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Marketing plan of a wooden amplifier: How to promote it?

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<p>Abstract</p> <p>What was the objective of your work? The objective of this thesis was to find and define the elements to create a marketing campaign both online and offline for a new object. This object is a reused wooden sound amplifier for smartphone.</p> <p>What did you do? (steps and methods) The first step was to define the theoretical aspects that we thought should be treated. These aspects were modified or not according to the progress of the work. After defining these theoretical aspects, it was necessary to put barriers in order not to disperse ourselves in the work and to go to the essential. When everything was well defined and clear, I had to start explaining and defining the theoretical aspects I was going to treat according to the theme of the thesis. The first part was to deal with the off-line marketing part and then do the digital marketing part. After having dealt with the theory, the application went through the creation of a survey in order to have an external feedback on the project and to know the functioning and the preferences of the users.</p> <p>What results did you get? Overall, I was not particularly surprised by the results of the surveys because it met my expectations and what I had imagined. However, I was a little more surprised in the design of the product itself.</p> <p>What are the conclusions? To conclude, since it is a simple looking product, it requires a very marketing campaign is needed to promote the project as much as possible.</p>		
<p><u>Key words</u> Wood, Amplifier, Sound, Marketing, Design, eco-friendly</p>		

FOREWORD

I would like to thank all the people who contributed, in one way or another, to the realization of this thesis and I would like to thank the Satakunta University of Applied Sciences without whom we would not have been able to carry out this research and project. I also wanted to thank my supervisor Mr. Tapio Pirkanaho for his help and valuable advice.

CONTENTS

1 INTRODUCTION	7
2 PURPOSE, OBJECTIVES, BOUNDARIES AND CONCEPTUAL FRAMEWORK OF THE PROJECT	8
2.1 Purpose of the project	8
2.2 Objectives.....	8
2.3 Boundaries	8
2.4 Conceptual frameworks	9
2.4.1 Marketing.....	9
2.4.2 Logistic	10
2.4.3 Professional communication.....	10
2.4.4 E-business / Digital marketing.....	10
2.4.5 Marketing B2B & B2C.....	10
2.4.6 Service Design	11
2.4.7 Research methods	11
3 THEORY	12
3.1 Marketing Offline.....	12
3.1.1 Internal analysis	12
3.1.2 External analysis	14
3.1.3 Marketing mix (4P's).....	18
3.2 Digital marketing	20
3.2.1 Quantitative.....	20
3.2.2 Qualitative.....	21
3.2.3 Persona and customer journey	21
3.2.4 Digital tools	21
3.2.5 Building Strategy	24
3.2.6 Key Performance Indicator	25
3.3 SWOT	26
3.3.1 Opportunities and Threats.....	26
3.3.2 Strength and Weakness	27
4 DEFINITION OF THE PROJECT	28
4.1 Project description and schema.....	28
4.2 Product Application	29
4.2.2 Digital Application	38
4.3 SWOT	48

4.4 Advantages	49
4.5 Disadvantages	49
5 CONCLUSIONS	51
6 FINAL WORDS	52
REFERENCES	
APPENDICES	

LIST OF SYMBOLS AND TERMS

B2B: Business to Business

B2C: Business to Customer

C2C: Customer to Customer

PESTEL: Political Economic Social Technological Environment Legal

SWOT: Strength, Weakness, Opportunity, Threat

KPI: Key Performance Indicator

SEO: Search Engine Optimization

SEA: Search Engine Advertising

SMO: Social Media Optimization

POS: Point of sale

R&D: Research and Development

1 INTRODUCTION

This project idea was born during my first year of Bachelor. The goal was to create an object in the student group within the framework of my Marketing course. After that, my group dispersed but I still had this project in a corner of my head.

Having always been attracted to the responsible, eco-friendly side of things, I figured it was the perfect time to get a little more in depth on this project.

My basic idea was to work on the creation of a start-up, but I quickly realized that it would take me more time and that it was neither realistic feasible.

I understand we have to take into consideration many factors for the creation of an object or a start-up. As the company is not yet created, and we all know that there are many areas to cover to start a new business. For this thesis, I decide that I focused only on the marketing aspect.

Regarding the structure of the thesis, it will be divided into 3 main parts. The first part will cover the definition of the objectives, the boundaries I have set for the realization of this research and the conceptual framework of the project. Then for the second part, I will deal with the theoretical part and I will finish by applying this theory to the proposed product. I will conclude this thesis with a summary and the final words.

2 PURPOSE, OBJECTIVES, BOUNDARIES AND CONCEPTUAL FRAMEWORK OF THE PROJECT

2.1 Purpose of the project

As mentioned in the introduction, the basic idea was to work on the creation of a start-up for the design, the production and the sale of a new product in specific market: creation and distribution of a music wood amplifier for smartphone. To cover all these aspects is quite ambitious, therefore I restricted myself. So, I decided to work – for this thesis - only on the marketing aspects (strategy and a marketing plan) and on the promotion of this reused wooden sound amplifier.

The project is called “Octagonia” and the product name is called “Octasound”.

2.2 Objectives

As mentioned above, the objectives of this thesis are to develop a marketing strategy, to identify the different channels to promote the product and to propose tools of communication (and including market research and expected visibility).

2.3 Boundaries

The first boundaries I set for myself were to focus solely on the marketing and communication aspect of creating a product.

Then, after starting the research and realizing the complexity of the different aspects of marketing, I made the decision to restrict my research. Indeed, I wanted to deal with international marketing and marketing of services around the project but there was enough material to deal with offline and online marketing.

2.4 Conceptual frameworks

2.4.1 Marketing

As the objective of this thesis is to build a marketing strategy for the promotion of this new product, it is normal that the term “Marketing” is at the center of this document. The thesis may not define a specific strategy, but it will give you a vision of where we want to go or need to go for the development of this product. Marketing is not only one word with one single signification. If we want to launch a new product on the market, several marketing aspects must be covered. In the next points, I will present them.

The following graph illustrates the multiplicity of the word “Marketing”.

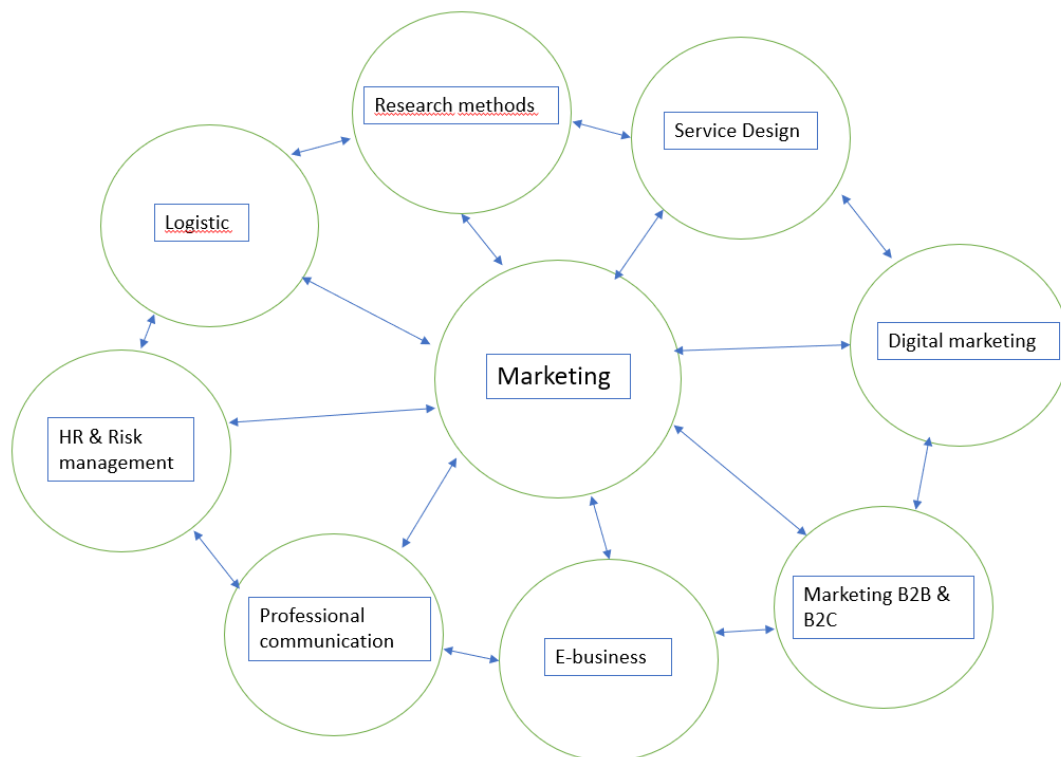


Figure 1 : Conceptual framework. Credit Géraud Andries

2.4.2 Logistic

The notions of logistics will allow me to consider things that we may not think about directly. Indeed, if I want to set up a marketing campaign it requires material, I will have to think about the delivery times and others (management of goods, production, ...).

Moreover, at the level of the digital strategy, it is also necessary to integrate the logistic of the product.

2.4.3 Professional communication

This is one of the most important points to pay attention to. Indeed, marketing is essentially based on appearances. Appearances, images will create the product brand and its awareness. It is therefore necessary that the ways of communication are clear, precise, strong, neutral and professional. The goal is to create a need to the targets (potential customers).

2.4.4 E-business / Digital marketing

Beyond classical marketing, digital marketing and e-business have become essential in the market today and even more today with the COVID situation and its impacts on the customer experience (less events, no product presentation, ...). It is therefore necessary that, communication on social networks, digital marketing and e-business are important, clear, impactful, precise and well-tested.

2.4.5 Marketing B2B & B2C

The targets in B2B and B2C are not the same and neither reached with the same way of communication. The difference of these two targets must be analyzed carefully and addressed differently.

2.4.6 Service Design

In marketing, the design of the product is critical (without a great design, the product will not be seen, recognized, shared, and sold), but the service has to match the product and the way of communication.

2.4.7 Research methods

This course will help me to be more accurate and have the right reasoning when I create my questionnaire to create my qualitative and quantitative surveys.

3 THEORY

3.1 Marketing Offline

In this section, I will explain the **internal analysis**, which will include the segmentation, the targeting and the positioning. I will then develop the **external analysis**, which includes the market analysis, the macro and micro-environment. Finally, I will finish with the analysis of the **4Ps**.

3.1.1 Internal analysis

The internal analysis, as the term "internal" indicates, takes into account what is internal to the company's product/service and everything around it. This has a direct link with what the company wants to offer on the market (Blythe, 2012, pp. 42-43).

In this internal analysis, I will develop the steps to define the product / service segmentation, targeting and positioning.

3.1.1.1 Product / Service Segmentation

The principle of segmentation is to gather groups of people according to their different needs, age, gender, hobbies and different characteristics in order to address them with the correct product or service. This will make it easier to target the potential clients and to distinguish them between these different segments (Blythe, 2012, p. 74). The reason and purpose of segmentation is that each person is a different individual and they may have different opinions and it is impossible to offer a unique product or service to everyone. On the one hand it would be too expensive and on the other hand it is not feasible. That is why segmentation allows you to have a real definition of your target, of your competitors, it allows you to have an efficient resource allocation, to have a clear marketing strategy and it allows you to extend the market.

To maximize the use of segmentation, it must be measurable, accessible, stable, substantial and congruent (Blythe, 2012, pp. 76-77). And there are different criteria to

analyze to best segment the target: Geographic, Psychographic, Behavioral and Demographic segmentation.

- **Geographic:** Depending on the geographical area, companies may offer a different product or service and customers' expectations may be different too (Blythe, 2012, p. 79).
- **Psychographic:** The psychographic aspect depends on the personality of the individual. Everyone acts and reacts differently in their way of being, consuming, living. It depends on the education received, the life experiences and the company (Blythe, 2012, p. 79).
- **Behavioral:** It is important to know and understand the consumer's behavior. Behavioral segmentation allows to know more about the consumer's habits, the way they behave in front of a product or a situation (Blythe, 2012, p. 79).
- **Demographic:** And there are different criteria to analyze to best segment the target. This category consists of gathering information on demographics. About the community in general, about the average age, salaries and lifestyle age (Blythe, 2012, pp. 79-80).

3.1.1.2 Targeting

After the segmentation, targeting is the next step which consists in selecting the most adequate segment for your service or product. Sometimes the target is so broad within a segment that you must determine your core target. To determine it, you should be as precise as possible in your segmentation criteria.

There are three different ways to identify the best targets. Indeed, we can choose to target only one segment and focus only on that one. It is also possible that you choose to target two or more segments and therefore you will have to adapt your approaches according to the segment. Finally, the last one consists in proposing something that suits everyone, it is not necessary to pre-select a target. It is an object or a service that does not need to be adapted (Blythe, 2012, pp. 84-88).

3.1.1.3 Positioning

The last step of the internal analysis is the positioning. After having segmented and targeted, we must define a position for our service / product. We must determine the place of the product or service on the consumer's map. The product positioning will determine the quality level and the price positioning.

The positioning is also based on the perception of the product by the customers. For this, there are different factors that determine the positioning of a product:

- **Top – of – the – range:** Judging the quality of the product based on the price.
- **Service:** The service around the product also plays a role.
- **Value for money:** This represents the benefits of the product in relation to the value of the product.
- **Reliability:** The price of the product is often related to its competitors.
- **Attractiveness:** The product or brand must be attractive. This goes beyond the quality of the product, the universe created around it must attract.
- **Country of origin:** Some countries can be reputed or not depending on the quality of products, services, raw materials, ...
- **Brand name:** The brand name also plays a role in the positioning; the product must stick and have a relationship with the brand name.
- **Selectivity:** It is necessary to be selected among all the brands already present on the market.

The service / product's positioning does not depend only on the work of the brand. Indeed, it does not depend only on that, although the final goal of the positioning is to sell and therefore to attract new customers and retain old customers (Blythe, 2012, pp. 88-90).

3.1.2 External analysis

The external analysis will consist of a detailed market study. This means a market analysis of the supply, the demand and the distributors. Next, I will develop the specifics of the macro and micro-environment.

3.1.2.1 Market analysis

Demand/ Request

For all new products or services, there is a necessity to create the demand and make the product or service as much attractive as it is possible. The final goal is to generate revenue by selling these products / services. The customer needs must be generated

and the marketing will help this. The demand is the quantity of good or service that the consumer is willing to buy or rent to fill it (Van de Wouver, 2019).

Supply

Supply refers to the quantity of goods or services which are available on the market. Moreover, the supply can also be designated as the set of actors participating in the circulation of a product or service on the market. Supply can encompass both the quantity of goods and the direct and indirect actors (Bathelot, 2015).

It is important to identify who are the market players (the market leaders and other actors), the direct and indirect competitors, the new ones and those who focus only on a specific target, ... (Van de Wouver, 2019). This analysis and knowledge may influence the supply quantity and delivery.

Distributors

For the product launching on a specific market, it is also critical to define the best and most appropriate distributors. Either the company decides to take care itself the distribution, or the company chooses to use external distributors (external actors who represent the product owner and put the product on the different markets). If the second option is chosen, it is necessary to analyze these distributors. In fact, we need to know what type of distributor we are talking about, what their position is on the market. If they are important on the market or not and it is necessary to have at the economic level which margin they are ready to accept (Van de Wouver, 2019) & (Bathelot, 2015).

3.1.2.2 Macro-environment

The macro-environment consists in the analysis and its understanding of different important elements who may have indirect impacts on the company such as the political decisions, cultural interests, technological advancement, legal aspects, the information about the demography:

- **Demographic:** The study of demographics provides information about the average age, the percentage of men and women in a specific area, the location and other statistics useful for the marketing strategy. All these statistics have

an impact on strategy decision-making (Kotler, Armstrong, & Opresnik, 2018, p. 96).

- **Political:** Political decisions can influence the market in a good or bad way. These decisions can be new laws/rules imposed on packaging, materials used, environmental impact. (Blythe, 2012, p. 33) & (Kotler, Armstrong, & Opresnik, 2018, pp. 108-109).
- **Legal:** The legal aspect follows the political decisions. Moreover, the political decisions of a government can be different from the laws established by the European Union. Laws can vary from one country to another. It is not because a product is authorized in one country that it is necessarily authorized in another (Blythe, 2012, pp. 33-34).
- **Economic:** The economic factor consists of an analysis of the economy of the area and the market in which the company evolves. The company will follow the evolution of the economy, the evolution of the cost of living, the taxes, the demand (Blythe, 2012, pp. 32-33). The economy can influence the customer's behavior to consume or not (Kotler, Armstrong, & Opresnik, 2018, p. 103).
- **Technology:** The world of technology is evolving rapidly and new technologies are more efficient and replace the old ones. (Blythe, 2012, p.35-36). It is necessary to follow very closely the evolution of these technologies in order not to be overtaken by their use and by the competitors who use newer material (Kotler, Armstrong, & Opresnik, 2018, pp. 106-108).
- **Cultural:** Cultural analysis consists of an analysis of the beliefs, attitudes, and behavior of the population and group. For example, it is necessary to know their ways of communicating, of expressing themselves, which are the important values in such or such environment (Kotler, Armstrong, & Opresnik, 2018, pp. 111-114) & (Blythe, 2012, pp. 34-35).

3.1.2.3 Micro- environment

The micro-environment includes all factors, actors and elements outside the company that have an impact, potential or real, on its development. 4 actors may impact the development of our product / service: the customers, the suppliers, the competitors and the other partners and Intermediaries (Kotler, Armstrong, & Opresnik, 2018, p. 92).

- **Customers:**

The customers are the most important category in the micro-environment. The objective of this micro-conversion is to create a stable and loyal relationship with the customer to keep him as a customer. Consumers are the ones who will allow the company to live and survive, so it is important to always have a solid customers base and to enrich it over time. (Kotler, Armstrong, & Opresnik, 2018, p. 96)As a brand, you need to know and follow the evolution of your customers. They evolve and can change their opinion, their tastes, their needs, their desires (Blythe, 2012, p. 30).

- **Competitors:**

The analysis of the competition is essential to better understand the market in which you want to enter. It is important to know who your direct/indirect competitors are, what they do, what their strengths and weaknesses are (Stevens, 2006, p.19). To differentiate yourself from your competitors, you need to understand your customers and try to satisfy their needs as precisely and personally as possible to gain a strategic advantage. To compete with your competitors, you really must consider your capabilities, your size, your budget and then create a different marketing strategy (Kotler, Armstrong, & Opresnik, 2018, p. 94).

- **Suppliers:**

The suppliers provide the resources and materials that the company needs to produce their goods and services. Their role is so important that suppliers are seen as partners because marketers need to be aware of any program changes or problems. Suppliers are at the top of the chain in a company. If there is a problem with this step, the whole production, the reputation and the customers are impacted (Kotler, Armstrong, & Opresnik, 2018, p. 93) & (Blythe, 2012, p. 30).

- **Partner/ Intermediaries:**

Partners will help the company to promote and sell the products or services to the final customers. There are different types of partners. Indeed, there are physical stores, resellers, the advertising agencies and financial experts.

First, the physical stores will allow to spread the stock, to touch and sell in several different places. Then, with the resellers, they will also contribute to the distribution of the products. Finally, the marketing agencies will create content and marketing campaigns to promote the company or the products offered. The financial experts may provide other services to assist the company growth (Kotler, Armstrong, & Opresnik, 2018, p. 94).

Figure 2.1 The digital marketing environment

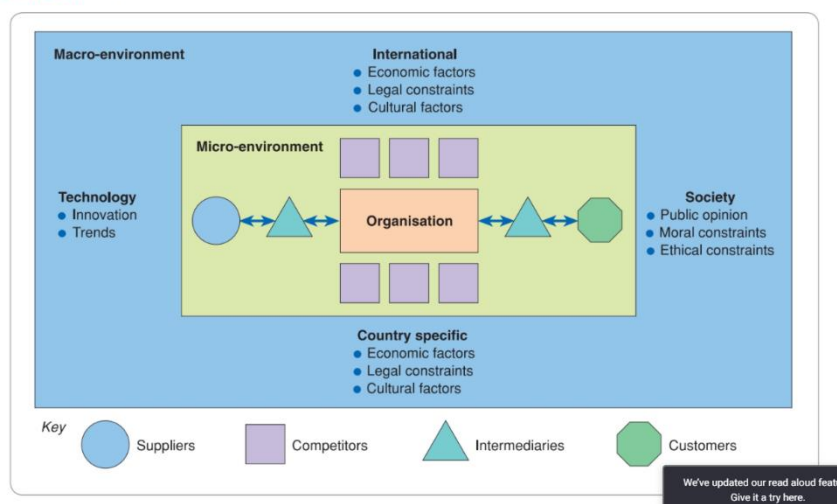


Figure 2 : The digital marketing environment ((Chaffey & Ellis-Chadwick, 2019)

3.1.3 Marketing mix (4P's)

I will develop the marketing mix. The basic marketing mix consisted of four elements called the 4P's (*Product, Price, Place, Promotion*). Over time, this has evolved, and the marketing mix now consists of 7Ps, to which we add the P for *Physical Evidence, People* and *Process*. In this evolution, the "service" side of marketing has been added.

3.1.3.1 P-Product

A product consists of an offer responding to a need in a market and it has an implication for a service or a brand. The product may be in the form of a physical object or a service with the aim of satisfying a desire or need after having purchased or consumed the product/service.

A product or service is defined by very specific characteristics and each product or service has its own specificity in terms of size, nature, quality and styles (Kubicki, 2014, p. 10).

3.1.3.2 P-Price

The price is the amount of money or time to pay for the product or service. The price is not fixed. Indeed, it can vary over time, from market to market and depending on events such as sales periods for example. We do not determine a price like that, we must integrate many constraints and variables. These are either on the side of the consumer or the producer, if there is labor, the cost of raw materials, the elasticity of price, the impact of supply and demand, ... (Kubicki, 2014, pp. 10-11).

3.1.3.3 P-Place

The P-place corresponds to the way the product will be distributed. For this, several parameters must be taken into account. Indeed, this distribution includes the different distribution channels and networks, locations, availability, transport and logistics. For the distribution to run smoothly, the company must set up this distribution network by choosing a location or a means for the customer to receive or obtain the product (Kubicki, 2014, p. 11).

3.1.3.4 P- Promotion

This P takes care of the communication of the product or service. This category integrates the advertising, the marketing, the relational and the sponsorships. Thanks to this sub-category of the marketing mix, it can have an impact on the P-Price by proposing discount vouchers or communicating special offers, ... (Kubicki, 2014, p. 12).

3.2 Digital marketing

Digital marketing is defined as normal, basic marketing but adapted to the different digital tools. These are the different websites, mobile applications, social networks, TV commercials and other advertisements and visuals on the internet. Of course, like any type of marketing tools, the goal is to gain new customers, to keep the existing one (fidelity) and to be seen by the maximum number of people. To be as effective as possible, we must not forget the traditional marketing techniques (such as newspapers, radio, word of mouth, ...).

In order to reach the best targeted people, as with offline marketing, your targets should be identified and defined (Chaffey & Ellis-Chadwick, 2019, p. 9).

There are three different methods of reaching audiences through digital marketing. The first option is to pay for ads or posts to be seen, this is called: “**Paid Media**”. The second is called: “**Owned Media**” is any online property owned and controlled by a brand. Like for example a website, a blog, a presence on social networks like Facebook, LinkedIn, Instagram, ... This second method requires a multi-channel presence. Finally, the last one, “**Earned Media**”, consists in advertising from influencers. Brands target influencers with the same targets, the same values of the brand. They pay the influencers to advertise the company, its products and services (Chaffey & Ellis-Chadwick, 2019, p. 10).

This section on digital marketing will cover quantitative and qualitative research. These two studies will then be used to define the persona and the customer journey as well as the different digital tools. With these personas, it will help to build a strategy. Finally, the KPI's will be used to understand the strategy and be able to locate the problems or things to change in it.

3.2.1 Quantitative

The objective is to estimate the size of the market, in volume, in quantity and to see the evolution of this study according to time. In these studies, only numbers will be collected.

To collect this data, several methods are available. The first is to make surveys with short questions that require short answers. The questions must be easy to answer and should follow a certain logic. The logic will guide the target and make it easier for us to analyze the answers. Or the second method is to choose the people or group of people you want to analyze. This can be done through anonymous ads or by calling people in the street. This second method is called Sampling (Blythe, 2012, pp. 103-108).

3.2.2 Qualitative

As for the qualitative study, its purpose is to obtain more precise information. Contrary to the quantitative study, the goal of the qualitative study is to have answers and information that are useful, that make sense to move forward. The number of respondents should not be as large as in a quantitative study. To carry out this type of study, the best methods are to use face-to-face or telephone or video-conference interviews. These can be conducted individually or in small groups. When it is in a group, it is sometimes interesting to let the respondents react to each other and it is not necessarily necessary to follow a questionnaire to the letter. It is more of a discussion. (Blythe, 2012, pp. 101-103).

3.2.3 Persona and customer journey

The persona is a fictitious person created following certain studies to determine the typical profile of the targeted customer. During the creation of this persona, it is necessary to determine his gender, where he comes from, his habits, his professional background, his hobbies, his passions to really be able to identify him and to get a realistic target (Chaffey & Ellis-Chadwick, 2019, p. 65).

3.2.4 Digital tools

There are many different digital tools available. The objective is to select the ones that will be the most effective in terms of visibility and attraction of new targets. Of course,

some digital tools will be more effective for some business while others less so. In addition to discovering and informing, digital tools are also there to make the consumer buy the product or service and above all to build loyalty. In this section, we will focus on Social Media, Website, Product / Service referencing, displays and Emailing.

3.2.4.1 Social media

With the ubiquity of social networks, it is impossible not to use them today in the professional world to distribute content and reach or attract existing and new customers. They are becoming and will continue to become more and more important in our private and professional lives (Chaffey & Ellis-Chadwick, 2019, p. 445). Although social networks are everywhere, it is necessary to select the right one according to its audience, its targets and its objectives. The roles of social networks are numerous. Indeed, they are used to publish and share content. It is possible to pass a message or discuss directly with a brand, a person or influencers and it is possible to collaborate with other businesses and create a network (Piette, 2019).

3.2.4.2 Website

The main element of a business is the website. Nevertheless, it is necessary to define the purpose of this website. Indeed, the website can be the one to inform (showcase site), a site more focused on sales (e-commerce), it can be a site to educate (institutional site) or a site only for mobile devices (Piette, 2019).

3.2.4.3 Referencing

There are different types of referencing which allows to propose a website in the first searches. Indeed, there are SEO, SEA and SMO.

The Search Engine Optimization (**SEO**) is the natural referencing, free. This referencing aims to improve the positioning of a website in search engines in a natural way. This is done based on technique, content and popularity.

Then, the **SEA** (Search Engine Advertising), as for him, it will offer a referencing through paid advertising. The company will therefore with some software, "buy" keywords so that their site is in the first results.

Finally, the **SMO** (Social Media Optimization), companies aim to develop visibility through the power of social networks.¹ (Hllion, n.d.) & (SEM=SEO+SEA+SMO, n.d.).

3.2.4.4 Displays

The principle of displays is to propose virtual advertising signs on websites other than that of the company. Unlike the traditional signs that can be found in the streets, these displays can reach very specific (Gunelius, 2018) targets and they can appear on different sites. These displays can be represented in different forms. It can be skyscraper, animated GIF, small videos, horizontal or vertical banners, ... (Marie-Louise, 2018).

The advantage of these displays is that the efficiency can be calculated thanks to the different KPI's (see below) and the different click rates, conversions, ...

3.2.4.5 Emailing

Emailing is a digital marketing tool that consists in sending a promotional email to a well targeted database.

Emailing has more advantages than disadvantages. Indeed, there is many software that can create marketing campaigns by email and reach a large audience. These platforms make emailing very affordable.

It is also very effective because without even receiving any feedback from the email ads, many targets can be reached.

With these emailing platforms (like MailChimp for example), it is possible to measure the impact of the email sent. Indeed, you can see the statistics of the click rate, the conversion rate, the reception rate, ...

Of course, it is possible to customize and personalize your campaigns according to customers, domains, periods, content, ... All these personalization's allow to have a closer relationship with the customer and the company. This creates a relationship of trust and it does not leave indifferent.

In addition to personalization, one of the big advantages of emailing is that it is possible to segment its target according to its geographical area, its gender, its age, its habits. Moreover, it is possible to segment its customers according to their seniority,

¹ <https://www.seo.fr/definition/sem-seo-sea-smo>

their average basket of purchase, their last order, ... You can save time by installing automated emailing according to the chosen criteria.

All these advantages make it possible to see the effectiveness of the campaigns by email and to be able to target and know at best the behavior of its consumers, future customers (Gunelius, 2018, pp. 16-20).

Despite the many advantages of emailing, this digital object also has its drawbacks. The risk is that the email is not received or that it appears in the spam. Moreover, as companies receive a countless number of emails, it is necessary to know how to differentiate to mark the minds. Then, the use of emailings should be managed carefully; thanks to the GDPR introduced in 2018 (GDPR – General Data Protection Regulation is a regulation in EU law on data protection and privacy in the European Union (EU) and the European Economic Area (EEA). It also addresses the transfer of personal data outside the EU and EEA areas. This means that we cannot use emailing without end-user agreement.²

Finally, writing good emails requires skills and time.

3.2.5 Building Strategy

Building a digital strategy involves three steps. The first step is to define the target audience, the second step is to set the objectives to be reached and the third step is to choose the digital tools.

For the creation of the target, it goes through the analysis of the market, the creation of personas, ...

As far as the objectives are concerned, there are three. There is the cognitive objective, which is used to get known (SEE). Then the behavioral objective which serves to inform consumers (THINK) and to make them buy (DO). Finally, the last objective which is affective, it is used to build loyalty (CARE).

The different digital tools will have different objectives either according to the content or according to the company's choice. Moreover, digital tools can correspond to

² https://en.wikipedia.org/wiki/General_Data_Protection_Regulation

several objectives (for example, emailing can first serve as a SEE objective and later it can serve as a CARE objective).

Finally, it is possible to measure the effectiveness of these objectives with different KPIs (for example, by seeing the activity of followers on the networks, the click rates on the different posts) (Piette, 2019).

3.2.6 Key Performance Indicator

Key Performance Indicator (KPI) are performance indicators that are used to evaluate and improve the efficiency of a process. KPIs can be different information such as the number of visits to a website or the number of conversions per visit to a website. With this information, you can compare with other (Randazzo, 2014) statistics to get an idea of how to improve, and it can help you make decisions based on the statistics (Chaffey & Ellis-Chadwick, 2019, p. 159).

To measure the KPIs, there are 4 sub-categories to consider. The first one is the SEE (this statistic allows to know the number of unique visitors, the number of new visitors and the number of impressions). Then, the THINK allows you to see the bounce rate, the number of pages viewed on the site, the time spent per visit, the number of clicks. Thirdly, with the DO, we can see the number of clicks, the conversion rate and the average basket per customer. Finally, the CARE, allows to see the number of clicks, the number of active customers, former customers and the number of shares (Piette, 2019) & (Paci, 2020).

3.3 SWOT

A SWOT analysis consists of identifying the **Strengths**, the **Weaknesses**, the **Opportunities** and the **Threats** of a company's product or service and is also a market analysis. In this analysis there is a distinction between the internal and external environment. The strengths and weaknesses are internal to the company. With this type of analysis, an organization can strengthen its weaknesses and exploit its strengths. Threats and opportunities are external to the organization's influence. However, they can also have an impact on the organization (Kruger, 2016) & (Randazzo, 2014, pp. 33-35).

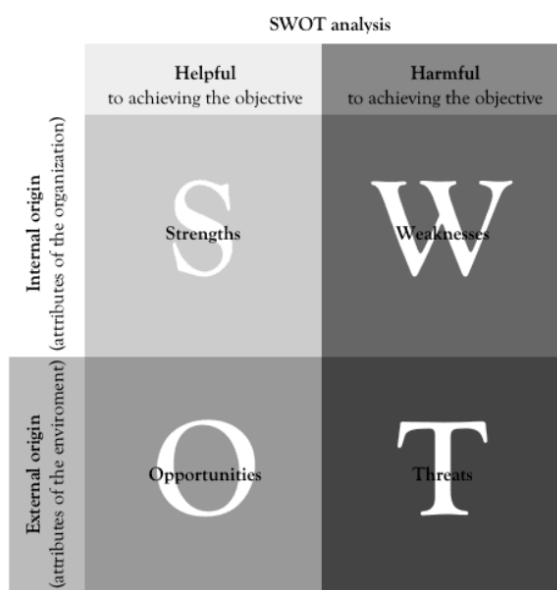


Figure 3 : SWOT analysis (Randazzo, G., 2014, p.33-35)

3.3.1 Opportunities and Threats

These steps of a SWOT analysis take place at the macro environmental level. It identifies opportunities and threats that a company cannot control. The opportunity is a solution to a problem that the company must solve. The threat is an element that we do not know how to control despite the presence of its target customers (Kruger, 2016, p. 1).

Threats	Opportunities
Competition is introducing high-quality, low-cost alternative	New markets from developing nations' economies
Industry slowdown is likely next quarter	High availability of new college graduates
Government quality controls are likely	Some government credits are available for certain production improvements
Labor unions are wanting higher wages	Vendors are offering substantial discounts for key customer commitments

Figure 4 : List of threats and opportunities (Randazzo, G., 2014, p.34)

3.3.2 Strength and Weakness

After defining its opportunities and threats, the company focuses on its strengths and weaknesses. A successful company focuses on its strengths and delegates its weaknesses to suppliers (Kruger, 2016, p. 1).

Strengths	Weaknesses
Key management tenure	High employee turnover
Strong cash balance	Production equipment is old
Low number of days in receivables	Lack of new products
Outlets are near key customers	Outlets are not near growth areas
Good relationship with suppliers	High production waste
Strong operating margins	Poor production statistics system
Positive image in the community	Poor market research

Note: Each of these strengths or weaknesses can be addressed internally.

Figure 5 : List of strengths and weaknesses (Randazzo, G., 2014, p.33)

4 DEFINITION OF THE PROJECT

4.1 Project description and schema

The final objective of this project is to commercialize a reusable wooden sound amplifier. This sound amplifier would work thanks to the sounds of his smartphone. The objective would be to propose this type of object in guest houses, independent hotels, Tiny-house, other unusual accommodation and also for the particulars. With its cylindrical shape and octagonal base, the object would be called "Octasound". Composed only of reused wood, it is necessary to create a reasoning box inside to propose an amplification of the sound the most just possible, whatever the smartphone which will diffuse the sound. The precise dimensions and the finishing touches of the amplifier will depend on the size of the sound box.



Figure 6 : Basic Logo of Octagonia, Géraud Andries 2020



Figure 7 : Picture of the Octasound, Géraud Andries, 2020



Figure 8 : Picture of the Octasound, Géraud Andries, 2020

4.2 Product Application

In this application section, I will first develop the offline strategy of the product. In this offline analysis there will be an internal analysis (segmentation, targeting and positioning) and an external market analysis (demand, competitors). Then, I will develop the 4Ps.

Afterwards, in the digital part, I will share the results of the quantitative and qualitative studies which have been done for a specific market (Belgium). For this practical section and to be the most precise, I have decided to focus on the market I know best: the Belgian market. This is a small market with some particularities. Following these studies, the creation of personas and customer journeys were created in order to better understand the behavior of the potential consumers and this may help the company. Finally, I will describe the digital tools that Octagonia will use. Offline Application/Strategy

This offline part will allow to understand better on which segments this product will be dedicated for and what are the target, the demand, the direct and indirect competitors. and we will present also more information about the products, the price of the product and the chosen promotion.

4.2.1.1 Internal

Segmentation: For the Belgian market, the product segmentation can be divided in two major groups. The first part will consist in segmenting individuals ('the population, particular, the product end-user') and the second part will consist in segmenting landlords (owners or managers of hotels, guest houses, ...).

a. End-users

- **Demographic** criteria:
 - o Gender: male, female or other.
 - o Age: 22-50 years old.
- **Behavioral**: Amateur of design and interior decoration. Respectful of the environment, turned towards ecology / circular economy and eco-responsibility.
- **Geographic**: Initially, Octagonia will only focus on the Belgian market but the objective would be a distribution in a second time in Europe. Thanks to the online sales, other (geographical) regions may be reached. For the Belgian market, we have to take into consideration that Belgium is divided into three regions with different languages, these differences must be taken into account.

b. Owner of a rental property

- **Demographic** criteria: Any type of accommodation for rent (hotel chain, mansion, guesthouse, youth hostel, caravan, mobile home, tiny-house, cabin, Airbnb, ...)
- **Behavioral**: Owners must be interested in both the design aspect of the product and/or the music and story around the product (local, environmentally friendly, circular economy, customizable, ...)
- **Geographic**: Octagonia will first focus on the Belgian independent accommodations and then maybe ask the hotel chains and in the future, if all goes well, take care of the countries bordering Belgium and later Europe.

Targeting: The Octasound is designed specifically for end users in their 20's and 50's who like unusual rooms and want to decorate their home. It is also designed to be used in an unusual home (or not), whose purpose is, when you book a stay somewhere and you forget your speaker, to provide an object to amplify music just loud enough to put a background music while respecting the neighbors or nature.

The targets of this amplifier are sensitive to noble materials, they love music and are in favor of reused products. The Octasound is a healthy (no wave rejection from the object itself) and it's an eco-responsible product (local production).

Positioning: Octagonia wants to position itself as a brand offering environmentally friendly objects and in the circular economy, the products proposed will be quality products, limited edition and design made from noble materials. The Octasound will be a high-end amplifier with the best possible sound quality.

4.2.1.2 External analysis

Demand:

Being a music lover and having had the opportunity to travel and therefore to frequent rented accommodations such as hotels, Airbnb, Hostel, guest houses, I was therefore interested in linking these two areas. By analyzing the market, I noticed that a lot of people listen to music during their stay and a lot of accommodations do not offer a way to listen to music.

Some locations may offer classical electrical sound amplifier but none of them are proposing an eco-friendly tool. Therefore I decided to create it and to focus on guest rooms, individuals offering unusual accommodation and hotels. As explained at the beginning of this works, I will focus this demand analysis on a specific market: the Belgian market. As mentioned as well, there are 3 regions in Belgium (Flanders, Wallonia and Brussels). In the next table, I have identified the potential market by regions (number of accommodations).

According to a study, the number of overnight stays in accommodations such as hotels, guest house, Airbnb, ... has been increasing since 2015. In fact, already between 2018 and 2019, there is an increase of 3%. We can see that in Flanders, the number is more important than in Wallonia or the Brussels Capital Region.

In 2019, there were 42,512,847 overnight stays calculated of which 26,356,863 were in Flanders, 8,727,266 in Wallonia and 7,428,718 in the Brussels Capital Region. However, due to the pandemic, the figures have decreased. (Chiffres du tourisme 2019, 2020)

Competitors:

Since listen to music became more and more mobile, there are on the market, different ways to listen the music. For this part, I will focus on the identification of the potential competitors: indirect & direct.

Indirect Competitors

Indirect competition is made up of companies that offer different products or services but that ultimately meet the same need. In the case of Octagonia and Octasound, the indirect competition will be Bluetooth speakers or other devices that play music.

Indirect competitors	Bluetooth speakers (Bose, UE-Boom, JBL,...)	Connected speakers (Home Pod, Google Home, Amazon Echo,...)
Who?	Large company specializing in electronic devices.	Large company specializing in electronic devices
What?	Speaker connected via Bluetooth.	Speaker connected via Bluetooth and/or Wi-Fi.
For who?	Everybody.	Everybody (house, family, companies).
Cost?	Between 30€ and 550€.	Between 30€ and 300€.
Where?	All over the world (in specialized stores, online).	All over the world (in specialized stores, online).
How?	Online and in the physical webstores.	Online and in the physical webstores.

Direct competitors

Direct competition are similar products or services in the market of the product or service category. Direct competition can meet the same need.

Direct Competitors	Wooden Amplifier (MangoBeat, Trobla,...)	Others Amplifier (Amazon, The Kase,...)
Who?	<ul style="list-style-type: none"> - Mangobeat³ is a French company that offers wooden sound amplifiers for smartphone in several sizes. - Trobla⁴ is a Dutch company that offers wooden amplifier for smartphone in several sizes. The brand is no longer too active either on its website or on its social networks. 	<ul style="list-style-type: none"> - The Kase⁵ is a company that sells refurbished products including phones, headphones and plastic sound amplifiers for smartphones - Amazon⁶ is one of the largest e-commerce platforms. You can find many products including sound amplifiers for smartphone. Amplifiers with or without electronic system.
What?	Wooden amplifier	Amplifier for smartphone (Plastic, wood, ...)
For who?	For particular	For everybody
Cost	Between 25 € to 99 €	Between 2€ to 50€
Where?	<ul style="list-style-type: none"> - Mangobeat: France - Trobla: The Netherland 	All over the world (in specialized stores, online)
How?	<ul style="list-style-type: none"> - Online and in the physical webstores/event 	<ul style="list-style-type: none"> - Online and in the physical webstores/event

³ <https://www.mangobeat.fr/>

⁴ <https://trobla.nl/en/>

⁵ <https://www.thekase.com/be/fr/amplificateur-de-son/?srule=Bestseller&refine=&>

⁶ <https://www.amazon.com/>

4.2.1.3 4P's

In this point I will make a detailed analysis of the product, price, place and the promotion.

P-Product:

- Product

The product will be made of recycled/reused wood and only in this material. Indeed, the type of wood does not matter at first sight. The advantage of this type of material is that it can be found anywhere, it is waterproof, difficult to break, without programmed obsolescence and if the raw material does not influence the quality of the sound and the product, the wood is relatively easy to obtain. The complexity of the product is that it will be necessary try different shape and analyze deeply how the sound will be spread and amplified (different models need to be tested with the support of an acoustician). The objective is to create a resonance box which will allow a diffusion of the sound the most optimized possible. On top of this important functionality, the shape and the look and feel of the product should be perfect.

- Brand and name

At the level of the name, there is a distinction between the name of the brand and the name of the product (and perhaps future products). The parent brand of the brand is called "Octagonia". This name is part of the story telling and the origin of the project. Then, the product brand is called "Octasound". This is the name of the amplifier in question. This name refers to the brand by distinguishing itself with the "Sound" and shows in which field (music) the product is located.

- Assortment and product range

The product will have two main functions. The first one will be to amplify the music but the Octasound will also be used as a decoration tool. With its pure and new design, it can also be used to decorate your home.

Regarding the ranges, the primary idea would be to offer limited series: the number of products available is still to be defined but it will always remain in the theme of the eight. The number eight refers to the product shape: eight

sides. To make this product unique, for example, there could be 88 copies of each series. Each series will be different in its design (the color of the wood used, the addition of a color line, ...), it will also be numbered to make the product even more unique.

Finally, if the customer wishes to customize his own amplifier, this will be possible in addition to the basic elements.

- Packaging

As for the packaging, the idea is to propose a cylindrical box with an octagonal base (the same shape as the Octasound but bigger and completely closed) which would open like a shoe box. Inside the box, there would be a mold to insert the amplifier to avoid movements during transport and shocks. We would also find information about the product, the brand, ... As the idea is to offer limited and numbered editions and all different, the packaging would also change according to the editions and would also be "personalized". The packaging will be also made in eco-friendly material. For the beginning, we could think about collaborations with companies that offer a service and product of recyclable and eco-responsible packaging (for example the start-up (Repack, 2021)).

- Quality

As the brand will be positioned as a brand offering high quality product including environmentally friendly features and integrate the circular economy principles.

The design of the products must be transparent, with only reusable, recycled materials.

- Associated services

As for any product, there will be a minimum warranty on each product in case of defect, breakage, ... An after-care service will be available online.

P-Price:

Having a design product, customizable, limited edition and made with quite noble materials, I would like to define Octagonia and the Octasound product as a **Premium object**.

At first, it will be necessary to consider:

- The costs of the research and development of this sound box,
- The unique packaging and the (potential) personalization and
- The employees and members who will participated in the project.

Then, given the desired positioning, a certain price range must be respected and applied.

Moreover, depending on how we want to sell this product, we will have to analyze the cost breakdown for the realization, the production, the distribution of this product and include in the calculation the margin taken by other potential actors present in the distribution channel. The end-user pricing will be calculated by integrating all of these elements.

As there is a very weak competition in Belgium for this type of product, it allows us to be free to decide its positioning and thus define the price. Anyway, before the launch on the market, a pricing analysis will be realized. The balance quantity / selling price must be analyzed to define the project breakeven and our expected profitability.

When all the elements are known, the decision on the price will also be made according to the psychological price (for example 99€ instead of 100€) because it makes the product more attractive for the customer. Finally, there will be no price discrimination depending on the buyer.

P-place:

Ideally, the product will be offered in different POS, online and during different events. The first selling challenge will be available online on the brand's website and on social networks.

If we want to sell these products in physical stores, it will first be through intermediaries, design stores, music stores and other decoration stores.

Then, if it is working, the brand awareness grows and sales are picking up, it might be necessary to think about dissociating from these partner stores and create dedicated Octagonia stores.

To conclude, the distribution channel will first be a mono channel and then maybe become multi-channels.

P-Promo:

For the promotion of the brand and the product, I decided to focus on the ecological, eco-responsible, circular economy and local side. Indeed, these themes are very much in vogue these days.

In addition, it will highlight the quality and materials used for the realization of this product. Customization and limited series will also have an important role in the promotion of the brand.

In terms of visibility, I chose to use social networks (Facebook, Instagram and LinkedIn) a lot at first. The objective of these social networks will be to create a well-defined universe by showing both the product in different environments but also to show the evolution of the brand, the production and to have an interaction with the followers.

The use of these networks will allow to reach a larger number of people and to target as precisely as possible the groups of people corresponding to the brand and the product.

Thanks to the different options of these social networks, it will be possible to buy the products directly on these sites. In addition to social networks, it is necessary to develop a website that will provide more information about the product, the manufacturing method, the values, ... The social networks allow to have a direct access to the website via a link.

LinkedIn will be used more for everything that is contact with professionals.

In addition to social networks, offline communication would be also important. That is why the creation of flyers and description sheets will be also realized. To help, at the beginning of the project, it will be necessary to contact the press and magazines specialized in design, decoration of house, specialized in eco-responsibility. As our target will be private individuals and housing rentals, it would be interesting to contact magazines specialized in housing rentals and design.

This offline communication will allow to reach a larger audience that is not especially on social networks and it will increase the visibility of the brand.

4.2.2 Digital Application

This part consists of an analysis of the various studies carried out to understand the end user and create a persona. This persona will help us define a digital strategy.

4.2.2.1 Quantitative

For this quantitative study, I decided to use a questionnaire on Google. Being based in Belgium, the majority of my respondents answered in French. In order to maximize the number of responses, I shared this questionnaire on my personal social media accounts and also on the Octogania's Instagram account. For this study, I collected 236 responses.

In the next paragraph, I will share some results of this online survey.

The first think I wanted to know was the respondent's languages preferences (English or French). About 16% of the respondents chose English.

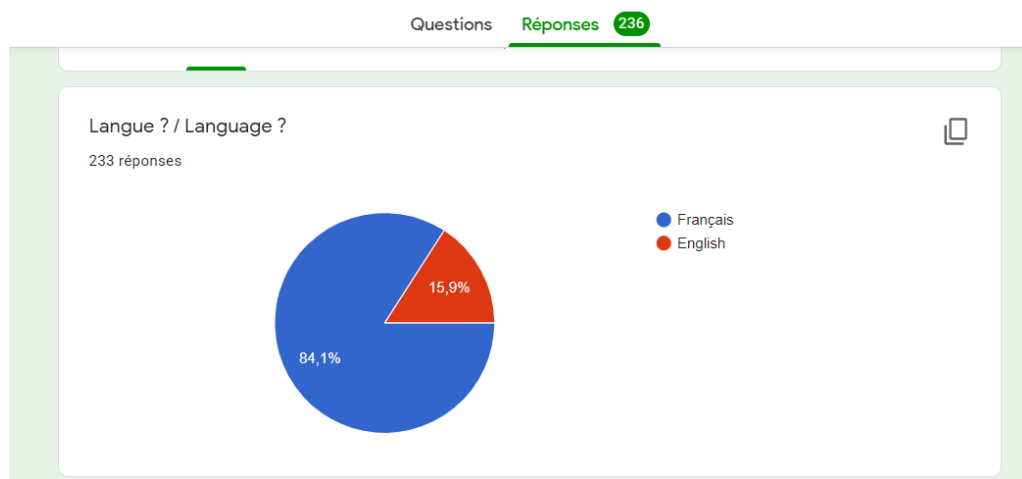


Figure 9 : Choice of language for the survey

Then, it was important for me to know if the respondent was a traveler (92%) taking advantage of rental services or if he was an owner (8%) of an accommodation (independent hotel, AirBnb, Hostel, unusual accommodation such as caravan, tiny-house, cabin, ...).

On the end-user side, over 60% of respondents were women. The majority of respondents were between 21 and 25 years old (28%) and 41 and 50 years old (26%). In fact, these two age groups represent more than 50% of the respondents.

More than 60% of the respondents go to an accommodation between once and 5 times a year, less than 10% go between 5 and 10 times a year. Among all the accommodations available on the market, the one that has the most success with my study with 67% are the Airbnb followed by independent hotels with 51%.

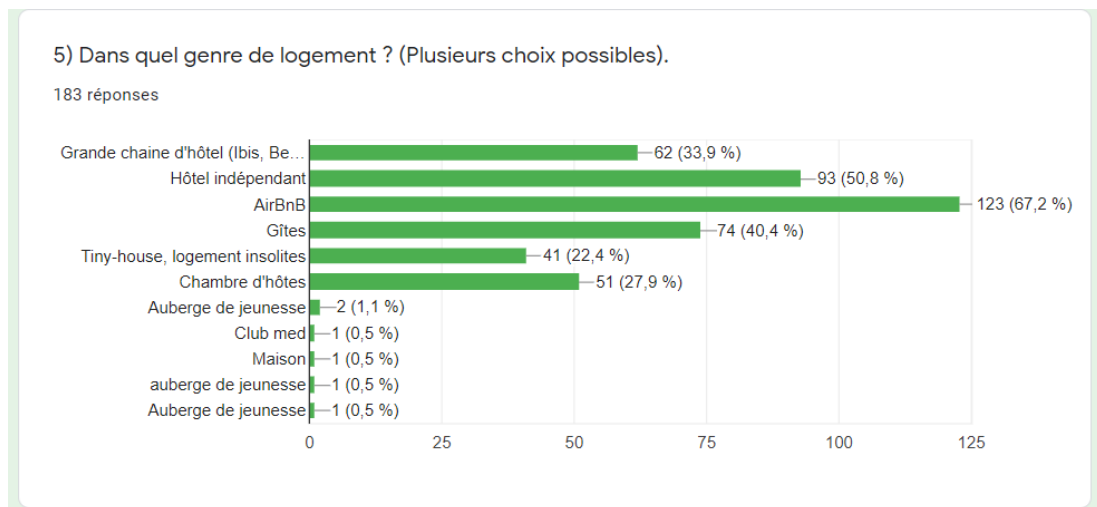


Figure 10 : Type of accommodation

Over 70% of customers listen to music when they go outside of their usual home and rent a room or an apartment / house. Mostly, they use their personal speaker, personal headphones or simply with the sound of their smartphone, iPad, ...

More than 80% would be willing to listen to music with the Octasound amplifier if it were available in their homes.

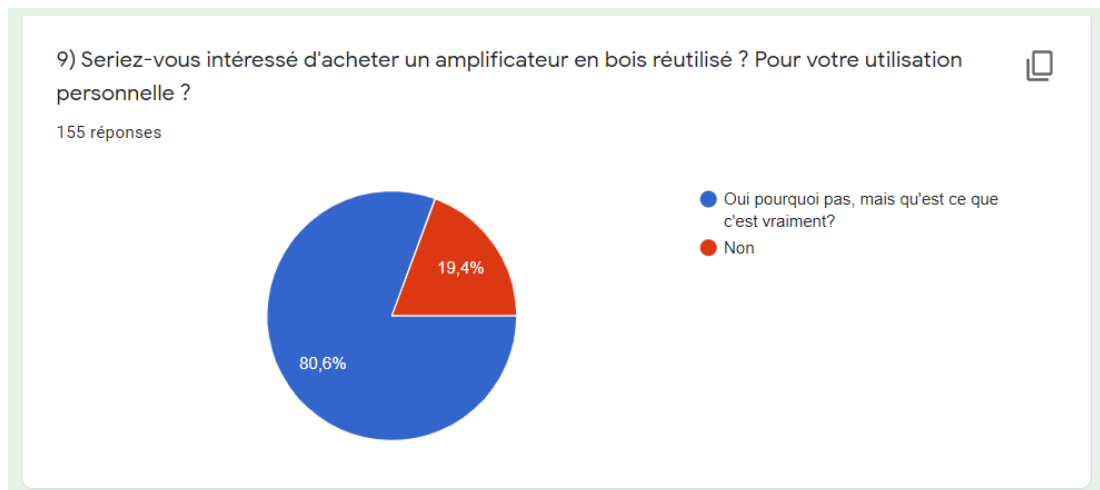


Figure 11 : Percentage interested in using the amplifier for personal use.

Moreover, this same group of people would be willing to buy an Octasound amplifier for their own personal use if it could be personalized with a name, logo and color.

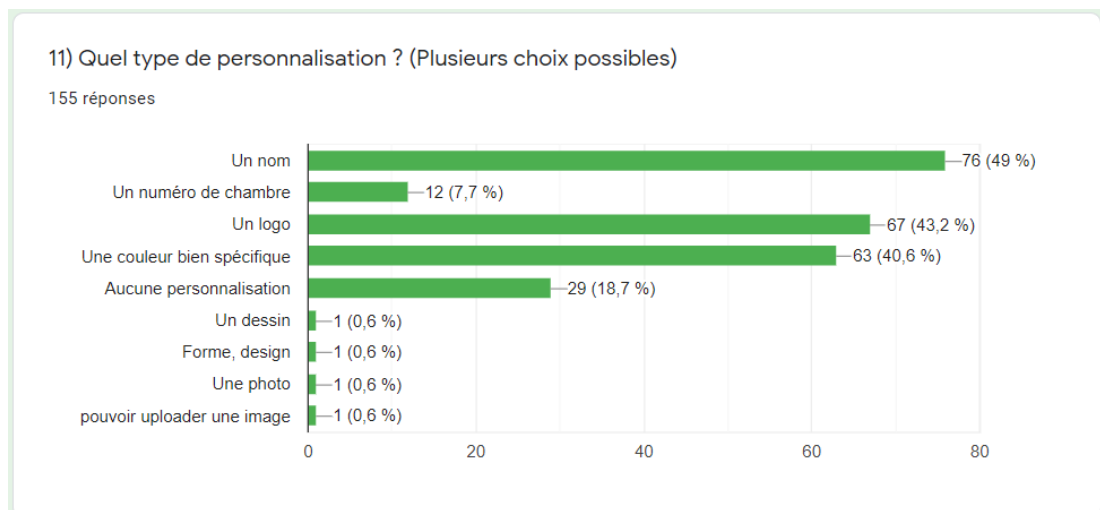


Figure 12 : Type of personalization

As for the price, the majority of customers would be willing to spend between 50 and 100€ to get this object.

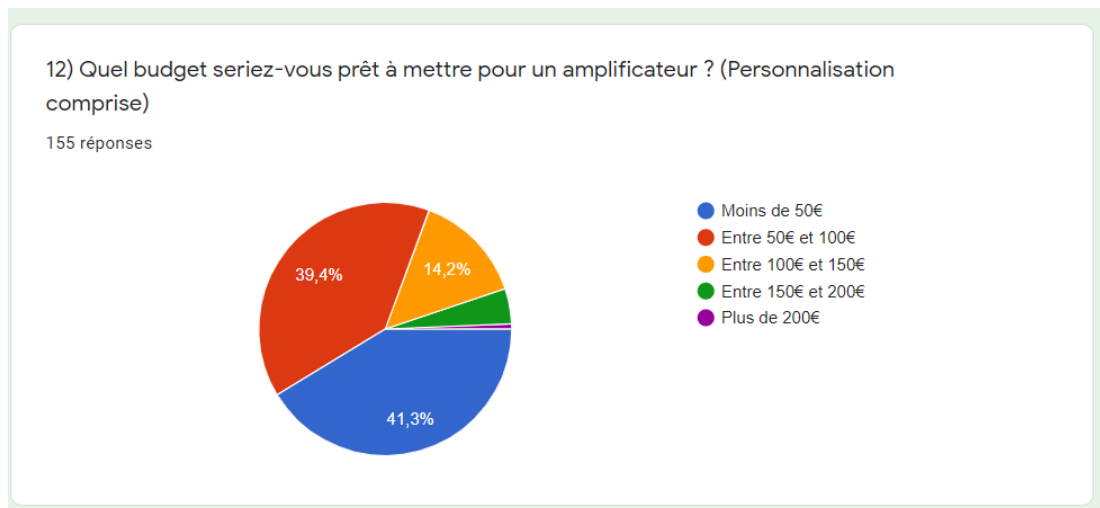


Figure 13 : Statistic about the price

Following the answers of this survey, it would be great if the product can be available online (68%) and in stores (72%).

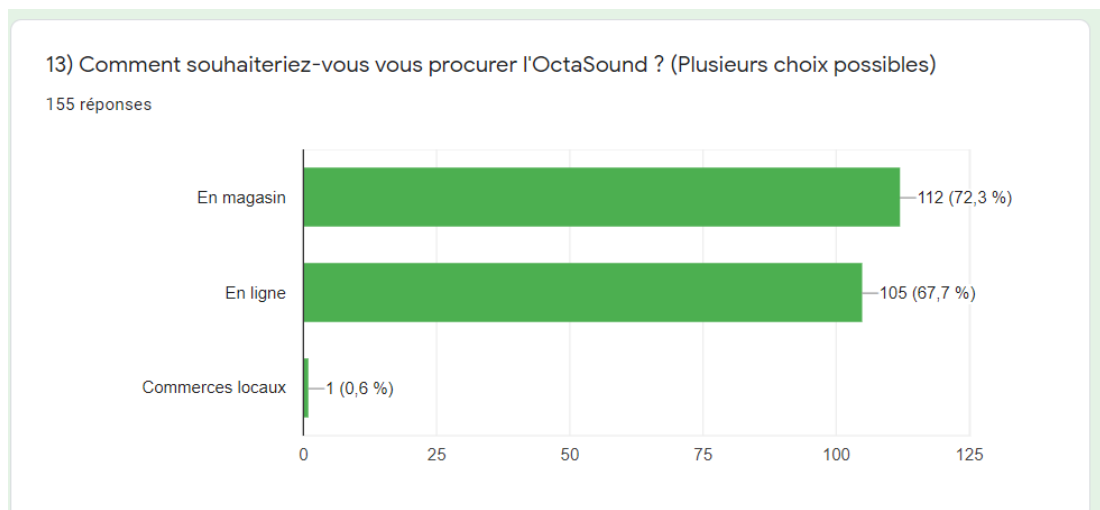


Figure 14 : Statistic about the place where to buy the product

Finally, the most effective means of communication would be firstly social networks (63%), word of mouth and friends (55%) and finally advertising emails (40%).

In this quantitative study, we had only 20 answers from real estate owners (hotels, Airbnb, guest houses). Only half of them offer a device to play music. Generally, they offer central speakers or portable speakers or radios.

Those who do not propose a device for music do not do it because they either do not see the interest, or they find that it is too complicated to manage batteries, thefts and breakings.

As for end-users, owners would be willing to offer this product to their clients if the product is personalized (name (49%) or logo (43,2%)).

Unlike end-users, they would be willing to pay a little less for the Octasound.

4.2.2.2 Qualitative

With the current health crisis, it was quite difficult to arrange scheduled times to discuss the project with a target group or with potential end-users. However, I was able to get some feedback from individuals (end-users), homeowners, university professors, a violin maker (for the optimization of the sound diffusion in the product and to evaluate the realization's constraints) and most importantly: the potential buyers.

All of these analyses were done either by the analysis of the feedback's results of the completing the online quantitative study, and as a result of discussions on the subject with professionals or as a result of appointments scheduled for this purpose.

We have engaged a first discussion with a violin manufacturer was more based on:

- The technical aspects of the product (size, shape, manufacturing details, ...).
- How to optimize the sound's diffusion.
- The confirmation or not to use a specific type of wood to support the amplification of the sound.

The interview took more than a half day because I had taken with me some prototypes (see photos in the appendix) and he had to analyze and test them to finally give me a first feedback.

The conclusion of this discussion was the absolute necessity to start a research and realize different tests to optimize and offer a perfect and harmonious resonance box to get the most natural possible and pleasant sound to listen.

Then, after having made research of lodgings to rent like tiny-houses, hotels, caravans and motorhomes on Instagram, I have contacted directly some owners to have their opinion on this project. Several respondents seemed interested in the project but they major concerns were the quality of the sound and also the price. All wanted to have

the possibility to customize the product (adding logo, choosing the product color, ...). However, some of them were either not interested because they already had such an object, or they warned me. Indeed, if we propose this kind of object without technology inside, the hosts take a risk to have the Octasound stolen.

Finally, as far as teachers and individuals are concerned, many are ready to invest in this kind of object, both design and useful, but the price must be justified by the service, the image of the brand, the quality of the object and especially the sound that comes out. The sound must be really amplified without deteriorating the quality. The product quality is the most important concern for the future users.

4.2.2.3 Customer journey and persona

For this kind of project, we have defined two different personas:

- The first one would be a private individual, travel enthusiast and
- The second one would be an owner of a house to rent.

The objective is to determine the profiles of my personas, I have based myself on the results of my quantitative study.

Persona 1

Julie is a young woman of 24 years old. She has just finished her law studies at the University of Brussels and she is taking a year off to think about her future (she does not know yet where she wants to work).

The young woman comes from a "classical" family and she is the oldest in the family. This one is composed of five members, the parents, a little brother, an older sister, Julie and a dog.

After completing her humanities at the Lycée Martin V in Louvain-la-Neuve, she started studying law at the Brussels University. As she does not live close to Brussels, her parents offered her a student room in a house shared with several friends. As Julie has always been attracted by nature and the reusability of objects, she decided to pay attention to recycling and waste with her flat mate. In addition to being respectful of the environment, she loves to spend weekends in the nature in unusual accommodations such as Tiny-House, cabins in the woods, ...

In couple since a few years, she likes to spend weekends with her boyfriend all over Belgium in quiet places. As a music fan, she played the piano for 5 years, Julie often

forgets to take her baffle when she goes away for the weekend. Or when she doesn't forget it, she forgets the charger of her baffle and so the battery can hardly hold on to the weekend.

Persona 2

Guillaume and his friend Marc had the project to create a Tiny-House themselves in the woods near a pond in the countryside near Brussels.

Guillaume worked in an international company for several years, he is specialized in marketing and has a great passion for interior decoration, design, ...Marc has a degree in construction engineering and has his own construction company.

The two friends met at a party at the university and have not lost sight of each other since.

They are both fans of new projects and have been wanting to create something together for several years now. Both have traveled a lot and still travel a lot in their lives, so they concluded that they wanted to create a place that was like them.

The two friends created a tiny-house because it is very fashionable these days, it requires less complication in terms of permits, ... and it can be moved.

Their objective is to create a design and environment-friendly home, cozy and fully equipped (kitchen, bathroom wi-fi, music player, ...). With this type of accommodation, the two friends want to attract all types of customers who love design and the unusual.

4.2.2.4 Digital tools

Dedicated Website:

To promote and explain the product, I plan to create a dedicated Octogonia's website showing the brand and product image. The website should be uncluttered reflecting the brand image, without unnecessary information. The website should include all tools and access which are present in a modern and UpToDate site (including such as a search tab to go directly to the desired information, a products tab, a store tab, ...).

For the sale of this product, it will be done mostly through internet, the information about the product should be complete an UpToDate, such as: products with pictures, products description (product details, dimensions and pricing).

The online store should include all functionalities of a modern online store (buying process, secured payment, general conditions, ...). For the product's personalization, it would be interesting to have a program included in the site which allows to have a direct visualization on the product of the personalization which one wishes to bring (3D visualization for instance).

Referencing:

For the Octagonia's project, it will be better to focus on SEO and SMO over SEA. SEO will more cost effective and it shows the reliability of the website and the brand. To maximize this referencing, it will be necessary to define the important keywords that refer to the website, the product, the brand. As far as SMO is concerned, since Octagonia will be mainly present on social networks, it is important to optimize the visibility and the use of these networks.

We must pay attention to the length of the description of the website. We must pay attention to the length of the content; the article must be readable and the images of the site must be clear and compressed not to be too heavy. The title of the website must be clear and precise and the description of it too. For the creation of the website and for the promotion of our brand, we will engage a professional in this field. All of these costs will be integrated in the business plan.

Here is an example of words that would optimize the appearance of Octagonia in a Google search: Music, eco-friendly, circular economy, wood, design, smartphone.

Display:

As Octagonia is a new project, the purpose of the displays will initially be to show themselves to customers. The displays be present on websites of design, music, decoration and accommodation (hotels, guest houses, Airbnb, ...). The ideal would be to propose displays either in pop-up or to propose interactive displays that attract the reader's mind.

Emailing:

The emailing promotion will have several roles and will allow on the one hand to show that a brand of reused wooden amplifier exists.

Then, depending on the people potentially interested who have either opened or even been on the site following this first email. This type of email is called the informative

emailing and will push the target to get informed and to learn more about the brand and its product. Moreover, it will allow to build a more loyal database. With this, we will be able to send emails containing more information such as offers or invitations to events for example. This part of the emailing is called promotional emailing and its purpose is to convince the target to perform an action.

The Mailchimp program is a free and paid program that offers templates and different emailing examples.

Social Media:

Octagonia's social networks will only be used:

- To publish content over the brand, the product.
- To communicate with the community and to some media.
- To go directly to the online store.

For the social media, we propose to use mainly: Instagram, Tik-Tok, Facebook and LinkedIn to reach several customers targets. Using these different social networks allows you to reach a wider audience because it is different for each network (Instagram : 18-29 years old, Tik-Tok : 15-24 years old , Facebook : 18-29 years old and LinkedIn: 30-49 years old).

- **Instagram:** Octagonia has already an Instagram account. It can be reached at the following address: [@octagonia.be](https://www.instagram.com/octagonia.be). The goal of this account will be to post as much content as possible while respecting a certain feed style. Indeed, the objective will be to create a universe around the brand and its products.

The content will have to vary between photos, story's, polls, short and long videos. The goal will be to create a harmony while avoiding being too omnipresent in order not to harass the followers.

In addition to creating a universe around it, it will be necessary to take into consideration the fact that it is a professional account. This means that the image and philosophy of the brand must be respected. The objective will be to solicit the community as much as possible with the objective of optimizing the sharing of the page and therefore the product visibility.

- **Tik-Tok:** Tik-Tok is the social network that exploded in the year 2020-2021. The brand account is available but no content has been published yet and the username is: [@octagonia.be](https://www.tiktok.com/@octagonia.be). The presence on this network will be to present the conception

of the Octasound, the projects, the brand by short and dynamic videos while remaining close to the community. We must try to take advantage of the virality of this network. The difficulty will be to stand out because the amount of content on this social network is immense.

- **Facebook:** The [Octagonia](#) Facebook page will have the same role as the Instagram page, however, it will reach a slightly different audience because Facebook users are not all on Instagram or Tik-Tok.

- **LinkedIn:** As for this network, it will serve on the one hand for all professionals. The content will be a little different from previous social networks because the target and the use of this network is different. Indeed, on LinkedIn, it will be possible to follow the activity of the brand if it is present on events, if it needs help or new staff and it will be easier to have the contact information of those involved in the project. Unfortunately, the LinkedIn account does not exist yet.

4.3 SWOT

In this SWOT matrix, I have grouped together all the strengths, weaknesses, opportunities and threats which, in my opinion and according to my studies, are the most representative.

STRENGTH	WEAKNESS
<ul style="list-style-type: none"> • Natural • Local (production and product) • Without electronic • Easy to use • Unlimited lifetime • Personalization available • Nomad • Design • Dust resistant • Waterproof • Treated • Small • Shock-resistant • Eco-friendly • Eco-responsibility • Circular economy • No particular type of wood is required. 	<ul style="list-style-type: none"> • Low amplification • Expensive • Limited design • The size depends on the phone/device • Variable sound quality • Complex to create • Not possible to charge your phone at the same time

OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Rising ecological trend • First on the Belgian market • Little direct competition • Possibility of monopoly of the market • Find a solution for smartphones of different sizes • Find a way to run the cable to charge your phone without damaging the sound 	<ul style="list-style-type: none"> • No concrete market yet in Belgium • Cheaper competition • Possible losses, thefts • ...

4.4 Advantages

The advantages of Octasound are numerous. Indeed, the first one is that it will be built only from recycled materials, made it locally, from its design to its packaging, the goal is to offer reused materials. When using this type of material, it is also important to be completely transparent about the ecological impact of this object.

The object itself has no battery and without electrical components coming from far away and using rare materials. It will not need to be plugged into a power outlet in order to function and it is not likely to have any electronic problems. The functionality of the object will only depend on the phone. As there will be no electrical system, the object will be 100% waterproof and dust resistant. Many customizations should be possible, such as the insertion of a logo, a room number and a name.

In addition to its primary characteristic, it is an object with a particular and quite innovative design that can also serve as a decorative element. In the case of housing, this can be an additional selling feature.

4.5 Disadvantages

In addition to its qualities, our creation may have some drawbacks presented in the followings.

Even, we will pay attention to the sound diffusion thanks to the product structure and shape, the **quality of the sound** that will be emitted by the amplifier will depend on the quality of the phone itself. Indeed, this amplifier plays on the power of the sound by increasing the volume of the sound signal but cannot improve the quality of the source.

As the project is in its early stages, the potential client will not have the choice of a different **design** than the one created so far. However, the design can be modified a bit as it depends largely on the sounding board that is yet to be created.

Same for the place available for the positioning of the phone; there is – for the moment – one with and one length of the hole where the phone can be placed. If a phone is bigger or larger than this size, it will not fit in the Octasound.

Since there are no batteries or electronics in the amplifier. You have to find a system to charge your phone while listening to music. If this type of product is available in a

hotel room or in a place where there is many movements and frequent changes of guests, there is a greater risk that the object will disappear and be stolen.

5 CONCLUSIONS

The creation and the launch of a new product is a long journey and it requires to analyze in detail all aspects like the potential market, the manufacturing constraints and R&D, the distribution channels, ... For this thesis, the objective of was to define and select marketing elements to create a marketing campaign for this new product: Octasound (a reused wooden sound amplifier for smartphone).

First this work, we went through the selection and the definition of the theoretical aspects of these marketing elements. Since marketing is a very broad field, it was necessary to restrict and define its boundaries. That is why we have decided to focus only on the digital and offline part of marketing.

After that, we wanted to apply all these theoretical aspects and confront them to our product. For this analysis, we have set up questionnaires to realize different studies, we have created personas to understand the target audience and to be able to target them better. The objective is to propose an appropriated product positioning in order to meet the potential clients' expectations.

After all these researches and studies, we came at the conclusion that the ideal for the Octagonia brand would be to propose an Octasound that is both an amplifier and a decorative design object. This object would be perfect for individuals (end-users) with an interest in the circular economy and high-end objects. In addition to individuals, the Octasound would go perfectly in hotels and unusual places to offer an unusual object that offers a new approach to play music for the guests. With these conclusions, we are quite reassured that a product like Octasound can answer a new market niche, but there is still a long way to go before this product can be available on a future web platform or be found in a nice hostel or a high-end guesthouse. My objective is to start in the near future a deep analysis on the manufacturing cost and on the creation of the business plan.

6 FINAL WORDS

There is still a lot of work to be done to make this project a reality. Indeed, there is not only the marketing and promotion aspect to integrate in this project. As mentioned before, the first step will be to think about the resonance box of the product (testing and manufacturing constraints). After that, we will have to elaborate a detailed business plan to see if the project is feasible or not. And finally, it will be necessary to see the legal aspects, economic, mass production of the objects, ... If all this is possible and achievable, it should be kept in mind that Octagonia wants to be a totally transparent brand in its production, communication and that it wants to be 100% local.

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Here is the survey still available :

https://docs.google.com/forms/d/e/1FAIpQLSdu45Eaw9cpHMwIYG4HTXbRuS5mjeRIkVEQoWQjAQyHoIXXzg/viewform?usp=sf_link

Rubrique 22 sur 41

Titre de la section (facultatif)

Description (facultative)

1) You are ? *

A particular / A travel lover

An owner of an accommodation

Après la section 22 Passer à la section suivante

Rubrique 23 sur 41

What kind of owner ?

Description (facultative)

2) What type of accommodation do you offer ? (Several possible choices) *

A big chain hotel (Ibis, Best western, Formule 1, Radisson,...)

Independent hotel

Bed & Breakfast

Hostel

AirBnB

Tiny-house, unusual accommodation

Van, Caravan,...

Autre...

Rubrique 24 sur 41

Welcome, and let's talk about you ?

Description (facultative)

2) What is your gender ? *

A man

A woman

Other

3) How old are you ? *

Less than 20 years old

Between 21 and 25 years old

Between 26 and 30 years old

Between 31 and 35 years old

Between 36 and 40 years old

Between 41 ans 50 year old

Between 51 and 60 year old

60 year old and over

4) Do you go to hotels, bed and breakfasts, Airbnb,...? How often ? *

Less than once a year

Between 1 and 5 times a year

Between 5 and 10 times a year

More than 10 times a year

Never

Autre...

5) In what kind of housing ? (Several possible choices) *

- Big hotel chain (Ibis, Best western, Formule 1, Radisson,...)
- Independant Hotel
- AirBnB
- Bed & Breakfast
- Tiny-house, unusual accommodation
- Hostel
- Autre...

6) Do you listen to music when you are in your home ? *

- Yes
- No

Après la section 24 Passer à la section suivante

Rubrique 25 sur 41

A bit of atmosphere



Description (facultative)

3) Do you offer a device to play music in your room(s) / accommodation(s) ? *

- Yes
- No

Great!

Description (facultative)

4) What type of device ?(Several possible choices) *

- A portable speaker
- Headphones
- Central loudspeakers
- Autre...

Après la section 26 Accéder à la page 28 (Change in the air ?)

Rubrique 27 sur 41

But...

Description (facultative)

4) If not, why not ? *

- We don't see the point
- Clients don't need it
- It is complicated to manage at the level of the batteries of the speakers, steals,...
- We don't want to invest in it.
- Autre...

Rubrique 28 sur 41

Change in the air ?

Description (facultative)

5) Would you be interested in adding (or replacing your current unit with) the Octasound amplifier in your resort ? *

Yes, but what does it consist of?

No

Après la section 28 Passer à la section suivante

Rubrique 29 sur 41

Your Octasound for your customers

Description (facultative)

6) Would you like to customize it ? *

Yes

No

7) What kind of customization ? (Several possible choices) *

A name

A room number

A logo

A specific color

No customization

Autre...

8) What budget would you be willing to spend on an amplifier ? (Customization included) *

- Less than 50€
- Between 50€ and 100€
- Between 100€ and 150€
- Between 150€ and 200€
- More than 200€

9) How would you like to purchase the OctaSound ? (Several possible choices) *

- In store
- Online
- Autre...

10) Which way(s) of communication are you most sensitive to ?(Several possible choices) *

- Mail
- Advertising in a physical store
- Information by phone
- Information on social networks
- Information on the radio
- Information on the TV
- Information in newspapers, catalogs
- Word-of-mouth
- Autre...

Rubrique 30 sur 41

What if we gave it a try ?

Description (facultative)

5) Would you be interested in proposing the Octasound amplifier to your customers ? *

Yes, why not, but what does it consist of?

No really not

Après la section 30 Passer à la section suivante ▼

Rubrique 31 sur 41

Nice that, but what else ?

Description (facultative)

7) What type of device do you use ?(Several possible choices) *

A Speaker

Headphones (Bose, Aipods,...)

Only the sound of the phone, Ipad,...

Thanks to the baffle, device proposed by the accommodation

Autre...

Après la section 31 Accéder à la page 33 ▼

Rubrique 32 sur 41

But.. ⌕ ⋮

Description (facultative)

7) If not, why not ? (Several possible choices) *

That's not the point, I don't need it.

I don't have anything to listen to music

Autre...

Après la section 32 Accéder à la page 34 (If there was an Oc...sic in your home.) ▼

Rubrique 33 sur 41

Titre de la section (facultatif) ⌕ ⋮

Description (facultative)

8) Would you be interested in hotels and other accommodations offering an eco-friendly device *
for listening to music ?

Yes

No, I never forget my speaker

Après la section 33 Passer à la section suivante ▼

Rubrique 36 sur 41

Oh

Description (facultative)

10) And why is that ?(Several possible choices) *

I'm not interested

My speaker suits me

Autre...

Après la section 36 Accéder à la page 41 (Thank you very muc...am : Octagonia_be) ▾

Rubrique 37 sur 41

Your Octasound

Description (facultative)

10) Would you like to customize it ? *

Yes

No

11) What kind of customization ?(Several possible choices) *

A name

A room number

A logo

A specific color

No customization

Autre...

12) What budget would you be willing to spend on an amplifier ? (Customization included) *

- Less than 50€
- Between 50€ and 100€
- Between 100€ and 150€
- Between 150€ and 200€
- More than 200€

13) How would you like to purchase the OctaSound ?(Several possible choices) *

- In store
- Online
- Autre...

14) Which way(s) of communication are you most sensitive to ?(Several possible choices) *

- Mails
- Advertising in a physical store
- Information by phone
- Information on social networks
- Information on the radio
- Information on the TV
- Information in newspapers, catalogs
- Knowledge
- Autre...

What is the OCTASOUND?



It is a sound amplifier for smartphone made of reused wood. Octagonia wishes to propose a customized amplifier according to the customer's request. It is possible to engrave a logo, a word, a room number in order to make it unique and to integrate it perfectly in its environment.

Titre de l'image



Titre de l'image



Thank you very much for taking the time to complete this survey. Have a nice day :)
Feel free to follow the Instagram page:
Octagonia_be

Description (facultative)

If you are interested in the project, do not hesitate to leave us your contact information (email address, name, phone number). Please:)

Réponse longue

.....

APPENDIX 12

Instagram

Rechercher



octagonia_be Modifier profil

2 publications 106 abonnés 131 abonnements

Octagonia
Service local
STAY TUNED
BE 🎵 🌱 🌿
docs.google.com/forms/d/e/1FAIpQLSdu45Eaw9cpHMwIYG4HTXbRuS5mjeRikVEQ...

PROJECT PROJECT

PUBLICATIONS IGTV ENREGISTREMENTS IDENTIFIÉ(E)



The image shows the Facebook page management interface for 'Octagonia'. On the left is a sidebar titled 'Gérer la Page' (Manage Page) with a list of navigation options: Accueil (Home), Fil d'actualité (Feed), Boîte de réception (Inbox), Applications professionnelles (Professional apps), Ressources et outils (Resources and tools), Gérer les offres d'emploi (Manage job offers), Notifications (56 nouvelles), Statistiques (Statistics), and Outils de publication (Publishing tools). A 'Promouvoir' button is at the bottom of the sidebar.

The main content area displays the page header with a cover photo of a forest. The text 'Octagonia' is prominently displayed in white, with the tagline 'LISTEN TO MORE RESPONSIBLE AND LOCAL MUSIC!' below it. A 'Modifier' button is in the top right of the cover photo. Below the cover is the profile picture, the name 'Octagonia', and the handle '@Octagonia · Service local'. A 'Modifier Envoyer un message' button is to the right.

Below the profile information is a navigation bar with 'Accueil', 'Groupes', 'Offres d'emploi', and 'Plus'. A 'Promouvoir' button is on the right. Below this is a notification box titled 'Demandez des avis pour Octagonia' with the text: 'Les entreprises avec au moins un avis ont en moyenne 78 % plus de visites sur leur Page en un mois. Vous pouvez écrire une publication en demandant aux personnes qui aiment votre Page de laisser un avis pour Octagonia.' A close button 'X' is in the top right of the notification.

