



BSU Tiny House Marketing Plan



This document has been created as part of Marketing Management at Bemidji State University.

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Executive Summary

The following will provide a comprehensive plan for marketing and selling the Bemidji State University's Construction Department's tiny home; a collaboration between faculty, students, and alumni.

Using simplified living as a targeted demographic, this plan outlines how the department can market and sell the tiny house by the end of Summer, 2021. Using the tiny house's unique features as reference, and considering the money put into the project, the house should sell for \$85,000. The construction department will use marketing plans put forth by the Marketing Management class to sell the tiny house as efficiently as possible.

The following plan will implement marketing tools designed to reach those looking to simplify their lives. Using this information, the focus of this plan is original content and social media marketing with the use of creative photography and videography techniques best for selling this home.



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Company and Industry Description

Bemidji State University was originally founded in 1919 as The Bemidji Normal School. It wasn't until 1957 that the school became what we know it as today, Bemidji State University (BSU). The mission has always remained the same, to serve the people of the region and state.

One of the ways that BSU is working to serve the region and state is through the school of Technology, Art and Design (TAD). The school of Technology, Art, and Design set out to work with alum as well as community members and companies to build and sell a tiny house. This project was started in 2018 under the supervision of Dr. Brockman. Today,, the house is completed and the school is ready to sell the project.

Amid the Covid-19 Pandemic, the tiny house market is set to grow by 5.8 billion dollars between 2020-2024, making this an opportune time to sell. (businesswire) This tiny house consists of a large living space, laundry room, bathroom, closet, and bedroom space. It has been completed with state of the art insulation and modern finishes, making it appealing both visually as well as economically.

The average cost of a tiny home in the U.S. is between 30,000 to 60,000. (Rocket mortgage) With only one other tiny home builder in the area, Bemidji's Tiny House Committee holds a strong position within the market. This strong position along side the high-end materials that were used, the resale value is estimated at \$85,000. While this does position the sale of the tiny house higher than the national average, there are not comparative tiny homes available. High-end materials and appliances along with state of the art technology make it unique while demanding a higher price. The fact that it was also built by a non-profit organization, BSU, and that the proceeds will continue to help promote education and tiny house development, it certainly sets this tiny house apart from the rest.



Situation Analysis

Internal Environment

The Tiny House Committee's goal is to sell the tiny house by the end of Summer, 2021. Using the Tiny House's special features as reference, and considering the money put into the project, the house should sell for \$85,000.

The Tiny house committee hopes to use marketing plans put forth by the Marketing Management class to sell the tiny house as efficiently as possible.

The tiny house committee would like to portray and communicate clearly that the tiny house should not be moved or transported regularly. Once moved to the customer's desired location, it needs to remain there.

Stated goals will be achieved working closely with the Tiny House Committee. In doing so, the teams from the Marketing Management class will be able to best complete tasks efficiently.

Currently the tiny house committee has a marketing plan that is not cohesive with COVID-19 restrictions and limitations. The new plans need to focus less on physical viewings of the house and instead bring the essence of the home to consumers safely and effectively through virtual demonstrations and sales processes.

There is only one singular product being analyzed, the tiny home. It is built with quality and originality in mind. The house is perfect for someone who is looking to simplify their lifestyle without sacrificing convenience.

Proposed pricing is fair based on research, but it is unknown if it satisfies the needs and budget of the project and committee.

Distribution is not a factor in this sale as the tiny home will need to be picked up by the buyer and transported by the buyer. It is unknown if this inconvenience should be factored into the cost.

The promotional materials for this tiny house have not been approved. The content that been created by Group Five and other Marketing Management groups. This will determine the success of

collaborating with the Marketing Management class.

There are no previous homes or projects to compare. This is a one time sale. However, this company does not have access to the types of resources that more established tiny house companies from across the nation do. Therefore it is a necessity for the tiny house committee to rely on the creativity of the Marketing Management groups to provide ideas that set them apart from competitors. The makers of this specific tiny house do not have an established name or company that provides customers with the recognition they need. Therefore, it is our hope that we establish the builders as a recognizable name and provide them with the brand image they desire.

This is an established and growing industry. Camper vans, as the strongest competition, are becoming increasingly common and normalized nationwide. With simplified living on everyone's mind, it seems to be the perfect time for this opportunity.

The firm's performance is not declining but it is not yet developed. The reason for this is mainly COVID-19 but is also due to a lack of communication from the Tiny House Committee. The lack of communication has left Marketing Management groups with unknown expectations and a lack of any substantial information.

From the perspective of Group Five, this project does not appear that there is any organization in these areas. It is unclear who should be contacted for further information.

If the Tiny House Committee is able to improve communications with Marketing Management teams, it will help expedite the development of quality marketing plans and promotional content. s to the information about the tiny house.

Setting one person in charge of building the bridge between this project and ours would make a substantial positive change in the success of this partnership.

This would make it much easier to work as a team and understand the firm.

The Market Plan will work well based on the current culture. The group putting it together works well as a group and each person has very individualized skills that they bring to the team. With each person being able to bring a unique skill to this project, we believe it has been a success.

The only negative outcomes have come from a lack of information and unclear expectations from outside sources. However, this has not affected the group's ability or the motivation to complete the job well.

The tiny house committee is not yet implementing any marketing strategies. Their original plan was to have showings but that is no longer possible with the pandemic. Because of this, Marketing Management groups have used creative problem solving to find ways for customers to experience the tiny house from a distance.



Customer Environment

Potential Customers

The potential customer of this product are those looking to simplify their lifestyle. These are individuals in their late 20's to early 30's who are looking to avoid the materialistic lifestyle by downsizing to something more manageable. Ideally the tiny house was built for one person or a couple without young children. The buyer would have to be someone that is attracted to unique experiences and adventures. There are no light vs heavy users of this product. A customer would have to be a heavy user because it is a living space.

Product Benefits & Solutions

This is a unique tiny house that was built for simple living while not forsaking quality or luxury. The home has state of the art windows, siding, and a place for a washing machine and dryer to be installed. Furthermore, this house comes with a full-sized shower, which is rare to find in most tiny homes. While the specifics are unknown, it is clear that part of the supplies for this project were purchased while some was donated.

In order to buy this product, land must be owned or rented. The tiny house will not be sold with land.

The biggest factors in this sale are:

- The need for land or storage
- The skill and knowledge for care and maintenance
- The inability to frequently move the house.

Purchase Locations

A great benefit is that tiny houses are currently trending all over the world. With TV shows all over top networks, tiny houses are becoming more socially accepted. People are drawn to this unique living because of the experience it provides. With this information in mind, it is still a property and therefore the way it is purchased is the same as traditional purchases. However, the way that tiny houses are found by customers is constantly evolving. While online advertising is a great place to start, customers are also looking on social media. Instagram, Pinterest, TikTok, and Facebook Marketplace are all frequently used by the consumer. It is crucial that social media be implemented as a key strategy in the promotion of this product.

Purchaser Behavior

This sale is heavily influenced by outside factors. The single factor with the most impact has been, and will continue to be COVID-19. Without being able to see the house in person, it is extremely difficult to convince customers to purchase the home. Furthermore, buying trends for homes and properties are typically lower during colder months. As weather improves, marketing efforts should see more results. The final factor is that the home is not yet ready for photos and sale. This must happen quickly for goals to be met.

Converting non-customers

Buyers are generally excited about a new experience, however, non-customers will need to be convinced that such small space can actually afford a comfortable living space. The high-end features throughout this specific tiny home will help to convert these consumers. Features that will specifically appeal to the non-customer are a full shower, a real toilet, speciality windows, as well as room to hook up a washer and dryer. This is unique and unlike many other tiny houses.

The External Environment

According to the Bureau of Economic Analysis, US citizen income, as well as consumer spending is down. Additionally, AmericanExperiment.org states that Minnesota's economy is not currently growing. That said, Minnesotans do have an above average income when compared to national and other state averages. This information could be cause for concern for younger consumers, however, it may be an appeal to an older customer looking to reduce living expenses.

The benefit of buying a tiny house is that it can be relocated to wherever the customer desires. This affords our group the opportunity to locate potential customers from anywhere in the country - specifically those areas with growing economies or lower costs of living.

COVID-19 has made a lasting impact on the financial situation of many individuals, and while this may persuade people away from big purchases, the tiny house offers an amazing opportunity to downsize and reduce the cost of living.

While the tiny house should not be moved often and is not equipped for regular travel, it is safe to be relocated occasionally as desired.

Competition

Because of the unique construction of this tiny home, that is to say that it is built by a non-profit school and its students, there is not a direct competitor. Other tiny houses are generally privately built and sold as unique creations.

In general there are tiny houses for sale all over the country and through research we found only a few in Minnesota. Two products with some, albeit minimal persuasive characteristics, are camper vans and park model trailer homes. These are cheaper options that may fit the needs of our potential customers as well. Fortunately, most park models do not offer the same quality and camper vans do not offer the necessary space for most consumers.



Economics of the industry

When the house was initially built and designed the cost of lumber was stable. However, since the pandemic began lumber prices have increased 112% since February of 2020 (CNBC.com). Increased cost in materials has added \$16,000 to the average price of a newly built home.

It is important to note the size difference between the average home and this project. The price difference wouldn't be as dramatic. This is, however, an important thing to consider in terms perceived value or maintenance that may need to be done. Many building materials and home improvement products are experiencing similar trends at this time.

Technological Advancements

Most technological advancements in building and housing development have not been utilized due to the specific and unique demands of building a mobile structure. BSU did not have access to the newest or most recent technological advancements in home building due to a limited budget and reliance on donations. That said, BSU, through its alumni donors, was able to outfit this house with some of the more advanced window and door technologies available. This will be a selling factor because the windows and doors not only provide energy efficiency which translates into money saved, but it also has a direct impact on climate change, something the target market is sure to appreciate.



With the tiny house movement continually gaining popularity and zoning laws being lifted, now is the time to capitalize on this market opportunity.

Bemidji State University and its partners have worked side by side to create a tiny house that is perfect for today's consumers wishing for a simpler life style.

Why products are selected

The tiny house developed by BSU students and donors is unlike other properties within the same tiny house designation. It is constructed with state of the art materials and includes a full size shower and laundry hookup. The fact that this was a long term student project means it was developed slowly and under the supervision of state approved faculty.

Financing will be a determining factor for this purchase. It is crucial that the buyer is able to pay with cash or secure financing, which may prove difficult due to the unique nature of this property. BSU is not able to offer financing. However, if a long term relationship with BSU is requested by the customer for questions or updates, that would be possible upon consulting with the necessary faculty.

professional level skills. Secondly, the perceived difficulty of working with a state organization is something that many consumers may avoid all together. That said, it is necessary that BSU monitor and address these concerns if and when they present themselves during the marketing campaign.

Competitors may have the advantage of large financial backing allowing them to more aggressively advertise than BSU. Competitors are also capable of offering a larger variety of options and customizations depending on customer needs.

Reasons for not purchasing

Two reasons present themselves for potential customers to look elsewhere. First, some may not like the idea that their home was a school project for students who have not yet developed

Sociocultural Trends

Considering the financial impacts of the COVID-19 pandemic, it will likely be easy to find people wanting to downsize and simplify their finances. Additionally, due to the statewide lockdowns, more and more people have discovered a new appreciation for adventure. Due to these unfortunate circumstances, the market for this product has grown.

The ethical and social responsibilities of this tiny house project can be analyzed from an environmental viewpoint. While it is unclear what the environmental impact was on the construction of this product it is known that tiny houses are more environmentally friendly than a typical home. This could be a massive selling factor for individuals as well as communities - especially with the climate crisis being pushed to the forefront of people's minds.

Political Trends & Regulatory Issues

State and local municipalities have taken notice of the growing trend to downsize. This has resulted in many areas of the country lifting or modifying zoning laws regarding primary dwelling structures. That said, it is unfortunately, still something that Minnesotans have to contend with. While this may sound like it will negatively impact the sale of the tiny house, this is actually a net benefit to BSU and the sale of the tiny house. Because BSU designed the house to be mobile, it is not under the purview of zoning ordinances and committees. Instead, it is seen as a recreational vehicle and as such can be placed just about anywhere.

With the climate crisis being brought to the attention of the nation, many individuals, but especially the Millennial generation (our demographic) are wanting to do something that has a positive impact. The green movement is certainly in full swing and owning something perceived as green is not only societally popular, it has become one of the new status symbols.

Customers

Our customers are young adults between the ages of 25 and 35 years old. They are single or married without children and do not plan to have children in the near future. They are focused on living a simpler, more sustainable, and debt-free life where they can pursue their hobbies and interests without the burdens of traditional homeownership. The customer is buying a tiny house with the purpose of simplifying their life.

Some possible customer issues include financial, material, and social concerns. Financially, buyers will have a difficult time obtaining financing as the building is non-traditional. This will not only make it more difficult to secure financing, but likely make it more expensive. This will force buyers to likely pay cash or incur a high-interest rate automotive loan to secure financing.

Materially, prospective buyers will have to pair down their belongings to only the bare necessity with minimal room for any luxuries. This isn't seemingly a large problem for the buyer as they desire a simpler life. That said, the challenge of reducing material belongings to fit inside a tiny house can be challenging and somewhat overwhelming to some.

Finally, and probably most importantly, the buyer faces the social issue of living in a tiny house. That is, there is no room in a tiny house to entertain or spend time with friends or family as you would in a more traditional home. The buyer will need to understand and accept that their gatherings will need to be more intimate or at another location.

Company

The goal of BSU is the selling the tiny house by the end of Summer 2021 which ultimately results in a net profit for the organization. This will help fund future projects and student learning opportunities.

Context

Economic factors of concern for BSU and Marketing Management groups: the COVID-19 pandemic and resulting economic downturn.

Political factors include:
Zoning laws and climate change are current factors that will be present during the marketing and selling of the tiny house.

Larger societal concerns that may affect us include:
The real or perceived normalization of tiny house living and stigmas of being homeless.



Potential customers are couples or individuals who have an expressed interest in simplifying their life with the reduction of consumer goods and material wealth in exchange for freedom and experience.

Strengths

The strengths outlined in the SWOT analysis on page 13 help meet the needs of the customer by reducing overall build cost, ensuring a profitable build at a lower and likely more affordable price point. Additionally, through the communication streams already in place by the organization, the community of people looking to simplify their life in the region and state will be more likely to see and engage with advertising efforts.

The strengths differentiate our organization from our competitors in significant ways. All of our organization's competitors have significantly higher overhead to contend with. This ultimately translates into the final sale price needing to be higher. Additionally, the scope of their communication streams is vastly smaller and reaches a smaller audience.

Weaknesses

The bureaucracy of large organizations means that working and dealing with a private buyer is oftentimes difficult or even unrealistic. With unskilled or a less skilled labor force, the quality of building may be actually of lesser quality or at minimum perceived to be of lesser quality. Finally, the biggest weakness of construction being a slow process means that customers that were interested when they first heard about the project have already purchased and moved on.

Our organization's competitors are small construction companies who have a highly skilled workforce. The quality of their work is perceived of higher quality and value, and the timeline from start to finish is considerably faster.

Opportunities

With simplified laws, less regulations, and a more accepting societal culture, it means that customers will have an easier time finding places to put their new house and have less complaints from neighbors, friends, and family.

The time horizon for the opportunities has to do with the sale during the spring and early summer months. Typically, by July, the housing market starts to see a slow down.

Threats

Our customers do not generally own or operate vehicles capable of moving a tiny house and therefore may have reservations about purchasing a tiny house. Beyond psychological stress factors related to operating a large vehicle and trailer, there is the associated cost of purchasing a vehicle able to tow such a tiny house. The cost of the tiny house and a new vehicle capable of pulling it may well be close to what they could buy a traditional house

SWOT Analysis

Strengths

- The org is nonprofit and benefits from donations.
- BSU already has many direct and indirect communications channels throughout the local community, region, and state.
- Most general labor associated with the project has been done for free.

Weakness

- Large organizations have to deal with bureaucracy
- Labor is less skilled
- Construction process is slow

Opportunities

- The tiny house movement has increased in size and acceptance throughout most demographics.
- Laws in some states have made living full-time in a tiny house easier and more practical than before.
- Sales during spring time tend to be higher in many home-buying markets.

Threats

- Societal trends toward green practices means that most buyers do not have a way to transport or move a tiny house.
- Bigger is Better Mentality



Competitive Advantages



With the tiny house movement continually gaining popularity and zoning laws loosening, now is the time to capitalize on this market opportunity.

Bemidji State University and its partners have worked side by side to create a tiny house that is perfect for today's consumers wishing for a simpler life style.

Matching Strengths & Opportunities

The Tiny House movement continues to grow and BSU has many connections in the state and region. These factors combined, lend themselves to finding more potential customers looking for custom Tiny Houses; potentially moving towards a made to order model.

Laws are increasingly more flexible with mobile homeowners. Being a non-profit organization with many connections the Tiny House Committee can potentially get involved with Habitat for Humanity, or similar charities. Instead of developing one house within a year's time they can develop and build multiple while developing strong and positive PR.

Convert Weaknesses into Strengths

Consumers who believe that bigger is better open the sales discussion to the possibility of an affordable cabin or vacation home. This is an easy appeal to buyer's egos and wants for a status symbol.

Resolve Liabilities & Limitations

The combination of slow construction process and the bigger is better mentality of society is a liability. Consumers are usually willing to wait for a large home, but when purchasing a tiny home, the expectation is to receive the final product in a much shorter timeline.

This liability is negated when consumers shop and buy tiny homes which are already completed, opposed custom tiny home builds. BSU will continue to work on efficiency of the building process to decrease construction time.

Strategic Focus

This marketing plan directed at a niche market, those who are looking to simplify their lifestyle by reducing their material belongings. The strategic focus is to show the benefits of a simple lifestyle and how that can be achieved through purchasing and living in tiny homes.



Marketing Goals & Objectives

A. Create a marketing plan proposal for the Bemidji State University Tiny House Committee.

Objective A1:

Research information and develop a basic marketing plan document. This will be completed by Group five in a shared Word document no later than April 13th, 2021.

Objective A2:

Utilize design software to typeset and put together a professional looking marketing plan with well thought-out design and relevant imagery. Tom Ward will complete this task and submit to Kelly LaVenture no later than April 18th, 2021 for review.

Objective A3:

Deliver marketing plan to the board for the tiny house project. This will be done before June 1st, 2021 by Professor Kelly LaVenture.

B. Develop a wow factor for marketing the Bemidji State University Tiny House Committee.

Objective B1: Photograph tiny house images and select colors to be used in social media campaigns as part of the wow factor. This will be completed no later than April 13th, 2021 by Sierra Myers.

Objective B2:

Create social media campaigns as a wow factor. This includes TikTok, Facebook, Instagram, and Pinterest. These ads and creative social media campaigns will be designed and created by Sierra Myers of Group 5. The wow factor will be completed no later than April 25th, 2021.

Marketing Strategy

Primary Target Market

Our customers are young adults (male and female) who are 25 to 35 years old and are single. They have no kids and do not plan to have children in the near future. They are focused on living a simpler, greener, and debt-free life where they can pursue their hobbies and interests without the burdens of traditional homeownership. They live within 50 miles of one of the large population centers in the state of Minnesota This includes Bemidji, Duluth, Minneapolis, St. Paul, and Rochester.

Needs, wants, & requirements

One bedroom, pull-out or hide-away bed for guests, functional kitchen and dining space, and ample storage.

Buying habits and preferences

- Consumers prefer to buy from socially and environmentally conscious organizations.
- The targeted demographic places more emphasis on appearances and perception rather than function. The tiny house becomes a status symbol for them.
- Important buying decisions are usually influenced by close friends and social media responses.

Consumption and disposition

Consumers prefer a lifestyle where they have what they need and very few additional items with a purpose to live a more simplified life

Primary Market Customer Profile

Sarah works for a national brand coffee shop where she manages the employees and daily operations. She is single, dates occasionally, and has a cat. She loves to hike and explore new places and is environmentally conscious about her decisions. She usually rides her bike to work and doesn't own a car. She dreams of traveling and exploring the pacific northwest.

Secondary Target Market

Our customers are middle aged adults between 40 and 50 years old who do not have children living with them. They are looking to live a simpler life while they save money for retirement. These people are looking to live in an area that offers multiple entertainment and dining options without living in a major city or population center.

These customers desire at least one bedroom, functioning kitchen, dining area, along with a small closet or storage area. If a second bedroom is not an option, they want a couch with a pull out bed for guests if needed.

Prefer to buy from an environmentally and socially responsible organization. They are financially driven and literate - they are looking to what they want for the cheapest possible price. Buying decisions are made by conferring with family and friends as well as past experiences.

Secondary Market Customer Profile

Jake works for a local printing company where he is in charge of quality management. He is married, and while he has children, they are grown and moved out of the house. Jake and his wife are interested in traveling after retirement, and are dedicated to retiring early. His dream is to retire early and spend his golden years with his wife traveling. Jake sees living a simple life as a means to an end. He wants to invest as much of his six-figure income into retirement now, so that he can enjoy retirement together with his wife.

Pricing Strategy

The Tiny House will be priced at \$85,000. Our pricing objective was created to maximize profits to fund continued educational and experiential learning opportunities at BSU. An optional product pricing strategy will be implemented to help with increasing perceived value for the house as compared to competitors due to the method used for construction and excellent features.

The price of the competition in this market inconsistent to say the least. The vast majority of tiny houses that are sold in the market range from \$30,000 to \$60,000. The lowest price offered by competitors is \$30,000 and the highest price point is \$85,000.

The product differentiation which allows us to charge a premium price for the house is the building methodology, community impact, and luxury materials. The positioning of this tiny house has included the high quality of the product being offered, and a simplified lifestyle for the customer. Lastly, the house is environmentally friendly which something many buyers consider.

The majority of financial costs were building materials as labor was free. There was room for profit after all of the expenses that were included in the house materials and the marketing plan.

The specific pricing tactic used for the Tiny House was to ensure we were able to be profitable on the product. Beyond wanting to make a small profit, the pricing goal was to create enough revenue to continue to developing and building tiny houses.

Distribution Strategy

- The Marketing Team will deliver constant content on multiple social media platforms.
- Tiktok, Facebook, Instagram, Pintrest, as well as print ads, brochures, and an educational event on campus.
- The materials used to build the tiny home were donated making it easier to sell at a lower cost and increased profitability. Using social media as the main platform for advertising is also cost effective.
- Value lies in the ability of the tiny home to provide comfortable living space for a simplified lifestyle.

Integrated Marketing Communications Strategy

The Integrated marketing communications strategy strategy, objectives, and budget were developed to reach as many people in the specified market as possible.

The objective is to sell the tiny house with enough profit to continue to fund the development and construction of future tiny houses.

Marketing budget is \$1305 for marketing plan implementation.

The Advertising strategy is to reach people through social media posts on various platforms. This strategy will stay in budget and reach the target audience.

Marketing Implementation

Structural Issues

We will be operating using our current marketing objectives, including implementing a low cost advertising budget which will consist of promoting how tiny houses correlate to living a simplified lifestyle, and we'll continually monitor how people are interacting with us and make adjustments to the strategy along with the budget as we continue moving forward. We will begin implementing our strategy by creating posts and informing those who see them about how a Tiny House will be able to simplify one's lifestyle, and also display advertisements to those who fit our target market through targeted advertisements on social media. After this we will begin showcasing our Tiny House itself to record interest among consumers, and move along from there to attempt in selling our Tiny House and helping somebody simplify the way they live in their new Tiny House.

In order to be successful we will continue with working within our Tiny House Marketing Committee, however will need to set specific persons in charge of specific functions in order to incline and find success. We're going to need to have a set marketing coordinator who's going to be looking over all marketing functions and working above and also among other employees who will report and collaborate with them. Another crucial role that will need to be filled is the role of an advertising manager, somebody who's able to attract attention to potential clients

and drawing them in with the idea of a simplified lifestyle, this employee will need to be able to do so both via print media and related works along with digital media including social media and so on. Another position that will become necessary will be an assistant to the marketing manager, who will be looked at as somebody who is mainly in charge of maintaining a budget for the advertising campaigns, but will also serve as somebody who can float from project to project.

Internal marketing activities such as employee training will be provided on the job and learned mainly through experience based learning, the main idea needed by our employees is to be on board and truly believe that the tiny house's can truly simplify one's lifestyle, we're attempting to give people with our Tiny Houses. To be able to adjust to obstacles said employee's will need to be able to adjust according to what works and be willing to work with others, and adjust to the consumers on the fly, when working among our group you'll be apart of a core group that is working toward the same goal which will demand that you're able to adjust and help others in need on the fly to be able to meet the needs of our Tiny House team. The main goal all of our employees must constantly be working towards is attempting to be able to sell our Tiny House and simplify that consumer's lifestyle.



Advertising & Sales Strategy

Planned Promotion	Promotional Strategy	Expected Business Improvement	Cost	Target Date
Informational Event	We decided on doing this type of event because it will be low cost due to the school being a partner of ours, and the space being used will be free. This event will be both educational and informative of how those who attend will be able to live simpler lives via a Tiny House.	This is going to help us improve our image within the Bemidji Area, the more people that are informed of these options the better chances they're going to seek interest in our house specifically. Also having it on campus will be good to draw attention for the students to attend	No cost	5/1/2021
Print Advertisements	We have decided we need print media mainly to support our event. This will allow us to have fliers to promote the event itself, and also give those who attend something they're physically able to take with them and hopefully spread to others, this will be kept up on by the advertising manager.	This will help us with our event and give us better opportunities to be able to reach as many people as possible within our designated area.	\$110	4/19/2021
Social Media Campaign	We're deciding to also promote our message of simplifying one's lifestyle via social media, but also will use this to promote our event, both the advertising manager and marketing manager will overlook this operation.	We believe this will help with our event, and maximize our reach to deliver our message to people who are within our target market in the Bemidji Area, as pretty much everything is virtual as of now in the times of a pandemic.	\$600	4/30/2021

Sales & Distribution Channels

Channel Type	Products & Services	Percentage of Sales	Distribution Strategy
Direct selling	Tiny House	100%	We decided to use a direct selling method because we're only going to be using a website platform to display the house, along with showing the house in person at the location that the house is at.



Tacticle Marketing Activities

Marketing Activity	Person Respnsible	Completion Date	Cost	Success Indicator
Informational Event	Marketing Manager	5/1/2021	No cost	For this to be considered a successful event we will want to be able to have at least 15-30 people attend.
Print Advertisements	Advertising Manager	4/19/2021	\$110	We will want these to be informative, and leave a lasting impression on those who interact with them, and can be ruled a success if those who receive them hold onto them.
Social Media	Social Media Manager	4/30/2021	\$600	Success will be indicated based on the number of people we're able to reach via these media platforms.

Evaluation & Control

Formal Controls

Examples of input controls that must be in place before the marketing plan can be implemented. include financial resources, capital expenditures, additional research and development, and additional human resources.

In order for this plan to work the tiny house committee must be willing to build a relationship with the Marketing Management groups to communicate content, specs, expectations and follow through. It would also be beneficial to see other tiny houses and understand how they are being sold and marketed.

For this plan to be successful, there needs to be consistency throughout management and social media posts established through training for all managers and employees creating content. Creating and maintaining cross functional teams to ensure a consistency in the plan throughout departments. Commitment to a constant flow of output data (social media posts) needs to be established.

Evaluations need to be done on each platform and their performances weekly so the staff know which are reaching their target audience most effectively. Adjustments can be made to keep the marketing plan relevant.

Analytic tools on social media platforms can be used to track performance such as views, shares, likes, pins, and comments. The marketing team can also evaluate based on the number of showings requested of the tiny house.

Overall performance standards (these will vary based on the goals and objectives of the marketing plan). Examples include dollar sales, sales volume, market share, share of customer, profitability, customer satisfaction, customer retention, or other customer-related metrics.

Ideally, the price of the Tiny House sold would cover all costs to manufacture, market, transport, and supply a surplus for the Tiny House Committee to begin another house.

However, since the marketing team has been unable to see numbers, we are unable to give a firm and realistic target revenue.

Informal Controls

Throughout the Tiny House committee there seems to be issues that fall along the lines of communication. In order for the marketing strategy to be implemented in an orderly fashion, there will need to be more effective communication which will increase the ability of the plan to be implemented in a successful manner. In order for our employees to be successful and satisfied in the work that they're doing they're going to need to be supported by one another and continually be informed of changes or updates that might come along the way. In order to successfully implement our strategy we need to have all of our employees on board with the work that's being done, and likewise the rest of our organization needs to be on board with the work that they're doing in return.

From the information we've been able to gather there seems to be a level of accountability that is withheld by employees. Through what we're given we don't see any social issues that would arise among our group, the main base that is instilled within this group is simply the ability to believe that the Tiny House they're working with can simplify one's lifestyle, besides that there seem to be no issues that would be able to affect the implementation of the marketing strategy.

An issue that would be related to cultural control would relate to the section above, where it's discussed how there's a constant need of belief to be instilled among employees that the Tiny House we've put together will be able to simplify one's lifestyle, if they're unable to do so it's going to be very difficult for the team to be able to work together and collaborate to achieve our goals, and end up getting this Tiny House to sell in a sufficient amount of time.

Marketing Audits

We will be monitoring marketing activities by using very clear branding ideas and monitoring conversations. We will be brief with clients as well as respond in a timely manner to get useful feedback.

The marketing audit is composed of many steps that are taken. We describe all of our Marketing goals while having a specific target market. We have briefly described our Tiny House product and are currently communicating internally and externally to get the best measurement of our success. The people responsible for the audit include everyone apart of the marketing group.

This is not the case although if we needed to take action the first thing that we would start by doing is reconsider and revise based on our previous results based on our monitoring of marketing activities. We may need to try to strengthen the strategy to create more purpose towards the target market customers.

This means that they could all potentially need to be revised. The main elements that could potentially be revised in this case would be the promotion and place.

Implementation Schedule Starts on Next Page



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13 RESEARCH AND DEVELOP MARKETING PLAN DOCUMENT	14 FILM & PHOTOGRAPH TINY HOUSE	15
16	17	18 DESIGN MARKETING PLAN DOCUMENT	19	20	21	22
23	24	25 CREATE SOCIAL MEDIA CAMPAIGNS	26	27	28	29

May 2021

June 2021

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

						1
2	3	4	5	6	7	8
9	10 KELLY REVIEWS MARKETING PLAN	11	12	13	14	15
16	17 KELLY DELIVERS MARKET- ING PLAN TO COMMITTEE	18	19	20	21	22
23	24	25	26	27	28	29

						1
2	3	4	5 IMPLEMENT SOCIAL MEDIA CAMPAIGN ON VARIOUS PLATFORMS	6	7	8
9	10	11	12 POST SPONSORED CON- TENT ON SOCIAL MEDIA	13	14	15
16	17	18	19 PROMOTE INFORMATIONAL EVENT AND POST ADS	20	21	22
23	24	25	26 IMPLEMENT SOCIAL MEDIA CAMPAIGN ON VARIOUS PLATFORMS	27	28	29

July 2021

August 2021

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

1

2

3

4

5

6

7

8

IMPLEMENT SOCIAL MEDIA
CAMPAIGN ON VARIOUS
PLATFORMS

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15

IMPLEMENT SOCIAL MEDIA
CAMPAIGN ON VARIOUS
PLATFORMS

16

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22

IMPLEMENT SOCIAL MEDIA
CAMPAIGN ON VARIOUS
PLATFORMS

23 / 30

24 / 31

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27

28

29

IMPLEMENT SOCIAL MEDIA
CAMPAIGN ON VARIOUS
PLATFORMS

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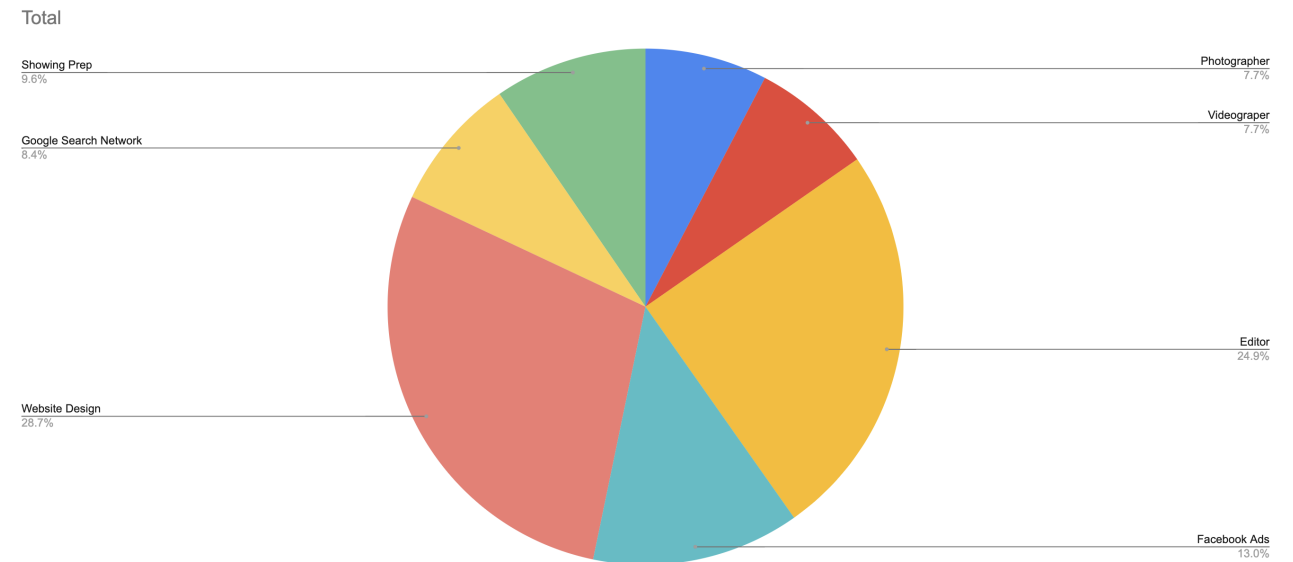
DEADLINE TO SELL TINY
HOUSE

Six Month Budget

online	April 2021			May 2021			June 2021			July 2021			August 2021			September 2021			December 2021		
	Budget	Actual	Balance	Budget	Actual	Balance	Budget	Actual	Balance	Budget	Actual	Balance	Budget	Actual	Balance	Budget	Actual	Balance	Budget	Actual	Balance
	Photographer	\$100			\$0			\$0			\$0			\$0			\$0			\$0	
Videograper	\$100			\$0			\$0			\$0			\$0			\$0			\$0		
Editor	\$100			\$50			\$50			\$50			\$75			\$0			\$0		
Tik Tok Posts	\$0			\$0			\$0			\$0			\$0			\$0			\$0		
Instagram Posts	\$0			\$0			\$0			\$0			\$0			\$0			\$0		
Facebook Ads	\$15			\$20			\$15			\$20			\$15			\$35			\$50		
Pinterest Posts	\$0			\$0			\$0			\$0			\$0			\$0			\$0		
Website Design	\$200			\$25			\$25			\$25			\$50			\$25			\$25		
Google Search Network	\$20			\$15			\$10			\$20			\$15			\$10			\$20		
Showing Prep	\$100			\$0			\$0			\$25			\$0			\$0			\$0		
Total	\$635			\$110			\$100			\$140			\$155			\$70			\$95		

Budget Summary	Budget	Actual	Balance
June	\$635		
July	\$110		
August	\$100		
Septmeber	\$140		
October	\$155		
November	\$70		
December	\$95		
Total	\$1,305		

Budget Area	Total
Photographer	\$100
Videograper	\$100
Editor	\$325
Tik Tok Posts	\$0
Instagram Posts	\$0
Facebook Ads	\$170
Pinterest Posts	\$0
Website Design	\$375
Google Search Network	\$110
Showing Prep	\$125
Total	\$1,305



Appendix A

Social Media Post Example

This is an example of our wow factor, which will be submitted by the appropriate due date.

