

A DRAFT COMMUNICATIONS PLAN TO LAUNCH THE TOWNOFFERS.INFO PLATFORM INTO **WEM**

Executive Summary

Established in 2000 by Mike Phillips, Purepages Group have developed several Software as a Service (SaaS) product portfolios, including major consumer facing solutions based primarily on QR code technology.

One of those products is <https://TownOffers.info> - a 'must have' multilingual flash marketing system for any town, city or shopping location that's serious about increasing business profitability and event take up by enhancing consumer connectivity and offering great daily deals.

The primary purpose and goal of the communications plan is to outline strategies and tactics that will make the product and brand ubiquitous in the minds of business owners and the target market – the local population and visitors to Wem.

Objectives

Primary

1. To make the brand and its' function to be front of mind of shoppers and visitors to Wem.
2. To increase local and visitor footfall.
3. To increase business profitability for town centre businesses.
4. To use QR codes as a primary system access tool.
5. Townoffers to be seen by businesses as both an extremely cheap internet advertising platform plus having a complementary and powerful flash marketing option as well

Secondary

5. To increase the visibility of individual businesses
6. Drive user numbers upwards
7. Educate users about the product's unique value proposition.
8. Ensure objectives are Specific, Measurable, Achievable, Relevant, and Time-bound.
9. Engage with all local communities to ascertain what they would like to see and then find out if the shops / businesses can cater for those ideas / wants.

Target Audience

The primary audience is local and visitor smartphone owners to Wem. A very small minority, probably post-retirement shoppers and visitors without smartphones, will have heard word of mouth commendations or seen the banners.

Key Messages

Saving money and the concept of deals and offers are ingrained in the minds of both the general public and tourists alike. Where is best value is a key quest.

The townoffers.info (hereafter shortened to TO) software platform showcases those businesses who are willing to trade a small reduction in product / service margin for extra sales. The high street is all about getting people in the door.

Uniquely, TO works in real time with no unwanted advertising or side-tracking / unwanted functions. Eventually, all towns in the UK will be covered.

Access to the system is by scanning a QR code found on town centre signage or direct input of the Townoffers.info URL

For the business owner there is no need to refer any offer to a centralised administration. They can put a deal on the system in real time with just one click.

Channels and Tactics

The following channels are probably the most useful and cost-efficient.

Printed and e-brochures to be distributed to all town centre businesses.

Local newspapers

National newspapers

Council e-business communications

Social Media, primarily Facebook

Blogs and influencers

Physical signage to be agreed at local level

- 5x2 Banners

- A4 Dibond signs for lamp posts or similar.

- Window stickers for shops and businesses

- Stickers for car back windows or similar

- Posters and leaflets

Owned Media

Wem Council

Main Council website – probably not a great deal of leverage available as most council sites are not well liked or used.

Council business comms – A major feed for all the businesses in town. Specifically, possibly

Rates Invoices and letters – go out to all businesses, insert brochure / note option

Quarterly business news

Other e-comms, blogs for example. Wem website

Limited signage on town lamp posts for example

Townoffers

Main website – useful if we get our SEO right and the public find it organically

Our own blogs, newsletters, and social media.

Earned Media

Create relationships with local communities like

The Thomas Adams School – work with the Headmaster, student bodies. Emails to parents, encourage further spread to friends and family

Wem Facebook Community

Wem Rural parish

Freemasons, Rotary, Lions, GP Surgeries

Lower Lacon Caravan Park and similar

Press releases in local and national newspapers
TV coverage at launch event
Influencers, Independent Bloggers

Paid Media

Bus companies
Facebook ads
Sponsored content

Content Plan

Launch announcement and repeat / reinforcement stories
Customer success stories
Editorial calendar if possible.

Timeline

Launch Sometime mid - April

Budget

For the council the complete system is absolutely free. However, some small allocation of non-financial resources is vital to move the many and various identified comms channels forward. Plus it may be that the council already has contracts with a PR agency.

For TownOffers, some budget will be allocated for Facebook advertising

Metrics and Evaluation

Objective success will be gauged by

- a) Gross click through numbers
- b) click through numbers divided by number of business accounts

Subjective success will be gauged by

- c) Surveys of business satisfaction
- d) Surveys of consumer satisfaction

It is possible there could be consumer dis-satisfaction due to very poor offers

Other analytics tools like Google Analytics, email marketing reports, or social media dashboards.

Crisis Management Plan

Prepare responses for potential issues, such as:

- Negative feedback or bugs in the software.
- Unforeseen delays in launch.

As the software is thoroughly tested it is not seen as a possible weakness.

Team Roles and Responsibilities

Once the full scope of the project is fully defined the comms strategies and tactics have been agreed, then team members responsibilities can be assigned.