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## 1. Introduction

The Bunbury Boat Show (BBS) offer recreational water-based services, activities and sports to their consumers. They usually market through traditional mediums such as print media, radio and television. However, due to the use of these traditional mediums, the number of people turning up for these services is becoming less than previous years. This has raised the cause of concern for the organization to reconsider and redefine their target audiences and their demographical segmentation. And on the basis of this recognition, they need to find new and more active ways of marketing and promotion. Under the given circumstances, online and social media marketing mediums are highly recommended for BBS.

Although the company has a website but the information available over it is extremely insufficient as the latest recreation facilities are not effectively highlighted. Moreover, the website also requires publicity as the people would not be able to learn about the site as long as they do not reach it. However, most of the potential consumers do not know about the site. There is no mobile application which could have played a major role in creation of awareness among consumers. The most cost-effective and efficient strategy is the publicity

on social media (Minazzi, 2015). The show has official pages at a couple of major social media networks but the posts are infrequent and the content almost never gets promoted.

Another potential reason for the drop in the visitors is the wrong strategy regarding the selection of targeted age group. As in the case of newspaper, the organizers seem to be aiming at acquiring the attention of senior male citizens who usually read the newspaper far more than their young or female counterparts (Ju et al., 2017). To remain in the competition in the contemporary corporate world, the successful companies take a proactive approach to assess the consumers' behaviour ahead of starting the development of the product or the launching of a service.

## **2. Participant Profile**

To reach diverse market segments or for administrations to various areas or diverse individuals organizations utilize a technique called market segmentation. Accordingly, market segmentation is imperative for above all else organizations around the globe. In the event that an organization can't achieve the market or territory they will achievement; or the item or administration they give excessively costly so the market they are in can't manage, surely that organization can't hope to thrives as an organization.

Market segmentation is to separate the market into littler segments. The principle purpose for the market segmentation is to make simpler to address the necessities of littler gatherings of clients, especially in the event that they share numerous qualities for all intents and purpose (Marsden, 2002).

In any case, there are thing marketer needs to consider to check whether a market must be segmented. The market being referred to must be sufficiently vast to segmented. Contrasts

must exist between individuals from the market and these distinctions must be quantifiable through customary gathering strategies (Marsden, 2002).

### Demographic Segmentation

Demographic segmentation is the market segmentation system in which the aggregate market is isolated based on client demographics. Demographic segmentation cuts the market on demographic factors like age of the client, gender, salary, family life cycle, educational capability, financial status, religion and so forth. This aides in making bunches showing a comparative need and need, and can be focused in a significantly more better path by organizations (Marsden, 2002).

This sort of segmentation orders a gathering of individuals who have comparative needs dependent on different parameters related to demographics. Demographic segmentation is generally the essential level of segmentation done as it is done on exceptionally fundamental parameters like age, pay, religion, education and so on. Since items and administrations are constantly made for a particular utility and for clients of a particular age gathering, individuals having comparable obtaining power and so forth, it ends up less difficult for organizations to focus on these arrangement of clients.

The demographical factors specific for BBS are:

- Age
- Income
- Gender
- Region
- Socio-economic status

The research would make use of targeted sampling to reach the specific online existence of various demographics described in the objectives. For instance, to reach the age group between 13 and 26, the promotion of the survey would only be visible to the social media users with an age inside the mentioned age bracket. Since the networks do not ask to enter socioeconomic status, the respondents of all statuses would be considered. The question of age is added in the survey because many people do not wish to reveal their ages on social media.

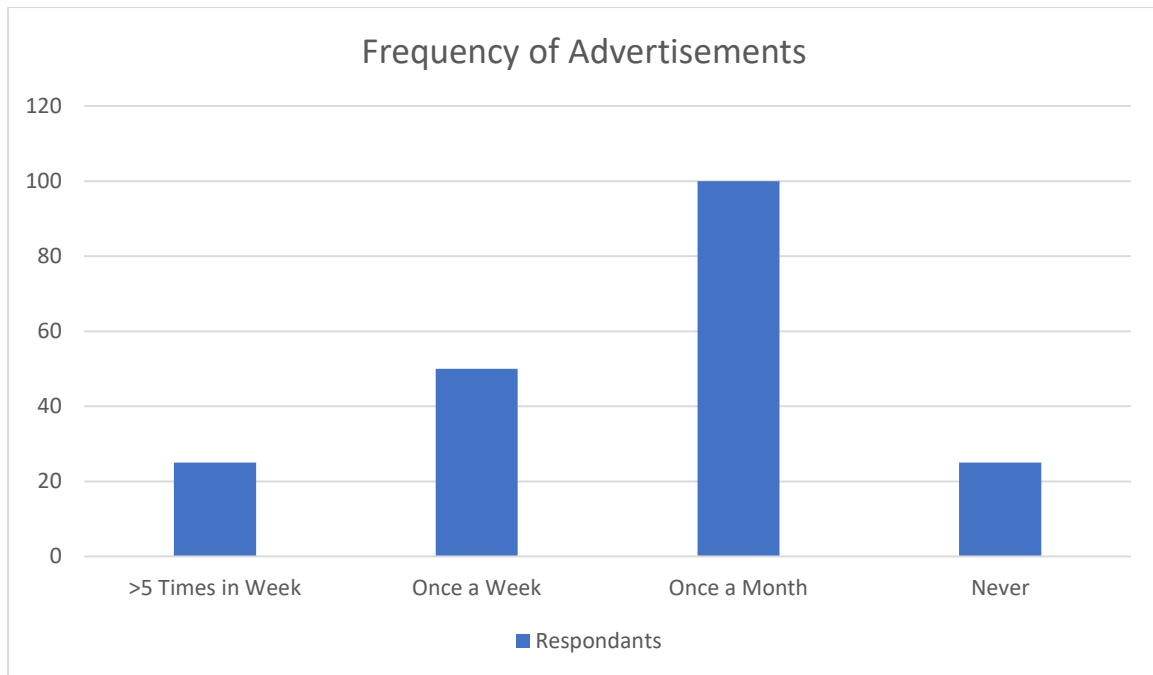
The lower bound of the volume of data would be 200 individual respondents for each section of the target audience. At exactly 200 respondents, the error margin would be pre-assumed to be 10 per cent. Every five people less than 200 respondents would account for one per cent decrease in the efficiency of the outcome. The greater the data, the better would be the efficiency provided that the data remains reliable and valid too.



### 3. Report Findings

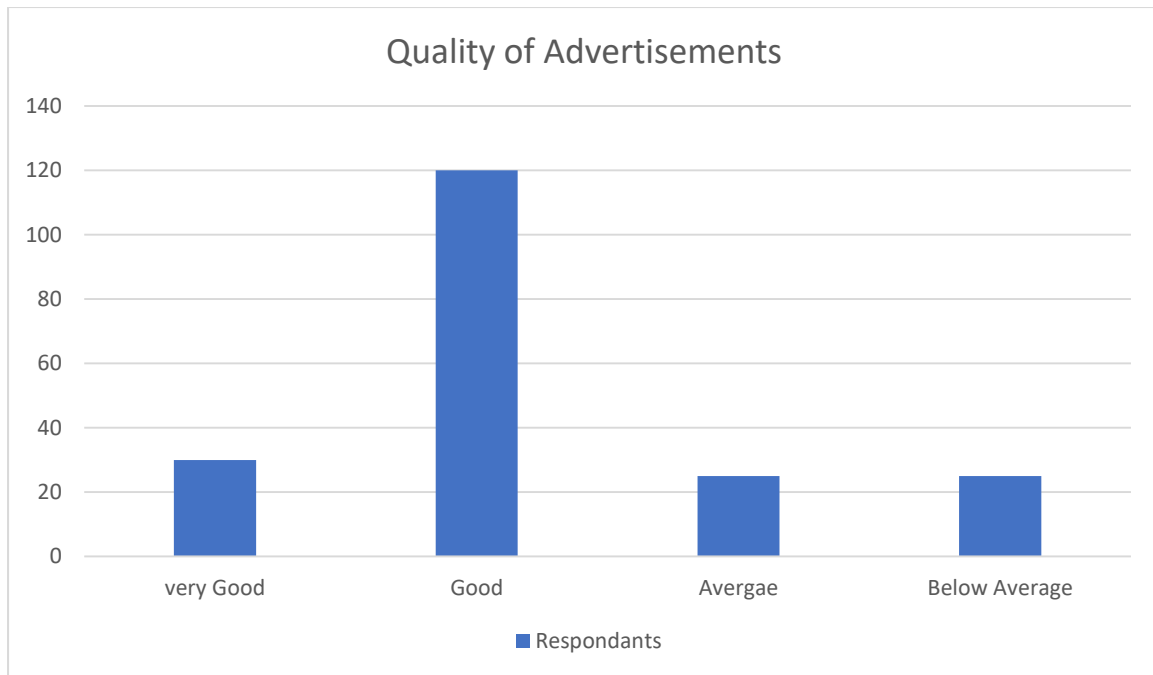
Based on the focus group interview responses, following results were achieved:

1. On average, how often do you find an advertisement about Burnbury Boat Show?



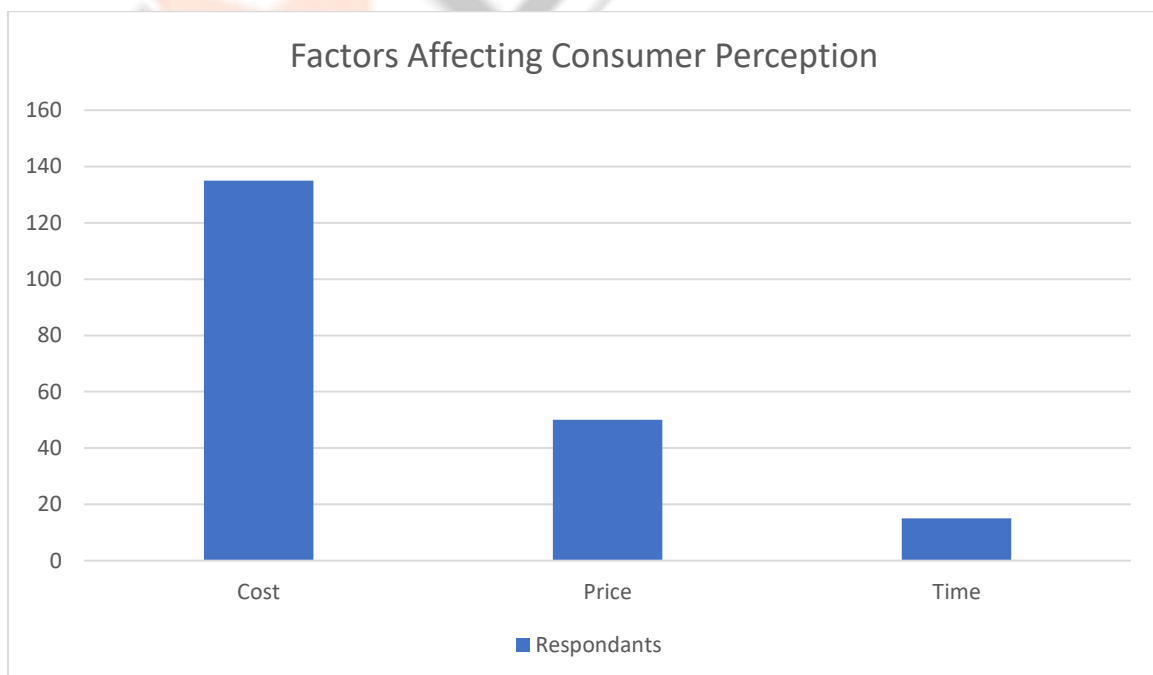
This result shows that the frequency of advertisements and their publishing rate is not as much as it should be. Also, this shows that the advertisements hardly gets noticed by the potential consumers. This is a massive concern for BBS as this can significantly impact the overall reputation, positioning and eventually pricing strategy of the company. With such poor publishing and promoting specifications, BBS will hardly have any new customers in future. This also predicts that BBS is relying more on Word of Mouth promotions, rather than proper media campaigns.

2. How would you rate the advertisement?



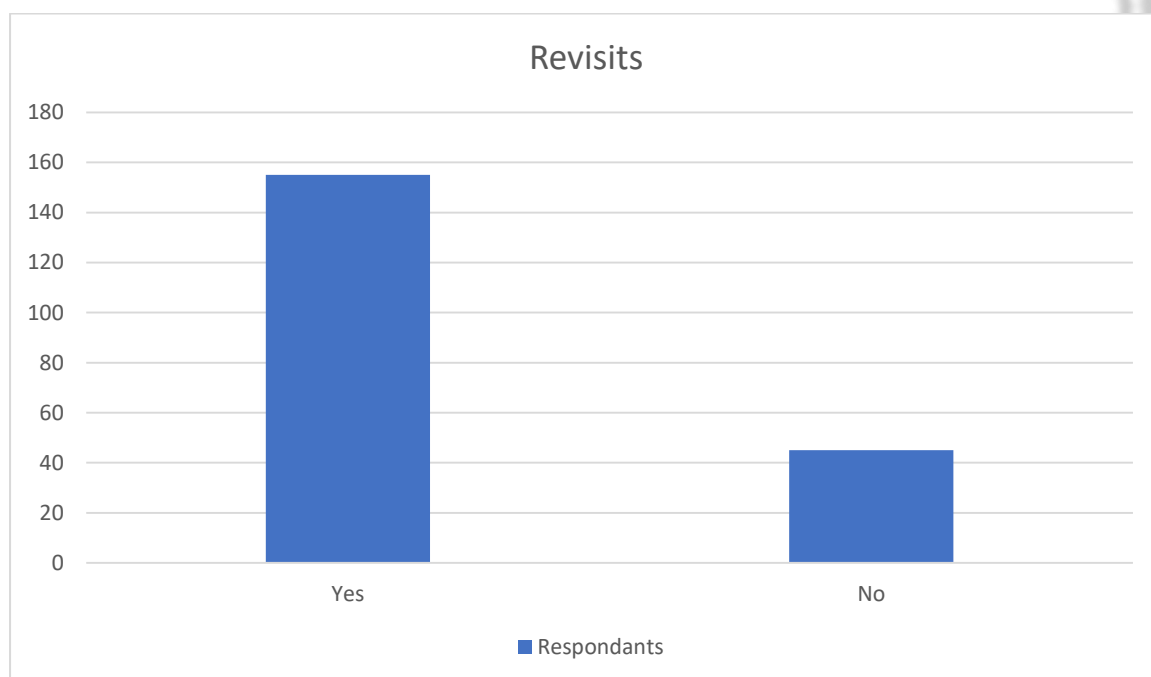
This result, however, provides a brief relief for the marketing team, considering that some of their consumers do consider their advertisements to be good enough to be noticed. However, the medium of these advertisements still needs to be developed and promoted further.

### 3. What change in the following factors would make you visit the BBS?



Apart from advertisement, above results show that the consumers are heavily affected by the cost of the services provided by BBS. Considering this aspect, it is important that BBS must rebuild their image as a premium organization providing high-end, and worthy services that are value-for-money,

4. Did you visit the BBS ever before?

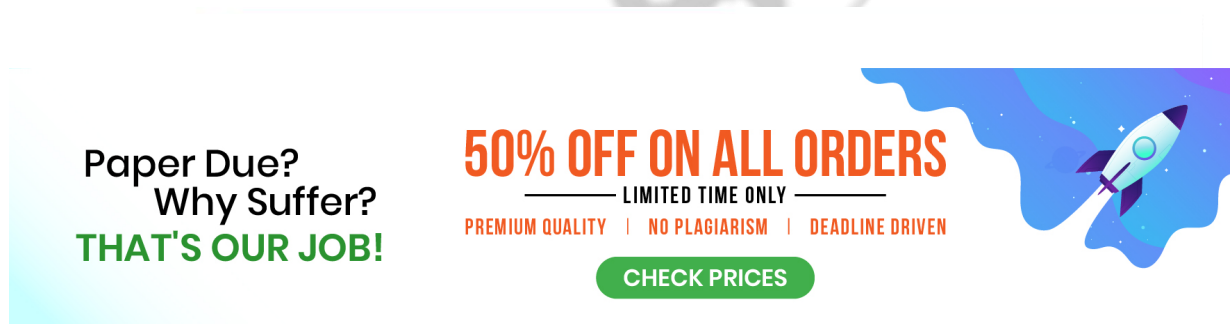


This result further confirm the concerns raised by the advertisement issues identified earlier. According to this result, the returning customers are much more than the new customers. This shows that the company is specifically running on the expense of existing customers. If they tend to leave the company for some reason, there are hardly any new consumers to take over their place and ensure stability in the profitability of the company.

Under such circumstances, it is extremely important that the BBS must consider rebuilding and redeveloping their media and marketing campaign by considering the following aspects:

Social Responsibility in Marketing

Social Responsibility in Marketing can be considered as the gray area of marketing domains. Theoretically, social responsibility in marketing would refer to the practices, actions, decisions and choices that would ensure that the marketing practice does not violate any social, moral or ethical norm. In other words, marketers must ensure that they are not damaging social values and standards through malicious marketing practices that may include doublespeak in advertisements, obscenity in advertisements, promoting unacceptable productions, etc. Main purpose behind the socially responsible marketing is not only to target profit but also to promote ethical values and benefits for the citizens. For instance, recently Coca Cola has launched a 'Spread Happiness' campaign in Middle Eastern countries to allow labor class to call their families back in their native countries using bottle caps as the coins.



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### Marketing Research

Marketing Research is the process of using qualitative and quantitative data to conduct researches about marketing trends, patterns, ideas, etc. Main purpose of the marketing research is to enhance profitability of the company by forecasting future consumer trends, analyzing the reason of recent sales patterns, identifying most profitable consumer regions, evaluating user needs and demands, etc.



It can be described as the process or combination of several processes that create a link between the consumers and the marketers. This link is primarily based on the information and data related to consumers. This data is used by the marketers to identify marketing opportunities, possible issues, optimize marketing practices, monitoring the performance, devising approaches to increase profitability, etc.

Some of the examples of marketing research are:

1. Forecasting Consumer Trends: here the marketers analyze the consumer data to forecast or predict new trends that can be launched into the market to achieve competitive edge over their competitors.
2. Identifying potential Consumer Segment: here, consumer information is used to identify regions, demographics or other characteristics that could reveal specific consumer segment that can be efficiently targeted by the marketers.

### Marketing Trends

Some of the US marketing trends prompted by socio-cultural issues are:

1. Focus on eco-friendly products considering the implications of wastage of energy resources such as development of eco-friendly electronic appliances, etc.
2. More focus and popularity of online retailers, online sales and e-commerce because of busy routines and schedules.
3. Use of social media for marketing purposes, specifically to target youth segmentation;
4. More focus on customer service, consumer engagement, etc.

## 5. Mobile marketing and consumer connectivity;

### **Social Media Factors Affecting Brand Positioning**

- Clients and consumers

The most basic factor to be considered is the approach through which brand attract consumers. It requires the effort of a marketer to grant the brand a great part of the time remembering the true objective to make brand positioning. A reputed brand online will pull in a more broad mass of visitors. The marketer can know the kind of exposure their brand positioning have in the Social Media organize.

- Affecting Perceptions

A marketer should evaluate and identify whether the kind of impact they have on their group is negative, positive or fair-minded. This can be assessed by the kind of remarks people post. The data got will engage marketer to make redresses wherever imperative.

- Interactivity

The level of interactivity can be directed by the consumers who respond to the brand message. Strong consumer engagement must be worked by usage process (Michaelidou, Siamagka, and Christodoulides, 2011). It is basic to working up how frequently the remark a marketer posted was shared online, or the amount of the people who tapped on their like catch. How much a consumer is locked in is an unmistakable marker that they have interest in what the marketer is advancing.

- Consumer Loyalty and attribution

This can be explained by how routinely the group continues remarking on the marketer's messages. The kind of messages the follower's post can help choose on the off chance that they are dedicated or not. Consumer unwavering quality can be settled with the kind of tributes they offer identifying with the brand.

#### **4. Conclusion and Recommendations**

Since the advent of Social Media in the early 21<sup>st</sup> century, it has revolutionized the way users interact, communicate and influence each other at the global level. It has also brought significant changes and modifications in marketing domain as well. One of the key changes that Social Media have brought for marketing domain is regarding the impact on brand positioning and its associated marketing strategies. Considering the benefits of this powerful promotional medium, it is highly recommended for BBS to adopt social media marketing platforms.

Considering the power of competitiveness for customers, and they need to manufacture doable brand esteem, buyers appropriately transform into the essential fixation for any marketing brand positioning. Marketers should in this manner prosper to get the thought of shopper and make a customer recognition that would impact them to need to share the marketers brand with their companions. A significant part of the time people are continually restless to share something that is sensational and of impetus to them. Regardless of the way that the rule motivation behind why Social Media stages were made was to interface people in total discourse, then again, marketers found these stages drawing in the market their companies despite how their brands are not welcome in Social Media. Some online customers consider them to be being one of a kind and odd (Tuten and Solomon, 2017).

Studies (Marsden, 2002) (Hoffman & Fodor, 2010) have found Social Media as a place where they can build rich; unmediated purchaser encounters impressively speedier than already.

This has given Social Media an ability to help brand positioning; ask people to endeavor things which may unavoidably incite more arrangements returns especially when the campaign happens to become a web sensation (Saravanakumar and SuganthaLakshmi, 2012). Commonly a respectable brand isn't tied in with being picked over an opponent in the market area, yet rather, it should offer a response to the prospects issue.

In this way online brand positioning isn't only about another brand finding its way in the Social Media field, in any case, really, it is a brand that is starting at now settled which can be rehashed online. It is in this way that a fair brand positioning procedure for both online and detached brand positioning should be set up to help all channels to have a mutual synergetic effect (Hoffman and Fodor, 2010). A couple of associations have possessed the ability to have vague brands and characteristics that are typical for a reality of their separated brands.

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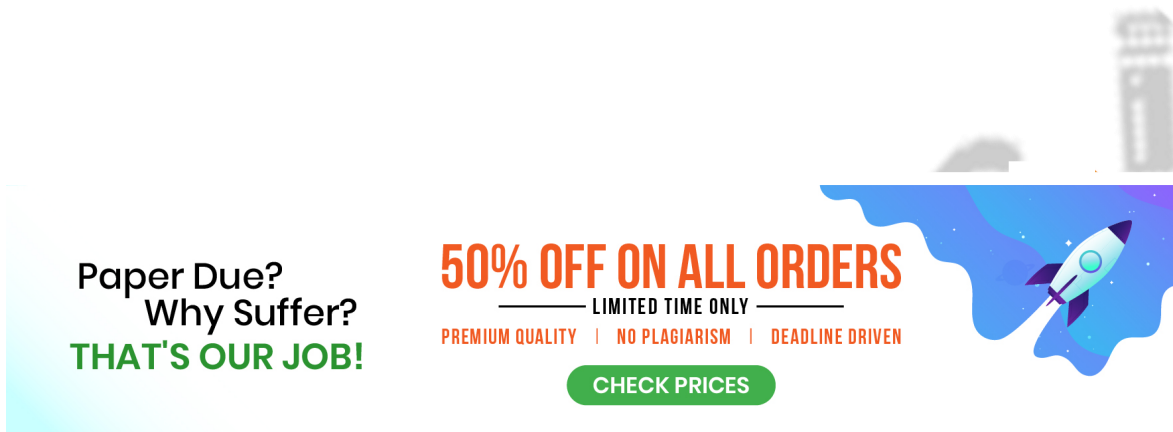
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The banner features a light blue gradient background on the left. The right side has a dark blue space-themed graphic with a white rocket ship and a lighthouse silhouette in the background. A large, faint, diagonal watermark reading '5 STAR ESSAY' is visible across the bottom half of the image.