Mapleton Communications Campaign Presentation
Tippie College of Business

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Mapleton, Iowa

Catherine M. Clark
26 April 2016
Situation Analysis

- Industry
- Company
- Consumer
- Product

- Market
- Competition
- Previous Promotion
- Previous Budget
Research

- Problem Statement
- Target Markets
- Campaign Goals
- Messaging
Hey, #BVU! Take a break from #StormLake and get to #MapleFest! One hour south with a #PhotoOp #PitStop at the Ida Grove castles.

Social Media

• Student publications
• Popular campus hashtags
Public Relations

• Packaging
• Media Kit
• Demonstration

• Live Remote Broadcast
• Contest
Advertising Plan

- Continuous Scheduling Strategy
- Cost per Thousand
- Best Bang for the Buck
- Evaluation
Questions?

• Situation Analysis
• Research
• Social Media
• Public Relations
• Advertising Plan