

Marketing Plan for MasterMind technologies

Name

University

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Brand Strategy

When starting up a company is a primary key to have strategies on branding. Branding is the way of identification and gives an enterprise a competitive edge on the market (Whatley, n.d.). Establishing a stable and noticeable brand is the success of any business enterprise. Mastermind, a company that deals with assembling of computers and distribution has employed different strategies in generating market and expanding its distribution territory. Among the strategies deployed include; making of the distribution territory and expansion into new markets, verbal and visual communication and different advertisement strategies. Same companies might provide same services but the competition lies with the packaging strategy and customer satisfaction, which also boots the domination of a brand in any market sector. MasterMind has tried the level best to be the leading distributor by maintaining a close contact with the customer effective customer care service. Also advertisements, promotions and campaigns have helped the company in promoting its brand.

Brand Name

The name “MasterMind Technologies” suggests the underlying principle of the business which translates to intellectual outstanding, organized, coordinated and well-planned. Also the general term “Technologies” enables the company to offer wide range of services apart from just assembling and distribution. A customer coming for one service ends up doing everything at a central location which guarantees efficiency.

Logo and Slogan

MasterMind log has a unique design consisting of computer accessories, well assembled information technology devices, and servicing symbols. This gives the customer a clear picture of the business circle of the company. Accessories and servicing portrays the in house services while the computers reflect the complete product. The slogan “Complete, reliable Solution” simplifies the customization of any hardware into a business, home and multipurpose computers, giving the customer an overview of the expected results.

Brand Extension

Branding extension serves to increase the market territory by joining with other companies like, Dell, Toshiba and HP to assemble a branded computer that serves the e=intended purpose. Purchasing a branded computer would be expensive to some customers but having parts integrated to serve the purpose cuts down the cost of acquisition.

Marketing Strategy

Marketing strategy and planning in any company serves to coming up with ways of approaching the customer. This must be coupled with the customer service plan and satisfaction. MasterMind faces competition from different distribution and reseller companies in the region, which creates, need to have a strategy on how to increase sales and acquire more customers. Developing and maintaining a market is a continuous process that needs planning for the success on an enterprise. Different strategies have been deployed to experience more customer and maximize sales.

Partnership

Being an assembly and distribution company, MasterMind has come up with a way of pushing its marketing campaigns by collaborating with well-established computer companies like HP, Accer, Toshiba, Dell and many others. The advantage of this over other companies is the proof of genuine parts from the partner companies. This has created impression to the customers that there less difference in having an assembled device and purchasing a new one for a preferred company.

Partnership is a strategy that has worked even for startup companies due to the advantage of delivering better products from an already established dealer. The approach is cheap compared to acquisition and generates faster success due to exposure and introduction to new market audience.

Generation of User Requirements

MasterMind Technologies has adapted an approach of competing where by the try to understand the business requirement of a customer and come up with stable solution. This ranges from free consultation by customers and generation of the expected specification for the computer machines. A customer therefore does not need to be an expert in the area of computing to decide the best solution to his/her business.

Collaboration with Successful stakeholders

The way to acquiring new customer is to collaborate with existing experts who have limited resources to deliver full solution. This teamwork helps MasterMind to access customers from different territories and perspectives. The information shared by these external outsourced minds helps so much in understanding the existing untapped opportunities and marking the sales territories.

Marketing Mix Tactics

MasterMind adapted a marketing mix tactic that involves having different offerings in one bundle. The first component of this is analyzing the product to offer, branding, and packaging. This was in line with understanding the tricks on how to make the products the best on the market. Another mix is having a low cost model where the pricing is lowered while maintaining a low operational cost. The customers experiencing simple and well-packaged services at affordable costs achieve this. The positioning of the market place is also an added advantage to the enterprise. The company has managed to distribute stores and service center in different locations, which has improved the accessibility of customers. Promotions of the products have also been a key marketing and competing strategy where seasonally the company has offers for free servicing to customers and free delivery. Apart from selling and offering good services, another factor that attracts customer is the environmental setup of the business, which contributes so much to the security of the customer. MasterMind has achieved this by situating their retail stores and service centers in the central business district hence accessibility.

Advertising Strategy

The current commerce marketing is internet marketing commonly known, as digital marketing has been a success to a number of companies (Faisal, 2016). MasterMind has adopted different approach of marketing by using social media, which is now being used by a good number of populations across the world. Social media is now being used as the main tool for product awareness and marketing. MasterMind uses Facebook and Twitter to advertise and reach customers.

Using facebook is a powerful way of advertising where there is a company's page which various people can access and like. Comments about the customer service satisfaction will be posted and other potential customers are able to view and try it. Also having podcasts on the internet and linking to the company's facebook page is a better strategy.

Twitter has also become the easiest way of getting first hand news about companies and products. Creating hashtags on twitter on generation of new product or service is away of reaching customers from different points. Using social media to advertise will help the company cut down on costs and improve productivity. Twitter is free for every user while websites and other media are payable upon subscription. The amount of money spends on advertising over radio and television could be used to extend the number of public relation people to help in advertising over twitter and facebook. Although there will still be need to use other communication media for advertisement such as billboards, radio, television and campaigns.

Integrated Marketing Communication

The concept of integrated marketing involves linking all the communication forms and messaging together in order to improve the advertisement strategy of a company. The concept is based on harmonizing every marketing strategy into a central system. The tools used to market the product works together in ensuring the c=visibility of a brand (Finne & Grönroos, 2009).

MasterMind will be using market mix to promote the advertisement and reaching customers. This market mix will involve horizontal integration where all the business functions are highlighted in the advertisement through social media and other platforms.

Different departments will have to make the most out of emails and social messaging to make an impact in the marketing of the company. The objectives of the company will also have support from the communication objectives. The internal integration of the company will also be key in this approach where all staff will be informed of any development towards the visibility of the company. Development of new billboards and advertisement materials will have to be in such a way that it highlights the key partners and stakeholders.

There will also be external integration where all the partners and public relation companies will be involved in delivering the best solution on the market. This process will involve a lot of effort but creates the best competitive advantage, propagates high returns on the profit and boosts sales by a noticeable percentage. The IMC will also wrap communication around customers and direct them through the different stages of acquiring products from the company.

References

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