

Audience Analysis

Who we're targeting:

You have asked us to create an analysis of an effective target audience to which you can market the tree campaign. From a topical search of the area surrounding the watershed, we discovered elementary schools with nearby parks and open areas which may allow students to participate more readily than other groups. We therefore recommend targeting after-school groups in the Weiland Park and Linden areas (e.g., Boy and Girl Scout troops). Additionally, during school hours, it would be incredible to get kids involved through STEM class projects that involve planting the tree and visiting it to observe its progress and water it once or twice a week. The last component of this target audience would be the parents or guardians of the kids who would be the more active players in getting their children and communities involved.

What you need:

We recognize that these groups will not have a lot of money to invest in planting their trees, so keeping the operation low-cost is key to its success. The trees are free, which is a big incentive, and if the planting were made easy so that the kids could get involved, then we would be able to secure a group who will care about the tree. At this point, it may be useful to bring in a FLOW representative to explain FLOW's overall mission and what this project will entail.

Where will they be reading?

We expect parents to not only be viewing our media primarily in grocery stores but also their at child's school, in community spaces, and possibly fast-food restaurants. We expect these kids to come across the flyers at school or in libraries and other after school hang-outs.

When will they be reading?

We expect our groups to be reading information about the tree campaign briefly. They won't have time to read a long, informational document about FLOW's initiative and all the goals that fall under it. They will be looking for easily accessible information with directions on how to get involved and where to look if they're interested in learning more. These flyers might be

passed out at a troop meeting, at school and even just seen in passing at any given community bulletin.

FLOW's Marketing Timeline

Michael Dover Jr.

Primary Purpose

Our proposal is to make the tree campaign and FLOW more searchable. Along with gaining a larger following and gearing our content towards parents and teachers, we want to utilize the valuable and loyal volunteers FLOW already has. Below we will explain our three-step-plan to make this possible.

<h3>Phase 1: Social Media</h3> <p>Phase 1 introduces steps to not only remodel the social media pages but also make them active on a daily basis. By starting here, FLOW ensures that when future media designs go live to the public, they can come to the FLOW social media pages and have a plethora of information. This phase MUST be complete before any other phases become active.</p>	<p>The enclosed packet includes a detailed schedule and mock-up posts for Facebook, Instagram, and Twitter. A new profile/cover photo is shown on the right.</p>  <p>Once posts are updated, a weekly newsletter will help attract a captive audience who can reference an email for any relevant information on upcoming events.</p>  <p>Introduce a #Hashtag for FLOW and the tree campaign. We propose #RootTheCanopy! as the most common social media link and the tree campaign slogan.</p> 
<h3>Phase 2: Distributable Media</h3> <p>Phase 2 is targeted towards parents, teachers and after-school program leaders with the intention of drawing them in through a "class project." We believe the best utilization of this media would be posted approximately 6 weeks before the displayable media campaign takes place.</p>	<p>Step one introduces the flyer to our audience: parents and teachers. We chose them as our target to engage their children in both FLOW and the tree campaign.</p>  <p>The flyer will be distributed to locations such as schools, grocery stores, or community events (e.g. farmer's market) in the watershed area.</p>  <p>Once this is in the hands of potential volunteers, they will be able to search FLOW through hashtags or by name and find the results for which they are looking.</p> 
<h3>Phase 3: Public Service Announcement</h3> <p>The displayable media will be the third and final implementation of our proposal and become active 1-2 months before a tree giveaway event. The intention behind our design is to continue to build off the previous phases, make FLOW more searchable, and put FLOW at the top of Columbus' environmental non-profit organizations.</p>	<p>This PSA is designed to make the audience aware of Columbus' tree canopy problem, and call them to "do something about it". We want to appeal to emotion with this media.</p>  <p>By marketing the PSA on grocery carts (approx. \$350 for 30 carts/month) through a design that will attract children, we can broaden our audience and once again engage with parents and Columbus youth.</p>  <p>With the third phase of our proposed FLOW overhaul live, the organization and tree campaign will become a stable and active voice in the Oientangy watershed community.</p> 

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Why will they be reading?

Our target audience will be people who already have a commitment to helping the community or who crave involvement. We feel it is a better strategy to target those who want to help rather than enlisting random people, because if they have a mission to help beyond just planting one tree, we can expand the campaign and possibly start a chain reaction. Boy and girl scouts are trying to better their community, so they are perfect catalysts for the FLOW mission.

Resources and Budget

Resources:

While all three phases below will feature some sort of time consumption or money, the best available resource are the current FLOW volunteers. When evaluating your organization, we noted that the same faces appeared time and time again, and we want to encourage you to reach out to these people and ask them if they would be willing to go the extra mile. For an organization that covers such an expansive amount of area, we believe there are plenty more people that are ready to join the cause and help the environment. If we can use our best volunteers to get into the community and hand out the flyers for phase 2, we can start a personal relationship with future members from the start.

Budget:

The \$1,500 from Western Reserve Land Conservatory will be used entirely on both phase 2—distributable media to the public—and phase 3—grocery cart advertisements. A breakdown of costs appears below:

Total Budget: **\$1,500**

Distributable Media (phase 2): approx. **\$0.15** per copy at Staples

Displayable Media (phase 3): approx. **\$350/month** for 30 grocery carts

Using the above costs, we believe the best usage of the budget would be to print 3,000 pages of the distributable media (approx. **\$450**) and go to three different grocery stores and get approx. 30 carts/store (approx. **\$1,050**) for the displayable media. Any excess or future money should be used to print more of the distributable media that way volunteers can continue making FLOW more personal and interactive.