Rebuilding Operation Notworking

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Executive Summary

McKee Agency, LLC “Your CHOICE for Insurance” is an independent insurance brokerage company that doesn’t work for any one specific insurance carrier, yet they work for their customers. MA will work your insurance needs with over 30 companies to find the best fit to your particular needs. They pride themselves in service after the sale. MA offers auto, home, life, flood, business, medical and workers compensation insurance programs, basically anything you’d find yourself being in need of.   
Rebuilding Operation Notworking will be a scalable multi-phase PR program for McKee Agency with a couple overarching goals. I plan to rollout a capable optimized website meeting all needs MA wants in such an asset. We also want to improve their social media presence through the use of deliberate social media content development and content timing. The overarching goal of this campaign is to bring brand awareness to McKee Agency, meanwhile driving traffic to the new website and allowing a source of online assets to improve their bottom line by easing work in the office with the staff.

Rebuilding Operation Notworking

Rebuilding Operation Notworking will be scalable multi-phase PR campaign consisting of development and deployment. We will start with the rollout of a new website built specifically for McKee Agency and to their specific needs for the asset. We then work with MA to develop a SEO driven social media campaign allowing us to maximize exposure to their brand. The overarching goal of this campaign is to bring brand awareness to McKee Agency, meanwhile driving traffic to the new website and allowing a source of online assets to improve their bottom line by easing work in the office with the staff.

# SMART Goals

There are three SMART Goals associated with this campaign.

* Increase follower count on Facebook by 15% in the first 90 days of this campaign.
* Launch a new website for McKee Agency within 30 days of the launch of this campaign.
* To Increase Brand Awareness in McKee Agency’s target audience from 20% to 40% in the next 90days.

## KPI’s

1. Increase follower count on Facebook by 5% in the first 90days of this campaign.
   1. Number of Followers
   2. Page Views by Sources
   3. Reach by Post Type
2. Launch a new website by McKee Agency within 30days of the campaign launch.
   1. Unique Visitors
   2. Average Session Duration
   3. Percent of new visitors
3. Increase Brand Awareness in McKee Agency’s target audience from 20% to 40% in 90 days.
   1. Website Traffic
   2. Social Media Engagement
   3. Brand Impressions

Tactics and Metrics.

1. Increase follower count on Facebook by 5% in the first 90days.
   1. Develop a themed posting schedule geared toward McKee Agency’s target audience
      1. Engagement
      2. Reach
      3. Follower Demographics
   2. Like and Share contest with prize. “Once we reach ‘X’ number of followers we will draw for this prize.
      1. Page Likes and Followers
      2. Growth
      3. Referral Traffic
   3. Develop a set of hashtags to use on all posts geared towards McKee Agency’s target audience.
      1. Impressions
      2. Referral Traffic
      3. Hashtag Analytics
2. Launch a new website for McKee Agency within 30 days.
   1. Submit a budget proposal to develop, host and deploy new website.
      1. Marketing Budget
      2. Hosting Budget
      3. Cost per click
   2. Develop the outcomes McKee Agency wants to see from their website through an office meeting
      1. Online Quoting
      2. Appointment Scheduling
      3. Blog
   3. Continue their brand theming and implement the use of a consistent UI/UX package.
      1. Bounce Rate
      2. Session Duration
      3. Average Pageviews Per Session
3. Increase Brand Awareness in McKee Agency’s target audience from 20% to 40% in 90 days.
   1. Build Brand Awareness through Social Media
      1. Share of Voice
      2. Audience Sentiment
      3. Engagement Rate
   2. Customer Testimonials
      1. Audience Sentiment
      2. Conversions
      3. Employee Advocacy
   3. SEO Research
      1. Organic Traffic
      2. Keyword Ranking
      3. Click Through Rate

## ROI

The projected ROI for the first goal, increase Facebook followers by 15%, is to increase customer flow to the office by 5%. The projected ROI for the second goal, develop and launch a new website, is to increase consultation appointments by 3%. The projected ROI for the third goal, increase brand awareness from 20% to 40%, is to increase written insurance policies by 5% in 90 days.

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Time Line

Figure 1. Next 90 days weekly social media planning timeline.