Campaign Plan Analysis and Evaluation

Name

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Target Audience

Indeed, when it comes to client profile metrics, a campaign plan must grasp the diversity, geographical placement, and shopping hubs of the buyers. My target audience will be comprised of three types of clients: jogger enthusiasts, men, and young athletes. Within these three kinds of customers, the leading targeted customer will be between 18-35 years of age. The geographic and demographic emphasis will be on China, Japan, and the United States. These three countries are potential markets for the sports products that will be manufactured. Effective strategies that will be utilized in expanding client sales and retention will include target position, segmentation, and target marketing (Sawhney, 2016).

Still, a majority of the clients are expected to be sports enthusiasts. The products will be designed to ensure that it provides excellent service to the customer. A jogger enthusiast is more likely to opt for a product made and advertised by the company than an individual that loathes or dislikes sporting activities. The focus will be on exploiting the marketing value that lies in the magic of youth. The products will make the client have a sensation of being younger and full of energy. This will ensure that the range of sports products designed appeal greatly to the youth and make older consumers yearn for the liveliness they had in their 20s.

Alignment of Campaign Strategy with Serving Audience

There are different ways that the campaign strategy aligns with serving the audience to achieve success. First, the plan prioritizes the interests of the client since they prefer quality products that have quality benefits. For the customers, aspects that add value to them individually are simple to validate (McFarlane, 2013). The products sold to the client will have the point of adding value to daily life and its activities. Marketing merchandise stems from a

strong central idea that persuades the consumer into developing a preference for it (McFarlane, 2013). Secondly, the campaign tackles a need in the potential market for its products. The three types of clients that the strategy is targeting are not interested in an efficient way to get in shape but are concerned with their look when doing the activity. It is commonplace for the young athlete to ensure that he/she has posted a photo on Instagram telling friends that cardiovascular health is important. These needs seem to arise from trends that keep on changing with the times.

However, the campaign plan addresses the need that is currently in demand for sports products. Lastly, the campaign plan embodies a high confidence in the product being sold. The objective is to promote the ideas that are critical to the product's appeal to demonstrate that the company believes in the products it designs.

Areas of weaknesses and strategies to address the issues. There are a few areas where the campaign falls short, and there are strategies that can tackle these problems. The products that being offered are of exceptional quality and consequently are more expensive than the products designed by rivals. Although the prices of the products provided the quality of products being provided to the clients, there are instances where the consumers might not accept the pricing. This a major limitation and it can be addressed by developing the company's competitive status at each price point to amass strengths at all of the levels (Business Today, 2014). Furthermore, there are possibilities that the firm might venture into markets for which it is not strategically matched. This can result in the shutting of operations and the termination of staff. This will be mitigated by beginning an aggressive initiative to assess product collaborations that are not in the company's core product basis (Business Today, 2014).

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