

Leland Bird

Integrated Marketing Campaign

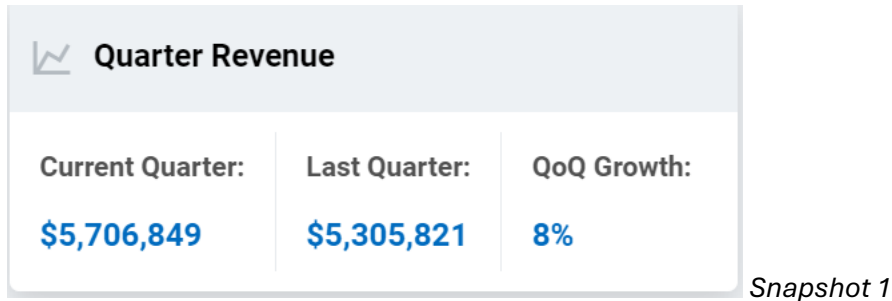
Pam Culver

Being able to be a part of the marketing team for Juxta Smart Luggage has been great. Being able to continue apart of the marketing team and be able to create sales for Buhi Luggage. By doing this, we were able to create a marketing plan for the four demographics that Juxta was trying to hit. Since year one, seeing the growth we have done in year two has shown that we were able to make a strong plan for Juxta.

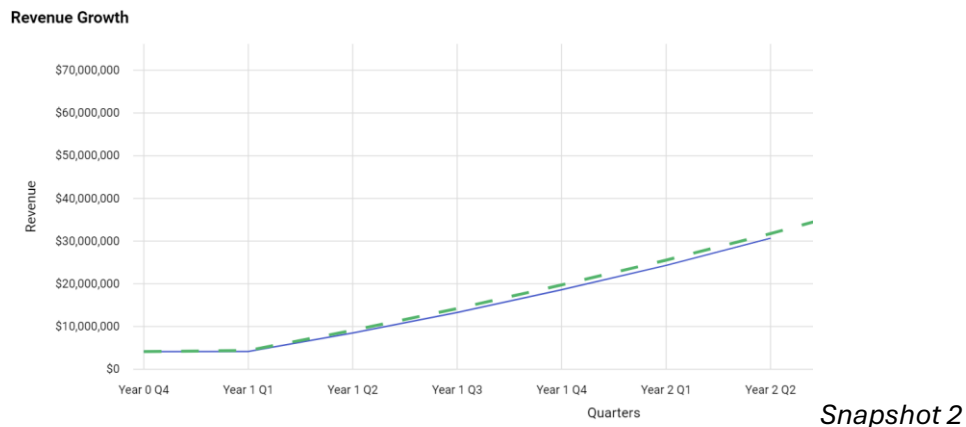
During this next year, we had the challenge of reaching the end goal. That goal was to have end-of-year revenue of \$45,700,000 in sales. Since year one we were improving towards the end, we planned a new strategy for year two to make that goal. So being able to use those plans each quarter is our goal. Being able to hit the mark every quarter until that final goal is met. Using year one's information and taking advantage of it will be our action. Since we have four demographics, we have to take the information and see what worked and make it relevant again. So, we will have to hit those goals every quarter so we can hit the overall goal of our expected revenue.

The first quarter of year two we were asked to gain in revenue of \$5,800. (Snapshot 1) So, our plan was to use more funds towards the purchase phase of City-hopper Sue. By doing that we had higher numbers in web visits, in which it our average cost per web visit was low at \$1.12. But with this change, we were unable to hit our goal of revenue for this

quarter. We had fallen short by \$93,151. (Snapshot 1) Even though we were short, we noticed we had gained growth since the end of year one.



During the second quarter, we had still gone ahead with what we did in quarter one. We put most of our funds towards the purchase phase of our demographic. By doing this, we have seen growth in second quarter revenue. (Snapshot 2) That led to more units being sold and we were able to surpass that goal of revenue of \$6,200,000. The total revenue for this quarter was \$6,363,673.



Since we were building off the small success, we had from quarter two. We made more adjustments to the purchase phase. We spent more funds towards this phase and cut in half the funds we had towards loyalty. By doing this, we were able to create more revenue and our loyalty number still stayed constant. It has shown again in the web visits and the cost per web visit. (Snapshot 3)

Quarter	Target Audience	Campaign Objective	Campaign Budget	Total Web Visits	Avg. Cost per Web Visit
Year 2 Q3	Up-and-comer Raj	Purchase	\$160,000	137,550	\$1.16
Year 2 Q3	Seaside Sally	Consideration/Intent	\$140,000	120,603	\$1.16
Year 2 Q3	City-hopper Sue	Awareness/Interest	\$150,000	129,940	\$1.15
Year 2 Q3	Back-to-school Mindy	Loyalty	\$50,000	129,269	\$0.39

Snapshot 3

The last quarter, we had still used the same way of spending the funds was towards purchase phase. But we mixed it up with the consideration and awareness phase. We spent just as much in the awareness phase as we did in the purchase phase. By moving funds towards those two phases, it did not pay off as much when it came to the cost per web visit. Those were the highest of the four phases. But, even when that occurred, we were still able to have a great revenue amount. We just fell short of overall revenue. It was .25% shy of the amount we were asked to hit. (Snapshot 4)

\$ Overall Revenue		
Cumulative Revenue:	Expected Revenue:	Variance:
\$45,583,928	\$45,700,000	-0.25%

Snapshot 4

If I was given a year three of being a part of the marketing team. I would use what worked in the last two quarters of year two. Which was spend more funds towards the awareness, consideration, and purchase phase. By doing that we can create an idle solution for our buyers. We can get that at the awareness phase with our marketing and keep them close until they are ready to be in the purchase phase. Even though we spend less money towards loyalty, we can hope that the three phases of spending can keep them loyal to the Buhi luggage and Juxta Smart Luggage.

Being part of the marketing team over the two years with Juxta Smart Luggage, it had shown me that it takes a lot of trail and errors on how to market. It is an up and down business when it comes to marketing. When I feel that I know what I am doing, it all changes and we are back to square one on how to make it work for the next quarter. Now that I have two years of data, it will give me a great idea of what the consumers may be thinking and put funds towards those phases the consumers are in.