Deliverable 4 - Costa’s Mobile and Email Marketing Report

Student’s Name:

Institution:

Lecturer:

Email marketing is a form of digital promotion where a company uses an email platform to reach out to new customers, and retain the existing ones. It entails creation of targeted and personalized messages that aims at building a close relationship with the clients. The use of this strategy presents numerous advantages. For instance, it is a relatively less expensive model of marketing as it does not involve advertising fee, and media space expenses (Pavlov et al., 2008). Besides, it is easy to define success by measuring the engagement rate, as one can track the number of subscribers. Also, it allows consumers to conduct more research about the products and services offered, since the segmented customers will continuously receive regular information. However, email marketing has its own flaws. For instance, spam messages can result to losing of loyal customers, if it was wrongfully sent to them. Also, it is associated with design problems as it does not guarantee a successful delivery of your preferred design.

Mobile marketing involves the use of mobile devices such as smart phones, and tablets to reach out to the customers. It can be done via messages, website, social media and other mobile apps. The strength of this strategy is that it is easy to access, since advanced technology has seen production of cheaper devices that can perform multiple tasks. Also, it is not restricted to a specific location and allows ad personalization. Therefore, one can make needed changes from any location, depending on the circumstance in place. Besides, it has a viral potential since one can send the contents with friends and family members, who will further promote it if they choose to share. However, mobile marketing strategy has its own weaknesses. It does not give room for upfront error, since the consumers’ interests are based on the first impression. Also, the users are subjected to data and messaging costs to access these advertisements. Besides, not all people interested with the company’s product will have access to Smartphone or devices that connect to the internet.

Costa’s Customs Company is retail clothing and tailoring company, with a customer target ranging from the upper to middle class professionals. It has struggled in product marketing, since it still uses the traditional methods of word of mouth, and advertisement at the local media. The company has to make use of digital marketing for it to succeed in the competitive market. It would be effective for the Costa’s Customs Company to employ the email marketing, and mobile marketing strategies. Email marketing allows the company to reach out to new customers, and retain the existing one, by promoting its products and service on email platforms. The company has to establish some specific strategies to ensure success. First, it has to personalize all messages using customers’ details. For instance, it refers to an individual by name, or by purchase history. Secondly, the Costa’s Customs Company should segment its subscriber to facilitate access of information to the targeted audience. Thirdly, it should automate its email campaign, which sends the messages according to the unique consumer behavior. Besides, it should ensure that it sends customer friendly emails.

Mobile marketing is also vital in ensuring Costa’s Customs Company attains its marketing objectives. There are various ways to undertake this initiative. Prior to that, the company has to create mobile buyer personas, set attainable goals, establish key performers indicators, and adopt the Google analytics to monitor mobile usage (Berman, 2016). The company can create a mobile-friendly website that is free from error, and allows easy access. The website holds the company brand, and should regularly be maintained and be updated according to the market changes. Besides, mobile advertising can entail maximum use of email platform to reach out to a segment of its subscribers. Also, the Company should make use of the short messaging services (SMS) and Multimedia messaging (MMS), which assures that a larger percentage of the customers access the information. Unlike other platforms which use internet, the SMS and MMS does not require data connection.

Visual Mockup

COSTA'S CUSTOMS' COMPANY

RETAIL CLOTHING AND TAILORING

Costa’s Customs is a medium to high-end tailoring and clothing shop located about 10 minutes north of downtown Chicago and a 30 minutes outside of Chicago in the affluent western suburb of Oakbrook. We offer both men’s and women’s attire ranging from professional dress to more upscale casual wears.

WELCOME TO SHOP NOW!



COSTA'S CUSTOMS' COMPANY

RETAIL CLOTHING AND TAILORING

Mobile Ad Template



The digital marketing strategies will be an advantage to the Costa’s Customs Company, which will help it access different corners of the marketing field. It permits global reach, since most people can now access the internet using smart phones, and computers. Also, they are cost effective compared to the traditional marketing strategies, which requires commuting cost. Digital marketing techniques facilitate personalization, where the company uses the customers’ data to refer to them, and predict their needs and interests (Varadarajan & Yadav, 2002). It allows the company to track on customers’ purchase, and predict their preferences. Besides, it enables the marketing department to track and measure results, unlike the traditional where it is hard to determine the marketing work done. It also encourages openness, since untruthful information will likely spread fast in social media, and internet platforms. Also, incorrect information may result to massive loss of the number of customers gained.

Therefore, the Costa’s Customs Company will benefit a lot from digital advertising by converting its weaknesses to strength. It will improve in its retail brand selection capabilities to align with the consumers’ evolving needs, and preferences. The company will be able to analyze the market trend, and work towards fulfilling customers’ demands. Besides, the Costa’s Customs Company is likely to boost its competitive advantage, if it ventures into digital marketing. The email and mobile marketing strategies are one of the modern and cost-friendly methods that enterprises use to gain new customers, and retain the old ones. Furthermore, it will improve its tailoring and retailing services, because these strategies allow quick feedbacks and opinion from customers. Such consumers’ perspectives enable the company to provide better service to its clients.

It is essential that any company aiming at attaining success in the competitive market, to pursue email marketing campaign. It is a vibrant and a powerful strategy that allows the organization to connect with its clients. There are many reasons why this initiative is likely to enhance success for any company. First, it is more effective in ensuring customer acquisition, compared to social media, and other platforms. Unlike social media which enhance consumer interaction, email marketing enables the conversion of those customers into loyal and trustful clients. Secondly, it is economical and cost effective, since it allows the company to send multiple messages, to different clients, at the same time. Thirdly, it enhance personalizing and customization of messages, depending on the customers information, and purchase history (Sahni et al., 2018). For instance, it addresses individuals with their specific names, and invites them to view products that relates to what they once acquired. Fourthly, it allows the users to measure success.

Additionally, marketing strategies have shifted from desktop to mobile marketing, which allows individuals to advertise their products, and services from any location. It is essential to engage in mobile marketing without solely depending on desktop marketing. It allows the users to fully remain focused on creating the ad, unlike on desktop where one is easily distracted with other videos, and links. Besides, it is not limited to a specific location, since the mobile device is portable (Shankar, n.d.). It is rechargeable, and can allow continuous advertisements, even in remote areas. A desktop is limited to a specific location. Also, mobile marketing allows the company to make changes depending on their location and environment, within a period. This is not the case when using a desktop. Desktop marketing hinders effective changes, as it is limited to a specified location. Also, mobile marketing is not time-bound, since an individual is likely to posses the mobile device at all time. Therefore, marketing can still be done, even at night, and it allows more time to respond to the feedbacks.

References

Berman, B. (2016). Planning and implementing effective mobile marketing programs. *Business*

*Horizons*, *59*(4), 431-439. <https://doi.org/10.1016/j.bushor.2016.03.006>

Pavlov, O., Melville, N., & Plice, R. (2008). Toward a sustainable email marketing

infrastructure. *Journal Of Business Research*, *61*(11), 1191-1199. <https://doi.org/10.1016/j.jbusres.2007.11.010>

Sahni, N., Wheeler, S., & Chintagunta, P. (2018). Personalization in Email Marketing: The Role

of Noninformative Advertising Content. *Marketing Science*, *37*(2), 236-258. <https://doi.org/10.1287/mksc.2017.1066>

Shankar, V. Mobile Marketing Strategy. *Handbook Of Marketing Strategy*.

<https://doi.org/10.4337/9781781005224.00023>

Varadarajan, P., & Yadav, M. (2002). Marketing Strategy and the Internet: An Organizing

Framework. *Journal Of The Academy Of Marketing Science*, *30*(4), 296-312. <https://doi.org/10.1177/009207002236907>