

Sample Marketing Plan

Adirondack Community: Capturing, Retaining, and Communicating the Stories of Who We Are *Marketing Plan*

Project Description: *Adirondack Community: Capturing, Retaining, and Communicating the Stories of Who We Are* is a multi-year local history project that collects and organizes audio stories and related photographs from Town of Keene community members through an online platform to share the rich social and cultural history of this community located in New York State's Adirondack Mountains.

Marketing Goals:

- *Story Collection:* Connect with Town of Keene residents and visitors to build awareness of the project and inspire them to prepare and tell their stories.
- *Story Listening:* Inspire Town of Keene residents, visitors, and the general public to go to the website and listen to stories.

Note that the *Story Collection* goal is most relevant during the periCMP before and during initial story collection. After that, both goals are relevant.

Story Goals:

- 30-35 stories by June 15, 2019
- 50 stories by July 23, 2019
- 100 stories by mid-September 2019
- 200 stories by June 15, 2020

What to Market: Grant awards and requests for additional funding; project implementation milestones; events; opportunities to record stories; email address to learn more about storytelling and listening to stories, links to listen to stories and pCMPcasts, etc.

Tools	Description	Who Preps	When
Events	<i>Start Telling Your Adirondack Stories:</i> Personal invites to selected community members to tell first stories.	PM	March 27-29, 2019
	<i>First Story Release Celebration:</i> Library hosts event to celebrate awards and project implementation. SA signs up and schedules community members at launch event.	CMP and SA	June 15, 2019 2-4pm

	<i>Keene Valley Library Annual Benefit</i> : Celebrate stories posted/community, especially summer. CMP and SA sign up and schedules/show website.	CMP and SA	July 23, 2019 5pm - 7:30pm
	<i>Community Appreciation</i> : Celebrate community contributions. CMP and SA sign up and schedule community members at event.	CMP and SA	September 14, 2019
	<i>Summer Lectures</i> : Include presentations of relevant stories and recruitment message at each event.	Not implemented, per LD	2019
	Other Events Through 2019 and 2020 TBD	TBD	TBD
Logo	Created with in-kind materials from graphic artist Elaine Taylor.	CMP	5/1/19
Poster	Create project posters to place in relevant locations and post on social media	PM/CMP make and will update	4/30/19 on
Banner	Vistaprint/with logo/full project name/website/encouragement to tell and listen	CMP	4/30/19
Social Media	Promote news, events, materials, engagement opportunities on library's Facebook page. Request partners share on their social media platforms; supply language and media assets. Link to stories.	CMP	Continuous, begin May 2019
Facebook Page	Dedicated Facebook page (<i>Adirondack Community Story Project</i>) to post stories and podcasts, milestones, events, shares, website reminders, etc. See separate Marketing Plan.	PM	Continuous from 5/20
Digital Community Platforms	Promote news, events, materials, and engagement opportunities on Keene Next Door, Jay Community News, and KVCC email blast.	CMP	Continuous 2019/2020
KVLA Website	Announce awards. Promote news, materials, events, and engagement opportunities; update events page; post and promote story collection hours. Announce story collection and launch event. Embed AC website link.	CMP	Continuous 2019 on

Appointment Cards	Make cards with website link and email address, with appointment information	CMP	May 2019
Email	Reactive: Monitor myadironckstory@gmail.com to field inquiries and convert interest to storyteller scheduling. Proactive: Send occasional emails to lists to update on project and encourage participation.	PM & SA	Continuous 2019 on
Press Releases	#1: Announce Humanities NY, NNYLN, and Pearsall grants to support implementation.	CMP	1/24/19
	#2: Publicize <i>First Story Release Celebration</i> announce date, time, location of community launch event, website	CMP	May - June 2019
	#3 Post celebration	CMP	6/17/19
	#4: <i>Keene Valley Library Annual Benefit booth</i>	CMP	July 2019
	#5: <i>Community Appreciation: 100 Stories</i> event	CMP	9/23/19
	#6: Post 100 Stories community appreciation event	CMP	9/16/19
	#7 Post 160 stories and pandemic	PM	4/2/20
	Additional press releases TBD	CMP	TBD
Legislator Letters	Thank you notes to local, state, and federal legislators who back Humanities NY funding.	CMP	3/1/19
Personal Contacts	Recruit storytellers.	PM/SA/KG/CMP	2019 on

Personnel Key:

PM = Project Manager

CMP = Communications/Marketing/Public Relations

SA = Story Aide

LD = Library Director

Coordination Projects

Organization	Tasks	Who	When
Keene Central School			
Town of Keene Historical Society			
Keene Public Library			

Media Contacts

Publication	Type	Role	Contact Info
Individual Names	Publication	Title	Email