



The Liacouras Center

Liacouras Center Snapchat Geofilter Contest Strategic Plan

Account Team:

Lauren Marhefka, Account Associate
Chelsea D'Ortone, Account Associate
Kacie Ricciotti, Account Associate
Jeremy Rives, Junior Account Executive
Marissa Reale, Account Executive
Kristen VanLeer, Assistant Firm Director

Strategic Plan Development:

This plan has been created to lay out the details and timeline of the Liacouras Center Snapchat Contest. The plan will illustrate a strategic direction for the contest to determine potential outcomes.

Contest Summary:

On behalf of The Liacouras Center, PRowl Public Relations will be responsible for conducting a contest to promote the kickoff of the Liacouras Center's new Snapchat account. The contest will engage students to create a geofilter available full-time at the center. Student organization engagement and social media campaigns will be developed to aid in the promotion of the contest. Students will submit their designs to the Liacouras Center Extern's email:

Brianna.hackett@temple.edu.

The contest will consist of one promotion week and one submission period:

- The promotion week's purpose is to create awareness the contest will be taking place.
- The submissions will follow the Contest Rules guidelines. All submissions will need to be received at: Brianna.hackett@temple.edu.

The promotion period will run from **March 20 to 29**. The submission period will run from **March 29 to April 12**. The winner will be announced on **April 19**. The gap between **April 12 and April 19** will be used for determining a winner and/or creating a graphic for announcing the winner.

Promotional Tactics:

Social Media Campaign

From March 20 to 29, promotional social media posts will be published on the Liacouras Center's Facebook, Instagram and Twitter page by Marketing Manager Melvin Powell. Melvin and his Student Marketing Team will be responsible for all of the contest's social media needs.

The Student Marketing Team will assist Melvin with contest promotional graphics appearing online, social media promotional outreach and any hashtag creations for online promotional use.

Temple University Media Outreach

A press release and crafted pitch will be sent to media outlets on Temple University's campus. These include *The Temple News* and the Nutshell, a weekly email newsletter for students.

These materials will be sent by Thursday, March 23 to promote the contest to a much wider number of students. All materials should be sent out no later than noon.

Student Organization Outreach

A crafted pitch will be sent to a previously-created, internal list of Temple University student organizations.

Pitches will be sent by Thursday, March 23 to promote the contest to a much wider number of students. All pitches should be sent out no later than noon.

Submission Details:

Dates

Between March 29 and April 12, students will be able to email their designs to the designated email account. If the account receives any email submissions before March 29, they will still be accepted, but the cutoff will be April 12. By April 19, the winner will be announced through the client's social media channels.

Strategy

The contest will determine the Liacouras Center's full-time Snapchat geofilter. Promotions and information materials will be created including contest rules. Other materials include email

pitches to student organizations and graphics. Submissions will only be accepted to the email of: Brianna.hackett@temple.edu.

Social media promotions should begin March 20 with the infographic and pitches to student organizations sent by March 23.

The winner of the contest will have the satisfaction of knowing they created the Liacouras Center's geofilter.

Final Selection:

The winner of the contest will be selected between April 13 and 18 and be announced through the client's social media accounts on Wednesday, April 19.

Complete Timeline:

March 20 – 22: Social & graphic promotions begin on Facebook, Twitter and Instagram

March 24: Pitches and the press release sent to Temple media outlets, email pitches sent to Temple student organizations

March 29: Promotion-only period ends, social continues

March 29: Contest begins, social promotions continue

April 12: Contest ends, social promotions stop

April 13 – 18: Winner selected and winner graphic created

April 19: Winner announced through social media with winner graphic created (and when geofilter goes live)

