

**Strategic
Communication
Campaign**

Spring 2021

paddioThe logo for Paddio features the word "paddio" in a dark blue, lowercase, sans-serif font. To the right of the text is a red graphic element consisting of a curved line that starts under the 'i' and ends under the 'o', with a small red circle at the end of the curve.

Paddio - Veterans United Sister Company

paddio[™]

The logo for Paddio features the word "paddio" in a bold, dark blue, lowercase sans-serif font. A red location pin icon is positioned at the bottom of the letter 'd', and a red curved line arches from the bottom of the 'd' towards the right, ending under the letter 'o'. A small trademark symbol (™) is located at the top right of the 'o'.

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Executive Summary

A preview of background information, research and media strategies for addressing the client's requests in the campaign. The alignment of communication with the brand's business goals are contained in the executive summary.



OUR MISSION

Our AdZou team was tasked with assisting Paddio, a branch of Veterans United Home Loans, in its hiring efforts. Paddio opened its doors in Springfield, Missouri, in August of 2020. This challenged 7Fold to research both the recruiting and home loan industries, as well as familiarize ourselves with Paddio's goals and values.



In order to best serve Paddio, 7Fold took the time to analyze the research we found, and formulate a plan to conduct primary research. We formulated two surveys, one for Springfield residents and one for Paddio employees, to help uncover insights about what people want from their employers. From there, our team decided which demographic would be most beneficial for Paddio to target, and we tailored our suggestions to that group.

In this book you will find a specific, strategic guide on how to attract more applicants and create a name for Paddio throughout the Springfield community.

**We are excited to share
our plans throughout the
rest of this book**



Secondary Research

An outlook on the current marketing situation for the brand placed in categories under company, competition, category and consumer. The following section will provide information of the brand's market in the development of the overall strategic process.



COMPANY

Paddio, which opened its first location in Springfield, Missouri, in 2020, is the sister company to Veterans United Home Loans. Paddio employs 77 people as of March 2021. While Veterans United is a leader in the VA Loan industry, it does not handle many FHA Loans. Paddio is designed to help all types of homebuyers, veterans or not, navigate the mortgage process and fill the gap for the services that Veterans United does not handle regularly.

Paddios Core Values

- Delivering a fun and passionate work environment
- Integrity



Paddio prides itself on offering each homebuyer an individualized home buying experience that leaves the consumer feeling empowered.

Mission Statement

Paddio believes in a multidimensional approach to offering the best customer service and maintaining our position as a leader in the loan industry ("Our Values," n.d.).

Vision Statement

To be the premier workplace for job-seekers in the Springfield area to apply.

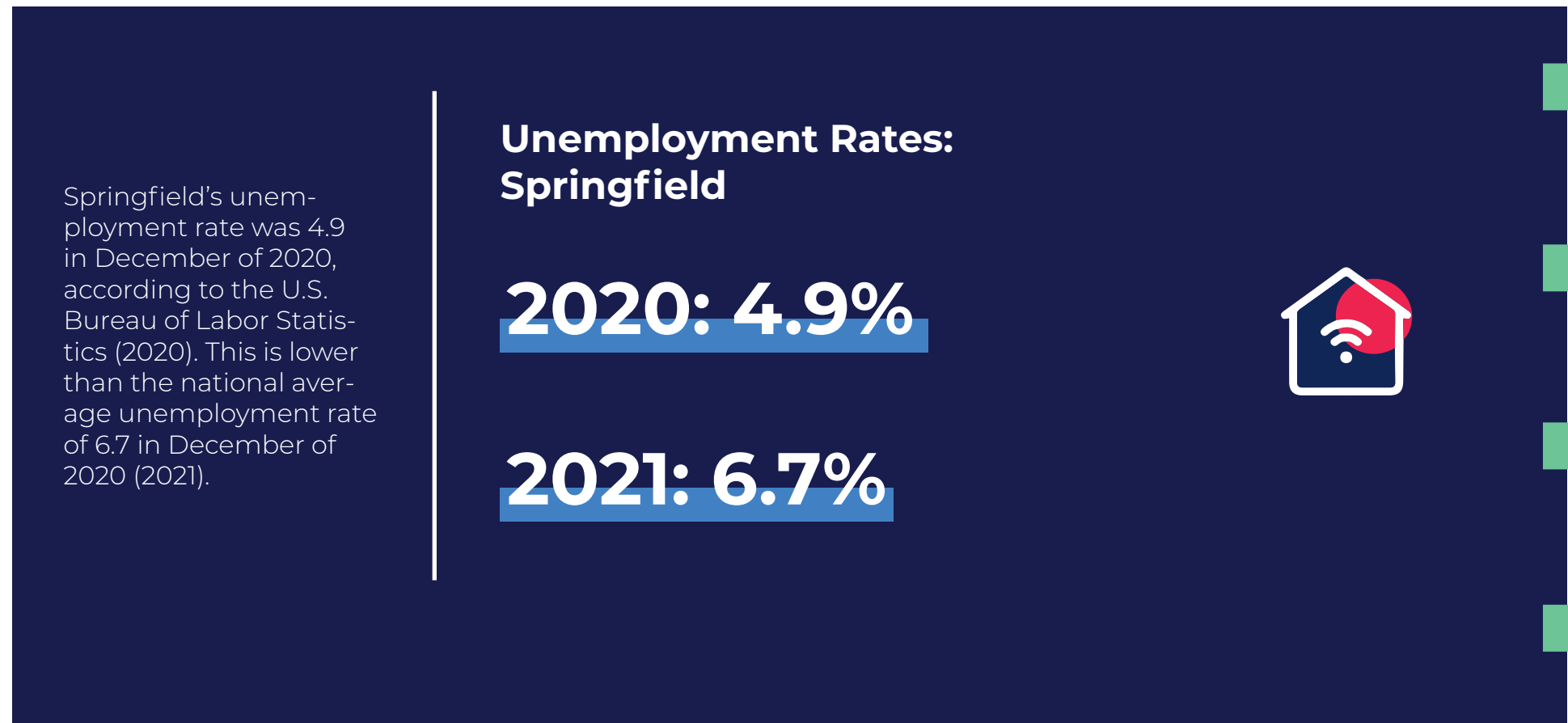
Business Strategy

The recruiting efforts for Paddio entail utilizing job search engines such as LinkedIn, Glassdoor and Handshake to attract its target for job candidates in the Springfield area.

COMPETITION

According to the Springfield Regional Economic Partnership (2021), the biggest recruiters also operating out of the Springfield area include CoxHealth, Mercy Hospital, Walmart, Missouri State University, Jack Henry & Associates and Springfield Public Schools.

2021 Most Common Fields of Employment in Springfield



CATEGORY

More people choose to move into new homes when the weather is nicer and children are out of school (McDowell, 2019). Conversely, fewer homes are bought or sold from late fall into winter (McDowell, 2019).

As a result of this, Paddio stated that it hires more employees in the early spring to prepare for the increase in demand.

Home loan companies typically face a busy season in the spring and summer



The general state of the economy also has an impact on mortgage companies (Maverick, 2019)

What can influence homebuyers?

- Inflation
- Credit History
- Unemployment Rates
- Federal Reserve's Current Interest Rates

“ The state of the economy could affect Paddio’s ability to bring on new employees ”

Despite the recession triggered by the COVID-19 pandemic, many mortgage companies have seen large surges in demand as low interest rates have tempted millions of Americans to refinance their homes, and the increase in families working from home caused a surge in home-buying as opposed to renting property (Thomas et al., 2020). As a result of this increase, home loan companies are likely in a good position to make hires.

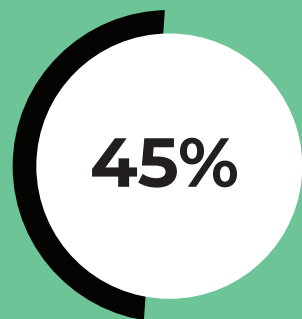
CONSUMER

Paddio is looking to hire candidates who are willing to learn about finance and real estate, and would prefer someone who would contribute to the company's positive, upbeat work environment.



Six out of 10 Millennials say they are open to new job opportunities (Adkins, 2019, para. 1)

This is the highest percentage out of any working generation, and 21 percent say they have switched jobs within the past year (Adkins, 2019, para. 2).



Of Millennials say they are disappointed with how their careers turned out ("Marketing to Millennials," n.d., para. 5).



Millennials could be a good target for Paddio

Millennials could be a good target for Paddio as far as people who probably have some level of previous experience but would likely remain open to new career opportunities.

Generation Z candidates say they are more concerned with stability over their passions when choosing a job, followed by opportunities for promotions (McLaren, 2019). Generation Z candidates are also more likely to search for jobs that help them grow personally and professionally and prioritize positions with more growth opportunities (McLaren, 2019).

The primary reason candidates of any age say they select a position over other offers is due to the company's workplace culture (Maurer, 2017). This could be a large advantage for Paddio over competitors in its recruiting efforts because its positive workplace culture is heavily emphasized.

Primary Research

The efforts to gain information directly through the methodology of surveys and in-depth interviews from the target market. A series of questions will be answered related to the campaign objectives for taking the target market's desires in account for the media plan.



GOALS

Our primary objective was to gain insight into the motivations and attitudes of potential job seekers in Springfield, Missouri. The second objective is to understand why employees chose Paddio as their place of employment.

Before devising our methodology, sampling strategy and data instruments for conducting our research, our team considered a number of important questions relating to the desired job candidates that will reflect the specific company values.

A few questions that we wanted to acknowledge in our research were:

- What company values are seen as most important to them?
- How do they recognize the brand?
- Where do they seek job opportunity information?
- What key benefits or perks of the workplace are held as a prime motivator for prospective companies?
- What factors do they seek for job relocation?

METHODOLOGY

SURVEY FINDINGS

Survey screener questions:

Do you live in the Springfield, Missouri, area?

If a participant selects “no,” they are directed on to the next question, which is:

Would you be willing to relocate to Springfield, Missouri, for a full-time work opportunity?

If the survey taker answers that they are not willing to relocate to Springfield, they are directed to the end of the survey, and we do not collect any more data from them.



Recruitment Strategy and Social Media Platforms

- Facebook
- Snapchat
- Instagram
- TikTok

Qualities respondents look for in a workplace

- Flexible Scheduling
- Positive Company Culture
- Work-life Balance
- Promotions / Comfortable Salary

PADDIO EMPLOYEE SURVEY FINDINGS

IN-DEPTH INTERVIEWS

Conclusion

Our research provided us with sufficient data to draw conclusions necessary to devise a recommendation for Paddio to reach qualified job candidates. We determined that word-of-mouth and making current Paddio employees more accessible to answer questions in an informal way might be valuable to Paddio's recruitment efforts. A sense of purpose and appreciation is becoming standard workplace expectations for prospective employees. A younger demographic desires a workplace that will provide growth opportunities versus an older demographic who may care more about feeling accomplished for their work. There is a large emphasis on flexibility and adequate pay that job candidates value in companies to work with. The qualities that are most desired by respondents can be associated with Paddio's emphasis on maintaining a positive workplace culture.

SWOT

The situation analysis contains the reasoning for the strengths and weakness of the client. It will disclose the unique brand positioning for reaching the target market in the campaign.



INTERNAL FACTORS

Strengths

- Although Paddio is a new company, its sister company is Veterans United, which is a more established company that is ranked as one of the best employers in Missouri, and the best VA lender.
- Paddio works in conventional and FHA loans so it has a much wider audience and more opportunity to grow.
- Employees at Paddio already have high regards for the company culture, which will automatically make the company more attractive to future employees.
- Veterans United has an interactive course for home buying that is provided by loan experts specializing in VA loans, this will allow future prospects to ease into the process of homeownership and loans, as well as provide an opportunity to learn for candidates that lack experience in the field. Paddio could potentially use a similar course.
- Many employees have indicated that they view Paddio as their permanent job, which will only help the company long-term.

Weaknesses

- Paddio does not have the name recognition that Veterans United does, which puts it at a disadvantage when trying to advertise job openings.
- Paddio is a very new company, opening in August 2020, this means the team is still working through the kinks and the company isn't as established yet.
- Paddio doesn't have the vast number of employees that Veterans United and other companies have, this makes it harder for job hunters to get the inside information of what it's like working there.
- Paddio was started in the midst of the pandemic, which means the company has not been able to do team bonding events among employees and large scale community events to get its name out there.

EXTERNAL FACTORS

Opportunities

- A possible trend in refinancing loans may result in an increase in home activity, considering low mortgage rates.
- Younger millennials are looking for “culture and fit” when job hunting, so Paddio should emphasize its plans to continue VU’s legacy on company perspective and having a great work environment to target these candidates.
- Younger people greatly value word-of-mouth referrals when looking for jobs, so Paddio could make some of its employees available to answer questions.
- Generation Z (candidates with 0 to 5 years of experience) is more likely to settle for jobs they can obtain, rather than their passions.
- The most important career goal among Generation Z is to feel stable and secure in their role while having opportunities for growth. Candidates with 0 to 5 years of experience should be targeted, as growth opportunities are mentioned in the client briefing.

Threats

- There is a looming threat of a recession due to the pandemic, if that is the case, it is likely that the rate at which people are purchasing homes would decrease.
- If there were to be a spike in interest rates, it is possible that the rate of home purchases would slow down.
- Gen Z and Millennials may decide they want to move to a suburb in Kansas City or St. Louis rather than settling down in Springfield, decreasing the number of potential employees for Paddio.
- Prospective employees may feel more inclined to choose a company with higher pay and greater recognition, resulting in Paddio missing out on talented individuals for job openings.
- If the pandemic were to continue much longer, it could greatly hurt Paddio’s ability to create the family environment that its sister company, Veterans United, strives for.

Insights / Target Profile

Based on research will provide an outlook on potential target markets and groups in the development of media selections. The segmentation of the target audience will drive observation of descriptive qualities such as demographics, psychographics and lifestyle overview.



CONSUMER INSIGHTS

After conducting in-depth interviews and analyzing our survey results and primary research, our team uncovered three key insights about Paddio's potential employees.

1. Employees want more than just a place to work

1
F
e

2. Employees want a company to invest in them

Next, we found that prospective employees want a company to invest in them, and

2. Employees want to feel passionate about the work they do

Employees also would like to feel passionate about the work they do. The follow-

TARGET PROFILE

Our target insights led us to develop Paddio's target consumer, the "Go-Zettlers." Go-Zettlers are adults part of Generation Z and Millennials aged 22 to 29 who are likely college graduates seeking opportunities for career growth. Go-Zettlers value flexibility in a workplace, and they also appreciate a good balance of working time and personal time. Go-Zettlers are likely to prioritize paying off student loan debt before any other financial goals, but they also might be saving toward purchasing a car or home. This target is likely unmarried, and they prefer to spend money on experiences over material things.

The "Go-Zettlers"

- Age 22 to 29
- Likely College Graduates
- Value Flexibility in a Workplace
- Value Work-life Balance



HEAR FROM A GO-ZETTER



My name is Joe Jorgenson, and I am 22 years old. I graduated from Missouri State in May of 2020 with a business degree, and I'm interested in finance. The COVID-19 pandemic has taken a toll on me. I've spent the past year looking for a job, but I have been unsuccessful. I've been working part time at the local Home Depot to help offset some of my monthly expenses. I am looking for a full-time position that would allow me to stay in the Springfield area. I am open to any and all opportunities that will satisfy my growth-oriented mindset. My ideal position will provide health insurance, plenty of vacation time so I have the opportunity to travel and a team environment where I can make new friends! I am diligent, driven and ready to join your team!

Big Idea

The central idea for all communication based on compelling insights from research to establish a media plan through creative expression. This should act as the key takeaway from any method of communication by the brand.



BIG IDEA

After weeks of gathering relevant secondary research and analyzing our survey responses, our team is confident that we've formulated a strategic tagline that will resonate not only with just Go-Zettters, but with all Springfield residents. We want Paddio to humanize itself within the Springfield area and make the company a prominent figure of the Springfield community.

For Paddio to best market itself as the premiere workplace in Springfield to Go-Zettters, it should portray an image of a workplace that helps its employees reach their full potential.

“ Paddio should emphasize its foundational benefits that it already offers and emphasize its ability to create a positive, nurturing work environment. ”

Our target prospective employees are seeking companies that will align with their values and overall career goal for growth opportunities to expand upon. They are interested in participating in a community that will foster a great work culture to effectively maintain a work-life balance while building a supportive network to rely on.

To communicate this to Springfield job seekers, our team created the tagline

**“We Are Paddio.
Where People Thrive.”**

Using this tagline, Paddio will highlight a few of its current employees' testimonies and experiences at the company to encourage applicants who inspire to exceed their potential in their career.

Campaign Plan / Tactics

The creative execution of the big idea for the campaign to efficiently communicate with the target market. This is the coordinated promotion effort that contains strategies to effectively communicate the key takeaway for the brand.



MEDIA TACTICS

In order to assist Paddio in branding itself as one of Springfield's premiere employers, our team has designed several marketing tactics and touchpoints that we feel will best align with Go-Zettlers' values.

Traditional Media

Radio Advertisement

To connect with Go-Zettlers, we recommend purchasing 30-second radio spots to be played on Springfield station 94.7 KTTS-FM. The ad will be written in a way that showcases one of Paddio's strengths in attracting Go-Zettlers to apply for a job, which is positive word-of-mouth referrals about its positive company culture.

The ad would take place in a grocery store, where a female Paddio employee (Social Susie) is checking out. Social Susie is so excited about an upcoming work party, and she cannot wait to tell someone about it. Susie will tell her cashier about the upcoming event and highlight the company's ability to enhance its employees' lives through helping them reach their goals and attain success. The audience will serve as a fly on the wall to Susie's conversation with her cashier. At the end of the ad, the tagline "We are Paddio. Where people thrive." will be read aloud followed by information directing listeners to Paddio's website.



Digital Media

Pay-per-click and Google AdWords

By utilizing certain keywords, Paddio can optimize certain Google search results and reach job seekers, providing them with a snippet of information about the company and its tagline, "We are Paddio. Where people thrive." The keywords will allow for Paddio's job site postings to appear higher on the search results page, leading to a greater chance that candidates will view the posting, increasing the number of applicants. We would also utilize pay-per-click YouTube display ads. The landing page for these ads would be Paddio's career page on its website.

Google PPC Search Mock-Up

Paddio | Careers | Loan Officers & Loan Specialists Needed

Ad www.paddio.com/mission/careers ▼

Paddio is a mortgage lender that enhances the lives of homebuyers through its services
401K & Roth IRA match · Health Insurance · Paid time off (PTO) · Maternity/Paternity le...



Job Search Sites

Paddio already utilizes LinkedIn for its recruiting, and we would like to expand onto Indeed as well to best reach Go-Zettlers. On these sites, Paddio can pay for ads to highlight its open positions.



LinkedIn Ad Mock-Up

Paddio
328 followers
Promoted

Join our team that provides mortgage lending services for prospective home buyers. We value employees who follow our core values to be passionate and have fun as we seek to amaze our customers. Any work experiences or relevant backgrounds are welcomed.

Seek the opportunity to grow professionally with a company that will help you succeed in your career! #finance #WeArePaddio It's where people thrive.

Looking for Loan Officers - Full-time [Apply](#)

www.paddio.com/careers/
Apply now to raise your potential for success

47 • 21 Comments

Like Comment Share

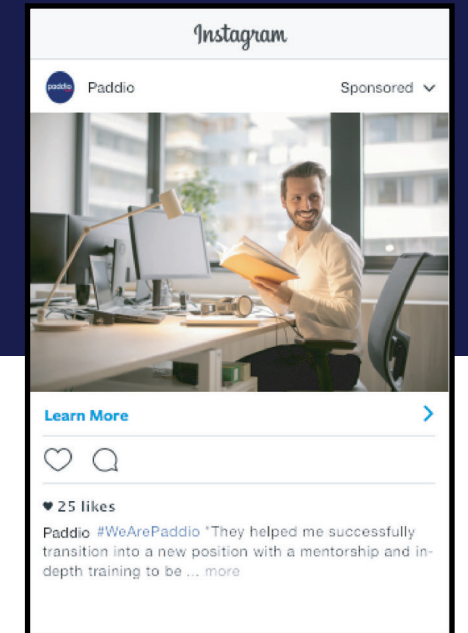
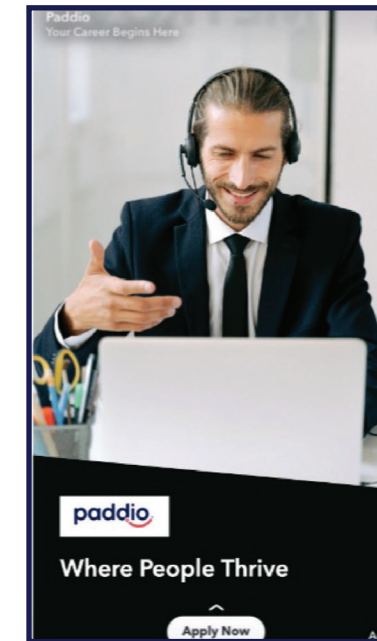
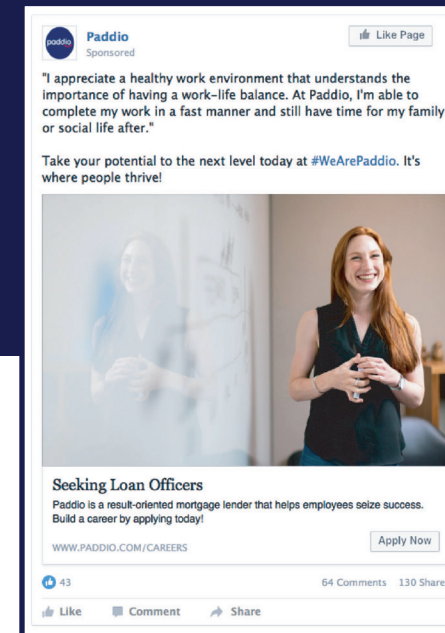
Social Media Campaign

Facebook, Snapchat, and Instagram

Paddio should post a series of testimonials consisting of images and videos that reflect the company culture, workplace qualities and community atmosphere that Paddio offers its employees. We will utilize the hashtag #WeArePaddio throughout all social media platforms to remain cohesive. These ads would focus on tying together the benefits of employment at Paddio with Go-Zettlers' values.



Facebook, Snapchat, and Instagram Ad Mock-Ups



Social Media Calendar

This is a sample social media calendar for two weeks in August, which shows what socials should be updated with content from our plan book on what day. Although we do not recommend allocating a part of the budget for advertising open positions through Twitter, Paddio should still utilize the channel for content. Other social media channels were more popular among Go-Zettlers. Below the calendar, we listed several strengths of each platform, as well as ideas for content.

Weekly Schedule

Sunday: Twitter, Snapchat

Monday: Facebook

Tuesday: Instagram, Twitter

Wednesday: Instagram, Facebook, LinkedIn, Twitter

Thursday: LinkedIn, Snapchat

Friday: Instagram, Facebook, LinkedIn, Twitter

Saturday: Snapchat

We constructed our social media calendar based off the best times to post on each platform, as well as the strengths of each service:

Facebook: Content on job openings (Mon, Wed, Fri)

- Allows the company to share various types of content (i.e., links, videos, photos, text); raise brand awareness and encourage positive word-of-mouth communication; opportunities for people to like the page and share posts, letting Facebook friends of people who like the page to view the content as well

- The company can post leading up to events, letting the audience know about upcoming events Paddio will be taking part in or sponsoring.

- Paddio can post about job finding tips, open positions and the qualities it looks for in candidates.

- Paddio can post about employees taking part in events around Springfield to further connect with people in the community.

- Additional content ideas: Post job openings, employee testimonials, photos that promote tactic events (networking event, PR tent, charity event), content (both photos and videos) from the tactic events, articles/graphics showing application process, etc.

LinkedIn: Content on job openings (Monday, Wednesday, Thursday, Friday)

- Reaches niche markets, builds credibility as brand, functions as a job-searching service
- Continue the intern and employee spotlight that highlights - employee's backgrounds of all types.
- Post articles and tools that could be helpful for potential hires.
- Highlight how balanced the lives of current Paddio employees are by showing both the work and social aspects of employees' lives.
- Additional content ideas: Post current job openings, employee spotlights, articles/guides on tips for the job search process, etc.

Twitter: Content on culture/company benefits (Tuesday, Wednesday, Friday)

- Reaches large audiences and is a platform for sharing interactive content; great for establishing and building relationships with users
- Twitter can be used to show the personality of the company through Tweets and retweeting things that show a more humorous side to resonate with followers.
- Additional content ideas: Tweet PR/company events, photos that promote tactic events (networking event, PR tent, charity event), content (both photos and videos) from the tactic events, etc.

Instagram: Content on culture/company benefits (Tuesday, Wednesday, Friday)

- Instagram increases brand reach and is a great medium for sharing visual content; Instagram is one of the best platforms for sharing visual content in the marketing mix.
- It can also be used to connect with the target audience by using Instagram's story features to ask questions etc.
- Stories and posts may also feature an "employee spotlight" to give more personal insight on work life.
- Employees can "take over" the Instagram stories
- Paddio can also connect with the Springfield population by posting about events and activities the company takes part in around the area.
- Additional content ideas: Motivational quotes posted to Instagram stories, employee spotlights, employee takeovers via Instagram stories, photos that promote tactic events (networking event, PR tent, charity event), content (both photos and videos) from the company/tactic events, etc.

Snapchat: Content on company insight (Sunday, Thursday, Saturday)

Snapchat can be utilized to give followers an inside look on Paddio's work culture, events and employee's sentiments.

It can give virtual tours of what is happening for the employees inside and outside the office.

It can provide a point of view of current employees, which can be very valuable to followers and potential applicants.

Additional content ideas: Employee testimonials, virtual tours, videos during tactic events, "day in the life" of working at Paddio, etc.

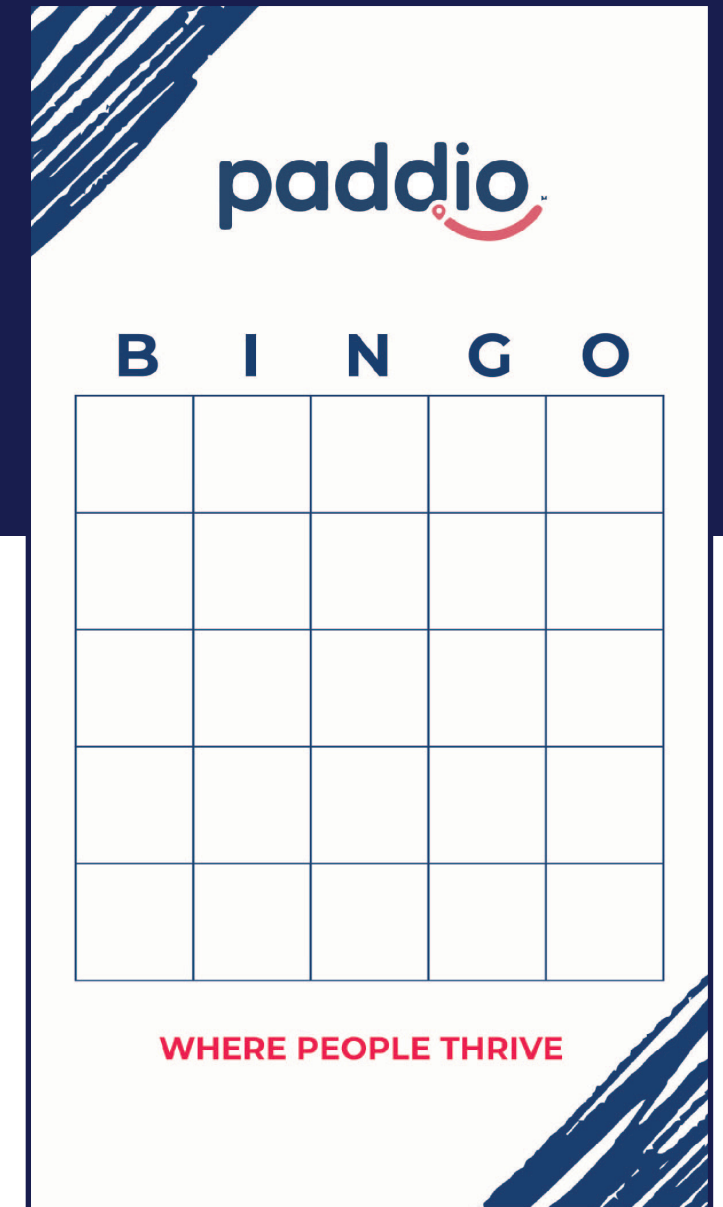
Public Relations Events

Networking Event

Paddio should hold a meet-and-greet activity with current employees and prospective applicants at a neutral, fun location, such as a local brewery. Bringing potential applicants into a relaxed, casual setting with its current staff can drive home the message that people love working at Paddio, and it's a company that helps its people thrive. To manage invites and RSVPs for this event, we recommend Paddio use Facebook's event feature. The event should be posted to all other social media channels in advance to spread the word, and to direct people to RSVP on Facebook.



Bingo Mock-Up



Job Fairs

Paddio has the advantage of being located in a robust college town. By participating in Missouri State University's career fair, potential employees could have the opportunity to meet recruiters, learn more about Paddio and ask questions about the company. Each student to pass by the booth and leave their contact information could be entered into a raffle for a gift card to a local business.



Career Fair Banner Mock-Up



Virtual Open House

An open house could serve as a follow-up event that Paddio could provide potential employees with to familiarize Go-Zettlers with the office space. Survey respondents said that a building tour would be a helpful activity in the job search process. Showing the workspace and giving a tour can help drive home the messaging of “We are Paddio. Where people thrive.”



Virtual Open House Facebook Mock-Up

Paddio shared **Paddio's event.**
Sponsored ·

Paddio is looking for qualified job candidates to join our mortgage lending team. Discover why our employees love working here first-hand and how you can apply for new job openings.

Find out how [#WeArePaddio](#) where people thrive enhances the lives of our employees and customers.



Virtual Open House

Join us on ZOOM to meet our mortgage lending team and learn more about the company. We'll talk about career opportunities, work benefits, and company perks.

May 19 · 6 PM

RSVP TO SEE WHERE PEOPLE THRIVE

paddio

19 Virtual Open House
Wed 6 PM · Zoom
MAY 1 person is going

Out of Home Marketing

Paddio should host tents with Paddio's logo and colors on Missouri State University's campus or sporting stadiums in the Springfield area. Paddio representatives would be at the tents to pass out flyers and food, as well as spreading the word about Paddio and its social media channels. We recommend testing this option out at Missouri State University's Homecoming football game, since it is likely to be higher in attendance than other games.



PR Tent and Koozie Mock-Ups



Sponsorship

Paddio should sponsor Missouri State University Athletics and create merchandise, such as custom shirts, to give out to attendees at one game per season. At this game, Paddio will give a brief statement about the company before starting the rally contest for attendees. For the section that cheers the loudest, Paddio will have shirts to throw out to them.



T-Shirt Mock-Up



Paddio

[noun]

Where People Thrive

Bonus Tactics

In the event that Paddio expands its marketing budget, our team wanted to include a few additional suggestions for advertising options.

Print Advertisements

Paddio could pay to advertise its job openings in 417 Magazine and/or the Springfield Business Journal. These ads could be placed into the monthly issues with verbiage asking readers to visit Paddio's career page on its website, as well as other contact information. Printed publications are increasing in popularity among younger audiences (Beres, 2019)

Print Ad Mock-Up



Charity Events

Paddio could partner with local charities, such as Habitat for Humanity, to provide services to the Springfield community. Banners could be set up around a populated area to advertise the partnership.

Banner Mock-Up



Bus Wraps

Paddio could pay to advertise on city busses with the tagline "We are Paddio. Where people thrive."

Bus Wrap Mock-Up



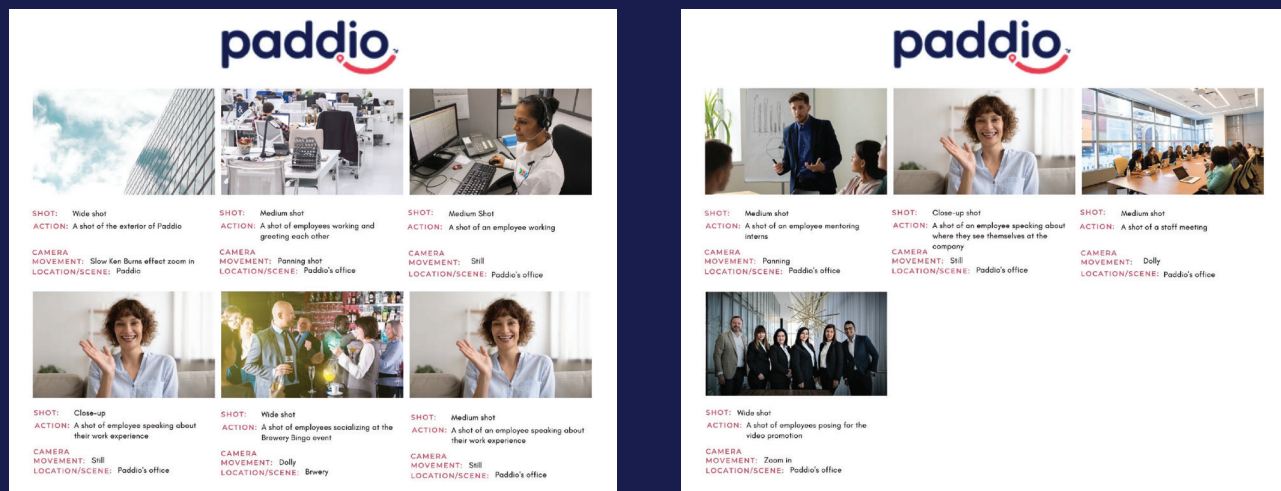
Promotional Videos for Sporting Events

Paddio could display a promotional video at Missouri State University sporting events to advertise its open positions and emphasize its presence in the Springfield community. Producing this video would cost about \$3,000, and displaying it at games

Football Scoreboard Mock-Up



Promo Video Storyboard



Hosting a Tournament Event

Paddio could display a promotional video at Missouri State University sporting events to advertise its open positions and emphasize its presence in the Springfield community. Producing this video would cost about \$3,000, and displaying it at games would cost about \$4,500.

Cornhole Board Mock-Up



Budget / Timeline

A description of monetary value allocated to each communication channel separated by category. Includes a schematic of the media plan contains a summary of scheduling and costs for every media tactic.



BUDGET

TIMELINE

Traditional Media:

Radio: KTTS-FM - (20 ads per week for 1 month)

Digital Media:

YouTube: 1 month (estimated 1400 clicks)

Google AdWords: 1 month

Job sites: LinkedIn and Indeed (both for 1 month)

Social Media:

Facebook: 1 month

Instagram: 1 month

Snapchat: 1 month

Public Relations/Events:

Networking event: Thursday or Friday night during fall months (September - November)

Career fair: TBD

Open house: Once a month

Out-of-Home:

PR tent: MSU Homecoming - Saturday, Oct. 16

Sponsorship with MSU: TBD - MSU fall sports season

Bonus:

Print: Springfield Business Journal/417 Magazine (1 month in their monthly issues)

Charity event: TBD - communicate/work with Habitat for Humanity

Tournament event: Friday night during fall months (September - November)

Promo videos:

Select Springfield Cardinals home games (May - September)

MSU basketball home games (November - March) throughout the season

Bus wrap: Plan on having the wrap installed in August (takes about one month) and advertise from September through November or as long as budget allows

Evaluation / Metrics

An assessment of the media plan through testing to measure the level of success in reaching the target market. Each communication channel will included in the process of evaluation to ensure the media plan should meet the overall campaign objectives.



EVALUATION / METRICS

Paddio's objective is to build brand awareness and brand recognition among social media users and the Go-Zettlers. The paid media portion of the campaign will last approximately one month to adhere to the provided budget, while PR events/out-of-home tactics will occur throughout the fall and winter seasons.

Traditional Media

Radio: Increased site visit to conversion rate (applicants)

Digital

Pay-per-click (PPC) and Google AdWords

YouTube (PPC): approximately 1,400 clicks per month

Google AdWords: CTR, ROI, number of clicks, quality score, cost per click, cost per conversion

Job sites

LinkedIn: Number of likes, comments, new connections, follows, conversion rate (applicants directly through the site)

Indeed: Conversion rate (number of applicants through the site)

Social

Facebook

Number of likes, shares, engagement rate, impressions, reach, post reactions, post comments, click-through rate, video engagement, ROI, page follower growth

Snapchat

Number of total views, screenshots, completion rate, ROI

Instagram

Number of likes, follower growth, number of comments, reach, hashtag performance, engagement rate, stories engagement, ROI, profile views

Twitter (content only)

Number of retweets, number of likes, hashtag performance, impressions, ROI, follower growth, profile views

Public Relations / Events

Networking event (Brewery Bingo)

Paddio should strive to receive contact information from 50 potential candidates for HR and to receive an increase over average applicant submissions within a two-week period after the networking event.

Job/career fairs

Representatives should attempt to receive contact information (email addresses/phone numbers) from at least 90 percent of the attendees who stop at the booth or 50 percent of total attendees. Paddio will promote the gift card drawing at the event, prompting exchanges of contact information.

Virtual open house

This event should seek to reach and host approximately 50 individuals who exchanged contact information with Paddio from prior events or were interested in attending the open house.

Out of Home Marketing

PR tent

Paddio should give out promotional items (flyers, Koozies, food) to approximately 1,000 individuals. This event should reach around 1,000 individuals passing by the tent.

Sponsorship

A sponsorship with Missouri State University Athletics at a football game (preferably Homecoming) would approximately reach around 15,000 individuals (stadium can fit 17,000). During the sponsored event/contest, Paddio should reach passing t-shirts to 100 individuals.

Bonus

Print

Paddio would reach an estimate of 135,000 readers by advertising in a monthly issue of 417 Magazine. Paddio would reach an estimate of over 16,000 readers through advertising in an issue of the Springfield Business Journal with the majority of its readers having a four-year or master's degree.

Charity event

Depending on the size of the charity event, Paddio's advertisements and employees could interact with hundreds of individuals. Success may also be measured through the use of social media by how many posts have been made with a hashtag or the number of individuals attended outside of employees.

Tournament event

Paddio should work to interact with 75 potential candidates from the community during the tournament and receive contact information from at least 50 of the individuals. Paddio should strive to receive an increase over average applicant submissions within a two-week period after the tournament event.

Promo videos/sporting events

Depending on the facility of the sporting event, promo videos at JQH arena or Hammons Field could reach up to approximately 11,000 individuals. MSU basketball games, which are held at JQH arena, and Springfield Cardinals baseball games, which are held at Hammons Field, both have a capacity of approximately 11,000 individuals.

Bus wraps

A bus wrap will generate an estimated 30,000 to 70,000 impressions per day for a total of 300,000 to 1,200,000 impressions per month (Parks, 2017).

Meet the Team

Introduction of the agency established to assist brands in reaching success within its communication and promotional efforts. Our agency is a collection of talents with differing expertise working simultaneously following the objective to make meaningful impacts on the world of consumers.



Meet 7Fold



Blake Wigen

Account Manager

Annie is from Kansas City, Missouri. She is pursuing a degree in journalism with an emphasis in public relations and a minor in psychology at the Missouri School of Journalism. Outside of school, Annie loves to bake and cook her way through various recipe books and find new places to practice photography. After graduation, Annie would like to start her career in public relations or corporate communications and explore her options for additional schooling.



Annie Clinkenbeard

Public Relations

Blake is from Woodbury, Minnesota. He is majoring in strategic communication and political science at the Missouri School of Journalism. He is involved with the Phi Delta Theta Fraternity, Tour Team, RAMS Steering Committee and previously served as the Vice President of Risk Management for the Interfraternity Council and on the Homecoming Steering Committee. Blake has accepted a position in sales with General Mills that he will begin after graduation.



Taylor Peterson

Strategist

Taylor is from Wadsworth, Illinois. She is majoring in strategic communication at the Missouri School of Journalism with an emphasis in media strategy. Outside of school, Taylor enjoys discovering new skincare and beauty products, going to the gym and watching movies. She is involved in Delta Gamma Sorority as a Diversity Equity and Inclusion Alliance Representative. After graduation, Taylor seeks to start a career in public relations or advertising.



Khadijah Williams

Copywriter

Khadijah is from Columbia, Missouri. She is pursuing a Bachelor of Journalism with a concentration in strategic communication and a minor in business at the Missouri School of Journalism. She began her journalistic career with a blogging internship at Packs Light, a travel publication where she honed her copywriting and marketing skills. When Khadijah isn't working on coursework, she enjoys attending Broadway musical performances, traveling to new destinations and adding more eateries to her long list of favorites. After graduation, Khadijah plans to begin a career in copywriting or public relations.

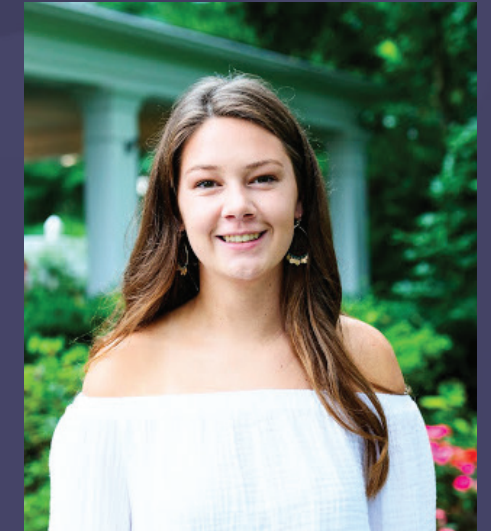
Alaina is from Clinton, Missouri. She is graduating a year early, majoring in strategic communication with an emphasis in graphic design at Missouri School of Journalism. Outside of school, she loves to travel, read, draw, and design for small organizations in Missouri. Alaina is currently working as a SEO intern for Veterans United. After graduating in May 2021, she plans to pursue a career in art direction or digital strategy.



Alaina Pogue

Graphic Designer

Maya is from St. Louis, Missouri. She is currently majoring in strategic communication at the Missouri School of Journalism. She began her journalistic career with a marketing communications internship at Finn Partners while studying abroad in London. Travel is among her favorite activities, along with cooking new things, cheering on the Cardinals and Blues and spending time with friends, family and her dogs. After graduation, Maya hopes to begin a career in the advertising or marketing industries.



Maya Jackson

Media Planner



Kaili Ward

Digital Strategist

Kaili is from Chillicothe, Missouri. She is majoring in strategic communication at the Missouri School of Journalism and minoring in Spanish. Outside of school, Kaili enjoys taking long runs, reading good stories and traveling the country. Kaili is a detailed-oriented individual who has a passion for storytelling. After graduation, Kaili hopes to pursue graduate school to continue to expand and enhance her journalism, communication and research skills.

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