

Marketing Research Tactical Plan

ID	Project Name	Owner	Budget	Start	End	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1.0	Economic Dev. Marketing Outreach Tactical Plan 2014	BRC/COPB		1-Jan	31-Dec												
1.1	City Outreach Phase (month 1-3)			1-Jan	30-Mar												
1.1.1	On-going <u>Internal staff</u> review/education/assets: *Initial meeting * Monthly Intranet Posts / Email Talking & Related Proof Points * Template tools and guidelines for staff use * Email footer template * PowerPoint template			1-Jan	31-Dec												
1.1.2	On-going monthly outreach to <u>stakeholder group</u> (research participants): *Email Campaign			1-Feb	31-Dec												
1.1.3	On-going outreach to <u>COPB Residents</u> : *Social Media Platforms * Email Integration * Quarterly Statement Stuffers *City controlled site signage and other applicable opportunities *Ad Specialties (bumper stickers & T-Shirts) * Local Publications * Press Relations * City Web Page			1-Feb	31-Dec												
1.1.4	On-going outreach to <u>COPB Business & Leadership</u> : *Social Media Platforms * Email Campaign * Chamber Publications/Outlets * Handouts * Poster Series * Website integration pieces			1-Mar	31-Dec												
1.1.5	E-book of everything ED related			1-Feb	30-Mar												
1.2	Brevard/Regional Outreach (month 3-12)			1-Mar	31-Dec												
1.2.1	Press Planning - creation and augmentation of on-going content development (digital and traditional)			1-Mar	31-Dec												
1.2.2	Ad campaign development and implementation using in kind media supporters: *Clear Channel Digital Outdoor * Clear Channel Radio * WSBH * WFIT * Hometown News * Space Coast TV			1-Apr	31-Dec												
1.2.3	Ad campaign development and implementation using paid / digitally targeted mediums: *Google Ad Network Retargeting * LinkedIn Pay-Per-Click video ad targeting CEO level businesses within city focus geographies and industries * Social Media Platform content / plan and targeted boosts on economic development related proof points * Email campaign template for on-going passive E.D. inquiries list			1-Apr	31-Dec												
1.3	Niche Outreach (major site selection publication or online initiative) TBD			1-Jun	31-Dec												
	Total working budget:		-	1-Jun	31-Dec												