



Zoom in to what matters

PR 4465 Public Relations Campaigns
Campaign Presentation for ZoomATL





STRENGTHS

1. **The AJC is a strong brand.** The AJC is well-known, credible and has built good rapport with their audience.
2. **ZoomATL is more than just an idea.** ZoomATL's prototype is up-and-running, giving millennials the chance to provide useful feedback.
3. **The ZoomATL idea is strong.** Our survey results indicate that millennials are interested in reading content created by millennials.
4. **The AJC is devoting resources to ZoomATL.** The AJC has the vision has dedicated a budget of \$5,000 to promoting ZoomATL.
5. **The ZoomATL concept is creative.** The concept behind ZoomATL involves immense creativity and a chance to renovate the brand, giving the AJC a "fresh" feel.

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WEAKNESSES

1. **ZoomATL is not an app.** ZoomATL needs to be in an application format, linked with social media.
2. **Lack of interaction on social media.** The AJC does not regularly interact with followers on their Twitter and Facebook accounts.
3. **Millennials are constantly changing.** The targeted audience is constantly changing and altering during this stage of life.
4. **Few current branding campaigns.** The AJC hasn't had a campaign in more than five years, which shows they aren't proactive with making changes.
5. **Many competitors.** There are numerous competitors on the web that push news written by millennials to millennials.

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OPPORTUNITIES



1. **Boost social media interactivity.** The AJC can take the opportunity to boost its social media interactivity to promote ZoomATL.
2. **Create a ZoomATL app.** Creating a ZoomATL application can increase its use among millennials.
3. **Start a new promotional campaign.** The AJC can take the opportunity to start a brand new campaign to promote ZoomATL and the AJC brand as being a news source that is modern and on trend.
4. **Learn from the competition.** 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.
5. **Evolve with users.** The AJC can take this opportunity to create an application and/or website that will evolve and progress with the users as they age.

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THREATS

1. **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. **Millennial news consumption habits.** Millennials do not typically spend a lot of time reading/paying attention to the news and are easily distracted, so they are going to consistently need something to catch their attention with this website.
3. **ZoomATL should be an app.** ZoomATL needs to be made as an app for android and iPhone users and expand through social media if it plans to be competitive with other news outlets that already have a head start.
4. **Lack of support and awareness.** If the AJC fails to bring in the attention to ZoomATL, then the site may never truly take off.
5. **Small staff.** ZoomATL staff will only consist of two part-time producers and freelancers.

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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 functionality and format of the current prototype.

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PRIMARY PUBLICS

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

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SECONDARY PUBLICS

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

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CAMPAIGN GOAL



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.

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OBJECTIVES

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.

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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.

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CAMPAIGN TAGLINE



ZoomATL: Zoom in to what matters.

BUSINESS PARTNERSHIPS STRATEGY



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 the product.

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

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

COCA-COLA PARTNERSHIP



A partnership between Coca-Cola and ZoomATL will:

- Help gain brand awareness for ZoomATL
- Promote Coca-Cola to millennials and the other key publics of ZoomATL
- Benefit to the members of both organizations in terms of reaching the same key publics in the same area (metro-Atlanta)

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COCA-COLA PARTNERSHIP



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AJC PARTNERSHIP

Classic Level

Coca-Cola

- Links to ZoomATL on Coca-Cola Website
- ZoomATL Article Links on Coca-Cola Social Media
- Tabling at Coca-Cola Sponsored Events
- Donated Beverages for ZoomATL Events
- Donated Promo Items for ZoomATL Contests

The AJC

- Write Articles Covering Coca-Cola Events
- Acknowledge Sponsorship in Media Communication
- Serve only Coca-Cola Products at Events
- Feature World of Coke on Travel Page
- Link Coca-Cola Website on ZoomATL page

AJC PARTNERSHIP

Diet Level

Coca-Cola

- Links to ZoomATL on Coca-Cola Website
- Tabling at Coca-Cola Sponsored Events
- Donated Beverages for ZoomATL Events
- Donated Promo Items for ZoomATL Contests

The AJC

- Write Articles Covering Coca-Cola Events
- Acknowledge Sponsorship in Media Communication
- Serve only Coca-Cola Products at Events
- Feature World of Coke on Travel Page

AJC PARTNERSHIP

Low Cal Level

Coca-Cola

- Links to ZoomATL on Coca-Cola Website
- Tabling at Coca-Cola Sponsored Events
- Donated Beverages for ZoomATL

The AJC

- Write Articles Covering Coca-Cola Events
- Acknowledge Sponsorship in Media Communication
- Serve only Coca-Cola Products at Events

Along with the Partnership Fact Sheet pictured above, Coca-Cola will receive an email pitch letter that can be found in the tactic prototype kit.

COCA-COLA PARTNERSHIP TIMELINE & BUDGET



Tactics: Pitch Letter and Partnership Fact Sheet

Timeline

Start: May 9, 2016

End: May 1, 2017

Budget Total= \$0

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BRAVES PARTNERSHIP



Why partner with the Atlanta Braves?

- The Atlanta Braves reach a large audience across Georgia including millennials
- A partnership with the organization would be valuable to promote awareness of the ZoomATL product within the millennial target audience

A partnership between ZoomATL and the Atlanta Braves will:

- Provide the Braves organization with free ad space and/or media coverage of their events
- Promote brand awareness of ZoomATL to a mass audience including the millennial target group
- Mutually beneficial to both parties by reaching more key publics

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BRAVES PARTNERSHIP



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Grand Slam Level

Receive

- One full page color print ad in the Sunday AJC issue bi-monthly
- One two-column, black and white ad space in digital and print weekly AJC publications
- Sponsorship acknowledgement on all ZoomATL digital platforms
- Print and digital press coverage by ZoomATL of all Braves hosted events
- Digital ads on ZoomATL and links to Braves social media or MLB site

Donate

- Booth Grand Entry Plaza for every home game
- Scoreboard message at every game (ZoomATL tagline and logo) with one announcement to fans per game
- Booth at all Summer Concert Series events
- Donate autographed merchandise to ZoomATL events
- Plug ZoomATL on social media and website
- ZoomATL banner on outfield wall/digital LED ad screen upper level

Home Run Level

Receive

- One two-column, black and white ad space in digital and print weekly AJC publications
- Sponsorship acknowledgement across all ZoomATL digital platforms
- Print and digital press coverage by ZoomATL of all Braves hosted events
- Digital ads on ZoomATL

Donate

- Booth Grand Entry Plaza for every home game
- Booth at all Summer Concert Series events
- Donate autographed merchandise to ZoomATL events
- Plug ZoomATL on social media and website/provide link

Batting 1000 Level

Receive

- Sponsorship acknowledgement across all ZoomATL digital platforms
- Print and digital press coverage by ZoomATL for major Braves sponsored events
- Digital ads on ZoomATL

Donate

- Booth Grand Entry Plaza for every home game
- Booth at all Summer Concert Series events
- Plug ZoomATL on social media and website/provide link

Along with the Partnership Packet pictured above the Atlanta Braves will receive an email pitch letter that can be found in the tactic prototype kit.

BRAVES PARTNERSHIP TIMELINE & BUDGET



Tactics: Pitch Letter and Partnership Packet

Timeline:

Start: May 9, 2016

End: October 3, 2016

Budget Total= \$0

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DELTA AIRLINES PARTNERSHIP



Proposal:

- While reshaping the way readers receive news, by integrating ZoomATL into the lives of Atlanta millennials, partnering with Delta Airlines would not only benefit both parties simultaneously:
 - ZoomATL would provide maximum exposure of Delta Airlines across an array of social media platforms
 - Delta will continue to build relationships and favor with a growing population, while increasing brand recognition and loyalty with the upcoming generation

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DELTA AIRLINES PARTNERSHIP



- Delta's deals and offers make it easy to travel the globe while enjoying world-class service
- Traveling will never cease, nor will the need for local and global news
- Delta has an excellent reputation for being involved with millennials:
 - In 2015, Delta partnered with 9 colleges, providing thousands of students with internships and insight into this honorable company

DELTA AIRLINES PARTNERSHIP



ZoomATL will provide:

- Bi-weekly ZoomATL website posts about Delta's hottest travel spots
- Monthly Snapchat promotion of Delta
 - For example, a 30 second clip of a video panning over a tropical island
- Monthly tweets, including photos of Delta destinations
- Bi-monthly hashtags on Instagram, including photos of Delta destinations
- Bi-monthly Facebook posts hashtagging Delta, including photos, budgeting and traveling tips of millennials

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DELTA AIRLINES PARTNERSHIP



Delta Airlines will provide:

- Insight to travel tips and best days to fly
- Two free flights a year for bi-annual raffle tickets
- Twelve discounted tickets and discounted upgrade coupons for contests that will be held throughout the year
- One page in the Delta magazines found on flights
- Allow ZoomATL to be featured on screens in locations between terminals

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DELTA AIRLINES TIMELINE & BUDGET



Tactics: Pitch Letter and Partnership PowerPoint

Timeline:

Start: January 1, 2016

End: August 21, 2017

Budget Total = \$0

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HOME DEPOT PARTNERSHIP



Event: A speed-dating type stationed event hosted at the Home Depot headquarters.

- Featuring easy and quick DIY tips. (Ex: how to remove wallpaper, how to cheaply increase curb appeal, how to do a kitchen backsplash etc.)

Target audience: millennial, first-time homebuyers who are looking to stretch their dollar as far as possible in the name of home improvement.

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HOME DEPOT PARTNERSHIP



Home Depot is a well-known, Atlanta-based, home-improvement store that has knowledgeable staff and is a one-stop-shop for tools, supplies and more.

How does this benefit ZoomATL?

- This event will be advertized as “brought to you by ZoomATL”, therefore getting the name out there
- It will also provide ZoomATL writers with content that is relatable to millennial issues like buying a new home and how to get the most bang for your buck in home improvement

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HOME DEPOT TIMELINE & BUDGET



Tactics: Pitch Letter, Event Agenda and Flyer

Timeline: Planning will take place from May through July. The event is planned for August 1.

Budget: This event will cost just over \$300

- The bulk of this cost comes in food (beverages and refreshments for attendees)
- We are hoping to have an emcee for the event come from a local college (for free) to gain resume credentials or potential class credit
- All of the station workers will be donated by Home Depot and the location would be donated by Home Depot.

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ATLANTA HAWKS PARTNERSHIP



Objective: To partner with the Atlanta Hawks and bring coverage to the Hawks events while covering stories about the team and its players.

Benefits that you receive:

- The Hawks will receive free advertising from ZoomATL
- ZoomATL will market Atlanta Hawks events while bringing coverage to press conferences and games

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CHAMPIONSHIP LEVEL



ZoomATL Will Provide:

- Social media posts
- Cover games
- Website advertisement
- Press conference
- Provide flyers for games

Hawks Will Provide:

- Social media posts
- Link to ZoomATL on Hawks website
- Sponsor ZoomATL during halftime
- Give ZoomATL a booth at Philips Arena

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PLAYOFF LEVEL

ZoomATL Will Provide:

- Social media posts
- Free advertisement of Hawks
- Cover games

Hawks Will Provide:

- Social media posts
- Give ZoomATL a booth at Philips Arena
- Sponsor ZoomATL during halftime

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GAME LEVEL

ZoomATL Will Provide:

- Free advertisement of Hawks
- Cover games

Hawks Will Provide:

- Give ZoomATL a booth at Philips Arena
- Sponsor ZoomATL during halftime

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ATLANTA HAWKS TIMELINE & BUDGET



Tactics: Pitch Letter and Partnership PowerPoint

Timeline:

Start: May 25, 2016

End: April 15, 2017

Budget Total = \$0

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SOCIAL MEDIA CONTENT STRATEGY



Our team 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.

Objectives addressed:

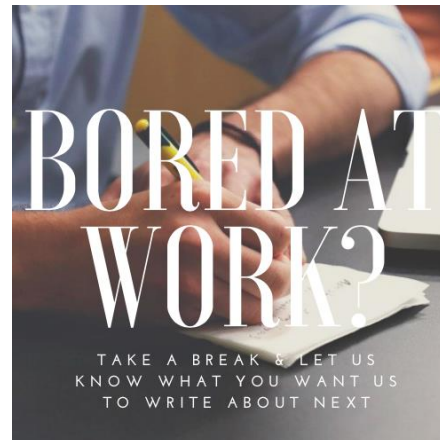
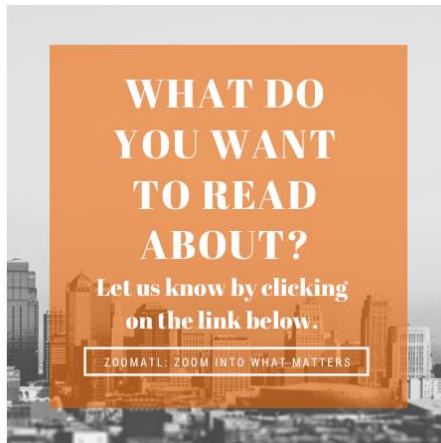
1. Have at least 2500 millennials like the ZoomATL Facebook page within 6 months of its initial launch.
2. Have at least 1000 millennials follow the ZoomATL Twitter page within 7 months of its initial launch.
3. Have at least 1200 millennial followers on Instagram stories within 8 months of the initial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

SOCIAL MEDIA CONTENT STRATEGY



Tactic: Promote Audience Interaction Through Social Media

- Create an account on a free surveying website.
- Create graphics containing messages which ask readers to click on the provided surveying link and complete a short form letting ZoomATL know what they want to read about on the website.
- Create a content calendar for each audience interaction post.
- Post graphics throughout all social media platforms.



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SOCIAL MEDIA CONTENT STRATEGY



Tactic: Create a Twitter Content Calendar

- Plan all content marketing activities and tweets.
- Plan what content is released on Twitter and will help us coordinate the tweets with all other social media efforts.
- 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.



Facebook

Twitter

Instagram

Snapchat

| Date | Post | Link | Notes |
|----------|--|------|---|
| 5/1/2014 | The #ZoomATLYouchoose campaign is reaching out to YOU to let us know what content you'd like to see! Click link in the bio for more details! | | Provide link for contest in Twitter bio. |
| 5/2/2014 | It's #MotivationalMonday! Let us know how you're kicking off the month of May! | | Have staff members post how they are spending their Motivational Monday and retweet those staff members from the ZoomATL account to inspire followers to post theirs. |
| 5/5/2014 | Tweet us your best creative shot of Atlanta using #ZoomInOnATL and the photo with the most likes wins a ZoomATL swag bag! #ZoomGiveaway | | Include an example photo to give followers an idea of photos to submit. |
| 5/6/2014 | It's #FeatureFriday! Today, ZoomATL is featuring (subscriber's name here) on our Facebook page! | | Provide link to the feature piece on Facebook. |
| 5/7/2014 | The Braves are playing the Diamondbacks and you could win 2 tickets! Let us know why you deserve to win using #ZoomIn2Braves #ZoomGiveaway | | |

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SOCIAL MEDIA CONTENT STRATEGY



Home @ Connect # Discover Me Search

Tweets >
Following >
Followers >
Favorites >
Lists >

Tweet to Zoom ATL
@ZoomATL

ZoomATL
@ZoomATL
Powered by millennials at the AJC!

14,234 TWEETS 821 FOLLOWING 1,234 FOLLOWERS

Following

Tweets

ZoomATL @ZoomATL 3m
It's the beginning of another week! What is your favorite motivational quote? Tweet us using #MotivationalMonday

ZoomATL @ZoomATL 2d
What will you be doing during the long Memorial Day Weekend? Tweet us your best selfies using #SelfieSaturday and we'll retweet our faves!
Expand

View all photos and videos >

Who to follow - Refresh - View all

Browse categories - Find friends

Trends - Change
#ZoomInToWhatMatters

SOCIAL MEDIA CONTENT STRATEGY



Tactic: Create an Instagram Content Calendar

- Social media is only successful when an organization plans ahead. This allows day-of posting quick and easy.
- Each content calendar is relevant and consistent across all platforms, promoting other social media outlets and hitting slightly different target audiences.
 - Instagram is the only social media platform that specifically uses images in all posts, information will be creatively spun to fit Instagram's needs.
 - Instagram uses 15 second videos, images, filters and hashtags to convey a message.

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SOCIAL MEDIA CONTENT STRATEGY



Facebook

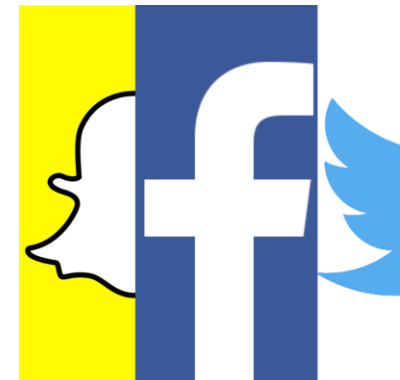
Twitter

Instagram

Snapchat

Advertisement

| Date | Post | Link | Notes |
|--------|--|------|---|
| 5/1/16 | What's up Zoom followers?! The #ZoomATLyouchoose campaign is reaching out to YOU to let us know what articles and content you'd like to see on ZoomATL. The best two ideas will be featured on our website. Link in bio. | | Picture of Facebook page? Provide link for contest rules and dates. |
| 5/2/16 | #ZoomATL is kicking off each Monday with Motivational Monday. Comment below and tell us what you are getting out of bed for. | | Post a motivational quote (using Canva) and ask subscribers to comment how they are going to accomplish their Motivational |
| 5/3/16 | Don't forget to follow us on Snapchat and Twitter! Help us reach our goal of 2,500 followers and 300 Snapchat friends! | | Include links to Twitter in bio. Include picture of Twitter page and Snapchat names! |
| 5/5/16 | Everyone is a photogrpaher these days! Instagram your best creative shot of Atlanta using #ZoomInOnATL and the photo with the most likes wins a ZoomATL swag bag! #ZoomGiveaway | | Post an example picture to give followers an idea of what to post. |
| 5/6/16 | You made it to the weekend and that means it's "Feature Friday". Today, ZoomATL is featuring (subscriber's name here) on our Facebook page. (Post about what this Feature Friday's topic of choice was) Go check out what he/she | | Post a picture of the subscriber and provide link to Facebook page in Instagram bio. |
| 5/7/16 | The Braves are playing the Diamondbacks and you could win 2 tickets! Comment below and tell us know why you deserve to win using #ZoomIn2Braves | | Post a picture of the two Braves tickets. |
| 5/8/16 | Happy Mother's Day to our ZoomATL followers! Post a picture with your mom, grandmother or female figure that you look up to as your mom. Tell us why she is a rockstar using the hashtag #ZoomInOnMom | | Zoom could post a couple of things here. 1. Rebranded Zoom logo (#ZoomingInOnMom) or 2. Here are some ZoomATL moms who are killing the game...(share what that mom is accomplishing.) 3. Collage of ZoomATL staff and their moms! |
| 5/9/16 | #MotivationalMonday (No caption - picture only) | | Post corresponding photo with quote |



SOCIAL MEDIA CONTENT STRATEGY



Tactic: Create a Facebook Content Calendar

- Plan all content marketing activities and posts
- This will keep content organized across all platforms
- The more we plan, the better consistency we will have



Facebook

Twitter

Instagram

Snapchat

| Date | Post | Link | Notes |
|---------|--|------|---|
| 5/1/16 | It's the start of a new month and we need your help with something new! The #ZoomATLyouchoose campaign is reaching out to YOU to let us know what articles and content you'd like to see on ZoomATL. The best two ideas will be | | Provide link for contest rules and due dates. Post content suggestion graphic with link to survey account within the caption and use #ZoomATLyouchoose. |
| 5/2/16 | Monday's at ZoomATL are "Motivational Mondays". How are you spending your first Motivational Monday of the month? Let us know! | | Post a motivational quote and ask followers how they are going to accomplish their Motivational Monday. If ZoomATL staff wants to include how they plan on accomplishing their Motivational Monday, it will encourage subscribers to do the same. |
| 5/5/16 | Do you like taking pictures around Atlanta? Hashtag your best creative shot of Atlanta using the #ZoomInOnATL hashtag and the photo with the most likes wins a ZoomATL swag bag including a ZoomATL T-shirt and snapback! #ZoomGiveaway | | Make sure winner posts about winning the swag bag from ZoomATL and have them take a picture with swag bag when they pick it up and gain permission to post and tag them in picture. |
| 5/6/16 | It's "Feature Friday". Today, ZoomATL is featuring (followers name here) on our Facebook page. (Post about what this Feature Friday's topic of choice was) | | Featuring ZoomATL followers will make them feel appreciated because they are being recognized. This will build relationships and followers will share the post they are featured on. This is a great chance to gain new followers. |
| 5/7/16 | The Atlanta Braves are playing the Arizona Diamondbacks and you could win 2 free tickets to the game! Comment below and let us know why you deserve to | | |
| 5/8/16 | Happy Mother's Day to our ZoomATL followers and staff who are being celebrated on this special day. Post a picture with your mom, grandmother or female figure that you look up to as your mom and appreciate on this special day using the hashtag #ZoomInOnMom | | Create Mother's Day post to share across all social media platforms encouraging followers to post pictures with their mothers using hashtag #ZoomInOnMom. Be sure to share any posts that use the #ZoomInOnMom hashtag. |
| 5/9/16 | "Monday is the perfect day to correct last week's mistakes!" #MotivationalMonday | | Post corresponding photo with quote |
| 5/10/16 | What do you want to read about? #ZoomATLyouchoose | | Post content suggestion graphic with link to survey account within the caption and use #ZoomATLyouchoose |
| 5/11/16 | Check out this list of 20 inexpensive yet healthy snack ideas. They're worth zooming in on! #WellnessWednesday | | |
| 5/12/16 | Where are you gearing up to go tomorrow? The weekend is almost here! There's only 24 hours holding you back between now and Friday. Tell us your weekend | | Share the best #TravelThursday hashtags |

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SOCIAL MEDIA CONTENT STRATEGY



This screenshot shows the ZoomATL Facebook page. The cover photo is a cityscape at sunset. The profile picture is the ZoomATL logo. A post from 11 minutes ago reads: "It's 'Feature Friday'. Today, ZoomATL is featuring Jane Smith on our Facebook page! We were curious as to what a day in the life of a college freshman at Kennesaw State was like. Check out a day in the life of Jane on our website and snapchat now!". Below the text is a photo of Jane Smith, a young woman with dark hair, smiling. The post has a link to zoomatl.com/featurefriday. The left sidebar shows 381,530 likes, an 'About' section with contact info, and an 'Instagram' app link.

This screenshot shows the ZoomATL Facebook page with a Mother's Day post. The cover photo says "HAPPY Mother's Day" with a large pink flower graphic. The profile picture is the ZoomATL logo. A post from 11 minutes ago reads: "Happy Mother's Day to our ZoomATL followers and staff who are being celebrated on this special day. Post a picture with your mom, grandmother or female figure that you look up to as your mom and appreciate on this special day using the hashtag #ZoomInOnMom". Below the text is a photo of three women smiling together. The post has a link to zoomatl.com. The left sidebar shows 381,530 likes, an 'About' section, and an 'Instagram' app link.

SOCIAL MEDIA CONTENT STRATEGY



Tactic: Create a Snapchat Content Calendar

- Plan all content marketing activities and posts highlighting key events and relevant topics within Atlanta.
- This will keep Snapchat content consistent with other ZoomATL social media Platforms.
- Video clips via Snapchat will keep millennials engaged and allow them to see the ZoomATL content more in depth.
- ZoomATL will have both a Snapchat personal page and Discover page.



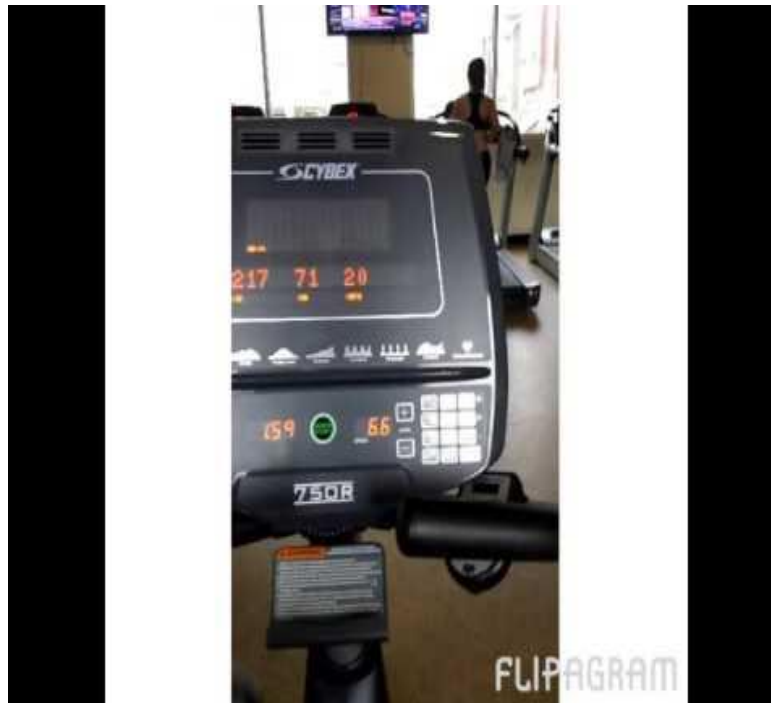
| Date | Post | Link | Notes |
|-----------|--|------|---|
| 5/1/2014 | Presenting the "ZoomATLyouchoose campaign". We want YOUR feedback! Visit us on Facebook, Instagram and Twitter @ZoomATL to find out more info! | | Post on Snapchat discover page. |
| 5/2/2014 | It's #MotivationalMonday! Send us a snap letting us know what motivates you! | | Post on personal ZoomATL Snapchat account. |
| 5/5/2014 | What is your most creative shot of Atlanta? Show us using the #ZoominOnATL hashtag for a chance to win ZoomATL swag! #ZoomGiveaway | | Post on personal ZoomATL Snapchat account. |
| 5/6/2014 | Happy "Feature Friday!" Today, ZoomATL is featuring (subscriber's name here). | | Post a picture of the subscriber and their feature story on the ZoomATL Snapchat account. |
| 5/7/2014 | Win 2 tickets to the Atlanta Braves vs. the Arizona Diamond Backs! Send us a snap on why you think you should win using the hashtag | | Post on personal ZoomATL Snapchat account. |
| 5/8/2014 | Happy Mother's Day to our ZoomATL subscribers. Snap us your best Mother's Day pic! Be sure to use the hashtag! #ZoominOnMom | | Post on personal ZoomATL Snapchat account. |
| 5/9/2014 | "Do more of what makes you happy" #MotivationalMonday | | Post the quote on ZoomATL Snapchat discover page and personal page. |
| 5/11/2014 | It's #WellnessWednesday! What are some of your favorite places to work out? Let us know! | | Have a 10 sec video of gym footage on personal ZoomATL account. |
| 5/12/2014 | The Weekend is almost here! Where will you spend it? #TravelTuesday | | Post caption on ZoomATL Snapchat discover page and personal page. |
| 5/13/2014 | Happy "Feature Friday!" Today, ZoomATL is featuring (subscriber's name here). | | Post a picture of the subscriber and their feature story on the ZoomATL Snapchat account |
| 5/14/2014 | There are so many events going on in Atlanta! Check out these events from the "Things in Atlanta" section on our website! | | Post on Snapchat discover page. |
| 5/15/2014 | This is how we spend our Sunday's! | | Post a video of something relaxing, entertaining, or something in the city with this caption. |
| 5/16/2014 | "The best way to predict the future is to create it" #MotivationalMonday | | Post the quote on ZoomATL Snapchat discover page and personal page. |

Zoom in to what matters

SOCIAL MEDIA CONTENT STRATEGY



#WellnessWednesday video post from a ZoomATL intern on the ZoomATL personal Snapchat Page encouraging millennials to get in the gym!



Home page of Snapchat Discover featuring the ZoomATL icon.



SOCIAL MEDIA CONTENT STRATEGY



Once you click on the ZoomATL icon on the Snapchat Discover page, you will see highlights like this graphic from our website and other events. Just scroll up to read more about what's going on in Atlanta, or what ZoomATL subscriber is being featured for the week.

SOCIAL MEDIA CONTENT STRATEGY



Tactic: Create hashtags to use across all social media platforms

- *#ZoomATLyouchoose* campaign. Reader posts topic idea on their facebook and each month, the two ideas with the most “likes” will be selected and have their topic featured on the ZoomATL website.
- *#ZoomATL* hashtag on all social media platforms for each post.
- Event promoting hashtags (keyword hashtag)
 - ex: Social media giveaway
- Social media editorial calendar hashtags: *#MotivationalMonday*, *#WellnessWednesday*, *#TravelThursday*, *#FeatureFriday*, *#SundayFunday*, *#ZoomInToWhatMatters*



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SOCIAL MEDIA CONTENT STRATEGY



Tactic: Advance the “Things to Do in Atlanta” section

- Create a “Things to Do in Atlanta” webpage
- List of organizations to target organizations that will be interested in the website
- Contact information of organization representatives

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SOCIAL MEDIA CONTENT STRATEGY



List of Organizations

| Organization | Contact Name | Contact Information |
|------------------------------------|--|--|
| Opera Nightclub | MICHELLE DAUBLE Director of Sales & Events | Michelle@atlantaeventcenter.com 404-874-3006 x118 |
| Havana Nightclub | Arturo Rocha Director of Sales & Events | 404-941-4748 arturo@havanaclub.com |
| Kennesaw State University | KSU Office of University Events | events@kennesaw.edu |
| Atlanta Braves | <u>Lolly</u> Holland Coordinator, Special Events | 404-614-2363 lolly.holland@braves.com |
| Atlanta Hawks | Eric Morgan Events Coordinator | eric.morgan@hawks.com |
| Cobb Energy Performing Arts Centre | Director of Sales and Marketing | events@cobbgalleria.com |
| Fox Theatre | Nancy Lutz Director of Special Events | nancy.fox@affairs.com |
| Center for Puppetry Arts | Daniel Summers Jr. Marketing, Advertising, Cross Promotions | 404-881-5129 danielsummersjr@puppet.org |
| High Museum of Art | Public Relations/Marketing | 404-733-4585 |
| Kennesaw Mountain National Park | Nancy Walther | (770) 427-4686 |

SOCIAL MEDIA CONTENT STRATEGY



www.zoomatl.com

Things to do in Atlanta

NEWS SPORTS NEIGHBORHOODS LIFE THINGS TO DO BLOGS MORE SUBSCRIBE LOG IN

Concerts Museums Performing Arts Sports Comedy Nightlife Family Outdoors

Search

Top Stories

Top 10 Hotspots in ATL
From Piedmont Park to Little 5 Points, check out the best places to hang out in ATL.
[Click here](#)

Baseball Season is Coming
The Braves will be playing their final season in Turner Field.
[Click here](#)

Top Events of the Month
[Click here](#)

School's Out for Summer
Everything you need to know about camps in ATL.
[Click here](#)

FOLLOW:

ALL

- EVENTS IN ATLANTA
- BEST OF ATLANTA
- SUMMER CAMPS
- MOVIES & TV
- ARTS & CULTURE
- MUSIC
- FOOD & DRINK
- GAMES

BLOGS

- Radio & TV Talk / Rodney Ho**
Taking the Atlanta Movie Tours Walking...
- Atlanta Restaurant Scene / Dining Team**
Schlotzsky's adds 7 new sandwiches to...
- The Buzz / Jennifer Brett**
Katt Williams faces charges after fight...
- Arts and Culture**
High Museum to install whimsical...
- Music Scene / Melissa Ringert**
2 Chainz, Lil Wayne announce pop-up...

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SOCIAL MEDIA CONTENT STRATEGY



Tactic: Social Media Giveaway

- *Instagram Giveaway*
 - Using a hashtag campaign, ZoomATL followers on Instagram will be asked to submit their best creative photography shots of Atlanta using #ZoomInOnATL.
 - Prize: ZoomATL Swag (branded t-shirt and snapback hat)
- *Facebook Giveaway*
 - Facebook followers will be asked to comment on the giveaway post explaining a reason why they deserve to win. In order for comments to qualify as an entry they must include the #ZoomIn2Braves and tag two friends.
 - Prize: 2 Tickets to the final Braves game at Turner Field.

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SOCIAL MEDIA CONTENT STRATEGY



ZoomATL

381,530 people like this

Want to win 2 Tickets to the last Braves Game at Turner Field? Give us your best reason why and you could win! #ZoomIn2Braves on your comment and share this post to qualify!

#ZoomIn2Braves

Atlanta Braves

Tag your creative shots and win ZoomATL Swag!

#ZoomInOnATL

3,372 likes

zoomatl GIVEAWAY!! #ZoomInOnATL your best creative photos of Atlanta and you could win ZoomATL Swag! #ZoomInOnATL

SOCIAL MEDIA CONTENT STRATEGY



| Social Media Content Timeline | | | |
|--|---|---------------|--------------------------|
| Tactic | Task | Due Date | Staffing |
| 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 <u>#ZoomAtlantaYouChoose</u> and rules on all social media platforms. Monitor response to campaign. | May 1- May 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-May 7 | Intern Manager, Intern 1 |

**Ongoing tasks for every month through 2017*

SOCIAL MEDIA CONTENT BUDGET



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| | |
|---|----------------|
| Social Media Content Calendar | \$0.00 |
| Twitter Content Calendar | \$0.00 |
| Instagram Content Calendar | \$0.00 |
| Facebook Content Calendar | \$0.00 |
| Snapchat Content Calendar | \$0.00 |
| Hashtag Campaign Across Social Media | \$0.00 |
| Design of Website | \$0.00 |
| Social Media Giveaway | \$52.50 |

SOCIAL MEDIA AND WEBSITE PROMOTION STRATEGY



Description: Our strategy is to drive traffic to the ZoomATL website and social media platforms through a variety of tactics designed to capture the attention of the millennial generation.

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.

CREATE A COLLEGE AMBASSADOR PROGRAM



- Reach out to students on 11 metro-Atlanta campuses to represent and promote the ZoomATL brand.
- Interactive, year-long program to engage both Ambassadors and their peers
- Prototype: Flyer and Program Description
- Timeline & Budget
 - Timeline:* May 1, 2016 – May 17, 2017 (on-going)
 - Budget:* \$483 for printing and Ambassador appreciation gifts/ luncheon

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CREATE A ZOOMATL STREET TEAM



- Job Description, Responsibilities and Requirements for KSU and GSU students.
- Prototype: Web graphics and flyers for the position.
- Timeline & Budget
 - Timeline:* May 7, 2016 – May 26, 2016
 - Budget:* \$354.75 for printing flyers

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ZOOMATL LAUNCH PARTY

TAILGATE AT BRAVES STADIUM



- Press Release to millennials/ college students specifically at KSU, Georgia State and Georgia Tech
- Social media content calendar promoting and informing millennials about the launch party
- Timeline & Budget
 - Timeline:* July 7, 2016- October 3, 2016
 - Budget:* \$450 for food for the tailgate

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HALF-OFF DAY



- Drive traffic to ZoomATL by creating a half-off AJC Subscription day
- Prototype: pre-written email and social media posts
- Timeline & Budget
 - Timeline:* July 1-10
 - Budget:* \$0* (Donated AJC subscription 50% off)

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SOCIAL MEDIA PROMOTIONAL FLIERS



- Partner with businesses that predominately cater to millennials and the younger generation.
- That avenue will be used to pass out fliers and other advertisement pieces to drive traffic to ZoomATL's social media pages
- Timeline & Budget

Timeline: May 5 – June 1

Budget: 300 color copies @ \$0.33 ea. (\$100)

PROTOTYPE: FLIER



z o o m

2016



FOR MILLENIALS

COMING SOON

WWW.AJC.COM

BI-WEEKLY SOCIAL MEDIA CONTEST



- “My ZoomATL” is an ongoing bi-weekly social media contest that will be implemented to increase site traffic to ZoomATL through the AJC’s Facebook page.
- This contest is will help us meet our objective: Have at least 2500 millennial likes on the ZoomATL Facebook page within 6 months of its initial launch.
- Timeline and Budget
 - Timeline:* Expected launch- June 3, 2016
 - Budget:* 13, \$20 Visa gift cards and 13 other prizes that equate to \$260, which equals a total of \$520 for contest prizes.

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BI-WEEKLY SOCIAL MEDIA CONTEST



March 29, 2016

To: Dorina Kuehn, VP of Advertising
ZoomATL

Contact: Dasha Jackson
Position: Audience Staff
Email: dj@zoomatl.com

Dear Ms. Karen,

The Atlanta Journal-Constitution redefined the way millennials receive news, but social media interaction is guaranteed to take ZoomATL to new heights. Reshape the way the AJC interacts with followers by implementing the "My ZoomATL" bi-weekly social media contest. This will be guaranteed to increase site traffic to ZoomATL through the AJC's Facebook page.

Rules

All participants must:

- Have a Facebook account.
- Follow the AJC's Facebook page.
- Hashtag #MyZoomATL in contest posts.
- Post and hashtag a minimum of seven times over the course of those two weeks, otherwise they will be disqualified.

How to implement #MyZoomATL contest:

- AJC will post the top three participants daily in order to increase friendly competition amongst participants, which will increase exposure for ZoomATL through more hashtags.
- AJC will post the prize at the beginning of every bi-weekly contest in order to create more of an incentive for users to participate. Prizes can range anywhere from a \$20 Visa gift card to a newly released product.
- AJC will publicly announce the winner after each contest through a Facebook post.

How to promote #MyZoomATL contest:

- Have information about the contest available at all partnered events.
- Create a header about the contest on the actual AJC site and in their weekly newspaper.
- Post about the contest on other AJC social media accounts, and add a link that directs to the AJC Facebook page.
- Send emails to everyone subscribed to the AJC to promote the contest.

I will be in contact to follow up on your views with this pitch on Friday. Feel free to contact me at:
Email: dj@zoomatl.com or Cell: 678-485-8467

Sincerely,

Dasha Jackson

SOCIAL MEDIA INFLUENCER STRATEGY



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.

TACTIC 1: REACH OUT TO BLOGGERS



Reach out to at least 30 bloggers with a letter/e-mail explaining what ZoomATL is and how we would like to get them involved with millennials through the website/app, offering opportunities including “Featured Blogger of the Month.”

Prototypes included: List of 30 bloggers and pitch letter to bloggers

TACTIC 2: SOCIAL MEDIA INFLUENCERS ON TWITTER



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.

Prototypes included: Media list of social media influencers, Pitch letter to the social media influencers

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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

Prototypes included: Media list of Instagram influencers, Pitch letter to Instagram influencers

TACTIC 4: SOCIAL MEDIA INFLUENCERS BRUNCH



Tactics 1-3 are about reaching out to different social media influencers on Twitter, Instagram and blogs. As the last tactic, ZoomATL should have a social media influencers brunch to bring all the influencers together and introduce what ZoomATL has to offer. The brunch will consist of food from Flying Biscuit, and swag bags filled with promotional items donated by our sponsors.

Prototype included: Run of Show for the brunch

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TIMELINE

| Tactic | Dates |
|---------------------------------|-----------------|
| Social media influencers brunch | May 1 – June 18 |
| Instagram influencer outreach | May 3 – June 15 |
| Blogger outreach | May 9 – June 13 |
| Twitter influencer outreach | May 5 – June 5 |

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BUDGET

| Tactic | Cost |
|------------------------------------|---------|
| Social media influencers brunch | \$2,000 |
| Instagram influencer outreach | \$0 |
| Blogger outreach | \$0 |
| Twitter influencer outreach | \$0 |

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EVALUATION: OBJECTIVE 1

Partner with at least two Atlanta-based organizations or companies by October 2016

1. Ensure contracts are in place

Timeline: At least one month before launch, ending October 1, 2016

Requires: Excel file, at least one staff member, no additional budget

2. Use social media tools to find where interaction is coming from

Timeline: Once a week starting week of first post, ending October 31, 2016 (continuous)

Requires: Social media metric tools, at least one staff member, no additional budget



EVALUATION: OBJECTIVE 2

Have at least 2500 millennials like the ZoomATL Facebook page within 6 months of its initial launch.

1. Measure number of millennial “Likes” to ZoomATL page

Timeline: Check Facebook Analytics every 2 weeks, report likes at the end of 6 month period

Requires: Analytics tools, at least one staff member, little to no additional budget

2. Evaluate full engagement on Facebook page

Timeline: Update and interact weekly (at the very least) from creation of page to end of 6 months

Requires: Analytics tools, at least one staff member, no additional budget



EVALUATION: OBJECTIVE 3

Have at least 1000 millennials follow the ZoomATL Twitter page within 7 months of its initial launch.

1. Measure the number of followers, analyze demographics

Timeline: Monitor once a week until end of 7 month period

Requires: Twitter Analytics, one staff member, no additional budget

2. Monitor follower interaction

Timeline: At least once a week, interact with followers continuing indefinitely

Requires: Social media tools, one staff member, no additional budget



EVALUATION: OBJECTIVE 4

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

1. Measure number of followers, analyze demographics

Timeline: Monitor follower counts once a week, report counts at the end of 8 month period

Requires: Analytics tools, one staff member, no additional budget

2. Monitor user interaction with ZoomATL Instagram page

Timeline: Post and interact at least once a week to monitor reception, continue indefinitely

Requires: Instagram photo tools, analytics tools, one staff member as lead (with a few others helping with video projects), little to no additional budget



EVALUATION: OBJECTIVE 5

Have at least 500 millennials view ZoomATL's Snapchat stories within 8 months of their initial launch.

1. Make educated guesses as to how many views the ZoomATL Snapchat is getting

Timeline: Keep a continuous, active log of all interaction activity starting with first Snap

Requires: Excel file, at least one staff member, no additional budget

2. Hold a focus group to see user recall in regards to Snapchat stories

Timeline: Hold two focus groups, one four months into 8 month period and one at the end of 8 month period

Requires: Planning, participation gifts, at least four staff members, \$0 - \$100+ of budget



EVALUATION: OBJECTIVE 6

Have at least 30 mentions by Atlanta-based bloggers and/or social media influencers by January 2017.

1. Evaluate established blogger relationships

Timeline: Start reaching out to bloggers now, continue to build relationship through 2016 and onward

Requires: A couple of staff members to take bloggers to coffee, 1-2 staff members to monitor blogger relationships, \$0 - \$50 budget

2. Evaluate messages sent out by bloggers

Timeline: Touch base with bloggers in April 2016 and end of January 2017

Requires: Analytics tools, one staff member, little to no additional budget



*Thank You
For Your Time!*

