



Creative Consultants
Public Relations Plan Proposal

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Table of Contents

Research	
Situation Statement	2
Survey Research	2-3
SWOT Analysis	3
Industry Trends	3
Competitor Organizations	4
Target Audience	4
Goals	4
Objectives	4
Strategies	5-6
Budget	6
Implementation	7
DIY Greek Event	8
Invitation	8
Pictures	9
Evaluation	10
Timetable	11



Situation Statement

Who is the client?

Our client is Design It Yourself Greek (DIY Greek).

What is the client's history?

DIY Greek was started in June 2011 by a University of South Carolina student involved in a sorority. She needed to make a paddle for her new "big sister" and ended up spending a lot of money at a local Greek store for supplies, but like most freshman, she had no car and had no idea how she was going to decorate it. She ended up using supplies her mother had on hand when she went home one weekend. She then came up with the idea to develop a kit that would give girls in a sorority all the supplies needed to make quality hand made and heartfelt gifts for her big or little sister, while also saving time and money. With the help of her mom and aunt, DIY Greek was created and has been offering an easy way to make unique gifts that are cute and will be treasured forever.

Who is in the organization?

Lynne Riley and Judy Tony are the Co-Founders of DIY Greek.

What has the client done previously to promote itself?

DIY Greek has used social media outlets Facebook and Pinterest to promote itself. They have giveaways on their Facebook page. In August and September of 2012 DIY Greek featured a different product each day of the month. They also feature DIY Greek crafts made by consumers in different sororities and promote new products on their page. Their Pinterest page is organized into boards specific for each sorority. The company has strongly relied on word-of-mouth advertising and personal networking in the past.

Survey Research

Our team created an online survey using Google Forms for our target market to participate in. The survey required that participants be in a sorority because our target market is young women in college who are involved in national collegiate Greek Life programs or sororities. This target market has a demand for crafts and gifts for events such as big-little reveal and sisterhood events and is willing to spend between \$20 to \$30 on craft materials. A survey was the best way to measure participant's previous knowledge of DIY Greek, their interest in buying DIY Greek products, and what types of products they would be willing to purchase.

We conducted the survey from October 16 until October 30, 2012. The team sent out the link via email to all 17 Panhellenic sorority chapters at the University of Georgia and promoted the survey to friends in a sorority via Facebook and Twitter using DIY Greek's account and personal accounts. Overall, 347 surveys were completed by the deadline.

When looking at the results of the survey we found that 54 percent of the respondents had never heard of DIY Greek. Of those that had heard about DIY Greek, 47 percent had either heard about it through friends, a sorority function, or social networks. Ninety-two percent of all participants said they would consider buying a customizable kit of craft products from DIY Greek. Sixty-two percent of participants said they would spend \$20-\$40 on a



customizable kit. The most popular events that participants said they would buy items for were Big/Little Reveal (92%), birthday/holiday gifts (53%), and just for fun (38%). The most popular products that those surveyed said they were most likely to decorate themselves were Greek letters, canvases, picture frames, and cups/glasses. Sixty-three percent of our participants agreed that they would be likely to attend an event hosted by DIY Greek to learn how to decorate specific products. Eighty-eight percent of respondents said they would use instructional videos provided by DIY Greek on their website for craft ideas and inspiration. Out of the 17 sororities, only five did not participate.

SWOT Analysis

STRENGTHS

- DIY Greek has a great product idea that is in demand among the target audience.
- DIY Greek has a strong presence on Pinterest.
- Helpful "How To" videos are posted on their website to show their product and provide inspiration and step-by-step instructions to complete a craft.
- Their target market is well defined.

WEAKNESS

- Main focus is on Big/Little events, which is a very small time frame that only occurs once a year.
- Website and Facebook lack creative aspects that could make the company stand out more.
- DIY Greek requires shipping of materials. Potential customers may not want to wait for products to be shipped.

OPPORTUNITIES

- There are a broad variety of events and possibilities to incorporate DIY crafts into, such as holiday parties for Christmas gifts, Sisterhood events, and senior send-offs.
- Greek Life is tied to philanthropy, allowing the opportunity for DIY Greek to expand product lines or donate to philanthropies.
- DIY Greek's products can easily be brought chapter meetings, Panhellenic meetings and philanthropy events.

THREATS

- Stores that sell similar products to the same target market that are in a closer proximity.
- There is a lack of knowledge about DIY Greek among target market.
- There is a greater ease in buying products that are already completed.
- Many busy consumers who do not have the free time to decorate or make a craft project.



Industry Trends

Competing organizations are selling premade products that do not have to be designed or shipped to the customer. The industry generally receives most of their business during the beginning of each year because of Bid Day events and Big Sister-Little Sister Reveal.

Competing Organizations

Competing organizations include: On campus boutique-style stores that sell Greek products. At the University of Georgia, these stores are University Spirit and Simply Southern. Large craft supply stores like Hobby Lobby and Michael's, and websites that sell pre-made crafts like Etsy are also examples of competing craft organizations nationally.

Target Market

DIY Greek's target market is young women in college who are involved in national collegiate Greek Life programs or sororities. They have a demand for crafts and gifts for events such as big-little reveal and sisterhood events. They are willing to spend between \$20 to \$30 on craft materials.

Goals

We have set the following goals:

- **Goal 1:** Improve reach of social media
- **Goal 2:** Generate yearlong demand for the product other than "Big/Little" timeframe
- **Goal 3:** Improve presence on the Internet

Objectives

We have set the following objectives for each goal:

- **Goal 1:** Improve reach of social media
 - **Objective 1:** Establish Twitter account and reach 200 followers by April 1, 2013.
 - **Objective 2:** Increase reach of Facebook by 100% by getting 1,000 likes before April 1, 2013.
- **Goal 2:** Generate yearlong demand for the product other than "Big/Little" timeframe
 - **Objective 1:** Generate demand during holiday season by offering Christmas gift ideas.
 - **Objective 2:** Increase awareness and publicity by hosting an event for the new member educator of each Panhellenic chapter at UGA.



- **Goal 3:** Improve presence on the Internet
 - **Objective 1:** Establish blog and encourage traffic.
 - **Objective 2:** Improve www.marketing.grader.com score by 15% by April 1, 2013. www.marketing.grader.com is a website hosted by HubSpot all-in-one marketing software that helps companies attract leads and convert them into customers.

Strategies

Strategy for Goal 1, Objective 1:

Establish Twitter account and reach 200 followers by April 1, 2013

- Create a Twitter account.
- Follow sorority related and UGA sorority chapter Twitter accounts.
- Include link to Twitter on DIY Greek website and Facebook.
- Interact with followers.
- Social Media Campaign:
 - When we reach 100 followers we will randomly select a follower to win a supply pack. When we reach 200 followers we will randomly select two followers to win supply packs of their sorority's materials.

Strategy for Goal 1, Objective 2:

Increase reach of Facebook by 100% by getting 1,000 likes before April 1, 2013

- Establish Account Executive and Junior Account Executive as administrators of the Facebook page.
- Send Facebook invites to sorority members to like the DIY Greek Facebook page.
- Group members share the page on their personal Facebook account page.

Strategy for Goal 2, Objective 1:

Generate demand during holiday season by offering gift ideas.

- Promote DIY Greek items in a way that relates to the holiday season.
- Promote the idea to buy DIY Greek items as holiday gifts for friends.
- Make Facebook, Twitter and website posts related to the holiday season.

Strategy for Goal 2, Objective 2:

Increase awareness and publicity by hosting a Panhellenic sorority new member educator event.

- Send invitations to new member educators and their committees about the event via Punchbowl.com.
- Use Twitter account to publicize the event.
- Work with client to provide products and information for the event in March 2013.

Strategy for Goal 3, Objective 1:

Establish blog and encourage website traffic.

- Create a blog.
- Update the blog frequently with ideas and inspiration to keep people interested.
- Link blog posts to website, Facebook and Twitter to expand reach and awareness.



Strategy for Goal 3, Objective 2:

Improve www.grader.com score by 15 percent by April 1, 2013.

- Create a blog (Objective 1) and tweet more frequently to accomplish Grader.com action items.
- Gain more followers on Facebook and Twitter to generate more traffic from social media.
- Write posts and tweets with links to website.

Budget:

Our client has agreed to provide discounted products and prizes during competitions. The majority of our campaign focuses on social media to produce free promotion.



Implementation

SOCIAL MEDIA

When we first made our initial connection with the company DIY Greek, their social media activity was very limited. They had minimal posts on Facebook, a small number of likes on their fan page and had not yet created a Twitter account. Our goal was to make their presence on social media much stronger due to the fact that this is a major communication tool in our generation, who is our main target market. We have increased our Facebook likes, established a twitter and gained followers.

We have encouraged the owners of DIY Greek to continuing utilizing these Facebook and Twitter accounts. To assist them, we set goals for social media activity. For Facebook, we suggested that the client post once a day or at least four times a week. Our ideas for Facebook content include surveys or opinions for new products, links to their blog and updates about new merchandise.

For the DIY Greek Twitter account, we recommend a minimum of one tweet per day. In addition to DIY Greek announcements, the client can retweet other accounts, tweet links to their page or blog, tweet a picture, and survey followers about new ideas.

In addition to using Facebook and Twitter, we have helped our client establish a blog account that is posted on the DIY Greek website. Possible blog topics include craft tutorials, sisterhood event ideas and other posts encouraging the purchase of DIY Greek products. We gave the client a list of possible blog ideas and also recommended having a campus representative from their program submit a different blog post each month to create a variety of topics.

To encourage our client's continued success with social media, we have developed a calendar plan to follow for weekly and monthly posts on Facebook, Twitter and the blog.

Facebook Posts	4 posts/week (aim for once a day)
Twitter	1 tweet/day (tweets, retweets, links, pictures)
Blog Posts	4 posts/month

SPECIAL EVENT

Our team hosted an event for the New Member Educators for each sorority on March 25, 2013. These executive members are responsible for Bid Day, events for Big/Little and opportunities for the new pledge class to get to know one another.

The March event allowed the girls to have a hands-on opportunity to work with the products and see what the company has to offer. DIY Greek also provided a packet of information for the sorority members and contact information.



DIY Greek – New Member Educator Event:

WHO: New Member Educators

WHAT: An opportunity to see and learn more about DIY Greek products.

WHEN: March 25, 2013 at 7:30 p.m.

WHERE: Kappa Delta house, 750 South Milledge Avenue

WHY: We targeted the event towards New Member Educators in particular because of their involvement in planning Bid Day, Big/Little Reveal, other Sisterhood events that are mainly targeted at new members in the fall.

Seven sororities were represented at the event. Lynne, one of the DIY Greek owners, presented each New Member Educator with a folder specific to their sorority. She then presented all of the products that DIY Greeks sells including craft supplies, project packs, Lilly Pulitzer items, and other items that contain sorority letters. Refreshments were served and there were DIY Greek goodie bags provided for each sorority that attended the event. The event gave DIY Greek the opportunity to spread awareness of the company to its target market and also a younger incoming market to establish a brand relationship.

This event led to new member educators establishing a relationship with DIY Greek. The majority of houses that attended expressed interest in using DIY Greek products or hosting a DIY Greek event in the fall.



Event Pictures



Evaluation

Goal 1: Improve reach of social media

- **Objective 1:** Establish Twitter account and reach 200 followers by April 1, 2013.

Evaluation: Our team created a Twitter account that started with zero followers and following zero accounts. The DIY Greek Twitter account currently has 60 followers and is following 481 accounts. Although we did not reach our goal of 200 followers in the time frame we set for our team, we know this goal can be accomplished and exceeded in the near future.

- **Objective 2:** Increase reach of Facebook by receiving 1,000 likes by April 1, 2013.

Evaluation: When Creative Consultants began working with DIY Greek the Facebook page had 548 likes. The Facebook page currently has 701 likes, an increase of 27.7 percent.

Goal 2: Generate yearlong demand for the product other than the “Big/Little” event timeframe.

- **Objective 1:** Generate demand during holiday season by offering gift ideas.

Evaluation: We are unaware of the sales for the holiday season but our client can track these results based on sales this year versus last year.

- **Objective 2:** Increase awareness and publicity by hosting a Panhellenic sorority new member educator event.

Evaluation: Although a Senior Sisterhood event was not scheduled, DIY Greek has scheduled other possible sisterhood events for the end of the semester as well as next year. DIY Greek has started promoting ideas for senior send-off gifts and craft ideas on social media.

Goal 3: Improve presence on the Internet

- **Objective 1:** Establish blog and encourage traffic.

Evaluation: A blog account was created and a list of possible posts and a timetable for posts was given to DIY Greek client. Posts have been made, but have not been as frequent as anticipated. To improve the blog, posts need to be more frequent, have shorter titles and be easier to find or share. A “blog” needs to be added to the DIY Greek homepage.

- **Objective 2:** Improve www.marketing.grader.com score by 15 percent by April 1, 2013.

Evaluation: DIY Greek’s www.grader.com score started at a 51. The score did increase and is currently at a score of 60. We reached our and improved Grader.com by 17.5 percent.



Timetable

September 2012

- Establish Twitter account
- Build followers

October 2012

- Account Executive and Junior Account Executive become Facebook account administrators
- Invite all friends to become fans of the Facebook page
- Send out survey to target market
- End survey October 30, 2012

November 2012

- Congratulate the sorority that had the most survey responses

December 2012

- Continue gaining support on Twitter and Facebook over the holidays
- Focus on selling DIY Greek products for holiday gifts.

January 2013

- Monitor Twitter followers
- Encourage Twitter followers and Facebook activity

February 2013

- Begin to plan for March New Member Educator event
- Monitor Twitter followers, Facebook "likes" and website traffic
- Promote the news of Lilly now being sold via social media
- Create blog to help with crafting and gifts and increase readership

March 2013

- Monitor Twitter followers, Facebook "likes", and website traffic
- Add blog posts and share via Facebook and Twitter to increase readers
- New Member Educator event at Kappa Delta - March 25th

April 1, 2013: Team Deadline

April 12, 2013: Creative Consultants Deadline

