

**ESSAY**  
**Marketing**

**SAMPLE**

**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.



## Introduction

The scentless environmental-friendly product that the startup plans to deal with is a viable venture with a market niche. Making the market more targeted takes full 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 attempt by the startup to develop environment-friendly scentless cleaning products is an expression of interest to safeguard the well-being of the planet by insisting on reducing the carbon footprint. Also, it is conscious of the health of the individuals it targets. The search parameters for prospective customers could, therefore, include environment 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 outlets 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 target market. There is little space for scaling up in the future without going regional or national.

### National media

#### *National T.V. Advertising*

The national media outlets have a broader audience reach compared to the lower level platforms. The comparison of the number of viewers between some of the largest T.V. news channels highlights this point. Back in 2017, the second quarter saw CNN report 1.06 million viewers, whereas MSNBC and Fox reported 1.64 and 2.35 million viewers in primetime. If the company could find a way of working down the operation cost and other associated expenditures, it will be better off. The significant increase in 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 will 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 rates. Because it allows one to select the prospective clients they communicate to, their experience could be as personalized as possible. Also, the team tasked with completing 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 has 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 concept 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 mutual understanding that fosters trust and understanding. It is an opportunity for the startup's marketing division to embrace an approach that appreciates the full range of behavioral spectrum rather than just sticking to the typical essential marketing. Its appreciation for diversity is evident in the possibility of implementation in many fronts of technology. They are not only limited to mobile smartphone platforms and other smart-based 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 percentage of 25%, 35%, 68%, 29%, 73%, 27% and 24% U.S. adults respectively (Greenwood et al., 2016). They create an opportunity to have a more direct connection with the target 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 of building a brand, and the startup can finally drive traffic to their website using viral content (Greenwood et al., 2016). However, note that the negative feedbacks and other potential adverts could hurt the reputation of the firm. It involves spending a significant amount of time resources.

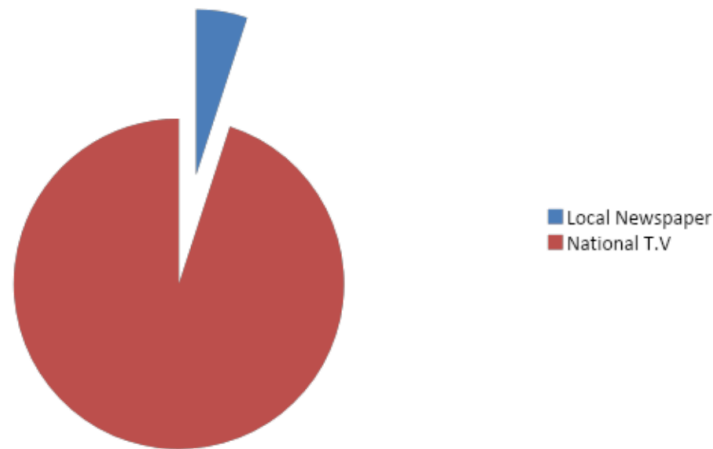
A closer look at the mode of selection of the desired audience for the scentless environmental-friendly product ad is vital. The location would be the U.S., the target audience should like social media, and it is crucial to avoid wastage by excluding people who already love using the cleaning product. 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) of advert, the startup must secure the base consumers by ramping up concerted local advertising to take advantage of its economy and establish an excellent reputation it can 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 there is funding to sustain it, despite its significant expenditure, the company could count on the returns associated with a broad target audience. Local to national appropriation is thus projected at 5% to 95% in this scope.

Budgetary Allocation by Region



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

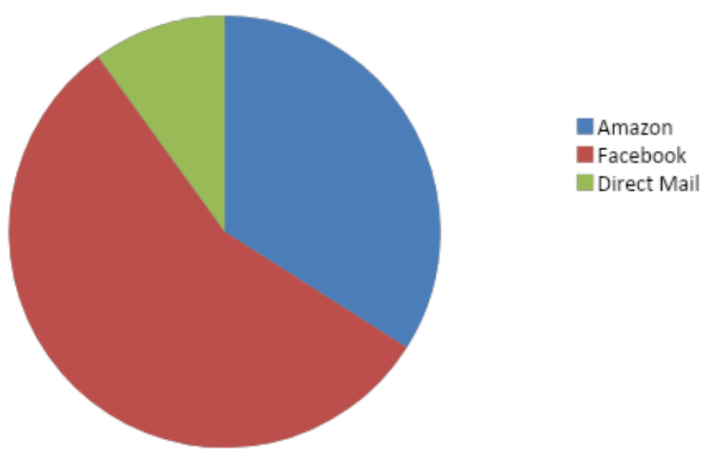
Legacy shows a promise of precision and efficiency at the expense of being a bother and a lack of trust. This drawback does not warrant scrapping it off. The mistrust levels off due to the convenience of conversation-based communication of interactive platforms, limited by technology advancement and 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% for legacy, interactive, and social media platforms.

### Marketing Budgetary Appropriation Recommendation



A pie chart representing the recommendations made to the startup.

### Conclusion

The environment-friendly scentless cleaning product has a broader target market than the projections at hand. The significant usage of interactive and social media platforms for adverts also undercuts some sections of the market. It is essential to underscore the 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 local and national platforms.



## References

Delmas, M. A., Nairn-Birch, N., & Balzarova, M. (2013). Choosing the right eco-label for your product. *MIT Sloan Management Review*, 54(4), 10.

Felix, R., Rauschnabel, P. A., & Hinsch, C. (2017). Elements of strategic social media marketing: A holistic framework. *Journal of Business Research*, 70, 118-126.

Fong, N. M., Fang, Z., & Luo, X. (2015). Geo-conquesting: Competitive locational targeting of mobile promotions. *Journal of Marketing Research*, 52(5), 726-735.

Greenwood, S., Perrin, A., & Duggan, M. (2016). Social media update 2016. *Pew Research Center*, 11(2).

Sridhar, S., Germann, F., Kang, C., & Grewal, R. (2016). Relating online, regional, and national advertising to firm value. *Journal of Marketing*, 80(4), 39-55.

