

# E-Marketing Plan

For

Wisconsin Public Radio



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## **Backgrounder**

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. We are connected via social media and have an item in our strategic plan about social media regarding statewide efforts, but have need goals and ways to monitor our E-Marketing presence in each region. The specific strategies outlined in this plan will 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)*

## **Public Radio's Core Values**

1. Qualities of the Mind
  - a. Love of lifelong learning
  - b. Substance
  - c. Curiosity
  - d. Credibility
  - e. Accuracy
  - f. Honesty
  - g. Respect for the listener
  - h. Purpose
2. Qualities of the Heart and Spirit
  - a. Idealism
  - b. We believe in the power to find solutions
  - c. Humor
  - d. Inspired about public life and culture
  - e. Civility-belief in civil discourse
  - f. Generosity
3. Qualities of Craft
  - a. A uniquely human voice
  - b. Conversational, authentic, intimate
  - c. Attention to detail
  - d. Music, sound elements, language
  - e. Pacing

## Introduction

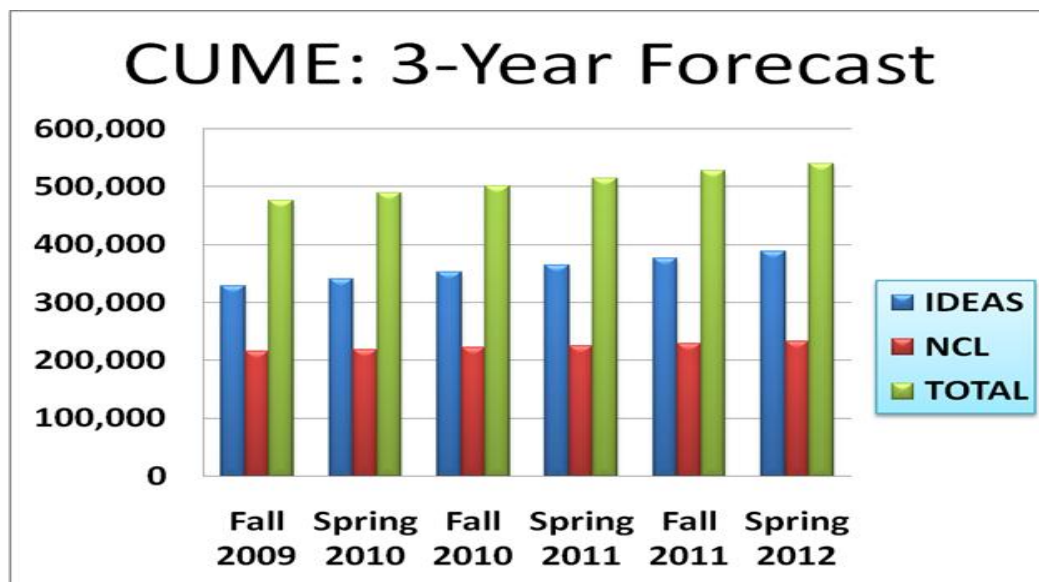
### WPR's Goals and Objectives

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

### E-business Objectives

1. Increase weekly streaming cume to 15,000, monthly web page views to 620,000, and social media interactions to 6,000 friends and followers by fall 2011
2. Increase weekly streaming cume to 16,000, monthly web page views to 640,000, and social media interactions to 7,000 friends and followers by spring 2012
3. Complete initial launch of wprnews.org by fall 2011
4. Complete re-launch of wpr.org by winter 2012 and other projects to be determined
5. Develop a Wisconsin Public Radio Mobile App by winter 2012
6. Grow Broadcast Audience  
*(Revised from WPR Internal Document, FY11-13 Strategic Plan v. 7/19/10)*

### Wisconsin Public Radio Broadcast Audience



## Strengths

- Strong Listener Presence in all 7 Wisconsin Public Radio Regions
- Growing Organization with two new radio stations being added in the next 5 years
- High public service and journalism standards
- Ability to engage audience beyond radio streams
- Excellent staff that are committed to the values of Wisconsin Public Radio

## Weaknesses

- 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
- No Classical Music station in Milwaukee

# SWOT Analysis

## Opportunities

- Use of the Internet to expand reach and range
- Use of Social Media- may help us reach new and younger listeners
- Major Giving - increase support and collaboration from current WPR listeners
- Changing political environment- can create programming to better align ourselves with listener needs
- Strong Online presence-provide greater connection with listeners

## Threats

- Radio's declining market share
- Declining public funding
- Stressed underwriting sector
- Political Environment
- Online news conglomerates, bloggers, independent news outlets

# 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
- WPR Listeners access to mobile technology
- Potential Listeners to WPR-habits, hobbies, technology usage

## Targeting

- Target Market: People all over the world, but direct focus on residents or people living in Wisconsin
- Build new market share with audience age 40 and below

## 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
- Synchronization with web, social media and radio will help us outshine our competition

## Positioning

- Aligning WPR with new social media tools
- Give our listeners a chance to connect outside the radio
- Draw listeners away from other outlets by our web presence
- Gaining mobile applications will help our audience to connect with us anytime, anywhere

# Objectives

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

## 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*)
  - d. Strategy- Special online announcements that run before a listener can hear chosen content (*Communication, Marketing*)
2. Objective: Increase weekly streaming come to 15,000 by fall 2011
  - 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 by fall 2011
  - 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*)
  - e. Strategy- Special online announcements that run before a listener can hear chosen content (*Communication, Marketing*)
4. Objective: 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*)
  - e. Strategy- Special online announcements that run before a listener can hear chosen content (*Communication, Marketing*)
  - f. Strategy- Align website with Social Media (*Communication, Marketing*)
5. Objective: 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. Objective: Complete re-launch of wpr.org by winter 2012
    - 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*)
  7. Objective: Develop a Wisconsin Public Radio Mobile App by winter 2012
    - a. Strategy- Work with developers and mobile device companies to get app launched (*product, pricing*)
    - b. Strategy- Use on-air announcements to promote product launch (*Communication, Marketing*)
    - c. Strategy- Work with social media and web site to promote web app (*Communication, Marketing*)
    - d. Strategy- Hire 50% marketing position to handle mobile web applications along with user questions and IT help (*product, pricing, communication*)
    - e. Strategy- Special online announcements that run before a listener can hear chosen content (*Communication, Marketing*)
  8. Objective: Grow Broadcast Audience
    - a. Strategy- Use web advertisements to attract listeners (*Communication, Marketing*)
    - b. Strategy- Use social media advertisements to attract listeners (*Communication, Marketing*)
    - c. Strategy- Re-launch WPR.org and wprnews.org (see other objectives) (*Communication, Marketing, product*)
    - d. Strategy- Re-brand WPR image and update all promotional materials (*Communication, Marketing, product*)

## Implementation Plan

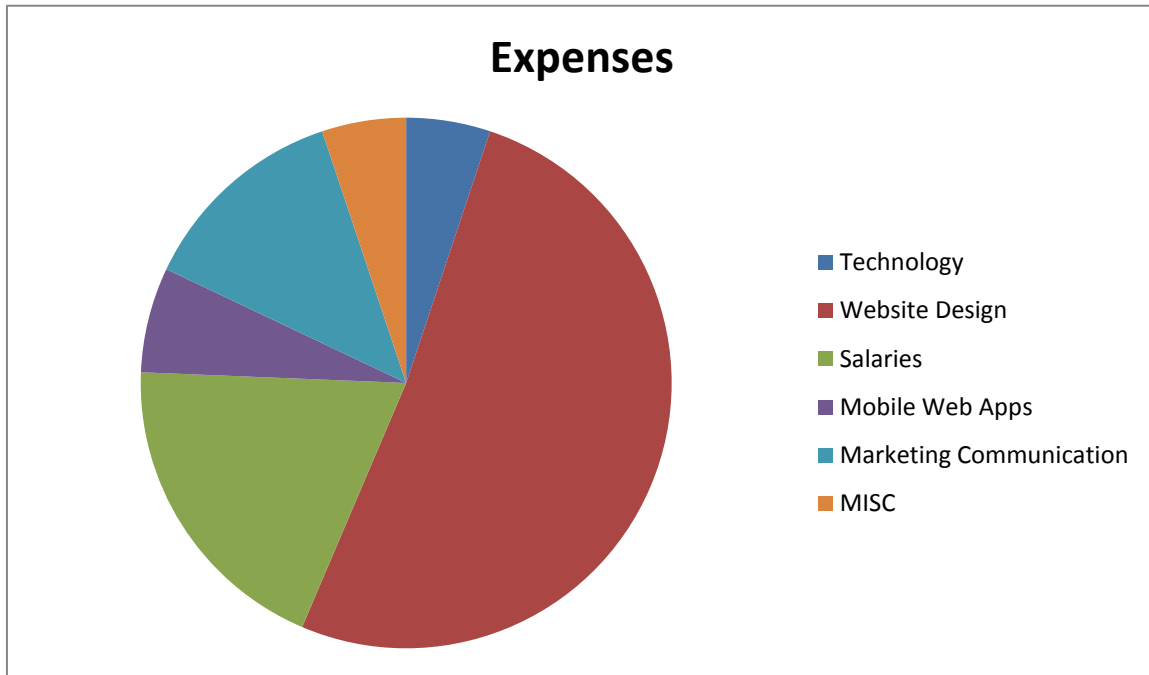
Online Goals	Online Strategies
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	Online Advertising	Database Marketing	Direct E-mail	Viral Marketing	Social Media Advertising
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Increase Social Media Users	Yes	Yes	Yes	Yes	Yes
Increase WPR web page hits	Yes	Yes	Yes	Yes	Yes
New WPR Brand to include social media	Yes	Yes	No	Yes	Yes
Revamp WPR Website and WPRnews.org	No	Yes	No	Yes	Yes
Grow Audience	Yes	Yes	Yes	Yes	Yes
WPR Mobile Web App	Yes	Yes	No	Yes	Yes



# Budget



E-Marketing Costs	Value
Technology	\$ 50,000
Website Design	\$ 200,000
Salaries	\$ 75,000
Mobile Web Apps	\$ 25,000
Marketing Communication	\$ 50,000
<b>Total =</b>	<b>\$390,000</b>

## 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  Visibility  Usability  Functionality
Social Media Web App	Created on time  Usability  Functionality
Grow Audience	5% increase in audience over next 2 years  Evaluate in Fall 2013 (when Arbitron numbers are released)