

Marketing Plan

Target Market

In demographic terms, HLZ has a vast target market. It covers almost all demographics, however, the main emphasis is made on the age group of 10-45, which includes school goers, students, their parents and professionals. The HLZ products are completely available for the middle-income population, male and female, married or single. Nevertheless, the organic drinks are to satisfy the demand of consumers, who lead active and healthy lifestyles. Special emphasis is made on young families or big families with young children to satisfy their consumption of healthy beverages in school, at the workplace, during the family holidays, etc. The target market includes representatives of all ethnic groups.

According to Census, actual data on the demographics shows that in the area of Memphis, Tennessee (38125), population is over 36,000 with female slightly prevailing. In 2014, the age group of 10-45 constituted almost 55% of the general number of inhabitants. The majority of population is represented by Black or African American race, followed by White, Asian, American Indian, etc. In total, there were 14,469 housing units in 2014 what makes the area favorable for new non-alcoholic beverage business (United States Census Bureau, n.d.).

Market Competition

Among the variety of organic beverages, juice and coffee drinks are considered to be drivers for the whole organic beverage industry. Starbucks Corp remains a leader in organic beverages holding 7% market share in 2015. The company maintains offerings in hot and cold organic drinks including coffee, tea brands and RTD tea (Euromonitor International, 2016). Furthermore, such global leaders in soft beverage industry as Coca-Cola and PepsiCo introduce their new organic products. For instance, The Coca-Cola Company invested in Suja – the

company that has grown from a small home-delivery juice company and became one of the U.S. leading organic beverage brands. Therefore, it made an opportunity for the both companies to bring organic juice to the customers at reasonable price (Moye, 2015). PepsiCo, in its turn, announced its intentions to introduce an organic version of Gatorade in 2017. The reason is increasing competition from new sports drinks including coconut water that consists of natural ingredients only (Kaplan, 2016).

The actual leaders in current organic beverage market are difficult to determine because of the variety of drinks the companies especially large ones suggest. It is evident that the harshest competition is to be expected from the globally known soda producers such as Coca-Cola, which controls 42% of the market, and Pepsi – 30% of the market (Nasdaq, 2014).

With the tough competition, HLZ is able to differentiate itself due to being completely focused on organic beverages suitable for consumers of all ages. Consequently, the products will not contain caffeine or other stimulators. Being organic and healthy from the very start of its business and green design are the main advantages of HLZ Inc.

Company's Message

The message HLZ wants to convey to customers is provided with the use of the Five F's.

Functions: quench thirst; provide necessary nutrition; boost immune system; protect against diseases; provide "tasty" emotions; serve as a supplement to nutrition or cooking.

Finances: ensure dividend growth for shareholders; investing in R&D and marketing.

Freedom: freedom to choose among the product mix and product lines; freedom in choice of purchase channel or delivery.

Feelings: always fresh beverage in a quality packaging ensures the maximum satisfaction of the taste, effect on the customer's physical health and aesthetic pleasure.

Future: HLZ is the company of the future as it is taking care of its customer's well-being by constantly improving the beverage. The company is actively investing in the development of new methods to save maximum useful elements in the process of producing and delivery of organic drink (Abrams, 2014).

The most important message is the one concerning future perspective the company suggests. Being specialized in organic beverages, HLZ puts health and natural development over instant pleasures. Moreover, the company is aimed at further progressive development of its products' quality what proves HLZ's emphasis on future perspectives for the community.

Marketing Vehicles

To reach the customer, it is recommended that HLZ applies a combination of marketing tactics. Under the conditions of tough competition and development of modern digital marketing tools, the organic drink company should use online marketing, social media in addition to usual tactics including sampling, sponsoring events, etc. The combination of marketing vehicles will help to reach the target customers of all ages and interests most effectively.

Online marketing tactics of HLZ will include its official website, SEO/SEM, email newsletters, blog, and social media. With the use of official website, the company will be able to promote its products, provide customers with the detailed information on the company, its values, its products and plans. Moreover, it will add credibility to the business through the description of beverages, ingredients used for their production, as well as places and events they can be bought at. At the beginning, the company will need to use paid search engine marketing (SEM) to make audience aware of the new product. Further, SEO could be enough to support natural growth of website traffic. Email newsletters will only be created to connect with the customers who agreed to receive news from HLZ through website or other platforms. The

newsletters will include the information about product improvement/innovation, company news, events HLZ sponsors/creates, some interesting scientific facts about healthy life style. They will be sent on a weekly basis. To broaden email content to general masses, the company will also write a blog with the similar content. To engage more customers and spread the word about organic beverage, HLZ will use such social media as Facebook, YouTube, Twitter, and LinkedIn.

An example of successful marketing vehicles application is Koa. It is an organic beverage company that used both traditional in-store demo economics and HYPR platform to search for yoga professional who liked the product and helped the company promote it through social media and recommendations to their students (Harrison, 2016).