ESSAY
Marketing

Advantages and Disadvantages

# of Legacy, Interactive, and Social Media Platforms

Student's Name

Institutional Affiliation
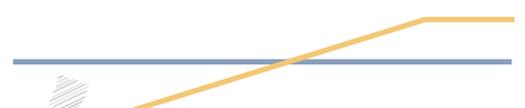
Abstract

The target audience of the scentless environment-friendly cleaning product includes men as much as women, contrary to as had been stipulated before. Better yet, the advent of social media makes some male customers more of a target audience than some women. Local advertising is relatively cheaper and endears itself to the residents thus creating an unmatched reputation. Later, scaling-up makes a business go national. In this scope, local and national advertising is good for reputation and expansion respectively. The legacy, interactive, and social media platforms as well have their merits and demerits, making them unreliable when executed individually; a perfect blend of the three is necessary for success.

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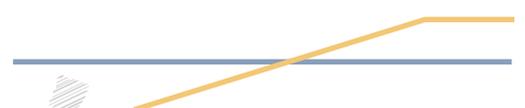
Introduction

The scentless environmental-friendly product that the startup plans to deal v
viable venture with a market niche. Making the market more targeted takes ful
advantage of the market gap. The paper focuses on the advertisement spectrum based
on the region and nature of the advertisement. Five scenarios of local, national, legacy
social, and interactive media advertisements come into view. The guiding hypothesis is
that legacy, interactive, and social media platforms are stand-alone initiatives, and
establishing the viability of each choice is of utmost significance.

Target Customers

As currently stipulated, the target market is the women who have attained a
minimum academic qualification of a college education. They have an income ranging
from $40000 to $125000 and fall within the age bracket of 30 to 65 years. The attemp
by the startup to develop environment-friendly scentless cleaning products is
expression of interest to safeguard the well-being of the planet by insisting on reducin
the carbon footprint. Also, it is conscious of the health of the individuals it targets. The
search parameters for prospective customers could, therefore, include environmen
conservationists. Though unethical, the startup could cash in on the good name
associated with companies in this industry that give back to the community through
CSR initiatives. Therefore, it is essential to target compassionate people associated with
philanthropy (Fong et al., 2015). Since this is an evaluation of social media platforms
and their suitability to improve effectiveness, the age of target customers could be
lowered further because of their relatively high activity online.
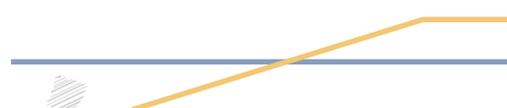
Merits and Demerits of Media Platforms

Local media

Local Newspaper Advertising

One essential merit is affordability. This convenience comes handy for cash crunch startups, which are trying to stave off wastages. Compared to other levels, they are localized, but cheap in the process. The business could leverage the benefit of targeted loyal audiences who are either hooked or have no alternative. Embracing local outlet is a gateway to propping an excellent reputation as a reward for coverage. They are a perfect front to ensure precision compared to the equivalent online platforms, which cannot guarantee this. Finally, the concept of loyalty and promotion of local growth could increase the number of job listings on such local pages from employers, which consequently leads to more sales (more traffic) (Greenwood et al., 2016). This result is a self-sustaining cycle. The main demerit lies in the limitation of the reach of the targe market. There is little space for scaling up in the future without going regional o national.

National media

National T.V. Advertising

The national media outlets have a broader audience reach compared to th level platforms. The comparison of the number of viewers between some of the larges T.V. news channels highlights this point. Back in 2017, the second q report 1.06 million viewers, whereas MSNBC and Fox reported 1.64 and 2.35 millior viewers in primetime. If the company could find a way of working down the operatior cost and other associated expenditures, it will be better off. The significant increase ir viewers does not come cheap, making it more costly (Sridhar et al., 2016). The increased number of viewers does not guarantee an increase in the number of targeted prospective consumers. The startup cannot establish whether the target audience wil always be seated and viewing at the time of broadcasting.
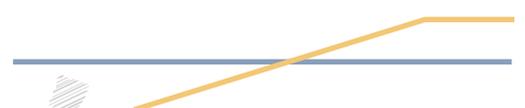
Legacy Media

Direct Mail Advertising

Legacy media done using Direct Mail Advertising has one of the highest selectivity rates in choosing the target audience. Its selectivity pays off through high response ra Because it allows one to select the prospective clients they communicate to, thei experience could be as personalized as possible. Also, the team tasked with completin the advert maintain a level of control to offer high quality of the broadcast. The backlash is an associated high cost per exposure. The operation's nature ha correlations with the market (Felix et al., 2017). The targeted people receive very many emails (spam) that are a bother. There is a negative attitude associated with purchasing through the mail.

Interactive Media

The Amazon.com

Amazon is a leader in terms of how it has designed and implemented this concep to leverage consumer information to enhance their shopping experience. Interactive media finds strength from a dialogic form of communication that promotes communication from both ends of the line. This manner of contact establishes a mutua understanding that fosters trust and understanding. It is an opportunity for the startup marketing division to embrace an approach that appreciates the full range of behaviora spectrum rather than just sticking to the typical essential marketing. Its appreciation fo diversity is evident in the possibility of implementation in many fronts of technology They are not only limited to mobile smartphone platforms and other smai embedded systems designed to display movies, prompt for input of command
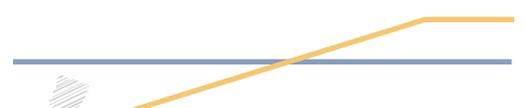
and other special requests, then output some result of the operation. Even better, they can be built on virtually any programming language and can predict scenarios in the future as a function of Artificial intelligence (Felix et al., 2017). The limit to their optimization is the lagging growth in technology that can support the nature of systems needed and the subsequent high cost of design development and installation. It is essential for the startup to monitor Amazon's operation closely and or liaise with them

Social Media

Facebook

Over 80% of U.S. citizens can access the internet, which allows them to access a large pool of markets. Imagine the implication of accessing LinkedIn, Instagram, Facebook, Pinterest, YouTube, Snapchat, and Twitter users who represent a pe of 25%, 35%, 68%, 29%, 73%, 27% and 24% U.S. adults respectively (Greenwood e al., 2016). They create an opportunity to have a more direct connection with the targe audience. It also offers the chance to subscribe to paid adverts (Facebook ads), which are more targeted and, thus, surgical. The leads and hits can enhance the process o building a brand, and the startup can finally drive traffic to their website using vira content (Greenwood et al., 2016). However, note that the negative feedbacks and othe potential adverts could hurt the reputation of the firm. It involves spending a significar amount of time resources.

A closer look at the mode of selection of the desired audience for the scentles environmental-friendly product ad is vital. The location would be the U.S., the targe audience should like social media, and it is crucial to avoid wastage by excluding people who already love using the cleaning product. The adjusted target age group should be noted as has been prescribed.
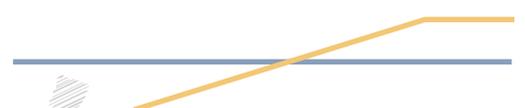
Recommendation

Note that there is no specific exclusive advert option. In the geographic reach (level) c advert, the startup must secure the base consumers by ramping up concerted loca advertising to take advantage of its economy and establish an excellent reputation it cal ride on to scale up. The startup has the backing to support probable acceptability countrywide, and as such, it must take advantage of it (Delmas et al., 2013). Since then is funding to sustain it, despite its significant expenditure, the company could count o the returns associated with a broad target audience. Local to national appropriation i thus projected at 5% to 95% in this scope.

Budgetary Allocation by Region
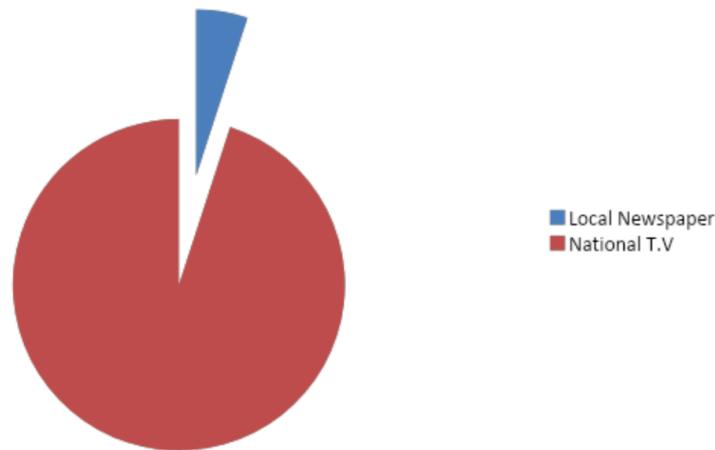
Exploded pie in 3-D depicting budget allocation by region.

Legacy shows a promise of precision and efficiency at the expense of being a bothe and a lack of trust. This drawback does not warrant scrapping it off. The mistrust level off due to the convenience of conversation-based communication of interactive platforms, limited by technology advancement and other capital. Social media steps in with a surge in the audience and make it possible to target it at a cost (Delmas et al 2013). It claps back with negative responses
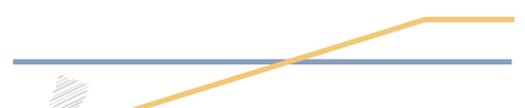
that could jeopardize the standing of the startup. Consider 10%, 34%, and 56% fc legacy, interactive, and social media platforms.

Marketing Budgetary Appropriation Recommendation

- Amazon
- Facebook
- Direct Mail
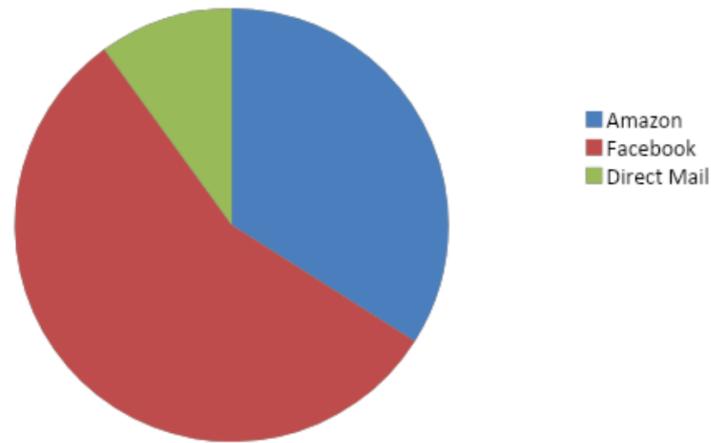
A pie chart representing the recommendations made to the startup.

Conclusion

The environment-friendly scentless cleaning product has a broader target ma the projections at hand. The significant usage of interactive and social media platform for adverts also undercuts some sections of the market. It is essential to underscore th observation that no advert platform is stand-alone. Therefore, a perfect blend of the three is vital to realize better turnover and markup. The same applies to both the loca and national platforms.
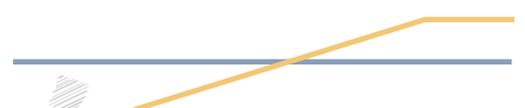
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