

(add)ventures

External Marketing Plan Summer 2017

Daniel Tache

Liam Hart

Megan Kurose

Sydney Stein

Thomas Lietar

Yuexin Huo



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EXECUTIVE SUMMARY

Over the past few decades, the landscape of the advertising industry has significantly transformed and expanded in order to capitalize on the modern marketing expectations of digitized content, creative ingenuity and shareability. The advertising world is anything but static - its ever-changing, fast-paced nature is what makes working in the industry both challenging and rewarding. Given the wide array of advertising mediums that exist in the market today, the contemporary client's advertising experience is more tailored to the company's wants and needs than ever before.

Amongst the array of communication and advertising companies that currently exist in and around Rhode Island, (add)ventures stands out as a people-loving firm, both in regards to its clients and its employees. (add)ventures understands the importance of creating a warm, diverse and open company culture. The team at (add)ventures is truly multi-disciplinary, serving as a "one-stop-shop" for any and all client needs.

However, despite the multiple strengths (add)ventures boasts, several competitors in the area have managed to gain a competitive edge when it comes to targeting millennials. Clients want an agency that can not only successfully relay their messages to this lucrative cohort, but can also keep them coming back for more. However, this task is easier said than done. The attention span of the typical consumer now hovers around eight seconds—less than that of a goldfish. Additionally, the massive influx of digital content into the day-to-day lives of millennials has become the norm for this group, and as such, they have become adept at filtering out irrelevant or uninteresting content. Thus, in such an overly-digitized, distracting world, marketing to millennials has become an exceptionally difficult task.

In order to help (add)ventures gain a sustainable competitive advantage over local firms like NAIL Communications, Matter Communications and Duffy & Shanley, the 2017 Summer Intern Team has created a multi-channel external marketing plan. The overall goal of this marketing plan is to help (add)ventures portray their ability to craft campaigns that will successfully attract, engage and excite millennial audiences.

1. McSpadden, Kevin. "You Now Have a Shorter Attention Span Than a Goldfish." *Time*. Time, 14 May 2015. Web. 05 July 2017.

DELIVERABLES

This marketing plan presents (add)ventures with an in-depth marketing campaign. The main product of the campaign is a video that will live on (add)ventures' home page. The video will be distributed on (add)ventures' various social pages, such as Facebook, YouTube and LinkedIn, in order to draw people to the website. This video will serve to highlight (add)ventures' sustainable competitive advantages so that they may better stand out amongst local competitors.

After considerable research and a thorough analysis of local competitors, we believe (add)ventures possesses the following sustainable competitive advantages:

- A tightly-knit, unique company culture
- A nimble multi-disciplinary team.

In addition to the main video described above, this external marketing plan also offers two smaller packages to accompany and support the overall message of the campaign:

- A social media package
- A website redesign package

The purpose of these smaller packages is to provide additional, engaging content to draw in the two major target audiences: new clients, and new talent.

The *Social Media Package* includes an overall tactical plan, which details specific posting schedules and outlines goals for each of (add)ventures' social channels and its blog. New designs for social banner and profile images, as well as new themes for social content, are also included in this package.

The *Website Redesign Package* encompasses new designs for a few of the pages of (add)ventures' current website. We acknowledge the fact that (add)ventures is currently redesigning and creating its new website, so we aim at providing some insightful notes on design and user experience, rather than overall structure. By focusing on the individual visuals of certain pages on the website, we hope to provide inspiration to the digital team in their future endeavors to improve the (add)ventures website.

SITUATIONAL ANALYSIS

Company Overview

(add)ventures was founded by Stephen Rosa in 1989 with the following two goals in mind: solve problems and make people happy. As a multi-disciplinary brand culture and communications firm, (add)ventures works with businesses, both large and small, to deliver unique, tailored solutions. Some of (add)ventures' major clientele include CVS Health, Honeywell and Timberland. (add)ventures has three offices, located in Providence, New York and Miami, with headquarters residing in the Providence location. The NICE culture, multi-disciplinary team and positive attitude (add)ventures boasts enables them to thrive within the New England marketplace and beyond.

Current Offerings

As a multi-disciplinary communications firm, (add)ventures offers a wide range of marketing and advertising services to its clients. Some of its overarching services include marketing, branding, identity design, social media and promotional videos. (add)ventures' most valuable client (in terms of profit) is CVS Health, a client they have retained for decades. Having produced many videos, icons, posters, websites and marketing campaigns for CVS Health, (add)ventures has managed to form a strong, thriving relationship with this partner.

In addition to working on large campaigns and long-term projects, (add)ventures also offers creative services on a smaller scale. For example, (add)ventures is capable of providing clients with a short video, website or a small-scale advertising asset. In recent history, (add)ventures has worked on small-scale projects with Timberland, Johnson & Wales University and CollegeBoundfund.

There is no project too big or too small for (add)ventures. Its tightly-knit, flexible nature allows the firm to meet the unique needs of each client they work with.

SWOT Analysis

Strength

(add)ventures is a multi-disciplinary firm with a very diverse skill set among its employees. It benefits from its open, forward-thinking environment, as well as its unique, warm culture. Professionally, (add)ventures is very adaptable and excels at creating and maintaining positive and fruitful relationships with its clients.

Weaknesses

After analyzing (add)ventures' current website, it proved to be difficult to navigate and contained outdated content. Several social media channels of (add)ventures are also currently under-utilized, especially the Instagram profile. However, we are delighted to see (add)ventures in the process of launching a plan to revamp this social channel. Additionally, (add)ventures' brand identity was perceived to be disproportionately skewed among its social channels, with several different threads of theme and tone being used across the profiles. We believe the photo studio in (add)ventures is also under-utilized. Professionally, we are concerned with the low diversity of (add)ventures' clients.

Opportunities

(add)ventures could expand its use of social media and utilize low-cost inbound marketing tools like blogging to attract and retain users. There is also potential for expansion into foreign countries, especially those based in Latin America. (add)ventures can also use its strong client relationships to boost its company image. Additionally, (add)ventures might consider forging further partnerships with millennial-focused companies to improve upon their image as a contemporary firm.

Threats

Local competitors such as Nail Communications, Matter Communications and Duffy & Shanley are busy capitalizing on millennial trends, and could serve as a potential threat in attempting to attract this specific cohort. The alarmingly fast rate of social media evolution and expansion could place (add)ventures in an undesirable position in the race to capture the attention of this lucrative audience. Other threats include the potential for an economic downturn, as well as Rhode Island's relatively conservative business and political environment.

Please see the next page for an abbreviated listing of (add)ventures' strengths, weaknesses, opportunities and threats.



MARKETING RESEARCH

The Millennial Cohort

The millennial cohort consists of individuals born between years 1980 and 1999. According to the U.S. Census Bureau, this generation consists of more than 80 million individuals, making it the largest cohort in history. The following attributes are typical of a member of the millennial generation: optimistic, technologically savvy, politically engaged, diverse, overly self-confident, connected and self-absorbed.²

Millennials grew up on the dawn of fast internet and diverse TV programming, distancing themselves from more traditional communication mediums such as newspaper and radio. 80% of this cohort sleeps with their cell phone next to their bed, and more than 75% have created a profile on a social networking site. Millennials are masters of their own personal brands, promoting their images both in real life and in the digital world with efficiency.²

This cohort craves freedom from those rules or policies set in place by older generations which may be deemed unjust, inefficient or limiting. Service is the new black with this group. Do good in the world and millennials (around 40%) will be drawn to you, but don't put too much effort into showing off efforts to help others, or it won't be seen as genuine.³

Outbound marketing is no longer as powerful as it once was. Millennials often find strategies that employ outbound marketing to be unhelpful, disruptive and generally annoying (pop-up ads or door-to-door salespeople). Inbound marketing, which focuses on producing interesting or engaging content in order to attract users and generate leads, has become a much more effective tool when attempting to target millennial audiences. Millennials are far more attracted to companies that strive to improve user experience, rather than simply selling a product.⁴

2. Seppanen, Sally, et al. The Millennial Generation Research Review. Edited by Michael Hendrix, U.S. Chamber of Commerce Foundation, 2012, The Millennial Generation Research Review

3. Agrawal, AJ. "5 Trends Marketers Need To See In Millennials." Forbes. Forbes Magazine, 08 Aug. 2016. Web. 27 July 2017.

4. Moraes, Meaghan. "8 Modern Tips for Marketing to Millennials." HubSpot. HubSpot, n.d. Web. 27 July 2017.

Industry Overview

According to the business research database Hoovers, companies within the marketing and advertising services industry “...create advertising campaigns, implement public relations campaigns, and engage in media buying, among other advertising services”.⁶ Within this industry, there are over 37,000 companies currently in operation worldwide. The vast majority of these companies—more than 96%—bring in an annual revenue of less than \$5 million. This industry generates about \$560 billion in total annual revenue, with most business originating in North America. Demand in this industry is directly attributable to external business activity and a need for creative skills and direction.⁷

Challenges, Risks, & Threats

Spending on advertising and marketing services by these businesses is heavily dependent on economic health. Some major challenges faced by firms within this industry include dependence on economic health, difficulty satisfying major customers, dependence on large media companies, fragmented advertising outlets and public annoyance with advertising tactics.⁷

Growth & Opportunities

The Hoover’s database rates the marketing and advertising services industry as “medium”, which means that industry falls within the middle 50% of all industries in terms of growth rankings. While this industry is not facing major job loss or recession, it is also not expected to skyrocket within the next few years.

With regards to opportunities, Hoovers provides the following list: advertising in the global market, a switch from commission-based to fee-based revenue streams, integrated services, mobile marketing, social networking commercialization and hyper-local campaigns.⁷

Competitor Analysis

We identified three main competitors within the local surrounding area: Duffy & Shanley, NAIL Communications and Matter Communications. Each firm

5. Moraes, Meaghan. “8 Modern Tips for Marketing to Millennials.” HubSpot. HubSpot, n.d. Web. 27 July 2017.

6. “Advertising & Marketing Services.” Hoover’s Company Records [ProQuest], subscriber. hoovers.com.uri.idm.oclc.org/H/industry360/overview.html?industryId=1055.

7. Shanley, Duffy &. “Ideas worth talking about.” Duffy & Shanley. N.p., n.d. Web. 09 Aug. 2017.

has established a solid presence in the market through their marketing and advertising services, branding efforts and targeted millennial outreach.

Duffy & Shanley

Duffy & Shanley identifies themselves as a fully-integrated marketing communications firm. Their services include advertising, public relations, package design, media strategy content and crisis communications. The company is headquartered in Providence, Rhode Island. Their business model revolves around “Creating ideas worth talking about.” Duffy & Shanley’s client partners include AT&T, Boys and Girls Club, BJ’s, Dunkin’ Donuts and Intel.

Their “Duffy United” process brings together all disciplines of advertising, design, digital, media, public relations and other channels to give clients an edge in the marketplace. Duffy & Shanley broadcasts its fun and carefree company culture across its various social media platforms, including Facebook, Instagram and Twitter.⁸

Nail Communications

NAIL Communications is headquartered in Providence, Rhode Island, and identifies as an advertising agency. NAIL was named “2013 Small Agency of the Year, Northeast” by *Advertising Age*. Their services include research, marketing/communications strategy, social media, brand design, web strategy/design and development. They have a broad range of client partners including Brown University, Honeywell, Keurig, Mike and Ike, New Balance and Stanley.

NAIL positions itself as a millennial branded firm based off of the colloquial and personal language they use across their social platforms and website. NAIL is active on Facebook, Twitter, YouTube and Flipboard. However, they lack an Instagram account. Based on their media output, they don’t highlight their company culture or community outreach as much as other, similar competitors.⁹

Matter Communications

Matter Communications is a public relations agency headquartered in Newburyport, Massachusetts with offices in Boston, Providence, Boulder and Portland. Their services include public relations, social, creative, and search marketing. Matter’s client base includes an array of both large and small companies to measurably elevate their brand stories and drive business. Their client partners include BlueCross Blueshield, CVS Health, Fuji Film, Ray Ban and Verizon.

8. Shanley, Duffy &. “Ideas worth talking about.” Duffy & Shanley. N.p., n.d. Web. 09 Aug. 2017.

9. “NAIL Communications.” NAIL. N.p., n.d. Web. 09 Aug. 2017.

Matter prides itself on being named nine-time “Best Place to Work” winner. Their company culture is broadcasted through different aspects on their website, most notably within their sections on employee insights, volunteer work, benefits and bonuses. Matter has an active presence on their internal blog and social media platforms including Facebook, Instagram, Twitter, LinkedIn, YouTube and Vimeo.⁹

STP ANALYSIS

Segmentation

In order to help (add)ventures determine what segments of the market to target, we believe it would be in the company’s best interest to segment their intended population in three ways: geographically, psychographically and behaviorally.

In terms of geographic segmentation, (add)ventures should target companies on the east coast of the United States. The company’s three locations—Rhode Island, New York and Miami—make the eastern seaboard an excellent geographic segment to focus on. By targeting potential clients that are geographically close and share a similar time zone, communication between (add)ventures and their respective clients will be easy and efficient.

With psychographic segmentation, (add)ventures should focus on market segments that align with the company’s morals and values. (add)ventures may be described as a liberal, inviting and diverse work environment that embraces flexibility and forward thinking. The best clients for (add)ventures would be those companies and firms which display and actively practice similar cultural attitudes and beliefs.

Finally, and perhaps the most important method of segmentation to take into consideration, is behavioral, or benefit, segmentation. (add)ventures is looking to take on clients whose main goal is to launch successful marketing and advertising campaigns that target millennials as their core audience. (add)ventures should focus on seeking out companies that want to incorporate new and innovative ideas into their campaigns to attract this digitally savvy generation.

Targeting

Target Market #1: East Coast-Based Companies

Who are they?

These companies are located on the east Coast of the United States. Their annual revenue falls between \$50–\$100 million dollars.

9. “Boston PR Agency Unifying PR, Social, Creative, Search Marketing-Matter Communications.” Matter. N.p., n.d. Web. 09 Aug. 2017.

What do they look for/value most?

They value transparency between their company and the agency in question. Their principles align with the contemporary values (add)ventures displays and practices. They're looking to outsource the type of creative flexibility (add)ventures specializes in.

What kind of needs/challenges/frustrations do they have?

These companies face major challenges in marketing and advertising to the millennial generation. With the growing shift from print to digital media, they face an increasing struggle in cutting through all of the advertising noise and reaching their younger target audience. Thus, it is important for these companies to push attention-grabbing, thought-provoking content to not only interest, but also engage, their viewers.

Target Market #2: New hires**Who are they?**

This target market is composed of individuals aged 22–40. They possess knowledge and skills in the following areas: public relations, communications, marketing, advertising, graphic design, web design, content creation, video/film production, photography, research, information technology and project management. Their personalities align with the forward-thinking and open culture at (add)ventures.

What do they look for/value most?

These individuals seek a workplace that offers them flexibility, creative freedom and the ability to have an impact on day-to-day operations. They value company growth, as well as individual growth and seek out opportunities for career advancement. They enjoy working as a team, and understand the value of combining specialties and skills to accomplish a project. A 2016 study that questioned 8,000 millennials across 30 countries found that:

“Millennials feel accountable for many issues in both the workplace and the wider world. However, it is primarily in and via the workplace that they feel most able to make an impact. Opportunities to be involved with “good causes” at the local level, many of which are enabled by employers, provide millennials with a greater feeling of influence.”¹⁰

10. “Millennial Survey 2017 | Deloitte | Social Impact, Innovation.” Deloitte. N.p., 15 June 2017. Web. 27 July 2017.

It's for reasons like this that (add)ventures' corporate giving program, (add)love, resonates and aligns with a generation that wants to do more for the world.

What needs/challenges/frustrations do they have?

They need an open and diverse workplace that allows them to express themselves and their unique attributes. They are challenged with finding stable employment that not only provides financial stability, but will also foster workplace happiness. Intelligence group studies of millennials found that “74% want flexible work schedules”.¹¹

Positioning**East Coast-Based Companies**

(add)ventures will position themselves as a flexible, multi-disciplinary firm capable of providing both tailored and innovative communications solutions to clients. With (add)ventures' extensive employee skill set, team-oriented attitude and diverse client portfolio, they have proved their ability to serve as a one-stop-shop for all of their clients' marketing, public relations, content, design, video and other communications needs. These strengths, combined with (add)ventures' comprehensive understanding of millennial culture, trends and digital habits, will allow the company to exceed, the targeting goals of their potential clients.

New Hires

(add)ventures will position themselves as a warm, inclusive and modern agency that places a high value on company culture, as well as employee well-being and growth. Creative freedom is a key component here, for this target market is seeking an environment where they can grow and thrive as artists, communicators and creators.

11. “Millennial Survey 2017 | Deloitte | Social Impact, Innovation.” Deloitte. N.p., 15 June 2017. Web. 27 July 2017.

MARKETING TACTICS

Video

Theme

(add)ventures offers a diverse array of services and operates as a one-stop-shop. Their office is bustling and big. They also offer specific project work from one of the departments as a standalone service. They work hard and hand things off to each other: the track relay analogy.

Approach

Live action filming, with post production animations, slow motion and potential voice over.

Talent

(add)ventures employees.

Location

(add)ventures, Providence office.

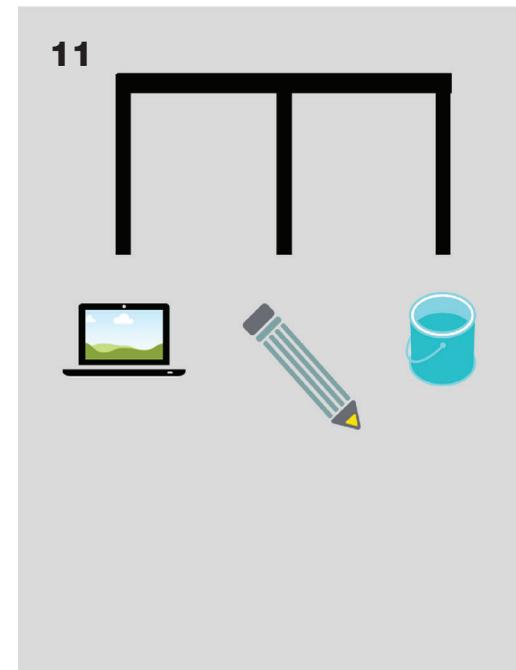
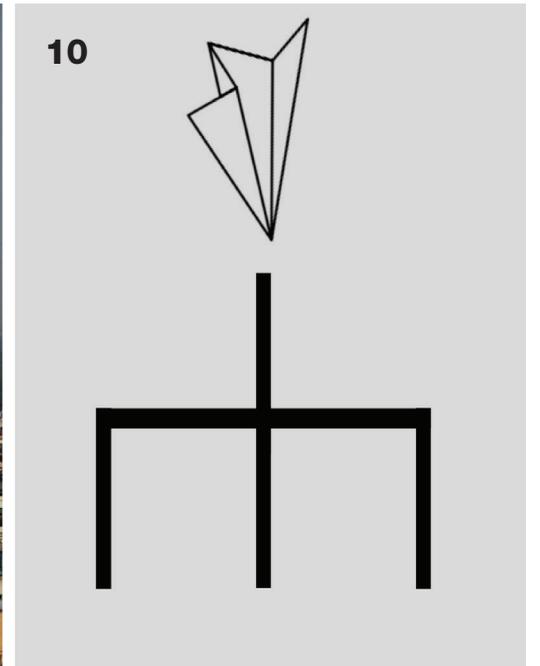
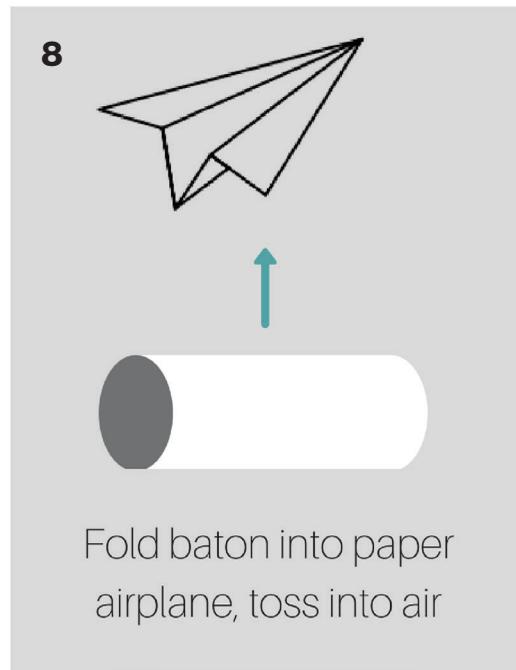
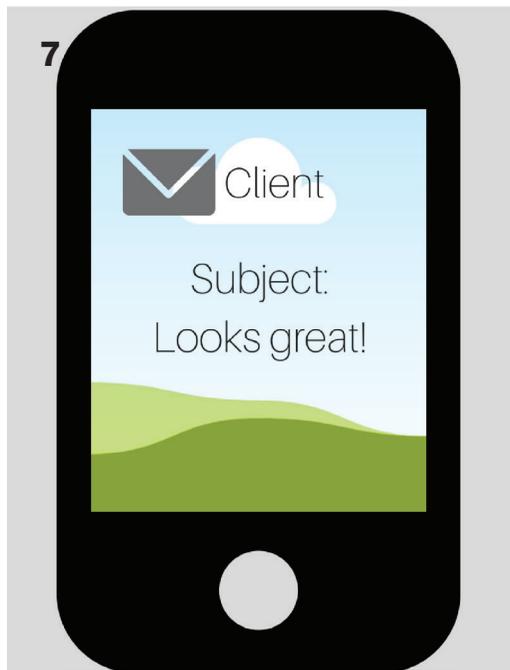
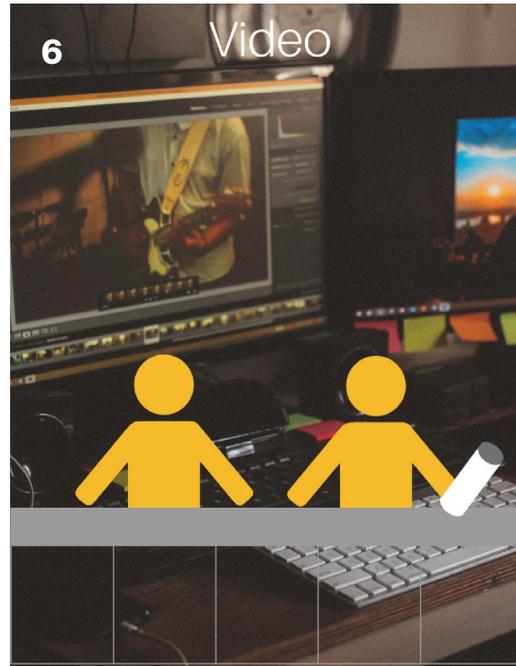
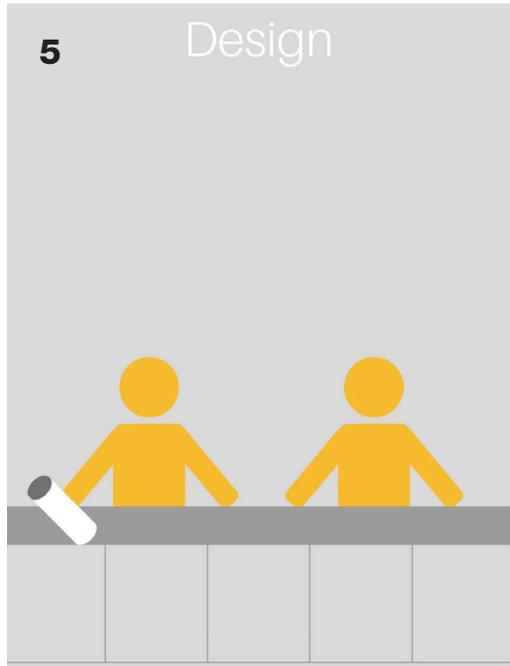
Music

Non-speaking, building up, background, triumphant, quick.

Content Outline

The main product of this external marketing campaign is a 60 second video to be filmed within (add)ventures' Providence location. The goal of this video is to highlight one of (add)ventures' sustainable competitive advantages: its multi-disciplinary service offerings. Ultimately, this video will live on the "Services" tab of the (add)ventures website, with options for distribution through (add)ventures' various social platforms—Facebook, Instagram, LinkedIn, Twitter and YouTube.

The main theme of the video will center on a baton-passing relay race that takes place within the office. The tone of the video is inspirational, collaborative and friendly. The video will be mostly live action, with small inputs of animation. The talent for this video will be (add)ventures employees.



Social Media Tactical Plan

The social media tactical plan is split up into three parts. The purpose of this tactical plan is to reach both new and old audiences in a way that is attention-grabbing and impressionable.

The first part of the plan outlines objectives, action items and key metrics for (add)ventures' blog and each of its social networks: Facebook, Twitter, Instagram, LinkedIn and YouTube.

Next, the plan segways into new social media banners and profile images. These banners have been created to foster a sense of cohesion among all social platforms.

Currently, the banner images and profile pictures differ across (add)ventures' Facebook, Twitter, LinkedIn and YouTube profiles. We believe that by making all of the social banners and profile pictures identical, (add)ventures will be able to promote its personal brand with greater unity.

Finally, the plan presents two ideas for new social content campaigns. Each of these campaigns highlights one of (add)ventures' sustainable competitive advantages.

Overall Goals for the Social Media Tactical Plan include:

- Increase the utilization of low-cost, inbound marketing techniques .
- Engage and excite followers of (add)ventures content.
- Revamp the (add)ventures Instagram page.
- Improve connectivity among all social pages.
- Boost contact with past, present, and potential clients.
- Attract new talent.

The purpose of this tactical plan is to reach both new and old audiences in a way that is attention-grabbing and impressionable.

1. (add)ventures Blog

BLOG 3-4 TIMES A MONTH (ALMOST WEEKLY)

Objectives:

- Boost traffic to (add)ventures website.
- Increase social sharing among all platforms.
- Improve search engine optimization (SEO).
- Provide meaningful, interesting content to engage consumers.
- Include of variety of authors and topics.
- Diversify beyond the traditional written blog post.
(i.e. infographics, short (<15 seconds) videos, polls.)

Key Metrics:

- Posts: 3–4 posts a month.
- Subscribers: Gain 1 new subscriber every two weeks.
- Shares: Achieve at least 3 shares per blog post. This includes social sharing, as well as sharing by email.
- SEO Improvements: Boost website visits by 10 visitors per week.

Action Items:

- Add a “subscribe to our blog” button.
- Bring in members of the digital team to create infographics for blog.
- Bring in members of the video team to create short videos for blog.
- Bring in members of the digital team to workshop website sitemap and meta description.
- Reach out to various departments within (add)ventures and assign leading content curators among teams.
- Establish a more frequent posting schedule.
- Promote blog with greater frequency (not just when an article is written).
- Brainstorm ideas for more relatable and shareable content.
- Collaborate with clients on blogs (if a client has a blog, ask to be featured).

2. Social Networks



FACEBOOK: POST ONCE PER WORK DAY (MONDAY – FRIDAY).

Objectives:

- Increase “likes” on pages.
- Close the gap between “likes” and followers (2,081 likes vs. 2,008 followers).
- Diversity Posting Material.
- Include more photos and videos on feed.
- Increase awareness of other social channels
(Twitter, Instagram, LinkedIn, Blog).
- Increase internal employee awareness.
- Attract new talent.

Key Metrics:

- Likes: achieve 10–15 new likes per week.
- Posts: achieve 30 posts likesper week.
- Comments: reply to all comments within 1 hour.
- Shares: achieve 2 shares per week.

Action Items:

- Update banner image.

- Brainstorm more personal, relatable content.
- Have all employees “like” Facebook page.
- Take a poll on what topic addventures employees, as well as social followers, would like a blog post on.
- Encourage employees to regularly take photos at work to send to social media team.
- Ask clients to “like” page.



TWITTER: TWEET TWICE PER DAY

Objectives:

- Increase followers.
- Increase awareness of other social channels (Facebook, LinkedIn, Instagram, Blog).
- Increase company—follower engagement.
- Diversity content posted.
- Get the Twitter account verified.

Key Metrics:

- Followers: achieve 10 new followers per week.
- Likes: achieve 8–10 tweet favorites per week.
- Retweets: 2–3 retweets per week.
- Mentions: 1 mention per month.

Action Items:

- Update profile picture.
- Update banner image.
- Create more personal and sharable content.
- Brainstorm different types of posts. (i.e. short videos, polls, gifs)



INSTAGRAM: POST 1-2 TIMES PER WEEK ON THE NEW PROFILE

Objectives:

- Create a new Instagram page.
- Have all employees with accounts follow our Instagram account.
- Establish the page’s role within (add)ventures’ marketing strategy (culture and people focused).

Action Items:

- Link the new Instagram account to the newly verified Facebook account
- Brainstorm creative posts that can be used to show off (add)ventures’ culture and employees.
- Ask all employees to follow the page when it is activated.
- Create a regular posting schedule.

Key Metrics:

- Followers: Achieve 150 followers on the new platform within the first month of its launch.
- Likes: 1 month after launching the new profile, earn at least 5 likes per post.



LINKEDIN: GAIN 25 NEW FOLLOWERS OVER NEXT 6 MONTHS

Objectives:

- Increase followers.
- Boost posting frequency with regards to professional achievements and company updates.

Action Items:

- Establish a more frequent, regular posting schedule. We recommend posting at least twice a week.
- Create content that differs from content posted on Facebook, Twitter, and Instagram. This content should be more professional and succinct.
- Maintain posting of new job/internship announcements.

Key Metrics:

- Followers: Gain 5–6 new followers each month.
- Likes: Achieve at least 3 likes per post.
- Shares: Achieve at least 1 share per week.



YOUTUBE: ATTRACT 30 NEW SUBSCRIBERS

Objectives:

- Upload all new videos to the channel as soon as possible.
- Increase subscribers to the channel.
- Increase overall video views.
- Look into reorganization of current video

Action Items:

- Organize videos based on content (client work, testimonials, culture, services provided, etc.)
- Create video playlists with similar videos (i.e. videos explaining

(add)ventures’ services can be consolidated into one playlist that prospective clients can watch).

- Brainstorm ideas for videos outside of professional client services that display (add)ventures’ culture.
- Ask all employees to subscribe to (add)ventures’ YouTube account.
- Promote YouTube channel on other social platforms.

Key Metrics:

- Views: Increase the number of overall video views by 5%, or approximately 850 views, over the next 6 months.
- Subscribers: Increase the total number of channel subscribers by 10 subscribers over the next 6 months.

3. New Social Media Banners

The following social media banner images have been designed to help create a sense of unity among all of (add)ventures’ social platforms.



ABOVE: Social Media Banners for different platforms

RIGHT: Seasonal Social Media Banners

In addition to the above banner images, we have also designed seasonal banners to be implemented during the first two weeks of spring, summer, fall and winter. These banners will provide a refreshing change from the standard blue and yellow banners as the seasons change.



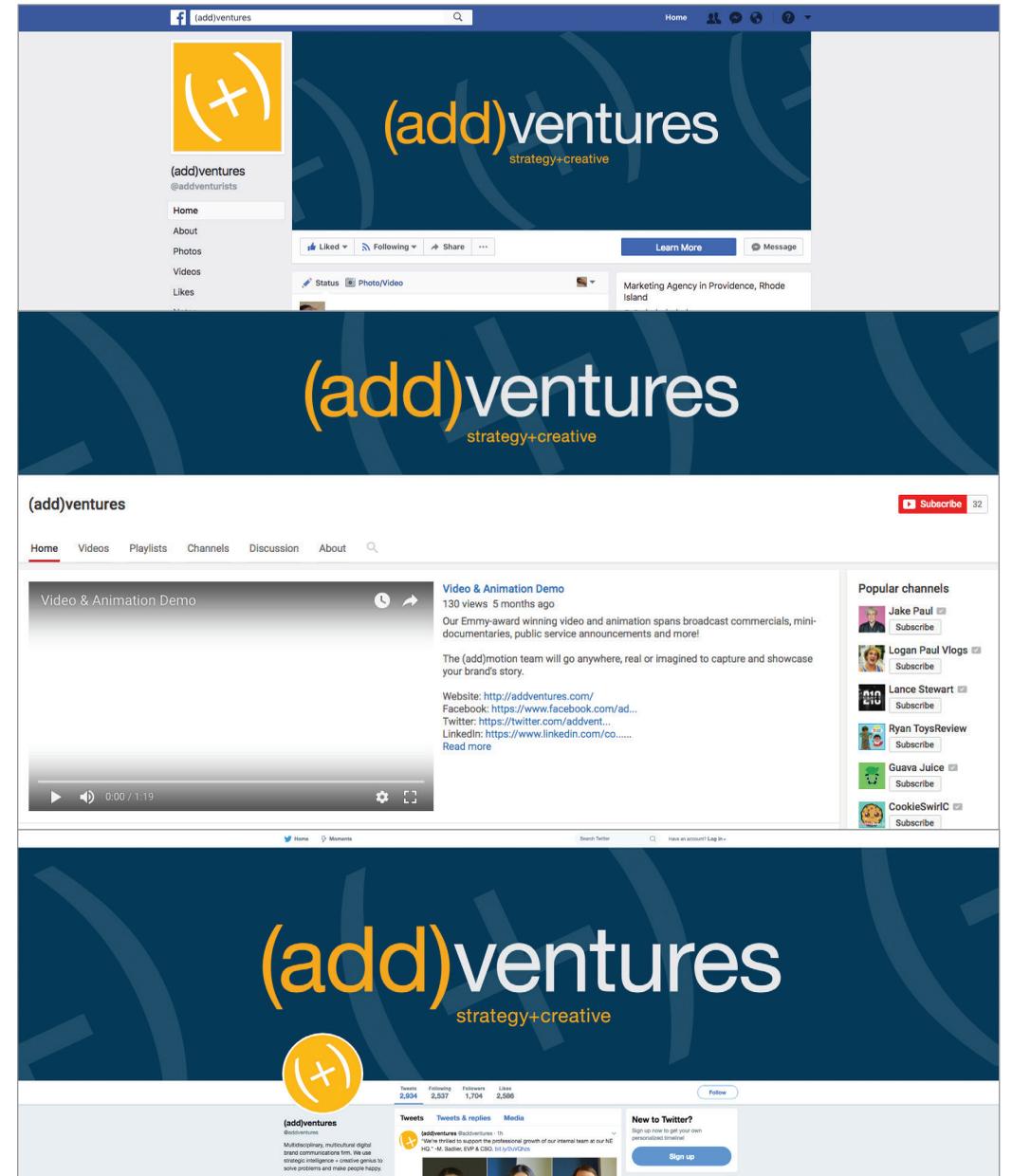
Finally, we have provided various versions of a new profile image for (add)ventures' social sites. Ideally, one of these will be selected to be featured on all social channels.



ABOVE: Profile Pictures

RIGHT: Mockups of banners across different social media platforms

Mockups of (add)ventures' social sites with the newly designed banners and profile images implemented are featured below. We have provided various styles and colors for these social images in order to ensure a wide variety of choice.



4. New Social Content Themes

Concept 1: Humans of (add)ventures

Humans of (add)ventures is a small-scale social media campaign that aims at creating multiple posts per week to show off the culture of (add)ventures and the people who work there. This campaign is a spin off of Brandon Stanton’s “Humans of New York,” a photo blog that features street portraits and interviews collected on the streets of New York City. It can be implemented on any social media platform, but will be tailored mostly to Instagram.

The content will include a portrait of an employee with a condensed quote taken from their interview that shows off their personality. This will be a fun take on a more traditional employee bio that will provide a personal and genuine look into the people who work at (add)ventures by showing bits of their personal lives, hobbies, interests, thoughts, etc. This campaign can act as a source of ongoing content creation on Instagram.

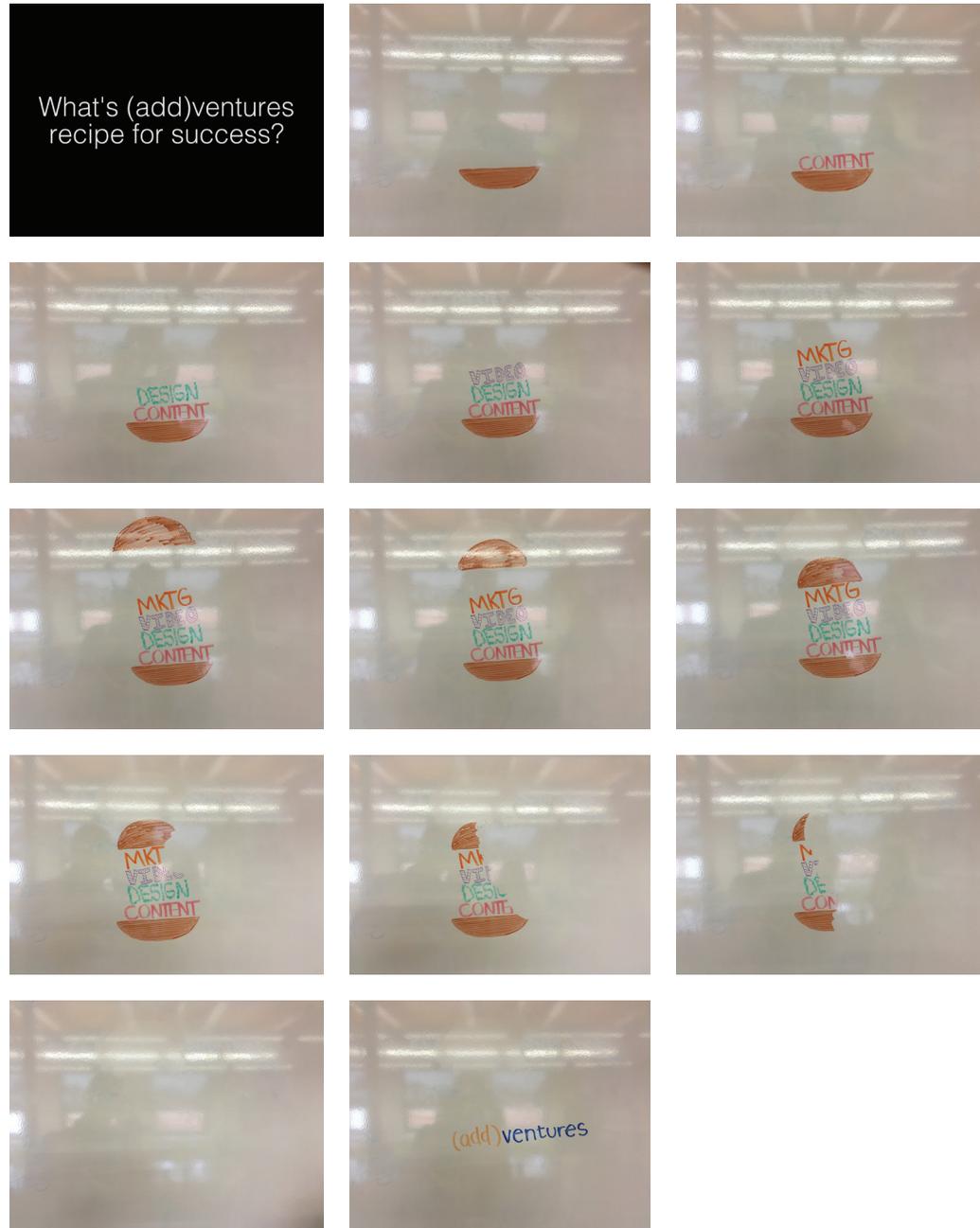


ABOVE: Examples of “Humans of (add)ventures”

Concept 2: (add)ventures Sandwich

The “(add)ventures Success Sandwich” is a small-scale video production for (add)ventures’ social media accounts, specifically tailored to Instagram. The video is a stop-motion piece where all of the different disciplines that (add)ventures provides are represented as if they were sandwich toppings. The sandwich is made, then eaten as the (add)ventures name is revealed at the end of the video. The feel of this video is very fun and playful, quick to the point and all-encompassing.

The purpose of this video is to show (add)ventures’ multi-disciplinary services and how well they work together. It represents the unity of the office, and how each service comes together to produce a successful final product. This video will mainly target Instagram users (new hires, prospective interns, some clients) with a call to action - click on the link to the (add)ventures website in the Instagram bio.



ABOVE: Sample storyboard for (add)ventures' success sandwich

WEBSITE REDESIGN

A company's website is one of the first communication touch-points for potential customers and investors. Thus, it is crucial to make an excellent first impression on new site visitors. Internally, (add)ventures has recognized the shortcomings of the current website and has launched efforts to address redevelopment and redesign tactics. The purpose of this website redesign package is to assist the digital team at (add)ventures in their ongoing website rehabilitation, providing suggestions for improvements on user experience, identity and overall design.

User Experience

(add)ventures' website is functional in terms of user experience. However, there is always room for improvement. We found navigating the website to be slightly challenging, as links for the various pages of the site were stored solely in the main menu header.

We suggest organically linking main pages on the site to other subpages. For example, (add)ventures' client works are displayed on the home page. Adding more content, such as a list of (add)ventures' past and present clients, or displays of (add)ventures' culture, may help in connecting the homepage with other subsites.

Identity

(add)ventures has a specific cultural and visual identity that suggests themes of positivity, inclusion and team success. The warm, tightly-knit culture is one of the company's major sustainable competitive advantages, as previously outlined on page 9 in the section titled "Deliverables". Thus, we believe it is essential to devote more space on the current website to highlighting this advantage through words, photos and videos.

Additionally, we recommend further integrating (add)ventures' unique color palette and identity logotypes wherever possible on the site. Many of (add)ventures' competitors have well-established identities due to their vast and meticulous implementations of company logotypes and typefaces. The Providence office space has been created with the (add)ventures' colors and logotypes serving as the main subject of the interior design. The intricate

and detailed application of the company's identity in such a vast physical space is something we believe needs to be highlighted on the website.

Our Improvements

Since (add)ventures already has plans to redesign their website internally, we will be positioning our redesign project in a way that works alongside the one already in progress. Our plan will focus on suggesting creative and expedient changes to be made within specific areas of the site, rather than providing a comprehensive system overhaul. We focused on improving user experience, enhancing (add)ventures' identity and culture, and remodeling the current website visuals.

Home Page

The home page includes:

- Header, with all the links to our sub-pages.
- Banner, with culture highlights.
- Quote, with introductions of (add)ventures.
- Client works, with recent highlights first, followed by categorized works.
- All clients, with their logos.
- Additional cultural information.
- Informative footer, with links to subpages, social media links, quotes from employees and information about (add)ventures' offices.

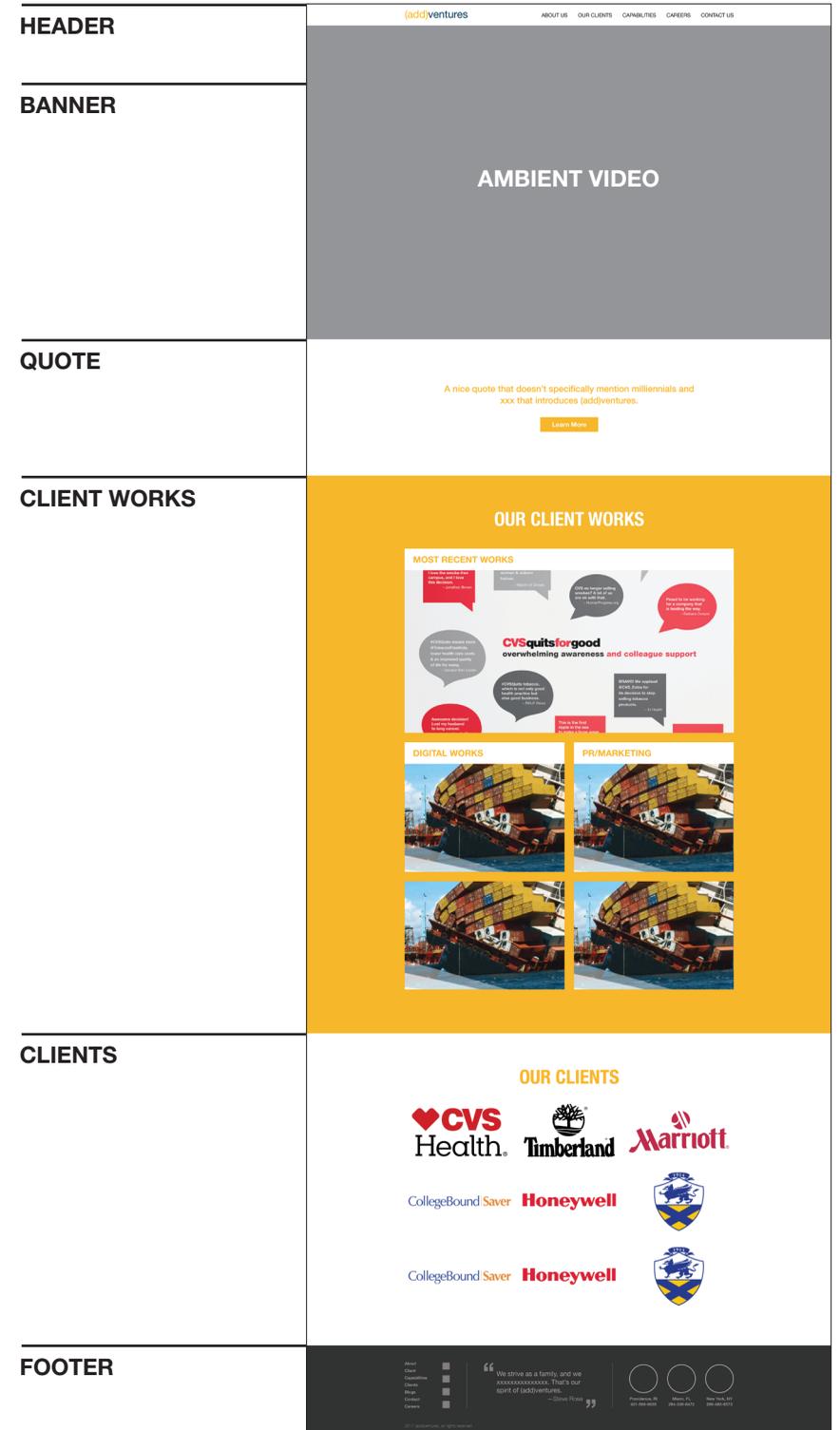
The *new header* incorporates all the links to sub-pages. We believe they are essential to form an easily navigable environment.

The *banners* will ideally have a background video, or any other dynamic content about (add)ventures. The purpose of the dynamic content is to show (add)ventures' engaging and lively workplace, as well as its unique culture.

For *client works*, we are introducing a system to display the works in categories in order to simplify navigation.

Additionally, we believe it is important to include the full client list on the main page, as it helps portray (add)ventures' credibility as a competent, successful communications firm.

Finally, within the footer, all the essential information is structurally compiled for easier navigation and better user experience. A quote is also shown here to help illustrate (add)ventures' cultural values.



Client Work Page

The Client Work page includes:

- Header.
- Current work display.
- Other works, in expandable menus.
- Footer, like all other pages.

The Client Work page is the main page to show off (add)ventures' creative capabilities. We suggest that the works be displayed in such an order that a big image, as well as the title, appear on the top of the page. This is to be followed by detailed descriptions of the work and other related images or videos in a 2-column layout. In this way, all the images are shown in relatively large sizes so that no further zooming is needed in order to see all the essential details, improving the user experience of this page.

A drop-down expandable menu of (add)ventures' other works is also in the design. This categorized menu makes it easier for users to see other work by (add)ventures. The drop-down nature of the menu allows more important areas to stand out.

HEADER

CURRENT WORK
LARGE IMAGE

DESCRIPTIONS

OTHER IMAGES

OTHER WORKS

FOOTER

About Page

Our About page includes:

- Header.
- Introduction of (add)ventures.
- History, with timeline and explanations.
- Office space, with photos.
- Other cultural symbols and acronyms, like (add)NICE and (add)LOVE.
- Employees, with their headshots, shown by random shuffling.
- Footer, like all other pages.

Within the current website, there are multiple subpages with individual points about (add)ventures' culture. We have moved this information into the main 'About' page, believing that it will simplify the user experience and initiate better connectivity. In order to highlight (add)ventures' commitment to transparency, we also suggest introducing all of (add)ventures employees on this page. The system we created incorporates a random shuffle system that changes employees displayed on the site. When users hover over the employees, their headshots will change into another action shot of them that feels more personal.

As a template, the 'About' page could also host any other cultural points that belong to (add)ventures such as the (add)NICE and (add)LOVE programs. This page serves as a central location for (add)ventures to show off its cultural and employee highlights.

HEADER

INTRODUCTION OF (ADD) VENTURES

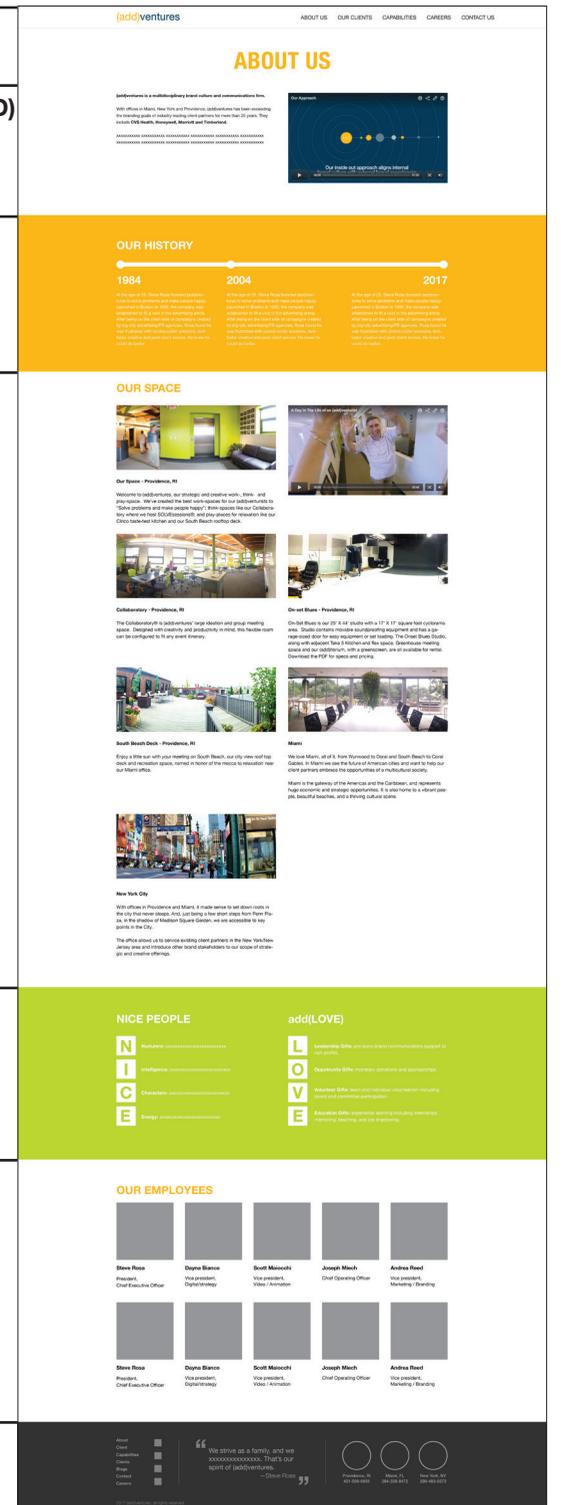
OUR HISTORY

OUR SPACES

OTHER CULTURAL ELEMENTS

OUR EMPLOYEES

FOOTER



Internship Page

The Internship page includes:

- Header.
- Introduction of our internship program.
- Quote, from previous interns.
- Photo highlights, from previous interns.
- Details of the internship program.
- Link to apply.
- Footer, like all other pages.

The internship page will be a new page aside from all current sites. The goal is to provide detailed introductions and insights about (add)ventures' internship program. Besides basic introductions and descriptions, we suggest adding quotes and photo highlights from previous internships. There is also a link direct to the application page of the internship program for more intuitive and easier navigation in terms of user experience.

This template could also be used to introduce any other similar activities or job positions of (add)ventures. We believe this modulate and organic layout could emphasize (add)ventures' cultural highlights.

<p>HEADER</p>	
<p>INTRODUCTION OF THE PROGRAM</p>	
<p>QUOTE</p>	
<p>PHOTO HIGHLIGHTS</p>	
<p>DETAILS</p>	<ol style="list-style-type: none"> 1. Interns in different disciplines will work as a team for a master project. Such project will require extensive teamworks and collaborations. 2. Assist with real client projects of various kinds. Such project would challenge and practise interns' professional skills and develop experience in client communications. 3. Party Planning & fun stuffs. 4. No coffee run.
<p>APPLICATION</p>	
<p>FOOTER</p>	

Contact Page

Our Contact page includes:

- Header.
- Information of our office.
- Tables for users to fill in their information.
- Footer, like all other pages.

The Contact page features a condensed layout that puts all the informative elements as well as users' contact information together, making it a more intuitive interface. We believe it is more efficient if we bring all the related information together on the same contact page.

HEADER

INFORMATION OF OUR OFFICE

TABLES OF INFORMATION

FOOTER

(add)ventures ABOUT US OUR CLIENTS CAPABILITIES CAREERS CONTACT US

CONTACT US

Really NICE to meet you.
 Online introductions are great but human interactions are better. If you like what you've experienced here you will love experiencing (add)ventures in person. Please reach out and say hello.
 We know that you will find our firm completely unique, our approach entirely different and our people Totally NICE.
 It will be really NICE to meet you...in person soon!

Providence Headquarters
 (add)ventures
 117 Chapman Street
 Providence, RI 02905
 Phone 401-453-4748
 Fax 401-453-0095
info@addventures.com
[Directions](#)

Miami
 (add)ventures
 3121 Commodore Plaza,
 Suite 200
 Miami, FL 33133
 Phone 305-569-7718
 Fax 305-569-7716
miami@addventures.com
[Directions](#)

New York City
 31 Penn Plaza
 132 West 31st Street
 18th Floor
 New York, NY 10001
 Phone 212-658-1639
nyc@addventures.com
[Directions](#)

If you have any comments or questions and prefer to submit a form, please fill in your contact info below.

First Name
 Last Name
 Company
 Phone
 Email
 Re-enter Email

Areas of interest

- Media request
- Potential client partner wanting to know more
- Job candidate
- General comment or question

Comment/question:

About Client Capabilities Clients Blogs Contact Careers

“ We strive as a family, and we xxxxxxxxxxxxxxx. That's our spirit of (add)ventures. —Steve Rosa ”

Providence, RI 401-569-6655 Miami, FL 254-339-6472 New York, NY 212-658-1639

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MEASUREMENT & EVALUATION

SMART Goals

The SMART Goals doctrine focuses on crafting goals that are Specific, Measurable, Achievable, Relevant and Timely. This technique will help to more succinctly and accurately outline how (add)ventures will measure success upon implementing this external marketing plan.

Clients

- Obtain 2 new full-time client contracts within one year of launching the marketing plan. Ideal client size = \$50–\$100 million in annual revenue.
- Obtain 2 new smaller-scale client projects within one year of launching the marketing plan. Ideal revenue stream from smaller-scale project = \$10,000–\$50,000 annually.

Marketing Materials

- Create and distribute one major video advertisement for (add)ventures. (1:00 or less in length)
- Apply an in-depth social media tactical plan to revamp all social channels.

New Talent

- Obtain 6 new interns with diverse educational backgrounds.
- Fill 3 of the 5 available full-time positions listed on the (add)ventures Career Portal within a year of launching the external marketing plan.
- Host 1 career day at the (add)ventures headquarters in Providence.

Social Media

(please refer to “Social Media Tactical Plan” on page 23)

- Facebook: Post once per weekday (Monday–Friday).
- Twitter: Tweet twice per day.
- Instagram: Post 1–2 times per week on the new profile.
- LinkedIn: Gain 25 new followers over the next 6 months.
- YouTube: Attract 30 new subscribers to a newly organized channel.

Website

- Increase traffic on website by 10 visitors/week.
- Increase “stay-time” of people on website by 150%.

Blog (please refer to “Social Media Tactical Plan” on page 23)

- Blog 3—4 times a month (almost weekly).
- Add “subscribe” function to the blog or substitute with an email list.
- Gain 10 blog subscribers.

BUDGET & TIMELINE

Timeline of Execution

- Implement social media banners. Sep, 2017

- Implement social media plan. Oct, 2017
- Launch Fall internship program.

- Begin accumulating interviews and photographs for *Humans of (add)ventures*. Nov, 2017

- Implement design of website into development. Dec, 2017
- Complete Home Page and About Page.
- Adopt winter version of social media banners.

- Finish production of *(add)ventures success sandwich* social campaign. Jan, 2018
- Finish Client Page, Intern Page, Contact Page.

- Begin production of chosen video deliverable, complete storyboarding and scripting. Feb, 2018

- Complete filming of video, as well as any animation, editing and quality assurance. Mar, 2018
- Adopt spring version of social media banners.

- Have obtained: Apr, 2018
 - 60—90 page likes—Facebook
 - 150 new followers—Instagram
 - 260 new followers—Twitter
 - 25 new followers—LinkedIn
 - 30 new subscribers—YouTube

- Adopt summer version of social media banners. Jun, 2018

- Have filled at least 3 of the 5 available positions. Aug, 2018

Preliminary Budget Overview

(add)ventures is seeking new and creative ways to display their brand and culture to the external market in the hopes of attracting new clients and new hires. The following budget items reflect the various content pieces proposed throughout this marketing plan. High and low ranges are featured in the budget and are based off of informed estimates. With further creative direction and project selection from the client, more accurate budgetary amounts may be drawn. The projects have been separated into eleven different deliverables. The deliverables can all be chosen for implementation, or specific ones may be selected. The above timeline makes the assumption that all deliverables have been chosen for implementation.

- Twitter: Tweet twice per day.
- Instagram: Post 1 –2 times per week on the new profile.
- LinkedIn: Gain 25 new followers over the next 6 months.
- YouTube: Attract 30 new subscribers to a newly organized channel.

The separate projects within the following budget are:

Comprehensive Final Video

- Final Video: “Track Meet/Relay Race”

Social Media Tactical Plan Deliverables

- Instagram “Success Sandwich” short stop motion social video
- Instagram “Humans of (add)ventures”
- (add)ventures Blog
- Social Networks Posting

Website Redesign

- Homepage Redesign
- “About Page” Redesign
- Client Works Redesign
- Internship Page Redesign
- Contact Page
- Revision/Proofing

Comprehensive Final Video

Track Meet/Relay Race	30–40 hours (\$5,250–\$7,000)
Producer:	30–40 hours (\$6,400–\$8,600)
Creative Director:	
DP:	25–35 hours (\$3,750–\$5,200)
Grip:	25–30 hours (\$2,000–\$2,400)
PA:	25–30 hours (\$2,000–\$2,400)
Audio:	30–35 hours (\$4,500–\$5,250)
Animator:	30–40 hours (\$5,550–\$7,400)
Editor:	15–25 hours (\$1,500–\$2,500)
Design:	15–25 hours (\$2,775–\$4,625)
Digital:	03–05 hours (\$555–\$925)

TOTAL

LOW: 228 hours, \$34,330 HIGH: 305 hours, \$46,350

Social Media Tactical Plan Deliverables

Success Sandwich

Design:	02–05 hours (\$370–\$935)
Content:	01–02 hours (\$215–\$430)
DP:	02–03 hours (\$430–\$645)

TOTAL

LOW: 5 hours, \$1,015 HIGH: 10 hours, \$2,000

Humans of (add)ventures

Content:	(per week) 03–05 hours (\$480–\$880)
DP:	(per week) 01–02 hours (\$215–\$430)

TOTAL

LOW: 4 hours, \$695 HIGH: 7 hours, \$1,230

(add)ventures Blog

Content:	(per week) 02–05 hours (\$430–\$1,075)
-----------------	--

TOTAL

LOW: 2 hours, \$430 HIGH: 5 hours, \$1,075

Social Networks Posting

Content: 02–05 hours (\$430–\$1,075)
Design: 02–05 hours (\$370–\$925)

TOTAL

LOW: 4 hours, \$800 HIGH: 10 hours, \$2,000

Website Redesign

Home Page Redesign

Design: 08–16 hours (\$1,760–\$3,520)
Content: 05–15 hours (\$800–\$2,400)
Digital: 07–13 hours (\$1,505–\$2,795)

TOTAL

LOW: 20 hours, \$4,065 HIGH: 44 hours, \$8,715

About Page Redesign

Design: 08–16 hours (\$1,760–\$3,520)
Content: 10–15 hours (\$1,600–\$2,400)
Digital: 07–13 hours (\$1,295–\$2,405)

TOTAL

LOW: 20 hours, \$4,655 HIGH: 44 hours, \$8,325

Client Works Redesign

Design: 08–16 hours (\$1,760–\$3,520)
Content: 06–08 hours (\$1,290–\$1,720)
Digital: 07–13 hours (\$1,295–\$2,405)

TOTAL

LOW: 21 hours, \$4,345 HIGH: 37 hours, \$7,645

Internship Page Redesign

Design: 08–16 hours (\$1,760–\$3,520)
Content: 06–08 hours (\$1,290–\$1,720)
Digital: 07–13 hours (\$1,295–\$2,405)

TOTAL

LOW: 21 hours, \$4,345 HIGH: 37 hours, \$7,645

Contact Page Redesign

Design: 04–08 hours (\$880–\$1,760)
Content: 02–03 hours (\$320–\$480)
Digital: 07–13 hours (\$1,505–\$2,795)

TOTAL

LOW: 13 hours, \$2,705 HIGH: 24 hours, \$5,035

Revision/Proofing

Design: 07–13 hours (\$1,100–\$2,200)
Content: 07–13 hours (\$800–\$1,600)
Digital: 05–10 hours (\$1,075–\$2,105)

TOTAL

LOW: 15 hours, \$2,975 HIGH: 30 hours, \$5,950

APPENDIX

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Colophon

This book is set in Helvetica Neue LT Std,

65 Medium, 9/13.5 pt for texts

85 Heavy, 13/13.5 pt for subtitles

96 Black Italic, 9/13.5 pt for sub-subtitles

87 Heavy Condensed, 45/45 pt for titles

Composed and designed by 2017 Summer Interns

