PROMOTIONAL PLAN

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ABSTRACT

This promotional plan is to introduce our brand. The issues addressed here will include:

- The inherent values of the brand, which are the core of any branding strategy

- The target market and how to relate to it

- Protecting the brand from competition

- How we will set our brand apart from the competition

- Ways to get in contact with projected market

- Best online product promotions for our eCommerce site

- Marketing for B2B, B2C or B2G

- A list of tools we chose to track our ad performance and why we chose them.

PROMOTIONAL PLAN

From www.Phzi.us:

"Phzi.us is (a website) about Art in many forms, from photography to painting in oils and watercolors, to crafting with clay, fiber, glass 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, or links to them here on Phzi.us."

THE TARGET MARKET AND HOW TO RELATE

Phzi.us is a site designed to reach out to artists as a B2B site and to the public as a B2C site. The artists are up and coming artists – or artisans – who have yet to be established. They may be young people or they may be more mature people, even to the elderly. The public that we believe would be interested in our site could be patrons of the arts, or simply someone looking for a piece of art for a gift or for their own use. The patrons of the arts are most likely adults from their thirties on, but other users can be a wide range of age, education or interests. To narrow the focus of the site, however, we are going to target a similar age range as the patrons so that the only challenges we will then have are considering the education level, the computer knowledge and the reason for viewing the site.

STRATEGIES TO ESTABLISH AND PROTECT BRAND

Phzi.us is designed to target both artists and those interested in the arts, whether to pursue them or to purchase a piece of art. The range of those whom we wish to draw is ageless

and cross gendered. Their income range will vary as much as does their location, education and interests: from the cities, the suburbs and the wide open ranges of countries around the world; they may be highly educated or barely able to read – at least in English, and their interests could vary from nature to technology, from weather to war and the effects of both, from the sublime to the amusing. All will come. Not all will wish to purchase. Not all will stay. All will be touched, and will respond, in one way or another.

Phzi.us relates to both the artist and those interested in the arts with galleries of articles, images and links to other websites of our artists. Our brand is set apart from competition by its design and interests, plus the controlled selection of artists and displayed art. Protecting our bran is not so important as protecting our artists and their artwork. To protect the articles, we have put them in pdf form. However, this does not stop people from copying or downloading and using the pdf in part or in whole. The images are uploaded at low resolution, and some have watermarks on them so they cannot be copied and used. Both issues are a challenge to artists when displaying on the internet.

STRATEGIES TO PROMOTE AND ADVERTISE ECOMMERCE SITE

Promotional methods based on the text book and on the link offered on the Discussion Board by Traci Berry: http://www.verio.com/

METHODS ALREADY IN USE:

- **Use keywords in the HTML <META> tags**. Using keywords helps the search engines find the website. Updating them on a regular basis and resubmitting them to the search engines also keeps the site close to the top of the list.

- **Win awards.** Our artists are winning awards all the time. Getting the news out to local and national papers and sites is the next step.

- **Reciprocal links**. All of our sites have reciprocal links on them. Now we need to go outside of our group and find sites that will allow for more interactivity.

- **Excellent customer service.** Excellent customer service is our standard, and has been rewarded by continued returns, and word-of-mouth expansion.

- **Business alliances and partnerships.** Our alliances and partnerships have expanded to Australia, Great Britain and Japan. We continue to strive to expand more locally within the United States.

METHODS TO ACTIVATE IN THE VERY NEAR FUTURE:

- **Banner ads.** As suggested in the textbook, banner ads are an excellent way to advertise. The hold-back right now is the cost.

- **Reciprocal banner ads**. This is an excellent idea because it is a win-win situation for both parties, and costs little if anything to do. The challenge is to be sure that the reciprocal company has the same ethics we have in order to keep our own integrity.

- **Free classified ads.** This is a must. Anything free for a start-up or not for profit organization is worth the time and effort.

- **Ezine:** (www.verio.com)"Write an e-mail newsletter, called an *ezine*, with articles about your industry, your products and services, and related news of interest to your customers… Advertise your ezine for free with directory sites such as www.ezine-dir.com." This has been passed on to our writers and we will very soon activate this idea.

AD PERFORMANCE EVALUATION

Phzi.us is on the Inmotion Hosting server which has very good log analysis tools that allow us to view the actual server logs. For now this has been very useful. When we are ready to actually pay for advertising, we will access advertising on msn, yahoo, and google, which all have good services established for tracking ad performance.

REFERENCES:

Chapter 4. E-Commerce Strategies and Practices: Academic Student Guide - Volume 1 CIWv5 E-Commerce Designer Series, 2009, Certification Partners, LLC

"20 Free Ways to Advertise Your Web Site" http://www.verio.com/resource-center/business-guides/free-advertising/