



hulu

Hulu Sales Plan
Sales Management Class
Spring Term 2019

Jobanveer Singh
Karina Plata
Ileana Rivera
Sade Rosado

Table Of Contents

Sales Management Team	Pg. 2
Executive Summary.....	Pg. 3
Mission Statement	Pg. 5
Sales Approach.....	Pg.6
Sales Objectives.....	pg.6
Objectives to Sales Personnel.....	Pg. 7
Market Segments	Pg.14
Competition.....	Pg. 15
SWOT Analysis.....	Pg..16
Financials	Pg.12
Advertising.....	Pg.8
Hulu Advertising Expenses.....	Pg.10
Hulus Balance Sheet.....	Pg.12
Citations.....	Pg.19

National sales manager (Ileana Rivera) - The national sales manager is in charge of making sure of the company's sales objectives across regions of the country are all met. Having experience in sales and sales management at senior position , They also supervise the entire sales team of the organization. The duties are overseeing national sales which is meeting or exceeding projected sales targets. Ensuring Supply and demand so they land sales and have to make sure each goods and services reach sufficient supply and demand. Marketing and advertising products do help National sales managers to maximize sales even though they aren't fully focused on marketing and advertising. Providing customer service is needed to become a great National sales manager.

Regional/ Divisional sales manager (Jobanveer Singh) - This person is responsible for managing few sales districts. When the branch brings out a product the regional sales manager is responsible for setting the tone of how their divisions conducts sales. A few times another name for this job title is called branch manager. This position is plans and implements sales programs for one or more company's product line within a division. Also another part is to maintain important contacts with key markets by visiting and investigating the operations and conditions.

Account Executive (Karina Plata) - The Account Executive is responsible for searching for new customers and maintaining relationships with existing customers by balancing their needs and wants. It is also the Account Executives responsibility to be the point of contact between its clients and other brand teams and advertising agencies. Some of the elements of this role include: planning and coordinating account activity, presenting campaign ideas, making pitches, and checking and reporting on the campaigns progress.

Vice President of Sales (Sade Rosado) - Having the responsibility of reaching the goal of expected revenue by receiving the a growth target, profit target, or market share goal. With this they also have to be able to assist their sales team with how to reach these desired goals.

Executive Summary

In 2007, Hulu launched a video streaming service to provide consumers with numerous content such as; television series, movies, documentaries and add - on channels such as: HBO Showtime, Cinemax, and Starz. Hulu offers its users 3 different plans which consist of Hulu for \$5.99 per month, Hulu with (no ads) \$11.99 per month, and Hulu + Live TV for \$44.99 per month. Although Hulu has various competitors such as Netflix and Amazon Prime Video which are the top 2 consumers usually gravitate the most towards, Hulu has been able to sustain similar numbers compared to Netflix and other streaming services and make a name for themselves.

Our group's , main objective is to increase consumer awareness about the plans Hulu must offer. Hulu's primary target within these demographics is males and females from ages 18-34.

Mission Statement

According To Hulu's website, their mission is "Hulu is the leading premium streaming service offering live and on - demand TV and movies, with and without commercials, both in and outside the home." That is, Hulu plans to undertake on helping people find and enjoy premium content when, where and how they want it. Our group implements the campaign of "Never Miss a Show, When You're on the Go." Hulu's 5 core values consist of: starting with the viewer, thinking big, embracing fun, one team, and they are all hulugans.

Sales Approach

_____ Our sales approach is to bring in more customers from different ages to join the Hulu family and start watching their favorite shows and movies. Hulu subscribers have two options which are Hulu Plus for \$7.99 per month, and Hulu Plus with no commercials for \$11.99 per month. Even though that Netflix has eschewed advertising in any form. We will offer our valuable customers a bundle that would let them watch their shows or movies anywhere they want on as many devices plus having live stream news channels and other TV channels that air movies and shows would be aired on Hulu at the same time.

Sales Objectives

We will illustrate a 60 day short term plan and then a 2 year long term plan for our customers. We feel like this is a way to show our customers and future customers how much we care for them.

90-Day Plan

In the first 30 days we would give our customers a free trial and show them what we have to offer . It would include the basic plan where you would have just get movies and shows that have been on TV but not recent but a week old. They would ads in between whatever they are watching and would have to wait for it to end to continue to proceed to watch their show or movie.

By day 60 they will get an option whether they would like to move forward and become part of the Hulu family or would like to end it. They then decide and if they say yes then they pay a low

cost which is cost effective compared to amazon prime or especially Netflix. They start off with the base package but this time we give them without ads to give them a taste of how much better it is to watch whatever they are watching without having to stop and watch an ad.

By day 90 we will give out loyal customers a 1 week free trial of our deluxe plan which includes the live TV shows and movies that are aired on regular television. It will be on hulu on the same time with over 50 different channels to watch from. This also includes no ads and has more variety of things to watch than ever before and can be watched on as many screens the customer wants. It will be a little more costly but it would definitely satisfy the customers need. Rather than our competitors who don't even have this at all.

2 Year Plan

Our long term goals will be over the coming next 2 years where we would expand our categories of things we can offer to our customer and our brand out there even more.

2020

_____The first coming up year we would like to expand our categories of things to watch for the young generation. We would include cartoons for young generation of kids to learn their abc's and 123's by putting educational shows where it will not only be a fun shows to watch but also educational where they learn something new everyday at the same time. For the older generation they love watching old school movies. We will select the top rated movies and shows

that were trending at their generation and include it into their plans just so we can bring those back in the days memories again.

2021

This year we would like to put ourselves out in the industry even more than before. We want a lot of diversity and will be adding different types of things to watch from different cultures and bring more people into the Hulu family and make them a part of us. This will increase our revenue and give us a chance to put name out there even at places where they never heard of us. We will offer the same packages and deals like we do to our customers, nothing will be different. Our goal is to put our name out there even more and have more subscribers that become our customers.

Advertising

Hulu will be doing promotions and potentially bringing in new customers that would be part of the family. We will train our employees to go out to neighborhoods and market our network it is the best way to have a one to one conversation between the potential customer and you. There will also be booths in the different malls where we have fun activities to play for kids and if you win you get 2 months free sort of thing like that to get peoples attention to come over and check

out what Hulu is all about. Another thing we'll do is give away free pens, shirts, and especially balloons to kids so that when they are walking around with a balloon or is wearing the bright green shirt people will wonder what Hulu is all about and will come over to our booths.

Television

We've chosen to use the platform of television to reach a demographic higher than we would get out of printed media. Commercials will reach majority of our audiences being that we are a streaming service.

Billboards

We will advertise our top shows on these billboard, we chose the top major cities because they have large population. What will be shown is Parks and Rec , Brooklyn Nine Nine , The Handmaid's Tale and other popular shows to attract our audience.

Hulu Advertising Expense Sheet

Billboard Location	Color	Rate	Number of times advertised	Total Cost
New York City	Four Color	\$1,460,288.88	5	\$6,800,894.70
Los Angeles	Four Color	\$1,685,216.42	5	\$8,426,082.10
Atlanta	Four Color	\$155,296.47	5	\$776,482.35
Chicago	Four Color	\$709,711.83	5	\$3,548,559.15
Miami	Four Color	\$201,600	5	\$1,008,000
Houston	Four Color	\$1,316,071.74	5	\$6,580,358.70
Las Vegas	Four Color	\$875,223.54	5	\$4,376,117.70
Boston	Four Color	\$356,198.85	5	\$1,780,994.25
San Francisco	Four Color	\$554,361.65	5	\$2,771,808.25
Washington D.C	Four Color	\$872,152.68	5	\$4,360,763.40

Internet Expenditures

Internet Platform	Color	Rate	# of times advertised	Total
Snapchat	Four Color	\$750,000	1	\$9,000,000
Facebook	Four Color	\$241,727.46	4	\$966,909.84
Instagram	Four Color	\$214,868.86	5	\$1,074,344.3
Youtube	Four Color	\$198,753.69	4	\$784,014.76

Television Expenditures

Network	Day	Show	30-seconds Commercial per show	Rate	Total
NBC	Sunday	Sunday Night Football	4	\$650,000	2,600,000
CBS	Thursday	Thursday Night Football	4	\$529,989	\$2,119,956
ABC	Wednesday	Black-ish	4	\$137,807	\$551,228
FOX	Sunday	Brooklyn Nine Nine	4	\$150,500	\$602,000
NBC	Thursday	Thursday	4	\$505,463	\$2,021,852

Subs (2017 avg)	14.4 million	
Revenue/sub/month-basic tier	\$7.99 million	
Revenue/sub/month-ad free tier	\$11.99 million	
Subscription Revenue	\$1,445 million	
Advertising Revenue	\$933 million	
Total	\$2,576 million	

Hulu 's Balance Sheet
For Year Ending in February 2,20XX
(Values in 000's)

Current Assets

Cash and Cash Equivalents

\$1,200,000

Short-Term Investments

\$0

Net Receivables

\$300,000

Inventory

\$5456,000

Other Current Assets

\$720,000

Total Current Assets

\$7,500,000

Long-Term Assets

Long-Term Investments

\$0

Fixed Assets

\$6,637,000

Goodwill

\$3,908,000

Intangible Assets

\$485,000

Other Assets
\$734,000
Deferred Asset Charges
\$0
Total Assets
\$20,000,000
Current Liabilities
Accounts Payable
\$7,800,000
Short-Term Debt / Current Portion of Long-Term Debt
\$50,000
Other Current Liabilities
\$0
Total Current Liabilities
\$5,232,000
Long-Term Debt
\$4,600,000
Other Liabilities
\$1,500,000
Deferred Liability Charges
\$1,230,000
Misc. Stocks
\$0
Minority Interest
\$0
Total Liabilities
\$12,758,000
Stockholders Equity
Common Stocks
\$3,000
Capital Surplus
\$652,000

Retained Earnings
\$8,050,000
Treasury Stock
(\$1,318,000)
Other Equity
(\$951,000)

Total Equity
\$6,436,000
Total Liabilities & Equity
\$19,194,000

Marketing Segments

Demographics

Hulu targets People from aged 18 to 34 who watch shows on TV, over the phone, tablet or even computer. Hulu offers a lot of different categories to watch such as scary, funny, horror, romantic etc...different varieties of movies that would interest you anything that you desire to watch. It has the latest movies, TV shows such as Game of Thrones.

Psychographics

Customers want to watch the latest trend whether if its movies or its a new season that have came out for their favorite show. Most of the movies that have been aired on TV take about a week for it yo watched on Hulu in HD. It has something for everyone to watch whatever they mind desires have hundreds of movies and TV shows. Hulu values its customers and what they would like to watch for a low cost.

Psychological Influencer

Hulu believes in emotionally, intellectually, and spiritually engaged in their work. They make Hulu easy to use hussal free and care for their customer that they offer them first month

free so that if they don't like it they won't be charged and if they do they wouldn't be a lot unlike Netflix or On-Demand.

Competition

The competitive advantage is what sets hulu apart from our competitors. Hulu is viewed as the industry underdog, their improving and stepping up their game by changes towards its service that includes a feature for consumers to download, then watch shows without needing internet connection. Netflix shares this feature as well because it's available to particular users for selected tv and movies on netflix. It's no surprise that one of hulus biggest competitors is Netflix stated prior which is an American media service provider offering online streaming of a library of films like movies, and tv shows. Netflix had over 139 million subscribers worldwide. Amazon is the second competitor which is an American multinational technology company that provides e commerce, cloud computing and artificial intelligence. You can buy almost anything you can think of and amazon will have. Products such like food, clothing, furniture, and apparel. Consumers use amazon to watch video downloads, stream audiobooks and video games. Following competitors such as Youtube which is one of the biggest websites people watch videos on, HBO, Starz, Showtime ,Vudu, Turner, Demand, and Spotify.



Swot Analysis

Strengths : Hulu has amazing features that other streaming platform services today may not have. Making your t.v experience easy and reliable for hulu customers. You can stream your t.v shows and movies on any device like for example tablets, smartphones and xbox. Finding what you want to watch is straightforward because hulu comes with watch history, this way you keep track of videos, tv shows and movies you watched and liked. Their other great feature is updating its library of tv shows frequently so you won't have to wait long to watch recent episodes. Episodes of current popular shows are usually available on Hulu a day after they air, this can be exciting for people. Hulu has grown to more than 25 million U.S subscribers by expanding its on demand library of television shows also releasing original programing.

Weakness: A disadvantage is not being able to watch tv shows and movies offline the way netflix offers. Another weakness is Hulu's basic plan which costs \$7.99 per month basically saying "you get what you pay for" because you will be interrupted with ads and commercials

while watching tv shows and movies. Although Hulu is currently available in the US, in the future it plans to expand worldwide.

Opportunities : Hulu has opportunities to expand their platform they been working on recently to knock their competition out the box. Hulu is operating to make tv shows and movies available to watch offline just like netflix. Focusing on new live t.v options which is alternative to cable and satellite. If your going to pay \$44.99 per month your getting their live tv package with limited commercials and access to movie channels, giving people the opportunity to have access to limited commercials and more channels VS the normal plan costing \$5.99 per month . Hulu also has the opportunity to stream channels from the likes of Disney, FOX, and NBC which are all shareholders in the streaming company. In all, their biggest opportunity are monetization of long tail content, experiment with different business models like subscription ,lastly moving into different distribution channels such as mobile devices.

Threats : Competition from other online websites may reduce the profit of margins. Second online piracy. Hulu faces stiff competition from streaming platforms like netflix and amazon but also equity partners such as NBC and FOX might see Hulu as a competitive threat.

Works Cited

- “Hulu.” *Wikipedia*, Wikimedia Foundation, 6 May 2019, en.wikipedia.org/wiki/Hulu.
- Delventhal, Shoshanna. “How Hulu Stacks Up Against Netflix, Amazon.” *Investopedia*, Investopedia, 12 Mar. 2019, www.investopedia.com/news/how-hulu-stacks-against-netflix-amazon/.
- Hulu Mission, Vision & Values.” *Comparably*, www.comparably.com/companies/hulu/mission.
- “One Team. Five Core Values.” *Hulu Jobs*, www.hulu.com/jobs/what_defines_hulu.
- “What It Costs: Ad Prices From TV's Biggest Buys to the Smallest Screens.” *AdAge*, 6 Apr. 2015, adage.com/article/news/costs-ad-prices-tv-mobile-billboards/297928.
- Hulu Statistics (2019): Usage, Demographics and Financial Growth. (2019, January 29). Retrieved from <https://muchneeded.com/hulu-statistics/>
- Bond, J. (2018, November 16). How to make the most of your Hulu subscription. Retrieved from <https://www.dailydot.com/upstream/how-does-hulu-work-cost-plans/>