

# Keena & Company

*IS PLEASED TO PROVIDE THE FOLLOWING MARKETING PLAN*

For

## Quest Publishing

May5, 2006

Objective

Our objective is to provide a 2-year Marketing Plan and a Marketing Director to oversee the implementation of the plan, provide design and production of certain promotional materials, and media placement assistance based on market research. The goals for marketing Quest Publishing are as:

1. Provide additional funding to help reach these goals by utilizing the expertise of a professional grant writer.
2. Bring more awareness to the excitement and fun of adventure travel.
3. Inspire travel agencies to use Quest Publishing.
4. Promote increased adventure travel to the general public.

## Table of Contents

- I. Situation
  - A. Quest Profile
  - B. Markets
  - C. Areas of Focus
  - D. Factors Effecting Growth
  - E. Target Audience
- II. Problems/Opportunities/Key Issues
- III. Objectives
- IV. Creative Advertising Tactics
- V. Media
- VI. Media Phase I
- VII. Budget Phase I
- VIII. Summary

## PART ONE

### Situation Review

There are three areas Quest has targeted for greater exposure: Travel Videos, Quest Magazine, and Adventure Travel Tours. Each area is different and unique with the Travel Videos at this time having had the most exposure and publicity. There is a momentum in all three areas that we will build upon. The objective in all three areas is to educate our audiences about the over-all adventure travel industry and focus on what each program offers for the targeted audiences.

We believe there is potential for substantial growth in all three areas of Quest. Choosing the path of least resistance penetrates our target audience.

#### A. Quest Profile

Quest is a relatively young company that has succeeded in providing unique products for adventure travel. The success of the company is based on the people working within Quest having a hands-on involvement in the day-to-day business of your. The passion and dedication that the Quest owners and employees have is commendable. to portray in all of the marketing materials and marketing presentations. We believe that using an approach of informing our target audience in a memorable, exciting, and using the Quest passion will communicate uniquely the products and services Quest offers.

#### B. Markets

1. Adventure Travel Companies
2. Travel support companies
3. General Population

#### C. Areas of Focus

1. Texas
2. Southwest/USA
3. USA

#### D. Factors effecting Growth

1. Locating Adventure Travel Companies, and other support companies interested in participating with Quest.
2. Finding groups wishing to learn more about adventure travel.
3. There has been little prior publicity about the Quest programs.

#### E. Target Audience

1. Travel companies
2. General population Texas
3. General population Southwestern USA
4. General population USA

## **PART TWO**

### **Problems/Opportunities/Key Issues**

The simple fact that problems do exist and need to be addressed gives strength to our marketing program by pointing out the areas in which we need to focus. A significant need is to expand awareness of the Quest and adventure travel within the general population.

#### A. Key Problems

1. Lack of awareness amongst the public Quest exists and what the Quest is offering.

#### B. Key Opportunities

1. Quest is established and we can continue the momentum the company has developed while building on current and planned expansion.

#### C. Key Issues

1. Little public awareness of Quest.
2. Resources for marketing and development are not limitless. How do we use marketing/communication support to supplement the resources that are in place?

3. Determining how to build and maintain a broadened awareness of Quest is instrumental for continued growth.

## **PART THREE**

### **Objectives**

#### A. Awareness

1. Create and maintain a high level of awareness for the Quest therefore maintaining people's interest and desire to participate.

#### B. Assert Quest's Position

1. A great resource for information for adventure travel
2. A good resource for trips

#### C. Expand Media Presence

1. Build and maintain frequency in key travel publications
2. Build and maintain frequency in key media outlets
3. Identify and utilize non-traditional uses of media such as posting on "My Space".
4. Develop Public Relations opportunities such as guest appearances on TV and radio

#### D. Identify influencers and target groups

1. Find target groups to make presentations using the appropriate video
2. Prospect in professional groups and travel groups

## **PART FOUR**

### **Creative Advertising Tactics**

Positioning Statement: Quest's goal is to inform and excite people about adventure travel and the opportunities available. To advertise Quest properly, we want to establish Quest as a viable, trusted, leader in information for the adventure travel industry. Making Quest the "go to

guy" for any new information on adventure travel.

A. Positioning

1. The foremost authority in adventure travel

B. Key Benefits

1. A secure source of information.
2. Bring like minded people together to share travel experiences

## **PART FIVE**

### **Media**

Using media wisely is a powerful tool in order to get information to our target audience. We recommend utilizing at least three mediums of the media simultaneously to reach our target audience effectively. A very important key to successful marketing is referring to the Quest web site for more information. A good professional web site is the heart of any good marketing campaign today and is accessible " 24-7". This is especially important when communicating with the general population.

A. Objectives

1. Ads in newspapers and magazines
2. Articles published in targeted newspapers and magazines
3. Create weekly TV show
4. Television commercials
5. Radio commercials
6. Update Quest web site
7. Use alternative methods through the web such as My Space, You Tube, and e-mail

## PART SIX

### Media

#### A. Phase I

1. Create logo to be used in all marketing materials
2. Update web site
3. Write an article about Quest for travel publications
4. Create a newspaper/magazine ad and place in at least three publications
5. Create a mailer, mail out Texas
6. Create a TV commercial and place it
7. Create a radio commercial and place it
8. Video clips from existing video and mail out
9. Create weekly TV adventure travel show

## PART SEVEN

### Phase One Budget

#### A. Quest Budget Year 1

1. Logo design and file management	2,500
2. Web site hosting and updating	2,400
3. Web site design	5,000
4. Article construction and posting	500
5. Photography and new video for 1 year	5,000
2. Ad for newspaper and magazines design	1,500
3. Cost ad space in newspapers	25,000
4. Cost ad space in magazines	35,000
5. Article for newspaper and magazines	1,500
8. Quarterly TV show 4 for 1 <sup>st</sup> year	400,000
9. TV Commercial production	50,000
10. TV time on Travel Channel	125,000
11. Radio Ad production	1,000
12. Radio air time	60,000
13. Ad and article placement	<u>5,000</u>
	TOTAL \$719,400
Management fee	72,000
Total Year I	\$791,400

## B. Quest Budget Year II

1. Web site hosting and updating	2,500
2. Cost ad space in newspapers	45,000
3. Cost ad space in magazines	60,000
4. By-monthly TV show 6 shows	600,000
5. TV time on Travel Channel	125,000
6. Radio air time	75,000
7. Ad and article placement	<u>5,000</u>
	TOTAL \$912,500
	Management fee 91,250
	Total Year II \$1,003,750

## PART EIGHT

### Summary

Quest Publishing is an exciting forward thinking company . The meat of the marketing plan is the TV show starting with quarterly airings and in the second year by monthly which immediately sets Quest apart in the adventure travel industry. Within five years our goal is for the TV show to be aired weekly to create a large following. Building to this point in our marketing will be a wonderful adventure its self and using the new media pieces that we create and the web site to its fullest potential will create real momentum. Airing the TV show is the real key to putting Quest in an enviable position in the market place and surpassing the company's goals. Our goal is for Quest to meet every goal at the end of the second year of implementing the marketing plan.

#### Keena & Company Recommendations for PR

Articles for publication in community newspapers and magazines.

Public Appearances on radio, and TV.

Live speakers and video presentations at various monthly meetings, such as, Chambers of Commerce, Lion's Clubs, Kiwanis, and travel related groups.

Monthly promotional events via Internet Pod Casting or live.

Production will be billed and payable to:

**Keena & Company**  
9210 Stone Post Circle  
Houston, TX 77064

Invoices will be submitted as projects are approved or completed and are due upon receipt

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Signed: \_\_\_\_\_

Date: \_\_\_\_\_