



# DIRECT & INTERACTIVE MARKETING PRESENTATION

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IMC 616

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- ▶ Increase carryout business without decreasing delivery business
- ▶ Drive customers to increase the amount of mobile app orders
- ▶ Test Groupon again
- ▶ Review marketing plan budget

## TEST MARKETING GOALS & REVIEW: COLUMBUS, OHIO TEST MARKET



- ▶ **A.** There will be at minimum, three direct/interactive marketing tests to improve carryout penetration among the 18-24 year old age group. They will be focused on the following:
  - ▶ **Thirsty Thursdays** - texted message of \$1 2-liter drinks
  - ▶ **80/20 Tuesday Print Ad *Lantern*** – ¼ page print ad in OSU student newspaper
  - ▶ **Direct Mail** – Mail to Columbus, OH students

## KEY PROJECT DELIVERABLES – A. 18-24 TARGET



- ▶ **B.** There will be at minimum, three direct/interactive marketing tests to improve carryout penetration among family households with children. The marketing tests will be performed over the three month period over three different 4 week periods. They will be focused on the following:
  - ▶ **Newspaper Insert** - one printed/online piece will be utilized in newspaper inserts
  - ▶ **Pinterest Scooter Posts** – Pinterest links sent to current store customer base
  - ▶ **Mobile** - Pizza Game App for kids

## KEY PROJECT DELIVERABLES – B. FAMILIES WITH CHILDREN



- ▶ **C.** Data collection recommendations for:
  - ▶ **Online Website ordering**
  - ▶ **Mobile ordering**
  - ▶ **Phone ordering**
  - ▶ **Walk-in Carryout ordering**
- ▶ Included will be at least five different ways to test the collected customer data.

## KEY PROJECT DELIVERABLES – C. DATA COLLECTION RECOMMENDATIONS



- ▶ **D.** Development of a new Groupon test to bring in more sustainable new customers and produce an overall positive ROI without creating ordering spikes during peak delivery times.

## KEY PROJECT DELIVERABLES – D. NEW GROUPON TEST



Sales \$	Thirsty Thur	80/20	Direct Mail	% Change
1 <sup>st</sup> 4 Weeks	\$62K			2%
2 <sup>nd</sup> 4 Weeks		\$70K		4%
3 <sup>rd</sup> 4 Weeks			\$64K	2%
4 <sup>th</sup> 4 Weeks	-----\$76K-----			6%

Sales dollars for each category and time period will be compared to 2013 store history and ratio of College Park control current sales. Numbers listed for example only.  
**18-24 Carryout only** sales totals will be combined stores for Columbus area.

# TEST A. INCREASE 18-24 CARRYOUT – SAMPLE RESULTS REPORTING



Sales \$	Newspaper Insert	Pinterest Scooter	Mobile Pizza Game App	% Change
1 <sup>st</sup> 4 Weeks	\$42K			1%
2 <sup>nd</sup> 4 Weeks		\$50K		2%
3 <sup>rd</sup> 4 Weeks			\$54K	3%
4 <sup>th</sup> 4 Weeks	-----\$56K-----			3%

Sales dollars for each category and time period will be compared to 2013 store history and ratio of College Park control current sales. Numbers listed for example only. **Family Carryout only** sales totals will be combined stores for Columbus area.

# TEST B. INCREASE FAMILY CARRYOUT – SAMPLE RESULTS REPORTING





- ▶ **Online Website ordering**
  - ▶ Alternate Emails and Texting permission
- ▶ **Mobile ordering**
  - ▶ Setup award points for mobile users and confirm texting permission
- ▶ **Phone ordering**
  - ▶ Promote mobile app, collect any alternate phone numbers, confirm texting permission
- ▶ **Walk-in Carryout ordering**
  - ▶ Inform customer of online ordering discounts for carryout orders and help setup personal profile for their web use

## C. DATA COLLECTION KEY RECOMMENDATIONS



- ▶ Promotes Carryout Business
- ▶ Promotes Large Orders of 20 Items Minimum
- ▶ Discount all \$6 items to \$4 with 20 Item Minimum
- ▶ May Add Additional items for only \$4 each
- ▶ Build the Group Sales Business and Reinforce Carryout Online Ordering
- ▶ Great promotion for Group Meetings, Clubs, and other events of 20 – 30 Individuals
- ▶ Great savings for Company Meetings or Rewarding of Employees

## D. Groupon Promotion – 80/20 Promotion



**GROUPON**   [CART](#) | [SIGN IN](#) | [SIGN UP](#)

[Home](#) | [Local](#) | [Goods](#) | [Getaways](#) | [Clearance](#) | [Coupons](#) | [Summer Shop](#)

# Domino's

## 80/20 Promotion - Get 20 Items for only \$80

Online Order - Carryout Only

Columbus, OH Locations Only

FROM

**\$80**

[BUY!](#)


VALUE	DISCOUNT	YOU SAVE
\$120	33%	\$40

[GIVE AS A GIFT](#)

**Limited time remaining!**

LIMITED QUANTITY AVAILABLE

**Over 240 bought**



*Medium 2-Topping Pizzas\* • Specialty Chicken • 8-Piece Chicken (wings or boneless) • Stuffed Cheesy Breads • Pastas\*\* • Oven Baked Sandwiches*

[Quick Bites](#)

[Email](#) [Facebook](#) [Twitter](#) [Pinterest](#)

# GROUPON PROMOTION



# BUDGET REVIEW





Test Marketing Budget Page 1	Aug	Sept	Oct	Nov	Totals
<b>Personnel</b>					
Mobile Game Application Developer	6000	2000	1000	0	9000
Graphic Designers	1000	1000	1000	0	3000
WEB Designers	1000	1000	1000	0	3000
Copywriters	500	500	500	0	1500
Creative Lead	1000	1000	500	0	2500
Project Lead	1000	1000	1000	1000	4000
Technical Report Writer	0	0	500	2000	2500
Data Analyst	1000	1000	1000	1000	4000
<b>Personnel Total</b>	11500	7500	6500	4000	29500
<b>Market Research</b>					
Primary research	500	500	500	500	2000
Secondary research	200	200	200	200	800
Library management	100	100	100	100	400
<b>Market Research Total</b>	800	800	800	800	3200

# COLUMBUS TEST MARKET BUDGET PAGE 1



Test Marketing Budget Page 2	Aug	Sept	Oct	Nov	Totals
<b>Test Campaign Costs</b>					
80/20 Tuesdays (Lantern \$363 X 8)		2904			2904
Thirsty Thursdays (Texting services)	6900				6900
Student Special (List & Materials 50,000 * .105)*.2		15250			15250
Newspaper Insert (Fees & materials 258K*.05)			12900		12900
Pinterest Scooter Posting (Promotion only)**				20000	20000
Pizza Game App (Promotion Only)		10000			10000
Groupon Promotion (Mod of 80/20)			6000		6000
Video Services (Scooter Promotion)				5000	5000
Public relations	1000	1000	1000	1000	4000
<b>Other</b>					0
DM Mailing Costs - Postage		5000			5000
Misc Expenses	200	200	200	200	800
Travel	100	100	100	100	400
Computers and office equipment	200	200	200	200	800
<b>Other Total</b>					89954
<b>Total Marketing Budget</b>					<b>122654</b>
**Scooters would be capital equipment with costs listed outside the Test Campaign Budget					
5 Custom Domino's talking Scooters	35,000				35,000
<b>Total Marketing Budget &amp; Capital Expense</b>					<b>157,654</b>

# COLUMBUS TEST MARKET BUDGET PAGE 2



THANK YOU FOR YOUR PARTICIPATION

QUESTIONS?

