Steps to Marketing-Microfiber Towel

Name

Affiliation

Date

Steps to Marketing

Microfiber Towel

Introduction

Every business needs an effective marketing plan. The purpose of the effective marketing plan is to position better in the minds of the customers. In this contemporary business era, the management of different companies conducts the marketing research to derive customer insights, and accordingly, shapes the marketing plan. The marketing plan is triggered by the customer attraction, which drives the sales and profitability. The most important thing is to give customers an adequate knowledge of products and services. They can create the perception and come up with the positive buying decisions.

In this comprehensive marketing plan, the emphasis is on the customer needs and expectations. The firm has to develop a pertinent product that can meet the needs of customers in the competitive market. After, the product development, the marketing plan can be shaped by the management.

The Product (Microfiber Towel)

The firm aims to develop the Microfiber Towel for customers. It is quite different from the traditional towel people using in their homes. Target customers for this particular product are households. However, this product can be used by anyone. The microfiber towel is linked with the unique idea, which makes it purposeful. People can use it to clean the dust. Microfiber is incredibly absorbent. Removing trap dust and moisture is effective. Microfiber is used for the cleaning purpose. However, due to some technological improvements, it can be used in the form of towels of different sizes. It is an attractive household product, and it can hit the market as a

key alternative for customers. It can be used for dry-dusting, disinfecting, scrubbing, polishing, and absorbing.

Marketing Plan (Preparation Steps & Action Steps)

In the marketing plan, there are several steps that the management of the company has to follow to get the product in the limelight. The marketing plan is integrated with the customer focus. The purpose is to streamline the product and enhance the visibility of sales. The illustration of the marketing plan is as under

Identification of product benefits

Description of Benefits

The Microfiber Towel contains many benefits for customers. The biggest benefit that the customer can gain is the effectiveness in the cleaning process. It is a fact that the towel contains more than 200,000 fibers, which are effective in the cleaning process. Interestingly, it changes the cleaning experience of customers, and it seems a big edge for the company. The company aims to develop the microfiber towel that can enable 98.6 % cleaning or removing bacteria.

Another big benefit for customers is the deep cleaning. Apart from the physical parts of the body, customers can pick up different things to clean the trapped dust and moisture. Due to the deep cleaning benefit, the customer can enable from the cross-contamination.

Another key benefit of the Microfiber towel is that it is environmentally friendly. It is a fact that customer can use this product to contribute to the sustainable environment. The impact on the environment can be reduced by using this product because contains less usage of chemicals and water. The towel can clean the surface, even without water. It is an alternative to

the traditional cleaning methods. People can save water and reject the chemical cleaners to create the positive impact on the environment (Kakud, 2015).

Microfiber Towel is also beneficial due to the disease prevention. Remarkably, it improved the safety of people. For Instance, it has been revealed that chemical cleaners can create the negative impact on the health of people. It is less risky and can contribute to the healthy environment.

Problems Microfiber Solves

Microfiber solves many problems. For Instance, it seems difficult for people to remove the trapped dust from different surfaces. However, through the static charge of the Microfiber Towel, customers can remove the trapped dust from any surface. Thus, the customers do not have to struggle with the cleaning process now. Also, customers are infected from different germs, especially in the kitchen and bathroom. It seems a big problem. Germs are not visible in these areas. Microfiber can be used as a solution to this problem. It creates the bacteria-free environment in the kitchen and bathroom. Scrubbing can become easier by using this product. Traditionally, people have to wet towels to remove dust on the floors. Now, Microfibers can be used as the solution. Windows and glasses are tough to clean. However, the wet microfiber eliminates this problem with the promising shine. Spills in homes and workplaces are tough to remove. It can take much time. Dry Microfibers can do it in minutes. Thus, this product is the problem solver.

Emotional Triggers

Happiness and Pride are two prominent emotional triggers. In the marketing communication process, the company can streamline these emotional triggered. For Instance,

with an effective Microfiber towel, the customer can experience the perfection in the cleaning process. People feel happy to live in a clean and healthy environment. Microfiber towel makes people happy and healthy, and it can make them assertive to buy the product. Also, customers can proudly use and talk about the effectiveness and benefits of this product. Word of mouth is to be increased, which can also drive sales effectively (Amarikwa & Williams, 2013).

Identification of Target Audience

Target customers of the company are Households, including males, females (All Ages), employees and sweepers. The company is willing to target all those people who are involved in the cleaning process. The price of this product is low as compared to other products in the market. Therefore, low-income people are the main targets of the firm. Occupational people, which are working in different chemical and other industries, can also be targeted. People who are traveling can make the Microfiber the top priority to be safe and clean. These customers are targeted by the company due to possible cleaning problem when traveling.

Action Steps

Create (offering)

The firm is looking to create the traffic through the visibility of the compelling content. It seems imperative to come up with attractive content on both traditional and modern media channels to enhance the visibility of customer attraction. For Instance, online media channels can help the company reach an immense range of customers and create the value. Features, benefits, differences, prices, and possible customization are some factors, which are to be streamlined or highlighted in the content (Starnes, 2014). It is an effective method of offering that can drive positive perception and profitable sales in the competitive market. Microfiber Towel needs the

foundation of the marketing efforts or initiatives, and it can be started by creating the value and traffic. All customer segments, mentioned above, are the main focus of the firm to provide information and create the value (Smith, 2016).
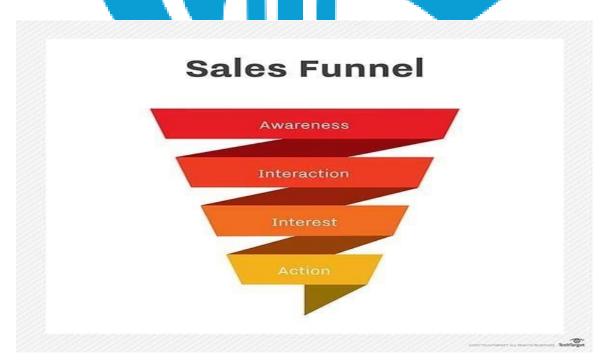
Capture (Leading)

It is important for the company to capture customers after providing the most effective and attractive information. For Instance, Microfiber towel is to be visualized and sold on the official online platform of the company. The pertinent method is to make customers visit the capture page. The company will provide the necessary directions to customers to visit the page and let them know or learn about the product. Interestingly, the management of the company can create the measure regarding this process (Searchsalesforce.techtarget.com, 2017). For Instance, after the blog, the firm can assess the number of customers who are visiting the capture page on a daily basis. It seems a lead for the company, which can be converted into the sales. However, the firm intends to increase the lead. Maximum lead can lead towards the maximum sales. Capturing is triggered by the offering. If the message or information is attractive and authentic, it can enable more lead for the company (Duchatschek, Burns, & Kreitman, 2014).

Furthermore, as far as the Microfiber Towel is concerned, there is a need to create the capture page effectively. It is like the front door of the business. The product is to be effectively promoted or advertised on different social media channels. However, the creation of the capture page is helpful in collecting the lead of customers. The firm aims to develop or create the capture page that can help to assess the success or effectiveness of the offering. The firm estimates 500 lead per day initially right after the promotion. To generate the lead for the product, the firm has to minimize the friction. The most important thing is to put the quality data in limited spaces. Capturing the attention at the top of the page is a good idea. Attractive introduction about

Microfiber regarding benefits, features, and solutions at the top can make the difference

(Amarikwa & Williams, 2013).

Convert (Sales)

The lead can be converted into the effective sales funnel. Now, the company is intending

to develop or create the autoresponder set up for customers. The management wants to follow up

the leads and convert into the sales. Well, sending leads through the sales funnel is a good idea.

To convert into the sales, the firm will develop the sales funnel, which is based on five different

pillars. These five pillars are awareness, interaction, interest, and action. First, the firm

streamlines different solutions (mentioned above) to get the customer attraction. In the second

phase, the interest of people is to be increased about the Microfiber Towel. They will be asking

more question or details about the product from the company. In this phase of the sales funnel,

the company can effectively engage the customers. In the third phase, the firm will work on

different options and offer the product. Now, in the action step, customers will decide to buy the

Microfiber Towel. The lead will be generated. However, it is imperative to design an effective

structure of the site to let customers pout information or orders (Kakud, 2015).

Three C's or the marketing plan or process is to be executed with some improvisations. In the content, marketing, the attraction of people matters. Microfiber Towel is a unique product for customers in the competitive market. Therefore, unique content is needed to finally convert the lead into sales (Duchatschek, Burns, & Kreitman, 2014).

Conclusion

In the end, it is to conclude that the Microfiber Towel can be streamlined by the company through an effective marketing plan. In the competitive market, the trend of product imitation is in the limelight. The most important thing is to put the pertinent content and generate lead early. Sales are based on the people or target customer perception. Creating, capturing, and converting are some key elements of the modern marketing plan for any business. Through the effective implementation of this comprehensive marketing plan, the firm can make this product successful and sustainable in an intense rivalry. The comparative marketing plan described five key steps, and the firm is quite up to it.

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