Target Market Overview

The target market that has been identified for this marketing plan after conducting extension research on current and potential customers, is large scale businesses who are located along the east coast whose aim is to purchase large quantities of seeds for revegetation and restoration purposes. The potential customers which have been addressed in \_\_\_\_\_\_, showcases that Greening Australia target market for their seed division is Mine Restoration companies, Landscaping companies and Local Councils. The marketing strategies through the marketing plan have been constructed to deliver creative marketing communications that will enhance the likelihood of attracting the target market, whilst achieving the objective of growing brand awareness and generating large sales.

Primary Target Market

The primary target market is the customers of the marketplace who display the highest motivation to purchase seeds from Greening Australia. After conducting research on the current and potential customers of Greening Australia seed division, it has been made evident that the primary target market that will develop the most revenue is Native Nurseries, Mine Restoration Companies and Landscaping

Companies with the mine support embark on work activities such as concreting, earthworks, drainage work, environmental rehabilitation and many more key activities. Mine rehabilitation takes up 11% of mine support (Allday 2021). Rehabilitation of the mine is conducted after the mine has been cleared to help with restoration of the land (Allday 2021). As seen in appendix one, there are between 50,000 - 60,000 abandoned mines across Australia, this is beneficial for Greening Australia seed division, as they can target mine restoration companies to sell a large scale of seeds too, to help with rehabilitation of the abandoned mines across Australia (Unger et al. 2012). Although there are various dynamics that mining companies conduct, by utilising the micro variables of  purchasing strategies with mining companies outsourcing to other businesses to help with rehabilitation, Greening Australia’s seed division can targeting major mining businesses such as GDH Group Limited, Worley Limited, NRW Holding Limited, Orica Limited, Perenti Global, and Boart Longyear Limited, to help with their outsourcing strategies of seeds (Allday 2021).

Landscaping companies are another primary target market as there are many different segments within landscaping companies that Greening Australia’s seed division can sell a large amount of seeds to. The key activities that Landscaping Services within Australia conduct, that Greening Australia seed division targets are garden and streetscaping, garden design, basic landscape design and planning. This is reinforced in appendix 11 where Garden design and streetscaping take up 59.2% of their services (Kelly 2021). Landscaping companies such as JMac Constructions Pty Ltd, HL Landscapes Pty Ltd, Landscape Solutions Australia Pty Limited, Environmental Industries Pty Ltd, Glascott Landscape & Civil Pty Ltd, Programmed Maintenance Pty Ltd, and Penfold Projects Pty Ltd, need seeds to be able to create landscaping design for customers, therefore these business would be suitable for Greening Australia seed division to target as they will be able to sell a large scale of seeds to these business to help with 59.2% of their landscaping services (Kelly 2021). Landscaping business obviously needs seeds to be able to create business (Kelly 2021).

Another key target  market is Native Nurseries which is Greening Australia’s current target market. Native nurseries key services and products are Propagation stock, trees and shrubs and other plants. Landscaping companies and local councils would go to native nurseries to outsource their seeds to create landscape for residential areas and councils to create a safe environment for individuals. Greening Australia will be distributing their seeds to wholesalers and retailers, so mining and landscaping companies can purchase seeds for their products from retailers.

Secondary Target Market

A secondary target market is the second most important business segment Greening Australia Seed Division would like to target. After conducting research on potential business Greening Australia can sell their seeds too, it has become evident that local councils would bring in the second most form of revenue towards the seed division.

There are a total of 537 local councils spread across Australia, each of these councils conduct many key activities to ensure councils are kept safe and clean for residents within the councils. Some key activities include environment standards and town planning. By targeting these sectors of local councils key activities, Greening Australia seed division will be able to sell a large scale of seeds to these key segments within the local council as they would need to outsource large scale seeds to for their town planning section. Another key segment Greening Australia seed division can target within local councils within NSW are the Sharing and Enabling Environmental Data Portal.

Positioning Statement

Greening Australia’s seed division produces high quality seeds that will be distributed to native nurseries, so primary and secondary target markets of mining, landscaping companies and local councils can purchase seeds directly from retailers. The seeds are positioned as large scale rates that are high quality seeds with purpose for land restoration and revegetation for land that does uphold a safety standard for residents within the areas and environmentally protects particular areas.

C Unger , A M Lechner , V Glenn , M Edraki and D R Mulligan 2012, .Mapping and Prioritising Rehabilitation of Abandoned Mines in Australia, Researchgate, viewed 25 September 2021, <file:///C:/Users/Jazmi/Downloads/Life-of-Mine2012Unger.pdf>.

**Marketing strategy**

**Product**

The current focus of the product as native seeds and selling these to organisations, has potential to grow through a wide target market of local councils, and mine restoration and landscaping companies, although the expansion of the product itself into a service will offer a value-added offering to achieve growth through “higher operating profits, competitive differentiation and greater customer certainty” (Merkofer & Vickers n.d.). Despite the seed division currently directing customers to other divisions if they require help planting the seeds, etc. (Wilson 2021), growing the product offering as a bundle with the Environmental Restoration Services or Carbon Offsetting division will increase revenue, improve simplicity, lower business customer costs and enhance customer experiences (Zix 2020). This bundling involves the option of either support consultation services or choosing to have on-ground assistance (Greening Australia n.d.). For those businesses that are set on only purchasing seeds (Wilson 2021), the attributes of the seed are to remain the same with no necessary changes.

For the seed division to effectively undertake cross collaboration activities with either the Environmental Restoration Services or Carbon Offsetting division, or both, standardised product and service bundles should be established to ensure the consistency and simplicity of the organisation's operations. A few product bundle examples are listed below:

* The purchase of seeds accompanied by weed and feral animal control. This will be beneficial for local councils due to the damaging impact feral animals such as cats, rabbits, etc. have on environments and particularly native plants (*Australian Government Department of Agriculture, Water and the Environment* n.d.).
* The purchase of seeds accompanied by revegetation services, particularly useful for mining companies. Latimer (2016) states that planting seeds and expecting them to flourish the land isn’t the full process, rather the micro-environment around the seeds within mine rehabilitation and preparing the area for revegetation in soil that isn’t the “same state it was prior to mining”.
* The purchase of seeds accompanied by fire management, useful for landscaping companies. Landscapers are continuously looking for methods to manage and control fire within landscapes, considerably due to the increase in global warming (*Bush Heritage Australia*, n.d.).

As per above, these bundled products and services will increase revenue due to a simplified service, hence encouraging greater business transactions and continued commitment through efficiency (Zix 2020). Rather than businesses deciding if they want to go through a lengthy process to wait for the varying divisions' sales, this standardised process holds less pressure and will relieve the customer of any pressure, allowing the closure of the sale and still increasing revenuing for seeds (Zix 2020). These bundles can also be improved and altered over time depending on what is most popular in the market and meeting clients needs (Zix 2020). Here, the business customer will continue to purchase GA seeds due to trust and loyalty, and their understanding that GA wants to not only sell a product, however help the client to achieve their goals.

**Price**

Bundle pricing

To support the product added service expansion through bundle offerings, bundle pricing at a slightly cheaper option than the sum of the seeds and services itself, is clearly best suited to offer businesses a greater perceived value of what they are receiving (Campbell 2020). Considering that the circumstances of each client will be unique, this bundle pricing will be custom depending on the project, such as mining restoration compared to local council grounds development. With goals to increase awareness of GA seeds, pricing the product and other services together will encourage purchases as of the viewed benefits of GA assistance, environmental care and commitment.

**Place**

To increase brand awareness objective, we have advised the following to generate brand awareness that attracts clients that are willing to create a contracted relationship with the seeding division of Nindethana. The firm will be taking a wholesale approach as their distribution strategy, where the channels also include manufacturers who operate sales offices to perform wholesale functions. Whereas the retailer, also known as the nurseries is the first point of contact when conducting a sale.

**Promotion**

Online Advertising

*Social media - LinkedIn*

Social media is a tool commonly used by Greening Australia, including Instagram, Facebook and LinkedIn, however to reach their target market more effectively, stronger efforts are to be placed on managing the LinkedIn profile. Considering the objective to increase brand awareness, expanding content on their LinkedIn profile for seed selling will cast greater interaction and engagement levels. This will be achieved by repurposing existing content and creating sponsored posts, where brand awareness will be attained through optimisation goals of increasing reach and impressions (Figure A). Paden Wilson can create the content idea and hand it over to the marketing team (Wilson, P., Client meeting three, September 2021). Content that will generate brand awareness includes the below:

* Information including GA’s impact on the native seed industry and efforts to help project needs towards the target market. A customised post directed to mining companies, nurseries, local councils and nurseries will invite a wide range of potential sales leads and create brand awareness for GA.
* Communicating the combined product and service offering. This can be displayed through an image of native seed growth and benefits, alongside text that will convey the importance of bundling native seed products with relevant services.
* Video content displaying the process of planting native seeds and the end result.

To grow followers, joining multiple LinkedIn groups such as the ‘Urban Planning Group’ allows GA’s NSCR to engage with relevant members within the target market, where this group include landscapers and community planning managers. By actively participating in discussions and creating some, people will get to know the business and be tempted to check out the page and follow it. For brand awareness to be built, high amounts of impressions are necessary. LinkedIn video content has been proven to be effective for B2B customers to visit pages and want to get to know the brand (Razo 2021). GA’s LinkedIn page currently has a few pieces of video content with great design efforts, including a Reef Aid video, WWF Australia partnership, etc.  therefore the marketing/digital team who put these together will now gather focus towards doing the same for the NSCR. Organisational page videos are five times more effective in generating customer engagement than static content, allowing GA to demonstrate their value and drive customers to wanting to know more (Razo 2021). Creating audible videos less than 15 seconds long that demonstrate the seed product and accompanying service, finishing with the result it brings to the environment or project at hand, will entice other customers to desire more knowledge about GA native seeds and the benefits they bring. Ending this with a call to action by directing the customer to the native seeds section on GA’s website and listing contact details, establishes “ease and convenience” for customers to willingly become aware of GA native seed services.

Towards sponsored content on LinkedIn, to increase the objective of brand awareness through reach and impressions, an automated bidding strategy (Figure A) will be used to correctly reach the target market. It is simple and efficient, as machine learning is utilised to automatically bid to reach the target market while aiming to effectively and appropriately deliver the entire budget (LinkedIn 2021). Here, key results will be delivered with the highest efficiency, with an average cost of LinkedIn ads being $6.59 per 1000 impressions (WebFX 2021).

Networking

*Trade shows*

Trade shows will enable face-to-face connections with potential customers, expand customer reach, advertise the brand and make sale agreements (Rabideau 2019). For GA to attend a trade show relevant to the industry and their work, creating connections can develop sales leads and create brand awareness to the target market, highlighting the benefits of their native seeds and how they will positively affect environments such as mining land, local council projects and landscaping jobs.

A trade show that will be highly beneficial for GA’s NSCR to boost brand awareness and build sales leads, is the two day Future Mining of Australia networking event. The event invites Mining leaders and relevant stakeholders who are involved in sustainability efforts, strategy, plans, etc. of mining processes and are recommended to go as they will connect with mining industry experts (*Future of Mining Australia* n.d.), necessary to build awareness of their abilities to drive sustainability for the sector. Located at the Sofitel in Sydney, held on the 28th-29th March 2022, there will be an estimated number of 500 delegates and 30 exhibitors (*10times* n.d.), providing GA a great opportunity to network in a communal environment. The trade show exhibit booth hired from the organisers (Figure D) will clearly display GA’s logo to help brand awareness, next to a double sided banner stand (Figure E) showing images of their native seed projects and how they have contributed to mining restoration. Effective trade show selling processes are carried out within a maximum of six minutes, relevant to the selling stages in Figure B. Considering it is an exclusive annual event for mining related and stakeholder industries (*10times* n.d.), it is guaranteed that brand awareness will be achieved, hence achieving a decent amount of sales leads (Figure B).

Additionally, attending a relevant conference within the industry where the target market is more than likely to be there, is great to build brand awareness and establish a customer base via sales leads. Creating brand awareness at a conference can be shaped by either attending and creating conversations with organisational managers, or also speaking about valuable information that reflects your own organisation and offering. The annual National Landcare Conference at the International Convention Centre in Sydney runs for two days, inviting landcare groups and those who wish to reshape the environment within local communities (Landcare 2021). Landcare has a great focus on nurseries (Landcare 2021), meaning the target markets of nurseries and local council communities would be highly willing to delve deeper into the industry and uncover organisations they haven’t heard of or grow relationships with existing ones. A great recommendation for GA would be to attend this conference and speak on the importance of native seeds in multiple environments such as landscaping activities and community planning, which can be achieved by getting in touch with the events team on digital@landcareaustralia.com.au (Landcare 2021). The cost of attending the conference for the two day period is $600 (early bird tickets). The chance to speak to others within the industry will enable the brand awareness objective to be reached, hence creating sales and establishing effective business relationships.

Public Relations

*Webinars*

One of the most impactful ways to increase brand awareness is through a live webinar (Roz 2015). It allows great reach to a national audience where relevant industry bodies and target markets can attend which can be achieved through a substantial level of social media promotion. The NSCR will develop considerable brand awareness by communicating their native seed offering along with bundled services, listing key features and benefits to educate the audience. By communicating exciting and helpful offerings of GA native seeds to support target market needs such as the activities of local councils in urban areas, restoring mines, landscapers and nursery owners, it will entice the viewer to want to learn more and may possibly turn into a sales lead (Roz 2015).

To successfully run a webinar, a laptop with a webcam, microphone, a solid webinar platform such as MaestoConference and stable internet connection is essential (Martin 2017). It will be advertised via LinkedIn to reach target audiences, charged through clicks. If at least 100 organisational managers from target audiences attend, brand awareness will be highly improved and the probability of word-of-mouth will be generated. Word-of-mouth will be likely if the webinar successfully communicates GA native seed product and service offering through a dynamic presentation and influential speech.

*Easter show*

Relevant to Paden Wilson’s interest, entering the flower competition at the 2022 Royal Easter Show in Sydney (Wilson 2021) may be considered to engage an audience and drive brand awareness when viewing the displayed plants. After contacting the Flower & Garden Competitions & Events Coordinator for information, the cost for entering the competition is $35, which gives unlimited entries into any class. The exhibition is only displayed for a day, and the prize for winning is only $6 (Figure C), therefore entering the competition may only be a good idea to increase brand awareness on a community level. Engaging with other entrants will be a great idea to gain industry relationships.

Direct Email Marketing

Direct email marketing will allow GA to connect with potential sales leads to increase brand awareness, personalising emails to each target market to achieve native seed sales. With relevant segmentation of mining and landscaping companies, alongside nurseries and local councils, it is highly likely that they will need GA’s native seeds and bundled services to achieve their goals (SendPulse 2021). Purchasing an online database that can provide a personalised mailing list will achieve segmented targeting towards mining and landscaping companies, nurseries and local councils, reaching prospects that may turn into a sales lead. FrescoData can segment a business mailing list by job roles, country and industry, allowing an effective strategy to accurately meet the brand awareness objective (FrescoData n.d.). Averaging at a cost between $100 - $600 per thousand emails, this may rather be a recommendation if emailing specific industry leaders sounds of interest (Active Campaign 2020). Leaning towards the cheaper option may mean the list isn’t as personalised, therefore paying that extra amount will achieve a better ROI (Active Campaign 2020).

Personal selling

To meet the objective of developing relationships with large scale business, applying personal selling through sales presentations and conversations through networking, can lead to uncover client needs and sell the native seed product and bundled service to these potential clients. Personal selling is highly beneficial to meet the unique target markets of NSCR, as a great advantage of the tool is its flexibility to tailor to the needs, motivations and requirements of potential clients ( ). As the native seed product and relevant services require personal attention to match needs, particularly the specific requirements mining companies need for effective restoration, presenting customised presentations to prospective clients in office will enable the potential client to ask questions and the team/Paden can efficiently respond and overcome any objectives, leading to a sale and possibly an ongoing client (Lumen n.d.). These prospective buyers can be sought through conversations on LinkedIn, by reaching out to local organisations and advising how the NSCR can benefit their organisation. Also, conversations through networking that consist of relationship building dialogue can influence and encourage sales to be made (Lumen n.d.).

Written and video testimonials

The NSCR can benefit from the implementation of written and video testimonials, as they will enhance trust between potential clients and the organisation through visibility of clientele experiences from the native seed offerings. They will be easily located on the website under ‘What we do’, creating a powerful tool for brand reception and encouraging potential organisational relationships through the written/video testimonials available. This demonstration of how the NSCR can positively impact organisations for their projects, will teach the audience of how diversified and versatile they are to meet specific requirements. Not only will potential clients be targeted to benefit the NSCR, current clients will become brand advocates and build emotion and credibility that GA won’t be able to do itself (Strategic Factory 2017). This will further encourage brand awareness if communicated publicly amongst the brand advocate and others.

**Process**

The operational systems and processes involved in delivering a product to a consumer are referred to as the process aspect of the marketing mix. It encompasses both direct and indirect business tasks required to conduct customer contacts and complete transactions within Greening Australia. The marketing plan therefore focuses on standardising the product and service that is offered to all clients by improving their delivery of content supported by these systems, which ultimately avoid conflict with future clients. The goal of improving these operational processes is to improve the entire customer experience and make it easier for customers to purchase the seeding products, which potentially lead to an increase in sales.

**People**

Internal staff as well as customer service representatives which assist in sales, individuals will be provided with the opportunity to further have the opportunity to improve their customer service abilities by participating in meetings and activities guided by management. These additional staff training sessions are designed to improve customer service abilities, enhance employee morale, and, as a result, improve the entire customer experience within Native Seed for restoration. The training and development will be focused on sales-based activities which will enhance Paden and his team in solidifying sales and encouraging the client to prolong a contract with the company, further enhancing product knowledge based on what seeds are offered. Paden and team will improve rapport with clients, and general customer service group conversations held in the meeting, the focus of each training session will vary. The final decision on which aspect of staff training the meeting will focus on will be made by management. It is also recommended that Paden and team schedule staff training meetings with Greening Australia, this is done to ensure all products are consistent amongst all the business.

**Physical evidence**

The physical environment, in which professionalism is displayed at its highest point is within the seeding divisions head office in Melbourne and Sydney, where clients will be able to view the work completed. Further evident in the employees uniform, this will include a basic Polo shirt with GA logo included on the back and right corner of the shirt.  These locations showcase their work that has been completed with many clients, ranging from local government councils to large landscaping companies. The sophisticated and timeless arrangement of the showroom displays Greening Australia’s goals, alongside the work that has been achieved by the seeding division. At the showroom there will be additional signage on their vehicles, as well as on the entry and exits. Corporate branding will also be displayed throughout the complex on landscaping sites and local government property. VistaPrint have affordable and great quality cards, with prices ranging from $100-200 per thousand, however when you first sign up they offer a discount for non-premium designs at no additional cost, apart from shipping (Vistaprint n.d).The utilisation of business cards that will be left at the local nurseries, as well as given to direct clients.  Thus, there will be a significant improvement in the branding of Greening Australia within their environment.

**Marketing Plan Budget:**