



ROCKY MOUNTAIN STUDENT MEDIA

RAM DEALS MARKETING PLAN 2020-2021

Our Objective

Our objective as the Digital Advertising team is to assist in the creation of a new, successful Ram Deals promotion that markets the updated app in its entirety and encourages users to download and make use of the new updated coupons.

This strategy outlines several initiatives, strategies and budgeting groundwork.

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Business Summary

Our Digital Advertising Leaders

Christa Reed is RMSMC's Senior Media Consultant & Training Coordinator. She will be overseeing the Ram Deals promotion process, along with assisting in updating technicalities of the app.

Courtney Wayland is RMSMC's Digital Advertising Manager. She will be implementing new Ram Deals content on Social Platforms as well as tracking analytics.

Brook Farley is RMSMC's Digital Advertising intern. She will be assisting in scheduling and implementing the promotion of all Ram Deals content on multiple social platforms as well.

Business Initiatives

RMSMC Digital Advertising has the goal of re-promoting the Ram Deals app and ultimately encouraging new users and coupon transactions via the app. To help do that, our team will pursue the following initiatives for 2020-2021.

Ram Deals Promotion Initiative 1

Description: Over the next 7 months, we'll work on building a steady Ram Deals promotion schedule on social media platforms that becomes a prominent marketing source for promoting the app to Collegian readers.

Goal of initiative: To increase the number of users signed up on the app, along with doubling monthly coupon redemptions as seen on the MyMarketingPanel reports center. We would like to promote Ram Deals a minimum of 3 times per week on social media channels.

Metrics to measure success: 75 new users per month / 50 new coupon redemptions per month.

Ram Deals Promotion Initiative 2

Description: Run RamDeals promotion video on YouTube PreRoll monthly to help increase strong view rate.

Goal of initiative: To increase view rate on Google Adwords and create critical top-of-the-funnel marketing content that helps our advertising team create more partnerships with local businesses using the app.

Metrics to measure success: Strive for a CPV rate of 30%.

Ram Deals Promotion Initiative 3

Description: Over the next 7 months, we'll work on building an SEO plan via Ram Deals resource center to help it potentially become our number-one source of leads over the next few months.

Goal of initiative: To increase our ramdeals.collegian.com's rank on Google.

Metrics to measure success: Start small with metric goals for SEO -- 10,000 organic page views per month.

Marketing Strategy

Ram Deals App

What makes our coupon book different from the other books rotating around Fort Collins is the Digital app aspect and the audience appeal to CSU students/faculty.

Promotion Process

1. Begin by promoting ramdeals.collegian.com
 - a. This is a website to app marketing method
2. Promote landing page using SEO and keywords.
3. Simultaneously send social platform users from Facebook, Twitter, YouTube PreRoll over to the app website.
4. Continue the use of Email campaigns on the STUMP, changing artwork every few months.
5. Build cross promotions on KCSU ads, CTV, etc.
6. Encourage RMSMC workers to share content on their personal pages.

Physical Evidence

Promotions will be displayed:

- Kiosk Rack Posters placed at various locations across campus
- SMS/Push Messaging
 - SMS offers one of the best channels for referrals and user acquisition overall because it's so tidy: an existing app user can invite other users through their mobile phone contacts, again using a deep link, without the messiness of needing to know if the user has an Android or iOS device.
- Possible friend referral program?
- New gif/movie content rotating nonstop on Collegian.com, Stump and College Ave.
- Print Editions starting upcoming 2021 Spring Semester.

Budget Estimates

Over the course of 2020-2021, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing plan:

Marketing Expense	Estimated Promotion Prices
Sponsored Posts (Generic Video Rotating from backend of AdManager) <ul style="list-style-type: none">• Specific client promo videos posted on platforms will not be boosted	\$50-75 per month
Pay-Per Click (Google SEO)	\$250-\$400 per month
Google Adwords	\$50-150 per YouTube PreRoll Campaign

Marketing Channels

Over the course of 2020-2021 we will launch/ramp up our use of the following channels for educating our customers, generating leads, and developing brand awareness about Ram Deals:

Collegian.com

Purpose of channel:

Metrics to measure success: [Example: *50,000 unique page views per month*]

The Stump Newsletter

Purpose of channel: Email marketing communication outlet for students, faculty and older audiences.

Metrics to measure success: New monthly subscribers data from MailChimp.

Facebook (KCSU/Collegian)

Purpose of channel: Increase awareness on a large platform in relation to people associated with the CSU and Fort Collins community. .

Metrics to measure success: Min of 30 engagements per post.

Instagram

Purpose of channel: Increase awareness of app on large platform mainly targeted to college students.

Metrics to measure success: Min of 30 engagements per post.

Twitter

Purpose of channel: Increase awareness of app on large platform mainly targeted to college students.

Metrics to measure success: Min of 30 engagements per post.

YouTube Pre-Roll via Google Adwords

Purpose of channel: Assist in sending users to ramdeals.collegian.com.

Metrics to measure success: Minimum 30% view rate