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Assessment 2
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Executive Summary

This marketing plan outlines potential marketing activities for the Rotary Broadwater Chapel based on the previous Situated Analysis Report. This plan starts by analysing the brand proposition. It discusses that the brand is a boutique wedding venue, and looks to appeal to non conventional couples. The plan also touches on the fact that brand awareness is relatively low, but has a lot of potential to grow.

The next section highlights the customer journey for one of the personas identified in the analysis. The personal selected was "Adam Scott," a young man from Brisbane that loves social media and is looking for a beautiful yet convenient wedding to his partner Rob. Using the marketing funnel, two campaign objectives are identified. First, brand awareness can be increased through followers, and social media awareness can be increased for a low cost. Second, the Rotary Broadwater Chapel should encourage consumers to leave reviews and testimonials on the Chapel's Google My Business page or submit the reviews to the Chapel to be featured on the website.

Section three moves on to content creation. A breakdown of potential content identifies three potential themes and five potential angles for each theme, as well as potential post ideas. Based on this breakdown, potential posts for Facebook and Instagram are created, and a mock up of a landing page and promotional email are included as well. The next section uses this content to determine a potential implementation timeline. The timeline is broken down by month and also into Social Media, Website, and Email Marketing. It would make fiscal sense for social media and email marketing to be handled by staff in house, but the website can be managed and updated by a third party.

After the implementation is outlined, the budget is discussed. Based on the budget provided by the Chapel's staff, the marketing budget is identified to be around $14,000. There were options for changing the budget around to accommodate paid email marketing and better, more targeted, social media ads. Overall, the budget the Chapel is already using is reasonable, and by utilising volunteer efforts and images provided from couples that were married there, they can get a lot of value out of their expenses.

The final section discusses potential methods for analytics. For social media, the Facebook Business Suite and Facebook Ad Manager can provide a lot high quality information for free. They are available to whoever is managing the account and the ad campaigns. Facebook also offers "Pixel," or a piece of code that can be added to the website's back end to measure traffic. Google Analytics also provides some information for free, but it is not as user friendly as Facebook's features. Analytics should be measured either monthly or bimonthly.

The marketing plan outlines a simple and realistic schedule for the marketing team at Rotary Broadwater Chapel to meet their campaign goals and become a leader in the niche wedding spaces on the Gold Coast.

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1.0 Brand Proposition

1.1 Brand Personality

A brand's personality is one of the first things that will make an impression on consumers. As a wedding venue, the Rotary Broadwater Chapel should be sophisticated and classic. However, as a non-denominational venue, it is also important that the Chapel be perceived as warm and welcoming. Based on the Chapel's current reputation and some strategic marketing activities, it will be possible for the Chapel to maintain this personality.

1.2 Brand Awareness

The Rotary Broadwater Chapel is well known by Gold Coast locals, but has very little brand recognition outside of the area. Although it is more popular than other chapels in the region, brand awareness is low overall. However, those that do know about the Chapel have a positive association with the brand. The Chapel's Google My Business has twenty-five reviews and an overall rating of 4.6 stars (n.d.c). The Chapel's Instagram and Facebook presence is also detailed in Table 1.

With some strategic marketing, it is possible for the Chapel to increase their brand awareness and overall rating. Thankfully, the brand is inherently visual, which performs better on social media sites. With carefully placed ads and proper networking amongst bridal influencers in the area, the Rotary Broadwater Chapel can easily become the most popular wedding destination on the Gold Coast.

Table 1: Social Media Presence

	Followers	Engagement over 6 months
Facebook	1,355	650
Instagram	1,946	429

(Rotary Broadwater Chapel, n.d. A); (Rotary Broadwater Chapel, n.d. B)

1.3 Brand Emotions

All brands hope to have positive emotions associated with their identity, but a wedding chapel has even more pressure. The Rotary Broadwater Chapel must deliver the perfect wedding day for every single one of their diverse consumers. Some emotions that would be associated with weddings and chapels would be romance and love, serenity, faith, hope, and positivity.

The Chapel is quaint, located near the ocean, and on a beautiful plot of land, so it is already aesthetically pleasing. However, in order to meet the expectations of their guests and evoke these emotions, it is important that the Chapel stay clean and fresh, the grounds are well maintained, and that all equipment in the Chapel works at all times. Images of the beautiful scenery paired with positive reviews from consumers would be very attractive to other couples looking to hold their wedding in a special location.

1.4 Brand Positioning

The Chapel's brand positioning is that it is the perfect venue for intimate and inclusive weddings. The Rotary Broadwater Chapel prides itself on being non-denominational,

so any couple could get married there (2021). The venue is also quaint, so weddings are limited to about 30 people inside the chapel, with 60 more allowed on the porch (2021). The Chapel is already popular amongst LGBTQIA couples and unconventional relationships, which supports the brand's position as a non-denominational venue. The Chapel can continue to promote these weddings in their marketing to attract more couples to choose the venue.

2.0 Persona and His Journey

Image 1: Persona – Adam Scott
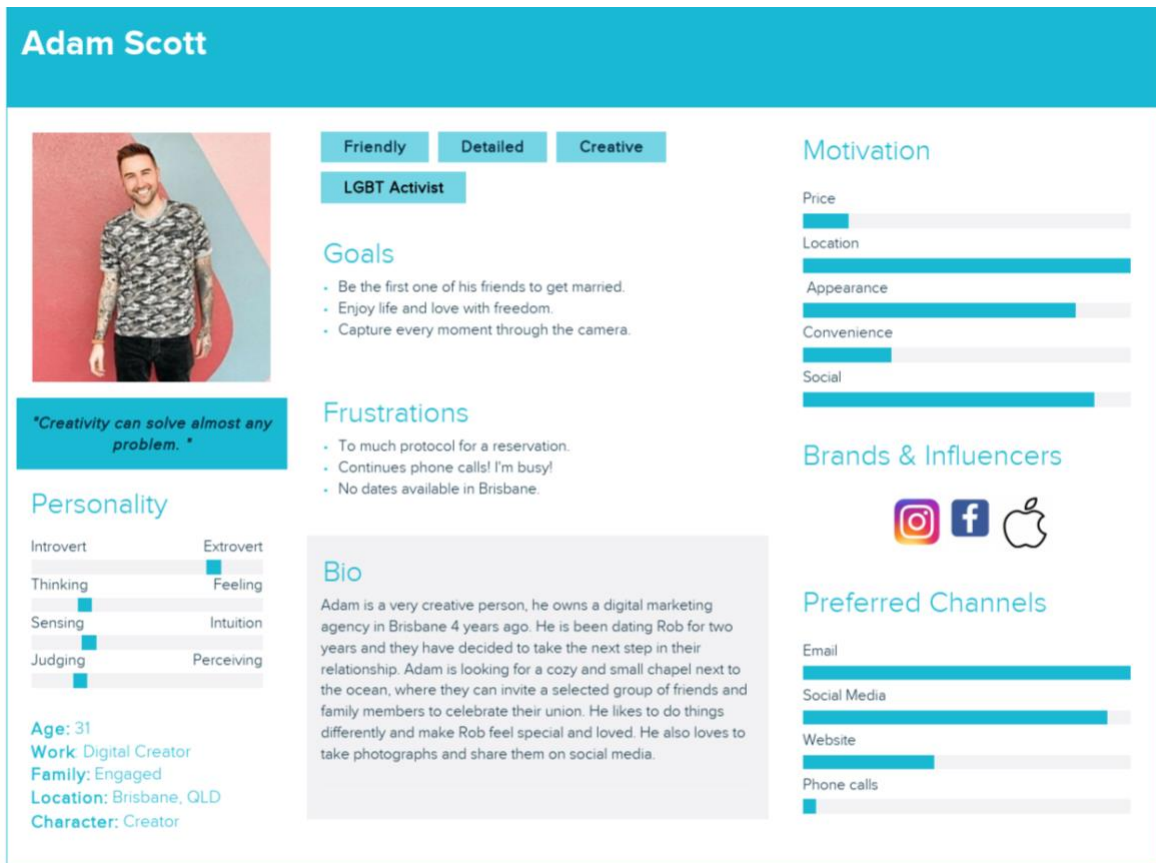
2.1 Campaign Objectives for the Persona

Before developing campaign objectives, it's important to understand how the persona would go through the marketing funnel. According to Colicev et. al, the marketing funnel typically has four stages; awareness, consideration, purchase intent, and satisfaction (2019). These stages guide a consumer through the purchasing process. For our persona, it guides him through the process of deciding on a wedding venue. Table 2 highlights his individual choices.

Table 2: The Marketing Funnel

Marketing Funnel	
Awareness	• Adam is always on his phone, and loves using social media. He is also enthusiastic about planning the perfect wedding before his peers. It is highly likely he becomes aware of the Rotary Broadwater Chapel by browsing local wedding pictures on Instagram • Targeted social media ads would also reach Adam
Consideration	• Adam is easily influenced by peer pressure and his busy schedule • He wants to have a picture perfect wedding that can work around his busy schedule. • As an LGBT activist and community member, a nondenominational venue would also fit with his values • A small ceremony near the ocean is his dream
Purchase Intent	• Rotary Broadwater Chapel's online booking would fit in Adam's busy lifestyle • The beautiful location and limited seating would make for an exclusive and beautiful ceremony • The Chapel would fulfil his dream of having a ceremony near the beach • Gold Coast location is convenient to his home in Brisbane
Satisfaction	• Adam and his husband, Rob, enjoyed an intimate ceremony at the beach • The Chapel was beautiful and easy to book, with limited staff members and online booking • It would have been convenient to have more services provided by the venue, but the low cost made it a worthwhile compromise

By analysing the Marketing Funnel, it is easy to see where potential customers like the persona would make critical decisions, and how the Chapel can modify their strategy (McKeown & Durkin 2017). Therefore, campaign objectives can be developed. First, the marketing campaign should focus on increasing brand awareness through online marketing and social media. Weddings are visual experiences, and the images can be used to highlight the venue and the wide variety of services offered. The second campaign objective focuses on building the Chapel's reputation. Once a potential consumer is aware of a brand, they are likely to research what other consumers have felt about the brand. The Rotary Broadwater Chapel needs to ensure that customer testimonials are easy to find and resonate with the brand's message. Table 3 analyses the micro and macro conversions that these objectives can be measured against. The campaign would be active for twelve months, so the objectives' time frame would be one year. These campaign objectives are realistic for the Chapel. They are based in online reach, which is the best way to reach mass audiences at this time. The Chapel also would benefit from the organic reach that online marketing can create for a low cost. After outlining the campaign objectives, section 3 highlights potential content that can be used for digital marketing online.

Table 3: Campaign Objectives

Digital Objectives (SMART)	Micro Conversions	Macro Conversions
Increase brand awareness through social media presence in the next twelve months.	• Increased overall engagement on posts • Increased web traffic • Potential consumers are tagging their partners or sharing posts	• Followers on Facebook increase to 1,750 within the next 12 months • Followers on Instagram increase to 2,500 in the next 12 months • Online bookings through the chapel website increase • Almost every weekend is booked for the venue
Build the Chapel's reputation through testimonials and reviews from patrons.	• Higher SEO ranking on a Google search • Positive social media posts on consumers' personal accounts • Consumers reaching out to the venue after the event to thank them • Increased enquiries from potential patrons	• Google My Business reviews increases to 40 reviews in the next 12 months • Overall star rating increases from 4.6 to 4.8 in the next months • Patrons give the chapel permission to use their testimonials on social media and the website

3.0 Content Creation

Table 4: Content Breakdown

Theme	Angle	Content
Boutique Venue	1. Beach views	Social media (weddings near the ocean)
	2. Intimate space	Social media & website photos (taken from the back of the chapel)
	3. Unique experience	Website & emails (testimonials about experiences of patrons)
	4. Amazing photo ops	Social media (images of couples against the backdrop)
	5. Décor options	Website (testimonials with images of décor)
No Judgement	1. Focus on Non-Denominational	Website, emails & social media (discuss the values of the Chapel)
	2. Second Marriages	Social media (images and testimonials of second marriages)
	3. LGBTQIA Weddings	Social media and website (images and testimonials from LGBTQIA couples)
	4. Vow renewal	Social media (images and testimonials of vow renewal ceremonies)
	5. Elopement	Social media (images and testimonials of eloped couples)
Minimalism	1. Minimal staff	Website page & social media posts (introducing the staff)
	2. Minimalistic style	Social media & website photos (empty shots of the chapel)
	3. No reception area	Website (discuss that receptions cannot be held onsite)
	4. Connected to nature	Social media & website (images of the couples outside)
	5. Focus on the couple	Social media, website, emails (testimonials from couples with close up photography)

3.1 Facebook

The two images below depict two potential Facebook posts that could also be used as Facebook ads. Both images feature the No Judgement theme, with the first image highlighting LGBTQIA Weddings and the second for Vow Renewals.

Image 2: Facebook Post Mock-Ups
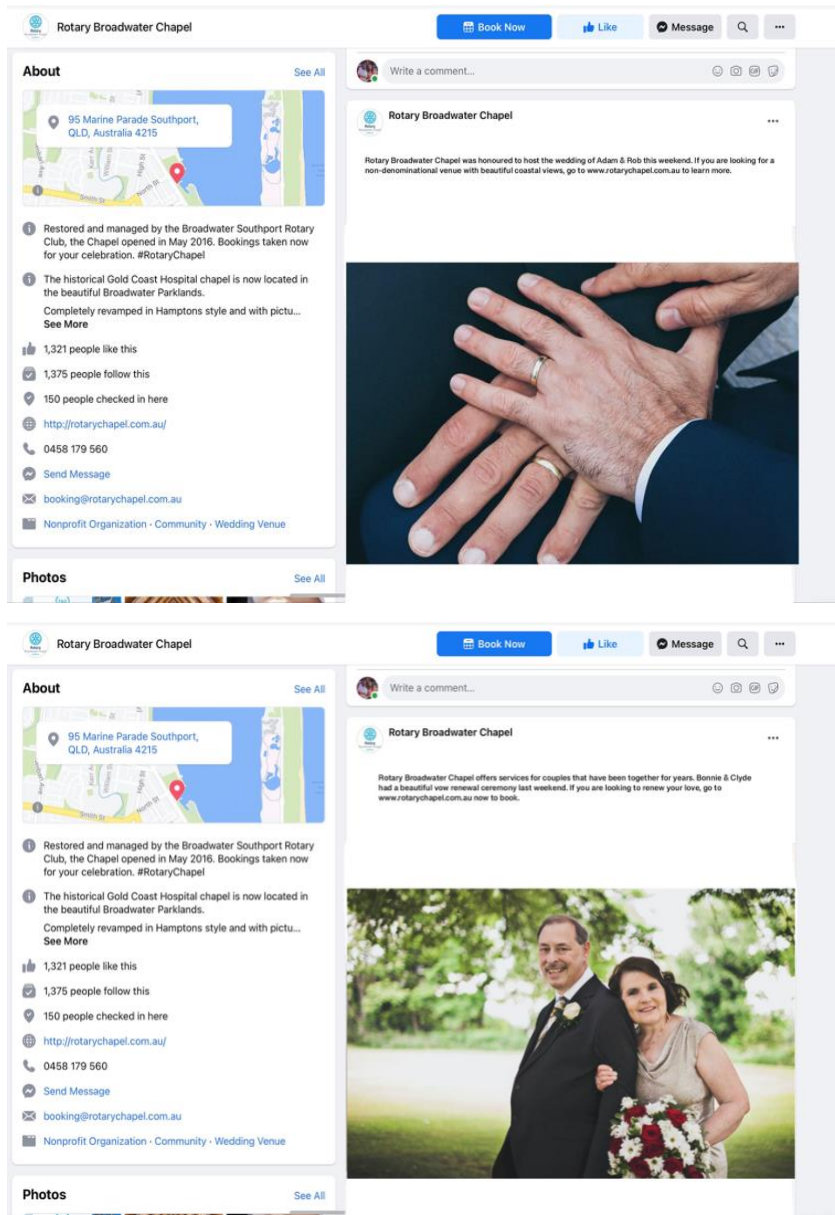

Image 2.1: *Copenhagen Weddings* [Photograph] from Nick Karvounis. 2017, Unsplash. https://unsplash.com/photos/DUK7XiBpGSY
Image 2.2: *Untitled* [Photograph] from Katherine Hanlon, 2020, Unsplash. https://unsplash.com/photos/aEvDvXcNksQ

3.2 Instagram

The three images below highlight potential Instagram posts that the Rotary Broadwater Chapel could post. The first image follows with the Minimalism and Focus on the couple, the second follows with Boutique Venue and Décor Options, and the third follows Minimalism and Minimal Staff. The first and second posts would also suit as potential Instagram Ads.
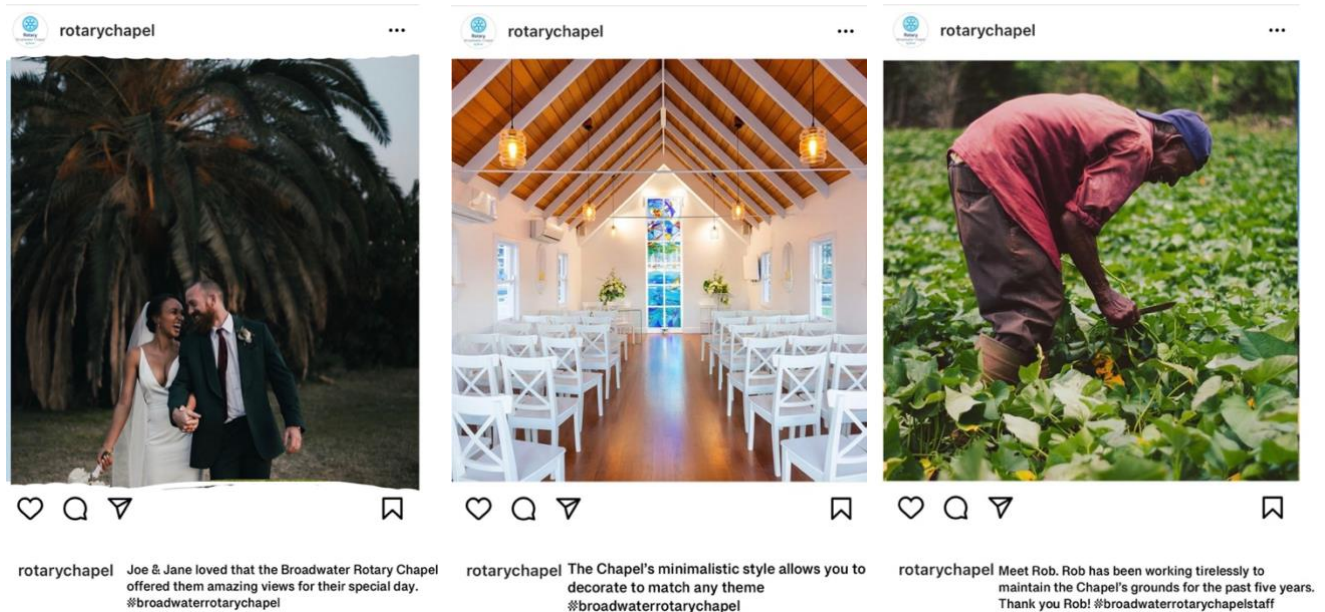
Image 3: Instagram Post Mock-Ups

Image 3.1: *Untitled.* [Photograph] from Jakob Owens. 2020, Unsplash.
https://unsplash.com/photos/SiniLJkXhMc
Image 3.2: 2021, www.rotarychapel.com.au
Image 3.3:*Farmer.* [Photograph] from Darren Wanliss, 2019, Unsplash.
https://unsplash.com/photos/aUz5UnhPnOM

3.3 Webpage

Landing pages should highlight all relevant details for the Chapel that potential patrons need to know about in order to book their dream event. The webpages should be consistently monitored and photos and testimonials updated at least bimonthly, but content should always be relevant. The image below shows what the booking landing page could look like if the chapel was hosting a holiday deal. The website should also include relevant keywords and search terms. The terms such as "wedding," "chapel," "nondenominational," "inclusive," "Gold Coast" and "Brisbane" are examples of strong search terms that could help improve the SEO when potential couples are searching for venues.

Image 4: Webpage Mock-Up
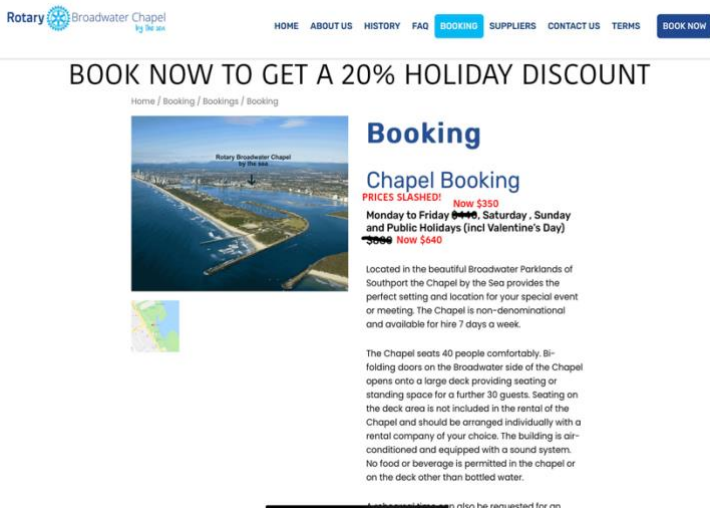
3.4 Email marketing

Email marketing is different than social or web marketing. The email marketing can send testimonials, tips, and ideas directly to interested parties. It is possible to sign up for emails on the Chapel website, so emails are sent only to people who have expressed that they want to learn more. A sample email has been included below, highlighting what could be included in a promotional message.
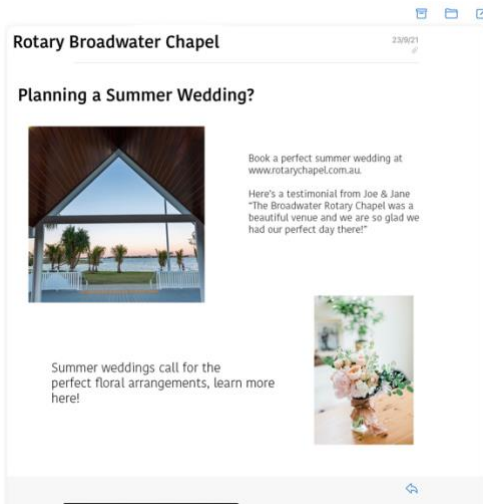
Image 5: Email Mock-Up

Image 5.1: 2021, www.rotarychapel.com.au
Image 5.2: *Beige Rose Flowers* [Photograph] from Sammi. 2019. Unsplash.
https://unsplash.com/photos/sP5CaWEN7Do

4.0 Implementation Timeline

Table 5: Marketing Implementation Timeline

	Social Media (Managed in house)	Website (marketing firm)	Email Marketing (in house)
January	Happy New Year; resolutions & settling down with your partner	Website has images that highlight ceremonies from the previous year	Email wishing patrons a happy new year, discuss romantic resolutions
February	Valentines Day – perfect time for engagements and weddings	Valentine's Day, feature images with red and pink themes	Emails wishing patrons a happy Valentine's Day & include proposal tips
March	Highlight autumn weddings, use autumnal colours and a few reviews from previous 2 months	Autumn, feature images with earth tone themes	Emails include reviews from the first two months of the year, also encourage patrons to write reviews on Google/socials
April	Encourage reviews, feature images from weddings in the first quarter of the year	Make sure the website images are consistently updated	Emails encouraging reviews and highlighting previous ceremonies
May	Winter wedding themes – use cool colour palette and highlight how beautiful the venue is even in winter	Make sure the website images are consistently updated	Emails highlighting themes for winter weddings & include venue images
June	Pride theme, destination engagements, EOFY deals	Banner offering EOFY packages	Emails highlighting the EOFY & Pride month
July	Photos and reviews about winter weddings	Update reviews for first 6 months of the year	Emails should contain reviews and images in regards to winter weddings
August	Feature reviews, suggest that couples start booking for next year	Banner saying "Now accepting bookings for 2023"	Emails should contain reviews and suggest couples start to book for next year
September	Highlight spring time at the chapel, heavily feature floral trends and arrangements	Continue to update reviews and imagery on the website	Send emails about springtime weddings and floral themes
October	Start to transition from spring to summer, also include a few posts about Halloween for	Make sure reviews and images are consistently updated	Emails with tips for floral arrangements, Halloween themed

	couples that want a "unconventional" ceremony		weddings that are still "classy"
November	Summer weddings – encourage the beach feel of getting married on the Gold Coast & include some reviews	Start to highlight summer and holiday weddings on the website	Emails with reviews and tips about summer/holiday wedding trends
December	Holiday engagements, holiday deals	Banner offering holiday packages	Happy Holidays emails highlighting a holiday sale

The proposed campaign will take place over a twelve month period. The above marketing implementation timeline gives an overview of what the focus should be for each month, and separates the digital marketing into social media, website, and email marketing. There should be a minimum of three social media posts per week, emails should be sent weekly or biweekly, and the website should be updated at least once a month (Kingsnorth, 2019). The social media (including social media advertisements) and email marketing can be managed in house by the staff of the Rotary Broadwater Chapel since they will be on the ground floor and taking photos. This is called "Firm Generated Content" (Colicev et. al, 2019, p. 102). The website content, however, can be managed by a third party marketing firm. The campaign spend January through July highlighting the different types of weddings hosted at the chapel, and will spend August-December marketing more about planning weddings for 2023. June and December will also offer slight deals to observe the EOFY and the holiday season. Once bridal conventions are happening again, updates will also feature information about the conventions and shout out patrons that visit Rotary Broadwater Chapel's booth at the convention. Social media images and content should rotate through the different angles and themes highlighted above. Images from ceremonies can be repurposed to fit alongside reviews or general tips.

5.0 Budget
Image 6: Budget

Budget
Broadwater Southport Rotary Club
Cash mode
01 Jul 2021 - 30 Jun 2022

Chapel Income	Account Type	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Total
Chapel Venue Hire	Income	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	57,600
Chapel - Other Income	Income													0
Booking Refunds	Income	- 600	- 600	- 600	- 600	- 600	- 600	- 600	- 600	- 600	- 600	- 600	- 600	-7,200
Total Chapel Income		4,200	4,200	4,200	4,200	4,200	4,200	4,200	4,200	4,200	4,200	4,200	4,200	50,400
Chapel Expenses														
Curator	Expense	770	770	770	770	770	770	770	770	770	770	770	770	9,240
Website - Hosting & Upgrades	Expense	250	250	250	250	250	250	250	250	250	250	250	250	3,000
Other Chapel Expenses	Expense													0
Mobile	Expense	35	35	35	35	35	35	35	35	35	35	35	35	420
Promotions & Expos	Expense	200	0	0	0	300	0	200	0	0	0	300	0	1,000
Paypal Fees	Expense	45	45	45	45	45	45	45	45	45	45	45	45	540
Chapel & Facebook Ads	Expense	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Chapel Capital Cost	Expense													0
Maintenance Expenses	Expense	0	0	250	110	0	250	0	0	250	110	0	250	1,220
Council Rates & Lease Rental	Expense	150	0	0	0	0	0	150	0	0	0	0	0	300
Chapel - Donations	Expense													0
Social Media Management	Expense	360	360	360	360	360	360	360	360	360	360	360	360	4,320
Total Chapel Expenses		2,310	1,960	2,210	2,070	2,260	2,210	2,310	1,960	2,210	2,070	2,260	2,210	26,040
Operating Profit		1,890	2,240	1,990	2,130	1,940	1,990	1,890	2,240	1,990	2,130	1,940	1,990	24,360

The current budget for marketing is $14,320. Although it seems tight, this should be more than enough to promote the Chapel online. First, the monthly budged $500 per month for Facebook ads is a bit high. It is possible that some of that money can be distributed for a paid email marketing program. Average fees for email marketing are around $100 per month, which leaves $400 for ads. Analytics would held determine what the best type of ads are for the best value. Social media management is well budgeted for an in-house team member to handle all posting. However, web hosting might be under budgeted. If it is being hosted through a third party, but editable in-house, then this budget would work.

6.0 Monitor and Evaluate:

There are multiple ways for small businesses to check their digital analytics for a low price. Facebook has integrated with Instagram, and together their analytics are tracked through the Facebook Business Suite. This tool allows the manager of the social media accounts to look at followers, post engagements, reviews, and likes for the life of the accounts (n.d.d). Facebook Advertising also allows managers to look at how certain ads are performing or how much each engagement is worth. These tools are available for no cost.

Facebook also provides a code called "Pixel," that can be copied into the back end of most major web hosts. The Pixel measures traffic flares to the website (n.d.e). However, for more in-depth analytics, paid options are available, such as Google Analytics. Google Analytics can provide detailed information about the specifics of certain pages and actions (Google, n.d.f.). However, the price is over $100,000, so small businesses are better off using their free options.

Due to the size of the Chapel's operations, analytics could be run either monthly or bimonthly, but not less frequently than that. The analytics would shed light on whether or not the campaign was performing as expected. If the engagement, followers, and reviews are below the campaign objectives set previously, the analytics should allow the marketing team to determine which posts and pages are the most successful, and feature more of that type of content.

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