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Marketing Strategic Plan

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Disclaimer: This is just a portion of a school project my group and I submitted for our Digital Marketing course and it is not affiliated with Covent Garden Market in any way.

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1. INBOUND STRATEGY OVERVIEW

1.1. Company's Purpose

Covent Garden Market is a seven-day a week market located in the heart of Downtown London, Ontario. The company is mostly made of merchants and small businesses that offer food, services, local farmers' produce, cultural festivals and events. It was founded in 1835 and flourished in the streets of King, Talbot and Richmond areas by 1845 permanently (Covent Garden Market, n.d.).



Source: Covent Garden Market's Facebook

Ever since the COVID-19 pandemic hit the country last year, the market has been trying to enhance both their online and in-person presence. Their Farmers' Market, especially, is at a disadvantage since it requires potential customers to visit the market. In this project, we will be planning and implementing several marketing campaigns to attract and engage our audience through digital strategies we have learned in this course.



Figure 1: Covent Garden Market Logo

1.2.Key Personas

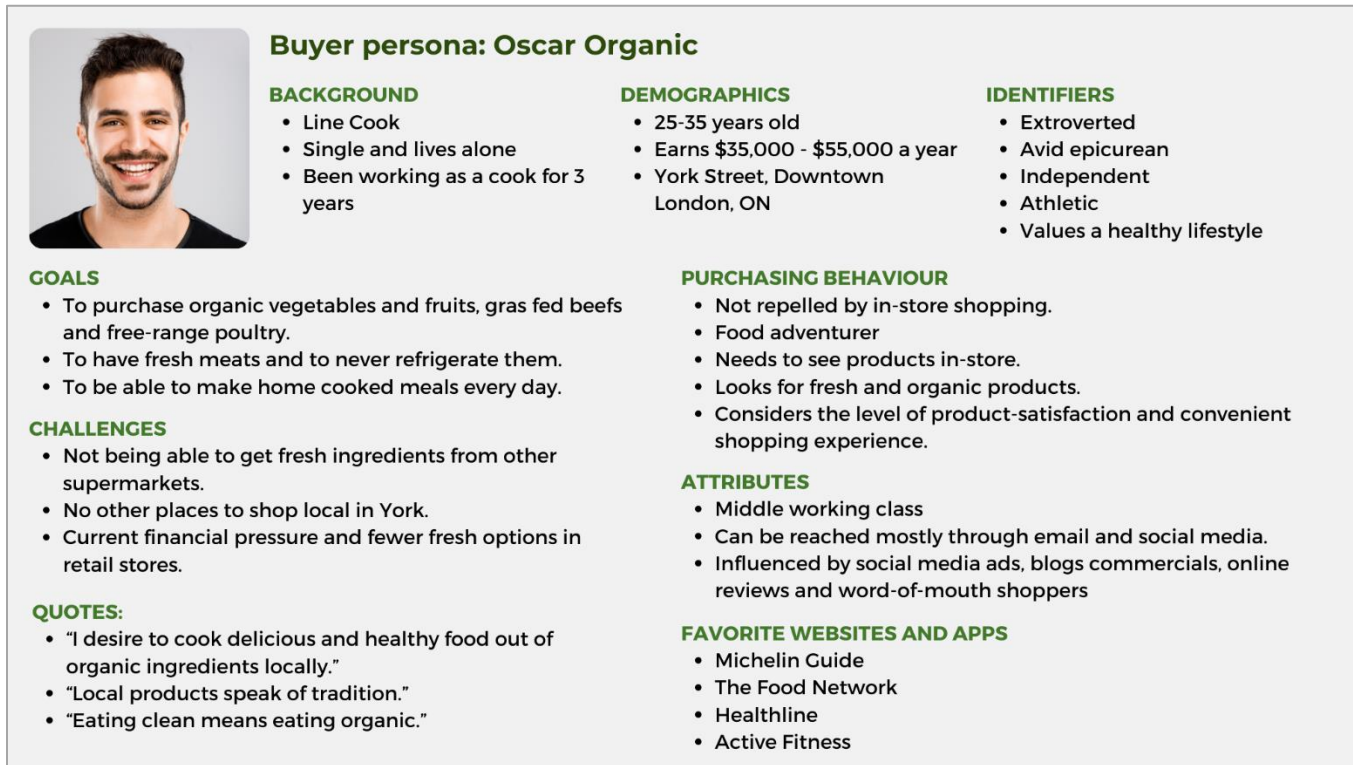


Figure 2: Persona 1 - Oscar Organic

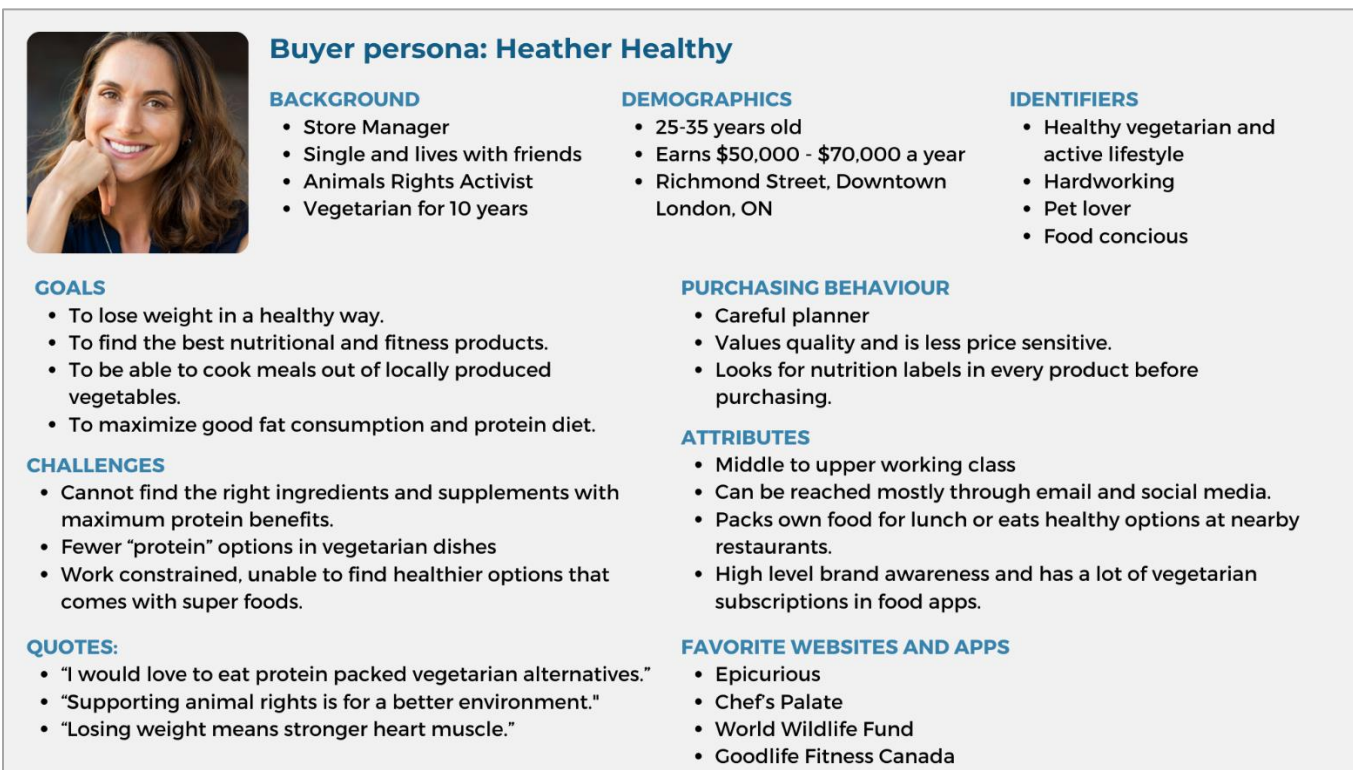


Figure 3: Persona 2 - Heather Healthy

1.3.Jobs to Be Done

Figures 2 and 3 show the personas we have generated based on our target audience. They are both in the *Consideration* stage in the buyer's journey having identified what they need and are currently looking for options. Our marketing will focus exclusively on customers like them who desire to have a healthier lifestyle and support the community by shopping local. We have chosen this segment because we understand the needs and motives for the current market in order to increase in-person and online customers.

- **Oscar Organic** represents middle-class working people who wants to make healthy home-cooked meals out of affordable fresh and organic ingredients. We aim to have potential customers like Oscar to purchase local produce from our outdoor Farmers' Market like meats, fruits and vegetables.
- **Heather Healthy** represents the population of London who wishes to have a healthy vegan diet through vegetable meal purchases, weight loss products and nutritional supplements from Homeopathy. Unlike Oscar, this target market is less price sensitive as they prioritize quality on top of anything else.

1.4.Company Goals

The overall goal of our marketing team is to transform Covent Garden Market as the no. 1 local spot destination of Londoners and potentially those who reside in the surrounding areas of London. This includes both in-person and online shopping categories which appeals to the needs of our target audience in the most convenient yet personalized and meaningful way. To achieve this, we plan to implement these goals in the next three months:

- Accelerate the digital presence of Covent Garden Market with 25% increase in website traffic, social media followers and email subscribers.
- Increase the number of visitors and shoppers that come to our site by 25% with yearly visitors of 100,000 to 125,000.
- Provide online delivery to customers by establishing an e-commerce platform where we get to increase the number of online shoppers by 25%.

We would be able to reach our goals if we continue to prioritize these objectives. As a result, the more web traffic and delivery service we provide, the more exposure will result to a larger reach.

[illegible]

3. CAMPAIGNS

3.1. Campaign 1 - Organic Recipes Email Campaign

This campaign is a step-by-step process which leads potential customers to subscribe to our weekly newsletters. The email newsletters consist of recipes, product features, discount offers and coupons.

Target Persona: Oscar Organic

Campaign Objectives:

- Increase the number of email subscribers by at least 25%.
- Our email campaigns should produce at least 250 new subscribers per campaign.
- This goal is achievable as we have access to digital tools, knowledge and proven track record of newsletter effectivity sign-ups from the previous year.
- The products and services offered are highly essential and at utmost priority especially in this time of the COVID-19 pandemic.
- We aim to fully achieve this goal 3 months from now.

Platforms and Digital Assets:

- **Social Media (Facebook, Instagram, Twitter)** - In the first 2 weeks, we are trying to increase *Awareness* through various social media posts (refer to Fig. 4 below) which will lead potential customers to either follow our social media pages or visit our blog and landing page (Fig. 6).
- **Blog on Website** - Features benefits of eating organic and recipe ideas with email sign ups as our hard CTA (refer to Fig. 5).
- **Paid Search Engine Optimization (Google/Bing)** - Using Buzzsumo or Keyword Finder, we will be utilizing paid keywords such as “organic recipes” “healthy eating” “farmers market near me” which specifically focus on people who search for organic products and nearby local markets on search engines.
- **Landing Page (Mailchimp)** – Once our potential customers reach the *Consideration* stage, they will subscribe to our newsletter via the landing page from Google search or from the website.
- **Email (Mailchimp)** – During the *Decision* stage, each subscriber will get a weekly email that features one of the recipes from our blog (Fig. 7). The CTA in these newsletters include products you can purchase online, website visits, social media follows, and a downloadable 25% off coupon when customers visit the Farmers’ Market and make their first purchase. The messages each week will be alternately different (e.g. first for coupons or discount on their first in-person purchase and second for delivery) as we aim to increase both in-person visitors and online shoppers.

Campaign 1 Planning Worksheet

Content Title	Date of Release	Platform	Buyer's Journey	Format	Buyer Persona	Topic	Call to Action	Metrics
5 helpful tips on how to have a healthy lifestyle	May - Week 1	Facebook, Instagram and Twitter posts	Awareness	Social Media	Organic Oscar	Steps on how to live a healthy lifestyle	Follow our social media pages or visit our website for more tips	Social media post likes, page follows and website visits
Top 5 benefits of eating meals made of fresh and organic ingredients	May - Week 2	Facebook, Instagram and Twitter posts referring to Blog on Website and Landing Page	Awareness	Blog	Organic Oscar	Understanding the benefits of healthy eating through organic food	Subscribe to newsletter	Click through and newsletter subscription completion
Top 5 wonderful recipe ideas for lovers of organic and fresh food	May - Week 3	Facebook, Instagram post referring to Blog on Website and Landing Page	Consideration	Blog	Organic Oscar	Recipe ideas and benefits of meals made of organic ingredients	Subscribe to newsletter	Click through and newsletter subscription completion
Access to delicious organic fresh recipes (Headline: Who says cooking organic meals can't be delicious?)	May - Week 2	Link of the Landing Page in the Search Ads (Paid), Blog and Social Media posts (Facebook, Instagram and Twitter)	Consideration	Landing Page	Organic Oscar	A preview of recipes made of organic and locally-produced ingredients	Click here to subscribe to our recipe newsletter	Click through, newsletter subscription completion, overall number of sign-ups
Delicious meals for a healthy spring!	June - Week 1	Email Newsletter	Decision	Email	Organic Oscar	For consumers who are interested in cooking meals made out of organic and fresh ingredients from local stores nearby	Download coupon for 25% off on first purchase during in-person visit at our Farmers' Market	Email opens, coupon downloads, social media follows, website visits and on-site market visits

Want organic and healthy meal ingredients delivered right at your door?	June - Week 2	Email Newsletter	Decision	Email	Organic Oscar	For consumers who are interested in cooking meals made out of organic and fresh ingredients they can easily purchase online	Purchase products from our Farmers' Market featured in the recipe newsletter	Email opens, online product purchases, social media follows and website visits
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Visual Examples:

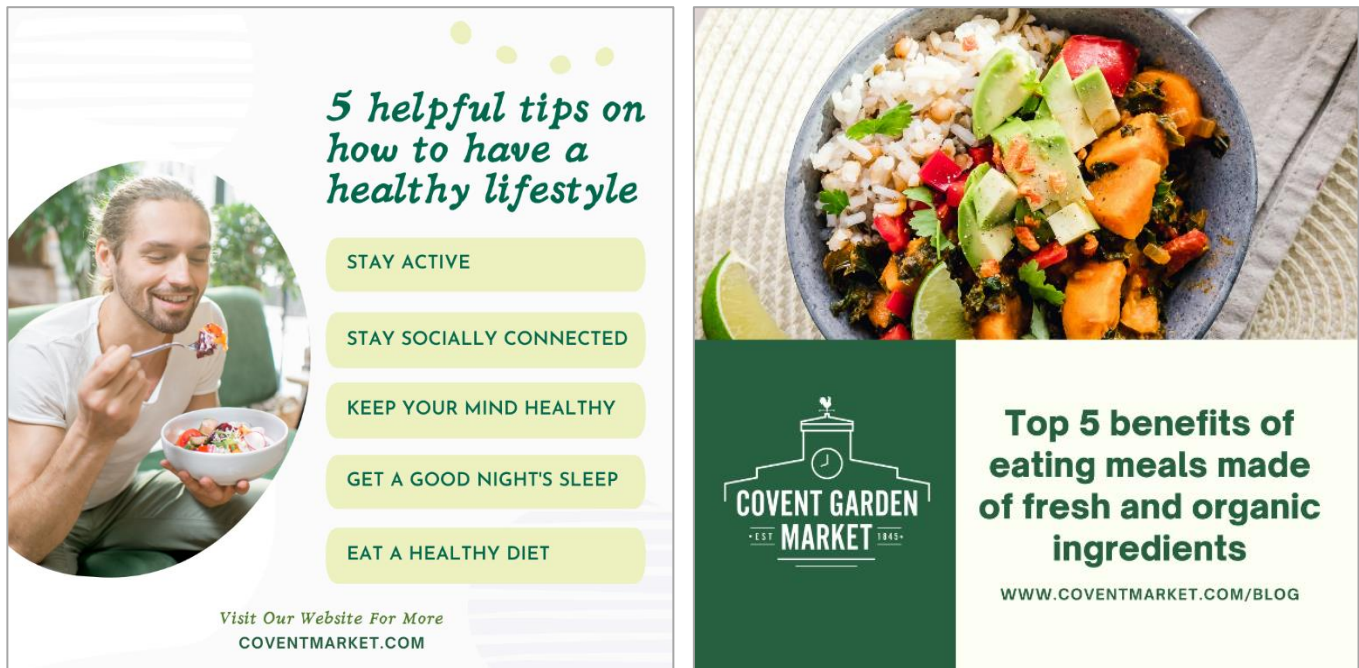




Figure 4: Social media posts




Top 5 wonderful recipe ideas for lovers of organic and fresh food

Updated: a few seconds ago




We hope you enjoy reading this post. If you want to know more recipe ideas and tips, please subscribe to our mailing list.




- ### 1. Jalapeño Turkey Burgers with Butternut squash

Jalapeños contain massive amounts of antioxidants and a good spice kick. A bunch of Jalapeños from an organic agricultural farm blends well with white meat burger from a free-range turkey and organic butternut carb load. This simple but heavenly plate will sustain you for the day in a healthy way.


- ### 2. Spiced Lamb with Cauliflower Tabbouleh

This recipe comes from the most organic farms in Southwestern Ontario which raises sheep with the most sustainable grass-fed diet. This and the cauliflower come from first harvest organic crops of adequate water irrigation system. Mildly seasoned and made for farm-to-table food lovers. Perfect for a light dinner with a good amount of protein.



We hope you enjoy reading this post. If you want to know more recipe ideas and tips, please subscribe to our mailing list.

Figure 5: Blog post



Who says cooking organic meals can't be delicious?

Access our recipes made out of the freshest and finest organic ingredients.

Email Address

Figure 6: Landing page



Salmon Salad with Basil Pesto dressing

- 1 teaspoon kosher salt, divided
- 1/2 teaspoon freshly ground pepper, divided
- 4 salmon fillets (6 ounces each)
- 1 cup grape tomatoes, halved
- 1/4 cup balsamic vinegar
- 1/4 cup prepared pesto
- 6 cups spring mix salad greens
- 2 green onions, sliced

Interested in trying this recipe? Start by checking out some organic produce from our Farmers' Market!

FRESH ORGANIC SALMON FILLET

ORGANIC PESTO WITH BASIL

JUICY ORGANIC TOMATOES

BROWN ORGANIC ONIONS

20% off for your first order!

[BUY INGREDIENTS](#)

Find us online

Follow us on Facebook, Twitter, and Instagram for a chance to win a \$100 gift card. Gift cards are given away weekly; details [on our site](#).

[View this email in your browser](#)

Copyright © 2021 Covent Garden Market. All rights reserved.
You are receiving this email because you opted in via our website.

Our mailing address is:
Covent Garden Market
130 King St.
London, ON N6A 1C5
Canada

Figure 7: Email newsletter

3.2. Campaign 2 - #ShopLocal Webinar Campaign

The purpose of this campaign is to increase awareness regarding the importance of shopping local and encouraging potential customers to purchase products in nearby stores or through websites rather than third-party delivery apps. This goal can be achieved by inviting our audience to join our webinar series through various social media promotions (both organic and paid ads).

Target Persona(s): Oscar Organic, Heather Healthy

Campaign Objectives:

- These webinars can start with at least 15 attendees or more.
- Have 80% of highly satisfied responses regarding our content. This way, we will be able to assess the number of previous attendees and new attendees in every webinar.
- Our social media specialists are fully equipped with excellent skills and abilities and has all the web tools on hand to increase online presence and create the delivery apps.
- These webinars will help generate additional customers into Covent Garden Market and stimulate brand to product awareness.
- We need to plan and execute at least three webinars in the next three months. This would include customer and merchants' education in the growing market.

Platforms and Digital Assets:

- **Infographic and Video** - To be cross-posted in social media platforms like Facebook, Instagram, Pinterest and YouTube in order to increase *Awareness* when it comes to shopping local (Fig. 8). This includes an invitation in the caption to join a free monthly webinar that will be in the events page of the website (Fig. 9).
- **Email (Mailchimp)** - Visitors who are in the events page and register for the webinar(s) they prefer are already in the *Consideration* stage. Those who registered will be added in the mailing list and will receive emails that includes links to the webinar and a downloadable brochure.
- **Interactive PDF Brochure** – This brochure features various products and services from local merchants, restaurants and other small businesses. This will serve as a guide to navigate Covent Garden Market's product and service offerings (Fig 10).
- **Webinars (ZOOM)** – Platform used to host the webinar sessions (Fig 11).
- **E-commerce platform for online products (Square or Shopify)** – These platforms, which are less costly alternative to delivery apps, will be linked to webinar attendees who are already in the *Decision* stage.

Campaign 2 Planning Worksheet

Content Title	Date of Release	Platform	Buyer's Journey	Format	Buyer Persona	Topic	Call to Action	Metrics
5 ways to support small businesses	May - week 1	Facebook, Instagram and Twitter post referring to website	Awareness	Infographic	Oscar Organic, Heather Healthy	Understanding the importance of supporting small businesses	Like, follow or subscribe to our social media pages	No. of likes, increase of followers, click through to website
Top 3 reasons why buying local food is awesome	May - week 2	Facebook, Instagram, Twitter and YouTube post referring to website events page	Consideration	Video	Oscar Organic, Heather Healthy	Understanding the importance of shopping local food	Register to our free monthly webinar sessions	Number of webinar registrations which are also added in email list
"Local restaurants to your door" Webinar Restaurant Feature: Waldo's on King	May - week 3	Email referring to Zoom landing page	Decision	Webinar	Oscar Organic, Heather Healthy	Advantages of ordering on company website and offers local alternatives rather than expensive delivery apps	Click here to download our PDF or visit our e-commerce website	Number of brochure downloads, attendees, Product purchases
"Why eat plant-based foods?" Webinar Vendor Feature: Sacred Earth Vegan Market	June - Week 2	Email referring to Zoom landing page	Decision	Webinar	Oscar Organic, Heather Healthy	Demonstrate products and services	Click here to visit our e-commerce website	Number of attendees, Product purchases
"Smoking Meat 101" Webinar Vendor Feature: Mark's Fine Meats	July - week 2	Email referring to Zoom landing page	Decision	Webinar	Oscar Organic	Demonstrate products and services	Click here to visit our e-commerce website	Number of attendees, Product purchases
Thanks for attending our	July - week 3	Email referring to	Post purchase	Email	Oscar Organic,	Replay of webinars,	Download recordings,	Number of upcoming

webinar. Here's your recording!		downloadable webinar recordings, online shops featured in webinars and registration page for upcoming webinars			Heather Healthy	invitation to visit e- commerce sites and register in the next series of webinars	register for the upcoming webinars, visit our e- commerce websites and purchase online	webinar registrations, Product purchases
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Visual Examples:

COVENT GARDEN MARKET

5 WAYS TO SUPPORT SMALL BUSINESSES

LIKE, COMMENT AND SHARE THEIR SOCIAL MEDIA

SHOP DIRECTLY FROM THEIR WEBSITE.

HAVE PATIENCE ON EXISTING ORDERS.

LEAVE A GREAT REVIEW.

GOOD THINGS COME TO THOSE WHO **#SHOPLOCAL**

Read more at www.coventmarket.com

Top 3 reasons why buying local food is awesome

#ShopLocal


FREE WEBINAR SERIES

Register now at www.coventmarket.com/events

COVENT GARDEN MARKET


Figure 8: Infographic and video (first and last slide)

Covent Garden Market is actively monitoring the COVID-19 situation. [Learn More](#)

HOME OUR INDOOR MARKET **EVENTS**  OUTDOOR FARMERS' MARKET BLOG & RECIPES

SEE WHAT'S GOING ON AT THE MARKET


FREE WEBINAR
MAY 17, 2021



LOCAL RESTAURANTS TO YOUR DOOR
Restaurant Feature: Waldo's on King

REGISTER


FREE WEBINAR
JUNE 7, 2021



WHY EAT PLANT-BASED FOODS?
Vendor Feature: Sacred Earth Vegan Market

REGISTER

FREE WEBINAR
JULY 5, 2021



SMOKING MEAT 101
Vendor Feature: Mark's Fine Meats

REGISTER

Figure 9: Webinar registration page on website



*Thank you for
your registration.*

We look forward to having you
join our discussions, demos
and more!

www.coventmarket.com



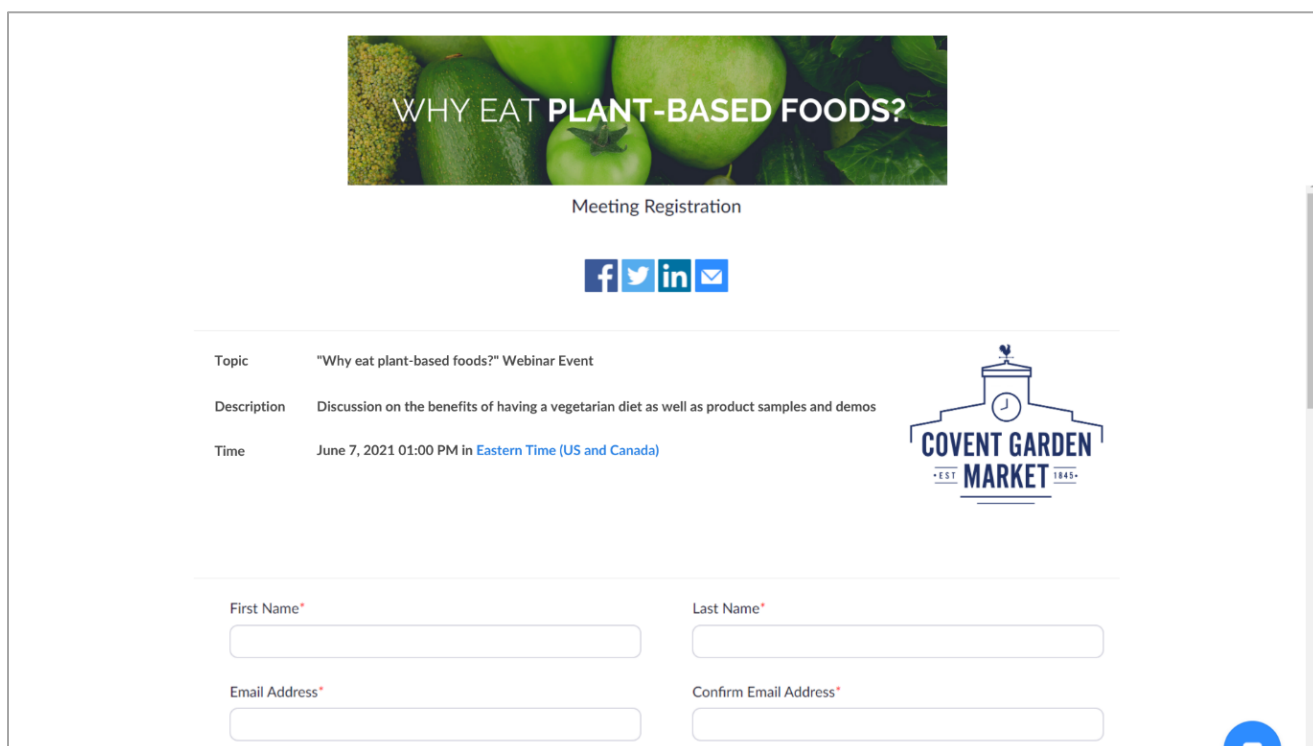
For questions or concerns:
519-439-3921
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 [@coventgardenmarketcanada](https://www.instagram.com/coventgardenmarketcanada)
 [@coventgardenmarket](https://www.youtube.com/coventgardenmarket)

COVENT GARDEN MARKET PRESENTS
#SHOPLOCAL
WEBINAR SERIES

Figure 10: Brochure attached to webinar invitation



The image shows a Zoom registration landing page. At the top, there is a banner with a background of green vegetables (broccoli, avocado, tomatoes) and the text "WHY EAT PLANT-BASED FOODS?". Below the banner, it says "Meeting Registration". There are social media icons for Facebook, Twitter, LinkedIn, and Email. The event details are listed in a table-like format:

Topic	"Why eat plant-based foods?" Webinar Event
Description	Discussion on the benefits of having a vegetarian diet as well as product samples and demos
Time	June 7, 2021 01:00 PM in Eastern Time (US and Canada)

To the right of the event details is the Covent Garden Market logo, which features a clock tower and the text "COVENT GARDEN MARKET" with "EST. 1845" below it.

At the bottom, there are four input fields for registration:

- First Name*
- Last Name*
- Email Address*
- Confirm Email Address*

Each field has a corresponding input box. A blue Zoom logo is visible in the bottom right corner.

Figure 11: ZOOM registration landing page

References

Covent Garden Market. (n.d.). Retrieved from Covent Garden Market: <https://coventmarket.com>

Covent Garden Market. (n.d.). Retrieved February 21, 2021, from Covent Garden Market: <https://coventmarket.com/market-history/>