

Fromozz Marketing Plan

Revolutionizing the global commerce and the American market

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Executive Summary

Fromozz is a Business to Business platform that connects producers, buyers and business partners worldwide, facilitating global commerce and international trade. As a new company, two of the major issues that they are facing are brand awareness and business growth. One of the main threats is the strong competition from Amazon and Alibaba , two very known and respected companies. Through our research and analysis we realized that, while their business is focused and popular in Latin America, North America is still an unexplored market for this company. So the main objectives of this marketing plan are to increase the number of U.S. buyers by 10% and generate brand awareness. We are going to target small-medium business who want to add variety to their product offering. To achieve these goals we would like to implement three strategic solutions: hire brand advocates, create a promotional videos and participate at the U.S. Chamber of Commerce events.

We are going to form a team of brand advocates, lead by a senior manager, who will promote the services of Fromozz in four main U.S. cities (New York, Los Angeles, Houston and Miami), targeting small-businesses through personal selling.

In order to increase the company's visibility, we are going to create a promotional video with testimonies coming from current customers and government officials which will be published on the company's Facebook and LinkedIn and will be aired on television to reach a larger audience.

In order to network with potential clients and building a relationship with the U.S. Chamber of Commerce, Fromozz will participate at some events of the Small Businesses Series.

We have also created a very aggressive marketing schedule that aligns with each strategic solution that will all be implemented in an achievable time span. For the budget, we have decided to cut a small portion of the funds for social media, expos, and press releases in order to reallocate the cost to our strategic solutions.

Our final recommendations are to determine how feasible our marketing plan is, create a partnership with the U.S. Chamber of Commerce and reach out to top media sites in order to gain major media coverage.

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Introduction

Fromozz began more than 3 years ago, with the vision of the cofounders, Sebastian Jaramillo and Juan Olea. The idea came from them realizing that it was very high risk to only depend on a few countries and few categories for the exports of a country. They believed that Central America should attack large and growing countries, which the U.S. is a part of. Fromozz is a business-to-business platform for global trade that connects business partners, suppliers, and buyers. They also support producers with technology to export their products to different parts of the world. Fromozz helps to facilitate the connection and communication between each company in the chain of commerce. Their main goal is to help every supplier sell their products around the world. The marketing plan we are wanting to implement is to help them to penetrate into the United States market in order to increase the number of buyers by 10%, and to help them to become more visible within the U.S.

Research and Situational Analysis

Research and Analysis includes the brand, customers, and a summary of the SWOT analysis. First, Fromozz is a small business-to-business platform that is trying to revolutionize global trade. Through the Negotiations Platform, ADMIN organization, buyers, producers and business partners can communicate and negotiate with each other, leading to a faster sales cycle, an increase in sale and a more efficient negotiation process. In their revenue structure each ADMN organization is charged a one time fee (USD \$5,000-\$15000) to customize the platform and train its Team, producers and buyers. Fromozz also charges a monthly fee for the producers (USD \$0-\$99), a monthly fee for business partners (USD \$500-\$1,999), while buyers enter the platform without a cost .

Currently they are facing many different challenges as they are trying to grow their brand. Right now they are not very well known, so awareness is one of the major challenges for the brand.

Second, the potential target for Fromozz is to expand into the United States, and grow the buyers within the U.S. to 10%. Specifically, it is to target small to medium companies who are interested in enriching the diversity of their current offering. This will not only increase their

visibility within American markets, but it will allow for them to reach their vision of being recognized as the most innovative platform that connects brands, retailers, and business partners worldwide.

Lastly, the major strengths and opportunities for Fromozz is that it provides a simple and secure platform between producers and sellers so that they are able to communicate and negotiate efficiently and effectively. This will also help to ensure a faster sales cycle and to help them to be connected on a global network. One of the most important and challenging weaknesses that Fromozz is experiencing right now is brand awareness. Currently, they are trying to increase their business into the United States so that their company can become more internationally known. This can be a major weakness because regardless of what you have to offer, if you don't have consumers that are aware of your brand or business, it can be extremely hard to generate sales very efficiently. The threats for Fromozz are other competitors, such as Amazon or Alibaba. Both of these companies are big and are very well known, making it harder for Fromozz to penetrate the market and get consumers to use their company instead.

Goals and Objectives

Fromozz has two main goals: increase the number of buyers in the US by 10% and create brand awareness in the American market.

In fact, while Fromozz's business is flourishing in Latin America, in North America this company still needs to find a way to gain more market share. In this marketing plan, we will focus on targeting small-medium enterprises who are interested in enriching the diversity of their offering by buying products coming from different countries such as Chile, Argentina and Ecuador. We want to increase Fromozz buyers base in the US, while generating a positive word-of-mouth from these newly acquired buyers that will allow the company to gain more customers. We are going to achieve this goal through personal selling, using brand advocates that will operate in four major US cities (New York, Miami, Houston and Los Angeles), visiting profitable small businesses and promoting Fromozz's services.

The second goal consists in increasing the customer's knowledge about the Fromozz brand and its services. In the US, Fromozz is not part of the customer's evoked set yet, so we are

going to use some IMC tools such as testimonials from current Fromozz customers and Chamber of Commerce members who are using Fromozz's services and participation at events at the US Chamber of Commerce to increase the company's visibility.

To measure the effectiveness of our plan we will monitor the number of buyers signed up in the Fromozz website and we will measure brand awareness through social listening and monitoring the website traffic overtime. For social listening, we will keep track of the likes, shares and mentions involving the brand and, for website traffic, through Google Analytics we will track the number of people who typed the Fromozz URL into their address bar, used a browser bookmark, or clicked in a link in an untracked email or offline document.

STP (current and proposed)

The current STP for Fromozz consists in segmenting customers by geographic region, and targeting producers, buyers and business partners who are interested in global commerce. Their current positioning is to be recognized as a reliable intermediary that, through the use of B2B Technology Solution, connects buyers and producers around the world and facilitates the communication and negotiation between different market players.

Since for our marketing plan the main focus is the US market, our proposed STP consists in a firmographic segmentation, dividing buyers according to industry size and targeting small-medium companies that want to enrich their current product offering.

Our new proposed positioning is for Fromozz to be seen by the US customers as an innovative company that allows businesses to get in touch with producers coming from all over the world and helps them to find unique products that add variety and originality to their offering and attract new potential clients.

Message and Content Strategy

To help Fromozz to create brand awareness and to be able to penetrate into the U.S. market, we are going to use a cognitive strategy, specifically the unique selling proposition. Fromozz has a very unique selling point, which is being able to connect producers with buyers

across the globe with an innovative platform. So, we want to be able to capitalize on this point and stress it as the element that distinguishes them from the competition.

For our executional framework we are going to use a testimonial approach since we will have respected government officials and current customers advocating for our brand. This will create credibility for our brand, making it easier for the everyday consumer to trust the company.

IMC Components and Actions

In order to achieve our first goal, increase the number of US buyers, we are going to use two IMC tools: personal selling and promotional videos.

We are going to create four teams of brand advocates which will operate in four US major cities, New York, Miami, Los Angeles and Houston. We have decided to select these cities due to their economic growth and potential business opportunities. Moreover, Fromozz has already an office in Miami, Florida so we will test this strategy in this city and, if it is successful, we will implement this idea into the other cities. Each team will be composed by three salesmen led by a senior brand advocate, who has been trained at the Fromozz headquarters in Santiago, Chile and has learned the company's culture and the vision of the business from its founders. After conducting marketing research, we will give to each team a list with the major, most profitable small-medium companies of the city in which they are operating. The brand advocates will go visit the company to sell them the services of Fromozz.

The second component of our IMC strategy is promotional videos. We are going to collect the testimonies from members of the Chambers of Commerce of Mexico, Chile and Ecuador and from current Fromozz customers who will talk about their experience with Fromozz. We are also going to ask them to explain in the video how Fromozz has helped them grow their business and facilitate their international trade. This promotional video will be aired on television and published on the Fromozz's Facebook page and LinkedIn profile. The goal of this video is to increase brand awareness and, by using an authoritative source, government officials, and personal testimonies from current customers, we are hoping to create a image of reliability and credibility in the customer's mind.

Finally in order to increase the firm’s visibility and to build relationships in the commercial world, Fromozz is going to participate to the Small Businesses Series hosted by the US Chamber of Commerce. During these events, Fromozz will have the chance to meet potential customers, network and learn more about their target market, the American small businesses. The events are: Small Business Series-Atlanta on June 5th,2018 (cost \$50), Small Business Series- Twin Cities on July 24th,2018 (cost \$50), and The Small Business Series Summit on October 2nd, 2018 (cost \$200). For more info visit this link:<http://www.smallbusinessseries.com/>

Schedule

For the strategic solution to work, we must stick to a carefully planned schedule. We hope to train the senior brand advocates at the Fromozz headquarters by June 7th and then they can start conducting interviews to create their team on July 7th. July 15th would be the first day of the job. For our promotional video, we would like to start hiring the production team and talk with current clients and government officials about participating on this project by July 20th and have the project completed by September 31st. We need to register to the first Chamber of Commerce event in Atlanta by May 5th. We need to register for the second Chamber of Commerce Twin Cities event by June 24th. We need to register for the third Chamber of Commerce event the Small Business Series Summit by August 2nd. We believe that if we complete these tasks on the dates specified, our goals will be successfully achieved.

Budget

Marketing Expenses (\$USD)													
	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Total
Webinars	-	-	-	(500)	(500)	(500)	(500)	(500)	(500)	(500)	(500)	(500)	(4,500)
Expos	-	-	-	(12,500)	(25,000)	(25,000)	(25,000)	(25,000)	(25,000)	(25,000)	(25,000)	(25,000)	(212,500)
Public Relations	-	-	-	-	-	-	-	-	-	-	-	-	-
Sponsorships	-	-	-	-	-	-	-	-	-	-	-	-	-
Press Releases	-	-	-	-	(5,000)	(10,000)	(25,000)	(25,000)	(25,000)	(25,000)	(25,000)	(25,000)	(165,000)
Content Marketing	-	-	-	-	-	(6,250)	(7,500)	(12,500)	(12,500)	(12,500)	(12,500)	(12,500)	(76,250)
Social Media	-	-	-	(5,000)	(6,250)	(20,000)	(20,000)	(20,000)	(20,000)	(20,000)	(20,000)	(20,000)	(151,250)
Online, Blog, Website, Newsletter	-	-	-	(3,750)	(3,750)	(9,000)	(9,000)	(9,000)	(9,000)	(9,000)	(9,000)	(9,000)	(70,500)
Marketing Research	-	-	-	(1,500)	(1,500)	(7,500)	(7,500)	(7,500)	(7,500)	(7,500)	(7,500)	(7,500)	(55,500)
Marketing Agency	-	-	-	(4,000)	(4,000)	(12,500)	(12,500)	(12,500)	(12,500)	(12,500)	(12,500)	(12,500)	(95,500)
Total Marketing Expenses (\$USD)	-	-	-	(27,250)	(46,000)	(90,750)	(107,000)	(112,000)	(112,000)	(112,000)	(112,000)	(112,000)	(831,000)

When looking at the marketing budget for Fromozz, it is clear that the company spends majority of its money on expos, press releases, and social media. If Fromozz would cut back on spending on those three by 20% for each, Fromozz could put that money towards our strategic initiatives like promotional videos, brand advocates, and Chamber of Commerce events. This will help increase brand awareness and company image, which would result in an increase in revenue for the company without taking away too much from the other three marketing expenditures.

Conclusions and recommendations

Fromozz has a very strong potential of becoming a major player within the international trade. The diversity of its product offering, the unique selling proposition of the brand and the innovative platform are the strongest points of focus for the company. We recommend that they evaluate our strategic initiatives and determine the feasibility of our marketing plan. It is designed to help them to overcome the current challenges they are currently facing, and we hope that they will be able to integrate our ideas into the company. Some other recommendations would be to see if it is possible to create a partnership with the US Chamber of Commerce and to reach out to top American media sites to gain media coverage. We believe that this will create many exciting opportunities for Fromozz to stand apart from other competitors that are already established in the global trade market.

Reference

<https://www.fromozz.com/>

<http://www.smallbusinessseries.com/>

Fromozz presentation from Blackboard

Fromozz Marketing Budget 2018