

## Digital Marketing Plan 2015

### Research

- Email blast via Inside Information with survey
  - Send blast to all member emails on file
  - When a member enters the survey, use a gate question to weed out respondents who aren't in the target audience
  - Give \$50 bill credit
    - Allow all respondents, including those who don't qualify, to enter to win
  - Allow one week from e-blast date to get responses
- Correspond with Jenny Reynolds regarding brainstorming of messaging and branding of campaign
- Correspond with Robin Jackson regarding creation of social video for campaign

### Audience

- Members
- Age 18 to 40
- Lives in Ozark, Taney, Stone, Christian, Ozark counties

### Objectives:

1. Increase Annual Meeting attendance and participation from target audience by 1 percent from 2014.
2. Increase co-op familiarity among target audience.
3. Increase Facebook fan base for the target demographic by 5 percent from February 2015.

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### Strategies and Tactics

- Facebook
  - Specifically targeted posts to target audience
  - Ads and boosted posts targeted to target audience
- Twitter
- Google+
  - Google Hangout with CEO in fourth quarter
- Email
  - Exclusive email group – “Exclusively for young, involved cooperative members.”
  - Rebrand and feature existing programs to make them appeal to the target audience
- YouTube
  - Preroll ads through KY3
  - Create videos for rebranded programs to share on YouTube for email
- Banner Ads
  - Retargeted banner ads
    - Target website home page
    - People who open email – change ad monthly to match content of email
- Radio Ads
  - Run specific ads for target audiences on stations that reach that group
  - Start ads for annual meeting in July
- IRL Meet Ups
  - Discounted bowling night
  - Mixer with ‘seminar’

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- Bring in an expert on a fun topic – gardening, crafts, cooking, selecting the right cut of meat
  - Appetizers and soda
  - Have CEO and board members present to mingle
- Night at the Cardinals
- Annual Meeting
  - Live stream meeting
    - Other co-ops have been doing for years with success
  - Possibly change schedule
    - Prizes earlier
    - Change schedule of business meeting
    - Change time of annual meeting

### Name Brainstorm (see email thread)

1. Live Connection
2. Ignite
3. Generation Power
4. Power Evolved