



## MKT 205 Project

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### PRODUCT

Gourmet truffles with fruit, herb, and flower extract infusions

### PERSONA

Emily, 31

### DEMOGRAPHICS

**Location:** This persona rents an apartment in Nova, Michigan.

**Marital Status:** This persona is single and has no children.

**Occupation and Income:** This persona is a Social Media Marketing Manager and makes \$59,000 annually.

**Education Level:** This persona has a bachelor's degree in marketing with a focus on social media.

### PSYCHOGRAPHICS

**Hobbies and Interests:** This persona enjoys socializing either online or over drinks with co-workers at a slightly upscale restaurant, taking yoga classes, posting on Instagram, and reading online articles.

**Wants and Preferences:** This persona wants her peers to view her as an accomplished, sophisticated woman so she prefers organic foods but will settle for ostensibly organic and nutritional food products, as long as they support her image.

**Personal and Professional Goals:** This persona has ambitions of advancing in her career and eventually settling down to start a family with someone, but she's not in a hurry.

**Shopping Habits and Preferences:** She prefers to shop at fresh format or limited assortment grocery stores like Whole Foods or Trader Joes.

**Lifestyle:** This persona is very career-focused, enjoys tasteful social gatherings, and is highly active on major social media sites such as Facebook and Instagram.

### PROMOTION

#### FIRST MARKETING CHANNEL

**Description of first marketing channel:** My first marketing communication channel that I will use to promote the new Chocolate Bliss product to my target market will be a website. The website will include other available Chocolate Bliss products but will clearly promote the new product on the home page as well as throughout any other pages within the website. The website will also include a webpage dedicated to information related to the

company, such as where they are located, what their mission statement is, what their values are, as well as where and how they choose their ingredients. The new Chocolate Bliss product will have its own, (albeit temporary), entirely separate webpage within the site so that consumers can learn more about that specific product. Information regarding the ingredients and nutritional facts will be easily found on that page, as well as customer testimonials. At the bottom of the page, there will be a section for consumers to add their own testimonials about the product as well as a link to the company's active social media sites like Facebook, Instagram, and Pinterest.

**Why this channel is appropriate for this persona:** Since the majority of my target market are millennials, the use of digital communication channels will be the most productive way to reach them. Even if in-person events or television ads catch their attention of the product, these consumers will most likely want to perform additional research about it before buying. It is important to have a website that these buyers can visit to find any additional product information, such as types of ingredients or whether the ingredients were made locally or organically, and whether the product was made with other additives that aren't mentioned on the label. Television ads and in-store sampling might also be great communication strategies down the road, but because these types of promotion typically only feature one or two product choices, the consumer might wonder if there are other flavor choices that might appeal more to them. The millennial target market is the group most likely to perform a web search to answer their question. In addition, these consumers like to read other customer testimonials before buying products, and a website is a great way to publicize customer satisfaction. A website will be my starting point because it will serve as the core for any additional communication channels used later on.

## SECOND MARKETING CHANNEL

**Description of second marketing channel:** My second marketing communication channel that I will use to promote the new Chocolate Bliss product to my target market will be through the use of social media sites. The company itself will have established social media sites regarding the Chocolate Bliss brand in general, but, similar to the website, the new product will be promoted clearly throughout the site, setting itself apart from the other Chocolate Bliss products. For example, if a consumer performs a Facebook search for Chocolate Bliss, the first thing that will appear on the brand's Facebook site will be excerpts on the new product. Throughout the social media sites, there will be short videos that might include ideas such as how a person could incorporate this new product into a larger dessert, like a cake. It would also include high quality photos that capture how appetizing the product is. Throughout blog posts, content writers would include recipes, (similar to those of the short videos), that describe how this product could be used in larger desserts.

**Why this channel is appropriate for this persona:** With my target market being millennials, social media is a commonly used method for socializing. Advertising on social media is a really easy way to introduce products to a wide variety of people, since consumers can share product information with their peers, such as through Facebook posts, Instagram photos or blog posts. Social media marketing can be viewed as another form of sharing testimonials. When people read or see their peers responding positively to certain products, they are more likely to seek more information or try the product themselves. Millennials are also do-it-yourselfers and enjoy reading recipe blog posts or watching short videos of easy to make, attractive desserts or other food dishes. Taking my persona for example, Emily; she wants her peers to view her as classy and smart. Maybe she is having friends over and wants to impress them with something unique and flavorful. Short videos and blog posts can give these consumers creative ideas to impress their peers. If the video is done well enough, it will also likely be shared by the viewer, allowing the contacts of that sharer to view the video as well- leading to additional product sales. Social media is heavily used among this demographic and should be used as a main communication channel for them.

## PRICE

### PRICING FACTOR: TARGET-MARKET PRICE SENSITIVITY

**Target-market price sensitivity:** The target-market price sensitivity factor considers the target-markets' perception of the product's exclusiveness as well as its perceived quality. It has to do with what a consumer might consider to be worth spending money on, or even worth spending a higher amount than they might for similar products. If a consumer considers a product to be higher quality, they likely will be not only more willing to spend more on the product; but they also might be more willing to even buy it at all. Depending on the target-market and the type of product being sold, such as a food item, the consumer might not even consider the product if they feel for any reason that it could be low quality. Target-market price sensitivity is about knowing how the customer will respond to the price.

**How pricing factor is used to determine pricing:** If I, as the seller, can show the target-market that my product is unique in that they won't find many others like it, and that it is made using quality ingredients; then my target-market will be more likely to buy my product. If I were to price my product in the lower price range, my target-market would likely perceive the product as cheap, unhealthy, and possibly even think of it as entirely artificial, (since artificial ingredients are typically cheaper). If I priced my product strictly in relation to similar product prices, my target-market would be left wondering what the difference is between buying a brand of chocolate that they've previously purchased and are familiar with, versus something new to them. My target-market is slightly health conscious, but not entirely, so understanding what they categorize as 'healthy' and what they categorize as 'cost-worthy' is going to ultimately determine what they'll be willing to spend on my product.

### PRICING STRATEGY: PENETRATION

**General advantages and drawbacks of penetration pricing strategy:** One of the main advantages of the penetration pricing strategy could be the potential to gain a higher volume of sales and customers after the initial product release. The potential drawbacks might include poor product perception or a decrease in sales overtime as pricing increases. To successfully use the penetration pricing strategy, it's important to carefully consider the target-markets sensitivity to price changes. Ultimately, the goal here would be to introduce the product at a slightly lower price in order to attract more customers. We don't want to price the product so low, however, that consumers mistakenly believe it is low quality.

**Specific advantages and drawbacks of penetration pricing strategy:** My persona's purchasing behavior is closely aligned with how she wants her peers to think of her. With that in mind, when the new Chocolate Bliss product which was initially introduced at a lower price starts to become slightly more expensive; my persona might associate the price increase with higher product demand. In other words, she could be left thinking that the product has increased in price because it has become more popular, leading her to want to continue purchasing the product versus others because it is perceived as a more desired brand among other options. The potential drawback Chocolate Bliss might face using the penetration pricing strategy with my persona in mind could be that my persona might not initially think of the product as being high quality, so it will take strong branding techniques in order to capture her attention from the get-go. In addition, if once the price of the product increases and the sales decrease, then I would need to reevaluate whether the price of the product is too high for my target market.

## PLACE

## CHANGES IN THE MARKETPLACE

**Change in the marketplace:** A recent change in the marketplace that I will explore here is consumer online purchasing.

**How the change addresses the distribution of products to my persona:** In light of the recent COVID-19 pandemic, online purchases have become a more popular form of consumer purchasing behavior, due to less in-person contact. More so, my persona is a millennial, and is more likely to buy items online since she has grown up with access to technology. Throughout the years, research shows that as work hours increase, so do online purchases, due to convenience and accessibility, (Liang & Lim, 862). My persona is very work-oriented, which means she will favor convenient shopping since she has less time to shop in-store for items. This makes online selling a great distribution channel for my target market.

## DISTRIBUTION CHANNEL

**Potential distribution channel and why it is appropriate for my product and persona:** One potential distribution channel that I recommend for my chosen product is online selling through our company website. This is appropriate for my persona for several reasons, one of which is because she prefers to shop conveniently for products, and online purchasing is convenient. My persona also likes to be perceived as clever and original, making limited assortment stores, (like Whole Foods), a favorite of hers due to their exclusive offerings. The new Chocolate Bliss product will be quite new to the Midwest, so exploiting this product as different will attract customers, like my persona, who want to make unique purchases. A website can authenticate the exclusiveness of the product by showing its popularity among other, more local states to its origin. Research shows that a big factor that contributes to online purchases has to do with a products' perceived 'exclusiveness,' (Liang & Lim, 856). Exclusive food products are not likely to be found in regular grocery stores. For my persona, the idea of purchasing a more unique product is appealing because it supports her image of being more original than her peers.

## PRODUCT

**How product should be marketed in relation to meeting the needs and wants of my persona:** The new Chocolate Bliss product should be marketed in a way that highlights the overall quality of the chocolate, since healthfulness is not only important to my persona, but it is also associated with higher quality food products. With that being said, the packaging should include the percentage of cacao due to the various well-known health benefits of cacao. My persona buys chocolate for many reasons, including networking, and therefore will shop for chocolate based on the appearance. Along with highlighted health benefits, (such as cacao percentage), the packaging should be urbane with darker, earthier-toned colors and neat, clean fonts. This will give the new product a deluxe identity while representing its carefully chosen ingredients. Whether my persona is buying chocolate to 'woo' clients, to express emotions to her family and friends or just as a treat for herself; her purchases always represent her image and beliefs.

**How bringing this product to the marketplace helps support and build the Chocolate Bliss brand:** Bringing this product to the marketplace can help support and build the Chocolate Bliss brand by establishing an identity in the states where the brand is not well known or unknown. Chocolate Bliss has strong brand awareness in the states where it is currently sold, and this is an opportunity to experience that same brand awareness in additional states. The product I am offering is gourmet truffles with fruit, herb, and flower extract infusions. The Northwest in general tends to be more holistic and earthy, possible due to the accessibility of natural materials as well as the

overall environment, (overcast skies, damp terrain); so, the added ingredients to this particular product are a representation of the naturalistic traits of the Northwest. When consumers in the Midwest are introduced to this product, they will associate it with being native to its homeland and all around exclusive.

## EVALUATION

**How to evaluate the effectiveness of the marketing plan:** I can evaluate the effectiveness of my marketing plan by completing a SWOT analysis using both qualitative and quantitative data collection methods.

### **Two *quantitative* data collection tools I could use to evaluate the marketing plan:**

A specific quantitative data collection tool that Chocolate Bliss can use to evaluate the marketing plan is CAPI, (Computer-Assisted Personal Interviewing). CAPI can help to identify the the amount of return customers Chocolate Bliss can expect to receive. Allowing customers to answer simple 'yes' or 'no' questions regarding whether or not they would purchase the new Chocolate Bliss product again can give the company insight into whether the product is the right fit for this target-market. If a customer selects 'no' in the question asking if they would purchase this product in the future, an automatic follow-up selection would be generated that would allow the customer to choose a slightly more specific answer, such as, 'the price was too high.' Ultimately, we want to present a product that meets the wants and needs of this target-market, and CAPI will help steer any adjustments that may need to be made in the marketing plan.

Quantitative Observations will be another important data collection tool to evaluate the marketing plan. By observing the number of customers who visit the Chocolate Bliss website in comparability to the number of customers who specifically visit the website's new Chocolate Bliss product's page, we can predict the popularity of the new product. We can also observe the number of customers who buy the new Chocolate Bliss product at certain stores versus other stores. This will help to determine which stores our product is most successful at, and whether we need to adjust our distribution channels.

### **Two *qualitative* data collection tools I could use to evaluate the marketing plan:**

A qualitative data collection tool to utilize could be face-to-face personal interviews in the setting of in-store sampling of the new Chocolate Bliss product. We can adjust our marketing plan based on the product demonstrator inquiries about the overall satisfaction of the new product from customers who choose to sample it. For example, if the majority of customers comment on their satisfaction of the combination of ingredients; we can market the product in a way that highlights this. Another example would be if the majority of customers commented on how appealing the chocolates looked; we could adjust our marketing plan to include more photos of the product.

Another qualitative data collection tool would be web-based questionnaires to evaluate the overall customer satisfaction of the product. Ideally, the web-based questionnaire would include questions about the products taste, cost, and overall buying experience. This will help us gain more specific areas that we may need to improve upon, or that we can use to strengthen our marketing plan. As opposed to a face-to-face interview during in-store product sampling sessions; this collection tool will allow us to get more specific details in regard to customer satisfaction. Face-to-face interviews are informal and quick, and customers may not be as inclined to give honest opinions of the product. By using web-based questionnaires, customers will likely be more comfortable with giving an honest opinion of the product.

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