

Direct mail: Oversized postcard with glossy finish and full-color photos (500 postcards at \$1.19 per card); direct-response copywriter's fee of \$1,200; mailing list fee of \$750	\$2,545
Email marketing: No additional cost unless mailing list reaches 1,000 subscribers; use of in-house marketing staff	\$0
Internet advertising: One banner ad per month at \$200 per ad	\$2,400
Pay-per-click advertising: Budget of \$175 per month	\$2,100
Print advertising: One magazine ad per quarter at \$300 per ad; one newspaper ad per quarter at \$200 per ad	\$2,000
Public relations: Use of in-house staff member	\$0
Radio advertising: One 30-second commercial per week for four weeks at a cost of \$650 per commercial (commercial airs 20 times per week); videographer fee of \$1,000	\$3,600
Search engine optimization: No up-front fee; 15% commission on sales generated	\$2,200
Social media: Use of in-house staff member	\$0
Television advertising: Two commercials per day at a cost of \$105 per commercial (30 days total)	\$6,300
TOTAL:	\$24,945

Work Plan

Month	Amy	Jessica	Michael	Mark	Amanda
Jan.	Represent Trojan at senior health fair; Post to Facebook at least twice per day	Write two blog posts for Trojan website; Place advertisements in newspaper and magazine; Manage	Create four email newsletters and schedule them for weekly distribution	Arrange for banner advertising on partner website	Purchase mailing list for direct-mail piece; Manage PPC campaign

		Trojan PR activities			
Feb.	Post to Facebook at least twice per day	Write two blog posts for Trojan website; Manage Trojan PR activities	Create four email newsletters and schedule them for weekly distribution	Review mailing list and remove names that are already in our database	Manage PPC campaign
Mar.	Post to Facebook at least twice per day	Write two blog posts for Trojan website; Manage Trojan PR activities	Create four email newsletters and schedule them for weekly distribution	Write sponsored article for newspaper	Work with graphic designer and freelance designer to create postcard; Mail postcard to 250 households; Manage PPC campaign
Apr.	Post to Facebook at least twice per day	Write two blog posts for Trojan website; Place advertisements in newspaper and magazine; Manage Trojan PR activities	Create four email newsletters and schedule them for weekly distribution	Arrange for banner advertising on partner website	Represent Trojan at senior health fair; Manage PPC campaign
May	Post to Facebook at least twice per day	Write two blog posts for Trojan website; Manage Trojan PR activities	Create four email newsletters and schedule them for weekly distribution	Work with videographer to produce television spots; Schedule advertising with local television stations	Manage PPC campaign
Jun.	Post to Facebook at least twice per day	Write two blog posts for Trojan website; Manage	Create four email newsletters and schedule them for	Write sponsored article for newspaper	Send direct-mail piece to an additional 250 households;

		Trojan PR activities	weekly distribution		Manage PPC campaign
Jul.	Post to Facebook at least twice per day	Write two blog posts for Trojan website; Place advertisements in newspaper and magazine; Manage Trojan PR activities	Create four email newsletters and schedule them for weekly distribution	Represent Trojan at senior health fair; Arrange for banner advertising on partner website	Manage PPC campaign
Aug.	Post to Facebook at least twice per day	Write two blog posts for Trojan website; Manage Trojan PR activities	Create four email newsletters and schedule them for weekly distribution	Work with production team to produce radio advertisements; contact local stations to ensure ads are aired as scheduled	Manage PPC campaign
Sept.	Post to Facebook at least twice per day	Write two blog posts for Trojan website; Manage Trojan PR activities	Create four email newsletters and schedule them for weekly distribution	Write sponsored article for newspaper	Manage PPC campaign
Oct.	Post to Facebook at least twice per day	Write two blog posts for Trojan website; Place advertisements in newspaper and magazine; Manage Trojan PR activities	Represent Trojan at senior health fair; Create four email newsletters and schedule them for weekly distribution	Arrange for banner advertising on partner website	Manage PPC campaign
Nov.	Post to Facebook at least twice per day	Write two blog posts for Trojan website; Manage Trojan PR activities	Create four email newsletters and schedule them for weekly distribution		Manage PPC campaign

Dec.	Post to Facebook at least twice per day	Write two blog posts for Trojan website; Manage Trojan PR activities	Create four email newsletters and schedule them for weekly distribution	Write sponsored article for newspaper	Manage PPC campaign
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Performance Evaluation

The Trojan marketing team must track several metrics to ensure each marketing tactic is producing the desired result. We plan to track the following in 2017:

- Website page views (weekly/monthly)
- Unique visitors per month
- Total number of leads generated on a monthly, weekly, and annual basis
- Number of telephone calls received as the result of radio and television advertisements
- Number of leads generated by newspaper and magazine advertisements
- Click-through-rate on online advertisements
- Number of leads generated as the result of attendance at community events
- Email open rate
- Email bounce rate
- Direct response rate
- Number of “likes” on complex Facebook page
- Search engine rankings for primary keywords
- Search engine rankings for secondary keywords

Supporting Documents

Figure 1: Target Keywords for SEO Campaign

Keyword	Searches
senior housing Seattle	312
Seattle senior housing	252
senior living Seattle	132
Seattle senior living	48
senior housing Seattle WA	36
senior apartments Seattle	30
senior housing in Seattle	24



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