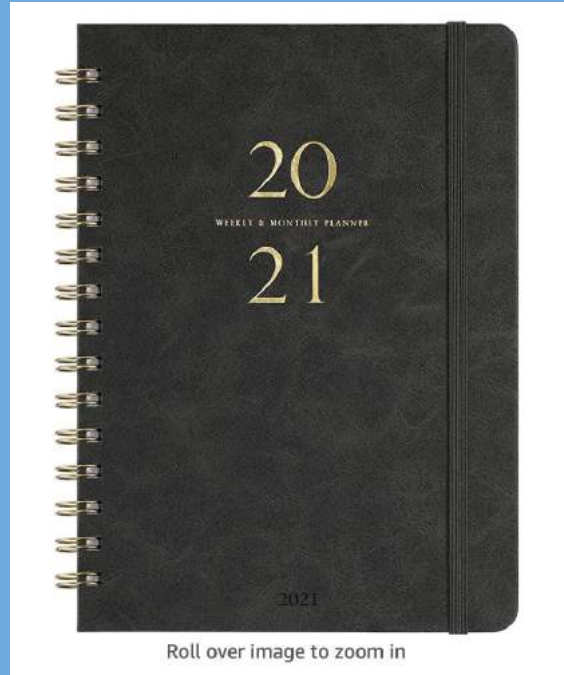


EZ Planner



Product Availability

- Physical Locations
 - Farmville Barnes & Noble
 - Longwood Library
 - Farmville Walmart
- Online Locations
 - Barnes & Noble Website
 - Amazon



Ad Campaign Theme

- Tagline/Slogan - “Easy Organization”
 - Simple and quick to remember
 - Emphasizes the key feature of our planner
 - Conveys that competitors product isn't as efficient as ours



Traditional Media Promotion

- Medium of choice - Radio
- Ad design
 - Asks a question - “Have you picked up your planner for the coming school year yet?”
 - Poses a solution - “If not you need to check out the EZ planner, the easiest way to stay organized and ready for all your classes, clubs, and events.”
 - Call to action - “Pickup one today at the Longwood Barnes & Noble, the Greenwood Library, or the Farmville Walmart.”

Traditional Media Promotion

- Time period
 - Runs from August 15th through September 1st
- Advantages
 - Cost effective
 - Targets Longwood students, particularly those who are engaged
 - Easier for people to remember
- Disadvantages
 - Complex message
 - May not reach as many students as other mediums

Social Media Promotion

- Medium of choice - Instagram
- Promotion plan
 - Post three times a week on Monday & Friday
 - Monday - Review from student who uses the planner on the features they like and how it helps them organize their life
 - Wednesday - Highlight a feature from the EZ planner that separates us from our competitors
 - Friday - Promote call to action of buying a planner

Social Media Promotion

- Time period
 - August 20th - September 15th
- Audience Interaction
 - Always respond to customer comments and direct messages
 - Put out polls on what features customers like most
 - Ask for recommendations on how to improve the product
 - Send out information on any discounts or deals

