

2022-2023 NATIONAL MARKETING PLAN

Matariki Media

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Pitch/Problem

Customer Empathy:

Matariki Media is aware of the struggles new businesses come across when investing time into content production. This includes designing photo contents such as flyers, producing promotional videos for customers, and maintaining several social media accounts. These lengthy- tedious processes can become hectic and overwhelming for small business owners. As a result, active and hustling proprietors can become easily discouraged to effectively promote themselves over social media. Matariki Media wanted to encapsulate the difficulties its customers encountered and the emotions that they felt when dealing with these issues. The company began by dispersing its employees to conduct several in-depth 1 on 1 interviews with local businesses. During these sessions, business owners were asked a variety of questions: How often do you promote your business over social media? Do you hire professionals, or do you do it yourself? Are there any difficulties keeping up with your customers?

Upon conducting an empathy debrief, the results showed that many participants lacked the time to create promotional content and the skillsets to effectively utilize social media platforms. As a result, many business owners began feeling stressed, worried, and unsuccessful. Businesses such as “Seafloor Sushi” and “Style House” claimed to have at one point utilized influencer marketing campaigns however quote on quote, “did not feel comfortable with the effectiveness of the creator’s content quality”. It was this feedback that provided structure and guidance towards a solution.

Problem Statement:

In the past decade, content consumption has drastically shifted from TV to the internet, causing social media platforms such as Instagram, TikTok, and YouTube to gain massive traction and success in viewership. Based on a study by Forbes, traditional broadcast is only utilized 53 minutes per day while social media platforms are utilized well over 3 hours.¹ As consumers altered their attention towards these platforms, businesses needed to begin establishing an online presence in order to remain relevant in the market. According to a report by Business News Daily, on average it is recommended that businesses spend at least 10 hours per week on social media marketing to maximize effectiveness.² However, based on a research study by Nerd Wallet, almost half of all small businesses spend less than 2 hours per week on social media marketing efforts with 1 in 5 not even utilizing digital marketing at all.³ The problem is that unlike the TV age, **content quality** has become **highly inconsistent** as businesses struggle to invest enough time into content production. This results in the **seized opportunity to create profound connections** between viewers, creators, and businesses. Matariki Media makes it their mission to foster an environment that promotes business growth through creativity and high-quality content production.

Solution Statement:

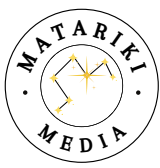
Matariki Media provides a perfect solution to this problem by taking a unique approach to influencer marketing. As a premium content house, the company’s in-house influencers specialize in providing businesses with the most effective promotional content that emphasizes exceptional quality for business growth. Matariki Media’s premium selection of services consist of high-quality photo contents, commercial videos, corporate videos, social media revamps, and exclusive shoutouts that aim at providing its clients with a package that aligns with their budget, vision, and business goals.

¹ <https://www.forbes.com/sites/falonfatemi/2022/11/14/how-tv-viewing-habits-have-changed/?sh=621ce72c4888>

² <https://www.businessnewsdaily.com/5000-what-is-b2b.html>

³ <https://www.fundera.com/resources/small-business-marketing-statistics>





Target Market

Primary Market:

Matariki Media presents itself as an ideal solution for the needs of our primary target market, VEI businesses, whose own target market consists of Generation Z (ages 12-20). According to a report by Wpromote, over 70% of Gen Z viewers highly value the opinions of various influencers, making them more prone to respond to influencer marketing campaigns.⁴ These businesses enjoy the convenience of not having to invest time into their promotional campaigns and are willing to pay experts to execute their marketing endeavors. The company aims to establish business-to-business relationships as it believes there is an opportunity to develop sales agreements to build brand recognition.

Secondary Market:

Matariki Media's secondary market consists of non-profit organizations within schools that hold Generation Z as a majority of their population. The company is provided with the opportunity to create promotional content to advertise clubs, events, fundraisers, and teams who require the participation of various individuals. These non-profit organizations enjoy the convenience of not having to invest time into their promotional campaigns and are willing to pay experts to execute their marketing endeavors. Furthermore, with an average time spent of approximately 3 hours per day on social media, Generation Z becomes the ideal audience towards influencer marketing campaigns.⁵

Tertiary Market:

Matariki Media's tertiary market consists of Generation Z, VEI consumers (ages 12-20) and trade show participants, who are willing to pay to be on top of social media trends which would in turn increase their online reputation and following.

Market Segmentation:

	Primary	Secondary	Tertiary
	Small Businesses	Non-Profit Organizations	Consumers
Demographics	VEI business who's target market consists of Generation Z (age 12-20)	Clubs & programs within schools containing a Generation Z population (age 12-20)	Generation Z (age 12-20), VEI consumers, and trade show participants
Psychographics	<ul style="list-style-type: none"> Value a positive public image Trust media industry experts Appreciate unique methods of promotion through content creation 		<ul style="list-style-type: none"> Value influencers' opinions Value a large social media following Value their online image and reputation
Behavioristics	<ul style="list-style-type: none"> Enjoy the convenience of not having to work on their promotional campaigns Willing to pay experts to execute their marketing endeavors 		<ul style="list-style-type: none"> Willing to pay to be on top of social media trends

⁴ <https://www.wpromote.com/blog/content-marketing/gen-z-marketing>

⁵ <https://www.statista.com/statistics/1314973/global-daily-time-spent-on-social-media-networks-generation/>

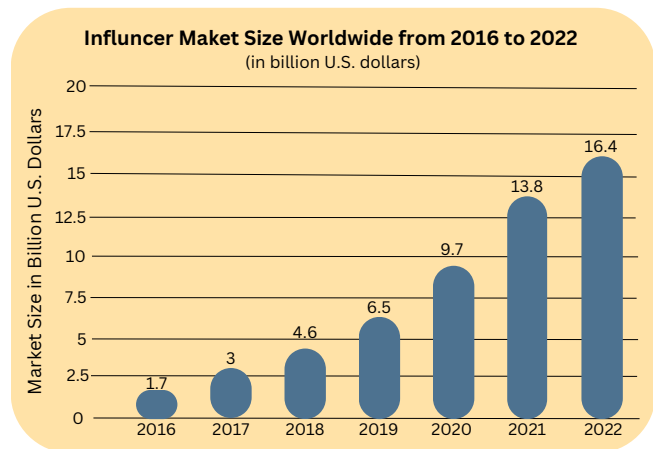


Market Analysis

Real Industry Analysis:

Over the past few decades, television commercials have been one of the most popular forms of advertisement for companies. However due to a drastic cultural shift, social media platforms have become a large part of consumers' everyday lives. According to Statista, traditional broadcasts have plummeted by over 20% over the past 5 years, while social media usage has nearly doubled, going from 2.7 billion users in 2017, to 4.5 billion in 2022.⁶ As a result, businesses have started establishing their online presence over social media platforms. Upon realizing the potential that effective marketing campaigns can have in reaching their business goals, they begin looking for support from businesses that supply services such as influencer marketing and social media promotion. This provides Matariki Media with the opportunity to supply all VEI businesses with a variety of promotional services that aligns with their budget, vision, and business goals.

According to Statista, influencer marketing has drastically increased by 14.7 billion U.S. dollars between 2016-2022, reaching a whopping \$16.4 billion for the year 2022. In addition, the market is projected to grow at a compound annual growth rate (CAGR) of 33.4% from 2022-2030.⁷ This rapid growth rate within the real-world industry gives Matariki Media the opportunity to grow rapidly as well, ensuring profitability for both the company and its investors.



As the Media and Entertainment industry continues to grow, employment rates and the total revenue generated within this industry begin to follow similar trends. Based on a study by Zippia, there has been an increase of 4.9% in the employment rate within the Media and Entertainment industry. With over 1.8 million people employed, it comes to no surprise that the total revenue generated has reached over 717 billion U.S. dollars in 2022.⁸

Virtual Industry Analysis:

According to VEI Market Insights, there are currently 247 firms within the advertising & marketing industry with a total sales revenue of \$4,088,324 for the fiscal year 2022-2023. This is an almost tenfold rise from the preceding two years. Considering all VEI businesses are required to advertise themselves, Matariki Media's firm is given the opportunity to become the leading advertising company in the whole VEI network. This comes from the company's utilization of unique promotional services such as its in-house influencers and built-in high-quality studios.

⁶ <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>

⁷ <https://www.grandviewresearch.com/industry-analysis/influencer-marketing-platform-market>

⁸ <https://www.zippia.com/answers/how-big-is-the-us-media-and-entertainment-industry/>










Market Analysis (Virtual):

Given that Matariki Media is now engaged in an expanding industry in both the real and virtual worlds, this indicates further evidence of potential profit for both the company and its investors. With over 1,545 VEI companies based in the U.S., Matariki Media obtains the potential to generate a significant amount of revenue.

Competitive Analysis (Virtual):

While Matariki Media contains various unique features as a company, it is still challenged by its competitors such as VE Entertainment and Insight Media. Both competitors offer similar promotional services including social media promotion as well as video content production. Unlike VE Entertainment, Matariki Media offers a wide variety of packages aimed to cater to every business.

In addition, Matariki Media offers influencer marketing services which Insight Media does not. However, what truly differentiates Matariki Media from all its competitors is its dedication to providing personalized consultation services and producing high-quality content creation that align with the vision of its clients despite the minimal standards of popular influencers. This comes as a result of the company’s utilization of its in-house influencers and its mission to foster an environment that promotes business growth.

Competitive Analysis			
Social Media Promotion			
Influencer Utilization			
Photo Contents			
Video Contents			
Package Variety			
Consultation Services			
High Quality Content Creation			

Marketing Plan

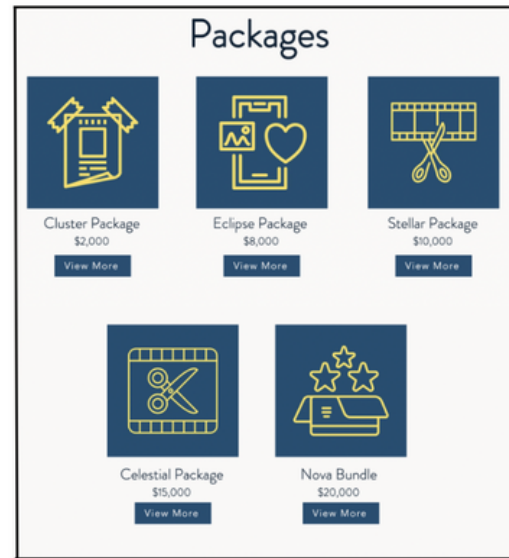
Product/Service:

Matariki Media provides high quality promotional content for brands and organizations in the form of photo contents, commercial videos, corporate videos, and social media revamps. For individuals, the company provides the curation of their personal brand by revamping their social media accounts through customizable posts, icons, and profiles. In addition, in-house influencers are utilized throughout the creation process to ensure that the content meets industry standards while remaining up to date with the latest marketing trends. All services come with a 3-week consultation throughout the creative process.



Pricing:

Matariki Media's pricing structure is aimed at providing its clients with the ability to choose the adequate package that aligns with their budget and goals. The company utilizes both competitive and bundle pricing strategies to maximize sales by providing similar prices to its competitors with superior services for the clientele. Prices range from \$2,000 - \$20,000, where a discount is provided for bundles.



Promotion:

Matariki Media utilizes three main channels of distribution including the company website, trade shows and direct contracted sales. The company aims to boost sales on our online website by utilizing email marketing to directly contact potential clients. Online sales are made when a customer or business purchases a package on our website. Likewise, direct contact sales are made when a customer, not affiliated with the VEI network, purchases our promotional services in exchange for virtual payments. It is projected that 35% of sales will be from the company website, 45% from trade shows and 20% from direct contracts.

Placement:

It is crucial that Matariki Media gains brand credibility, exposure, and recognition as a company that provides high quality promotional services to its clients. To do so, Matariki Media promotes itself through virtual and in-person trade shows, the company website and direct marketing including email outreach, phone calls and video conferences. The company also utilizes its own promotional services to showcase photos, videos, and influencer content throughout its social media platforms.

Positioning:

Matariki Media positions itself as a premier content house within the Media and Entertainment Industry that puts an emphasis on exceptional quality allowing for the growth of its clientele's online presence. The company's expertise in social media promotion and influencer content production fosters a connection between viewers, creators, and businesses.

