



Background: I am currently employed by Wisconsin Public Radio’s Eau Claire Bureau. I decided to do my E-Marketing plan for WPR because I feel like it is something we are lacking at the moment. We are connected via social media and have an item in our strategic plan about social media regarding statewide efforts, but have no goals or ways to monitor our E-Marketing presence *in each region*. This plans hopes to address some of these issues.

Mission: Wisconsin Public Radio’s mission is to be a civic and cultural media resource that enriches, informs, entertains and engages citizens and communities. To accomplish our mission, we deliver relevant, accessible, intelligent content that engages our users with a welcoming sense of companionship, community and trust. We provide content that meets the highest standards of public services in journalism and cultural expression, through multiple platforms including broadcast, web sites and social media. We engage our audiences through genuine communication with a diverse spectrum of users throughout Wisconsin and beyond. *(From WPR Internal Document, FY11-13 Strategic Plan v. 7/19/10)*

Step 1: Situation Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • Strong listener presence in all seven WPR regions • Growing organization with two new radio stations being added in the next five years • High public service and journalism standards • Ability to engage audience beyond the radio streams 	<ul style="list-style-type: none"> • WPR website is clumsy and hard to navigate- no search function • Aging audience and lack of new listeners • Changing technology; multiple platforms— we haven’t adapted or address these issues fully • Upcoming retirements of favorite hosts/producers

Opportunities	Threats
<ul style="list-style-type: none"> • Linking up with social media may help us reach new and younger listeners • Ability to take our radio national and global via the internet • Major Giving • Major changes in programming to better align ourselves with listener needs and a changing political environment 	<ul style="list-style-type: none"> • Radio’s declining market share • Declining public funding • Stressed underwriting sector • Political Environment

WPR's Goals and Objectives

1. Shift organization toward "One WPR" model
2. Grow broadcast and online audience
3. Revise programming and network alignments to better serve audiences
4. Create public-centered new media presence across multiple platforms
5. Implement a comprehensive marketing plan
6. Create and clarify culture, systems and staffing friendly to philanthropy

(From WPR Internal Document, FY11-13 Strategic Plan v. 7/19/10)

Current E-business Objectives

1. Increase weekly streaming cume to 15,000, monthly web page views to 620,000, and social media interactions to 5,000 friends and followers by fall 2011
2. Complete initial launch of wprnews.org by fall 2010, re-launch of wpr.org by spring 2011 and other projects to be determined

(From WPR Internal Document, FY11-13 Strategic Plan v. 7/19/10)

Step 2: E-marketing Strategic Planning

Segmenting

- Profitability
- Sustainability
- Accessibility

Need market research for:

- Average age of listener
- Average household computer ownership
- Number of WPR listeners that owns computer
- WPR Listeners attitudes about social media, internet, web site and new technology
- Need to make technology accessible for ALL ages

Targeting

- Target Market: People all over the world, but direct focus on residents or people living in Wisconsin

Differentiation

- Creating "One WPR" presence online
- Stylish website and online presence will help us outshine our Wisconsin Competition
- Bringing our mission and the value of public radio into the public may help draw listeners away from commercial radio stations

Positioning

Aligning WPR with new social media tools
Give our listeners a chance to connect without outside the radio
Draw listeners away from other outlets by our web presence

Step 3: Objectives

1. Establish Facebook Groups for each of the Regional Wisconsin Public Radio Shows by spring 2012.
2. Increase weekly streaming cume to 15,000
3. Increase monthly web page views to 620,000,
4. Increase social media interactions to 6,000 friends and followers by fall 2011
5. Complete initial launch of wprnews.org by fall 2011
6. Complete re-launch of wpr.org by Spring 2010

Step 4: E-Marketing Strategy

1. Objective: Establish Facebook Groups for each of the Regional Wisconsin Public Radio Shows by spring 2012.
 - a. Strategy- Use staff and employee time to set up additional Facebook Groups (added *value* comes from increased connection with community members)
 - b. Strategy- Use on-air announcements to alert people and tell them to join (*Distribution*)
 - c. Use Facebook ads and messages on existing pages to recommend or promote similar shows. (*Communication, Marketing*)
2. Objective: Increase weekly streaming cume to 15,000
 - a. Strategy- Use on-air announcements to promote web listening (*Communication, Marketing*)
 - b. Strategy- Update display materials to promote online listening (*Value, Distribution, Communication, Marketing*)
 - c. Strategy- Use social media and web advertising to increase online listening (*Distribution, Value*)
3. Objective: Increase monthly web page views to 620,000
 - a. Strategy- Use on-air announcements to promote WPR website (*Communication, Marketing*)
 - b. Strategy- Update display materials to promote WPR website (*Value, Distribution, Communication, Marketing*)
 - c. Strategy- Use social media and web advertising to increase web visits (*Distribution, Value*)

- d. Strategy- Add IT support for listeners who need help accessing our webpage (*Value, Distribution*)
4. Increase social media interactions to 6,000 friends and followers by fall 2011
 - a. Strategy- Use on-air announcements to promote WPR Social Media Sites (*Communication, Marketing*)
 - b. Strategy- Update display materials to promote WPR Social Media Sites (*Value, Distribution, Communication, Marketing*)
 - c. Strategy- Use web advertising to increase social media site visits (*Distribution, Value, Marketing*)
 - d. Strategy- Add IT support for listeners who need help using social media (*Value, Distribution*)
 5. Complete initial launch of wprnews.org by fall 2011
 - a. Strategy- Use employees to create new website based on WPR strategic Plan (*Distribution*)
 - b. Strategy- Use on air announcements to promote new website and features before launch (*Communication, Marketing*)
 - c. Strategy- Add IT support for listeners who need help using website (*Value, Distribution*)
 6. Complete re-launch of wpr.org by Spring 2010
 - a. Strategy- Use employees to create new website based on WPR strategic Plan (*Distribution*)
 - b. Strategy- Use on air announcements to promote new website and features before launch (*Communication, Marketing*)
 - c. Strategy- Add IT support for listeners who need help using website (*Value, Distribution*)

Step 5: Implementation Plan

Online Goals		Online Strategies		
	Online Advertising	Database Marketing	Direct E-mail	Viral Marketing
Increase Social Media Users	Yes	Yes	Yes	Yes
Increase WPR web page hits	Yes	Yes	Yes	Yes
New WPR Brand to include social media	Yes	Yes	No	Yes
Revamp WPR	No	Yes	No	Yes

Website and WPRnews.org				
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Step 6: Budget

E-Marketing Costs	Value
Technology Costs	\$100,000
Website Design	\$200,000
Salaries	\$75,000
Other Site Development Expenses	\$25,000
Marketing Communication	\$50,000
Miscellaneous	\$10,000
Total =	\$460,000

Step 7: Evaluation Plan

Based on the items above with the included deadlines, projects will not be considered complete until they are finished. If projects go beyond deadline but still are completed, the company will have to absorb the extra costs that it took to go beyond budget. Therefore, the evaluation plan is as follows:

Goals	Measures
Increase awareness of WPR website	Survey target awareness of service Number of visitors to site
Increase social media users	Survey target awareness of service Number of visitors to site
Increase awareness of WPR Regional Facebook sites	Number of visitors to site
Complete re-launch of websites	Sites are done on time and on budget