

MARKETING PLAN

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ABSTRACT

THIS PAPER ADDRESSES THE FOLLOWING QUESTIONS

POSED TO THE WRITER:

- A competitive analysis comparing your site to competitor eCommerce sites. Find at least 3 competitors. List the features of each site in a table format.
 - The eCommerce marketing goals for your eCommerce site. List at least three measurable goals, how you will measure the results, and what would constitute meeting the goals (benchmarks).
 - The business growth drivers and barriers for your eCommerce site.
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PHZI'S PRODUCTS AND SERVICE

Phzi is new eCommerce website created and developed within the year to introduce new artists and their works to the eCommunity. The site includes cyber libraries of articles, e-books and cyber columns, as well as galleries of photographic and digital images, plus images of original works of art such as paintings, wind chimes, hand woven baskets, garden art and more. Phzi is continually expanding as new artists are discovered. Some of these artists already have their own sites and all we need to do is link to them, others need help to develop their own web presence, and eventually to establish their own website. For this, we employ our own site designer, MBStudio.us. At this point, we do not have an active on-line store, but we hope to amend that shortly.

PHZI'S MARKET

Phzi's market includes two markets:

A B2B market of artists, writers and artisans, and

A B2C market of those interested in obtaining a piece of artwork, print, reprint, e-book and more.

MARKET NEEDS, WANTS AND DESIRES

The B2B market is looking for ways to be break into the eCommunity, establish themselves as artists, or expand their already established presence.

The B2C market might be looking for a piece of art for their office, garden or home, or a good e-book, or simply articles of information.

PHZI'S BASIC MESSAGE

Phzi's basic message is: there are artists all around the world whose artwork has yet to be seen or heard. We would like to introduce them and give them a chance to be heard and seen, and to sell their works.

A COMPETITIVE ANALYSIS

www.phzi.us "Phzi is about Art in many forms, from photography to painting in oils and watercolors, to crafting with clay, fiber or stone. Art develops in ever more forms as we delve into Dance, Music, Songwriting, Poetry, Journalism and Photo-journalism, Videography and more, Oh, so much, much more!

"Come with us on this Odyssey, enjoy the beauty, ingenuity, tenacity and strength of those who dare to share their beliefs, emotions, joys and sorrows, defeats and triumphs – Emerging Artists from around the world – See their portfolios and their works of art as we display them here on Phzi."

<http://artgallery.com.ua> also known as www.Amsterdam-ArtGallery.com "is currently one of the largest Ukrainian galleries dealing with online sales of artworks. We are ready to offer you magnificent, high-quality artworks created by professional Ukrainian and international artists. All works by our artists are original, whereof an Originality Certificate is issued for each work.

“The core business of www.Amsterdam-ArtGallery.com is selling artworks and creating commission artworks (commission portraits, commission paintings, copies of paintings, commission sculpture and various commission handcrafts). We also arrange and conduct personal and group exhibitions, as well as take part in development of different art projects. Our company actively participates in various culture events both in Ukraine and abroad.

<http://www.wotartist.com> “WOTARTIST streamlines the connection between artist and audience, so that art agents, publishers, art galleries and the art interested public are able to discover thousands of artists' portfolios and websites without the obstacle of having to search through hundreds of sub-pages. [All links to all our content is found here on only a few pages] and every link is accompanied by a sample artwork so that visitors only visit websites or portfolios that interest them.”

<http://www.indianawildlifeartists.org> “Indiana Wildlife Artists is a non-profit organization, which promotes the advancement of wildlife art as a fine art, providing wildlife artists an opportunity to meet, to learn, and to exhibit. With our artwork we encourage appreciation and understanding of wildlife among the general public and assist conservation groups with education for the benefit of wildlife. Membership is open to all US residents.”

CHART OF COMPARISON

Features	Phzi	Artgallery.com	Wotartist	Indiana Wildlife Artists
Product	Works of Art	Works of Art	Works of Art	Artists and Show
Navigation	Good	Cumbersome	Good	Simple
Interactivity	Links, Audio/video	Links, Audio/video	Links	Links, Audio/video
Online Community	Current news. No chat. No mailing list	Current videos and galleries. No chat. No mailing list	No online community	No interactivity
Directed/ opt-in e-mail	Contact info	Yes	Yes	Contact info
Customized Service	No	Yes	Yes	No
Purchasing	No	Yes	Yes	No
Global Reach/ Interest	English Speaking Only	International	International	English Speaking Only
Features	Phzi	Artgallery.com	Wotartist	Indiana Wildlife Artists
Targeted Reach (banners, ads)	None	Banners	None	None
Color Theme	Black/white / multiple colors	White/ shades of grey	White/light grey	Black / green and pale yellow accents
Layout	3 columns. Left Artist of the Month. Center intro and current interests. Right features resident artist	3 columns. Left links. Center advert/videos/gallery. Right second gallery	2 columns. Left articles. Right links to other pages, sites, ads	2 columns. Left Mission Statement, membership benefits. Right video link, memorials, sponsors
Design / Theme / Flow	Designed around site name – Phzi – with bubbles. Theme carried through site	Very large format. Very Busy. No real flow	Business design. No excitement or interest.	Dramatic with black background. No real theme or flow
Animation	None on front page	Small banner partway down the page	None	video
Advertising	No	Yes	Yes	No
Accessibility	Major links across the top	Major links across the top	Major links across the top	Major links across the top
Shopping Cart	No shopping cart. Links to some artists' sites	Link to instructions. Click image to get to shopping cart	No shopping cart. Links to other sites only	No shopping cart. Links to some artists' sites

PHZI'S ECOMMERCE MARKETING GOALS

Our site reaches two audiences: B2B and B2C. For this reason we have multiple goals for which we wish to see measurable results.

PHZI'S GOALS FOR B2B

- Keep up to date on upcoming events and posting them on the calendar and putting up news items on the News Pages
- Writing informative articles for the artists on items of interest, such as marketing, purchasing supplies, storing supplies, shipping and handling, philosophy, psychology of color
- Include Notices of Achievement for artists as well as their upcoming events on the calendar

PHZI'S GOALS FOR B2C

- Introduce new artists and works to the public on a regular basis, displaying the main link on the Home or Welcome page
- Gain access to new markets both for artists and for buyers
- Sell products for all artists, using a secure shopping cart system, shipping and tracking of product.
- Automate the business processes for the site as it gets bigger, demanding a 24/7 presence.

PHZI'S BUSINESS GROWTH DRIVERS

Phzi's business growth drivers include the following:

- Access by a larger customer base
- Around-the-clock availability
- Easy-to-use technology
- Diversified offerings
- Options to operate eCommerce at minimal cost

PHZI'S BUSINESS GROWTH BARRIERS

Phzi's business growth barriers may include the following:

- Around-the-clock availability
- Cost of site and product maintenance
- Defining the target market
- Changing interests of target market
- Increased competition
- Physical location of different products
- International and national restrictions, taxes, laws, etc.

REFERENCES

1. Chapter 3. E-Commerce Strategies and Practices: Academic Student Guide - Volume 1
CIWv5 E-Commerce Designer Series, 2009, Certification Partners, LLC
2. <http://artgallery.com.ua/index.php>
3. <http://www.indianawildlifeartists.org/>
4. <http://phzi.us/>
5. <http://www.wotartist.com>