

Empowering the Heart of Pasco

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MKTG495 - Marketing Management

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Table of Contents

3	Project Overview	16	Overall Marketing Objectives
4	Background	17	Recommendation 1: Enhancing your Branding <ul style="list-style-type: none">• <i>Strengthen Brand Identity</i>• <i>Add Distinguishing Visuals</i>• <i>Upgrade Retail Mix</i>
5	Situation Analysis <ul style="list-style-type: none">• <i>The Customer Market Environment</i>• <i>The Internal Environment</i>• <i>The External Environment</i>	23	Recommendation 2: IMC Campaign for Brand Awareness <ul style="list-style-type: none">• <i>Create Engaging Online Content</i>• <i>Boost Content with Paid Advertising</i>• <i>Monitor Performance</i>
9	SWOT Analysis	30	Costs Involved
10	Sustainable Competitive Advantage	31	Conclusion
12	Target Market Persona		
13	Perception Map		

Project Overview

Project's Purpose -> Increase visitors to Downtown Pasco

Why is this project important at this time? -> Opportunities have arisen from COVID

Short summary:

- **Chosen target market** = People age 30-65 who are open to cultural experiences and have disposable income.
- **Overall Objectives** = Increase visitors to downtown by strengthening your brand identity and increasing brand awareness.
- **Recommendations**
 - Enhance your brand identity with a slogan and physical changes to Downtown.
 - Implement an IMC campaign for brand awareness.

Thank you for this opportunity

Background

The members of the City of Pasco and DPDA came to us with a vision:

- To transform Downtown Pasco an inviting, walkable place where people can take their families.
- To preserve the experience of the cultural & historical identity of Pasco.
- To make the farmers market a go-to destination above all others in the region.



Source: unsplash.com

Situation Analysis

The Customer/Market Environment

Psychographics:

- 44.2% of Kennewick/Richland and 38.6% of Pasco are religious
- Value convenience, but also like small towns
- Political orientation of the Tri-Cities:



Source: bestplaces.net

Behavioral:

- Outdoor-oriented activities are abundant
- Total population breakdown per city is in the charts below
- Average spending habits per household per year in the Tri-Cities:
 - Apparel: **\$2,307**
 - Entertainment: **\$3,707**
 - Food away from home: **\$3,952**
 - Gifts: **\$1,585**

Demographics:

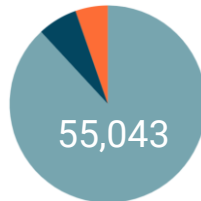
Richland (DataUSA, 2018)

- Median HH Income: **\$74,405**
- Median Age: **36 - 45**

Asian = 4.61%

White (Hispanic) = 5.77%

White (Non-Hispanic) = 77.5%



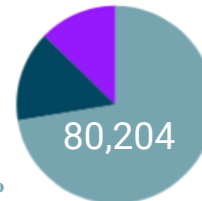
Kennewick (DataUSA, 2018)

- Median HH Income: **\$56,132**
- Median Age: **32 - 38**

Other (Hispanic) = 11.5%

White (Hispanic) = 13.4%

White (Non-Hispanic) = 65.4%



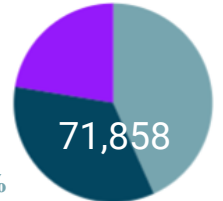
Pasco (DataUSA, 2018)

- Median HH Income: **\$61,662**
- Median Age: **23 - 40**

Other (Hispanic) = 20%

White (Hispanic) = 30.6%

White (Non-Hispanic) = 38.6%



The Internal Environment

Attractive aspects of Downtown Pasco:

- The Farmers Market
- Hispanic specialty restaurants, bakeries, and grocery stores
- Hispanic specialty clothing stores
- The carefully curated events put on by the City and DPDA
- Cultural trade agreement with Colima, MX

Current Funding and Renovations:

- \$6 million bid awarded to revitalize Peanuts Park
- Planned underpass transformation
- Over \$1 million in aid given to local businesses

Negative aspects of Downtown Pasco:

- People are unsure of the official boundaries
- Noticeable homeless presence in the downtown area
- Perceived crime issue in Pasco that doesn't exist according to verified FBI Crime Data



The External Environment

Economic Situation

- The collective unemployment rate of the Tri-Cities area = **6.9%**
- National inflation rate = **2.26%**
- Projections of S&P 500 earnings growth of **25%** and a **5.5%** increase in U.S. economic output in 2021

Competition

- Many other regional farmers markets
- Richland and Kennewick have their own downtowns and parks
- Gentrification in big cities are killing ethnic enclaves, including Hispanic communities

Technology

- COVID-19 has pushed up internet use by approximately 70% in the past year
- COVID-19 Vaccine

Regulatory

- Tri-Cities moved to Phase 3 reopening in March
- The American Rescue Plan Act of 2021 has been signed off by Biden as of March 2021



SWOT Analysis

Internal Strengths

- Unique Hispanic influenced businesses
- The Farmers Market and other events
- Cultural Trade agreement with Colima, MX

Internal Weakness

- Unclear boundaries of the Downtown area
- Homeless presence
- Perceived crime issue

External Opportunities

- Increased internet usage during COVID
- COVID vaccine allowing for more re-opening
- The increasing rarity of Hispanic centered communities, especially in the PNW
- Tri-Cities residents have disposable income

External Threats

- Proximity to Kennewick & Pasco
- Many other regional Farmers Markets
- COVID Restrictions

Sustainable Competitive Advantage of Downtown Pasco

Rare

- Rare community in WA and the PNW region
- Concentration of Hispanic oriented businesses with rare items

Valuable

- There are many customers who care about Downtown Pasco
- Monetary investment and the large effort of event coordination

Difficult to Imitate

- Downtown is the result of decades of natural development
- Any imitation efforts will feel forced and fake

Durable

- The Downtown area and the DPDA are here to stay



Source: blog.ipleaders.in

Target Market Persona & Positioning

Target Market Persona

Persona Name: Jane Smith



Source: unsplash.com

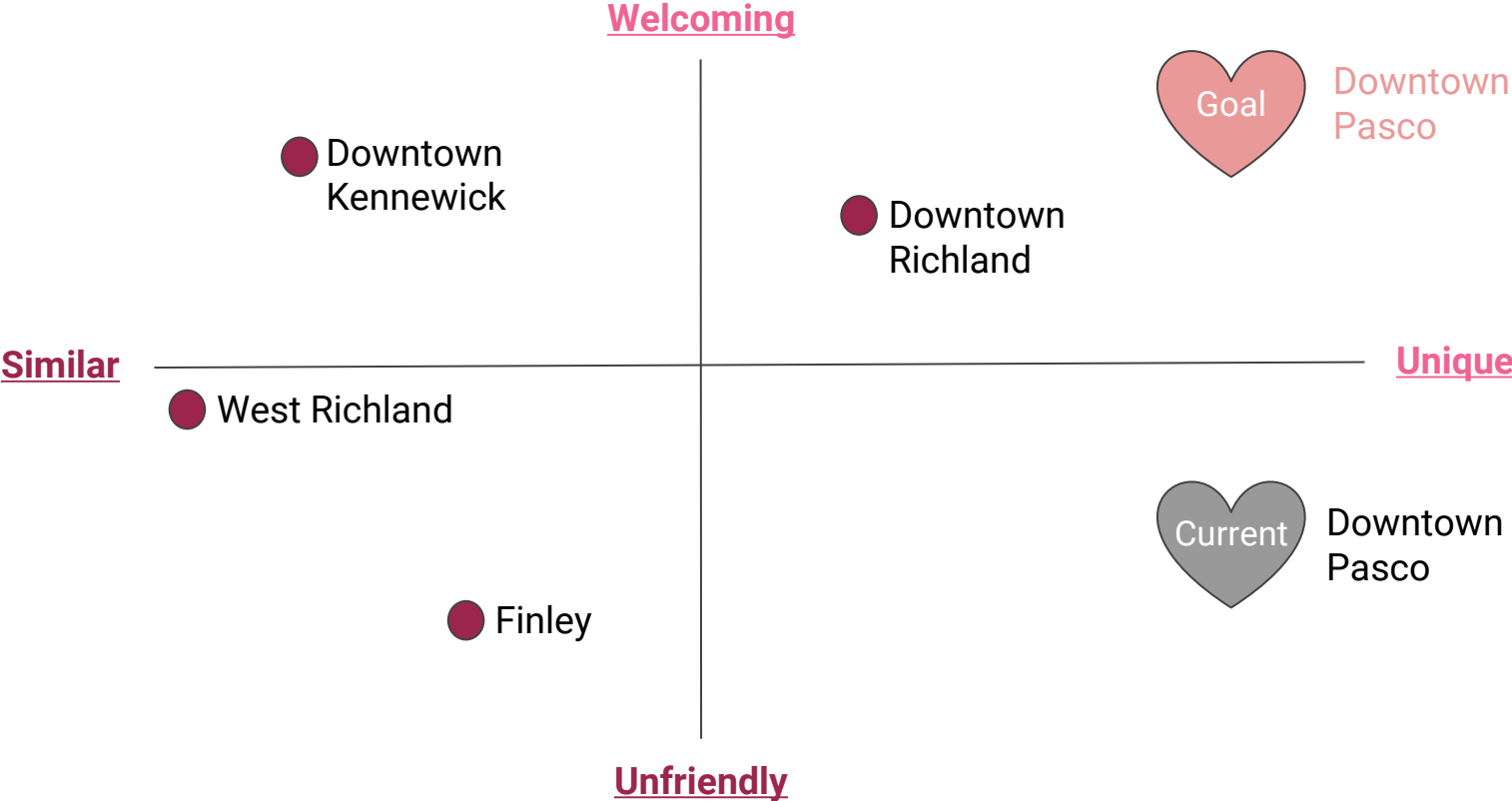
Background & Demographics

- 38 years old, married, and has two children ages 3 and 6
- Head of Human Resources at Company X
- Dual household income is \$145,000 per year
- Lives in a medium family home in a suburb of Kennewick
- Loves experimenting with food

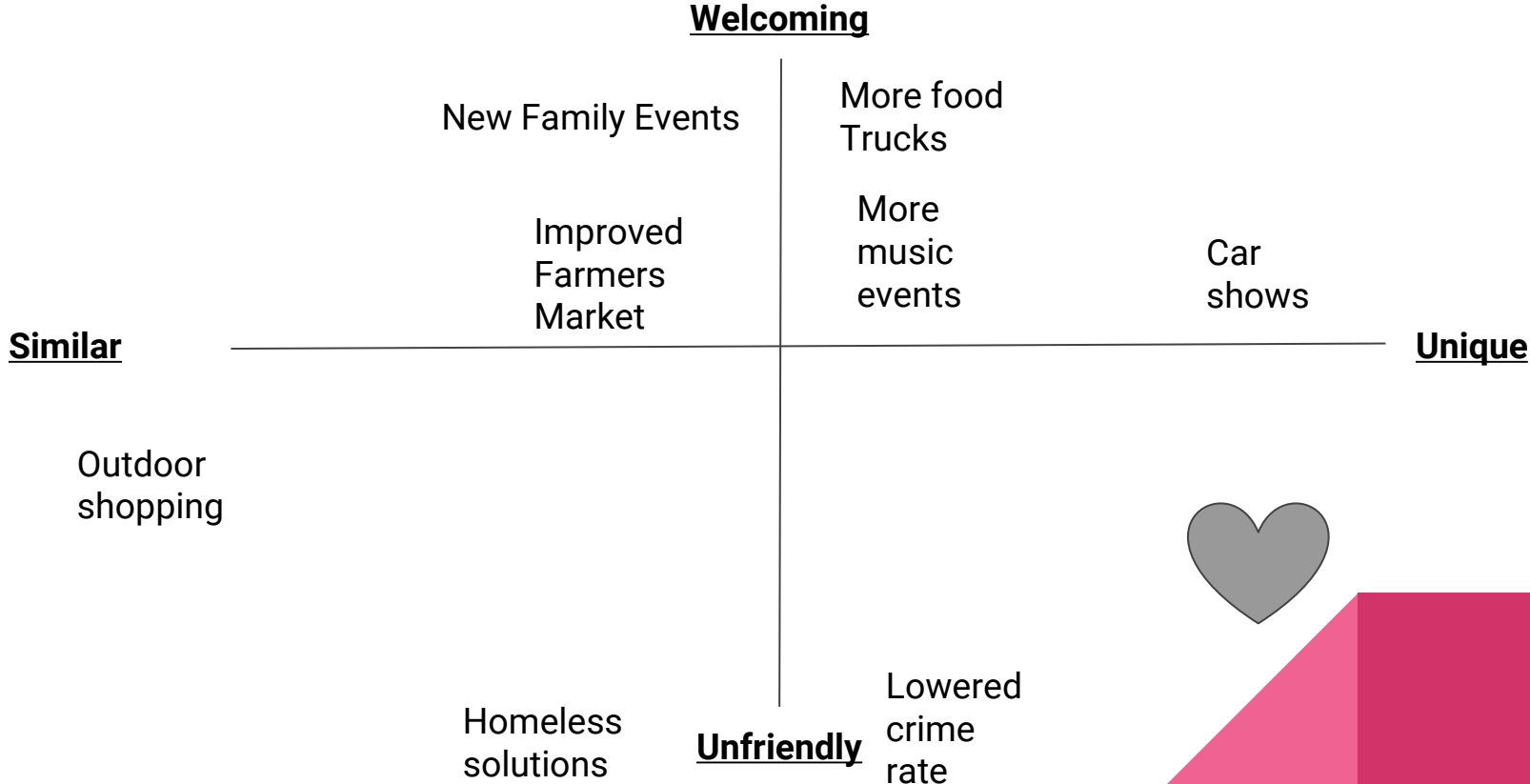
Jane's Values, Goals & Challenges

- Doesn't care much about politics, but has liberal leaning values
- Hopes to teach her children the value of different cultures, but doesn't know where to start
- She has always wanted to visit Downtown Pasco, but she has been told the area is unsafe and that it is "not for her"
- She has tried looking for more information about Downtown on Facebook, but she couldn't understand many of the posts

Perception Map



Solutions Map





Marketing Recommendations

Overall Marketing Objectives

Main goal = increase the number of visitors to Downtown Pasco

This will be accomplished by:

- 1) Enhancing your current branding**
- 2) Increasing your brand awareness**



Source: [optinmonster.com](https://www.optinmonster.com)

Recommendation 1: Enhancing Your Branding

Step 1) Strengthen your brand identity with a memorable slogan

Step 2) Adding distinguishing visuals to downtown

Step 3) Upgrade the retail mix to include more high end offerings such as:

- An art gallery
- A luxury import store
- High end bar and dining options

Step 1) Strengthen Brand Identity

“The Heart of Pasco”



Step 2) Add Distinguishing Visuals to Downtown



Source: rotorualakescouncil.nz



Source: depositphotos.com

Step 3a) Upgrading Retail Mix - Art Gallery



Source: latinoartmidwest.com

Step 3b) Upgrading Retail Mix - Luxury Import Store



Frosted Glass and Aged Tin
Cutout Star Light

ITEM: JM3061
SIZE: 19" DIAMETER
\$223.50



Large Blue & White Talavera
Handled Flower Pot

ITEM: TM2210
20" dia. X 20" h
\$545.70



Octagonal Talavera Dinner Plate

ITEM: DH2019A
 Actual Design Shown
\$44.45



Cushioned Pigskin Loveseat

ITEM: FE10142
53" W X 28" D X 31.5" H
\$749.00



Equipale Round Side Table

ITEM: FE10132
20" DIA. X 20" H
\$89.95



Round Mesquite Dining Table with
Turned Pedestal Base

ITEM: MZ10766
54" DIA. X 30.5" H
\$4,720.00



Why Authentic Panama Hat Weavers Are Abandoning The Craft | Still Standing

Step 3c) Upgrading Retail Mix - High End Bars and Dining



[Platos De La Casa / Entrées](#)
ARGENTINEAN SPECIALTIES

PASTEL DE PAPAS

(Argentinean style "Shepherd's pie")
Ground beef, hard-boiled eggs, green onions, raisins, green olives, fresh herbs and spices topped with mashed potatoes and baked until golden brown 21 (G)

POLLO AL HORNO

Our marinated all natural, antibiotic free and vegetarian fed oven roasted chicken breast, served with roasted Yukon gold potatoes, sweet potatoes, carrots, celery and haricot verts 22 (G)

MILANESA CON FRITAS

Two tender breaded beef cutlets served with fries or mashed potatoes, broccoli florets and fresh lemon 21
A caballo, eggs on top 2 ea.

MILANESA NAPOLITANA

Two tender breaded beef cutlets blanketed with ham, baked mozzarella cheese and house-made marinara sauce served with fries or mashed potatoes and broccoli florets 24



Source: pheonixnewtimes.com

Recommendation 2: Start an IMC Campaign for Brand Awareness

Step 1) Create compelling, engaging, and highly-shareable online content that's free and organic by:

- Creating event pages on your website
- Creating a blog
- Increasing social media presence
- Increasing current social media accessibility.

Step 2) Then, boost your content with paid advertising

Step 3) Monitor performance & engage with customers

Step 1a) Create event pages on your website

Submit a Community Event

April 2021

« Prev Next »

Type: - Any - Department: - Any - Boards and Committees: - Any - Apply

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	31	1	2 Springtime at the Farm - Photo Ops 9:00am "Black Woman in Green: The Story of..." 7:00pm	3 Vancouver Farmers Market 9:00am
4 Vancouver Farmers Market 10:00am	5 City Council Meeting 6:30pm	6 Master Gardener Webinar: Water Wise... 7:00pm	7	8 Pre-Application Conferences 9:00am	9	10 Vancouver Farmers Market 9:00am AAUW-Vancouver 10:00am
11 Vancouver Farmers Market 10:00am	12 City Council Meeting & Community Forum 6:30pm	13 VOLUNTEER - Litter Stewards supply pickup 10:00am Planning Commission Workshop and Hearing 4:30pm	14	15 Downtown Redevelopment Authority Meeting 11:30am History on Tap present Dr. Peter Boag 7:00pm	16	17 Vancouver Farmers Market 9:00am
18 Vancouver Farmers Market 10:00am	19 City Council Meeting 6:30pm	20	21	22	23	24 Vancouver Farmers Market 9:00am
25 Vancouver Farmers Market 10:00am	26 City Council Meeting & Community Forum 6:30pm	27	28	29	30	1

Add to Outlook (iCal) Add to Google Calendar

I want to... ▼

Contact Information

City Hall
415 W. 6th St.
Vancouver, Washington 98660

Phone: (360) 487-8600
TTY: (360) 487-8602

[View Full Contact Details](#)

Upcoming Events

- Vancouver Farmers Market 04/03/2021 - 9:00am
- Vancouver Farmers Market 04/04/2021 - 10:00am
- Master Gardener Webinar: Water Wise Gardening 04/08/2021 - 7:00pm

Vancouver Farmers Market

Calendar Date:
Saturday, April 3, 2021 - 9:00am to 3:00pm
[Back to Calendar](#)

Discover fresh produce, plants and flowers, baked goods, delicious food, unique accessories for yourself, home, or garden and a lot more at the Vancouver Farmers Market in downtown Vancouver.


In response to the COVID-19 pandemic, all shoppers must wear masks, practice social distancing, and leave their dogs at home.

Open Saturdays from 9 a.m. to 3 p.m. and Sundays from 10 a.m. to 3 p.m. through October 31.

More Information: www.vancouverfarmersmarket.com or www.facebook.com/vancouverfarmersmarket

Location

Downtown at West 8th and Esther streets Vancouver, WA 98660
[See map: Google Maps](#)





Source: cityofvancouver.us

Step 1b) Create a Blog

7 months into the pandemic, small business owners don't know how much longer they can hold on: 'We are in survival mode'

Published Thu, Oct 15 2020-1:35 PM EDT

 Alicia Adamczyk
@ALICIAADAMCZYK

SHARE    



A class is held in the old Colors of Yoga Raleigh studio space. Source: Patrice Graham

Source: [cnbc.com](https://www.cnbc.com)

Build a better world for my children?



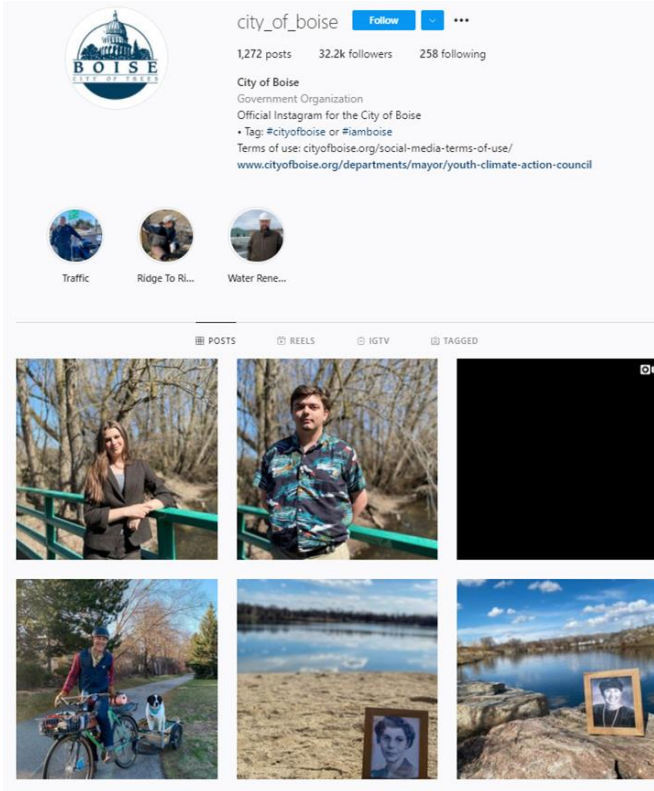
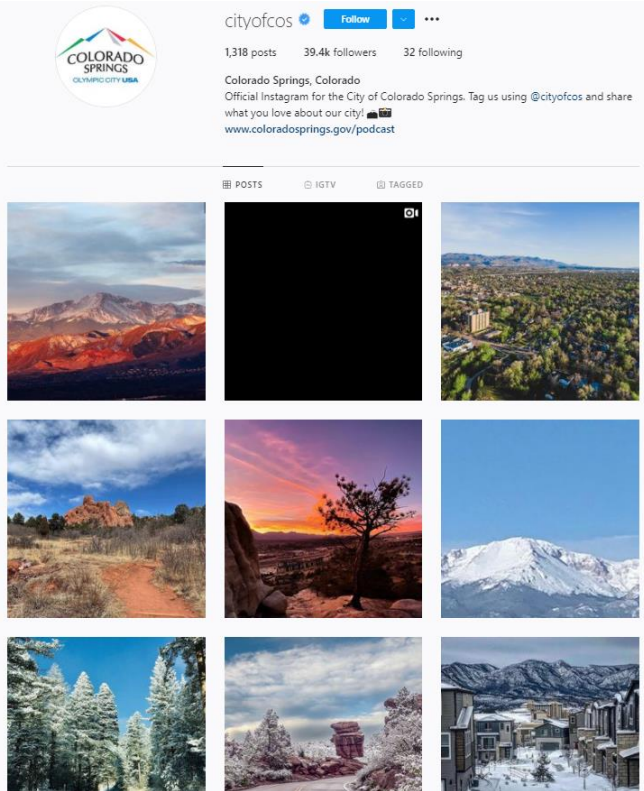
A Recap of Mexico's Dia de Los Muertos Celebrations



PHOTO: Day of the Dead celebration in Mexico. (photo by Christian Palma)

Source: [travelpulse.com](https://www.travelpulse.com)

Step 1c) Increase Social Media Presence via Instagram

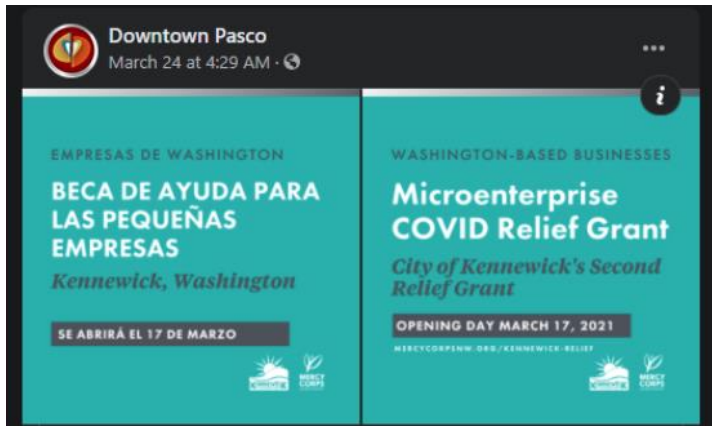


Instagram (IG) stats:

- **1 Billion** monthly active users
- **37%** of US Internet Users are on IG
- **68%** of users visit the platform daily

Source: sproutsocial.com

Step 1d) Increase Current Social Media Accessibility.



Source: blog.hootsuite.com

Step 2) Boost Your Content with Paid Advertising

FACEBOOK AD

Write a comment...

Suggested Post

Infusionsoft
Sponsored · Like Page

24,000 thriving small businesses use Infusionsoft to automate their sales and marketing. Start a product demo now!

Sales & marketing automation software
Built for small business

Product Demo

Sales & Marketing Success
Grow sales, save time and stay on top of it all.
WWW.INFUSIONSOFT.COM

Like · Comment · Share

SPONSORED Create Ad

\$164.18 at Amazon
Daniel Wellington York 0510DW Women's Watch - \$164.18

GetResponse Upgrade
getresponse.com
Log on now to upgrade and get access to all our great features!

English (US) · Privacy · Terms · Cookies · More -
Facebook © 2015

FACEBOOK ADS

Source: thenextscoop.com

swellrewards
Sponsored

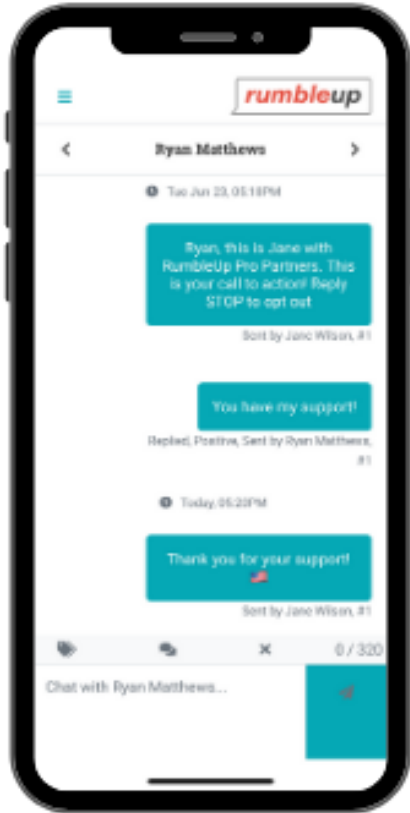
Learn More

16 likes

swellrewards Looking for a way to carry the momentum from your holiday sales into 2017?
Use the Swell app to create your own beautifully-customized rewards program, which is an excellent way to turn first-time shoppers into repeat purchasers.

Source: vidooly.com

Step 3) Monitor Performance & Engage Customers



What types of actions are my ads generating?

Action:

Ad Set	Amount Spent	Actions	Cost per Action	Impressions	Clicks
Pants - Women	\$1,703.11	161	\$2.53	1,396,423	3,375
Pants - Men	\$630.89	23	\$14.73	342,428	786
Shirts - Women	\$572.10	19	\$7.65	115,535	501
Shirts - Men	\$131.17	9	\$8.45	37,882	139
	\$3,037.27	210		1,892,268	4,801

Use the drop-down menu to see metrics related to a specific action such as link clicks or video views.

How many conversions are my ads generating?



Source: klipfolio.com

Costs Involved

- Full-time Agency Costs vs Do-it-Yourself:

Online Advertising Costs

	Typical Investment	Your Time
Do It Yourself	Potentially \$1k's per month in bad clicks and ineffective ads / copy.	20+ hours setup 8+ hours/month
As a project	\$2000 - \$5000 setup fees \$150+/hr for calls, changes, etc.	Negotiating invoices
As a service	25% - 40% ad fees	None

SEO Costs

	Typical Investment	Your Time
Do It Yourself	\$0	40+ hours setup 16 hours/month
As a project	\$1000 - \$5000	Continuous. 16 hours/month
As a service	\$1500 - \$2500 / month	None

Source: thisisarray.com

- Freelancing/Consultant Pricing

FREELANCE/Consulting Service	Estimated Hourly Rate	Estimated Flat Fees/Project Pricing/ per month
Content Creation (blogs, social posts, visuals)	\$12-\$100	\$500-\$1000 per month per profile
SEO Optimization/Campaigns	\$100-\$150	\$2,500-\$5000
Digital Advertising & Marketing	\$15-\$150	\$500-\$5000

Source: searchenginejournal.com

- Peer-to-Peer Texting rates with RumbleUp

Plan	Per Month Cost	Price Per SMS	Price Per MMS
Standard	\$19	10 cents	13 cents
Advanced	\$99	9.5 cents	12.5 cents
Professional	\$499	9 cents	12 cents

Source: rumbleup.com

Conclusion

- **Opportunities have arisen from COVID affecting regulatory and technological forces**
- **Overall Objectives** = Increase visitors to downtown by strengthening your brand identity and increasing brand awareness
- **Recommendations**
 - Enhance your brand identity with a slogan and physical changes to Downtown
 - Implement an IMC Campaign for Brand Awareness





Thank You!

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