

**NZIE
NEW ZEALAND INSTITUTE OF EDUCATION**

Assignment Stage 2.1 and 2.2

**Digital Marketing Business Model Plan 702
Submitted to
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1. EXECUTIVE SUMMARY

The current business strategy plan of digital marketing is for the well known company of juices and healthy foods called Tank Juice. The chosen company is allocated in physical stores in the city of Auckland, and in other cities at New Zealand.

The business strategy will include new digital technologies options in Tank website and also create an app that consists in a new fresh possibility for the consumers to select/customize what they want to eat/drink, check the prices, choose, buy delivery or take an order of their product just being online.

The new online experience will transform the moment of the acquisition in a pleasure moment, making the life easier for the customer even before, during, and after the moment of their purchase. Thereat, Tank Juice will captivate the customers, and expand furthermore their business.

Moreover, the customers will gain much practicality and time, because the app and the new website will help them with their new needs at the moment, specifically giving them convenience and comfort, reducing their cognitive dissonance and in consequence of this, increasing sales and demand of products.

To spread the new digital marketing proposal of the brand, the project will develop a variety of week promotions on the social media. On Facebook and Instagram, for example, the plan is encourage people to take pictures with the juices/wraps using hashtag and promoting the brand as well, for those, it will be made a draw in the end of the week to win a variety of prizes.

Other idea is realizing promotional prizes for costumers that download and uses the app or buy on the website for the first time and also, the consumer will be able to accumulate points in each purchase to exchange when reached the percentual required for each product.

Furthermore, for those who choose order for a pack of juices/wraps of the week (company/offices promotional) to delivery using the app or the website promoting the new brand delivery of Tank Juices at offices and companies.

With this facility, customers will be receiving their daily dose of flavor, freshness and healthiness that the body needs to be strong. Delivering at home or just pre ordering the product in the time they want to have it at the nearest allocated store.

The new option will make the consumer feel comfortable and in consequence, will provide happiness and a feeling of freedom of choice and autonomy.

2. BUSINESS AND COMPANY DESCRIPTION

Tank Juice is a company that provides healthy juices, smoothies, salads and wraps for customers in many locations at Auckland, New Zealand and the differential of this company is that their menu is completely free from any artificial additives or preservatives, providing a fresh and healthy solution to the customer, giving them a wellness feeling.

Tank Juice is a company of fresh juices, smoothies, salads and wraps, and it's established in New Zealand market since 2001, by the way, in the words of the owners Matt and Chris, their concept basically is about "think fresh and try to give customers real smoothies and juices made with real fruit and vegetables, so you get the real benefits", also, the company starts to offer since 2010 salads and wraps, that is an healthy, accessible and outstandingly good option for the customer. (TANK, 2014) .

Currently in physical locations, Tank Juice promotes their products in the social media Facebook and Instagram and they have a website without the possibility to order the products only by telephone.

The factual point is that in nowadays, a well-known company like Tank still does not have an app to order they products cannot be using only the telephone number to order their products out of the store, it's old school, exceeded, and prejudice the sales and their business growth in nowadays.

As Tank Juice is a well-known company at New Zealand Market, these digital marketing strategic has a lot of chances to succeed in the New Zealand

market. At the moment Tank do not use any contrasting technologies of digital marketing to expand and improve their sales and promote a good and healthy purchase experience for the costumer.

3. MARKET OPPORRTUNITY AND SOLUTIONS

The target of this enterprise includes customers from all ages, but principally that ones who want to have a healthy way of life, that appreciate fresh and well tasty food and also for the people that enjoy sports and don't want to waste time in the telephone or in physical stores waiting for their purchase.

Moreover, the Auckland market is a perfect scene for the digital marketing development in a Juice Store like Tank Juice and the reason is that New Zealand is a developed Country with a stable economy and a high speed connection of internet and wireless usage. Also, the city naturally has a huge number of people that loves to work out and practice radical sports between kiwis and many invited tourists that the city receives every day.

In line with what the researches show us, grows every day the number of consumers that uses the internet at phone, tablet or computer in New Zealand. (Ecommerce.org.nz, 2014), so it's a good perspective to include Tank Juice at this new Market, and make them expand their border business to a huge public of adepts from using technology.

4. INTERNAL ANALYSIS

The last survey conducted in 2012 by New Zealander government website research, show us that is growing the number of people accessing the internet , including through the cellphone (Government, 2012).

The research show us that: “In 2012 New Zealanders became increasingly mobile, with over 2.5 million Internet connections made through our mobile phones. This is up over 30 percent from 2011, and reflects the growing use of the Internet and smartphones in our daily lives”.

By the way, the conclusion is that the New Zealanders demand, makes the internet services provided more data , allowing a potential web surfing in the broadband connections. With this information we can ensure that Internet technologies and smartphones are becoming part of everyday New Zealand, and so becoming part of New Zealand way of life.

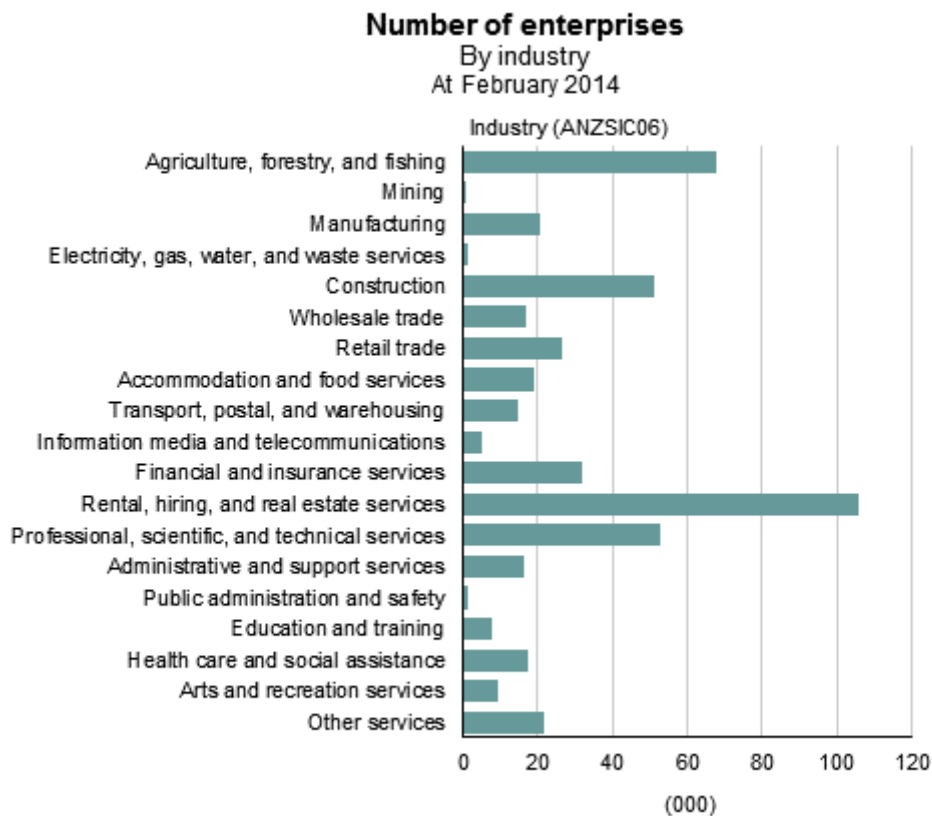
5. EXTERNAL ANALYSIS

By analyzing the structure and characteristics of business in New Zealand, were found that the country has a significant number of companies involved in the production of goods and services.

In surveys conducted in February 2014 show:

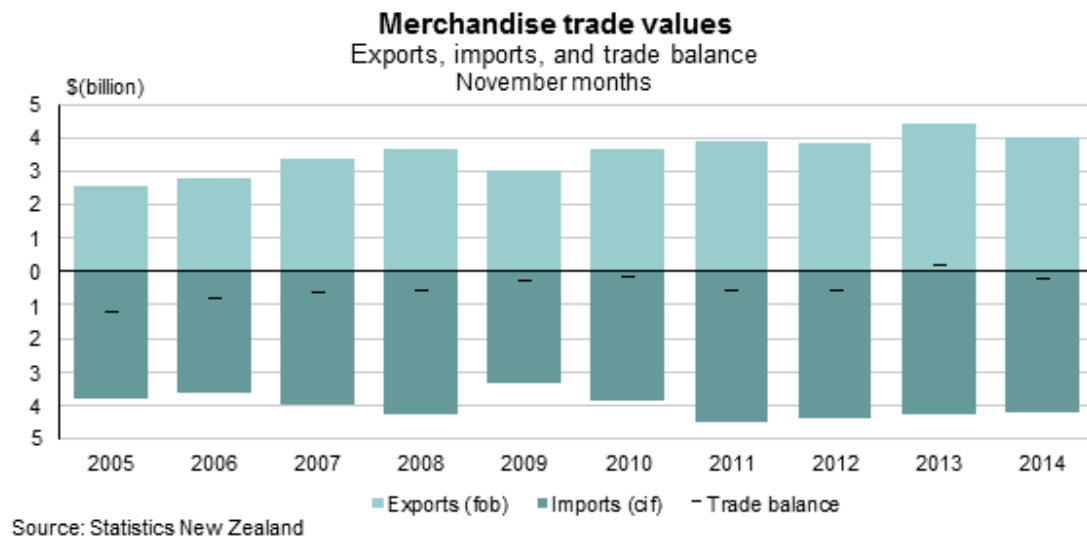
- A 2.5% growth in business over February 2013.
- Almost every industry had more companies and employees than in 2013.
- New Zealand had an increase in 1,030 industrial sectors, including 160 civil construction.
- Two out of three employees in New Zealand worked for a limited liability company.
- There were 970 Maori businesses and 8,500 employees who work for these companies.

- The manufacturing industry was the largest contractor counting on 239,500 employees.



Now, for better understanding of the foreign market, were analyzed the external market under the import and export data from New Zealand, acquired in 2014, which will be republished in 2015:

- GDP (income measure) - down \$ 1.3 billion to \$ 229.7 billion.
- National income - down \$ 1.3 billion to \$ 220.2 billion.
- National saving – down \$1.3 billion to \$14.2 billion.
- Government saving – down \$1.6 billion to \$3.4 billion.



Whereas example in export data, it is important to report the level of the business, expanding its frontiers to conquer new horizons. Add export data of all businesses in New Zealand can approximate national business sector exports.

Therefore, with the analysis, we can conclude that New Zealand is a country with a huge export capacity and a established economy despite the crisis, demonstrating thus the total viability to enter at the online business market. (Government, Statistics New Zealand, 2014)

6. STRATEGIC IMPLEMENTATION

The digital strategy for the online sector of Tank Juice will be performed as follows:

Web - Team: The web-team group will consist of an outsourced company that works with IT solutions and one that will deal with the exclusive area of digital marketing. (Hired through temporary service agreement) to address the following issues:

- Brand Tank Juice and also the delivery application Web-site design.

- Fundation basics of the program
- Creation of data, language and content to create the application and webpage.

- **Sales Team:** This is the online sales sector of Tank Juice, This team will be responsible for taking care of the application problem management and user support when there are problems in the system, such as payment and delivery of the product, which is located in the store that held the offered service.

The Marketing team: this team will be responsible for digital marketing directly, and will handle the online public, the social media, and will have the task to promote the various weekly specials, online advertising. Also, the marketing team have to perform a weekly report of the results obtained with this function, see the Likes, shares, photos, comments and public satisfaction with the service and products offered. With this, the company will have real data and always updated as is the operation of the business.

To Tank Juice get the correctly position of their product to the target audience on the Internet, the company should constructo a good relationship between consumer, product and a quality servisse, and have also a good digital presence. These are some suggestions.

Building a good digital image, and to make this happens, you must build a quality website and an attractive way application for the app. They should custome social networks so the brand will be remembered in the minds of people for a long time, and the right way is develop a simple and useful application for cellphones, and websites. Raitings, and a space for questions and answers of consumers will be other key for sucess.

Still, the company should provide the dissemination of videos to advertise the product and the most diverse offerings.

Develop interactive applications, such as: quiz, cultural promotion, accumulation points, gifts, monitoring, and acting on qualifying references with a qualified professional.

Have a great structure after sales to analysis the quality control of the service for this way, will grow bonds of trust in the relationship with the consumer.

Finally, do online / offline campaigns, email marketing for registered promotions, promote after-sales campaigns with new offers.

With the right application of technology, planning and creativity, plus the actions and strategies described running cohesively with spreadsheet control and capable staff, the online sector of Tank Juice will be a huge success.

7. DETAILS ABOUT THE DIGITAL MARKETING IDEAS

7.1 – THE TANK JUICE WEBSITE

The new space at Tank Juice website will be very simple and the most important, attractive for the customer. By the way, the registration for the execution of the purchase will be done only once, at the final sale. This is a smart option because not discourage the user purchase behavior.

On top of the website page, the consumer will be able to see the company's price range, the average delivery time, the distance of the nearest store, and the rating of the other customers about all the Tank Juice online service, like rate, package, flavor, benefit cost of the purchase and delivery time.

The extra information is a blank space that will be used for add any specific promotion of the brand, or advertising.

Bellow, it will have a filter of all Tank specific products, and on the right side appear the option for the customer to fill the gaps if he/she prefers, so they can search for what they are searching for just writing the ingredients or the name of the plate/juice.

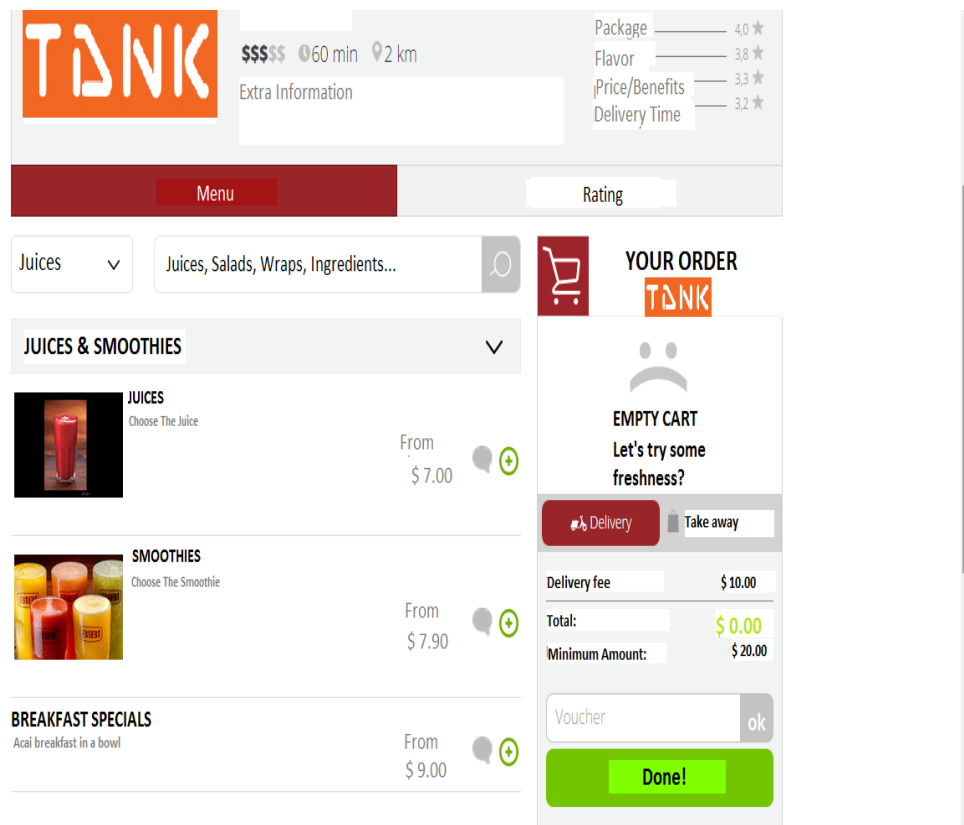
After that, it will appear the picture of the selected type of product with the minimum price on the screen (from \$) to attract the attention of the customer, and all other options available.

With just one click at (+) plus, symbol the user can add to the cart the product of their choice, and also, view at the same page, on the right side of the screen, the detailed summary of the purchase.

Still, the users can choose whether they would get the product, if it's at the store or by delivery service with just one click.

At the same screen, will appear all the value for the user, the delivery rate and the minimum order amount for delivery, formalizing a transparent and viable purchase for both parties.

In the end, they must click at DONE button, to select the way of payment and other details.



- The way to use the website and the app should be very simple, the customer just have to follow some steps, for example,
 - 1 First, entering their address using the GPS location or entering their zip code or street name to check if their area is an available area for Tank Juice service.
 - 2 Select the juices and dishes, browsing the categories options of the menu or customize the juices and wraps by the customer.
 - 3 Check the order in the cart, the customer can see what he choose until the moment at the same page they are.
 - 4 Make registration, the greatest idea is that the customer will have to be registered only once because after the first purchase he/she can just fill the username and password and login it to buy the products.

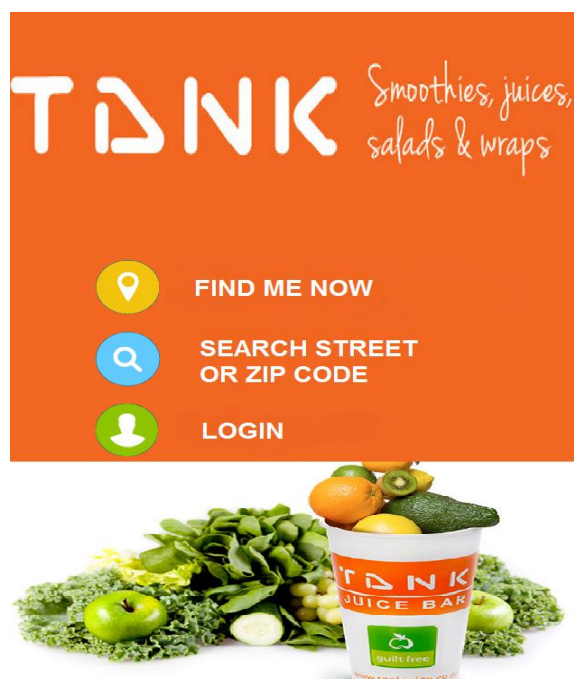
- 5 Choose how is the best way for him/her to pay it, credit card or cash.

After the moment of the purchase, the consumer will be able to relax and wait to enjoy at anywhere for his/her preferred healthy juice/wrap they ever tried, transforming the moment to eat in a great new pleasant experience time.

7.2 – THE TANK JUICE APP

The homepage will be personalized with the colors and logos of Tank Juice , with only 3 basic information for the customer starts the purchase:

- Find me now (GPS)
- Search Street or ZIP code
- LOGIN

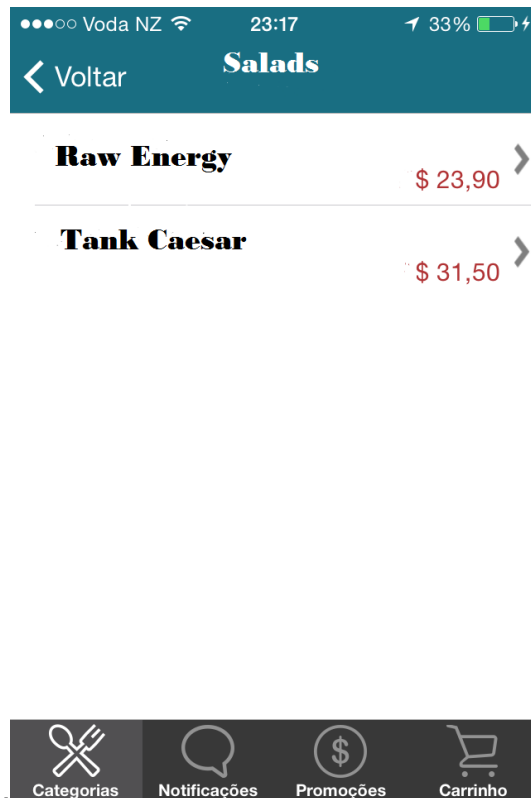


After that, will appear photos of Tank Juice products on flashy size mode and the name of each category that the image belongs : salads , wraps or juices.

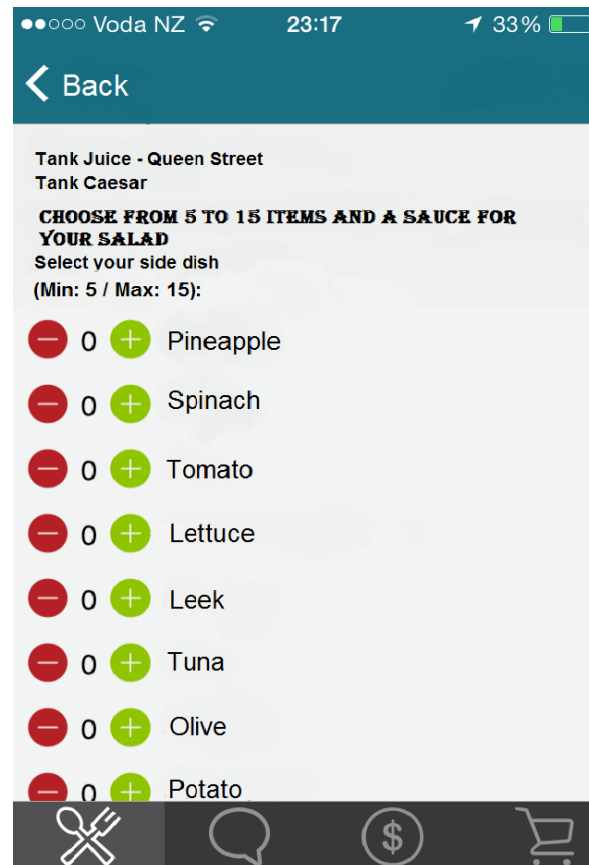
The intention is that you fall in love with the pictures, feeling the desire to try the product, driving sales consequently.



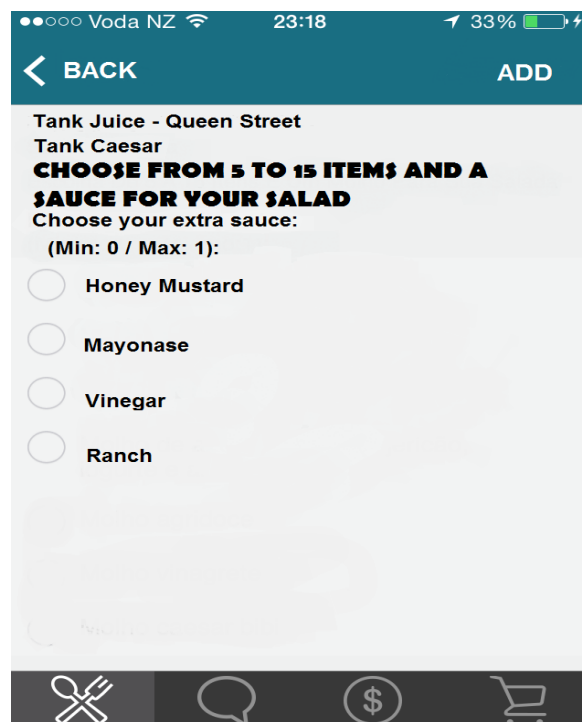
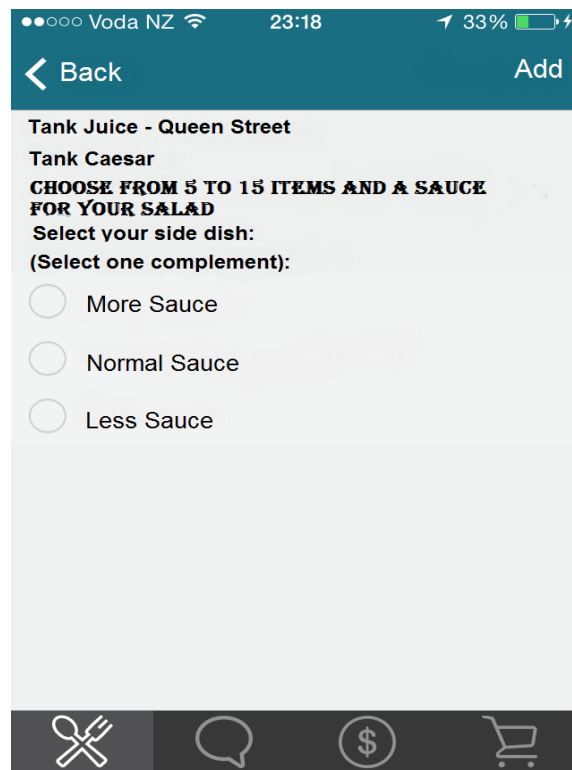
Clicking on the picture will appear all types of the chosen product, (salads for example) that are available in Tank Juice, with the respective name and price.



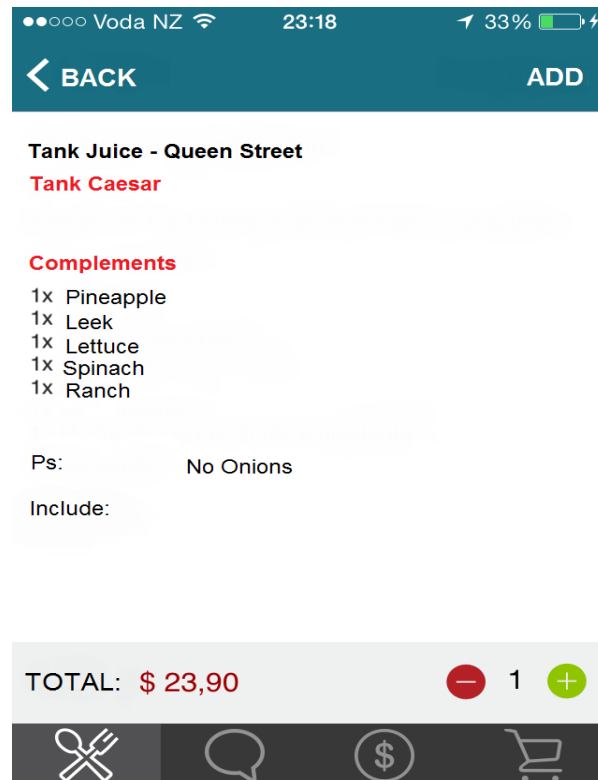
After you can choose a way to increase the flavor of your salad, clicking in + (plus signal), choosing 5 to 15 items, prioritizing by the viability.



Also, the users can choose what they prefer to complement their choice, customizing their purchase.



So, at least, the client can check their order products and view the request along to their respective complements previously choosen and more, wrote if they want to ad dor change some ingredient.



After that, the customer will just complete once their registration, and select the way of payment, if it's on credit, eftpos, or cash (if they take the order at the physical store).

8. SWOT ANALYSIS

8.1 STRENGTHS:

Open Niche Market

With the usage of the digital marketing at the enterprise, it will occur an expand demand of the consumer niche brand, and the reason is because the digital public is growing strongly among people from all ages and with mainly different hobbies and interests.

Easyness

Comfort and convenience for the customer, as befits the day -to-day busy people within the current daily life, bringing well-being for the users.

Independence of the consumer

The users may customize their favorite product, increasing their freedom choice and reducing their cognitive dissonance , consequently increasing online sales.

Innovation

In New Zealand there is still no such application to the branch of juices as the Tank Juice, thus creating something new, with a highlight for the business.

Clear visualization of the prices

Next to each photo will appear the value of his product, creating trust between the company and the clients.

Registration

The client will register only once, then only need to log in and this step is performed only after all and draw step, so it does not discourage the buying behavior.

8.2 WEAKNESSES

Create the habit

The New Zealander public does not have already the habit of asking online juices and pack of juices for example.

Start the delivery only in one store first .

The delivery service should start covering only the flagship store , for reasons of cost and segurança , to garner more customers and make known service .

8.3 OPPORTUNITIES

Digital Update

Tank Juice company will be present along with the evolution of digital marketing in the delivery market, updating them on a strategic market.

Future partnerships

The company will have the opportunity to make future digital partnerships further growing the business.

8.4. THREATS

Competitors website delivery

There is currently a company called Limejuice, (limejuice.co.nz) that performs delivery of its products through the website, however, it should be noted that the process is not so simple, and they do not have an app already.

Worldwide economy

The world economy is undergoing a widespread crisis , which may increase the time of increase in sale

9. BUYER BEHAVIOUR AND TECHNOLOGY TRENDS

The STP (segmentation, target and positioning) of Tank Juice going digital is going to be define at this session.

The segmentation is defined for people that are using technology to buy online already, but also for people that uses the internet at home or by telephone.

The principal target is people that enjoy to have a heathy life, exercise, and care with their health and body but don't have time to waste at physical stores, and prefer commodity. Also, the target will be to people that work in companys, because they time are so precious too, and finally, for mom's/dad's with kids that want to have a good food/drink and don't have time to waste too.

The positioning of the brand will be made on:

Instagram - Promoting deals where the consumer will have to "like" the photo and choose three friends to mark and participate in the draw of a kit offered by own means of dissemination. The winner will be announced by mid day , the proposed day of the draw . This makes the product or brand is circulated through an acquaintance, increasing the chances of wanting to know who was marked or try the product , by web means.

Facebook - The current trend is to publish information to people in your social circle know how interesting and fun life is, through publications on social networks. Therefore, on Facebook, there will be initially a photo on the official page of the product, which will promote all the followers to publish photos with the products and hashtags, making allusion to the product in order to be drawn on having a discount on the purchase of any product offered by the brand. Once

released by the customers, the people of their cycle will be enticed to want knowing better the product even having no idea it would be.

Youtube - The announcement of the products will be made for short videos, to don't make the consumer be bored, like the most times, but a lot of visual and audible attraction, showing how fresh, tasty and nutritious is the product , on a day- to-day .

Also, at this social medias, will be shown for the consumer the points that they can accumulate in each online purchase to exchange when reached the percentual required for each product.

Other point to promote the online sales of Tank Juice at offices and companys, will be done promoting pack of juices/wraps of the week (company/offices promotional prices) and for the Kids will be done a 1 week package that will be created especially for them get used to the idea of taking a different snack! The family will be feeding their child a healthy habit! This will avoid juices in boxes and jars that contain undesirable chemical.

10.THE ONLINE CONSUMER BEHAVIOUR.

The online consumer, increasingly, have the power to choose the product or service, with more facilities, agility and opportunities and, especially, according to their specific needs, using the surface of the internet.

This is the capital factor, which differs the online customer compared to the general customers.

Still, in today's times the gain time is a crucial factor for growth and online sales success, which does not happen when one has to be spent, time to go in physical stores and still often spend on parking and etc.

Also, people are always connected and looking for deals, and the online media is suitable because it can join several people who have the same interest, or seek the same product at any given time.

One example is a survey in the Brazilian market that shows us that mobile applications facilitate purchases and become allies of the stores.

The material taken from a renowned Brazilian website talk about virtual sales at stores in the city of Uberlândia, Minas Gerais - Brazil, and bring interesting data: Sales through smartphone increased about 80% of revenues from stores. (Mineiro, 2014).

The report shows how interesting, innovative and enriching can bring the digital marketing for a company.

In another research from a Brazil website (Baldocchi, 2014), we can see some conclusions that Google arrived in this research:

- 62% of consumers consult information online before making a purchase. They seek directions in search and social networking sites.
- In this universe, 32% of consumers talk or share information before buying.
- 83% of individuals seeking information on the Internet relied on the opinion of network users for shopping, with a demand for four to seven opinions.

The conclusion is that it's really importante to watch the behaviour of the consumer to develop a marketing strategy plan.

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