Mc Queen Advertising Agency

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Abstract

Today’s world is a consumer’s world. It is amazing what a little consumer spending insight can do for a firm’s outlook. Having a partner that understands this fact is a crucial step in the success of any business and its consequent growth and expansion. Consumer tastes and preferences play a major role in influencing demand for goods and services offered(Money Multiplier, 2016). Mc Queen Advertising agency has the means, the technology and the expertise backed by a collection of primary and secondary research findings that help identify the gaps in society that every firm seeks to fill. This firm aims to use the internet plus an algorithm and killer customer care service to turn heads and fortunes of different brands and people in Atlanta and the rest of the world.

Mc Queen Advertising Agency

Mc Queen advertising agency will be an all-around advertising firm with great focus on internet based Advertising. It aims to have over 500 branches in the US alone and to work with great startups in the US and globally. It will be founded in Atlanta Georgia.

With most customers having adopted the internet as a gateway to the world, it has become an imperative tool in reaching a wider audience. The set up will use social media and advertisements to capture the audience and also incorporates traditional tools such as bill boards, films and clips on various platforms. They will also sponsor events and hold massive activations that will increase their conversion rates.

# Description

The advertising and marketing industry is one of the greatest ventures in the world. Huge multi-nationals spend close to a third world’s country’s budget just to market their products annually. It is this piece of the pie that McQueen strives to get and with credible results seen through constant brand awareness and presence, this marketing strategy seems to be working for other firm and it would be a great strategy to use.

## Industry

The emphasis on traditional media as a tool for advertising has waned over time as the internet became faster and gained greater utility. Traditional business models still work despite the internet’s presence as for advertising firms; word of mouth is usually the best form of marketing.

Advertising firms make sure to spend a significant amount of their income selling themselves to potential customers by doing promotions and activations both as part of their business and as part of advertising.

Success stories in this industry can make or break a firm. It is imperative that huge brands that have risen to the top through their efforts are retained as major clients. Having a recommendation from one huge client often carries more weight than a few small clients.

### Competitor Analysis

Competitor analysis is the keen art of knowing your environment and with this constitutes having a deep understanding of who competes against you. Consumers are in a large pool where they can choose to go with your firm or not due to various reasons. Understanding this pool clearly and their preferences and needs make you an informed competitor. An informed competitor often wins and adapts to suit the clients better.

Knowing the pull and push factors in every industry is crucial to a business’s survival.\* Mc Queen advertising Agency plans to occupy 20% of the market share in Atlanta. This 20% might look like a lot to the outsider but it also means that 80% of business is going elsewhere. Some factors that may hinder its great market share are due to its relatively young nature being a small startup. The internet might just help turn things around as its cheaper to use it to design adverts and gain customers faster than when using traditional methods.

Pricing is an important factor in this industry as smaller firms tend to charge cheaper prices for low quality work. This might lead to many customers having a go at a smaller firm that charges lesser for lower quality work. Huge and older firms have all the best spots where the use of billboards is concerned. This makes more established brand sand clients opt for them despite their pricing.Most advertising firms are mostly private owned and it’s difficult to get adequate competitive information from the public domain. Most firms hold secrets tightly to avoid unfair competition. Customer service will however be one of the greatest strengths of this firm as it keeps the customers coming back for more.

#### Marketing plan Research.

Marketing research is a process that embodies the gaining of specific information about a firms target market (Berry). It includes finding about your target market and the factors that influence buying decisions. It may be simple /casual or statistical in nature.

When Mc Queen first enters into business, they will be backed by Primary Market research of Atlanta. This will be through focus groups, Customer surveys of potential customers and also their potential competitors. The internet is looking like a great source of advertising income.Mc Queen plans to utilize an algorithm that studies data from internet users concerning their tastes and preferences. The efficiency of this new technology and the ability to get feedback will help create one of the greatest advertising firms in Atlanta.

Market data collected from trade and industry associations shows that there is an apparent amalgamation of smaller advertising agencies to form few huge advertising firms (Welcome to BMA Atlanta a B@B Marketers Association, 2017). Mc Queen plans to acquire these smaller firms to create a great corporation that can serve clients better.

##### Primary and Secondary Research

Primary research is a process of investigating the market to gather new data from the source about a particular want or a specific purpose. It involves asking questions that have not been previously asked to gain new insights. This can be through surveys, questionnaires or through interviewing target groups (Guy, 2017).The Primary research will be done through interviews with the Atlanta Marketer’s Association board to help identify new trends and make adequate forecasts about the nature and sustainability of the Advertising industry. Questionnaires and surveys will be administered using paying sites to get faster feedback and to help identify gaps in the industry.

Secondary research is the process of using documented and previously gathered data to help in decision making. It helps reduce pitfalls and avoids making similar mistakes like those of predecessors. It helps define what basically works and what doesn’t work for the industry.Using Secondary data gained from records of previous advertising firms, scholars and the local and national marketer’s organization, Mc Queen will be at an advantage over the rest. With a greater insight of the market, it will be easier to know which firms to acquire and which strategy to apply at different times.

##### Conclusion.

MC Queen Advertising agency looks poised to conquer the world. It offers a great product that’s increasing awareness of seller’s goods and services to customers. It aims to adoption the internet as an amazing platform. Its adoption of modern technology and algorithms that help track consumer trends will effectively make it rule over the competition. Customer service and the amalgamation of smaller firms will make it shine due to the increased insight and synergy created. Acquiring smaller firms will also increase its marketing research capabilities and improve on service delivery. It is easy to see why a great firm such as this can grow to become a multinational.

References

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