Marketing Plan

Company Description:
Consumer company that provides a product to help boost productivity without the jitters/crash of normal energy drinks and shots.

Short Project Name:
Internet Marketing Swat Team

Project Description and Deliverables:
The team will identify the best online vehicles to increase awareness and sales for GungHo. The team's research will focus around the profitability of promotions from YouTube celebs, co-marketing with related businesses, affiliate marketing, cross marketing, and on-campus marketing. After the research is complete, the team will use their findings to implement a marketing campaign for GungHo. The main goal is to build awareness and sales.

Key Deliverables
- Publish online marketing plan - executable recommendations
- 5 key blogger / Youtuber co-marketing relationships in place (ideally convince management groups of bloggers/youtubers to work with us)
- Our product offered as an option in at least one affiliate marketplace In addition, the team will answer the following questions: Is there a faster / smarter way to get our offer out to top YouTubers vs find them one by one?
What businesses would be ideal partners for a co-marketing effort (can you get those relationships in place)?
What affiliate groups would generate the most profit?
How can we cross-market/up-sell to our email database and 20K facebook fans?
What is the best way to "take over" a college campus? (test at UVU and BYU and publish the model)

Company Description:
We are a rapidly growing, subscription-based, finance and technology company in the health care industry. Our web-based platform allows lenders to seamlessly present payment options to patients at the point of sale (in the doctor's office). Patients utilize our payment options to pay for elective procedures not covered by insurance in a variety of industries.

Short Project Name:
Innovative Product Marketing Strategy and Launch

Project Description and Deliverables:
The team will develop a marketing strategy around an innovative new payment option we are preparing to release in new verticals. Extensive market research will help the team prepare the overall strategy, positioning, pricing, and successful launch.
In tandem with a $200 million partner company, we are preparing to launch a new and innovative payment option in the healthcare industry. We are looking for a team of students to help position, price, and launch this product in new verticals. We have run a successful beta test of the new product in the dental category and we see great potential in other healthcare verticals.

The project will begin with an in-depth market research component to explore the following:
- What messaging should we launch with?
- What type of provider should we target?
- What type of patient should we target?
- Which other healthcare verticals would be well-suited for this product? What is their size?
- What price are patients willing to bear?
- What price are providers willing to bear? Subscription fee vs. transaction fee?
- Should we launch the product as a standalone product or a brand extension?
- What does the competitive landscape look like?

Once the initial market research has been conducted, the team will begin to prepare the marketing strategy. This report will be developed in tandem with the executive team, EVP of Sales and Marketing, and company owners. It will include the following:
- Target market(s)
- Product strategy
- Brand strategy and messaging
- Competitive differentiation
- Pricing strategy

Depending on the remaining time left with the internship, students may participate in:
- Overseeing and preparing marketing collateral for the launch
- Planning marketing channels for the launch
- Meeting with executive team to finalize the launch details

Key Deliverables
- Market research report containing the following:
  - Competitive landscape
  - Pricing analysis
  - Branding and messaging examples
- Marketing strategy report containing the following:
  - Target market(s)
  - Product strategy
  - Brand strategy and messaging
  - Competitive differentiation
  - Pricing strategy

**Company Description:**
A new and revolutionary sunglass store committed to carrying the world’s best assortment of sport performance optics. Designed specifically for the athlete and outdoor enthusiast, our innovative retail technology and highly trained associates will forever change the way performance eyewear is discovered, ensuring that you will always find the right frame and lens to enhance your active lifestyle.
Our stores are located in Phoenix and Tucson, Ariz.; Mission Viejo and San Mateo, Calif.; Broomfield and Denver, Colo.; Orlando, Fla.; Dallas and El Paso, Texas, and Salt Lake City, Utah.

**Short Project Name:**
Brand Awareness Marketing Project

**Project Description and Deliverables:**
A new and revolutionary sunglass store committed to carrying the world’s best assortment of sport performance optics. Opened our first store in Utah in Salt Lake City. In order to succeed in this new market, we are in need of a strong local marketing plan that will generate brand awareness and drive store traffic. Students will leverage their knowledge of the Salt Lake City market and recommend marketing activities that will reach their target customer. The local marketing plan will include, but not limited to, recommendations in the following areas: brand awareness strategy, advertising, sponsorships, local business partnerships, community involvement, consumer engagement, social media and vendor partnerships.

Keep in mind, with a very limited budget, it is essential to recommend only the marketing activities that will deliver the greatest results and reach our business objectives.

**Key Deliverables**
The local marketing plan will include, but not limited to, recommendations in the following areas: brand awareness strategy, advertising, sponsorships, local business partnerships, community involvement, consumer engagement, social media and vendor partnerships. Keep in mind, with a very limited budget, it is essential to recommend only the marketing activities that will deliver the greatest results and reach our business objectives.