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New Marketing Initiatives for Castle in the Clouds [Project Proposal]

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Integrated Cluster Project Proposal

Project Name

Castle in the Clouds New Marketing Initiatives

Date Submitted

1/12/2018

Cluster

Innovation & Entrepreneurship

Project Participants

George Pettinico, Project Leader

Description

Project Leader: George Pettinico

Castle In The Clouds (CITC), run by the not-for-profit Castle Preservation Society, is a leading tourist destination in New Hampshire's lakes region. The Castle In The Cloud's leadership has asked PSU to assist it in two ways: 1) customer research to better understand CITC's awareness and image throughout the state as well as better understand the customer experience at the property and 2) help CITC strengthen its social media marketing activities.

Project Synopsis

Conduct marketing research to help the Castle in the Clouds better understand the visitor experience and its image across the region. Create and implement an effective social media marketing campaign.

Rationale & Impact Statement

This project represents a significant and exciting opportunity for PSU students to conduct important work for a well-known and dynamic institution in the area, the Castle in the Clouds. Students will be working together in a cross functional manner, as this project will bring together students from Business, Communications and Tourism. In doing so, they will learn how to incorporate different perspectives into their work, and they will see how more creative and effective business solutions can be found when diverse viewpoints are brought together synergistically.

Students will be participating in activities that will help them develop skills highly valued in the job market for all three discipline areas (business, communications, and tourism). This includes how to conduct research with consumers, how to identify strengths and weaknesses of a tourism destination, how to consult based on consumer insights and data, and how to market effectively in the growing world of social/digital media. They will also learn how to manage a project that interfaces with a variety of teams, and how to interact with a real client in terms of understanding the client's objectives and presenting/reporting to the client.

This project will have significant payoffs for the community as well, assisting an important, non-profit landmark in lakes region. Castle in the Clouds (CITC) is a central part of the history and culture of the lakes region. The CITC currently lacks the staffing and the expertise to conduct this type of consumer

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research as well as to expand its social media efforts. PSU students working with the CITC staff on this significant project will benefit the region and also bring public and media attention to the impactful community involvement that is central to the PSU cluster approach.

This is a new initiative. I hope it represents the start of a long and fruitful relationship between PSU and Castle In The Clouds.

Project Goals

THREE CUSTOMER RESEARCH OBJECTIVES:

1. Conduct a statewide brand awareness and image study for the Castle in the Clouds. Analyze results by region. Consult with Castle on the Clouds regarding strengths and weaknesses in its awareness and image.
2. Conduct on-site in-person interviews with visitors to the Castle in The Clouds, to better understand their view of the experience, identify strengths and weaknesses of the experience. Conduct observational research on site.
3. Analyze the Castle's existing customer satisfaction data from previous feedback efforts.

THREE SOCIAL MEDIA OBJECTIVES:

1. Prepare detailed social media analysis for Castle in the Clouds and its "competitors."
2. Create comprehensive social media marketing plans for the four main activities at Castle In The Clouds: 1) Castle tours, 2) Carriage House restaurant, 3) destination weddings and 4) outdoor activities
3. Implement select aspects of the plans

High Impact Outcomes

Quick Links

Created By

Ross Humer

Created Date

1/16/2018

Academic Alignment

Estimated Student Participation

126

Associated Course

Student Education/ Training Requirements

Students will receive the requisite training in their classes

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Student Learning Outcomes

Students (in “Consumer Behavior” and “Marketing Research” classes) will learn the following specific skills: how to create and manage a large-scale survey research project, how to conduct on-site observational research and in-depth in-person interviews and how to analyze real world customer data. They will also learn how to put all this information together and share it with the client.

Students (in “Social Media Marketing” and “Social Media Audience Engagement” classes) will learn how to analyze social media results using tools such as Hubspot and Meltwater and how to create and (begin to) implement a comprehensive social media marketing program.

Students from Tourism Management and Policy (in Independent Studies) will learn how to consult with cross discipline teams, sharing their tourism insights on the above projects.

All students will learn project management skills, team work skills (particularly working in cross-discipline teams involving students from Business, Communications and Tourism) and interacting with a real client (such as presenting and reporting to a client).

Funding and Approvals

Funding Request Amount

\$4,435

Requires IRB Review

No

Requires Faculty Release time

No

Requires IT Approval

No