

Marketing Plan of a Bar (Puksu-Room)

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<p>Abstract:</p> <p>It is a product-based marketing plan which is based on digital / social media marketing and promotional strategies with practical implementation. Main goal is the advertisement of products / services of a small business company to increase its sales.</p> <p>It has been examined, that in a modern civilized society, cultural and historical traditions have their own values. And in a European society, Indian Cocktails has their own taste, which is considered a change in daily life alcohol consumption.</p> <p>Theoretical and conceptual framework consists marketing theory and formation of actual Marketing Plan. An analysis was conducted for the position clarification of company and possible channels and tools were used for the advertisement of company, its products and services.</p> <p>Concluding the effects of marketing strategies by interviewing the audience and taking their views and comments on current created environment within the company's premises. The value of services offered and level of customer's satisfaction.</p> <p>Keywords: Marketing Plan with Digital Touch, Promotional Strategies, Practical Implementation.</p>	

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1 Introduction / Executive Summary

This thesis is based on a Marketing Plan (Practically Implemented) for the promotion of products and services offered by the commissioning company "Puksu – Room". Mostly work has been done in Digital Marketing on social media platforms like Facebook, Instagram and Snapchat.

The purpose and main theme are the promotion of Bar's products and services to attract young people. Bar offers a whole new approach of visiting and enjoying the cozy environment. Bartenders providing their own unique twists to the classic. With refreshing, mouth-watering flavor of Cocktails accompanying every sip, that customers will be left wanting more. The place can also be hired for private parties. Promotional strategies e.g. coupons, vouchers, student discounts and competitive games techniques has been introduced for attraction and awareness of Bar's unique services. Which results in increasing the number of customers and Bar sales.

Basic aim is the promotion of Indian social environment and historic culture in Scandinavian society. A unique Asian / Indian culture with a touch of modern life. A flavor of Indian Cocktails with unique tastes. There seems to always be a new trend to try in the world of booze but still classics has always a unique taste in the modern world. Just the variety in the market are not in demand only, as Old is always Gold.

Objectives: Commissioning company has never launched any marketing plan before, so their visibility is very limited in the local market. There are very few numbers of customers who visit the bar usually. The need of marketing plan and advertisement of products / services is to be visible to society and to increase the number of customers. To increase the earnings of business up to satisfiable level and growth and development in future.

Questions to be addressed: In order to increase the number of customers and visibility of business in local area, needs some questions to be addressed. Interior of business place, employees outlook and behavior and proper training for suitable environment, products and services quality, customer's satisfaction level, facilities provision within business premises. Feed back of customers after their experiences, their expectations and positive comments for word of mouth marketing.

2 Puksu-Room

Puksu-Room is a bar, 100 meters away from Pukinmäki railway station in Helsinki, owned by an Indian family since 2014. The location of bar is in such a place that it is easy to access. Building is unique and place inside is quite comfortable. Well decorated and designed with high quality furniture. There are two bar counters where drinks are served. Around 300 people can easily be managed in case of rush hours. TV screens for customers to enjoy Football and Ice Hockey matches along with drinks and discussion. Veikkaus Games and 2 Snooker tables, to engage customers. Romantic classic music is usually played in the background which gives soothing feeling.



Image no 1 Puksu Room Interior. (Commission Company's Picture)

2.1 Products / Services

Puksu Room is offering a variety of drinks and private party services. There are Cocktails which are the most special items offered to customers. A unique flavor of different alcohols mixed with fresh fruits and vegetables, which has an appealing fragrance with extra ordinary mouth-watering taste. A bunch of services for different age groups, nationalities and according to their needs. Below are the offered specialities:

a. Cocktails:

Bar packages are affordable and are all inclusive, from historic cocktails featuring fresh fruits, vegetables and local ingredients to a full array of other alcoholic drinks. Bar tenders are fully experienced and licensed in the art of Cocktails.



Image no 2 Cocktails variety. (Commission Company's Picture)

b. Non-Alcoholic Beverages:

It is a most exciting drink trend in modern world and non-alcoholic drinks are a new standard of an elite class bar. It is a healthy benefit for reducing one's alcohol intake. Primary reason

behind the consumer trend is that soft drinks reduce high calories as compared to alcoholic drinks. Along with routine beverages availability like Coca cola, Pepsi, Fanta, juices and tea, coffee, there are some special non-alcoholic drinks, like:

- a. Gourmet Lemonade
- b. Freshly squeezed vegetable and fruit juices
- c. House brewed coffee
- d. Mocktails (Non-Alcoholic version of Cocktails)



Image no 3 Gourmet lemonade (Commission Company's Picture)

c. Private Party Services:

For unforgettable moments, Puksu Room assures the quality of that occasion. Team of experts with innovative ideas and attention to details, creates memorable and enjoyable celebration for private parties. Team is using artistic, designing and stylish inspiration to turn the audience dreams into a memorable event. From initial meeting to the end of an event, promise of satisfaction and relaxation of mind is the priority of Puksu Room. As of no going all around in town for shopping or for best deals of alcohol, as availability on fingertips is guaranteed. Memorable occasions are:

- a. Anniversary Celebration
- b. Birthday Parties
- c. Family Reunions
- d. Gallery Opening
- e. Graduations
- f. New Year's Eve Parties
- g. Retirement Parties
- h. Wine or Beer Tasting
- i. Student Ice-Breaking or Welcome Parties

d. Indian Cultural Night:

Indian culture is one of historic and amalgamation of different cultures, which has been influenced by million years old history. It reflects a unique living style and standards of common human beings. Holi is one of Indian cultural festival of love, which is celebrated with colors. Timings of this festival is in the end of February to start of March each year. This festival is basically, enjoying with family and friends. It starts in the evening, and people drench one another with colors. Playing musical instruments, gossiping, singing and dancing are the basic parts of this celebration.

Puksu Room is offering a get together for all kind of communities to join and see with naked eyes, the true reality of Holi festival. A great opportunity for a person in Scandinavian busy life, to attend such historic celebration. Feeling the beauty of Indian culture with colors and unique drinks.

Holi Festival. Wikipedia (Accessed on 10 February 2019)

e. Karaoke Live Music:

Karaoke is an interactive entertainment which was developed in Japan. An amateur singer can sing along recorded music in the background. Lyrics of songs are displayed on a TV screen. Puksu-Room has a live music karaoke service. A venue full of entertainment. It motivates customers to become a rock-star and to perform live on stage. There is a huge selection of karaoke songs, with digital surround music technology. Customer of any age can perform as an artist and make their evening great.



Image no 5 Karaoke Mic (Commission Company's Picture)

f. Snooker / Billiard Games:

Snooker is a fun and easy to play game, which in late 19 century was originated by British Army in India. Pukusu Room is offering customers to play snooker / Billiard while enjoying overwhelming entertaining environment. Billiard and 8 balls pool games are one of the best game's services, a good exercise of mind and physical activity in the evening for relaxation.



Image no 6 Pool Game (Commission Company's Picture)

2.2 Current Situation

Bar usually opens during the whole week from 11:00 a.m. in the day time and closes 02:00 a.m. in the mid-night. Current situation of the company is, during the weekdays average 20 to 30 customers in the day time and 15 to 20 in the evening, which is below average. Week-ends works well as 40 to 50 customers in the day time and 30 to 50 in the evening hours. There are 4 people working in the company. An owner who is a handling cash register, accounts, financial and tax matters and 3 other employees, 2 bartenders, and a bouncer. Total sale according to company's record is about 30,000 € per month, which hardly covers the cost of products, rent of building, utility bills and salary of employees. So, the current position of company does not look like a profit earning situation, rather than just meeting the expenses.

2.3 Research Questions

The qualitative market research questions are:

1. How big is our potential market?
2. The demographics of customers / targeted audience?
3. The ways to reach audience / customers most effectively?
4. What kinds of benefits the customers are looking for?
5. Who are our main competitors?
6. How can we improve our products / services?

Market research questions to ask customers includes:

1. How long have you been our customer?
2. How well our product / service meets your taste?
3. What you like most about our product / service?
4. How you will rate your last experience with us?
5. How likely are you to recommend our products / services to others?

The answers of research question gave an image of business opportunity. A way to reach customers, while fulfilling their demands with high level of satisfaction. The value what customers are receiving at the moment and how to adjust the value according to their needs. Market research of building customer relationship in context of satisfying their needs in a valuable manner.

2.4 Budget

Commission company's owner was interviewed to know the objectives, outcome expectations and their affordable cost for this marketing project. After that, the evaluation

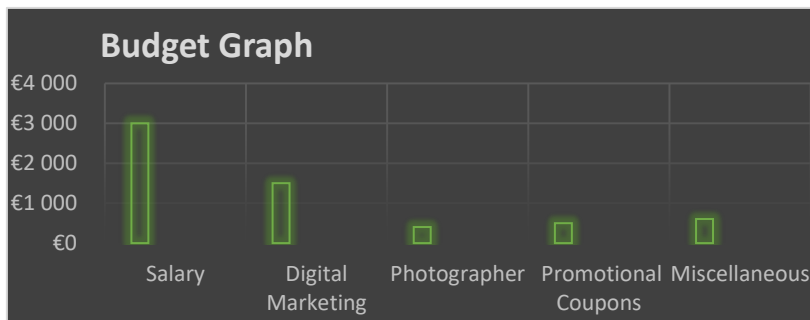
of budget for the marketing plan and its implementation cost up to first 3 months was determined. Total budget for the time was about 6000 €, in which 3000 € salary was being paid to Marketing Manager "Author" for the whole planning and implementation of plan, 500 € for promotional strategies / coupons, 400 € for the photographer and 1500 € for digital marketing on different platforms in shape of advertisements. 600 € for extra curriculum activities and miscellaneous expenses.

Budget:	Available Net Cash:	6000 €
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Estimated Expenses:

Table No. 1 (Author's Table)

1.	Salary	3000 €
2.	Digital Marketing on Social Media	1500 €
3.	Photographer	400 €
4.	Promotional Coupons	500 €
5.	Miscellaneous	600 €
	Total Expenditures	6000 €



Graph No. 1 (Author's graph)

However, the exact amount of budget could not be predicted, as according to situations and implementation of plan. Mostly cost for marketing goes to digital marketing platforms and the rest are cost free options, instead of some compensation in form of discount coupons.

3 Theoretical and Conceptual Framework

In the theoretical framework, theories and concepts of marketing that have been used to draw a plan are described. Many authors have their own views about creation of a marketing plan and its implementations. There are different school of thoughts of a marketing plan made for a company or a product.

“Marketing plan should not be too long or formal in style, but instead companies often prefer visual marketing plans that e.g. utilize bullet points. However, the bullet points should be complemented with relevant and detailed information”.

(Rouhiainen, L. 23 August 2015.)

A Marketing plan usually consists of following elements.

- a. Executive summary
- b. Table of contents
- c. Current situation
- d. A focused assessment of the market opportunity
- e. Financial and marketing goals
- f. Company's marketing strategy
- g. Budgets
- h. Forecast of sales and revenues

3.1 Marketing Definition

“Marketing is the study and management of exchange relationships”.

(Hunt, Shelby D. (July 1976). "The Nature and Scope of Marketing". Journal of Marketing)

“Marketing is the business process of creating relationships with and satisfying customers. With its focus on the customer, marketing is one of the premier components of business management”.

(Drucker, Peter (1954). The Practice of Management. New York: Harper & Row)

3.2 Marketing Process

(Kotler, Armstrong & al. (2013, 5) describes marketing process within 5 elements.



Image no 7. Kotler Marketing process Model (2013, 5)

According to this model, the process starts with the needs and desire of a customer, what the customer is looking for, in a market. It needs a proper research, so that the potential customer for a specific product or service can be easily identified. These needs are developed by the culture and personality of human beings. Such needs are the aims of marketers to influence. This need further with buying power creates demand in market, which is the basic aim to satisfy by the marketers.

A market research is made to transform it to marketing strategy, for a targeted demand and for a specific group of customers. Market offerings are the satisfactory keys to such demands and needs. Considering such needs for a customer, relationship building is one of important element in marketing process, as during trade the positive word of mouth is

also, a value in a sense. After the need and offering for its satisfaction, the delivery of quality is basic factor in fulfilling the needs of customer. Once the customer is delighted, its relationship phase, for future trade and reference. Although customer relationship is changing by time, according to needs and level of satisfaction but the final step to generate the value from customer in shape of profit.

3.3 Traditional Marketing

Traditional Marketing is a strategy which is related to direct emails, phone calls, print media and TV / Radio broadcasting.

- a. Direct Email Marketing: Direct email marketing refers to sending information and news letters through emails. Broachers, and postcards in an online link or as attachments are also used along emails.
- b. Phone Call Marketing: The term of phone calls used in marketing is, making calls through online software which has the wide data of potential customers. It is related to sales of products / services and campaigning directly while talking to customers in a call or sending SMS messages.
- c. Print Media Marketing: Print media is the basic and most traditional way of marketing via newspapers, magazines and other distributed printed material.
- d. Broadcast Marketing: While broadcasting over National TV, Radio or through satellite channels is a broad way of marketing. It is an expensive way of traditional marketing, which is used by Brand Companies, like iPhone, Samsung, Coca-Cola etc.

(Rob Stokes, 2008. E-Marketing)

Puksu Room's marketing plan is focusing on digital marketing rather than tradition way. The reason is to achieve maximum results in short time and with less budget. However, in certain ways direct email marketing and personal messages will be used to contact student Unions, local newspaper journalist and bar related authorities. To gain coverage in local newspaper and attention of student unions, somehow traditional marketing is also necessary for this marketing plan to work.

3.4 Digital Marketing

"Digital marketing is a form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications etc".

(Kotler, Armstrong & al. (2009) Principles of Marketing)

People spend most of their time while using internet online. To interact with them, different online tactics are used. Digital advertising, email marketing, blogs, online brochures and

articles are the methods, by which online audience is targeted. These methods are used by using online tactics. Such tactics are:

- a. **Search Engine Optimization:** Optimization of website to get higher rank in search engines results pages. To generate traffic to the website or blogs or forums of discussion.
- b. **Content Marketing:** The creation and promotion of content to increase the brand awareness in public. The channels which increases traffic to it are, blogs, online brochures and e-books.
- c. **Social Media Marketing:** The most famous and highly in demand digital marketing tactic is social media marketing on different platforms, like Facebook, Twitter, LinkedIn, Youtube, WhatsApp, Snapchat, Instagram, Google Plus.
- d. **Pay per Click (PPC):** It is such a method of marketing in which paying to the host company on every time when Ad is clicked by customer. E.g. Paid ads on Facebook pages. Promoted tweets on Twitter or sponsored links on LinkedIn etc.
- e. **Marketing Affiliation:** A performance-based marketing advertisement, like putting links of video Ads on Youtube pages or on different social media accounts.
- f. **Marketing Automation:** A software which automate the repetitive tasks without any extra efforts of sending Emails, social media posts, updating content on different platforms.
- g. **Email Marketing:** A traditional way of online marketing tactic. It is used to send the content, updates, newsletters, introducing discount offers, and promotional events information to potential and existing customers through Emails.
- h. **Online PR:** To earn online coverage with digitalization. Reporting online, engagement with online reviews, and comments and likes on blog or website by customers.

(Rob Stokes 2008. E-Marketing,)

Benefits of Digital Marketing: To see accurate results in real time, with affordable cost. The best outcome of digital marketing is that it gives the exact result of how many customers were attracted to, and paid attention to the content / material and are interested in product or service. Creating a high-quality content and using traditional ways of marketing, like paper Ads, it does not give any idea that how many customers have read it or even seen it. In digital marketing, digital tools can be used to check the number of visitors to website, blog or forum. e.g. Digital analytical software.

3.5 Content Distribution Channels

In digital marketing mix, the idea is to express the main theme of business and to get the attention of customers with attractive content towards products / services. Content distribution channels is an act to promote business marketing content to online audience in different media format. These channels are categorized in three major groups. Own Media, Earn Media and Paid media.

(Rob Stokes 2008. E-Marketing)

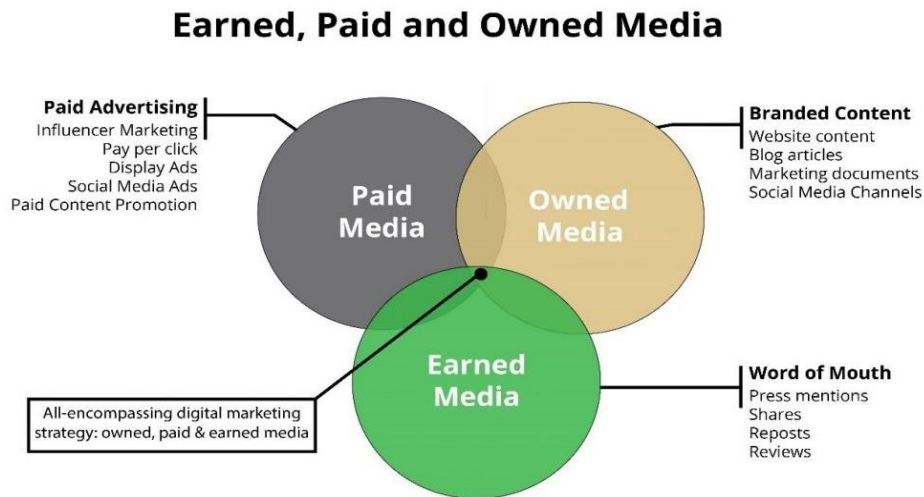


Image no 8 Earn, Owned, Paid Media Model. (Internet Source)

3.5.1 Own Media

Own media is a communication channel controlled by the company marketing team. E.g. content of website, which is major source of information for customer. White papers, e-books, blogs, Facebook pages, Instagram pictures, Youtube videos and presentations are own media content distribution channels. This content can easily be edited, updated or deleted with the company's consent. E.g. Coca-Cola's website which is in all the languages, spoken in any country. An attractive and attention taking content is used to keep the audience interest. Use of cartoon figures and explaining a common person's life situation, keeps the customer to surf their website.

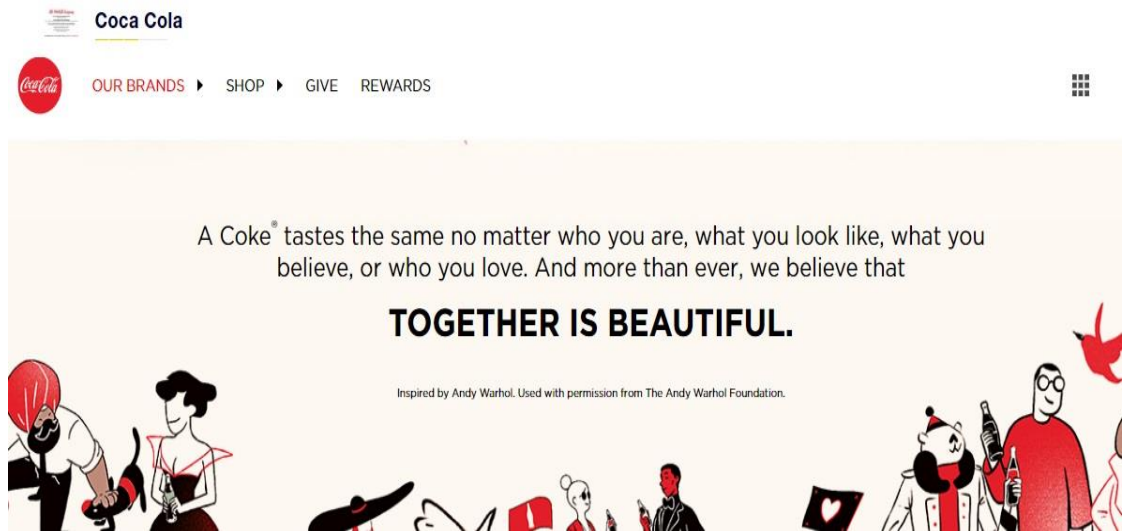


Image No 9 (Coca Cola's website)

3.5.2 Earn Media

Earn media is a free media, a publicity through brand recognition in public, because of its results. A publicity gained through word of mouth, in shape of public reviews and comments, likes and news coverage. For any brand reputation is an asset. It can be established in a good way or demolished in a worst condition. Earn media is controlled by audience. It cannot be controlled or managed by company. People share their feelings openly about the company and their products / services.

E.g. Coca-Cola brand which has earned a massive popularity through earn media. Customers share their views and stories with hashtags on social media platforms. Pictures and videos are uploaded with "likes and comments".

In order to earn media, customers are bombarded with promotional strategies through various channels. Audience is communicated through these efforts, to inform, educate and persuade them to take a quick decision. An effective promotional strategy results in differentiation of product / service and increases sales.

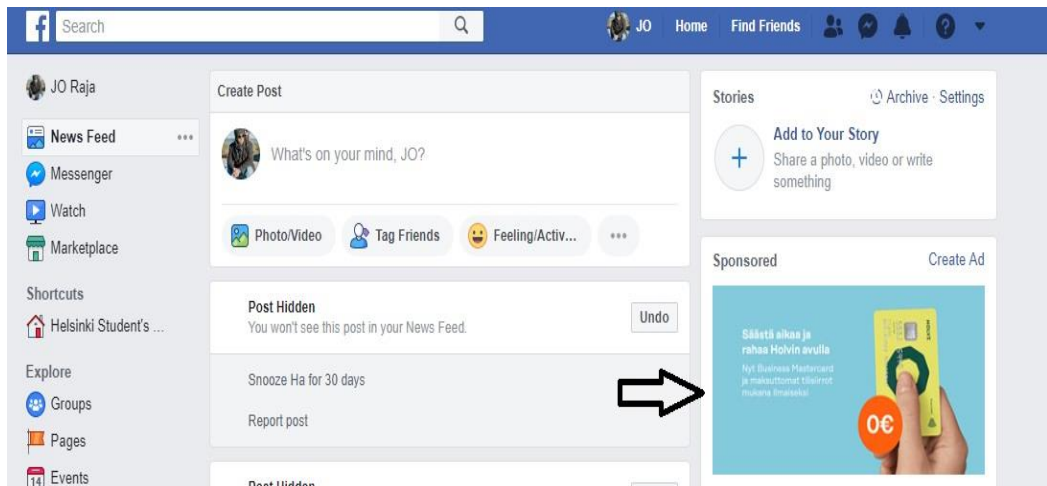


Image No 12 Facebook Ads (Author's Picture)

4 Digital Marketing Project Method

In digital marketing project we have used a method for the development process of plan and necessary tools used for completing the process.

4.1 Plan Development Process

It explains the marketing process to develop a plan. Although the focus is on digital marketing but somehow it also follows the guidelines of traditional marketing. The digital marketing plan combines several theories to supplement and support the project nature. Do to nature of this project all theories have not been included. Following picture shows the process of marketing plan.



Image no 13. Marketing Plan Process (Author's Picture)

4.2 Planning steps / Schedule of Process

Table No 2. Schedule (Author's Table)

01.02.2019	Discussion with Commissioning Company and setting of objectives
13.02.2019	Products and services / Budget calculations
19.02.2019	Theoretical Framework Completion
28.02.2019	Website designing and social media platforms creation for commissioning company
01.03.2019	Presentation of Marketing Plan to commissioning company
03.03.2019	Planning, evaluation and implementation schedule- (1st part completion)
30.04.2019	Practical Implementation of Marketing Plan
07.05.2019	Comments of Instructor on Thesis
	Thesis Presentation
	Publishing of Thesis

4.3 Target Groups

According to HubSpot 2015, *"it is necessary to create customers profile before starting a digital marketing process". The reason behind is that all strategies which have been developed are for targeted groups*".

There are two main targets. University Students and. local area Finnish people.

- a. University students usually are having parties during the weekends and exploring various options and locations of city. They prefer discounts and vouchers facilities because of less financial budget. They are in learning phase, experiencing unique quality products with maximum satisfaction. Students are the main target in order to increase number of customers and sale of company products.
- b. Local area Finnish people within the age limit of 20 to 45 years old, modern and looking for unique taste in products and services offered in the market. They who are willing to experience new places and enjoy different cultural environments. They focus on quality and extreme limit of satisfaction. This group is mainly targeted for selling the services of commissioning company.

Table no 3. Target Groups for Digital Marketing Plan. (Author's Table)

	Target Group – University Students	Target Group – Local Area people
Location	Helsinki Area Universities	Pukinmäki, Helsinki
Age	18 to 25	25 to 45
Interests	Exploring new and unique places	Exploring modern and different cultural environment
Level of Education	University Level	Any

4.4 Growth opportunities

To focus on growth opportunities of company from very start is important and beneficial. Because it gives an image of market and helps in planning phase of creating marketing plan and sustainable marketing efforts. The efforts of marketing to retain the potential customers in future. Marketing plan and the brand image must be for long term goal to achieve.

(Seymour H. Fine 1981. The Marketing of ideas and Social Issues)

5 Practical Implementation

This chapter explains practical implementation of digital marketing process. Author has collected data by interviewing customers of Puksu room. Customers have been asked about the current environment, products / services offered and their wishes of improvements. Similarly, a website has been created by author. Different promotional techniques have been used to promote the bar, its products and services. Paid advertisement methods have also been used for fast track marketing. Prices of products and services have been revised to affordable limits. Interior of bar and designing of infrastructure, including employees' uniform has been set according to modern culture.

5.1 Data Collection by Interviewing

Customers are the boss of a business, so knowing their views and survey helps in findings the right directions. It gives an idea of customer needs and further, how to approach the potential customer. Author has interviewed some customers for broader image clarity of business, to put the marketing efforts in right directions and to meet the level of satisfaction of customer.

Customer 1 is an existing customer of Puksu Room for 3 years. She is a train conductor in VR at the age of 33 years. She lives in Helsinki and usually visit the bar twice a week in the evening. Her favorite drinks are White and Sparkling Wine and Cocktails. Unique taste of Cocktails has attracted her to the Puksu Room. According to her, taste is lovely, environment is cool and friendly. But the Bar Tenders are a bit classic in nature and behavior, rather than trendier. She said she has recommended a lot of her friends and work colleagues. Especially on some specific occasional events related to culture, art and history.

Customer 2 is 67 years old, a retired Butcher from a Finnish company. He has spent his life in travelling abroad and have seen almost all the cities of Finland. His hobby is fishing and drinking Cocktails and home-made Beer. He has been attracted towards Puksu Room 7 years ago, as he held an Indian cultural event. According to him, the interior of bar is more modernized and well decorated. Fascinating Snooker, Pool and Dart games and karaoke with learning facilities are attraction for him. He visits once a week on Wednesday, along with some of his old friends. They drink couple of Cocktails and chat. According to Mr. Jukka, bar is usually empty in the evening but later in the night there are a few people. There should be more events to make noisy and crowd environment.

5.2 Prices of Products and Services

a. Products' Prices:

Commissioning company has done pricing as according to standards and local area requirements. Some how products prices are quite affordable as compared to city centre or other competitive companies.



Image No 14 Drinks Prices (Commission Company's Picture)

b. Private Party Service Price:

Be a guest at your own party or event and enjoy the most professional services. Puksu Room is offering, to hire the place for private parties, events, celebrations and meetings. Highly trained staff is handpicked and dedicated to make the event enjoyable. Premier Bar Tending services and management without hassle. Whether it is a party or some special event, bartenders have skills to impress the guests.

Moreover, the hiring service is available, **free of charge** with a prior notice of one week. Booking can be made online via website or by a phone call. Confirmation requires a valid ID and presence of client, at least two days before the event. Number of people to attend such party or event must be, not less than 20. Timings can be arranged but maximum until 02:00 a.m. in the mid-night.

5.3 Internet Marketing

Internet marketing / Own Media is a modern marketing method, which focusses on initiating interactions instead of pushing content to audience, like traditional marketing methods. It relies on successful digital marketing on appropriate channels of social media. Social media channels allow and generate conversation between customers and business. A few years before, social media or digital marketing was only website creation and emails sent to customers for updates. But with passage of time, social media has made the digital marketing process more social, which engages the customers with latest updated information. Website, Facebook, Instagram and HubSpot are the Own Media channels used for marketing.

(Rob Stokes 2008. E-Marketing)

a. Website

Website of a company is the basic introduction of company, its products and services. It is a collection of resources, multimedia content, which is identified by a name "Domain", and it is published on at least one server online. Best examples are Google, Wikipedia etc. It can be accessed online via IP (Internet Protocol) by using the domain name. website can be personal, organization or company's profile, which has some dedicated information about some product, service, news or education. There are 2 basic types of websites, Static (Not changeable) and Dynamic (Changeable)

(Website Information. Website.com Accessed 13 March 2019)

Puksu room has its own Dynamic website, which is regularly updated with latest product / services information. All kinds of upcoming events information is published on this platform. Customers can have information well in advance to manage their time for the participation. Website has been designed and published by author. Owner has provided pictures and information for developing the website. All kind of services and product information is available on this website. Booking for events and to hire specific services can be done online, or via phone call with 3 days advance notice period. Customers discussion and review blog has also been created on this website.

Author has created this website online, while using Wix.com, online website developing platform. It is time saving option to develop a website while using online web tools and also in affordable cost. Website provides the detail of all products and services offered. It has an online booking option and a comment section where people can comment.

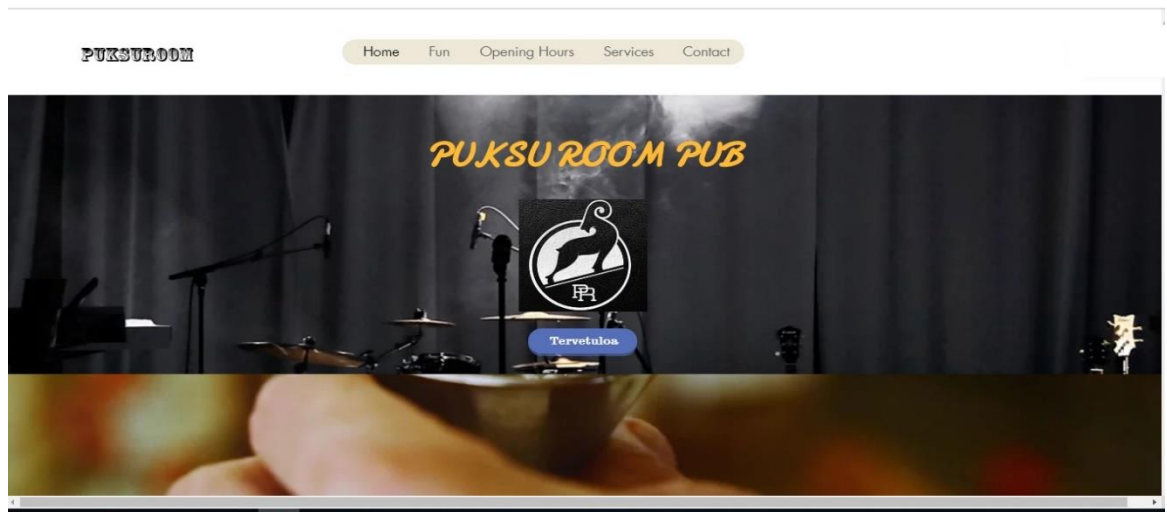


Image No 15 Puksu Room Website developed by Author on Wix.com (Author's Picture)

b. FaceBook

Facebook is a social media network which connects people with each other. It also helps people to connect to such products and services, in which they have interest. According to online statistics, Facebook has 2.3 billion registered customer profiles which are active daily.

Companies can share their content and interact with customers while having company's Facebook profile. Information updates, pictures and videos of recent events are shared and linked to customers who like their pages. It gives a facility to have a conversation between potential customers and loyal customers. Aside from pre-recorded videos, Facebook live video streaming is also one of the possibilities to promote some event live. Online streaming

is available to any Facebook user, but particularly it is appealing to Brands to capture the culture of company, and it forms authentic relationship with followers. Puksu room's profile has been created and updated with latest pictures and information of upcoming events. Customer can see and comment on the pictures and can give their reviews and suggestions for the next coming events. This engagement and involvement and customers gives a satisfactory feeling to them, that their voice is heard, and changes are made according to their wishes.

(Facebook users' statistics. Statista website. Accessed 15 March 2019)

Author has updated all the latest events information and latest pictures on Facebook. In the comment section, customer gave their comments related to their experiences. A platform for potential customers, where they can discuss and suggest some views and ideas for future events and parties. It has increased the popularity of bar in local area and in student communities.



Image No 16 Face book Profile (Commission Company's Picture)

c. Instagram

Instagram social media platform has over 1 Billion monthly users worldwide. It is the first ever mobile app created to share the pictures online. As it is most famous social media platform, it's easier to get to customers through this. Instagram is free and easiest way to reach new audience. A profile on Instagram needs a short description / introduction of person / company, profile picture and a link to share. Pictures can be posted with one click and are shown to every person who are following the profile.

Instagram has recently launched a paid marketing option for businesses to increase the visibility of products and services. It is less time-consuming facility for companies and cost effective as compared to other platforms.

(Instagram users' statistics. Statista Website. Accessed 15 March 2019)

Author has uploaded all latest pictures of current events on Instagram, and customers have given their feedback and likes for these pictures. It has brought potential customers to get attached with regular events and information.

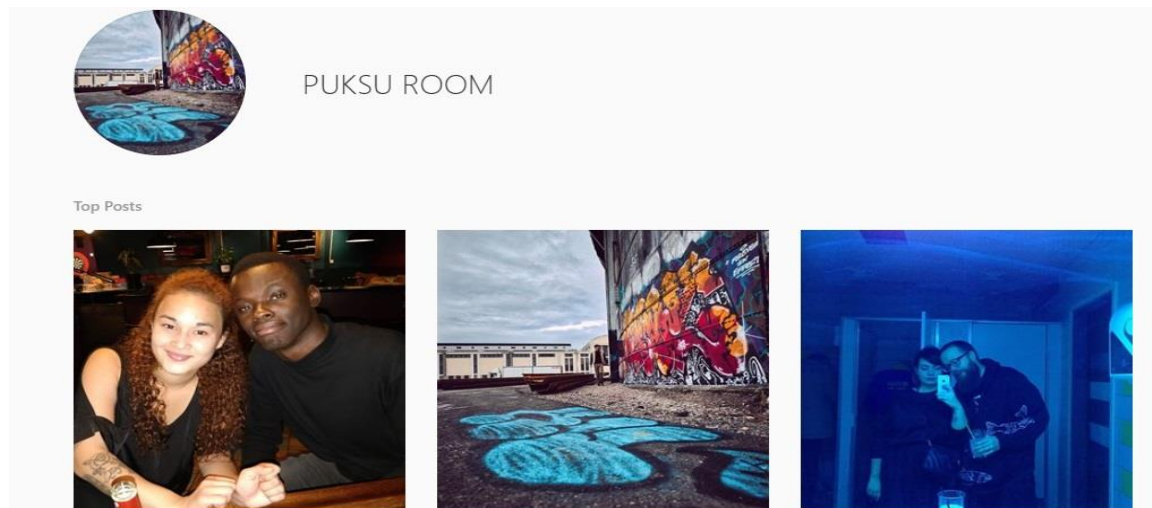


Image No 17 Instagram Profile (Commission Company's Picture)

d. HubSpot

HubSpot is an inbound marketing software, which is used to contact customers through emails. It is a tool which is used for content management, web analytical and search engine optimization. This software has been developed in 2006 by Brian Halligan and Dharmesh Shah in 2006. HubSpot is all in one package. It includes a CRM (Customer Relationship Management) option, which helps in contacting customers, updating them with latest information. It has marketing and sales management options. All social media platforms can be controlled and handled with it. All options can be used in the same software with record of whole customer's data.

Small business companies use HubSpot as of its free availability on internet with no cost. It provides support to customers via email, phone calls and live chat. Company has the full control over Customers, sales, marketing and relation management while using it.

(HubSpot Marketing Tool. HubSpot Website Accessed 20 March 2019)

Filter dashboard

Visibility: Shared Actions ▾

Contacts Created By Day 📌

Date range: In the last 30 days | Frequency: Daily



Contacts Overview 📌

Date range: In the last 30 days | Frequency: Weekly

TOTAL CREATED IN RANGE	AVERAGE CREATED PER WEEK IN RANGE	TOTAL CREATED ON BEST WEEK IN RANGE
3	0.6	3

Apr 8, 2019 - Apr 15, 2019

New Contacts By Source 📌

Date range: In the last 30 days

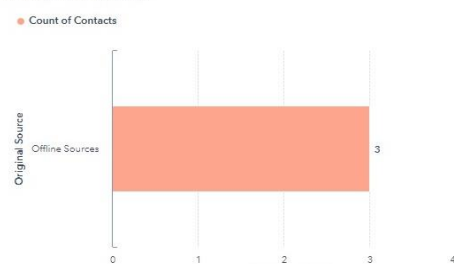


Image No 18 HubSpot Tool (Author's Picture)

Advantages: Author has used HubSpot software for collecting potential customers information and created a data base, which is being used to contact customers for sending email and updating them for future events. The use of HubSpot made it easier not only to put all information of customers at same platform, but also at the same time update information was sent to all customers. Customers replies and enquiries were compared to each other and customers were categorized in different groups. Different priorities were set for these groups.

5.4 Promotional Strategies

Promotional Strategies can be Advertising, Public Relations and Selling. Puksu Room has concentrated on Advertising and Public Relations to boost their products / services. The target group was students and young adults. Student Unions have been contacted. Company has offered discounts for students and coupons / vouchers has been distributed. The aim of such promotions was to introduce the company in local market and to achieve an image through word of mouth and public relations. It enables to get the comments and reviews of customers on social media platforms, which enhances the prestige of business.

Usually new customers before experiencing a facility, check online reviews and comments of others about that product or service and then they decide about that.

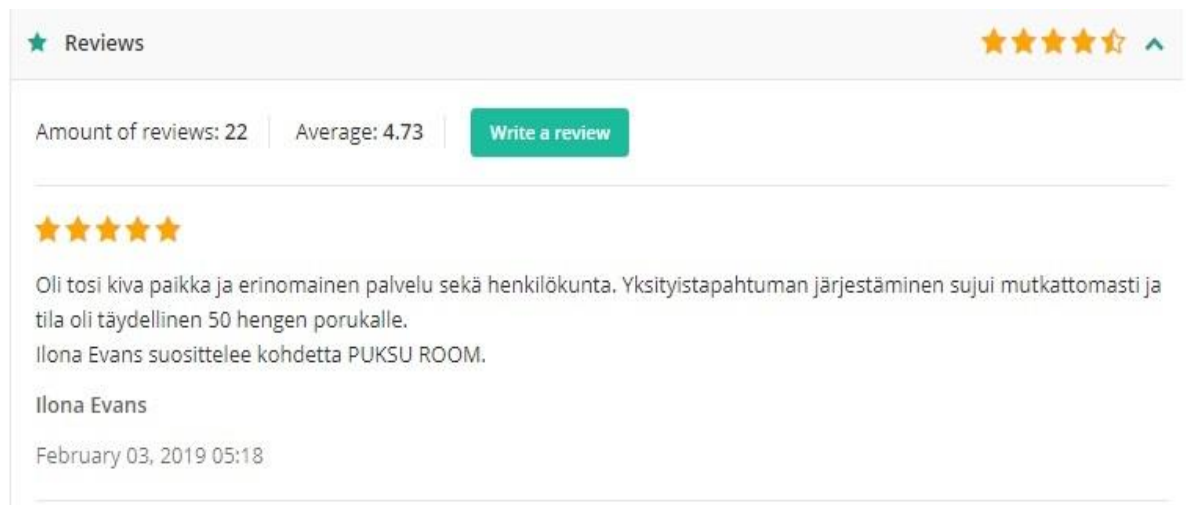


Image no 19 (Customer Reviews on Puksu Room) (Author's Picture)

Voucher / Student Discounts

Puksu Room has introduced student discount vouchers, which have been distributed to adult university students via student unions. These vouchers are related to some specific up-coming events of year 2019. These vouchers can be used for cheap drinks and free entrance to bar on the specific day. The reason behind issuing such vouchers is to promote the bar and to attract maximum number of customers. The focus of business is to increase the customers in start, with low profit strategy, but to balance the profit in future.

Students of universities usually like to participate in different and cultural events with cheap prices. They are interested to have maximum satisfaction with less and affordable cost. Students visits such places in groups and like to get involved in practical activities, which results in increasing the charms of that event. For a startup business the increase in number of customers is a plus point. Students discuss such events on social media platforms and word of mouth marketing increases the scope of business profitability.

Vouchers for regular customers has also been introduced. Most visiting customers will have access to games and drinks with discount. Event vouchers for groups and family on special discount prices, in case of early booking. Gaming vouchers to participate in game shows and matches.

A single Voucher gives a facility of free entry and one drink. Group vouchers have an extra facility of Table reservation, according to the wishes.

Author has created these vouchers by using adobe Photoshop and online canva.com platform. Canva is an online website, which uses latest online tools to create vouchers and brochures in a short time. It has a collection of pictures, designs, art work and icons.

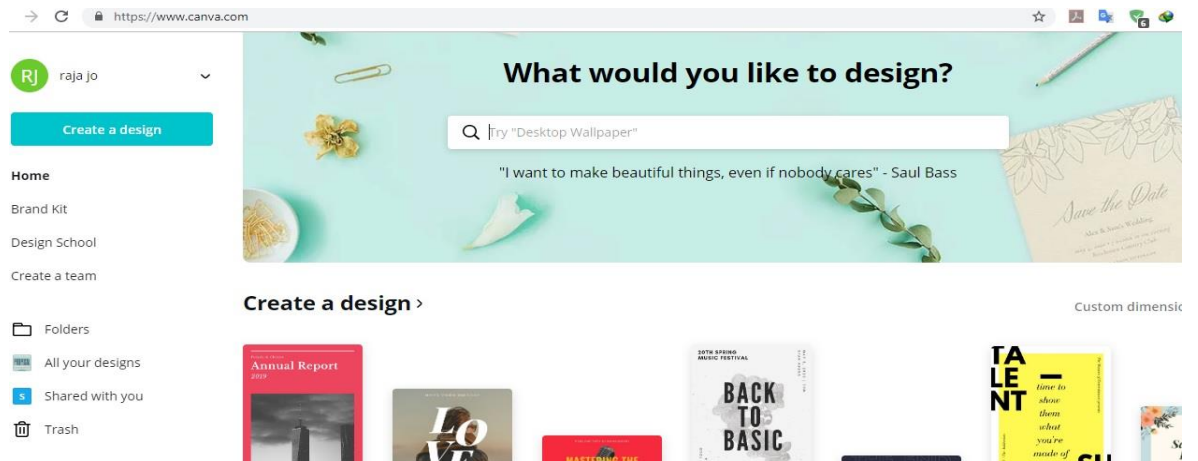


Image No 20. Canva Online Voucher development Website (Author's Picture)



Image No 21 Student Voucher (Author's Designed on Canva platform)

6 Conclusion / Results

Conclusion is based on overall outcome, of marketing project. Plan developed for digital marketing includes digital marketing efforts. Theoretical framework ch.3 explains the basics of digital marketing strategies and channels, which were practically implemented . Because of thesis, the duration of plan is limited, and the purpose is to achieve short term goal.

Marketing plan is to achieve short term goals of company. Establishing a presence on social media and getting found on search engines. To increase the product awareness in the local market and traffic to the website to attract new customers. Commissioning company had no platform to share data on social media and no website for customers to attract. They never used any Marketing tool for the promotion of their company and products / services. As a result, their number of customers were very limited, and they had no presence or attraction in local area.

Author has developed the website of commissioning company, and updated all the social media channels, like Facebook, Instagram and created a database of customers through HubSpot. All the information and details of potential customers was stored in HubSpot. Customers were contacted on regular basis through emails, and text messages, to keep them update of latest information and events, and their active participation was being appreciated. Appreciation post cards and birthday wish cards were sent to regular customers, which has increased the number of customers. Marketing efforts at startup level has increased the visibility of company to customers.

For future research there is great potential in digital marketing, as it is constantly evolving latest techniques and technologies. Businesses are looking new ways and methods to reach their customers to increase the satisfaction of customer and their loyalty. On long term while keeping this marketing strategy regular and on continuous basis can maintain and achieve the goal.

During this project, I have learned new methods of digital marketing and latest tools and techniques which has deepened my knowledge. I got skills and understanding for future marketing on different platforms.

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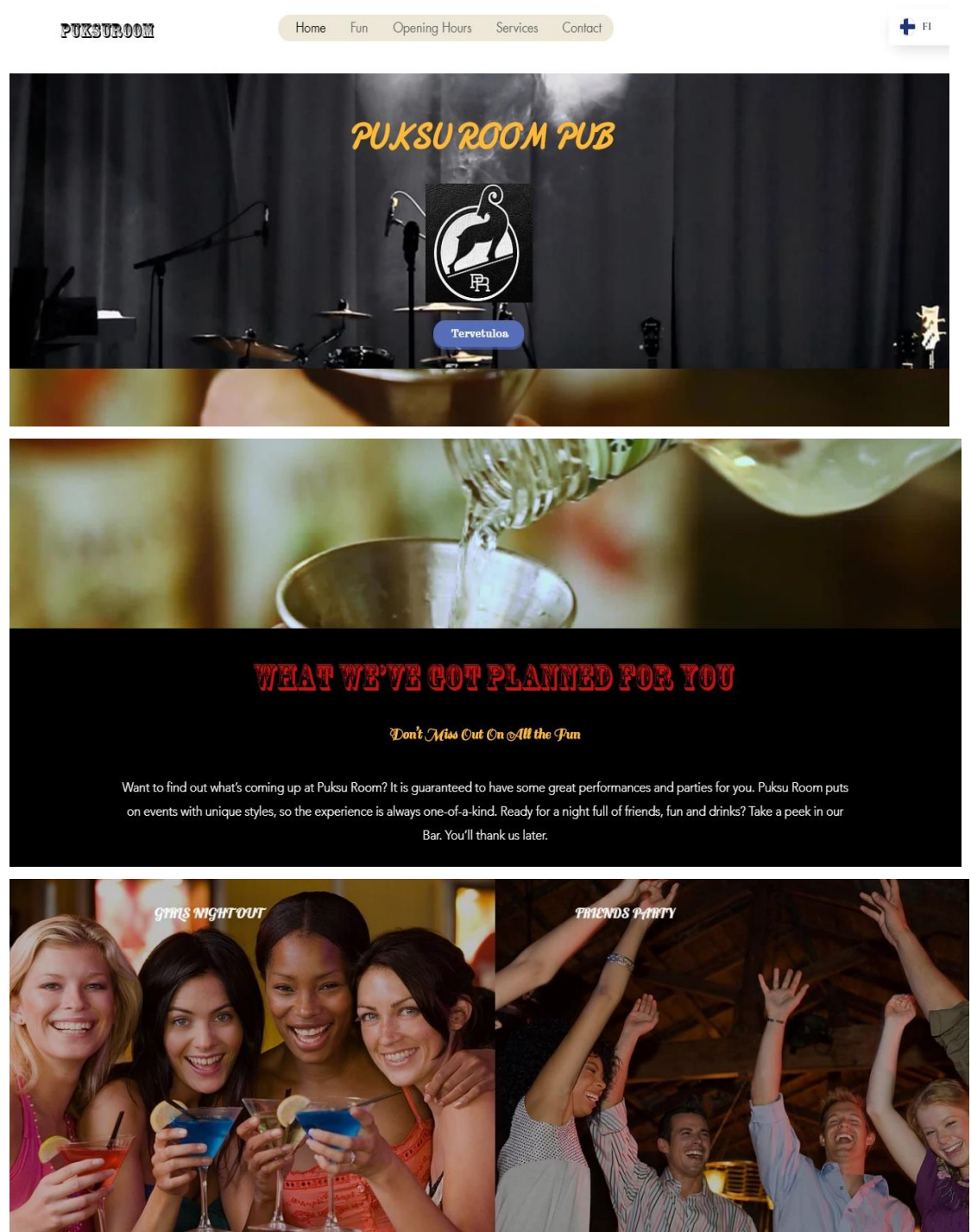
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Author's Developed Website Pics:





KARAOKE

We've turned alcohol into an art form with our popular Beer. Ingredients of exceptional quality are masterfully poured by our expert mixologists to create a drink with unique and well-balanced flavors. Pair our Beer with something to eat from our wide selection of food and you'll feel truly content.



COCKTAILS

Pull up a bar stool and enjoy our famous Cocktails. Puksu Room offers a whole new approach to the Cocktails, with our bartenders providing their own unique twists to the classic. With refreshing, mouth-watering flavor accompanying every sip, you'll be left wanting more.



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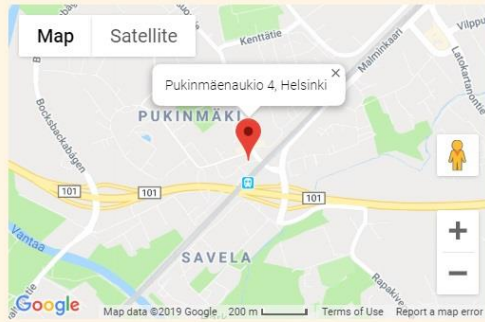
YKSITYISET OSAPUOLET

Nice and cool environment for wedding and birthday parties. Suitable for business meetings. Arrangements according to occasion. Enjoy functions with trained staff and best facilities available. Puksu Room offers to hire the place as according to your needs and taste. You will remember the time spent with us.

Aukioloajat
TULE VIERAILEMAAN

Maan -Tor : 15:00 - 03:00
 Per : 13:00 - 04:00
 Lau : 11:00 - 04:00
 Sunn : 11:00 - 03:00

Osoite



Ota yhteyttä

Nimi *

Sähköposti *

Puhelin

Viesti

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Hyvä musiikki ja hyvä palvelu ja hyvin on otettu juhlien järjestäminen huomioon erittäin mukava henkilökunta ja ymmärtäväinen 😊

Ipuli

April 03, 2019 23:31



Hinta-laatusuhteeseen erinomainen. Suunnittelu ja toteuttaminen sujuu vaivattomasti kannaltamme. Iltaa kruunasi hyvää karaoke emäntä ammattitaidollaan.

Teemu

March 29, 2019 17:23



Puksuroom oli täydellinen paikka juhliillemme (n. 45 vierasta). :) Juhlatila oli erittäin siisti ja tyylikäs sekä asiakaspalvelu ensiluokkaista. Varmasti vuokraamme tilaa toistekin. Budjetti-laatusuhde paras

Jesse

March 14, 2019 00:29



Oli tosi kiva paikka ja erinomainen palvelu sekä henkilökunta. Yksityistapahtuman järjestäminen sujui mutkattomasti ja tila oli täydellinen 50 hengen porukalle. Ilona Evans suosittelee kohdetta PUKSU ROOM.

Ilona Evans