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## Introduction:

Creating a marketing plan for a product is vital to the success of any business. Without a proper plan, companies can't consistently grow or stay alive. This course discusses how to create a marketing plan for any new product. By following the outlined steps, anyone can create a successful marketing plan. These steps are as follows: The executive summary is a short description of a larger work that precedes the full text. Once a company decides on a target market, it needs to conduct an analysis of the specific situation its products will be used in. A company's goals for marketing. Marketing strategies employ various methods to reach new clients. 5. STP's original statement is 5. STP. The term "Marketing Mix" is used to refer to the components of a company's marketing strategy. Schedules and budgets require careful consideration to avoid mistakes. The final stage of any project is its implementation. Control refers to the ability to regulate or steer a course. As a water-bottling company, we make extensive use of marketing to fulfill our goals. We aim to protect our customers' health and reduce the strain on the environment by offering superior-quality water. Our company's mission is to present our service and our product with excellence and superiority. This is essential for exceeding customers' expectations, as well as offering superior-quality bioplastic bottles that are distinct from other options in the market. Our marketing proposal analyzes USA's water industry and considers both internal and external factors. It also performs a SWOT analysis, as well as **STEEPLE** analysis to help us form a vision for our brand. We work towards presenting our service and products with excellence by using a superior branding strategy. This involves creating an attractive logo with a special color scheme, and promoting our products in the local and even global marketplace through an effective differentiation strategy. Our target customer demographic is Class A, which is attracted to high-quality products— which we achieve by producing Tranquil water bottles that are elite in quality. This segues into our marketing plan's mission, which is to penetrate the market through Class A consumers through marketing strategies that make a difference and differentiate from other brands in the market. USA's bottled water brands earned around \$15.3 billion in sales revenue over a 15-year span. 30% of that revenue came from Class A consumers, who were targeted with Target Segmentation to expand the market share. In addition to the other 4Cs, consider 4Ps for a Marketing Mix: Product, Pricing, Promotion, and Customer Solution (value). People value convenience, communication and low cost when making a purchasing decision. This company uses conventional and traditional methods to promote their new elite product Tranquil water. They use print media such as advertisements in television and celebrity endorsements to get their product noticed. Its objective is to attract sponsorship for next year's US Open tennis championship. In order to do so, it organizes contests, giveaways and Life Water's water is regularly promoted. Public relations is a very powerful method for expanding your audience, promoting sales and diversifying your marketing strategy. By creating a public relations

campaign, we will gain access to many benefits and opportunities. Our credibility will increase as we manage the backlash from Miss Leono's comments and promote life water as a greener company by seeking to save our planet. Additionally, massive brand awareness will be achieved through getting featured in a legitimate publication. This will help us grow and increase sales by exposing our brand to tens of thousands of new potential customers. This will also give our brand an edge when it comes to loyalty— which is crucial when you have a blue-check marked product. Getting featured in a huge publication will attract even more customers; it will also show that we have integrity, which is very important when you're selling to a large market segment. And lastly, getting featured in a reputable publication will help us gain credibility among consumers— which is extremely important when selling to big market segments. All of these factors combined will result in more profits for our business.

### **Case Scenario Analysis**

A company named Life Water produces healthy water and sells it in creative ways through state-of-the-art technology. They use bioplastics to make their water bottles, because they're worried about running out of water. They also hired experts to find water sources so people won't have to worry about that problem. As part of its goal to become the market leader in drinking water supply, the company looks for appropriate technologies to conserve water and avoid waste. They also use bioplastics and eco-friendly water retention technologies to ease people's concerns and fears. By connecting with customers through their website, social media and stores, companies can educate the public about the need for environmental safety. They can also promote green commodities through this process. New research and creation methods are featured prominently in Life Water's ongoing projects. These include bioplastics and water extraction, as well as ways to best protect water. Additionally, conferences, online surveys and exhibitions are frequently performed by the Life Water R&D team.

### **STEEPLE for external environment Analysis**

#### **• Social**

Los Angeles is the state's largest metropolis, and one of the most populous cities in the United States. It ranks third in the world when it comes to most populous cities; however, it is one of the largest metropolises in the US. Its population is steadily increasing— it even approaches 50 million residents in New York.

- **Technological**

To stay competitive, businesses gather information from their employees, competitors, customers and suppliers. By doing this, they create new products that weren't possible before. Also, gathering this information helps businesses decrease the amount of time and money it takes to get information. The company endeavors to enhance their technological capabilities in order to provide their products in the most advanced manner possible. Also referred to as the Internet of Things, machine learning and robotics are among the technologies they strive to improve. New discoveries, learning and the use of large data are now standard. The state of Los Angeles has the largest metropolis in its name. It is also America's most populous city and third worldwide in population. New York is close behind as the second-largest metropolis in the United States. Both cities have similar populations; they aren't quite 50 million apart.

- **Ecological**

California has two different climates that vary between Mediterranean and semi-polar climates. The north part of the state gets more rain than the south, which allows the state to perform certain projects in the north. Both Lake Tahoe and Mount Whitney are in the northern part of the state, which is also where Valley of Death is located. The inhabitants of this agricultural zone want to purchase environmentally friendly supplies and partner with ecofriendly businesses. They have wooded land covering almost 40% of the area. Kim 2020 suggests using reusing waste as a replacement for regular recycling.

- **Economic:**

The Corona business shutdown led to a rise in unemployment rates throughout California. This had a significant impact on the state's overall economy and the global economy as a whole. California has the largest economy in the United States; it has a gross state product value of \$3.2 trillion in 2019. California's economy has a \$2.7 trillion GDP. This makes the state's economy bigger than Germany, Japan, China, and the United States. California is the fifth largest economy in the world and the only one that outranks Germany, China, and the USA. California's economy is the fifth largest in the world; it exceeded the United Kingdom's economy by several dollar signs. Additionally, California's \$2.7 trillion GDP rank fifth behind Japan, Germany, China and the USA. The state has a population of over 38 million people.

- **Political:**

The U.S. economy suffered from a pandemic flu pandemic because businesses and investors aren't sure what will happen after the upcoming elections. Consequently, they don't want to make any major

decisions or investments in the interim. Furthermore, these events have resulted in people from several countries competing for the highest political office. In 2019, the country's budget and deficit continue to worsen. This motivates future governments to address these issues by 2021. instability.

- **Legal**

Its regulations help investors invest thanks to Antitrust Legislation. Furthermore, there's solid consumer protection legislation. Consumers find many reasons why they choose a certain water bottle. About 40% of them believe the physical structure and material composition are important when buying a container. They also prefer to buy multi-packs that include six, 10, or 24 bottles. In addition to this, consumers consider both geographic groupings when purchasing their containers. Establishing a business based on managing and conserving our natural resources is a long-standing tradition. This tradition is especially evident in the bottled water industry, as it naturally relies on refilling and preserving our water sources. When it comes to manufacturing bottled water, all plants share a dedication to environmental excellence. The members of the International Bottled Water Associations demonstrate their commitment while California experiences drought problems. They value the efficient use of all natural resources related to the process, such as springs and groundwater. Plus, they value efforts to conserve water and manage groundwater supplies effectively. The phrase "cutting edge" refers to the newest and most progressive development.

## **SWOT Analysis**

- **Strength:**

- High-quality goods with new ideas are produced using the latest technology. technology
- Bio-friendly and eco-friendly items made with bioplastics.
- People in our company have learned how to grow businesses.

- **Weakness**

- Limited availability of bottled water keeps our inventory limited.
- The company's idea is that they can't sell any items that harm the environment or are made under dangerous working conditions.
- There isn't enough experience in social media and advertising management.

- **Opportunity**

- Water shortages leading to increased demand for bottled water. California cities like Los Angeles and San Francisco have a large community of vegetarians.
- Over the last 10 years, the environmental market has seen a 25% increase in growth rate due to increased demand for eco-friendly products (according to studies). This increase in demand led to a total size increase of about 1.5 times what it was previously (as estimated in 2021).
- Regular buyers of eco-friendly goods rely on our healthy bioplastic bottles when purchasing water. This is because our eco-friendly strategy in the manufacturing and packaging process convinced them to buy our products.

## • Threats

- Consumers prefer buying bottled water over less because of its benefits. Bottled water is healthier than other beverages because it's naturally ecologically friendly and inexpensive. People are aware that water is the healthiest drink and people don't care that the bottled water industry is well-funded and advertised with high-tech methods. This doesn't matter to them because most people who drink bottled water also drink tap water.
- California's regulatory structure applies to other states as well. More and more water producers are attracted to the bottled water industry thanks to its association with the class of water users.
- A significant amount of California's bottled water is consumed quickly. students in schools in the Central Valley need to regularly purchase water bottles for their classes since the state doesn't provide them with access to clean drinking water. Additionally, many schools in L.A. have to purchase water bottles due to the lack of access to clean drinking water in their community.
- Families desperately needing to meet expenses have an economic disadvantage. Because of Corona's health conditions, high unemployment percentage has been caused by the effect on the economy.
- There are many threats to the public safety. These include high unemployment rates and government actions that cause public harm. Additional concerns include the consumption of water in new plastic bottles rebottled by the same mineral water company.
- Reports indicate there are 9 US companies based in America. People who lived through the California drought expressed dissatisfaction with the amount of water used by many of the US companies.

## Market Segmenting, targeting and Positioning

- **Market Segmentation:**

In the US, people are focused on the safety of their health when purchasing bottled water. As a result, diet and mineral water have replaced carbonated soft drinks as a popular choice. UK citizens also don't believe that carbonated soft drinks are healthy for their lifestyle. Instead, they believe diet and mineral water to be better alternatives. These thoughts are based on three important market segmentation factors: behavioral, psychographic and profile (Dibbs 2001). People become more health conscious as they age. Additionally, people who are raising children prefer fresh fruit drinks over carbonated sodas. Many parents choose bottled water because it's safer for their children to drink.

- **Demographics:**

Americans have access to water bottled in a wide range of quality and age groups. Most Americans have easy access to this water. When breaking down the market into smaller segments, companies can target specific demographics within a larger population. By limiting the size of the market, companies can more efficiently use time and resources. And by defining the segments based on age, income and gender, companies can better understand their target audience. This allows them to create specifically tailored ads that meet their needs.

- **Psychographic variables:**

Properly evaluating the costs and benefits of a product is important. This is why we create multiple categories for products based on how much importance they place on lifestyle, values, and personality. Some categories require a higher price than others. One example of this is bottled water. Some people prefer expensive bottles while other people want to pay less. Companies use increased popularity of their products to add markings to specific bottles. Doing so will satisfy consumers and increase their sales by appealing to people's need for social recognition. Recent trends in the bottled water market indicate companies increasingly add branding to bottles. This indicates that people are more focused on price, time taken for delivery, and quality of the product (Windham et al, 1992).

- **Behavioristic variables:**

Ensuring the health and well-being of the public is a popular motivator for people who choose to drink healthy water. This is why many people choose to drink water that's been made using eco-



friendly methods and materials.

- **Geographical standard:**

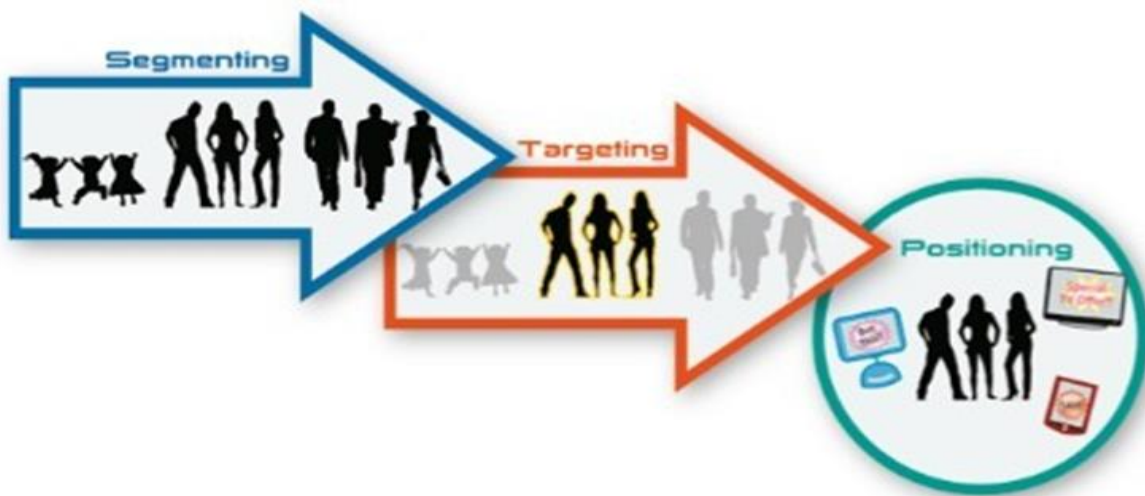
The United States is the third largest country in the world when considering population size.

- **Targeting:**

Younger generations care about the environment and global issues and benefit most from the reusable water bottle industry. Advertising campaigns should consider the viability of each commercial segment considered attractive. Doing so helps determine the age range and water consumption of people considered attractive. In order to sell bottled water, a business' target market can't be restricted to small groups of people. Instead, they need to expand their target market to include all customers. When conducting marketing research, businesses also deliver their product through various other methods. People looking for a place to stay, have fun or eat are attracted to the hospitality industry. These include party planners, sport stars, patients, students and celebrities.

- **Positioning:**

Critics argue that Life Water's Bioplastic bottles aren't hygienic or pure enough. They also claim that the beverage's price is too low for the market to afford. Instead, they believe Life Water should be marketed as a refreshing and cost-effective alternative to tap water. We provide our customers with healthy lives by using modern sterilization methods and bioplastics to create our bottled water products. We also provide health follow-ups to our customers during the sterilization process so we can provide water to everyone— regardless of socioeconomic status— in all markets.



## Marketing Objectives

**Mission Statement:** Life Water needs to take advantage of modern technologies and weather conditions to pull moisture from wells. Additionally, this company need to grow employees believe in the benefits of mineral water after they're convinced by their employer. After one year, the company's market share increased by 20% over the next two years. At three years, the company's market share will increase by 25% more. The plan is to increase the geographic size of markets by 30%; California will be the first state visited. A California travel guide offers suggestions for where to stay in Sacramento, San Francisco, Los Angeles, and San Jose. It's necessary to establish a reputation on social media. By networking with local businesses and prominent figures in the area, a business can be expanded through recommendations and relationships with key individuals.

## Marketing Strategy

Product, price, promotion and placement are the four cornerstones of a marketing mix. These elements form the core of any given marketing strategy. But organizations shouldn't ignore the intended objectives of their marketing campaigns, as that's also part of the marketing mixture. In order to grow, LIFE WATER Corporation will rely on innovation, creativity and balance in their research and development efforts. They must also maintain a diverse array of products and geographic locations (Kotler, 2000).

New methods for creating a bioplastics container are necessary when developing a new growth strategy. Additionally, the creation of new manufacturing processes for non-violent water is required.



## Porter's Generic Competitive Analysis

We use biodegradable plastics in our business to be more eco-friendly, which gives us an advantage over other businesses. This is because it's part of our marketing strategy. When researching a product's differentiation, the research team must focus on how to create a plan for society's lower, middle and upper class. You need to complete the bottle in the average quantities to emulate this concept. Lastly, they need to set prices that are solid. In addition to providing their clients with good service, the company must also ensure that their clients understand their delivery as well as how to interact with them. After three years of hard work, we intend to reinvest.

## Marketing Mix

Product, pricing, location, and promotion are key elements of Life Water's overall marketing approach. This is why the company uses these four items to craft their overall marketing strategy in a competitive marketplace. They also use different marketing tactics such as product / service innovation, marketing investment and high-quality customer service. Find information about Life Water's product offerings, distribution methods, price and advertising by using the 4Ps of The Marketing Mix. This framework is commonly used by businesses to find methods that help them accomplish their goals and objectives

- **Product:**

By adding a new production line, we expand the previous one. This line uses bio-plastic to create bottles of water that provide consumers with high quality satisfaction. Life Water uses hydro 7 filtration technology to filter its ecologically friendly bioplastic bottles. These bottles offer consumers the highest quality water possible. The Life Water company's product strategy revolves around pure water of various kinds and quantities. The company also offers mineral, sodium-free and carbonated water.

- **Price:**

Life Water strictly adheres to price guidelines compared to other water brands. This is due to the low difference in products among competitors. Water is an abundant resource; however, consumers are attracted to the high price of bottled water. This is due to the fact that water isn't a controlled market resource and can be purchased for free. One company that beats competitors in regards to price and quality is Life Water. They use green bottles and a high-quality product. In order to create a competitive advantage in the market, Life Water charges varying prices for its product across nations. Their target audience is people 20 to 50 with an average income; they also consider health concerns. The cost of producing the product unit is calculated by considering expenses like wages, office rent, packaging and bags. This way, a fixed margin profit is applied so that Life Water has a competitive edge over other products. There are many companies selling the same

products for different prices, which makes it difficult to use the pricing method currently in use. I recommend switching to a method that incorporates costs and competitive pricing.

- **Place:**

The headquarters for the Life Water Company and four retail stores are located in Los Angeles, San Francisco, San Jose, and San Diego. This is because distributors have access to the company's products in locations that need the most water— outside of California 150 kilometers away from each city. A company's success depends heavily on the availability of their product. Because people prefer to purchase water bottles with food, consumers place high importance on availability when deciding which water to buy. This is why Life Water sells its products at many chain restaurants and fast-food chains. Los Angeles, San Francisco, San Jose, and San Diego are the locations of Life Water Company's headquarters and four stores. Additionally, these locations have distributors who can easily obtain products anywhere in California — over 150 kilometers away from the headquarters.

### **Promotion and Advertising Strategy**

The Life Water company markets their products through a variety of conventional and traditional methods. These methods include word-of-mouth advertising, billboards, TV commercials, social media, endorsements by celebrities and more. The company makes hydrating water that is free from microbes and safe to drink. Life Water plans to offer discounts and promotions in the future. They also plan to host contests regularly; each month, the company will give vouchers and other presents to customers as part of their marketing strategy.

- **Website:**

As an introduction to the firm's #LIFEWATER lifestyle and consciousness campaigns, <http://www.LIFEWATER.com.us> was created in September 2021. This website will be used to introduce the firm's #lifewater campaigns and drive targeted viewers to the purchasing funnel.

## New LOGO

Life Water plans to launch a new line of elite products called Tranquil Water with a new bioplastic bottle using this logo

**Tagline:** Water is the DNA of life.



## SLOGAN



## **BILLBOARD**

As a means of emphasizing the importance of using bioplastics, The Life Water Company's posters should encourage people to use them for water storage. Additionally, these images should be used to promote the company's social media accounts so consumers can connect with them. The budget for this project is \$750.



## **Social Media Campaign: Facebook/ YouTube/ Instagram/ Twitter**

Because of the wide range of people who use platforms like Instagram, YouTube and Facebook, advertising campaigns can easily spread their message to everyone. This makes it easier for businesses to get their message across to the largest audience. We are using social media to educate people about the importance of protecting the environment and conserving water— but we need to make money too. It doesn't matter how many customers you have if you don't consider the risk of running out of water and how that would affect your business. To stay relevant, our team constantly updates processes and steps to minimize water waste. We incorporate Life water into our business name because we want to represent the importance of water in our society. Ensuring a more pleasant experience for consumers throughout the entire bottling, storage and distribution process requires regular communication with them. Consumers can be appeased by addressing Leono's complaints through frequent contact with them. By interacting with consumers and sharing their experiences, Leono's critics can be educated. Creating a culture of collaboration is vital to maintaining a close relationship between the company and the wider community.

Our new line of Tranquil water, which features an environmentally friendly bioplastics bottle, is a result of this desire to connect with the community. We also provide assistance in community development, address problems and promote conservation of shared resources. Twitter For 1.5 years after implementing these changes, consumers will come to the store more often. Additionally, the website's visitors will increase by 31%. A weeklong term for the executive is set to end next year. This is to encourage more consumer involvement. No budget is required for this project. By connecting with customers on Twitter, companies can easily identify themselves to the public with quick results. This leads to increased consumer communication and encourages additional consumer input. This can lead to improved production thanks to client feedback.

## **Conclusion**

California is the third largest state in terms of population, tropical weather and statistics. One of the reasons why lifwater has been so successful in promoting themselves through media is because their state is one of the most densely populated on the planet. One of their primary goals is to increase research and extraction efforts for water— which is another reason why distribution plans need to be in place from the beginning.

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