Project Team: Spondulics Team

Linda Fong, Sharon Carineau, Kayanna Aiken and Sarah Bellaire

ELEVATING FINANCIAL CAPABILITY FOR ALL
Marketing Plan


Spondulics Marketing Plan

What Is Spondulics?

- Spondulics; Spon-du-licks
- (19th Century term)=pocket change

FPP CEO Bill Mills:
- Wanted to “choose a name that meant money, but was not obvious”
- Spondulix was changed to Spondulics “because of its symmetry and a more modern feel”
The Spondulics Mission

What sets us apart?

Our Mission and Bold Statement

National crises provide opportunity
7 Ps of Marketing

01 Product
02 Price
03 People

04 Place

05 Packaging
06 Positioning
07 Promotion
Social Media Plan Cont...

Spondulics Hashtags

#spondulics  #financialfreedom
#whatisfinance  #financetherightway
#moremoney  #nodebt
#financeonline  #financetogether
#teenfinance  #cashmoney

Spondulics will have social media sites for the target audience of ages 16-35
**SWOT ANALYSIS**

**Strengths**
- New/Unique
- Contacts
- Educational quality

**Weaknesses**
- Funding
- Comprehension
- Difficult time attracting young audience

**Opportunities**
- Publicity
- Online workplace growing (COVID)
- Donations

**Conflicts**
- 21 Savage BankAtHome Program
- Youtube channels
- Coronavirus
Spondulics Goals/Market Strategy

Short Term Goals
- Social Media
  - P.E.T.C
- Sponsorship Plan
- Publicity
- Direct Marketing

Long Term Goals
- Multi-generational Appeal
- Become own entity
Spondulics 2020-2021 Timeline

2020

July
- July 27-31: Finalize Plans
- Begin Contacting Social Media Influencers
- Launch Sponsorship Plan

Make Business Plan and Marketing Plan to Launch Spondulics

August
- August 24-28: Start Promoting and Offer “Thank You” Gift Incentives to Pre-Launch Members
- Finalize Connections with New Partners
- Launch Social Media Plan

September
- September 30th: Launch Spondulics

October-
- After Launch: Keep Utilizing Plans
- September 30th: Launch Merch Line after Reaching a Stable Audience Base of 100+ Viewers a Day
- Review Success of Plans and Edit in Accordance to Economic Trends
THANKS

Do you have any questions?
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