

## SUNLAND-TUJUNGA

### REALIZING OUR FULL POTENTIAL – YEAR ONE

*(draft 6/21/13)*

#### **Marketing Goals & Objectives**

**Overall goals:** This proposed marketing plan will provide a blueprint for **Sunland-Tujunga** to follow in order to:

- successfully build and solidify an effective image and branding of its community and offerings,
- empower its people with a sense of pride and unity that results in increased participation,
- increase visibility and create opportunities that strengthen its purpose and generate revenue,
- and maximize partnerships throughout the community and beyond its boundaries, thus, expanding upon its current constituencies and future potential.

OBJECTIVE	GOAL(S) TARGETED	AREA	WORK TO BE DONE	TIMELINE	BUDGET	RESPONSIBILITY
Secure & socialize proposed brand	Solidify brand & image	ALL	<ul style="list-style-type: none"> <li>❖ Present to key stakeholders concept of branding as "Gateway to Angeles National Forest"</li> <li>❖ Trademark slogan</li> </ul>	Immediate	\$514.00 for Trademark	<ul style="list-style-type: none"> <li>❖ Presentations being made (ongoing)</li> <li>❖ TM Paid for on 6/18/13 by Paolina &amp; Cindy (possible reimbursement)</li> </ul>

<p><b>Craft draft of LOGO</b></p>	<p><b>Solidify brand &amp; image</b></p>	<p><b>ALL</b></p>	<ul style="list-style-type: none"> <li>❖ Secure a logo to start – mostly for presentation and buy-in</li> </ul>	<p><b>Immediate</b></p>	<p>\$115</p>	<ul style="list-style-type: none"> <li>❖ Paolina – call sent out to Etsy</li> </ul>
<p><b>Socialize "Gateway to the Angeles National Forest" and generate buzz, encourage participation</b></p>	<p><b>Solidify brand &amp; image; increase participation/buy-in</b></p>	<p><b>ALL</b></p>	<ul style="list-style-type: none"> <li>❖ Penn article for Nina's newspaper &amp; others</li> <li>❖ Craft special message to introduce "reaching our full potential" concept to community; done via outreach postcard</li> <li>STNC – needs to point people to FB page that features logo "draft" AND offers newsletter sign up</li> <li>❖ Solicitation of how to bring brand to life</li> </ul>	<p><b>Immediate</b></p>	<p>\$cost of card/postage TBD</p>	<ul style="list-style-type: none"> <li>❖ Paolina/messaging with Cindy</li> </ul>
<p><b>Unify look &amp; message of all communication efforts AND successfully be found by targeted markets</b></p>	<p><b>Solidify brand &amp; image AND Increase visibility &amp; create opportunities to raise friends and funds</b></p>	<p><b>Website</b></p>	<ul style="list-style-type: none"> <li>❖ Maximize effectiveness and make more user-friendly by segmenting/tailoring Website to cater to specific audiences (i.e. if I'm a Sunland-tujunga resident – what's going on?; if I'm a visitor to Southern California, what do we have to offer?; If I'm a business...if I'm</li> </ul>	<p><b>Immediate -</b></p>	<p>RECOMMEND to move forward on proposal received by Cindy. Estimated costs: \$1,500 for website design from ENCI BOX (familiar with Brown Act/has done websites and newsletter</p>	<ul style="list-style-type: none"> <li>❖ Paolina/Cindy</li> </ul>

			<p>someone interested in real estate buys...angeles forest info...etc)</p> <ul style="list-style-type: none"> <li>❖ Web copy to be inviting, neighborly, SEO optimized</li> <li>❖ Restructure pages, especially home page, to make more engaging and inviting to visitors – showcasing content that visually represents the community</li> <li>❖ Build Website around “Gateway to Angeles National Forest” branding</li> <li>❖ Update images to reflect excitement, possibilities, and actual people</li> <li>❖ Incorporate video of meetings, user-generated videos, etc.</li> <li>❖ Feature hyperlinked events, testimonials, news, awards, stats, current job trends, etc... items that serve to draw people in and generate momentum/action</li> <li>❖ Profile company partners, businesses</li> </ul>		<p>for several cities); \$250/mo for newsletter plus email, web maintenance &amp; more. TOTAL COST:  \$4,500/first year;  \$3,000/annually following years</p> <p>*** must be responsive design and mobile friendly</p>	
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			<p>and why they love being in our community; providing them with a little publicity and offering some incentive to potentials</p> <ul style="list-style-type: none"> <li>❖ Add a "Sunland Tujunga in the News" and/or Media Section, including posting press releases, thus lending to credibility</li> <li>❖ Profile monthly or bi-monthly success stories of actual local students and businesses who do things in the community</li> <li>❖ Add helpful links for all targeted audiences</li> <li>❖ Make site more interactive through use of push e-mail (offering anything from weekly notices of events to local establishment's "specials" for community members (like Universal So Cal pass))</li> <li>❖ ADD: Newsletter free sign-up</li> </ul>			
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<p><b>Unify look &amp; message of all communication efforts AND successfully be found by targeted markets</b></p>	<p><b>Solidify brand &amp; image AND Increase visibility &amp; create opportunities to raise friends and funds</b></p>	<p><b>Mobile App</b></p>	<ul style="list-style-type: none"> <li>❖ Connecting with stakeholders wherever they are; being able to send push text alerts = priceless</li> <li>❖ Also serves as branding in terms of projecting image of “future-focused” community</li> </ul>	<p>Follows website</p>	<p>Potential \$0 cost (with \$250/annual fees to Google Play &amp; Apple Store) if revamp existing app venture; however, might be wiser to have website person make website mobile friendly</p>	<ul style="list-style-type: none"> <li>❖ Paolina/Cindy</li> </ul>
<p><b>Unify look &amp; message of all communication efforts AND reach target audiences</b></p>	<p><b>Solidify brand &amp; image AND Increase visibility &amp; create opportunities to raise friends and funds</b></p>	<p><b>Identity Elements (Publication business cards, signage, etc.)</b></p>	<ul style="list-style-type: none"> <li>❖ Maximize potential of “Gateway to the Angeles Forest” by building all identity elements around this logo.</li> <li>❖ One look, one message: streamline all pamphlets to reflect consistency. When someone looks at a Sunland Tujunga communication piece, he/she should automatically recognize it as such. Currently, all</li> </ul>	<p>Branding Essentials: immediate; all others calendared</p>	<p>Biz Cards – woven into logo cost, printing additional; publication/tri-fold brochure – TBD; Signage – based on logo, costs TBD</p>	<ul style="list-style-type: none"> <li>❖ Committee</li> </ul>

			<p>publications have individual looks/messages.</p> <ul style="list-style-type: none"><li>❖ Cultivate testimonials and success stories of residents and businesses and use in promotions monthly or bi-monthly and/or in to media</li><li>❖ ADD: an "Annual Report" that outlines how Sunland Tujunga has grown annually. This not only serves as an accountability report card but as a future outlook on an annual basis. It also provides an opportunity to directly target audiences for funds and to keep oneself in the public eye year-round</li></ul>			

<p><b>Broadcast unified messages and maximize and/or create opportunities for mass coverage</b></p>	<p><b>Solidify brand &amp; image AND Increase visibility &amp; create opportunities to raise friends and funds</b></p>	<p><b>Media</b></p>	<ul style="list-style-type: none"> <li>❖ Invest in key media releases and media advisories</li> <li>❖ Research and develop current list of media targets – increase possibilities to tell Sunland Tujunga stories</li> <li>❖ Identify throughout each year MONTHLY media-worthy story opportunities</li> <li>❖ Maximize potential of "Gateway to the Angeles National Forest" by building feature pitches around our people especially our youth of the future</li> <li>❖ Piggy back on the current media-worthy news such as filming of Sons of Anarchy.</li> <li>❖ Orchestrate visual media opportunities. For example, July parade – submit photos to broader media</li> </ul>	<p>Identify 12-15 opportunities throughout year</p>	<p>\$300/annually unlimited via <a href="https://www.prbuzz.com/standard.html">https://www.prbuzz.com/standard.html</a></p>	<ul style="list-style-type: none"> <li>❖ Paolina</li> </ul>
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<p><b>Socialize "Gateway to the Angeles National Forest" and generate buzz, encourage participation</b></p>	<p><b>Solidify brand &amp; image AND Increase visibility &amp; empower pride and participation</b></p>	<p><b>Events</b></p>	<ul style="list-style-type: none"> <li>❖ Need "anchor event" – return of Watermelon Festival or??</li> <li>❖ All other events – 4<sup>th</sup> of July, Christmas, Taste of Tujunga, etc. – to be calendared and funded/promoted/used to further brand</li> </ul>	<p>Calendar</p>	<p>TBD</p>	<p>Varied</p>
<p><b>Socialize "Gateway to the Angeles National Forest" and generate buzz, encourage participation</b></p>	<p><b>Solidify brand &amp; image AND Increase visibility &amp; empower pride and participation</b></p>	<p><b>Community Participates via Contest</b></p>	<ul style="list-style-type: none"> <li>❖ Invest in key media releases and media advisories</li> <li>❖ Research and develop current list of media targets – increase possibilities to tell Sunland Tujunga stories</li> <li>❖ Identify throughout each year MONTHLY media-worthy story opportunities</li> </ul>	<p>Following postcard initiation of branding - TBD</p>	<p>TBD</p>	<p>Varied</p>


