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Zoom in to what matters

Public Relations Campaign for ZoomATL

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Key Publics Addressed:

Primary
- College Students
- Young Professionals
- Atlanta-Based Organizations/ Companies
- Social Media Influencers & Bloggers

Secondary
- Entrepreneurs
- Young Mothers
- Unemployed
- Travel Enthusiasts
- High School Seniors

Campaign Goals & Objectives

Goal: To gain awareness for ZoomATL.

- **Objective 1:** Partner with at least two Atlanta-based organizations or companies by October 2016.
- **Objective 2:** Have at least 2500 millennials like the ZoomATL Facebook page within 6 months of its initial launch.
- **Objective 3:** Have at least 1000 millennials follow the ZoomATL Twitter page within 7 months of its initial launch.
- **Objective 4:** Have at least 1200 millennial followers on Instagram within 8 months of the initial launch.
- **Objective 5:** Have at least 500 millennials view ZoomATL's Snapchat stories within 8 months of their initial launch.
- **Objective 6:** Have at least 30 mentions by Atlanta-based bloggers and/ or social media influencers by January 2017.

Summary of Proposed Strategies

Business Partnerships Team
- This strategy seeks to promote awareness of ZoomATL among the millennial target audience, and to partner with organizations that already have a large market

share of their trust and attention. A mutually beneficial partnership would allow ZoomATL to benefit by tapping into their millennial audience and promote the ZoomATL product.

Social Media Content Team
  ➢ This strategy recommends the client regularly creates and posts compelling content suited for millennials on social media platforms (Facebook, Twitter, Instagram and Snapchat). By creating monthly content calendars, ZoomATL will be able to create brand recognition through social media and get the millennial target audience to interact with the brand.

Website Promotion Team
  ➢ This strategy seeks the attention of millennials by being active on the major social media platforms and make them aware of the ZoomATL brand and goals. These tactics are designed to capture the attention of the millennial generation. The College Ambassadors and ZoomATL Street Team will be the ones hosting events based around the promotion of the ZoomATL social media accounts and website. These same representatives will utilize the ZoomATL accounts to hold contests in order to create buzz, while also promoting the site on their own personal accounts.

Social Media Influencer Team
  ➢ This strategy recommends that in order to improve reach, credibility, and awareness of ZoomATL, having social media influencers mentions will be able to extend the brand's reach to a much wider audience. It is important to have social media influencers because social media influencers are able to reach consumers via their blogs and social networks that ZoomATL may not be able to.

Overall Cost of Proposed Strategies:

  ➢ The overall cost of this campaign is $4,318.35

General Campaign Timeframe:

  ➢ May 2016 – May 2017

Secondary Research Findings

The AJC Client Background Information

Client History: *The Atlanta Journal-Constitution*

According to the official Cox Media Group website, *The Atlanta Journal-Constitution* is a subsidiary of Cox Enterprises, a prominent communication, media and automobile company. Part of the Cox Media Group, a combined broadcasting, publishing and digital media company, Cox Enterprises has over 55,000 employees and the AJC only makes up a small portion of that number ("About Cox," 2016).

Before the merger, *The Atlanta Constitution* was created in 1868, and *The Atlanta Journal* debuted in 1883. There were longtime rivals until their merge in 2001, and now *The Atlanta Journal-Constitution* is the largest daily newspaper in the Southeast (georgiaencyclopedia, 2009) The newspaper is a major daily paper in Atlanta, Georgia both online and in print. The newspaper not only provide news on education, business, politics but also weather and traffic updates. The AJC also provides a platform for information and advertising for metropolitan Atlanta area businesses. (Cox Media Group, 2016).

The AJC is interested in launching a new millennial project, ZoomATL, which will focus on creating a millennial-focused news website with content created by and for millennials. The website will be powered by AJC resources, but it will differ from the AJC because the content will be written and focus on issues that appeal to millennials, and the content will be similar across all participating cities, but there will also be some stories with a local angle.

Organization staffing, leadership and structure

Leadership team:
- **Publisher** - Amy Glennon, 404-526-7237, aglennon@ajc.com
- **Editor** - Kevin Riley, 404-526-2161, kriley@ajc.com
- **Senior Vice President, Finance & Business Operations** - Brian Cooper, 404-526-5123, bcooper@ajc.com
- **Senior Vice President, Audience & Group Lead for CMG Newspapers** - Mark Medici, 404-526-2804, mark.medici@ajc.com
- **Senior Director, Human Resources** - Jason Smith, 404-526-5502, jason.smith@ajc.com
- **Vice President, Advertising Sales** - Eric Myers, 404-526-5780, eric.myers@ajc.com
- **Vice President, Fulfillment** - Joe McKinnon, 770-263-3805, jmckinnon@ajc.com
- **Vice President, Marketing** - Amy Chown, 404-526-7214, achown@ajc.com

The information above was gathered directly from the official website of *The Atlanta Journal-Constitution* (ajc.com, 2016).

Overview of all client products/services

- **AJC.com:**
The official website for *The Atlanta Journal-Constitution*. Topics covered include; news, sports, neighborhoods, life, things to do and blogs. AJC.com also provides weather and traffic information for metro Atlanta as well as advertisements.

- **AJCaccessATL**

The website is related to the AJC and provides information on things to do in Atlanta via a precise search engine method. To use this platform, the audience has to provide, in the search engine, his/her interest area, the place in Atlanta and the time. The categories of the platform are events, concerts, and movies but also the most popular activities are featured on the home page. In addition, pictures of events are posted and an open place is provided for the audience to advertise their own events.

- **MyAJC**

MyAJC is another online platform to experience digital extras not included in the newspaper. It features AJC voice and its rubric. MyAJC also provides the latest local news as well as sports, politics, US/world related news, food, living and travel. In addition, this AJC product provides a place to find and sell cars, find and sell homes and find jobs.

- **AJCepaper**

AJC online paper is the exact replica of the actual newspaper but in an online version. It provides the same rubric as the paper but the audience can read their paper via digital medium such as, mobile, notebook/tablet or computer.

- **The Atlanta BeltLine**

It is the AJC digital magazine, providing awareness on Atlanta towns and surrounding areas. The magazine gives insight on the city, places to visit and artistic photography.

- **AJC's APP**

The mobile app of the AJC, delivers news to the users on demand. The users have control on their news, and in fact can activate alerts on certain news and decide when and what they want to see (ajc.com, 2016).

Size and Scope of the organization:

- The AJC is owned by Cox Enterprises. Cox Enterprises is divided into three divisions: Cox Communications, Cox Media Group, and Cox Automotive. Specifically, the AJC is a part of Cox Media Group.
- Cox Enterprises has over 55,000 employees overall and the AJC only makes up a small portion of that number ("About Cox," 2016).
- The communities the AJC serves are: Buckhead, Buford, Peachtree City, Decatur, DeKalb County, Gwinnett County, Intown Atlanta, Marietta, Roswell, Sandy Springs, Smyrna, Clayton County and Cobb County ("Metro Neighborhood News," 2016).
- The AJC provides content to the Metro-Atlanta communities and proudly participates in the Cox Conserves sustainability program. This year, the AJC was awarded the GOLD level certification from the U.S. Zero Waste Business Council for "successfully diverting nearly 99 percent of its waste from landfill, incineration and the environment." The AJC was the nation's first newspaper printing facility to receive this recognition ("News Releases," 2016).

Financial Overview:

- As a whole, Cox Enterprises has revenue of more than $17 billion. The AJC is a private for-profit organization and is financially healthy overall. They receive their funding through selling products and services through print and online advertising. For example, selling the Sunday papers and coupons within the newspaper is a way that the AJC receives their funding ("Financial Information," 2016).
- After speaking with an employee from the AJC financial department, further information concerning the overall operating budget and the organizational worth was unavailable to the public.

Other Background Information:
- The AJC has a division called "AJCAccessATL" and "Blog" section. Each of these areas has information about events and other popular things happening in and around Atlanta that millennials could find interest in. These two concepts could be used for ZoomATL (ajc.com, 2016).

Client mission and vision statement

Cox Enterprises values:
- **Our employees are our most important resource.** We encourage entrepreneurship and initiative. We recognize and reward achievement.
- **We are committed to having a diverse workforce that reflects the communities we serve.** We embrace and foster an environment that builds on the unique talents that come from a variety of people and perspectives.
- **Our customers are our lifeblood.** We're dedicated to building lasting relationships with them and meeting their needs with high-quality service beyond their expectations.
- **We embrace new technology** to give our customers the variety and quality of services they demand.

- **We invest in new business opportunities** with a mixture of caution and initiative, to enhance our growth.
- **We believe it's good business to be good citizens of the communities we serve** through volunteerism and financial support.
- **We are committed to helping shape a better world** through responsible company and individual actions (ajc.com, 2016).

The ZoomATL mission statement:

- Increase engagement in our brands and leverage the millennial voice to help guide our newspaper companies into the future by attracting, recruiting and retaining millennials in our workplace
- To create content and business opportunities across multiple platforms. The goal is to create an environment in every department that promotes and embraces diversity of thought.

SWOT Analysis

Strengths

1.   The AJC is well-known and is able to distribute credible news to a variety of people, and has built good rapport with their audience. This is a strength because the AJC can build off of a stable and notable reputation.

2.   The AJC is a well-known and trusted brand. This is a strength because people will be more inclined to accept something new coming from a brand that has been around for a long time while maintaining a good reputation.

3.   Being able to view the beta site helps a lot. It gives millennials like me the chance to preview the product and give my own input. This will help make the final site even better.

4.   Some individuals find comfort, a sense of common understanding, in reading articles and blogs published by millennials. This is a strength for ZoomATL, because this allows the new product to be catered to a specific age-group who respond to articles written by a specific age-group.

5.   The AJC has the vision to reach their readers through different avenues with a marketing budget of $5,000. This is a strength because even though ZoomATL may have a low budget for marketing it will make the staff members think more creatively and outside the box rather depending on the marketing budget.

6.   The concept behind ZoomATL involves immense creativity and a chance to renovate the brand, giving the AJC a "fresh" feel. This is a strength, the launching of ZoomATL may pave the way for the AJC to grow and reach an entirely new audience.

7.   ZoomATL is a digital product. This is a strength because as print media is declining among millennials The AJC will need to adapt its news outreach model and the digital market is the best way to reach that audience.

Weaknesses

1.   ZoomATL needs to be in an application format, linked with social media. This is a weakness because ZoomATL is catered to a public who relies on social media (Focus Group Research Report, Page 2).

2.   The AJC does not actively engage with its users on Twitter and Facebook, which leads to a lack of being interactive with consumers. This is a weakness because the AJC is not utilizing

useful resources and diminishes the idea of ZoomATL having a social media presence (Client Research Report).

3.   The targeted audience is constantly changing and altering during this stage of life. The target audience is a weakness, because keeping up with the hottest trends, in a variety of areas may be a complicated and challenging task (Focus Group Research Report, Page 9).

4.   The AJC hasn't had a campaign in more than five years, which shows they aren't proactive in promoting their brand through advertising on outside channels. This is a weakness, the AJC may have difficulty in building an audience for the site, due to lack of recognition and affinity for the brand (Client Research Report, Page 3).

5.   There are numerous competitors on the web that push constant news to millennials that have information written by millennials. This is a weakness because ZoomATL needs to interact with individual Facebook posts, as well as interact with potential users on Twitter and Instagram (Client Research Report, Page 2).

Opportunities

1.   The AJC can take the opportunity to boost its social media interactivity to promote ZoomATL. This is an opportunity because the AJC wants to connect with millennials and our class survey shows that 50.88% of millennials surveyed, by our class, prefer to receive news thorough social media so if the AJC promotes ZoomATL through their social media platforms, this will likely increase the chances that millennials will visit the ZoomATL website (Class Survey Research Report, Page 4).

2.   The AJC can take the opportunity to create ZoomATL as an application and link it with social media to gain the trust of millennials, which will lead to a fan base for ZoomATL. This is an opportunity because the AJC has a chance to listen to millennials and give users, ages 18 to 30, a method of accessing news that they will be excited to use. Reaching millennials on a platform they want to use could lead to increased and loyal usage of ZoomATL.

3.   The AJC can take this opportunity to create an application and/or website that will evolve and progress with the users as they age. This is an opportunity because millennials are always changing with the times and trends, so having an application or website that changes as well will keep loyal users around for both the ZoomATL website and/or application as well as for the AJC.

4.   The AJC can take the opportunity to start a brand new campaign to promote ZoomATL to also promote the AJC brand as being a news source that is modern and on trend. This is an opportunity because the AJC has not had a campaign in more than five years and they need to boost awareness of new initiatives such as ZoomATL.

5.   The AJC can use competitors' websites and applications to learn the dos and don'ts of creating a successful website and/or application before launching ZoomATL. This is an opportunity because the AJC will know what works and does not work with millennials and they

can avoid the mistakes, or use the successful parts, of competitor websites and applications to create the best ZoomATL possible.

6.   The AJC has a positive reputation with its current audience. The AJC can use this to their advantage by making the link between the AJC and ZoomATL clear. Making it clear to millennials that ZoomATL is affiliated with the AJC will boost the credibility of ZoomATL with users.

Threats

1.   The biggest threat against *The Atlanta Journal Constitution* and ZoomATL is their competitors. BuzzFeed and Facebook are two major sites where millennials get their news. The AJC needs to figure out a way to compete with these websites in attracting a millennial audience.

2.   A lack of support and awareness threatens the existence of ZoomATL because all forms of news need to achieve some kind of positive review and following for it to be successful. If the AJC fails to bring in the attention to ZoomATL, then the site may never truly take off.

3.   ZoomATL staff will only consist of two part-time producers and freelancers. This is a threat because they may not be able to keep up with the website as well as a staff of at least 10 or 20 could, and the website could start to fall behind on content as a result.

4.   Another threat to both the AJC and ZoomATL is the lack of accessibility of its news on smart phones. In today's world everyone is constantly on the go, especially millennials. Millennials use social media applications on their phones to gather their news. If ZoomATL is not easily accessible on a smartphone the site runs the risk of not being visited.

5.   Millennials are always distracted so they are going to consistently need something to catch their attention with this website. Because 44.28% of respondents spend 0-2 hours of time a week looking at news (Survey Research Report, Page 3) on one particular site the AJC has to create content that is fresh, exciting, and eye catching to try and keep the attention of their target audience.

Campaign Analysis

Problem Statement

The Atlanta Journal Constitution (AJC) is a well-known and credible news organization. However, the AJC is not a frequently accessed source of news for millennials, which causes some problems for launching ZoomATL. Some of the problems the AJC faces in launching ZoomATL are: a lack of awareness of ZoomATL among millennials, ineffective social media outreach and the functionally and format of the current prototype.

Key Publics

While researching potential publics for this campaign, it became clear that millennials are not one monolithic group. Instead, millennials are diverse and can be broken up into distinct groups based on their lifestyle choices. By dissecting the broad category of millennials into more specific groups and looking at the characteristics of these groups, we can better understand their characteristics and how each group relates to our overall goals and objectives.

Primary Publics

- **College Students:** (External, Primary, Inactive Public) The age of college students typically ranges between 17 and 25 years. The lifestyle of each individual student varies based on his or her own personal interest. Based on the survey we conducted for this campaign, we learned that majority of millennials do not follow the news often, but when they do they are getting their information through social media outlets (Research Team Survey 2016). They are our number one targeted audience because being millennials; they are extremely active on social media accounts. This is beneficial because they can actively spread the word about ZoomATL.
- **Young Professionals:** (External, Primary, Inactive Public) Young professionals will be our second most valuable targeted audience. These 22 to 34-year-olds are up-and-coming workers and business professionals. Most entry-level jobs require some amount of news intake, therefore we see a higher need for on-the-go news. In 2015, an article published by *The Guardian*, reviewed a study done by Newsworks (the marketing body for national newspapers). This study described the different news habits between millennial and older readers. The study found that because of millennials strong use of digital devices that they are more on top of the latest news because they are constantly accessing news brands.
- **Atlanta-Based Organizations/Companies:** (External, Primary, Inactive Public) Atlanta-based organizations will be a great partner for ZoomATL because they can add

credibility to the site as well as potentially purchase advertising. With positive partnerships from large companies like Coca Cola, or even smaller companies such as local coffee shops in areas heavily populated by millennials, it can create a beneficial result for both parties involved with exchanged advertising.

- **Social Media Influencers and Bloggers:** (External, Primary, Inactive) Social media influencers and bloggers will be a great key public to focus on because they, like the Atlanta-based organizations, have the ability to help the AJC get the word out about ZoomATL. An influential blogger, preferably a popular millennial, could do a blog post on the page and in return they can receive some form of great advertisement from us, whether it be a link to their blog or an article about the blog. Positive connections with bloggers and influencers will show to be beneficial because it can be a repeated advertising platform as ZoomATL grows.

Secondary Publics

- **Entrepreneurs:** (External, Secondary, Inactive Publics) Millennial entrepreneurs can be any of the ages in the range for millennials (18 to 30). These will be our bright and eager minds looking to start something new. They must be aware of what's going on in the world to be able to see what people are interested in. The news gives entrepreneurs ideas and information for their future business endeavors so they are more likely to consume the news.

- **Young Mothers:** (External, Secondary, Inactive Public) Young mothers are a category all their own with different interests when it comes to news. They want to be aware of what is going on for many different reasons, such as safety, nutritional red flags, who will be in charge of the country their children will be growing up in, and even fun activities for kids and families to do around the city, all while searching for new tips and tricks for raising children in the digital era. If a young mom is writing for ZoomATL they could be a perfect writer for the lifestyle category because other readers who are young mothers can easily relate to the experiences and struggles one may face when having a child at a young age.

- **The Unemployed:** (External, Secondary, Inactive Public) Unemployed millennials can really benefit from a news outlet written by millennials. Regardless of the reasoning behind their unemployment, these individuals can still utilize the news and they have the time to dedicate to it. Having up-to-date news can help these young people to even search for job opportunities in the Atlanta area.

- **Travel Enthusiasts:** (External, Secondary, Inactive Public) Travel enthusiasts are those millennials out traveling the world. They are a little more difficult to reach via advertising and word-of-mouth but they have a need to access news on the go. Millennial travelers who are originally from Atlanta can benefit from a ZoomATL mobile application because the app would make it easier for them to stay in the loop on news back home while they are out roaming the world.

- **High School Seniors:** (External, Secondary, Inactive Public) High school seniors are on our list of target publics because a majority of them fall in the millennial age range. In 2011, Julie Moos wrote an article about "the next generation of new consumers." Moos pulled information from a survey by the Knight Foundation about high school students. The survey found that 92% of high school students said that it is important to stay informed about the news. The reason high school students are not the main target for ZoomATL is because in that same article by Moos, the survey reveals that high school students believe that newspapers and television are the more trusted news outlet, yet over 50 percent still go to social networks for news. Only 33 percent look to internet news pages.

Goals & Objectives

For our goal, we decided to keep it simple and straight to the point. There needs to be a general awareness of ZoomATL, and our objectives are set to help us achieve that goal. The objectives we have selected are specifically geared toward multiple platforms and publics to spread the word. Partnering with a major organization will help get ZoomATL credibility. The rest of our objectives will be aimed at social media outlets because millennials take up the majority of the population utilizing them.

Goal:

- To gain awareness for ZoomATL.

Objectives:

1. Partner with at least two Atlanta-based organizations or companies by October 2016.
2. Have at least 2500 millennials like the ZoomATL Facebook page within 6 months of its initial launch.
3. Have at least 1000 millennials follow the ZoomATL Twitter page within 7 months of its initial launch.
4. Have at least 1200 millennial followers on Instagram within 8 months of the initial launch.
5. Have at least 500 millennials view ZoomATL's Snapchat stories within 8 months of their initial launch.
6. Have at least 30 mentions by Atlanta-based bloggers and/or social media influencers by January 2017.

Key Messages & Taglines

The key message was developed with the characteristics and strengths of our client in mind. The key message explains who our target publics are, the information the site contains, and who its

authors are. We also developed a tagline that we felt would have a strong impact on our campaign and readers.

Key Message

● ZoomATL is the one-stop-shop news site for Atlanta millennials. It covers content on entertainment, sports, lifestyle, trending local hot spots and more. In an effort to reshape the way readers receive news, the AJC developed ZoomATL as the young professional's go-to resource for the content you want, by millennials, for millennials. Step out of the dark ages, and tap into news worth zooming in to.

Campaign Tagline

● **ZoomATL: Zoom in to what matters.**

Strategies, Tactics, Timelines & Budgets

PARTNERSHIPS

Strategy: Proactively develop partnerships with companies and organizations in Atlanta.

Description: In order to promote awareness of ZoomATL among the millennial target audience, we should partner with organizations that already have a large market share of their trust and attention. A mutually beneficial partnership would allow ZoomATL to tap into their millennial audience and promote their product.

Objectives addressed:
Objective 1: Partner with at least two Atlanta-based organizations or companies by October 2016.

Key publics reached: A high visibility partner will help ZoomATL reach the following publics:
Millennials: college students and young professionals
Atlanta-based organizations and companies
Social media influencers and bloggers

Tactics

Tactic 1: Braves Partnership
The Atlanta Braves reach a large audience, including millennials. A partnership with the organization would be valuable in order to promote awareness of the ZoomATL product within the millennial target audience. In order to develop a mutually beneficial partnership with the Atlanta Braves, we will provide them with free ad space for all events where we are, in turn, provided a booth or some other promotional benefit.
- *(Prototype included: Partnership pitch email and in-kind partnership packet)*

Tactic 2: Delta Partnership
In order to develop a partnership with Delta, a pitch e-mail will first be sent to the Delta department of communication. The sole purpose of the partnership would be to develop open relationships and communication with Delta. Delta is an established company, with an array of assets that ZoomATL will benefit from. By creating a partnership with Delta, ZoomATL will be able to collaborate with and market toward Delta's audiences. This partnership will ultimately create an atmosphere of recognition for both companies. Secondly, a collection of partnership

ideas will be presented by using a PowerPoint presentation to Delta. The partnership ideas will include: contest examples where the audiences of ZoomATL can win free or discounted air flights, prototype travel blog posts advertising Delta destinations, specific advertisements and marketing opportunities for Delta.
- *(Prototype included: In-kind partnership PowerPoint presentation and pitch letter)*

Tactic 3: Coca-Cola Partnership
Because Coca-Cola is a major company based in Atlanta, ZoomATL should develop an in-kind partnership with Coca-Cola. This partnership will help gain brand awareness for ZoomATL as well as promote Coca-Cola to millennials and the other key publics of ZoomATL. This partnership will be beneficial to the members of both organizations because they want to reach the same key publics in the same area (Metro Atlanta).
- *(Prototype included: In-kind partnership plan and pitch letter)*

Tactic 4: Home Depot Partnership
Because Home Depot offers a wide variety of products and services that millennials would find useful as they embark upon the "next chapter" of their lives, an in-kind partnership between Home Depot and ZoomATL could be mutually beneficial. This partnership would gain awareness for ZoomATL while also promoting Home Depot's products and services, therefore giving Home Depot a larger customer base in the younger demographic. This partnership kick-off should be a first time home-buyers/fixer upper event hosted by ZoomATL with tips, tricks and professional advice from Home Depot experts. Attendees would be millennials who have either recently purchased their first home and need tips on lawn care, light fixtures or just easy curb appeal enhancements, or be a millennial who wants to learn more about renovation to further stretch their home buying dollar. DIY-ers will be the main target of this event in order to show how Home Depot can help them spend less while getting more with the help of Home Depot products and a little elbow grease.
- *(Prototype included: flyer advertising the event, pitch letter to Home Depot executive describing the event, and an event plan)*

Tactic 5: Hawks Partnership
The Atlanta Hawks reach a large variety of audiences, including millennials. A partnership would be essential for ZoomATL trying to expand its awareness to its target audience. There could be multiple strategies in developing a mutual partnership for both the Hawks and ZoomATL. One could be that ZoomATL provides the Hawks with a set amount of free advertisements on its website, if the Hawks allow ZoomATL to have signage at Phillips Arena and/or sponsor the jump shot contest during halftime. Before, during and after select games, ZoomATL could have a booth for individuals who are interested in learning more information about ZoomATL.
- *(Prototype included: In-kind partnership plan and pitch email)*

TIMELINE & BUDGET

Partnership Strategy Timeline			
Tactic	**Task**	**Due Date**	**Staffing**
May			
Braves Partnership	Review Braves partnership prototypes and make any necessary revisions	May 1	1 public relations staff member
	Initiate contact with Braves Community Outreach via pitch e-mail	May 9	1 public relations staff member
	Follow up on initial pitch // schedule time to present formal pitch with in-kind partnership packet or provide a digital copy of the packet	May 16	Amy Chown – (VP of Marketing)
Delta Partnership	Review Delta partnership prototypes and make any necessary revisions	May 1	1 public relations staff member
	Initiate contact with Delta via pitch letter // e-mail letter	May 9	1 public relations staff member
	Follow up on initial pitch // schedule time to present formal pitch with in-kind partnership PowerPoint // send e-mail of the layout of the presentation	May 16	2 public relations staff members
	Present formal PowerPoint presentation to Delta	May 23	2 public relations staff members
Coca-Cola	Edit email pitch letter prototype	May 9	1 public Relations

Partnership	and send to Coca-Cola.		Staff Member 1 editor
	Follow up email/call to pitch letter // schedule time to present formal pitch with in-kind partnership packet	May 16	1 Public Relations Staff Member
	Make edits/changes to in-kind partnership packet according to option Coca-Cola chooses.	May 25	2 public relations staff members
Home Depot Partnership	Review Home Depot partnership prototypes and make any necessary revisions	May 15	1 public relations staff member
	Email pitch letter	May 25	1 public relations staff member
Hawks Partnership	Review Hawks partnership prototypes and make any necessary revisions	May 15	1 public relations staff member
	Send initial pitch email to Atlanta Hawks and initiate contact	May 25	1 public relations staff member
June			
Hawks Partnership	Follow up email // schedule time to present formal pitch with in-kind partnership PowerPoint	June 8	1 public relations staff member
Home Depot Partnership	Print flyers for event (500)	June 4	1 public relations staff member
	Distribute flyers electronically	June 5	1 public relations staff member
	Hand out flyers around downtown Atl.	June 6-8	3 interns
Coca-Cola	Carry out in-kind partnership	June 8	1 public relations

Partnership				staff member
July				
Home Depot Partnership	Arrange emcee and speakers	July 8		3 public relations staff members
	Purchase refreshments	July 30		1 intern
August				
Delta Partnership	Evaluate partnership tactic	Aug. 1		2 public relations staff members
	Present evaluation findings // post presentations, alter needed changes	Aug. 8		2 public relations staff members 1 editor
Home Depot Partnership	Host event	Aug. 1		All staff involved
September				
October				
Braves Partnership	(*End of regular season- postseason starts*) Evaluate partnership tactic // make changes to in-kind partnership packet as needed for the next season	Oct. 3		2 public relations staff members
	Present evaluation findings and suggested changes to the partnership packet	Oct. 17		2 public relations staff members 1 editor
Atlanta Hawks	(Start of NBA regular season)	Oct. 6		
Coca-Cola	Evaluate partnership with Coca-	Oct. 22		1 public relations

Partnership	Cola to prepare for renewal of partnership in March.		staff member
November			
December			
Atlanta Hawks	Touch base with Atlanta Hawks, establish new priorities and create action plan in order to solidify partnership for the future	Dec. 15	2 public relations staff members
January			
Delta Partnership	Touch base with Delta, categorize new priorities and create action plan to further partnership	Jan. 1	2 public relations staff members
February			
March			
Braves Partnership	Re-establish communication with partnership contact person for the 2017 regular season (*Regular season begins in April*)	Mar. 1	1 public relations staff member
	Follow up with Braves contact person and provide them with new/updated in-kind partnership packet	Mar. 8	1 public relations staff member
Coca-Cola Partnership	Re-establish communication with partnership contact person for the 2017 year	Mar. 1	1 public relations staff member
April			
Atlanta Hawks	Evaluate partnership tactics (End of NBA regular season.	Apr. 5	2 public relations staff members

	Postseason now begins.)		
	Present evaluation findings/ post presentations, change anything if needed	Apr. 15	2 public relations staff members 1 editor
May			

Partnership Strategy Budget			
Tactic	**Item**	**Cost**	**Tactic Total**
Braves Partnership	Email pitch letter	$0	**$0**
	Digital in-kind partnership packet	$0	
Delta Partnership	Email pitch letter	$0	**$0**
	Email presentation layout of PowerPoint, present PowerPoint	$0	
Coca-Cola Partnership	Email pitch letter	$0	**$0**
	In-kind partnership plan	$0	
Home Depot Partnership	Email pitch letter about partnership and event	$0	**$358.10**
	Print Flyers for event · 500 @ .11ea http://www.staples.com/copies/directory_copies	$55	
	Home Depot provides venue for event (Outside on the grounds of their corporate headquarters)	$0 **	

	Refreshments for event: · 10 Party trays at 23.99ea · 20 cases of soft drinks at $1.99ea · 10 cases water $2.34ea http://www.publix.com/search?query=catering	$303.10	
	Speakers** · Donated by Home Depot	$0 **	
	Emcee** · Contact local college for Broadcast journalism majors to get service donated for credit hours)	$0 **	
Hawks Partnership	Digital in-kind partnership packet	$0	**$0**
	Partnership PowerPoint	$0	
	Strategy Total		**$358.10**

** **Indicates item will be donated.**

SOCIAL MEDIA CONTENT

Description: We recommend the client regularly create and post compelling content suited for millennials on social media platforms (Facebook, Twitter, Instagram and Snapchat). By creating monthly content calendars, ZoomATL will be able to create brand recognition through social media and get the millennial target audience to interact.

Objectives addressed:
1.   Have at least 2500 millennials like the ZoomATL Facebook page within 6 months of its initial launch.
2.   Have at least 1000 millennials follow the ZoomATL Twitter page within 7 months of its initial launch.
3.   Have at least 1200 millennial followers on Instagram stories within 8 months of the initial launch.
4.   Have at least 500 millennials view ZoomATL's Snapchat stories within 8 months of their initial launch.

Key publics reached: Millennials (college students and young professionals), social media influencers and bloggers, Atlanta-based organizations and companies

Tactics

Tactic 1: Advertisement with the AJC's Social Media Platforms
Create a social media content calendar specifically for posts to recruit millennials to submit article topic ideas for future articles to a specific link provided under the social media post. Since millennials are on their mobile devices throughout the day to check their social media, they will find advertising on all of their social media platforms news feeds.
- *(Prototype included: Social media content calendar for recruiting writers, three graphics that will be able to be used on the various social media platforms with a link provided for article topic idea submissions)*

Tactic 2: Create a Twitter Content Calendar

Create a Twitter content calendar that will plan all content marketing activities and tweets. This will help plan what content is released on Twitter and will help coordinate the tweets with all other social media efforts. The calendar will help map out the Twitter-specific content that may not be as relevant for other social media platforms. This will also aid in reaching followers in a more interactive setting.

- *(Prototype included: Twitter content calendar with sample content and tweets)*

Tactic 3: Create an Instagram Content Calendar

Create an Instagram content calendar that will plan all content, marketing activities and photo/video posts. This will keep all released content organized, properly scheduled and consistent. The calendar will help plan out the images, videos, filters, hashtags and daily posting schedules. This will help to establish consistent posting.

- *(Prototype included: Instagram content calendar, sample Instagram post)*

Tactic 4: Create a Facebook Content Calendar

Create a Facebook content calendar that will plan all content marketing activities and posts. This will keep all content organized, properly scheduled, consistent and will make it easier to visualize everything ZoomATL plans on posting in the future. The further ahead content is planned, the better the consistency will be across all social media platforms.

 - *(Prototype included: Facebook content calendar with sample posts and content)*

Tactic 5: Create a Snapchat Content Calendar

Create a Snapchat content calendar that will plan all content marketing activities and posts, highlighting key events and topics relevant to Atlanta. Snapchat is one of the fastest growing social media platforms with more than 200 million users per day, so it is important that all posts by ZoomATL via Snapchat are consistent, strategically timed and planned out. A content calendar will keep everything organized and allow the postings on Snapchat to be consistent with the other social media platforms. Furthermore, since Snapchat is visual, the content calendar will include events or other important content that needs to be posted. This will ensure the ZoomATL audience will be able to visually tune into the latest content produced by ZoomATL in addition to reading about it.

- *(Prototype included: Snapchat content calendar with sample posts and content)*

● The content calendar would have different guidelines for the types of videos to post corresponding to the day of the week. An example of this would be "Motivational Mondays," which would include a millennial who works for ZoomATL giving a motivational tip. Another example for content might be a "Tip Tuesday" 10 second Snapchat video.

● The content calendar would also include 10 second video clips of key events relevant to millennials that ZoomATL may be partnered with.

Tactic 6: Create hashtags to use across all social media platforms
We recommend creating hashtags to tag social media posts. This tactic will permit ZoomATL to expand its reach, strengthen the brand, keep it consistent and promote events. The hashtags will be simple and filled with relevant content in order to direct the audience back to the ZoomATL website or any related links that are being promoted. Short hashtags will be used; one or two words but maximum three, with rational or emotional appeal depending on the current subject. We will also hashtag the keywords that are related to the company. This will help us reach a greater number of millennials, keep our content uniform, and track audience engagement.
- (Prototype included: List of potential hashtags and a document outlining how to implement and measure a selected hashtag campaign.)

Tactic 7: Advance the "Things to Do in Atlanta" section
Advance the "Things to Do in Atlanta" section in order to make it relevant and reflect the city of Atlanta as millennial-friendly. This section will include calendar listings from local organizations with activities geared toward the ZoomATL target audience, pictures of past and future events, as well as links for millennials to gather more information about activities and events. By working with local organizations, ZoomATL will be able to form relationships. ZoomATL will also have an easier time covering stories for these organizations if the relationship is strong.
- (Prototype included: A copy of "Things to do in Atlanta" webpage with sample calendar listings, pictures, and links. List of 10 organizations and contacts to reach out for webpage.)

Tactic 8: Social Media Giveaway
We recommend doing a giveaway contest on all social media platforms. This giveaway will consist of ZoomATL branded prizes as well as materials from in-kind partnerships (t-shirt, cup, Braves tickets). In order to qualify users will be required to tag two friends on the giveaway post and follow all ZoomATL social media accounts for a chance to win. We will work with our in-kind partnerships to sponsor parts of the giveaway. The outcome of this giveaway is to build brand awareness and increase social media followers.
- (Prototype included: sample giveaway rules and guidelines for implementation, social media giveaway post)

TIMELINE & BUDGET

Social Media Content Timeline			
Tactic	**Task**	**Due Date**	**Staffing**
May			
Social media content and advertising calendars	Review content calendar prototype and make any necessary revisions or additions	May 1	Intern Manager
	Implement social media content calendar for Instagram, Facebook, Twitter, Snapchat and the advertisement content calendar for May	May 1-31	Intern 1, Intern 2
Hashtags across social media	Post hashtag campaign #ZoomATLyouchoose and rules on all social media platforms. Monitor response to campaign.	May 1-31	Intern 1, Intern 2
"Things to do in Atlanta" section	Update "Things to do" section with new events	May 1	Intern Manager, Intern 1
Social Media Giveaway	Implement social media giveaway posts on all platforms. Post link to giveaway rules and guidelines.	May 2-7	Intern Manager, Intern 1
June			
Social media content and advertising calendars	Review content calendar prototype and make any necessary revisions or additions	June 1	Intern Manager
	Implement social media content calendar for Instagram, Facebook, Twitter and Snapchat for June	June 1-30	Intern 1, Intern 2

Hashtags across social media	Post hashtag campaign #ZoomATLyouchoose and rules on all social media platforms. Monitor response to campaign.	June 1-30	Intern 1, Intern 2
"Things to do in Atlanta" Section	Update "Things to do" section with new events	June 1	Intern Manager, Intern 1
Social Media Giveaway	Implement social media giveaway posts on all platforms. Post link to giveaway rules and guidelines.	June 2-7	Intern Manager, Intern 1
July			
Social media content and advertising calendars	Review content calendar prototype and make any necessary revisions or additions Implement social media content calendar for Instagram, Facebook, Twitter and Snapchat for July	July 1 July 1-30	Intern Manager Intern 1, Intern 2
Hashtags across social media	Post hashtag campaign #ZoomATLyouchoose and rules on all platform. Monitor response to campaign.	July 1-31	Intern 1, Intern 2
"Things to do in Atlanta" Section	Update "Things to do" section with new events	July 1	Intern Manager, Intern 1
Social Media Giveaway	Implement social media giveaway posts on all platforms. Post link to giveaway rules and guidelines.	July 2-7	Intern Manager, Intern 1
August			
Social media content and advertising calendars	Review content calendar prototype and make any necessary revisions or additions	Aug. 1	Intern Manager
	Implement social media content calendar for Instagram, Facebook,	Aug. 1-30	Intern 1, Intern 2

	Twitter and Snapchat for August		
Hashtags across social media	Post hashtag campaign #ZoomATLyouchoose and rules on all social media platforms. Monitor response to campaign	Aug. 1-30	Intern 1, Intern 2
"Things to do in Atlanta" Section	Update "Things to do" section with new events	Aug. 1	Intern Manager, Intern 1
Social Media Giveaway	Implement social media giveaway posts on all platforms. Post link to giveaway rules and guidelines.	Aug. 2-7	Intern Manager, Intern 1
September			
Social media content and advertising calendars	Review content calendar prototype and make any necessary revisions or additions	Sep. 1	Intern Manager
	Implement social media content calendar for Instagram, Facebook, Twitter and Snapchat for September	Sep. 1-30	Intern 1, Intern 2
Hashtags across social media	Post hashtag campaign #ZoomATLyouchoose and rules on all social media platforms. Monitor response to campaign	Sep. 1-30	Intern 1, Intern 2
"Things to do in Atlanta" Section	Update "Things to do" section with new events	Sep. 1	Intern Manager, Intern 1
Social Media Giveaway	Implement social media giveaway posts on all platforms. Post link to giveaway rules and guidelines.	Sep. 2-7	Intern Manager, Intern 1
October			
Social media content and advertising	Review content calendar prototype and make any necessary revisions or additions	Oct. 1	Intern Manager

	Implement social media content calendar for Instagram, Facebook, Twitter and Snapchat for October	Oct. 1-30	Intern 1, Intern 2
calendars			
Hashtags across social media	Post hashtag campaign #ZoomATLyouchoose and rules on all social media platforms. Monitor response to campaign	Oct. 1-31	Intern 1, Intern 2
"Things to do in Atlanta" Section	Update "Things to do" section with new events	Oct. 1	Intern Manager, Intern 1
Social Media Giveaway	Implement social media giveaway posts on all platforms. Post link to giveaway rules and guidelines.	Oct. 2-7	Intern Manager, Intern 1
November			
Social media content and advertising calendars	Review content calendar prototype and make any necessary revisions or additions	Nov. 1	Intern Manager
	Implement social media content calendar for Instagram, Facebook, Twitter and Snapchat for November	Nov. 1-30	Intern 1, Intern 2
Hashtags across social media	Post hashtag campaign #ZoomATLyouchoose and rules on all social media platforms. Monitor response to campaign	Nov. 1-30	Intern 1, Intern 2
"Things to do in Atlanta" Section	Update "Things to do" section with new events	Nov. 1	Intern Manager, Intern 1
Social Media Giveaway	Implement social media giveaway posts on all platforms. Post link to giveaway rules and guidelines.	Nov. 2 -7	Intern Manager, Intern 1
December			
Social media content and advertising	Review content calendar prototype and make any necessary revisions or additions	Dec. 1	Intern Manager

calendars	Implement social media content calendar for Instagram, Facebook, Twitter and Snapchat for December	Dec. 1-30	Intern 1, Intern 2
Hashtags across social media	Post hashtag campaign #ZoomATLyouchoose and rules on all social media platforms.	Dec. 1-30	Intern 1, Intern 2
"Things to do in Atlanta" Section	Update "Things to do" section with new events	Dec. 1	Intern Manager, Intern 1
Social Media Giveaway	Implement social media giveaway posts on all platforms. Post link to giveaway rules and guidelines.	Dec. 2-7	Intern Manager, Intern 1
January			
Social media content and advertising calendars	Review content calendar prototype and make any necessary revisions or additions	Jan. 1	Intern Manager
	Implement social media content calendar for Instagram, Facebook, Twitter and Snapchat for January	Jan. 1-30	Intern 1, Intern 2
Hashtags across social media	Post hashtag campaign #ZoomATLyouchoose and rules on all social media platforms. Monitor response to campaign	Jan. 1-31	Intern 1, Intern 2
"Things to do in Atlanta" Section	Update "Things to do" section with new events	Jan. 1	Intern Manager, Intern 1
Social Media Giveaway	Implement social media giveaway posts on all platforms. Post link to giveaway rules and guidelines.	Jan. 2-7	Intern Manager, Intern 1
February			
Social media content and advertising	Review content calendar prototype and make any necessary revisions or additions	Feb. 1	Intern Manager

calendars	Post hashtag campaign #ZoomATLyouchoose and rules on all social media platforms.	Feb. 1-30	Intern 1, Intern 2
Hashtags across social media	Include hashtag campaign #ZoomATLyouchoose and rule on all platform. Monitor response to campaign	Feb. 1-28	Intern 1, Intern 2
"Things to do in Atlanta" Section	Update "Things to do" section with new events	Feb. 1	Intern Manager, Intern 1
Social Media Giveaway	Implement social media giveaway posts on all platforms. Post link to giveaway rules and guidelines.	Feb. 2-7	Intern Manager, Intern 1
March			
Social media content and advertising calendars	Review content calendar prototype and make any necessary revisions or additions	Mar. 1	Intern Manager
	Implement social media content calendar for Instagram, Facebook, Twitter and Snapchat for March	Mar. 1-30	Intern 1, Intern 2
Hashtags across social media	Post hashtag campaign #ZoomATLyouchoose and rules on all social media platforms. Monitor response to campaign	Mar. 1-30	Intern 1, Intern 2
"Things to do in Atlanta" Section	Update "Things to do" section with new events	Mar. 1	Intern Manager, Intern 1
Social Media Giveaway	Implement social media giveaway posts on all platforms. Post link to giveaway rules and guidelines.	Mar. 2-7	Intern Manager, Intern 1
April			
Social media content and advertising	Review content calendar prototype and make any necessary revisions or additions	Apr. 1	Intern Manager

calendars	Implement social media content calendar for Instagram, Facebook, Twitter and Snapchat for April	Apr. 1-30	Intern 1, Intern 2
Hashtags across social media	Post hashtag campaign #ZoomATLyouchoose and rules on all social media platforms. Monitor response to campaign	Apr. 1-30	Intern 1, Intern 2
"Things to do in Atlanta" Section	Update "Things to do" section with new events	Apr. 1	Intern Manager, Intern 1
Social Media Giveaway	Implement social media giveaway posts on all platforms. Post link to giveaway rules and guidelines.	Apr. 2-7	Intern Manager, Intern 1
May			
Social media content and advertising calendars	Review content calendar prototype and make any necessary revisions or additions	May 1	Intern Manager
	Implement social media content calendar for Instagram, Facebook, Twitter and Snapchat for May	May 1-30	Intern 1, Intern 2
Hashtags across social media	Post hashtag campaign #ZoomATLyouchoose and rules on all social media platforms. Monitor response to campaign	May 1-31	Intern 1, Intern 2
"Things to do in Atlanta" Section	Update "Things to do" section with new events	May 1	Intern Manager, Intern 1
Social Media Giveaway	Implement social media giveaway posts on all platforms. Post link to giveaway rules and guidelines.	May 2-7	Intern Manager, Intern 1

Social Media Content Strategy Budget			
Tactic	**Item**	**Cost**	**Tactic Total**
Social Media Content Calendar	Canva graphic designs	$0	$0
	Account for Survey Monkey or other free survey website	$0	
Twitter Content Calendar	Writing, planning and creating a content calendar for Twitter	$0	$0
	Promote social media giveaway	$0	
Instagram Content Calendar	Writing, planning and creating a content calendar for Instagram	$0	$0
	Promote social media giveaway	$0	
Facebook Content Calendar	Writing, planning and creating a content calendar for Facebook	$0	$0
	Promote social media giveaway	$0	
Snapchat Content Calendar	Writing, planning and creating a content calendar for Facebook	$0	$0
	Promote social media giveaway	$0	
Hashtags across Social Media	Promote hashtag #ZoomATLyouchoose across all social media platforms.	$0	$0
"Thing to do in Atlanta" section	Design of website	$0	$0
Social Media Giveaway	2 Tickets to a Braves Baseball Game	$0 **	
	2 Delta Airline Tickets to New York	$0 **	
	ZoomATL Branded Swag: - 1 Snapback Hat:	$28.00	

	https://capbeast.com/products/flat-bill-snapback-new-era?taxon_id=7		**$52.50**
	ZoomATL Branded Swag: -1 T-shirt: http://www.customink.com/lab?PK=04604	$24.50	
	Strategy Total		**$52.50**

** Indicates item will be donated.

WEBSITE & SOCIAL MEDIA PROMOTION

Description: Gain the attention of millennials by being active on the major social media platforms and make them aware of the ZoomATL brand and goals. These tactics are designed to capture the attention of the millennial generation. The College Ambassadors and ZoomATL Street Team will be the ones hosting events based around the promotion of the ZoomATL social media accounts and website. These same representatives will utilize the ZoomATL accounts to hold contests in order to create buzz, while also promoting the site on their own personal accounts.

Objectives addressed:
1.   Have at least 2500 millennials like the ZoomATL Facebook page within 6 months of its initial launch.
2.   Have at least 1000 millennials follow the ZoomATL Twitter page within 7 months of its initial launch.
3.   Have at least 1200 millennial followers on Instagram stories within 8 months of the initial launch.
4.   Have at least 500 millennials view ZoomATL's Snapchat stories within 8 months of their initial launch.

Key publics reached: college students, young professionals, social media influencers and bloggers

Tactics

Tactic 1: Create a ZoomATL College Ambassador Program
Create promotional items—such as stickers, koozies or croakies—to hand out to the target demographic as a way to promote the brand and generate excitement to access the ZoomATL website. Develop a college ambassadors program comprised of interns who go out to Atlanta area universities and hand out promotional items to students in exchange for a social media mention.

- (Prototype included: sample ZoomATL sticker and description of brand ambassador program)

Tactic 2: Create a ZoomATL Street Team

Create a ZoomATL "Street Team." This team will be in charge of scoping out the Metro-Atlanta area for local hot spots where our targeted audience hangs out and begin spreading buzz about ZoomATL. Once strategic locations have been established the street team will create buzz for ZoomATL via casual conversation and the distribution of promotional items. Seek out college students through internship forums and descriptive flyers around campuses such as Georgia State University and Kennesaw State University to recruit members for the street team. The ZoomATL Street Team will be an excellent opportunity for marketing, communication, or public relations majors to gain field experience with advertising, graphic design, interpersonal skill building, and getting in touch with local businesses to create mutually beneficial relationships.
- (Prototype included: Street Team position description, Street Team application, recruitment flyers and Web graphics)

Tactic 3: Hold a launch party

Host a launch party as a celebratory event for ZoomATL and an informative event for the public. The event will be a tailgate party before a Braves game. The Braves and ZoomATL will share and post it on their social media pages and websites. The event will take place in the parking lot of the Braves stadium and will have both ZoomATL and Braves employees/volunteers hosting the tailgate. We will have tailgate games to create a buzz and get people interested in the tailgate.
- (Prototype included: Press release, event plan, social media posts)

Tactic 4: Half-Off Day

Develop and promote Half-Off Day, which is a promotion that offers a discount on the AJC subscriptions. We will advertise the promotion on ZoomATL, send out emails to all of our subscribers and use social media posts on Snapchat, Facebook, Twitter and Instagram. These forms of advertising will encourage readers to participate in the promotion and learn more about ZoomATL and the AJC.
- (Prototypes included: document detailing the steps for implementing the discount day program, sample email to be sent to ZoomATL subscribers, sample social media posts to promote the program)

Tactic 5: Social Media promotional content

Partner with businesses that predominately cater to millennials. Utilize this avenue to pass out fliers and other advertising pieces to get the word out about ZoomATL.
- Prototype included: A database of the businesses, two examples of promotional materials to be distributed at these businesses, and a database with prices for promotional materials that can be distributed)

Tactic 6: Bi-weekly social media contest #MyZoomATL

"MyZoomATL" is an ongoing social media contest that will be implemented in order to increase site traffic to ZoomATL through the AJC's Facebook page. The purpose is to create more buzz about the site and to interact with users. Facebook users must include hashtag #MyZoomATL on their posts/uploads/pictures, etc., over the course of a two-week period to get the opportunity to win and receive prizes.

- *(Prototype included: contest rules, sample posts to use when promoting the contest on the AJC's social media sites)*

Website and Social Media Promotion Strategy Timeline			
Tactic	**Task**	**Due Date**	**Staffing**
May			
Brand Ambassador Program	Review ambassador program prototypes and make any necessary revisions	May 1	1 Brand Ambassador Lead
	Open applications to students	May 1	1 Brand Ambassador Lead
	Advertise for program, begin receiving/ sifting through applications	May 1-31	1 Brand Ambassador Lead
Bi-weekly Social Media Contest (Facebook)	Review contest rules prototype and make any necessary revisions	May 1	1 ZoomATL staff member
	Type newsletters for the AJC subscribers notifying them about the upcoming contest and its rules	May 5	2 ZoomATL staff members
	Edit newsletter	May 6	2 ZoomATL staff members
Partner with businesses to bring exposure to ZoomATL	Create a presentation to pitch to company on why ZoomATL would be great to partner with	May 7	1 public relations staff member
Create a ZoomATL Street Team	Review a detailed position description. Should include: Job description, job responsibilities, and job requirements.	May 7	ZoomATL Leader (1 Person)

Bi-weekly Social Media Contest (Facebook)	Distribute newsletter	May 9	2 ZoomATL staff members
Create a ZoomATL Street Team	Review a Street Team map. The map will be a detailed outline of the areas that the team will be responsible for visiting and marketing.	May 10	ZoomATL Start Up Team (2 Person)
Partner with Businesses to bring exposure to ZoomATL	Create fliers and advertisement pieces to distribute through the partnered company	May 10	Intern 1, Intern 2
Create a ZoomATL Street Team	Review Street Team schedule. The schedule will describe the tours required for each Street Team member. The schedule will also provide the team with the different places they will be going to market for that day and for how long.	May 10	ZoomATL Start Up Team (2 Person)
Bi-weekly Social Media Contest (Facebook)	Order 13, $20 gift cards and other small prizes	May 10	Public Relations staff member
Partner with Businesses to bring exposure to ZoomATL	Pitch the idea of partnering to selected company.	May 12	1 public relations staff member
Partner with Businesses to bring exposure to ZoomATL	Distribute fliers and advertisement pieces	May 12	3 volunteers
Bi-weekly Social Media Contest (Facebook)	Send out newsletter	May 12	1 Audience staff member
	Post contest rules to AJC Facebook	May 12	1 Audience staff

	page		member
Create a ZoomATL Street Team	Review flyers and web graphics for ZoomATL Street Team	May 13	ZoomATL Street Team (2 Person)
Bi-weekly Social Media Contest (Facebook)	Meet with Print Department to advertise contest in the paper	May 15	VP of Advertising, Deputy Managing Editor, and department reporters
	Draft ad to be featured in that next week's paper	May 16	Intern 1, Intern 2
	Edit and finalize ad to be featured in next week's paper	May 17	DM Editor and VP of Advertising
Partner with Businesses to bring exposure to ZoomATL	Evaluate, and review the places that fliers are distributed	May 20	Intern 1, Intern 2
Create a ZoomATL Street Team	Contact Georgia State University and Kennesaw State University's Career Services Department/Internship Coordinators for permission to provide information about the position for college wide posting.	May 20	ZoomATL Recruiter (1 Person)
	Distribute Street Team recruitment flyers on both KSU and GSU campus hot spots, and around popular millennial hang outs.	May 26	Brand Ambassadors (4 Person)

June			
Brand Ambassador Program	Close application	June 1	1 Brand Ambassador Lead
Bi-weekly	Post the rules again, and list the	June 2	Staff member 1,

social media contest	prize		Staff member 2, Intern 1, Intern 2
	Post that the contest has immediately begun	June 3	Staff member
	Have an update post about who's in the lead	June 10	Staff member
Brand Ambassador Program	Select and notify Brand Ambassadors of decision	June 14	Brand Ambassador Lead, 1 Assistant
	Send welcome email and Brand Ambassador contracts	June 14	1 Brand Ambassador Lead
Bi-weekly social media contest	Announce winner via AJC website and Facebook	June 17	Staff member
July			
Brand Ambassador Program	Plan (simple) orientation for Brand Ambassadors- create training materials, necessary Google Docs, organize swag, finalize logistics	July 1-14	1 Brand Ambassador Lead
Half-Off Day	Discuss with upper management the idea of having a half off day for the AJC subscription Get approval for Half off day	July 1	AJC Employee
	Upon approval create graphics announcing the AJC is half off for one day only Create detailed graphics for social media and emails to send to subscribers	July 5	Intern 1
	Draft an email to all of the ZoomATL subscribers with details about the half off day. Send out an email to all of the	July 7	Intern 2

	ZoomATL subscribers.		
	Post graphics and advertise all over social media about half off AJC day. Promote the idea to business partners to get them to help us deliver this half off day. Begin posting on social media & get outside partners to promote with us.	July 7	Intern 3
	Set up a link to unveil the half off day on ZoomATL. Direct people to ZoomATL to subscribe to ZoomATL for half the price	July 9	Intern 3
	Half-Off Day! Direct people to ZoomATL every hour of the day, post graphics throughout the day, constantly update people with the amount of subscribers, all on social media.	July 10	Intern 1, 2, & 3
Launch Party Press Release	Review press release prototype	July 7	1 public relations staff member
	Edit Press release	July 8	1 public relations staff member
	Pitch press release	July 10	1 public relations staff member
Brand Ambassador Program	Send out email with orientation information	July 14	1 Brand Ambassador Lead
August			

Social Media Content Calendar	Post content throughout month	Aug. 1-31	1 Intern
	Create social media content calendar	Aug. 1	1 public relations staff members
	Review calendar and make edits	Aug. 2	1 public relations staff member
Brand Ambassador Program	Orient Brand Ambassadors and make sure they have everything they need	Aug. 3	1 Brand Ambassador Lead, 1-2 Assistants
	Touch base with Brand Ambassadors re: student response during marketing efforts made during first few weeks of school	Aug. 24	1 Brand Ambassador Lead
September			
Launch Party/Tailgate	Review event plan	Sep. 20	1 public relations staff member
Brand Ambassador Program	Touch base with Brand Ambassadors re: student response during marketing efforts made	Sep. 21	1 Brand Ambassador Lead
Launch Party/Tailgate	Contact Braves/ get set up location/ further details	Sep. 22	1 public relations staff member
October			
Launch Party/Tailgate	Set up tailgate spot	Oct. 2	3 public relations staff member
	Grill food	Oct. 2	2 public relations staff member
	Post social media content	Oct. 2	1 Intern
	Post follow up thank you for coming	Oct. 3	1 Intern

Brand	Send out midterm check-up email	Oct. 19	1 Brand

Ambassador Program			Ambassador Lead
	Send out midterm care packages (Halloween themed)	Oct. 26	1 Brand Ambassador Lead, Intern 1, Intern 2 (and Intern 3, if necessary)
November			
Brand Ambassador Program	Touch base with Brand Ambassadors re: student response during marketing efforts made	Nov. 16	1 Brand Ambassador Lead
December			
Brand Ambassador Program	Send out end of semester email with expectations for spring semester	Dec. 7	1 Brand Ambassador Lead
	Edit program based on Brand Ambassador Feedback from Fall semester	Dec. 15-31	1 Brand Ambassador Lead, 1 Assistant
January			
Brand Ambassador Program	Send out refresher email	Jan. 2	1 Brand Ambassador Lead
	Send out new swag for handouts	Jan. 9	1 Brand Ambassador Lead, Intern 1, Intern 2 (and Intern 3, if necessary)
	Touch base with Brand Ambassadors re: student response during marketing efforts made during first few weeks of school	Jan. 24	1 Brand Ambassador Lead
February			

Brand Ambassador Program	Touch base with Brand Ambassadors re: student response during marketing efforts made	Feb. 15	1 Brand Ambassador Lead
March			
Brand Ambassador Program	Send out midterm check-up email	Mar. 15	1 Brand Ambassador Lead
	Send out midterm care packages (spring themed)	Mar. 22	1 Brand Ambassador Lead, Intern 1, Intern 2 (and Intern 3, if necessary)
	Begin recruiting for next class of Brand Ambassadors	Mar. 23 - June 1	1 Brand Ambassador Lead
April			
Brand Ambassador Program	Touch base with Brand Ambassadors re: student response during marketing efforts made	Apr. 19	1 Brand Ambassador Lead
	Send out email re: end-of-school-year luncheon	Apr. 21	1 Brand Ambassador Lead
May			
Brand Ambassador Program	Hold end-of-school-year luncheon in Atlanta office to thank ambassadors	May 17	1 Brand Ambassador Lead, additional staff
	Send out conclusion email with survey for Brand Ambassadors	May 17	1 Brand Ambassador Lead
	Edit program based on responses	May 18	1 Brand Ambassador Lead, 1 Assistant

Website and Social Media Promotion Team Strategy Budget			
Tactic	**Item**	**Cost**	**Tactic Total**
Launch Party Tailgate	· Food for tailgate · 200 Hotdogs, 200 hamburgers, 200 buns, condiments Costco (www.costco.com)	$450	**$450**
	· Games at tailgate · Horse shoe	$0	
	Social media content calendar	$0	
	Writing, editing and pitching press release	$0	
	Event Plan	$0	
Half off AJC Day*	Computer Generated Graphics	$0	**$0**
	Half off AJC Subscription	$0 **	
	Social media push	$0	
	Design on ZoomATL	$0	
Create a ZoomATL Street Team	Street Team Description · The AJC will have a detailed description about the position and what it entails. This will be provided to the colleges along with the graphics and application link. It's an internship (unpaid), that can count as a college credit.	$0	
	Street Team Application	$0	
	· The AJC will develop an application in-house and link it to the AJC webpage.		
	Recruitment Flyers	$24.75	**$354.75**

	UPS Store (https://www.theupsstore.com/): · 75 color copies @ .33 cents each		
	Web Graphics & Design · Created using Canva.com and shared with College Career Services to post to student internship pages.	$0	
	ZoomATL Flyers UPS Store (https://www.theupsstore.com/): · 1,000 color copies @ .33 cents each	$330	
Bi-weekly Social Media Contest	Gift cards and other prizes · 13, $20 Visa gift cards & 13 other prizes worth $260	$520	$520
	Social media content calendar	$0	
	Contest ads in the AJC newspaper	$0	$0
	Weekly newsblast emails to the AJC subscribers · Advertisement pieces from Canva · Flyers from Indesign / Photoshop	$0	
Partnering with businesses to give ZoomATL exposure	Printing UPS Store (https://www.theupsstore.com/): · 300 color copies @ .33 cents each	$100	$100
	Distributing posters	$0	
	Program Marketing across AJC and ZoomATL social media	$0	
Create a	Printing- flyers to post on Atlanta area	$33	$483

ZoomATL College Ambassador Program	campuses UPS Store (https://www.theupsstore.com/): · 100 color copies @ .33 cents each		
	Swag to hand out**	$0	
	College Ambassador appreciation gifts- various (gift cards, t-shirts, etc.)	$150	
	College Ambassador care packages (spring and fall)**	$0	
	College Ambassador Luncheon	$300	
		Tactic Total	**$1907.75**

*This part of the budget shows the costs for the half off AJC day. The AJC is being requested to donate a promo code that allows users to subscribe for half off on one day only.

** Indicates item will be donated.

Strategy: Engage with social media influencers to increase awareness of ZoomATL's website and social media accounts.

Description: Our team recommends that in order to improve reach, credibility, and awareness of ZoomATL, having social media influencers mentions will be able to extend the brand's reach to a much wider audience. It is important to have social media influencers because social media influencers are able to reach consumers via their blogs and social networks that ZoomATL may not be able to.

Objectives addressed:
1.   Have at least 2500 millennials like the ZoomATL Facebook page within 6 months of its initial launch.
2.   Have at least 1000 millennials follow the ZoomATL Twitter page within 7 months of its initial launch.
3.   Have at least 1200 millennial followers on Instagram stories within 8 months of the initial launch.
4.   Have at least 500 millennials view ZoomATL's Snapchat stories within 8 months of their initial launch.
5.   Have at least 30 mentions by Atlanta-based bloggers and/or social media influencers by January 2017.

Key publics reached:
College students, young professionals, unemployed, young mothers, bloggers, social media influencers.

Tactics

Tactic 1: Reach out to Bloggers
Reach out to at least 30 bloggers with a letter explaining what ZoomATL is and how we would like them to get involved with millennials through the site/app, offering opportunities including "Featured Blogger of the Month."
- *(Prototype included: List of 30 bloggers/Pitch letter to bloggers)*

Tactic 2: Social Media Influencers on Twitter

To target a minimum of 20 social media influencers via Twitter with a letter explaining what ZoomATL is and how we would like them to get involved with millennials through the app. Social media influencers we would like to target are ones who are popular among millennials. For example, @Gafollowers and @Sayhop.
- *(Prototype included: Media list of social media influencers, Pitch letter to the social media influencers)*

Tactic 3: Reach out to Instagram Influencers
We believe that reaching out to Instagram influencers will truly allow ZoomATL to reach their target audience, millennials, because Instagram is a social media platform that is mostly used by millennials. By reaching out to at least 15 Instagram influencers, we can promote ZoomATL and ask them to do the same by promoting ZoomATL on their accounts
- *(Prototype included: Media list of Instagram influencers, Pitch letter to Instagram influencers)*

Tactic 4: Social Brunch for Social Media
A brunch event will be held to introduce ZoomATL to social media influencers. The ins-and-outs of ZoomATL will be explained and swag bags with ZoomATL promotional items and products from our sponsors will be distributed.
- *(Prototype included: Run of Show for Event)*

TIMELINE & BUDGET

Social Media Influencer's Strategy Timeline			
Tactic	Task	Due Date	Staffing
May			
Social Media Influencer's Brunch	Send out invitations to the list of potential Instagram and Twitter Influencers and Bloggers	May 1	Intern 1
	Review event plan for brunch and make any necessary revisions or adjustments	May 10	Staff Member 1
Instagram Influencer Outreach	Find 15 Atlanta Instagram influencers, create media list	May 3	Intern 1
	Edit media list, create pitch letter	May 5	Interns 1 & 2
	Edit final pitch letter	May 8	Intern 2
Blogger Outreach	Edit blogger list and letter, pitch once edited	May 9	Intern 1, Staff Member 1
Twitter Influencer Outreach	Edit social media influencer list and letter, pitch once edited	May 5	Intern 2, Staff Member 2
June			
Social Media Influencer's Brunch	Host brunch	June 18	Interns 1 & 2, 5 Staff Members
Instagram Influencer Outreach	Add new Instagram influencers to media list	June 7	Interns 1 & 2
	Follow up with influencers	June 15	Staff Member 1

Blogger Outreach	Add new bloggers to list based on popularity and reach out to any bloggers who did not respond	June 13	Intern 1, Intern 2, Staff Member 1
Twitter Influencer Outreach	Add new social media influencers to list and reach to any influencers who did not respond	June 5	Intern 1, Intern 2

Social Media Influencer Strategy Budget			
Tactic	**Item**	**Cost**	**Tactic Total**
Atlanta Blogger Outreach	Create Blogger List	$0	
	Create Pitch letter/Send to bloggers	$0	
	Update list of bloggers	$0	
			$0
Twitter Influencer Outreach	Email pitch letter	$0	
	Add influencers to list	$0	
	Reach out to influencers who have not responded	$0	
			$0
Social Media Influencer's Brunch	Brunch e-invitations	$0	
	Brunch catering-The Flying Biscuit	$500	**$2,000**
	Brunch location-Banquet Room in Georgia World Congress Center	$1,500	
	SWAG Bag Items-promotional items from partners/sponsors	$0**	
Instagram Influencer Outreach	Create media list	$0	
	Create pitch letter and send to influencers	$0	**$0**
	Follow up with influencers	$0	
		Strategy Total	**$2,000**

** Indicates item will be donated

Evaluation

EVALUATION

Description of Recommended Evaluative Research	Evaluation Timing	Resources Required
Objective 1: Partner with at least two Atlanta-based organizations or companies by October 2016.		
To evaluate their success in meeting this objective, the client should measure the number of active partnerships (in-kind or otherwise) they have. In order to collect this information, ZoomATL should ensure they have contracts and agreements in place with two Atlanta-based organizations.	Keep an active record of the companies reached out to and the companies who agree to partner with ZoomATL starting at least one month before the official ZoomATL launch and ending October 1, 2016.	To collect this evaluation metric, ZoomATL will need to create an Excel file with all pertinent potential partner information (i.e. company name, demographics, budget, how they will partner, how many times emailed). This will require at least one staff member and has no additional budget needs.
To evaluate the effectiveness of the partnerships, the client should evaluate how many social media impressions were made in conjunction with the Atlanta-based companies. This can be found by using social media metric tools to see how much interaction with the ZoomATL site happened after using a partner's platforms.	At least once a week, analyze metric data to see where interaction is coming from. Input information into an Excel file to keep accurate logs of effectiveness of partnerships, starting the week the first partnership is announced and ending October 31, 2016.	To collect this information, ZoomATL will need to use social media metric tools such as SocialMention.com and Google Analytics. This will require at least one staff member, but there is no additional cost for the software.

Objective 2: Have at least 2500 millennials like the ZoomATL Facebook page within 6 months of its initial launch.		
To evaluate their success in meeting this objective, the client should measure the number of millennials who end up 'liking' the Facebook page after 6 months of initial launch. This objective is fairly straight forward, so the first evaluation should simply be a discussion of whether or not ZoomATL received 2,500 likes on the Facebook page and how many of those likes were of the target audience (ranging from 18-30.)	Keep an eye on the Facebook page monthly (second Wednesday of every month.) By reviewing the page each month, you can get a better understanding of when/if you need to share the page to accomplish your goal. Toward the end of month 6, report how many likes you received.	To collect this information you need access to the Facebook page and Facebook analytics. Facebook coaches you through how to measure the engagement on your page through their personal help center. (Facebook Insights) One staff member should own this. There are also other outlets that can help you accomplish this objective evaluation, such as Sprout Social, Domo. Sprout Social and Domo provide free trials, followed by a small financial commitment, while Facebook insights is free.
ZoomATL can take evaluation to the next level by evaluating the full engagement of their Facebook page. Along with the 2,500 likes on their Facebook page, ZoomATL should examine the comments, shares and mentions on the page as well as on followers' personal pages. How many mentions are positive? How many are negative?	At least once a week, actively update and respond to followers. This will create a relationship with your followers during the 6 month time period.	To collect this information the client needs access to the Facebook page and Facebook analytics. Facebook will coach the client through how to measure the engagement on your page through their personal help center, (Facebook Insights). Sprout Social and Domo provide free trials, followed by a small

| | | financial commitment, while Facebook Insights is free.

One staff member should own this. There are multiple outlets that can help ZoomATL to accomplish this objective evaluation, such as Sprout Social, Domo

Another free option to explore is Social Mention. This site allows you to see both positive and negative mentions in all realms of social media. |
|---|---|---|
| Objective 3: Have at least 1000 millennials follow the ZoomATL Twitter page within 7 months of its initial launch. | | |
| To evaluate the success in meeting this objective, the client should measure the number of "followers" the ZoomATL Twitter page received within 7 months of its launch. They should then take this evaluation a step further by analyzing how many of these followers fall within the target demographic (18-30 years old) and determine if that number reaches or exceeds 1,000. | Upon setting up the ZoomATL Twitter page, the client should monitor the number of followers once a week (Tuesdays). Information should be stored in an Excel file. This will help ZoomATL better understand how many millennials are following the page each week and what content is attracting the most followers. | To collect this information, the client needs access to ZoomATL's Twitter page and a Twitter analytics tool. Twitter makes this available through its own analytics tool, Twitter Analytics.

One staff member should be in charge of monitoring Twitter followers and analytics. |
| To take the evaluation even further, | At least once a | To collect this |

the client should monitor the interaction with its Twitter followers. Follower interaction is a large part of Twitter and ZoomATL can greatly increase its exposure by maximizing its interaction with its followers, specifically those within the target demographic (18-30 years old). ZoomATL should monitor the number of "likes" and "retweets" as well as the content of "mentions". Are these mentions positive or negative? What are followers saying about ZoomATL?	week, the client should monitor what followers are saying on Twitter and interact with those followers. This will create a more personal relationship with followers and make them feel that they are a part of ZoomATL.	information, the client will need access to ZoomATL's Twitter page and Twitter Analytics. Another free option for this evaluation is a tool called Tweetchup. One staff member should be in charge of monitoring Twitter followers and analytics.

Objective 4: Have at least 1200 millennial followers on Instagram stories within 8 months of the initial launch.

To evaluate the success in meeting this objective, the client should measure the number of "followers" the ZoomATL Instagram page received within 8 months of its launch. They should then take this evaluation a step further by analyzing how many of these followers fall within the target demographic (18-30 years old) and if that number reaches or exceeds 1,200.	Upon setting up the ZoomATL Instagram page, the client should monitor the number of followers once a week (Mondays). The number of followers should be recorded in an Excel file. This will help gage how many millennials are following the page each week and what content is attracting the most followers.	To collect this information, the client will need access to ZoomATL's Instagram page and an Instagram analytics tool. A popular analytics tool for social media is Domo, which gives the user access to their Instagram dashboard. One staff member should be in charge of monitoring Instagram followers and analytics.
To take the evaluation even further, the client should monitor the interaction with its Instagram followers. They should pay close attention to the amount of "likes" and	At least once a week, the client should monitor what followers are saying on Instagram and	To collect this information, the client will need access to ZoomATL's Instagram page and an Instagram

the quality of the comments that ZoomATL's photos and videos are receiving. The client could also post short, interactive videos asking followers to respond in the comments. These videos could serve as ways to gage opinions of followers and what types of content evoke the most interaction.	interact with those followers. This will create a more personal relationship with followers and make them feel that they are a part of ZoomATL.	analytics tool. Another tool to monitor Instagram activity is Iconosquare. While one staff member should be in charge of monitoring the Instagram analytics, the client could utilize several different staff members to make the interactive videos, giving followers a variety.
Objective 5: Have at least 500 millennials view ZoomATL's Snapchat stories within 8 months of their initial launch.		
To evaluate their success in meeting this objective, the company needs to keep track of how many views they are getting on their snaps. There are no real Snapchat analytic tools ZoomATL can use to differentiate between users (who's millennial and who's not), so the company can make an educated guess as to who's viewing their Snapchat (i.e. "We've had 500 views on this story, let's assume 100 aren't millennials. Ergo, we've had 400 millennial views on this story).	Since there is no official Snapchat analytic software, ZoomATL needs to take care to keep a thorough and active log starting with the first Snap sent out and ending 8 months after initial website launch.	Create an Excel file and catalog every metric available through the app (Total Unique Views, Total Story Completion, Completion Rate and Screenshots) weekly. This will require at least one staff member and no additional cost.
To further evaluate the success of the messages being disseminated, ZoomATL can hold a focus group to figure out the memory recall of users viewing the ZoomATL Snapchat. This will help the client see if users are actively or passively viewing the stories and allow them to adjust their content to better fit the need of the user. This is in line with the thought	The client should hold two focus groups with 8-10 millennials in each focus group. One focus group should take place four months after the launch to gauge interest in the	Setting up the focus group depends on how the client plans on appealing to potential participants. The budget could be anywhere from $0 - $100+ (participants can be compensated with free swag already in the office, lunch, gifts from partners,

that if the users are happy, they'll tell other people about the brand and build awareness.	platform and the other 8 months after launch to determine success of the campaign.	etc.) This will require at least 4 staff members.
Objective 6: Have at least 30 mentions by Atlanta-based bloggers and/or social media influencers by January 2017.		
To evaluate ZoomATL's success in meeting this objective, the client should focus on establishing relationships with Atlanta-based bloggers. Did make contact and establish relations with the bloggers before asking for their mentions and written articles? Provide proof and evidence of the client to blogger interaction. By establishing this relationship, the client can better evaluate the number of mentions based on the level of commitment that was given on the front end. For example: a blogger who was spoken to on the phone versus a blogger that was taken to coffee.	The client should be reaching out to bloggers now! Begin pitching ideas (Top lists of things to do in Atlanta.). By doing this now, you are creating a precedent of the relationship you can have in the future. As you bond with bloggers and social media influencers, keep up with each in-kind partnership and 'return the favor.'	This should take a couple of staff members to treat bloggers to coffee and pitch a growing relationship with them. Only one or two staff to keep tabs each blogger's pages through social mention.
To further evaluate the success of the messages being disseminated, ZoomATL can zoom in on the interaction of the public with the blogger's post and mentions. Did they mention ZoomATL? Is the target audience engaging in what is being written? Are they sharing, liking?	The client should touch base with the specific bloggers and social media influencers twice before the deadline of January 2017. Once by the end of April, as an introduction and expectations as partners. The second time toward the end	To collect this information the client needs access to the Facebook page and Facebook analytics. Facebook coaches will coach the client through how to measure the engagement on your page through their personal help center ([Facebook Insights](#)). Sprout Social and Domo provide free trials, followed by a small

	of January as a reminder to mention ZoomATL and what ZoomATL can do to further them in their influence.	financial commitment, while Facebook Insights is free. Another free option to explore is Social Mention. This site allows you to see both positive and negative mentions in all realms of social media. One staff member should own this.

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