

Matthew McConegly

Honors Thesis

Marketing Plan for Becky's Hope Horse Rescue

First Reader: Marlys Mason

Second Reader: Karen Flaherty

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I. Executive Summary

The purpose of this marketing plan is to help Becky's Hope Horse Rescue, a 501(c)(3) non-profit organization in Frisco, TX, with their marketing efforts. The specific marketing goals are to (1) increase brand awareness through website traffic, media/publicity and a public relations campaign starting October 1st, 2016, and (2) launch and create awareness of the online store starting October 1st, 2016 in order to increase revenues. Objectives of these goals include: to edit the website of the organization to best fit the needs of the public relations campaign while building credibility of the organization; create public releases highlighting recent efforts and activities of the organization; partnering with local veterinarians in order to increase local community goodwill and awareness; and advertising of the online store via various social media sites. Primary target markets such as online distributors, local media outlets, and possible donors who are not aware of Becky's Hope will be targeted in this marketing plan as well as a secondary market of local veterinarians. The overall expected outcomes are: increased web traffic, brand awareness, and overall donations/volunteers to the organizations.

II. Situational Analysis

A. The Company

Founded in 1997 by Sue Chapman as a simple horse rescue, Becky's Hope Horse Rescue has evolved into a 501(c)(3) non-profit organization. The name Becky's Hope is derived from two different instances. First, Becky is named after the first horse ever rescued by Sue Chapman, Becky. Becky found on a hot summer's day in 1997 and it is recounted from Sue that she "looked more like a walking skeleton than a horse." After taking legal action and seizing Becky from her previous owner, Sue and her team took Becky to Texas A&M University where she underwent a long and arduous healing

process. She would later make a full recovery and resides on the animal rescue to this day and has remained a constant symbol of what Becky's Hope was created to stop and also what human effort and care can do. The second part of the non-profit's name, Hope, was created as a reminder of hope for all of the abused and neglected horses globally. Its mission states that it is "dedicated to the rescue, rehabilitation, sanctuary, and re-homing of abused, neglected, and abandoned horses and farm animals" (Becky's Hope Horse Rescue, 2016). In 2014 Sue Chapman moved Becky's Hope to a 120 acre piece of land in Frisco, Texas, where it currently operates today. The non-profit houses a wide arrange of animals which include: 30 horses, 5 ponies, 4 donkeys, 2 pigs, 3 goats, 7 dogs, 4 cats, and a multitude of chickens.

As the non-profit has grown, so has its marketing and outreach, particularly through social media. Social media marketing has become a prominent tool for Becky's Hope. The non-profit organization currently has two different Facebook pages which screenshots of these pages and of the main website is given in **Images 1, 2, and 3 of the Appendix**. With these different Facebook pages, it attempts to reach supporters and volunteers for the horse rescue with get up-to-date information from Becky's Hope. The following section describes these two pages and their purpose in more detail.

Facebook and Social Media.

Their organizational Facebook page is called Becky's Hope Horse Rescue, Inc. The organization's staff post daily information about the horse rescue and its activities, such information includes features on new rescued animals, up-coming events, and information for the volunteer staff. This Facebook page currently has 3,378 likes, 838 people saying they have been to Becky's Hope, and 103 submitted reviews rating Becky's Hope 4.8 out of 5 stars. Their second Facebook sheet is titled Becky's Hope

Posse. It is labeled as the fun, behind the scenes Facebook page targeted primarily to volunteers. This is a very useful tool to be able to increase comradery with the volunteers at Becky's Hope and increase the return rate of volunteers as well. It currently has 273 friends and 32 people following the page. Becky's Hope also has an active Twitter account with 5,189 followers and 12,000 likes. This Twitter account is very useful to stay in touch with the followers of Becky's Hope who do not use Facebook as their main source of social media marketing. Social media marketing objectives are to raise awareness of Becky's Hope which can be measured by an increase of social media followers of 5% over the previous year on both websites.

Another ability of marketing by using a Facebook account which Becky's Hope has taken advantage of is a call-to-action button on their Becky's Hope Horse Rescue, Inc. page which is titled "Shop Now". Clicking on this button will instantly open another tab on the user's browser which will open a wish list for the organization on amazon.com. This list contains items specifically picked out by the organization's experienced staff members that customers can purchase and donate to the rescue. This is a very important marketing tool because it: provides convenience to the donator; brings a much greater sense of personal action of helping the rescue rather than just making a monetary donation; and it shows the donator something that could really benefit the animals on the rescue. It would be advised to try and highlight this function on their webpage more in the future, by just making a quick post about it for example, as current efforts could be heightened.

Company Website

Becky's Hope also makes use of a company home page to be able to handle further marketing efforts. The company home page acts as a hub for all aspects of the

organization which individuals can become involved with. One marketing tool Becky's Hope website utilizes is a Becky's Hope store. This function as of today has not become active yet; however it will be available soon. This will allow staff members, volunteers, and supporters of Becky's Hope to purchase various marketing materials such as hats, shirts, and various other marketing items that can increase brand awareness. This endeavor will require a capital investment in order to begin however.

The website also features the ability to donate online as well as the ability to sponsor an animal at Becky's Hope. There are three ways to make monetary donations: (1) recurring monthly donations by PayPal or credit card; (2) single donation by PayPal or credit card; and (3) single or recurring donations by mail. Becky's Hope accepts all major credit cards and you do not need a PayPal account in order to donate. Sponsoring works in that an individual can pick an animal at Becky's Hope to sponsor for as little as \$5 per month which ensures that the animal will consistently receive funds for care. The sponsorship is a particularly powerful marketing tool in that it allows an individual an emotional tie of sorts to the animal that they are donated. Advertising the sponsorships by appealing to the emotions of the potential donator should be able to increase the number of sponsored animals. The website allows for a space for convenience for donations and marketing to be able to be able to be utilized to grow the number of sponsorship and donations.

B. The Customer

Being a 501(c)(3) non-profit organization, Becky's Hope accepts donations and volunteers from any individuals nationally who are wanting to help with the rescuing and rehabilitating of mistreated farm animals. Because of this, one could say that the United States is a broad market for Becky's Hope for donations. However, Becky's Hope's

current direct target markets are individuals in the Frisco, Texas area and surrounding cities such as Plano and McKinney. These local areas are the main source of both volunteers and donations for Becky's Hope. The average household income for Frisco and McKinney are between \$99,263 and \$108,428; and \$79,234 for Plano. The estimated per capita income for Frisco, McKinney, and Plano are \$43,073, \$34,458 and \$40,869 respectively. These household and per capita incomes are much higher than the national averages and are very attractive for monetary and equipment donations. Frisco, as of 2016, has a population of 152,710 with an annual growth rate of 5.9% (Frisco, 2016). Plano has a population of 274,409 and McKinney has a population of 148,559.

Through Becky's Hope's diligence to convey it's credible, ethical, and service-to-the-animals attitude to these three communities, Becky's Hope has begun to be welcomed as a top-of-the-line animal rescue. Many individuals in the surrounding communities volunteer their time to Becky's Hope in order to help with the daily operations and have become the primary source of volunteering. Individuals in these communities have also become a big source of donations in the form of money and equipment.

C. The Competition

Competition in the non-profit, animal-rescue charity industry is very high due to the vast number of competitors and the sheer size of the nationally recognized charities such as the Humane Society of the United States, the ASPCA, and Gentle Giants just to name a few. There are approximately 13,600 community animal shelters in the United States; not including nationally operated charities such as Human Society of the United States and the ASPCA (ASPCA, 2016). The competition in this industry spawns from a need for funding in the form of monetary donations from the public and organizations. The Humane Society of the United States in its 2015 fiscal year financial report shows

that they alone received \$159,691,392 in contributions and grants from individuals, business', and the government (The Humane Society of the United States, 2015).

Donations also come in the form of physical donations such as: feed buckets, muck rakes, feed, and saw dust; this is the main form of donation which Becky's Hope receives. The level of competition for this type of donation is harder to gauge because there is no distinction between this and monetary donations on most financial reports.

Becky's Hope also faces competition from the horse slaughter industry. The horse slaughter industry receives a large amount of horses from what are known as kill buyers. These kill buyers act as middle-men in the horse slaughter industry by going to auctions and purchasing horses to sell to the slaughter houses. Annually, more than 100,000 horses are bought by kill buyers and sent to slaughter houses for their meat. Becky's Hope goes to auctions which are frequented by kill buyers and attempts to outbid them on the horses they are trying to purchase. This competition is extremely difficult because of the fact that Becky's Hope is a non-profit so it must rely on monetary donations to be able to fund such endeavors.

D. The Context

1. Economic forces. Non-profit organizations which rely on donations from the public, organizations, and the government to generate revenue will always be at the mercy of the economy. How healthy the economy is has a direct impact on not only a person's ability to spend but their intent to spend and what to spend it on. Donations to organizations like Becky's Hope come from an individual's disposable income; so if the economy dips into a recession then Becky's Hope can predict that donations will stagger as well. On the opposite side of that, if the economy begins to become more healthy, then an individual's disposable income is more likely to improve so in-turn their ability and

intent to donate to Becky's Hope will be higher.

2. Legal and regulatory forces. A common legal force which animal rescues like Becky's Hope would have to deal with are number of horses-per-acre laws set forth in the city's zoning ordinance. According to the city ordinance of Frisco, Texas, the city which Becky's Hope resides in, there are no laws set forth about the number of horses allow per-acre (City of Frisco, 2013).

Becky's Hope does have to follow the state of Texas laws on animal cruelty however. According to Texas law, all domesticated animals are protected under both civil and criminal animal cruelty laws. Domesticated animals are defined as domesticated living creatures or any wild creature previously captured. The following actions define cruelty to animals set forth by the state of Texas:

- Torturing an animal
- Failing to provide food, care or shelter
- Abandoning an animal
- Transporting or confining an animal in a cruel manner
- Killing, seriously injuring or poisoning an animal
- Causing an animal to fight with another
- Using a live animal as a lure in a dog race
- Tripping a horse
- Injuring an animal belonging to another person
- Seriously overworking an animal (SPCA of Texas, 2016)

Becky's Hope and all animal shelters like all residents of the state of Texas must follow these laws or else face civil or criminal charges. Becky's Hope also uses these

laws to seize animals from individuals who are in violation of them and charge these individuals with animal cruelty.

3. Technological forces. A major technological force which Becky's Hope can use to its ability is the vast expansion and exponential use of the internet. The internet gives Becky's Hope the ability to easily explain their organization through their website, allows them to efficiently contact their donators, and gives them marketing ability through sites like Patreon and YouTube.

Another major technological force which has become a norm for society is the ability to pay for things online. Individuals and organizations who want to donate to Becky's Hope can just go to Becky's Hope website and use a credit or debit card to make a donation. This has made the donation process much more efficient, given individuals the freedom to donate more frequently, and give organizations like Becky's Hope the ability to reach out to more potential donators.

4. Sociocultural forces. Animal rescues like Becky's Hope face a sociocultural trend of favoritism. Most individuals who want to either donate their time, money, or supplies to the animal rescue industry will do it for commonly known organizations like the ASPCA and Humane Society of the United States. This favoritism for specific organizations spawns from insufficient ability to market ones organization. These organizations have been around for a long time and have developed significant brand awareness which allows them to be the common choice for donations. Becky's Hope must try to combat this sociocultural trend of donating to an organization over another just based off of a name.

Becky's Hope is also targeted to a niche market of animal rescue which may not be a consumer's first choice in donations to an animal shelter. Becky's Hope focuses on

rescuing and rehabilitating on livestock and farm animals. The sociocultural trend which most individuals who donate to animal shelters are subject to is that of donating to animal shelters that cater to house animals like cats and dogs.

III. SWOT Analysis

A. Strengths

1. The non-profit, through diligent local marketing efforts, has developed a recognized and respected organization name in the local community of Frisco, Texas; this is evidenced in the organization being recognized in the local news and partnering with local establishments in fundraising efforts.
2. The non-profit has a staff of skilled individuals with vast experience with livestock and farm animals and dedication to the organization and its values.
3. There is a small long-term volunteer turnover ratio. This is evidenced in great camaraderie between all of the long-term volunteers who volunteer large portions of their time to Becky's Hope.
4. The non-profit has a large number of short-term volunteers from individuals and various organizations in the local and surrounding communities.
5. The non-profit allows donations in many different forms allowing individuals much more flexibility on how they can help. Types of donations include: monetary donations; physical donations in the form of feed and farm equipment; volunteering time to help with daily operations; and sponsoring animals with a perpetual monthly payment.
6. Frisco's land that is available has become minimal due to companies wanting to use Frisco as a hub for corporate offices; this can be seen in the Dallas Cowboys purchasing one of the last big plots of land in Frisco for a training center. The non-profit was able to

work around this by acquiring a 120 acre plot of land from an owner who had the land taken away from him after being charged with numerous accounts of animal abuse.

B. Weaknesses

1. Short-term volunteer rates have a seasonal effect to them. These volunteer rates will peak in the warmer seasons of summer and spring and start to decline in the colder seasons of fall and especially winter. This due to the fact that Becky's Hope activities occur outside so this weakness is hard to control.
2. As a 501(c)(3) non-profit organization, the organization cannot charge anyone fees to board their horses on the property or use the property as a sanctuary. Instead, they must rely on donations in the form of money or other assets to fund the operations of the rescue.
3. The amount of land the organization's current location has is finite due to much of the land in Frisco, Texas being constructed on. This ultimately limits the amount of animals the organization can rescue.
4. As a 501(c)(3) non-profit organization, Becky's Hope does not have the kind of revenues to pay employees so it must rely on the work of volunteers.
5. A major aspect of the daily operations which the organization must rely on is the volunteering of individuals. These individuals are not paid and volunteer their free time in order to work at the rescue. This can be a hindrance because the organization must rely on these individuals' free time in order for them to volunteer and cannot incentivize them with more pay in order to compensate them for their volunteered time.

C. Opportunities

1. Frisco, Texas where the organization is currently located is surrounded by many rural towns, like Celina, with many acres of land for sale. This could be utilized to expand the

organization to multiple locations and expand the organizations and brand name simultaneously.

2. The SPCA location in Frisco, Texas primarily focuses on rescuing house animals like dogs and cats with small space for some farm animals. The organization could try to partner with organizations like this.

3. Threat of new animal rescues in the same area as Becky's Hope entering is very low due to limited space and the capital needed to start.

4. Frisco, Texas is a very developed and populated area where many beginning young families and families with multiple children reside. The annual household income of the area is \$108,428 which means that the disposable income individuals can use to donate to Becky's Hope is quite high.

5. There are many high profile companies which use the Frisco area as a hub for corporate offices. The organization is currently sponsored by four smaller companies but could potentially reach out to these larger companies to sponsor the rescue so that their company and brand could gain social marketing by assisting a local cause.

D. Threats

1. The organization competes with very large organizations for donations in order to fund their operations. These competitors, like the Humane Society of the United States, are very large and have developed a very strong brand name for themselves. Trying to raise awareness of Becky's Hope through marketing will be difficult due to these organizations established name.

2. The organization must rely on individuals wanting's to donate to Becky's Hope in order to fund the daily operations.

3. As a non-profit, the organization must compete with not just all other animal rescues for donations, but also any other non-profit organization in the Frisco area.

E. SWOT Analysis

<p><u>Strengths:</u></p> <ul style="list-style-type: none"> •Strong and respected organization in the local community •Skilled and dedicated long-term staff members •Small long-term volunteer turnover ratio •Large number of short-term volunteers •Flexible in form of donations accepted •Acquired 120 acres of land in an area with minimal land available 	<p><u>Opportunities:</u></p> <ul style="list-style-type: none"> • Becky’s Hope can expand its operations and brand name to surrounded rural communities •Partnership with organizations like the local SPCA in animal rescue efforts •Threat of new entrants in the Frisco area is very low •Frisco residents have a much higher average disposable income •Becky’s Hope could seek sponsorship from the high profile companies who use Frisco as a hub for corporate offices
<p><u>Weaknesses:</u></p> <ul style="list-style-type: none"> •Volunteer rates are subject to seasonality •Must rely solely on donations to fund operations •Land expansion in Frisco, Texas is minimal limiting rescued animal numbers •Cannot pay employees •Must rely on volunteers free time 	<p><u>Threats:</u></p> <ul style="list-style-type: none"> •Large competitors for donations like the SPCA have a very strong and recognized brand name nationally •Must rely on individuals wanting’s to donate •Competes with all other non-profit organizations

F. Developing Competitive Advantages

Becky’s Hope can match their strengths to their opportunities in the following ways:

1. The organization can use its exponentially growing brand name and brand value to create a partnership with the local SPCA and veterinarians.
2. Becky’s Hope already having a large portion of land in the ever shrinking available land market that is Frisco gives Becky’s Hope a competitive advantage over any new animal recues that might try to enter in the area.

3. Becky's Hope can use its local reputation to try and partner with organizations in the area that use Frisco as a hub for corporate offices. Becky's Hope could work with these organizations with their flexibility in type of donation or by increasing their short-term volunteer numbers.
4. Frisco's average household income, which is much higher than the national average, means that most households more than likely have a higher than average disposable income. This combined with Becky's Hope multiple ways of donation allows Becky's Hope the opportunity to receive large amounts of help from the Frisco community.
5. The threat of new entrants in Frisco is also small due to a horse rescue needing a staff of skilled individuals to be able to run the daily operations and apply their expertise to activities. Individuals like this might require an annual or at least part-time salary which a non-profit organization might not want to provide. Becky's Hope already has a staff of dedicated volunteers who are also highly skilled in the fields of farm animals.

Becky's Hope can convert weaknesses and threats in the following ways as well:

1. Becky's Hope currently has a strict adoption process. Individuals who pass a series of screenings and meetings with Becky's Hope may adopt one of the rescued animals if they are permitted to do so. This can in small part combat the weakness of having finite space to keep animals on so that Becky's Hope can continue their work of rescuing animals without needing to expand operations.
2. Becky's Hope must rely on the disposable income of individuals for donations; however, the disposable income of the average household should be higher than the national average so this threat can be minimized in its severity.
3. Becky's Hope can partner with other non-profit organizations in the area, not just animal rescues, to create a great public image to both organizations rather than they are

competing with each other.

IV. Marketing Goals and Objectives

A. Marketing Goal A: Increase brand awareness through 1) website traffic, 2)

media/publicity and 3) a public relations campaign starting October 1st, 2016.

Objective A1: The main website and Facebook pages for the organization needs to be updated before any awareness efforts are to be made. The website must not have any grammatical errors, all animals on the rescue should be accounted for on the website with a brief description, and any out-of-date information should be deleted; screenshots of current examples of these errors is given in **Images 4 and 5 of the Appendix**. Whoever is designated with the responsibility of monitoring the website should be in charge of this and the website should be checked weekly for any errors or missing information.

Objective A2: Establish what the companies positioning is so that someone could communicate that to the press if needed. This should be created by Sue Chapman or whoever is assigned to lead public relations and should be done immediately, before the October 1st, 2016.

Objective A3: Create a “News” tab on the Becky’s Hope website. This news tab will be home to any press releases or videos. For an example of a video to have here would be any time Becky’s Hope is in the news or volunteer/donator/sponsor testimonials. This should be done by whoever edits the website and be completed before October 1st, 2016.

Objective A4: An “addthis” share button should be added to the Becky’s Hope website which will enable frequenters of the website to share the site to their social media profiles. This should be done by whoever edits the website and should be done by

October 1st, 2016. 3 months after creation, sharing of the website via social media should increase by at least 10%.

Objective A5: Press releases should be created highlighting recent Becky's Hope news and how Becky's Hope is at that time helping dissolve farm animal cruelty by rescuing animals across the state. Press releases should be made at least bi-weekly by Becky's Hope public relations member starting October 1st, 2016. The aims of the press releases are to increase website traffic and donations/sponsorships by 20% by the end of the year.

Objective A6: Partnering with local veterinarians and fellow non-profit animal rescues like the SPCA should be done to increase company awareness and community service. Partnering efforts with these individual organizations should be led by Sue Chapman and partnership with at least two organizations should be achieved by December 31st, 2016.

B. Marketing Goal B: Launch and create awareness of the online store starting October 1st, 2016 in order to increase revenues.

Objective B1: Finish creating the online store and have it ready to launch with all merchandise ready by October 1st, 2016. Sue Chapman, or anyone who she has appointed to control interacting with the merchandise company, will be in charge of making sure this is done.

Objective B2: Create a Facebook post advertising the opening of the store after the store is created. This initial post should be targeted to the "Becky's Hope Posse" Facebook page which has 277 friends who have all either volunteered or have ties to Becky's Hope beyond just donations. Having at least 35% of this group purchase a hat and a t-shirt for example should cover the initial cost of the merchandise. This should be done by the individual designated control of the social media accounts.

Objective B3: After test running the online store with the Becky's Hope Posse audience, a post to Becky's Hope general social media accounts announcing the online store should be made. This post could have some sort of promotion like 10% off a purchase of \$50 or more in order to attract individuals who are not as attached to Becky's Hope as the previous group. This should be done by the individual designated control of the social media accounts.

V. Marketing Strategy

A. Primary (and Secondary) Target Market(s) for Marketing Goals

Primary target market(s)

One primary target market aimed at the new public relations campaign will be wire service companies. An example of a good wire service company to send press releases to for distributions would be PR Newswire. These press release distributors will be online based with reputable brand names that have price ranges for press releases between \$150-\$300. It would also be ideal for these wire service companies to have a background of accepting community service based press releases.

Another primary target market for the new public relations campaign will be the Local Media; local media includes local newspaper, news stations, and trusted online forums. The Local media in this respect in Frisco, Texas include: the Frisco Enterprise; Frisco-Online.com; and CBS Dallas/Fort Worth. Becky's Hope has in the past been on the Dallas Morning News and The Local Courier. Expanding on relationships with these media outlets while seeking out similar ones to increase the size of the target market would be ideal.

A primary target market in the launching of the online store efforts will be individuals who follow Becky's Hope in some respect. As said in the "company" section in the situational analysis earlier in this plan, this will primarily be individuals who follow Becky's Hope on social media. The majority of these individuals tend to be a part of either the Frisco community or of local communities. These individuals already show a passion to help Becky's Hope in its mission and financial analyses of the local areas also given in the "company" section of the situational analysis shows a high enough disposable income in these communities to purchase Becky's Hope merchandise.

Secondary target market(s)

A secondary target market in the new public relations campaign will be veterinarians and non-profit animal rescues in the Frisco area for Becky's Hope to partner with. A list of veterinarians and animal rescues in the Frisco area is given in **Tables 1 and 2 of the Appendix**. Being in the industry of supporting animal lives, the organizations should already share the same ideals as Becky's Hope. Partnership with these organizations should not be focused on individual gain but coming together to better help the animals. Partnership with organizations like the SPCA who focus more on the rescue and adoption of house animals could be ideal to minimize them as a competitor while also sending the message that Becky's Hope cares for the rescue and rehabilitation of all animals.

B. Product/Service Strategy

The service of Becky's Hope that will be conveyed during the new public relations campaign will be that of an honest organizations that its only goals is to serve as an area for the rescue and rehabilitation of abused animals; which Becky's Hope is currently positioned as. Becky's Hope will also be positioned in this campaign as an organization that is standing

to end killing auctions or livestock and bring to light the often overlooked, horrific world which is the slaughtering process of horses.

The products that will be offered on the Becky's Hope online store will be marketed as items of support for and to raise awareness of Becky's Hope. Products that will be offered will be baseball hats, t-shirts, long sleeve shirts, and sweatshirts; prices for these items will be discussed later on. These products should be marketed as another way which Becky's Hope is trying to raise awareness of their efforts and that all proceeds go back to the animals at Becky's Hope.

C. Pricing Strategy

Prices for baseball hats, t-shirts, long sleeve shirts, and sweatshirts will be \$21.99, \$15.99, \$29.99, \$39.99 respectively. The prices for each item should be able to maintain a contribution margin of 30%-40% which will be ideal to cover the cost of production and distribution. The value of these items will be represented in the services which they represent; individuals who purchase an item on the Becky's Hope online store will be able to be reassured that all of the dollars generated from their purchase will go to helping the animals.

D. Distribution/Supply Chain Strategy

Being a small non-profit organization, Becky's Hope has very little capital to fund a large distribution effort on its own. Also, the organization does not have the ability to hire a team to handle the distribution process so Becky's Hope must utilize an easy-to-use and cost efficient method to ship and process its online store purchases. It is for these reasons that Becky's Hope will utilize ShipStation. ShipStation is software that will streamline the organization's eCommerce fulfillment and shipping efforts. This software will give Becky's Hope the freedom to be able to ship their products through various companies; examples

being USPS, UPS, and FedEx. ShipStation allows a 90 day free trial of its software which will allow Becky's Hope to see if the software will be necessary after launching the store as well as being cost-effective. After the establishing that ShipStation will be effective, the organization should purchase the bronze package which will only cost \$25-per-month; upgrading packages will be done at the discretion of Sue Chapman.

The press releases for the public relations campaign will be distributed online via a distribution company; a specific company being PR Newswire. PR Newswire is an online distributor of press releases and will cost somewhere between \$150-\$300 per press release. This cost may seem high per press release but the use of a company like this should allow Becky's Hope to reach a much further market than it is currently reaching allowing an increase in potential donations and sponsorships.

E. Promotion Strategy

Promotion for the public relations campaign will be handled through the use of wire service companies and local media. The wire service companies will be online distributors of press releases who have a tendency to focus on community service related stories who have price range between \$150-\$300 per press release. An example of a wire service to be used would be PR Newswire. Press releases will need to be written up on at least a bi-weekly basis covering Becky's Hope on its current efforts in the animal rescue industry. Press releases should be written in the format described in *The Associated Press Stylebook* to ensure maximization of a press releases notice. Local media such as the Dallas Morning News and The Frisco Enterprise will also be utilized in order to increase awareness of Becky's Hope and its efforts.

Advertising for the online store will primarily be conducted via social media websites such as Facebook and Twitter. An initial "trial run" of the online store should be

run on the Becky’s Hope Posse Facebook page which is frequented by individuals who have already volunteered on Becky’s Hope and have already distinguished them as loyal. If this proves successful, advertising should be done on the other social media accounts Becky’s Hope has to announce the launch of their online store. Secondary advertising will also be done when individuals wear the Becky’s Hope merchandise.

VI. Marketing Implementation

A. Marketing Restructuring

The organization will have to change a few things to their website and operations in order to successfully implement the public relations campaign. First of all, a news tab for the website titled “News” needs to be added which will contain all of the press releases, local media coverage, and recent activity which customers can view. Second, an “add this” button will need to be added to the website. This button will allow frequenters of the Becky’s Hope website the ability to quickly and easily share the Becky’s Hope website to their various social media accounts. Third, Sue Chapman will need to assign responsibilities for the public relations campaign; whether she designates that to herself or to another long-term volunteer of the organization who can learn how to properly write a press release and keep in contact with local media.

B. Marketing Goals and Objectives Schedule

Specific Tactical Activities	Person/Department Responsible	Required Budget	Completion Date
Marketing Goal A: Increase brand awareness through 1) website traffic, 2) media/publicity and 3) a public relations campaign starting October 1 st , 2016.			
Objectives			
1. Update website and Facebook pages weekly	Website moniterer/editer	\$0.00	October 1 st , 2016
2.Establish companies positioning statement	PR representative	\$0.00	October 1 st , 2016

3.Create “News” tab on main website	PR representative	\$0.00	October 1 st , 2016
4.Create “add this” button on website	PR representative	\$0.00	October 1 st , 2016
5. Create press releases	PR representative	\$150-\$300	Bi-weekly starting October 1 st , 2016
6. Partner with local organizations. Objective is to partner with at least two	PR representative	\$0.00	December 31 st , 2016
Marketing Goal B: Launch and create awareness of the online store starting October 1 st , 2016 in order to increase revenues.			
Objectives			
1.Launch online store	Sue Chapman	TBA	October 1 st , 2016
2.Create Facebook advertising onto Becky’s Hope Posse	Sue Chapman	\$0.00	October 1 st -7 th , 2016
3.Launch social media advertising to general accounts and site	Sue Chapman	\$0.00	October 7 th , 2016

VII. Evaluation and Control

A. Formal Controls

The type of process controls which will need to be put into place will be correlated to volunteer training on website maintenance and public relations. If Sue Chapman passes responsibility of the website onto another volunteer, that volunteer will need to be trained both on how to correctly edit the website and also the new expectations from the marketing goals. Whoever is in charge of the public relations campaign will also need to be properly trained in the correct way to write a press release. Members of the press tend to have a very particular style of writing press releases which, if done right, will allow the organization to have their press releases read and distributed more frequently. This type of writing is highlighted in the book *The Associative Press Style Book* and should be familiarized by the

public relations head. An example of a press release is given in **Images 6 and 7 of the Appendix.**

Examples of output controls which will need to be monitored during and after the execution of the marketing plan are listed below.

- Overall performance standards:
 - Dollar sales of the online store which records will need to be kept after each sale and overall performance measured after the trial period of the launch and at the end of each month after that.
 - Customer satisfaction with products which can be measured via a survey distributed out on the organizations social media feeds created from Qualtrix.
 - Click-through-rates and other website traffic based analytics which can be taken from Google Analytics.
- Distribution performance standards:
 - Average distribution rate of press releases on online wire companies and local media networks.
 - New donators and volunteers which were acquired via press releases which can be measured by a simple “how did you hear about us” questionnaire through social media outlets.

B. Implementation Schedule and Timeline

	<i>Month</i>	October				November				December			
Marketing Goal A	<i>Week</i>	1	2	3	4	1	2	3	4	1	2	3	4
Update website/Facebook before October 1 st and check weekly to ensure up-to-date information and minimize grammatical errors.		X	X	X	X	X	X	X	X	X	X	X	X
Establish the organizations specific positioning		X											

Create "News" tab and "addthis" button on website	X												
Create and distribute press releases on a bi-weekly basis to the website, Facebook pages, and the wire distributor.	X		X		X		X		X		X		
Follow-up with contacts in the various local media about current organization news while adhering to the contacts schedule and deadlines.(Timing of the activities will vary by contact)													
Monitor and measure awareness increases due to press releases. If unsatisfactory then move press releases to a monthly basis.				X									
Contact local veterinarians and organizations to discuss partnership					X								
Partner with at least two new veterinarians or local organizations													X
Marketing Goal B													
Begin free trial with ShipStation	X												
Launch the online store	X												
Begin marketing the online store to Becky's Hope Posse Facebook page as a trial run	X												
Monitor and measure online store's trial performance and decide whether or not it is profitable to launch to general public.			X										
Advertise to other social media sites with promotion if initial launch is successful			X										
Measure online stores performance at the end of each month; adjust marketing efforts and production accordingly				X			X						X

Appendix

Screenshots of Becky's Hope Facebook Pages and Website

Image 1: Screenshot of Becky's Hope Posse Facebook Page

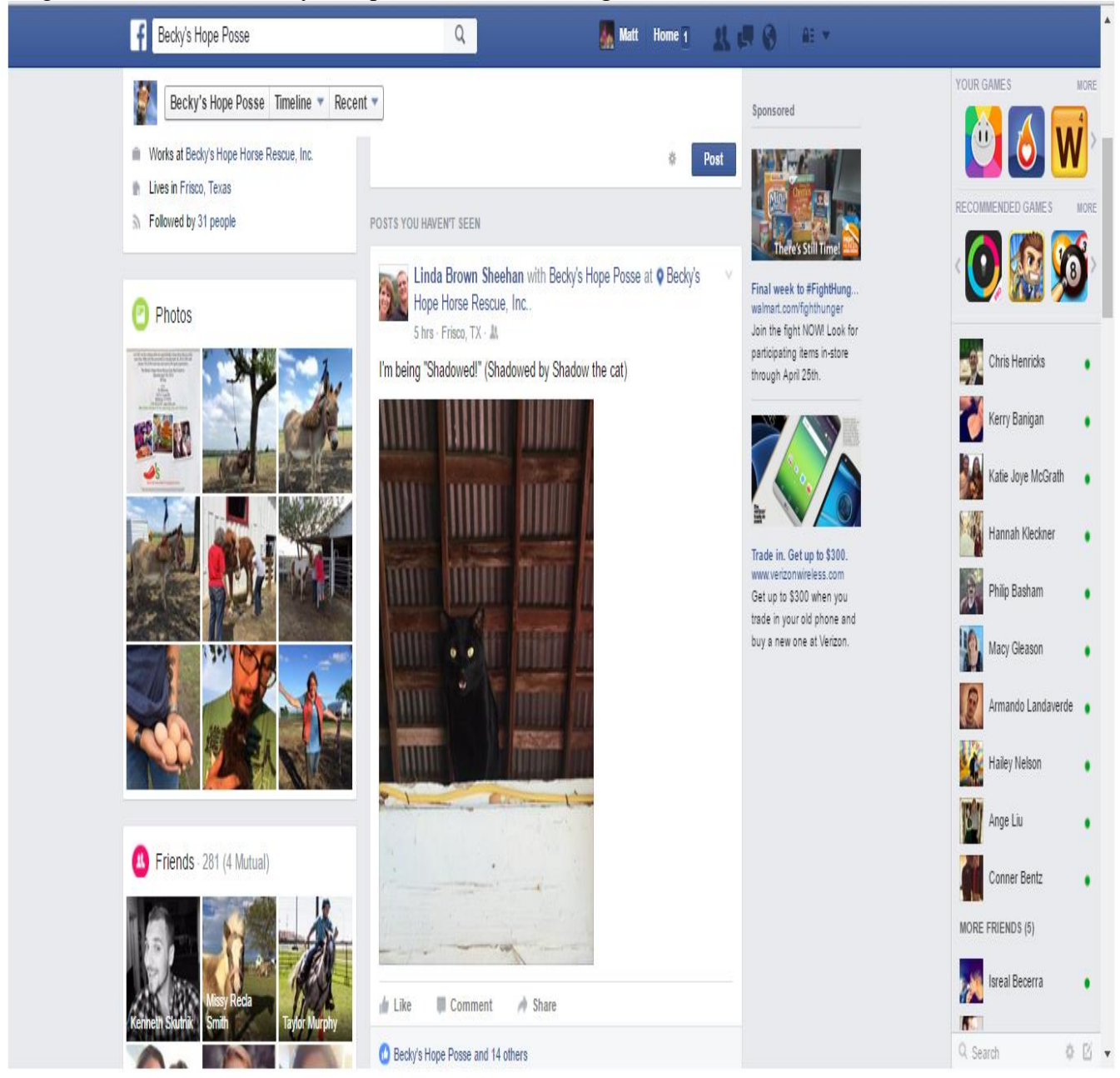


Image 2: Screenshot of Becky's Hope Horse Rescue, Inc. Facebook Page

Becky's Hope Horse Rescue, Inc.

Becky's Hope Horse Rescue, Inc.
@BeckysHopeHorseRescue

Shop Now Like Message

Timeline About Photos Reviews More

Search for posts on this Page

Very responsive to messages

3,428 people like this
Sean Michael McConegely and 7 other friends

901 people have been here
Lari Mcconegely and 2 other friends

Invite friends to like this Page

4.8 of 5 stars · 105 reviews
View Reviews

ABOUT

13100 Highway 121
Frisco, TX

Status Photo / Video

Write something on this Page...

Becky's Hope Horse Rescue, Inc.
April 21 at 3:48pm · 🌐

Due to the wet conditions here, we are forced to postpone the training workshops with M&M. We will announce the new date soon. We look forward to seeing you all then!

Official Chip of the NBA
www.amazon.com
Ruffles Chips are the perfect snack for watching some bball action. Go and grab a bag now!

YOUR GAMES

RECOMMENDED GAMES

Kerry Banigan
Katie Joye McGrath
Hannah Kleckner
Philip Basham
Macy Gleason
Armando Landaverde
Hailey Nelson
Ange Liu
Conner Bentz
Kelly Hicks
MORE FRIENDS (4)
Brian Kennedy

Image 3: Screenshot of Homepage for Main Website



Table 1: List of Veterinarians in Frisco, TX

Name	Phone Number	Address
LazyPaw Animal Hospitals	972-712-1300	7380 Stonebrook Pkwy
Stonebrook Veterinary Clinic	972-712-3200	7151 Preson Road, Suite 411 D
Frisco West Animal Medical Center	972-335-2600	9339 Legacy Dr
Legacy Veterinary Hospital	972-335-9292	5399 Warren Pkwy
Phillips Creek Veterinary Hospital	214-618-8180	8180 Farm to Market 423

Table 2: List of Animal Rescues in Frisco, TX

Name	Phone Number	Address
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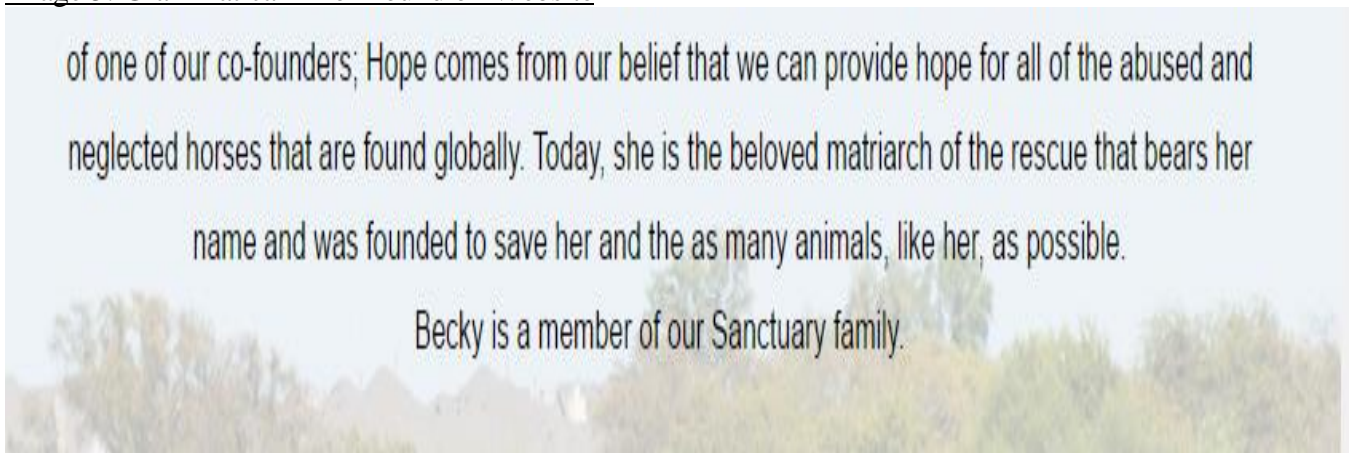
The Colony Animal Shelter	972-370-9250	4720 E Lake Highlands Dr
Little Elm Animal Shelter	972-377-1898	1605 Mark Tree Ln
Humane Society of North Texas	917-332-4768	1840 E Lancaster Ave

Screenshots of Errors on the Main Website

Image 4: This Screenshot Was Taken on April 26th, 2016, After the Event has Been Completed



Image 5: Grammatical Error Found on Website



Screenshots of Press Release Example:

Image 6:

The image is a screenshot of a blog post. On the left side, there is a vertical navigation bar with a hamburger menu icon (three horizontal lines) and the date '22 Mar 2016'. Below the date, it says 'Posted by Jason Fidler'. In the top right corner, there are social media icons for Facebook, Twitter, LinkedIn, and Email, along with an orange button that says 'REQUEST A DEMO'. The main content area contains a paragraph of text, a quote, and a list of bullet points.

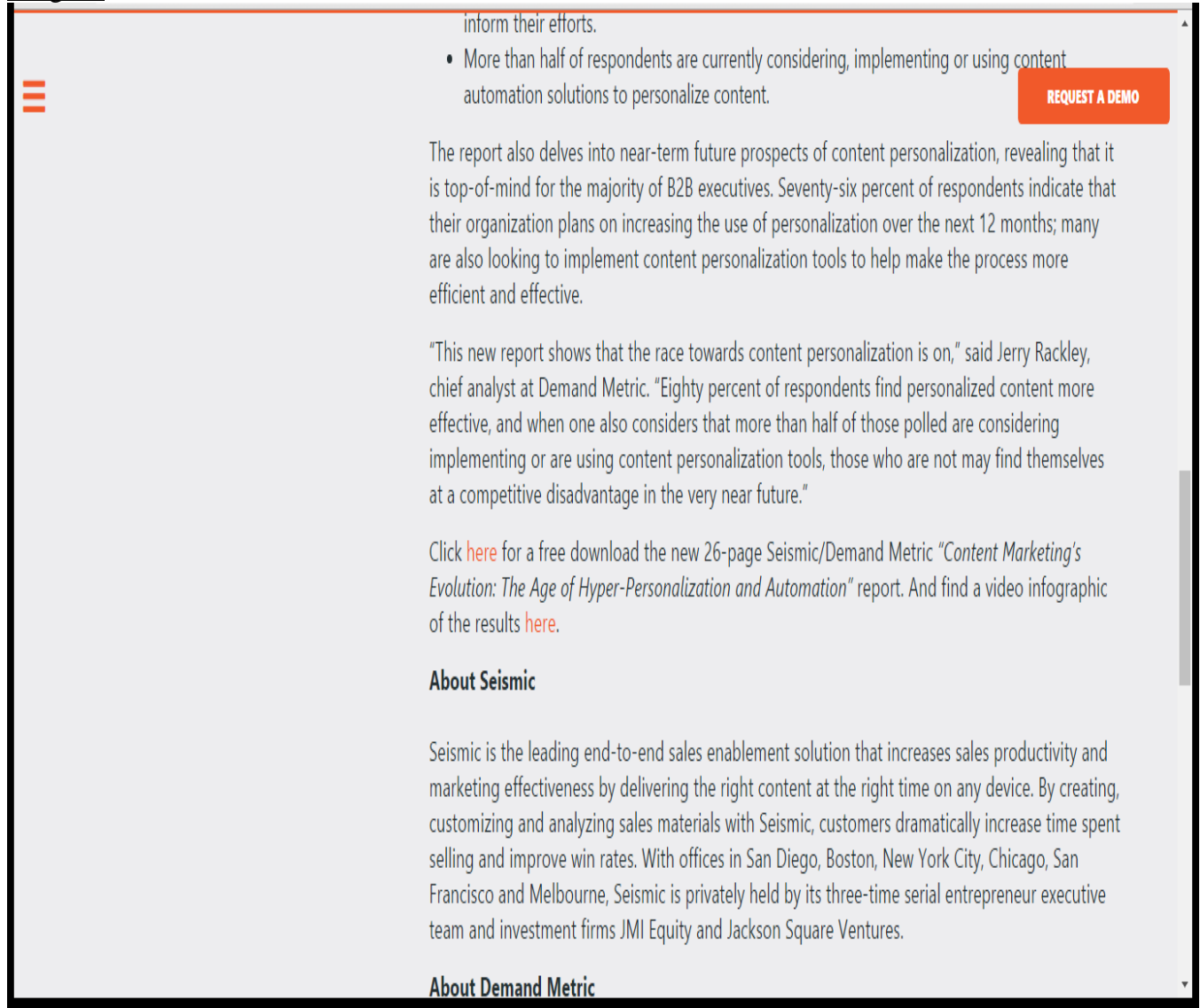
BOSTON, March 22, 2016 – There are now few places within the customer journey that can't be bolstered by content, finds a new report released today from **Seismic**, the leading end-to-end sales enablement solution, and **Demand Metric**. According to the more than 180 B2B enterprise stakeholders surveyed, lead generation (70 percent of respondents) is the most cited objective for B2B content marketing initiatives, and sales team support and enablement (64 percent) is the second-most cited objective, surpassing both thought leadership efforts (58 percent) and web traffic generation (56 percent), among other objectives. Eighty percent of respondents also indicate that these objectives are better met when content is personalized.

"The conclusion of the report is unmistakable: content personalization throughout the customer journey—from first-touch to close—is imperative," said Doug Winter, CEO of Seismic. "Much like how marketing automation disrupted the marketing landscape about a decade ago, marketers today that can execute a holistic and efficient content personalization process before their competitors do will be in a much better position to win more deals and close more sales."

However, many B2B marketers remain only in the beginning stages of a content personalization process, as indicated by additional key findings from the report:

- Fifty-five percent of respondents have only been personalizing content for two years or less.
- Of those not currently personalizing content, 59 percent cite a lack of technology, 59 percent cite lack of bandwidth, and 53 percent cite lack of data.
- Sixty-seven percent of respondents are performing content personalization via an entirely manual or mostly manual process.
- Only 40 percent of those who are personalizing content are currently leveraging CRM data to inform their efforts.

Image 7:



inform their efforts.

- More than half of respondents are currently considering, implementing or using content automation solutions to personalize content.

The report also delves into near-term future prospects of content personalization, revealing that it is top-of-mind for the majority of B2B executives. Seventy-six percent of respondents indicate that their organization plans on increasing the use of personalization over the next 12 months; many are also looking to implement content personalization tools to help make the process more efficient and effective.

"This new report shows that the race towards content personalization is on," said Jerry Rackley, chief analyst at Demand Metric. "Eighty percent of respondents find personalized content more effective, and when one also considers that more than half of those polled are considering implementing or are using content personalization tools, those who are not may find themselves at a competitive disadvantage in the very near future."

Click [here](#) for a free download the new 26-page Seismic/Demand Metric "Content Marketing's Evolution: The Age of Hyper-Personalization and Automation" report. And find a video infographic of the results [here](#).

About Seismic

Seismic is the leading end-to-end sales enablement solution that increases sales productivity and marketing effectiveness by delivering the right content at the right time on any device. By creating, customizing and analyzing sales materials with Seismic, customers dramatically increase time spent selling and improve win rates. With offices in San Diego, Boston, New York City, Chicago, San Francisco and Melbourne, Seismic is privately held by its three-time serial entrepreneur executive team and investment firms JMI Equity and Jackson Square Ventures.

About Demand Metric

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