

# Marketing Plan and Analysis

Prepared for  
Savitt Paint

May 19, 2014  
Version 1

# Company Description

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Savitt Paint has been providing specialty paint in Minnesota for almost 50 years. For most of that time the store was located in downtown Minneapolis, close to the city's thriving theater district. In 2014 the business merged with Osseo Paint and moved to the current location in Osseo, MN. While the physical location has moved about 15 miles northwest of Minneapolis, Savitt's loyal customer base still uses the website [www.savittpaint.com](http://www.savittpaint.com) for contact information.

## Mission and Goals

**Savitt Paint's mission** is to provide products and knowledge that can't be found in the "big box" hardware and paint stores.

**Financial Goals:** Increase revenues by TBD

**Non-financial Goals:** Become a distributor for Rosco theater paint and gaffers tape.

## Core Competencies

Savitt Paint specializes in hard-to-find paint and products for the theater, film, video and display industries. For some specialized products, Savitt Paint is the ONLY place in the state to find these products.

Two employees from the original Savitt location have moved with the store to Osseo. Ronnie, the store manager, brings in-depth knowledge of the products, color mixing, finishes and special features. Dane, the resident artist, brings a unique perspective to color-matching and making sure customers get exactly what they need.

# Situation Analysis/SWOT

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Most of Savitt Paint’s customers have been long-time customers. They have followed the store from Minneapolis to Osseo, or found contact information online through their website [www.savittpaint.com](http://www.savittpaint.com).

Savitt Paint is one of the few (or only) places around to find these specialized products:

- Martin Senour Paint, a favorite with interior designers
- Regal Outlet (sp?)
- Pratt & Lampert line from Sherwin Williams
- Coronado line from Benjamin Moore
- The exact color match for Victoria’s Secret stores

Up to 75% of orders come through email. The customer is billed for their order, and the order is usually shipped out. If the customer is within a reasonable distance, the order will be delivered directly to the customer.

The marketing environment for Savitt Paint represents huge opportunities.

The table below shows a SWOT Analysis (Strength/Weakness/Opportunity/Threats)



# Competitors

Fortunately, many of the specialized items have limited distributorships in the region. Additionally, the manufacturers generally do not offer online ordering of their products, but instead provide a list of distributors in the customer's area. This table shows the search results on each brand's website for retail locations near zip code 55369:

<b>Rosco</b> <b>"Where to Buy"</b>	<b>Muralo Vogue</b> <b>"Where to Buy"</b>	<b>Pratt &amp; Lambert</b> <b>"Store Locator"</b>	<b>Coronado</b> <b>"Dealer Locator"</b>
<p><b>Cinequipt</b> 2601 49th Avenue N Suite 500 Minneapolis, MN 55430 www.cinequipt.com</p> <p><b>Norcostco</b> <b>Minneapolis</b> 825 Rhode Island Ave Minneapolis, MN 55426 www.norcostco.com</p> <p><b>Gopher Stage</b> <b>Lighting</b> 4141 Cedar Ave. S Minneapolis, MN 55407 www.gopherstagelighting.com</p> <p><b>Monkey Wrench</b> <b>Productions</b> 3618 11th Avenue S Minneapolis, MN www.monkeywrenchproduction.com</p>	<p><b>Savitt Brothers</b> 1515 Nicolette Ave Minneapolis, MN 55403 About: 13 miles</p> <p><b>Abbott Paint &amp; Carpet</b> 1808 Grand Ave St. Paul, MN 55105 About: 19 miles</p> <p><b>Abbott Paint &amp; Carpet</b> 2223 4th Street White Bear Lake, MN 55110 About: 22 miles</p>	<p><b>Excelsior Paint &amp; Design</b> 701 State Hwy 7 Excelsior, MN, 55331 Distance: 20.5 Miles</p> <p><b>Smith Brothers Decorating</b> 17362 Hwy 65 Ham Lake, MN, 55304 Distance: 22.5 Miles</p> <p><b>Hamernick Paint</b> 1381 North Rice Street St Paul, MN, 55117-4585 Distance: 24.2 Miles</p> <p><b>Abbott Paint and Carpet</b> 1808 Grand Avenue St Paul, MN, 55105 Distance: 24.4 Miles</p> <p><b>Summit Hill Ace</b> 650 Grand Avenue St Paul, MN, 55105 Distance: 26.0 Miles</p> <p><b>Abbott Paint and Carpet</b> 2223 4th Street White Bear Lake, MN, 55110 Distance: 26.1 Miles</p>	<p><b>Savitt Decorator Center</b> 1515 Nicollet Minneapolis, MN 55403 Approx. 13.7 Miles Away</p> <p><b>Smith Brothers</b> <b>Decorating</b> 17362 Highway 65 Ham Lake, MN 55304 Approx. 15.0 Miles Away</p> <p><b>Abbott Paint &amp; Carpet</b> 1808 Grand Ave St Paul, MN 55105 Approx. 18.3 Miles Away</p> <p><b>Hamernick Decorating</b> <b>Center</b> 1381 North Rice Street St. Paul, MN 55117 Approx. 19.3 Miles Away</p> <p><b>Abbott Paint &amp; Carpet</b> 2223. 4th Street White Bear Lake, MN 55110 Approx. 21.5 Miles Away</p>

\*For Martin Senour, the nearest seller is in Iowa, over 130 miles.

## Theater/Specialty

### Cinequipt

<http://www.cinequipt.com/>

- Film, video and lighting specialists
- They are listed on Rosco's list of "Where to Buy" but their website doesn't list paint at all

### Norcostco

- Theatrical supply company, selling costumes, props, lighting, makeup, etc.
- DOES offer online sales/ordering of Rosco paints
- See <http://www.norcostco.com/paint.aspx> and the appendix for price comparisons

### Gopher Stage Lighting

- DOES offer online sales/ordering of Rosco paints

### Monkey Wrench Production

<http://monkeywrenchproduction.com/>

- Have a link to Shop Online, but it doesn't go anywhere. They also have an eBay store but do not sell paint here.

## Decorators

### Abbott Paint and Carpet

<http://www.abbottpaint.com/>

- Services include many other areas, such as windows, flooring, etc. They do not focus exclusively on paint/wall coverings. 3 metro locations
- No online sales

### Hamernick Decorating

<http://www.hamernicksdecorating.com/>

- Specialize more in flooring, countertops and window treatments
- No online sales

### Smith Brothers Decorating

<http://www.smithbrothersdecorating.com/>

- Home page says they carry Benjamin Moore Gennex line incl Aura and Regal Select. Otherwise, not too much paint info on the website.
- No online sales

## Online Sales Cost Comparison:

	Norcostco	Gopher Stage Lgt
Rosco Off Broadway Gallons		
White White 5351	43.00	41.28
Deep Red	64.25	61.68
Golden Yellow	50.25	48.24
Rosco Iddings Deep Color		
White 5551	50.25	47.46
Red 5560	71.50	66.21
Deep Yellow 5566	93.00	85.19
SUBTOTAL	372.25	350.06
Shipping	49.93	22.38 (UPS Ground)
Tax	30.71	NA
<b>TOTAL Online Order</b>	<b>\$452.00</b>	<b>\$372.44</b>

# Target Market

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There are 2 target markets for each of the groups of specialized products.

## 1. Theater and Film Scenic Design Professionals

Professionals in the theater, film and display industries would be interested in products like Rosco paints and tape, Muralo Vogue paints, and specialized Fitch brushes.

- Local, regional and national theater scenic designers
- Local, regional and national film and video set designers
- Operations managers for large chain stores, where a unique color tint or finish is desired across all stores

There are some professional organizations and unions to which this market may belong, including the local IATSE (International Alliance of Theatrical Stage Employees), United Scenic Artists local union, the Set Decorators Society of America, and the American Association of Community Theatre.

This market is highly skilled, and in fact may have an advanced degree specifically in theater design. This market is also likely urban, choosing to be close to their chosen work and entertainment interests. They likely frequent local artistic events such as the Fringe Festival and the Minneapolis Underground Film Festival, and perhaps the Minneapolis Comic-Con. For inspiration, they likely turn to their industry peers, as well as visual social media like Pinterest.

## 2. Interior designers, architects and decorators

High-end designers, decorators and architects will be interested in specialized and harder-to-find interior paint brands such as Martin Senour, Coronado, and Pratt & Lambert paints. These professionals choose these paints because of their unmatched quality, and know their clients are willing to pay for the best.

These high-end designers have high expectations to match. They demand to have the exact color requested, and if they don't feel they're getting it, they won't be shy about providing feedback. Their reputation depends on quality materials.

While the designers and decorators are not doing the actual painting, they will know if their painter is trying to cut corners and use an inferior brand. Therefore, it will be just as important to connect with painters as well as the decorators who hire them.

## Personas

**About Personas:** Personas are *fictional characters* created to represent the different customer types within a targeted demographic, attitude and/or behavior set that might use a brand or product in a similar way. Personas help serve as a reference tool that can be used from strategy through to implementation.

### *Persona 1: Melissa, Scenic Designer*

**Melissa** has been working in the theatre arts area for 10 years, and she's been fortunate to find steady work amongst the many theaters in the Minneapolis area.

When Melissa begins a new project, she studies the characters and the script to be immersed into the world of the characters. As she does, she develops a picture in her mind of the set – from the oversized backdrops to the intricate details of each piece. Her struggle is finding the right tools that will help her bring her vision to life in the limiting world of theater stages.

Melissa loves the specialized paints made just for set design for their quality and because they can be applied to a wide variety of surfaces without losing their rich color. She has tried hardware store “flat” paint but can definitely see the sheen when they are used under bright stage lighting.

Even with a decade of experience, Melissa knows there will always be times when she suddenly runs out of paint, brushes or other set design supplies at the last minute. That's why she loves to get her supplies locally. She also knows that building relationships with paint experts in the area will mean she always hears about the latest trends and technology – information that can help keep her projects on time and within budget, but still allow her to produce the perfect picture she has in her mind.



## *Persona 2: Leo, Interior Designer*

**Leo** is an interior designer serving the Twin Cities Metro area. His clients are affluent, but their tastes can run from traditional to uber modern.

Leo has extremely high expectations when it comes to his decorating materials, and paint is no exception. He will want some paint swatches to test on the actual walls he'll be using it on, so he can really see how the color will look in the given lighting. Once he chooses the final color, he needs to be able to order his paint and trust that he will get back the exact color he expects.

Leo looks for inspiration for his designs from all kinds of places. But, he's not one to go to Pinterest for inspiration – he's the one posting his designs to inspire others. In other words, he doesn't follow design trends, he sets them. Therefore, he will need to always be in-the-know about new products and techniques before anyone else, and before he meets with his next client. He needs to feel confident about the final outcome of using a new product before he risks his reputation or invests his budget into untested materials.

He is looking for a partner to supply his paint, so he can be assured he will get the high quality he and his clients demand. The more he can trust his paint supplier to mix colors exactly as he needs them, the more he can focus on more demanding parts of his business. While it may take a few transactions to get Leo as a customer, once he can trust the quality, he will be a loyal, long-time customer.

Outside of work (which is never) Leo is always looking for inspiration. He is a foodie and loves being part of the "see and be seen" elite in the twin cities. When not home, he is out checking out a new restaurant, visiting a new art opening, or traveling. He also has a pet bull dog, Lola, whom he treats like a princess. In the past, he has found real estate bargains to flip, especially in neighborhoods that will never go out of style.



# Marketing Mix

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## **Product Strategy:**

Savitt Paint serves niche markets with specialized and hard-to-find paints and supplies. The plan is to continue to expand with additional specialty products, as well as creating distributorship agreements for appropriate product lines. The goal of product selection will be to offer items that are not readily available at big-box retailers.

## **Price Strategy:**

Pricing will be set by Savitt Paint, consistent with customer needs and the local competitive market. Since the products carried tend to be specialized, customers are not generally making their paint selection based on price. But they do still want to get their specialized products for a competitive price.

## **Distribution Strategy:**

Savitt Paint currently takes orders via in-store purchase, call in and email orders. When the store receives an email order, they ship the paint (or deliver) and send the customer a bill.

In the future, they would like to expand distribution by setting up an online ordering website. The current website for Savitt Paint shows some of the specialty products offered, but isn't representative of all the unique and hard-to-get products available. A new e-commerce site would allow for online orders, payment processing, or for the ability for customers to look at past orders to make re-ordering fast and easy. In addition, an e-commerce site would help customers identify additional related items they may also want to purchase.

## **Promotion Strategy:**

### *Online Directories*

As shown in the competitive matrix, Savitt Paint is not always listed in search results, or they are listed with outdated information. Since these on-site searches may account for high-quality leads, it is important to make sure Savitt Paint is accurately represented.

Update listings for store locators for the specialized paints listed:

- Martin Senour Paint ([http://www.martinsenour.com/ms\\_locator/?submit=true&zip=55369](http://www.martinsenour.com/ms_locator/?submit=true&zip=55369))
- Coronado (update existing listing for Savitt <http://www.coronadopaint.com/dealer-locator>)
- Pratt & Lambert (<http://www.prattandlambert.com/store-locator/search>)

### ***Content Marketing***

In order to bring customers back to Savitt Paint on an ongoing basis for advice, new product updates, and new techniques, Savitt should execute an ongoing content marketing plan. This plan will consist of creating content that is informative, unique and something to make your customers want to stay in touch with you.

Locations for content placement could include:

- SavittPaint.com
- Email marketing
- Facebook
- Twitter
- YouTube

### ***Email Marketing***

In addition to getting engaging content out to the customer base, Email Marketing will also be used to let customers know about new products or offers. Email marketing remains the most cost-effective digital tool for communicating to your existing customer base.

### ***Paid Print Advertising***

Advertising in print publications created specifically for the theater arts and interior design industries would benefit Savitt Paint by keeping them top-of-mind when paint purchase decisions are being made. The exact publications would need to be researched for audience, circulation, costs, etc.

# Budget and Implementation

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Savitt Paint will need to make an *initial investment* to set up an Ecommerce Website to begin taking online orders.

Additionally, it is recommended that Savitt Paint should plan to *spend 3-5% of its gross revenue* on marketing efforts. Most of this budget should be allocated to creating and distributing content via email and the website.

## Ecommerce Website

Research and Planning	Est. Hours
Workshops and Scope Definition	5
Ecommerce Tool Investigation, Discovery, and Selection	10-20
Hosting Investigation, Discovery and Selection	2-3
Develop detailed Scope of Work to develop Ecommerce Website	5
<b>TOTAL RESEARCH AND PLANNING</b>	<b>20-30</b>

Some of the items for Next Steps cannot be estimated until Research and Planning are complete.

Next Steps & Implementation	Est. Hours
Set up and configure Ecommerce System	TBD
Collect, edit and create product content (images, descriptions, etc)	1-2 hours/item
Add products to Ecommerce CMS	TBD
Quality Assurance Testing	TBD
Register additional domain names	2 hours
Transfer appropriate domains to new site address	2 hours
<b>TOTAL</b>	<b>TBD based on # of items</b>

## Ongoing Marketing

One-time Expenses	Est. Hours
<b>Content:</b>	
Establish content schedule and identify 2-4 content topics per month	2-5
Identify Media Matrix (where will the content go?)	3-5
Set up pages/accounts for social media	2-4
<b>Email:</b>	
Select email software and import list	2-5
Create email template – graphic design: (2 proofs and 1 round of revision)	3-5
Create template HTML code including responsive design	2-3
<b>Online Directories:</b>	
Get Savitt Paint added or updated in online directories from paint manufacturers (i.e Rosco, Martin Senour, etc.)	2-5
<b>TOTAL</b>	<b>20-30</b>

Per-Campaign Expenses	Est. Hours
<b>Content:</b>	
Could include any combo of: writing blog entries, social media posts, planning and executing photos, planning and executing video clips, etc.	1-5
Content Posting –Posting blog entries, social media updates, photos, videos, etc	1-2
<b>Email:</b>	
Collecting and creating content, images and copy (including subject line)	2-5
Coding email in HTML and testing	2-4
<b>TOTAL</b>	<b>5-15</b>

Tracking and Reporting Expenses	Est. Hours
Provide reports on usage of websites, social media and email, including analysis and recommendations	1-5
<b>TOTAL</b>	<b>1-5</b>

# Next Steps

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- Review this Marketing Plan to ensure the business and environment is understood as best as possible
  - Meet with Ron and Dave to get a more clear understanding of your customers. (Update personas if necessary)
- Begin work on Ecommerce Website Research and Planning
- Concurrently, begin work on Ongoing Marketing One-Time Expenses (planning and setup)