

Area Agency on Aging of Pasco-Pinellas, Inc.  
Marketing and Communications Plan



A Project of Saint Leo University  
Tapia College of Business  
Department of Marketing



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## Executive Summary

Ann Marie Winter, Executive Director of the Area Agency on Aging of Pasco and Pinellas (AAAPP), summarized the critical issue we aim to address in this plan during her initial visit to the Saint Leo marketing class that produced this report. The Agency is something of a secret, and should not be. Ideally, AAAPP's most important constituents, senior citizens, their adult children caregivers, government agencies and the medical community would be not only aware that the Agency exists, but also be familiar with its services and how to easily access them. Regrettably, this is not the case. To many in the community, perhaps including those that most need the Agency's offerings, the organization lacks visibility and brand awareness.

The Agency's most important consumer, the older pre-boomer generation, often has a hard time taking care of themselves and needs the Agency and its services now more than ever. However, in many cases neither this group, nor their caregivers, are aware of the organization and what it has to offer those citizens specifically, and the community at large. We recognize that the Agency is operating under some logistical and financial constraints, which limit what marketing activities are practical to address the objectives of increasing visibility and awareness. Those constraints have been considered and applied in developing this document.

Therefore, we propose a cost-effective and easily executed marketing plan that will increase the visibility of the organization. With the introduction of what we have identified as the 'The Speaker's Bureau', we propose to send representatives of the AAAPP into the community to networking and social gathering events to spread the word about the organization. This idea will be focused on volunteer representatives who possess the characteristics of public speakers, and who are familiar with the local community. The Bureau concept is supported by a robust, yet manageable, communication plan. These steps will optimize the targeting of the market segments, which require the many services that the AAAPP offers to the elderly in need.

The report includes a brief review of the operating and marketing environment and a discussion of the basic structure of the speaker's bureau. Much of the report focuses on the specific marketing activities required to launch and operationalize the bureau, offered in a creative brief format common to many marketing departments. We finalize with the role interns might play in both launching and managing the bureau.

## 1.0 Introduction and objectives

Each year Saint Leo University offers an upper-level Non-Profit Marketing class. The primary deliverable for the students in the class is a marketing plan for a local non-profit Agency. In the Spring 2020 semester, the "Clients" included, among others, the Area Agency on Aging of Pasco-Pinellas.

In most courses in which students produce a marketing plan, either real as in this case, or fictitious (last semester students in the introduction class produced plans for fantasy destinations such as Pandora and Hogwarts) the objectives and assumptions are based on the marketing activities that we *can do*, with limitations and constraints considered to be secondary. This allows us, as students, to be more creative and explore marketing techniques covered in the class. In the case of the Agency, Dr. Lax required that we start with what we cannot do due to limited resources and the unique objectives. Unlike most marketing projects, even those for non-profits, the common objectives are to generate sales and revenue (or donations for non-profits).

The objectives for the Agency, as described by Executive Director Ann Marie Winters during her visit very early in the course, were uncommon as she was not asking for donations or volunteers as were the other non-profits in the class. Rather, she and her Board had the primary objective of raising visibility and awareness. Rather than what we called her "secret", she and her Board needed all the seniors and their families to know about the Agency.

However, due to a number of reasons our team had to operate under some limitations that we usually would not have to consider. Consequently, Dr. Lax instructed us to begin with the constraints that would limit our marketing plan, as described below.

### 1.1 Objectives

A) To create brand awareness in the community by introducing speakers. We need to be specific on who we are going to recruit and who can target the audience effectively. The speaker must be aware of our values and purpose of the company, making a good impact on the audience, and creating engagement between the audience and the company.

B) By bringing effective speakers, we are going to be able to measure how many community members each speaker can bring for the organization. After doing each event, we can tell how effective the event was. The plan is to get customers and people aware of the Agency so they can ask for our services.

C) We consider that creating a speaker's event to show the community what the organization is capable of is a very realistic event. We believe that the event can be a very optimistic activity for the community to be able to listen to a speaker that matches the values and purposes of our organization. By doing this, our brand awareness in society will be higher and will be able to create future partnerships. Moreover, we think that we have the tools and the desire to make an event that is going to give a perfect impression in the community.

D) The speaker event concept will be consistent with the principles of the organization. We need to show the community our services and beliefs, so they can be aware if they need our services at any time. The goal of creating brand awareness comes along with the principles of the company and is most likely to develop a good relationship between the organization, partners, and society.

E) The specific objectives of the bureau are to:

- 1) Recruit five speakers each committed to one event per month
- 2) Conduct a total of at least 60 events per year with at least 25 people at each event
- 3) To use social media to have each person attending spread the Agency's message to at least ten people which creates a viral strategy

## 1.2 Limitations and Constraints

### 1.2.1 Limits

There were four important limits on the process of developing the plan:

A) The team's complete unfamiliarity with this type of organization. While this allowed us to learn new skills, our time to do so was limited by other classes, jobs, and athletics.

B) Of the four students on the team, three are from outside the U.S. and are not familiar with this type of government agency

C) Approximately halfway through the class, we converted to online due to the virus. This complicated the process.

D) Because of the virus's impact on older people, the Agency was very busy, and Ann Marie had limited time to work with us. Dr. Lax filled in, but his knowledge is limited.

### 1.2.2 Constraints

- Hard to reach target audiences
- Limited budget and staff
- Limited in-house marketing resources
- Traditional communication channels not cost or target effective
- Need to reach a highly-targeted audience with a viral message

### 1.3 Problem and Solution Statement

As noted above, both Ann Marie and Dr. Lax emphasized our most important objective was to raise the visibility and awareness of the Agency. As Dr. Lax told us, it is just like any other product or service. People are not going to buy your product if they do not know it exists. Thus, our problem simply stated is:

*How to deliver a complex message to this challenging audience, given the constraints and environment?*

This led us to a very simple solution statement:

*To take the message directly to the audience in a grassroots, high contact low-cost tactic that promotes spreading a viral message.*

## 2.0 Environmental Analysis

The project team conducted an environmental analysis in four phases:

A PEST scan, which analyzes the Political, Economic, Social and Technological issues relevant to the project

A SWOT analysis

Quantified SWOT – this is an extension of the SWOT that allows the factors to be ranked from most to least important

A SWOT Action Plan – what action should be taken concerning the issues identified in the SWOT

## 2.1 PEST Analysis

P (Political)	E (Economic)	S (Social)	T (Technological)
<p>The government provides a reasonable amount of money to the company per year so that the company can use the money to provide services to their customers.</p> <p>55% from DHHS / federal Older American Act</p> <p>40% from State of Florida General Revenue</p> <p>2% is from State of Florida / LSP</p> <p>Less than 4% from</p> <ol style="list-style-type: none"> <li>1. Veterans Affairs / federal</li> <li>2. Private donations</li> <li>3. Foundations</li> <li>4. Pinellas County</li> </ol> <p>The Agency is free from paying taxes.</p>	<p>The Recession caused by the COVID-19 might create a significant impact because it is a virus that is attacking most likely older people.</p> <p>The lack of awareness in the community can affect the business because society does not know about the organization and the services that they provide.</p> <p>AAAPP is monitored annually, and our AAA is the only one in the State of Florida that has ten consecutive years of no findings.</p>	<p>AAAPP Helps the community by providing services to:</p> <ul style="list-style-type: none"> <li>Adults 60+</li> <li>Adults 18+ with disabilities</li> <li>Caregivers or adults 60+</li> </ul> <p>For AAAPP, it is essential to keep the community involved with the company; that is why they provide events like:</p> <ul style="list-style-type: none"> <li>Diapers for Dignity</li> <li>Savvy Caregiver Project</li> <li>Better Living for Seniors</li> <li>Silver Santas</li> <li>Mini Grants</li> </ul> <p>The organization and its objectives are viewed positively in the community</p> <p>10,000 Boomers are retiring each day</p>	<p>AAAPP uses technology as a marketing tool to promote their services in the community through social media.</p> <p>Also, AAAPP uses technology to provide services to customers to fulfill their needs.</p> <p>The primary audience has limited technical skills</p> <p>Older seniors have minimal social media skills</p>

## 2.2 SWOT Analysis

<b>STRENGTHS</b>	<b>WEAKNESSES</b>
<p>AAAPP coordinates a network of services to keep individuals in their homes and communities.</p> <p>AAAPP improves the well-being of the community. AAAPP provides more than 20 services to help seniors and adults with disabilities to be independent.</p> <p>AAAPP provides resources to more than 51,000 seniors in areas such as transportation, nutrition, caregiving, and Medicare.</p> <p>AAAPP promotes independence, healthy aging, and to live an optimal quality of life.</p> <p>Capable of providing services in high demand.</p>	<p>Lack of visibility</p> <p>Lack of awareness</p> <p>Lack of experts in the Marketing world</p>
<b>OPPORTUNITIES</b>	<b>THREATS</b>
<p>Opportunity to expand and to help more seniors and adults with disabilities in other states.</p> <p>Opportunity to reach more people nowadays since we are facing worldwide economic issues due to COVID-19, and AAAPP is a non-profit organization (reaching more people)</p> <p>Since people spend more time at home lately due to COVID-19, people will get more access and knowledge to AAAPP social media networks and web pages.</p>	<p>Global economic crisis can result in the government reducing the amount of money due to the coronavirus</p> <p>COVID-19 can infect the Pasco community (more than 140,000 cases of coronavirus in the U.S. and the numbers are just increasing)</p> <p>Most people who die from coronavirus are seniors.</p> <p>Laws and regulations</p>

### 2.3 Quantified SWOT

This analysis allows us to consider which of the factors in the SWOT are more, or less, important and influential in meeting the plan's objectives.

For Internal factors (strengths and weaknesses) the factors are ranked according to importance to the firm and stakeholders.

External factors (opportunities and threats) the factors are ranked according to importance to the firm and their likelihood to occur.

The outcome of this analysis provides guidance regarding which factors require more or less attention from management.

#### INTERNAL

FACTOR	IMPORTANCE TO THE FIRM	IMPORTANCE TO STAKEHOLDERS	RANKING
	5 is important	5 is important	
Coordinates a network of services to keep individuals in their homes and communities (S)	5	5	25
Improves the well-being of the community (S)	4	5	20
Provides more than 20 services to help seniors and adults with disabilities to be independent (S)	4	3	12
Provides resources to more than 51,000 seniors in areas such as transportation, nutrition, caregiving, and Medicare (S)	4	5	20
Promotes independence, healthy aging, and to live an optimal quality of life (S)	4	5	20
Capable of providing services in high demand (S)	5	2	10
Lack of visibility (W)	4	5	20
Lack of awareness (W)	5	5	25

Lack of experts in the Marketing world (W)	3	2	6
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**EXTERNAL**

FACTOR	IMPORTANCE TO THE FIRM	LIKELIHOOD TO OCCUR	RANKING
	5 is important	5 more likely to occur	
Opportunity to expand and to help more seniors and adults with disabilities in other states (O)	5	2	10
Opportunity to reach more people nowadays since we are facing worldwide economic issues due to COVID-19, and AAAPP is a non-profit organization (O)	4	3	12
Since people spend more time at home lately due to COVID-19, people will get more access and knowledgeable to AAAPP social media networks and web pages (O)	5	2	10
Global economic crisis can result in the government reducing the amount of money due to the coronavirus (T)	5	3	15
COVID-19 can infect the Pasco community (more than 140,000 cases of coronavirus in the U.S. and the numbers are just increasing) (T)	4	5	20
Most people who die from coronavirus are seniors (T)	5	4	20
Laws and regulations (T)	5	2	10

## 2.4 SWOT Action Plan

### **Internal (Weakness) Lack of awareness:**

While other internal factors are important to our Agency, the main problem the Agency for Aging faces is a lack of awareness. People do not know about the Agency, and so a lack of knowledge prevents the organization from serving the community to the fullest. If we could get people to know about the Agency, then we could eventually help more seniors and adults with disabilities so that they could become independent by offering them our services. To minimize this weakness, we will develop a strategic marketing plan, to include:

Recruiting the right speakers for the Agency who can bring the message effectively in different breakfasts/lunches of some civic organizations.

Creative brief on materials they need to bring for presenting and for leave-behinds

Identifying the way of tracking the traffic created by each speaker through the presentations and leave-behinds.

Updating social media platforms more often

Replying to any comments, questions people may have through the web page or social media networks

### **External (Threat) COVID-19:**

In our analysis, we have determined that our most important thread is the coronavirus (COVID-19). This global epidemic that we are experiencing today is significantly affecting older people all over the world, becoming our greatest threat since those who are part of our organization are seniors and adults with disabilities. This is a significant threat to us since the most affected people, even dying, are those over 60 years of age. Therefore, we will address the issue in two ways:

#### **Operationally:**

Providing necessary basic measures such as masks, hand sanitizers, washing hands frequently

Making sure that those people who provide the services are not infected and therefore cannot infect more people

#### **Promotionally:**

Social media

Web pages

Updates via text

### 3.0 Segmentation

Given the reach of the Agency and the important services it provides, arguably all members of the Pasco and Pinellas communities are potential targets. However, in light of the objectives and constraints discussed above, we identified three Personas we believe to be critical to the implementation of the plan. These are summarized below and then explained in more detail.

**THE SENIORS:** (mid70's-90's) – these are the consumers using the Agency's services  
 High need but often low resources  
 Hard to reach due to low e-media consumption and social isolation

**THE CAREGIVERS:** Mid 40's-60's, employed, high media consumption  
 Children of the seniors – these are our most important targets  
 May have high resources but little available time  
 Probably not aware of the Agency or its service offerings

**THE KIDS:** Grandchildren of the seniors, H.S. and college,  
 Important conduits to their parents but hard to engage  
 Very high e-media consumption  
 Do not understand the problems or need for the Agency's services

The Agency on Aging is an organization that helps serve the elderly population. The issue with our local is that they need exposure to the community. There are so many different groups this organization helps, not only the elderly but their children and even their grandchildren. The groups our team has decided to focus on are the senior citizens themselves and their adult children. We have decided to focus on these to specific groups because the senior citizen is the actual consumer, and their children and family members are a subgroup that use the Agency.

#### 3.1 Senior persona

The first group our team will be focusing on is the Senior Citizen persona. This group might be as young as their late 50s, but our team has focused on the older clientele of 70 to 90 years. These people have either retired from their full-time job or are doing a light workload, volunteering and other such work. Finances are the only thing that changes from person to person in this age group. It could be either pension fund, social security or another type of supplement income. While the upper end of the segment may be reasonably affluent, many, if not most, are on limited or fixed incomes. This group may well have health challenges that increase their reliance on the Care Giver persona (below) and their need for the Agency. Most standard demographics, such as gender, race and education, are irrelevant to this persona as the need for the Agency's services crosses these boundaries. This group has moderate to low (perhaps very low) e-media consumption but may have very high traditional media usage, making them difficult to reach on a low marketing budget.

### 3.2 Caregiver persona

The second group our group is focusing on is the children of the senior citizen. These people are considered either younger empty nesters or dual parents. Dual Parents are considered the age group of 30-50, and younger empty nesters would be 50s to mid-60s. Dual parents have either one or two steady incomes. Family to them is very important and that includes their parents, the elderly. As with the Seniors, many conventional demographics are not a consideration in designing a communication plan. Psychographically, this group is motivated by the need to care for their older family members while juggling their own schedules or perhaps their own recent retirement. Time, budgets and sense of family are key issues. This group is typically medium to high e-media consumers and despite being outside of the Millennial super user profile, are generally media on online savvy.

### 3.3 B2B segmentation

Local businesses and local people will be important for the success of the speakers bureau because bringing outside help will not be as impacted. Local people will be more willing to listen to someone within the county they live in. Allowing local businesses to do this does many things for them, the business themselves and people of the civil group. It gives the business a possible new customer base and the civil group a new connection within the community. Another thing it does is expand both sides' personal networks. Both sides of the relationship benefit from them speaking.

These factors notwithstanding, outside of their importance in the speaker bureau model, they are not a focus of this plan. However, a future phase of this project should consider how this group can impact a communication strategy.

## 4.0 Operations

We would like to introduce the idea of a Speakers Bureau within the organization. This Speakers Bureau will be the main way of promoting the services of the AAAPP. The Speakers Bureau will target people in the age range of 40 to 65 years old who require care for their elderly. The bureau will reach this audience through speaking in front of civic organizations and business networking organizations. This will be supported by the following Social Media Platforms: Facebook, LinkedIn, and Twitter. We will provide detailed steps for building an efficient Speakers Bureau for optimized brand awareness. The following steps will be included in the process of our Speakers Bureau marketing plan:

Recruiting the right speakers for the Agency who can share the message effectively. These speakers are meant to be volunteer speakers, and the way of recruiting will be discussed further on.

Secondly, we will be looking at what kind of information speakers will need to effectively speak in front of these organizations.

Develop standardized creative briefs on materials they need to bring for presenting and for leave-behinds.

Then we will give suggestions to identify these civic organizations and business networking organizations.

Lastly, identifying the way of tracking the traffic created by each speaker through the presentations and leave-behinds.

These steps are provided to stimulate the activation of viral communications and the creation of social media mentions. These steps will have the Speaker's Bureau as a building block, as summarized below:

So, as the main goal is identified, we want to make the process of conducting the marketing plan as easy as possible. Each of the steps will be thoroughly discussed in the marketing plan, together with how to support the idea through other platforms. Therefore, social media optimization is essential, as well as measuring the success rate of the campaign later on in the process.

We believe that our strategy can be accomplished in the most optimized way by reaching out to interns to execute this process. They will minimize the workload and will be able to execute this marketing plan as attributes of making this strategy are thoroughly described further on. Simultaneously, this process is designed for it to minimize workload, and expenses, but optimize expenses. So, the use of interns and resources that already implement parts of this marketing plan and merge it all to create an effective plan.

We do understand the current situation regarding COVID-19, so we expect the implementation of this plan to be later on within the year, when workloads and the society settles back more to normal. This means that in conclusion, we believe that this strategy is the best solution in sending a

relatively complicated message to our target audience. By identifying the strategic plan of this 'Speakers Bureau' strategy, we can optimize the effect on the brand awareness of the AAAPP and make it as convenient as possible.

#### 4.1 Operations summary

- The Outreach team will consist of five volunteer speakers
- Each volunteer speaker will commit to one community speaking event per month
- Typical events are civic organizations, chambers of commerce and networking events
- Presentations are interactive and have an embedded social media component
- Link to Agency Website
- Speakers have leave behind collateral
- Email follow-up with thank you/reminder theme

#### 4.2 Sourcing speakers

Clearly, the strategy we have proposed is entirely reliant on finding and recruiting volunteers for the bureau. This is, in many ways, similar to plans created by other groups in the class that rely on volunteers for providing mission-centric services (caring for shelter animals), event management (foster program fundraiser), and operations (a symposium for inner-city youth). In all these cases, while a communication and message strategy is important, the critical factor is the networking and personal relationships of the organization's Board. Below is a simple bulleted list of likely speakers.

- The Board's personal and professional network
- Colleges and universities
- Local business leaders
- Regional, county and city political leaders

## 5.0 Event plan

One of the requirements for this project is to develop a press plan to announce the new bureau and raise visibility in the community. Part of that press and community awareness strategy is an event that attracts the local press and community leaders. For our group's initial event plan, we have decided to get the speakers that have been selected together so the press and local community leaders can meet them. This plan includes a speaker's luncheon or a cocktail hour. The main purpose of this event is to raise visibility and let them know we are here. This luncheon or cocktail hour will obviously be after stay at home orders have been lifted.

The guests invited to this event would be local business and political leaders and the Board of Directors. This would be a large networking event as well. Networking for speakers and the Agency is important because it builds a sense of community and allows for the Agency on Aging to grow its name in the community.

Lastly, the purpose of this is to get the local businesses, political leaders, and their Board of directors to volunteer to do these talks once or twice a month. These groups play directly into our target market of the elderly and their children. Targeting them will inform them of the Agency and allow for them to sign up and be part of this project.

## 6.0 Press plan

The Agency already has a well-established relationship with the local press, which has been evident during the Covid-19 crisis. Consequently, we have little to add to what the Agency is already doing with regard to the press. However, we are including some direction for potential interns that might be assigned to planning and executing a press plan for the launch of the bureau.

The press plan should include:

**A Media Alert** announcing the event described above

**A Press Kit**, as follows:

- Press release
- Images (the presence of the Agency on Aging in the community)
- Articles (posted in newspapers, magazines, or testimonials)
- Website link and content
- Social Media (Facebook, Instagram, and Twitter)
- Biography (of the speakers)
- Collateral such as pens, notepads, print materials
- A copy of the PowerPoint

**A Press Release** (sample below) that is included in the kit and distributed to the local press

**A Media List**, including non-standard outlets such as high school and college papers, community papers and newsletter, retirement community and church newsletters, local civic and networking organizations.

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FOR IMMEDIATE RELEASE

## **THE EMPOWERMENT OF THE SENIORS THANKS TO AGENCY ON AGING**

### **Agency on Aging Will Announces New Speakers Bureau**

An inspiring organization that improves the well-being of the community, Area Agency on Aging of Pasco-Pinellas Inc, will give several speeches next month about their service at different civic clubs and business networking organizations in the Pasco community. Our organization, which allows the independence of seniors and adults with disabilities, is pleased to be able to promote, speak, and interact with the Pasco community about their essential services to the community. The group of older retirees and seniors are people who have served the community throughout their lives, so they are people who have to be cared for and respected with more significant consideration.

John Jason, one of the most popular speakers of the Agency on Aging commented, "We are really excited to spend the following few weeks talking and interacting with the people who are part of the Pasco Community at different breakfasts and lunches. The Agency on Aging is doing an amazing job empowering people who need it most, and we want to serve the community to the fullest."

Area Agency on Aging is a non-profit organization located in Pasco County, Florida. This trusted resource helps to educate, empower, and advocate seniors and individuals with disabilities with the goal of promoting independence. The Agency on Aging serves more than 51,000 seniors in areas such as Medicare, transportation, and nutrition.

**###**

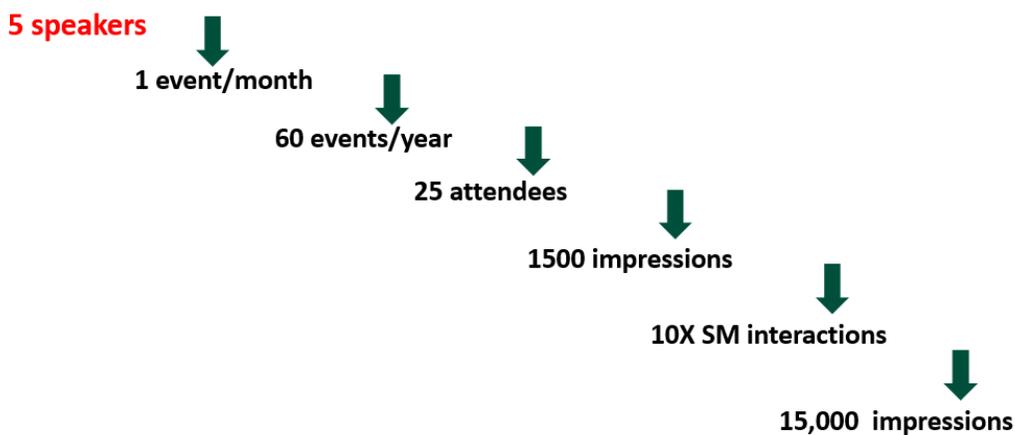
If you would like to know more information about the non-profit organization, or to schedule an interview with John Jason, please call Aaron Smith at 883782-929 or email Aaron at [aaron.smith@hotmail.net](mailto:aaron.smith@hotmail.net)

## 7.0 Viral communications

While something of a sensitive term at the moment, viral communications is exactly what it sounds like. One e-media consumer reads a post, meme or other online content and passes it along to their virtual network. Those consumers, in turn, pass the content on to those in their contact list or post it to social and online media. This latter action is what results in a handful of consumers reach a viral mass and becoming thousands, if not millions, of impressions. Note that in this context, an "impression" is anytime a consumer sees or hears the content.

Having the message regarding the visibility and services of the Agency "go viral", albeit on a small scale, is central to the strategy our group has developed. The plan for making this happen is described in the section on communications.

Here is a very simplified visual of what we are aiming for.



As the diagram shows, we start with the volunteer speaker at her/his event. Using the embedded social media activity, the audience shares the event and content. Their network, in turn, shares it with theirs. This may happen because the message is relevant to them (they have elderly relatives) or simply because a friend or co-worker asks them to do so. Given the reach of many of the target audiences, the numbers above are probably conservative.

## 8.0 Marketing communication and promotion

Below we included a thorough description of all the pieces that will be required before putting the Speakers Bureau into action. The Creative Brief allows for a standard format for the Agency to use internally with staff, volunteers and interns and externally with vendors or consultants. The briefs below provide the steps in the process and describe other requirements regarding the promotional pieces we recommend for the AAAPP to use in the upcoming campaign. Note that this is likely not an all-inclusive list of the promotional pieces that may be needed. However, it provides a starting point for the project.

## 8.1 Speaker and Agency video

PROCESS STEP	DESCRIPTION
Project	<p><b>VIDEO</b></p> <p>A 30-second video that talks about the background of the speakers, you can also publish on YouTube and the agency Website.</p>
Background	<p>Present a video that covers the background of the speakers and Agency. This will let the audience get to know the person they are about to hear.</p> <p>The background consists of his/her education, social status, college level, purpose, what he does for living, family background and more.</p>
Objectives	The objective of the video is to increase our visibility for our speakers bureau and to create awareness for the company.
Target Audience	<p>Caregivers persona</p> <p>Attendees at speaking engagements</p> <p>Uploading the video into YouTube will allow the company to put the same video on social media.</p>
Benefit or brand promise	AAAPP is a trusted resource to advocate, educate and empower seniors, adults with disabilities and caregivers which promotes independence, in partnership with the community.
Key message	The audience will be persuaded by the stories of the speakers, making them believe in the mission and purpose of the company.
Call to action	AAAPP by introducing the speakers in a video, they will like their customers to trust in their work, making the awareness of the company grow not only in the event, but also in the community.
Deliverables	The deliverables will be to create a high-quality video of each speaker, with the background and story of each of them.
Deadlines and Mechanical requirements	Requirements: An app that can put together the story of the speakers together and edit them.

## 8.2 Speaker leave behind

PROCESS STEP	DESCRIPTION
Project	Printed collateral to hand out at the event, giving them to the audience in a brochure format.
Background	To give collateral information of the event to the audience, telling them: Who are we? What is our Purpose? Mission Statement Who do we help? Speakers information Important facts of the organization
Objectives	The objective of this collateral information is to create an engagement between the audience and the company, providing them information on what we are going to talk about in the event and also is a way for us to give the audience information to take home.
Target Audience	Senior Citizens of the Pasco and Pinellas Counties, Baby Boomers, and every person who has a member of their family needing help to take care of themselves.
Benefit or brand promise	AAAPP is a trusted resource to advocate, educate and empower seniors, adults with disabilities and caregivers which promotes independence, in partnership with the community.
Key message	The audience will be persuaded by the stories of the speakers and the collateral information, making them feel like they were very informed during the event.
Call to action	AAAPP by introducing collateral information, will spread the word to the people who need the support and create social awareness
Deliverables	The deliverables will be to create enough brochures with collateral information for the estimated audience.
Deadlines and Mechanical requirements	Requirements: To find a company or a person that can create brochures with the specifications that the company needs.

## 8.3 PowerPoint presentation

PROCESS STEP	DESCRIPTION
Project	PowerPoint for our speakers to use at their presentation.
Objective	The objective of the PowerPoint is to help create awareness of the Agency on Aging and assist our speakers in their presentation. This will help both the elderly community and the civil groups because it will allow them to know and possibly create volunteer opportunities.
Target Audience	Attendees at the speaking events.
Key Message	The key message for the civic groups is to give them information on the Agency and what they do for the community.
Call to Action	Civil groups should visit the Website and sign up to volunteer to help. Engage in social media activity.
Deliverable	PowerPoint that is finished, any collateral that is needed for the presentation
Deadline	PowerPoint is to be finished and sent to the speaker three days before his talk, and collateral is to be picked up 24 to 48 hours before the talk.

## 8.4 Hand sanitizer gift

PROCESS STEP	DESCRIPTION
Project	A 60mL hand sanitizer with the logo of Agency for Aging
Background	Area Agency on Aging is a non-profit organization located in Pasco County, Florida that improves the well-being of the community by educating, empowering, and advocating for seniors and adults with disabilities. The hand sanitizer with the Agency on Aging logo will be given to each individual after each meeting in different breakfasts/lunches of civic organizations.
Objectives	The objective of the hand sanitizer is to gain visibility and awareness of the non-profit organization.
Target Audience	Our target audience for the hand sanitizer will be adults and seniors that are well-educated and upper-middle to upper income that are a part of a civic organization.
Key message	The Agency on Aging is an inspiring organization that improves the well-being of the community. Considering the situation we are facing nowadays with the COVID-19, giving each individual a hand sanitizer will not only help them to be safe but also remind them of the work and service the Agency on Aging offers, each time they use it.
Call to action	Post to social media, share the information with co-workers, friends, and family
Deliverables	Budget (sponsor?)  Small hand sanitizer bottles with the logo of the non-profit organization
Deadlines and Mechanical requirements	Each small hand sanitizer bottle needs to have an Agency on Agency logo on the back.  Approved design for the bottles  Appropriate vendor

## 8.5 Media kit

PROCESS STEP	DESCRIPTION
Project	Media Kit
Objectives	The objective of the press release is to create media attention, for our new speaker's initiative and the Agency. The kit serves to provide the press with the content we want to be promoted.
Target Audience	Our target audience for the press kit is average to small media outlets, including television, newspaper, and magazines from the local counties. These media outlets should align with the speaker, and the speaker should be relatable to their goals and mission.
Key message	The Agency on Aging has this very interesting speaker available to your organization, which will talk about the community and the need for elderly support.
Call to action	Attend the networking event and provide press coverage
Deliverables	Press Release (provided in paper) Press Kit (provided in paper) An assistant for the media to guide them during the event A press information sheet
Deadlines and Mechanical requirements	Someone with media experience present at the event When reaching out to the media reach out in the morning before their briefing times (times might differ per media outlet) A press schedule and information sheet of the event. Bio of speaker
Budget	Should be done without a budget, and on voluntary base assistance.

## 8.6 Real-time embedded social media

PROCESS STEP	DESCRIPTION
Project	This project identifies the social media steps for the guest of our speakers' bureau: Interactive real-time S.M. activity (Share a post on your social media and tag @agencyofaging) Add us on Social Media (LinkedIn, and Facebook) Repost our Social Media Post about the event the day after
Objectives	The objective of the social media activities is to generate more traffic on our social media platform. (Mainly F.B. and LinkedIn) Increase of followers and shares on the day of and the day after the speaker's event.
Target Audience	The group we are trying to target with this section is the friends and network of the guest of our speakers.
Key message	The key message within the post should be that with a few small clicks on your social media, we can let more people know about what we do and support them.
Call to action	The call to action (which will be spread by our speakers) will be to spread the word through the social media steps provided. The call should be encouraging the guest to recommend the Agency to their personal network.
Deliverables	Hashtag/business account. Guidance of the speaker to the account. Repost of the best tags on our account stories. A social media post on the event, the day after.
Deadlines and Mechanical requirements	The hashtag is #supportourseniors  The account should be a @agencyofaging for both Facebook and LinkedIn.  Our post should be every day after an event occurred.
Budget	This is entirely free considering these social media posts are done by the audience of our speaker's bureau.

## 8.7 Direct mail follow-up

<b>Process Step</b>	<b>Example</b>
Project	Direct mail follow-up  This can be either print or email. Sent to attendees the day after the speaking engagement.
Objectives	Reinforce our key message and call to action. Instill top of mind.
Target Audience	Attendees at the speaking engagements
Benefit or brand promise	AAAPP is the go-to source for services for the elderly in Pasco and Pinellas
Key message	The attendees are our best source to spread a viral message regarding the Agency's services and accessibility.
Call to action	Visit our Website and social media. Post and share.
Deliverables	Print collateral  Preformatted email  Attendee list  Intern to send email or print.
Deadlines and Mechanical requirements	Collateral and email should be designed and printed (as needed) prior to the first speaking engagement.  Follow-up should be within three business days of engagement.

## 8.8 Video testimonials

<b>Process Step</b>	<b>Example</b>
Project	<p>Video testimonials</p> <p>These are short, informal "rough-cut" style videos shot on a cell phone at the speaking engagements. Essentially "selfie-videos."</p>
Objectives	<p>This style of video is perceived as "real" and credible by e-media audiences. Objectives are to encourage postings and sharing to raise awareness and visibility.</p>
Target Audience	<p>The network and social media list of attendees at the speaking engagements.</p>
Benefit or brand promise	<p>AAAPP is the go-to source for services for the elderly in Pasco and Pinellas</p>
Key message	<p>By participating, the attendees are endorsing the Agency and sharing its message.</p>
Call to action	<p>Share these videos with your friends and family.</p>
Deliverables	<p>Training and "scripts" for the speakers</p> <p>Cloud storage for the videos</p> <p>Intern to screen, edit and post</p>
Deadlines and Mechanical requirements	<p>App for creating and editing videos</p> <p>Training and scripts should be complete prior to the first speaking engagement.</p> <p>Videos posted and shared within three working days of the event.</p>

## 8.9 Social media program

<b>Process Step</b>	<b>Example</b>
Project	<p>Structured social media program</p> <p>Many organizations fail to maximize their social media programs due to a lack of structure, organization and a structured schedule.</p> <p>This program provides the Agency with a structured social media program that can be executed by an intern or volunteer.</p>
Objectives	<p>The objective of the program is to increase our visibility and creative social media awareness and impressions. We want to increase time-on-site for our Website and views on YouTube.</p>
Target Audience	<p>Speaking engagement attendees</p> <p>Caregiver persona</p>
Benefit or brand promise	<p>AAAPP is the go-to source for services for the elderly in Pasco and Pinellas</p>
Key message	<p>This will vary with the schedule. Some posts will be about specific activities or services; others will image-oriented.</p>
Call to action	<p>Share and repost</p>
Deliverables	<p>Schedule and themes</p> <p>Training for volunteer or intern</p> <p>Sample posts</p>

## 9.0 Interns

As noted earlier in this document, one of the major constraints in developing and then implementing this plan for the Agency is a lack of resources and in-house marketing staff. As students with intern experience, we believe the most practical solution to this issue is to have most of the plan executed using marketing and communication interns.

The process is relatively simple and is a routine practice at Saint Leo and most business schools. Below is a summary of the process. The sponsoring faculty member at the university can supply you with additional details and guide you through the process.

How it works:

The Agency drafts a job description and shares it with a member of the business school faculty.

The faculty member may offer suggestions for refining the description based on this plan, the objectives and student capabilities.

You will be added to our Handshake application.

Handshake is a higher education intern and job placement application.

Handshake and the Saint Leo Career Service Center provides recruitment for internship firms.

The Center Director is Susan Mickey at [susan.mickey@saintleo.edu](mailto:susan.mickey@saintleo.edu)

All interns have a Faculty Supervisor

The faculty supervisor will be your main point of contact and liaison to the students

Students receive experience, resume content and academic credit. In many cases, they are paid by the internship firm. However, this is at the discretion of the firm.

Typical intern duties:

- Manage, support and schedule speakers
- Create and manage social media
- Design and manage collateral
- Communication with bureau prospects
- Organize and manage print collateral

## 10.0 References

Find Your Local Area Agency on Aging (AAA). Retrieved July 2019, from [https://www.payingforseniorcare.com/find\\_aging\\_agencies\\_adrc\\_aaa](https://www.payingforseniorcare.com/find_aging_agencies_adrc_aaa)

Area Agency for Aging of Pasco-Pinellas, Inc. (2020, January). Retrieved from <https://www.guidestar.org/profile/31-1710636>

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## 11.0 Student biographies

### Roberto Biendicho

Hi, my name is Roberto Biendicho, I am 22 years old, and I am a marketing student for Saint Leo University. I was born in Panama, but I moved to the United States to start my college career at the University of South Carolina Aiken. I now play for Saint Leo. I am a marketing major and will graduate in the Spring of 2020. Also, I am a big soccer fan since I was young, and my favorite team is Real Madrid.

#### Contact Information:

Robbiendicho@gmail.com

Phone:

+1(803)220-9103

### Marta Vicens Miquel

My name is Marta Vicens Miquel, I am 20 years old, and I am from an island called Mallorca in Spain. I am a double major in Business Management and Marketing, and I am on the Saint Leo tennis team. I came to the United States to experience a new adventure, learn a new language, study two University degrees, and play for one of the best tennis teams in the country.

#### Contact Information:

martavicens1@gmail.com

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Spanish number: (+34)630106720

American number (813)613-8225

### Wessel Berenschot

My name is Wessel Berenschot, and I am an international student from the Netherlands at SLU. I am a 20-year old Marketing student who did his bachelor's program in three years. Most of my experience is in Public Relations, and Social Media Marketing, but as a student-athlete I am a quick learner, with a very adaptable attitude. My future is still full of possibilities and opportunities, but I hope to follow up my bachelor's degree with a master's degree, and hopefully expand my career from there. I hope this marketing plan will help the AAAPP in a successful manner and that it will improve the performance of the business over the course of the campaign.

#### Contact Information:

Wessel.berenschot@gmail.com

Phone: +1 (813) 469-1178

### Michael Southward

My name is Michael Southward. I am 22 years old. I am currently earning my degree in marketing from Saint Leo. I am originally from Lancaster, PA. I choose Saint Leo because of the sense of community within the campus. I have just completed my 4th year on the swim team.

Contact Information:  
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## 12.0 Faculty Advisor Contact

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