

Elyse McCabe
PR Plan – Rockford Rentals, Inc
April 26, 2011

Problem to be addressed and Current Situation

Rockford Rentals, Inc. lacks a dominant presence on the Internet and in any type of social media. As a small business, Rockford Rentals, Inc. and its employees strive to create a strong relationship with each customer.

Situational Analysis and Knowledge Inventory

Strengths

- Strong dependability
- Great customer service
- Family oriented business
- Allows customers to rent equipment, rather than purchase equipment that isn't used often

Weaknesses

- Lacks a big budget for paid media/advertising
- Currently has limited advertising plan
- Decreasing market share

Opportunities

- Expansion into forms of owned media
- Increased attention in earned media

Threats

- Multiple rental companies in Rockford area
- Cheap prices on small equipment from big corporations such as Wal-Mart, Target

Program Goal

With an increased presence online in social media avenues and through their personal website, Rockford Rentals, Inc. hopes to continue in this mission of customer service. By providing a strong Rockford Rentals, Inc. presence online and expanding into social media, customers will have a better reference and information source about the company. In addition, social media outlets will facilitate a relationship with Rockford Rentals, Inc. and its customers.

1. To create a stronger presence on the company website
2. To expand into social media outlets

Description of Targeted Publics

Current Rockford Rentals, Inc. customers represent a diverse group of consumers. Men and women range from young adults to the elderly. However, there is a significantly higher portion of consumers aged 40 and higher.

1. Customers
 - a. Ages 20 – 35
2. Employees
 - a. Managerial employees

Objective for Each Public

1. Customers
 - a. Increase traffic to the website by 25% in the next year
 - b. Increase followers on Twitter to 2,000 in the next year
 - c. Increase fan base on Facebook by 5,000 in the next year
 - d. Increase connections on LinkedIn by 100 in the next year
2. Employees
 - a. Train all managerial (3) employees in effective social media communications by April of next year
 - b. Appoint one managerial employee to take over social media and website communications
 - c. Expand into social media outlets by next year
 - d. Continually appeal to customers on website and social media outlets

Action Plan for each Public

1. Customers
 - a. Collaborate social media accounts with local businesses who successfully use social media to advertise to the public such as ABC Catering, A Movable Feast, Mary's Market and 1st Entertainment Services
 - b. Promote company website and social media outlets at point of purchase
2. Employees
 - a. Provide an extensive workshop on social media outlets for managers

Communication Strategies

1. Customers
 - a. Increase appeal of the website
 - b. Open accounts with Twitter, Facebook and LinkedIn
 - c. Promote social media with customers to customers in store
2. Employees
 - a. Create social media communications workshop for training
 - b. Maintain social media outlets consistently and update website with new information

Tactics

1. Customers
 - a. Add more pictures, products and information to the website
 - b. Personalize the website by adding information about Larry LaGrange, the owner and the company itself
 - c. Advertise on Twitter and Facebook of ABC Catering, A Movable Feast, Mary's Market and 1st Entertainment Services
 - d. Connect with all local businesses in the Northern Illinois and Southern Wisconsin area
 - e. Advertise social media accounts and company website on rental contract
2. Employees
 - a. Bring in new media communications experts to perform weekly workshop
 - b. Create flexible schedule for social media updates
 - c. Add website maintenance check into weekly schedule

Program Implementation Plans

After the initial training, the managerial employees will be in charge of creating and maintaining the website and social media outlets. In addition, the employees will be in charge of promoting the website, Twitter, Facebook and LinkedIn to any customers that come into the store.

Budget

Each communications specialist, and there will be eight, will be paid \$200.00 each for a one-hour workshop each week for eight weeks. Once communications workshops are done, managerial employees will take on social media and website maintenance tasks during work hours. In addition, we will allocate \$3,000.00 for social media advertising.

Evaluation Plans

The outcomes and objectives will be measured after an initial six weeks, 6 months and at the end of the year. This will be done by reviewing the traffic of the website throughout the year. Evaluating the fans and followers of the social media outlets will also be done to determine if we have reached our set goals.

Feedback and Program Adjustment

After evaluation, the managerial team will get together to decide how to improve any problems. The entire three person team, lead by the designated social media expert, will work together to decide how to proceed after the initial trial period.

Schedule

January 18, 2012	Communication Workshop #1
January 25, 2012	Communication Workshop #2
February 1, 2012	Communication Workshop #3
February 8, 2012	Communication Workshop #4
February 15, 2012	Communication Workshop #5
February 22, 2012	Communication Workshop #6
March 1, 2012	Communication Workshop #7
March 8, 2012	Communication Workshop #8
April 2, 2012	About Us Page on Website, Twitter, Facebook and LinkedIn accounts are launched
May 16, 2012	First evaluation
October 2, 2012	Second evaluation
January 9, 2013	Final evaluation