Costa Custom’s Digital Marketing Plan

Name:

Institution:

**Strengths and Weaknesses**

Costa custom’s current situation analysis presents with strengths and weaknesses that have an impact on the overall digital marketing strategy. From the company profile, Costa’s strengths include favorable company culture, employee expertise, and business processes that are customer centric. Costa’s company culture encourages employee engagement and development, and it is flexible to meet their changing needs. Costa also employs workers who are experts at what they do regarding their knowledge and skills in fashion, and this helps to set them apart from competition. Also, Costa designs its business processes with the end user in mind, and this enhances customer satisfaction and retention. Costa also presents with weaknesses, which could hinder its business progress. For example, Costa retail branding selection presents with weaknesses because it prevents it from exploring new suppliers. The company deals with the same suppliers, whose negotiation is often leaving it on the losing end. Also, Costa’s existing marketing efforts are not adaptable to the changing marketing needs, and this has affected its customer base. Costa also has timely tailoring experts who seem to be perfectionists at what they do, and this can cause delays, affecting the company’s revenue flow.

**Impact of strengths and weaknesses on the overall marketing campaign**

An organization’s strengths and weaknesses have a significant impact on its overall marketing strategy. The first strength identified is company culture, and in this context, an organization’s culture predicts its marketing effectiveness. Costa’s company culture is one that respects employees and puts into consideration their needs. With this empowering culture, employees are able to create value for the business, delivering services with a sense of passion and commitment. As a result, employees will naturally share stories about their products and help achieve the company’s marketing goal; ensuring customer satisfaction (Fathoni & Rodoni, 2018). The second strength identified is staff expertise, and in this context, it is essential for the overall marketing campaign. Having employees who are experts at their work improves an organization’s productivity and sustained competitive advantage (Chinomona, 2013). The third strength identified is customer centric business processes, which helps in marketing a company’s products because it results in customer satisfaction. When business processes are focused on the end user, it sells the company’s products because good products attract more customers.

In the context of marketing, the aim is to bring value to customers. However, having specific retail brand can limit customer choices because Costa is not exploring new markets with new products. As a result, the business will not be able to create value for its clients, which can affect its marketing. Another Costa’s weakness is existing marketing efforts, which have been successful in the past, but have not adapted to the changing marketing needs. Customer tastes and preferences are always changing, and to increase their market share, Costa must always update its marketing strategies to meet the needs of the consumers. It is also impossible for a business to remain complacent with their marketing strategy because of competition. Also, Costa’s timely tailoring services can affect its marketing campaign because of work delay. When customers have to wait for long for their products will cause some of them to relocate to where they do not have to wait for long to get their work done. This can strain the company’s revenue flow, impacting its marketing efforts.

**Objectives**

Costa Company’s primary objective is to increase its online sales by 50% in span of six months. In the situation analysis, Costa experiences some weaknesses, which have impacted its marketing. The company uses existing marketing strategies and specific retail brands, which affects its sales. However, the company has identified the opportunities of online marketing and expansion of consumer segments, which are viable options to increase its marketing sales. This objective of increasing its online sales is, thus aligned with the company’s weaknesses and opportunities. Costa also aims to increase its website traffic by 100% in a span of one year six months. This objective is in line with the goal of increasing online sales because website marketing is a form of online marketing. This objective is properly influenced by the situation analysis because of changes in customer segmentation. The company has decided to go online to attract a new of wave of customers and to increase its sales.

**Impact on overall digital marketing campaign**

In the current business environment, Costa realized it is essential to improve its marketing strategy to involve digital marketing because of changes in consumer preference and consumer segmentation. One way to achieve digital marketing is by selling products online through its company website. A company’s website and target market can impact its digital marketing campaign. A company’s website is vital platform to increase sales and impress prospect customers with one’s products and services (Opresnik, 2018). The website is the backbone of an organization’s digital strategy, and Costa’s objective of increasing online sales and website traffic will significantly enhance its digital marketing strategy.

**Alignment of objectives, strategies, and tactics**

When it comes to marketing, aligning objectives together with strategies and tactics is vital for successful business operation. Objective refers to the primary aim while strategy is the approach one takes to achieve the objective. Tactics are tools or methods that indicate how one is going to accomplish objectives. Aligning objectives, strategies, and tactics consistently is essential in successful marketing (Belicove, 2020). For example, in this case study, Costa has aligned its objectives, strategies, and tactics consistently. The primary objective is to increase online sales by 60% percent. The company has identified that to achieve this objective; the strategy they will use is to redesign their website to improve customer experience. How are they going to redesign their website to improve sales? The tactic that the company will use is to identify local appealing firms that design superb websites and source their services for this purpose. In this case, the company has aligned tactics to strategies, and that strategies take into account the tactics, and they all aim to achieve the objective.

**Impact on digital marketing campaign**

Successful alignment of objectives, strategy, and tactics is significant for a company’s digital marketing campaign. First, a business set objectives, and then strategies and tactics are used to achieve the desired results. A business must align its objectives with strategies and tactics to accomplish to achieve its desired results. Alignment ensures that there is a strong connection between objectives and the strategies to achieve them. Strategy denotes the markets a company will pursue and how it will achieve value for its customers. This alignment is significant for digital marketing campaign because a business gets to have a sense of direction regarding the achievement of the objectives. For instance, Costa cannot increase its website traffic by 100% and customer engagement if they do not have the strategies and means of achieving those goals. If a business has relevant measurable objectives, then their digital marketing strategy can be built around the goal of achieving the objectives (Belicove, 2020).

**Digital marketing plan**

There are various elements that denote an effective digital marketing plan, and they include situational analysis, objectives, strategies, and tactics. Costa’ digital marketing plan outlines all these areas and how they plan to achieve their digital marketing goals. After conducting their situational analysis and evaluating where the business falls in the market, Costa discovered the opportunity of selling its products online to increase customer engagement. The company then laid out its objectives to achieve this overall goal and the strategies and tactics to achieve them. However, Costa’s digital marketing strategy was not effective in achieving its objective of increasing its online presence and promoting customer engagement. The company only focused on redesigning its website to make it more intuitive to customers. A business should have different strategies to achieve its desired goals, and in this case of digital marketing, there are available strategies such as social media marketing, paid media advertising, and web optimization (Opresnik, 2018). With these strategies, a business will be able to create workflows with a hundred campaigns that generate leads and more clicks. With only one digital marketing strategy, Costa cannot establish value for its business or promote engagement with its clients.

**Branding initiatives and selling**

A brand is a corporate identity that distinguishes a company from the other. Branding is an essential component in marketing as it helps a business to reach its audience. Branding is the image that customers have in mind when they think about a business, and this image is what influences their buying behavior (Siddiqui & Mishra, 2017). Hence, branding initiatives influence a company’s sales success. A company’s brand is also associated with prestige and value, and most people like to associate themselves with fashionable and sophisticated products. When consumers attach a level of prestige or quality to a specific brand, they will be willing to pay more than products made by competitors, and this helps to generate more sales. For instance, Costa has an established reputation within its immediate communities due to its history, and hence, it can use branding initiatives to increase its sales. Thus, branding has a direct impact on sales volume because consumers gravitate towards products with reputation.

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