

## WHAT IS A MARKETING CAMPAIGN?



A marketing campaign is an organized course of action to promote and sell a product or service. The objective of a marketing campaign could range from anything like increase brand exposure, increase sales of an offering, enforce the positioning, reposition strategy and more!

## COMPONENTS OF A MARKETING CAMPAIGN?

- **Goal:** This is the objective behind the marketing campaign and reason why a marketing campaign is created
- **Target Market:** The target market is the specific and well-defined audience the company wants to sell its product and service to within their region. The marketing efforts are directed to specific target markets.
- **Offering:** This is what the company has to offer to the target market. A marketing campaign is crafted to communicate the company's offering to its target market.
- **Message:** Includes the verbal and non-verbal messages which the company uses to communicate the offerings to the target market.
  - Verbal examples include Naming, Taglines, etc. Non-verbal messages include images and video.
- **Medium:** Includes all the production packaging, communication, distribution, and promotional (email, billboard, website, social media, paid media, etc.) materials used to communicate the message.

## ACTIVITY

Many people think amusement parks are for summer outings, which leaves Hersheypark with the challenge to keep guests engaged and eager to visit for Hersheypark Halloween and Christmas Candylane. Over the years, Hersheypark has implemented many seasonal experiences to market to guests with ideas such as Treatville, photos with Santa and his reindeer, and most recently, Dark Nights.

Every year we need to come up with an exciting way to enhance our guest's experiences within the park during our seasonal events. Keeping the Hersheypark values and image in mind, we have a plan that outlines the direction we want to move in over the next 4 to 5 years. However, we just hired you as our newest Marketing Director and you have some creative ideas as to the next steps Hersheypark should take to drive admissions and revenue.

Keeping your overall vision in mind, work through the next three years and the steps you will have to take to get there. Remember, each year should work towards your end objective and outline a clear and concise path to achieve that goal. Using a separate document, answer the following questions.

### YEAR 1

- What is your plan?
- Which audiences are you trying to capture?
- What message are you trying to send?
- What is the timing of your messaging and how will you send it out to your audience?
- How will Hersheypark benefit from year 1?

### YEAR 2

- What is your plan?
- Which audiences are you trying to capture this year?
- Is your plan in addition to what you rolled out in the previous year?
- How are you going to differentiate what you are doing this year, from year 1?
- How will Hersheypark benefit from year 2?

### YEAR 3

- What is your plan?
- Again, which audiences are you trying to capture?
- Does this year's plan align with the previous 2 year's plans, or are you trying to do something different?
- How will Hersheypark benefit from year 3?

### NOW TAKE A STEP BACK AND REVIEW YOUR PLAN AS A WHOLE

- Do you think you will achieve your goal with these steps?
- What risk are involved with heading in your direction?
- Are your ideas in line with the current Hersheypark image?
- What encouraged you to change the park in this manner?
- Explain why this was your desired outcome. How will this affect the admission numbers and revenue of the company while also adding to the experience of our guests?

