



# CHRISTMAS FM

## **DIGITAL MARKETING STRATEGY**

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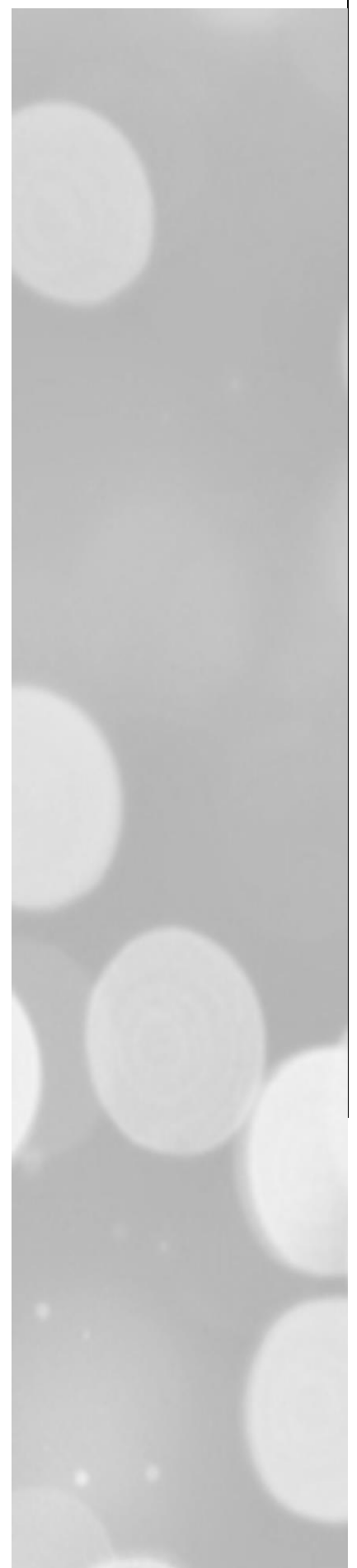
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# CHRISTMAS FM

**This digital marketing strategy,  
based on the SOSTAC® framework  
developed by PR Smith**

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# INTRODUCTION

## CHRISTMAS FM

Christmas FM is Ireland's Christmas radio station. It is an all-volunteer radio station broadcasting from Dublin, Ireland, on FM around Ireland, online and via mobile apps. It operates on FM in Ireland annually using a 30-day temporary radio licence.

Every year they raise funds for a chosen charity partner. Their mission is to bring the magic of Christmas to their listeners in Ireland and around the world. (Christmas FM, 2017)



CHRISTMAS FM DIRECTORS AND STATION MANAGER (CENTRE) 2016

## DIGITAL MARKETING STRATEGY

This digital marketing strategy is part of the overall integrated marketing communications plan. The integrated marketing communications plan uses the same thematic message in different types of promotions.

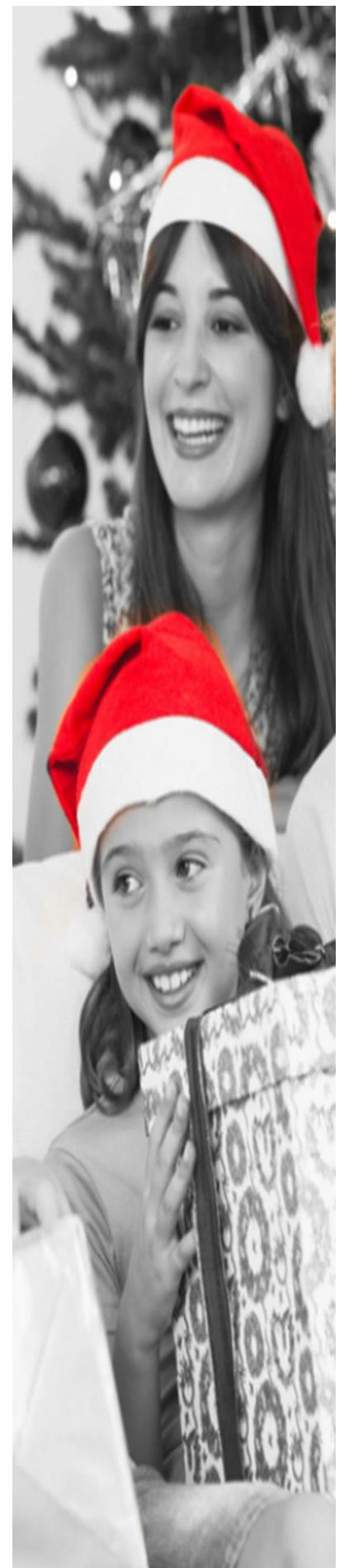
This digital marketing strategy, based on the SOSTAC framework developed by Paul Smith, sets out clear strategic goals for achieving online success, including gaining new listeners and building deeper relationships with existing ones.

# SITUATIONAL ANALYSIS

- ◆ SWOT ANALYSIS
- ◆ MACRO & MICRO ENVIRONMENT
- ◆ CURRENT MARKETING COMMUNICATIONS
- ◆ CUSTOMER INSIGHT
- ◆ BRAND PERCEPTIONS
- ◆ COMPETITOR ANALYSIS

## SWOT ANALYSIS

	Helpful	Harmful
<i>Internal</i>	<b>Strengths</b> <ul style="list-style-type: none"> <li>▪ Established brand</li> <li>▪ A Tradition</li> <li>▪ Positive and effective brand personality</li> <li>▪ Experienced and dedicated volunteers</li> </ul>	<b>Weaknesses</b> <ul style="list-style-type: none"> <li>▪ Availability of volunteers</li> <li>▪ More admin volunteers needed</li> <li>▪ Alignment of on air and online message</li> </ul>
	<i>External</i>	<b>Opportunities</b> <ul style="list-style-type: none"> <li>▪ No on air advertising – you can't skip the ads on other FM stations, this is a plus for Christmas FM</li> <li>▪ No internet connection needed for FM - many parts of Ireland still do not have decent broadband, this is a plus for FM</li> <li>▪ Use popularity of social media video, to do mini video podcasts</li> <li>▪ Approach fans of brand with large social influence about collaborating</li> <li>▪ Expand into Northern Ireland? (Ofcom Short Term Restricted Service Licence)</li> </ul>





## MACRO & MICRO ENVIRONMENT

In the macro environment, technological forces are the main concern due to the digital disruption of radio. Radio needs to embrace all digital touch points. Radio needs to be a destination, not just found on social media, it needs to focus on exclusive, excellent and authentic content and excel at digital distribution. (McCullen, 2017)

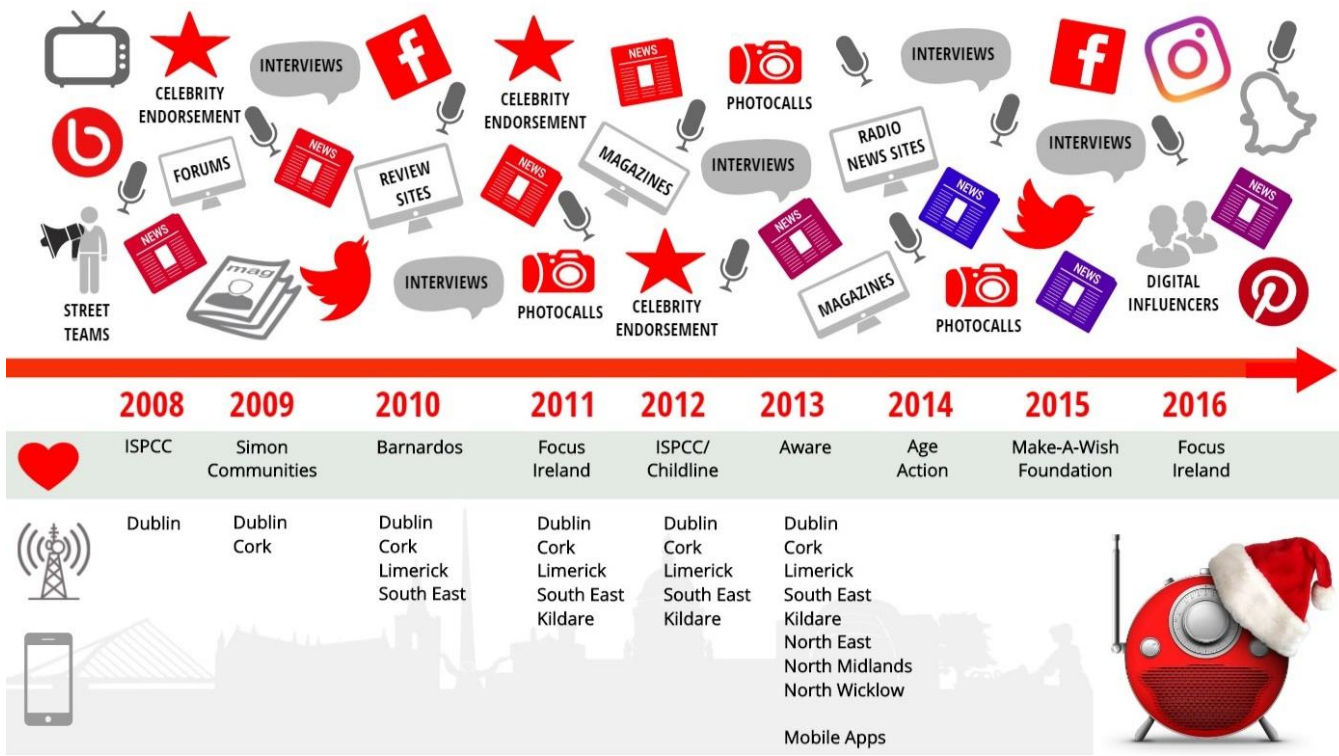
In the micro environment, volunteers have limited time, and they make the magic happen. More volunteers are needed to assist with administration. Stretched human resources could have a knock on effect on customer care. Organisations need to be happy from the inside out.



CHRISTMAS FM IPHONE APP

## CURRENT MARKETING COMMUNICATION

The communications strategy (mix) is a coordination of activities that are performed to directly interact with customers. The purpose of the communications mix is to inform, persuade and remind customers about the product/service. There are six elements that can be used in a communications strategy, these are advertising, personal selling, sales promotion, public relations, direct marketing and event sponsorship. (LH Design & Marketing, 2016). Christmas FM has mainly used public relations to date, as demonstrated in the following images:



## PUBLIC RELATIONS

Traditional	TV	Radio	Newspapers				Magazines	
	TV3 The Morning Show, Ireland AM	Christmas FM  Others = Conflict	National	Local			Traditional	Online
			Irish Independent Sunday Business Post The Journal Irish Daily Mirror Irish Daily Mail Irish Sun Breakingnews.ie	Cork Independent, Metro, Herald AM Fingal Independent North side/ Southside People, Talk of the Town			RTÉ Guide, Irish Country Magazine, Sunday World Mag, U Magazine, The Ticket	Lovin Dublin, Goss.ie, Entertainment.ie Evoke.ie, Hot-press, Daily Edge, Xposé, RSVP, Broadsheet
Online	Website	Apps	Social				Influencers	
	1.6 million page views	5.5k screen views	Facebook	Twitter	Snapchat	Instagram	James Kavanagh Minnie Mélange	
			97,010 Likes	85,300 Followers	500 Snap Views	374 Followers		

## TRADITIONAL

The PR strategy has six campaigns, one per week for before, during and after FM broadcast, these are:

- ◆ launch
- ◆ song contest
- ◆ behind the scenes
- ◆ donation day
- ◆ national survey
- ◆ funds raised announcement



## TRADITIONAL

Press releases and photocalls have continued to be a successful way of assisting Christmas FM in reaching their objectives.

From an integrated marketing communications perspective, the above campaigns need to be similarly reflected on social media for brand consistency.

In the beginning they used guerilla marketing by having a street presence. This is something that they could revisit but this time integrate it with online activity.

## ONLINE

Christmas FM has a friendly online persona that ties in with the brand personality. Facebook and Twitter have the largest audiences at almost 100,000 likes/followers each. They are ran by different volunteers, which ensures variety of content that is suited to that particular platform. Christmas FM started to use Snapchat and Instagram recently. Snapchat has proven to be the most successful of the two, with a lot of snap views and a high level of community engagement.



**Christmas FM** @christmasfm · 24 Dec 2016

Santa has made landfall over Russia and is delivering. Rudolph happy with the 2016 sleigh (no braking issues). Kids! ETA in Ireland 15.5 hrs



1 15 31

CHRISTMAS FM TWEET FROM CHRISTMAS EVE 2016

# CUSTOMER INSIGHT

## AUDIENCE ANALYSIS

The audience analysis included demographic characteristics, such as age, gender, and geographic location.

The audience statistics from all the channels (Appendix A) show that the target audience is: **female 25-34 years old.**



The location is mostly Dublin, however, this is skewed data, as the brand has existed for longer in Dublin, and Dublin has a significantly higher population than the rest of Ireland.

## AUDIENCE PROFILE

Now that we know the brand appeals most to 25-34 year old females, we can build a profile for them.



**Name:** Jane  
**Age:** 27  
**Location:** Galway  
**Occupation:** Part-time student  
**Listening habits:** School runs, Sunday dinner  
**Shopping habits:** In Store  
**Internet use:** Moderate  
**Likes:** Cooking, Arts & Crafts

**Name:** Mary  
**Age:** 30  
**Location:** Dublin  
**Occupation:** Finance  
**Listening habits:** Commute, Saturday shopping  
**Shopping habits:** In Store & Online  
**Internet use:** Frequent  
**Likes:** Fashion, Film, Photography





## BRAND PERCEPTIONS

### BUILDING A BRAND



The Distillery Brand Strategy Model shown above details what is needed to build a brand. (Distillery, 2012). Definition is needed on these elements:

- ◆ Target audience
- ◆ Audience need
- ◆ Competition
- ◆ Brand promise
- ◆ Brand personality
- ◆ Brand position

### TARGET AUDIENCE & AUDIENCE NEED

As mentioned previously the target audience is 25-34 year old females, but what is their need? A super-fan from the target audience was recently asked "Why do you listen to Christmas FM?" she replied "I listen to it because it gets me in the Christmas mood". The audience need is the feeling that Christmas FM provides to them.

## BRAND PROMISE & PERSONALITY

Christmas FM delivers its promise to bring the magic of Christmas to its listeners. It heightens their excitement of the countdown to Christmas. It brings Christmas cheer to: people's headphones on the DART, LUAS, bus, in their cars, to their workplaces, and to their homes. It adds to the value that people get from the festive season...the cheer, and goodwill. Christmas FM is able to deliver its promise because of its brand personality, with its charismatic DJs and friendly online tone.

## BRAND POSITION & COMPETITION

The key objectives of brand positioning include relevance, differentiation and credibility/attainability. (Equibrand Consulting, 2017)

- **Relevance:** its listeners find the brand appealing as it fulfills their need.
- **Differentiation:** it's the only Christmas music station available on FM in Ireland.
- **Credible and attainable:** it has credibly provided the offering to listeners.

Being the only Christmas music station available on FM in Ireland means that it can provide something that its main competitors, Radio Snowflake and Charity Radio, cannot, and that is the instant gratification of tuning in on FM if you want to hear Christmas music at that moment, as they are digital only. This also gives Christmas FM a competitive edge over national radio broadcasters as they mix Christmas music with mainstream music.

## BUILDING A TRADITION

The following article shows that out of 1,000 people polled, Christmas FM was the 2<sup>nd</sup> best loved tradition after the *Late Late Toy Show*. (Her.ie, 2015). That is a huge achievement considering that the *Late Late Toy Show* was first broadcast in 1975. So how has this been achieved?





**1k** Her **Study Reveals Ireland's Most Popular Christmas Tradition - And It's SO Irish**  
SHARE [Twitter] [Facebook] [Pinterest] [Email] BY MEGAN CASSIDY

More than 1,000 Irish adults were interviewed by One4All to find out what makes us truly happy at Christmas time.  
Eighty-nine per cent of people said they like to stick to the same Christmas traditions year in year out, and the Late Late Toy show topped the polls as the best-loved tradition no matter what age, followed closely by listening to **Christmas FM.**

### FEELINGS ASSOCIATED WITH TRADITION

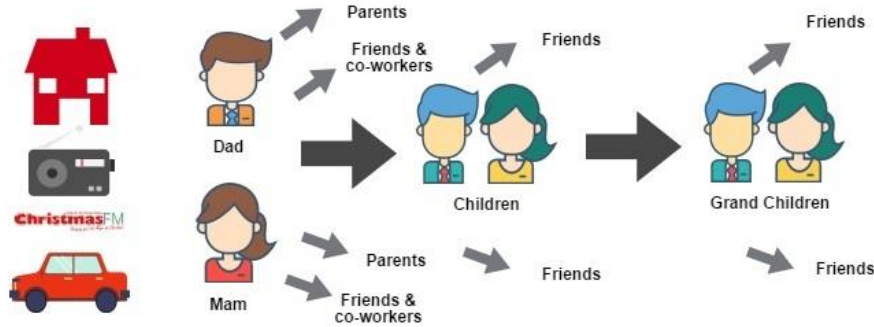
Traditions need to make one feel warm about them: Traditions that touch one's heart are more resilient than others. Brands need to ensure that their traditions spark off warm feelings amongst their constituents. (Kompella, 2012). Christmas FM combines the warm feelings that are associated with Christmas, as well as the feelings that are evoked by music.

### ALIGNMENT WITH EXISTING TRADITION



Aligning with an existing tradition enhances customer loyalty/retention. The tradition then reminds people about the brand, which reduces the need for interruption techniques. When they see the brand as a tradition in itself they become loyal fans, returning to the brand again and again.

## RECOMMENDATIONS FROM TRUSTED SOURCES



Fans of your brand are likely to recommend your brand to others within the household. It then becomes a tradition of the next generation. They will also recommend your brand to others outside the household.

## COMPETITOR ANALYSIS

The closest competitors in terms of value proposition are Radio Snowflake and Charity Radio. Neither of these stations are on FM which is what sets Christmas FM apart from them. However, being on FM means that they are also competing with major broadcasters for audience share. These major broadcasters have significant marketing budgets and use both in house marketing and advertising agencies.

	National Broadcaster	Major Local Broadcaster
Website	<ul style="list-style-type: none"> <li>◆ Listen Live button flashing in centre of homepage</li> <li>◆ Podcasts given 2nd priority on homepage</li> <li>◆ Entertainment &amp; Random News</li> <li>◆ General, Sports &amp; Current Affairs News</li> </ul>	<ul style="list-style-type: none"> <li>◆ Listen Live button flashing in centre of homepage</li> <li>◆ Podcasts given 2nd priority on homepage</li> <li>◆ Song Request function</li> <li>◆ Entertainment News &amp; Random News</li> </ul>
Social Media	<ul style="list-style-type: none"> <li>◆ Links to articles on website</li> <li>◆ DJ Brand Ambassador piece to camera series</li> <li>◆ Competitions</li> <li>◆ Videos of musicians playing in studio</li> <li>◆ Memes</li> <li>◆ Videos of in-house challenges</li> </ul>	<ul style="list-style-type: none"> <li>◆ Links to articles on website</li> <li>◆ Competitions</li> <li>◆ Memes</li> </ul>





	Radio Snowflake	Charity Radio
Value Proposition	Christmas Charity Digital Radio	Charity Digital Radio
Unique Selling Point	Promises a station that people will be proud of and a station that relates to its listeners, with a top team of broadcasters from home and abroad. There is a massive growth in internet radio listening and the way people listen to radio choosing stations like theirs to the old fashioned FM.	Delivers high-quality radio shows ranging from music to interviews and interactive specialist shows covering Charity news, mindfulness, and technology and SME/Business advice. In addition to broadcasting Charities' radio promos they also record and produce radio promos for charities for free.
Products	Web & Mobile Streaming, Apps	Web & Mobile Streaming, Podcasts
Market Share	<p><b>FM</b> Not in market</p> <p><b>Digital</b></p> <p>Apps</p> <ul style="list-style-type: none"> <li>Android installs: 500 - 1,000 (Christmas FM 50-100,000)</li> <li>iOS installs: unknown</li> <li>Tune In: 2,500 followers (Christmas FM 43,000)</li> </ul> <p>Web/Mobile – Unknown</p>	<p><b>FM</b> Not in market</p> <p><b>Digital</b></p> <p>Apps - no apps Web/Mobile - Unknown</p>
Strategies	<p><b>Offline</b></p> <ul style="list-style-type: none"> <li>Press Releases</li> <li>Photo-calls</li> </ul> <p><b>Online:</b></p> <ul style="list-style-type: none"> <li>Switching from Christmas FM</li> <li>Radio Show Content</li> <li>Charity Appeals</li> <li>Products (Apps)</li> <li>Competitions</li> </ul>	<p><b>Online:</b></p> <ul style="list-style-type: none"> <li>Radio Show Content</li> <li>Charity Appeals</li> </ul>
Strengths	<ul style="list-style-type: none"> <li>Able to focus on online broadcasting only</li> </ul>	<ul style="list-style-type: none"> <li>Podcasts</li> <li>On air content variety</li> </ul>
Weaknesses	Not on FM	Not on FM
Opportunities	No online content tailored to target audience	No online content tailored to target audience
Threats	Could also get temporary FM licence	Could also get temporary FM licence for December

## COMPETITOR ANALYSIS

The closest competitors in terms of value proposition are Radio Snowflake and Charity Radio, featured in the second table. Neither of these stations are on FM which is what sets Christmas FM apart from them. However, being on FM means that they are also competing with major broadcasters for audience share. These major broadcasters have significant marketing budgets and use both in house marketing and advertising agencies. The first table gives examples of online content for a national broadcaster and a major local broadcaster.



Overall, the online content of competitors is general, doing targeted audience specific content would give Christmas FM a competitive edge by enabling them to make a deeper connection with the audience.



# OBJECTIVES

- ◆ VISION
- ◆ GOALS
- ◆ OBJECTIVES
- ◆ SMART OBJECTIVES
- ◆ KPIs

## VISION

Christmas FM's vision is to bring the magic of Christmas to its listeners and to raise as much money as possible for charity.

## GOALS

Christmas FM aims to:

- Expand FM listenership nationwide
- Increase digital listenership (*app, mobile & wifi*)
- Increase online visitors (*web & social*)

## OBJECTIVES

Christmas FM's objectives are:

**Brand Awareness** → **Audience Growth** → **Audience Retention**





<b>Vision</b>	<b>To bring the magic of Christmas to listeners all over Ireland, and raise as much funds as possible for charity</b>							
<b>Goals</b>	<ul style="list-style-type: none"> <li>▪ <b>Expand FM listenership nationwide</b></li> <li>▪ <b>Increase digital listenership</b> (<i>app, mobile &amp; wifi</i>)</li> <li>▪ <b>Increase online visitors</b> (<i>web &amp; social</i>)</li> </ul>							
<b>Objectives</b>	<b>Brand Awareness</b>				<b>Audience Growth</b>		<b>Audience Retention</b>	
	<b>Website &amp; Traditional Media</b>		<b>Social Media</b>					
<b>SMART Objectives**</b>	<ul style="list-style-type: none"> <li>➤ Increase visitors to website by 100,000 by Jan 2018</li> <li>➤ Increase referral / social media traffic by 25% by Jan 2018</li> <li>➤ Increase traditional media coverage (national &amp; local) by 33% by Jan 2018</li> </ul>	<ul style="list-style-type: none"> <li>➤ Grow Facebook &amp; Twitter audiences by 10% by Jan 2018</li> <li>➤ Grow Snapchat audience by 25% by Jan 2018</li> <li>➤ Grow Instagram audience by 200% by Jan 2018</li> </ul>	<ul style="list-style-type: none"> <li>➤ Increase market share of FM listeners by 20% by Jan 2018</li> <li>➤ Increase charitable donations by 20% by Jan 2018</li> </ul>	<ul style="list-style-type: none"> <li>➤ Increase returning visitors to website by 20% by Jan 2018</li> </ul>				
<b>KPIs</b>	<b>New Online Visitors</b>	<b>Increase Reach</b>	<b>Grow Likes / Follows</b>	<b>Shares / Tweets / Mentions</b>	<b>Increase Listeners</b>	<b>Increase Donations</b>	<b>Keep Existing Listeners</b>	<b>Improve Engagement</b>

\* Christmas Tree based on a diagram by Dave Chaffey. (Smart Insights, 2013)

\*\* SMART criteria associated with Peter Drucker's 'Management by Objectives' concept. (Drunker, 1986)

## OBJECTIVES / BRAND FUNNEL / BUYER BEHAVIOUR

Christmas FM's objectives are: **Brand Awareness** → **Audience Growth** → **Audience Retention**

These objectives are aligned with the brand funnel framework and the buyer behaviour model below:

### Brand Funnel Framework\*

Brand Funnel	Awareness	Familiarity	Likeability	Consideration	Purchase	Ownership
Buyer Behaviour	Opinion Forming	Research	Shortlist	Listen	Donate	Regular Listener /Donations
Digital Strategy	Get Attention	Connect	Inspire / Inform	Persuade	Convert	Retain

\* John Longden's Brand Funnel Framework based on E.St. Elmo Lewis' Purchase Funnel 1898. (Multiplier, 2015)

## SMART OBJECTIVES

### BRAND AWARENESS

#### WEBSITE & TRADITIONAL MEDIA

- Increase visitors to website by 100,000 by Jan 2018
- Increase referral / social media traffic by 25% by Jan 2018
- Increase traditional media coverage (national & local) by 33% by Jan 2018

#### SOCIAL MEDIA

- Grow Facebook & Twitter audiences by 10% by Jan 2018
- Grow Snapchat audience by 25% by Jan 2018
- Grow Instagram audience by 200% by Jan 2018

### AUDIENCE GROWTH

- Increase market share of FM listeners by 20% by Jan 2018
- Increase charitable donations by 20% by Jan 2018

### AUDIENCE RETENTION

- Increase returning visitors to website by 20% by Jan 2018

## KPIs – KEY PERFORMANCE INDICATORS

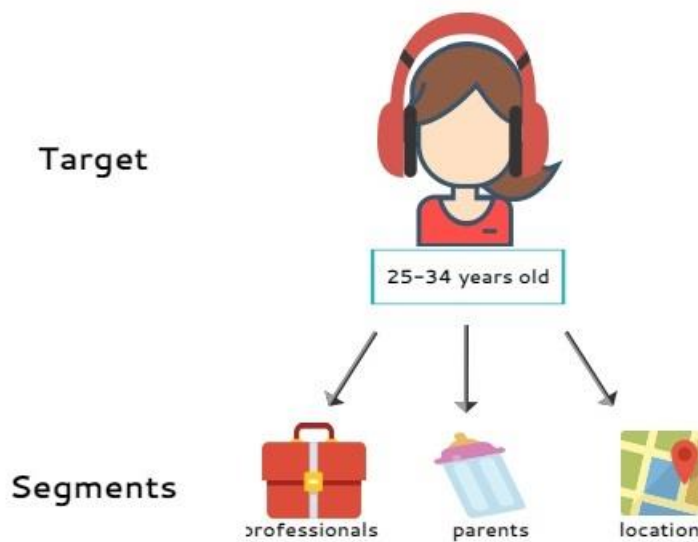
BRAND AWARENESS		AUDIENCE GROWTH	AUDIENCE RETENTION
WEBSITE & TRADITIONAL MEDIA	SOCIAL MEDIA	<ul style="list-style-type: none"> <li>◆ Increased listeners</li> <li>◆ Increased donations</li> </ul>	<ul style="list-style-type: none"> <li>◆ Keep existing listeners</li> <li>◆ Improve engagement</li> </ul>
<ul style="list-style-type: none"> <li>◆ New online visitors</li> <li>◆ Increased reach</li> </ul>	<ul style="list-style-type: none"> <li>◆ Increased likes and follows</li> <li>◆ Increased shares, retweets, mentions</li> </ul>		

# STRATEGY

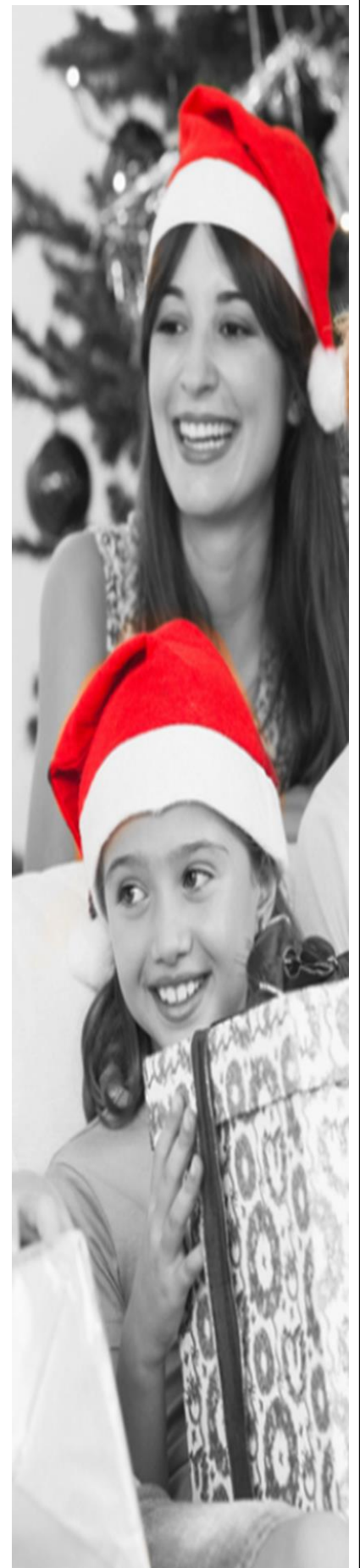
- ◆ Segmentation, Targeting & Positioning
- ◆ Online Value Proposition

## SEGMENTATION, TARGETING & POSITIONING

Targeted audience specific content makes a deeper connection with the audience. It will retain existing audience and attract new audience members, which will have a knock on effect on all KPI's, for example, when Christmas FM attracts a new listener, that listener may donate, they may engage online, and they may listen again next year. The target audience is divided into segments to target further.



The use of different devices is also a segment but it is fair to say that the majority of the online audience are using mobile.



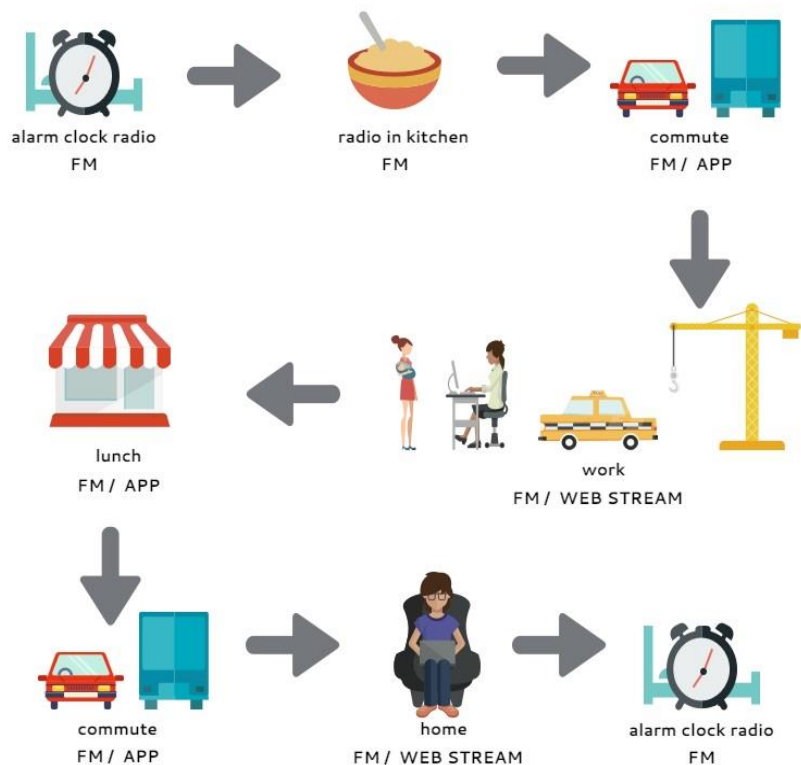


## ONLINE VALUE PROPOSITION

The online value proposition is the same as the offline one, it's selling the 'feeling' of Christmas. However, online is full of Christmas content from all angles in December. This can be overcome by capturing the online audience's attention in creative ways and show them how Christmas FM is the go to brand for festive cheer.

Remind exiting listeners to tune on their apps when they're out and about. Incentivise them to stay tuned in or tune back in. For example, DJ: "we have an amazing prize to give away in the hour, if you've to leave your radio, don't worry you can tune in on your phone".

Should the unthinkable happen, an FM switch off, it's advisable to get FM listeners to use apps and web streaming when they're not near a radio. Image below of ideal listener journey gives an indication of times where it may be difficult for people to listen to FM (ex. commuting by bus):



# TACTICS & ACTION

- ◆ Marketing Mix
- ◆ Marketing Tactics
- ◆ Owned Media: Campaigns & Content Marketing

## MARKETING MIX

In order to meet objectives, we have to look at these elements of the marketing mix:

	<b>FM</b>	<b>APP</b>	<b>WEB STREAM</b>
<b>Product:</b>	RADIO STATION	RADIO PLAYER	RADIO PLAYER
<b>Price:</b>	FREE	FREE	FREE
<b>Place:</b>	IN FREQUENCY LOCATIONS	IN WIFI / 3G LOCATIONS	IN WIFI / 3G LOCATIONS
<b>Promotion:</b>	PUBLIC RELATIONS	PUBLIC RELATIONS	PUBLIC RELATIONS

## MARKETING TACTICS

### MEDIA CHANNELS

Customer's journeys involving many different forms of online presence. To reach and influence potential customers online the main types of media channels should be considered are (Chaffey & Ellis-Chadwick, 2012): paid, earned, and owned. As paid doesn't apply in this instance we will just consider the following:





### EARNED

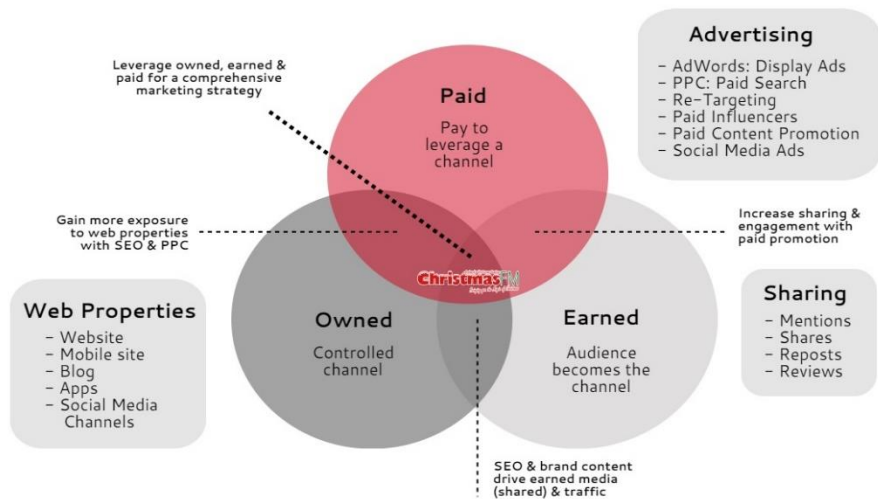
- ◆ MEDIA RELATIONS
- ◆ INFLUENCER RELATIONS
- ◆ CELEBRITY ENDORSEMENT
- ◆ REFERRALS
- ◆ SOCIAL MEDIA

### OWNED

- ◆ WEBSITE
- ◆ BLOGS
- ◆ MOBILE APPS

All of the channels that are currently used by Christmas FM, and have proven to be successful channels for that organisation, therefore they should continue to be used, but monitored to ensure that they continue to be successful.

Should paid be an option for Christmas FM in the future they could consider the options in the below diagram:



## OWNED MEDIA

### CAMPAIGNS VS CONTENT MARKETING

Campaigns provide fast results while content marketing builds trust and loyalty over time. (Spoon Agency, 2017)

**Campaigns + Content Marketing = Success**

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## Campaign: #MagicChristmas

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**Concept:** Show, don't tell, the value proposition:  
'Bringing the Magic of Christmas to you'

**Platform:** Mainly Facebook, and cross-platform  
Why? Facebook has most customer data  
Also Facebook Live & Video features are effective

**Goal:** Brand Awareness  Audience Growth  Audience Retention

**KPIs:** Mainly increased reach and social media audience growth.  
Also increased listeners and donations.

**Budget:** Need specific prizes from sponsors or vouchers to  
purchase specific items, or funds to purchase prizes

**HR:** Arranging & delivery of prizes, recording/editing video.

**Inspiration:**

WestJet Christmas Miracle: 12,000 mini-miracles 2015

Video: <https://youtu.be/ME9PmSZedB4>

Details: <http://shortyawards.com/8th/westjet-12000-mini-miracles>

**Marketing Type:** Emotional | Viral | Integrated

**Time:** Research prior to on air launch. Campaign to run in  
December week 2.

**Delivery:** 1 week before on air launch post on social media:

"What would make your Christmas a #MagicChristmas?"

If their suggestions are realistically achievable as prizes, arrange for them to be delivered to that person, pick 5-10 recipients displaying variety of surprises, have their reaction to being handed a surprise recorded, also record some good community deeds, where the persons prize needs to be posted, ask them to send picture or video of them with their surprise. Edit video and publish week 2 of December.

**Issues & Solutions:** *Time:* Quick turn-around for content, delays getting prizes from sponsors. Ideally specific funds would be better, or they could collaborate on this campaign  
*Privacy:* Permission to be sought after recording to use footage, ideally it should be before but that ruins the surprise/magic element.





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## Content Marketing: #GiftofGiving

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**Concept:** Show, don't tell, the value proposition:  
'Bringing the Magic of Christmas to ~~you~~ each other'  
Season of goodwill, spreading Christmas cheer

**Platform:** Mainly Twitter, and cross-platform  
Why? Hashtags most effective on Twitter and Instagram

**Goal:** **Brand Awareness**  **Audience Growth**  **Audience Retention**

**KPIs:** Mainly increased donations.  
Also reach and social media audience growth.

**Budget:** Nominal sum for good deeds by Christmas FM for video

**HR:** Arranging good deeds for video, recording/editing video  
Engaging with online audience.

**Inspiration:**

Electric Ireland: Powering Kindness 2012-2015

Videos: <https://youtu.be/oJMrShGzHxU>, <https://youtu.be/velo0YA7aF8>

Details: <http://mediavest.ie/projects/electric-ireland/>

**Marketing Type:** Emotional | Viral | Cause | Integrated

**Time:** Intermittent throughout December

**Delivery:** Beginning December Week 1 with in-house video

Throughout the month, post reminders to the audience to share their Gift of Giving stories.

Use call-to-actions, encouraging the audience to donate to the charity partner as a way of showing the Gift of Giving.

**Issues & Solutions:**

*Activation:* Getting it off the ground, audience may need extra motivation aside from the in-house video. Offer prize to randomly selected good deed by audience member.

# CONTROL

- ◆ Communicating from the inside out
- ◆ Timelines
- ◆ Resources
- ◆ Implementation & Measurement Plan

## COMMUNICATING FROM THE INSIDE OUT



## TIMELINES

### IMPLEMENTATION

June to November gives a six month time frame to prepare campaigns and content, particularly around the charity partner, which is chosen in June. November to January will consist of weekly planning and daily executing.

### MONITORING

January to December for general audience analytics. Frequency of measurement monthly until October. October to December for campaign performance analytics. Frequency of measurement weekly from October to December.

## RESOURCES

<b>Financial</b>	€5,000 (70% Social & 30% Display & Search Ads)	<b>Human</b>	+ Experienced dedicated team - They have limited time, need additional volunteers, possibly third level students on work placements
<b>Physical</b>	+ PCs + Wifi + Webcams - Need SLR camera	<b>Organisational</b>	+ Good internal communications via meetings, email, Slack and WhatsApp - Non-office based staff can miss messages

## EXTERNAL AGENCIES

External agencies that gather data that is needed for the measurement of KPIs are:

- PR Company
- LikeCharity
- RED C Poll
- BCI

## IMPLEMENTATION & MEASUREMENT PLAN

KPIs	New Online Visitors	Increase Reach	Grow Likes / Follows	Shares / Tweets / Mentions	Increase Listeners	Increase Donations	Keep Existing Listeners	Improve Engagement
Measurable Metrics	% new vs returning	Organic, Referral & Social Traffic	New Likes	Shares	Red C Poll	Amount of Texts	Red C Poll	News-Letter Sign ups
	Newsletter sign ups	Amount of all Media Coverage	New Follows	Retweets	Amount of Local Media Coverage	Amount of Online Payments	Return online visitors	Blog Readers
	New blog readers			Referrals / Trackbacks				Average Visit Duration
Implement	Google Analytics Report	Google Analytics Report	Facebook Analytics Report	Facebook Analytics Report	Red C Poll Report	Text & Online Donations Report	Red C Poll Report	Mailchimp Report
	Mailchimp Report	Media Coverage Report	Twitter Analytics Report	Twitter Analytics Report			Google Analytics Report	Google Analytics Report
				Google Analytics Report				
Resources	PR Company	Daragh	Garvan	Brian	Daragh	Daragh	Daragh	Daragh
	Garvan	Brian	Lorraine	Celine	Garvan	Garvan	Brian	Brian

The success of this integrated marketing plan rests on how well it is implemented and managed. The most important element in putting a plan into action are the people who implement the plan. (Ranasinghe, 2013)

## SMART-ER GOALS

SMARTER goal setting takes the SMART system two steps further, forcing you to evaluate and readjust your approach. This added sense of measurement and readjustment is critical to the achievement of goals. E = Evaluation and R = Readjustment. By evaluating goals it is much more likely to achieve them. When what does and doesn't work has been identified, this marketing plan should be adjusted to in order to get the desired results. (Wanderlust Worker, 2016)

# CONCLUSION

This digital marketing strategy for Christmas FM sets out clear strategic goals for achieving online success, including gaining new listeners and building deeper relationships with existing ones. Further growth opportunities are featured in Appendices B & C.

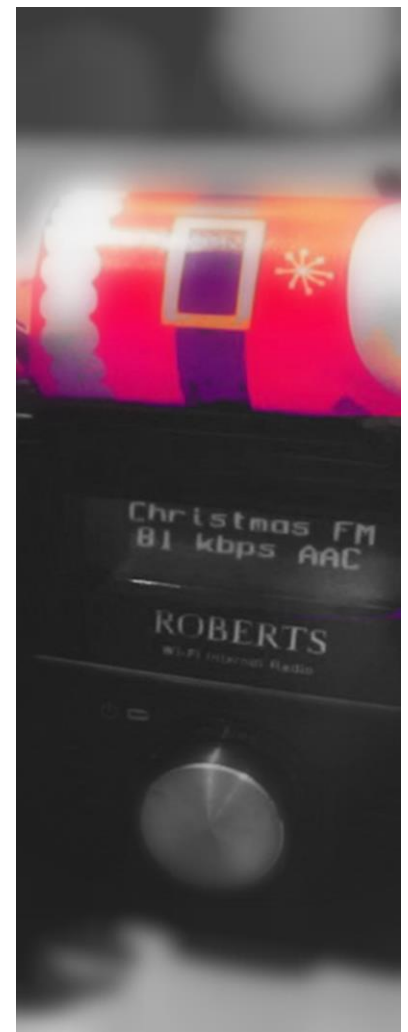


It has given a better understanding of the marketplace and includes plans on how to increase market share. It has helped to define the online value proposition, distinct from the overall value proposition. It has provided a better understanding of the online customers.



It has been developed with integrated communications in mind at all times. It has evaluated resources such as people, time and financial budget and considered what can be achieved within those boundaries.

This strategy will streamline the team's efforts towards a coordinated approach, to avoid duplication and keep branding consistent. It emphasises the importance of being dynamic - trialling new approaches to gain and keep online audiences.



## THANK YOU TO:

Christmas FM Directors: Paul Shepard, Walter Hegarty, Garvan Rigby and Daragh O'Sullivan

Digital Marketing Lecturer at Dundalk Institute of Technology: Pat McArdle

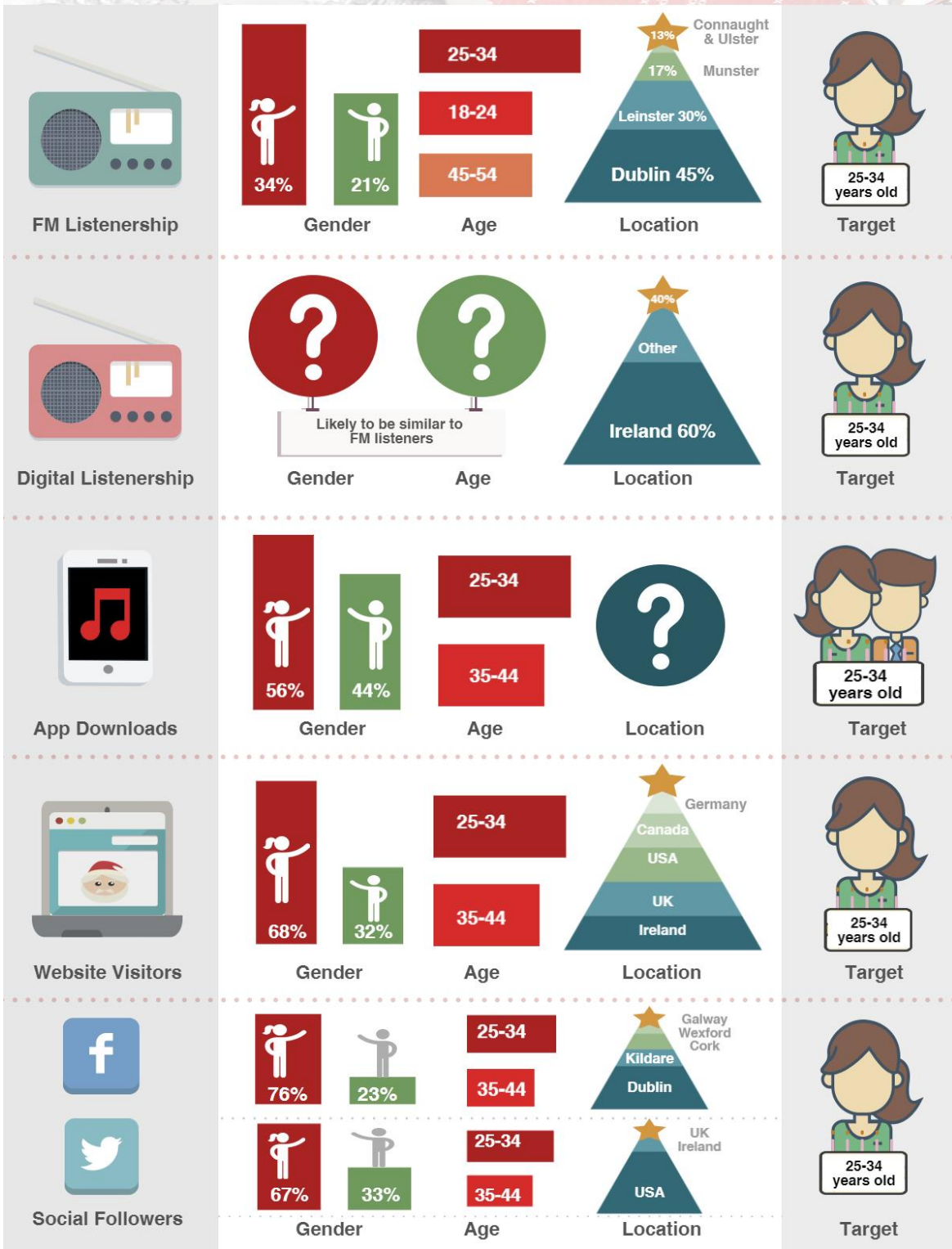
Dedicated to: all those trying hard to achieve

success...you can do it!

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# APPENDIX A



# APPENDIX B



Ireland's Christmas Station  
**Christmas FM**  
*Bringing you the Magic of Christmas*



**On Air**

connecting target audience to brand



DJ Audience Brand Ambassador



Female co-presenters or segments on breakfast & drivetime (school run / work commute) shows

**Online**

connecting future target audience to brand



25-34 years old



Interactive Radio

**segments**



Professionals



Parents



Location

**Affective Advertising Themes**

- aspiration
- tradition
- empathy

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**On Air**

connecting target audience to brand



DJ Audience Brand Ambassador



Female co-presenter or segment on evening (homework/study) shows

**Online**

connecting future target audience to brand



18-24 years old



Interactive Radio

**segments**



Young Professionals



College Students



Secondary Students



Location

**Affective Advertising Themes**

- aspiration
- humour
- empathy

 @lorrainelarkin

YouTube

Charity Fashion Show  
*For young designers*

Song Contest  
*Target more at youth, or have a youth category*

Gift Guides  
*For small budgets*

Cute / Funny Animal Videos

Beauty Prizes  
*Cross-promote*

# APPENDIX C



## Celebrity Endorsement

- ✓ Brand Awareness
- ✓ Donations
- ✓ Listeners



## Digital Influencer Pre-Launch Party

- ✓ Brand Awareness
- ✓ Donations
- ✓ Listeners



## Fashion & Cooking Blogger Collaborations

- ✓ Brand Awareness
- ✓ Website Visitors
- ✓ Donations



## DJ Brand Ambassadors

- ✓ Listeners
- ✓ App Downloads
- ✓ Donations



## Target Local Media

- ✓ Brand Awareness
- ✓ Listeners
- ✓ Donations



## Schools Art Competition

- ✓ Brand Awareness
- ✓ Listeners
- ✓ Donations



## Event Guide Target: local

- ✓ Brand Awareness
- ✓ Listeners
- ✓ Donations



## Song Contest Target: youth & local

- ✓ Brand Awareness
- ✓ Listeners
- ✓ Donations



## More National Media Coverage

- ✓ Brand Awareness
- ✓ Donations
- ✓ Listeners



## Online Merchandise Shop

- ✓ Website Visitors
- ✓ Brand Awareness
- ✓ Listeners



## E-mail Marketing

- ✓ Website Visitors
- ✓ App Downloads
- ✓ Donations



## More Facebook Live & Video Content

- ✓ Brand Awareness
- ✓ Donations
- ✓ Listeners

