



INTEGRATED MARKETING COMMUNICATION PLAN FOR NÜWA ESSENCE



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BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION

AE 1049 - FINAL THESIS

ACADEMIC YEAR 2020-2021

Acknowledgements

To Emilia, for her dedication and patience.

To Juan Camilo for his unconditional support.

To my family for trusting me.

To Roxana, for being the friend everyone should have.

To baby, for the last push that was so necessary.

INDEX

1. INTRODUCTION.....	7
1.1 Presentation of the company	8
2. MARKET AND DEMAND ANALYSIS	10
2.1 Reference market, relevant market, product market.....	10
2.2 Type of consumers and consumer characteristics	11
2.3. Potential demand in the sector	12
3. COMPETITIVE ANALYSIS.....	13
3.1 Levels of competition in the sector	13
3.2 Characteristics, strengths and weaknesses of direct competitors	14
3.2.1 Monica Alexa Chiromassage and Beauty Centre.....	14
3.2.2 Physiotherapy Centre Segorbe Salud	15
4. SEGMENTATION ANALYSIS AND POSITIONING	16
4.1 Segmentation criteria	16
4.2 Identification of different segments	17
4.3 Product-market segmentation strategy	17
4.4 Product-market positioning attributes	18
4.5 Positioning maps.....	19
5. SWOT ANALYSIS.....	20
5.1 Weaknesses	20
5.2 Strengths	21
5.3 Threats.....	21
5.4 Opportunities	22
6. OBJECTIVES SET BY THE COMPANY	24
6.1 Mission, vision and general objectives	24
6.2 Relationship objectives	24
6.3 Commercial objectives	24
6.4 Financial - commercial objectives	25
7. STRATEGIES	25
7.1 Strategy according to competitive advantage	25
7.2. Intensive growth strategies.....	26
7.3 Strategies in response to competition	26
8. MARKETING MIX	27
8.1 Product/service.....	27

8.2 Prices	29
8.3 Place	30
8.4. Promotion.....	32
9. COMMUNICATION PLAN	33
9.1 Determining the message.....	34
9.2 Definition of communication strategies.....	34
9.3 Communication mix and media used.....	34
9.4 Timing of the campaign.....	53
9.5 Budget	56
9.6 Definition and measurement of KPI's	58
10. BIBLIOGRAPHY	60
11. ANNEXES	63

IMAGE INDEX

Image 1. Façade of the Nüwa Essence centre	8
Image 2. Logo of Nüwa Essence	9
Image 3. Reference market (Source: own elaboration).....	10
Image 4. Relevant market and product - market (Source: Own elaboration).....	11
Image 5. Levels of competencies. (Source: own elaboration).....	13
Image 6. Monica Alexa Chiromassage and Aesthetics Centre's logo.....	14
Image 7. Segorbe Salud's logo	15
Image 8. Positioning map (Source: own elaboration)	19
Image 9. Decontracting massage (Source Google).....	27
Image 10. Hot stone massage (Source Google)	27
Image 11. Foot massage (Source: Google)	28
Image 12. Sports massage (Source: Google).....	28
Image 13. Anti-Cellulite Massage (Source: Google).....	28
Image 14. Cupping massage (Source: Google)	28
Image 15. Reception of the centre (Source: own).....	31
Image 16. Centre's massage room (Source: own).....	31
Image 17. Centre massage room (Source: own).....	31
Image 18. Poster banner (Source: own elaboration)	36
Image 19. Front side card dots (Source: own elaboration)	38
Image 20. Reverse side of the dotted card (Source: own elaboration).....	38
Image 21. Flyer Discount (Source: own elaboration).....	39
Image 22. Flyer discount (Source: own elaboration)	39
Image 23. Façade of the Hotel Martín el Humano	40
Image 24. Collaboration flyer Hotel Marín el Humano Summer Edition (Source: own elaboration).....	41
Image 25. Collaboration flyer Hotel Marín el Humano Christmas Edition (Source: own elaboration).....	42
Image 26. Front side of the brochure Residencia Virgen de Gracia (Source: own creation)	44
Image 27. Reverse side of the brochure Residencia Virgen de Gracia (Source: own creation)	45
Image 28. Bamboo vase (Google source).....	48
Image 29. Buddha statue (Source Google).....	48
Image 30. Race poster (Source: Google)	49
Image 31. Career stand (Source: own elaboration)	50
Image 32. Post on Facebook (Source: own elaboration)	51
Image 33. Facebook raffle poster (Source: own elaboration).....	52

CHART INDEX

Chart 1. SWOT analysis (Source: own elaboration)	23
Chart 2. Massage prices (Source: own elaboration)	29
Chart 3. Voucher prices (Source: own elaboration)	30
Chart 4. Chart of vinyls (Source: own)	47
Chart 5. Timing of the campaign (Source: own elaboration)	53
Chart 6. Campaign budget (Source: own elaboration)	56
Chart 7. Campaign KPI's (Source: own elaboration)	59

1. INTRODUCTION

This document has been created with the aim of designing a comprehensive marketing communication plan for the Nüwa Essence chiro massage centre located in the town of Segorbe, in the province of Castellón.

Before mentioning the phases into which this document is divided, it is necessary to define the concept of Integrated Marketing Communication (IMC) as the integration of all the communication tools with the aim of making a product or service known in the market.

Before designing the communication plan, a strategic analysis of both the company and its environment was carried out in order to find out where the company stands and to detect the weaknesses it faces, as well as possible opportunities that may exist in the market.

One of the phases studied in the strategic analysis was the segmentation of the market in order to determine the target to which the communication actions would later be directed.

Next, a study of the competition was carried out to determine, through the levels of competition, who are the competitors in the form of products in which we will find the most competitive rivalry.

This was followed by an analysis of the strategies currently being implemented by the Nüwa Essence centre.

Finally, a study of the marketing mix was carried out, which includes the product, price, communication and distribution of the company. The promotion has been analysed in order to determine the current situation of Nüwa Essence's communication.

Finally, taking into account the strategic analysis, the "P" of communication and the briefing in which Nicoleta, the owner of the centre, explains her requests, a communication plan has been designed that is as realistic as possible, as the manager is interested in carrying out part of the actions.

1.1 Presentation of the company

Nüwa Essence is a small chiro massage centre located near the centre of Segorbe, Castellón. The small business was founded in September 2020 by Nicoleta Radu Radu who, after years of experience in the sector, decided to open her own centre.

Nicoleta studied at the Quirosoma School, two intensive courses of four and five months respectively to train in the sector. After finishing her studies, she started working in the Tui Na centre, located in Valencia, where she learnt exclusive Asian techniques as the owners of the business were originally Chinese.

Thanks to the experience acquired in the Tui Na centre, Nicoleta currently uses Asian techniques in her services that no other centre in Segorbe uses.



Image 1. Façade of the Nüwa Essence centre

The centre is open to offering its services to all kinds of public, although it specialises mainly on the one hand, in adults from 40 years of age onwards, and on the other hand, although to a lesser extent, in sportspeople.

At the moment only Nicoleta works at the centre. In addition to being a masseuse, she also works as an administrative assistant, receptionist, laundry and cleaner. In the long term, it is intended to hire another person to perform tasks related to making appointments and receiving clients, among others.

Logo and Slogan

The name of the company "Nüwa Essence" is composed of the name of a Chinese mythological goddess "Nüwa" who is considered to be the creator of life in the universe and is presented as a woman who helps men to recover after a misfortune.



Image 2. Logo of Nüwa Essence

This, together with the word "Essence", is intended to convey that a centre is a place where people who come to it will recover their health and well-being.

As for the logo, it is formed by the name of the centre next to a silhouette lying face down on a stretcher and two hands-on its back simulating the massage, inside a circle on a black background.

The slogan "In bad weather, a good massage", was created with the aim of transmitting to the client that Nüwa Essence is a place where clients can forget their worries and escape from their problems for a moment by enjoying a good massage.

2. MARKET AND DEMAND ANALYSIS

2.1 Reference market, relevant market, product market

The reference market is a set of substitute products that satisfy a particular need for a set of potential buyers.

The service offered by Nüwa Essence covers the need for prevention and treatment of diseases with alternative therapies. Potential buyers within the relevant market are individuals, companies and public administrations and the alternative technologies that exist within the relevant market are music therapy, meditation, chiro massage and yoga.

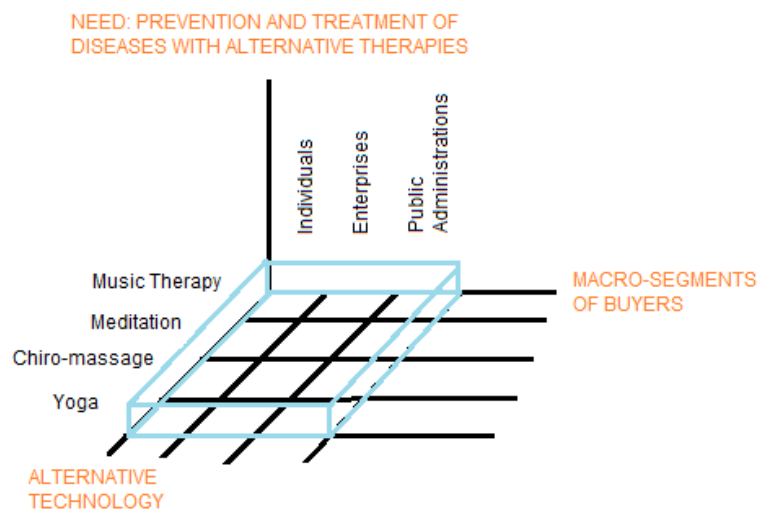


Image 3. Reference market (Source: own elaboration)

On the other hand, the relevant market is the set of product markets within which the company decides to compete, taking into account the technological alternatives and the segments they target.

In order to satisfy the need mentioned above, Nüwa Essence targets its services exclusively to private individuals using chiro massage, which means that the company uses a concentration strategy as it specialises in a single technological alternative and a single group of buyers so that the relevant market coincides with the company's product-market.

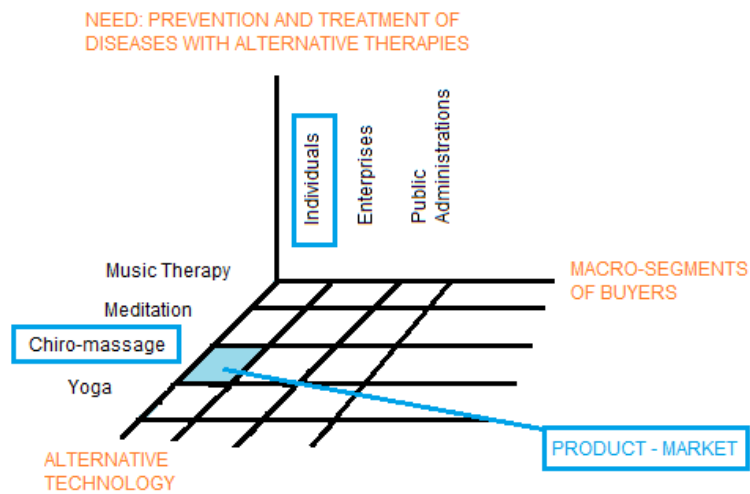


Image 4. Relevant market and product - market (Source: Own elaboration)

2.2 Type of consumers and consumer characteristics

After analysing the relevant, relevant market and all its components, we proceeded to investigate both the consumers who currently come to Nüwa Essence and the characteristics they are looking for when choosing the service.

As the owner indicates, she has treated children to people up to 90 years of age during her professional career. The only condition required for a massage of this kind is that the client does not suffer from heart disease, blood clotting problems, open wounds, broken bones, etc.

First of all, the "star" consumers of the centre are people between 40 and 70 years of age who suffer from joint pain and who have tried many remedies but have not achieved a positive result.

On the other hand, employees, especially office workers, request the chiro massage service as office work is a sedentary job and is one of the jobs that most affects mobility.

Another segment is workers who perform heavy work, as they need treatment to relax the muscles that are strained by the physical effort they put into their jobs.

When choosing one chiro massage centre or another, consumers take into account several attributes such as:

- **Price:** price is one of the most decisive factors when it comes to people choosing their centre of choice.
- **Prestige:** most consumers go to a chiro massage service because someone in their environment has previously done so and has been very satisfied. This is due to the great lack of knowledge about chiro massage and many people, before trying it, think that it will not be effective.
- **Proximity:** on the other hand, it is obvious that consumers will choose first and foremost those centres that are closest to their environment.

2.3. Potential demand in the sector

According to several studies, it appears that more and more people are seeking to improve their health through alternative therapeutic techniques. This is due, according to the document "WHO Strategy on Traditional Medicine 2014-2023" written by the World Health Organisation, to the fact that, on the one hand, people want more information to increase their knowledge of the options they have when it comes to treating an illness. On the other hand, there is growing dissatisfaction with existing health services.

According to the same document, more than 100 million Europeans currently use traditional or complementary medicine, of whom one fifth use it regularly and a similar proportion prefer health care that includes it.

In Spain, there are no current data, but in 2019 the Observatory of Natural Therapies published its first study on the "Use and consumption of Natural Therapies in Spain" according to which 95.4% of the Spanish population knows some type of natural therapy and furthermore, 1 in 4 Spaniards have made use of some of them with a degree of satisfaction of approximately 100%.

Furthermore, the World Health Organisation (WHO), in its document, emphasises the incorporation of traditional medicines and complementary medicines into public health systems as a solution to the health problems the world is experiencing as a result of the crisis.

In recent decades, other forms of complementary medicine such as homoeopathy, naturopathy, chiropractic, etc. have been developing and, as mentioned by the WHO, are gaining prestige around the world in the face of the increasing lack of solutions to chronic diseases and the high costs of health care.

3. COMPETITIVE ANALYSIS

3.1 Levels of competition in the sector

In order to talk about Nüwa Essence's competitors, it is first necessary to distinguish between the different levels of competition in the alternative therapy sector.

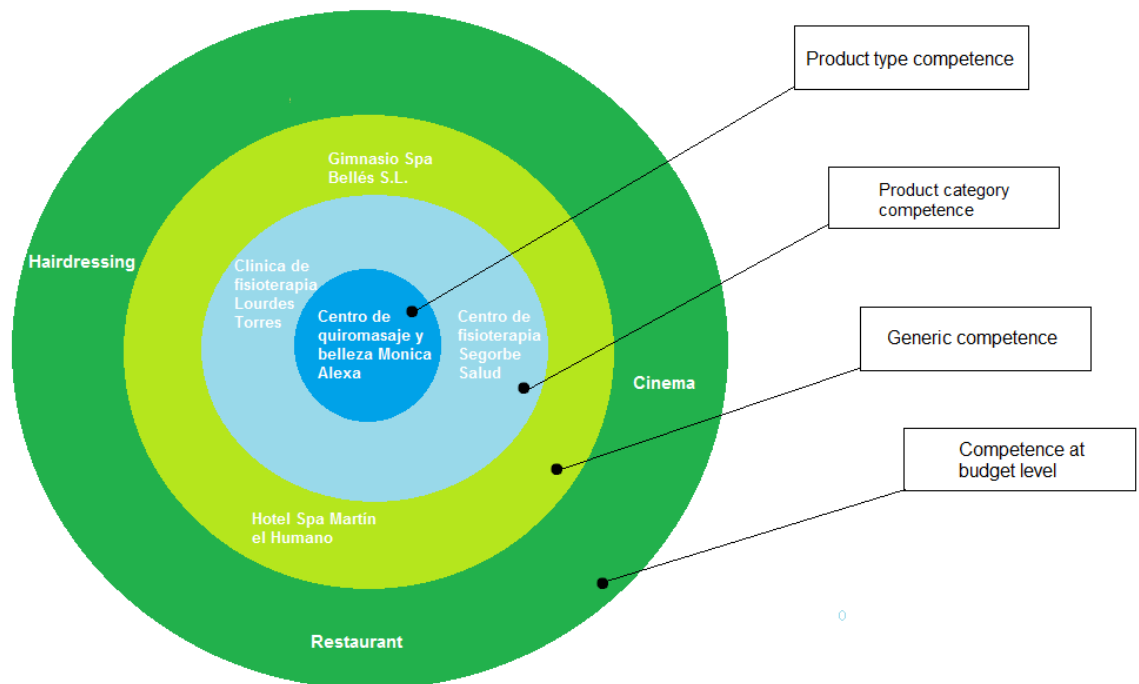


Image 5. Levels of competencies. (Source: own elaboration)

First of all, competition can be observed in the **form of a product** that is characterised by offering the same services that cover the same need and targeting the same customer segment. In this case, Nüwa Essence's competitor par excellence is the Monica Alexa Chiromassage and Beauty Centre.

The next level is that of **product category** competition, where competitors that offer services that cover the same need but in a different way are located. In this case, the need, which is prevention and treatment of illnesses with alternative therapies, is covered by other types of centres such as Centro de fisioterapia Segorbe Salud and Clínica de fisioterapias Lourdes Torres which use other types of alternative therapies such as osteopathy and physiotherapy.

On the other hand, there is the level of **generic competence** where all those services that cover the aforementioned need are found. Within Segorbe, both Gimnasio Spa Bellés and Hotel Spa Martín el Humano can be highlighted for offering spa services in which treatments such as chocotherapy, sauna, etc. can be found.

The last level of competition encompasses all those products or services among which the consumer divides his or her **budget**, such as going to the hairstylist's, going to the cinema or dining in a restaurant.

3.2 Characteristics, strengths and weaknesses of direct competitors

In this section, the centre's most direct competitors will be studied in more depth. Since Nüwa Essence only has one competitor in the form of a product, i.e. the Monica Alexa Chiromassage and Beauty Centre, we will also study the Segorbe Salud physiotherapy centre, which is a competitor in the product category of Nüwa Essence.

3.2.1 Monica Alexa Chiromassage and Beauty Centre

As mentioned in the previous section, the Monica Alexa Centre is the competitor in the product form of Nüwa Essence, so it is considered as its most direct competitor.

This centre is located in Avenida Constitución, 14 in Segorbe and has also been on the market for a short time, having been founded in May 2020.

In addition to the chiro massage service, Monica Alexa offers beauty and aesthetic services among which stand out:

- Make-up
- Eyebrow design and tinting
- Eyelash lifting
- Eyebrow waxing
- Facial treatments

The centre is mostly known for the services mentioned above, with chiro massage being a more residual part of its activity.

Unlike Nüwa Essence, the target audience of this centre, when offering its chiro massage services are, to a large extent, athletes as it focuses more on preventing injuries and keeping in shape the body of this type of clients. In addition, the Monica Alexa Centre also offers other alternative treatments such as osteopathy, which is aimed at the same type of clients.

Like Nüwa Essence, the centre has only one employee who performs all the tasks of the business.



Image 6. Monica Alexa Chiromassage and Aesthetics Centre's logo

On the other hand, the prices of the chiro massage service are the same as in Nüwa Essence, although it is true that it does not offer as wide a variety of massages as Nüwa Essence.

Strong points

- One of the strengths of this centre is that it offers complimentary services such as those mentioned above. This makes it easier for consumers to discover that the centre also offers a chiro massage service when they go to ask for one of these services, and they may be more inclined to ask for it.
- On the other hand, this centre is better known than Nüwa Essence both in the locality and in the surrounding area for the same reason as mentioned above.

Weaknesses

- The fact that the centre also offers other services may also be a point against it, as it may not offer the same quality of service as if it only focused on providing a chiro massage service.
- The centre is located in a not very central area.
- The centre does not have a website where you can see the services offered and their prices.

3.2.2 Physiotherapy Centre Segorbe Salud

This centre is not considered to be as direct a competitor as the Monica Alexa Centre as it does not offer the same services. However, given the lack of consumer awareness of the differences between a chiro massage centre and a physiotherapy centre, it should be taken into account as an important competitor.



Image 7. Segorbe Salud's logo

Segorbe Salud is a centre specialised in podiatry, nutrition and physiotherapy and its mission is to offer professional and human treatment through personalised and trustworthy attention.

The centre is located at Calle Ascensión Chirivella Marín, 1, just a few metres from the town centre.

The physiotherapy part of the centre offers services such as:

- Aesthetic physiotherapy
- Respiratory physiotherapy

- Hypopressive abdominal gymnastics
- Obstetric physiotherapy

Strong points

- It is a Health Centre authorised by the Valencian Community so clients can have more confidence when contracting its services.
- The centre has customer feedback on its website.

Weak points

- On their website, there is no information about prices, which may deter some clients.
- The website only details one of the physiotherapy services offered by the centre.

4. SEGMENTATION ANALYSIS AND POSITIONING

Segmentation is a process whose end result is the identification of consumers who have homogeneous preferences in order to establish a specific marketing offer or programme for each segment.

4.1 Segmentation criteria

In order to determine and gather the members of a community, a target market is established. In order to specify this target market, it is necessary to identify a series of criteria.

- **Socio-demographic criterion:** this consists of grouping individuals taking into account variables such as sex, age, habitat, level of education, etc.
- **Socio-economic criterion:** criterion that takes into account the economic level and social class of each individual.
- **Psychographic criterion:** this takes into account the lifestyle of the individuals, i.e. their hobbies, what they spend their leisure time doing, etc. The aim is to find out what consumers would be willing to spend their money on in their free time.

4.2 Identification of different segments

According to the "*Libro verde de terapias naturales 2020*" published by the *Asociación Nacional de Profesionales y Autónomos de las Terapias Naturales* (COFENAT), in a study carried out by the prestigious DYM institute, it was highlighted that the profile of users who consume natural therapies was mostly female (26.7%), while the percentage of men who consume this type of therapy is 20.6%.

On the other hand, the same study found that the users who consume this type of services are from the upper-middle and upper class (40%), between 36 and 45 years old.

Another important fact resulting from the research is that most consumers choose this type of therapy for cultural rather than economic reasons.

Finally, the highest consumption of therapies takes place in the north of the peninsula (32.2%) and the metropolitan areas of Barcelona (41.9%) and Madrid (17.8%).

As for the Nüwa Essence centre, three main segments are identified.

Firstly, workers between 40 and 60 years of age with an average standard of living who are looking for wellbeing and relaxation after a day's work and who suffer from muscular aches and pains either because of their day-to-day work or because they are looking for a place to disconnect and relax after a day's work.

Secondly, adults aged 60 and over, with an average standard of living, whose objective is to find a solution to relieve their muscular and joint pains after having tried various treatments.

Lastly, although less exploited, sportspeople who want to prevent injuries when doing physical exercise, with a healthy lifestyle and who are concerned about their appearance.

4.3 Product-market segmentation strategy

Since Nüwa Essence has three main segments, they are offered different marketing programmes, i.e. different services at different prices.

On the one hand, massages for physical well-being are offered for people between the ages of 40 and 60. This type of massage is aimed at relieving muscle tension and relaxing the body. Depending on the age range, different massage intensities are used depending on the needs of each client.

On the other hand, massages to cure joint pain and recover the mobility of those aged 60 and over.

Finally, sports massages are offered for those segments of sporty clients. This type of massage is carried out especially to prevent injuries from occurring during practice.

This type of massage can also be used to treat injuries that do not have a high degree of complications. In addition to this type of massage, stretching and neuromuscular bandages can also be added.

4.4 Product-market positioning attributes

The centre aims to position itself in the consumer's mind by relating the quality of the services it offers to their price.

- **Price:** the centre's prices are within the average cost of a chiro massage service. In general, a chiro massage service usually costs about 40 euros and can range between 25 and 70 euros depending on the duration. The prices of Nüwa Essence range from 15 to 40 euros depending on the type of massage and the duration of the massage.
- **Quality:** Nüwa Essence offers its services individually as only one person is attended to per massage. This is done in order to focus all the attention on the client and to offer a high-quality massage.

4.5 Positioning maps

A positioning map is a marketing analysis technique that facilitates the visualisation of the perception that consumers have of a company, brand or product compared with competitors in the market, which represents other options for them when making a purchasing decision.



Image 8. Positioning map (Source: own elaboration)

As can be seen on the map, both chiro massage centres, Nüwa Essence and Monica Alexa offer services at equal prices. However, customers perceive Monica Alexa's chiro massage services as being of higher quality since, as mentioned in previous sections, this centre complements chiro massage with other natural therapies such as osteopathy.

5. SWOT ANALYSIS

The SWOT analysis, also called “FODA” or “DOFA” analysis, is one of the most important tools before carrying out any commercial strategy in a company. This tool consists of a process in which weaknesses, threats, strengths and opportunities of a company are studied in order to subsequently make the relevant decisions according to the situation in which the company finds itself.



5.1 Weaknesses

- It can be observed that the centre has an unattractive and rather overloaded website with poorly distributed information. This can make it difficult for customers to find the information they are looking for.
- There is little interaction with the public through social networks as Nicoleta is the only employee of the centre and does not have enough time to do so.
- Flyers have only been produced at the time of the opening of the centre to publicise it. This may affect the ability to reach new customers as older consumers may not be integrated into the world of social networks and therefore may not be aware of the centre. In conclusion, the level of promotion carried out by the centre is almost nil.
- The centre has only one employee, so if Nicoleta is giving a massage service, it is impossible to receive other clients or take calls. The only way to do this is to interrupt the service she is providing, which reduces the quality of the service.
- In order to start the business, Nicoleta has had to get into debt by taking out a loan. This is a great weakness since most of her profits have to be used to pay off the debt, which means that the centre's profits are scarce.
- Due to the Covid-19 crisis and the restrictions imposed by the government, the centre has an overdraft in its credit account of 5,000 euros due to the forced closure that Nicoleta had to make by assuming the recurrent expenses that have been accrued during this period.

- As a result of a brief survey of 31 subjects, it turns out that only 1 out of 5 clients returns to the centre, so the percentage of loyalty is very low.
- In the same survey mentioned above, it was concluded that the vast majority of subjects are unaware that the chiro massage techniques learned and used in the centre are originally Asian as a result of the work carried out by Nicoleta, who worked in an oriental chiro massage centre where she learned these techniques from Chinese natives.

5.2 Strengths



- Thanks to the survey carried out, annexed at the end of this document, it has been determined that Nūwa Essence is recommended by the majority of its clients as a centre offering high quality services.
- The services offered by the centre are individual and totally personalised since, although the centre offers a variety of massages, each one uses a certain intensity and concentrates on certain specific points depending on the needs of each client.
- The extensive knowledge acquired in the well-known chiromassage school in Valencia, Escuela Quirosoma, during the two courses, and the wide experience that Nicoleta acquired working in a renowned chiromassage centre in Valencia for more than 5 years. In addition, the owners of the centre were of Chinese origin so Nicoleta learned and practiced techniques directly from them.
- The centre is located in a very busy area, close to the centre of the town, which is also a point in its favour, as it can arouse the interest of many people who pass through the area on a daily basis.
- The fact that the premises are not too big is positive for the centre, as the single staff member can take care of all the tasks in a small space.

5.3 Threats



- There is a wide range of substitute services. This is because many consumers do not know what the difference between chiro massage and other types of massages really is, so they may think that they have the same benefits and therefore choose services with a lower price for example.

- The large number of competitors offering such substitute services in the same location is a problem that Nüwa Essence has to deal with on a daily basis. Consumers may choose to seek the services of competitors, either for the reason mentioned above or simply because they are better known.
- COVID -19 has also left its mark on this sector in two different ways.
 - On the one hand, given the extensive restrictions imposed by the government, the centre has had to close its doors for more than a month. This meant huge losses for the business as there was no income but expenses such as rent, loan, utilities, etc. were still there. According to Nicoleta, due to this situation, it will take approximately one year to recover the money lost during this time.
 - On the other hand, the current uncertainty has meant that people have less money to spend on goods or services that are not basic necessities. This is also because a large part of the population has become unemployed after the first few months of the pandemic. Those who are still working are trying to save as much as possible because of the insecurity of the current labour market.

5.4 Opportunities



- As indicated by the World Health Organisation, there is an increasing interest on the part of society to try alternative therapies to treat and prevent diseases. This means that people are becoming more and more informed about the benefits of each type of therapy.
- In recent years, both men and women have been spending more time on personal care and are investing more money in health and wellness.
- Nüwa Essence, intends to make itself known also in the towns closest to Segorbe, as the nearest chiro massage parlour is 30km away, so it considers it a great opportunity to reach the clients of the neighbouring towns. so it considers it a great opportunity to reach the clients of the neighbouring towns.

Chart 1. SWOT analysis (Source: own elaboration)

WEAKNESSES	THREATS
<ul style="list-style-type: none"> • Unattractive and cluttered website. • Little interaction with customers via social networks. • Unattractive flyers and only at the beginning of the business. • Few promotions • Only one employee. • Loan for the opening of the centre so it is somewhat indebted. • The percentage of loyal customers is low • Lack of knowledge of the type of chiro massage offered in the centre. 	<ul style="list-style-type: none"> • Substitute services • Competitors offer substitute services • Restrictions COVID-19 • Economic crisis COVID-19
FEATURES	OPPORTUNITIES
<ul style="list-style-type: none"> • Quality service • Personalised service • A lot of experience because I was previously working in Valencia in a very important centre. • Location close to the centre. Very busy area • Local is small but as she is alone it is fine as she has everything under control. 	<ul style="list-style-type: none"> • Increased societal interest in alternative therapies • Increased interest in self-care • Possible target segments from outside Segorbe

6. OBJECTIVES SET BY THE COMPANY

6.1 Mission, vision and general objectives

The mission of Nüwa Essence is focused on achieving, thanks to its services, that the clients escape for a moment from reality and the pressures they are subjected to in their daily lives.

On the other hand, the company's vision is to become the best-known chiro massage centre, both for the inhabitants of Segorbe and for the inhabitants of neighbouring towns, thanks to the quality service it offers.

The main objective of Nüwa Essence is to increase its market share until it becomes the leader in Segorbe and neighbouring towns.

6.2 Relationship objectives

The relationship objectives are those that companies set themselves with the aim of maintaining and intensifying relations with their immediate environment, such as their clients.



Nüwa Essence proposes a series of relationship objectives as they are essential for clients to continue choosing the centre when contracting a massage service.

- To carry out an "after-sales" follow-up with the clients in the following 3 days after the massage to see how they feel and if they see any improvement so that they also feel cared for after the service.
- Increase interaction with consumers through social networks in order to increase their awareness of the centre.

6.3 Commercial objectives

Commercial objectives are those that seek to increase or maintain both sales and market share. These objectives are linked to the management of service, price, distribution and communication.

- To increase the loyalty of our customer base by 5% in the next year.
- Achieve a portfolio of 100 regular customers in the first year. Targeting new macro-segments.



6.4 Financial - commercial objectives

The financial-commercial objectives focus on the company's profits and profitability.

- To increase turnover by 10% so that, within 3 years, it will be able to pay off the debt from the loan requested to start up the business and increase its profits.
- To recover the €5,000 overdraft on the loan that has arisen due to the forced closure due to the Government's restrictions on Covid-19.

7. STRATEGIES

7.1 Strategy according to competitive advantage

Competitive advantage encompasses any characteristic of both the products or services offered by a company and the brand that make consumers perceive them as superior to the competition.

A distinction is made between three types of competitive advantage; cost leadership, differentiation and focus or specialisation.

- *Cost leadership*: the company has the ability to produce at lower costs than its competitors, which gives it the benefit of lower prices.
- *Differentiation*: the way in which a company chooses to stand out from its competitors through a unique quality.

Focus or specialisation: this strategy is based on offering a small group of consumers customised products or services.

The competitive advantage that Nüwa adopts is somewhere between differentiation and specialisation. On the one hand, it uses a differentiation strategy since the centre offers massage techniques that are different from the rest of the market, i.e. oriental techniques learned directly from Chinese natives. On the other hand, specialisation, as it focuses mainly, on the one hand, on the segments mentioned above; people aged between 40 and 60 years, adults over 60 years and sportsmen and sportswomen.

7.2. Intensive growth strategies

Igor Asonff (1957) defines growth strategies as *"those that refer to the relationship between the present situation of the company and the possibility of development, both in terms of products and markets"*. The two basic strategies proposed by the author are intensive growth or expansion, and diversification.

- **Intensive growth or expansion:** this is based on increasing sales figures thanks to new opportunities the company finds in its current business, i.e. improving what it is already doing.
- **Diversification:** this consists of looking for new business opportunities outside the area in which the company is currently operating.

Nüwa Essence adopts a strategy of intensive growth, and more specifically a strategy of market penetration. This is due to the fact that the company is in the start-up phase as it has been in the market for less than a year. The company aims to increase its sales figures by attracting new potential customers to offer its services by differentiating its service and increasing the frequency of use.

7.3 Strategies in response to competition

According to Kotler, different competitive strategies are depending on the company's place in the market in relation to the competition. The four types of strategies are leader, challenger, follower and niche specialists.

- The leading position is held by the Monica Alexa Chiromassage and Aesthetics Centre, which holds 58% of the market. This is due to the fact that, as mentioned before, the centre offers a broad portfolio of services ranging from aesthetic treatments to chiro massage and osteopathy services, which means that the centre has a wide range of clients.
- The challenger position is occupied by Centro Segorbe Salud, which, like Monica Alexa, offers, in addition to physiotherapy services, podiatry and nutrition services, so its client portfolio is also quite broad, covering 22% of the market.
- The runner-up position is occupied by Gimnasio-Spa Bellés as the centre only covers 12% of the market. This is due, on the one hand, to the fact that the services offered in the spa area are very basic and limited, and on the other hand, due to the existence of another gym in the locality.

- The specialist position is occupied by the Nüwa Essence Chiromassage Centre since, as mentioned in the segmentation section, the centre mainly targets three main segments: workers aged between 40 and 60, adults aged 60 and over, and sportsmen and women, offering unique chiro massage techniques on the market.

8. MARKETING MIX

The marketing mix consists of the analysis of the internal strategy of a company in which basically four variables of its activity are analysed: product, price, distribution and promotion.

The following is a study of the current internal strategy of Nüwa Essence.

8.1 Product/service

The centre offers a wide range of massages so that customers can choose the one that best suits them and meets their needs.

TUI NA style decontracting massage: this type of massage is used to relax the muscles in order to relieve tensions that can occur as a result of lack of rest, bad posture, stress or overload in general.



Image 9. Decontracting massage (Source Google)



Image 10. Hot stone massage (Source Google)

Relaxing massage with hot stones (geothermal massage): this is a therapy of oriental origin, which works both physically and mentally, helping to relax muscular tensions and achieve a perfect energetic balance. Smooth stones of volcanic origin are used for this purpose, which is slid over the skin in a relaxing massage.

Foot massage: produces relaxation in the foot area and activates blood circulation.



Image 11. Foot massage (Source: Google)



Image 12. Sports massage (Source: Google)

Sports massage: this type of massage promotes stretching and relaxation of the muscles. It helps to recover the original shape and elasticity of the muscle and achieves a better sports performance and a quick recovery. On the other hand, it helps to prevent muscle injuries during physical activity.

Anti-cellulite massage: this massage is performed in order to break down fat, mobilise accumulated liquids and facilitate their elimination.



Image 13. Anti-Cellulite Massage (Source: Google)



Image 14. Cupping massage (Source: Google)

Cupping massage: the benefits of this type of treatment are to eliminate toxins and work on contractures, among others.

8.2 Prices

The following are the prices for the services provided at the Nüwa Essence chiro massage Centre.

Chart 2. Massage prices (Source: own elaboration)

	20'	30'	45 '	50 '	60 '
TUI NA style decontracting massage	-	20 euros	-	-	30 euros
Relaxing massage with hot stones (geothermal massage)	-	-	-	-	35 euros
Simple relaxing massage	-	-	-	-	30 euros
Simple sport massage	-	-	25 euros	-	-
Sports massage with stretching	-	-	28 euros	-	-
Sports massage with stretching and neuromuscular bandaging	-	-	30 euros	-	-
Anti-cellulite massage	-	-	40 euros	-	-
Foot massage	-	-	-	30 euros	-
Simple cupping	15 euros	-	-	-	-
Cupping + massage	-	-	25 euros	-	-

On the other hand, the company offers vouchers of 10 massages of any of the services mentioned above.

Chart 3. Voucher prices (Source: own elaboration)

	20'	30'	45 €	50 €	60 €
Decontracting massage in the Tui Na style	-	-	-	-	250 euros
Relaxing massage with hot stones (geothermal massage)	-	-	-	-	300 euros
Simple relaxing massage	-	-	-	-	250 euros
Simple sports massage	-	-	200 euros	-	-
Sports massage with stretching	-	-	230 euros	-	-
Sports massage with stretching and neuromuscular bandage	-	-	250 euros	-	-
Anti-cellulite massage	-	-	360 euros	-	-

8.3 Place

The chiro massage centre uses an ultra-short distribution channel for the distribution of its services as Nicoleta is the only person who offers the service directly to the end customers.

Nüwa Essence provides its services in its only chiro massage centre located at Calle Clara Campoamor number 22 in the town of Segorbe in the province of Castellón.

The centre has a surface area of 35 square metres distributed on a single floor consisting of:

- **Reception:** the area where customers are received and waiting area.



Image 15. Reception of the centre (Source: own)

- **Room 1:** the area where massages are performed. It consists of a massage table, sofa, shelf and chair.



Image 16. Centre's massage room (Source: own)

- **Room 2:** the area where massages are performed. It consists of a massage table, sofa, shelf and chair.

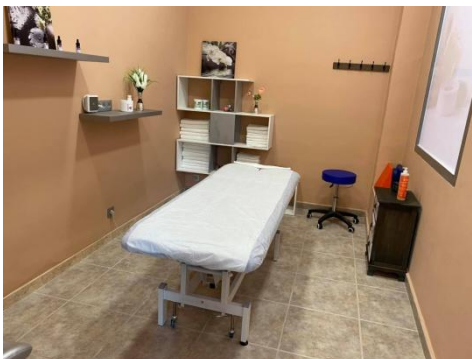


Image 17. Centre massage room (Source: own)

- **Toilet/laundry room:** toilet room for staff and clients. There is a washing machine and a dryer where towels are washed. There is also a shelf where towels are stored as well as the necessary disposable materials such as the covers for the stretchers.

8.4. Promotion

As Nüwa Essence has only been in the sector very recently, carries out communication actions to make itself known both online and offline.

Online

- On the one hand, the centre has a Facebook page which can be accessed from the following link; <https://www.facebook.com/N%C3%BCwa-Essence-113497363824039>. The page has 73 followers and provides information on current promotions and any changes in opening hours.
- On the other hand, the centre has a website (<https://www.nuwaessence.es/>) where customers can find information about the services it provides, rates and can also make appointments through it.
- Another social network that the company uses to keep in touch with its customers, although with less activity, is Instagram (<https://www.instagram.com/nuwaessence/>) , with 26 followers. Through this platform, the company interacts with the public by showing images of some sessions.
- Finally, the company can be found through the Google search engine using words such as "Nüwa Essence".

Offline

- In order to make itself known, at the beginning of its activity, informative brochures and business cards were created and distributed to different commercial establishments in Segorbe.
- On the other hand, the centre uses signs on the façade and on the door of the establishment.

9. COMMUNICATION PLAN

A communication plan is a document, also known as a roadmap, which outlines how, when and how the company will establish relations with its target audience in order to achieve certain objectives.

According to the conversation held with Nicoleta, owner of Nüwa Essence, and based on the strategic analysis carried out, a series of objectives are going to be proposed that, on the one hand, satisfy the needs that Nicoleta has stated in her briefing, and on the other hand, tackle the weaknesses that have been detected in the SWOT analysis.

As it has been studied in the strategic part, the centre has the following target groups:

- Workers aged between 40 and 60.
- Adults were aged 60 and over.
- Sportsmen and women.

Therefore, the communication plan of Nüwa Essence will be carried out based on the target and the objectives mentioned below.

Brand image objectives

- To raise awareness of the Asian techniques used in the performance of massages.
- To become the best-known chiro massage centre in the locality and surrounding area.
- Interact with the target audience through online and offline media.

Loyalty objectives

- To get 3 out of every 5 clients to return to the service since, as mentioned above, currently only 1 out of every 5 repeat clients.
- To get existing customers to bring other customers to recommend the services.

Demand objectives

- Create a desire to try the service
- Increase market share by 10% by 2022.

9.1 Determining the message

In order to achieve the communication objectives, once the objectives and the target have been determined, the entire communication campaign should revolve around a central axis, which is the message.

The message to be conveyed at all times is that Nüwa Essence is the only chiro massage centre in Segorbe that uses oriental techniques in the provision of its services. With this, the aim is to ensure that the name of the company is associated with moments of relaxation and wellbeing that make clients "teleport" to oriental places.

In order to transmit this message, all the actions to be carried out will have a common theme, which is "oriental massage". To achieve this, a slogan and an image will be created to perfectly understand the message to be conveyed. The slogan created for the communication campaign is:

"Feel the Orient through our hands".

9.2 Definition of communication strategies

A cognitive-communication strategy will be used, as the aim is for the centre to be associated with Asian-style chiro massage just by seeing its name.

For this purpose, preventive messages will be used to inform that the centre is the only one in the market that uses the original Asian techniques in the massage service offered. The aim is to position Nüwa Essence in the consumer's mind as the only chiro massage centre in Segorbe that offers Chinese-style massages.

Even though the message is largely cognitive, an affective part of the strategy will also be used, as it is intended that the target of Nüwa Essence associates the centre with "wellbeing".

9.3 Communication mix and media used

For the Nüwa Essence communication campaign, all 4 tools will be used, as this way, we will be able to cover all the segments we want to address. The actions to be carried out in each of the communication tools will be detailed below.

ADVERTISING

"Advertising is a communication process, in which the company sends a message to the environment in which it operates, through mass media, obtaining, as a result, different consumer behaviours...", Del Bosque (1998).

The two advertising actions designed for the communication campaign of the Nüwa Essence chiro massage centre are detailed below.

1st Action: Radio spot

The first action to be carried out as part of the advertising tool is the creation of a radio commercial. Continuing with the combination of cognitive and affective strategy, the resource to be used for this is oriental music with the aim of capturing the attention of listeners and helping them to remember that the centre offers oriental massages. The proposed implementation framework for this action is a life passage, as the spot offers a solution to an everyday problem. In addition, within the POEM media strategy, this action is carried out through a paid media.

We consider this to be the most appropriate medium to advertise the centre as it is cheaper than a television commercial and allows us to reach specific segments such as the elderly, workers who listen to the radio in the background during their working day, sportsmen and women who train in the gyms or on their own, etc.

The duration of the radio spot will be about 25 seconds and will consist of the following script:

- Advertiser: Nüwa Essence
- Product: Publicising the centre
- Campaign: Feel the East through our hands
- Duration: 25"

Start: Relaxing oriental music in the background

Voice-over: Have you had a hard day at work or just need to relax? Enjoy a unique Asian-style massage at NUWA ESSENCE. Travel with all your senses to another dimension and escape for a moment from the reality of everyday life. Make an appointment at 664 11 70 75 or visit us at Calle Clara Campoamor number 22 in Segorbe.

Feel the Orient through our hands.

End: relaxing music

2nd Action: Print advertising

Another action to be carried out within this tool is printed advertising. In order to carry out this action, the resource used will be rationality, since the aim of this action is to present the type of service offered in the centre.

On the other hand, the framework of execution will be information for the same reason. As for the POEM media strategy, the medium through which the action is going to be carried out is a paid medium, as it is necessary to pay an amount of money for the rental of the billboard.

This action is done with the aim of publicising the centre and the type of chiro massage it offers. To this end, a billboard has been created and will be placed at the main entrance to the town of Segorbe. This action is aimed at the entire target of Nüwa Essence as it is visible to anyone passing through the area.



Image 18. Poster banner (Source: own elaboration)

SALES PROMOTION

"Sales promotion is that part of the communication MIX that incorporates the offer of short-term incentives for the consumer and/or the distributor, with the possibility of an immediate response from them"- (Vázquez and Ballarina).

The actions designed and planned for Nüwa Essence within this tool are:

1st Action: Point cards

This action is focused on increasing the loyalty of Nüwa Essence customers. As with the actions mentioned above, the points cards are also aimed at the entire target group. The points cards will work as follows.

- 1 point will be accumulated for each massage contracted.
- Once 9 points have been accumulated, the client will be able to benefit from a free massage of their choice.
- The "gift vouchers" are also included in the promotion and the point will count for the person who has received the gift in order to create the desire to contract the service again.
- The points card is valid for one year, i.e. if the nine points have not been earned during the year, the card will start from scratch.



Image 19. Front side card dots (Source: own elaboration)

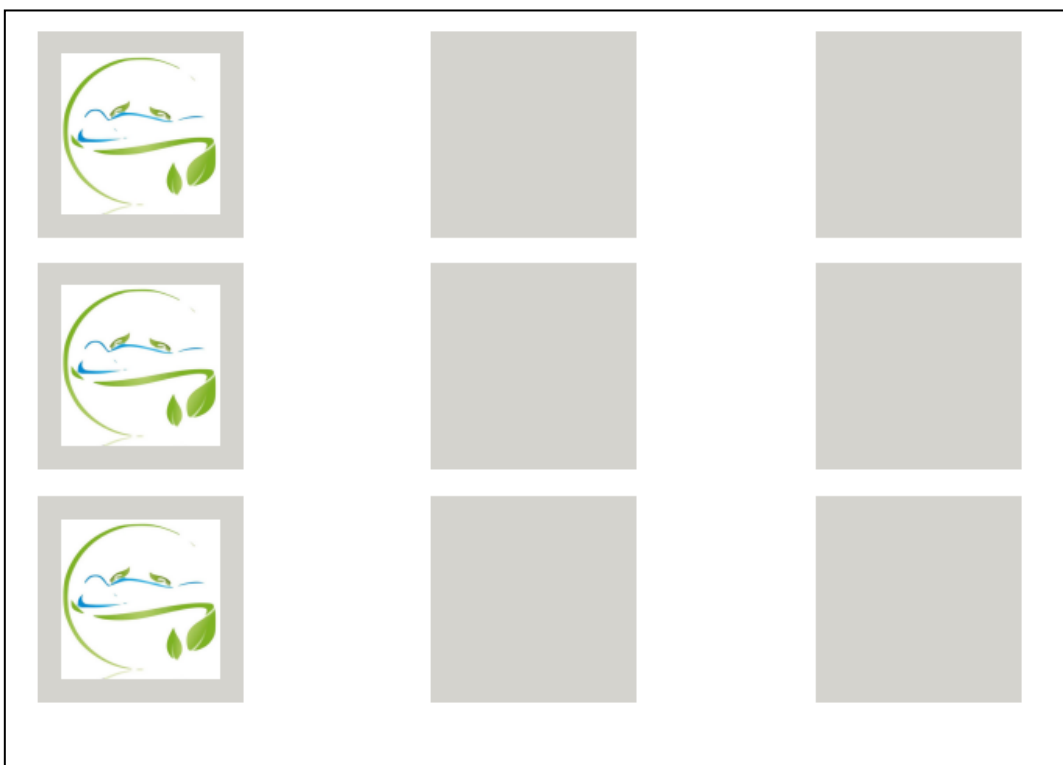


Image 20. Reverse side of the dotted card (Source: own elaboration)

- 2nd Action: Discounts

This action is aimed at attracting new clients and increasing Nüwa Essence's market share.

The action consists of offering a 30% discount on any of the centre's massages to those people who recommend the centre and get other people to come to it. The discount will be applied once the new client has contracted and enjoyed one of the massages from Nüwa Essence's extensive portfolio. In order to know who will be the beneficiary of the discount, the new customer will have to mention that he/she comes from "x". Nicoleta will write down the name and surname of this person to keep track.

This action is also aimed at the entire target of the centre. To publicise this promotion, on the one hand, flyers will be created and distributed to businesses in the area, and on the other hand, the promotion will be shared on social networks.



Image 21. Flyer Discount (Source: own elaboration)

- 3rd Action: Collaboration with the hotel Martin el Humano



Image 23. Façade of the Hotel Martín el Humano

This action will be carried out in collaboration with the Hotel Spa Martín el Humano in Segorbe. The promotion consists of offering a getaway for two that will include accommodation and breakfast at the hotel plus a hot stone massage session.

The action is carried out with the aim to raise awareness of the resort and to increase market share with the help of the hotel's recognition. The action is aimed at couples between 40 and 60 years old looking for a weekend of relaxation.

The promotion will be publicised both through online media, on the hotel's website and on Nüwa Essence's social networks, and offline through flyers that will be distributed in Segorbe and the surrounding area.

The action will be carried out in two moments during the communication campaign. One of them will be in summer for tourists who come to visit Segorbe, among others, and the other at Christmas time to give as a gift on special dates.

79 euros

Escapada Relax

NOCHE DE HOTEL + MASAJE CON PIEDRAS CALIENTES

Reservas al 664 11 70 75 o www.hotelmartinelhumano.es

Nifun
spa & wellness

MARTIN el HUMANO

Image 24. Collaboration flyer Hotel Marín el Humano Summer Edition
(Source: own elaboration)

**Escapada
Relax**

NOCHE DE HOTEL + MASAJE CON PIEDRAS CALIENTES

79 euros

Reservas al 664 11 70 75 o
www.hotelmartinelhumano.es

Image 25. Collaboration flyer Hotel Marín el Humano Christmas Edition (Source: own elaboration)

4th Action: Collaboration with the Retirement Home

Given that one of the segments of Nüwa Essence is senior citizens, it is proposed to contact the Virgen de la Esperanza private retirement home in the town of Segorbe to offer 3 hours a week, on different days, to perform massages at a reduced price to adults. The massages offered are focused on relieving muscle pain and recovering joint mobility and will last 60 minutes each.

In addition, monthly talks will be offered on beneficial exercises that adults can do on their own to help regain joint mobility.

The aim of this action is to make the centre known to the senior segment and to be able to attract clients from this segment.

Another benefit of this action is that the residents of the centre themselves will be able to offer free publicity by recommending the services to their acquaintances and relatives. This generates what is known as viral marketing and will prolong the communication strategy in an unpaid way.

Nüwa Essence en colaboración con Centro de residencia 3^a edad Virgen de Gracia

Masajes y talleres

¡PLAZAS LIMITADAS!



Image 26. Front side of the brochure Residencia Virgen de Gracia (Source: own creation)



Masajes con numerosos beneficios:

- Disminuye la ansiedad
- Mejora la vida del adulto
- Mejora la flexibilidad de las articulaciones

Talleres y charlas:

- Estiramientos
- Vida saludable
- Relajación
- Salud y bienestar
- Quiromasaje y beneficios



Tres citas semanales para masajes.
Concertar cita llamando al 664 11 70 75
Estamos en Calle Clara Campoamor, 22 (SEGORBE)



Image 27.Reverse side of the brochure Residencia Virgen de Gracia (Source: own creation)

MERCHANDISING

According to the American Marketing Association, merchandising is a "set of techniques based primarily on presentation, rotation and profitability, comprising a set of actions carried out at the point of sale, aimed at increasing profitability by placing the product in the right place at the right time, in the right form, at the right price and in the right quantity".

There are three types of merchandising that can be implemented depending on the objectives and circumstances of each business.

- **Presentation merchandising:** the objective of this type of action is to attract the customer's attention by stimulating their senses. An example would be to place the products in a passing area accompanied by large posters that attract the customer's attention.
- **Merchandising management:** this involves managing the surface area of the establishment with the aim of making the shelf as profitable as possible. This is done through various actions such as product rotation.
- **Seduction merchandising:** this is the type of merchandise that is in trend and its objective is to induce the customer to go to the establishment and purchase products/services that he/she was not thinking of. This is achieved through actions such as changing the lighting, smells, etc.



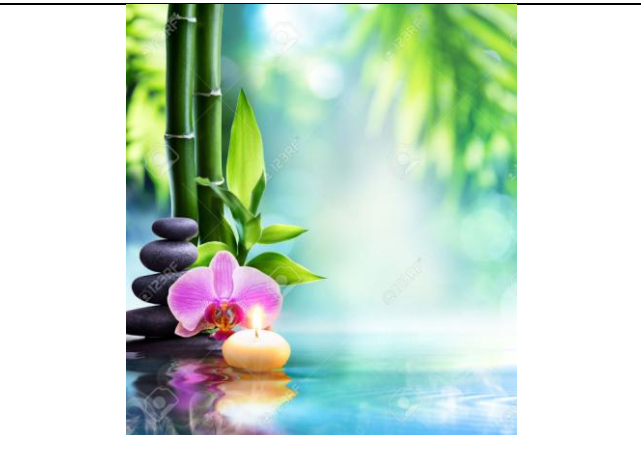

For the Nüwa Essence chiro massage centre, it was decided to use the latter type of merchandising, as it is the most appropriate, given that the centre offers a service that aims to make the customer disconnect from everyday life for a moment. For this purpose, the following action has been proposed.

Action: Change the atmosphere of the centre

A series of changes will be implemented inside the centre in order to stimulate the 5 senses of the consumers.

- Decorative pieces of vinyl will be installed on the walls of the reception with an oriental theme so that the client knows from the moment they enter that oriental massage techniques are used in this centre.

Chart 4. Chart of vinyls (Source: own)

<p>The wall behind the counter.</p>	
<p>The wall behind the sofa</p>	
<p>Room 1</p>	
<p>Room 2</p>	

- Relaxing music, also typical of the Orient, will be played in the background to create a feeling of relaxation for the guests.
- Incense with soft and pleasant scents will be used.
- Two bamboo vases will be added next to the sofa.



Image 28. Bamboo vase (Google source)

- A Buddhist statue will be placed on the small table next to the sofa.



Image 29. Buddha statue (Source Google)

This action is aimed at the entire Nüwa Essence target group and forms part of the affective communication strategy, as it is intended to transmit a feeling of well-being and relaxation.

SPONSORSHIP

According to M.H. Westphalen and J.L. Piñuel in "La Dirección de Comunicación", (1993), Patronage and Sponsorship "designate the contribution of a company to the celebration of an event, to the support of a person or the execution of a project outside the normal activity of the company".

Given that one of the segments that Nüwa Essence wants to target is sportsmen and women, and that this is currently the least exploited segment, the action is going to be carried out to make the centre known to this segment and to create the desire for them to try the service.

To this end, a combination of sponsorship and sales promotion will be carried out in the following way.

A stand will be set up at the annual race organised by the town council of Segorbe during the patron saint's festivities in September "CROSS FIESTAS DE SEGORBE". Near the finish line of the race, the Nüwa Essence centre will set up a stand to offer free sports massages to the participants. The massages will last 20 minutes per person and will be offered in order to relax the muscles after the race and to do the necessary stretching to avoid injuries.

After the massages, a business card of the centre will be handed out so that the public who have tried the service can contact Nicoleta to arrange the next appointment. All those clients who come afterwards presenting these business cards, created especially for the event, will receive a 20% discount on the first massage.

41º Cross Ciudad de Segorbe

Jueves 9 de Septiembre de 2021
Plaza del Agua Limpia - Segorbe (Castellón)

• 18.30h → carreras infantiles (varias distancias)
• 19.15h → carrera adultos (7,3km)

Inscripciones **SOLO ON-LINE** y **GRATUITAS** en:
<https://clubatletismosaltamontes.blogspot.com/>

Organiza:   Colabora:  

Pl. Raro

Image 30. Race poster (Source: Google)



Image 31.Career stand (Source: own elaboration)

DIGITAL MARKETING

Although the main target of the centre is not young enough to navigate easily through social networks, actions will be developed to combat one of the weaknesses detected in the SWOT, i.e. the lack of interaction with the public through online media. This is done because Nüwa Essence does not want to neglect the importance of the younger audience. The actions to be carried out through digital marketing are explained below.

1st Action: Facebook posts

In order to interact with consumers, the centre will publish a weekly post on Facebook on topics related to chiro massage. Advice will be given on stretching or exercises that can easily be done at home, information will be given on the benefits of chiro massage, information will be given on curiosities about massage-related topics, etc.

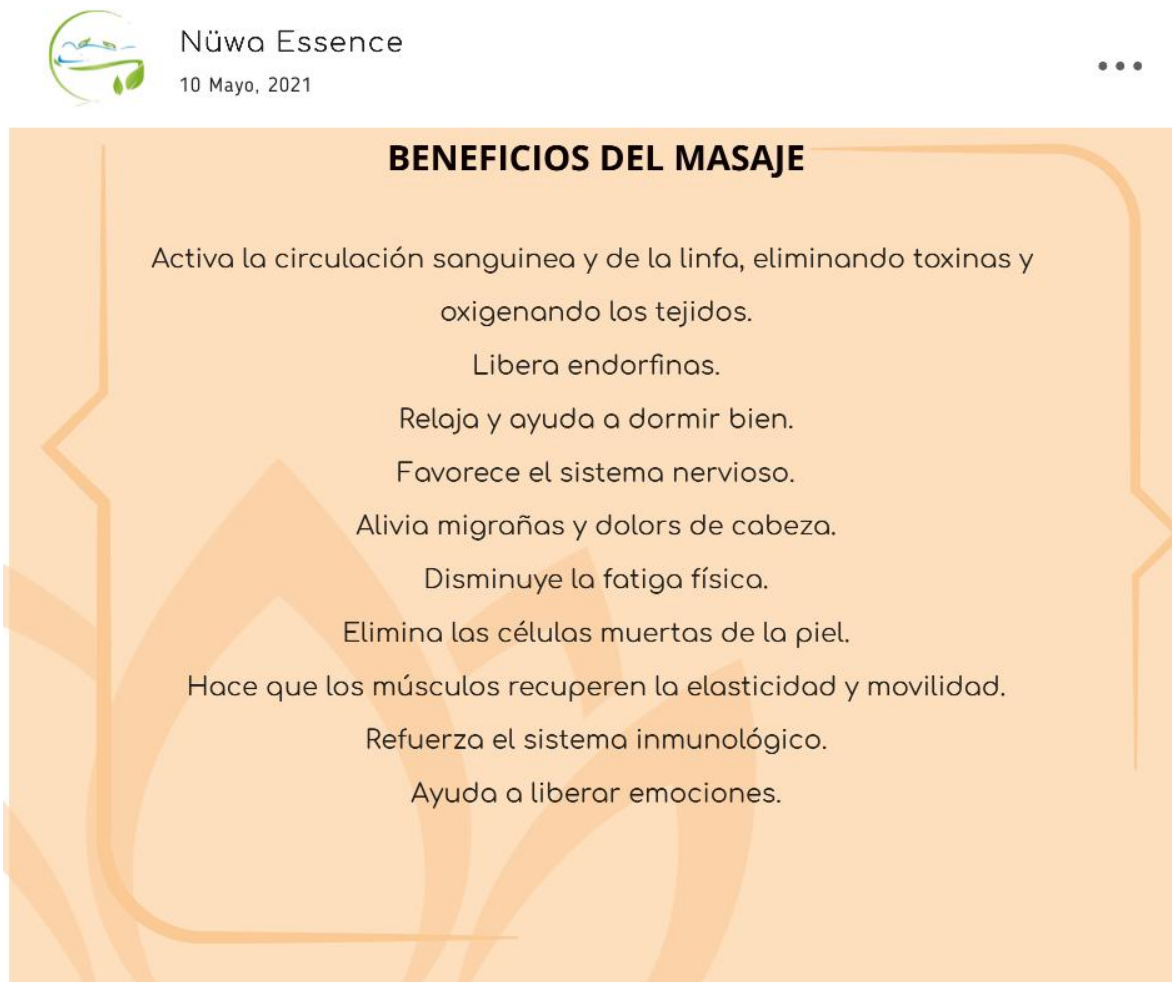


Image 32. Post on Facebook (Source: own elaboration)

2nd Action: Raffle for a massage

With the aim of increasing the presence of the centre in social networks, a raffle will be held on the Facebook page of Nüwa Essence, whose prize will be a free massage of the winner's choice. This action is aimed at Nüwa Essence's youngest target group, including athletes, as they are the ones who make the most use of online media. To enter the draw, participants must follow the following steps:

1. Follow Nüwa Essence.
2. Leave a comment on the publication mentioning 3 friends.
3. Share the post.

Participants can post as many comments as they wish as long as the friends mentioned are not repeated. The draw will end on 23 December 2021 and the winner will be announced on the Facebook page. The website www.sortea2.com will be used to carry out the draw.



Image 33. Facebook raffle poster (Source: own elaboration)

9.4 Timing of the campaign

The communication campaign is planned to start in summer, more specifically in June. This is due to the fact that there are actions related to tourism and some that take place during Segorbe's patron saint festivities that take place in September and we consider that this is the best time to make the centre known.

Initially, the communication campaign is planned to last for one year, that is, from June 2021 to the end of May 2022, but there are tools whose duration can be maintained over time since they involve actions whose cost is very low and can be very beneficial for the centre.

Chart 5. Timing of the campaign (Source: own elaboration)

TOOL	ACTION	MONTHS													
		2021					2022								
		6	7	8	9	10	11	12	1	2	3	4	5		
ADVERTISING	Radio spot	■	■	■	■										
	Banner	■	■	■	■	■	■	■							
SALES PROMOTION	Points card	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Discounts						■	■	■	■					
	Collaboration with Hotel Martín el Humano	■	■	■	■			■	■						
	Collaboration with the 3rd Age Residence Centre									■	■	■	■	■	
MERCHANDISING	The setting of the centre	■													
SPONSORSHIP	Stand at the event "Cross Fiestas de Segorbe 2021".				■										
DIGITAL MARKETING	Weekly publications on Facebook	■	■	■	■	■	■	■	■	■	■	■	■	■	
	Massage raffle							■							

ADVERTISING

Radio spot

This action is scheduled to start in June at the beginning of the communication campaign and will last for four months. The idea is to make the centre known during the summer months in order to take advantage of the arrival of tourists to Segorbe.

Advertisement poster

Given that this action, like the billboard, is also focused on making the centre known, the billboard will be installed during the six months of 2020.

SALES PROMOTION

Points card

This action will be implemented with the aim of lasting over time as it is a very effective action for customer loyalty and its cost is low.

Discounts

This action will be carried out during the Christmas campaign so that new customers who come to the centre on the recommendation of other friends can try the service and even give it as a gift to family and friends on special dates such as Christmas and Epiphany.

Collaboration with the Martín el Humano Hotel.

This action will be carried out, on the one hand, during the summer months, that is to say from June to the end of September so that those tourists who decide to spend their holidays in Segorbe can try some of the services offered by Nüwa Essence.

On the other hand, this action will be repeated in December as it can be a good option for customers to give as a gift on special dates.

Collaboration with the Centre of Residence for the elderly

This action is thought for the year 2022 with the aim of attracting customers of the segment of adults over 60 years old once established and known by the inhabitants of Segorbe and neighbouring towns.

MERCHANDISING

The atmosphere of the centre

This action will be carried out at the beginning of the communication campaign to give a change to the centre by focusing on the oriental theme with which Nüwa Essence is intended to be known.

SPONSORSHIP

Stand at the event "Cross Fiestas de Segorbe 2021".

The event is scheduled to take place in September during Segorbe's patron saint festivities. The day is still to be confirmed with the town hall as it will be the same day as the race.

DIGITAL MARKETING

Weekly posts on Facebook

The action is planned to run from the beginning to the end of the communication campaign, and if effective, to continue over time. During the summer months and in the run-up to Christmas, more posts will be made on the Facebook page as this is one of the ways to inform the followers of Nüwa Essence about the collaboration with the Hotel Martín el Humano.

Massage raffle

The raffle will be held to thank the followers of the Facebook page for the support given during the time that the centre has been open. The draw will be scheduled for the first weeks of December.

9.5 Budget

Chart 6.Campaign budget (Source: own elaboration)

TOOL	ACTION	BUDGET		TOTAL
ADVERTISING	Radio spot	Creation + issuance	511,60 €	1.858,01 €
	Banner advertising	Billboard leasing	1.200 €	
		Poster printing	146,41 €	
SALES PROMOTION	Points card	Personalised design	86,50 €	488,14 €
		Card printing	21,75 €	
	Discounts	Flyer printing	19,99 €	
	Collaboration with Hotel Martín el Humano	Design + print	179,95 €	
	Collaboration with the 3rd Age Residence Centre	Design + print	179,95 €	
MERCHANDISING	Setting of the centre	Counter wall vinyl	18,99 €	186,82 €
		wall vinyl sofa	25,99 €	
		wall vinyl room 1	35,95 €	
		wall vinyl room 2	38,95 €	
		Buddha statue	11,99 €	
		Bamboo vase	52,00 €	
		Aromatic incense	2,95 €	
SPONSORSHIP	Stand at the event "Cross Fiestas de Segorbe 2021".	Tent rental	59,14 €	124,12 €
		Design + printing cards	48,99 €	
		Massage oils 4 pack	15,99 €	
DIGITAL MARKETING	Weekly publications on Facebook	Cost	0,00 €	0,00 €
	Massage raffle	Cost	0,00 €	
TOTAL BUDGET				2.657,09 €

As can be seen in the table, the total cost of the Nüwa Essence communication campaign is 2,657.09 euros, distributed as follows:

ADVERTISING

The advertising tool will have a total cost of 1,858.01 euros. As for the radio spot, the price of the action includes both the monthly fee for broadcasting the spot and the creation of the spot by the channel. The spot will be broadcast 3 times a day (morning, midday and afternoon) after the news.

On the other hand, within the print advertising action, the rental of the billboard located at the main entrance of Segorbe, and the printing of the advertising poster, which will measure 6x3 metres, must be paid for. The rental price of the billboard covers the 6 months.

SALES PROMOTION

The actions carried out within this tool will have a total cost of 488.14 euros. It is worth mentioning that both for the collaboration with the hotel and the collaboration with the residence centre, the services of Imprenta Tenas, a company dedicated to graphic design and printing located in Segorbe, will be hired.

On the other hand, the design of the discount information leaflets will be carried out by Nicoleta, so only the printing of the leaflets (300 units) will be paid for.

MERCHANDISING

As for the decoration of the centre, all the pieces of vinyl will be purchased from Amazon. On the other hand, the statue above the hall table will be purchased from Maison du Monde, the bamboo vases from Ikea and the incense from the www.tuherbolario.com website. The total cost of changing the establishment will be 186.82 euros.

SPONSORSHIP

The marquee for the event will be rented from the company Eventos OCH. On the other hand, 100 special cards will be designed and printed for the occasion, which will be ordered on the 360 Print website. In addition, a pack of 4 essential oils will be purchased for the massages that will be given at the end of the race. The total cost of the action will be 124,12 euros.

DIGITAL MARKETING

Given that all the actions carried out within this tool will be carried out by Nicoleta, the budget for these actions is 0 euros. These actions will only involve an opportunity cost for the centre as it will be necessary to spend time that cannot be used for massages.

9.6 Definition and measurement of KPI's

The term KPI (Key Performance Indicator) consists of a series of metrics that are used to know the effectiveness and productivity of the actions that are carried out in the communication plan, with the aim of making the relevant decisions depending on whether they have been successful in achieving the proposed objectives. Those actions that prove to be ineffective should be modified or eliminated.

In order to check the effectiveness of the actions designed for the communication campaign of the Nüwa Essence centre, a series of control mechanisms have been devised.

It is worth mentioning that it is somewhat difficult to measure the effectiveness of some of the actions, such as the billboard or the radio spot unless all customers who come to the centre are asked how they heard about the existence of the centre.

However, for other actions, the control measures detailed in the following table have been considered:

Chart 7.Campaign KPI's (Source: own elaboration)

ACTION	MECANISMO DE CONTROL
Points card	The number of stamps placed per month.
Discounts	The number of people who come recommended by a friend.
Collaboration with the Martín el Humano Hotel	The number of bookings made from the hotel.
Collaboration with the 3rd Age Residence Centre	Number of monthly appointments for the centre
Stand at the event "Cross Fiestas de Segorbe 2021".	The number of new customers coming with the cards given out in the race.
Weekly publications on Facebook	% of interactions before and after the first 3 months implementing the action
Massage raffle	The number of new followers on the Facebook page

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11. ANNEXES



NÜWA ESSENCE

Este cuestionario es totalmente anónimo y se realiza con la finalidad de conocer una estimación de las personas conocedoras de la existencia del centro de quiromasaje NÜWA ESSENCE de Segorbe.

¿Conoce usted el centro de quiromasaje NÜWA ESSENCE ubicado en Segorbe?
(Si su respuesta es "NO" el cuestionario ha finalizado.)

- Sí
- No

¿Por qué motivo conoce Nüwa Essence?

- He ido alguna vez.
- Voy frecuentemente
- De oídas, pero no he probado ninguno de sus masajes.
- Otros:

En caso de haber probado los servicios, ¿recomendaría ud. los mismos a su entorno?

- Sí.
- No.

En caso de haber contratado algún masaje, ¿ha vuelto contratar el mismo masaje o algún otro?

- Sí
- No

¿Sabía Ud. que en el centro se emplean técnicas orientales exclusivas de quiromasaje?

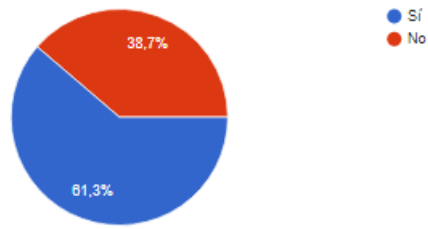
- Sí
- No

Si no lo ha hecho, ¿le gustaría probar alguno de los masajes que ofrece el centro?

- Sí
- No.

¿Conoce usted el centro de quiromasaje NÜWA ESSENCE ubicado en Segorbe? (Si su respuesta es "NO" el cuestionario ha finalizado.)

31 respuestas



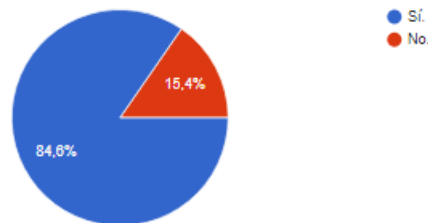
¿Por qué motivo conoce Nüwa Essence?

19 respuestas



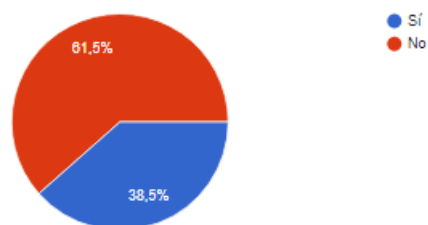
En caso de haber probado los servicios, ¿recomendaría ud. los mismos a su entorno?

13 respuestas



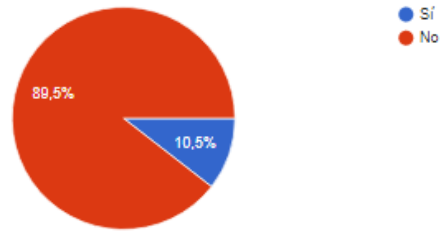
En caso de haber contratado algún masaje, ¿ha vuelto contratar el mismo masaje o algún otro?

13 respuestas



¿Sabía Ud. que en el centro se emplean técnicas orientales exclusivas de quiromasaje?

19 respuestas



Si no lo ha hecho, ¿le gustaría probar alguno de los masajes que ofrece el centro?

10 respuestas

