

# Architecture for Extreme Environments: Snow Marketing Plan

Digital Corps – May 2018

## Executive Summary

In in one or two brief paragraphs describe the gist of the marketing plan and its goals.

We want to bring awareness to the Architecture for Extreme Environments immersive learning program and its Snow Website to attract new students to the program. We hope to bring awareness to educators and practitioners as well, so they can refer students to the program. We will use social media and media kits to spread awareness.

## Target Audiences

Identify and describe target audiences.

- **Target Audience #1:** Friends and Family of AEE Students
  - **Description:** Relatives of Architecture for Extreme Environments students are interested in the Mount Baker experience, but friends studying architecture are interested in technical application. Friends and family help spread awareness of the course.
- **Target Audience #2:** Architecture Educators
  - **Description:** Architecture educators and academics are interested in the immersive teaching style of the Architecture for Extreme Environments course. Professors from outside of Ball

State University could refer graduate students to our architecture program.

- **Target Audience #3: Architecture Practitioners**
  - **Description:** Practitioners of architecture are interested in the technical application of skill and resilient design principles. Architecture practitioners could promote the Architecture for Extreme Environments course within the professional architecture community.
- **Target Audience #4: Environmental Educators**
  - **Description:** Environmental educators are interested in the resilient design and sustainability efforts taught in the Architecture for Extreme Environments course.
- **Target Audience #5: Ball State University Students**
  - **Description:** Ball State University students are interested in the unique opportunities their peers have. Students would spread the word of the special Architecture for Extreme Environments course around campus.

## Goals and Objectives

Identify goals, which are broad and overarching. Then, identify objectives, or measurable checkpoints, that support each goal.

**Goal #1:** Bring awareness to the Architecture for Extreme Environments immersive learning program

- **Objective #1:** Target architecture educators by distributing 4 media kits to 5 publications.

- **Measurement:** Count the number of media placements we receive.
- **Objective #2:** Give client reusable social media content to post 30 times between August 2018 and August 2019.
  - **Measurement:** Count the number of times the client posts on social media about AEE between August 2018 and August 2019.

## **Goal #2:** Promote new AEE Snow Website

- **Objective #1:** Include AEE Snow site URL in 15 social media posts at specific times throughout the August 2018–August 2019 year.
  - **Measurement:** On Google Analytics, look at the percentage of referral traffic coming from the social media channels.
- **Objective #2:** Include AEE Snow site URL in all media kits.
  - **Measurement:** Tracking the site's referral traffic with Google Analytics.

## **Strategy**

Identify strategies, which are broader than tactics and should match specific objectives. Note the rationale, or the importance of the strategy.

## **Campaign #1:** Social Media Campaign

- **Matching Objectives**
  - Goal #1, Objective #2: Give client reusable social media content to post 30 times between August 2018 and August 2019.

- Goal #2, Objective #1: Include AEE Snow site URL in 15 social media posts at specific times throughout the August 2018–August 2019 year.
- **Rationale:** Social media does not require funding and is an easy-to-use, trackable, visual medium we can use to direct traffic to the AEE Snow website.
  - **Key Message:** Highlight experiences for friends and family and technical application of skill for practitioners
  - **Primary Target Audience:** Parents and friends
  - **Secondary Target Audience:** Architecture practitioners and educators

## Tactics

Identify tactics, which are more specific and should explain the steps to reach your campaigns or strategies.

### Campaign #1: Social Media Campaign

- Instagram
  - **Tactic #1:** Use George's account (@gonestudio) for primary branding and promotion.
  - **Tactic #2:** Post to Instagram 30 times from August 2018 to August 2019 using 20 Instagram-specific posts and 10 reusable, general posts (see implementation schedule for dates).
    - Posts: 9 posts about each of the students' individual structures (structure spotlight), 10 general posts about the AEE course, 11 posts about principles of resilient design and architecture techniques from Mt. Baker trip
    - Visual assets (graphics and photos): photos of structures from the Mt. Baker trip, infographics about the course, pictures of AEE students who went to Mt. Baker, photos of the changing environment

- Captions (a few sentences): detail the principles of resilient design, discuss AEE course program, quotes from Mt. Baker students about designing for changing environments (mention link to the Snow Site in the bio at least 15 times and direct to the blog page 5 times)
  - Tagging: Tag all students who are featured in the photo, @ballstatecap, and Mt. Baker, Washington (for pictures from the trip) or Ball State University (for graphics) as the location
  - Hashtags: Use #extremearch, #aee, #ballstatecap, #architecture, and other applicable hashtags (such as #resilientdesign, if the post pertains to the concept)
- Facebook
  - **Tactic #1:** Use the CAP account (Ball State College of Architecture and Planning) for supplemental content and send the implementation plan to Val Morris, who manages CAP social media.
  - **Tactic #2:** Post to Facebook 30 times from August 2018 to August 2019 using 22 Facebook-specific posts and 8 reusable, general posts (see implementation schedule for dates).
    - Posts: 18 posts about each students' individual experience, 8 general posts about AEE course, 4 posts about Mt. Baker environment and general interactions with the environment
    - Visual Assets: Photos of the students engaging with the environment at Mt. Baker, pictures of students working and spending time together, images of the landscape, infographics about the environment, infographics about the AEE course
    - Captions: Include links to Snow site in 15 personal story posts, direct to the blog page 5 times, information about the AEE program, interview students about experience, give information about the environment and fun details of the trip
    - Tagging: Tag all students who are featured in the photo, @ballstatecap, and Mt. Baker, Washington (for pictures

from the trip) or Ball State University (for graphics) as the location