



**Communications Team**

**TACTICAL MARKETING PLAN**

**Proposal**

**for**

**Road Safety Management Services Limited**



# Table of Contents

Tactical Marketing Plan.....

Process .....

A). Marketing Plan Summary

Part 2.

B). Vision

C). Mission

D). Profile

Swot Analysis .....

A). Competitive analysis

B). Proposed plans

C). Final recommendation

## 1. TACTICAL MARKETING PLAN

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### PLAN OVERVIEW

- Vision
- Mission
- Profile

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### OBJECTIVE

- Increase sales
- Build brand awareness
- Improve company structure
- Launch new products or services

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### TARGET MARKET

- ❖ According to [dvla.gov.gh](http://dvla.gov.gh), Ghana Motor Vehicle Registered has a reported 4066,934 cars registered in Ghana as of 2018. It is expected to increase by 4.5% on a yearly basis. The information and data provided remains in active status and was also retrieved from the World Trend Plus's Association: Sector – Table RA.OICA.VIU: Vehicle in Use: by Country.

### MESSAGE SUMMARY

- ❖ To establish a clear business strategy that promotes RSMSL and its initiatives. The document will propose approaches that will assist in instituting a stable business image while increasing client interest in the brand.

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### CALL TO ACTION

#### WHAT IS THE DESIRED OUTCOME?

- ❖ Improve retention rates, improve purchase rates, increase and improve brand and image. Become more efficient, culture change, increase profitability, increase word of mouth and other marketing strategies, and cross-sell opportunities.

### MARKETING PLAN SUMMARY

- ❖ Road Safety Management Services Limited (RSMSL) in accordance with the information in the document should form a plan that targets the 4066,934 cars that are registered in Ghana. The plan that becomes the most prominent and apparent is to create market penetration while making a major percentage of drivers in Ghana subscribers of RSMSL.

#### ➤ FOCUS AREAS OF IMPROVEMENT

##### MEDIA

- Social media sites such as Facebook, WhatsApp, and YouTube.
- Traditional media platforms such as radio, television, and billboard.

#### Digital Approaches

##### WhatsApp

1). According to Statista, WhatsApp hosts 83.9% of Ghanaians using social media, which is the majority. Looking at the most utilized social media site by the Ghanaian, WhatsApp comes first. The most visible online engagement site is WhatsApp, seeing that the app now allows users to create business pages and feature it on the business app. The business version offers users the ability to gain and maintain customers through automated messages (Statista, 2021).

a). Additional commentary- During the introductory meeting of May 31<sup>st</sup> of this year, there were ideas that were discussed between representatives of RSMSL and Jospong's communications team. One essential aspect needed for the formation of a marketing agenda is the understanding of the business and its impact on Ghana's society. RSMSL is a company that provides a national service for the benefit of all vehicle owners within the country. It is imperative that the company become more visible and WhatsApp business may be a platform that could be used. The social media application holds the largest percentage of digital engagement in Ghana and its business version allows users to advertise their business.

##### Facebook

2). According to Statista, Facebook hosts the second highest number of social media users in Ghana, with 70.9% of those on social media having a Facebook account. The research shows that there are over 8,299,000 Facebook users in Ghana as of March 2021, which is 27% of the entire population. "The majority of them were men - 60.7%. People aged 25 to 34 were the largest user group (2,900,000). The highest difference between men and women occurs within people aged 25 to 34, where men lead by 500,000" (Statista, 2021).

a). Additional commentary- As the research and statistics currently show, with the increasing popularity and active use of Facebook in the country it is almost a necessity to have a Facebook page. Though it is understood that there currently is a Facebook page for road safety management limited (RSMSL), it is essential that the page stays current- see page 10 section titled “current Facebook page commentary” for analysis on the FB page.

3). According to Napoleon Cat., an institute known for research collection; there are over 1,693,000 YouTube users in Ghana as of May 2021, which accounts for 5.7% of the overall population (Napoleon, 2021). People aged 25 to 45 were the largest section of YouTube users (1,200,000).

a). Additional commentary- The statistics and numbers present a picture of the effectiveness of YouTube and introduces it as a good platform for businesses. YouTube is currently the second largest search engine in the world with over 1 billion hours of video. The online platform reaches more 18-55-year old’s than any given television network.

b). RSMSL must create YouTube video marketing strategies and it starts with focusing on these specific elements: engagement, brand awareness, the generation of conversions leads, improving sales, increasing traffic and interest; when all these components are understood and addressed than the next thing to do is to form a YouTube channel and video that encapsulates these points. In doing a general search of RSMSL on YouTube, there is no channel for Road safety services; there is one video present on YouTube through a YouTuber’s account who may be affiliated to the company or not.

## TRADITIONAL APPROACHES

### **Radio**

1). According to the national commission of civic education, radio is the most popular media form in Ghana. There are over 500 mainstream FM broadcasting stations which have been authorized by the government for public projection. Currently 354 stations are active and operational. Radio has a greater reach of the population, about two thirds of Ghanaian citizens listen on a regular basis to radio than any other forms of media such as print. In each individual region, there is at least one station that operates news and programming in the local dialect. Because radio broadcasts in both primary English and Twi, it is the main media consumption medium with 62.9% of Ghanaians utilizing it as their main information source.

a). Additional commentary- Given the research, continuous radio advertising is also a reliable marketing strategy when trying to introduce a brand and service to the public. Upon meeting with the representatives of RSMSL the Jospong team was presented with a recording of radio ready audio. The issue that was found with the road safety radio recording is the fact that its length is currently one minute and fifteen seconds (1:15); According to leadrx, a company that specializes in attribution tools and software, a typical radio advertisement runs from 15-, 30-, and 60-second periods. Further research results show that “60-second radio commercial and below are three times effective than advertising that exceeds 60-second increments” (Fox, 2019).

b). Given the results, it would be in the best interest of RSMSL if the radio commercial were cut down to 60-second or below, statistics show that their would-be greater customer participation if this change was made.

### **Television**

1). According to Statista, findings show that 60.7 percent of the Ghanaian population own television sets (Statista, 2021). Television advertisements increase credibility, and it also allows for the introduction and explanation of the brand. Additionally, TV commercials assist in driving digital and social campaigns as well.

a). Additional commentary- RSMSL is a business with a national focus, so it is important that the company boost its visibility with television ads. The commercials can come in two forms, it can either be a campaign or a general advert, both should be used to increase awareness.

### **Billboard**

1). According to experts from Donahue institute of research, “Ghana is at an 85% rate of entry with billboard advertisements alone with the figures likely to increase by 2022. Ideally, billboard ads are positioned in strategic prime locations along high traffic roads enabling maximum exposure. In the capital city, Accra, sites on the constantly busy principal roads including George walker bush highway, Liberation Road, Tema Motor way, Kanda highway, Tetteh Quarshie interchange and the DR Busia highway are filled with all kinds of open-air advertisements positioned to capture prospective buyer’s attention of several products, services and ideas presented for patronage” (Donahue, 2021).

a). According to the numbers and research, we find that billboards are a powerful way of advertising the image and services of a given business. Strategically, road safety could place billboards along major highway routes in which car services are much needed; this way drivers will mentally connect road safety occurrences with RSMSL.

## **Part 2.**

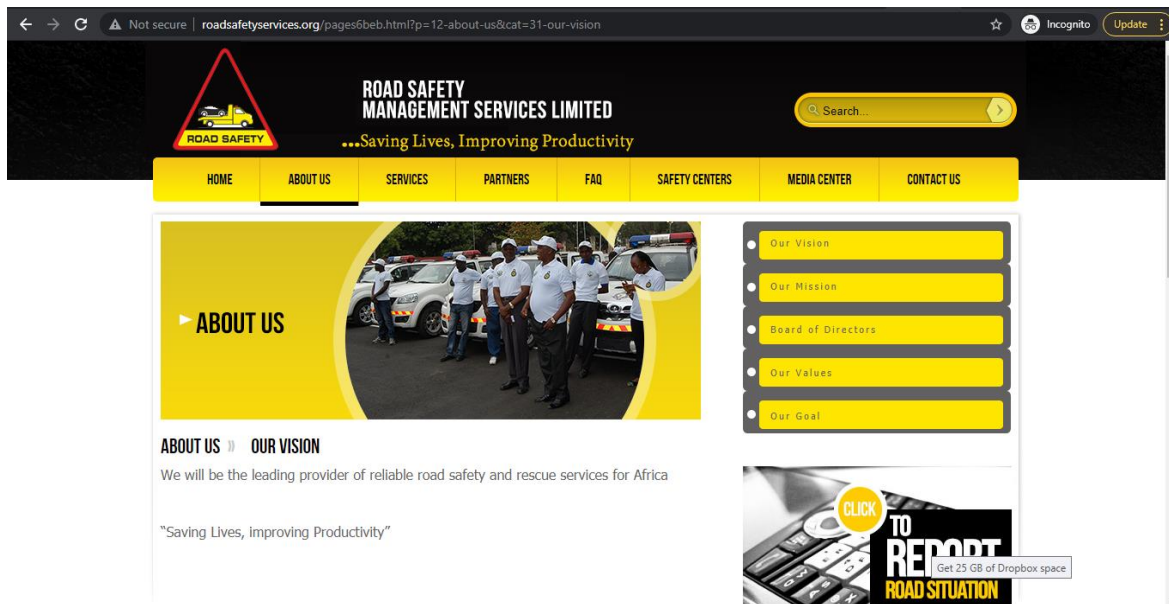
### **Vision**

1). Currently the vision as stated on the road safety management services limited website is “We will be the leading provider of reliable road safety and rescue services for Africa. “Saving Lives, improving Productivity” (Retrieved from RSMSL).

a) Additional commentary- After reviewing the current public vision of RSMSL, I must say it appears encouraging; but it seems to lack focus and proper direction. Typically vision plans are comprehensive and cover multiple areas of interest within a given business. RSMSL representatives should present the public with allegiance to correcting road safety and rescue services in Ghana first. It could be noted within the vision that possible expansion into other African countries may be

possible within the near future. RSMSL needs to be Ghanaian centered and concentrated, it is good to grow, but maybe those plans should not be placed on the main page, rather it could go into an attached newsletter linked to the vision page that details future ambitions and strategies.

(Current vision page on the business website)

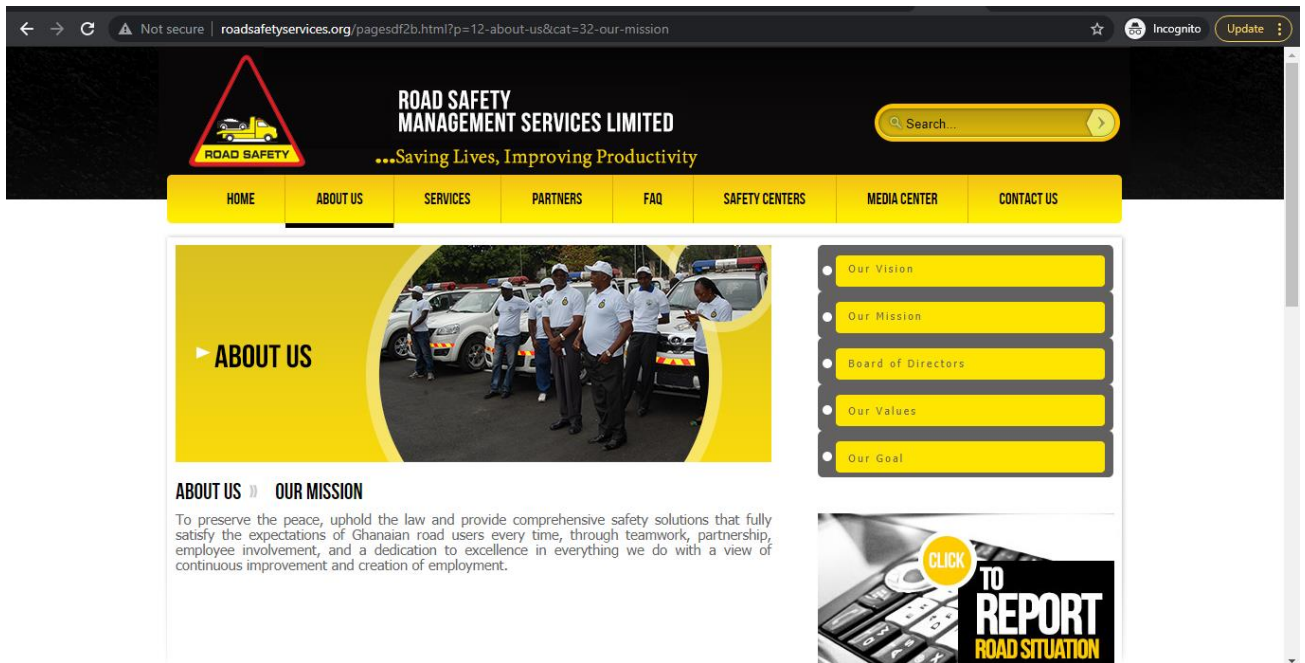


- b) Example of potential vision- RSMSL is committed to serving the communities, associates and citizens of the Ghanaian population. We plan to continue to serve as the country's main choice in everything road safety.
- This vision example is brief, which makes it easy for readers to comprehend and follow; it also states the target market of the company along with RSMSL commitment to encourage road safety on Ghana's roads. Once the reader can connect RSMSL passion for road safety, thus resulting in the saving of lives to the services they provide; customers will be hooked.

## Mission

1). Presently the mission of road safety management services limited as stated on their website is "To preserve the peace, uphold the law and provide comprehensive safety solutions that fully satisfy the expectations of Ghanaian road users every time, through teamwork, partnership, employee involvement, and a dedication to excellence in everything we do with a view of continuous improvement and creation of employment" (Retrieved from RSMSL).

(Current mission page on the business website)



- a) In looking at the mission, I believe it is in alignment with the goals of road safety. The wording included in this mission states “Ghanaian”, which is the focus of RSMSL. It is possible to add additional elements, but the current structure is in the right direction.

## Profile

### 1). Target Market

- **Demographic Area:** Middle classed to elite Ghanaian citizens that can afford a month-month or year-year subscription.
- **Service provided Rationale:**
  - a). Decreasing the anxieties of car owners and drivers by providing a service that deals with roadway mistakes. (This demographic actively plans and prepares for life’s mishaps.)
  - b). This group tends to be more responsible and tends to worry about the safety of themselves and their family.
  - c). This group has the tendency to have disposable funds and are more focused on the overall welfare of themselves and those within their circle.
  - d). They seek financial independence and freedom through budgeting all their weekly, monthly, and yearly expenses.

## Ultimate Focus

- RSMSL needs to convince clients that purchasing a subscription will ultimately save them money and peace of mind.

## Secondary



- **Demographic:** According to ministry of transportation, most drivers are between 15 – 35 years (Bonsu, 2020), who will be the primary focus of our marketing plan.

### **Rationale:**

- a) This demographic is young and are constantly looking for low rates when it comes to memberships.
- b) This demographic is not overly concerned with planning for the future.
- c) This age group is involved in digital media use and is tech savvy.

**Through advertisements,** RSMSL will communicate to citizens various membership opportunities, and road safety measurements.

### **Target Collage**

Kofi, a 45-year-old father of three, works as a marketer. He lives in Accra, works forty-hours a week and has common worries and concerns as a father. He recently decided recently to purchase a car to make commuting to work easier.

He spends 1.5 hours getting to work in the mornings and another 2.5 hours in traffic upon closing, Kofi utilizes Ghana's major highway systems daily to get to and from work.

He would appreciate the peace of mind that comes with having a RSMSL subscription to ensure his safety in case there is a breakdown on the road.

### **Messaging Strategy- Intention to attract new customers:**

- By appealing to young and middle-aged adults.
- Incorporate RSMSL with marketing material in body and auto shop. Incentivize customers to purchase cars with attached subscriptions.
- By running ads that are focused on the 15–35-year-old age-group.

### **RSMSL Positioning**

- Our Position: Appeal to working class Ghanaians. A business that provides various services for the benefit of drivers.
- The purpose of having a subscription is to have someone watch over your loved ones when you cannot, which RSMSL provides.

### **RSMSL Identity**

- RSMSL Identity: RSMSL has helped many Ghanaians all throughout the nation, whether it be a broken-down car on the side of the road, or various road safety issues. The client is in good hands with road safety management limited.

## Advertising Strategy:

- Communicate the benefits of having a RSMSL membership.
- Create advertising that paints a theme of a subscription granting clients peace of mind for investing in such a service.
- Clients can call RSMSL or utilize the website to learn more details about RSMSL and their goals.
- *Selectively target middle class and elite Ghanaian citizens.*
- Establish a community.

## Promotions:

- RSMSL can fund and support events to build the brand awareness and showcase services. Road safety can create a scholarship that awards students who wish to get jobs in sectors that deal with road safety. Another is to hold competitions that can be televised that allows powerful young minds to present innovative ways to enhance road safety.

Example: RSMSL- Road safety proposals competition-annually



### 3. SWOT ANALYSIS

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#### SWOT Analysis Strengths:

- Not just a towing service. Offers additional services.
- Offers roadside assistance, car park management, road marking, accident scene management, traffic control and towing services.
- Caters to the Ghanaian citizen, with a goal of expanding into other African countries.
- Every aspect of road safety encompasses a RSMSL membership.

#### Weaknesses

- In terms of road safety, RSMSL has many competitors, its largest being AA (Automobile Assistance).
- Some may feel that a membership is not worth the money.
- The average driver refers to this service as a luxury or premium, rather than a necessity.
- RSMSL brand projects itself to be more of a towing company, than a drivers assistance company.
- Facebook appears to be fluid in engagement, posts are not fully considered, thus allowing users to make comments that hurt the brand.
  - a) Current Facebook page commentary-

**Road Safety Management Services Limited**  
January 14, 2020 · [location]

Our hearts go out to the injured and the families of the 34 people who lost their lives in a fatal accident at Dompase on the Takoradi-Cape Coast route.

#SafetyServices2020... [See More](#)

27 reactions · 10 Comments · 5 Shares

**Ruth Juwena Bentic**  
Aaah HmMMM, all this foolish and uneducated drivers killing useful people. Oh Arafat rest in perfect peace. Hmmm v sad yr promising life ended this sad way because of some useless mistake.  
Like · Reply · 1y

[View 6 more comments](#)

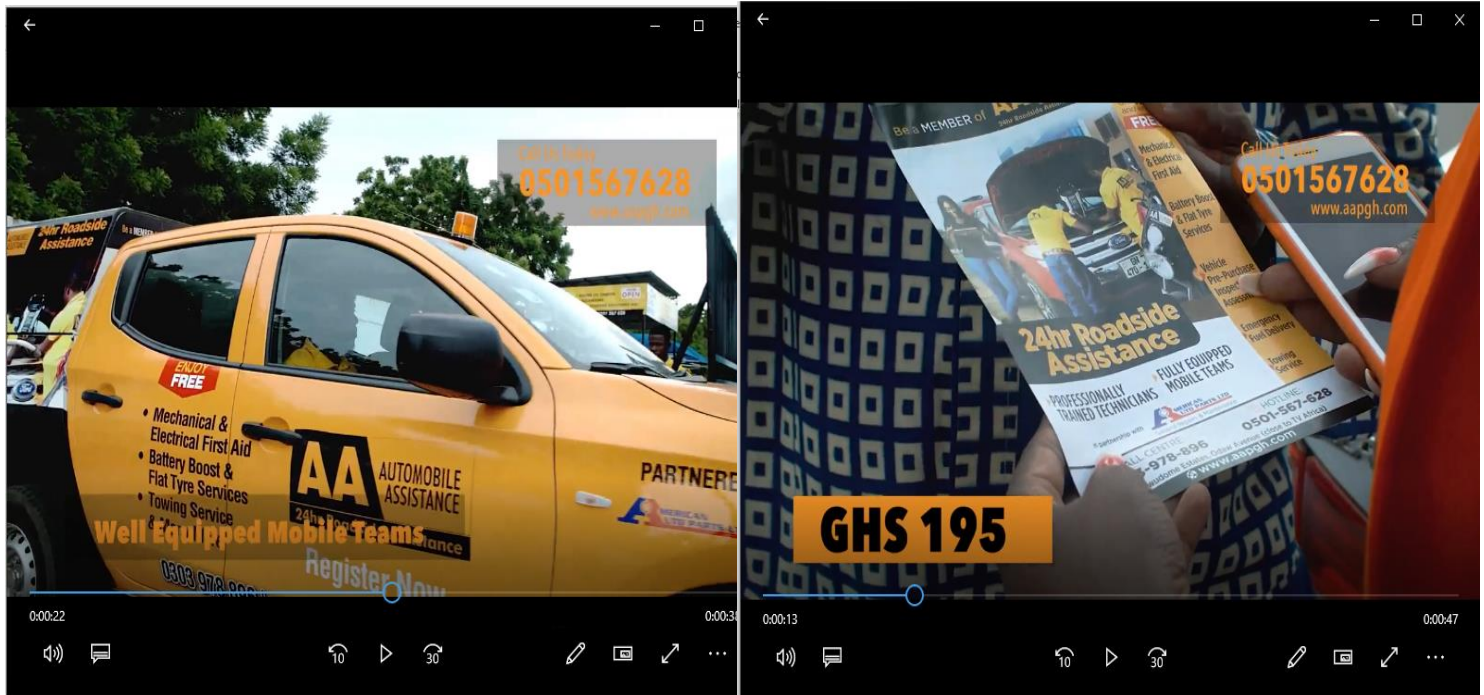
In this individual case, January 14<sup>th</sup>, 2021, Road safety management services limited posted one of the country's most devastating accidents on their main Facebook page. A person by the name of Ruth Juwena Bentie posted a comment "Aaah Hmmm, all these foolish and uneducated drivers killing useful people. Oh, Arafat rest in perfect peace. Hmmm v sad your promising life ended this sad way because of some useless mistake".

- a) It is in RSMSL benefit to post material that projects the entirety of road safety, but imagery is important for the health of a brand. It is not advantageous for the business to have the main Facebook page to be a place where people commune to reflect on painful happenings. Most companies involved in this business verify whether there was loss of life before posting pictures. Rather RSMSL can create a forum or an additional Facebook page, where the company gives tips on how drivers can be safe on the roads and can use visuals to encourage safe driving practices. The issue becomes apparent when people associate negative events with the company brand. For example, when people are in traffic and see ambulances and police cars pass them flashing their lights while traveling at high rates of speed on the highway; the thought that comes to mind is for you to pray for a possible critically injured victim involved in a serious accident ahead of the traffic. This means people naturally connect a speeding ambulance along with other emergency vehicles in action to tragedy. Citizens should not connect RSMSL presence with devastation, this mental perception by potential clients will result in lower membership as they may feel that a subscription means coverage for wreckage or serious unfortunate events.
  
- b) The essence or motto of RSMSL should be "like a good citizen, RSMSL is there", this phrase should be the fuel and intention to every advertising campaign and directive of the company.

## Opportunities

- RSMSL primarily does towing, but they should expand into an automobile club or association.
- Possible expansion into neighboring African countries
- Possibility of becoming the biggest road safety specialist in west Africa.
- Associating services with each individual membership.
- The addition of more services.
- Become the biggest supergroup in road safety in Ghana.

## Competitive Analysis

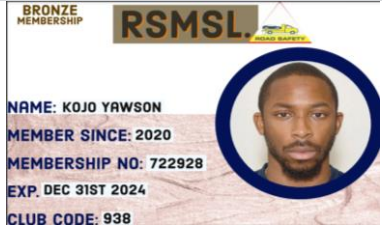




[videoplayback](#)(Please open link to play video)

a) Additional commentary-

In viewing the competitions promotional video and flyer, it would be in RSMSL favor to break down each individual service down into offered parts. It is imperative to stay competitive, RSMSL must provide the same services and more under each individual subscription.

## Proposed Plans

RSMSL BRONZE	RSMSL PLATNIUM	RSMSL DIAMOND
<p>60 GHC per year</p> <p>4.99 GHC monthly</p>	<p>108 GHC per year</p> <p>8.99 GHC monthly</p>	<p>192 GHC per year</p> <p>15.99 GHC monthly</p>
<p>The most affordable plan offered by RSMSL.</p>	<p>This plan includes all the additions of Bronze Membership, plus more.</p>	<p>Coverage of all benefits along with additional VIP add-ons.</p>
RSMSL BRONZE	RSMSL PLATNIUM	RSMSL DIAMOND
 <p>BRONZE MEMBERSHIP</p> <p><b>RSMSL</b></p> <p>NAME: KOJO YAWSON</p> <p>MEMBER SINCE: 2020</p> <p>MEMBERSHIP NO: 722928</p> <p>EXP. DEC 31ST 2024</p> <p>CLUB CODE: 938</p>	 <p>PLATNIUM MEMBERSHIP</p> <p><b>RSMSL</b></p> <p>NAME: MADAM SOPHIA LISSAH</p> <p>MEMBER SINCE: 2019</p> <p>MEMBERSHIP NO: 823926</p> <p>EXP. JAN 11TH 2025</p> <p>CLUB CODE: 879</p>	 <p>DIAMOND MEMBERSHIP</p> <p><b>RSMSL</b></p> <p>NAME: DR. JOSEPH SIRAW AGVEPONG</p> <p>MEMBER SINCE: 2018</p> <p>MEMBERSHIP NO: 900769</p> <p>EXP. FEB 11TH 2025</p> <p>CLUB CODE: 768</p>
<p>Towing up-to 15 miles or to the nearest partnered garage</p>	<p>Plus towing up to 100 miles</p>	<p>Plus towing up to 200 miles</p>
<p>(New possible service- offered by competition)</p> <p>Emergency gasoline top-up- subscriber is responsible for fuel cost.</p>	<p>Free emergency gasoline-</p>	<p>Free emergency gasoline</p>
<p>Flat tire service- at the cost of the member.</p>	<p>Flat tire service- 25% off</p>	<p>Flat tire service- 50% off</p>
<p>Oil change service- subscriber is responsible for oil change cost.</p>	<p>Oil change service- 25% off</p>	<p>Oil change service- 50% off</p>
<p>Extrication service - up to one vehicle- at the cost of the member.</p>	<p>Extrication service - up to <b>two</b> cars- 25% off</p>	<p>Extrication service - up to Three cars- 50%</p>
<p>Battery boost- Complimentary</p>	<p>Battery boost- Complimentary</p>	<p>Battery boost- Complimentary</p>

**Final Recommendation-** Madam Sophia Lissah had proposed a promotional event to increase subscribers. Please consider placing all promotional material on all social media platforms.

**Promotion's example-** One time subscription flyer below, created to increase clients.



Below is enlarged proposed membership cards, starting from basic to premium.

**BRONZE**  
MEMBERSHIP

**RSM SL.** 

**NAME:** KOJO YAWSON

**MEMBER SINCE:** 2020

**MEMBERSHIP NO:** 722928

**EXP.** DEC 31ST 2024

**CLUB CODE:** 938



**PLATINIUM**  
MEMBERSHIP

**RSM SL.** 

**NAME:** MADAM SOPHIA LISSAH

**MEMBER SINCE:** 2019

**MEMBERSHIP NO:** 823926

**EXP.** JAN 11TH 2025

**CLUB CODE:** 879



**DIAMOND**  
MEMBERSHIP

**RSM SL.** 



**NAME:** DR. JOSEPH SIAW AGYEPONG

**MEMBER SINCE:** 2018

**MEMBERSHIP NO:** 900769

**EXP.** FEB 11TH 2025

**CLUB CODE:** 768





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- 110
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