



Marketing Plan

Fall 2017 – Spring 2018



Advertising and Promotions

The services/promotions the Daily Titan will continue to incorporate and expand this upcoming 2017- 2018 academic year, are:

- “Where’s Tuffy?” contest
- DT Fest
- Blitz
- Surveys
- Social Media
- CSUF partnership
- Adrax

As well, we might use the bookmark once again for this semester to promote our upcoming weekly issues and events.

Where's Tuffy?

Analysis

- Having this contest running every other week, had at least X people participating each week.
- The social media post on Facebook every Monday, Wednesday and Thursday, worked as a reminder and more entries for people to participate.
- The more we show in a picture (Trees, Buildings, etc), the easiest it is for our followers to find Tuffy. This encourage more people to participate in the contest.
- The participants appreciate the \$X Titan Shops gift card prize, so they can use it for school purposes.

Contest dates

The contest will start the second week of school (August 28, 2017) for the Fall semester, and the second week of school (January 29, 2017) for the Spring 2018 semester. We will need 7 Titan Shops gift cards for the contest running during the Fall semester, and 7 Titan Shops gift cards for the Spring semester.

- *Fall 2017*

Week of	Contest / Winner week
August 21, 2017 *First week of school	Introducing our contest to our viewers
August 28, 2017	Contest
September 5, 2017 *Sep 4 - Labor Day	Winner announcement
September 11, 2017	Contest
September 18, 2017	Winner announcement
September 25, 2017	Contest
October 2, 2017	Winner announcement
October 9, 2017	Contest
October 16, 2017	Winner announcement
October 23, 2017	Contest
October 30, 2017	Winner announcement
November 6, 2017	Contest
November 13, 2017	Winner announcement
November 20, 2017	Fall Recess/ No paper this week
November 27, 2017	Contest
December 4, 2017 *Last week before finals	Winner announcement/ Wish everyone good luck
December 11, 2017 *finals week	“Thank you for participating” message

- *Spring 2018*

Week of	Contest/ Winner week
January 22, 2018 *First week of school	Introducing our contest to our viewers
January 29, 2018	Contest
February 5, 2018	Winner announcement
February 12, 2018	Contest
February 20, 2018 *Feb 19 – Presidents' day	Winner announcement
February 26, 2018	Contest
March 5, 2018	Winner announcement
March 12, 2018	Contest
March 19, 2018	Winner announcement
March 26, 2018	Spring Recess/ no paper this week
April 2, 2018	Contest
April 9, 2018	Winner announcement
April 16, 2018	Contest
April 23, 2018	Winner announcement
April 30, 2018	Contest
May 7, 2018 *Last week of classes	Winner announcement/ Wish everyone good luck
May 14, 2018 *Finals week	“Thank you for participating” message

Advertising and Promotion

Graphic designers will create a new artwork for the “Where’s Tuffy?” contest, and it will have the measurements that can be suited for all of our social media platforms, Adrax, and Stakes*.

For our social media, we will use Facebook, Twitter and Instagram to promote the contest. On Facebook, we will promote the contest Monday, Wednesday and Thursday with the artwork created by the GD. On Twitter, we will post Tuesdays and Thursdays. On Instagram, we will post the artwork on the first week just as promotion of the contest, and the last week of classes. Also, we will use Instagram story to keep promoting the contest every other Monday and Wednesday.

On Thursdays, we will include the time our contest will end which is at 12pm that same Thursday. The name of the winner and location will be sent to the GD on Thursday at 3pm. Days on Twitter and Instagram might change, depending on the number of participants. In any case, we will also use Snapchat to promote it. GD must make the post to be suitable for Facebook, Twitter, Instagram post, Instagram story and Snapchat.

We will also use Adrax to advertise our contest, and GD must create an artwork with the appropriate measurements. We will order 6 copies of the flyer for the Adrax to DPS at the start of the semester.

We might also use stakes that will be placed around the school to follow up with the promotion of the contest. We will need 6 or more stakes that can be used only for this purpose.

*To be discussed
GD: Graphic Designers

DT Fest

Both events were a success and a great example for our two upcoming events happening in Fall 2017. This semester I will be more involved with the process of the permits required for both events and the list of what to buy and to whom:

- Permit for the event to take place in specific days and place.
- Permit for our food clients
- Buy trash cans*
- Tables and chairs rental
- Parking permits
- Contact DJ

Analysis

We want to keep incorporating a theme with every event to make it more interactive and fun with the clients. We want clients to know they can interact with our event and try to match with the theme. Our clients must let us know within 2 weeks prior what they will bring to the event such as EZ-ups, banners, customs, etc.

We decided to change the crafts table to a game table and I think we should keep using it since it was a better way to gain attention from the students that were passing by. The games table and volunteers, helped gain more attention to the event and we will still be using the same method.

We will need around 5 people the most, in our front table. If the front table is too crowded nobody will stop by the table and ask questions. If we have 5 people, 3 will be in the table and the other 2 can be on the sides, for people who are trying to walk inside of the event avoiding the front table (Just to let them know about the contest).

On our first event (St. Patrick's day edition) we had X and we ran out an hour before the event was over, but on our second event (Star Wars edition) we had X and we ran out 30 min before the event was over. For this reason, we will print X stamp cards for our first DT Fall event.

Advertising and promotions

I will provide to the GD the photos I took of the previous event to make them in a collage and use it to thank our clients and the students that attended the event. As well, I will also provide the photo of the stamp card giveaway winners to promote upcoming contest. To promote our first event, I will use the pictures that I took of each client and the photo of 1 out of 2 winners to promote our first DT event.

Graphic Designers must create the artwork to advertise the event at least 1 MONTH before the event. GD must create the artwork with the appropriate measurements: Facebook and Twitter post, GIF for Instagram, Snapchat post, Adrax, flyers to be printed and one for the stakes. We will need 1 week to send the flyer to ASI to get approved and to print. We also want to incorporate the use of Snapchat filters, so we will need 2 weeks in anticipation so it can get approved.

Blitz

Blitz events will be used to promote Where's Tuffy and DT Fest, but it will be according to the Comm 454 students' schedule. The first Blitz event, will be focusing on promoting the "Where's Tuffy?" contest, social media and our weekly issue. The upcoming Blitz will be focusing on promoting the DT events.

Comm 454 students

This upcoming semester we want Comm 454 students to keep helping promoting our events. During the Blitz, we will have the students go to different places around the school handing out flyers promoting "Where's Tuffy" contest and/ or DT events.

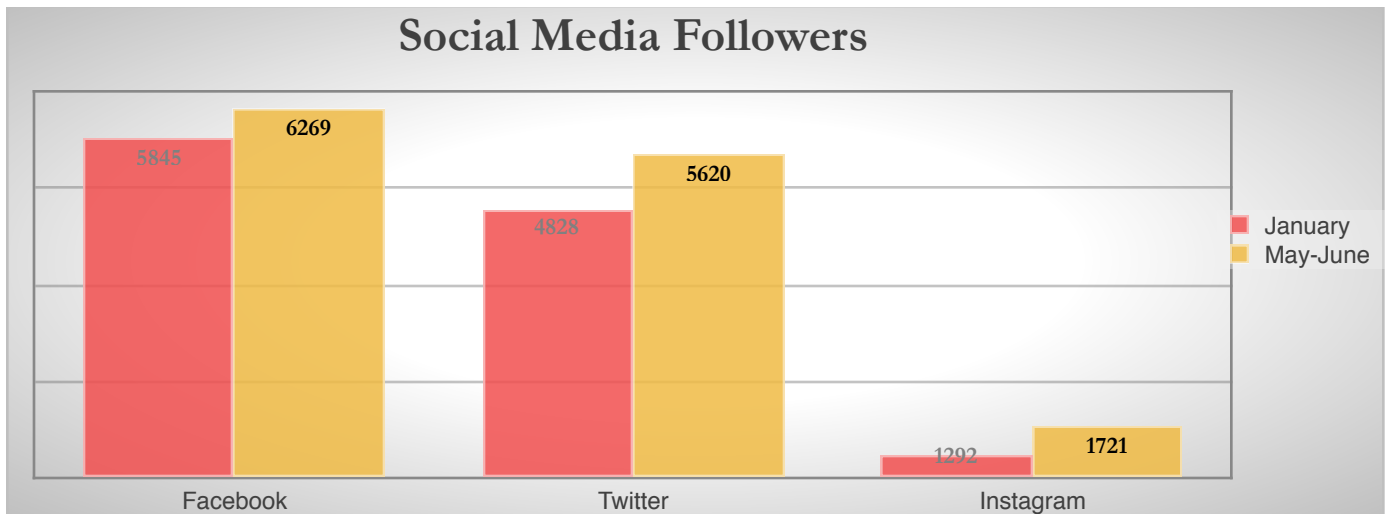
During the DT events, we want the students to help us before, during and after the event like they did this past semester. We will need the students to help us in the morning to set up, during to greet our students and help our clients, and lastly after the event to help with clean up.

Surveys

As soon as we know the theme for each of our DT events, we will conduct a survey to see what our followers expect from the event. This will help to promote the upcoming event, and how we can improve them. After the event, we will conduct a second survey to see if they like the theme, decorations, games and maybe clients. These surveys will also receive feedback from past events such as DT Fest Star Wars' Edition.

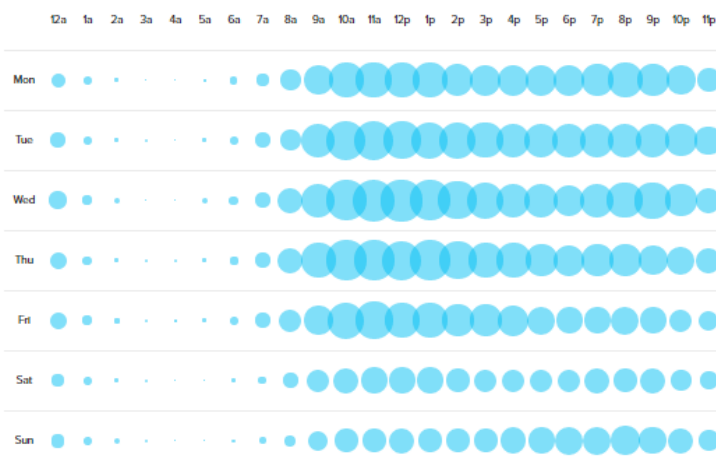
Social Media

Our graph below shows the increased number of followers we had between the months of January and May-June. I did not include Snapchat since we started using the app mid-February. This does not include the number of people who unfollowed our profiles during this time.



Using the website socialrank.com, we can manage and analyze our Twitter and Instagram followers. This website let us know when are OUR followers most active even if we do not post anything. These times and days are subject to change every week.

Twitter

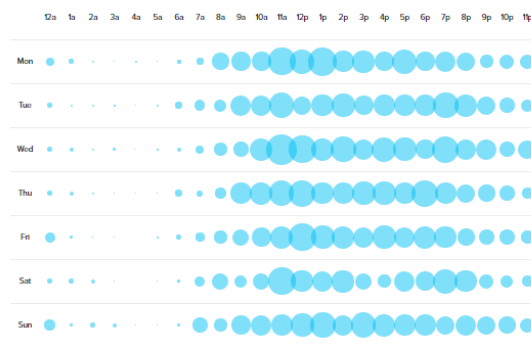


Popular Time To Post:

This is a breakdown of when your followers are most active. Your audience's most active times are (adjusted to your local Daylight Time / GMT-7):

1. **Wed at 11a**
2. **Wed at 12p**
3. **Thu at 11a**
4. **Wed at 10a**
5. **Wed at 1p**

Instagram



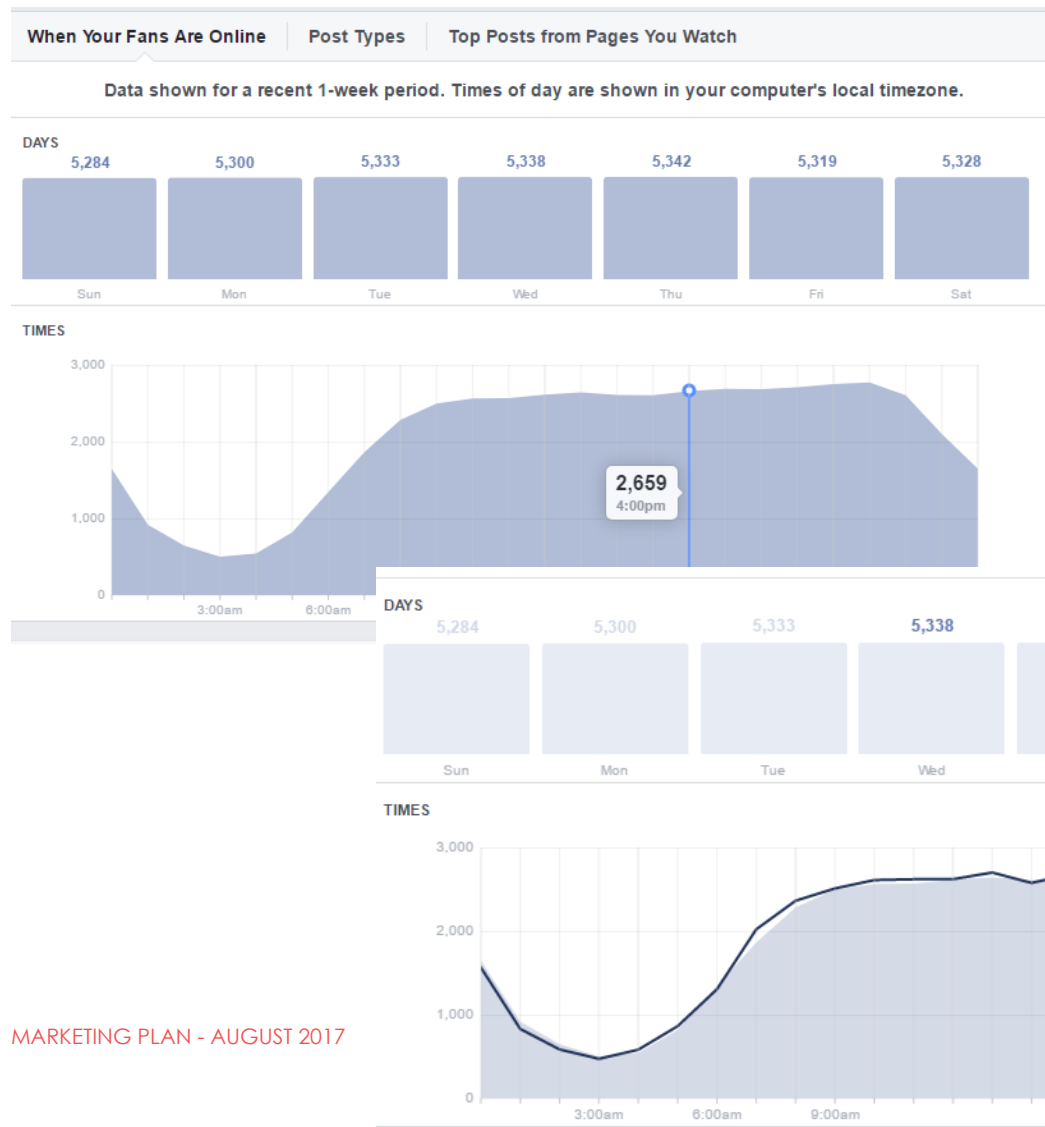
Popular Time To Post:

This is a breakdown of when your followers are actively posting. Your audience's most active times are (adjusted to your local timezone, Daylight Time / GMT-7):

1. **Wed at 11a**
2. **Mon at 1p**
3. **Sat at 11a**
4. **Wed at 12p**
5. **Mon at 11a**

Facebook

Using Facebook Insights; which it is included on our Facebook page; we can see when our followers are online. This also changes every week, which is why I will refer back to this every other week. Below is an example of how it currently looks for the week of June 12, 2017.



Social Media Analytics

Below are the free websites that I will be using analyze our social media analytics: which platforms, its purpose, and requirements.

1. Buffer

- Daily Titan Editorial currently use this service.
- It can be used for Facebook, Twitter and Instagram
- DT Editorial is currently using it to post and schedule articles to be posted on Facebook and Twitter.
- This can also show you the top tweet of the day and how many clicks each post had
- It can only track the analytics if the person clicks the link.

2. Social Rank

- Twitter and Instagram only
- It manages and analyze followers
- It gives a summary report on our followers such as: distribution, top locations and popular words used by our followers.

3. Google Analytics

- Analyze website traffic
- We can see how many visits our website receives from each of the major social networks.
- We need to place a “Tracking ID” in the website.

Strategies

Below are some of the tools or strategies of how I will use social media:

- We will continue with a “Holiday post” for every holiday celebrated in the U.S. It will be posted on Instagram to make students feel more related and to give our Instagram page a personality.
- Responding to comments or critics. If it is a comment or critic related to a post I made (Ad, contest, etc), I will respond. However, if it is a critic I will try to solve it or provide editor-in-chief email address, depending on the issue.
- Unfortunately, this past events I was unable to use Instagram Live feature, and I am still figuring out why. However, I will try to use it this upcoming semester, since our followers get a notification every time we use this tool.

Advertising/Promotion

Below are a few ways to increase our followers on social media based on an article published by Forbes:

- GD will create an artwork that will promote all of our social media platforms and it will be posted once a month.
- Anybody can win a prize if we use Titan Radio’s game, so to incorporate social media in the event, we will ask every person that wants to play our game to follow us on 1 social media platform.
- Depending on how many donations or DT gifts we have, I might arrange a contest on Instagram, where people must tag 3 CSUF friends in a post that GD will make, in order to win a prize. This will promote our profile to CSUF followers.
- Every 2 weeks, we should include a coupon section like we do on the paper. It will be one post every other Friday (for the people that did not read the paper or Thursday). This coupon section will be posted on Facebook and we can promote it on our social media platforms and paper.

- I will “Like” other people’s post on Instagram (around 1-2 a week, and different people every week). This encourage our current followers to keep following our profile, and not only see us as another corporation account.
- Having a Snapchat filter during both of our DT events, can improve our followers on Snapchat.

CSUF Partnership

This past semester we had different partnerships with different companies, and we look forward to keep this partnership.

- DJ –He will promote himself in the events and help us playing music in our events.
- Titan Shops – To have a \$X gift card for our “Where’s Tuffy” winners, while TS gets free advertising in our social media and our event.
- CSUF social media – They help us promoting the event by retweeting our post with the flyer/GIF and they can have free advertising in our social media.
- Titan Athletics – They can attend our events and we might have Tuffy in the event as well.

Adrax

For this upcoming year, our new paperboy/ girl will provide analytics to every Adrax on campus. We will provide a list with every Adrax location to Paige so she can deliver the papers every day. In the same list, she will make notes whether on which location has the lowest number of people picking up the paper. Every 2 weeks, we will review this notes and based these numbers on whether we should move the Adrax to a new location. Also, once a month we will go to every Adrax location for maintenance.