

<p>VISION To see the business gain more diverse customers through media. This is another way to let consumers know there is something for them at this company besides word of mouth from loyal customers.</p>	<p>COMPETITORS Godiva Chocolatier Company has been around for 94 years. They have many stores worldwide. Grocery Stores Sells different types of chocolate for a cheaper price point. Ghirardelli Chocolate Company sells "make it at home" boxes so you can make their chocolate at home.</p>	<p>STRATEGY To connect plus obtain potential customers through digital and one traditional media. This will allow us to get a better understanding of who our market is currently and whom they can potentially be.</p>		
<p>MISSION "If euphoria were to have an address, it would be Varsano's Chocolates." To share the love of chocolate with all types of people from around the world and make sure they have their favorite chocolate at their fingertips.</p>	<p>UNIQUE VALUE PROPOSITION They offer delivery worldwide and their unique chocolates are hand dipped daily; freshly made.</p>	<p>TACTIC 1 (Same Day Delivery) If customers need chocolate on demand, there can be a same day delivery service to all 5 boroughs.</p>	<p>TACTIC 3 (SOCIAL MEDIA) Use Instagram to keep customers updated on the business. Use IGTV to show the precautions taken during a pandemic. Use IGLIVE to allow any sort of feedback/questions from current and perspective customers.</p>	<p>TACTIC 5 (EVENTS after the pandemic) Hold in-store events such as chocolate tastings, kids' chocolate day, couples' hours. Now, through Zoom using at home ingredients.</p>
		<p>TACTIC 2 (EMAIL Marketing) Create an email list to keep customers, that aren't on social media, updated on the business so they can too feel as they are important. Also, they can know of any promotions or delays on their product.</p>	<p>TACTIC 4 (Advertising) Virtual flyers are ads through Facebook and Instagram which will have a link connected to them so consumers can connect to the main website. This can also increase conversion rates for younger consumers.</p>	<p>MARKETING GOALS Posting ads and IGTV content about three times a week. Hold IGLIVE videos every weekend to connect with consumers for feedback. Use Zoom as a way to bring consumers together.</p>

TARGET MARKET - Persona well off in their careers, mid 30s, and crave unique chocolate.

PERSONAS	<p>Elvetia Mascol (Police Officer) Black women, buys for 13-year-old daughter, works in the area AGE: 30's SEX: Female INCOME: \$100k LOCATION: Major cities EDUCATION: Accounting SGT Mascol will soon move out of the area and have to start ordering the chocolates to their new location.</p>	<p>Devin Pettaway (Masters Student) Black male, buys for his girlfriend, graduate in May AGE: 20's SEX: Male INCOME: \$50k LOCATION: Major cities EDUCATION: Physical Therapy Devin will soon graduate and go to PT school, wherever that takes him so he will be sending her chocolates. He also educates his male friends on this company so they can buy for their partners.</p>	<p>Victoria Thomas (Business Owner) White, stay at home mom whom enjoys walking, buys for herself, gets AGE: 40's SEX: Female INCOME: \$200k LOCATION: Major cities EDUCATION: Fashion Victoria daily walks include her passing the chocolate store daily therefore her and her children tries different pieces almost every day.</p>
-----------------	---	---	---

Varsano's Chocolate Marketing Brief

Overview

Varsano's Chocolate is a family owned chocolate company whom specializes in a variety of daily homemade, hand dipped chocolate via online or in-person. With the COVID-19 virus, we will enhance the company's presence on digital media and set up one idea for after the quarantine to keep consumers engaged. This marketing strategy covers 50/50 retail consumers and social media presence.

Aims & Objectives

- To maintain customer loyalty and earn potential consumers from the ages 21 to 30
- To increase overall online conversion rate of potential customers
- Through social media, loyal consumers of all ages share Varsano's Chocolates' products
- To ensure consumers they still have access to their wants and not JUST their needs during this quarantine
- To have customers look forward to chocolate events held at the store after quarantine

Audience

- Essential workers (whom love chocolate) who still want their wants to help get them through this time
- Chocolate/food enthusiast whom want to try something new
- Social media users whom have low conversion rates and enjoy chocolate
- The general population at home due to the quarantine
- Supporters of small businesses at a time like this

Schedule & Budget

- Summer campaign for 4 months (June to September)
- Free of charge

Channels of Communication

- Digital Media: Instagram, Zoom, Facebook (social media)
- Zoom to hold interactive events such as how-to's, couples' tasting, first responder's hour, children create-at-home
 - o Links would be shared through Instagram postings, Email listings, and Facebook lives
- Take videos of how they are taking precautions through their store for now and for when the store opens back up
 - o Wiping down the equipment every couple of hours as well as changing gloves; Shows delivery drivers wearing masks and gloves heading to a drop off
- Chocolate during quarantine and Chocolate after qua

Brand Mottos

- Sharing the love of chocolate one dip at a time
- Engaging with chocolate lovers and providing chocolate despite the current time

Varsano's Chocolate Client Customer Attributes Profile

Average Customer

- 30 to 50 years of age
- Works for a corporation but travels for work
- Craving for chocolate fixes
- Social media savvy
- Free spirited and open minded but degree educated

Ideal Customer

- 21 to 50 years of age
- Upcoming writer or social media enthusiast
- Loyal brand customer especially to their chocolate

Target Customer

- 21 to 50 years of age
- Craves a chocolate fix now and again
- Open minded to try new skills/hobbies
- Mentally wants to get away during COVID and does not mind using social media as an outlet
- Small business supporter whom is a chocolate enthusiast through social media outlets



SWOT Analysis of Varsano's Chocolate

STRENGTHS

- Offer delivery for their product
- Family owned business which may allow expansion
- Strong and loyal clientele
- Website is frequently updated
- Price point for their product is reasonable

WEAKNESSES

- They limit themselves to a smaller demographic of people
- Scared to grow in the social media world
- One physical location in NY
- Mainly caters to Valentine's day and Christmas
- They do not offer catering due to the small and inconsistent staffing

OPPORTUNITIES

- They can expand their social media presence through Zoom and interactive activities
- Give consumers peace of mind to still be able to have chocolate during this quarantine
- Variety of options for customers
- Promote more diversity for more holidays besides Christmas and Valentine's day
- Posting their daily precautions now and after COVID-19

THREATS

- Social Media presence is weak
- One main employee and other help rotates constantly
- Market demand is not consistent
- Chocolate in grocery stores are lower price points
- Parking is restricted

Client Profile/Information

Basic Information:

Name of Business – Varsano's Chocolate

Type of Business Ownership – Family; Sole Proprietor

Years in Business – 20 years

Address of HQ – 172 West 4th St New York, NY

Address of business Location(s) – 172 West 4th St New York, NY

Type of business – Chocolate and Chocolate Candies

Type of Industry – Food/Deserts (specifically chocolate)

Number of employees – Varies from one to four

Number of salespeople – One (the owner)

Do they have anyone in charge of marketing and advertising? Elaborate. Yes, and that is the owner, Marc Varsano. He has been in the family business since he was about 15. He knows the ins and outs to connecting with his clientele.

Primary method of selling (online, in person, telemarketing, other - get percentages) – Texting and Evernote because he interacts with long term customers on a personal level

Website url (and purpose of this platform) –

<https://www.varsanos.com>

Facebook page url (and purpose of this platform) –

<https://www.facebook.com/pages/category/Candy-Store/Varsanos-Chocolate-155242781154240/>

Instagram url (and purpose of this platform) –

<https://www.instagram.com/varsanoschocolate/>

Name of their biggest competitor. Li-Lac Chocolates

Name of their top 3 competitors. Li-Lac Chocolates, Montezmas Chocolate, Hu Kitchen

What's been their most successful campaign to date? Why? – Evernote has been Marc's most successful campaign to date, according to him. It allows him to connect with his customers from all around the USA while keeping schedules of their order.

Marketing Strategy

Objective

To assist our customers and potential customers in getting through this quarantine and establishing precautions for the near future.

Channels of Communication

- Same Day Delivery
 - o Throughout the five boroughs, a delivery driver can group the orders together and give time frames on when the customer orders will be delivered. This is so customers can still receive this want during this COVID time.
- Email Marketing
 - o Weekly newsletters giving a summary on what online events has occurred and which will occur. It will be detailed with dates, times, and which application to use. This will also include ongoing and upcoming promotions for the company and ingredient lists for upcoming ZOOM recordings.
- Social Media
 - o How-to-videos using Instagram Live, IGTV, and/or Facebook so customers are able to view the videos repeatedly. Also, IG Live will allow all future and current customers to give any feedback ask questions they have concern in the company. Instagram stories can also hold a questions box daily so the company can respond to everyone's concerns during the IG Live later one that day. The IG Live can be held once a day or once every two days.
- Flyers (Online)
 - o Ads process can take up to two months or so. Ads that can be placed throughout the company's social media accounts during this time will attract users 21 to 30. The discount will be, for all, free shipping on orders \$30 or more. For the first responders and essential workers will be, when buy \$20 worth of chocolate, you get \$10 worth free with free delivery. Sales from this can increase conversion rates amongst 21 to 30 years old.
- Events
 - o Having a kid's hour or tastings would normally be held in person but due to the virus, the company can conduct this through ZOOM using everyday household items. The ZOOM calls can occur once a week or once every two weeks.

Goals

To build online presence during this quarantine and guide customers throughout the journey. Discussions throughout various social media platforms may introduce potential consumers of the ages 21 to 30 and increase current customer loyalty. Keeping customers updated and involve can show that the company cares about them and how they are mentally coping with this COVID virus.

Results

The expected turn out after this marketing strategy is an increase in sales from the 21 to 30 audience and build a social media presence. Also, to build a stronger client base to keep them returning to the company for our project and hopefully encourage a new skill/hobby. Completing these tasks allow trust to be built between the customers and company to show that the company cares about them especially throughout this quarantine.

Summary of the Marketing Plan/Strategy

The Varsano's Chocolates' marketing plan includes growth amongst the customers, building confidence, giving hope, and establishing strength within the chocolate community. The motto during this time is to engage with customers and provide chocolate they want despite what is going on today. The email listing IG Lives, Facebook Ads, IGTV, and ZOOM content will depict to the customers that their mental health is just as important as their business. Through the media outlets, there will be something for everyone; especially the target audience of 21 to 30 years old. It is a bonus if they have kids because there will be a kid's hour to keep them busy as well. Varsano's Chocolate will show they care about you and every concern you have.

One of the biggest problems that Varsano's Chocolate lacks is their social media presence. To change that issue, following current and prospective customers will allow them to interact through social media. Also, email listings will allow consumers to see what social media platforms the company will be using to conduct and share videos about company updates; as well as how to videos and "in-store" events at home. These outlets can achieve positive results such as connecting customers, discovering new talents/skills/hobbies, and mentally having something to look forward to when the quarantine is over. Customers are trusting Varsano's Chocolate and letting the company guide them through this crisis.