**The Pulaski County Fair**

**Sept. 29 – Oct. 3, 2021**

**Next Steps as of July 27, 2021:**

* Logo & Branding Finalized
* Finalize Website, FB, IG, and Twitter Pages
* Press Release: Video announcement across socials, accompanied with written news release to all media outlets.
* Launch Facebook / Instagram Ads & Google Ads
* Mailchimp Mailing List Announcements (Yadaloo’s list, NLRCVB partnership, NLR City news outlets)
* Entertainment Lineup, Fair Features, Partner, Vendor Announcements – trickle release from news release to day-of

**MARKETING PLAN:**

Brand Identity

- Cohesive brand, logo, fonts & color palette

- Unique look fitting our vision of nostalgic, throwback carnival/fair

- Color palettes

- Letterheads

- Business Cards

Website

- Install a chat bot

- Call to action (CTA)

- Mobile optimized

- Metatags, Header, Keywords, FB pixels, Google analytics installed

- Mailing List integrated to website, CTA where appropriate

SMS List

Smartphone App: iPhone, Android (Gappsy)

* Push notifications
* Informational leading up to and during
* Gamification
* Partners & Sponsors integrated

Search Engine Optimization (SEO)

- Google Business Page

- Google Ads

- Google analytics code embedded in website

- Metatags / Key words

- Google reviews

Click Funnels w/ Landing Pages:

- Leverage a FB ad with a lead magnet to gather emails with merch or special coupons

Facebook

- Facebook Page

- FB Ads, pixel installation

- Groups (joining the community)

- Dedicated PCF Group for Volunteers to disseminate info and rally the troops

- Events creation, boosting and posts in events strategy

Instagram

- Posts, hashtags (capitalize 1st), alt text, #ThePCF

- Stories

- Reels (micro-video, their TikTok)

- IGTV

- Create our own filters

- Create your own GIFs

- IG Store (new, for established accounts/followers only, linked to FB store)

- Staff & Volunteers: save, comment, share, like

LinkedIn (B2B)

- Venue / Business Page Established

- Bio Optimization: Profile Pic, Branded Banner. Summary

TikTok (micro-video)

- fun brand integration, 15s, 30s, 60s vert videos

- 1k followers, go live (CTA: buy our merch / coupon code)

YouTube Channel & Ads

- High res, landscape videos

- Channel Optimization

- Video descriptions, banners

- primarily used to house our official promo videos

- Note: YouTube links not to share on FB, as FB does not prefer off platform links.

Twitter

- News and events driven.

- Small bite-sized posts (text/pics/video)

- Ads?

- Spaces (audio-only, their Clubhouse)

- Fleets (micro-video, their TikTok)

Pinterest

- artistic, crafty, etsy types

- claim business page

- Ads?

- Tailwind scheduler and creative

- Canva create pins

Dispo: Live in the moment photos. GenZ 18-23/ Take a pic with smartphone app, develop next day at 9am. Throwback to disposable camera app

CONTENT CREATION

Videos - 15s, 30s, 60s, 3 min - Vert / Port

Photos - Banks

Client Review videos 30s

Copy Writing

Voice overs / Radio scripts

E-commerce & Merch:

- Print on Demand

- Local Suppliers

- Online & POS Integration

Press Releases / Blogs

- embedded in website, share to socials, FB pixels

- one per week

QR Codes placement across venue, contactless opportunities.

Picture booth / fun lead capture

Jammtext to Screens (SMS contact capture during event x social cross marketing)

Radio - ads, remotes, digital arm (free & paid)

TV - ads, remotes, digital arm (free & paid)

Spotify ads

Netflix / Hulu ads

Local Podcast ads in your target demographic

Print / Magazines - ads, digital ads (free & paid)

*Print that works!*

Banners

Bus Stops

Billboards

Zipcode Mailers

Influencers:

- Bloggers (Improves SEO/linking)

- Local collaborations with brands

- Content Creators: video, pics, blog posts, podcasters, IG, FB, TikTok

Arkansas Roku Channel Integration (Big Red Dog Productions)

TripAdvisor - claim, maintain content, manage reviews

Yelp - claim, maintain content, manage reviews

Associations, Schools, Libraries, Community, Churches & Memberships:

- Assoc. Memberships

- NLR City Government

- Chambers & Partnerships

- CVBs

- Churches

- NLR School District

- Hays Senior Center

- Seis Puentes

- Amboy

- Laman Public Library

- State Tourism / AR Dept of Tourism

- Volunteers

Event and business listings on [Arkansas.com](http://Arkansas.com)

Deals on the website, things to do, etc.

Arkansas Travel Guide listing yearly January. Ads sold in June of previous year.