

Fender Guitar

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Author Note

This paper was prepared for Principles of Digital Marketing, a requirement in the Entertainment Business program Full Sail University, in Winter Park, Florida.

DIGITAL MARKETING PLAN

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1. INTRODUCTION

The Fender Guitar brand needs some renewal in product development. People think all guitar are the same and base their buying off of price and the brand of the guitar without knowing how to differentiate the quality of the guitar.

Even though product development can result in features that could strongly differentiate Fender Guitar from other competing brands, the purpose of this paper is to describe the motivation and justification of the campaigns that will rejuvenate Fender Guitar and get the attention of new customers who will be long-term loyal customers to the brand.

2. EXECUTIVE SUMMARY

CURRENT POSITION

This proposal shows details and plan of marketing campaigns that is meant to differentiate Fender Guitar brand and line of products from other competitors. Fender Guitar benefits from a long and well-known history with legendary guitarist that have played Fender Guitar. Some people just based a guitar by its looks, price, and brand which means they can't differentiate the good quality of Fender Guitar from its competition, making marketing of new guitar features and product lines difficult at best.

Fender Guitar is known for being light weighted for the guitar player. The guitar has been produced this way since 1946. It is best that Fender Guitar keeps the base of customers who made Fender Guitar successful as it is today and continue to get new customers who will be long-term loyal customers.

I designed two campaigns that will market Fender Guitar and make people interested in the brand. The first campaign, Free Guitar Lesson on Fender Play app for one year with a Fender Guitar purchase is to motivate new guitar player to learn the guitar and not give up on their guitar halfway. Some new guitarist usually gives up their guitar after 6 months. This guitar lesson is to prevent

new guitar player from giving up and keep being loyal customers of Fender Guitar. This campaign will use social media to promote. There will be invitation sent out to people who like Fender Guitar on Facebook. People can promote the event by sending invites to people that they know. The event will also be posted on Twitter. People can retweet the event to promote. The goal is to get 1,000 new customers over the 5-day sales period and have new guitarist be Fender loyal customers.

The second campaign, Free Fender Phoenix Capo with any purchase of Fender Guitar, is to promote Fender line of products. The free capo campaign is to motivate guitar player to learn new ways to play their guitar with a different sound effect. It is meant to attract new and existing customers since anyone would need a capo in hand if they want a different sound in their guitar. The event will be promoted using social media. There will be invites sent to people who like Fender on Facebook. There will also be a post on Twitter as well. For email and mail subscribers, there will be catalog sent out as well about the event. The goal is to sale 2,000 new guitar over the course of a 3-day period.

KEY ISSUES

Both campaigns have a digital marketing approach that uses social media and other digital platforms. The entire marketing campaign for Fender Guitar grand total cost is \$73,861,128. Google Ad annum cost a total of \$120,000. Twitter Ads cost a total of \$72,000,000. Kerrang Magazine advertisement cost a total of \$35,988. Rolling Stone Magazine cost a total of \$1,705,140.

3. ORGANIZATION VISION, MISSION& VALUES

MISSION

Fender Guitar mission statement is a guitar that is light-weighted and will last for a lifetime. Fender Guitar is committed to making good guitar that has quality sounds. Its guitars are meant for pop, country, jazz, and funk music. Fender Guitar core values includes hiring hard workers, craftsmanship, continuous improvement, and precision.

VISION

Fender Guitar is the first light-weighted guitar since 1946. Fender Guitar is meant to make good sounds when played for pop music. It is a low-cost guitar that has good quality. It is meant for both professional and non-professional guitarist who wants a guitar that would last for a lifetime. Although technology has changed since the 40s, Fender guitar quality stay the same.

VALUES

There are several key value components that have allowed Fender Guitar to realize the success that it has since 1946. By staying true to the following core values, the guitar brand has maintained high quality and services to promised customers.

- Craftsmanship- Fender Guitar promise to provide its customer with high quality tone wood and makes its guitar light-weighted to ensure customers are completely satisfied with its products.
- Precision- Fender Guitar promise that its guitar makes the best of sound and would last for a lifetime.

People	Brand
Elegant	Precision
Famous	Contemporary
Hard worker	Craftsmanship

4. MARKETING VISION & MISSION

MISSION

The mission is to differentiate Fender Guitar from others brand. The campaign is promoted through social media and other digital platforms. Fender Guitar can also be a good guitar for beginner as well as advanced players. The campaign is meant to attract attention over a long period of time (3 year) by showing that Fender Guitar is meant for players of different level.

VISION

Fender Guitars targets are millennials professional and non-professional guitarist. Fender Guitar digital marketing promotes its brand through social media and other digital platforms. It is meant to target millennials because it is the market that give Fender Guitar its value. Fender Guitar marketing team helps delivered a strong presence and message through website optimization and advertising.

5. SITUATION ANALYSIS

EXTERNAL ENVIRONMENTAL ANALYSIS

To get a better understanding the way that the industry can affect Fender Guitar's performance, I decided to analyze the effect that external factors have on consumer decisions and cost to the company in the predictable future.

Factor	What's Happening	Impact	Term	Options Moving Forward
Social	There has been a trend towards pop music.	Consumer want quality guitar that can make good sound for pop music.	Long	Make guitar that makes good sound for pop music.
Technological	There are acoustic-electric guitars design to be played without an amp	Fender Guitar must keep up with this trend. Fender Guitar must offer some models with wireless technology.	Long	Make acoustic-electric guitars that runs from batteries and can be played without an amp.
Economic	Competitors are increasingly selling their guitar at cheaper prices	Continue cost cutting because fender guitar is a low-cost provider	Long	Keep cutting cost to stay at a low price point or find way to increase value and sell at a higher price point.

Environment	Young people nowadays like eco-friendly product.	There is likely a large increase in demand if this is channel towards Fender Guitar	Medium	Use eco-friendly wood when producing Fender Guitar.
Political	There is a president election coming up.	There might be new laws that results in an increased disposable income	Short-Medium	Start amp up marketing strategies if disposable income does increase.
Legal	There is no identifiable legal issue to Fender Guitar	Not relevant	Not relevant	Not relevant
Ethical	There is no identifiable ethical issue to Fender Guitar	Not relevant	Not relevant	Not relevant

PORTER'S FIVE FORCES ENVIRONMENTAL ANALYSIS

The following analysis let me know how to identify and analyze five competitive forces that describe the industry to determine weaknesses and strengths. This analysis will mainly provide the framework for the development of the digital marketing strategy.

FORCE	WHAT'S HAPPENING?	PRESSURE	IMPACT
Competitive rivalry	There are many other brands that make guitars	high	Have to fight for market share
Bargaining power of customers	Customers have many choices to whom they want to buy from	high	Fender guitar have to show its value and that it is a high-quality product.
Bargaining power of suppliers	Fender Guitar is a large company with long standing ties with their suppliers, so Fender guitar is in a good position.	moderate	Fender guitar is good on the supply side.
Threat of new entrants	It is a full market resistant to powerful changes in market share.	moderate	Fender Guitar need to focus on its competitors and understand the changes of new features on marketing of current guitar brands.
Threat of substitute products	There are many different substitutions for guitars out there.	high	We must show that Fender guitar is the best

			brand out there with high-quality.
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MARKET OVERVIEW

Fender Guitar is in a competitive market with different models being sold at all different price points.

The brand is in a tough position because there are similar guitar models sold out there. The market is matured, and people can't differentiate that Fender Guitar is not like others brand. We can see potential growth in a rejuvenating marketing strategy targeting millennial consumers.

CURRENT TARGET MARKETS

Currently, Millennials represent the primary target market for Fender Guitar. Millennials are the generation that shapes today economics. They are in their 20s and just graduated from college to start their career in this world. Millennials median household income is \$60,000.

The secondary target market is Generation Z. They have access to technology and mobile device since they were toddlers. Generation Z can take advantage of Fender Guitar Play as toddlers to learn to play guitar from their tablets or mobile devices. Generation Z are currently in high school and preparing to enter college.

Academics	Professionals
-Universities	-Professional adult men guitarist
-High schoolers	-professional adult women guitarist
-middle schoolers	-professional adolescence girl guitarist

-primary school	Professional adolescence boy guitarist
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CURRENT AUDIENCES

- Adult men and women
- Teenagers of both boy and girl
- Professional guitarist
- Non-professional guitarist
- Millennials
- Generation Z
- Children of both boy and girl

CUSTOMER TOUCH POINTS

Furthermore, to have a better understanding who the current audience is, it is important to study the different platforms used for interaction between Fender Guitar and its customers.

This chart below allowed me to visualize digital platforms that could be used to strengthen the interaction with customers, what expectation and needs are met by each, and how the platform could be used as a competitive advantage in the marketplace and community.

Touch Point	Department	Does it meet their expectation/need?	Competitive Edge
Website	Marketing	<ul style="list-style-type: none"> - Filled with products to buy - An about the brand page - Easy to find information - Good call to action 	- buyable products
Facebook	Marketing	<ul style="list-style-type: none"> -high numbers of like - good information -pictures and videos of product 	Pictures and Videos
Instagram	Marketing	<ul style="list-style-type: none"> -high numbers of followers -good information -pictures and videos of product 	Pictures and Videos

COMPETITION

Fender Guitar have competition with different type of guitars internationally.

Outlined below are Fender Guitar different competition.

Who are they?		Brand	Marketing Mix	Potential competitive advantage on us
Now Gibson Guitar	Founded around 1894 and headquartered in Nashville, TN, Gibson Brands has a legacy legend of world-class craftsmanship, legendary music Partnerships and progressive product evolution that is unrivaled among Musical instrument companies. Gibson is the number one guitar brand worldwide.	Gibson Guitar is considered the most iconic guitar of rock music. Gibson Guitar is simply easier to get a rock tone through a Les Paul because of the double humbuckers, you generally get a louder and crunchy sound from the guitar.	Product- Acoustic and Electric Guitar Price- Different price points than ours. Cost more than a Fenders. From \$900- and up. Placement- Spend time and money on digital and social media platforms, and TV. Promotion- Have holiday sales, and Black Friday sales.	For guitarist that play rock music Gibson is a better fit. It is generally fitted with humbuckers and is louder and has a fuller sound. Gibson is used for rock, blue rock, metal, and punk. While Fender is meant for guitarist who plays funk, blues, pop, and country. Fender guitar is fitted with single coil pickups and has a brighter and thinner sound. Gibson guitar neck is usually much flatter than Fender. Which makes it easier to play a Gibson than a Fender. Gibson is a brand that has more than 100 years in business. Gibson has more followers on Twitter than Fender. Gibson have 1 million followers while Fender only have 658.8k followers.
Up and coming Taylor Guitar	Taylor Guitars is an American guitar manufacturer which is based in El Cajon, California. Taylor Guitar is one of United States largest manufacturers of acoustic guitars. Taylor Guitar	The Taylor guitars have been made for people who actually want to get the most out of their instrument, built	Product- Acoustic, classical and electric guitars Price- Different price points than ours. Cost more than	The older a Taylor Guitar get, the better they sound. Because of the combination of high-quality tone woods and superb quality, yet light finishing process that Taylor use, each guitar whether it is utilizes Sapele, Koa, Sitka Spruce, Mahogany and Koa to name a few, evolves slightly each year. This evolution is caused by down to the wood drying it out ever so slightly, removing the water molecules that

	<p>mainly specialize in acoustic guitars and semi-hollow electric guitars. Taylor Guitar company was founded around 1974 by Bob Taylor and Kurt Listug.</p>	<p>with superior, high quality tone woods and made for players of all different levels in need of a high-quality workhorse that'll last a lifetime.</p>	<p>Fenders. Usually cost from \$1,000 and up.</p> <p>Placement- spends time and money on digital and social platforms.</p> <p>Promotion- Taylor Insider email subscriptions to get guitar giveaways and prizes, and cool deals.</p>	<p>hinder the sound waves and resonance whilst responding to your playing style and the vibrations of the chords.</p> <p>It is the most playable neck in the industry. The initial goal that Bob Taylor set out to achieve was to create a straighter and more stable neck that would not bend in the face of humidity and changing temperatures. The Taylor guitar neck is created from a continuous piece of wood that supports the fretboard all the way to the 19th fret, whereas other guitars tend to lose that support around the 14th fret.</p> <p>Taylor Guitar is made with superior, high quality tone woods that'll always last a lifetime.</p>
<p>Dropping</p> <p>Off?</p> <p>Martin</p> <p>Guitar</p>	<p>The Martin Guitar company is an American guitar manufacturer established in 1833, by Christian Frederick Martin. Martin Guitar is highly respected for its acoustic guitars and is a leading manufacturer in America for flat top guitars.</p>	<p>The Martin guitars is mainly known for using a lot less of their lacquer finish than most brands. It has more than enough to protect your guitar for many years, but not so much that your tone is lost completely. Because of this reason Martin guitar looks amazing and sounds better with age – it's allowed to breathe and age the way wood should!</p>	<p>Product- Acoustic Guitar</p> <p>Price- Different price point than ours. Cost more than a Fender. \$1000 and up.</p> <p>Placement- Does spend time on digital and social media platforms.</p> <p>Promotion- Holiday sales and Black Friday sales.</p>	<p>Martin guitars started using hide glue from their beginnings until the 1960s where it was swapped out for more environmentally friendly options and something that was meant to be easier to work with. However, guitarists, and Martin firmly believe that Hide glue would make a truly difference to the sound. The use of hide glue is now often revered by luthiers and guitar aficionados alike as it creates a stronger bond between each part of the guitar. The way hide glue sets and ages over time creates a stronger, and a way more cohesive bond between each piece of the guitar. It will not only fuses to the wood but starts to become part of its 'DNA' if you will, effectively turning many pieces of wood into one.</p> <p>Martin always use the quarter sawn technique when they cut their wood for the guitar. This preserves the tonal qualities of the wood, utilizes the grain effectively and applies far way more stability to your guitar. It also makes the guitar looks better too! Quarter sawn wood utilizes the beauty of the grain far more than other methods that has been used. Quarter sawn wood is most likely far less to expand and contract to guitar-breaking levels, too. Even though you still need to look after your guitar as much as possible by placing it in its case when you're finished playing, the quarter sawn technique helps keep your guitar from bowing and shrinking too much.</p> <p>Martin truly care about the environment and want to source their wood responsibly. As a matter of fact, they were one of the first companies to ensure that all of their wood was CITES Certified.</p>

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INTERNAL ENVIRONMENTAL ANALYSIS

Internal marketing is as crucial as external; therefore it is essential that I consider Fender Guitar's internal environments prior to developing the digital marketing plan. Fender Guitar products and services differentiate from others guitar brands. Below is a chart that analysis of the status of Fender Guitar's internal structure and future goals.

Element	Where you are now	Where you want to be	The gaps
Strategy	Recognized as a light-weighted high-quality guitar brand nationally	Expand internationally	Selective process for choosing new location
Structure	Online shop and sold at most guitar shop.	Have a Fender shop nationwide	Have a good quality expansion, not too fast.
Systems	Automatic money transaction on online shop.	Efficient money handling	Consider system like QuickBooks
Style	Light-weighted, pop music sound, and high-quality	Have a rock music sound as well	change crafting of guitar

Staff	Call center customer service and craftsman	Have small staff with strong skill set	Have high morale within the staff
Skills	Good craftsmanship and high-quality services	Use good wood for guitar	Evaluate for certified wood for guitar
Shared Values	Light-weighted, high quality wood, and good craftsmanship	Continue with current values	monitor customer views of Fender Guitar

INTERNAL RELATIONSHIPS

For Fender Guitar to successfully deliver its promises to its customers, it is crucial to first ensure that all aspects of the business are working together properly. The following is an analysis chart of Fender Guitar's internal departments and their relationships to one another. Analyzing internal relationships will better help build trust among employees, manage expectations and can be extremely just as rewarding for the company as building relationships with consumers.

Department	Emphasis	Marketing Emphasis	Relationship/Link
craftsman	Make guitar for the brand	Brand image	They produce the guitar for the company

Customer service	Handle the customer purchase in a friendly manner	Customer retention	Good customer service benefits from good attitude
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GENERAL SWOT ANALYSIS

The following list is a study of Fender Guitar identifying strengths and weaknesses of the brand's marketing, operations and offerings. I also analyzed external opportunities and threats to the guitar brand. The analysis provides the framework to help better understand Fender Guitar focus on its strengths, minimize threats and take the best possible advantage of the opportunities available.

Strengths

- Light-weight guitar
- Pricing of Guitar is reasonable
- Strong brand equity
- Loyal customers

Weaknesses

- Products are focused on old technology and designs.
- Not keeping up with competitors at bringing new technologies to the marketplace.

Opportunities

- Emerging markets and expansion abroad to different countries.

- Product and services expansion
- Have celebrities represent Fender Guitar as their signature Guitar.

Threats

- Competition
- Lower cost competitors or imports
- Price wars
- Economic slowdown
- Product substitution

ASSUMPTIONS

The following are assumptions made by me in preparing this report for Fender Guitar. For the following marketing plan, these assumptions were made based on prior knowledge and from personally experience, rather than research.

1. People prefer certified high-quality wood for guitars.
2. People prefer wood that is eco-friendly.
3. Fender Guitar will be more efficient and increase its profitability with an updated digital marketing plan.
4. Customers of Fender Guitar will respond to the effort put in the digital marketing.
5. Customers choose Fender Guitar because it is light-weighted and don't mind the price.

6. ORGANISATION& MARKETING OBJECTIVES

SHORT TERM (1 – 3 YEARS)

	Objective	Strategy
Organizational 2020-2022 (Over 3 years)	<ol style="list-style-type: none"> 1. Increase sales by 45% each year. 2. Increase the average price of guitar from \$165-\$350. 3. Get more people to subscribe to Fenders Guitar email subscription. 	<ol style="list-style-type: none"> 1. Do online promotion for the online shop to increase customers to shop at Fenders more. 2. Do charity events with musicians for To Write Love On Her Arms.
Marketing 2020-2022 (Over 3 years)	<ol style="list-style-type: none"> 1. Increase Twitter followers from 658.8k-700k. 2. Do a vintage guitar exhibition 3. Get more likes on Facebook from 3.4 million to 4 million. 	<ol style="list-style-type: none"> 1. Get musician to represent Fender Guitar as their signature guitar to promote more sales to fans. 2. Start an official Facebook group for Fender guitar user to communicate with each other.

Marketing Mix

Product- Fender Guitar	Sales increase by 45% year over year.	Increase online sales of Fender Guitar by promoting on social media.
Place- In store at Guitar Center branch nationwide in America. Online Fender shop.	Do a vintage Fender guitar auction.	Use Facebook event invite to promote event. Invite People who like and follow Fender Guitar on social media to promote event.
Price- \$270 and up for guitars.	Increase guitar price by 15% to give it more value.	Start using better tone woods for guitar to increase price and give it more value.
Promotion- Black Friday sales on all Fenders Guitar.	New Customers- Get 10% off on any item when subscribe to the email subscription on Fender website.	Do a free gift promotion on Fenders website. Free Fender Play lesson for one year with a purchase on any Fender guitars.

People- Existing and New Customers. Targeting professional and non-professional musicians.	Get more customers through rewards membership. Member can save points for discounts and freebies.	Get 10% of any item when customers follow Fenders Guitar on Twitter.
Physical Evidence	The physical evidence is the number of millennials and generation z that are buying Fender Guitar increase.	Applied the laid-out strategies
Processes	Fender Guitar processes include increase advertising from social media through campaigns	Trial and error and research

MEDIUM TERM (3 – 5 YEARS)

Objective		Strategy
Organizational 2022- 2024 (Over 2 years)	<ol style="list-style-type: none"> 1. Increase sales of Fender Guitar capo by 30% each year. 2. Increase the price of Fender Guitar tuner from \$24-\$30. 	<ol style="list-style-type: none"> 1. Do online promotion of Fender accessories to increase customers to shop other items of Fender Guitar. 2. Promote Fender Play charity internationally.
Marketing 2022-2024 (Over 2 years)	<ol style="list-style-type: none"> 1. Increase sales of used Fender Guitar at Guitar Center by 35% 2. Increase Fender Instagram followers from 2.9 million to 3.5 million 	<ol style="list-style-type: none"> 1. Get Japanese visual kei musician to represent Fender Guitar as their signature guitar to promote sales internationally. 2. Open an official Fender shop nationwide in America.
Marketing Mix		
Product- Fender Guitar	Sales increase by 45% year over year.	Increase online sales of Fender Guitar by promoting on social media.

Place- In store at Guitar Center branch nationwide in America. Online Fender shop.	Do a vintage Fender guitar auction.	Use Facebook event invite to promote event. Invite People who like and follow Fender Guitar on social media to promote event.
Price- \$270 and up for guitars.	Increase guitar price by 15% to give it more value.	Start using better tone woods for guitar to increase price and give it more value.
Promotion- Black Friday sales on all Fenders Guitar.	New Customers- Get 10% off on any item when subscribe to the email subscription on Fender website.	Do a free gift promotion on Fenders website. Free Fender Play lesson for one year with a purchase on any Fender guitars.
People- Existing and New Customers. Targeting professional and non-professional musicians.	Get more customers through rewards membership. Member can save points for discounts and freebies.	Get 10% of any item when customers follow Fenders Guitar on Twitter.
Physical Evidence	The physical evidence is the number of millennials and	Applied the laid-out strategies

	generation z that are buying Fender Guitar increase.	
Processes	Fender Guitar processes include increase advertising from social media through campaigns.	Trial and error and research

LONG TERM (5 YEARS PLUS)

	Objective	Strategy
Organizational 2024- 2026 (Over 2 years)	<ol style="list-style-type: none"> 1. Increase the average price of vintage guitar from \$1,000-\$5,000. 2. Get people to subscribe to mail catalog of Fender Guitar 	<ol style="list-style-type: none"> 1. Use social media to reach worldwide customers. 2. Open a Fender Guitar shop in Vietnam.
Marketing 2024-2026 (Over 2 years)	<ol style="list-style-type: none"> 1. Do a used Fender Guitar from the 70s exhibition 2. Do a used Fender Guitar sale on Fender official Facebook group. 	<ol style="list-style-type: none"> 1. Get Hong Kong musician from TVB channel to represent Fender Guitar as their signature guitar to promote brand internationally. 2. Open an official Fender shop nationwide throughout China.

Marketing Mix		
Product- Fender Guitar	Sales increase by 45% year over year.	Increase online sales of Fender Guitar by promoting on social media.
Place- In store at Guitar Center branch nationwide in America. Online Fender shop.	Do a vintage Fender guitar auction.	Use Facebook event invite to promote event. Invite People who like and follow Fender Guitar on social media to promote event.
Price- \$270 and up for guitars.	Increase guitar price by 15% to give it more value.	Start using better tone woods for guitar to increase price and give it more value.
Promotion- Black Friday sales on all Fenders Guitar.	New Customers- Get 10% off on any item when subscribe to the email subscription on Fender website.	Do a free gift promotion on Fenders website. Free Fender Play lesson for one year with a purchase on any Fender guitars.

People- Existing and New Customers. Targeting professional and non-professional musicians.	Get more customers through rewards membership. Member can save points for discounts and freebies.	Get 10% of any item when customers follow Fenders Guitar on Twitter.
Physical Evidence	The physical evidence is the number of millennials and generation z that are buying Fender Guitar increase.	Applied the laid-out strategies
Processes	Fender Guitar processes include increase advertising from social media through campaigns.	Trial and error and research

7. STRATEGY

The following marketing strategy is to promote Fender Guitar brand.

Have Fender Guitar do a vintage guitar exhibition, so people are more aware of Fender Guitar brands and its value. Promote the vintage guitar exhibition to raise brand awareness for Fender Guitar brand. Start producing acoustic-electric guitar that uses batteries to replace the sound the amps make. Also produce acoustic-electric guitar with tuner in the guitar for convenience tuning. This new production of acoustic-electric guitar will show that Fender Guitar is catching up on technology like other guitar brands have. Open an official Fender guitar shop in Tokyo, Japan, since Fender guitar has always been popular and promoted in Japan. Have a Japanese Visual Kei artist represent Fender guitar as their signature guitar to better promote the brand and attract more international customers.

8. TACTICS

Promote the Fender Guitar vintage guitar exhibition on social media such as Facebook and Twitter. Send Facebook invites to people who like Fender on Facebook about the event. Tweet about the event to get customers attention. Do a TV advertisement about the vintage guitar exhibition to better promote the event. Send out catalog and email about the new acoustic-electric guitar to promote it to customers. Post pictures of the new acoustic-electric guitar on Instagram so customers can preview how the guitar look like. Send out Facebook invites to people who like Fender guitar in Tokyo, Japan to the shop grand opening. Post pictures of Japanese Visual Kei artist playing their signature Fender guitar on Instagram to attract customers.

RESOURCES

Title	Occupant	Responsibilities
Digital Marketing Executive	Works at the headquarters	<ul style="list-style-type: none"> -Develop and also manage digital marketing campaigns - Usually manage organization's website - Optimize content for all the website and social networking channels such as Facebook, Twitter, Instagram, Google Plus, etc. - Promote company's product and services in the digital space.
Social Media Marketing Expert	Works at the headquarters	<ul style="list-style-type: none"> -Create social media marketing strategy and campaign by creating the content idea, budget planning, and also implementation schedules. -Does the promoting of brand's products and services on various social media channels.

		<ul style="list-style-type: none"> -Optimize the company pages with each social media platform to increase the company social content visibility.
Digital Marketing Copywriter	Works at the headquarters	<ul style="list-style-type: none"> -Tailor the content and style of writing assignments according to their purpose like sell or to inform. -Write for blogs, web pages, social media, eBooks, slogans, and video script. -Assist with business pitches to win new clients and projects. -Provide digital contents such as video, infographics, and images, etc.
Search Specialist/Marketer-Engineer Specialist	Works at the headquarters	<ul style="list-style-type: none"> -Track, report, analyze website analytics, and PPC campaigns. -Optimize the landing pages of paid search engine marketing campaigns.

		-Research and analyze advertising links of the competitors.
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BUDGET

Below is the recommended budget for the digital marketing and social media strategies for Fender Guitar. The total annual

Budget spans from approximately \$6,155,094 to \$73,861,128 and is determined by the promotion of the campaigns.

If promotion of the campaigns is successful during its sales period between November and December of 2020, Fender Guitar will invest in more campaigns to make more profit for the company.

Annual costs	Annum	Quarter	Month
Google Ad	\$120,000	\$40,000	\$10,000
Twitter Ads	\$72,000,000	\$24,000,000	\$6,000,000
Sub Total	\$72,120,000	\$24,040,000	\$6,010,000
One Off			
Kerrang Magazine	\$35,988	\$11,996	\$2,999
Rolling Stone Magazine	\$1,705,140	\$568,380	\$142,095
Sub Total	\$1,741,128	\$580,376	\$145,094
Grand Total	\$73,861,128	\$24,620,376	\$6,155,094

9. ACTIVITY PLAN

MARKETING MIX

Objective	Strategy	Actions
Product- Fender Guitar	Sales increase by 45% year over year.	Increase online sales of Fender Guitar by promoting on social media.

Placement- In store at Guitar Center branch nationwide in America. Online Fender shop.	Do a vintage Fender guitar auction.	Use Facebook event invite to promote event. Invite People who like and follow Fender Guitar on social media to promote event.
Price- \$270 and up for guitars.	Increase guitar price by 15% to give it more value.	Start using better tone woods for guitar to increase price and give it more value.
Promotion- Black Friday sales on all Fenders Guitar.	New Customers- Get 10% off on any item when subscribe to the email subscription on Fender website.	Do a free gift promotion on Fenders website. Free Fender Play lesson for one year with a purchase on any Fender guitars.
People- Existing and New Customers. Targeting professional and non- professional musicians.	Get more customers through rewards membership. Member can save points for discounts and freebies.	Get 10% of any item when customers follow Fenders Guitar on Twitter.

Physical Evidence	The physical evidence is the number of millennials and generation z that are buying Fender Guitar increase.	Applied the laid-out strategies
Processes	Fender Guitar processes include increase advertising from social media through campaigns.	Trial and error and research

CAMPAIGNS

Campaign	Line of business	Strategy

International Guitar Day	New & Current	<p>Goals</p> <ul style="list-style-type: none"> - The goal is to sale at least 500 guitars in one day. <p>Target</p> <ul style="list-style-type: none"> - Professional and non-professional musician who are interested in Fender Guitar. <p>Key messages</p> <ul style="list-style-type: none"> - Get 20% off all items on Fender webpage on international guitar day. <p>Placement</p> <ul style="list-style-type: none"> - Use Social Media- Facebook and Twitter to announce the event. Boost post to reach 10,000 customers and tell them to share on social media or tag their friends. Also send to subscribers a catalog of the sale event. <p>Evaluate</p> <ul style="list-style-type: none"> - How many is reach and impressions on social media. - Online sales and total transaction. - Sign up for email subscriptions hopefully 3,000 new accounts.
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<p>Free Guitar Lesson on Fender Play app for one year with a Fender Guitar purchase.</p>	<p>New</p>	<p>Goals</p> <ul style="list-style-type: none"> – The goal is to get 1,000 new customers over the 5-day sales period who have never played guitar before. <p>Target</p> <ul style="list-style-type: none"> – Non-professional guitarist who have never gotten training in guitar before and want to learn how to play. <p>Key messages</p> <ul style="list-style-type: none"> – Buy a Fender guitar and get free lesson on Fender Play app for one year. <p>Placement</p> <ul style="list-style-type: none"> – Use Social Media-Facebook and Twitter. Send invitation to people who like Fender on Facebook to the event. Boost post to reach 5,000 customers have them use Facebook to invite people they know to the event and also have them retweet on Twitter. <p>Evaluate</p> <ul style="list-style-type: none"> – Impression on social media. – Online sales and total transaction.
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		<p>Get people to keep on subscribing to Fender Play after the one free year is over hopefully be able to reach 7,000 new subscribers to Fender Play.</p>
Free Fender Original Tuner with any Fender Guitar Purchase.	New & Current	<p>Goals</p> <ul style="list-style-type: none"> – The goal is to sale 2,000 new guitar over the course of a 3-day period. <p>Target</p> <ul style="list-style-type: none"> – Professional and non-professional guitarist who are interested in Fender brand. <p>Key messages</p> <ul style="list-style-type: none"> – Free Fender Original Tuner with any Fender Guitar Purchase. <p>Placement</p> <ul style="list-style-type: none"> – Use social media- Facebook and Twitter to announce the event. Invite people who like Fender on Facebook to the event. Have them invite their friends and family to the event using Facebook as well. Ask them to retweet the event. – Send out catalog to subscribers about the event. <p>Evaluate</p> <ul style="list-style-type: none"> – Impression on social media.

		<ul style="list-style-type: none"> - Online sales and total transactions. - Sign up for email and mail subscriptions hopefully 2,500 new accounts.
Free Fender Phoenix Capo with any purchase of Fender Guitar	New & Current	<p>Goals</p> <ul style="list-style-type: none"> - The goal is to sale 2,000 guitar over the course of a 4-day time period. <p>Target</p> <ul style="list-style-type: none"> - Professional and non-professional guitarist who are interested in the Fender brand. <p>Key messages</p> <ul style="list-style-type: none"> - Get a free Fender Phoenix Capo with any Fender Guitar purchase. <p>Placement</p> <ul style="list-style-type: none"> - Use Social Media- Facebook and Twitter to announce the event. Send invites to people who like Fender on Facebook. Have them invite their friends and family on the Facebook invite. Have them retweet on twitter. - Send out catalog to subscribers about the event. - Send out emails to subscribers about the event.

		<p>Evaluate</p> <ul style="list-style-type: none"> - Impressions on social media. - Online sales and total transactions. <p>Sign up for email and mail subscriptions hopefully 3,000 new subscribers.</p>
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DISPLAY ADVERTISING

Placement	Target	Actions
Yahoo Display	Professional and Non-professional guitarist ages 18-35	Target key search terms- guitar, Fender Guitar, musical instruments, instruments, tuner, capo, guitar lesson, gig bag
Duckduckgo Display	Professional and non-professional guitarist ages 18-35	Target key search terms- guitar, Fender guitar, musical instruments, instruments, tuner, capo, guitar lesson, gig bag
YouTube	Professional and non-professional guitarist ages	Target key demographics of punk music and rock music.

	18-35. Display ads and 20 second video spot.	Timing is Black Friday Sales November.
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SOCIAL MEDIA

Tool	Target	Actions
Instagram	Ages 18-35 -Professional and non-professional guitarist	-Set up page -Post pictures of Fender Guitar -Post picture of musician playing Fender Guitar -Post video of musician playing Fender Guitar -Follow musician that supports Fender Guitar
Facebook	Ages 18-35 -Professional and non-professional guitarist	-Set up page -Create invites for events -Post pictures of Fender Guitar -Post picture of musician playing Fender Guitar -Post about promotion

		<ul style="list-style-type: none"> -Post videos of musician playing Fender Guitar
Twitter	Age 18-35 -Professional and non-professional guitarist	<ul style="list-style-type: none"> -Set up page -Post pictures of Fender Guitar -Post picture of musician playing Fender Guitar -Post about promotion -Post video of musician playing Fender Guitar -Follow musician that supports Fender Guitar

EMAIL MARKETING

Fender Guitar have access to customers who have provided email addresses through the website. Below are factors to

put into consideration and review prior to sending emails to customers.

Emails	Timing	Frequency
Update/News/General communication	Send out on Thursday evening.	Monthly

Events- Updates consumers of new events. Free capo with any purchase of Fender guitar, Free Fender Play lesson with any Fender guitar purchase, etc.	Send out on Sunday morning	Bi-weekly
Big Events- President Day Sale, Labor Day Sale, Easter Day Sale.	Send 3-5 days prior to the event.	Annually

OTHER ACTIVITES

Fender Guitar promotes its campaign through Facebook, Twitter, and Instagram. The brand can promote its new line of acoustic-electric guitar through mail subscription catalog. In the catalog includes promotion on guitar sales and discounts. Showcase guitar model in the catalog so people will be interested in buying Fender Guitar. Do a vintage guitar auction to make more money than usually. Promote the vintage guitar auction through social media from Facebook invites. Start buying and selling used Fender guitar to make extra profit from the guitar value. Have Japanese Visual Kei artist Chisa represent Fender guitar as his signature guitar to attract customers.

10. CONTROL AND EVALUATION

Evaluate	Measure	Tools
Keywords	Rank well on top keywords	Yahoo AdWords

Traffic to website	Page views up every month.	Yahoo Analytics
Increase Followers on Twitter	Have 659.6k followers on 2020.	Uses ad tools on Twitter to increase new customers.
Increase Followers on Instagram	Have 2.9 million followers on 2020.	Uses ad tools on Instagram to increase new customers.
Increase likes on Facebook	Have 3.4 million like on 2020.	Uses ad tools on Facebook to increase new customers.

11. APPENDIX

Appendix A

Brand Values
<ul style="list-style-type: none">• Precision• Contemporary• Craftsmanship• Elegant• Famous

Appendix B

SWOT

Strengths	Weaknesses
<ul style="list-style-type: none">• Light-weight guitar• Pricing of Guitar is reasonable• Strong brand equity• Loyal customers	<ul style="list-style-type: none">• Products are focused on old technology and designs.• Not keeping up with competitors at bringing new technologies to the marketplace.
Opportunities	Threats
<ul style="list-style-type: none">• Emerging markets and expansion abroad to different countries.• Product and services expansion• Have celebrities represent Fender Guitar as their signature Guitar.	<ul style="list-style-type: none">• Competition• Lower cost competitors or imports• Price wars• Economic slowdown• Product substitution

Appendix C

COMPETITION

	Who are they?	Brand	Marketing Mix	Potential competitive advantage on us
Taylor Guitar	Taylor Guitars is an American guitar manufacturer which is based in El Cajon, California. Taylor Guitar is one of United States largest manufacturers of acoustic guitars. Taylor Guitar mainly specialize in acoustic guitars and semi-hollow electric guitars. Taylor Guitar company was founded around 1974 by Bob Taylor and Kurt Listug.	The Taylor guitars have been made for people who actually want to get the most out of their instrument, built with superior, high quality tone woods and made for players of all different levels in need of a high-quality workhorse that'll last a lifetime.	<p>Product- Acoustic, classical and electric guitars</p> <p>Price- Different price points than ours. Cost more than Fenders. Usually cost from \$1,000 and up.</p> <p>Placement- spends time and money on digital and social platforms.</p> <p>Promotion- Taylor Insider email subscriptions to get guitar giveaways and prizes, and cool deals.</p>	<p>The older a Taylor Guitar get, the better they sound. Because of the combination of high-quality tone woods and superb quality, yet light finishing process that Taylor use, each guitar whether it is utilizes Sapele, Koa, Sitka Spruce, Mahogany and Koa to name a few, evolves slightly each year. This evolution is caused by down to the wood drying it out ever so slightly, removing the water molecules that hinder the sound waves and resonance whilst responding to your playing style and the vibrations of the chords.</p> <p>It is the most playable neck in the industry. The initial goal that Bob Taylor set out to achieve was to create a straighter and more stable neck that would not bend in the face of humidity and changing temperatures. The Taylor guitar neck is created from a continuous piece of wood that supports the fretboard all the way to the 19th fret, whereas other guitars tend to lose that support around the 14th fret.</p> <p>Taylor Guitar is made with superior, high quality tone woods that'll always last a lifetime.</p>
Martin Guitar	The Martin Guitar company is an American guitar manufacturer established in 1833, by Christian Frederick Martin. Martin Guitar is highly respected for its acoustic guitars and is a leading manufacturer in America for flat top guitars.	The Martin guitars is mainly known for using a lot less of their lacquer finish than most brands. It has more than enough to protect your guitar for many years, but not so much that your tone is lost completely. Because of this	<p>Product- Acoustic Guitar</p> <p>Price- Different price point than ours. Cost more than a Fender. \$1000 and up.</p>	<p>Martin guitars started using hide glue from their beginnings until the 1960s where it was swapped out for more environmentally friendly options and something that was meant to be easier to work with. However, guitarists, and Martin firmly believe that Hide glue would make a truly difference to the sound. The use of hide glue is now often revered by luthiers and guitar aficionados alike as it creates a stronger bond between each part of the guitar. The way hide glue sets and ages over time creates a stronger, and a way more cohesive bond between each piece of the guitar. It will not only fuses to the wood but starts to become part of its 'DNA' if you will, effectively turning many pieces of wood into one.</p>

		<p>reason Martin guitar looks amazing and sounds better with age – it's allowed to breathe and age the way wood should!</p>	<p>Placement- Does spend time on digital and social media platforms.</p> <p>Promotion- Holiday sales and Black Friday sales.</p>	<p>Martin always use the quarter sawn technique when they cut their wood for the guitar. This preserves the tonal qualities of the wood, utilizes the grain effectively and applies far way more stability to your guitar. It also makes the guitar looks better too! Quarter sawn wood utilizes the beauty of the grain far more than other methods that has been used. Quarter sawn wood is most likely far less to expand and contract to guitar-breaking levels, too. Even though you still need to look after your guitar as much as possible by placing it in its case when you're finished playing, the quarter sawn technique helps keep your guitar from bowing and shrinking too much.</p> <p>Martin truly care about the environment and want to source their wood responsibly. As a matter of fact, they were one of the first companies to ensure that all of their wood was CITES Certified.</p>
Gibson Guitar	Founded around 1894 and headquartered in Nashville, TN, Gibson Brands has a legacy legend of world-class craftsmanship, legendary music Partnerships and progressive product evolution that is unrivaled among Musical instrument companies. Gibson is the number one guitar brand worldwide.	Gibson Guitar is considered the most iconic guitar of rock music. Gibson Guitar is simply easier to get a rock tone through a Les Paul because of the double humbuckers, you generally get a louder and crunchy sound from the guitar.	<p>Product- Acoustic and Electric Guitar</p> <p>Price- Different price points than ours. Cost more than a Fenders. From \$900- and up.</p> <p>Placement- Spend time and money on digital and social media platforms, and TV.</p> <p>Promotion- Have holiday sales, and Black Friday sales.</p>	<p>For guitarist that play rock music Gibson is a better fit. It is generally fitted with humbuckers and is louder and has a fuller sound. Gibson is used for rock, blue rock, metal, and punk. While Fender is meant for guitarist who plays funk, blues, pop, and country. Fender guitar is fitted with single coil pickups and has a brighter and thinner sound.</p> <p>Gibson guitar neck is usually much flatter than Fender. Which makes it easier to play a Gibson than a Fender.</p> <p>Gibson is a brand that has more than 100 years in business. Gibson has more followers on Twitter than Fender. Gibson have 1 million followers while Fender only have 658.8k followers.</p>

Appendix D

SHORT TERM (1 – 3 YEARS)

Tactic	Objective	Strategy
Organizational 2020-2022 (Over 3 years)	4. Increase sales by 45% each year. 5. Increase the average price of guitar from \$165-\$350. 6. Get more people to subscribe to Fenders Guitar email subscription.	3. Do online promotion for the online shop to increase customers to shop at Fenders more. 4. Do charity events with musicians for To Write Love On Her Arms.
Marketing 2020-2022 (Over 3 years)	4. Increase Twitter followers from 658.8k-700k. 5. Do a vintage guitar exhibition 5. Get more likes on Facebook from 3.4 million to 4 million.	1. Get musician to represent Fender Guitar as their signature guitar to promote more sales to fans. 2. Start an official Facebook group for Fender guitar user to communicate with each other. 3. Start ads on social media to increase sales and promote brand.
Marketing Mix	Objective	Strategy
Product- Fender Guitar	Sales increase by 45% year over year.	Increase online sales of Fender Guitar by promoting on social media.
Place- In store at Guitar Center branch nationwide in America. Online Fender shop.	Do a vintage Fender guitar auction.	Use Facebook event invite to promote event.

		Invite People who like and follow Fender Guitar on social media to promote event.
Price- \$270 and up for guitars.	Increase guitar price by 15% to give it more value.	Start using better tone woods for guitar to increase price and give it more value.
Promotion- Black Friday sales on all Fenders Guitar.	New Customers- Get 10% off on any item when subscribe to the email subscription on Fender website.	Do a free gift promotion on Fenders website. Free Fender Play lesson for one year with a purchase on any Fender guitars.
People- Existing and New Customers. Targeting professional and non-professional musicians.	Get more customers through rewards membership. Member can save points for discounts and freebies.	Get 10% of any item when customers follow Fenders Guitar on Twitter.

Appendix E

RESOURCES

Title	Occupant	Responsibilities
Digital Marketing Executive	Works at the headquarters	<ul style="list-style-type: none"> -Develop and also manage digital marketing campaigns - Usually manage organization's website - Optimize content for all the website and social networking channels such as Facebook, Twitter, Instagram, Google Plus, etc. - Promote company's product and services in the digital space.

Social Media Marketing Expert	Works at the headquarters	<ul style="list-style-type: none"> -Create social media marketing strategy and campaign by creating the content idea, budget planning, and also implementation schedules. -Does the promoting of brand's products and services on various social media channels. -Optimize the company pages with each social media platform to increase the company social content visibility.
Digital Marketing Copywriter	Works at the headquarters	<ul style="list-style-type: none"> -Tailor the content and style of writing assignments according to their purpose like sell or to inform. -Write for blogs, web pages, social media, eBooks, slogans, and video script. -Assist with business pitches to win new clients and projects. -Provide digital contents such as video, infographics, and images, etc.
Search Engine Specialist/Marketer-Specialist	SEM	<ul style="list-style-type: none"> -Track, report, analyze website analytics, and PPC campaigns. -Optimize the landing pages of paid search engine marketing campaigns. -Research and analyze advertising links of the competitors.

		<ul style="list-style-type: none"> -Manage the expense and budget of campaigns and estimate monthly cost. -In-depth website analysis.
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BUDGET

Annual costs	Annum	Quarter	Month
Google Ad	\$120,000	\$40,000	\$10,000
Twitter Ads	\$72,000,000	\$24,000,000	\$6,000,000
Sub Total	\$72,120,000	\$24,040,000	\$6,010,000
One Off			
Kerrang Magazine	\$35,988	\$11,996	\$2999
Rolling Stone Magazine	\$1,705,140	\$568,380	\$142,095
Sub Total	\$1,741,128	\$580,376	\$145,094
Grand Total	\$73,861,128	\$24,620,376	\$6,155,094

Appendix F

CAMPAIGNS

Campaign	Line of business	Strategy
International Guitar Day	New & Current	<p>Goals</p> <ul style="list-style-type: none"> - The goal is to sale at least 500 guitars in one day. <p>Target</p> <ul style="list-style-type: none"> - Professional and non-professional musician who are interested in Fender Guitar. <p>Key messages</p> <ul style="list-style-type: none"> - Get 20% off all items on Fender webpage on international guitar day. <p>Placement</p>

		<ul style="list-style-type: none"> - Use Social Media- Facebook and Twitter to announce the event. Boost post to reach 10,000 customers and tell them to share on social media or tag their friends. Also send to subscribers a catalog of the sale event. <p>Evaluate</p> <ul style="list-style-type: none"> - How many is reach and impressions on social media. - Online sales and total transaction. - Sign up for email subscriptions hopefully 3,000 new accounts.
Free Guitar Lesson on Fender Play app for one year with a Fender Guitar purchase.	New	<p>Goals</p> <ul style="list-style-type: none"> - The goal is to get 1,000 new customers over the 5-day sales period who have never played guitar before. <p>Target</p> <ul style="list-style-type: none"> - Non-professional guitarist who have never gotten training in guitar before and want to learn how to play. <p>Key messages</p> <ul style="list-style-type: none"> - Buy a Fender guitar and get free lesson on Fender Play app for one year. <p>Placement</p> <ul style="list-style-type: none"> - Use Social Media-Facebook and Twitter. Send invitation to people who like Fender on Facebook to the event. Boost post to reach 5,000 customers have them use Facebook to invite people they know to the event and also have them retweet on Twitter. <p>Evaluate</p> <ul style="list-style-type: none"> - Impression on social media. - Online sales and total transaction. - Get people to keep on subscribing to Fender Play after the one free year is over hopefully be able to reach 7,000 new subscribers to Fender Play.

<p>Free Fender Original Tuner with any Fender Guitar Purchase.</p>	<p>New & Current</p>	<p>Goals</p> <ul style="list-style-type: none"> - The goal is to sale 2,000 new guitar over the course of a 3-day period. <p>Target</p> <ul style="list-style-type: none"> - Professional and non-professional guitarist who are interested in Fender brand. <p>Key messages</p> <ul style="list-style-type: none"> - Free Fender Original Tuner with any Fender Guitar Purchase. <p>Placement</p> <ul style="list-style-type: none"> - Use social media- Facebook and Twitter to announce the event. Invite people who like Fender on Facebook to the event. Have them invite their friends and family to the event using Facebook as well. Ask them to retweet the event. - Send out catalog to subscribers about the event. <p>Evaluate</p> <ul style="list-style-type: none"> - Impression on social media. - Online sales and total transactions. - Sign up for email and mail subscriptions hopefully 2,500 new accounts.
<p>Free Fender Phoenix Capo with any purchase of Fender Guitar</p>	<p>New & Current</p>	<p>Goals</p> <ul style="list-style-type: none"> - The goal is to sale 2,000 guitar over the course of a 4-day time period. <p>Target</p> <ul style="list-style-type: none"> - Professional and non-professional guitarist who are interested in the Fender brand. <p>Key messages</p> <ul style="list-style-type: none"> - Get a free Fender Phoenix Capo with any Fender Guitar purchase. <p>Placement</p> <ul style="list-style-type: none"> - Use Social Media- Facebook and Twitter to announce the event. Send invites to people who like Fender on Facebook. Have them invite their friends and family

		<p>on the Facebook invite. Have them retweet on twitter.</p> <ul style="list-style-type: none"> - Send out catalog to subscribers about the event. - Send out emails to subscribers about the event. <p>Evaluate</p> <ul style="list-style-type: none"> - Impressions on social media. - Online sales and total transactions. - Sign up for email and mail subscriptions hopefully 3,000 new subscribers.
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Appendix G

DISPLAY ADVERTISING

Placement	Target	Actions
Yahoo Display	Professional and Non-professional guitarist ages 18-35	Target key search terms- guitar, Fender Guitar, musical instruments, instruments, tuner, capo, guitar lesson, gig bag
Duckduckgo Display	Professional and non-professional guitarist ages 18-35	Target key search terms- guitar, Fender guitar, musical instruments, instruments, tuner, capo, guitar lesson, gig bag
YouTube	Professional and non-professional guitarist ages 18-35. Display ads and 20 second video spot.	Target key demographics of punk music and rock music. Timing is Black Friday Sales November.

SOCIAL MEDIA

Tool	Target	Actions
Twitter	Age 18-35	-Set up page

	<ul style="list-style-type: none"> -Professional and non-professional guitarist 	<ul style="list-style-type: none"> -Post pictures of Fender Guitar -Post picture of musician playing Fender Guitar -Post about promotion -Post video of musician playing Fender Guitar -Follow musician that supports Fender Guitar
Facebook	<p>Ages 18-35</p> <ul style="list-style-type: none"> -Professional and non-professional guitarist 	<ul style="list-style-type: none"> -Set up page -Create invites for events -Post pictures of Fender Guitar -Post picture of musician playing Fender Guitar -Post about promotion -Post videos of musician playing Fender Guitar
Instagram	<p>Ages 18-35</p> <ul style="list-style-type: none"> -Professional and non-professional guitarist 	<ul style="list-style-type: none"> -Set up page -Post pictures of Fender Guitar -Post picture of musician playing Fender Guitar -Post video of musician playing Fender Guitar -Follow musician that supports Fender Guitar

EMAIL MARKETING

Emails	Timing	Frequency
Update/News/General communication	Send out on Thursday evening.	Monthly
Events- Update consumers of new events. Free capo with any purchase of Fender guitar, Free Fender Play lesson with	Send out on Sunday Morning.	Bi- weekly

any Fender guitar purchase, etc.		
Big Events- President Day Sale, Labor Day Sale, Easter Day Sale.	Send 3-5 days prior to the event.	Annually

Appendix H

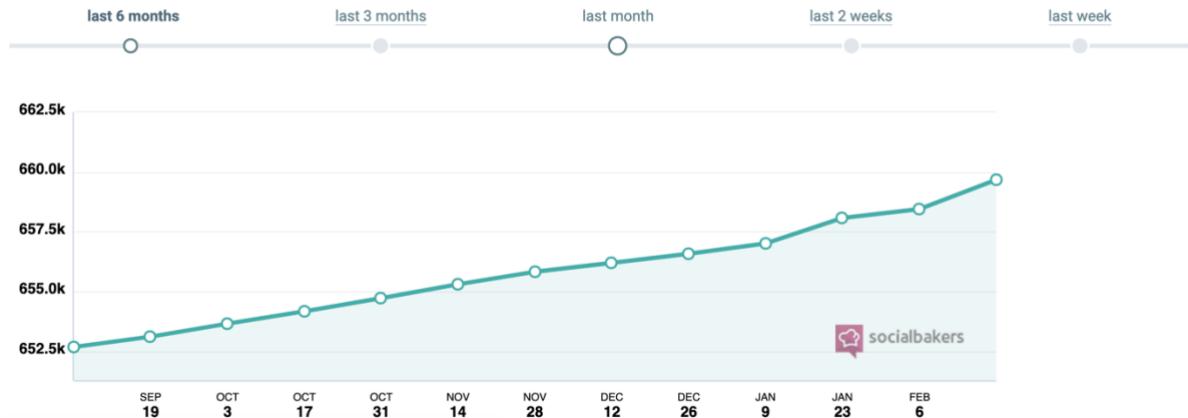
1. CONTROL AND EVALUATION

Evaluate	Measure	Tools
Keywords	Rank well on top keywords	Yahoo AdWords
Traffic to website	Page views up every month.	Yahoo Analytics
Increase Followers on Twitter	Have 659.6k followers on 2020.	Uses ad tools on Twitter to increase new customers.
Increase Followers on Instagram	Have 2.9 million followers on 2020.	Uses ad tools on Instagram to increase new customers.
Increase likes on Facebook	Have 3.4 million like on 2020.	Uses ad tools on Facebook to increase new customers.

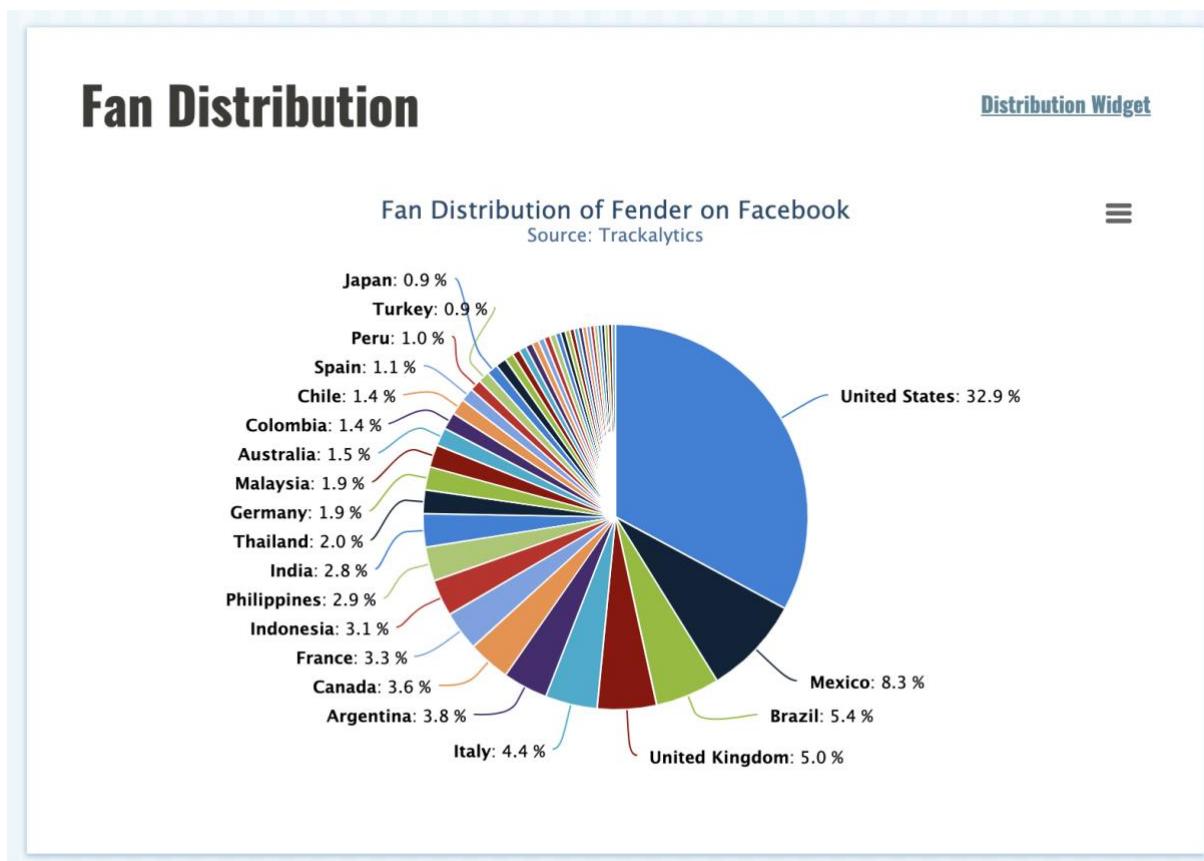
22. APPENDIX

Yahoo search reaches more than 117 million searchers per month. (instapage, 2018) Yahoo also offers Display ads on the page to promote brands. (instapage, 2018)

Fender Twitter Followers

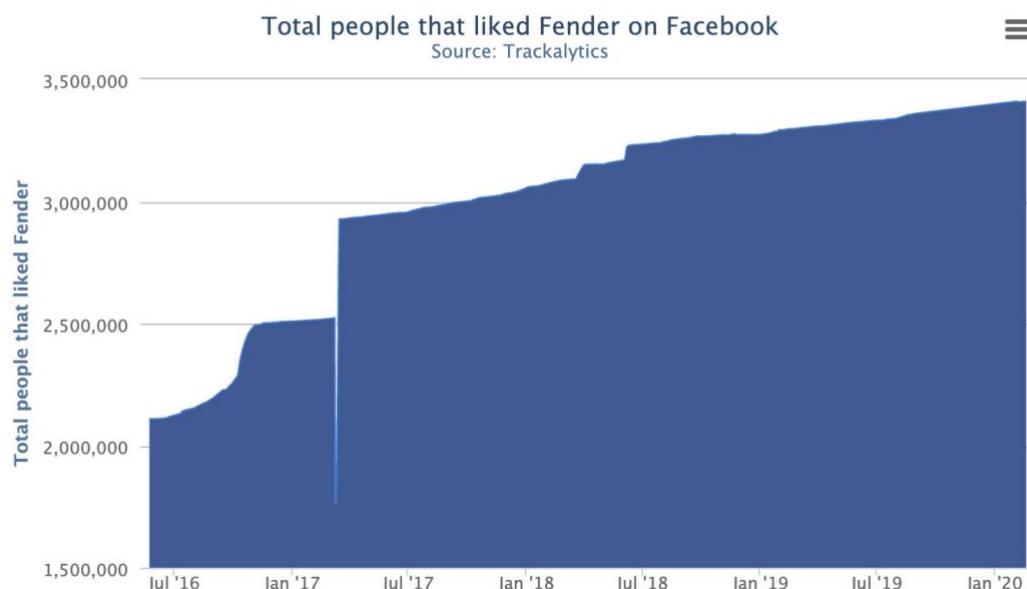


(socialbakers, 2020)



Fanpage Likes

Likes Widget



(trackalytics, 2020)

Using Instagram hashtag can increase audience. Hashtag can get more people to notice you.
(sproutsocial, 2020)

Barnhart, B. (2020, January 31). Using Instagram hashtags to grow your audience. Retrieved from <https://sproutsocial.com/insights/instagram-hashtags/>

Trackalytics. (n.d.). Fender: Facebook Statistics / Analytics. Retrieved from <https://www.trackalytics.com/facebook/fanpage/fender/>

Yahoo Ads: Everything You Should Know for Profitable Campaigns. (2018, December 31). Retrieved from <https://instapage.com/blog/yahoo-ads>

Socialbakers. (n.d.). Fender Statistics on Twitter followers. Retrieved from <https://www.socialbakers.com/statistics/twitter/profiles/detail/707913-fender>

23. FIND OUT MORE

Fender is popular on Instagram because of hashtags and the promotion it got from people tagging

Fender in picture. It is not so popular on Twitter because not too many people have a Twitter account. Most people just have Facebook and Instagram.