# POINT PERK FAST LANE

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POINT PERK
JOHN BEDORTHA
FAST
LANE
JOHN BEDORTHA

# KEY MARKETING CHALLENGES

1. Implementation and information

2. Brand awareness and recognition

3. “It’s fine the way it is.”

https://www.adobe.com/be_en/marketing/campaign/email-marketing.html

# KPI GOALS

Decrease in *wait times*

- Current avg. wait: 4.5 min
- Goal avg. wait: 2.75 min

Increase in *revenue*

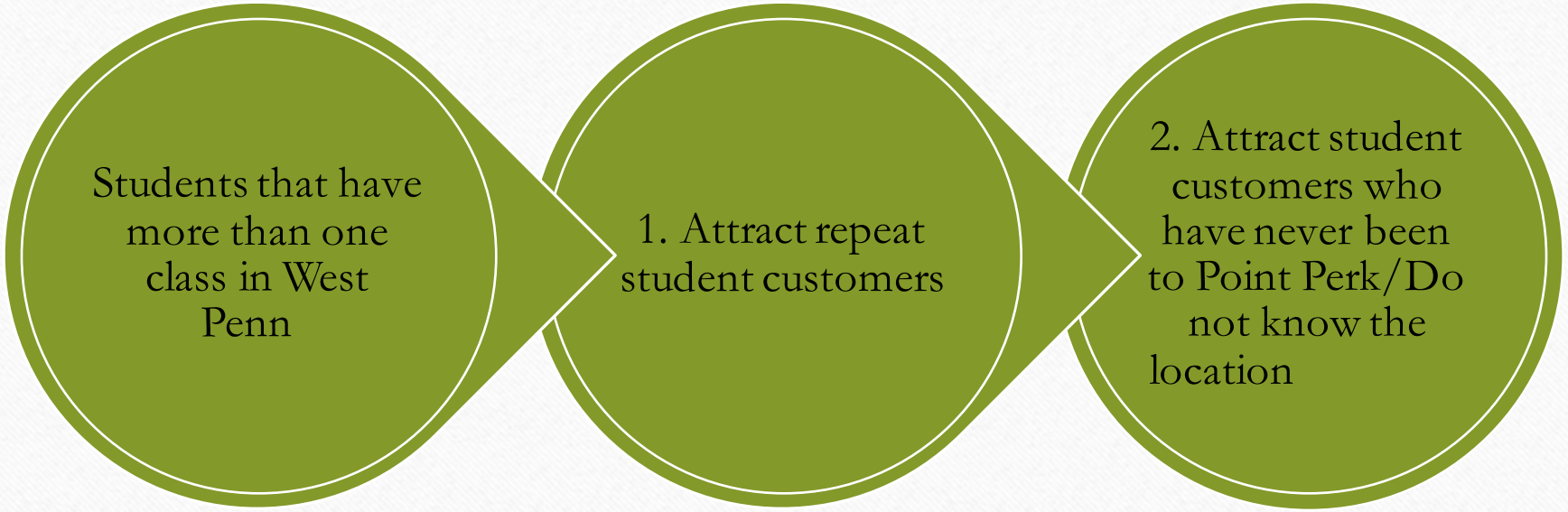
- Current avg. daily sales (7 AM - 3 PM): $1049.81
- Goal avg. daily sales (7 AM – 3 PM): $1363.74

Increase in *weekly impressions*

- Initial weekly impressions: 50
- Goal weekly impressions: 100

SALES DATA FROM:
POINT PERK SALES SHEET
"MONTHLY SALES"
AVERAGED OVER 28 DAYS

# TARGET SEGMENT



# STRATEGIC DIRECTION

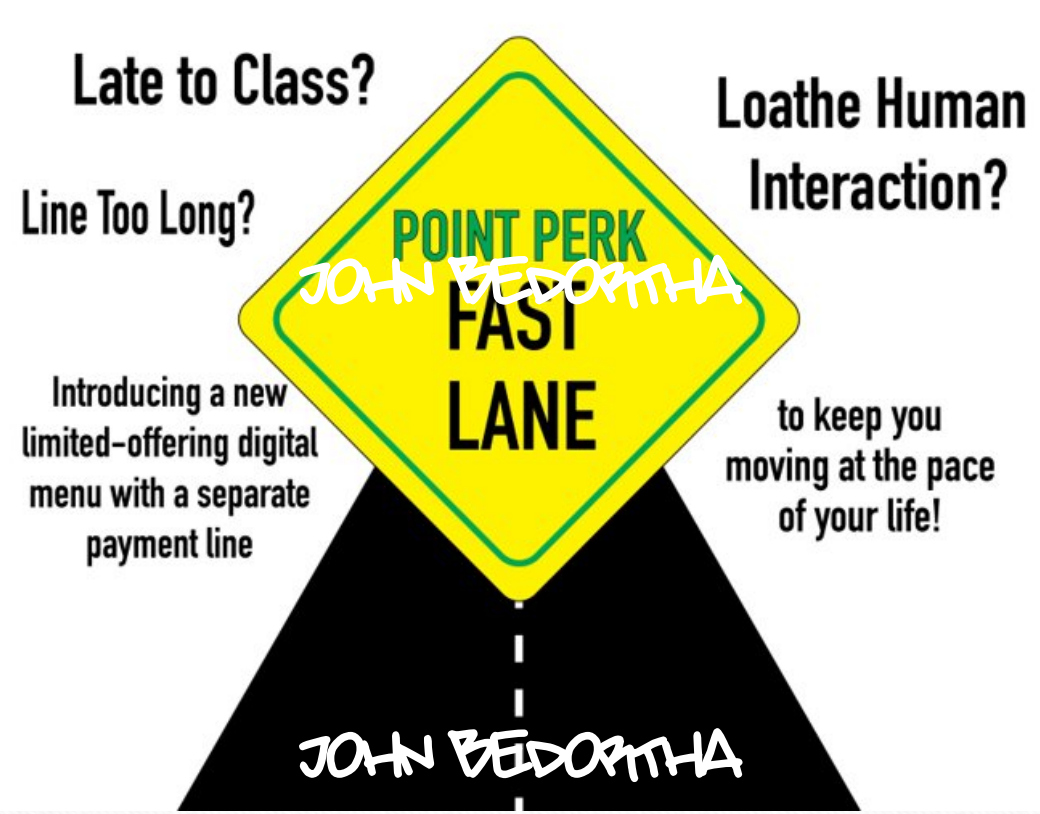
To better draw in both sides of our target market, our strategy of implementing a "fast lane" allows us to better suit the needs of those trying to avoid wait times.

# CAMPAIGN MEDIA

- Print Media
- E-mail
- Instagram
- Twitter
- Snapchat

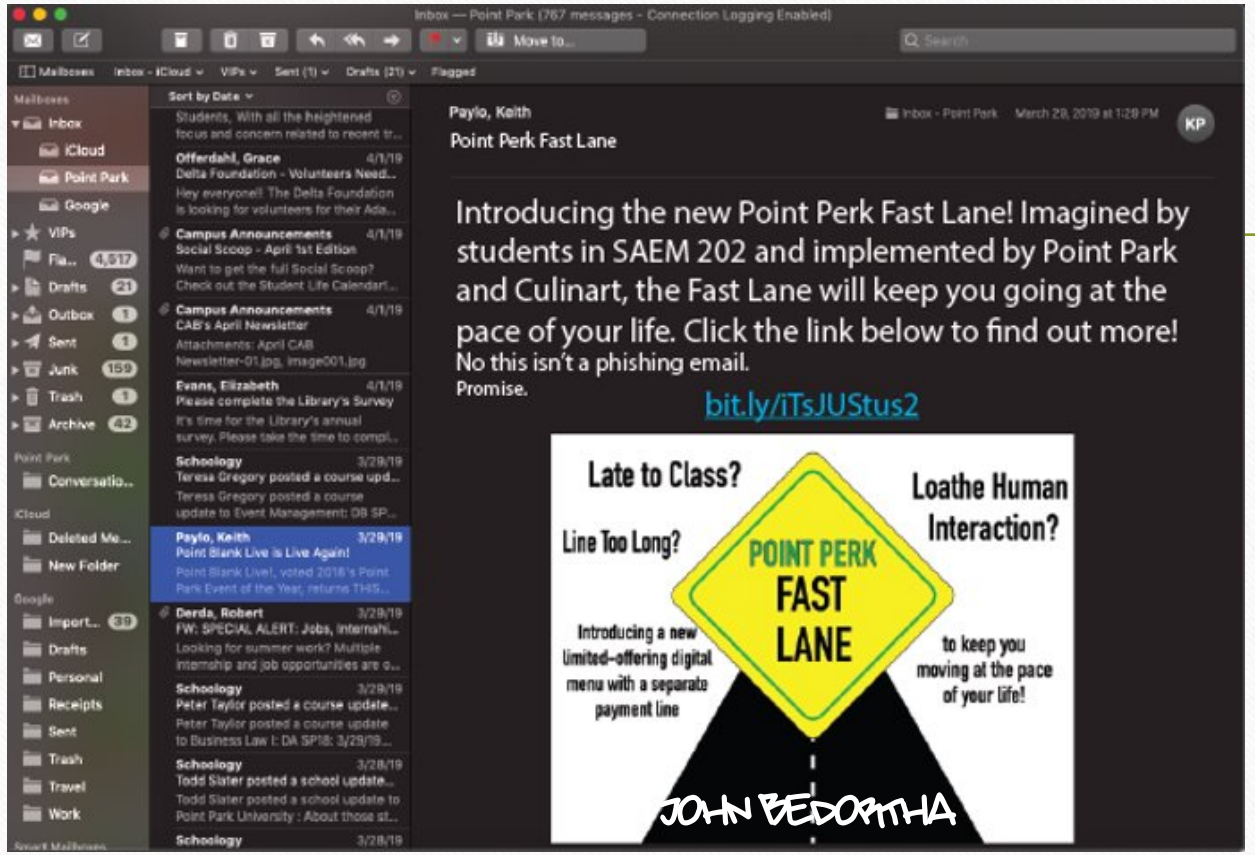
https://www.adobe.com/be_en/marketing/campaign/email-marketing.html

# PRINT MEDIA



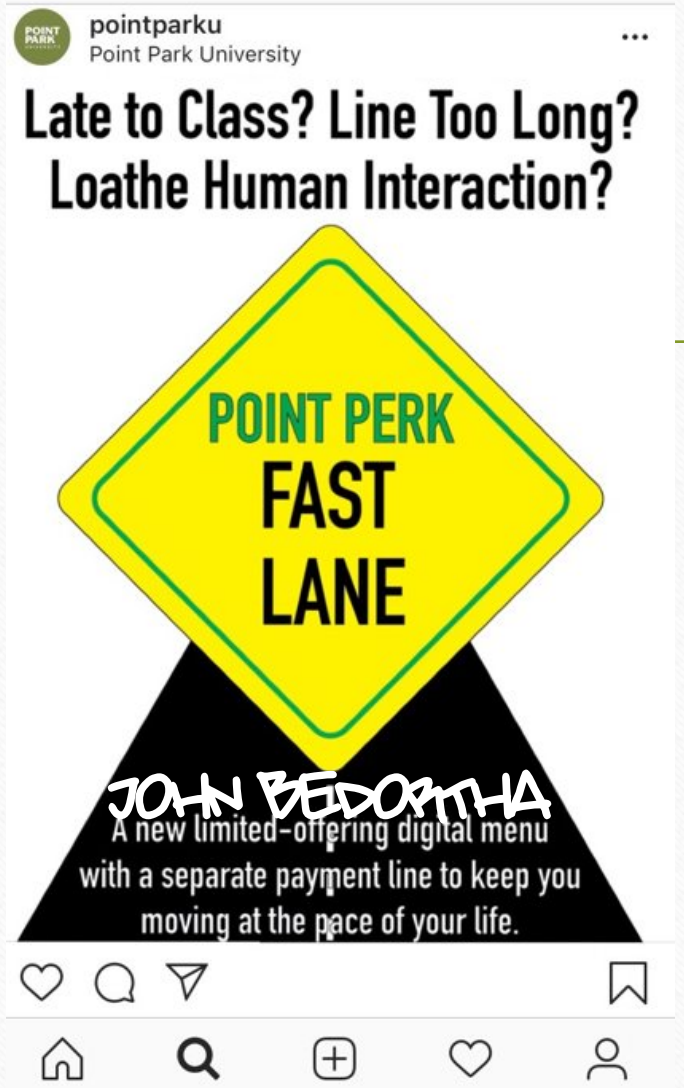

## Flyers and half sheets

- Residence halls and academic buildings
- West Penn Building, Conestoga and Pioneer Halls
- Point Park Globe



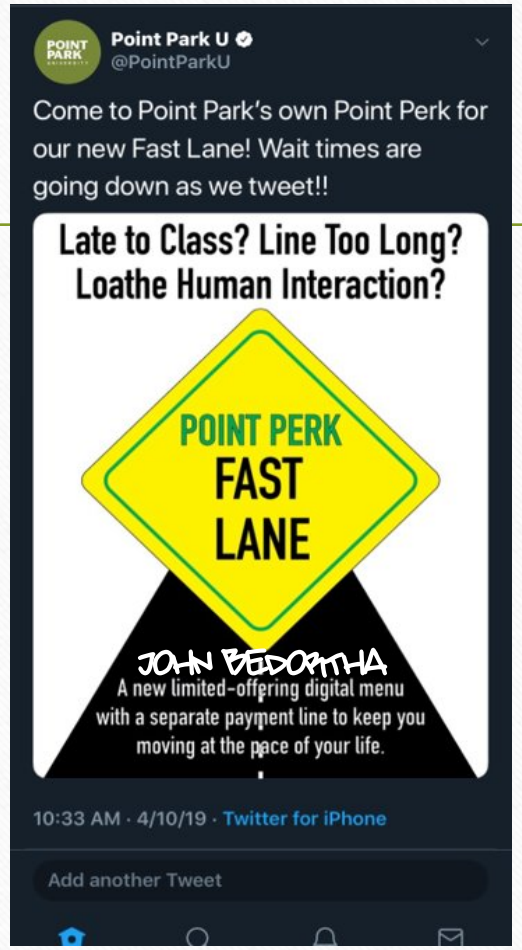

# E-MAIL

- Reach student e-mails with Point Perk & Fast Lane updates
- Weekly Social Scoops, Campus Announcements and SAEM Alerts




# INSTAGRAM

- Provide our segment with a visually pleasing aesthetic of Point Perk & Fast Lane
- Segment uses Instagram to post and view pictures and videos that are appealing to the eye.




# TWITTER

- Provide our segment with witty and light hearted banter regarding the Fast Lane in a way that is relatable yet still respectful
- Segment uses Twitter to read quick and easy content that is humorous and entertaining.

# SNAPCHAT

- Provide segment with updates and fun filters to promote Point Perk and Fast Lane

- Segment uses Snapchat to see and interact with fun and entertaining news and filters.

# MEDIA FLOWCHART

| Week | Network | Time | Content | Topic |
|---|---|---|---|---|
| Once per week | Print Media | Every Monday | Print images and info | Point Perk & Fast Lane |
| Once per week | E-Mail | Every Monday | Information text with visual | Point Perk & Fast Lane |
| Multiple times per week | Instagram | Various | Images & videos | Point Perk & Fast Lane |
| Multiple times per week | Twitter | Various | Text posts with visual | Point Perk & Fast Lane |
| Multiple times per week | Snapchat | Various | Images, videos, filters | Point Perk & Fast Lane |

Click to add text

# TOTAL COST AND ANTICIPATED RESULTS

| Media | Cost/QTY/Time | Weekly Segment Impressions | New Weekly Sales/Impression |
|---|---|---|---|
| Print Flyers | $80/400/week | 80 | $5 |
| ¼ Page PPU Globe Ad | $960/1/semester | 50 | $5 |
| POS System | $240/1/year | NA | NA |
| iPad | $350/1/once | NA | NA |
| **Total** | **$3440/year** | 130 | $10 |

**Total New Weekly Sales: $1300**

DATA TAKEN FROM:
PPU GLOBE WEBSITE
APPLE.COM
VISTAPRINT

# BIBLIOGRAPHY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