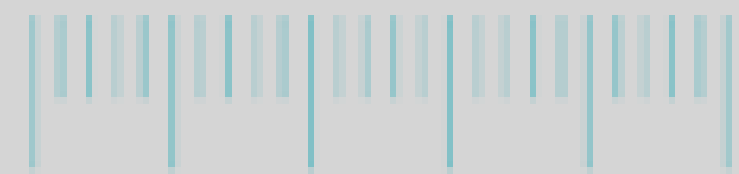


# De Koning Groningen

Group 4



**De Koning** Groningen

# Marketing Plan

## GOAL

- We want to achieve more customers
- Make the name come bigger

## CUSTOMER

- 80% Students  
/Particular
- 20% Business to  
business

## NEED

Update a  
better social  
media

## PRODUCTS

- Keys
- High quality  
products

## COMPANY

- High quality
- Local
- Knowledge

WEBSITE

INSTAGRAM

FACEBOOK

COMPANY

# Instagram

What we want to achieve with the Instagram account is to arrive to the students that are living here or just arriving here

The best time to post on Instagram and Facebook are Tuesdays as well as Fridays between 9a.m to 10 p.m



With his expertise and fine work the king always fulfills the wishes of its customers.



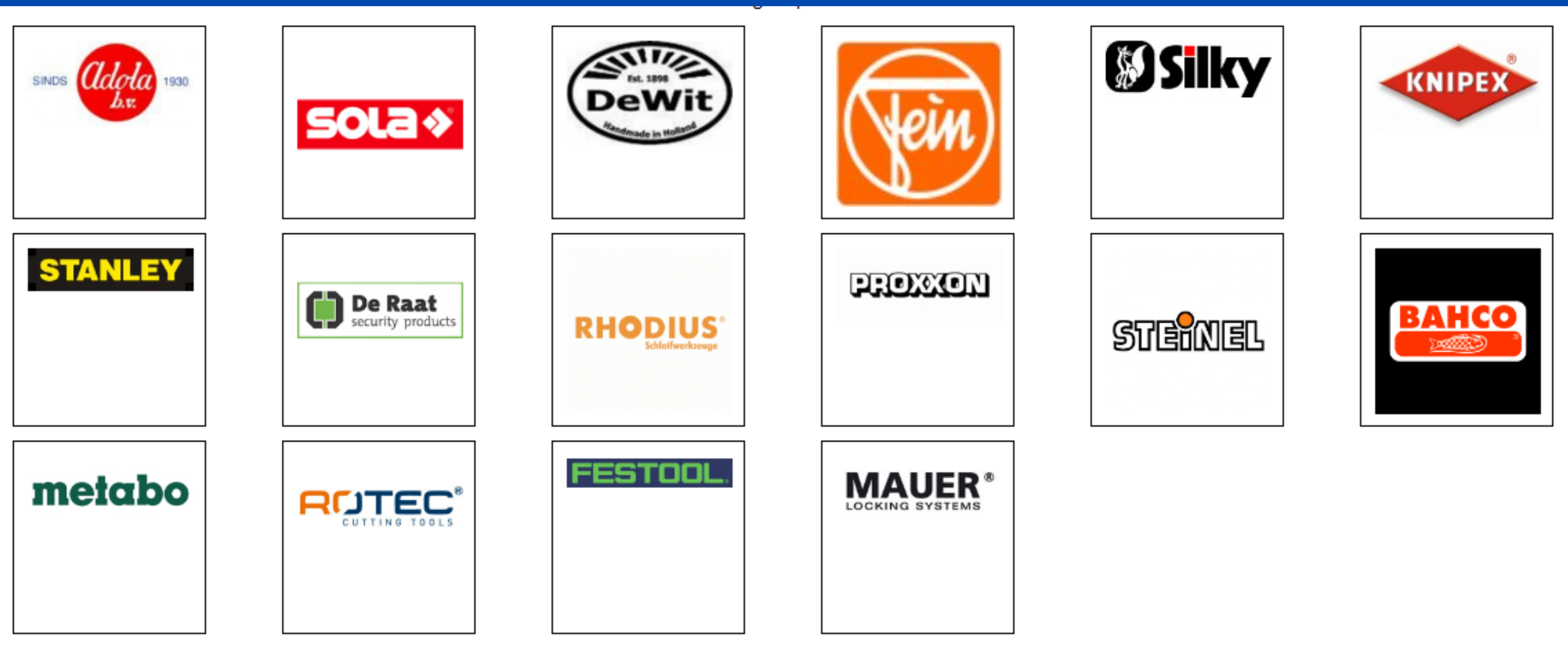
Have you lost your keys or do you need a copy? De Koning has all kinds of keys to fix your problem!



Michiel and his Shop. Ask for advice!

# Facebook

We recommend reposting the offers, uses of the tools and the new products from the brand partners to achieve getting more business to business interactions



# Website

## HOME

-Translate the text and put it also in English, so the students can understand it

## NEWS

-Offers  
-Important news  
-Special days

## CONTACT

-Facebook and Instagram links  
-Photo of him/ all team



- Key service (text, €, photos)
- Tools
  - Garden tools
  - Construction tools
  - Screws tools
  - Wires
  - Safety Accessories
  - Other tools
- Order nameplates



**De Koning** Groningen  
Uw klus is ons vak



De Koning Groningen

Uw klus is ons vak  
[www.dekoninggroningen.nl](http://www.dekoninggroningen.nl)

# Flyers

De Koning Groningen  
Uw klus is ons vak

---

Nieuwe Ebbingestraat 26, 9712 NL Groningen

**De winkel voor al uw sleutels, machines,  
gereedschappen en beveiliging/sloten.**

**En natuurlijk voor al uw boutjes, moertjes  
en schroeven. Uw klus is ons vak.  
Wij leveren ook naamplaten in vele  
soorten en maten.**

Kom vandaag nog bij ons langs in de  
winkel!



---

050-3125953

Thank you  
for your  
attention!

