

## Digital Marketing Campaign

### Goal(s)

- Increase social media interactions to 6,000 friends and followers by fall 2011
- Complete initial launch of wprnews.org by fall 2011
- Complete re-launch of wpr.org by fall 2011
- Increase monthly web page views to 620,000

### Campaign Targeting

- Primary: Current Wisconsin Public Radio Listeners
- New Wisconsin Public Radio Listeners with a focus on the 35 years and younger demographic

### Campaign Messages

- Get new, fast, reliable news and information from a trusted and valued source
- Great Classical Music to help relax, soothe and work the day away
- Informative shows with interesting guests and topics

### Strategy

- On air announcements promoting social media sites
- Advertisements on Facebook, Google, and other strategically place websites where our demographic of listener frequent
- Update online promotional materials to reflect social media sites

### Media Mix and Budgeting

- Paid search: 2% of budget, Display advertising: 2% of budget, social media advertising: 4% of budget, online PR: 2% of budget, planning and research: 2 % of budget
- Total is 10% of complete eMarketing Campaign

### Media Schedule

- Start Date: May 1, 2011
- Projected Completion: Dec 1, 2011
- Mid-Campaign Review: August, 2011
- Deliverables: Increased WPR Facebook and Twitter Fans and Followers

# The Breakdown

## Goals:

In order to grow our online presence, Wisconsin Public Radio needs to update its website to a new, fresh, user-friendly version. We need to make this website searchable, interactive and easy for our senior listeners to use. In addition to this, we need to start a WPR News webpage because the majority of our listeners go to our website to find news and information. Next, we would like to increase the number of people that access our webpage. We would also like to increase the number of people connecting with us via social media.

## Campaign Targeting:

- Primary: Current Wisconsin Public Radio Listeners
- New Wisconsin Public Radio Listeners with a focus on the 35 years and younger demographic

We would focus on the Business-to-Consumer market, but also explore the Consumer-to-Consumer market. We can promote our products and services to current listeners but in order to expand, we need our listeners to get out and tell our story for us. Word of mouth is a great campaign tool for us. Helping our listeners be better advocates on our behalf should be our secondary goal to getting current WPR listeners to check out our new website and connect with us via social media.

## Campaign Messages:

We want our audience to be able to get new, fast, reliable news and information from a trusted and valued source. By redoing our website, we are providing them with the information in another location (in addition to the radio) and giving them more places where they can playback stories they heard or just get a recap of the days' news. The value for our listeners is becoming informed citizens, getting un-biased journalism and hearing (or reading) unique and fun programming and stories.

We also want to provide our listeners with great Classical Music to help relax, soothe and work the day away. Our website changes will help listeners find songs, composers and artists they enjoy. The detailed information provided to them will be useful in many ways. We want our audience to think about classical music as an art form and be able to enjoy our programming both online and off!

We want to provide our audience with informative shows with interesting guests and topics. Not only do we appeal to people for our news coverage, but we also gain followers from are unique, informative shows and guests. By updating our website, our audience can listen online any time they like and can easily find books, articles and information relating to the guests and topics of the day.

## **Strategy:**

We would launch a campaign using a variety of digital and standard tactics.

*Web Advertisements:* These ads would be based on the demographic of our listeners and tied into their preferences and likes. We already use software to understand what companies, brands and things our listener's value. By targeting those sites, we would reach a greater number of our audience and perhaps attract some new users who are curious.

*Facebook Advertisements:* We could gear our Facebook ads to both our current users and our typical demographic using our software. Additionally, we could try to attract college students and educated people under the age of 35 (more likely to listen to WPR) and connect with them on Facebook. By connecting with them on a platform they know, we hope that they will be intrigued and learn more about Wisconsin Public Radio.

*Strategic placement of icons and links on our new website:* It does not only work to have links to Facebook and Twitter on one spot on our website. We need to have each host and page link to their Facebook page. We need to align our website with our social media so that users feel like they can get the same information either place they look. By providing listeners with the option to connect with other fans on Facebook, we are fostering the discussion and promoting learning.

*On-air announcements:* These would be radio announcements telling people to connect on Facebook and Twitter. Might be worth offering incentives (prizes, ect) for the "next 5 people who friend us on Facebook." We encourage people to join and then they can see the value of WPR's social media pages for themselves. We would also encourage people to check out our website's "fresh new look," again, prizes could be offered.

*Special online announcements before a listener can hear chosen content:* This would be similar to YouTube videos that run commercials before they play your selected video. Our "ads" could be about our website, Facebook or Twitter pages.

*Promotional Materials:* We would want to update all of our promotional materials to reflect our website's re-launch. Additionally, we could update materials and add Facebook and Twitter icons.

## **Media Mix and Budgeting:**

- Paid search: 2% of budget
- Display advertising: 2% of budget
- Social media advertising: 4% of budget
- Online PR: 2% of budget
- Planning and research: 2 % of budget
- Total is 10% of complete eMarketing Campaign

**In WPR's first eMarketing Plan, total money spent was \$460,000, so this Digital Media Plan will run on roughly \$46,000**

## **Media Schedule**

- Start Date: May 1, 2011
- Projected Completion: Dec 1, 2011
- Mid-Campaign Review: August, 2011
- Deliverables: Increased WPR Facebook and Twitter Fans and Followers, New Website and Increased Users

### **Key Milestones:**

- Hitting 5,500 Facebook Fans
- Staff Review of Website to Re-launch
- Staff Review of WPR News Website
- 600,000 Monthly Web Views