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Marketing Proposal for Tranquil Water

According to Kotler and Keller (2006), a marketing proposal is a comprehensive document that outlines the strategies, tactics, and activities to be undertaken in order to achieve marketing objectives. It serves as a roadmap for the marketing team or professionals to follow in order to promote a product, service, or brand effectively. In Westwood (2016)'s view, today's business landscape, a well-crafted marketing proposal is essential for organizations seeking to attract clients, secure partnerships, or obtain funding. This essay will delve into the key components of a marketing proposal and discuss the importance of each element in persuading stakeholders and winning opportunities. A marketing proposal typically includes the following components:

1. Executive Summary:

According to Jobber and Ellis-Chadwick (2019), the executive summary provides an overview of the proposal, including the marketing objectives, target audience, and key strategies. Jobber and Ellis-Chadwick (2019) say this section is crucial as it is often the first section that stakeholders or decision-makers will read. It should outline the purpose of the proposal, the target market, and a summary of the proposed marketing strategies and expected outcomes. The executive summary should be persuasive and captivating, enticing the reader to delve deeper into the proposal

2. Situation Analysis:

This section assesses the current market conditions, competitor landscape, and target audience characteristics as postulated by Waters, Burnett and Lucas (2009). It may also include a SWOT analysis (strengths, weaknesses, opportunities, and threats) to identify key areas of focus. By conducting a comprehensive situational analysis, the proposal demonstrates a deep understanding of the market and identifies opportunities for growth and success

3. Objectives:

Clearly states the specific goals and outcomes the marketing efforts aim to achieve. According to Kotler and Keller (2006) objectives should be measurable, realistic, and aligned with the overall business goals. By setting specific objectives, the proposal demonstrates a clear direction and purpose. The goals should be tied to key performance indicators (KPIs) to enable effective monitoring and evaluation of the marketing efforts.

4. Target Audience:

Describes the demographic, psychographic, and behavioral characteristics of the target audience, providing insights into their preferences, needs, and motivations.

5. Marketing Strategies:

Oh and Syn (2017) put across that this section outlines the overarching strategies and approaches to be implemented to reach the target audience effectively. This may include positioning, branding, pricing, distribution, and promotional strategies.

6. Tactical Plan:

Breaks down the strategies into specific actionable tactics. According to Oh and Syn (2017) this includes details on advertising, public relations, social media, content marketing, events, and other marketing activities. It should specify timelines, budgets, and responsible parties for each tactic.

7. Budget:

Presents a detailed breakdown of the estimated costs associated with implementing the proposed marketing strategies and tactics. Kotler and Keller (2006) say it ensures that the proposed activities are feasible within the allocated budget. This demonstrates the proposal's practicality and the ability to execute the marketing plan effectively.

8. Evaluation and Measurement:

Waters, Burnett and Lucas (2009) say this outlines the metrics and methods that will be used to measure the effectiveness and success of the marketing efforts. This may include key performance indicators (KPIs), data analysis, and regular reporting.

9. Risks and Mitigation:

Identifies potential challenges or risks that may arise during the implementation of the marketing plan and proposes strategies to mitigate or overcome them.

10. Conclusion:

Summarizes the key points of the proposal, emphasizing the anticipated benefits and outcomes of the marketing plan.

According to Waters, Burnett and Lucas (2009) a well-crafted marketing proposal provides a clear and logical plan of action, supported by relevant data and insights, to help achieve marketing objectives and drive business growth.

Introduction

Life Water's Tranquil Water is a high-end bottled water product line that has recently undergone a revamp. The new Tranquil Water bottles are now made from bioplastics, which are a type of plastic that is made from renewable biomass sources such as corn starch, sugarcane, and vegetable fats. This marketing proposal will focus on creating a new logo and slogan for Tranquil Water that emphasizes its use of bioplastics and its eco-friendliness.

Target Audience

The target audience for Tranquil Water is health-conscious individuals who are willing to pay a premium for high-quality water products. This includes individuals who are environmentally conscious and are looking for products that are eco-friendly and sustainable. The target audience also includes individuals who are looking for a refreshing and hydrating drink that is free from artificial flavors, colors, and preservatives.

Logo Design

The New Tranquil Water logo should emphasize the product's eco-friendliness and its use of bioplastics. The logo should incorporate earthy tones such as green and brown to signify the product's natural and sustainable qualities. The logo should also be simple and clean to reflect the purity and freshness of the water.

Benefits of Bioplastics

- **Environmental Impact** Bioplastics are derived from renewable resources, reducing the reliance on fossil fuels and contributing to lower greenhouse gas emissions. Using bioplastics in Tranquil Water bottles helps minimize the carbon footprint associated with traditional plastic production.
- **Sustainable Packaging** Bioplastics are biodegradable and compostable, offering a more sustainable packaging solution. Tranquil Water's use of bioplastics demonstrates a commitment to reducing plastic waste and its impact on the environment.
- **Consumer Appeal** Increasingly, consumers are seeking products that align with their values, including eco-friendliness and sustainability. By highlighting the use of bioplastics in Tranquil Water bottles, the brand can attract environmentally conscious consumers who prioritize sustainable choices.

Slogan

The new Tranquil Water slogan should reflect the product's eco-friendliness and its commitment to sustainability. The slogan should be catchy, memorable, and easy to understand. Some potential slogans include:

- "Refresh your body, renew the planet"
- "Drink Tranquil, save the planet"
- "Pure water, pure planet"
- "Hydrate sustainably with Tranquil Water"

Marketing Strategy To promote Tranquil Water's new eco-friendly image, Life Water should focus on the following marketing strategies:

Executive Summary:

We are pleased to present this marketing proposal. This proposal outlines our comprehensive marketing strategies and tactics aimed at achieving your organization's marketing objectives. By leveraging our expertise and innovative approach, we aim to enhance brand awareness, increase customer engagement, and drive revenue growth. Our proposed marketing initiatives are tailored

to target your key audience and capitalize on emerging market trends. This proposal highlights the key components of our strategy, including market analysis, objectives, proposed strategies, budget, and timeline. We are confident that our integrated approach will yield measurable results and contribute to the success of your organization.

Situation Analysis:

Our situational analysis revealed that your organization operates in a competitive market with shifting customer preferences. The analysis also identified opportunities to leverage your unique strengths and address potential challenges. By conducting a thorough examination of internal resources, target market demographics, competitor analysis, and industry trends, we gained valuable insights to inform our marketing strategies.

Objectives and Goals:

Our proposed objectives align with your organization's vision and include:

- Increase brand awareness by 30% within the target market.
- Expand customer base by 20% through targeted lead generation campaigns.
- Enhance customer engagement through a 15% increase in social media interactions.
- Achieve a 10% growth in sales revenue over the next fiscal year.

Proposed Marketing Strategies and Tactics:

To achieve the defined objectives, we recommend the following marketing strategies and tactics:

- Develop a comprehensive content marketing strategy to position your organization as a thought leader in the industry.
- Implement targeted digital advertising campaigns to increase brand visibility and drive website traffic. Life Water should use digital advertising platforms such as Google Ads, Facebook Ads, and Instagram Ads to reach its target audience. These ads should focus on the product's eco-friendly features, its high quality, and its unique taste.

- Leverage social media platforms to engage with your target audience, share relevant content, and foster brand loyalty.
- Strengthen public relations efforts through media outreach and strategic partnerships. Life Water should participate in eco-friendly events and sponsor sustainability initiatives to raise awareness about its green initiatives. This can include sponsoring beach cleanups, tree-planting events, and other eco-friendly initiatives
- Utilize influencer marketing to amplify brand messaging and reach new customer segments. Influencer Marketing Life Water should collaborate with eco-influencers and sustainability advocates to promote Tranquil Water's new bioplastic bottles. These influencers can create social media posts and videos that highlight the benefits of bioplastics and the importance of sustainable packaging.
- Life Water should focus on getting Tranquil Water into high-end restaurants, hotels, and spas to target its premium audience. The product can also be sold online through the company's website and through online marketplaces such as Amazon.

Budget and Timeline:

Our proposed budget for the marketing initiatives outlined in this proposal is \$90 000 per year.

The budget allocation is as follows:

- Content marketing: \$15 000
- Digital advertising: \$30 000
- Social media management: \$10 000
- Public relations: \$20 000
- Influencer marketing: \$15 000

The proposed timeline for the implementation of these marketing activities is as follows:

- Content marketing: Ongoing throughout the year
- Digital advertising: Q1 - Q4

- Social media management: Ongoing throughout the year
- Public relations: Ongoing throughout the year
- Influencer marketing: Q2 - Q4

Evaluation and Measurement:

To track the effectiveness of our marketing initiatives, we will utilize a combination of key performance indicators (KPIs) such as website analytics, social media metrics, lead generation, and sales revenue. Monthly reports will be provided to showcase the progress towards the defined objectives and make data-driven adjustments as needed.

Conclusion:

With our comprehensive marketing strategies and tactical approach, we are confident in our ability to help your organization achieve its marketing goals. We look forward to partnering with you to execute this marketing plan and deliver measurable results. Thank you for considering our proposal. We are excited about the opportunity to contribute to your organization's success.

Social Media PR Campaign

Röttger and Röttger (2014) postulate that a social media PR campaign is a strategic and integrated approach that combines the power of social media platforms with the principles of public relations to achieve specific communication objectives and enhance brand perception. In today's digital age, where social media has become an integral part of people's lives, organizations recognize the need to leverage these platforms to build brand awareness, engage with their target audience, and manage their reputation effectively as perpetrated by Tang and Gu (2013).

At its core, social media PR focuses on establishing and maintaining a positive brand image, fostering meaningful connections with stakeholders, and effectively managing communication in the online space as highlighted by Lovejoy, Waters and Saxton (2012). It involves creating compelling content, engaging with followers, monitoring conversations, and responding to feedback and inquiries. According to Westwood (2016) a successful social media PR campaign

aligns with the overall brand strategy, delivers consistent messaging, and utilizes various tactics to engage and influence the target audience.

The primary goal of a social media PR campaign is to build and maintain a strong online presence, boost brand visibility, and establish credibility and trust among the target audience. By actively participating in social media conversations, organizations can shape public perception, address customer concerns, and communicate their brand story effectively. A well-executed campaign can have a significant impact on brand reputation, customer loyalty, and even business growth as put across by Waters, Burnett, Lamm and Lucas (2009).

Introduction

Life Water's recent comments on social media have caused a backlash from the local community. To manage the backlash and promote the company's green initiatives, Life Water should launch a social media PR campaign.

Executive Summary

We are thrilled to present this comprehensive social media PR campaign proposal aimed at amplifying your brand's online presence and fostering meaningful connections with your target audience. In today's digital age, an effective social media strategy coupled with strategic public relations efforts can have a tremendous impact on brand perception and customer engagement. This proposal outlines our tailored approach to leverage various social media platforms, influencer partnerships, and PR tactics to achieve your brand's goals. By implementing this campaign, we aim to increase brand awareness, build brand credibility, and ultimately drive conversions. Our strategies are data-driven, innovative, and designed to resonate with your target audience, resulting in enhanced brand loyalty and increased market share.

Target Audience

The target audience for the social media PR campaign includes the local community, environmental organizations, and sustainability advocates. The campaign should focus on

promoting Life Water's eco-friendly initiatives and addressing the concerns raised by the local community.

Key Messages

The key messages for the social media PR campaign should focus on the following:

1. Life Water's commitment to sustainability
2. The company's green initiatives, including the use of bioplastics in Tranquil Water bottles
3. Addressing the concerns raised by the local community
4. Highlighting the benefits of bottled water compared to other beverages

Objectives

- Clarify misconceptions and address concerns raised by the local community regarding water usage.
- Highlight Life Water's greener initiatives, including the use of bioplastics in Tranquil Water bottles.
- Showcase the company's commitment to sustainability and environmental responsibility.
- Manage the backlash from Zara Leono's comments effectively.
- Increase brand awareness by 30% among the target audience within six months.
- Generate positive brand sentiment by improving online reputation and managing brand image.
- Enhance customer engagement by increasing social media interactions and fostering a sense of community.
- Drive website traffic and conversions through strategic social media content and influencer partnerships.

Social Media Platforms

The social media PR campaign should focus on the following platforms:

1. Facebook
2. Instagram
3. Twitter
4. YouTube

Campaign Strategy

The social media PR campaign should focus on the following strategies:

Transparent Communication

Provide accurate information about the water usage and conservation measures taken by Life Water. Address concerns openly and transparently, emphasizing the company's commitment to responsible water management

Educational Content

Develop informative and engaging content that educates the community about the benefits of bioplastics, including their environmental impact and recyclability. Highlight how Tranquil Water's use of bioplastics contributes to a greener future.

Influencer Partnerships

Collaborate with influential sustainability advocates and environmental influencers to endorse Tranquil Water's eco-friendly practices and the use of bioplastics. These partnerships can help amplify the brand's message and reach a wider audience.

User-Generated Content

Encourage customers to share their experiences with Tranquil Water and their commitment to sustainability. Create campaigns that invite users to post pictures or videos with the hashtag #TranquilGreenLife, showcasing how they incorporate eco-friendly practices into their daily lives.

Community Engagement

Actively participate in local environmental initiatives, such as clean-up drives and conservation projects. Share updates and collaborate with local organizations, demonstrating Life Water's dedication to being a responsible corporate citizen

Social Listening and Online Reputation Management

Utilize social media listening tools to monitor brand mentions, sentiment, and customer feedback. This will enable us to address any concerns promptly and manage your brand's online reputation effectively.

Crisis Management

Develop a crisis management plan to mitigate any potential social media crises. This includes establishing protocols for handling negative comments, addressing controversies, and communicating transparently with your audience

Evaluation and Measurement

To assess the effectiveness of the marketing plan and social media PR campaign, the following metrics will be tracked:

To evaluate the success of our social media PR campaign, we will utilize a range of key performance indicators (KPIs). These may include metrics such as brand reach, engagement rates, website traffic, sentiment analysis, and conversions. We will provide regular reports outlining the campaign's progress

Conclusion

In conclusion, a social media PR campaign combines the principles of public relations with the power of social media platforms to enhance brand perception, engage with the target audience, and manage brand reputation effectively. By leveraging the reach and influence of social media, organizations can connect with their audience on a deeper level, establish trust, and ultimately achieve their communication objectives.

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