

Integrated Marketing Communications Plan



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Executive Summary

Recorded in this paper are the findings based on thorough research used to perform a situational analysis of the market that the Georgia College Special Collections department is a part of. Through this analysis, the target audience, service benefits and positioning, competitors, and marketing environment are determined and discussed. Based on goals proposed by the Special Collections department, objectives have been determined on the terms that they are measurable and attainable. A personalized integrated marketing program and timeline have been designed in order to achieve objectives within the 2012-2013 school year and a budget has been created to track spending throughout the program. “Connecting with our past, perpetuating the legacy” is the message and overall theme has been used throughout the campaign to communicate the value of the department's services to their audience in a unified voice. As promotions are implemented, the Special Collections will be able to measure results against their goals and ultimately measure the success of the entire marketing campaign.

Through extensive research, a situation analysis was performed and enabled the development of a personalized plan created for the department. This plan will lead to an increase awareness of Special Collections on the campus and in the local community and encourage a higher usage of services and local community primary resource donations. Additionally, a fundraiser has been designed will raise over \$500. Brand, advertising, personal selling, sales promotion, point-of-purchase, direct marketing plans have been developed and will allow the Special Collections department to meet all objectives.

Introduction

“Georgia College Archives collects primary source materials relating to the history, culture, economy, politics and society of Milledgeville and neighboring counties” (Georgia College 2012). The department seeks to serve Milledgeville residents, Georgia College students, and visiting tourists through their exclusive historical resource offerings. These offerings include one-of-a-kind Carl Vinson and Flannery O’Connor collections as well as an exhaustive historical account of Milledgeville, the antebellum capitol of Georgia. The Archives is able to meet customer needs through its uncommon collection offerings for tourists, educational services to Georgia College students, and research opportunities for historians and writers.

The Georgia College Special Collections is unique among archives across the state and nation. The department has its unique struggles as well as its unique strengths. Archives at every university library are different, but Georgia College is taking an approach more similar to those of museums, performing community outreach and other innovative programs (Pope). The challenge lies in appropriately and effectively marketing these programs, resources, and services to the proper target audience.

Through thorough research, a situational analysis has been completed. Once it was clear what the environment surrounding the Special Collections department is, an integrated marketing communications plan was designed specifically for the department. The plan focuses on the objectives that the department had originally set and develops ways in which those goals can be met. Many examples, a timeline, and a budget located in the appendices have been included and will guide the Special Collections department through all the steps of implementing this marketing program.

Situation Analysis

A situation analysis has been performed in order to better understand the environment that surrounds the market of the Special Collections department. Through this analysis, the target audience, service benefits and positioning, competitors, and marketing environment are determined and discussed. Based on thorough research, the Special Collections positioning and benefits have been identified and analyzed using a format of plus, minus, and interesting.

According to research, the target market for the Special Collections department includes Georgia College students and teachers as well as the local Milledgeville community. The main service benefits include primary source research education, the Legacy project, and the unique collection offerings. The department's main competitors are the Middle Georgia Archives, The Hargrett Rare Book & Manuscript Library, and Georgia Archives. The marketing environment is discussed and has been further developed below.

Target Market Analysis

The Georgia College Archives seeks to serve Milledgeville residents, Georgia College students, and tourists by sharing the stories of the local Milledgeville community. Milledgeville's estimated community population is 17,715 including over 6,000 college students (Georgia College 2012). Just over ten percent of the community is sixty-five years old or older (U.S. Census Bureau 2010). Georgia College students and faculty and people over sixty-five are the target market of the Special Collections department. Based on the services offered to the public, these people have needs and vested interests that can be met by the department. The students and teachers can be marketed to based on their need for skills to conduct primary research, while the elderly will be able to take part in the personalized Legacy Project, where they will have the opportunity to participate in identifying their own friends and family. These targets allow the

department a reasonable reach in which to focus their attentions and still be able meet consumer needs.

Plus

The Georgia College archives targets nearly 8,000 people including Georgia College students, teachers and Milledgeville residents. The archives have an advantage in its market because its target audience is within close proximity to the point of purchase. The audience is reached easily and naturally, and due to the small population, the archives has a great opportunity to reach the majority of its target market. Students can be reached through history and literature classes, many of which require library resources. Archival associates are able to form relationships with local residents by collecting information that relates to the residents' own lives through interviews and donations (Pope 2012).

Minus

Although Georgia College is readily accessible to its market, the awareness of the Special Collections department, and awareness of everything it offers, is low. Even with the best promotional efforts, services and opportunities offered by Special Collections will not appeal to everyone in its target market. Due to this relatively small target market, the department must work hard to capture potentials and convert them to consumers. Students' involvement is minimal because many fields do not overlap with the department, and many students don't have an interest or incentive to study the primary historical sources. Many students also lack an academic reason to visit Special Collections and therefore do not know that it exists. Perhaps the most difficult aspect of the department's efforts recruiting consumers is the transient nature of a large segment of its target market, students. The lifespan of the customer relationship will

generally only be four years at best. The archives will always have to be working bring in new consumers.

Interesting

The archives department hosts a small collection with a limited target audience. Not everyone within the target market will be interested in the services provided by the department. The small audience allows the archives department a special opportunity and ability to reach their target audience and serve specific individual needs. They are able to personalize their offerings directly to the audience they have. Also, new students are coming in frequently and they are always gaining new prospective consumers.

While many libraries and museums offer a wider variety of accounts of southern history, Special Collections is filled with rare historical treasures found nowhere else. Their location is ideal for the target they serve over many of their other competitors. The archives are highly specialized in local history and serve its market well by providing consumers access to these unique resources.

Service Benefits

The Georgia College Special Collections department offers specialized services to its target market. It is able to meet its customers' needs through its unique collection offerings, educational services, and research opportunities. A professor at Eastern Oregon University explained the benefits of primary research this way, "I think it is important for college students to develop skills in finding, understanding, and evaluating the available research evidence. Sometimes you might be more skeptical about certain conclusions after you read how the study was done. Sometimes you might be convinced by the author's arguments after you read a

carefully-controlled study with compelling results” (Balaban 2012). This professor’s thoughts support the value of learning how to properly research and use primary sources.

Over 5,000 visitors come each year to tour the home of Flannery O’Connor (America 2012). What is less known to tourists is that O’Connor’s book collections along with other primary sources are located in the Special Collections department. Flannery O’Connor fans would enjoy learning more about the author and the department is well equipped to educate visitors. The Special Collections department also offers specialized services to researchers and authors. “Researchers who are unable to visit Special Collections may submit inquiries to the Special Collections department. The staff members offer their time to researching your question” (Georgia College 2012). The department goes out of their way to serve and educate the public on their collections.

Lastly, the Legacy Project is available to students, alumni, and the public. They can view old artifacts and photographs and help to identify the people to be a part of the Special Collections goal to document the lives of those living in Milledgeville (GCSU Special Collections 2012). Through this project, the public are able to take ownership of their own history that will be seen years from now and tell about their experiences at school or in the community.

Plus

For tourists, “The Flannery O’Connor room, located in the GC Museum, pays homage to the university’s most famous alumna. The room displays the author’s collection of manuscripts, letters, books, periodicals and personal items.” United States House Representative Carl Vinson was from Milledgeville, and the Carl Vinson Memorial Exhibit is located in the Georgia College Library. These historical accounts are unique and will be of interest to tourists. The Special

Collections department also offers to extend its services into the classroom including a lesson on archives and primary resources as well as an informational session explaining exactly what is available at the archives and how students can best access the resources and information that they need. Students have a need to learn how to research properly and the Special Collections department possesses the knowledge and resources to aid students. The Legacy Project is personalized to reflect the lives of those in Milledgeville. This account of the public's' lives is rare offers a special service.

Minus

Special Collections is a small department with limited resources. Staff members cannot conduct exhaustive research for individuals. The Georgia College Museum offers an exclusive but narrow account of Georgia history compared to many other historical tourist locations. The materials in the archives are not widely accessible online, thus researchers must travel to Milledgeville to study the collections. Although the department has many primary sources, not all student source needs will be met by the collections.

Interesting

Although the Special Collections department is limited in many ways, it differentiates itself from other archives by its uncommon collections. The department possesses works of Flannery O'Connor, the famous American author; Carl Vinson, the House of Representatives member; and exhaustive accounts of Milledgeville, Georgia's antebellum capital. Many other museums have a wider variety to offer the public, but the Special Collections department has an advantage through its small but highly focused and specialized offerings.

Based on the size of their target market, The Georgia College Special Collections department may never compete at the same level as their larger competing museums. It can be

said though that the department has a one-of-a-kind collection that is unmatched by other archives and libraries. As long as it continues to offer distinguished collections, Georgia College Archives can maintain its position among competitors.

Service Positioning

“The mission of Special Collections is to preserve and cultivate interest (Ariemma 2011)”. Georgia College uses the legacy of local Milledgeville residents to continue its development as a professional system for housing historic information available to the public. Special Collections, located on the second floor of the University’s Library and Instructional Technology Center (LITC 2012), is responsible for the administration of the Flannery O’Connor collection, local and regional historical collections, Georgia College archives, rare books, and the O’Connor Room (Ariemma 2011). The archive initiated efforts to preserve historic documents in 1953 with donations from the university’s History Club and now serves to provide access to more than 3,000 cubic feet of information to the general public.

Primary source materials, unpublished materials, audio recordings, visual documents, and manuscripts of the archive provide locals of Milledgeville, and others who are interested, a range of information explicitly pertaining to middle Georgia. Local documents involve the Civil War, African-American history, and women’s history. Upon the acceptance of donated information to the archives, Georgia College’s publication and copyright policies restrict the ownership of literary rights unless such rights have been specifically granted by the author or donor, or his heirs or assigns (Georgia College 2012). The archives’ third party positioning for the exchange between those of the public and those donated or collected materials secure the purpose of Special Collections to preserve documents from the people, for the people.

Programs such as the archive's "traveling trunk" give Milledgeville's schools supplemental educational opportunities to foster and continue a respect for the preservation of local history (Pope 2012). Communicating history that reaches a modern audience is in the interests of Special Collections' outreach objective. Digital media, including online photo browsing and video sampling, are a part of the awareness that is anticipated to help the collection achieve its desired position in the community, respected both locally and nationally.

Plus

The Special Collections Library is located conveniently on the Georgia College campus for local researchers and students, allowing them to easily access the abundance of information. For students, Special Collections positions itself as an instruction-based operation to those on campus who wish to learn about archival repositories. Instruction sessions are available to undergraduate and graduate classes of all schools, where information on primary sources, archives and the Archival profession and research techniques using library catalogs and digital repositories are explained.

Georgia College's "Legacy Project" is a way for the university to directly obtain information from the public regarding photographs, documents, testimonials, and oral history interviews that strengthen the archive as a whole. Digitizing this information through social media advances the likelihood that people are to participate in the services offered to researchers.

Minus

Having established an efficient system of documenting, preserving and organizing information relevant to Milledgeville's local residents, the collection lacks the natural propensity to attract researchers and students for reason of poor awareness for the archives itself. Very little

promotion has been done to draw awareness to the Library's archive, so those who may be interested are deterred by the logistics of accessing the materials.

The archives host a number of written, photographed, and recorded entries of information available to the public; however, they are limited in breadth by nature of the area's history. Works of Flannery O'Connor, Congressman Carl Vinson, and women's rights are the few most treasured collections, but the remaining material amounts to little else of such magnitude. In addition to the limited collections, capturing and redistributing community based information is hard for the archives' limited staff to accomplish without external assistance.

Interesting

Georgia College leverages the world's largest assortment of material associated with Flannery O'Connor as positioning for the attention of researchers internationally. Utilizing the area's history as a proponent for Milledgeville and Georgia College, Special Collections supports museum studies and local historical societies. Obtaining information that does not particularly delineate from local notoriety is of utmost interest to the university's archives, as it correlates to the history of the region and gives further insight to all the aspects of life surrounding the particular period in time (Georgia College 2012). The ability to accept donated information and materials from citizens within the area is an attractive quality of this local Special Collections and gives the archives a position in the community as a place of public research and exchange.

Special Collections has proven itself to partake in the community as a competent provider of historical information relevant to local and regional areas of Georgia. Wielding an impressive catalog of public and classified records pertaining to the area, the interactive media of the archive promotes the vision of its outreach program and its position as a service. Through its advanced media discretion, appropriating the use and access of its historic documents, Special

Collections has the opportunity to extend materials to researchers, both nationally and internationally to further establish the heritage of the Milledgeville area.

Competitive Analysis

The importance of knowing one's competition is vital for the success of an organization. This is especially true when donations are crucial Special Collections' success. The Georgia College Special Collections has unique characteristics that make it special, but other archives may also have their own advantages. The marketing team has collected research about other local archives in order to understand what must be done to draw more people while continuing to be successful. The three biggest archive competitors are Middle Georgia Archives, The Hargrett Rare Book & Manuscript Library, and Georgia Archives.

Middle Georgia Archives is the archival organization founded by the Middle Georgia Historical Society in 1978 in response to a perceived need in the community (The Macon – Bibb County Public Libraries, 2012). The strength that Middle Georgia Archives has is its location. The archive is located in Macon, Georgia and is open to the public. The archive has an advantage because the location is inside a public library. The archive has been located in Macon at Washington Memorial Library since 1980 (The Macon – Bibb County Public Libraries, 2012). In Macon, Middle Georgia Archives has the opportunity to reach 91,351 people (U.S. Census Bureau, 2012). In comparison, Milledgeville's population is only 17,715 (U.S. Census Bureau, 2012). Hundreds, potentially thousands, of local residents could be utilizing the library daily and the archive will reap the benefits of the heavy foot traffic, even if patrons' reasons for visiting did not originally include the archives.

The position of Middle Georgia Archives focuses mainly on the collection of local and regional items in the Middle Georgia area. Middle Georgia Archives is devoted to documenting

the rich and interesting history of Middle Georgia, to preserving the region's historical records for the future, and to serving as a resource center for archival and manuscript collections in Middle Georgia (The Macon – Bibb County Public Libraries, 2012). The target market for Middle Georgia Archives is the Macon area and other regional residents that have a need for access to Middle Georgia history. They satisfy this market by collecting items and manuscripts that focus on Middle Georgian history. Middle Georgia Archives weakness is its online presence. The website gives a general description of the archives and major files that are held, but there are no galleries to view online. Researchers are forced to go to Macon in order to view any of the collections. This will be Georgia College Special Collections' biggest threat to the local and regional collection items that are coveted and actively sought after.

The Hargrett Rare Book & Manuscript Library is one of the University of Georgia's three libraries on campus. This library holds 200,000 volumes in its rare book and Georgiana collections, six million pages of historical manuscripts and photographs, along with maps, broadsides, and UGA archives and records (Hargrett Rare Book & Manuscript Library, 2012). The Hargrett Rare Book & Manuscript Library has positioned itself as a collector of all historical Georgia items. The mission of the library is to advance the research, instructional, and service mission of the University of Georgia by collecting, preserving, and sharing the published and unpublished works that document the history and culture of Georgia. (University of Georgia Special Collections Libraries 2012). The library chooses not to focus on any single region but to collect any item from any part of Georgia. The target market for The Hargrett Rare Book & Manuscript Library would be University of Georgia students and faculty in need of Georgia or historical based documents.

The Hargrett Rare Book & Manuscript Library's strength lies in its website. The website is excellent and has everything a customer might need in order to find a collected item. All of its collections are located on the site and not on Flickr or other social media sites. The best feature is the search bar application that allows for users to search the archive files. The site allows for easy, fluent, and fast access to the documents in need. The library does a good job of meeting the needs of the university, but also giving the public access to the secure files. The Hargrett Rare Book & Manuscript Library's weakness would be the process of accessing collections. Researchers are required to take many steps before ever seeing the subject of their searches. The library website requires that researchers create an online account and submit requests to view specific collection items.

Georgia Archives is the official archive of the state of Georgia. It is located just outside of Atlanta and open to anyone with valid identification. It has a unique benefit in that they hold all of the Georgia state records. They maintain records that protect legal and property rights and those of the state government and the counties (Georgia Archives 2010). Georgia Archives' strength is its Virtual Vault. The Virtual Vault is an online database of scanned collections that is solely for the Georgia Archives. It allows users to easily find collections online without having to physically visit the archives.

Georgia Archives' main weakness is its research access at the archives. The archives are only open on Friday and Saturday from 8:30a.m. to 5:00 p.m. (Georgia Archives, 2010). Georgia Archives is positioned as the state of Georgia's official archives; this has made the archives the most popular place to donate collections. People will turn to this archive first because it has the most information and has been keeping official documents and items for the state longer than any other. The target market for the Georgia Archives would be Georgia

citizens that are in search of state records or unique Georgia research manuscripts. The archives offer a high-tech, secure, and well organized place for researchers to view Georgia's most important documents and files.

Plus

The presence of other archives and collections in the area creates a buzz about the depth of history in the region. This excitement will attract more people to search for donation items. The archives have the opportunity to unite efforts in hopes of increasing donation levels for each of their respective collections by a common bond of Middle Georgia and Milledgeville history. The archives must continue to grow their online presence and extend their reach as far as possible. The internet is a vast resource and must be used effectively to have success in today's growing technological environment. Social media and the internet should be integrated in as many ways as possible to help connect these online users and in turn increase brand awareness. The researcher must be made aware of Special Collections before they can utilize the resources available.

Minus

Researchers that are not looking for Middle Georgia information or a specific exhibit may choose to utilize another archive. Researchers may choose to do their work elsewhere due to the lack of size of Georgia College Special Collections. There are many larger collections that have a greater chance to appeal to researchers because of the variety of items. Many locals in the area will not travel to Milledgeville for the Georgia College Special Collections and will instead decide to go to their local libraries. Special Collections cannot rely on the appeal of their collected donations alone. This is why creating special events and activities are of great importance. It is the goal of Special Collections to be the go to place for donating historical items

and information. When someone is in need of donating an item or information, Special Collections must be the first thought.

Interesting

Special Collections holds many important exhibits that other archives simply do not have. The best example is the Flannery O'Connor Exhibit that is housed here. This is unique to Georgia College and no other archive has the same items. The exhibit must continue to be a highlight for the college and is an excellent way to differentiate Special Collections from other archives.

By assessing Georgia College Special Collections' competition it is easy to recognize the many advantages it has over other archives. Researching what the competition offers allows for organizations to see areas of needed improvement and necessary changes. Georgia College Special Collections can now adapt strategies in order to better meet organizational objectives. These changes will ensure more effective operations that will better suit students, faculty, and other local researchers.

Marketing Environment

The Georgia College Special Collections Archives is a small part of the larger Library & Instructional Technology Center (LITC 2012). The building itself, located in the heart of campus, is a place where students already spend a great deal of time. This creates a challenge, however, for attracting other community members who might not be familiar with the campus, or those who are simply intimidated by the scale and nature of the facility. The department is staffed by two full time employees, the archivists and archival associate, as well as two graduate students who are assisted by two undergraduate students (Pope, 2012). Though smaller than its

counterparts within the library, the archives are positioned at the same organizational level as the reference and circulation desks as well as the instructional technology center.

Plus

Because of its location, though inconspicuous, visitors can consume the services/functions of the archives in tandem with the multimedia and research services offered in by the LITC at large. Special Collections advertising can be incorporated into other advertising for the building as a way of capturing attention. With the Director of Special Collections, Nancy Davis-Bray, currently serving as Interim Dean of the Library, the interests of the archives are better placed than in the past--and perhaps better placed than they will be in the future since the new dean is to start July 2012. Special Collections can capitalize on this favorable internal position while it lasts.

Minus

Located on the second floor of the facility, the physical location is not one of the archives' strong points. On a campus (and in a world) where advertising is rampant and unavoidable, the archives struggles to establish and maintain a presence in the minds of students. The university has strict brand image guidelines to which all advertising must adhere, but there is limited assistance available from University Communications in helping to create and circulate advertising, as their attention is shared among all other departments on campus, many of which are of a greater perceived importance and thus of a higher priority.

Interesting

The archives uses Flickr (an online photo sharing resource popular with many archives) and has had tremendous relative success with Georgia College's Flickr logging 3208 hits in 2011, as compared to the much larger and better known archives at North Carolina State

University whose Flickr which logged only 1920 hits in 2011 (Pope 2012). Along with serving as the Archival Associate, Pope is also chair of the Marketing and Promotions Committee for the LITC. This takes away time that she would otherwise devote to the archives but gives her a unique ability to use the library's advertising in a way that is beneficial and complementary to the archives' advertising. Pope's chairmanship of the marketing committee could create opportunities for piggybacking on other advertising for the LITC that would not have otherwise existed.

The research and analysis above paint a vivid and clear picture of the marketing environment surrounding the Georgia College Special Collections department. This analysis reveals areas in which Special Collections has the competitive advantage, areas where their competitors have the advantage, and areas which have been identified as interesting. Below in the IMC program, these advantages and interesting areas will be leveraged by the department to communicate value and further distinguish and position themselves to their audience.

Objectives

During 2012-2013 the Special Collections department is seeking to increase awareness of Special Collections on the campus and in the local community through social media (Pope 2012). Facebook, Twitter and Flickr will be used to reach the target audience. These are two popular vehicles that other established archives departments use. The specific goal is to reach 50 likes on the Facebook page from their target audience and 25 Flickr participants. These participants will be a part of the promotional effort to allow the residents to take ownership of their history and tag photos with people they know. The Special Collections department would

like to see the local community make primary resource donations. Additionally, the department would like to implement a fundraiser to raise at least \$500 and facilitate resident donations.

IMC Creative Message

Because of constraints within the University's branding policy, the archives are limited in what it can do with branding. This does, however, create a framework within which to create a cohesive message, tying it in to others among the university. Georgia College strives to "connect what matters." The Office of Admissions touts that Georgia College is "close to perfect" on all of its advertising publications. The Special Collections department will form its new marketing efforts around the idea of "connecting with our past, perpetuating the legacy."

IMC Program

An integrated marketing communications plan has been created in order to meet the proposed goals of our client, the Georgia College Special Collections department. This program as a whole will raise awareness and enable the department to reach their target audience. This will be achieved through a program that consists of brand, advertising, personal selling, sales promotion, point-of-purchase, direct marketing, and sponsorship plans that will be implemented in the 2012-2013 school year.

Branding

As a university department, the archives are subject to the branding policy of the university. "The Office of University Communications promotes the mission and activities of Georgia College in ways that enhance its image and reputation with key constituencies" (Georgia College, 2012). Not only would it be a misuse of resources to change the current branding, but

such action is not permissible under current policy. This, however, makes it harder for Special Collections to differentiate its advertising from Georgia College's advertising as a whole.

Special collections must follow the lead of other university departments such as housing and admissions who use the Georgia College brand in conjunction with specially developed layouts for photo publications. These publications have unique design features differentiating them from other university publications while keeping a cohesive element among the departments' respective publications. The Archives must distinguish its image as a department as much as possible from other Georgia College departments who also use the standardized branding. The Office of University Communications will assist in campaign planning and advertising, publication development, and video production.

Buzz Marketing

On a college campus, buzz marketing can be huge. Buzz marketing, or word-of-mouth marketing, depends on trend setters in a community spreading the word about an organization. The archives must identify high-profile students within each sub segment of the campus population it wants to reach. First, students who are well respected and involved within their academic department, starting with history and literature majors, will tweet and Facebook about the archives. Second, students who have somewhat of a celebrity status on campus: Mr. and Ms. Georgia College, certain athletes, Student Government leaders, Greek leaders, etc., will begin buzzing. These students have considerable social influence and can easily draw attention to the archives with their social media activity. Finally, any students with a large number of Facebook friends are candidates. These students can be identified by the graduate assistants when planting buzz marketing and through any other who students who actively participate in the buzz marketing as it spreads.

Sometimes buzz marketing happens naturally and unintentionally, in which case it's not really marketing at all, it's simply buzz. The goal of buzz marketing is to artificially create the same effect of the natural word-of-mouth sharing of information when consumers have had a positive experience with a product or service. The buzz marketing will include posts about interesting materials, upcoming and recent events, as well sharing of a virtual tour video of the archives. Once students are identified to participate in the buzz marketing campaign, the "buzz" will be released in a planned systematic way so that each set of messages build upon its predecessor, continuing to give the customers (and potential customers) something to buzz about. This will not only draw attention to specific aspects of the archives, but it will also greatly increase general awareness among the community, which is always a good thing for promoting a brand. "Buzzers" will mirror social media updates from the Archives itself as well as release their own buzz about upcoming events.

Advertising

To increase awareness and participation in the Georgia College Special Collections and promote its Legacy Project to reach community members, a series of brochures to inform the public at Georgia College will be handed out both physically and virtually to students and faculty in classrooms and school events to support the objectives mentioned in the IMC plan and by the Special Collections staff. The brochure would include information regarding the Legacy Project to promote the archive's efforts to document the experiences of alumni, staff, and community members (Pope 2012). These brochures will be available at the library entrance, including the circulation desk on the second level of the library, and various locations around campus that would be highly accessible to students and faculty interested in local history warehouses.

The Learning Center at Georgia College will make an excellent base for advertising the availability of information in the archive. The Center will include the brochure (Appendix A, Brochure) as a part of the resource materials that it uses in combination with a variety of academic support options, to enhance the learning of the participant. Students may identify with both links to the archive's current collection of information useful to a particular area of study by the student and to the online database of photos that highlight the historic Georgia College campus and Milledgeville/Baldwin County area. The brochure will include a description of the Flickr page that requests the help of the public to guide staff members in identifying people, places, and events in their online photo sharing collection (Pope 2012). For contact information of the Flickr page please see (Appendix B, Flickr). Questions generated by the public can be answered using electronic correspondence. For information regarding the availability of the Learning Center see (Appendix C, Contacts).

Department offices, particularly including the History Department, will have these brochures available to distribute to students interested in further studies involving the materials collected in the archive. The nature of the brochure will be to address the characteristics and features of the archive's availability and mission statement, meanwhile securing its mission to facilitate donations to the archive of at least four items or one large collection donated. Each department can leverage the brochure as a tangible research outlet in combination with posters that display samples of the archive's resource materials, Flickr page, and Legacy Project outline (Appendix D, Posters). Posters may become available to any department at the school and compensate for the lack of awareness for the mission of the Special Collections.

Georgia College TV messages may include Bobcat Vision (Appendix E, TV), a campus wide Public Service Announcement (Appendix F, PSA) frequently displayed in The Max student

cafeteria and other school facilities. Staff of the Colonnade who is responsible for electronic messaging of information to students on campus may include the importance of the Legacy Project or visiting the physical archive in the televised announcements . The Colonnade or other local GC news can support print ads (Appendix G, Print) of the archive in its newspapers from the school and by the school to keep a constraint on the spending and budget of the archive in the advertising field. Georgia College broadcast media may support periodic radio announcements (Appendix H, Radio) of the archive offering an exciting, fresh outlook on the current services identified in both the brochure and the IMC plan.

The Legacy Project may be distributed to students---Need implementation table in appendix. Discuss why, how, and where-- via electronic mail (Appendix I, Legacy Email) as a way to campaign for the awareness desired by the Special Collections. Online availability of information will be key for reaching the desired audience of the archive, as social networking and the effects of buzz marketing have tremendous power for the advertising playground. The formality of Georgia College mail may be slow, but it will continue to reach prospective users of the archive on campus. Mailboxes of those who receive campus PO Box mail can additionally be reached to provide something tangible and informative, like a flyer or postcard, to identify the aims of the Special Collections in the hands of the student, where he or she may potentially share the information with others. For a suggested flyer see (Appendix N, Flyer)

Public Relations

Advertisements that reach local businesses will become a significant factor for relating the services available at the Special Collections to the individual. These businesses may stimulate interest in the archive and partner their movement with the archive, meanwhile directing the attention of the business to the free resources, projects, and collections provided by

the archive. Fields Framing and Photography of downtown Milledgeville offers a way for individuals to secure protection for their valuable images that may be of use to the archives objective for collecting donations of images pertaining to history of Milledgeville and Baldwin County. Brochures entailing the use of these individual resources may successfully link the interests of those visiting the business to the desires of the archive. Blackbird Coffee of downtown Milledgeville may also be an excellent outlet for offering Special Collection brochures due to their affinity and attention paid to the qualities associated with the appreciation of history that the archive embraces. For contact and business information regarding Fields Photography and Framing or Michael Fields please see (Appendix C, Contacts). For information regarding Blackbird Coffee see (Appendix C, Contacts).

The Colonnade may be a great spot for Public Service Announcements given by the archive to direct attention to current desires for visitation to both its Flickr page, the physical archive, and provide donations to boost the awareness identified in the objectives and IMC plan (Appendix F, PSA). In regard to the tangible components of the campus newspaper, the Georgia College online newsletter may include the information identified in the brochure and link its viewers to the Flickr page. Including this information online will close the gaps in discovering the services and resources offered by the archive.

To ensure awareness of the Special Collections to all students of Georgia College, a measurement to provide the brochure or a video briefly entailing the physical landscape of the archive to the incoming freshmen students during first-year academic seminar may be a natural proponent for supporting the archive's objectives. The video or brochures may be distributed virtually to the entire freshmen seminar teachers, as it may become difficult to either physically deliver the information to the teachers or speak about the archive to each class. By annually

informing the Georgia College campus community to freshmen, who are required to live on campus, of the archive's location and availability to the public, these students may have a higher propensity to indulge in the offerings associated with the archive and carry the knowledge about the archive with them until they graduate.

Personal Selling

The department is already equipped to offer exceptional services to faculty and students. Those that are unfamiliar with Special Collections need to be sold on the benefits and those that are familiar need to be reminded. In order generate community interest and create and manage these relationships, a personal selling plan will be implemented.

There are several ways in which the department can sell their services to potential consumers (Appendix J, Personal Selling Script). Departments or individual teachers if possible, should be sought out for face-to-face meetings or called in order to inform them of their services. Students are often most accessible on campus at the dining hall and front campus. Setting up a table and presenting themselves to students and presenting their offerings and answering questions will get the word out among students and raise awareness. This can be done by handing students a brochure and answering questions accordingly. The department has many great opportunities to approach the freshman class at their orientation meetings. Before they even begin classes, they can be informed of where to turn for research help when assigned projects and papers.

The Special Collections department should focus efforts on further developing their relationship with Georgia College faculty to reach students in the classroom. The team suggests first seeking out Georgia College teachers and asking for the opportunity to speak with them. Special Collections associates can then learn what kinds of projects and research are done in

their classrooms and what students need to do in order to complete their coursework. This allows the associates to hear more about the teacher and student needs and then enable the associates to sell the solution and benefits of what their services offer. They can ask to come and speak to their students for a class or ask if the teacher himself would be willing to tell his students about the services offered to them by Georgia College much like teachers sharing the tutoring services on the first day of class.

In addition to selling to Georgia College, the department needs to inform people in the community. The personalized Milledgeville Legacy project is created for the people and about their history. They have an opportunity to tell the public not only what they have to offer, but also how they can be a part. Events like Deep Roots, First Friday, and other community events possess an excellent opportunity to meet people and inform them all about the Special Collections department. This also can be done by telling the public who they are, what they offer and handing out brochures and answering any questions.

Personal selling most likely will not bring in the masses of consumers, but they may be the best starting place to get the school and public excited and support department goals of increasing social media followers on Facebook and Flickr. This form of promotion will target specific people that may greatly increase chances of finding future consumers. This technique will aid in the goal increasing awareness and give potential consumers the opportunity to become involved and take ownership.

Sales Promotion

In order to generate interest, an online promotion will be launched where a photograph will be uploaded to Facebook with a popular group of people in which followers will be able to tag people they know (Appendix K, Photograph). For a short time simple Georgia College

accessory prizes will be offered. For those that go and look at the photo, they will read more information about the Legacy project and how they can follow the Special Collections Flickr page and tag others.

The Special Collections department will run a fundraiser to reach its goal of raising \$500 (Appendix L, Fundraiser). This lollipop fundraiser will go on at the beginning of the school year to inform students where to go for all their research needs. Their slogan will be run as “Back to school never tasted so sweet!” They will hang up a banner informing the public who is responsible for the fundraiser and they will hand out information regarding their services that sell the idea that just as lollipops make back to school taste sweeter, so will the Special Collections services when it comes time for researching. Students will have the Special Collections department in mind when they are told in the first week about all the projects that require research. In order to meet the goal of raising \$500, the department will sell lollipops for one dollar each. Three items will be ordered from the Ozark Delight Candy, Co., lollipop packs of 480, 120, and 240. This will be 840 lollipops to sell. If the order (pre-shipping) is \$283 and \$840 is made, the department will have a profit of \$557, exceeding the goal. For a suggested banner see (Appendix M, Banner).

Direct Marketing

In order to increase awareness of Special Collections, staff will distribute materials such as flyers, brochures, and posters that correspond with the events and activities mentioned in the marketing team’s plan (Appendix A, Brochure, Appendix D, Poster, Appendix N, Flyer). These materials will be distributed through handouts, electronic mail, and United States Postal Service. It is the responsibility of the Special Collection’s staff to make sure flyers are placed where students and locals will see the flyers. The Special Collection’s staff each week should be

checking to make sure flyers and brochures are stocked at all distribution locations. It is important to have displays on campus, specifically in and around the library, which catch the eyes of students. Posters and flyers in the library advertising Special Collections will make more people aware of the great resources offered. Heavy traffic areas in the library should have a poster and flyers to attract people and to increase awareness of the resources available. Students, faculty, and visitors should all be able to easily find information and the location of Special Collections by seeing these displays. For a suggested brochure see (Appendix A, Brochure). For a suggested poster see (Appendix D, Poster). For a suggested flyer see (Appendix N, Flyer).

Flyers and brochures will be distributed on campus during the day, specifically in the middle of class changes, and other major events such as Freshman Orientation and Springfest. These flyers will be made available at various locations on and around campus to inform the public about Special Collections. The places to focus on include: library circulation desks, dining halls, bulletin boards around campus, Chick-fil-A and Subway, Einstein Bros. Bagels, WOW Café & Wingery, Sandella's, Box Office Books, and Blackbird Coffee. Specialized flyers can also be created for each school within Georgia College to better fit the personal research needs of that specific school. For contact information of the restaurants and businesses please see (Appendix C, Contacts). For suggested flyer designs please see (Appendix N, Flyer).

The Special Collections should heavily utilize social media networks as a form of advertising. A Facebook fan page is a free advertising option with the ability to increase brand awareness and update followers on Special Collection events. The page will showcase various collections items and exhibits to generate interest. It is important that the Facebook page is kept up to date. Facebook has recently changed their layout and have called it a Timeline. There are many new features to the layout and new updates come out weekly. Multiple status updates each

week will help keep fans up to date with current Special Collection activities. Facebook provides a unique opportunity for upwards of 845 million monthly active users to become prospects for Special Collections (ZD Net 2012). To access the Facebook page with the new Timeline layout see (Appendix O, Facebook).

Twitter is another free social media advertising option that allows a brand to be advertised to its followers. In 2011, Twitter moved above Facebook, growing at a pace of 31.9 percent compared to Facebook's lower 13.4 percent (All Twitter 2012). This shows that Twitter is a quickly growing choice for social media. Twitter is an effective vehicle for advertising because each brand promotes itself. Twitter is most effective when maintained frequently on a daily or weekly basis. Twitter is often used as a promotional tool. Businesses view Twitter as a vital way to create personal relationships with their audiences. Twitter creates opportunities to engage in two-way communication with audiences. Twitter allows for a strong business-to-consumer relationship to develop where the two can openly interact. The following can be accomplished through the use of Twitter: building a customer base, improved customer service, marketing research service for new exhibits, creating buzz, and building a mailing list. For more detailed instructions on Twitter and suggested tweets, please see (Appendix P, Twitter).

The use of video has become an excellent way to show what a business can offer. The creation of a YouTube channel would be an effective and unique way for visitors to gain insight on exhibits and other collected items. The YouTube channel would showcase current exhibits as well as various collected items. The YouTube channel would be updated with interviews of Special Collection's staff teaching viewers about unique collected items. The video interviews will better inform viewers of what items Special Collections has and will entice them to come to Special Collections to view the actual collected item. YouTube uses dynamic interactive web

content giving viewers clear expectations of what Special Collections is and what it has to offer. The YouTube channel is also a good place to put a commercial for Special Collections. The commercial can be used as a viral video to increase buzz online or can be used on television for a channel such as Georgia College TV. For a view of the YouTube video, please see (Appendix Q, YouTube).

There are a wide range of newspapers in Middle Georgia in which Special Collections can use to their advantage. The two most effective newspaper options that reach the local target audience are The Colonnade and The Alternate. The newspaper that would benefit the Special Collections most is The Colonnade, Georgia College's newspaper. The Colonnade is an excellent place to advertise to the campus. The Colonnade is easily found on campus and is read by a vast majority of the students and faculty. The Alternate is an alternative publication which consists of anything and everything students have to offer by way of printable material. Due to budget, newspaper advertising will be kept to a minimum. Newspaper advertisements will only run to promote specific events and fundraisers. The marketing team instead suggests that Special Collections secure interviews for articles in the Colonnade. An interview will give the best advertising for Special Collections. The interview will cost nothing and will give readers a better understanding of what Special Collections has to offer. The marketing team suggests to focus on showcasing collections and future events during these interview. For more information on the suggested newspapers please see (Appendix G, Print).

Radio advertising is an effective way to reach local residents that may not frequent the Georgia College campus or are not a student. Georgia College's WGUR 88.9 FM "The Edge" would be the best place to put a radio commercial. The radio station is run by Georgia College and many students will be listening to this station for important school news. However, due to a

limited budget, Special Collections will be restricted with their radio advertising. PSAs are a more economical solution for Special Collections. Radio is the most widely used medium to deliver PSAs. PSAs achieve goals similar to advertising but are done in a free manner. For a suggested PSA please see (Appendix F, PSA). For a suggested radio commercial please see (Appendix H, Radio). For more information on WGUR 88.9 FM see (Appendix C, Contacts)

Special Collections' use of varying forms of advertisements will diversify Special Collections from other college organizations. By applying creative advertisements that share a connectedness, appropriateness, and novelty with their audience, Special Collections will increase awareness and improved audience turnout.

Sponsorship

Special Collections has an advantage in there is no need for sponsorship. Georgia College has an excellent image and would already be considered the sponsor for Special Collections. Special Collections must use the college's prestige and resource to their advantage. A good relationship with the college is important for Special Collections in order to have continued success.

Expected Outcomes and Results

The IMC plan will be implemented beginning in the fall of 2012. The expected outcomes following this plan include increased awareness which will be measured through followers on social media. An increase of followers on Facebook will be near 65% (the equivalent of 50 more followers) and an increase in 25 followers on Flickr. This increase in awareness will lead to a measurable increased usage of services by students and teachers by 15% within one year. The

Special Collections department expects to make \$500 from the lollipop fundraiser and expects to gain new primary source donations from the local community.

Timeline

The timeline created documents the daily activities for the 2012-2013 academic school year, beginning on August 13, 2012 and ending on May 3, 2013 (Appendix R, Timeline). This timeline will guide the Special Collections department in implementing the IMC program step by step. The timeline consists of social media updates, fundraising activities, public relation announcements and the disbursement of promotional materials including brochures and flyers. This program will aid the Special Collections department in meeting all objectives.

Budget

A budget was created to allocate appropriate funds to put towards marketing efforts (Appendix S, Budget). Funds were dispersed among advertising brochures, flyers, and a banner, a fundraiser, and public relation costs among other promotional efforts. The IMC program budget totals \$1075. This budget will allow the Special Collections department to follow the IMC plan and reach their objectives.

Conclusion

The 2012-2013 IMC program for the Georgia College Special Collections department was designed specifically to enable the department to meet all proposed objectives. The plan combined with the detailed timeline will allow the department to carry forth the proposed marketing efforts on their own and reach their expected outcomes including increased awareness and student and local community involvement. This year long integrated marketing plan will

communicate a unified message that creates a positive department image and reflect the value of the Special Collections services to their target audience.

Through this plan, awareness of the Special Collections department will increase on campus and in the local community. The community will be encouraged to increase usage of services and primary resource donations. “Connecting with our past, perpetuating the legacy” will be the tagline that will be associated with the department which will emphasize the services of the department as well as the community opportunity to be involved. The personalized brand, advertising, personal selling, sales promotion, point-of-purchase, direct marketing programs that have been developed will allow the Special Collections department to meet all objective and even exceed original goals.

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**Appendix A, Brochure
information:
(inside)**

GC SPECIAL COLLECTIONS ARCHIVE



"CONNECTING WITH OUR PAST, AND PERPETUATING THE LEGACY"

- Legacy Project
- Special Collections
- Educational offerings to classrooms
- Opportunity to donate
- Flickr
- Facebook
- Twitter pages
- YouTube Channel
- Email
- Contact info for SC staff

Appendix B, Flickr

flickr® from YAHOO!


Home The Tour Sign Up Explore Upload

You aren't signed in Sign


GCSU Library Special Collections' photostream pro

Slideshow



Collections Sets Galleries Tags People Map Archives Favorites Profile



MVH_graduation
Title: Mary Virginia at Graduation Creator: Milledgeville Quality Prints: Eberhart...
All rights reserved
Uploaded on Dec 5, 2011
0 comments



MVH_couch_1940s
Title: Mary Virginia Sitting On Couch with Ephemera Creator: unknown Date:...
All rights reserved
Uploaded on Dec 5, 2011
0 comments

Mary Virginia Harris
10 photos
10 views

Civil War
8 photos
23 views

Poster Projects
10 photos
17 views

Postcard Collection
121 photos
762 views

Sources:

<http://www.flickr.com/photos/gcsuspecialcollections/>

<http://www.facebook.com/gcscinfo>

<http://library.gcsu.edu/sc/>
(<http://www.gcsu.edu/library/sc/legacy.htm>)

- link to online survey to Legacy Project Community members need be included on the Special Collections Flickr website.

Appendix C, Contacts

Blackbird Coffee

114 West Hancock Street
Milledgeville, GA 31061
(478) 454-2473

Box Office Books

135 W. Hancock St
Milledgeville, GA 31061
(478) 445-8117

Chick-fil-A and Subway

231 West Hancock Street
Milledgeville, GA 31061
(478) 452-2409

Einstein Bros. Bagels

231 West Hancock Street
Milledgeville, GA 31061
(478) 445-8108

The Learning Center

Lori Robinson
Coordinator of the Learning Center
256 Arts & Sciences
CBX 117
(478) 445-1179

Michael Fields

122 South Wayne St.
Milledgeville, GA 31061
(478) 414-8087
michael@fieldsphotographyandframing.com

Ozark Delight Candy, Co.

<http://ozarkdelight.com/>

Sandella's

136 West Campus Drive
Milledgeville, GA 31061
(478) 445-5132

WGUR (88.9FM Edge)

Web: <http://gcsuradio.com/>

WOW Café & Wingery
412 W Green St.
Milledgeville, GA 31061
Sanford Hall - GCSU Campus
(478) 445-5244

Appendix D, Poster



Appendix E, TV

Promotional Video

Scene 1: Shots of library entrance and archives entrance. Include narration about location, etc...

Scene 2: Narrative with Pope detailing all that the archives has to offer. Start with generalizations in her office; move on to each different part of the archives explaining what everything is and how everything works.

Scene 3: Quickly flash clips of every conceivable camera angle in all the different areas of the archives, leading viewers to believe there is a plethora of things to explore.

The idea of the video will be to create a short film of what a customer might experience when visiting the archives for the first time from start to finish.

There will be two versions of the video. One will be longer, containing much more detail. This will be used in educational settings with captive audiences. The other will be much shorter and will be shares through social media mostly as a way to promote awareness.

Appendix F, PSA

Georgia College Bobcat Vision

- GC Channel 59 is Bobcat Vision, the student information channel

Information regarding Special Collections' mission to reach those interested in

Bobcat Vision Management and Use Policy:

I. Purpose

- "Bobcat Vision is a student-funded, digital signage system giving the University community an easy and effective way to discover and promote student-centered information regarding upcoming events, activities, and campus opportunities. This policy is designed to provide for effective and efficient management for Bobcat Vision's long-term success, sustainability and alignment with a cohesive internal University Communications plan."

Information to be considered for Bobcat Vision can be submitted here online:

<https://orgsync.com/3792/forms/6132/show>

Appendix G, Print



The Colonnade is Georgia College's official voice to students and the rest of the campus community. Ads from Special Collections may be featured in the student newspaper to promote the Legacy Projects and encourage archive visitation and community interest.

Contact:

Maxwell Student Union 128

Phone: 478.445.4511

Web: www.colonnadenews@gcsu.edu



The Alternate Paper

“The Alternate is an alternative publication which consists of anything and everything students have to offer by way of printable material. We want to read (and publish) your poems, stories, thoughts, articles, photos, and everything in between. The Alternate is a forum for students to express themselves without fear of retribution.”

Materials may be submitted to:
TheAlternatePaper@gmail.com

contact the editors:
Joseph Cornelison - joseph.cornelison@bobcats.gcsu.edu
Hilary Thompson - hilary.thompson@bobcats.gcsu.edu
Michael Russel - michael.russel@bobcats.gcsu.edu

Appendix H, Radio

Legacy Project

WGUR (88.9FM Edge)

Web: <http://gcsuradio.com/>

Radio (30 seconds):

Georgia College Special Collections Archive, of the Georgia College Library, cordially welcomes the alumni, faculty, staff, and community members, to be a part of its ongoing Legacy Project, where photographs, memories, and oral histories can be submitted to the Archive to help current and future generations understand how Georgia College and the Milledgeville/Baldwin County communities have changed, and how we can connect with our past to perpetuate our Legacy. Please call (478) 445- 0988 for more information.

Radio Lollipop Fundraiser

WGUR (88.9FM Edge)

Web: <http://gcsuradio.com/>

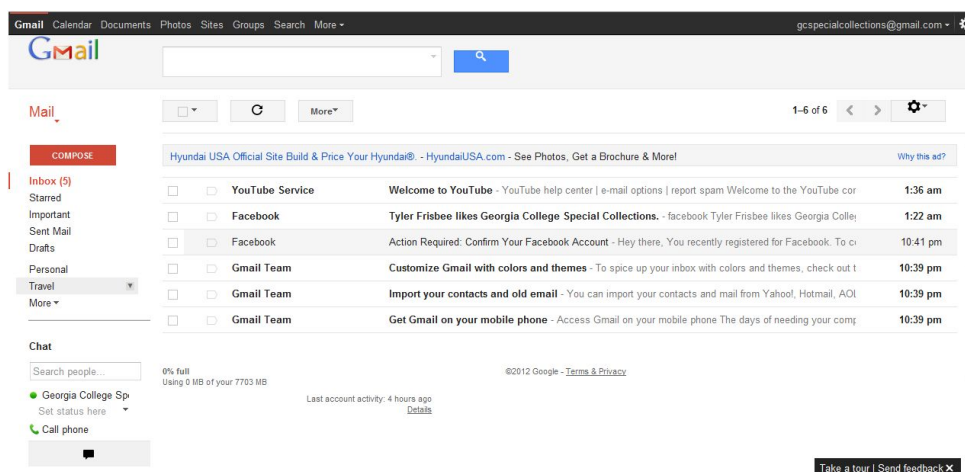
Radio (30 seconds):

Georgia College Special Collections Archive, of the Georgia College Library, cordially invites the campus community to partake in its fundraiser to sell lollipops on campus to raise awareness for its Legacy Project and desire to help current and future generations understand how Georgia College and the Milledgeville/Baldwin County communities have changed. Lollipops will be sold for 1 dollar, so come on out to support Special Collects to connect with our past and perpetuate our Legacy. Please call (478) 445- 0988 for more information.

Appendix I, Legacy Email

Through correspondence using Georgia College's Google electronic mail service, Special Collections may advertise its desire to promote the Legacy Project using information listed in [Appendix B Flickr](#), by way of mailing this information to students using the university's student mailing service. In addition to the physical mailing service offered by the school, the Special Collections may address the incoming freshman class via electron mail provided by Georgia College. This annual occurrence will ensure awareness that all freshmen orienting themselves with the campus may recognize the importance of available media located in the Library's Special Collections.

During the freshman seminar, information regarding the Legacy Project and its aim to "connect with the past, and perpetuate our Legacy" may be sent to the students electronically via communication with the professors and chairmen responsible for addressing the new students. In addition to the verbal information addressed, the video created for this project may be attached and shown with the written information sent to faculty to inform the students during freshmen seminar.



This email was created in order to set up the different accounts created. Each account can be changed to an email of your liking if you choose to continue the accounts.

Username/Login: GCSpecialCollections@gmail.com

Password: specialcollections

Appendix J, Personal Selling Script

Selling to teachers

Special Collections Associate: Hello, I'm Kate Pope, I work in the Georgia College Special Collections department. Do you have a few minutes to hear about the research education opportunities available to classrooms and students?

Teacher: Yes/ No

Special Collections Associate:

If No: Is there a better time I can call?

If Yes: The Special Collections department possesses many primary sources from Milledgeville history among other historical artifacts. These collections are available to students to use and cite in their own research. If they do not need these specific collections, our department is still available to educate students on what is considered a primary source and how they can use them in their own courses. Does your course require students to conduct research?

Teacher: Yes/No

Special Collections Associate: Does this sound like something that would be beneficial to your students?

Teacher: Yes/No

Special Collections Associate:

If No: Thank you so much for your time.

If Yes: Great! Would you like to schedule a time for our department to come and speak with your students?

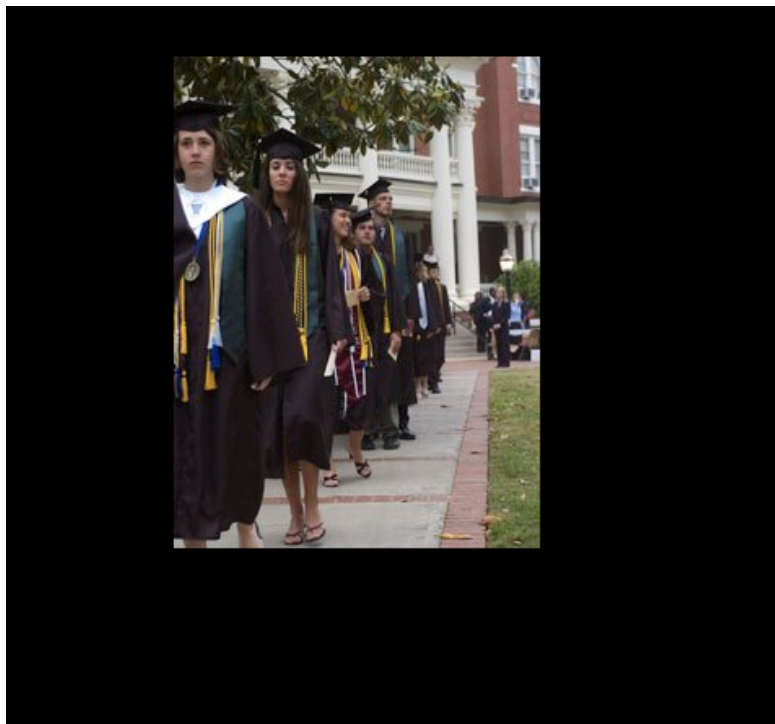
Teacher: Yes/No

If No: We have several brochures for your students that indicate what services are open to them and where they can find us if there is not a good time to come and speak.

If Yes: (Schedule time)

Appendix K, Photograph

Here is an example of an uploaded photograph related to the Legacy Project that can be posted on Facebook to promote the Flickr collections and the Legacy Project.



Tag these Georgia College alumni and win a prize!
Think this is exciting? Join the LEGACY PROJECT!
Check out the GC Special Collections Flickr page
tag more friends and family!
<http://www.flickr.com/photos/gcsuspecialcollections/>

 Tag Photo  Add Location  Edit

Like · Comment · Unfollow Post · Share · Edit



Write a comment...

Appendix L, Fundraiser

Ozark Delight Candy, Co.

The Special Collections department will run a lollipop fundraiser to promote their services. The message will be “Back to school never tasted so sweet”. In order to meet the goal of raising \$500, the department will sell lollipops for one dollar each. Three items will be ordered from the Ozark Delight Candy, Co., lollipop packs of 480, 120, and 240. This will be 840 lollipops to sell. If the order (pre-shipping) is \$283 and \$840 is made, the department will have a profit of \$557, exceeding the goal.

Stands can also be purchased on the website for \$5 each.

All website information can be found under Appendix C, Contacts.

Item	Price	Quantity	Total
Ozark Delight Original Shipping Pack 480 Lollipops	\$156.20	1	\$156.20
Ozark Delight Original Trial Pack 120 Lollipops	\$44.60	1	\$44.60
Ozark Delight Original Starter Pack 240 Lollipops	\$82.20	1	\$82.20



Appendix M, Flyer

“Back to school
never tasted so...”

SWEET



Georgia College Special Collections Archive invites you to join

\$1 *Lollipops*

“Connecting with our past, perpetuating the Legacy.”

Appendix N, Banner



Appendix O, Facebook

The image shows a screenshot of a Facebook page for 'Georgia College Special Collections'. The page header includes the Facebook logo, a search bar, and the user's name 'Tyler Frisbee' with a 'Home' button. The main content area features a large photo of a brick building, a cover photo of a library interior, and a bio section. The bio states: 'Special Collections is located in Library and Instructional Center at the Georgia College and State University, Milledgeville, Georgia. Schedule hours subject to change and are dictated by...'. The page has 1 like and is liked by the user. The right sidebar shows sponsored posts for 'Post Bac Premed Program', 'Ketel One', and 'Crown Royal'. An AOL banner is visible at the bottom of the page content.

Facebook is used to connect individuals into a community-like setting with those of similar interests. This is another useful way for a business to connect on a personal level between the business and the customers.

Facebook Page Name: Georgia College Special Collections

URL: <http://www.facebook.com/pages/Georgia-College-Special-Collections/211904785587997>

Username/Login: GCSpecialCollections@gmail.com

Password: specialcollections

Appendix P, Twitter

Twitter utilizes many techniques that are unique to this specific form of social media. These tools are called at mentions (@), direct messages (DM), hashtags (#), and retweets (RT). At mentions are a way to refer to a Twitter user that would find your tweet relevant. This is also the way to respond publicly to a Twitter follower who reached you publicly. Direct messages are a way to send private personal messages to individual twitter followers. Hashtags are a way to become a part of a trending conversation. Retweets are a way to quote statements that you like from other Twitter users. Statements that are retweeted are usually related to your business or personal beliefs depending on how a Twitter account is used. All Tweets are limited to 140 characters.

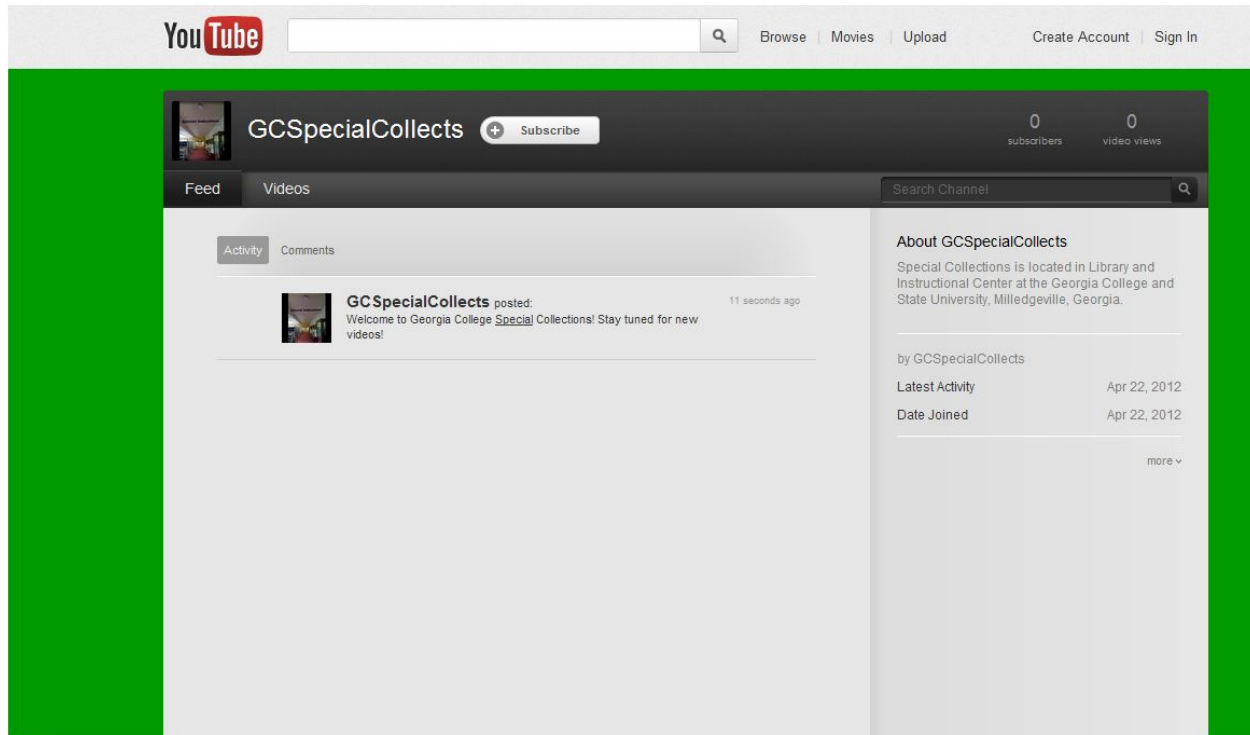
Example Tweets for Lollipop Fundraiser-

1. Back to school never tasted so sweet! Come by the fountain outside A&S for a sweet treat!
#welcomeback
2. Sour about school? Come by the fountain for some sweetness with Special Collections!
#lollipops
3. Stop by and see what the buzz is all about! Special Collections is open Monday-Friday 9-5!
4. Lollipops are going fast! There is still plenty of time to come by the fountain and get yours!
5. Did you get a lollipop from the fountain today? We want to hear from you! Check us out on Facebook!
6. @TwitterUser Glad you stopped by, we hope you enjoyed the lollipop! Don't forget to check us out on Flickr, too!
7. What a fun day! We loved seeing everyone stop by for their lollipops! Remember, if you have any research needs just come see us second floor in the library!

Example Generic Tweets-

1. Did you come visit Special Collections? We want to hear from you! Check us out on Facebook!
2. Working hard on the new exhibit! Here's a sneak peek of what's in store! (Tweet photo of new exhibit)
3. Wish you knew a little more about Flannery O'Connor? Here's your chance, visit Special Collections today and hear about her roll in literary history!
4. Have you ever seen the O'Connor Room? Come tour the room today from 10-4!
5. We have your research needs covered! Come by and have a look today from 10-4!
6. @TwitterUser So glad we could help! Don't forget to check out our online collections on Flickr!
7. Surfin the web? Take a look at our online collections on Flickr!

Appendix Q, YouTube



YouTube is an interactive audio and visual tool that allows users to view videos as well as share media with others. A YouTube channel allows videos from a business or organization to be seen on a single page. The company or organization uses the channels as a navigation tool with other videos created.

YouTube Channel Name: GCSpecialCollects

Username/Login: GCSpecialCollections@gmail.com

Password: specialcollections

Appendix R, Timeline

Date	Event	Task
Over Summer (if possible)	General	Order brochures, flyers, banner, posters, and fundraiser supplies
8/13/12-8/17/12	Fundraiser	Hang banner, Organize table, brochures, and fundraiser supplies for next week
8/13/12-8/17/12	Radio	Create Radio Ad for Lollipop Fundraiser
8/13/12-8/17/12	Social Media	Update Social Media
8/20/12-8/24/12	Fundraiser	Set up table on campus, organize fundraiser supplies and sell lollipops
8/20/12-8/24/12	Radio	Submit Radio Ad for Lollipop Fundraiser
8/27/12-8/31/12	Personal Selling	Visit Freshman forum classes
8/27/12- 8/31/12	Personal Selling	Call and set up appointments
9/3/12- 9/7/12	Personal Selling	Call and set up appointments
9/3/12- 9/7/12	General	Restock Brochures/Flyers
9/10/12-9/14/12	Social Media	Update Social Media
9/10/12-9/14/12	Buzz	First groups of "buzzers" will mirror social media updates
9/10/12-9/14/12	Personal Selling	Visit Freshman forum classes
9/17/12-9/21/12	Social Media	Update Social Media
9/17/12-9/21/12	General	Write Print Ad
9/24/12-9/28/12	Social Media	Update Social Media
9/24/12-9/28/12	Print	Contact The Collonnade
10/1/12-10/5/12	Social Media	Update Social Media
10/1/12-10/5/12	Print	Submit Print Ad
10/1/12-10/5/12	General	Restock Brochures/Flyers
10/8/12-10/12/12	Social Media	Update Social Media
10/15/12-10/19/12	Social Media	Update Social Media
10/22/12-10/26/12	Social Media	Update Social Media
10/29/12-11/2/12	Social Media	Update Social Media (Halloween Theme)
11/5/12-11/9/12	Social Media	Update Social Media
11/5/12-11/9/12	General	Restock Brochures/Flyers
11/12/12-11/16/12	Social Media	Update Social Media
11/12/12-11/16/12	General	Write Legacy Email

11/19/12-11/23/12	Social Media	Update Social Media (Thanksgiving Theme)
11/19/12-11/23/12	General	Send Legacy Email
11/26/12-11/30/12	Social Media	Update Social Media (Holiday Theme)
11/26/12-11/30/12		Create Radio Ad for Legacy Project
12/3/12-1/7/12	Social Media	Update Social Media (New Years Theme)
1/7/13-1/11/13	Social Media	Update Social Media
1/7/13-1/11/13	General	Restock Brochures/Flyers
1/14/13-1/18/13	Social Media	Update Social Media
1/14/13-1/18/13		Submit Radio Ad for Legacy Project
1/21/13-1/25/13	Social Media	Update Social Media
1/28/13-2/1/13	Social Media	Update Social Media
1/28/13-2/1/13		Write PSA
2/4/13-2/8/13	Social Media	Update Social Media
2/4/13-2/8/13		Create PSA
2/11/13-2/15/13	Social Media	Update Social Media (Valentine's Day Theme)
2/11/13-2/15/13	General	Restock Brochures/Flyers
2/18/13-2/22/13	Social Media	Update Social Media
2/18/13-2/22/13		Submit PSA
2/25/13-3/1/13	Social Media	Update Social Media
3/4/13-3/8/13	Social Media	Update Social Media
3/4/13-3/8/13		Create Idea for GC TV Commercial
3/11/13-3/15/13	Social Media	Update Social Media (St. Patrick's Day Theme)
3/11/13-3/15/13	General	Restock Brochures/Flyers
3/18/13-3/22/13	TV	Continue to Create Idea for GC TV Commercial
3/18/13-3/22/13	Social Media	Update Social Media
3/25/13-3/29/13	TV	Film to GC TV Commercial
3/25/13-3/29/13	Social Media	Update Social Media
4/1/13-4/5/13	TV	Continue to Film GC TV Commercial
4/1/13-4/5/13	Social Media	Update Social Media (Halloween Theme)
4/8/13-4/12/13	TV	Submit Film to GC TV
4/8/13-4/12/13	General	Restock Brochures/Flyers
4/15/13-4/29/13	Social Media	Update Social Media
4/22/13-4/26/13	Social Media	Update Social Media
4/29/13-5/3/13	Social Media	Update Social Media

Appendix S, Budget

Marketing Budget Plan				
Category	Estimated Quantity	Estimated Cost per Unit	Estimated Subtotal	Notes
Advertising				
Brochures	500	\$0.25	\$125.00	
Flyers	500	\$0.10	\$50.00	
Posters	20	\$5.00	\$100.00	
Banner	1	\$60.00	\$60.00	
TV	1	\$0.00	\$0.00	GC TV
Radio	2	\$0.00	\$0.00	GC Radio
Direct Mail	5	\$39.60	\$198.00	Colonnade
Advertising Total			\$533.00	
Fundraising				
Lollipops (480 count)	1	\$156.20	\$156.20	
Lollipops (240 count)	1	\$82.20	\$82.20	
Lollipops (120 count)	1	\$44.60	\$44.60	
Fundraising Total			\$283.00	
Promotional Giveaway				
GC Prize (GC T-Shirts)	20	\$12.95	\$259.00	
Giveaway Total			\$259.00	
Marketing Total			\$1,075.00	