



## ABSTRACT

A Strategic plan for Budley, detailing ways to raise awareness of the organization and its mission to protect headphones

**Austin Treherne**

Public Relations Strategist for the  
Budley products media

## STRATEGIC PLAN

## Table of Contents

<b>Table of Contents .....</b>	<b>2</b>
Problem and Opportunity .....	3
Brand Message.....	3
Situational Analysis .....	3
SWOT Analysis.....	4
Competitive Analysis.....	5
Goal.....	5
Objective .....	6
Strategies .....	6
Social Media Strategy.....	6
Tactics .....	7
Media List.....	7
Calendar / Timeline / Gannt Plan.....	8
Example Press Release .....	9
Instructions on how and when to send it to the media .....	9
Social Media Strategy.....	10
Social Media Schedule Template .....	10

**Problem/Opportunity**

Budley has a great opportunity to grow by creating a strong social media presence and to diversify within different target audiences of the product. By targeting influencers that have a strong presence within the target audience Budley will be able to market its product at an affordable price using earned media (asking people to promote the product for free).

**Brand Message**

Budley is fast and easy tangle free management storage and protection earbud case. Budley loves to hang out at the gym, travel, and is always up for an adventure!

**Situational Analysis:**

After reviewing the Budley products we have found a great opportunity, to tap into the busy lifestyle of moms. Budley is \$9.95 on Amazon making it as affordable as your daily cup of coffee. Everyday moms are put into situations that require organization, we want to at least be able to alleviate some of the chaos by introducing the headphone case Budley. By using the Budley invention tangled headphones will be a thing of the past. Reducing clutter and boost organization will be one of our selling points to the audience.

Moms will be drawn to the easy use of the Budley product because it not only keeps everything organized it keeps it clean and protects the longevity of the kid's headphones. Kids will also learn the importance of keeping their belongings clean, organized and will learn the value of tacking care of their stuff.

**SWOT Analysis:**

The SWOT analysis will help identify my potential strengths and weaknesses as a service as well as potential opportunities to grow. What I have seen is our weaknesses can easily be fixed if we are able to find more target influencers to use to promote our product. For our opportunities we can generate a strong brand recognition making our name be the only name people think when it comes to headphone cases.

Budley SWOT	
Internal	
Strengths	Weakness
1. We do well on getting reviews for the product on our main sales platform Amazon 2. Our unique resources we can draw on the product is the product fully covers the headphones keeping them clean 3. The strength others see is we have amazing customer service	1. We could improve on increasing sales 2. The resources that we lack are having more influencers 3. Others are likely to see our weak point of our lack of having a modern website
External	
Opportunities	Threats
1. Opportunities that are open to us are we can continue to grow on social media 2. We will be able to grow by earning more reviews on our amazon account 3. We will be able to work to create fun stories and videos to promote the product	1. Threats that could harm us are other companies selling similar products 2. Our competition is selling in bulk at cheap 3. Threats that our weaknesses expose is if the other companies that sell our stuff can find more influencers then us

## Competitive Analysis:

The competitive analysis is useful because it involves a simple exploration of my competitors in my product category and how the product will fit in the niche. By doing the competitive analysis on other Headphone cases I learned that Budley is the only product that does the best job at fully protecting the headphones from damage. Giving Budley the perfect opportunity to fill that niche. However, I did learn that there are competitors just they only provide the cord to be protected. The SWOT analysis will help identify my potential strengths and weaknesses as a service as well as potential opportunities to grow. What I have seen is our weaknesses can easily be fixed if we are able withstand the first five years of opening the food truck. For our opportunities we can generate a strong brand recognition making our name be the only name people think when it comes to headphone cases.

Company name	Budley	Digital Innovations	Mairui	Vinmax	Korchaginn
<b>Overview:</b> The program includes... High-level look at each competitor or competitor's product. Include your own company as well, so you can compare and contrast. <b>Additional Value:</b> Beyond the basic overview, what value to they provide to a potential customer? <b>Details:</b> Get a little deeper into the details of each product or service. <b>Cost:</b> Cost is always an important comparison, but should never be looked at alone. By understanding the value and details of the product, you can better compare cost.	Wired headphone organizer/protector	Open headphone organizer	Headphone organizer silicon based	Turtle headphone organizer	wired headphone holder
	it fully protects the headphones allowing for nothing to harm the headphones	Durable compact works with wired headphones	Easy operation universal compatibility	Fully protects the headphones ecofriendly portable	Headphone Management leaves headphones out while cord is wrapped up
	soft Simple to use	Clean looking	magnetic	Comes in multiple colors	Has a magnet Lightweight, Gray in color you get two
	\$9.95	\$12.46	\$9.99	\$9.89	\$11.99

## Goal

The goal of the strategic plan is to raise public awareness of Budley primarily through the target audience of athletic moms. This will be done by launching social media campaigns as well as including social media influencers which include young mothers. We will also be launching a bigger presence on social media through our Facebook account, Instagram account.

## Audience

The target audience:

Women who are aged from 10-30 middle class are the main target audience however for future campaigns here are some other untapped target audiences that Budley can investigate.

- People who like to have an active lifestyle
- People who like to be organized
- People who use wired headphones to listen to music

**Message:** Budley will want the PR campaign to identify with the public that there is a product that will keep your wired headphones clean and organized.

**Value Proposition:** Budley brings a unique service to the consumer because being a silicone-based headphone management protector. The product fits perfectly into small areas such as pants, small pockets in backpacks diaper bags, backpacks and purses. Using the product in theory will keep your headphones tangled free and will prolong the life of the headphone for years.

**USP:** Keeping your headphones safe and secure for life's busy moments

## Objectives

- Sell 20,000 units of Budley in 2018
- Find at least eight influencers for Budley
  - Moms who publish travel, fitness, healthy lifestyles
- Build a community with social media
  - creating strategic hashtags
  - Get 50 more likes on our Facebook
  - Create accounts on social media app that are target toward women
- Take more pictures and create more original content for the Budley product
  - A purse with all its contents on the floor this looks disorganized but, in the chaos, you see Budley and the headphones all wrapped up and clean
  - Kids teaching them organization and a fidget product
  - Showcase the product being able to bend
- Write original content about Budley use reviews on the website as testimonials
- Change up the website to make it look less like a scammer website and look more credible

## Strategies

Budley will achieve its objectives this year by implementing popular social media influencers and to create an engaging community on Budley's social media platforms

## Social Media Strategy

- **Facebook**
  - Share relatable content about Budley
  - Update the Facebook cover photo and profile picture
    - Share other headphone products (wired headphones)
    - Create content using Canva.com
    - Publish testimonials onto the Facebook Page
    - Pictures of Budley being used by the target audience
- **Instagram**
  - Post pictures of Budley in places that would be scene in the target audience's life
    - On the treadmill
    - In the car

- In their purse
  - In the bathroom
  - On green grass at a park
  - In a backpack
- **Twitter**
  - Create a strong community-based account respond to people fast when they talk about Budley
  - Create fun hashtags people can use and will want to publish on their own Twitter accounts
  - Retweet big headphone companies
  - Post funny memes about headphones
- **Websites tailored for girls**
  - Create accounts on these websites or apps and use all the content from the three social media sites onto these websites

## Tactics

Create a media list of at least eight media influencers who's target audience are mainly athletic moms.

We will use these influencers to give a review of the Budley head phone case, we hope that this will influence the target audience to buy the product to increase sales for the company.

## Media List

Name	Email	Publication	URL	Overview of what they cover
Beth Risdon	beth@shutupandrun.net	shutupandrun	<a href="http://www.shutupandrun.net/">http://www.shutupandrun.net/</a>	Health, Super Foods, Cardio
Heather Gannoe	heathergannoe@gmail.com	relentlessforwardcommotion	<a href="http://relentlessforwardcommotion.com/">http://relentlessforwardcommotion.com/</a>	Mental Health, Products, Races
Susan	MomSwimBikeRun@gmail.com	momswimbikerun	<a href="http://momswimbikerun.blogspot.com/">http://momswimbikerun.blogspot.com/</a>	Training, Races, Bike
Hi there	ximic.tio@gmail.com	didyougetanyofthat	<a href="http://didyougetanyofthat.blogspot.com/p/momming.html">http://didyougetanyofthat.blogspot.com/p/momming.html</a>	Gadgets, Running
Hi there	mkadens1@msn.com	marciashealthyslice	<a href="http://www.marciashealthyslice.com/">http://www.marciashealthyslice.com/</a>	Health, Reviews, Recipes
Hi there	queenofjean@gmail.com	royalpitatoias	<a href="http://royalpitatoias.blogspot.com/">http://royalpitatoias.blogspot.com/</a>	Giveaways, Running, Mom
Hi there	racingwithbabes@yahoo.com	racingwithbabes	<a href="http://racingwithbabes.blogspot.com/">http://racingwithbabes.blogspot.com/</a>	Books, Trying New Things, Running
Hi there	press@dailyom.com	dailyom	<a href="http://dailyom.com/">http://dailyom.com/</a>	Travel, Giveaways, Children
Hi there	editors@workingmother.com	workingmother	<a href="https://www.workingmother.com/">https://www.workingmother.com/</a>	Self Improvement, Community, Work-Life Balance Tips
Courtney	courtney@eatprayruncd.com	eatprayruncd	<a href="http://eatprayruncd.com/">http://eatprayruncd.com/</a>	Eating Healthy, Running, Blogging
Hi there	hello@veggierunners.com	veggierunners	<a href="http://www.veggierunners.com/">http://www.veggierunners.com/</a>	Art, Veggies, Running
Dorothy Beal	irunthisbody@gmail.com	mile-posts	<a href="http://www.mile-posts.com/">http://www.mile-posts.com/</a>	Running, Memes, Quotes
Sandra	sandra@organicrunnermom.com	organicrunnermom	<a href="https://organicrunnermom.com/">https://organicrunnermom.com/</a>	Running, Health, Food
Janae	hungryrunnergirlads@mediakix.com	hungryrunnergirl	<a href="https://hungryrunnergirl.com/">https://hungryrunnergirl.com/</a>	Family, Health, Cardio
Jill	runeatsnap@gmail.com	runeatsnap	<a href="http://runeatsnap.com/">http://runeatsnap.com/</a>	Running, Nutrition, Photography

## Calendar / Timeline/ Gannt Plan

### ● 1st month

Create the website and put analytics on everything that Budley is using to track what is working and what is not working. Take pictures and create infographics, everything that will help spread the Budley's message. Start posting on the social media websites actively and recording the exact numbers and figures that each post is generating. Start to push ways to buy the Budley product Keeping tailoring the content to match the analytics behind the posts. Provide some sort of promotional benefit if you like the Facebook page you will receive a 10% off coupon for the whole purchase

- **2nd month**
  - Find more influencers using the already made templates to contact the influencers
  - Continue to post on social media work on taking more pictures and videos for the Budley product
  - Watch the analytics to tailor more relevant content to the consumers
- **3rd month**
  - Find more influencers using the already made templates to contact the influencers
  - Continue to post on social media work on taking more pictures and videos for the Budley product
  - Watch the analytics to tailor more relevant content to the consumers
- **4th month**
  - Find more influencers using the already made templates to contact the influencers
  - Continue to post on social media work on taking more pictures and videos for the Budley product
  - Watch the analytics to tailor more relevant content to the consumers
- **5th month**
  - Find more influencers using the already made templates to contact the influencers
  - Continue to post on social media work on taking more pictures and videos for the Budley product
  - Watch the analytics to tailor more relevant content to the consumers
- **6th month**
  - Find more influencers using the already made templates to contact the influencers
  - Continue to post on social media work on taking more pictures and videos for the Budley product
  - Watch the analytics to tailor more relevant content to the consumers



**PR Deliverables to Budley**

Contact Austin Treherne  
Telephone (425) 269-7451  
Alternate (425) 351-7538  
Email [Ajptreherne@gmail.com](mailto:Ajptreherne@gmail.com)  
Website <http://www.getbudley.com/>



**FOR IMMEDIATE RELEASE**  
**March 29, 2017**

**Budley is transforming the Budley product**

**Local business Budley making it easier for people to have more organization  
within a chaotic world**

Budley is transforming its product, no longer will the Budley earbud case have the plastic coin in the middle of the earbud case.

Over much consideration from the executive team, we have decided to remove the coin from the case. During the lifetime of Budley, many of the silicon-based earbud cases have had to be sent back because of the coin falling off or becoming damaged. However, now that the coin is gone the earbud case has a new advantage for the customers.

You will now be able to store it in your pocket while on the go because of how easy the case is to bend. Giving this earbud case a more significant advantage over other competitors that offer the same type of product.

Also because of how many defects that have occurred Budley would like to say sorry and is willing to send over the new and improved product for anyone who purchased the earbud case.

###

For more information about the event please don't hesitate call Austin Treherne at (425) 269-7451 or email at [ajptreherne@gmail.com](mailto:ajptreherne@gmail.com)

### Instructions on how/when to send info to media

Moving further with the press release we should target the influencers of the product and the target audience we aim to use these resources as well as use the press release on the social media of the business and the website. We should immediately publish this to let people know what is going on with the product

### Media List

Name	Email	Publication	URL	Overview of what they cover
Beth Risdon	beth@shutupandrunk.net	shutupandrunk	<a href="http://www.shutupandrunk.net/">http://www.shutupandrunk.net/</a>	Health, Super Foods, Cardio
Heather Gannoe	heathergannoe@gmail.com	relentlessforwardcommotion	<a href="http://relentlessforwardcommotion.com/">http://relentlessforwardcommotion.com/</a>	Mental Health, Products, Races
Susan	MomSwimBikeRun@gmail.com	momswimbikerun	<a href="http://momswimbikerun.blogspot.com/">http://momswimbikerun.blogspot.com/</a>	Training, Races, Bike
Hi there	ximic.tio@gmail.com	didyougetanyofthat	<a href="http://didyougetanyofthat.blogspot.com/p/momming.html">http://didyougetanyofthat.blogspot.com/p/momming.html</a>	Gadgets, Running
Hi there	mkadens1@msn.com	marciashealthyslice	<a href="http://www.marciashealthyslice.com/">http://www.marciashealthyslice.com/</a>	Health, Reviews, Recipes
Hi there	queenofjean@gmail.com	royalpitatoias	<a href="http://royalpitatoias.blogspot.com/">http://royalpitatoias.blogspot.com/</a>	Giveaways, Running, Mom
Hi there	racingwithbabes@yahoo.com	racingwithbabes	<a href="http://racingwithbabes.blogspot.com/">http://racingwithbabes.blogspot.com/</a>	Books, Trying New Things, Running
Hi there	press@dailymom.com	dailymom	<a href="http://dailymom.com/">http://dailymom.com/</a>	Travel, Giveaways, Children
Hi there	editors@workingmother.com	workingmother	<a href="https://www.workingmother.com/">https://www.workingmother.com/</a>	Self Improvement, Community, Work-Life Balance Tips
Courtney	courtney@eatprayrunc.com	eatprayrunc	<a href="http://eatprayrunc.com/">http://eatprayrunc.com/</a>	Eating Healthy, Running, Blogging
Hi there	hello@veggierunners.com	veggierunners	<a href="http://www.veggierunners.com/">http://www.veggierunners.com/</a>	Art, Veggies, Running
Dorothy Beal	irunthisbody@gmail.com	mile-posts	<a href="http://www.mile-posts.com/">http://www.mile-posts.com/</a>	Running, Memes, Quotes
Sandra	sandra@organicrunnermom.com	organicrunnermom	<a href="https://organicrunnermom.com/">https://organicrunnermom.com/</a>	Running, Health, Food
Janae	hungryrunnergirlads@mediakix.com	hungryrunnergirl	<a href="https://hungryrunnergirl.com/">https://hungryrunnergirl.com/</a>	Family, Health, Cardio
Jill	runeatsnap@gmail.com	runeatsnap	<a href="http://runeatsnap.com/">http://runeatsnap.com/</a>	Running, Nutrition, Photography

### Social Media Strategy:

#### Recommended SM platforms to use

Facebook, Instagram, maybe Twitter

**Target Audience:** Women who are aged from 10-30 middle class

People who like to have an active lifestyle

- Such as moms who are taking care of children
- People who like to be organized
- People who use headphones to listen to music

#### Content Curation

##### Who to Follow

- Popular headphone brands (Skullcandy, Panasonic, Optoma)
- Popular influencers such as the athletic moms (refer to media list)
- People who write about tech (TechCrunch, Forbes, Entrepreneur)

##### Where to find content to share

- Places to find content to share is BuzzFeed
- Forbes
- Wired
- Tech Crunch

##### What kinds of content to share

- Content about Budley how to use the product
- Some different ways to use Budley
- Show the scenarios that would save your headphones (Spilling Coffee on your headphones, construction, machine shops)
- New headphones that can be used with the ear bud case (New wireless iPhone headphones)

### **Example of one month of postings**

#### **Examples of how to post content**

- Post a picture of Budley being used (Working out, at work, in your backpack)
- Share an article about new headphones
- Share an article one of our influencers used

#### **Examples of how to engage customers**

- Ask the followers to post pictures about the product using the branded hashtags given (#Budleyinaction)
- Create polls (new colors)
- Ask questions that are relevant to pop culture (The best dances of 2018)

#### **Examples of how to schedule posts**

- Post early in the morning
- Post at lunch
- Post around six P.M. PST

#### **Other Recommendations**

- Make a new website
- Make the links to buy the product easier to find
- Marketing Slicks

### **Talking to the media:**

- Write a pitch and personalize it for each magazine/outlet
- Make sure to identify the journalist in charge of gift guides at each publication and customize your pitch for their audience.
- Include a colorful image of your product (I'd recommend embedding the image rather than sending it as an attachment because it may go into the spam mailbox).
- Keep your subject line clear, straightforward and informative.
  - Be sure to use "holiday gift guide" somewhere in the gift guide
  - Keep subject line under 50 characters

### **How to use social media guide**

## **Social Media Schedule Template:**

**\*\*Note:** different sources and research say different numbers. However, most research NWIRC have found has statistics that are within range of each other (similar things like types of posts and numbers within the range 1-3). In all, social media is new and constantly evolving this template is here to give you a guideline but it's important to understand that constant studying on your part is needed to fully tailor a social media campaign that is designed for your product. The data that is curated here is a general understanding of the numbers and other information encompassing major social media platforms. **\*\***

- How many **daily** posts should you be doing on each platform?
  - Facebook: 2 posts
  - Pinterest: 5 posts
    - Most people post either a few a week, or 3-10 a day
  - Twitter: 3-15 posts

- Instagram: 1-2 posts
- Blog: at least 2 posts a week
- How many of each type of post should you post daily?
  - I could not find any research as to how often you should post specific types of posts (i.e. pictures, videos, topics, etc.) I am guessing that the best way to figure this out is to make a list of the types of things you post (mediums—i.e. pictures/videos/etc. and topics) and find out when those things are popular (for example: this topic would be popular these days because of these holidays/events OR a video is more effective for this time because it is the end of the day and people tend to surf the web more thoroughly as they unwind)
- What times should you post?
  - Facebook
    - Monday-Friday are busier than the weekends (Post important news during the week)
    - Wednesday-Friday are busier than Monday-Wednesday (use these days for engagement with the community)
    - Thursday and Friday are the busiest days of the entire 7-day week (These are the days where you want to post your most important news)
  - Twitter
    - Thursday-Sunday are the busiest days
    - Monday is the lowest day of the entire week
    - Best time to Tweet is noon, 5 PM, 6 PM
    - Tweet later in the day: popular commuting times and dinner times
    - Never more than once per hour
    - Roughly every 3 hours
  - Email
    - 6am – 10am: consumer-based marketing emails
    - Noon-2pm: news and magazine updates
    - 3pm-5pm: property and financial-related offers
    - 5pm-7pm: Holiday promotions and B2B promotions
    - 7pm-10pm: consumer promotions
  - Blogs
    - Morning is the best
    - Thursday is the best day
    - Tuesday and Sunday are equally the worst day
    - 11am is usually the highest traffic hour of the day
    - Afternoon, Evening, and night decrease in effectiveness in that order (afternoon being best of the three, and night being least of the three)
    - Comments are usually highest on Saturdays and around 9am on most days
    - More men read blogs at night than women
    - Blogs that are more effective tend to be those that post more than once a day
  - Pinterest

- Saturday is the best day
  - Afternoons and evenings are the best times (particularly 8pm-11pm)
    - Highest peak of Pinterest activity is at 9pm
  - Saturday is the best day for vacation and travel topics
  - Sunday is the best day for food and craft topics
  - Wednesday is the best day for quotes
  - Friday is the best day for comic relief
- Instagram
  - 5pm-6pm Monday-Friday
  - Monday also has 6pm and 8pm
- What types of things should you post? (Things that are popular)
  - Links
  - Images
  - Videos
  - Retweets/shares from other pages/people
  - Questions asking the viewer for their input/to participate
  - Topics (have variety!):
    - Quotes
    - Using your products (people + your product)
    - Behind-the-scenes
    - Selfies
    - Memes
    - Hyperlapse
    - Throwback images/videos
    - Humor
    - Daily life
- Where can you find this (and additional) information? The links where I found this information:
  - <https://blog.bufferapp.com/how-often-post-social-media>
  - <https://blog.bufferapp.com/best-time-to-tweet-post-to-facebook-send-emails-publish-blogposts>
  - <https://blog.bufferapp.com/pinterest-scheduling-frequency-timing>
  - <https://blog.bufferapp.com/social-media-frequency-guide>
  - <https://buffer.com/email-courses/social-media-101/timing-and-frequency>
  - <https://www.postplanner.com/ideas-for-what-to-post-on-instagram/>
  - <http://blogs.constantcontact.com/how-often-post-social-media/>
  - <https://eclinchier.com/blog/the-frequency-guide-how-often-to-post-on-social-media/>
  - <http://www.shortstack.com/how-often-you-should-post-to-social-media-infographic/>