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| Deep Blue Pool and Spa Marketing Plan |
| January 1, 2012 – December 31, 2012 |
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| **Presented By:** |
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**I. Situation Analysis**

*Customer Environmental Analysis:*  Current customers of Deep Blue Pool and Spa (DBPS) are mainly located in the greater Batavia area (Batavia, Warsaw, LeRoy) and growing in the greater Rochester area. Most people live within a close distance to the store. DBPS satisfies a various range of needs to its customers, which include pools and spas, as well as chemicals, parts, accessories, and service. People who come into DBPS look to satisfy their needs of a new pool or spa, chemicals, or service needs.

Customers choose DBPS because of the quality of customer services DBPS offers, and the quality of the products that DBPS sells. The experience of the staff goes above and beyond the competition in the area. DBPS’s service team is one of the only in the area that can service any brand of hot tub or pool. The company offers a wide range of products and services and offers to meet unique needs of any customer. DBPS wants to establish strong relationships with customers, so that they become loyal and lifelong customers, which will generate continual lifetime profits.

DBPS is heavily surrounded by competitors in the greater Rochester and Batavia areas. The main competitors are Ace, Clovers, Northeastern, Denny’s, and Pettis. Many of these companies have been established for many years, and sell very similar products as DBPS. The competitors in the Rochester area are taking customers away from the Batavia store because most will not travel more than 15 miles if they are getting products that all stores carry. Some of these competitors sell other related products such as patio furniture, and gaming that DBPS does not sell. Some of these competitors have multiple locations, and are more heavily staffed than DBPS.

Customers mainly purchase our products in the late spring to summer months. This is mainly a seasonal business being that we have long winters in upstate New York. In the summer months, our business thrives on selling pools and pool related products such as chemicals, parts, and accessories. The DBPS service department also makes the most during the summer months due to pool openings, liner replacements, and pool installations. The late spring months are the prime months for advertising, due to the seasonal nature of DBPS’s products and services. By getting the DBPS name out early in the season, this will initially draw consumers to the store, and then eventually turn them into loyal customers.

The products sold at DBPS are high quality products. The four brands of spas that DBPS sells are all high quality spas. This is in part due to the fact that anything DBPS sells is serviced by them, and DBPS has chosen to sell hot tubs that are of high quality, so if they ever do breakdown, they can be easily serviced. Price is also an important factor at DBPS. The company tries to deliver the best prices, for the best quality products. Some of the products at DBPS are priced a bit higher than the competitions prices, but the quality of products are higher than the competitors. Price plays an important role in the consumers’ decision-making process, and customers do “shop around” before making a final decision on a product, especially high priced items such as pools and spas. This is also important because customers do tend to develop long-term relationships with us, and also with competitors.

Potential customers do not purchase our products for a few different reasons. There is heavy competition in the Rochester area and unless people are buying big ticket items such as a spa or pool, most people will choose to buy products at the closest store to them. With the recent shut down of the Henrietta location, it is likely that DBPS will lose the majority of the core Henrietta customers. DBPS must create incentives that are great enough to pull those customers to the Batavia location.

**II. Competitive Analysis**

Deep Blue Pool and Spa is in direct competition with many other activities aimed at our target market. There are many other related activities that consumers in the 28-58 age group can spend their money on, which does take away from potential profits of the DBPS. Gender does play a role in this industry, and it is very frequent that DBPS sells hot tubs to couples.

*Brand Competition:* Pettis Pools, Clover Home Leisure, Ace Swim and Leisure, Northeastern Pool and Spa, Leslie’s Swimming Pool Supplies, Wal-Mart

*Product Competition:* Soft tubs, blow-up pools, Jacuzzi tubs, off-brand chemicals

*Generic Competition:* Beaches, gyms, amusement parks, country clubs, vacations

*Total Budget Competition:* Home repairs, furniture, cars, cruise

**Strengths and Weaknesses of Deep Blue Pool and Spa’s Competition**

*Strengths:*

* These companies have been established longer than DBPS, which gives them a larger clientele
* Bigger showroom – more on display
* Multiple locations
* Sell a wide variety of different products – Patio furniture, games, saunas, fireplaces, stoves, billiards etc
* Higher SEO rankings
* Better Social Media Marketing

*Weaknesses:*

* Larger stores with multiple locations may not have as good customer service, or familiarity with the customers
* Some of the stores sell lower quality products
* Not as good webpage’s/ Facebook pages
* Most competitors sell more products which means they have to spread out their focus on all of their products

**III. SWOT Analysis of DPBS**

**A. Strengths**

* High quality customer service
* Service department can service all type of hot tubs/pools, they will be the able to service and install anything that they sell
* Sell only high quality products
* Been in the service business for over 20 years
* Higher wealth of knowledge
* Reasonable pricing for high quality products

**B. Weaknesses**

* Not much recognition of the store in the Rochester area
* Website is out of date and not regularly updated
* Inconsistent Social Media/ Blogging posts
* Very weak SEO rankings
* Inconsistent logos
* Do not do as much with customer emails as we could/ do not get as many emails as we could

**C. Opportunities**

* New customer base in the Rochester area
* Selling different products at the store gives more variety
* Back to one store- can put more focus and effort into Batavia
* More recognition with new website and higher SEO rankings
* Gathering customers emails
* To sell different types of products that will give DBPS an advantage over the competition

**D. Threats**

* Competition in the area – there is a lot of competition for the Henrietta location
* Weather – too much rain can keep customers away
* Other competition had been around longer – have customer loyalty
* Potential to lose consumers to other big ticket items such as vacations, cruise, cars etc.
* Closing of the Henrietta location – brand credibility

**IV. Marketing Objectives**

The marketing plan for Deep Blue Pool and Spa consists of increasing profits and awareness of the retail store and service department using different promotional strategies. Through the new promotional strategies, Deep Blue Pool and Spa’s objectives will include the following;

1. Increase Batavia’s total gross sales from last season by 10%

2. Increase the service department’s total gross sales from last season by 10%

3. Sell 10 more hot tubs than last season

4. Sell 6 more pools than last season

**V. Target Market**

Deep Blue Pool and Spa’s target market will be adults that range between the ages of 28 – 58. We will also target home owners with a house hold income of 65,000+, and couples who fit into the previous categories. In addition to that group we will target people who already own pools and or hot tubs. This group will be easy to target because people in this category have enough disposable income to purchase our big ticket items, and people with existing pools or spas will need the chemicals that DBPS sells in order to maintain their pool or spa. Our target market will be targeted through various media outlets, and print advertising.

**VI. Promotion**

The following promotion tools will assist in the expansion of customers and help to generate greater profits for DBPS. This plan includes a set of goals that have different time periods in which we will measure the effectiveness of each method. Attachment #1 provides an implementation schedule of when and how the following promotional tools will be tan. These tools are designed to help reach the above mentioned marketing objectives. DBPS will have a $22,200 marketing budget.

Deep Blue Pool and Spa will continue and further promote their message of “Dive into Relaxation.” This slogan will be representing DBPS, and will make the Deep Blue name more memorable. This slogan will be placed on and in every ad and marketing material that is produced for DBPS. “Dive into Relaxation’ will represent the type of experience you will get from using and purchasing products and services from DBPS. This slogan will continue to help set DBPS apart from its competition.

Deep Blue Pool and Spa will consider expanding its product promotion by utilizing different advertising tools such as:

**Print Advertising**

* Local news papers
	+ Pennysaver
	+ Daily News
		- Use for upcoming events and sales
		- Frequent ads in the early spring and summer
		- Use Co-op ads
* Pioneer Print Co.
	+ Flyers
	+ Brochures
	+ Coupons
		- Use for creating awareness of events, sales, and to pass out to customers at events
		- Distribute in the community
* Phone Book
	+ Only name and number of the Batavia store
* Batavia CC
	+ Name and logo on score cards
* “Cheap” Print Opportunities
	+ Local festivals that are in town
	+ School sports programs

**Radio**

* Entercom
	+ Use channels that reach Batavia and 45 miles surrounding the store
	+ Use for upcoming events and big sales
* Clear Channel
	+ TTN, stations that reach Batavia and surrounding areas
	+ Adlets and blinks
		- Use for mid season reminders
	+ Jingle
		- Can be used in all media marketing
		- Create brand awareness and recognition

**Web**

* Pay Per Click Advertising
	+ Google AdWords
		- Pick a set of keywords
		- Set a monthly budget
* New Website
	+ Complete redesign
		- More attractive to reduce bounce rate
		- Up to date information
		- New meta, title, and alt text tags
	+ Hire outside company (Prosite Plus) or I will take classes to learn HTML coding
	+ Constantly update the site
* Search Engine Optimization
	+ Increase SEO by continually updating social media pages and website
	+ Hire an outside company to get us on page 1
		- Hubspot
		- Prosite Plus

**Free Advertising/Social Media Marketing**

* Social Networking Sites
	+ Facebook, Twitter, LinkedIn, HootSuite
		- Keep followers updated on new products/services
		- Constant updates – *at least* 5x per week
		- Make post more interactive, engaging and fun – so people will want to follow
		- Additional ways to find DBPS
		- Send out coupons/ “followers only” specials
		- Need to spread the word about our sites – MORE FOLLOWERS
		- **Everyone must give input each month**
* Blogs
	+ WordPress, DIGG
		- Must be constantly updated -  *at least* 4 per month
		- Get our name out all over the country
		- Rich information will give us more credibility
		- **Everyone must give input each month**
* Community Calendars
	+ Inform the community on upcoming events and sales
	+ LeRoy, Batavia, Henrietta
* Craigslist
	+ Continually create posts about service and products
	+ More frequent posts for products we need to move

**Newsletter & Email Blasts**

* Monthly Newsletter
	+ Campaign monitor
	+ Constantly remind consumers about DBPS with breaking news about products and services
	+ Must be more informative and engaging – call to action – so people want to read and engage
* Email Blasts
	+ Send out periodical emails targeting specific groups of users – each blast will be customized
		- Above ground owners
		- In ground owners
		- Spa owners
		- Nature II owners
		- Big spenders
	+ Holiday coupons/ special sales/events
	+ **Everyone must give input each month**
	+ **Must get more emails**

**Co-Op**

* BioGuard
	+ Postcard and coupons $.60 per piece – send ~200 each time
		- April 18 - $5 off $25
		- May 18 - $5 off $25
		- June 18 $10 off $50
* Frog
	+ Goodwill/fundraising events
	+ Store window ads
		- Paint the frog on window/frog specials on window
* Arch
	+ Use logo/Arch product in newspaper ads
	+ Pennysaver, Daily

**Donations/Special Events**

* Donations
	+ Charities and fundraisers
* Sponsorships
	+ Sports teams and events
* Golf Tournament
* Truckload sales
	+ Must be advertised more – more awareness
	+ Must draw in more potential customers

**Miscellaneous**

* Cross Promotions
	+ Cross promos/events with other businesses in the community
	+ Raise awareness of our brand – expose different users to DBPS
* Personal Promotion Items
	+ Team sponsorships
	+ Hand out at events
* Roc N’ Deals
	+ Use if we have extra product we need to move
* Spa Squad
	+ Promote this more
	+ Use year-round
	+ More signs around the community
		- Yard signs
		- Telephone poles
		- Street signs

**VI. IMPLEMENTATION**

Deep Blue Pool and Spa will be implementing this plan starting January 1, 2012, and continue on through December 31, 2012. A list of all promotional costs and an implementation schedule is located in Attachment #1. This will list the projected amount spent on each promotion category, and when the promotions will be implemented.

DBPS will be using print advertising in the early spring and summer months to create awareness and remind people of the store for the upcoming season. Coupons and reminders will be placed in local newspapers such as the *Daily News* and the *Pennysaver.* DBPS will also utilize these outlets whenever we have an upcoming event or sale. DBPS needs to get better at creating awareness of our events and sales to generate more traffic to the events and more sales. This year DBPS will also be utilizing Co-Op in these local papers. This is a great way to target a specific product and get money back for it.

Printing our flyers and brochures can bring about even more awareness in the community. We must get items printed to generate awareness and use a call to action to generate traffic to the store. Everyone needs to pitch in to hand out these flyers in high traffic areas when our target market is located.

DBPS will cut back its radio advertising for the 2012 year. A campaign will be created throughout the spring and summer months focusing on the retail store, and the service department. These campaigns will create awareness and remind consumers of the DBPS brand. We must alter the stations that we have used in the past, to specifically target the greater Batavia area, as well as Rochester, especially for big events such as truckload sales. Radio advertising will be heavily used for big events such as truckload sales, and for reminders in the Batavia area of the retail store, and service department. This would be a good year to utilize different types of radio advertising such as a jingle and blinks/adlets. These resources are great for creating brand recognition.

The 2012 year will be a big year for web advertising. Advertising on the web is becoming increasingly popular and effective. There are so many different resources available and it is a very easy way to track ROI, and how effective your web advertising dollars are spent.

“A May 2011 Pew Internet survey finds that 92% of online adults use search engines to find information on the Web, including 59% who do so on a typical day. This places search at the top of the list of most popular online activities among U.S. adults. But it is not alone at the top. Among online adults, 92% use email, with 61% using it on an average day. (Purcell, 2011)”

A Google AdWords campaign will be set up starting in March. A set of keywords will be used to target specific users. The campaign will go through May, and if we see results we will continue to use AdWords throughout the summer.

A new website is a must for DBPS this year. The bounce rate of the current site is 60.85% which is well above the average of about 30% (See attachment #2, Google Analytics report.) This means that out of every 10 people that are coming to our site, 6 people take one look and clicking the back button and most likely going to one of our competitor’s sites. This must be changed. Deepbluepool.net needs a complete redesign and update of all products and services. Navigation throughout the page must be easier, and pictures and words need to be more attractive. HTML tags are also out of date and not suitable for this industry. This needs to be an immediate change if DBPS wants to remain competitive in the pool and spa industry.

Search engine optimization is another important factor of the 2012 year. We need to achieve a higher ranking in order to beat out competition in the area, and have a greater presence on the web. One way we can directly alter this is by continually updating all of our “extra” sites (blogs, social media sites, etc.) Beginning the year, an outside company will be hired to get us on page 1. Just a basic SEO plan will be set for the beginning of the year, and once we receive results from the first trial, either an increase or decrease in SEO will be made.

Free advertising is a huge way to increase exposure and gain more customers. Social networking is a very important and increasingly popular way to reach consumers. Updating our social media networks and blogs will not only increase our SEO, but engage customers and potential customers. All of our social media sites *must* be updated more frequently and *everyone* must chip in with insight. DBPS SMM is average right now, and in order to really stand out, everyone must contribute more frequently. A social media schedule (Attachment #3) will be handed out to each employee every month, and must be returned to the marketing manager at the end of each month. Each employee is to provide input and insight for Facebook, Twitter, Craigslist, and a blog. This is the only way to go above and beyond in DBPS social media marketing.

The DBPS monthly newsletter must be better. The newsletter must contain more rich information and be more engaging so that recipients want to read the newsletter and want to buy our products and services. Another key factor is getting more emails from every single customer that walks in the door. Even if the customers have been coming to the store for years we *must* get their email. Our email system must also be more organized. We need to make sure we get their email, and what products they buy/what they own (in ground, above ground, spa, chemical type etc.) This will be a key factor in the 2012 marketing campaign, and could be a great way of bringing customers back to the store.

Co-op is a great way to get money back from our vendors. DBPS has barley used any co-op in the past, and must be more involved in co-op this year. There are many different programs that will help not only bring in customers, but that are easy ways to get money. Frog, Arch, and BioGuard have very simple and effective programs that can easily be implemented in the upcoming year. This is also a great way to target specific groups of our consumers.

DBPS must continue to donate to charities and sponsorships to different groups in the community. Not only is this a good way to keep a good name in the community, but it also creates more exposure to different groups of people that have not been expose to the company.

Truckload sales are a great way to move a lot of product. In the past, truckload sales were not as successful as hoped. In order to have a successful truckload sale, there must be a ton of advertising for the sale. A great way to get the word out is flyers and yard/street signs throughout the community. Truckload sales are a great way to pull in customers from outside the Batavia area. People are more willing to travel further to buy a big ticket item, so DBPS must pull in people from the surrounding areas such as Rochester and Buffalo. The more advertising done for these events, the better. Truckload sales are also a great way to do a cross promotion with another similar business to draw in even more potential consumers.

Throughout the year there will be many different opportunities that are presented to the company that are too good to pass up. A set amount of money will be put aside for these types of opportunities. There may also be different marketing outlets that come up that DBPS has not used before, and must take action ASAP.

Overall the 2012 year will mainly be centered on web based outlets. It is crucial for the company to get a new website that is more attractive and informative to potential users. Another crucial aspect will be social media, and emailing customers. These marketing outlets are free and must be taken advantage of. Every employee must participate in order to maximize the full potential of these outlets, as well as collections as many emails as possible.

**VII. CONTROL**

In order to meet and exceed the set goals for 2012, Deep Blue Pool and Spa must take advantage and capitalize on all of the above stated recommendations. With all of the focus now on the Batavia store, and with a more organized service department, it will be easier to track the progress of the retail store and service department. Each advertisement and sale can be tracked, by saving coupons and advertisements that customers bring to the store. Web advertising can be easily tracked by Google Analytics and AdWords campaigns. Mid season we can make an assessment and see which media outlets are bringing in the most ROI and which are bringing in the least. If it is evident that a specific promotional tool has not produced sales, then that tool will be discontinued. After collecting the results, DBPS will then decide which outlets to use more or less. With all of the new and altered advertising and promotional tools listed in this plan, I believe DBPS 2012 goals will be easily obtainable.

**VII. SUMMARY**

Deep Blue Pool and Spa will be implementing this new marketing plan from January 1, 2012 through December 31, 2012. The main objectives of this plan are to increase retail and service sales by 10%, as well as selling 10 more hot tubs, and 6 more pools than last season.

These objectives will be achieved through various marketing techniques that are both new and old. Every employee is important to this new plan, and everyone must give their own input in order for this plan to succeed. The new marketing plan will be implemented with a $23,100 budget. After the year of implementation, DBPS employees will be able to determine what strategies worked for the year and what didn’t, as well as what strategies gave the best return on investment.

This plan is designed to maximize brand awareness and exposure to the Greater Batavia and Rochester communities, which will then lead to increased profit margins. “Dive into Relaxation” will remain the slogan of DBPS and give consumers a clear picture of what the company has to offer. For the success of the company, I believe that it is crucial to capitalize and promote this plan which will then produce DBPS’s desired results.