

**The American Revolutionary War
Living History Center (ARWLHC)
& Experience!**

**Corporate Objectives, Marketing Objectives,
Major Marketing Strategies & Tactics**

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1. Identify effective use of Integrated Marketing Communications (IMC); provide an evaluation of the use of IMC for the ARWLHC as an attraction, resort and theme park.
2. Explain the relationship between sales and marketing, specifically relationship marketing – how does the marketing team support and encourage sales’ relationships with customers? How does the sales team support marketing?

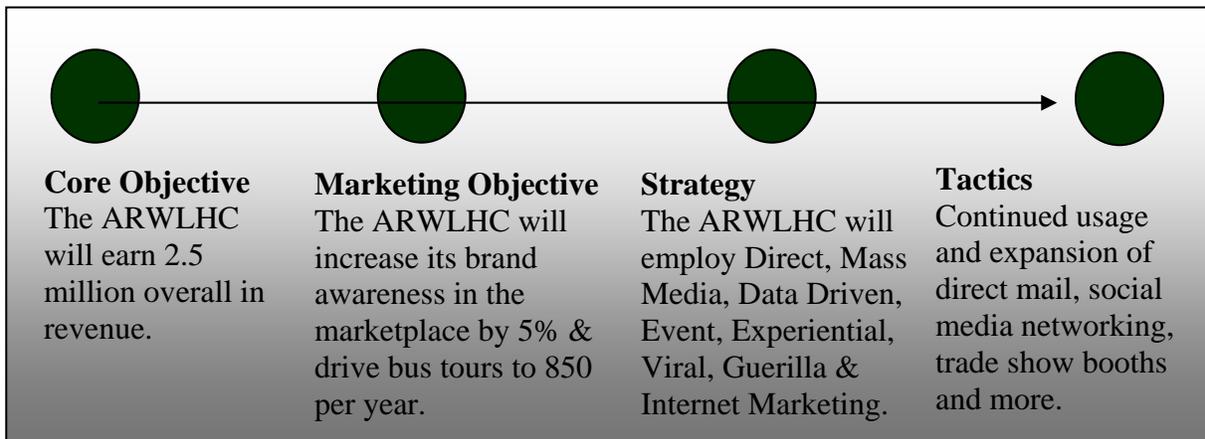
Setting Core Corporate Objectives

Core objectives are decided and retooled during the strategic planning process. They can continue to be retooled under this plan into the year 2015.

Core objectives include:

- Revenue goals for the ARWLHC brand and its product line - \$2,500,000.00 per annum
- Expense controls in the theme park are based on physical security controls to be able to get in and see the battle each Saturday and Sunday. Further expense controls are centered and retail sales mechanisms.
- Net revenue goals for the attraction are set at \$600,000.00 per annum.
- New product development for the resort will be on a continual basis especially on the retail end with gift shop sales of ARWLHC items. Both marketing and sales departments will work in tandem to effectuate product development.
- New product launches will occur monthly with retail products, pay per attendance at events and digital rollout of items.
- Community outreach goals - create “goodwill” for the company — efforts that contribute to the brand identity and help people. Continued work with biddingforgood.com will enable us to donate tens of thousands of dollars to worthy causes.

The ARWLHC and its core objectives are clearly outlined. It will be critical to understand them in order to achieve goals via accurate marketing decisions.



Marketing Objective

The ARWLHC will increase its brand awareness in the marketplace by 5% & drive bus tours to 850 per year.

It is important to point out a note that the ARWLHC is the overall concept and branding mechanism. It will derive its revenue from gate sales of spectators seeking admission to watch the battles every Saturday and Sunday at 2:00 PM. It will also gain revenue from all sales utilizing the ARWLHC branding and logo via retail shop partnerships and other partnerships.

This will have nothing to do with how much money individual tenants or vendors are making, the Colonel Cleaveland Museum, spa, inn, restaurant or bakery. The ARWLHC operates alone and on its own.

The ARWLHC will staff and host a bus office that continuously works a 20 state region of bus tour companies that desire to bring 50 to 60 people per bus for a unique experience.

Brand awareness, worldwide, will reach 5% penetration and be measured by a third party, independent examination office of accountancy. An annual report will be submitted concerning such investigation.

Strategy

The ARWLHC will employ Direct, Mass Media, Data Driven, Event, Experiential, Viral, Guerilla & Internet Marketing. Public relations will also be employed effectively.

International strategic marketing must include a myriad of strategies to bring visitors from around the world, via translation.

Particular emphasis within the mass media category will include newspapers, history magazines, trade publications, continued television advertising, radio advertising, web and search engine optimization, stadium advertising and e-newsletters.

Some bleed will occur in the mass media category with public relations category due to our unprecedented success strategies perfected on Madison Avenue - which have been demonstrated here in Cleveland County, NC.

“When it comes to PR and strategic Marketing, Mongiello Associates is the king in this county,” Jason Falls, Principal, Falls Insurance. Of particular attention will be the continued employment of our successful social media strategies.

Tactics

We will continue to employ our robot and android driven direct mail marketing programs via the United States postal service. Are glossy slick cards with digitized, exact handwriting are used in conjunction with first name placement in key areas of paragraphs. We quantify and measure these tactics with metric numeric's fed to us from sendoutcards.com, return ratios showing failure via the USPS and database message with redemption ratios via card turn-in. We like to offer quantitative metrics where you can easily count up the number of cards turned in - to get something. This keeps it simple.

Another tactic we utilize is 1. direct e-mail marketing combining 2. data driven metrics with 3. internet marketing. These three strategies tend to blend together when it comes to deployment of tactic. The measurement of these metrics across twenty social media engines has taken twelve years to learn and perfect. The day to day and week to week explosion proffered by Facebook, Twitter and LinkedIn (to name only a few we interrogate daily) are complex. We shall not belabor the issue here, but a program called VOCUS helps tremendously. It can monitor millions of tweets, postings and boards worldwide for an hourly, "pulse."

Mass media will include our traditional mix of newspapers, magazines, billboards, stadium advertising and more. Some minor television advertising and radio advertising will occur but we've never been big on these high cost items. Most of our high cost newspaper, magazine, billboard, stadium, television and radio mass media costs have always been tackled through strategic public relations. In this manner we have often received free, international exposure. Thereafter, we tend to follow up with maintenance advertising (brand maintenance). This includes a cocktail, traditional mix of block, column inch and classified advertising. We like to measure our mass media efforts with coupons. Also, another unique way to measure the situation has been to roll out near exact web addresses to measure and analyze traffic coming in.

For instance, our web address is www.revwarexperience.com and perhaps we're going to run a six month radio spot which plays 60 times per day. Traditionally this has been very difficult to quantify - as to the success or failure of the program. What we often do is to create the radio commercial (can be done for TV this way also) and to then state a unique web address (at the end of the commercial) for folks to get more information like www.revwarexperience.net. After the six months we can tell, somewhat, how successful this program was.

The tactics employed for our event marketing are quite unique. First and foremost we have plans to build a huge float which can be brought to events and parades. Secondly, our plans include a mobile living history unit that will attend events around the twenty state regions their busses come from. These include all sorts of events, talks, conventions, demonstrations, state fairs and mega-events like the taste of Saint Louis or the New York state fair. Our goal is to have a presence and also to ensure that millions of our brochures are handed out per year. Again, through demographically controlled

Martin CJ Mongiello Friday, December 04, 2009
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coupon redemption, we're able to target analyze where and how much redemption is coming from. Quantitative analysis is critical to us.

Qualitative analysis is conducted by a third party doctoral candidate who interviews guests and submits reports quarterly.

Our guerrilla tactics are employed based off of decades of military service in combat theaters. Here is where few marketing experts and advertising masters can operate effectively or pretend to know what they are talking about. We use a system of Gang Lieutenants, Street Spies, interlopers, influencers and copperheads to effectuate a system of unique guerilla war efforts. Our systems operate in country, amongst the populace and are typically hidden from view or look like regular folks in society. They act as our hidden arsenal and operatives.

Our timetable, in all regards, is clearly expressed in our annual report and goal target statements. Are phase one plan is for the years of 2010 through 2015. Phases two (2016 the Quickening), phase three 2017 through 2025 and phase four show our strategic planning into the year of 2050.

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