Marketing Communication Plan
Strategies and Tactics: Decisions Café

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Executive Summary

The purpose of this report was to design a marketing communication campaign using the S.M.A.R.T. (specific, measurable, achievable, realistic and time-framed) objectives for Decisions Café on the Sunshine Coast, Australia. The strategy considers competitors, ethics, types of media, vehicles and message and persuasion strategies. This is followed by an action plan for implementing the strategy and a discussion of how the effectiveness of the campaign can be measured.

Comprehensive tables examining target market, brand attributes and brand benefits have been constructed to compare Decisions Café with its competitors. These tables identify that Decisions Café has a similar target market to competing Sunshine Coast cafés; however, Decisions Café has the largest social media presence and offers a creative 'superfood' and 'superjunk' menu. This information was used to create a perceptual map, positioning each business from the table in regard to the creativity of their product, public relations and sponsorship. The perceptual map showed that Decisions Café is in close competition with its competitors, and that it is important to continue to foster creativity and collaborate with complementing businesses.

It is suggested that Decisions Café focuses on enhancing the augmented product, increases promotion on social media and work on satisfying the consumer's symbolic needs. This can be achieved through the following S.M.A.R.T. objectives: offer multi-player games in-store such as Jenga or Connect 4 to engage the consumer while waiting for their order, create a larger presence on Facebook and Instagram using sponsorships and offer customers a loyalty card that connects to a mobile app where they can collect points to earn rewards.

The marketing communication campaign designed to achieve these objectives incorporates both traditional and digital media and advertising. Point-of-purchase advertising is used to reach the consumer in-store, and will be implemented through a poster that encourages customers to use the games while waiting for their order. Social media will be used by Decisions Café to promote their new loyalty-card mobile app. And a digital relationship through a sponsorship with Visit Sunshine Coast, the region's leading tourism organisation, will allow Decisions Café to use Visit Sunshine Coast's credibility and authority to strengthen their reputation and social media presence.

Google Analytics will be used to monitor and report website traffic for post-testing and measuring the success of the marketing communication campaign.

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1.0 Introduction

This report has been compiled to create and outline an integrated marketing communications plan for Decisions Café on the Sunshine Coast. In addition to a review of the café, a detailed analysis of the target market, brand attributes and brand benefits of similar businesses and competitors will be provided. This information will be used to create a perceptual map, positioning each of the businesses in relation to the main brand attributes consumers consider when choosing a product. After an explanation of S.M.A.R.T. objectives, a marketing communication campaign fulfilling these objectives will be introduced; this will include ethical considerations, relevant elements of the marketing communication mix, types of media and vehicles to be used and the message and persuasion strategy. Tactics for the implementation of this strategy will be presented in a timeline that considers costs and media scheduling. Google Analytics has been chosen for the post-testing and tracking of this campaign for Decisions Café, and a discussion of the functions and benefits it offers will be provided.

2.0 Decisions Café: An Overview

2.1 Client Background

Decisions Café was established in August 2015 and its relaxed vibe creates a balance between 'superfood' and 'superjunk' on the Sunshine Coast, Australia (Sunshine Coast Daily, 2016) (Fuge, 2016). The café offers table bookings and catering with a diverse menu featuring gluten-free, vegan and vegetarian options (Decisions Café, 2018). The business is privately owned and operates under Blanke Ark Hospitality Pty. Ltd. (Decisions Café, 2018). The most suitable target market for Decisions Café is 18 to 24-year-old female, middle-class Australians and tourists with an interest in food and social media.

2.2 Competitors

The following tables compare the target market, brand attributes and brand benefits of Decisions Café with its Sunshine Coast competitors The Nines, The Velo Project and Urban Garden. *Table 1* identifies the similarities and differences between the target market of each of the businesses.

Table 1: Target Market

	Decisions Cafe	**The Nines**	**The Velo Project**	**Urban Garden**
Geographical Location	- Sunshine Coast	- Sunshine Coast	- Sunshine Coast	- Sunshine Coast
Demographics	- Ages 18-24 - Millennials	- Ages 18 to 45 - Families, millennials	- Ages 18 to 45 - Families, millennials	- Ages 18 to 45 - millennials, middle-age
Psychographics	- Middle class	- Middle class	- Middle class	- Middle class
Consumer Behavioural Patterns	- coffee drinkers - people seeking convenience	- coffee drinkers - people seeking convenience	- coffee drinkers - users of reusable coffee cups	- high consumers of coffee - people seeking convenience

	- users of reusable coffee cups	- users of reusable coffee cups		
Size of Target Market	- approximately 35,000 – 40,000 people	- approximately 45,000 – 50,000 people	- approximately 45,000 – 50,000 people	- approximately 25,000 – 30,000 people

Sources: (Decisions Café, 2018), (The Nines Emporium, 2018), (The Velo Project, 2018), (Urban Garden, 2018), (Australian Bureau of Statistics, 2018)

The businesses in *Table 1* have many similarities in relation to target market. Middle-class millennials are a common target across all the businesses, increasing the competition to reach them. Decisions Café's target market size is slightly smaller than The Nines and The Velo Project, making it easier for Decisions Café to cater marketing strategies to their target audience.

Table 2 compares the core, actual and augmented products of each business. Additional brand attributes including place, people and the marketing communication mix are also compared.

Table 2: Brand Attributes

	Decisions Cafe	The Nines	The Velo Project	Urban Garden
Product				
Core	- nourishment - convenience	- nourishment - convenience	- nourishment - convenience	- nourishment - convenience
Actual	- 'superfood' and 'superjunk' meals, hot or iced drinks, juices, smoothies, reusable coffee cups, dog biscuits	- breakfast and lunch meals, loaded shakes, merchandise (branded clothing), gift cards, reusable coffee cups, coffee beans and blends	- baked goods, breakfast and lunch meals, hot drinks, juices, smoothies, shakes, reusable coffee cups	- hot and iced drinks, baked goods, superfood bowls, coffee beans and blends
Augmented	- creation of social media content - atmosphere of the café - dog-friendly	- creation of social media content - atmosphere of the café - dog-friendly	- creation of social media content - supporting local farmers - atmosphere of the café - dog-friendly	- creation of social media content - food trucks - atmosphere of the café - dog-friendly - barber shop
Place/ Distribution	- in-store service	- in-store service	- in-store service	- in-store service
Price/Value	Meals: $14.90 - $21.90 Drinks: $3.00 - $11.50	Meals: $10.00 - $22.00 Drinks: $3.00 - $15.00	Meals: $10.00 - $22.00 Drinks: $3.00 - $8.50	N/A
Marketing Communication Mix (Promotion)				
Traditional Media	- Sunshine Coast Daily	- Sunshine Coast Daily	- Sunshine Coast Daily	N/A

	- Profile Magazine			
Digital & Social Media	- Facebook (14k likes) - Instagram (36k followers) - website - The Urban List	- Facebook (12.9k likes) - Instagram (9.1k followers) - The Urban List - Visit Sunshine Coast	- Facebook (10.5k likes) - Instagram (8.5 k followers) - website - The Urban List - Visit Sunshine Coast	- Facebook (2.5k likes) - Instagram (8.3k followers) - The Urban List
Direct Marketing & Sales Promotion	- competitions on social media for vouchers	- promotional ever-changing "loaded shakes"	- loyalty card	- mobile app with rewards
Personal Selling & Relationship Marketing	- communication with customers on social media	-communication with customers on social media	- communication with customers on social media	-communication with customers on social media
Public Relations & Sponsorship	- sponsorships and collaborations with social media influencers - collaborations with other Sunshine Coast businesses - word of mouth marketing	- collaborations with other Sunshine Coast businesses - word of mouth marketing	- collaborations and sponsorships with other Sunshine Coast businesses - word of mouth marketing	- collaborations with other Sunshine Coast businesses - word of mouth marketing
People (Frontline Staff)	- waiters, chefs, marketing assistants, baristas	- appreciation shown for staff on social media	- waiters, chefs, baristas	- waiters, chefs, baristas
Process of Purchase	- Immediate transaction in store	- Immediate transaction in store	- Immediate transaction in store	- Immediate transaction in store
Physical Evidence/Tangibles	- reusable coffee cups	- branded clothing - reusable coffee cups	- reusable coffee cups	N/A
Sources: (Decisions Café, 2018), (The Nines Emporium, 2018), (The Velo Project, 2018), (Urban Garden, 2018)				

The similarities between the businesses in Table 2 indicate almost the same distribution method, pricing, purchase processes and relationship marketing. The differences were noticed in the actual products, where Decisions Café does not follow the traditional breakfast and lunch menu but instead features 'superfood' and 'superjunk' options. Decisions Café has the strongest media presence, which is achieved through sponsorships and collaborations with social media influencers, drawing more attention through their profiles. While each business in the table features different direct marketing and sales promotion methods, Decisions Café's social media competitions work together with the growth of their social media presence.

Brand benefits refers to the act of appealing to a consumers' functional, symbolic and experiential needs. Functional needs refer to fulfilling consumption-related issues, symbolic

needs consider aspirations for 'self-enhancement, group membership, affiliation and belongingness', and experiential needs involve 'sensory pleasure, variety and cognitive stimulation' (Chitty et al., 2018).

Table 3: Brand Benefits

	Decisions Cafe	**The Nines**	**The Velo Project**	**Urban Garden**
Functional	- provision of food and drinks for customers (including dogs) - provision of reusable coffee cups	- provision of food and drinks for customers - provision of reusable coffee cups - provision of merchandise	- provision of food and drinks for customers - provision of reusable coffee cups	- provision of food and drinks for customers
Symbolic	- customers can use Decision Café's social media presence to enhance their own	- customers can use Urban Garden's social media presence to enhance theirs	- sense of belongingness with loyalty card	- sense of affiliation by using Urban Garden rewards mobile app
Experiential	- aesthetically pleasing décor - relaxed atmosphere - fantastic variety and flavours	- upbeat and cheerful atmosphere - tasteful food - excitement of trying an iconic "loaded shake"	- rustic and chic atmosphere - friendly and attentive staff	- clean interior - welcoming atmosphere - comfortable place to socialise
Sources: (Decisions Café, 2018), (The Nines Emporium, 2018), (The Velo Project, 2018), (Urban Garden, 2018), (TripAdvisor, 2018)				

All the businesses provide the same functional benefit, the provision of food and drink, but Decisions Café and The Nines have a higher social media presence. They often post photos of their customers online, which satisfies one's self-enhancement. This differs to the belongingness and affiliation techniques of The Velo Project and Urban Garden, where loyalty cards and apps are used for consumer interaction.

2.3 Brand Positioning Map
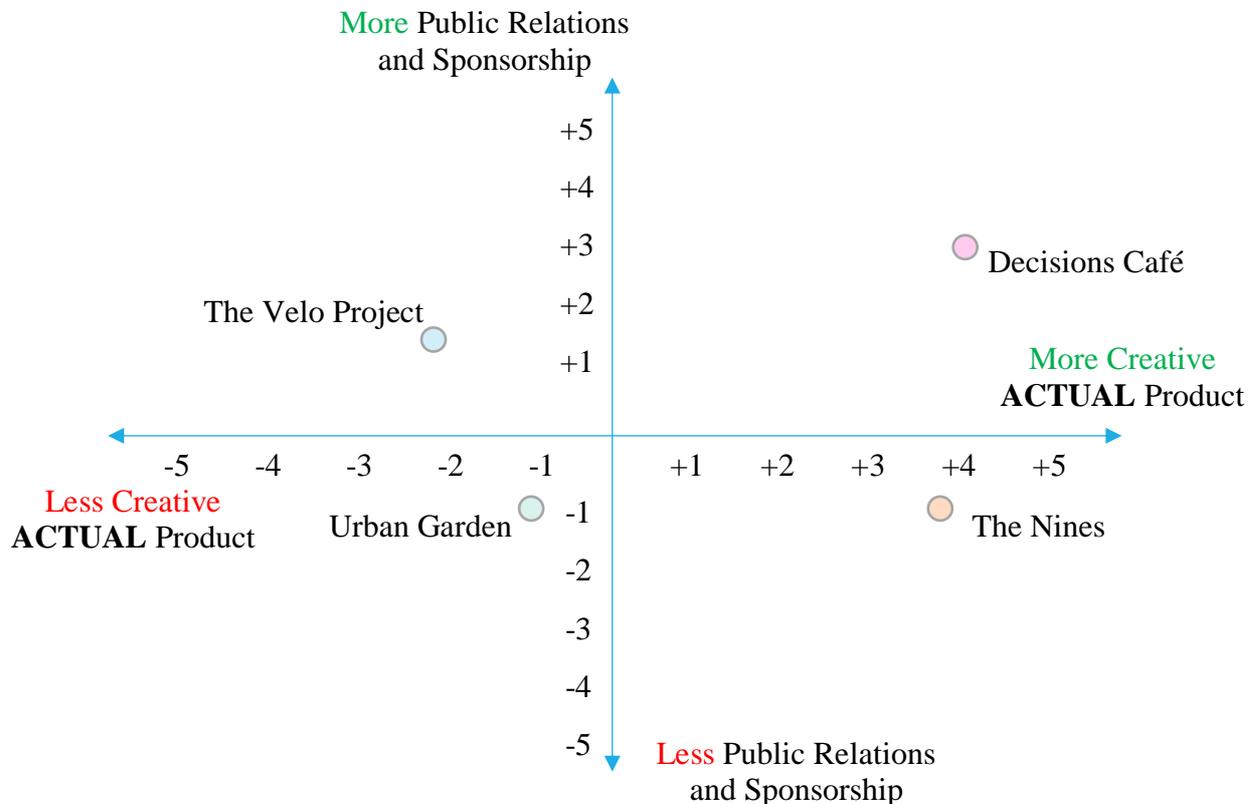
Figure 1: Brand Positioning Map

Figure 1. identifies where Decisions Café and its competitors sit regarding actual product, public relations and sponsorship. Middle-class female millennials are drawn to creative and unfamiliar foods and seek new experiences (Yoon & Chung, 2018). Considering the creativity of the actual product, Decisions Café's 'superfood' and 'superjunk' menu is in close competition with The Nines, which offers 'loaded shakes' (Decisions Café, 2018) (The Nines Emporium, 2018). TripAdvisor reviewers positively rate Decisions Café's menu, saying that 'the flavour and variety is fantastic' and they 'love the concept' of the menu (TripAdvisor, 2018).

Considering public relations and sponsorship is essential, as millennials often receive meanings from social media influencers (Chatzigeorgiou, 2017), Decisions Café is involved with prominent Australian social media influencers, drawing attention to their profile through the influencers' massive followings. The local sponsorships and collaborations associated with The Velo Project are close to those of Decisions Café (Decisions Café, 2018).

3.0 Marketing Communication Brief and Objectives

It is suggested that Decisions Café focus on enhancing the augmented product, increasing promotion on social media and further develop satisfying the consumer's symbolic needs. Specific, measurable, achievable, realistic and time-framed (S.M.A.R.T.) objectives will be outlined for Decisions Café's three-month marketing communication campaign.

Firstly, Decisions Café will have more attributes and benefits associated with their product. This can be achieved through offering multi-player games in-store such as Jenga or Connect Four to engage the consumer while waiting for their order. The wait time will most likely feel shorter and encourage social interaction (Luk, 2013). This can be measured though observing the consumer's response to the games, and how frequently consumers engage with them.

Secondly, Decisions Café will have a larger presence on more social media platforms and websites. Decisions Café currently has 36,000 followers on Instagram and 14,500 likes on Facebook. The objective is to reach 50,000 Instagram followers and 25,000 Facebook likes within three months. Achieving this will require approaching organisations with high internet prominence such as Visit Sunshine Coast to utilise more social media platforms such as Snapchat and YouTube. In addition to posting on a regular basis, frequently creating stories and videos will increase consumer engagement and brand awareness (Digital Marketing Institute, 2018). The effectiveness of these actions can be measured through views, comments and insights offered by the social media provider.

Lastly, there will be added ways for consumers to feel connection and belongingness to Decisions Café. The competitor analysis table indicated that Decisions Café does not offer a loyalty card or mobile app. It is suggested that Decisions Café offers customers a loyalty card that connects to a mobile app. With a loyalty card, customers can scan in-store, earn a point for every dollar they spend and use the mobile app to track their points. For example, when a customer earns 100 points, they can use those points to receive a free coffee or wait until they've earned 350 points to receive $10 off any meal. Implementing a rewards system will ultimately encourage consumers to come in-store and make more purchases (Gelbrich et al., 2017). This can be measured and monitored through the weekly number of app downloads, how quickly customers reach 100 points, and how frequently loyalty cards are scanned in-store.

Successful accomplishment of these objectives will set Decisions Café above current and arising competitors on the Sunshine Coast.

4.0 The Marketing Communication Campaign

4.1 Ethical Considerations

There are a number of ethical considerations that need to be taken into account when implementing the above objectives. Although there is a defined target audience, the business also welcomes families and dogs into their café. It is suggested that Decisions Café offers games in-store such as Jenga or Connect Four, both of which involve small playing pieces that

could become a hazard to small children or dogs. To reduce this hazard Decisions Café can offer larger versions of the games, making the pieces harder to swallow and easier to keep track of. It is also recommended there be visible warnings in-store and on the games, stating a requirement for adult supervision for children under 10 years old. The games can also be located in a designated section of the café, ensuring parents and pet owners are aware of them.

This campaign involves a high usage of social media, and content posted has the potential to reach various audiences in addition to the initial target audience. While this can be advantageous, it is important to ensure all social media posts cannot be misinterpreted as racist, sexist or offensive in any way. Misinterpretation could lead to negative reviews, conflict and ultimately degrade Decisions Café's reputation on social media (Australian Government, 2018). This can be avoided by carefully wording posts on Facebook and Instagram and certifying that the message is clear and eliminates all possibilities of misinterpretation.

4.2 Marketing Communication Mix

4.2.1 Applicable Elements of the Marketing Communication Mix

To ensure the effectiveness of this campaign, several elements of the marketing communication mix will be applied to the strategy. Traditional media and advertising, digital and social media, and sponsorship have been selected due to their effectiveness in reaching the target audience.

Traditional media and advertising encompasses broadcast media and print and support media. This can include television, radio, newspapers, and point-of-purchase advertising (Adzharuddin, 2012). Using traditional media is beneficial and strategic, as it can be cost-effective, reaches wide and local audiences and delivers messages immediately (Mind Ecology, 2018). Print media, such as newspapers and magazines, are mass-produced, selective and can communicate detailed information with authority (Chitty et al., 2018).

As one of the most versatile areas of contemporary marketing, digital and social media refers to online social networks and websites. These forms of media can help a business engage with and learn about their target audience, increase brand equity and take advantage of word-of-mouth and viral marketing (Australian Government, 2018). This form of marketing is evidently effective, considering that 50% of marketing messages received by consumers are conveyed via the Internet and over a third of profits are generated from digital marketing (Bond, 2017). The interactive aspect of digital marketing appeals to consumers because they can determine when and how long media is interacted with and can revisit it if they choose to (Todor, 2016). Advanced technologies allow for easy measurement of campaigns and their impact when using digital marketing, making this form of marketing advantageous for businesses. Digital medial also has high adaptability and businesses can easily modify or add to websites and social media (Todor, 2016).

Sponsorship is when an organisation provides financial funds to a business in return for promotion and advertising (Chitty et al., 2018). Sponsorship marketing can increase media

coverage, assist in reaching the target audience, help gain support from stakeholders and can augment brand equity through association (Jensen, 2017).

4.2.2 Media

Point-of-purchase advertising and social media will serve as the chosen media to help fulfil the objectives of the marketing communication campaign for Decisions Café. As an element of traditional media and advertising, point-of-purchase advertising is designed to reach the consumer while they are making a decision to purchase a product (Shackelford, 1998). Examples can include in-store media such as tabletop advertising or floor graphics where consumers are informed, reminded, or encouraged towards a product (Chitty et al., 2018).

It will be strategic to utilise social media, considering that the Pew Research Centre researched in 2015 that 65% of adults used social media, compared to 7% in 2005 (Perrin, 2015). Furthermore, studies conducted by Hootsuite, a social media management service, revealed that one million new people joined social media networks every day in 2017, and this rapid growth is expected to continue (Mulvey, 2018). Social media is also a prime place to promote sponsorships where businesses can promote each other through their pages (Felix et al., 2017).

4.2.3 Vehicles

The primary vehicles for the marketing communication campaign for Decisions Café will be a point-of-purchase poster to promote the in-store games, while Facebook and Instagram will be used to promote the loyalty card and sponsorship. Point-of-purchase advertising will be suitable to promote to customers to play with the in-store games while they wait for their food and drink. Decisions Café could place a small freestanding sign on their order counter saying, 'Play while you wait!' and display images of Jenga and Connect Four to encourage customers to socialise and entertain themselves while they're waiting for their order.

Facebook and Instagram will be used to increase the social media presence of Decisions Café. Introduced in 2004, Facebook is an American internet-based social media and networking service where users can share posts, photos and videos and businesses can communicate and advertise to their target audiences (Facebook, 2018). Owned by Facebook, Instagram is a photo and video sharing network where businesses can obtain more attention through social media influencers (Instagram, 2018). Advantages of using Facebook and Instagram for business include the 'exchange of information and communication', teamwork and sharing of data (Drahošová & Balco, 2017). Social networks allow for greater brand recognition, increased loyalty and website visits, less expensive marketing costs, easier communication with audiences and effectual data collection (Petrov et al., 2015).

Decisions Café also aims to attract tourists visiting the Sunshine Coast, and by associating with a prominent Sunshine Coast business as a sponsor, this will further the marketing communications campaign. A suitable sponsor will be Visit Sunshine Coast, the leading tourism and destination-marketing organisation on the Sunshine Coast (Visit Sunshine Coast, 2018). Based in Birtinya in the Kawana region of the Sunshine Coast, Decisions Café will

promote tourist spots in support of the potential sponsor. This affiliation will provide benefits to both businesses, whereas Decisions Café's high social media following could increase tourism in the region, while Decisions Café could be represented as an icon on the Sunshine Coast that supports local tourism.

4.3 Marketing Communication Message

Effective marketing communication messages are creative, persuasive, take the view of the consumer and deliver on promises made (Hongcharu, 2017). To guarantee consumers remember the message, it is strategic to place the strongest points and a defined conclusion toward the end of the message, while including consistent visuals for the consumer to engage (Chitty et al., 2018).

The six creative message strategies frequently used by marketers are unique selling proposition, brand image, resonance, emotional, generic and pre-emptive (Glover et al., 1989). As a part of functional orientation, the unique selling proposition strategy is one where claims are constructed on a superior and unique product attribute that offer a significant and distinctive consumer benefit (Frazer, 1983). Brand image, also known as transformational advertising, comes from symbolic and experiential orientation, and makes claims based on psycho-social differentiation, where the brand is given a specific personality. The Resonance Strategy reflects the target markets' values and lifestyle experiences, and requires substantial understanding of the customers of a business. The emotional strategy plays on positive and negative emotions and frequently implements humour, music, embedded messages and sexual imagery. Category dominance orientation includes the generic message strategy, which is when a business does not aim to differentiate offering as they are likely already dominating that product category. Similar to the generic strategy, the pre-emptive strategy makes a generic claim, whilst embedding a message of superiority, as it has some functional differences (Frazer, 1983).

Considering the suggested marketing communication campaign for Decisions Café, a unique selling proposition is the most suitable creative message strategy. Unlike other Sunshine Coast cafés, Decisions Café does not follow the typical breakfast and lunch menu structure, but instead offers a 'superfood' or 'superjunk' menu, where customers only choose between healthy and not-so-healthy meals (Fuge, 2016). This menu structure is especially strategic, as this point-of-difference cannot readily be matched by competitors, because it would require redesigning a company's food and drink services. Additionally, it is uncommon for cafés on the Sunshine Coast to offer games to customers in-store (TripAdvisor, 2018). These attributes of Decisions Café provide the business with uniqueness and a distinctive benefit to the consumer. This creative message strategy can be effectively marketed through print and social media, tying in with traditional media and advertising, digital and social media and sponsorship.

4.4 Persuasion Strategy

Persuasion strategies are used by marketers to steer people towards accepting a belief, attitude or behaviour, and if the marketing is ethical, this can benefit both the communicator and the

consumer (Miles, 2013). Established by Dr Robert Cialdini, the six tools of persuasion used by marketers are reciprocation, commitment and consistency, consensus, liking, authority and scarcity (Orji et al., 2015). Commitment and consistency, liking and authority will be applied to fulfil the objectives for the marketing communication campaign for Decisions Café.

As already discussed, games will be placed in-store for customers to play with while they wait for their order. The purpose of this is to not only make the wait time feel shorter, but also to show that Decisions Café wants to create and offer a positive experience to customers. The 'liking' persuasion tool is based on the idea that 'liking comes from positive connections' and offering compliments (Rusoff, 2014). In a similar way, Decisions Café can offer more than a meal by creating a positive and upbeat atmosphere, with socialisation and entertainment. This communicates to audiences that the café cares for their customers and appreciates the business they bring, creating a likeable image for Decisions Café.

The Authority persuasion tool is structured around the idea that people follow experts and professionals with a credible and knowledgeable background (Influence at Work, 2018). This tool can used to increase the social media presence of Decisions Café, with the assistance of a sponsorship with Visit Sunshine Coast. It was mentioned earlier that Visit Sunshine Coast, the leading tourism and destination marketing organisation on the Sunshine Coast, boosts Decisions Cafe through their influential reputation and credibility. Furthermore, in addition to partnering with Tourism Australia and the Sunshine Coast Council, Visit Sunshine Coast represents more than 600 members from a range of industry segments, including accommodation, restaurants, health and wellbeing, retail, events and attractions (Visit Sunshine Coast, 2018). Visit Sunshine Coast has an established credibility and a thorough knowledge of this location, making the authority-persuasion tool a suitable option. Promoting this sponsorship on Facebook and Instagram will demonstrate Visit Sunshine Coast's approval of Decisions Café, in turn communicating to the target audience that it's a premier destination on the Sunshine Coast.

The remaining objective of the marketing communication campaign for Decisions Café is to implement a loyalty card and mobile app. The commitment and consistency persuasion tool will be utilised to achieve this. This tool is based on the idea that people prefer to be consistent with things they have committed to previously (Influence at Work, 2018). By incorporating the loyalty card and mobile app, Decisions Café will encourage customers to scan each time they purchase something in-store and work towards earning enough points to receive a reward on the app. The single commitment is collecting a free loyalty card in store and connecting it to the mobile app. The consistency is within scanning the card at each purchase. Customers will be motivated to scan in-store if they have already committed to having the card and downloading the app.

5.0 The Action Plan

Table 4 outlines a three-month plan to implement the marketing communication campaign for Decisions Café. The table provides an outline for each task to meet the objectives of the

campaign and is separated into weeks, the estimated time, financial costs and suggested media schedule.

Table 4: Action Plan for Marketing Communication Campaign

	Objective	**Task**	**Schedule**	**Costs (Time, Money)**
Week 1	*In-store games*	- (1) Hire graphic designer to design and create point-of-purchase poster encouraging customers to "Play while you wait!"	Task (1) to be completed by Monday 5PM	Task (1): Graphic designer will cost approximately $151.00
		- (2) Staff to create warning signs for games stating a requirement for adult supervision for children under 10 years old	Task (2) to be completed by Friday PM	Task (2): 1 hour + 1 hour's pay for staff member
	Loyalty card/Mobile app	- (1) Hire graphic designer to create a loyalty card	Tasks (1) and (2) to be completed by Monday 5PM	Task (1): Graphic designer will cost approximately $106.00
		- (2) Contact and obtain quotes from at least five app developers		Task (2): 1 hour
		- (3) Hire app developer to design mobile app	Task (3) to be completed by Tuesday 5PM	Task (3): App developer will cost amount stated in quote
	Social Media/ Sponsorship	- (1) Contact Visit Sunshine Coast to discuss sponsorship	Task (1) to be completed by Monday 5PM	Task (1): 1 hour
Week 2	*In-store games*	- (1) Purchase large-size Jenga and Connect Four games to put in a designated section of the store	Task (1) to be completed by Tuesday 5PM	Task (1): 1 hour Jenga will cost $12.99 and Connect Four will cost
		- (2) Instruct staff members to encourage customers to play games during throughout the day	Task (2) to be completed by Wednesday 5PM	Task (2): 1 hour + 1 hour's pay for staff member
		- (3) Place point-of-purchase poster on order counter in café to promote games	Task (3) to be completed by Thursday 8AM	

	Social Media/ Sponsorship	- (1) Confirm sponsorship with Visit Sunshine Coast	Task (1) to be completed by Friday 5PM	Task (1): 1 hour
	Loyalty card/Mobile app	- (1) Finalise loyalty card with graphic designer - (2) Finalise mobile app with app developer	Tasks (1) and (2) to be completed by Friday 5PM	Task (1): 2 hours Task (2): 2 hours
Week 3	*Social Media/ Sponsorship*	- (1) Begin promoting sponsorship from Visit Sunshine Coast on Facebook and Instagram	Task (1) to be completed throughout the week: **Facebook**: Post on Thursday 3PM **Instagram**: Post on Thursday 5PM	Task (1): 30 minutes per post
	Loyalty card/Mobile app	- (1) Begin offering new loyalty card in-store and telling encouraging customers to download mobile app - (2) Begin promoting loyalty card and mobile app on Facebook and Instagram	Task (1) to be completed throughout the week from Monday 8AM Task (2) to be completed throughout the week: **Facebook**: Post on Saturday 1PM **Instagram**: Post on Monday 5PM	N/A Task (2): 30 minutes per post
	Campaign Tracking	- (1) Business owners for Decisions Café to be trained in Google Analytics	Task (1) to be completed by Friday 5PM	Task (1): 4 hours
	In-store games	- (1) Staff to continue encouraging in-store games	Task (1) to be completed throughout the week from Monday 8AM	N/A
Week 4	*Campaign Tracking*	- (1) Start using Google Analytics to review progress and see what is successful for first month of campaign	Task (1) to be completed by Friday 5PM	Task (1):
	In-store games	- (1) Staff to continue encouraging in-store games	Task (1) to be completed throughout the week from Monday 8AM	N/A
	Social Media/ Sponsorship	- (1) Continue promoting sponsorship from Visit Sunshine Coast on Facebook and Instagram	Task (1) to be completed throughout the week: **Facebook**: Post on Thursday 3PM **Instagram**: Post on Thursday 5PM	Task (1): 30 minutes per post
	Loyalty card/Mobile app	- (1) Continue promoting loyalty card and mobile app on Facebook and Instagram	Task (1) to be completed throughout the week:	Task (1): 30 minutes per post

			Facebook: Post on Saturday 1PM **Instagram**: Post on Monday 5PM	
Weeks 5-7	*In-store games*	- (1) Staff to continue encouraging in-store games	Task (1) to be completed throughout the week from Monday 8AM	N/A
	Social Media/ Sponsorship	- (1) Continue promoting sponsorship from Visit Sunshine Coast on Facebook and Instagram	Task (1) to be completed throughout the week: **Facebook**: Post on Thursday 3PM **Instagram**: Post on Thursday 5PM	Task (1): 30 minutes per post
	Loyalty card/Mobile app	- (1) Continue promoting loyalty card and mobile app on Facebook and Instagram	Task (1) to be completed throughout the week: **Facebook**: Post on Saturday 1PM **Instagram**: Post on Monday 5PM	Task (1): 30 minutes per post
Week 8	*Campaign Tracking*	- (1) Using Google Analytics to review progress and see what is successful for second month of campaign	Task (1) to be completed by Friday 5PM	Task (1): 3 hours
	In-store games	- (1) Staff to continue encouraging in-store games	Task (1) to be completed throughout the week from Monday 8AM	N/A
	Social Media/ Sponsorship	- (1) Continue promoting sponsorship from Visit Sunshine Coast on Facebook and Instagram	Task (1) to be completed throughout the week: **Facebook**: Post on Thursday 3PM **Instagram**: Post on Thursday 5PM	Task (1): 30 minutes per post
	Loyalty card/Mobile app	- (1) Continue promoting loyalty card and mobile app on Facebook and Instagram	Task (1) to be completed throughout the week: **Facebook**: Post on Saturday 1PM **Instagram**: Post on Monday 5PM	Task (1): 30 minutes per post
Weeks 9-11	*In-store games*	- (1) Staff to continue encouraging in-store games	Task (1) to be completed throughout the week from Monday 8AM	N/A
	Social Media/ Sponsorship	- (1) Continue promoting sponsorship from Visit Sunshine Coast on Facebook and Instagram	Task (1) to be completed throughout the week: **Facebook**: Post on Thursday 3PM	Task (1): 30 minutes per post

			Instagram: Post on Thursday 5PM	
	Loyalty card/Mobile app	- (1) Continue promoting loyalty card and mobile app on Facebook and Instagram	Task (1) to be completed throughout the week: **Facebook**: Post on Saturday 1PM **Instagram**: Post on Monday 5PM	Task (1): 30 minutes per post
Week 12	*Campaign Tracking*	- (1) Using Google Analytics to review progress and see what is successful for third month of campaign	Task (1) to be completed by Friday 5PM	Task (1): 3 hours
	In-store games	- (1) Review success and popularity of in-store games - (2) Determine whether or not to keep games in-store	Task (1) to be completed Thursday 5PM Task (2) to be completed Friday 5PM	Task (1): 4 hours Task (2): 45 minutes
	Social Media/ Sponsorship	- (1) Review success of sponsorship in increasing brand equity - (2) Determine whether or not to continue sponsorship	Task (1) to be completed Thursday 5PM Task (2) to be completed Friday 5PM	Task (1): 4 hours Task (2): 45 minutes
	Loyalty card/Mobile app	- (1) Review success and popularity of loyalty card and mobile app - (2) Determine whether or not to continue offering loyalty card and mobile app	Task (1) to be completed Thursday 5PM Task (2) to be completed Friday 5PM	Task (1): 4 hours Task (2): 45 minutes

As seen in *Table 4*, there are several aspects to consider when implementing a marketing communications campaign. The 'schedule' column denotes specific times to release social media posts on Facebook and Instagram to reach the most active and largest audience on Facebook. Strategic times to post are on Thursdays at 3.00 pm and Saturdays at 1.00 pm. In addition to acquiring more website clicks and shares, these times have been chosen because engagement rates are 18% higher on Thursdays and 32% higher on Saturdays (Ellering, 2018). While audiences are active throughout the week on Instagram, Mondays and Thursdays at 5.00 pm see the highest rates of activity (Ellering, 2018).

The 'costs' column considers financial costs and the amount of time required to complete the task. For the point-of-purchase poster and loyalty card, it is essential to hire a graphic designer to maximise the potential of the campaign strategies. Estimates from several graphic design companies show that, on average a poster design costs approximately $151.00 and a business

card design costs approximately $106.00 (Zoom Graphic Design, 2018) (Fab Web Design, 2018) (Ellee Designs, 2018). In regards to the development of an app, these projects can be more expensive, and it is suggested that Decisions Café gets quotes from a number of app developers to determine which to hire (The App Team, 2018) (Anadea, 2018). Purchasing the in-store games will cost $12.99 for Jenga, and $25.00 for Connect Four (Jenga, 2016) (Target Australia, 2018).

6.0 Post-Testing and Campaign Tracking

The marketing communication campaign for Decisions Café will be measured through Google Analytics (Refer to Appendix A). Google Analytics is an online service that monitors and reports website traffic (Google Analytics, 2018). It is assistive in understanding the performance of marketing strategies, content and products, and complies this data into concise reports. Google Analytics can also help understand target audience by observing individual user behaviour, their website activity in the past day, week or month, and how much value is created for the business by users. Businesses can see how quickly users can access and interact with website content, and how social media networks and search engines are impacting website engagement. Demographics, such as age, gender and the interests of the user can be analysed through their 'online travel and purchasing activities' (Google Analytics, 2018). Google Analytics will be strategic in campaign tracking and developing awareness of the strengths and weaknesses of the website for Decisions Café.

7.0 Conclusion

Decisions Café can increase business and stay above competition through a marketing communication campaign promoting multi-player games in-store, creating a larger presence on Facebook and Instagram with sponsorships, and offering customers the chance to gain rewards through a loyalty card and mobile app. Reviewing ethical considerations revealed the importance of ensuring safety in-store and taking care when making social media posts. Point-of-purchase advertising, social media and a sponsorship with Visit Sunshine Coast will be used as advertising strategies to further the campaign for this business. Decisions Café will use the unique selling point message strategy in addition to the liking, authority, and commitment and consistency persuasion strategies to attract the target audience and express their uniqueness. Tactics of this strategy were provided through a timeline considering costs and media scheduling. Google Analytics was chosen for the post-testing and tracking of this campaign, and the functions and benefits it offers, as explained. Should this marketing communication be implemented and monitored effectively, Decisions Café will have increased brand equity within three months.

Recommendations

To ensure the success of the suggested marketing communication campaign for Decisions Café, the following recommendations have been made:

- Decisions Café will offer multi-player games in-store such as 'Jenga' or 'Connect Four' to engage the customers while waiting for their order and encourage social interaction. The Liking Persuasion strategy will be used to achieve and show that the café cares for their customers and appreciates the business they bring. This will be promoted though a point-of-purchase poster at the ordering counter in the café.

- Decisions Café will reach 50,000 Instagram followers and 25,000 Facebook likes within three months to ultimately have a larger social media presence. A sponsorship with Visit Sunshine Coast will help portray Decisions Café as a premier destination on the Sunshine Coast through the Authority Persuasion strategy. This sponsorship will be promoted through the Facebook and Instagram pages of Decisions Café and Visit Sunshine Coast.

- Decisions Café will offer customers a loyalty card that connects to a mobile app where they can collect points to earn rewards. The commitment and consistency persuasion strategy is most suitable because customers will be motivated to scan in-store if they have already committed to having the card and downloading the app. Similar to the sponsorship, this will be promoted through Facebook and Instagram.

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Appendices

Appendix A: Google Analytics Certificate

Google Analytics Academy

Google Analytics for Beginners
Certificate of Completion

Cedar Noyes

Awarded for successfully completing
the course "Google Analytics for
Beginners"

Certificate expires October 19, 2020