



23-1220 - Briscoe King Marketing Plan

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➤ **Executive Summary**

The Briscoe King Pavilion is a new event space that is designed to meet the needs of the corporate and social event market. Its versatility, amenities, and prime location make it an ideal choice for a wide range of events, from conferences and seminars to weddings and parties.

In order to reach its target market, the pavilion will be utilizing a variety of marketing strategies. Social media platforms will be used to showcase the facility and highlight past events that have taken place there, while email marketing will be used to reach out to potential clients and inform them of upcoming events and promotions. Additionally, the pavilion can consider investing in paid advertising to increase visibility and reach a wider audience.

To make it even more appealing to potential clients, the pavilion should offer a range of event packages that can be customized to fit the specific needs of each client. These packages will include options for catering, lighting, and audio-visual equipment, as well as discounts for booking multiple events or for booking during off-peak times.

In addition to its marketing efforts, the pavilion will be working closely with event planners and other industry professionals to ensure that it is able to offer the highest level of service and support to its clients. With its combination of versatility, amenities, and prime location, the Briscoe King Pavilion is well-positioned to become a premier destination for corporate and social events.

➤ Market Analysis

Target Market: The Briscoe King Pavilion is a waterfront venue that caters to a variety of events such as weddings, corporate events, and concerts. The target market for the pavilion includes couples planning their weddings, businesses, and organizations looking to host events, and individuals and groups interested in attending concerts and other community events. The pavilion is also a popular spot for visitors to the Corpus Christi area, providing a unique and scenic venue for events and activities.

Market Size: The Corpus Christi area is home to over 300,000 residents and attracts millions of tourists each year. The wedding market in the area is significant, with an estimated 10,000 weddings taking place annually. The corporate event market is also strong, with a large number of businesses and organizations in the area. The concert and community event market is also sizable, with a number of venues and event spaces in the area.

Market Needs: The market needs for the Briscoe King Pavilion include a waterfront venue with a unique and scenic setting, flexible event space that can accommodate a variety of events, and high-quality amenities and services. The pavilion will also need to be competitively priced and offer a wide range of event packages and services to meet the needs of its target market.

Market Trends: The market trends in the Corpus Christi area include a growing demand for waterfront venues and outdoor event spaces, an increase in destination weddings, and a growing interest in local music and community events. The Briscoe King Pavilion will need to stay current with these trends to remain competitive in the market.

Market Growth: The market for events and activities at the Briscoe King Pavilion is expected to grow in the coming years as the area continues to attract more visitors and as more businesses and organizations look to host events in the area. The pavilion will need to stay competitive and offer high-quality amenities and services to meet the needs of its target market in order to capitalize on this growth.

➤ Identify Target Market

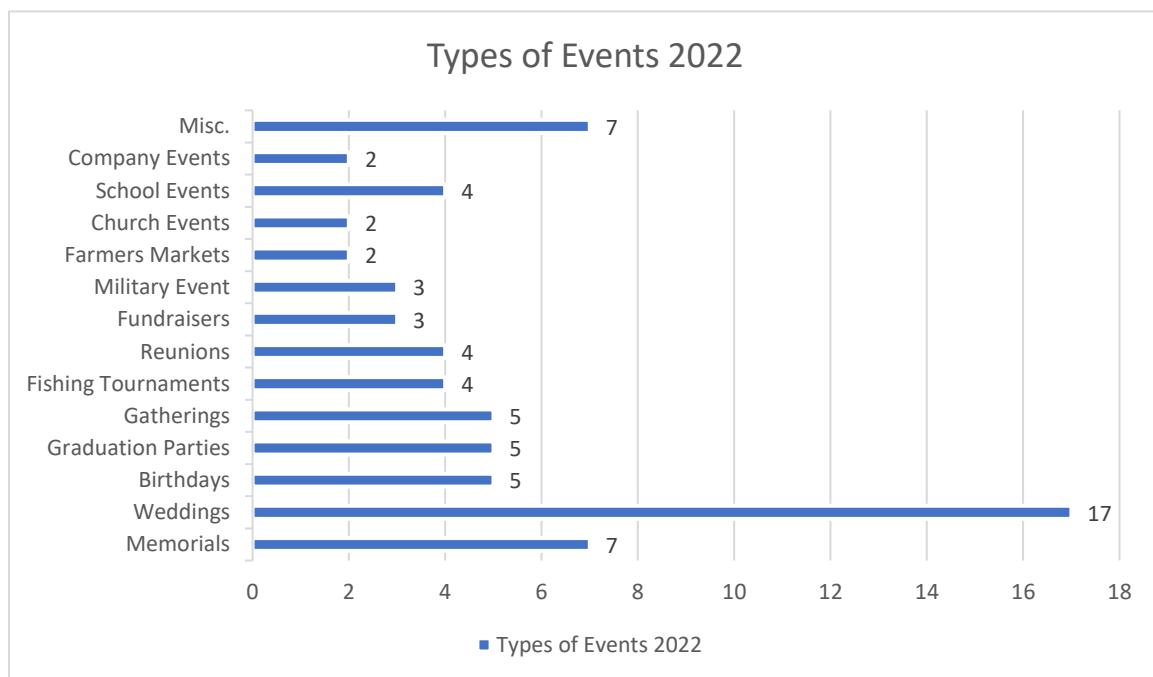
Wedding market: The Briscoe King Pavilion could target engaged couples, their families, and friends. With its elegant indoor and outdoor spaces, it could serve as an attractive venue for weddings.

Corporate market: The Briscoe King Pavilion could target businesses and organizations looking for a venue to host corporate events such as conferences, meetings, and conventions. With its state-of-the-art facilities and technical capabilities, it could be an ideal location for these types of events.

Community market: The Briscoe King Pavilion could target the local community, by hosting events like charity galas, festivals, and cultural events. With its location and capacity, it could be an ideal venue for such events.

Private market: Briscoe King Pavilion could target individuals or groups looking to host a private event such as birthday parties, anniversary celebrations, and more. With its flexible indoor and outdoor spaces, and private event spaces, it could be a great place to host intimate gatherings.

Below is a graph of the different events that were hosted at the Briscoe King Pavilion last year:



➤ Branding and Positioning

Positioning statement: The Briscoe King Pavilion is a premium waterfront event venue, offering unparalleled views, state-of-the-art facilities, and exceptional service for a one-of-a-kind experience.

Value proposition: The Briscoe King Pavilion offers a unique and unparalleled experience for events and gatherings in the coastal region. Our facility features indoor and outdoor spaces, including a scenic waterfront deck and lush gardens, providing the perfect setting for weddings, corporate events, and special occasions. With a dedicated event planning team, on-site catering, and customizable floor plans, we make it easy to create a truly memorable event. Our commitment to exceptional service and attention to detail sets us apart from other venues in the area. Experience the beauty and versatility of the Briscoe King Pavilion for your next event.

Example Key messages:

"Experience the best of outdoor entertainment at the Briscoe King Pavilion."

"Unbeatable waterfront views and state-of-the-art amenities at the Pavilion."

"Join our community of patrons and make memories at the Briscoe King Pavilion."

"Elevate your event experience at the premier outdoor venue, the Pavilion."

"Discover the ultimate destination for entertainment at the Briscoe King Pavilion."

"Briscoe King Pavilion: Where the community comes together for unforgettable events."

"The Pavilion: The perfect setting for your next special event."

"The Briscoe King Pavilion: The ultimate destination for entertainment on the waterfront."

➤ Redesign Overhaul

Current Design:



R. Briscoe King Pavilion
361-949-8121
Rental Fee: \$400.00 per day
Rental Fee: \$600.00 for 2 days
Deposit Fee: \$150.00
Extended Hrs Fee: \$50.00
Pavilion Hrs: 10 a.m. to 11 p.m.
15 Tables & 150 Chairs
are provided
&
Access to barbeque pit

- Deposit fee is refundable provided that there is no damage to the pavilion and restrooms. After your function all decorations must be taken down, all trash must be placed in the trash containers and all doors to the pavilion & restrooms must be locked.

Thank you

Redesign:



**BRISCOE KING
PAVILION**

Rental Fee: \$400 per day
Rental Fee: \$600 for 2 days
Deposit Fee: \$150
Extended Hrs Fee: \$50

Pavilion Hrs: 10 am to 11 pm

- Includes Access to barbeque pit
- 15 Tables & 150 Chairs provided

Deposit fee is refundable provided that there is no damage to the pavilion and restrooms. After your function all decorations must be taken down, all trash must be placed in trash containers and all doors to the pavilion and restrooms must be locked

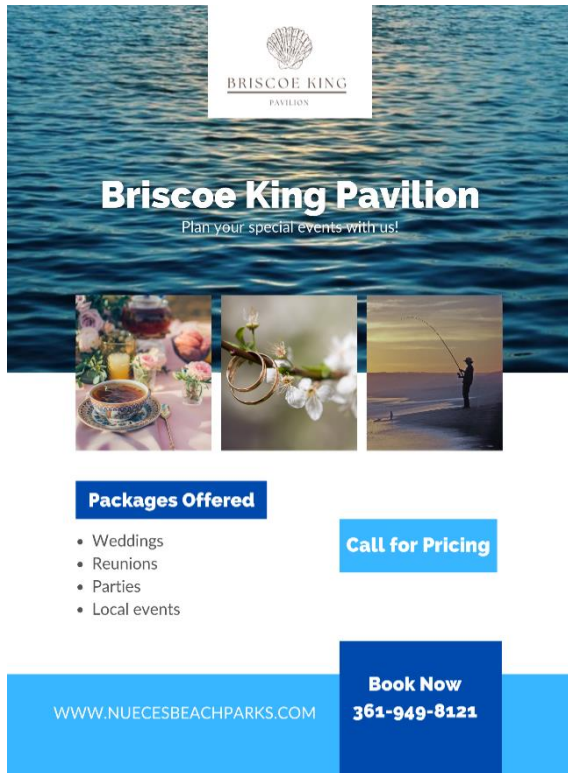
361-949-8121 15820 Park Rd 22
Corpus Christi, TX 78418

Redesigning the pavilion's graphics/ Creating a logo and overall brand for Briscoe King Pavilion can have numerous benefits for the organization. A strong and consistent brand identity can help build recognition and credibility, differentiate the pavilion from competitors, and create a sense of unity and cohesiveness among employees, stakeholders, and customers. A well-designed logo and brand can also evoke emotions and associations, which can be leveraged to create a strong connection with audiences and communicate the pavilion's unique value proposition. Additionally, a clear brand identity can simplify and streamline marketing and communication efforts, making it easier to reach and engage with target audiences. Overall, developing a logo and brand can play a significant role in establishing and reinforcing Briscoe King Pavilion as a leader in its industry.

➤ Logo Design Drafts






➤ Poster advertising drafts



BRISCOE KING PAVILION

Briscoe King Pavilion

Plan your special events with us!

Packages Offered

- Weddings
- Reunions
- Parties
- Local events

Call for Pricing

Book Now
361-949-8121

WWW.NUECESBEACHPARKS.COM



Nueces County Coastal Parks

BRISCOE KING PAVILION

CORPUS CHRISTI IS THE ANSWER!





Weddings Reunions Parties

"CELEBRATE YOUR SPECIAL MOMENTS HERE! THE PERFECT VENUE FOR WEDDINGS AND REUNIONS. SPECTACULAR INDOOR AND OUTDOOR SPACES. PERFECT FOR ANY OCCASION. MEMORABLE EXPERIENCES AWAIT. BOOK NOW! CONTACT US FOR MORE INFORMATION AND AVAILABILITY."



BOOK TODAY @
WWW.NUECESBEACHPARKS.COM
OR CALL 361-949-8121

BRISCOE KING PAVILION



PARTIES +++

\$PRICING

- Include List of Amenities



WEDDINGS +++

\$PRICING

- Include List of Amenities



REUNIONS +++

\$PRICING

- Include List of Amenities

If you are interested in booking the pavilion for any other type of event that isn't listed please send us a message

Contact to book us.
(361) 949-8121
15820 Park Rd 22
Corpus Christi, TX 78418




BRISCOE KING PAVILION

CORPUS CHRISTI BEACH PAVILION

BOOK YOUR SPECIAL EVENTS WITH US!





Weddings

Briscoe King Pavilion is the perfect place to celebrate such an important moment, with waterfront views this location is sure to stand out.

Reunions

The Briscoe King Pavilion is the perfect place to host all types of reunions including family, school, and more.

Parties

Looking for a place to host a party then look no further. Briscoe King offers a perfect place to host a party for any occasion.

(361) 949-8121

15820 Park Rd 22
Corpus Christi, TX 78418

➤ Create a Marketing Calendar

With an understanding of your target customers and goals, you can begin to put together a marketing calendar. This is best when it includes as much information as possible. Plan ahead on social posts, events, direct mail campaigns, holiday promotions, and other marketing campaigns so you always know what's coming next. You don't have to fill it out a year at a time, but working to plan out your marketing a month or quarter ahead of time helps keep everything in sync.

January	February	March	April	May	June
July	August	September	October	November	December

This is just an example and the specifics of the calendar will depend on the marketing plan, objectives, and budget. A marketing calendar should be flexible enough to adapt to unexpected changes or opportunities. The calendar also should be shared with all the stakeholders and be reviewed and updated regularly.

➤ Utilize Social Media

Instagram

- More effective among millennials and centennials
- Ideal for posting pictures and short videos
- Best optimized for mobile users
- Better at creating brand awareness than Facebook

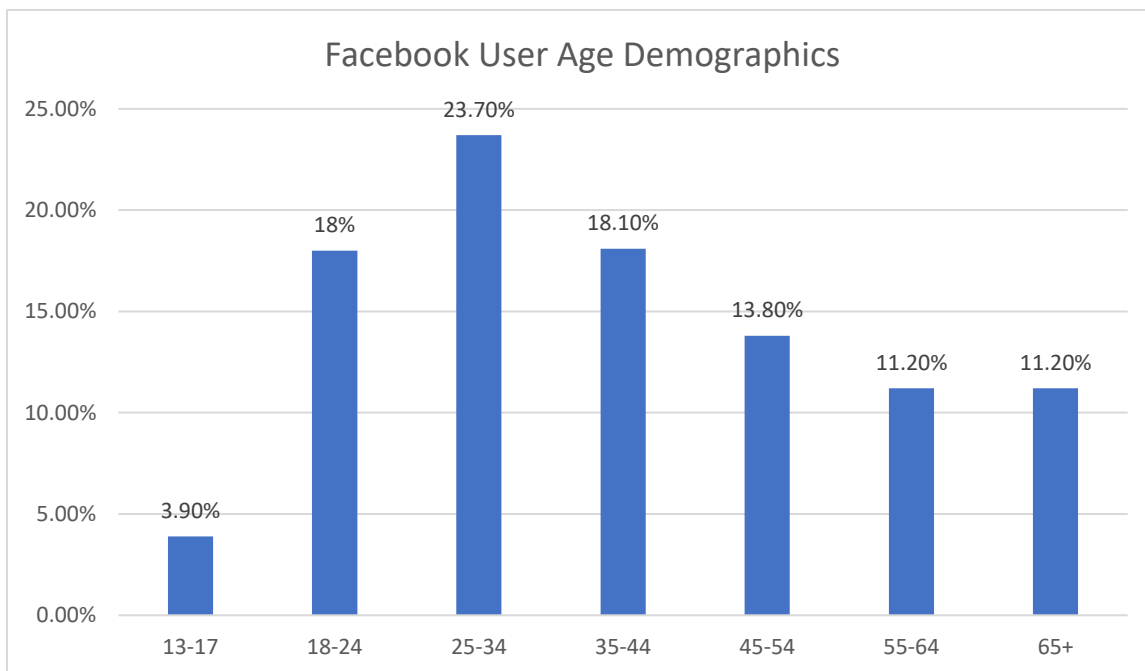
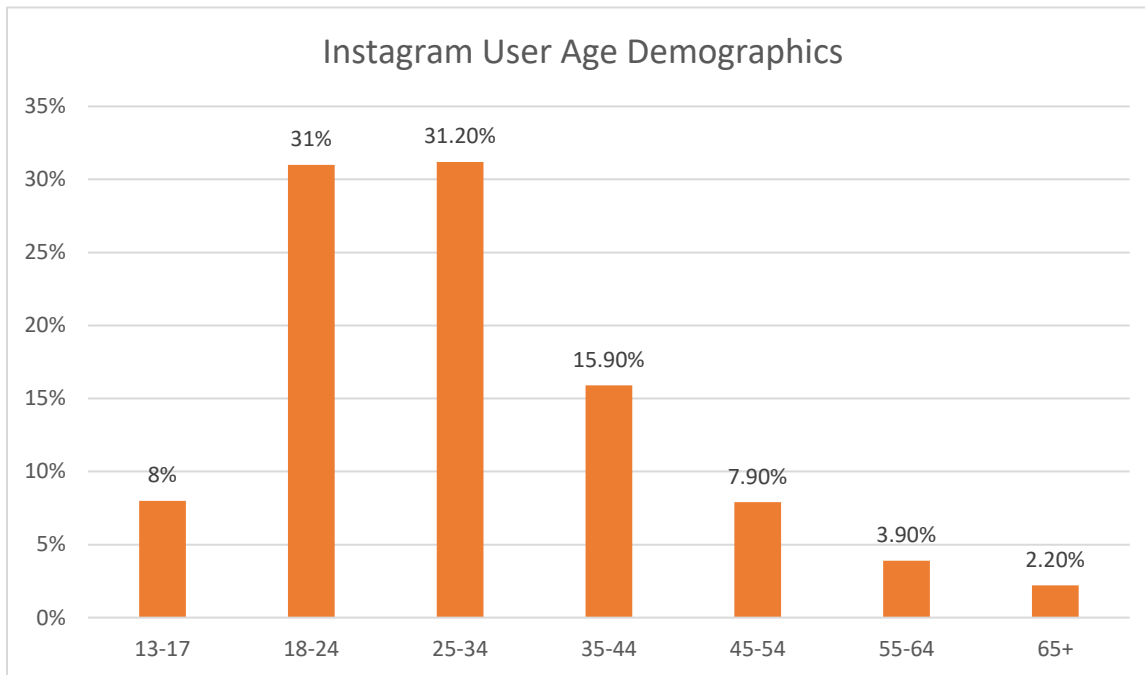
Facebook

- More effective among older audience
- Paid ads perform better
- Ideal for publishing more context
- Allows sharing various types of media, including photos, videos, articles, website links, and more
- Has a larger audience than Instagram

The Briscoe King Pavilion has no current presence on any social media platform and should consider creating accounts on both Instagram and Facebook, also social media is free so it's the perfect way to advertise without having to pay. Other local event centers use social media and it's helped them reach a larger audience such as the North Shore Event Center, Coastal Charms, and more.

Overall, social media can be an effective tool for a pier to promote more customers by reaching a larger audience, increasing brand awareness, creating a sense of community, getting feedback, and showcasing new offers and events.

➤ User Demographics



➤ Utilize Email Marketing

The Pavilion should utilize email marketing because it is a cost-effective and efficient way to reach a large number of customers quickly and easily. Email marketing allows the pier to communicate with customers directly, providing them with information about upcoming events, special promotions and discounts, and other relevant information. Additionally, it also allows the pier to track customer engagement and tailor content to specific segments of the audience, which can lead to higher conversion rates and revenue.

Email Marketing Platforms:

Note: The decision on which company you choose, should be based on how many subscribers you already have, or if you don't have any, start small and go up from there. There are more plans on their website's that are not listed here.



Start for free:(60-Day Free Trial)

Core Plan: \$9.99/month

Plus Plan: \$45/month

500 contacts



Start for free:

Beginner \$9.99/month - 500 subscribers

up and running \$14.99/month - 2,500 subscribers

pro \$29.99/month - 5,000 subscribers



Start for free:

Marketing Hub Starter \$45/month

Starting price includes 1,000 marketing contacts

Free 500 emails per day

➤ 4 Ps of Marketing

Product: The Briscoe King Pavilion is a versatile event space that can be used for a wide range of activities such as weddings, parties, corporate events, and more. The pavilion features beautiful waterfront views, ample seating and parking, and easy access to other amenities in the area.

Offering a variety of activities and amenities such as fishing, boat rentals, and food/beverage options to appeal to different types of customers.

Price: The pricing for renting the Briscoe King Pavilion will be competitive with other event spaces in the area. This will be determined by factors such as the size of the event, the length of the rental, and the time of year. Special pricing may be offered for non-profit organizations or for events that take place during off-peak times.

Setting prices that are competitive with other event centers in the area while still generating enough revenue to cover costs.

Place: The Briscoe King Pavilion is located on the waterfront in Corpus Christi, Texas, providing a beautiful setting for any event. The location is easily accessible from major highways, and there is ample parking for guests. This location also provides easy access to other amenities in the area such as restaurants, hotels, and attractions.

Choosing a location that is easily accessible and visible to potential customers, such as near a popular beach or marina.

Promotion: To promote the Briscoe King Pavilion, a variety of marketing strategies will be used. These may include online advertising, social media campaigns, email marketing, and traditional print advertising. The pavilion will also be promoted through partnerships with local event planners, wedding coordinators, and other industry professionals. Additionally, the pavilion will be promoted through events such as open houses and other community events.

Utilizing various marketing channels such as social media, local advertising, and public relations to generate buzz and attract customers.

➤ **Smart Goals**

- Increase annual attendance at the Briscoe King Pavilion by 10% within the next 12 months by targeting families and groups through targeted advertising and promotions.
- Increase revenue generated from events held at the Briscoe King Pavilion by 15% within the next 6 months by implementing a new event package and promoting it through social media and email marketing.
- Improve customer satisfaction by 20% within the next 12 months by conducting regular customer feedback surveys and implementing changes based on their feedback.
- Increase website traffic to the Briscoe King Pavilion website by 30% within the next 6 months by optimizing the website for search engines and implementing a digital advertising campaign.
- Expand the Pavilion's social media presence by 50% within the next 12 months by creating new and engaging content, and actively engaging with followers.
- Increase overall attendance at the Briscoe King Pavilion by 15% within the next 12 months through targeted marketing campaigns and events.
- Increase the number of corporate event bookings at the Pavilion by 20% within the next 9 months by reaching out to local businesses and promoting the Pavilion's amenities and event spaces.
- Increase the number of repeat visitors to the Pavilion by 25% within the next 18 months through customer loyalty programs and incentives.
- Increase the Pavilion's social media following by 30% within the next 12 months by regularly posting engaging content and running social media promotions.

➤ Challenges

When marketing the pavilion there are a couple challenges that we might run into and they could include:

- **Competition:** There may be many similar pavilions in the market, and standing out from the crowd can be challenging.
- **Budget constraints:** Marketing a pavilion can be expensive, and limited budget can limit the reach and impact of marketing efforts.
- **Measuring success:** It can be difficult to accurately measure the success of marketing efforts for a pavilion and determine what worked and what didn't.
- **Keeping up with technology:** The use of technology in marketing is constantly evolving, and it can be challenging to stay current and utilize the latest tools and strategies.
- **Maintaining consistency:** Consistency in branding and messaging across all marketing channels is crucial in creating a strong and recognizable image for the pavilion.