

Strategic Marketing Plan: Guardian Security, UCONTROLIT

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MBA 516: Strategic Marketing

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December 5, 2020

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Guardian Security has been trusted by businesses in many major metropolitan areas over the last 45 years to protect their money, assets, clients, tenants, and employees. While the company has provided guard services for museums, neighborhoods, office buildings, and money transport for decades, Guardian Security has decided to branch out into home security options for the residential market as well.

UCONTROLIT is a home security system designed for those who desire added security for their home without breaking the bank. With their affordable, easy to install bundles for apartments and houses ranging from two-bedroom starters to 4000 square foot multigenerational homes, UCONTROLIT is here to put the *U* back in *security*.

The security system is easy to install, and has no monthly monitoring fee, allowing the user to completely customize their security. The system monitors suspicious activity in the home and alerts the user through a message on the UCONTROLIT smartphone app that emergency services may need to be contacted. The user can then decide if it's appropriate to call emergency services or not. This puts the power of home security back in the user's hands, giving them a bodyguard in their pocket. And, unlike other systems, UCONTROLIT is perfect for renters because the system works off an internet connection rather than complete home wiring.

Guardian has also recently acquired Skybell, a doorbell system that features a camera, motion sensor, microphone and speaker (so users can talk to people outside their home), and night vision. This is a strategic acquisition for Guardian, and we are very excited to include Skybell under the UCONTROLIT umbrella as a feature in our largest bundle as well as an add-on for the remainder of our bundles.

With these aspects in mind, we have created a proposed strategic marketing plan for your review. Enclosed you will find our recommendations for target markets, value chains, promotional strategies, and brand strategies for Guardian's newest innovation in security.

Target Markets: Location, Situation, and Disposition

Target Market Rationale

Guardian security is currently positioned in many major metropolitan areas, giving us a perfect entry point into our target markets for UCONTROLIT.

We will be focusing on the ten largest major metropolitan areas in the US as well as the ten largest college towns and the ten most densely populated renting cities before focusing on a national campaign. We made these choices for several reasons.

First, UCONTROLIT already has a major presence in many major metropolitan areas, so consumers in these areas will more likely be aware of Guardian Security in these areas. Additionally, if there is a Guardian Security presence already set up in these cities, users will be able to set up their Guardian neighborhood security guard as one of their emergency contacts in the UCONTROLIT system. This feature will prove advantageous for buyers who already rely on Guardian Security as well as users who are aware of Guardian's reputation

Second, because one of our major target markets is renters, we will be looking at cities with a higher renting population. Some of these cities simply have a higher renting average while some are college towns. Many renters and college students desire added security but are either unable to afford a pricey system or cannot install one in their home because of the terms of their lease. Guardian will be able to provide these consumers with a much needed service while quickly breaking into an underserved market.

Location

Several cities we will focus on include New Haven, Connecticut; Brooklyn and New York City, New York; Miami, Florida; Los Angeles County and San Francisco County, Califor-

nia, Gainesville, Florida; Chicago, Illinois and surrounding areas; Boston, Massachusetts; and Ann Arbor, Michigan.¹

Psychographics

Using the *VALS* segmentation system, we have determined three target audiences within our geographic target markets. These include Innovators, Achievers, and Makers. Innovators are future thinkers who are most receptive to new ideas and technologies and are constantly taking in new information. They are also the first to adopt new technology. Achievers are aspirational and hardworking, having a “me first, my family first” attitude, and value technology that boost their productivity. They are very practical and prefer any product that will help them save time and money. Finally, Makers are the most traditional of the *VALS* types we have chosen—they are typically married with a family, and they value individual rights and practical tools for success. They are the people who will care for their family but will do so in a practical manner.

Demographics

All three of these groups care about similar things in different ways, and they are all similar in age. Most are older millennials and younger Gen X-ers, but some are younger Millennials and older Gen Z-ers, most of whom are in college or graduate school now. The reason we are focusing on these demographics is because these are the people who are most likely to rent a home or be living on a budget, two things on which our security system can deliver.

¹ The complete list of cities will be included in Appendix A.

Two Customer Profiles

Brooke

Who they are:

31, single, associate lawyer

Income: 90K

Bachelor's in Political Science, UK

J.D., Pepperdine University

Lives in SoCal, near LA County

Has a cat named Crookshanks

What they think:

Loves politics, especially international policy, and is conservatively minded

Writes for Pepperdine's law magazine

Fan of: 80's music, thrifting, cooking shows



What they do:

Buys local, spending most of her money buying from small creators and chefs she has found on social media

Hangs out with friends and coworkers at night and on the weekends at bars and local restaurants

Is an adjunct professor at Pepperdine, teaching a class while working slowly on her doctorate

Casually dates, but doesn't want anything serious anytime soon. Prefers her alone time.

Where they operate:

Mostly inside the United States, preferring locally sourced and second-hand products.

Also buys internationally

Phil

Who they are:

52, married with two children, entrepreneur

Income: 700K

BS Mechanical Engineering, UofL

MBA, Georgia Tech

Lives in Chicago and manages six bicycle stores

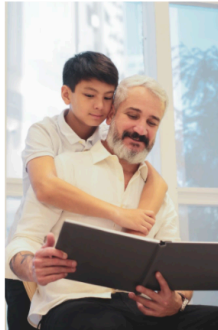
Has a good relationship with his family and owns a dog named Padfoot

What they think:

Cares about local government, 70's music, and coaching his son's football team

Spends time golfing with his daughter and his coworkers, watching football, cycling, and training for ironman races.

Fan of: James Bond films, politics, Fox News, and craft coffee.



What they do:

Spends \$300/mo on new cycling supplies, training for races, and travelling to marathons.

Is a member of the local small business bureau, and has considered running for town council.

Teaches a bicycle repair class to youth on the weekends, which his family helps run.

Deeply invested in his marriage, and participates in his local church.

Where they operate:

Prefers US based companies, but will buy from anywhere if it is a reputable product/company.

Value Chains

Type of Channel

We will utilize a combination of direct-to-consumer sales and intermediary channels. Because we are selling to many renters and practically-minded people, we need to focus on making our product extremely accessible to our consumers. Although this decision may feel overwhelming, by focusing on where our audience spends most of their time, we can more easily see why both of these channels will be useful for us in the long run.

Current statistics state that 5.2 Million apartment households are single women², and 49% of renters are under 30 years old. A significant piece of our market is single, millennial women, so we will focus on direct-to-consumer marketing first as much of our audience spends their time online.

Direct-to-consumer marketing is extremely profitable for us because many of our consumers are under the age of 30, and they will be on social media. Social media ads like instagram ads have a low cost and high reward—which we will talk about more in our discussion on promotional strategy. However, this is important in terms of channel strategy because these social media ads will drive traffic to our website. This is where the direct-to-consumer approach come in to play. We will be able to the hardware via our website, and we will also be able to offer deals on our products more easily than we will in big box stores. This will prove wise around holidays as Black Friday and Cyber Monday sales can bring in significant profit. However, during the regular season, we should offer our product at the same price as we sell it in store. Millennials focus less on price and more on convenience, so pricing will not be an issue. We will also offer

² US Census Bureau, 2018

all of our products online, including the skybell doorbell, which we will sell as an add-on offer with the purchase of any bundle.

We will also use intermediaries like Home Depot, Lowes, Target, Costco and Wal-Mart to sell our units. All of the stores will sell our standard unit, but Costco will also have more of the larger bundles as they are a bulk-item store. Costco will also be the sole intermediary seller of the bundle which includes the doorbell. The rest of our intermediaries could sell Skybell, but we should establish a good relationship with Costco as this is where many larger families looking to save money shop. Our older target demographic has shown affection for stores like Costco that sell items in bulk or with discounts, so it would be prudent to focus on Costco sales.

However, we should also develop relationships with other DIY stores. This is where many people who will already know how to install our system will be shopping, and no other home security system like ours is on the market in such an accessible way. Therefore, we will be able to corner the market with these DIY stores.

Channel Type

We will be utilizing a conventional marketing strategy because many of our retailers will have already established warehouses, and it will be easier for us to keep everything in-house. This will also allow us to sell online through a direct-to-consumer channel easier as we will have our own distribution and marketing, as well. Conventional marketing is less complicated in the long-run and gives us more opportunities for the future.

Distribution

We will utilize selective distribution for our initial launch. We want to eventually saturate our markets, but this is the best way to get our product in the hands of our target market the

fastest. Although the list of potential retailers is long, we will be focusing on Target, Lowes, Home Depot, and Costco—as well as our online sales—first. These retailers fit our target markets the best, and we will be able to expand into other retailers as our reach expands. Because we will only be launching in retailers in specific cities (as well as nationally online), selective distribution fits our launch model the best.

Promotional Strategy

Communication Objectives

For UCONTROLIT, we have two main communication objectives: create awareness and effect a sale. We need a new set of people to think about security systems who have not previously thought about home security. Therefore, we must stimulate that desire for our audience by creating an awareness for the product and lead our target market into making purchase. We will do this through several promotional strategies.

Primary Promotional Tools

We have selected a few primary promotional tools for UCONTROLIT. We have omitted both personal selling and events in consideration of the COVID-19 pandemic, but we still have many tools at our disposal. First and foremost, advertising is a must. I believe both social media, mobile, and desktop advertising in the form of digital ads will be extremely beneficial for us. Instagram, Twitter and Facebook ads are relatively inexpensive and easy to set up. Instagram, Twitter, YouTube, and Facebook also reach the users you are most wanting to target with their hyper-specific algorithms. Utilizing these four platforms is great for our millennial audience. Additionally, only a few ads will need to be created as many advertisements can translate across platforms.

I would also like to consider utilizing social media influencers as our spokespeople rather than big name stars like Taylor Swift. Having someone like Dev Machette or Anna Sitar, both notable social media influencers that many millennials follow, promote our security system to their audience would be an inexpensive brand partnership that we could utilize.

We will also use database marketing by encouraging users to text a certain number to receive 10% of their first purchase or enter in their email on the website for a new user discount such as free shipping. This way, we have their phone number and/or email address in our system, and the user gets the benefit of a small but meaningful discount. This makes the experience personal for the user and incites them to make a purchase.

Using grassroots marketing objectives such as these will put our product in front of our users quickly and easily and provide ample opportunity for word of mouth-style marketing. It has been shown that our target markets generally respond best to influencer and word of mouth marketing.

Establishing a Budget

Because our product is new, we will need to consider a larger advertising budget so that we are able to build awareness of our product and gain customer trial. As our sales go up, our marketing budget can decrease as we will need less attention directed toward advertising and more toward customer retention and customer service. We do have a smaller market share as well, but our points of difference, as we will discuss in the next segment, will quickly separate us from our competition. We will also need to show our ads about seven times to users before they will click on them. This rule has been well-established since the 1930s and has proven itself to be true. With that in mind, we will need to consider a larger budget in the beginning of our cam-

paign, taking into consideration paying influencers, paying for ad space on different applications, and producing advertisements. As our brand gains more recognition, we will be able to decrease our budget.

Advertising Strategy

Creative Theme: We will utilize the slogan *SECURITY is not complete without U: UNCONTROLIT*. We will discuss this slogan further in our brand management strategy segment.

Media Use: As I mentioned previously, we will utilize social media ads, as well as database marketing. We will also introduce giveaways through our partnerships with different influencers. Many influencers conduct giveaways on their pages for companies that sponsor them. Typically, one of the requirements is the winner must be following both the brand and the influencer. This will be our first step in database marketing. We will also create a database by having users visit our website and offering promotions for entering in your phone number and/or email address.

With this in mind, we must focus on producing high quality social media posts and a high quality, aesthetically pleasing website. I would also consider creating a blog on the website maintained by a social media manager offering things like tips on home safety and articles about the perks of our security system.

Example advertisement: Following in the steps of influencer marketing, I would like to have one of our influencers create a video for both Tiktok and Instagram of them using the system. The videos that I have seen go viral the fastest are prank videos, especially with couples. I would like to see Anna Sitar and her boyfriend do a video using our system in which her boyfriend tries to surprise her at home, but scares her because she thinks he is breaking into their

apartment, so he is unable to surprise her and the prank fails (but our system works!) because she is able to monitor what is going on in her home.

Brand Management Strategy

Finally, we have our brand management strategy. Our brand management strategy includes our value statements, brand positioning, brand elements, and some ideas for leveraging the brand further.

Value Proposition

Every 26 seconds, a burglary occurs, causing thousands of dollars in losses, often without any justice for those who have been burglarized. Using Guardian Security's new UCONTROLIT security system, home renters and home owners are able to give themselves peace of mind that their home is being kept safe while they are away without breaking the bank on expensive, wired systems.

Points-of-Difference

- UCONTROLIT is cheaper than any other security system on the market.
- It allows users to control the system right from their smartphone
- However, unlike other systems which may have smartphone capabilities, UCONTROLIT is completely controlled by the user. This means there are no monitoring fees, no systems to alarm and disable, and no accidental emergency service calls.
- UCONTROLIT is also a completely wireless system, making it the perfect security system for home and apartment renters.
- It is also totally affordable and easy to install, perfect for families and students trying to stay within a strict budget who still desire added security for their home.

Brand Positioning

Unlike other pricey, wired systems that may not be suitable for home renters or security systems that may be too complicated for a home owner's needs, UCONTROLIT puts the power of home security right on your smartphone, allowing you to live stress free while away from your home. A single UCONTROLIT unit uses your internet connection to detect problems such as broken glass or smoke, control electric devices, and to communicate if needed with emergency services. UCONTROLIT alerts the user to any suspicious activity through a recorded message, and the user is then able to call emergency services if needed. There are no pesky systems to remember to disarm or rearm when entering or leaving the home, but users still are afforded the added safety of traditional security systems. Additionally, there is no monthly monitoring fee—just a one-time purchase—and setting the system up in your home is as easy as replacing a standard light switch in your home.

Brand Elements

- Brand Name: UCONTROLIT
- Tagline/slogan: *SECURITY is not complete without U: UCONTROLIT*. This slogan works perfectly for UCONTROLIT for several reasons. One, it nods to the “U” in you control it while also acknowledging the user-controlled security system. It also invites the user into the experience and makes the brand more personal.
- logos/symbols: We will utilize the “U” in UCONTROLIT by referencing the user and “U” instead of “you.” It will always be capitalized to emphasize the symbol itself, thereby empathizing the user and the user experience. The U will be italicized in *UCONTROLIT*,

and the logo will be a stylized version of the world. Additionally, the “O” will be a lock instead of the letter, emphasizing the security aspect of our company.

Leveraging the Brand

UCONTROLIT is a perfect example of brand extension. This provides Guardian with a perfect opportunity for brand stretching, particularly downward stretching. I propose we utilize the same general concept as UCONTROLIT, but for personal security. Now, while this may seem like another brand extension, I believe that creating an application and a product for personal security would be a great vertical stretch for Guardian. With UCONTROLIT, Guardian is tapping into, among their many markets, an under serviced demographic: young adult renters. Many young adult women have safety concerns nearly 1.5 million women were victims of violent crime, and fear of becoming a victim of violent crime is at an all-time high. Creating a wearable product that tracks a user’s location and a phone application that connects to the wearable that can alert emergency services and emergency contacts to a dangerous situation would allow women the peace of mind to go about their average day without the fear that they could be attacked or kidnapped without any hope of help. This product would be sold separately from the home security system, and could be used separately, but it could also be linked to the system if, for instances, parents would like to use it to monitor their children. I believe Guardian could pursue this endeavor after testing the waters with UCONTROLIT, and I believe it would set us apart from other security companies. We should implement this product after seeing the success of UCONTROLIT in different target markets.

Appendix A: Initial Target Cities, Alphabetized

Ann Arbor, Michigan

Atlanta, Georgia

Blacksburg, Virginia

Bloomington, Indiana

Boston, Massachusetts

Brooklyn, New York

Champaign-Urbana, Illinois

Chicago, Illinois

College Station, Texas

College Station-Bryan, Texas

Columbia, Missouri

Dallas-Fort Worth, Texas

Detroit, Michigan

Houston, Texas

Ithaca, New York

Lawrence, Kansas

Los Angeles County, California

Miami-Fort Lauderdale, Florida

New Haven, Connecticut

New York, New York

Orlando, Florida

Philadelphia, Pennsylvania

Phoenix, Arizona

Providence, Rhode Island

San Francisco County, California

Seattle, Washington

State College, Pennsylvania

Washington-Arlington-Alexandria, DC-VA-MD-WV