

Zuyd University of Applied Science



Shake and Serve Global Marketing Plan for Drink's Catering Platform

Juan David Cruz Caina

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Thesis

Juan David Cruz Caina

Graduation Coach Nikos Kalogeras

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Table of Contents

Acknowledgements.....	3
Declaración de originalidad y autonomía	4
Declaración de originalidad y autonomía	5
Glossary	12
Resumen.....	13
Abstract.....	15
Chapter 1: Research Set-up.....	17
1.2 Company’s Profile	17
1.2.1 Company Overview	17
1.2.2 Mission, Vision, Purpose & Slogan.....	18
1.2.3 Competitive Environment.....	19
1.3 Problem Statement	20
1.3.1 Current Situation.....	21
1.3.2 Desired Situation.....	22
1.3.3 Gap.....	22
1.3.4 Problem Statement.....	23
1.4 Company Objective	23
1.5 Research Objective	24
1.5.1 Internal Research Questions	24
1.5.2 External Research Questions	25

1.6 Justification of methods	26
1.6.1 Justification of Research Methods	27
1.6.1.1.2 Observation	28
1.7 Limitations	32
1.8 Conclusion	33
Chapter 2: Literature Review	34
2.1 Introduction	34
2.2 Developing the content plan	35
2.3 Marketing Strategy	36
2.4 Buyer Persona	41
2.5 Digital Marketing	42
2.6 Market Trends	44
3 Internal Analysis	47
3.1 Introduction	47
3.2 Ideal Persona	49
3.3 Content by Shake and Serve	50
3.4 Running the marketing campaign	51
3.5 Strengths and Weaknesses of Shake and Serve	54
3.6 Conclusion	56
4. External Analysis	57

- 4.1 Introduction.....57
- 4.2 Market Trends.....58
- 4.3 Competitor Analysis59
- 4.4 Market Barriers62
- 4.5 Conclusion63

- 5. Strategic Options and Best Solution 64

 - 5.1 Introduction.....64
 - 5.2 Strategic Options.....65
 - 5.2.1 Blog on Platform..... 65
 - 5.2.2 Social Media Marketing Campaign 66
 - 5.2.3 Videos, Images & Workshops Creation..... 67
 - 5.3 Considerations When Acting68
 - 5.4 Suggestions70
 - 5.5 Decision Matrix72

- 6. Policy Recommendations..... 74

 - 6.1 Introduction.....74
 - 6.2 Action Plan.....74
 - 6.2.1 Short Term Implementation..... 76
 - 6.2.2 Long Term Implementation 77
 - 6.3 Financial Underpinning78

6.3.1 Costs..... 78

6.3.2 Benefits 80

6.4 Conclusion81

7. References..... 83

Table List

Table 1. Inside's questions.....	25
Table 2. Outside's questions.....	26
Table 3. General Research Questions.....	30
Table 4. Digital competence performance.....	59
Table 5. Decision Chart.....	72

Figure List

Figure 1. Marketing Plan Steps.....	38
Figure 2. Social Media Steps	40
Figure 3. Ingredients for cocktails	45
Figure 4. Reasons for Smoothies	47
Figure 5. Swoat Strategies	55
Figure 6. Plan to Action	75
Figure 7. Costs Graphic	79

Glossary

Catering: The provision of food and drink at a social event or other gathering, in this case drinks for events (RAE, 2023).

Catering Platform: The website dedicated to a cocktail and drinks ecosystem, to create a community and world for people interested on it.

Leads: Any individual or organization within your marketing reach who has interacted with your brand way or has the potential to become a future customer (Wrike, 2023).

Brand Awareness: The extent to which consumers are familiar with the qualities or image of a particular brand of goods or services.

Target: A particular group of consumers at which a product or service is aimed.

Workshop: A meeting at which a group of people of people engage in intensive discussion and activity on a particular subject or project.

Baristabar: Baristabar refers to a coffebar in an event, where it is prepared and served espresso-based coffee drinks.

Resumen

Shake and Serve, como negocio de catering de bebidas, está interesado en llevar a la pequeña empresa local al universo digital para obtener mayor reconocimiento y conciencia de marca con la ayuda de una plataforma y presencia en redes sociales. Para lograrlo, la empresa deberá considerar todos los aspectos internos y externos, así como las barreras, competidores, público objetivo y todas las reformas internas que deberá llevar a cabo para tener éxito en este proceso.

Al definir el problema de manera clara, es mucho más fácil seguir con los objetivos que orientarán este proyecto y todo el proceso de incorporar a la empresa en el plan de marketing. El desarrollo de esta investigación estuvo guiado por un entendimiento previo de la literatura relacionada con campañas de marketing, específicamente las digitales, casos actuales, así como tendencias del mercado y lo que se debe considerar para crear un perfil del comprador con el fin de enfocar las estrategias de marketing de la manera más precisa posible. Estos aspectos fueron estudiados tanto mediante investigaciones de escritorio como de campo, a través de entrevistas con el propietario de Shake and Serve y un grupo de expertos en esta industria mediante un cuestionario completo, donde se les brindó la oportunidad de expresar sus opiniones y conocimientos sobre lo investigado en términos de crear una campaña de marketing, un sitio web, talleres y lo que se debe tener en cuenta para ello.

Toda esta investigación demuestra que una estrategia de marketing es un camino complejo para seguir y avanzar, ya que existen numerosos obstáculos que pondrán a prueba la

preparación de la empresa para superarlos, basándose en su estructura interna existente, su entorno externo con análisis de competidores para obtener una perspectiva de aquellos que ya implementan tácticas similares, barreras del mercado y tendencias que afectan la demanda de esta industria. Con el fin de obtener un resultado final que beneficie el éxito general de la empresa y genere un gran valor para su nombre. Mediante el análisis de las fortalezas y debilidades de la empresa, seguido de las oportunidades y amenazas que estos posibles cambios pueden presentar, se podrán establecer las estrategias. Estas estrategias consisten en agregar una sección de blog al sitio web que fomente la interacción con los clientes y mejore el rendimiento en los motores de búsqueda, una estrategia completa de contenido que se implementará en plataformas de redes sociales, un plan de acción para la creación de todos los elementos visuales que se utilizarán y se verán en el sitio, como videos y fotografías que muestren lo que se puede esperar del servicio; y finalmente, la creación de talleres que atraerán a posibles clientes pasivos y futuros clientes para Shake and Serve.

Palabras Clave:

Cócteles, Redes Sociales, Marketing, Contenido, Plataforma, Campaña, Taller

Abstract

Shake and Serve as a beverage catering business is interested into taking the small and local company into the digital universe in order to get more brand recognition and awareness with the help of a platform and social media presence. To do so the company will have to consider all internal and external aspects, as well as the barriers, competitors, targeted audience and all of the reformations that the company will have to take internally in order for it to succeed in this process.

With figuring out the problem statement it is much easier to follow up with the objectives that will orient this paper and the whole process of getting the company into the marketing plan. The development of this investigation was guided by understanding first in a more literature ambit about a marketing campaign specifically a digital one, cases that have been seen today, as well as market trends and what needs to be considered to create a buyer persona in order to get the most accurate segment to target the marketing strategies. These aspects were studied through both desk and field research, by interviewing the owner of Shake and Serve and a group of experts in this industry through a complete questionnaire, where they were given the opportunity to express their opinions and expertise on what was investigated in terms of creating a marketing campaign, website, workshops and what should be considered to do so.

All this research proves that a marketing strategy is a complex path to take and to go forward with, because many obstacles exist and will put to test how prepared the company is to get through them based on their internal structure already at works, its external environment of a competitor analysis to have a perspective of which are already implementing similar tactics,

market barriers and trends that move the demand of this industry. In order to get the end result that can be great for the company's overall success and will generate great value for the name of the company. With the analysis of the company's strengths and weaknesses followed with the opportunities and threats that these possible changes can give; the strategies can be made. These strategies where in summary, add a blog section to the website that will help in the engagement with clients and the search engine performance, a complete content strategy that will be implemented on social media platforms, a plan of action for the creation of all visuals that will be used and seen on the site which will be videos, photographs of what can be expected from the service and finally a creation of workshops that will attract possible passive customers and future customers for Shake and Serve.

Keywords:

Cocktail, Social Media, Marketing, Content, Platform, Campaign, Workshop

Chapter 1: Research Set-up

The principal objective of the research set-up is explaining a general overview of how the company is performing in current days, also present all the inconvenient the company could be facing these days and finally state clear how the desired situation looks like. All of this is done with the purpose of finding the real problem, how to approach it effectively and figure out the best route through well based research.

1.2 Company's Profile

1.2.1 Company Overview

Specializing in cocktail catering since 2005, Shake and Serve was among the Netherlands' very first cocktail caterers. Over the years, the company has evolved into one of the largest cocktail caterers operating in Amsterdam, Antwerp, and Maastricht with the motto: "It's all about mixing". Being creative, hospitable, and providing high-quality service are paramount at the company. The principal offering is a mix of passionate cocktail shakers with expertise, delicious cocktails, and stylish bars. Creativity, guest orientation, and quality always come first. With all of that together, Shake and Serve is committed in making a stylish and tasty event.

The services that Shake and Serve offers are workshops teaching the tricks of the cocktail trade, cocktail bars for anyone looking for a stylish cocktail bar for any kind of event, mojito

bars that offers customers the experience of the unprecedented possibilities of the mojito, and Gin Tonic bars to experience the comeback of gin & tonic. The company also has a Baristabar for coffee lovers, whisky bars for people seeking to discover whiskies in a modern way, champagne bars, and smoothie bars for smoothies and healthy options.

1.2.2 Mission, Vision, Purpose & Slogan

1.2.2.1 Mission.

Shake and Serve's mission is to always be committed to providing high quality service, being creative, hospitable and guest-oriented to ensure that every event is a success. In parallel, to carry out sustainable actions, striving to use eco-friendly and fair-trade products, while minimizing waste by implementing environmentally responsible practices.

1.2.2.2 Vision.

Shake and Serve's vision is to be recognized as a leading cocktail catering company in the Netherlands by 2027, expanded in different markets around Europe offering exceptional service, quality and creativity to make any event a success.

1.2.2.3 Purpose.

The company is constantly seeking to improve its way of serving cocktails, which means they are looking for the most capacitated bartenders with expertise, professionalism and high-quality service orientation, best quality suppliers for the ingredients of the drinks, raw materials that could assure real flavors, not harming the environment brands, with good name and not overpriced. Finally reach different segments of clients, such as large-sized companies, big venues, large-sized private events in order to keep the company competitive and profitable.

1.2.2.4 Slogan.

As it was mentioned before, the main mission of Shake and Serve is to provide the best service in order to make every event a success, this goes aligned with their slogan “It’s all about shaking”, that with the commitment of the company to create a successful good moment while they make drinks.

1.2.3 Competitive Environment

According to IBISWorld, the foodservice sector in the Netherlands has experienced steady growth in recent years. The catering sector in the Netherlands generated approximately €4.4 billion in revenue in 2020 and is expected to grow at a compound annual rate of 1.9% between 2021 and 2026. This industry is very diverse in the Netherlands and covers a wide range of services, from catering at corporate and private events to catering services for hospitals and

schools. The Netherlands has a large number of catering companies, ranging from small family-owned businesses to large international corporations.

In addition, the industry in terms of food safety and public health. Caterers must follow strict rules and regulations to ensure that food is safe for consumption. Foodservice in developing countries is also highly regulated.

In terms of market trends, demand for catering services in the Netherlands is expected to grow in the future due to a number of factors, such as a strengthening economy and increased spending on events and celebrations. Demand for healthier and more environmentally friendly catering options is also expected to increase.

1.3 Problem Statement

During throughout this thesis, we will use terms such as bartender, baristas, cocktail bar. This meaning bartender as a person who serve the drinks, mostly cocktails, Baristas as those who serve in a coffee bar, and cocktail bar meaning the located place in events where the drinks, cocktails, shots and coffees are served. It will also be used the term drinks catering platform referring to a web page Shake and Serve is willing to create in order to generate better marketing performance, generate a place where people will find out interesting information about drinks, they could interact between them, get awareness about the brand Shake and Serve and contact the company to make events or workshops.

1.3.1 Current Situation

Shake and Serve currently has an online presence through their website and social media platforms. The company has taken this matter into account in order to be one of the first considered option when a possible customer may need the service of cocktails or drinks in any kind of event. In general terms, they are going through good times in terms of the company situation, having around 20-30 events already scheduled for the next 4 months. The company has been scheduled to provide its services in corporate events, private parties and conventions. The company counts with permanent clients that reserve the services of Shake and Serve for the whole year in some routinary events, the company is in a stable situation where there is no lack of clients but big opportunities to attend more events, expand to other places and start other kind of services around the catering industry.

The enterprise is in a valley where it is comfortable operating with a good business model, where for 15 years it has been doing the same and evolving in the same frame, the problem is that the company has not made any effort to provide other services, they are putting all efforts in the same actions, if an externality such as Coronavirus would appear again the income and cash flow of the company would decrease alarmingly causing serious problems and even threatening with the company's survival.

1.3.2 Desired Situation

Shake and Serve considering the current trend of successful business models moving online, is willing to diversify and provide a good marketing strategy for a new drinks catering platform the company is planning to launch to attract more customers, increase brand awareness and brand image. This desired situation is aligned with the future plans of the company to increase the growth gradually every year, also achieve the goal of getting bigger clients, with larger venues, to get hired for large-sized events. So, the diversification would be ideal to get a larger number of clients, get more brand recognition, generate brand awareness and working in other fields of the catering industry.

1.3.3 Gap

In order to diversify Shake and Serve must develop a strategic marketing plan to approach a target that is navigating into a digital world. “Digital catering platform” referring to a well-structured webpage where people will have access to drink information, recipes, events of the company, workshops, feedbacks and more. To develop such plan the best ways to go digital for a catering company must be uncovered. In return this information and strategic marketing analysis can be used to structure a content plan, leads generation, positioning and techniques to make the digital platform productive, efficacious and profitable in large term. Strategies to do so will be discussed in chapter five of this thesis.

1.3.4 Problem Statement

Based upon the current, desired situation and the gap, the research has developed the following research question; What strategic marketing plan should Shake and Serve implement in order to achieve a successful marketing campaign for the digital platform they are planning to launch?

1.4 Company Objective

Shake and Serve's objective is to implement an efficient marketing plan in order to diversify and make the business model greater in terms of achieving better growth.

Therefore, the company desires recommendations as to what kind of content must be used when going in a digital platform, also positioning actions they could use to create a better brand awareness, recognition and what are the best practices to build up this platform. This marketing effort is aligned with the financial goal of the company that is focused to improve its profitability after tax, increasing it by 5% percent every year due the continued, there are new clients to be approached and 5% every year is a realistic number taking into account the market share in the industry, then ideally reaching **15% until 2026**, Shake and Serve is seeking to expand their brand name increasing the number of clients and getting larger-sized clients that the current ones. The reason for this is that Shake and Serve is planning to continue growth and getting more clients, the process of getting clients does not have to be exclusively in person, they are seeking to explore other opportunities in a digital aspect.

1.5 Research Objective

The overall objective of this research is to develop a marketing strategy to make the drinks catering platform Shake and Serve is willing to launch effectively, when approaching the desired segment, how to do it smooth and interesting, attract this desired target that is defined as beverage interested people and start generating a positive outcome for the company in the medium-term. How to develop marketing strategies, positioning strategies and content recommendations. For these preferences, the buyer persona and best tactics for the main purpose will be uncovered. In addition, information about competitors, market behavior and right marketing actions for the industry and company must be identified in the research. All of these factors will allow the company to have a better panorama for the path of generating a digital marketing campaign, understand the strategies that must be taken, being conscious of risks, pros and cons of the company when going through these actions. In order to achieve the research goal, several research questions should be developed and resolved, which can found bellow in chapter 1.5.1 and chapter 1.5.2.

1.5.1 Internal Research Questions

Table 1.*Inside's questions*

1. What is the ideal persona based on previous and future clients to target into the digital catering platform?

2. What is the best way Shake and Serve could run a marketing campaign to its digital catering platform to the ideal persona?

3. What is the best offerings the company already has that could be shown in and display through a digital catering platform as the one that Shake and Serve is planning to launch?

4. Which are the current weaknesses and strengths of the company to be aware when making the marketing campaign for its drinks catering platform online, and how can Shake and Serve navigate them?

Source: Own elaboration.

1.5.2 External Research Questions

Table 2.*Outside's questions*

1. Which are the ultimate trending facts in digital catering, and how could Shake and Serve incorporate them?

2. Who is the Shake and Serve's competitors doing, good practices in digital terms and what could the company learn about them? Competitors in the area of Dutch Limburg, Dutch Brabant, Belgium Limburg, Belgium Brabant and Antwerp.

3. What are the market barriers to entry as a catering platform in the internet and globally?

Source: Own elaboration

1.6 Justification of methods

Bellow in table 1, an overview of the already exposed external and internal research questions, what methods will be used and finally what sources can be found and used to answer the questions.

1.6.1 Justification of Research Methods

The methods that will be used to answer all the research question will be qualitative, meaning that an exploratory research will be conducted as we can see in the table 1 bellow. This exploratory research will be conducted in order to understand the market and the possibilities of Shake and Serve to do an effective marketing campaign, how the ideal persona behave and what are the added value they are looking or they want to see when looking for catering platforms.

Furthermore, observing the clients' behaviors, marketing trends and also the strengths of Shake and Serve the content that could be developed by the company can be discovered, a precise offering to the ideal customer that the project is willing to attract will be unveiled too.

1.6.1.1 Primary Field Research.

1.6.1.1.1 Expert Interviews by Survey.

Small experts Interviews made by survey will be conducted in order to understand the believe and perception of the people inside the industry about doing catering online, this will be completely useful to get feedback, advise and perspective of people around the launching of the platform and for the marketing campaign.

Bartenders with more than two years in the industry will be interviewed so that the general thinking around the catering could be mapped and their thoughts about a marketing

strategy and the platform for Shake and Serve could be unveiled. The interviews also going to be focused on people in the catering industry that have worked in administrative positions, such as managers of catering companies or chefs. This research will take opinions from different people in the world due as a new project it is important take different perspectives and take into account matters that could be ignored by culture, geographical or age barriers. During this interview strategic questions will be asked in order to probe, learn and understand best-selling content, platform design, barriers and their think about how the marketing of this platform will be done. This information will allow to elaborate the persona for the platform, content offering and ideal marketing campaign. It is planned to interview by depth labored surveys 10 expert people to have the broad panorama of the questions. The interviews will be structured, formal and with high quality questions to make it short but reliable, valid and representative. These interviews will be done by questionnaires, and then the responses will be shown in graphics, finally all the findings will be used to develop a marketing plan, a persona and the platform content strategy.

In addition, an interview with the CEO of Shake and Serve's Maastricht will be conducted and transcript to understand better the current strategies, also have a deeply understanding current weaknesses and strengths of the company, how the platform could help the company to achieve its goal of continued growth, how he would like to see this platform, what kind of content, design, selling calls to action or more.

1.6.1.1.2 Observation.

As it already stated, the company do presential events frequently, doing it their mainly and unique source of income right now, the idea of observation is analyze what are the common

clients, the most frequent asked drinks and how the people behave before, during and after any event. This will help to underline how the company should show and offering online, also this will draw an idea of a persona, and map some of the differences between catering digital and person to person clear.

1.6.1.2 Secondary Desk Research.

Desk research will be conducted to acquire more information, understanding and background about the topics related with the research questions exposed in chapter 1.5, some information about clients, behaves, reservations and places where Shake and Serve's worked is available and ready to be used to elaborate a complete answer to the internal research questions, in the other hand, Google Scholar, available books, industry journals and websites dedicated to catering industry will be useful and used to determine buyer persona, clients behavior, current trends in the industry, content and best marketing practices. How this desk research will be used in the research questions can be found in Table 1.

Table 3.*General Research Questions*

Research Questions	Desk or Field Research	Method	Source(s)
What is the best content to be used, made and sell through a drinks catering platform as the one that Shake and Serve is planning to launch?	Desk & Field	- Secondary Desk Research - Primary Field Research	- <i>Cocktails of the World: 631 Cocktail Types</i> - <i>McCartney, D. (2018, August 25). Smoothies: Exploring the Attitudes, Beliefs and Behaviours of Consumers and Non-Consumers.</i> - <i>Smith. H. (2022) The World's Best-Selling Classic Cocktails 2022 - Drinks International</i> - <i>The global choice for drinks buyers.</i>
What is the best way Shake and Serve could run a marketing campaign to its digital catering platform to attract existing and new customers?	Desk & Field	- Secondary Desk Research - Primary Field Research	- <i>Opresnik, M.O. (2018). Effective Social Media Marketing Planning – How to Develop a Digital Marketing Plan.</i> - <i>Eric N. Berkowitz. (2011). Marketing strategy 2 - samples.jbpub.com.</i> <i>samples.jbpub.com. http://samples.jbpub.com</i> Henneberry, R. (n.d.). <i>The Ultimate Guide to Digital Marketing.</i> DigitalMarketer.

<https://www.digitalmarketer.com/digital-marketing/>

What is the ideal	-	-	- <i>Buyer Persona Institute. (2020, November</i>
persona based on	Desk &	Secondary	<i>8). Adele Revella, Founder / CEO - Buyer</i>
previous and future	Field	Desk	<i>Persona Institute.</i>
clients to target into the		Research	
drinks catering		- Primary	
platform?		Field	
		Research	

Which are the			- <i>Appendix ...</i>
weaknesses and			- <i>Observation ...</i>
strengths of the	Desk &	- Secondary	
company to make the	Field	Desk	
transformation into a		Research	
digital catering platform			
online, and how can			
Shake and Serve			
navigate them?			

Which are the ultimate	-	-	- <i>Smith. H. (2022) The World's Best-Selling</i>
trending facts in digital	Desk &	Secondary	<i>Classic Cocktails 2022 - Drinks International</i>
catering, and how could	Field	Desk	- <i>The global choice for drinks buyers.</i>
		Research	

Shake and Serve		- Primary	- <i>Grand View Research. (n.d.). Global</i>
incorporate them?		Field	<i>nonalcoholic beverage market size worth</i>
		Research	<i>\$1.60 trillion by 2028 CAGR: 5.3%: Grand View Research, Inc.</i>
Who are the Shake and			- <i>Appendix...</i>
Serve's competitors,	Desk	- Secondary	- <i>Observation ...</i>
what are they doing,		Desk	
good practices in digital		Research	
terms and what could the			
company learn about			
them?			
What are the market	Desk &	Secondary	- <i>Observation</i>
barriers to entry as a	Field	Desk	- <i>Appendix...</i>
catering platform in the		Research	
internet and globally?		- Primary	
		Field	
		Research	

Source: Own Elaboration

1.7 Limitations

In the other hand this research will have certain limitations, the most relevant is the time where it will not be possible to research all topics in deeply analysis, the research will be made in three months and it is not possible to conduct a deeply analysis about the complete company

marketing performance and all their fronts, that is why the research is mainly focus on certain topics of the marketing field such as the content, the target group, ideal persona and strategies for the research objective. Other limitation is the lack of time of the managerial team of the company that will not always be available to help in the research, this limitations include lack of information on the financial performance of the company, the organizational structure is not clear inside the company, this will limit the study on inside tasks of the company.

Furthermore, Shake and Serve does not count with an IT department meaning the technical aspects to going in a global web will not be considered as a variable in this research.

In addition, there will be observation of operations to analyze the customer behavior but there is certain limitation because not all the events allow the entrance for this kind of research, even though most of them do not have a problem with it.

1.8 Conclusion

In conclusion all the external and internal questions and that will be answered through this research paper will clear the panorama for Shake and Serve implement a correct marketing strategy boosting its current strengths and being aware of the external factors could threat the company. When answering this questions, the best implementation plan for most of the strategies will be drawn when acquiring the information necessary for doing it the best way possible. These research questions will be helpful to answer the research objective in a way that will show facts of the industry that the marketing plan must include and will take into account the current performance of the company to give a suggestion of what the company can do with their current resources and what should they invest in for the future at the moment of implementing a

marketing strategy for its drinks catering platform.

Chapter 2: Literature Review

2.1 Introduction

The principal objective of the literature review is gaining learning lessons that can be used to develop all the research questions that were already exposed on the previous pages of the chapter one. These acquired learning will be also used to develop a proper marketing strategy, content and overall recommendations for the digital transformation that Shake and Serve is willing to do. This in turn will help the company to achieve the objective of create brand awareness, brand recognition, leads and more clients, that eventually will led them to their wanted growth.

The selected literature was reviewed with the criteria of relevance, accuracy and recency with a decision of not taken into account writings or sources with no more than 15 years old. Other criteria used to select the literature is that they were industry articles or otherwise related with the idea of marketing. Hence, all the literature use for this research will be available in scholar sources, internet or books, and is mainly made by recognized magazines, people or organization in the industry.

In order to achieve these learning lessons, literature on the following topics will be reviewed:

- Content Plan

- Marketing Strategy
- Buyer Persona
- Digital Marketing

2.2 Developing the content plan

According to Halvorson and Rach (2012) content strategy depend on who is the company and what is looking for, it could mean a few different things like: Defining how the content will be used, to meet the company (objective) goals and satisfy customer needs. Make a guide of decision about content through its lifecycle, from discovery to deletion. Set milestones or benchmarks about how to measure the success of the created content.

In summary they stayed “Content strategy guides the plan for the creation, delivery, and governance of content” (Halvorson & Rach, 2012, p. 32). In order with that the content must be defined based on what are they clients expecting from us and how this content is helping to achieve the company objective. When creating a content plan or strategy must be clear that you want to communicate something, that’s why content planning is not far away from communication areas, and that’s why it can include other disciplines, which it may include as Halvorson & Rach (2012) said: messaging and branding, also web writing. This content could include more things relevant for the company and stakeholders, but to make it succeed it must align the overall stakeholders on priorities and desired outcomes according to Halvorson & Rach (2012) all this efforts and strategic action will lead into a good portfolio of content inside a web that make life easier for everyone involved.

Just as Halvorson & Rach (2012) and Tim Frick (2010) state that the content must drive the message that the company truly believe in, you put a strategy conviction, you connect with others that shares the same conviction.

In order to achieve the user conviction Tim Frick (2010) make a fact that a website is never done, also that is necessary to plan technology used in the web and user strategy through the website.

One of the main characteristics of the internet and the internet connected devices in general is the continuous change. The flexibility and capability of adapt to changes in any environment must be one of the characteristics that could define the tools and how the platform will be defined.

2.3 Marketing Strategy

To respond the opportunities and challenges presented by the market must of the companies engage in a process of make strategic planning. “Strategic planning has been defined as a process that describes the direction an organization will pursue within its chosen environment and guides the allocation of resources and efforts” (Bennett, 1995).

Proper marketing strategies must be followed when implementing new products for the customer, these are defined as it is product development what is defined as “strategy of providing new products to existing markets” (Berkowitz, 2011) and Market Development what is “A growth strategy that involves initiating efforts of existing products and services in new markets, a market development strategy. This strategy is followed when existing markets are stagnant in

terms of growth and market share gains” (Berkowitz, 2011) the market development strategy has several variations, but the one to focus on this research is market development on existing offerings in a new market as it the drinks interested people navigating though the digital world and could have access to web platforms.

As it is stayed for Eric N. Berkowitz. (2011)

Follow a correct marketing strategy the differential advantage must be important to the buyer, the first criterion cited in the previous discussion. Organizations then must recognize that in marketing there is a related concept of visible and invisible value.

Invisible value is the value that the producer builds into its product or service. Visible value is the value that is seen by the customer. In most industries, organizations can typically charge only for visible value.

In the definition for marketing, according to Opresnik (2018), stated that this is the organization function in charge of defining targets in the company, best ways to satisfy customers’ needs and making it complete and viable. It also exposed that marketing planning involve changes; it must be a process of decision in current terms to analyze what to do in the future. “All the efforts in a marketing campaign must be aligned to make decisions under prevailing conditions of uncertainty and risks” (Opresnik, 2018).

Elaborate planning on this has numerous benefits, such as:

- Consistency
- Responsibility
- Communication
- Commitment

All this exposed goes by hand with the previous mentioned marketing tactics by (Opresnik, 2018). When they say communication is key, plan effective things with previous knowledge of their customer and targets.

Those smaller factors combined with a correct planning, generate a valuable outcome for the company, project (platform), and for the user who is the most important.

All marketing plans should follow a step by step. Figure 1 will show an example of how a marketing plan could be seen when starting until implementation:

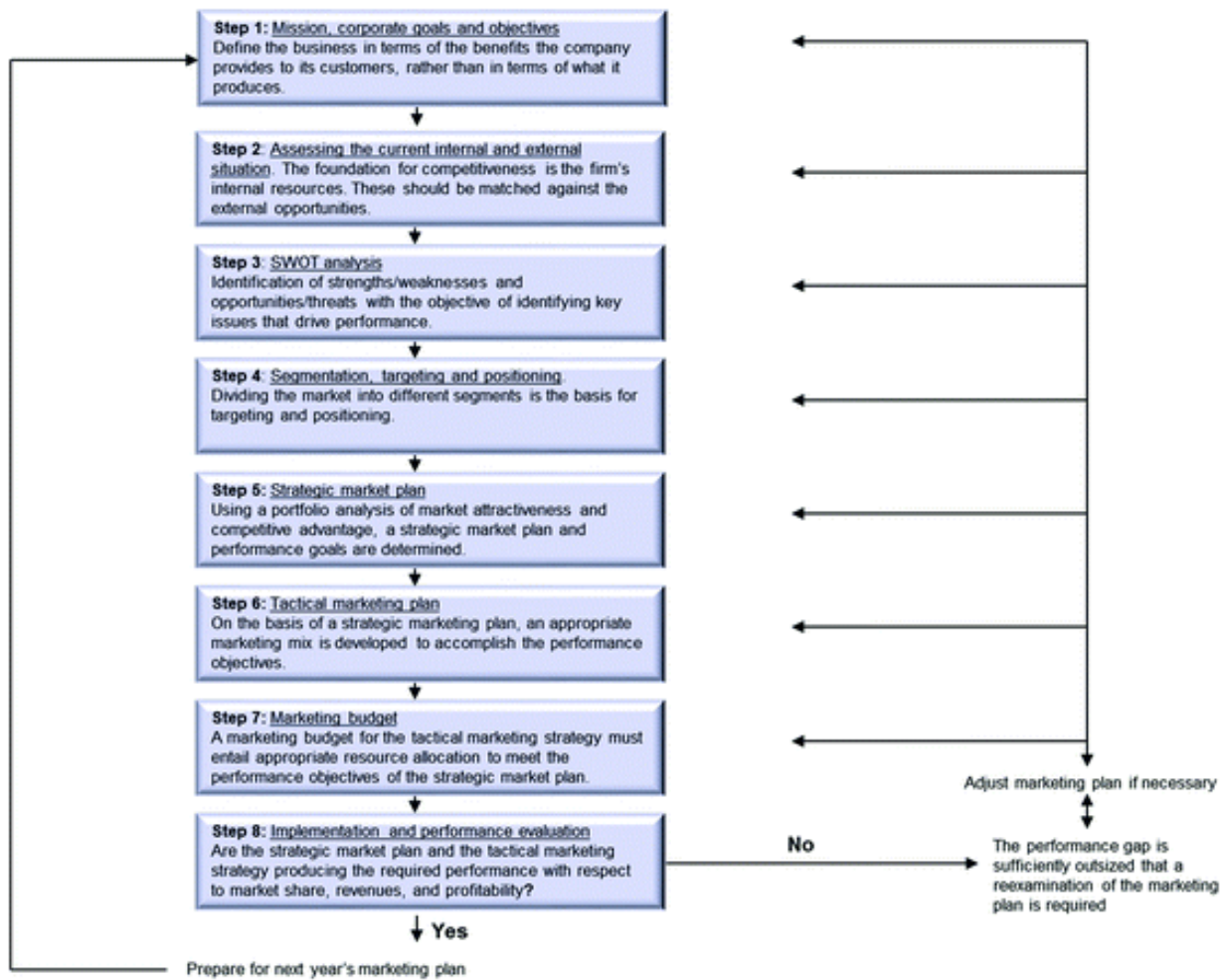


Figure 1. Marketing Plan Steps

Source: Effective Social Media Marketing Planning – How to Develop a Digital Marketing Plan, The Stages of Building a Marketing Plan, Hollensen and Opresnik, (2015).

We can identify how a proper marketing strategy must be planned; this is applicable in any project the department is willing to develop.

Nevertheless, being more specific with a social media marketing plan when being developed it should also follow a path, for Figure 2 it can be demonstrated how it could look like.

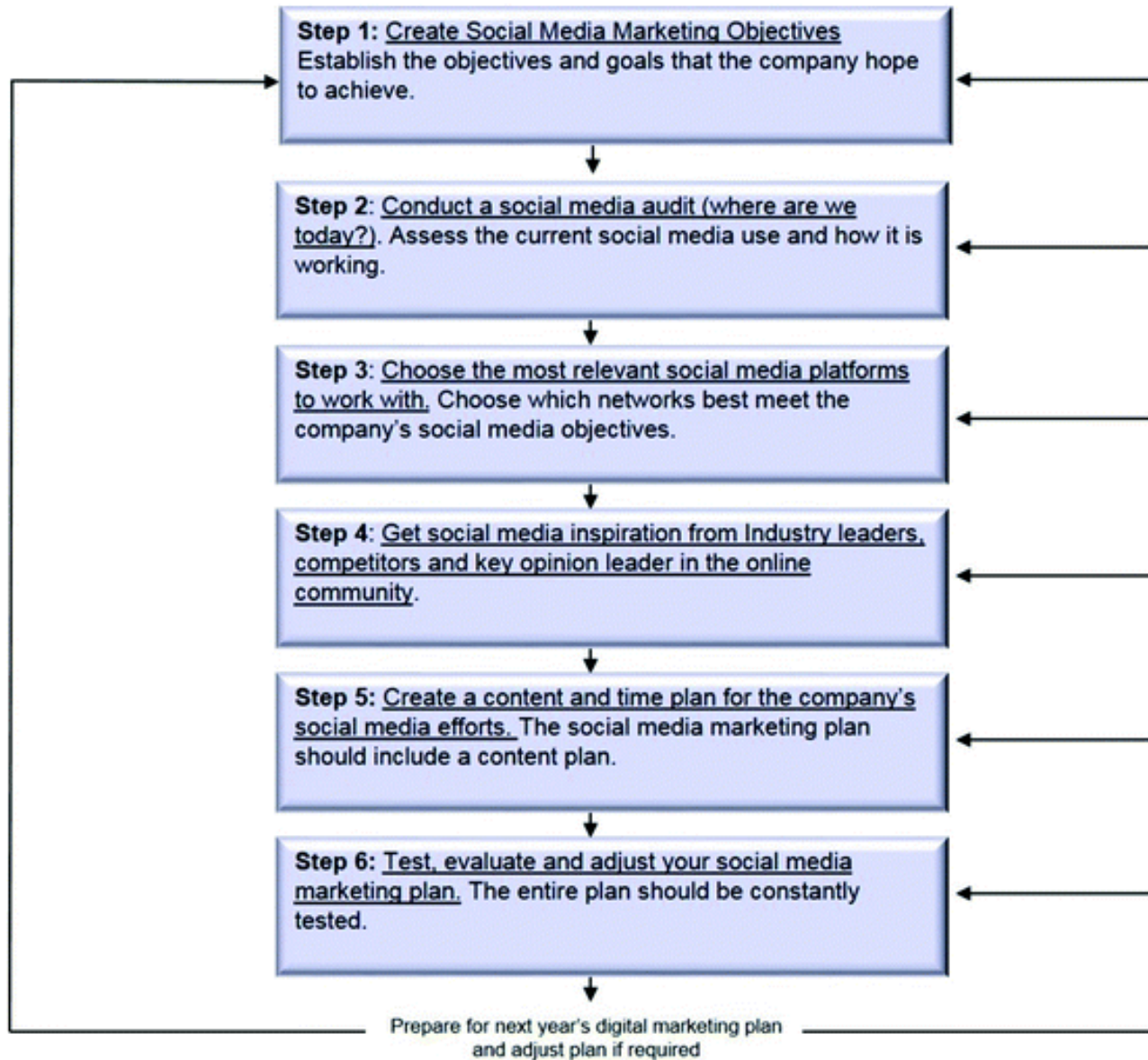


Figure 2. Social Media Steps

Source: Effective Social Media Marketing Planning – How to Develop a Digital Marketing Plan, The Stages of Building a Marketing Plan, Hollensen and Opresnik, (2017)

The authors agree that marketing could be useful tool to make projects when implemented correctly and followed by an accurate plan made before, during and after the executions.

2.4 Buyer Persona

When talking about Buyer Persona a key individual who has dedicated their career in the investigation and research of the impact that it has over the creation of different tactics in marketing is Adele Revella (2015), She is the CEO of Buyer Persona Institute and author of *Buyer Personas: How to Gain Insight into your customer's Expectations, align your Marketing Strategies, and Win More Business*. In her book she is motivated to explain to different entrepreneurs and business owners how they can influence people, since she has noted that around the world company owners are still missing some simple factors when understanding their clients.

In her book through different examples of cases and other arguments she suggests that by creating a buyer character with specific details in their consumer behavior, the company can realign their touch point marketing strategies prioritizing the persona that they created. A buyer persona is part of a segment group that the company has, analyzing their similar needs and attitudes in their day-to-day life. This can be done by interviews done to buyers that have made similar consumer decisions and where the company identified that it can impact at a certain point and with data recollection in order to get a more precise person to represent (Revella, 2015).

Also mentioned in her book about the “Know your Customer Rule”, that has changed for B2B companies due to the evolution of the internet. Seeing how customers demand more in wanting companies to offer the “Tell me what I want to know and help me find the right option at every stage of my buying decisions, or I’ll go find it somewhere else” (Revella, 2015), demonstrating why the creation of a buyer persona is so critical in having advantages over competitors.

Revella (2015), finds that the essence in using a buyer persona in the best way possible is lessening and understanding their story, to figure out what can be used and what cant because the profile that is made is to direct marketers in having the correct answers for the questions that will be building the messages that will influence the final buyer decision.

2.5 Digital Marketing

As it is defined by the social learning platform digitalmarketer.com “Digital marketing is the act of promoting, selling products and services by leveraging online marketing tactics such as social media marketing, search marketing, and email marketing” (Digital Marketer, n.d.), this actions will be completely beneficial for the marketing campaign is being research to be done. Focusing on digital marketing is ideal for companies willing to implement better performance in the world of the internet.

It is also stayed in the article made by digitalmarketer.com that having a strong digital presence will help the company in multiple ways such as:

- Company will enjoy all the benefits of word-of-mouth and social sharing

- It will make it easier to create awareness and engagement both before and after the sale.
- Enables convert new buyers into rabid fans who buy more (and more often).

A complete digital marketing plan should follow some aspects depending on the main objectives of the company, but there are some specific ones to be aware that according Digital Marketer (n.d.) such as:

1. Developing a content marketing strategy: The content marketing will not only attract prospects, but also move them through a marketing funnel to drive more sales and grow your business.
2. Social Media Marketing: “Going social” isn’t simply about being active on Facebook and Twitter. Learn the Social Success Cycle and how you can use it to attract your fans and followers, engage them, and even sell to them.
3. Email Marketing Best Practices: Email marketing can be used for branding, engagement, acquisition, retention, direct sales, reactivation, generating traffic, and getting referrals, making it one of the most versatile tools any business can use to grow, email marketing is to move your customers from one stage of the “value journey” to the next.
4. Crafting an Advertising Plan: The secret to powerful digital marketing is traffic. If you can master traffic acquisition, you can easily drive traffic, sales, and ultimately, growth.
5. Help search marketing strategy and Apply Analytics: It can boost your website’s traffic and visitors’ trust while supporting your other digital marketing disciplines as well, analytics are a powerful tool for helping you figure out what’s working, what’s not, and what to do next.

The strategies for marketing are great to approach new customer and the desired target, in a various number of channels and in different ways that would accomplish the marketing objectives.

2.6 Market Trends

To have a closer look into the cocktail industry and its demand worldwide according to TasteAtlas the most popular cocktails are Margarita originated in Mexico, Sangria from Spain, Mojito from Cuba, Mimosa from France and Old-Fashioned from USA. Also Followed by Bloody Mary, Piña Colada, Tequila Sunrise, Daiquiri and Gin & Tonic. When it comes to best rated it is as follows: Cola de Mono originated from Chile with a 4.8 as well as Melon con Vino with a 4.8, Frozen Daiquiri from Cuba with a 4.6, Mojito and Caipirinha from Brazil both with a 4.6 (Atlas Media, 2023).

Also, from another source based on the magazine Drinks International in their issue New Horizons for the World's Best-Selling Classic Cocktails 2022 are: in fourth place the Margarita as a sour-based drink, with tequila and lime it has been a top 10 globally for years. Third place is the Dry Martini as a gin classic that is thrown in a mixing glass for preference in its gin to dry vermouth. Second place goes to the Old Fashioned made with Geneve, rum or brandy, sugar and its orange twist. For first place is the Negroni made with thirds of gin, Campari and vermouth (Smith, 2022).

In a blog made by James Gammerman (2021), with the title of Cocktail Recipes analysis working based on a database of the most popular drink-mixing guide to use code to figure out the most popular ingredients in cocktails. Starting by cleaning the data with a pre-processing so that

there are no repeated names, after an exploratory analysis and techniques to figure out the correlation between different types of ingredients and the drinks that they are used in. With the first graphic as follows concluding that the most used ingredient is lemon juice, for spirits its Gin, rum and whiskey and for the least common its tequila and vodka.

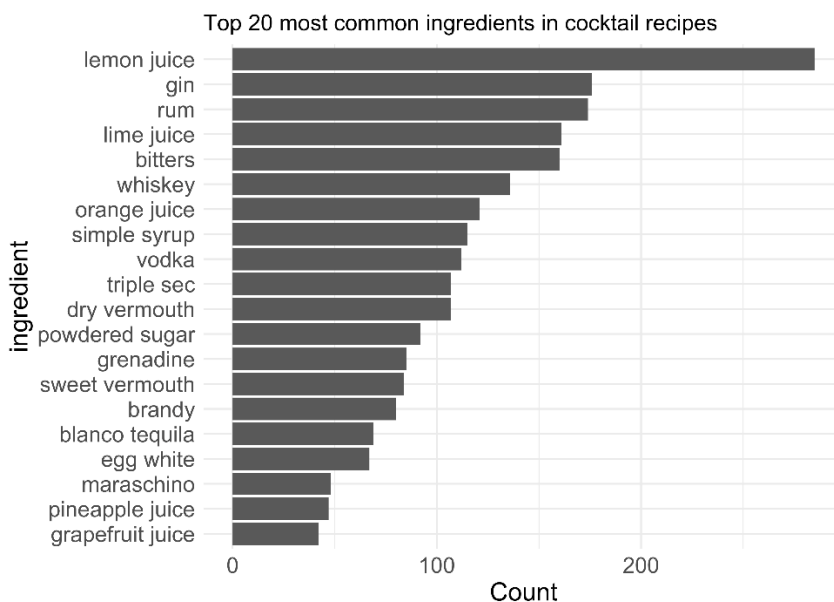


Figure 3. Ingredients for cocktails

Source: Cocktail Recipes, Gammerman, J. (2021).

When it comes to smoothie's research created by Danielle McCartney and colleagues called *Smoothies: Exploring the attitudes, Beliefs and Behaviors of Consumers and Non-Consumers*, Starting off by explaining that in populations such as Australia, United Kingdom and USA face that most of the adults consume far less fruit than what is recommended which is why in recent years the smoothie industry has faced an increment because people have noticed that the benefits of smoothies and how they make consuming fruits and vegetables more attractive even for school kids and adolescents. Focusing on the great benefit of availability with

more ready-to-drink smoothies, made-to-order in smoothies' bars and more appliances to produce them in the comfort of a kitchen, creating a financial growth in the industry.

(McCartney, 2018).

With an online survey divided into 4 sections for demographics, frequency and other characteristics both of people that do consume and those how don't, was done to Australian adults in order to define their consuming behaviors, their place of buying and ingredients. Beginning of with most smoothie consumers having it as a snack with 65.3%, breakfast, as a meal accompaniment and for lunch. Also, for place of purchasing these mostly are produced at home but bought in smoothie bars (54.3%) and cafés/ restaurants (McCartney, 2018).

When it came to the section of why they consume these types of beverages it was seen that the most selected reason was that of "like the taste" also reasons like "to be healthy", "to increase my fruit and vegetable intake", "To increase my nutrition intake" and "Due to their natural ingredients". For non-frequent consumers and their reasons for not consuming were "I prefer to eat whole food", "I think they are unhealthy" and "Not interested". For the most seen ingredients the survey conducted concluded that 98.3% of their smoothies would contain fruit in different states like fresh, frozen or canned, also high percentages would include yoghurt, milk and honey. For the perception of the healthiness of a smoothie the grand majority answered that "smoothies are nutritious". In its conclusion of the survey the motivation for consuming these beverages depend on the frequency that the person consumes them, meaning that they are used as different measures in the diet choices for participants (McCartney, 2018).

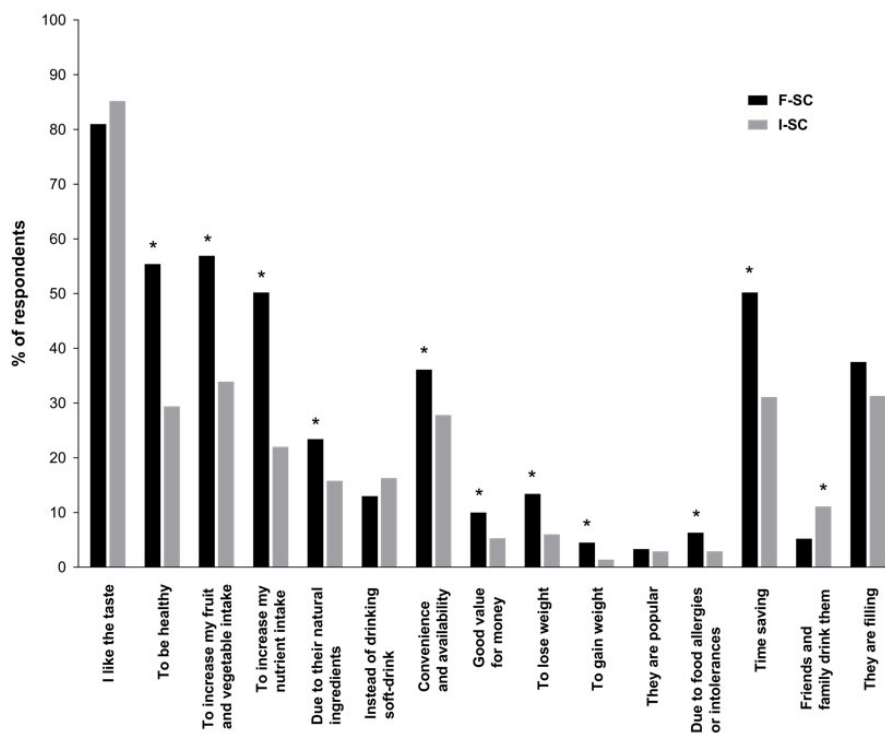


Figure 4. Reasons for Smoothies

Source: Taken from Smoothies: Exploring the Attitudes, Beliefs and Behaviors of Consumers and Non-Consumers., McCartney, D. (2018)

3 Internal Analysis

3.1 Introduction

Throughout this chapter three, we will analyze intern aspects that will affect the company's performance when going digital and in general, this will be analyzed by desk field research and primary research, where the qualitative data that was extracted by experts will be analyzed. The research will start analyzing the content that Shake and Serve could make with the

current resources and expertise in part 3.2 of the chapter. This will be also based upon the drinks the company has made in its trajectory and taking into account the market behaviors, observation and trends. After analyzing what will be assertive to post, sell and show in the digitalization of the company, how to improve the marketing quality and running it to make a digital transformation effective, making deep research about techniques, channels and ways to best market the content and project of the digital transformation within the company, this will be expressed and reflected all through chapter 3.3 and will be also complemented with the following chapter.

For part 3.4 it will take into account who will be the ideal persona to sell the idea, explaining the characteristics, attitudes and demographical facts of those who are best to target and most likely to buy and engage with Shake and Serve into the digital world. By the end of the chapter in the part 3.5 it will be a complete analysis of the current situation of Shake and Serve, highlighting the weaknesses the company has in this moment, that does not let it progress or enhance its performance, and making emphasis in the strengths, because a company is more about what it does well than what it does wrong, with the strengths it will show how they could be boosted into the digital world. All these Strengths and Weaknesses factors were taken by an interview with the head of the company CEO of Shake and Serve Maastricht, and by desk research as it was expressed in chapter 1, to make a complete analysis it will include a table that demonstrates the complete panorama of the enterprise through the SWOT. Finally, the most important findings will be explained and summarized in the conclusion of the internal analysis in part 3.6.

3.2 Ideal Persona

The ideal persona must be created by profiling a person, to the most exact decisions taken by them, their hobbies, profession, likes and dislikes by asking a group of people or through data.

Additionally, the based-on experts and observation the research concluded that the ideal persona defined with these characteristics and behaviors: For demographic details in appendix M, people suggest that it is more for male and females in the wide range of 18-to-55-year-olds, that are interested in getting trainings on how to make cocktails, have companies of their own that can use the service or having drinks in home reunions, people the Shake and Serve refers as drinks interested target, they are interested in preparation, recipes and creation of drinks, they want to be involved and acquire that kind of knowledge.

They will also want to have the opportunity to have a section made by them, having the possibility to participate in the digital platform as content creators, that will be giving a message of freedom that people like them are look for, as well as chances to participate in getting free trails or offers shown in appendix H and J. Experts when asked (appendix K) to whom to send the messages they think of: Youth as a great way to pin point the age range of the target audience for the platform because these young adults are interested in the industry, have their own entrepreneurships and small business that can use the catering and most importantly know how to use digital platforms.

A complete Buyer Persona must be made by asking and getting the correct answers so defining their motivations and needs is crucial. In appendix L experts comment that their customers are looking for something new and unique for them, a service or product that is not

found everywhere, where they can experience something curious, helpful, fun and satisfactory, all in their budget range.

Concluding the ideal persona of the company should a boy between the age between 20-40 years, because this people are mainly in the internet world, also they are interested in the drink's preparation. Person that knows how to interact in digital platform and mostly active in the principal social networks and also could be interested in taking courses, also in generating content.

3.3 Content by Shake and Serve

In the analysis of the current portfolio of shake and serve and the desk research made, a brief summary of what can be seen in the drinks catering platform and different ideas that can be considered to make on the website can be explained as follows. Since we have talked about marketing, one of its branches is the important Branding of a company. The platform is a great way to start leaving a mark and creating a strong community of clients that trust and are loyal to the brand. This leaves endless characteristics that can make the company unique and new, even though there are competitors, and the company would be going through a digital actions, it's a perfect time to start considering giving a full Look & Feel of what clients can expect from the actual service to what is seen on the site.

Since it is a catering business, people will be looking for what the menu offers, so having a great deal of visuals both in image and video format will provide a fuller image of what clients can expect when hiring, these offering were already described and research in the previous

chapters. Also following cocktails and smoothie trends Shake and Serve can have weekly or monthly how to make beverages as well as following special dates since the event portion of a business like this is important to demonstrate. As well as having different types of categories depending on the base liquor and all the cocktails that can be made from them or even categories of types of events. They can also provide a more personalized visit with subscribing to the website and putting in their birthday to receive a gift card or free trail. The page will have to be very organized and easy to use always having the opportunity to add new options for the users. All the options the digital catering platform should have exposure in the menu of the landing page, since the most basic recipes until the most advanced workshops explaining exotic-advanced cocktails. The client could navigate through blogs, videos, images, recipes, clients' stories, paid and not paid workshops.

This content is useful and generate added value to the brand name of the company, see options to generate more income and get some improvement in the marketing performance.

3.4 Running the marketing campaign

Making a deep analysis of strategies in the marketing environment through the desk research, second field research and the experts (people with more than two years in the industry around the world) view we could find that the best marketing campaign is made through a well oriented and adaptable plan of action defining its target and the way to satisfy their needs in the easiest way for them possible. Also, that aligns every decision prepared for any upcoming risks or issues. Implemented strategies will be to develop a product and develop a market, that is the

goal of the company when doing the marketing campaign for their new drinks catering platform. Looking at the desk research that was done, it is reflected that good outcomes will appear from running a digital focused marketing campaign, where company should focus on work in social networks where the ideal target is allocated, in this case Facebook and Instagram are places where ideally more possible clients could be approached and where the advertising could be made easily to reach high volume number of leads and brand awareness.

When it comes to the expert's opinion over what they consider is best to see in a digital platform for catering businesses it was concluded that for all the visualizations there must be a great deal of video content of all the demonstrations of preparing cocktails, their ingredients and final presentations as 72.7% agreed with the importance of high-quality visuals. As well as email marketing done by newsletters and reviews from past clients seen in appendix D and E. For what kind of video content can be used thanks to the variety in products, colors, types and textures that can be transmitted from drinks and social gatherings, there is an advantage that through short videos, well described bios and graphics can be used to attract more clients explained in appendix F. Apart from all the visuals that can be used, there also has to be great written content to send those important messages to the user of the platform. Shown in appendix G there are two necessary categories for all the written information: The company's information and all about the beverages. For the company's information; it must include location, contact details and what makes the brand different from the rest, their story, mission and benefits. For the beverage's, descriptions of the ingredients, facts about the history of the liquor and nutritional data can be seen in short and clever sentences and paragraphs to grab the client's attention.

Finally, an interesting digital marketing strategy that is taking part of digital platforms is user-generated content. In appendix H experts express that these types of messages always boost credibility for new visitors, by testimonials and previous experiences shared creating more loyalty and a stronger relationship with people to the brand.

Just how important the content strategy and the type of clients the company has to focus on it will be as equally important to know in which channels therefore which platforms are best to use. In appendix I most agree that social media like Instagram, Facebook, TikTok and LinkedIn are great to promote and thanks to the ad options and metrics that they offer as well as two considerable digital marketing strategies which is email marketing and influencer marketing. So, for an inbound strategy these previously mentioned can help in creating that greater alliance with clients and not leaving to a side a well-done voice to voice between large clients like companies.

For the Call-To-Actions experts suggest in appendix J that having invitations to join a type of loyalty program for more long-term customers including exclusive benefits additionally for the newcomers' chances to get discounts, special offers, free trials or gift cards. These types of ways to get the customer to keep using the service are great, always followed by a C2A that gets them to follow other accounts, join a program, enter a contest or spread the word. Finally to complement all of this marketing efforts the company must focus on doing high added values into the platform that the marketing team should be able to highlight through all the channels and tactics described before, one of those added values is the offering of workshops, workshops focusing on the trends of the moment and also in the most classic drinks people like, this workshops could attract new customers that could see what how the Shake and Serve service is,

also would generate brand awareness for the target group, this workshops should be initially for free and then depending the complexity, demand and how many people is willing to attend add a price for it.

3.5 Strengths and Weaknesses of Shake and Serve

According to the observation and interview made with the CEO, it showed some aspects to consider when talking about the attributes the company has and the not favorable facts the company handle every day. Most of the strengths that the company has are focused in the attention on the client listening to them, having availability for them, making some arrangement to create the best tailor-made cocktail bar for any event. Marvin the owner also focuses on a great strength the company has is the own drinks supply, they have suppliers that are exclusive for them that allows them to manage better quality and better costs. For last, they have the advantage of being known in the market, their long trajectory makes them a recognized brand when looking for bar catering in events, that strength could present opportunities to get wider networking in the industry and get some knowledge about new clients, new prospects and targets.

In the other hand, Shake and Serve count with some weaknesses that must be evidenced when starting a project, one of them should be the lack of preparation and assets for all the possibilities the client must want in an event, these means the company is unprepared for all the requirement a customer might have, and it is a weakness because one of their main competitive advantage is that.

Other weaknesses It could be evidenced though the observation in events and talking with the CEO Marvin was the lack of technology use, nowadays the world is mostly driven by technology advances and how companies or people take advantage on it. The company does not offer anything related with technology, even it is something really on person made they could take advantage with internet to get recognition, new clients, different cocktail experience when the events are happening and when someone is willing to learn about the cocktails bar.

A SWOT it is made in order to visualize a complete panorama about the company.

SWOT chart:


	Strengths (S)	Weakness (W)
	<ul style="list-style-type: none"> • Variety of services and social media accounts • Offers unique and specialized experiences to each client. 	<ul style="list-style-type: none"> • Lack of impact and engagement in their social networks. • Little knowledge and experience in the use of digital marketing tools.
Opportunities (O)	S-O Strategy	W-O Strategy
<ul style="list-style-type: none"> • Expand in the market/attract new customers through voice-to-voice advertising or campaigns as they have the financial resources. 	<ul style="list-style-type: none"> • Re-targeting with the customers already worked with 	<ul style="list-style-type: none"> • Launch new advertising campaigns to attract new customers
Threats (T)	S-T Strategy	W-T Strategy
<ul style="list-style-type: none"> • Increased impact on social networks by your competitors. • Low brand awareness among consumers 	<ul style="list-style-type: none"> • Make each event more visible through its digital channels to create a community. 	<ul style="list-style-type: none"> • Training courses and workshops on the use of marketing tools to encourage better management and positioning of networks within the company.

Figure 5. Swoat Strategies

Source: Own elaboration

3.6 Conclusion

Based on thorough research conducted, it can be deduced that the company possesses a valuable target audience that is likely to engage and utilize the platform.

Leveraging its strengths, such as its customized offerings, industry expertise, and established supplier relationships, the company has the potential to enhance its marketing efforts and generate added value for both existing and potential clients. This process is anticipated to yield numerous benefits, including heightened brand recognition, improved market positioning, fresh experiences, and ideally, comprehensive growth across various dimensions.

In summarizing the internal analysis, it is apparent that while the company lacks some of the necessary technological resources and assets to fully realize its intended scale, it does possess internal expertise and untapped possibilities that can be harnessed to drive significant growth. By leveraging tools such as a robust platform or by enhancing existing customer offerings, the company can capitalize on these factors. However, it is crucial to approach strategies and organizational changes while preserving the core essence of the brand and aligning them with the pre-defined mission and vision for the upcoming years. In doing so, it is imperative to enhance internal capabilities where possible, leverage them to explore promising market opportunities, and, importantly, identify any weaknesses that need mitigation in order to drive positive outcomes through strategic changes.

4. External Analysis

4.1 Introduction

Through all this chapter meant to answer the research question presented in chapter one that is what strategic marketing plan Shake and Serve must implement in order to achieve a successful marketing campaign for the web platform they are planning to launch, the aim of this chapter is to figure the behavior of the external environment that Shake and Serve is involved in, what are the external aspects that the company could be affected when doing the strategies, these externalities are factors in the industry that Shake and Serve is far to control, there are normal flows into the industry that companies must adapt, capitalize and take advantage.

As it the main idea is being aware and make the correct movements, the enterprise must know what the trends are, and how to take advantage of it into their marketing process. In part 4.2 the current trends of the market will be shown, what is the industry most in love with, and what are the people desiring to see or hear when talking about a catering drinks company. In the other hand for externalities, the company must be aware of its competitors, what they are doing well, what are they doing wrong, how to learn about them and protect the company too. Most importantly if the added value that the company wants to generate when doing marketing activates, do other companies have it too? That question must be solved in the chapter 4.3. In the last part of the chapter 4.4 the market barriers will be analyzed, there are some important facts when doing strategies that does not let them flow as they must be. The barriers for some movements are important to be listed, understood and involved into the company, some externalities of the digital performance are barriers not easy to climb, these walls will be

discussed in this part in order to make the transition easy to understand with its challenges. Finally, the most important finding will be exposed and summarized in the conclusion of the external analysis in part 4.5.

4.2 Market Trends

In the desk research made it was evidenced that the catering industry is evolving to move into cocktail drinks with all sorts of different bases, liquor and mixers. With understanding what the market is reacting to and how people are consuming cocktails that are originated in so many countries, the platform can have a focus in offering a portfolio that incorporates what is trending at the moment. Being digital it is much easier and faster to adapt and change the platform constantly in order to go along with what is occurring in the industry. As well as seeing that these beverages including smoothies are being made more and more in households with the ingredients that consumers can get. Using this to provide an advantage when having a website that shows great video and image quality on the content, displaying all the different types of drinks that can be made in a fun and easy way. If it is for a friends or family reunion how making the drinks can be a nice gathering moment for a group of people or even more simple with a quick video of how to make a smoothie before hitting the gym on an early Tuesday morning. Basically, the options are endless when it comes to creating a digital space for a product that is getting a lot of demand, following trends or even setting them themselves, so that with time it can also be building a digital community. The trends in the marketing are driving it in more healthier and responsible ways, where the alcohol will be consumed responsible for many people, where they care about sugars, alcohol percentages, carbohydrates, fats or proteins. The

trends also indicate that people that consume cocktail usually go for cocktails made by vodka or rum, this offer and advantage when doing the cocktails because the company could be prepared in terms of recipes knowledge based on those kinds of alcohols and get the best possible supply of them.

As it was already mentioned people is focusing more and more in getting healthier options, the company could provide in person or digital options for this, going for barista options meaning drinks made coffee based or smoothies options, these would allow target other kind of people, offer more options for clients and attack the segment that likes natural juices mixes, or just a good coffee.

4.3 Competitor Analysis

Through research it was shown that there a numerous companies offering same services as Shake and Serve, but only a few have the networking, tailormade and digital ways as an offering, this can be evidenced in their webpage platforms and history. The companies were analyzed by desk research, based on competitor websites investigation in order to elaborate a bench marketing for these companies, due the limitation previously described in chapter one, such as time, it is suggested that the competitor analysis will be made more in deeply with a research made in field. This analysis count with some characteristics imaged in the Matrix of digital marketing performance:

Table 4.

Table of digital marketing performance.

Competitor	Web	SEO	Social Media	Digital Advertisement	Other digital channels	Digital Strategy	Competitive Advantage
Shake It	https://shake-it-cocktails.nl/nl/home/	High	Instagram	No	Email Chatbot Phone	Newsletter	Online quotes
Barcompany	https://www.barcompany.nl/	High	Instagram LinkedIn Facebook YouTube Twitter	No	Phone	High social media posting	Personal vendor in one call
Barstories	https://www.barstories.nl/	High	Instagram LinkedIn	No	WhatsApp Email Phone	None	Online cocktail workshop
Founders Bar	https://foundersbarmaastricht.com/	Medium	Instagram Facebook	No	Email	None	All online communication

Source: Own elaboration

Shake and Serve's bar, cocktail and event catering industry is competitive, with a large number of substitute and complementary companies offering a wide range of services to meet the needs of customers.

The main competitors of Shake and Serve are, Shake it and Bar company since these companies are the ones that represent the greatest danger to Shake and Serve due to their size and great similarity in their services and products.

In addition, there are the competitors of catering and banqueting companies, who generally offer bar and cocktail services as part of their event packages. Viejo Cuisine, Smaak Vol Catering, are some competitive companies that offer a wide variety of menu options and services, which allow them to meet the needs of customers.

Other important competitors are event companies specialized in event planning and organization. Some competitors are: Maastricht Events Company and JTM Event Service. These

companies offer bar and cocktail services, as well as other services related to the event, such as decoration, catering services and entertainment.

Companies specializing in bar and cocktail services for events, which can offer a more specialized experience and focus on axiology and creativity in the preparation of drinks are their most direct competition. Mr. Smith, Founders Bar, Sam& and Daniël 's are competitors that have a more specific focus on beverage quality and presentation. Those companies represent most of the competence within the industry where Shake and Serve compete, even though they are companies that represent threats in terms of they could take events the company is not covering, offering most various number of services, they could also be seen as partners due the bartender's market is shared between companies. Most of the bartenders work with more than one catering drinks company, they know the different model business between those inside the market, suppliers and tactics when doing the work.

A deep learning of how the workforce perform in the different companies would come with a learning process of what could be done different, also what has not been done in the best ways. Observing the competence of the company, in their current digital presence, they really take into account and put a serious matter an easy communication flow between a customer that arrives in their page to the assessor's department, but going through these pages of some of them, it is a certain complication in navigation, not all webpages are easy to follow to know more about the story, events, offerings and how they do it.

In the other hand there is no platform that allows customers have a complete cocktail experience, meaning they do not have a path where it easy guide a client through an excellent funnel, where they could start with history, receipts, showing the how, final product,

recommendations and multiple languages, all of this is a complete process that it is not as complete as it should be in neither of the web pages of the competence.

Finally none of the competence is making advertisement in social media, the channel where is most easy, fast and best to find the right customer as we could see on chapter 3.4, and more importantly the other companies that are participating in the industry none of them make advertisement on this social networks, this present a huge opportunity for companies, advertisement is a fast way to let your potential customers what are the offerings of Shake and Serve, due none of the competence do it the reach and top of mind that the company could generate would be representative. This opportunity of doing advertisement not only generate more clients for any company that implement it properly but also do a great work on keeping the people thinking on the services they are seeing, in other words, enhance the company image and keep the customer on the top-of-mind point.

4.4 Market Barriers

Implementing new ideas for a company also comes with challenges, as it was researched one of the hardest things when going digital is realizing the connection between the financial stability of the company and the marketing strategies when going digital. As well as not leaving aside the current issues or blockages that the enterprise has before going digital, the influence and readiness of the market and all its components and having the appropriate software and leaders to support the transformation. In addition, there also a barrier to consider, it is the competition due they count with a market share where they could also replicate our new ideas or move forward with strategies to not let success the company as it could be reducing prices,

approaching old clients or simply doing marketing that could not let us approach our desired clients.

Other barriers the company faces are the lack of technology expertise that must be paid in terms of time and budget because the enterprise should hire third parties to adapt the ideas in the digital world, talking about the platform composition, creation and development. Also, in the appendix N experts agree as well that the main struggles are technology, competitors, marketing costs, no experience in the field and language barriers. Therefore, they recommend a well-structured software that is effective and easy for users to use, to have all the regulations taken care of and all the other social networks that they can rely on to bring more traffic to the website explained in appendix P.

Finally, as a digital platform is seen globally because it is in the internet, the company should not be close to selling their products or services to people in other parts of the world, they must be aware of cultural and language terms, adapt to other languages and to other ways to express, sell and show their portfolio to the world, that could present a barrier in terms of communicating properly the offerings but also a huge opportunity to not limit itself to a region or language.

4.5 Conclusion

In conclusion, as we wrap up Chapter Four, it becomes clear that venturing into new opportunities will not be without its challenges in the market. Various factors contribute to the resistance Shake and Serve may encounter during their marketing journey. These factors include

competitors' actions, barriers related to knowledge and adaptation, a lack of experience in technological terms, and limited digital expertise. Additionally, the company must remain cognizant of the evolving market trends and be prepared to adapt and capitalize on them.

It is crucial for Shake and Serve to recognize and address these factors when navigating the transition to digital transformation. While the industry presents promising opportunities, it is equally important to evaluate the associated costs and implications. By carefully considering these factors, Shake and Serve can adopt the most appropriate approach and ensure a successful digital transformation.

5. Strategic Options and Best Solution

5.1 Introduction

This chapter will explain the final strategies that are suggested for the company's digital transformation, after what was researched in chapters 3 and 4, this part will demonstrate the formed strategies to comply with the initial objectives of this paper. Based on the results taken from the SWOT these factors were analyzed in order to build up the strategies that later will also be examined and the best one will be selected and that will be perused in to further detail for chapter 6 in the policy recommendations.

5.2 Strategic Options

Based on the research set up, Shake and Serve objective is the development of a marketing solution that allows them to increase their brand recognition, attract new customer and consequently increase their income year by year. Together with Shake and Serve's guidance, three strategies have been further developed based upon the matrix previously made in chapter three. The head of the company was involved with the creation of these strategies. Based upon all the investigations, findings and overall, the research, it was concluded that the three strategic options should be present themselves to make the cocktail catering platform useful to the company and drive them to better results.

5.2.1 Blog on Platform

The first strategic option that was derived into the online cocktail platform was to make a blog option. This strategic choice was derived after analyzing the target audience and opinion experts was a point to create blogs where the company Shake and Serve start a story telling of some recipes of cocktails, write about their services in events along their history and explain the history behind the cocktails offered by the company. This kind of blog is created with the intention of generate attention of new and old customers, offer added value to the customer giving them an experience more than just a drink.

This strategy also could generate a great improvement in terms of SEO (Search Engine Optimization) meaning the company would appear higher in the search engines such as Google,

when people look for information about cocktails or simply look for keywords such as “cocktails in Netherlands”, “cocktails for my event”, “drinks for my wedding” and much more that involved the industry of drinks catering. This will drive more people to the page and with a correct contact form and contact page more leads to new clients using the Shake and Serve’s services.

5.2.2 Social Media Marketing Campaign

The second is to make a complete marketing social media campaign, where making a deep segmentation of the client seeking to reach people interested in drinks, workshops and in general learn terms about high-quality drinks, as it was discovered it must be target for different type of possible customer depending the showing content and platform, for instance, for young people it’s better to show the content through TikTok platform or Instagram, while for adult people looking to hire a company for an event or that is interested in learn about non-conventional drinks is better target them through Facebook, Instagram or YouTube. The campaign as experts said must display high-quality videos and images that could allow the company to attract the target people into the platform.

Consequently, the marketing efforts will focus on the TikTok, Facebook and Instagram media networks, where most of the target audience is allocated according the market research and market expertise opinion, they will be approached through a high-quality video explaining some cocktails recipes or showing attractive images of drinks that will follow with a link to go into the platform. These images and videos displayed in the social media will be boosted through Meta advertisement and TikTok Ads, where its planned to invest a budget to reach more people

than organically, these tools offered for the platform will allow to target the people, age, likes, region, gender, profession and more characteristic and redirect them into the specific place that in this case would be the Shake and Serve's platform.

5.2.3 Videos, Images & Workshops Creation

The third strategy is mainly focused on the creation of valuable content for all the company's channels, such as the videos that will appear in the platform, this content should be the drinks analyzed before, such as Mojito, Rum and Gin based cocktails or Smoothies, among others. As it was described for experts, high quality is important, the images of Shake and Serve's drinks will be posted with the best resolution and professionalism, making these pictures with a professional camera and with the best photographic techniques, showing the excellent offering of the company, what Shake and Serve can bring into events and into a digital platform that generate consideration into the possible customers, remembrance into them and past clients. Other content that should be created are videos, that will be focused on offering the step by step on how to create the most trending drinks of the moment, also show some of the services offered for Shake and Serve in previous events, that's how people will find the brand useful for when they will be launching an event or when they want to know information about some cocktails, coffee recipes or smoothies.

These videos are most likely to be made in different languages to make the platform global, so it will require Spanish, Dutch and English speakers, not being a problem because the company already has people that know how to speak these languages. Offering these videos,

stories displayed in that format will open an opportunity to create community and capture the attention of the target. Online workshops for people willing to learn various drinks preparations and ways to serve them will be an added value offering by Shake and Serve, catering companies do not have this kind of offerings and will be an action that could attract people and generate positive outcomes as generating brand awareness and enhance the brand image showing the high-quality in the services offered by the company, depending on the complexity, demand, people attendance and time of the workshops they will be offered for free or for affordable prices depending the managers decision. To do the marketing and most importantly to create the videos and workshops it will make people follow and even pay for special courses.

5.3 Considerations When Acting

The strategies outlined in the previous text present several factors to consider, including potential challenges, benefits, and aspects that may not have been fully addressed.

Firstly, the blog strategy can be challenging in terms of generating consistent and engaging content. It may require dedicated time and effort from the team to create compelling blog posts regularly. Additionally, the optimization of blog content for search engines (SEO) should be considered to ensure it ranks higher in relevant searches. Technological issues, such as website maintenance and hosting, could also arise and need attention.

Regarding the social media marketing campaign, maintaining a strong presence on multiple platforms may pose challenges in terms of resources and ongoing management.

Regularly creating high-quality content for each platform can be time-consuming and may require expertise in content creation and social media management. Additionally, adapting content to suit the target audience on each platform is crucial. Technological challenges, such as managing multiple social media accounts and utilizing advertising tools effectively, should also be considered.

The creation of videos, images, and workshops may require additional technological resources and human resources. Producing high-quality videos in multiple languages can involve the need for translators, videographers, and video editing tools. Technological issues, such as equipment malfunctions or software compatibility, may arise during the production process. Allocating human resources proficient in different languages to ensure accurate translations and effective communication is also important.

Furthermore, the allocation of resources, including time, personnel, and budget, should be carefully considered to address potential technological challenges and meet the demands of content creation and distribution. Adequate staffing, training, and coordination among team members are crucial to implement these strategies effectively.

Regular monitoring and evaluation of the strategies' performance is essential. This includes tracking engagement metrics, customer feedback, and staying updated on industry trends to identify areas for improvement and address any unforeseen challenges that may arise.

Overall, a comprehensive understanding of the potential technological challenges and the availability of human resources is essential to successfully execute the outlined strategies. By considering these factors and addressing them proactively, the company can maximize the benefits and mitigate any potential problems that may arise.

5.4 Suggestions

Shake and Serve already counts with some resources and experience that will facilitate the process of making the platform with its marketing area, but in order to achieve this objective in the best way possible there are some suggestions that the company should follow to make the process smoother and faster.

Based on the strategies outlined and the considerations mentioned, my general suggestion for the company would be to approach the implementation of these strategies in a holistic and comprehensive manner. Here are some extensive suggestions for the company to consider.

Developing a clear content strategy, create a detailed content strategy that outlines the topics, formats, and frequency of blog posts, social media content, videos, and workshops. Ensure that the content aligns with the target audience's interests, preferences, and needs. Conduct thorough market research to identify trending topics and incorporate customer feedback to provide valuable and engaging content.

Invest in technological infrastructure, allocate resources to ensure the company has a robust technological infrastructure to support the execution of these strategies. This includes having reliable hosting services, website maintenance, and monitoring tools to address any potential technological challenges promptly. Invest in high-quality equipment, software, and tools necessary for video production, editing, and multilingual content creation.

Monitor and optimize performance, regularly monitor the performance of the implemented strategies by analyzing key metrics such as website traffic, engagement rates, social

media analytics, and customer feedback. Use this data to identify areas of improvement, refine content, and make informed decisions. Stay updated on emerging technologies, industry trends, and changes in social media algorithms to adapt the strategies accordingly.

Foster community engagement, encourage interaction and engagement with the target audience by responding promptly to comments, messages, and inquiries across all platforms. Foster a sense of community by initiating discussions, encouraging user-generated content, and organizing contests or giveaways. Actively seek and incorporate customer feedback to tailor the content and services offered to their preferences.

Continuously evolve and innovate, remain agile and adaptable in the ever-changing digital landscape. Stay updated on new technologies, social media platforms, and content formats to stay ahead of the competition. Experiment with new ideas, formats, and approaches to keep the content fresh and engaging for the audience. Embrace innovation and constantly seek ways to provide unique value and experiences to customers.

By following these suggestions, the company can effectively implement the three strategies outlined, overcome potential challenges, and maximize the benefits. It is crucial to continuously evaluate and refine the strategies based on feedback and market dynamics to stay relevant and successful in the long run.

5.5 Decision Matrix

Table 5.

Strategy decision matrix

Option	Workload 20%	Financial Impact 20%	Easy of Implementation on 20%	Risk of Implementation on 20%	Long - Term benefit it 20%	Score	Average	Rank
Blog on Platform	5	4	4	5	4	22	4,4	1
Social Media Campaign n	3	3	3	4	5	18	3,6	2
Videos, Images & Workshop creation	3	3	3	4	5	18	3,6	3

Source: Own Elaboration

As there is more than one strategic option proposed, the use of this matrix was made to determine the potential benefit of each option: Blog on platform, Social Media campaign, Video, images and workshops creation. The criteria selected was Workload, Financial Impact, Ease of implementation, Risk of implementation and the Long-term benefit where each criteria were given the value of 20% of importance, it was given the same importance to each criteria because its relevance are valued the same by company's objective, managers said that each criteria was important and to not put more value to one in specific.

Each strategic option was ranked from 1st to 3rd after having a total score and average score per criteria. All the criteria were scaled per option from 1 to 5, where 1 represents the lowest and 5 represents the highest. For instance, a 5 in Workload, represents that the workload is very few which is why it gets the highest grade possible. A different example could be, a 1 in risk of implementation would mean that the risk is very high, hence the lowest grade of the scale.

According to the decision matrix results, the best strategic option considering the criteria selected is the implementation of the blog it must because relevance in searchers and people going through the platform to capture their attention. In second place, the implementation of social media campaigns and in third workshops creation, in this case the three strategies will take place in the company because they scores are close, and second with third have the same score, they complement each other in a complete marketing campaign.

6. Policy Recommendations

6.1 Introduction

To begin with the concluding chapter, policy recommendations as to how Shake and Serve could implement a complete marketing strategy into a digital beverage catering platform that targets the desired customer such as the people willing to know about drinks recipes or adults willing to have a drinking bar in their events will be made. This implementation plan will cover some short and long-term actions to be taken. Next, based upon the developed action plan, a financial underpinning will be made in order to show the respective costs of implementation of the strategies.

6.2 Action Plan

Shake and Serve aims an efficient marketing process in their drinks catering platform that would be targeted at the drinks interested segment to be developed and implemented, so that the company can increase its digital performance, positioning, brand positioning and consequently its sales. Currently, Shake and Serve does not have such a strategy in place. In the next figure a marketing communication strategy including actions that are recommended to be taken during each step of the customer lifecycle can be found.

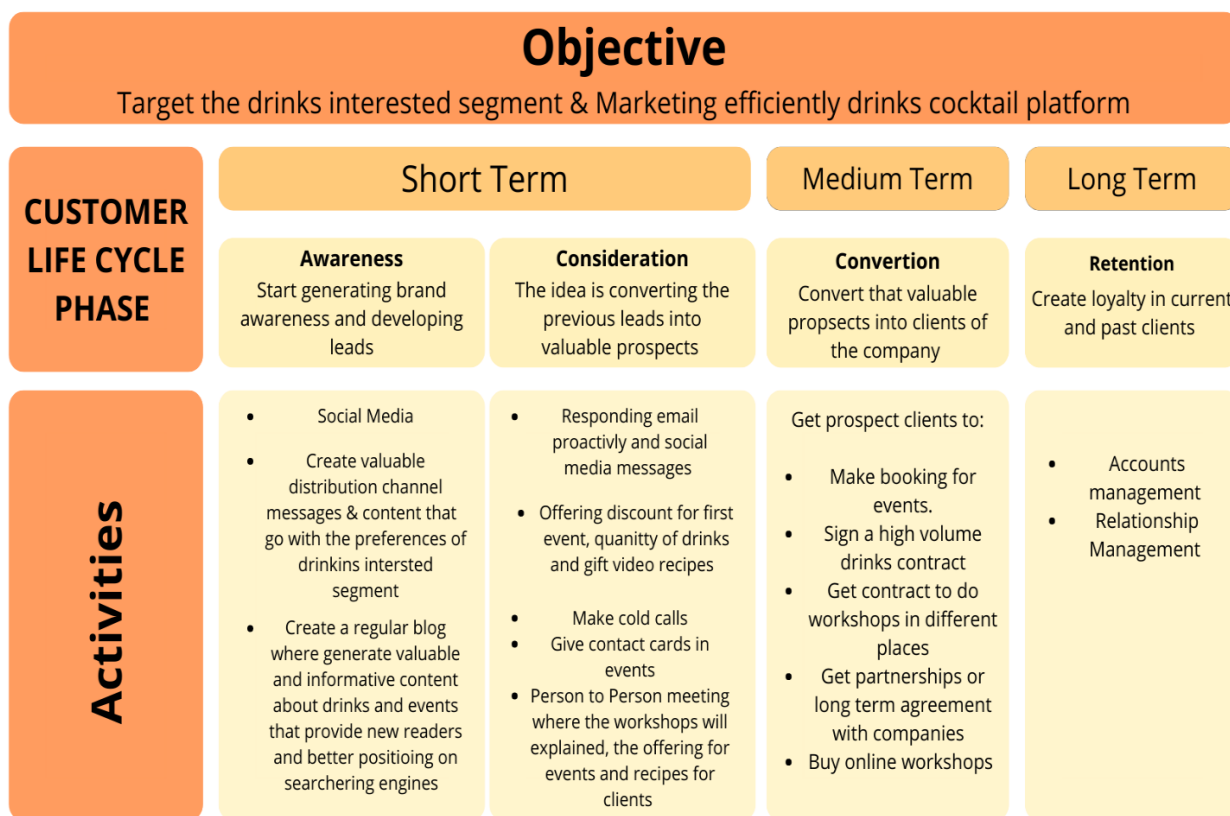


Figure 6. Plan to Action

Source: Own Elaboration

The above-mentioned strategy primarily revolves around the implementation of a social media strategy. It is designed based on the preferences of Shake and Serve's previous clients and aims to target the segment interested in their drinks. The strategy also takes into account the best practices identified in chapters 2, 3, and 4 of this text for effective communication with the business segment.

To begin, Shake and Serve needs to raise awareness among its target audience through online platforms and relevant events to generate leads. Once the leads are generated, the company should actively pursue them and convert them into prospects. This can be achieved through various methods such as cold-calls, email campaigns, and personal selling.

The next step is to convert the prospects into actual clients. Once a client is acquired, it is important to manage and nurture the relationship in order to foster customer loyalty. This is crucial because a loyal customer who repeatedly chooses Shake and Serve's services is more profitable in the long run compared to constantly acquiring new customers.

6.2.1 Short Term Implementation

To ensure alignment between managerial and marketing strategies, it is essential to facilitate direct customer interaction for most employees through their presence in a kickoff meeting. In addition, Shake and Serve's managerial teams should actively participate to attract the appropriate target segment and effectively monitor performance, which is currently not being tracked. The initial step in implementing these efforts is to outsource the creation of the drinks catering platform, followed by the meticulous structuring of its content and subsequent marketing endeavors.

Tracking the performance of these efforts necessitates close observations, data analytics, and managerial decision-making in marketing, as well as evaluating the service provided on the drinks catering platform through customer survey feedback and gathering user experience information. This data will enable decisions to enhance campaign performance and platform features. With these considerations in mind, the marketing team should develop a comprehensive social media strategy for the upcoming year, outlining the activities to be executed and their timing.

Based on this plan, content creation should commence with the support of the entire marketing team, guided by input from company managers to ensure suitable content for different channels, aligned with the target audience. This may involve producing print materials for events and presentations, among other initiatives. Of particular importance is the creation of a blog, as it significantly impacts search engine performance. By incorporating relevant keywords and valuable content tailored to the target segment, the blog will drive traffic to the platform. Upon completing the content creation phase and initiating the planned strategies, it is highly recommended to hold a summary session to disseminate knowledge of the actions and marketing efforts involved.

Lastly, the endorsement of the financial team is crucial before launching the social media strategy, and it is advisable to allocate resources for advertising across various channels to attract the target audience. This implementation timeline can be accomplished within five months, aligning with the company's overall objectives and ideally commencing on July 2nd, 2023. Furthermore, to effectively execute these strategies, Shake and Serve should consider hiring additional employees to supplement the marketing team, as the current workforce lacks the necessary strength in marketing expertise.

6.2.2 Long Term Implementation

With regards to the long-term implementation of the social media and marketing general strategies, it is relevant that Shake and Serve holds constant meetings where the performance of the campaigns in all channels, and the platform could be reviewed. With this performance

meetings the marketing efforts could be evaluated to determine what changes must be done or what is going well to maintain, also if it is beneficial for the investments. The marketing and managerial teams should elaborate periodical meeting to review the data obtained through the social media and platform, this data being useful to target clients and to measure the efforts made. The KPI's elaborated will be fundamental after the meetings to assure the near goals will be achieved, and to readapt the marketing campaigns if necessary.

6.3 Financial Underpinning

6.3.1 Costs

With the respective investigation, observation and working hand by hand with Shake and Serve general manager costs have been budget according costs estimations of the market, and the respective budget limit told by the manager of the company in order to make the implementation of the marketing plan for the drinks catering platform across the different channels. It will be divided in activates described in an excel attached with this reflection paper. The first and most important money allocation for this project will be the monthly payment of one person in charge of the whole marketing plan, this person will be paid € 2.000 euros per month, making a total of 2€4.000 euros the year and representing the 76% of the planned budget. The other 22% will be spend in Google Ad, Facebook & Instagram Ads, Creation of the web page with its maintenance, SEO and others. Future budget planning and The creation of the platform will take another important part of the budget but they important to make a marketing campaign stable and perdurable in large-term planning. At the end of the exercise, it was planned to spend €30.900

euros for the whole project in one year. All these budget will cover the strategies previously exposed to make it happen and affect in the best possible way the performance of the company, helping it to achieve its goal of growth.

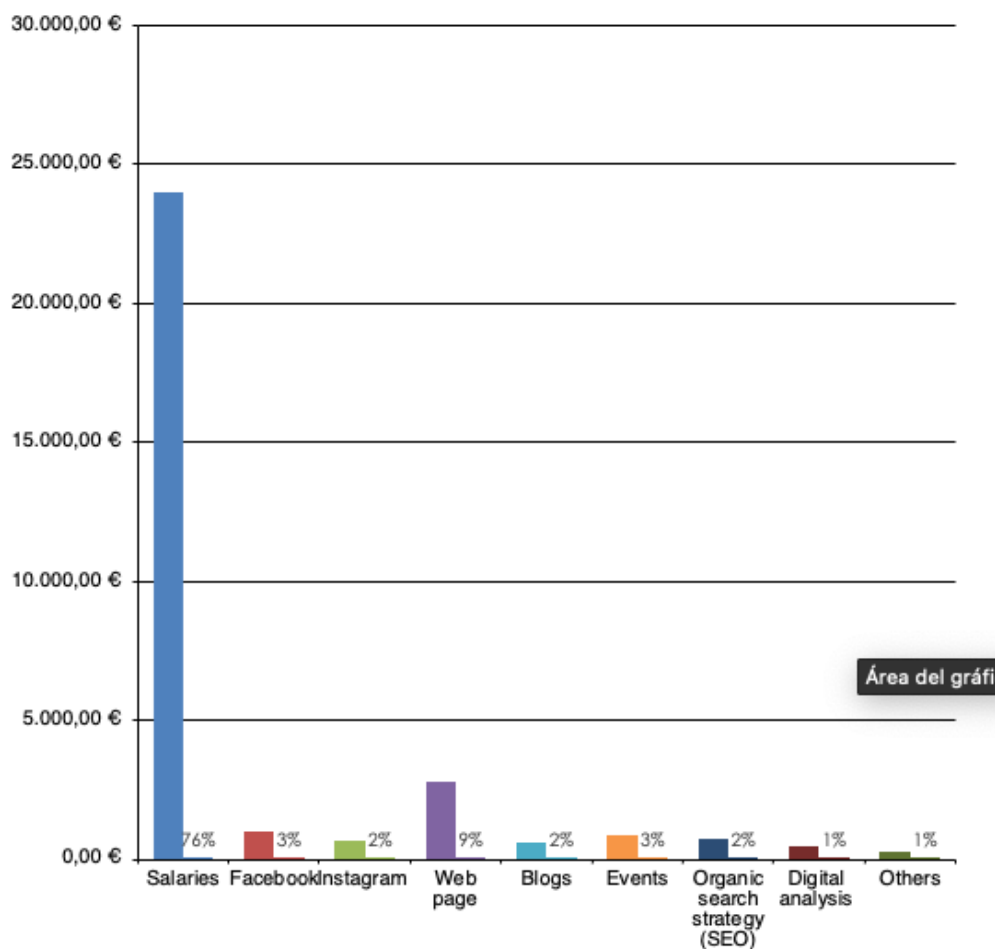


Figure 7. Costs Graphic

Source: Own Elaboration

6.3.2 Benefits

When discussing the benefits of the marketing campaign, it becomes evident that they are broad and diverse. In this case, the primary advantage lies in the effective implementation of marketing strategies, which can attract a substantial number of individuals interested in drinks and generate awareness about Shake and Serve. By leading them to the drinks catering platform, potential customers can witness the added value the company offers. Consequently, this can result in the acquisition of passive and active clients, as well as individuals who become advocates for the company based on their positive digital experience and the displayed expertise on the website. Moreover, the marketing campaign facilitates continuous improvement of internal services by gathering valuable feedback and customer information.

On the other hand, the enhanced brand recognition resulting from the marketing efforts leads to improved performance in Search Engines and social media platforms, which are key target areas for the campaign. These outcomes have far-reaching benefits for the company in the short, medium, and long term. Additionally, Shake and Serve sees an opportunity to offer workshops through the platform, either for a fee or free of charge, depending on their complexity. These workshops aim to attract new individuals who are interested in the services provided by Shake and Serve.

It is important to note that the benefits derived from this marketing campaign are primarily intangible and difficult to measure in terms of specific numbers. While they may ultimately lead to increased sales in the near future, the primary focus of the marketing strategy is to generate awareness, cultivate leads, and establish a favorable brand image by delivering valuable content and catering to the needs of the target audience interested in drinks.

All these efforts should be reflected in non-tangible benefits that could generate passive clients and new clients, putting that information in an estimations of the market on numbers, the marketing strategy could generate 1200 leads in a year, this number is because the objective would be get 130 leads every month, but underestimating the performance the exercise will be made with 100 leads every month through the drinks catering platform. Defined by the company 5% out of that 100 leads should become a customer, and an average customer spend €2.000 for an event, meaning that per month these marketing campaign should generate an added income of €10.000, again, this exercise is based in estimations made my market leads and expected income made by the company.

6.4 Conclusion

In conclusion the costs of this marketing project are broad and should be analyzed more in deep by the financial department of the company, but from the Marketing perspective it would be a good decision to make. The drinks catering platform will generate new leads of possible customers that could be capitalized and captured as loyal clients for the brand, this also could generate better image and if managed properly new income with workshops. The most beneficial factor of the marketing strategy for the drinks catering platform is the enhance of the digital performance that would place Shake and Serve as the first option when talking about drinks in the Netherlands, when someone looking for an event, for person to person or digital workshops and for recipes information, the company will show up as the expert and best solution on the industry. The costs will be managed to generate improvements in the whole year but also with them the company will build up strong bases to a successful digital transformation that will prevail in the following years.

It is recommended Shake and Serve implement the proposed marketing strategy so the organization can enhance its digital and brand performance toward the desired drinks interested target. The social media strategy will allow Shake and Serve to better reach the already mentioned target and attract them to the platform. These recommendation will also allow Shake and Serve continue to achieve its goal of grow year by year.

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