

MARCOM Plan: Aerial display by Canadian Snowbirds

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Objective: To create awareness about the aerial display

Budget: \$1,000

Timeline: May 3 to May 23, 2017

Key Messages:

- 1) Canadian Snowbirds is performing the aerial display in Fort Erie
- 2) Town will be welcoming home Captain Paul Faulkner, Snowbird 11, Advance and Safety Pilot and Team Coordinator.
- 3) Air Cadet League of Canada provides a Cadetship program for children

Audience:

Primary: Fort Erie residents

Secondary: Regions surrounding Fort Erie

Strategies & Tactics

- 1) **Strategy:** Create a buzz using the online communication channels to bring awareness about aerial display performance

Tactics:

- Blog- Develop and publish blog posts about.
 - Updates of the event, how and what's happening to build the buzz- focusing on the Snowbirds
 - Human interest- Journey of Captain Paul Faulkner
 - Motivating the community to think about the Children Cadetship program
- Video content: create a mash up of the previous performances by the Snowbirds, video of the previous/ last performance in Fort Erie, short video with Captain Paul Faulkner speaking about his journey – to be published on YouTube and blogs
- Utilize Twitter and Facebook to increase online sharing/promoting
 - Update the official TOFE FB banner to include the aerial display image
 - Create a hashtag campaign- eg: #SnowbirdsInFortErie
 - Content on FB and Twitter- Trivia about Snowbirds, Fort Erie and Captain Paul Faulkner
 - Develop scheduled tweets and posts on FB to promote posts about the Performance, Canadian Snowbirds, and dinner program
 - Share the YouTube link on both the platforms
 - Connect with the official pages of Air Cadet League of Canada and Canadian snowbirds, City of Welland, Niagara Region, City of Niagara Falls and St.Catharines- Tag them and ask for engagement through shares/retweet
- Place information under “Announcements” and calendar and cross link to blogs
- A highlight to be created on the official site of TOFE.
- Use Captain Paul Faulkner as an influencer on all the social media channels

Evaluation: Blog can be evaluated using google analytics

Social media- can be analyzed using HootSuite, FB analytics, and twitter analytics

Official website traffic during the campaign can be monitored using google analytics

2) Strategy: Utilize traditional communications to bring awareness about the aerial display and to attract qualified applicants.

Tactics:

- Hang posters (8 ½ X11 or 11 X 17) on community boards of prominent venues i.e. Sobeyes, AvonMart, Leisureplex, gym, Walmart, schools, libraries and shopping complexes, Niagara Chamber of Commerce
- Develop media release- pre-event- Create a photo opp on May 23rd at the airport and May 24th at the event
 - Promote event
 - Promote dinner program and the sponsor
 - Seek attention by including a quote/ statement from the mayor and Captain Paul Faulkner
- Create flyers/ pamphlets
- Update LED signs to promote recruitment

Evaluation: Printed promotional materials-

Media release- Media impressions post event- report from analytics tool like MRP

3) Strategy: Utilize paid advertising to promote the recruitment

Tactics:

- Print Ads: Advertise in- The Post, Welland Tribune- (18th & 25th)
- Utilize FB advertising to promote the event (\$10 per day = \$200 total)
 - Campaign launched May 3 to May 23
 - Geographically target the residents of Fort Erie and Niagara region
 - Test three different messaging / ads for impact and reach

Evaluation: Print Ads- Circulation rate of the paper

FB Ads: Facebook analytics

4) Strategy: Tie up with schools about the cadetship program

Tactics:

- Communicate to schools about the program and Snowbirds through printed ad materials
- Promote on Social Media to reach the parents.

Evaluation: (TBD) footfalls at the event.