **Target Audience:**

- Eco-conscious consumers who prioritize sustainability and environmental friendliness in their purchasing decisions.
- Health-conscious individuals who value premium bottled water options to support their lifestyle.
- Social media users who are active and engaged on platforms such as Facebook, Instagram, and Twitter.

- **Campaigning Techniques:**

- **Influencer Partnerships:** Collaborate with eco-influencers, sustainability advocates, and health and wellness enthusiasts to endorse the brand's new bioplastics bottle and promote its benefits on social media.
- **User-Generated Content (UGC):** Encourage users to share their experiences with Tranquil Water's new elite products through contests, hashtags, and challenges on social media platforms.
- **Educational Content:** Create informative and visually appealing content that highlights the sustainable aspects of the bioplastics bottle and educates the audience on its positive environmental impact.
- **Storytelling:** Share compelling stories about the brand's commitment to sustainability, highlighting the journey and efforts involved in developing the new bioplastics bottle.
- **Social Media Advertising:** Utilize targeted social media ads to reach the intended audience with messaging that emphasizes the elite product line's premium quality and eco-friendly attributes.

- **Key Messages:**

- Tranquil Water's elite product line showcases a new bottle made from bioplastics, reinforcing the brand's commitment to sustainability.
- The new bioplastics bottle offers a premium drinking experience while reducing the environmental impact compared to traditional plastic bottles.

- Tranquil Water is dedicated to providing sustainable and refreshing options to health and eco-conscious consumers.

- **Tactics to Launch the Elite Product Line:**

- **Press Releases:** Issue well-crafted press releases announcing the launch of Tranquil Water's new elite product line, focusing on its sustainable bioplastics bottle and its benefits to consumers and the environment.
- **Launch Event:** Organize a virtual launch event live-streamed on social media platforms, featuring brand ambassadors, sustainability experts, and industry influencers. This event will showcase the new product line, its unique features, and the brand's dedication to eco-friendly practices.
- **Engage Media Outlets:** Collaborate with relevant media outlets to secure coverage and interviews with Tranquil Water's representatives, highlighting the innovative aspects of the new product line and addressing any concerns or criticism professionally.

- **Managing Backlash from Miss Leono's Comments:**

- **Timely Response:** Address Miss Leono's comments promptly and directly, expressing respect for her opinion while clarifying any misconceptions or providing factual information about the new bioplastics bottle and its sustainable attributes.
- **Amplify Positive Messages:** Share positive testimonials, reviews, and user-generated content from consumers who have embraced Tranquil Water's new elite product line, highlighting their satisfaction with the product and its sustainability features.
- **Engage in Dialogue:** Openly engage with consumers and stakeholders through social media platforms, clarifying any doubts, providing transparent information, and showcasing the brand's ongoing commitment to sustainability.
- **Collaborate with Influencers:** Leverage influencer partnerships to counterbalance negative sentiment, by having influencers share their positive experiences with the new product line while addressing concerns raised by Miss Leono's comments.
- **Transparency and Authenticity:** Remain transparent in communications, sharing information about the brand's sustainable practices and ongoing efforts to improve environmental impact.

By implementing this Social Media Public Relations Campaign, Tranquil Water can effectively introduce its elite product line with the new bioplastics bottle to the target audience, address backlash, and emphasize the brand's dedication to sustainability, thereby building positive brand reputation and consumer engagement.

- **Execution:**

- Create a content calendar: Plan and schedule social media posts, influencer collaborations, and other campaign activities to ensure consistency and strategic execution.
- Develop engaging content: Produce high-quality visuals, videos, and written content that communicates the key messages of the campaign effectively. Tailor the content to each social media platform to maximize engagement.
- Collaborate with influencers: Work with selected influencers to create sponsored content that promotes the elite product line and the sustainable aspects of the new bottle. Provide clear guidelines and monitor their posts to ensure alignment with campaign objectives.
- Run targeted social media ads: Strategically place paid advertisements on social media platforms to reach the target audience with tailored messages about the elite product line and its eco-friendly characteristics.
- Encourage user-generated content: Launch contests, challenges, and hashtags to actively involve consumers in generating content and sharing their experiences with the new product line. Engage with and repost user-generated content to foster community engagement.
- Monitor and respond: Regularly monitor social media platforms for comments, questions, and concerns related to the campaign. Respond promptly and professionally to maintain a positive brand perception.

- **Evaluation:**

- Set measurable goals: Define key performance indicators (KPIs) aligned with campaign objectives. Examples could include social media engagement metrics (likes, comments, shares), website traffic, user-generated content submissions, and sentiment analysis.
- Utilize analytics tools: Utilize social media analytics tools (e.g., Facebook Insights, Instagram Insights) to track engagement, reach, and audience demographics. Monitor website analytics to measure traffic and conversions resulting from the campaign.

- Evaluate influencer partnerships: Assess the impact of influencer collaborations based on reach, engagement, and content quality. Evaluate their posts to determine if they effectively communicated the campaign's key messages and positively influenced audience perception.
- Monitor sentiment and feedback: Continuously track social media sentiment through sentiment analysis tools or manual analysis. Pay attention to feedback and comments received, both positive and negative, and adjust the campaign strategy accordingly.
- Conduct post-campaign surveys: Issue surveys or polls to gather feedback directly from the target audience. Evaluate their perceptions of the new product line, their understanding of its sustainability features, and their overall brand sentiment.
- Analyze sales and customer data: Monitor any changes in sales or customer behavior during the campaign period. Analyze sales data, customer inquiries, and customer feedback to assess the campaign's impact on purchasing decisions and brand loyalty.

By consistently monitoring and evaluating campaign performance, you can identify areas of success, make necessary adjustments, and gain insights to inform future marketing and PR strategies for Tranquil Water.

## **Budget social media PR campaign**

The budget for a social media PR campaign can vary depending on various factors such as the campaign scope, target audience reach, duration, and desired outcomes. Here's a sample breakdown of the potential budget allocation:

### **Social Media Advertising:**

- Facebook Ads: \$5,000
- Instagram Ads: \$3,000
- Twitter Ads: \$2,000
- Total: \$10,000

### **Influencer Collaborations:**

- Influencer partnerships/endorsements (Payment, samples, products, or services): \$15,000
- Total: \$15,000
- Content Creation:
- Photography and videography: \$3,000



- Graphic design and visual assets: \$2,000
- Copywriting and content creation: \$2,500
- Total: \$7,500

**Public Relations:**

- Press releases and media distribution: \$2,000
- Launch event organization: \$4,000
- Media relationships and engagements: \$3,000
- Total: \$9,000

**Miscellaneous Expenses:**

- Social media management tools: \$1,000
- Contests, giveaways, and promotional materials: \$2,000
- Total: \$4,000

**Estimated Total Budget: \$44,500**

**Implementation and Timeline:**

Week 1-2: Market research and competitor analysis

Week 2: Define objectives, target audience, and key messages

Week 3-4: Create visual assets

Week 4-6: Develop content strategy and create content

Week 6: Collaborate with influencers

Week 7: Campaign launch, social media advertising, and press release distribution

Week 7-9: Publish influencer collaborations and sponsored posts

Week 8-10: Secure media coverage, organize virtual launch event

Ongoing: Monitor campaign performance, engage with audience, and evaluate metrics It's important to note that the timeline provided is a general guideline and can be adjusted based on the specific needs and resources of Tranquil Water. Regular monitoring, evaluation, and optimization should be conducted throughout the campaign to ensure its effectiveness.

## **Conclusion**

In conclusion, the Social Media PR Campaign for Tranquil Water's products with the introduction of bioplastics aims to achieve objectives such as generating positive brand awareness, educating the target audience about sustainability, and effectively managing potential backlash. By executing the outlined strategies and tactics, Tranquil Water can successfully introduce their elite product line and highlight the eco-friendly benefits of the new bioplastics bottle.

The campaign will leverage social media platforms, influencer collaborations, public relations activities, and content marketing to engage with the target audience and promote the brand's commitment to sustainability. By utilizing a well-defined budget, following the implementation timeline, and continuously monitoring and evaluating the campaign's performance, Tranquil Water can make data-driven decisions to optimize the campaign and drive positive results.

With a strong focus on content creation, influencer partnerships, social media advertising, and proactive media engagements, Tranquil Water can foster brand loyalty, attract eco-conscious and health-conscious consumers, and position themselves as a leading brand in the sustainable bottled water market.

By executing the marketing plan effectively, Tranquil Water can achieve increased brand awareness, greater market share, and a positive brand reputation while driving sales and establishing themselves as an environmentally responsible choice for consumers.

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