

Communications Plan

Goal

The goal for this standing communications plan is to raise awareness of The Blue Quail and increase the following of the business's social media accounts. This is the main goal because The Blue Quail is a newer business and not a lot of people are aware of its services yet.

Objective

The goal can be articulated as a measurable objective: To have 1,000 Facebook page likes and 400 followers on Instagram within 6 months after the start of the campaign. There are currently 402 fans on the Facebook page and 121 followers on Instagram. Increasing these numbers will provide more exposure for the name and business itself and provide more opportunities for people to view the business and share its content with others.

Strategies & Tactics

The first strategy to achieving more followers and page likes is to post frequently and interact with fans on social media. This will help raise awareness of The Blue Quail and strengthen relations with prospective and current clients. It is important for businesses to interact with customers because it makes them feel more connected to their favorite business and gives them the feeling that the business cares about its customers by taking time to respond to questions or comments from customers. The first tactic to achieving more followers and page likes is to create a social media guidebook, which will offer advice and best practices

for using Facebook and Instagram to promote The Blue Quail. As a second tactic, I recommend setting up a Hootsuite account to manage and monitor the business's social media feeds and followers. Using this service can provide a better understanding of followers' engagement with the business and can also help schedule future posts.

A second strategy is to post more business-related content on The Blue Quail's social media platforms in order to help the public gain a better understanding of the business and view it as a credible business. A tactic for this strategy is to invest in a nice camera and take photos at every event and class put on by The Blue Quail. This will help build content for The Blue Quail so that there are a variety of images related to the business that can be shared on its social media platforms.

A third strategy to achieve the objective is to use controlled media to reach members of the target audience who are not already following The Blue Quail on social media. It is important to use different forms of communication when trying to grow a business, so a tactic for this is to create a brochure and distribute it at local events, galleries and shops that participate in McMinnville's Art Walk. The brochure will contain information about The Blue Quail, including its social media handles to encourage potential clients to follow the business on Facebook and Instagram.