Grand Aire, Inc.

Social Strategy Assignment 06/06

Due June 11,2018

Competition:

- Air Charter Service
- The Charter Store
- Charter Guru's
- Crow Executive Air

Goal: Our goal is to improve our communications via digital channels and to improve engagement with our consumers.

- a. Objectives- Increase reviews from logistics clients
 - FB Reviews
 - Google Reviews
 - Yelp
- b. Strategy- Reward Grand Aire customers for reviewing and sending in feedback.
 - Public: Logistic customers
 - Logic: We want more ratings/reviews to increase engagement between us and our customers. We also want to attract future consumers.
 - Communication channel: Mass media
 - Medium Type: Facebook, Google, Yelp, Glassdoor, etc.
 - Timing: Quarterly
- c. Tactic- Promote rewarding customers with Grand Aire Merchandise such as stickers, mugs, hats, etc.
- a. Objectives- Engage with past, present, and future customers.

- b. Strategy- Hire more employees to engage with customers
 - Public: Past, present, and future customers
 - Logic: Increase customer satisfaction,
 - Communication channel: Mass media
 - Medium Type: Social media, phone calls, etc.
 - Timing: Over the fiscal year
- c. Tactic- Advertising on social media to hire someone to fill the position.
- a. Objectives- Run more events and engage with customers organically.
- b. Strategy- Hire event planners
 - Public: Past, present, and future consumers.
 - Logic: Keep consumers engaged with the company and introduce new consumers to the company.
 - Communication channel: Mass media
 - Medium Type: Social media, Facebook, Twitter, Linkedin.
 - Timing: Semi-annually
- c. Tactics- Increase customer base, network, increase sales.

-Research local events planners in the area.

Personas:

1. Persona Name: Jack Owner

Background- Business Owner: Small Technology Company

Family: Married. Two college aged kids.

Demographics-

Gender: Male.

Age: 45

Income: \$160 k

Location: Toledo, Ohio

Demeanor: Driven, Forceful, Outgoing, Financially savvy.

Communication Preference: Assistant screening calls, emails, collateral mail/print.

Goals- Flexible transportation

Challenges- Conscious about getting the best deal. On a tight schedule.

2. Persona Name: Jackie Good

Background- Nonprofit Manager

Family: Single. No children.

Demographics-

Gender: Female

Age: 37

Income: \$57 k

Location: Toledo, Ohio

Identifiers- Demeanor: Motivated, Committed to cause, shy.

Communication preference: Email. No paper.

Goals- Creating a budget plan that would allow for her to afford Grand Aire Inc.

Challenges- Financial concerns.

3. Persona Name: Janet Living

Background- Organ Transplant Director - Doctor

Family: Married, 1 child.

Demographics- Gender: Female

Age: 55

Income: \$206 k

Location: Rochester Minnesota

Identifiers- Demeanor: Focused, Confident, Intelligent, Detailed.

Communication preference: Staff, all electronic/email.

Goals- Working closely with Janet and her assistant to fulfill her needs.

Challenges- Very tight schedule.

Empathy Map:

Jack Owner

Said: "How much will it cost?"

"Is the price negotiable?"

"Is there a contract?"

Did: Compares providers, talks with other business owners to get the best deal, and Jack Owner

Thought: "I want the best deal." "This is my decision." "I am the customer."

Felt: Confident, Non-emotional (all about money), Decisive.

Jackie Good

Said: "Who else have you provided services for?" "What do you think?" " I just want to do what is right."

Did: Organizes the information given, checks website, looks at reviews from other nonprofits.

Thought: "I hope I am making the right decision." "This is a huge decision." "What are the positive outcomes that will come from this charter?"

Felt: Personally invested, obligated, unsure.

Janet Living

Said: "Get me the information." "I need references." "

Did: Checks references, does research on company and competition.

Thought: "I think I am making a great decision." "I can check this off my list."

Felt: Accomplished, Confident, etc.

Grand Aire, Inc. Engagement 1-10: Strictly informing (1-4), Facebook Page or Group **Brand Guidelines** Inspiring action (5-7), Engaging (7-10) https://www.facebook. 5; Informing, while also None com/GrandAire/ inspiring interation 5; Informing while also Timeline None inspiring interaction 10; Covers all info About None needed 7; A decent amount of reviews, mostly Reviews None positive. Should reply

to every review.

	Videos	None	3-4
	Events	None	0
Twitter	Handle	Brand Guidelines	Engagement 1-10: Strictly informing (1-4), Inspiring action (5-7), Engaging (7-10)
	https://twitter. com/grandaire	None	6-7

Blog	Address	Brand Guidelines	Engagement 1-10: Strictly informing (1-4), Inspiring action (5-7), Engaging (7-10)
	http://www.grandaire. com/tag/latestnews/	None	4
Linked In	UserName	Brand Guidelines	Engagement 1-10: Strictly informing (1-4), Inspiring action (5-7), Engaging (7-10)
	https://www.linkedin. com/company/grand- aire-inc-	None	2

	Observed	Recommended	Post Fre
Facebook	Strategy/Purpose	Strategy/Purpose	Current
	Pushes sales and attempt to interact with customers; also crossposts auto to Twitter which is a bad practice	Promote the brand, Highlight news stories to show the company cares, Be quirky, Use social listening, Enage with your audience	Irregular
	Inform, Promote, Entertain, Update	Pushing the brand, Linking New blog post, Inform, Connecting with partners, Engaging with audience, Reposting relevant news, etc.	Call for more engagement within consumers. Ask questions, use hashtags, get feed back. Actively answer questions about the company.
	Covers all areas required	N/A	N/A
	N/A	Use this info to populate your content calendar; what are people feeling in the dark about?	Not with every post

	Entertain/ Inform	Use videos to promote products more efficiently. Show what the company is actively doing to show they care about specific events. Show the company's mission. Use videos for updates on products	Last posted 3 weeks ago. Other than that, they are fairly sporatic
	N/A	Ad an events tab for starters. Update frequently and keep users informed.	No events so far
	Observed	Recommended	Post Fre
Twitter	Strategy/Purpose	Strategy/Purpose	Current
	Crossposting from FB	Discontinue	Slightly more frequent than FB, due to RT's
	Observed	Recommended	Post Fre

Blog	Strategy/Purpose	Strategy/Purpose	Current
	Just created a blog. Inform others on specific happenings/events	Use blog to talk about things other than sales. Make blogs interesting, creative, and to the point	Monthly
	Observed	Recommended	Post Fre
Linked In	Strategy/Purpose	Strategy/Purpose	Current
	Informing only	Engage with users of Linked In	Irregular

	quency	Content	t Shared
Facebook	Recommended	Current	Recommended
	At least one post per day. Also work on boosting how many people have liked the page. Studies show that posting 1-5 times a month doubles engagement. Mix with ads and promos.	Shares events, little news/ information.	Show more customers. Satisfaction stories, Grand Aire news, promote blog posts, continue sharing events/info from other companies related to business
	At least one post per day. Also work on boosting how many people have liked the page. Studies show that posting 1-5 times a month doubles engagement. Mix with ads and promos.	Articles, Information, Similar Events	Show more customers. Satisfaction stories, Grand Aire news, promote blog posts, continue sharing events/info from other companies related to business
	N/A	N/A	N/A
	Needs to be with every review. Not just likes on posts	N/A	N/A

	Weekly to bi-weekly	Entertain/ Inform	Sales, service, builds, reviews, product demos, airplanes that come in, mission and stories of those that use Grand Aire
	As often as you have events	No events so far	All events surrounding your cause locally, if you are sponsors or not
	quency	Content	t Shared
Twitter	Recommended	Current	Recommended
	3-5 Tweets per day	Drosspost from FB	Discontinue
	quency	Content	t Shared

Blog	Recommended	Current	Recommended
	Every other week to every week (2-4x a month)	Currently all about organ donation awareness month, since hospitals are able to get around using Grand Aire	Guest bloggers, Regulations, More about their products, team members and what they do, reviews, answering questions, events, etc.

	quency	Content	t Shared
Linked In	Recommended	Current	Recommended
	Share/ Post at least one a day or once every other day	Mostly just informing	Make sure shared posts are strictly business related.

Grand Aire, Inc.

Facebook	Party Responsible	Measurement
	Grand Aire	FB analytics
	Grand Aire	FB analytics; Google Analtyics in conjunction with webpage
	Grand Aire	FB analytics
	Grand Aire	FB analytics; customer service metrics if any

	Grand Aire	FB analytics, share, attendees, accepted invite, proposed invites, ACTUAL attendance	
	Grand Aire	FB analytics, share, attendees, accepted invite, proposed invites, ACTUAL attendance	
Twitter	Party Responsible	Measurement	
	Grand Aire	Twitter Analytics	

Grand Aire Visits, traffic, pings, pingbacks, clickthroughs, Google Analytics Linked In Party Responsible Measurement Grand Aire Google Analytics	Blog	Party Responsible	Measurement
		Grand Aire	pingbacks, clickthroughs, Google
Grand Aire Google Analytics	Linked In	Party Responsible	Measurement
		Grand Aire	Google Analytics

Grand Aire, Inc.		
Facebook		
	_	

Twitter			
Twitter			
	Twitter		

Blog
Linked In

Grand Aire, Inc.	
Facebook	

Twitter	
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Title	Author	Topic	Deadline	Publish	Time	Notes								
Come Out to Watch our Newest Plane Launch for the First Time!	Event Planner	Plane Launch Promotion	1/1/2019	1/15/2019	10:00 AM									
		Q2												i
onor Flights Live Stream	Social Media Coordinator	Honor Flights	4/1/2019	4/15/2019	10:00A AM									-
		Q3												
ome out to the Toledo Annual Air Show! See new fighter jets and lassic airplanes like the Thunderbird!	Event Planning Specalist	Air Show Event	7/1/2019	7/15/2019	10:00 AM									
		Q4												i
Four our airplanes, chat with pilots, and network with usl	Social Event Planner	Networking Event	12/01/2019	12/15/2019	10:00 AM									Ī

Week N	letwork	Time	Content Type	Topic	Сору	Link	Notes						
WEEK 1					WEEK 1: MONDAY, DATE								
FACEE	воок	7:00 AM	Video	Silent Video	Organ Transplant Center plane coming in ready to unload!	com/GrandAire/							
		12:00 PM	Promotion		Don't miss out on our emails!	https://www.facebook. com/firandAire/							
		12.00718	Fruitouii	Linas marketing	Don't mass doz on out winess	LUID GERLINE							
						https://www.linkedin. com/company/grand-aire-							
LINKE	EDIN	9:30 AM	Video	On Job Training	Find out how Grand Aire provided an on the job site training for our newest hired employees	ins-							
	***	7:30 AM	Mark .	Marcel Torre	Good morning followers! Check out this virtual tour of our most popular plane.	https://witter. com/grandaire https://witter. com/grandaire							
						https://twitter.							
			Live Video		Meet some of our employees with this live video	com/grandaire							
		12:00 AM	Promotion	Email Marketing	Hey followers! If you need more info about #GrandAireinc, Sign up to be our email newsletter list	https://twitter. com/grandaire							
INSTA	SGRAM	7:30 AM	Original Image	Logo Cookies	Pop in to enjoy these amazing airplane cookies and that with us!	instanram rominrandaire							
		9:45 AM	Curated Image	Grand Aire Detroit	Grand Aire is now in Detroit. We are ecstatic!	instagram.com/grandaire							
		5:45 PM	Story		Hey everyone! Today we are going to introduce you to some of our employees here at Grand Aire!	instagram.com/grandaire							
					WEEK 1: TUESDAY, DATE								
FACEE	воок	10:00 AM	Promotion	Page Encouragment	Be sure to share our posts so your freinds have the opportunity to like our page!	https://www.facebook. com/GrandAire/							
		200.044	from a the days		Feel free to come out to our Honor Flights event thus Saturday from 1:00PM until 5:00PM to meet and greet our stafff while witnessing the Hinor Flights	https://www.facebook. com/GrandAire/							
		200 PM	status opoate	Event Reminder	Their treat to come out to our honor regists event thus saturday from 1500rm until 5500rm to meet and great our stain while witnessing the Print's regists								
						https://www.linkedin. com/company/grand-aire- inc-							
LINKE	EDIN 1	10:00 AM	Curated Content	Nearest Airports	Find the nearest Grand Aire eligible airports to you	inc-							
						https://www.linkedin. com/companylgrand-aire- ins-							
		3:00 PM	Promotion	Hiring	Grand Aire is now hiring. We are currently looking for a Full-Time Pilot	inc-							
TWIT	TER	7:30 AM	Promotion	Email Marketing	Hey followers! If you need more info about #GrandAireinc., Sign up to be our email newsletter list	https://bwitter							
		9:45 AM	Curated Content	Fuel Prices	Check out what we pay today for #GrandAire fuel prices	com/grandaire							
					Follow this link to see our customer reviews	com/grandaire https://witter. com/grandaire							
			Promotion		GrandAire now offers a punch card to reward are loyal returning customers.	com/grandaire							
INSTA	AGRAM	5:45 AM	Original Image	Organ Transplant	Helping save lives one organ transplant at a time #GrandAireCares	instagram com/grandaire							
		1:00 PM	Boomerang	Airplane Landing	Check out our airplane landing	instagram.com/grandaire							
				Guest Blogger- A	"An Inside Look at the Honor Flight at Grand Aire"								
BLOG		10:00 AM	New Blog Post	veteran's Perspective	"An Inside Look at the Honor Flight at Grand Aire"	com/tag/latestnews/							
					WEEK 1: WEDNESDAY, DATE								
				Guest Blogger - A Veteran's Perspective		http://www.grandaire.							
FACEE	BOOK	3:00 PM	Promotion	Perspective	Did you see our blog post yesterday? If not, check it out	com/tag/latestnews/							
LINKE	EDIN												
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Twitte	er	9:45 AM	Curated Content	Fuel Prices	Check out what we are paying today for our fuel prices	om/grandaire							
		12:30 PM	Promotion	Email Marketing	Hey followers! If you need more info about #CrandAlseinc., Sign up to be our email newsletter list	https://twitter. com/grandaire							
		2:15 PM	Promotion		#GrandAireinc now offers a punch card to reward are loyal returning customers.	https://twitter. com/grandaire							

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LINKEDIN	7:00 AM	Education	Right School	Grand Aire is now offering Flight School	inc							
Twitter	0:30 AM	Curated Content	Gual Brican	Check out what we are paying today for our fuel prices								
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	11:45 AM			Our team worked together to create this recap of the #GrandAireHonorFlight event. Check it out	com/grandaire							
	1:30 PM	Promotion	Email Marketing	Hey followers! If you need more info about #GrandAireInc, Sign up to be our email newsletter list								
Instagram	12:30 PM	Video	Honor Flight	Our team worked together to create this recap of the #GrandAireHonorFlight event. Check it out!								

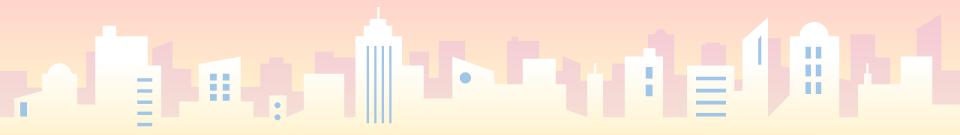
Grand Aire, Inc. By: Rio Weikum & Jake Wagenmaker



Competition



- Air Charter Service
- The Charter Store
- Charter Guru's
- Crow Executive Air



₹ Personas



Jack Owner

Background-

- Business Owner: Small Technology
 Company
- Family: Married. Two college aged kids.

Demographics-

- Gender: Male.
- Age: 45
- Income: \$160 k
- Location: Toledo, Ohio

Identifiers-

- Demeanor: Driven, Forceful, Outgoing, Financially savvy.
- Communication Preference: Assistant screening calls, emails, collateral mail/print.

Goals



Flexible transportation

Challenges-

 Conscious about getting the best deal. On a tight schedule.

Jackie Good

Background-

- Nonprofit Manager
- Family: Single. No children.

Demographics-

- Gender: Female
- Age: 37
- Income: \$57 k
- Location: Toledo, Ohio



Identifiers-

- Demeanor: Motivated, Committed to cause, shy.
- Communication preference: Email. No paper.

Goals-

 Creating a budget plan that would allow for her to afford Grand Aire Inc.

Challenges-

Financial concerns

Janet Living

Background-

- Organ Transplant Director Doctor
- Family: Married, 1 child.

Demographics-

- Gender: Female
- Age: 55
- Income: \$206 k
- Location: Rochester Minnesoto

Identifiers-

- Demeanor: Focused, Confident, Intelligent, Detailed.
- Communication preference: Staff, all electronic/email.

Goals-

 Working closely with Janet and her assistant to fulfil her needs.

Challenges-

Very tight schedule





Empathy Maps



Empathy Maps



Jack Owner

Said:

- "How much will it cost?"
- "Is the price negotiable?"
- "Is there a contract?"

Did:

 Compares providers, talks with other business owners to get the best deal, and

Thought:

- "I want the best deal."
- "This is my decision."
 - "I am the customer."

Felt:

Confident, Non-emotional (all about money), Decisive.

Jackie Good

Said:

- "Who else have you provided services for?"
- "What do you think?"
- " I just want to do what is right."

Did:

 Organizes the information given, checks website, looks at reviews from other nonprofits.

Thought:

- "I hope I am making the right decision."
- "This is a huge decision." "
- What are the positive outcomes that will come from this charter?"

Felt:

Personally invested, obligated, unsure.

Janet Living

Said:

- "Get me the information."
- "I need references."

Did:

 Checks references, does research on company and competition.

Thought:

- "I think I am making a great decision."
- "I can check this off my list."

Felt:

Accomplished, Confident, etc.











Objective, Strategy, & Tactic 1:



Objective

-Increase reviews from logistics clients

Strategy

Reward Grand Aire customers for reviewing and sending in feedback.

- Public: Logistic customers
- Logic: We want more ratings/reviews to increase engagement between us and our customers. We also want to attract future consumers.
- Communication channel: Mass
- Medium Type: Facebook, Google,
- Timing: Quarterly

Tactic

-Promote rewarding customers with Grand Aire Merchandise such as stickers, mugs, hats, etc.





Objective, Strategy, & Tactic 2:



Objective

-Engage with past, present, and future customers.

Strategy

Hire more employees to engage with customers

- Public: Past, present, and future customers
- Logic: Increase customer satisfaction,
- Communication channel: Mass
- Medium Type: Social media, phone calls, etc.
- Timing: Over the fiscal year

Tactic

-Advertising on social media to hire someone to fill the position.





Objective, Strategy, & Tactic 3:



Objective

- Run more events and engage with customers organically.

Strategy

Hire event planners

- Public: Past, present, and future consumers.
- Logic: Keep consumers engaged with the company and introduce new consumers to the company.
- Communication channel: Mass media
- Medium Type: Social media, Facebook, Twitter, Linkedin.
- Timing: Semi-annually

Tactic

- -Increase customer base, network, increase sales.
- -Research local events planners in the area.



Audit Analysis https://docs.google.com/spreadsheets/d/17WS_r1Y BYrS5XfSphWSrAiU7AMwjshUeNfiEqCsXY0Q/edit?usp=sharing





Content Calendar https://docs.google.com/spreadsheets/d/16DJ0le0a M9DM6oMM302fle1hQYGl6bd-UfZDEMKPXDI/edit?usp=sharing



Editorial Calendar

https://docs.google.com/spreadsheets/d/1QbGwvU {4V7hXz- Di5y5JooNIPNu6D OJn2gsHVXbzQ/edit?usp =sharing





KPI's- Key Performance Indicators:

Traffic/Engagement

Conversion

Monetization

People @ Events

Signed up for Events

Booked Flights

Engagement on Social Media % Responses to Social
Media

Sales

Quality feedback

Reviews

Merchandise given

of Past, Pres., and Future customers talked w/

Returning Customers

Booked Flight Frequency











 We will spend revenue by hiring an event coordinator and social media managers as well as offering promotions such as discounted flight opportunities

 We will gain 10% total revenue by allowing our customers to feel more engaged with our company via digital channel as well as social events





Tactics:





Questions, Comments, Concerns?

