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BUSINESS PLAN FOR AN
ENTREPRENEURIAL VENTURE IN THE PR/
MARKETING INDUSTRY THE
DEVELOPMENT AND EXECUTION OF
OBVIOUS PUBLIC RELATIONS

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BUSINESS PLAN FOR AN ENTREPRENEURIAL VENTURE IN THE PR/MARKETING
INDUSTRY
THE DEVELOPMENT AND EXECUTION OF OBVIOUS PUBLIC RELATIONS

By

Chastity P. Spencer

B.S., Southern Illinois University, 2011

A Research Paper

Submitted in Partial Fulfillment of the Requirements for the
Masters of Science Degree

College of Mass Communication & Media Arts

Southern Illinois University Carbondale

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In the field of Professional Media & Media Management

Approved by:

Narayanan Iyer, Chair

Graduate School

Southern Illinois University Carbondale

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DEDICATION

This research paper is dedicated to my mother, Hilda D. Spencer. Throughout all of my triumphs and accomplishments while pursuing my education I have always kept you in mind. I didn't have to think twice about whom I was giving this dedication to. Daddy has a Bachelor's and Master's degree to call his own, so this is to you. I wanted to give you something sentimental to call your own that will have value and meaning. I know how much you've always wanted to attend college but took on the responsibility of raising my little brother Shawn and I. That pushed me to continue my education and show you that you can also achieve this. You have always been my biggest supporter. You called and checked on me the most, bragged about me tremendously, and was the one I could always call on days I needed encouragement. I love you mommy. Hopefully, this research paper and business plan for Obvious Public Relations will brighten the future of our family. Thank you so much for all you've done.

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CHAPTER 1 INTRODUCTION

This MS research report addresses my interest in the development of an independent public relations company. This project focuses on creating a strategic marketing/business plan and book required for the successful inception of a PR company. The company, Obvious Public Relations (OPR), a PR agency will specialize in many strategic planning elements including Public Relations, Advertising/IMC, Brand Management, and Marketing.

In 2011/12, PRSA led an international effort to modernize the definition of public relations and replace the old definition that was set in place in 1982 by the PRSA national assembly (Public Relations Society of America, 2012). The old definition of public relations was, “to help an organization and its publics adapt mutually to each other (Public Relations Society of America, 2012). This definition no longer fits the qualifications of the multiple functions public relations companies and representatives now perform in the industry. According to Public Relations Society of America, the new definition of public relations is, “A strategic communication process that builds mutually beneficial relationships between organizations and their publics” (Public Relations Society of America, 2012).

Another function public relation companies have taken upon themselves is advertising. The American Marketing Association defines advertising as, “any paid form of non-personal presentation of ideas, goods, or services by an indented sponsor” (Wilcox, 2009). Advertising also incorporates integrated marketing under its umbrella. IMC is defined as, “a set of processes that include the planning, development, execution, and evaluation of coordinated, measurable brand communication programs overtime consumers, customers, prospects, employees,

associates, and other targeted, relevant external and internal audiences” (Christensen & Daderman, 2009). IMC usually runs hand in hand with brand equity and brand management.

A brand, according to the American Marketing Association (AMA), is a name, terms, signs, symbol, or design or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition” (Morris, Pitt, & Schindehutte, 2009). Brand management can be defined as a process of maintaining, improving, and upholding a brand so that the name is associated with positive results (Business Dictionary, 2012).

The final function OPR will perform is marketing. Historically, the American Marketing Association (AMA) defined marketing as, “the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals” (Morris, Pitt, & Schindehutte, 2009). Marketing usually consist of the marketing mix that is price, place, product and promotion. The marketing mix is used for the client and the goods, products, or services they are offering to the public. The main marketing objective is to increase sales for the client; this usually happens through the promotion process and then goes out externally. Internally, marketing has IMC (Integrated Marketing Communication). IMC is the umbrella and under it houses PR, advertising, and brand management. These components all work together to create a cohesive marketing campaign fit for the client.

Using secondary research, a business plan for Obvious Public Relations will be developed to gain a better understanding of the dynamics and issues associated with a startup public relations company. This study will primarily utilize data from secondary research to answer the following research questions.

RQ 1. What is the success rate of small, independent PR companies during the first year of business?

RQ 2. What new innovations have the PR industry adopted to fit the new communication trends?

RQ 3. What factors contribute to the composure of a business plan for new companies within the communication area?

Secondary research will be utilized to construct the business plan as far as understanding the financial stability required for opening and remaining a fully functioning and profitable business. Potential problems that can occur with the development of OPR would be the inability to find investors to help fund the startup of the company. Other problems include finding a suitable location to house OPR in Chicago, finding clientele, generating revenue, and hiring top-notch employees.

The successful development of Obvious Public Relations is promising because it hinges on bringing new innovations to the way PR agencies and its clients communicate with each other. OPR will house multiple communication departments under its umbrella, the company has the advantage to set itself apart from other PR companies that don't perform as many functions as OPR. This in essence puts the company in a better position to win more clients, as well as defines OPR as being a one-stop shop for clients who may need multiple forms of communication adapted to their brand. It also positions the company to have a better understanding of the industry and all the communication functions a possible client will need to be marketed correctly. The research conducted for OPR can help get a better insight on what it takes to create a start-up PR company in today's rapidly evolving society with ever-changing elements in the ways companies and its clients communicate with its publics.

CHAPTER 2

MARKET ANALYSIS

From then until now; How the PR industry has reformed itself

Public relations was once an exclusive club (Scott, 2010). PR people occupied their time writing press releases targeted exclusively to reporters and editors and by schmoozing with those same reporters and editors (Scott, 2010). Back in the day, PR reps thought the only way to get written about or airtime was through the media (Scott, 2010). This has totally changed today as a PR company can be its own media outlet thanks to the World Wide Web. PR companies also use to believe that the only way to get their point across was to put it into a press release (Scott, 2010). This notion has changed as industries like advertising and marketing have begun to merge into PR. Now PR companies are getting their points across by branding, running campaigns, creating their own media spots, etc. Press releases are still widely used within the industry but now that PR is evolving and becoming more respected and not referred to as 'spin', media outlets are accepting the 'new' multifaceted PR industry. Since PR work has changed so to must services the industry now offers to clients. People used to have to contract with separate companies for marketing, PR, and advertising, but now, with everything integrating, a PR company can be a one-stop shop for clientele and work to the client's advantage. Incorporating multiple forms of communication has eliminated the competition among advertising and marketing companies and forced many agencies to merge and fold into one big entity that provides all services.

PR is no longer just an esoteric discipline where great efforts are spent by companies to communicate exclusively to a handful of reporters who then tell the company's story, generating a clip for the PR people to show their bosses (Scott, 2010). With the advent of the web, which

connects consumers and companies, PR programs can now reach buyers directly (Scott, 2010). A new area of PR work is in social media. Social media provides a way for people to share ideas, content, thoughts, and relationships online (Scott, 2010). Everyday, millions of people are searching and networking through the Internet. A social site like Facebook, Twitter, LinkedIn, and MySpace have changed the way companies target consumers, and has also changed the way PR companies promote to an audience. Social media differ from so-called “mainstream media” in that anyone can create, comment on, and add to social media content (Scott, 2010). Social media gives users the freedom to create and be heard and seen. PR companies can use this to their advantage. Other forms of social media like blogs, video and photo sharing, listservs, social bookmarking, wikis, and message boards are also impacting the PR industry. These social forms help the PR company connect with the audience, find out more about them, make them feel comfortable, and keeps the audience engaged with the content the PR company is providing to them.

PR these days, is all about showing care for the consumer and not make them feel as though what’s being promoted to them is ‘Spin’. Yes, this may sound like a marketing technique, but marketing isn’t only about your products (Scott, 2010). PR is the whole package now. One might think about public relations strategy in terms of being either proactive or reactive (Percy, 2008). Proactive PR involves planned activity designed to draw positive attention to a company and help build a positive image (Percy, 2008). Reactive PR results when a company experiences negative publicity and must deal with ‘damage control’ (Percy, 2008). Both of these forms of PR can fit into the branding of a product, service, or company. But still, some marketers don’t see where PR fits into the new integration system.

Many people focus on what PR does in terms of ‘organization’ but don’t take into

account how PR represents brand, market, and advertise clientele. There are some advantages and disadvantages of the integration of PR into IMC. Advantages includes PR being low cost, PR reaches high specific targets, avoids clutter, and adds credibility to their messaging (Percy, 2008). Disadvantages of incorporating of PR into IMC are the lack of control over the message and the target audience being unable to link the message to the brand (Percy, 2008). Those disadvantages can happen within any of the industries being included within IMC and has proved to not be sufficient enough to keep PR from being conjoined in the new way of marketing. In the mid-1990s it was estimated that 70% of PR activities were related to marketing (Percy, 2008). In today's time, that number has risen by almost 20 percent. Because of this, PR and marketing are being jointly addressed as Marketing Public Relations (MPR).

MPR is 'the process of planning, executing, and evaluating programs that encourage purchase and consumer satisfaction through credible communicators of information and impressions that identify companies and their products with the needs, wants, concerns, and interests of consumers' (Percy, 2008). MPR must stay consistent with a brand's overall marketing communication, and ideally reflect the same visual and verbal 'feel' and by doing this, this is why MPR must be considered within IMC and its strategic planning (Percy, 2008). There's so much a PR company has to take into account viewing their clients through the eyes of the consumer. The new integrated PR must draw positive attention to a company and help build a positive image by using media relations, corporate communication, sponsorships, events, and perhaps the most important, publicity. The new PR person must be creative, timely, a salesperson, an excellent writer, must show compassion, competitive, and Internet guru, etc. These criteria make up the new form of advertising/IMC, branding, marketing, and PR.

Contemporary Advertising

Advertising is one of the oldest selling techniques. To better understand what advertising means, it's best to look back at its Latin root word, *advertere*. Daniel Starch (1926), one of the pioneers in advertising theory and measurement, was perhaps the first to use the Latin root of advertising in defining it, back in the 1920s (Percy, 2008). *Advertere* translates as 'to turn towards'. Advertising-like messages in IMC are meant to 'turn' the consumer's mind towards the advertised brand (Percy, 2008). In recent times, advertising has been trying to get away from its stereotypically images and not be the oldest technique around anymore. Today, advertisers aren't trying to interrupt people to get them to pay attention to a message, nor are ads exclusively about selling products anymore (Scott, 2010). Advertising is striving to become more hip, lively, and appealing to everyone. Some of the old rules that applied to advertising were that it's needed to appeal to the masses, that it was one-way: company to consumer, that it was based on campaigns that had a limited life, and that advertising and PR were separate disciplines run by different people with separate goals, strategies, and measurement criteria (Scott, 2010).

In the past, advertising has been delivered via what was known as 'measured media', so-called because independent services 'measured' the size of the audience for such things as television, radio, newspaper, magazines, and outdoor (Percy, 2008). Today, advertising messages are delivered through direct marketing and channels marketing areas where in the past one only found promotional messages (Percy, 2008). The main goal of advertisers is to raise brand awareness and brand attitude. Overtime, effective advertising will successfully seed the brand in consumer's memory as satisfying an appropriate need, and will associate the brand with positive attitudes that's are linked to positive motivations to buy and use it when that need occur (Percy, 2008).

There are many ways that advertising have used communication strategies to appeal to an audience, they include: humor, hard sell, testimonial corrective, advocacy, fear appeal, etc. (Percy, 2008). Other forms of communication like IMC, PR, promotions, and branding have also adopted these strategies to appeal to the consumer. When you think of advertising, you just think of that one entity through the word, but advertising has four basic types. COBA (Consumer-oriented brand advertising) is brand-focused advertising directed toward individual consumers, delivered via a wide range of possible media (Percy, 2008). COBA is usually placed in the mass media because it gets the most effective results for the brand. The second type of advertising is retail advertising. This involves both store image as well as products or a service offered, and generally uses local media (Percy, 2008). Retail advertising is usually used for newer stores to help build positive feelings toward the store from consumers. B2B advertising addresses both customer and the trade, and generally uses specialty media directed to target segments (Percy, 2008). B2B is usually used by the people that are taking part in the decision making process for purchasing products or services for a company. The fourth type of advertising is corporate advertising and it promotes the company rather than the product or service offered, and addresses all important target audiences (Percy, 2008). This type of advertising is used to maintain a sustainable corporate image, identity, and reputation. Throughout the years, other strategic communication entities have adopted the strategies of advertising. Marketing, advertising, PR, promotion, branding, etc. all has some qualities of traditional advertising wrapped into their industry. Sharing qualities from one another is integrating strategies and tactics for a more effective outcome from the consumer. These new adoptions have formed the new way to marketing called Integrated Marketing Communication (IMC).

The Proliferation of IMC (Integrated Marketing Communication)

In 1989, the American Association of Advertising Agencies formed a task force on integration that was to define IMC from the viewpoint of the four A's agencies (Percy, 2008). The task force came up with this definition of IMC: 'A concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines (e.g. general advertising, direct response, sales promotion, and public relations) and combines these disciplines to provide clarity, consistency, and maximum communication impact' (Percy, 2008). Today, IMC is defined as the planning and execution of all types of advertising-like and promotion-like messages selected for a brand, service, or company, in order to meet a common set of communication objectives, or more particularly, to support a single 'positioning' (Percy, 2008).

The goal of IMC is to influence or directly affect the behavior of the selected communication audience (Percy, 2008). This goal is very similar to the goals of advertising, branding, promotion, and PR. All of these forms of persuasive communication want to capture the attention of their audience to show a return on investment (ROI). IMC considers all sources of brand or company contacts that a customer or prospect has with the product or service as potential delivery channels for future messages (Percy, 2008). Using the customer or prospect to help spread the word about what's being marketed is one of the top reasons products are being sold today. Social media has made it possible for the consumer to also be the marketer as they usually go on social networks to talk about products they have tried or bought. From that their social media contacts respond, and if the consumer shares a good experience with the product, all the contacts that saw that message will go out and try the product out for themselves.

The IMC industry considers themselves planners in order to deliver a consistent message.

Since advertising is considered one of the oldest forms of planning a sales message of a product or service, consumers usually call any form of communication that tries to influence their buying habits, advertising. Because traditional advertising agencies have the experience with advertising-like, brand-building marketing communication, they should have a better sense for what is needed strategically in the planning of all IMC (Percy, 2008). Most of the new promotion-oriented agencies and media service groups specializing in particular areas will simply not have the advertising-like message skills or experience needed to fully integrate the advertising-like message component in their promotions, or IMC planning in general (Percy, 2008). Now that all the forms of sales and strategic communication have integrated, advertising still gets the credit for the work from the consumer even though an advertising company may not be responsible for the message.

Branding: A new worldview of advertising

Sometimes when the word brand is used, the context of it is associated with advertising and how it brands and advertizes a product. But, branding is not only done in association with advertising. A PR company's client is also a brand. Whether the PR company is representing a person, group, business, product, etc., that client is considered a product and the job of the PR company is to represent that product correctly for image purposes. Each person, product, or business has a brand name, logo, and/or slogan (Morris, Pitt, & Schindehutte, 2009). According to the American Marketing Association, a brand is "a name, terms, sign, symbol, or design, or combination of them intended to identify the goods and services one seller or group of sellers and to differentiate them from those of competition (Morris, Pitt, & Schindehutte, 2009)."

Reading between the lines of that definition, what PR companies currently do to represent a client is representing their brand. Representing the client's brand is keeping them relevant to

their intended audience so the seller or group of sellers that is the PR company and the client can compete with other entities that share the same common goal as their client. Branding correctly and understanding how to compete with the competition is what PR companies consider reputation management. Maintaining a positive reputation for the client keeps the client competing and selling whatever good, product, or service they are offering to the public. Since, PR companies already had some form of branding within the industry, it is now more prevalent for PR companies to acknowledge that they do provide brand management within their companies.

PR companies are also focused on including branding because brands hold significance that can last a lifetime. If a brand is managed and represented correctly, not only will the brand be remembered and hold value and increase in profit but the agency that represented that brand will be recognized for their work and will earn an increase in profit and the representation of other brands as clients.

Brands are typically thought of as better representations than products. This is because a brand can be thought of as being eternal while a product can become outdated, imitated, and made in a factory (Morris, Pitt, & Schindehutte, 2009). This isn't totally saying that representing a product is useless, but it's the brand that carries the product that makes it memorable. By itself the brand name has little significance or value, yet it serves as the foundation stone for an elaborate edifice (Morris, Pitt, & Schindehutte, 2009). A brand will need to stimulate awareness, and to positively contribute to its equity, with every piece of its marketing communication (Percy, 2008). There are two sectors of branding, these are brand recognition and brand recall. Brand recognition can be either visual or verbal (Percy, 2008). This is when the consumer hears or sees a company's name or sees a company's logo and because of the connection through

messages they have received, they remember the company. Recall awareness is when the consumer experiences a need and acts on that need by creating a solution which usually ends up as the consumer buying the product or service being offered to them from the company.

Branding is where the magic happens, where consumers get engaged and where profit grows. PR companies that realize that their client brands have the potential to influence consumer-buying behaviors based off how the PR company represents and markets them are now showing other industries that they too are now incorporating branding for clientele.

The Re-Invention of Marketing

One of the old rules of marketing was that it simply meant advertising and branding (Scott, 2010). Marketing techniques are now becoming more prevalent in PR companies. PR representatives need to not only know how to create and manage an image for a client but they must also now understand how to marketing a client or market a product or service the client is offering. With the new methods PR companies are now adopting they must now understand the changes that happen within the different industries that are now being incorporated into PR. In marketing there's a change happening within the marketing mix. This is the era of Generation C, where C stands for content (Morris, Pitt, & Schindehutte, 2009). This generation is connected, creative, collaborative, and contextual (Morris, Pitt, & Schindehutte, 2009). What was once known as the four P's are being changed to the four C's to be a better fit for the consumer and to obtain more effective results for the marketer. In short, since marketers are now acting as servers of customers rather than suppliers of products, so must PR representative since they are trying to stay competitive in markets that draw clients to the agencies.

Times are changing and marketing companies are getting rid of the old-fashioned four P's and are now adopting the four C's. The four P's stood for price, promotion, place, and place

(Morris, Pitt, & Schindehutte, 2009). These four predictable P's are known to compose the marketing mix. As time progresses and consumers are becoming more engaged and aware of marketing techniques at a much faster pace than ever before, marketing guru's thought it was time to rethink what marketing was about and the things that come with it. With this rethinking of the 'marketing image' the four P's slowly progressed to the beginning of the alphabet and turned in C's.

Consumers were growing tired of the feeling that they were being constantly sold to by marketers. The consumer is no longer the object of a sale, or the subject of a loyalty scheme (Morris, Pitt, & Schindehutte, 2009). In the rethinking marketing prospective product is now co-created solutions/experiences (Morris, Pitt, & Schindehutte, 2009). This is explained as the consumer telling the marketer to not presume to understand them, don't try to capture them, and to captivate and engage them (Morris, Pitt, & Schindehutte, 2009). Promotion is now considered communication with communities (Morris, Pitt, & Schindehutte, 2009). This means to interconnect the consumer with like-minded others and not information (Morris, Pitt, & Schindehutte, 2009). Price had been changed to customizable personal value (Morris, Pitt, & Schindehutte, 2009). Putting the consumer into a place where they feel that you are marketing to them about their person preference which makes them feel as though you are getting to know them is becoming a more respected way marketers are connecting with consumers. Place is now choice and convenience (Morris, Pitt, & Schindehutte, 2009). The consumer is all about choice; they don't want to be sold the same product that the marketer is trying to sell to everyone. Convenience goes with the consumer wanting the marketer to be available when they want the product and not only when the marketer approaches them.

PR companies tend to have very close relationships with their clients. With that, a client

seems to trust the PR reps more than others and trusts them with handling all aspects of their image. Marketing companies typically use two areas when dealing with clients. These areas are customization, one-to-one approaches, and personal relationships in a more personable approach (Morris, Pitt, & Schindehutte, 2009). The second is networking, strategic alliances, integration, and technology is an increasingly global effort (Morris, Pitt, & Schindehutte, 2009). Public relation companies have always used these techniques when it came to representing clients but their jobs weren't to market the client or the product, they left that to the marketing company, but since all of these crafts are being integrated under one umbrella PR companies are now including these marketing techniques into the PR companies. Being able to connect more than just PR into the company not only helps the clients gain more clients, respect, and profitability, but it also helps the client stay in one place, feel like a valued client, and more than likely not look elsewhere for representation.

What is a business plan?

According to a survey completed by Yahoo! and Harris Interactive, three in four American adults (72%) have considered starting a business (Barringer, 2009). One can't come up with an idea and expect investors to give money without a proper business plan. A business plan is a written document that carefully explains every aspect of a new business venture (Barringer, 2009). There are various length suggestions for business plans. Experts vary on the optimal page length, but most recommendations fall in the 25-35-page range (Barringer, 2009).

There can be two primary reasons for consideration of writing a business plan. Reasoning number one is the internal reason. The internal reason forces the founding team to work together to hammer out the details of a business venture (Barringer, 2009). Reasoning number two is the external reason. The external reason communicates the merits of a new venture to outsiders, such

as investors and bankers (Barringer, 2009). By considering these two reasons before actually writing the business plan, it provides a type of order or timeline to the structure of the plan and can provide a flow of information that isn't confusing to potential investors or to other interested parties.

Business plans must be structured correctly and provide important information for the possible investment. There are certain aspects that investors and bankers are looking for within the document. One of the most important pages within the business plan is your cover page. This page provides the contact information for the company, the name of the product or service, and sometimes even contains a picture of the product or service. Following the cover page are the table of contents, executive summary, company description, industry analysis, market analysis, marketing plan, management team and company structure, operations plan, product design and development plan, financial projections, and appendices. Under those categories are also sub-categories that can be considered to add more factors within sections.

The executive summary is considered the words of the plan. This is the first section seen by investors when attempting to read the plan. In this section the business description is included. It entails the names of the owner(s), the company's purpose, legal status, business type, industry, products or service, reasons for starting the company, and company goals. Names of managers and other employees, if set in place, are also included in the executive section. Next, operation and location explains how your product would be offered and sold. It also breaks down the company's hours of operation, monthly expenses, location of office, as well as its size.

The next big bulk of the business plan includes marketing. This is sometimes considered the most important section of the business plan. It includes vital information needed to argue why the company is valuable and profitable even amongst strong competition. The marketing

section includes the target market that is most likely to buy into the products or services offered by the company. Usually, following the target market is the consumer profiling. This breaks down the target market by their niches. It includes what the typical consumer interested in the company's product or service would be like. Information like where the consumer lives, their age, income, gender, hobbies, etc. is included in this section. The consumer profile also includes a breakdown of how you will keep the consumer interested in what the company has to offer after you've attracted them the first time. It includes the company's consumer loyalty strategies and tactics. Distribution is discussed here as well, once the product or service is created, how will the consumer have access to these things? Once distribution is figured out, the topic of pricing is considered. This is where the company calculates what the products cost to make, and how much it will be sold for to make profit. When writing up the pricing portion, the company has to consider its direct costs, indirect costs, labor, what the competition is charging, how much the target market will actually pay for the product or service, and how much the overall profit will be a year.

Next comes the competitive analysis. Being knowledgeable as much information about the competitor and what they offer to consumers is very important to stay competitive in the specific industry the company is in. The competitive analysis should include the competitors company's name, and location. It should also include comments consumers have voiced about the competitor as well as your comments on the overall presentation of the competitor. Include the pricing, quality and value of the competitor's products or services offered. Find out what the competitors sales numbers are, how long they've been in business, and what type of advertising and promotional strategies they are using to attract loyal customers.

After those factors have been discussed and set in place, advertising and promotional

strategies are planned. Objectives explain the point of doing something to benefit the company this is usually a measurement or numbers. An example would be to increase food sales by 15 percent. Next, strategies are the designs to meet the objectives, and then, tactics are the actions implemented to complete the task. Following the objectives, strategies, and tactics is the overview of plans and costs for completing the objectives, and the advertising and promotional materials used to capture the attention of audiences for the company. The media kit consumes the next section of the business plan. It furthers the advertising and promotional section by including and explaining what type of media will be used to promote and advertise the company. This can include TV and radio spots, magazine spreads, cable commercials, website and social media creation etc. Price quotes for this section is also included in the budget breakdown.

The next section of the business plan includes the financial projections, also known as the numbers of the plan. Included in this section are sales projections, start-up monthly operating expenses, use of funds worksheets, equity injections, personal financial sheets, and historical income tax returns. In the financial projections portion a realistic estimate of future sales must be included. It also includes a three-year financial projection. The first year of this is usually broken down month-by-month with the subsequent years by quarter. The industry's seasonality percentages should also be taken into account for this section. Creating and apply a detailed budget of every possible expense the company may incur in the first year in business will provide ample information to investors.

A personal financial statement from the owner(s) of the company should be provided in the plan. Investors want to know that they will be re-paid after the company has been operational. It is important to review the personal financial statement before you go through with presenting the business plan and asking for loans. This gives the company's owner(s) a chance to

correct any mistakes in their finances or credit reports. Some reasons why businesses fail are because there wasn't enough money to cover business expenses, poor business management/ unclear direction, miscalculation of market potential, poor credit, poor location, choosing the wrong business partners, etc.

Following the personal financial statement is the loan request. This includes explaining how much the company will need to get started and how much equity the company owner(s) have. Also, list how much collateral you have, this explains personal items you have that could equal the cost of the loan if investors are not paid back. A break down on how and where the loan money will be used and how long it will take to repaid back sums up the loan request portion of the business plan.

Lastly, comes the appendix. This includes everything that didn't fit into the categories mentioned in the business plan. It can include purchase lists with quotes and sources, supplier lists detailing who the supplies are from, and terms of payment, construction quotes, owner(s) and employee resumes, lease/ sales agreements, and letters of commitment.

Once an effective business plan is written up, the company has a better chance of not only receiving money to fund the business but also receiving a business incubator. A business incubator is an organization that provides physical space and other resources to new firms in hopes of promoting economic development in a specified area (Barringer, 2009). Although most people like to run business from their homes today, companies that plan to expand or even have more than one employee should consider also pitching the business plans to business incubators for rental space.

The final step after the business plan is written is presenting the business plan to an audience. Public speaking is the number one fear of people. Being prepared to overcome that

fear will help the verbal presentation of the business plan run smoothly and effectively. As you present your plan, your audience will be judging the way you carry yourself, your facial expressions, how sharp your PowerPoint slides are, how you handle difficult questions, and similar attributes (Barringer, 2009). All of these qualities are cues to your audience of how effective a business owner you are likely to be (Barringer, 2009). Do research about the audience prior to the business plan presentation. This will enhance the presentation by adding them in and thanking the audience by being there. Researching the audience also helps the presenter establish a connection of professionalism between them and the audience.

Find out about the space where the presentation will be held. Having a precise location for better directions for the audience and knowing the size the venue and how many individuals it can seat will control unwanted confusion. Technical issues can always occur at the wrong time. Being careful of that not happening isn't a hard task. Find out what software is on the computer and if it's compatible with software used to create the presentation. Also, ask about the projection devices, what type of computer is housed in the space, and even about the sound system. Time the presentation. Long over drawn presentations have the potential to repeat information and take audience attention away from the information. Practicing a presentation is vital. The presenter should know what they are pitching. Reading from the PowerPoint or index cards show that the presenter isn't prepared and not knowledgeable about information that they are trying to convey to others. The final suggestion for presenting the business plan is leaving time for questions. One can't do a presentation of a business venture and not expect to be asked questions. When answering questions don't pass on an answer, use eye contact, hand gestures, and smile with confidence to end the presentation showing the audience that the company is worth investing in.

CHAPTER 3

BUSINESS PLAN FOR OBVIOUS PUBLIC RELATIONS

What is Obvious Public Relations?

Obvious Public Relations is a PR company that specializes in public relations, advertising/IMC, brand management, and marketing. The company was created and designed by myself, Chastity Spencer as a way to enhance work abilities in an ever-growing industry of PR. The concept for the company was developed in 2011 in a PR course taken to receive my Bachelor's degree in Radio/Television production. The professor listened to the pitch of the company, knew the work I was capable of, and encouraged me to take my ideas to the next level. That is why I have now created this business plan to make Obvious Public Relations an official company working with the public and gaining actual clients.

The company began unofficially in Carbondale, Illinois February 2012 as I studied to receive a Master's degree at Southern Illinois University Carbondale. I managed musicians on campus gaining them publicity, organized movie director screening debuts, promoted events happening at local venues, and designed media kits for clients who trusted OPR, not even a real company yet to handle their PR, marketing, brand management and advertising. After gaining positive feedback and so many potential clients constantly calling for representation, I knew it was time to start OPR as a real company and I needed to do it fast and that's when it was decided to compose the business plan for the company. Today, OPR has helped clients such as liQuidprint, web development company, rappers Real Talk, Keez-Dot-Money, and Jay Breeze, promotional company, Elite Entertainment, The Premiere Lounge, Rudy the Vixen, and Forever Foreign Films an independent film company.

The company's mission is to provide quality work and representation of the client's

image. OPR is dedicated and determined to help other artists, companies, entertainers, foundations, non-for-profit organizations etc. better their representation and marketing abilities to the public. The company stands on its three principles: Quality, Assurance, and Satisfaction. OPR wants to be a one-stop shop for clients

The company's slogan, "It's Obvious We Care About Your Image," was made to capture the company's name, as well as to add assurance to our client's that we do care about how they are represented and that's why we provide them with quality work, and a guaranteed satisfaction. OPR will have multiple departments. As mentioned earlier within the document, OPR's departments will consist of PR, Advertising/IMC, Brand Management, and Marketing. OPR is different from other PR companies because of the integration of all the mentioned industries has been a slow process for companies that were created to be a part of a specific industry. OPR recognizes that in most recent times, strategic communication industries have been attempting to merge together to form one integrated marketing communication company that house PR, advertising/IMC, branding, and marketing. OPR strives to be one of the newer PR companies to integrate all marketing communication industries successfully.

Each department will have a manager overseeing its duties and account executives working on assigned client accounts. Each department will consist of no more that five employees to keep OPR a fairly small, intimate PR company until it gains the ability to grow into a bigger company with funding available to handle all extra expenses like employee payment. Here's a breakdown of each department of OPR.

Public Relations: We are here to represent the client. Any needs the client requests, we provide. OPR's account executives will have the ability and knowledge to compose press releases, generate publicity, media kits, project and product campaigns, event coordination, crisis

management, and promotion for our clients. OPR's client's are who keep us growing as a company and we are here to help the client grow as well and protect their brands and image.

Advertising/IMC: Knowing how to sell is going to be the number one rule in the advertising/IMC department of OPR. Account executives will act as ad sale reps, be effective with creative design, and know how to write for both PR and journalism. This department will go out and consult with media outlets to get OPR's advertisements for client's on air and printed.

Marketing: Account executives will develop strategies and tactics for clients that will help gain interest from the niche market clients are trying to appeal to. Market research will be conducted and industry competitors will be analyzed to ensure clients that what OPR plans for them will be effective, efficient, and in return gain profitability. It is OPR's duty to help serve the client to help develop their image, business, and brand in a quality way and at a reasonable time. This is the area where the most vital decisions for the client is made because of research, and OPR plans to hire account executives that are superior at the tasks OPR expects for them to exceed to grow a client's brand and/or image.

Brand Management: Management is something that is needed to control just about everything in life. OPR has the ability to manage the professional careers of our clients. Management is a part of public relations and marketing but we also manage talented artists. These artists include and are not limited to: Musicians/Singers, Actors/Actresses, Comedians, Poets, Writers, Dancers and more. Other services include Creative Design Composure, Media Promotion, Online, On-Site Event Services/Planning, Professional Networking, and Website Creation/ Updating.

OPR creates an atmosphere where the client only has to consult with one entity to get all of the work completed. OPR account executives are knowledgeable and trained to provide the

best quality work possible to please our clients. We are here to serve the client, represent them, and raise other's awareness of them.

To develop the company and get it up and running for business and have purpose, objectives, strategies, and tactics had to be developed for the company. These methods were developed for both short term goals of the company for the first year, and long term goals of the company to stay relevant and noticed by media and publications.

Marketing Objectives, Strategies, & Tactics

Objective one is to keep OPR open and not fail after its first operating year. The strategy for objective one is to hire non-paid interns but they can receive college credit to save on money. A second strategy is no free work done for clients. Tactics for this objective is to create rate plans for clients that is reasonable for them as well as enough to keep OPR functioning to pay employees. Tactic two is to find investors that will continue to invest in OPR the entire first year. Tactic three is to set a budget for OPR that can be achieved each fiscal year.

Objective two is to promote OPR to the Chicagoland area media and gain 10 personal media/publication connections or more within the first year of business. The strategy for this objective is to build relationships with local media and publication companies, businesses, organizations, and talent. Tactics will be to send out email blasts about OPR to the local entities mentioned, to join social networking sites like Facebook, Twitter, LinkedIn, etc. to connect with Chicagoland, attend events held in Chicago to network and promote, and hold a grand opening party inviting Chicago's social scene, media, business owners, and talent.

Objective three is to gain 20% of publicity outside of what the company does for itself from media, bloggers, and publications. The strategy for objective two is to contact all Chicago media. Tactics used for this strategy is to send out OPR press kits to media, publications, and

bloggers. Tactic two is to do guerrilla marketing around Chicago to gain media exposure and local businesses, small, medium, and large sized attention. Tactic three is to hold press conferences at the OPR office to for media to come in and receive information about the company, our clients, and upcoming events for the company or our clients.

Objective four is to gain 10 or more clients for OPR within the first year of operation. The strategy for objective four is to research companies, organizations, talent, etc. in Chicago who need or aren't satisfied with their current PR company or who have no representation at all. Tactics will include, searching the Internet for local companies, business, organizations, talent, etc, get contact information for what was researched, and set up meetings with possible clientele to discuss what OPR is, PR plans we have available, and a possible partnership with OPR.

Objective five is for OPR to make O'Dwyer's list of fastest growing PR companies in Chicago before our third year in business. The strategy for this objective is to provide 4 departments in OPR that can handle everything a client needs to build and maintain a positive image in the media and to consumers. Tactic one is employ workers with backgrounds in PR, advertising, IMC, Marketing, Management, Creative design, journalism, and other communication backgrounds. Tactic two is to satisfy objective three to gain clientele, which will boost the revenue coming into OPR, and those numbers determine making the O'Dwyer's list. Tactic three is to gain O'Dwyer's as a publication contact and provide information and numbers to them about OPR to stay relevant to them.

Competitive Analysis

Once OPR is an open company, being competitive in the market will always be a top priority. While researching PR companies in Chicago on O'Dwyers.com, five companies were found in Chicago that offer the same services as OPR and has about the same amount of

employees that OPR plans to have. These companies are, SSPR, L.C. Williams & Associates, Public Relations Inc., O'Malley-Hansen, and Jasculca Terman & Associates.

SSPR is a full service public relations firm that began in 1978 with only two employees and operated with \$2500 as a startup (SSPR, 2012). The PR company has offices in Chicago, Silicon Valley, Colorado, and New York (SSPR, 2012). Although SSPR is a fairly large company compared to what OPR will be in the start of business, it is considered a competitor because of its office in Chicago. The company has clients ranging from the high technology industry, to franchises, and local businesses. Some of their clients include Identified, Web2Carz, and Dotloop (O'Dwyers , 2012). According to O'Dwyers, SSPR ranked second in Chicago PR firms for monies generated from serving their clientele bringing in 10,873,000 in 2011 with 58 employees (O'Dwyers , 2012).

L.C. Williams and Associates is a full services PR firm and research agency with 24 employees headquartered in Chicago, IL (L.C. Williams and Associates, 2012). The PR firm is ranked in the top 70 of independent PR firms in the country, it's in the top five of Chicago PR firms, and ranked in the top three for PR firms specializing in the home products categories. LCWA started in 1985 with the slogan, "*Refreshing, Reliable, Results*" (L.C. Williams and Associates, 2012). The firm has grown over the years by making three smart acquisitions and that was merging with other Chicago PR firms, William Arrott & Associates in 1989, Drucilla Handy Company in 1993 and DeFrancesco/Goodfriend in 2001 (L.C. Williams and Associates, 2012). Since these merges the company has grown in clientele as well as in experience and today, LCWA continues to provide clients with big agency thinking and resources with the dedication typically found in a smaller firm (L.C. Williams and Associates, 2012). Some of LCWA's clients include, AOL, e-Bay, Tiffany & Co. Chicago, Ace Hardware Corp., and Everest

College. According to O'Dwyers, the company ranks sixth in Chicago PR firms and in 2011 the company brought in \$4,387,355 (O'Dwyers , 2012).

Public Communications Inc. also known as PCI is a Chicago PR company that has been around for 50 years (Public Communications Inc. , 2012). Beginning in 1962, the company has served clients with similar areas OPR plans to do. The firm has experience is brand management, strategic planning, PR, consumer marketing, and social media. PCI has won many awards from their work and dedication for a PR their size. These awards include Silver and Bronze Anvil awards from Public Relations Society of America, the International Association of Business Communicators Gold Quill Awards, and awards in Excellence of Merit, etc (Public Communications Inc. , 2012). Some of their clients include, Education Services of America, John G. Shedd Aquarium, University of North Carolina Health System, and more (O'Dwyers , 2012). According to O'Dwyers, PCI ranks in the top five of Chicago PR firms (O'Dwyers , 2012). In 2011, PCI ranked bringing in \$4,788,597 with only 47 employees (O'Dwyers , 2012).

O'Malley Hansen Communications is one of the youngest independent Chicago PR agencies as an OPR competitor being founded in 2006 (O'Dwyers , 2012). In 2008, the company won the 2008 New Agency of the Year Award (O'Malley Hansen Communications, 2012). The firm focuses on brand management, PR, event planning, strategic communications, consumer marketing and more (O'Malley Hansen Communications, 2012). Operating with only 17 employees, O'Malley Hansen communications still ranks number nine for top Chicago PR companies in O'Dwyers (O'Dwyers , 2012). In 2011, the firm is recorded to have made, \$2,950,000 (O'Dwyers , 2012). Some of their clients include Playtex, Hanes Brands, Sara Lee Corp., Bali Intimates, and more (O'Dwyers , 2012).

Jasculca Terman and Associates Inc. is an award winning and independent operating PR

company. The firm specializes in public affairs, event management, creative design, new media, and video. Founded in 1981, JT started off working more closely with political campaigns, public policy issues, and crisis management. Today, the company has clients in various industries and operates with 50 employees. Some of their clients include Exelon, DePaul University, Pfizer, and Nicor. In 2011, O'Dwyers reported that JT made \$6,107,628 in revenue and ranked the firm in the top three PR firms in Chicago.

All of the competitors mentioned have some component that OPR plans to have or they have models that OPR would like to adopt and or mimic. From the small sizes and locations of the competitors PR firm, to the countless awards the companies have won, OPR wants to be able to compete on the same level. Some of the companies have the upper hand based upon the number of years of operation, but OPR plans to out number that experience by bringing in clients with the new modernized PR techniques the company has to offer. PR hasn't changed much, but their consumers and tactics have. Since OPR will be a new company, all the new information and strategies will be housed in the company, bringing better results, and more a more engaging PR industry from the company.

Market Needs

The market needs of a company that has specific departments that can accommodate all marketing needs for clients. There are a vast amount of marketing companies that focus on a specific type of marketing like only advertising, branding, PR, etc. Clients want to be in an environment where they don't feel pulled in every direction, or in a constant debate with multiple companies that handle different marketing strategies for them. Clients need a one-stop shop that they feel comfortable with to handle all of their marketing needs, that brands them correctly, that can keep them relevant in media, and a trusted company among consumers.

OPR SWOT Analysis

A 'SWOT' analysis explains the strengths, weaknesses, opportunities, and threats a company or brand faces in its particular market. OPR's strengths is that it's the new kind of PR company. It offers services that competitors are trying to convert to, but they are so constructed to only function as one entity, it will take them longer to make the convergence. Another strength of OPR is that it will be in one of the three biggest cities in the U.S. This is an advantage for OPR because of the connections, and big-name companies that also have offices in Chicago. Weaknesses associated with OPR is the negative connotations that follow the field of PR usually labeling the occupation as 'Spin'. Another weakness is the number of year's competitors in Chicago have been in business and the multiple clients they have already helped. This adds a much higher expectation of a great performance by OPR coming in as a new PR company trying to eliminate competitors with multiple marketing platforms housed in the OPR office.

Opportunities for OPR is our new innovative way we are marketing to possible clients with our multiplatform company. Other opportunities include OPR being able to branch out to multiple areas not only in Chicago, but other cities given that we have a vast amount of departments that can be spread around and provide easier service for clients in other locations outside of OPR headquarters. Threats for OPR are new and upcoming companies like us that have the same idea to be a multi-platform PR/marketing company. Another threat includes competitors with more credibility lashing out against OPR campaigning around the time we are and doing possible anti-OPR marketing. It is very easy with so many advancements in media, online, and social networks for companies to create an anti- campaign around companies, products, services, and brands.

Financial Projections & Office Location

OPR as an independent PR firm that will begin with only one office in Chicago will have a very limited and small budget. OPR has been functioning with only one employee, doing small work for local clients. Functioning with only one employee, the founder of the company, the only expenses has included office materials, promotional cards, website hosting, Internet service, and travel. Now that OPR plans to expand in Chicago, IL other expenses are to come into account. These expenses include office location and rental space, electricity, phone and Internet, office furniture, promotional materials, office supplies, and the hiring of more employees and possible educational credit-paid interns.

The prime location to be around OPR's competitors would be a rental space located in downtown Chicago. Realistically, the company can't afford to be housed in that area the first few years of operation. The best way to think of a location would be a rental space located near expressways, transportation, in an office building, a safe location with parking, and a place near restaurants and stores. With all of those demand, OPR would probably fit best slightly South of downtown Chicago in the South Loop or Hyde Park location or slightly North of downtown Chicago going no more that 15 miles outside the city. The ideal rental space would cost no more than \$1000 monthly. This is based off what could be afforded with a small amount of clients and the amount of revenue coming in monthly from client retainers. OPR retainers range from \$1000-10,000 depending on the client, the work they contract to be done, the amount of hours spent on work for that client, and other expenses that come with client demands and other circumstances.

In terms of paying employees, PRSA estimates that the national average for a PR account executive is \$37,400 yearly (PRSA, 2012). That's about \$3,117 monthly to pay an employee. As

the CEO of OPR I can make about \$156,000 yearly, which is about \$13,000 a month.

Realistically, OPR during its first few years of operation cannot afford to pay myself plus 3 employees \$22,351 monthly on top of rental space expenses of about \$1,000 monthly and other expenses. But, since this is the ideal company expenses expectancy, OPR can expect to come out of pocket about \$280,200 yearly in salary payment and rental space. For other office expenses like phone, Internet, and TV bundle with Comcast for Business, they provide a bundle of all three services with a 2-year contract starting at \$94.85 monthly (Comcast , 2012). ComEd is the electricity provider of Chicago; the average cost for office electricity is about \$1,500. Office supplies include pens, paper, note pads, sticky notes, calendars, markers, pencils, scissors, staplers, staples, tape, folders, organizers, white boards, computers, printers, desks, chairs, highlighters, cleaner, flash drives, DVD and CD-R discs, DVD player, television, dining room table, couch, rugs, etc. Cost to supply an office can average \$20,000. An estimated cost for running the office the first year is about \$350,000 or higher.

CHAPTER 4

CREATIVE BRIEF

(USP) Unique Selling Proposition

OPR's USP is that we're 'A One Stop Shop for Image Building and Maintenance'. The USP should set you apart from the competition. There are plenty of PR companies around and some fierce competition in Chicago, but not all of them offer what OPR offers. OPR is set to be the new kind of PR that conjoins PR, advertising, branding, marketing, management, social media, creative design, etc. all under one umbrella.

Competitors are still housed under one specific area. They might only do PR, or only advertising, but at OPR we do it all. There won't be a need to consult with another company for anything when it comes to building a brand for a client. Our executives and individual departments will handle everything for them. This elevates the pressure of the client having to be involved and under contracts with multiple companies. Clients, especially busy celebrities or large companies won't have time to keep up with contacting and meeting with multiple companies for the many needs that come with building and maintaining a positive image to the media and their audience. At OPR they can take a breather knowing that we have the ability to do it all, with top-notch account executives that take their work to a whole other level.

(ESP) Emotional Selling Proposition

OPR's emotional selling proposition stems from our slogan, "It's Obvious We Care About Your Image." Our slogan will help play on the emotions of consumers by providing consumers with actual testimony from real clients of OPR. This testimony will be provided through advertising about OPR in our traditional advertising strategies. With testimony from real clients explaining how much OPR has restored a struggling business or career, or has helped

build and unknown company into a well-known brand will show consumers that OPR does care about its clients and their images. This builds the feeling of trust between possible future clients of OPR and gains our creditability as a PR company that is set outside of the more traditional PR company.

Campaign Objective

The campaign objective is to ensure clients that OPR is the best fit for their needs. Using our slogan, *'It's Obvious We Care About Your Image'* let's the client know that our company will go above and beyond to make sure their professional images stay in tact and that our reputation is also riding on the way we portray them to the media and their target audience. Making the client feel comfortable and our company being able to adapt to the career choice, busy schedules, all while meeting what they need to keep a positive image is what OPR is all about. OPR will be present when the client needs us. Just by using the word *'Care'* in our slogan it gives the client a sense of serenity, safety, and trust within our company. The word *'Your'* symbolizes their ownership in their brand. It provides the client with the feeling that they have accomplished something of their own, that they have a space at OPR that they belong to and that *'We'* Obvious PR will protect as long as they are entrusting in the company.

Communication Objectives

- To be a company that clients trust to handle all of their marketing needs
- To assure businesses, entertainers, corps. Etc. that OPR provides the best representation

Media Objectives

- To capture the attention of Chicago businesses through events, social media and ambient, buzz, traditional and non-traditional advertising
- To develop a relationship with Chicago's media industry

- To raise OPR's media coverage in Chicago by 30% being a new company in the area

Target Audience

OPR wants to represent the best of the best. Yes, as PR professionals we do build images and maintain them, meaning we could make a client the best of the best, but we will only accept clients that are as adventurous as our company and who's driven to be successful. Not everyone will be accepted to be a client of OPR. There will be a series of meetings to discuss vision, marketability, goals, etc. of the possible client. This will be done for OPR to evaluate whether the possible client is a caseload that we're available to take on.

OPR's target audience are businesses, non-profit organizations, celebrities, political leaders, and educational entities that are willing to work with OPR for their branding, advertising, marketing, PR, management, social networking, etc. Our clients are valued and therefore must value us. There is no age limit, no specific race, creed, or color, no gender, sex, or economic status required to be a client of OPR. If our company finds the potential client to be fit for our representation, then they will be accepted as a client and experience the ultimate goal of our company, to be a one stop shop for their image building and maintenance and to care about their image.

Tone

The tone of this campaign will be professional, informative, dependable, testimonial, and exciting. OPR is a professional company; we want to show that in our advertising and marketing. In TV and radio commercials we want professionals represented, with an informative message that we are an exciting and dependable company. OPR will also utilize a testimonial tone. OPR will have clients talk about their experience with OPR and how we've helped them. This informative message delivers to the listener and viewer that OPR is a dependable company that

are experts at their craft. Print marketing will have a bright professional tone. OPR wants office shots, downtown Chicago shots, OPR account executives at work shots, exciting events that were planned by OPR for clients, as well as testimonial shots of clients with their kind words about OPR and their experience with us in the ad.

CHAPTER 5

CREATIVE EXECUTIONS & MEDIA PLAN

A media plan can be very expensive for small startup companies. Operating in a large city like Chicago, IL requires a company to do some type of media plan because of the vast amount of competition. The “It’s Obvious We Care About Your Image” campaign will run April 2014-April 2015 and be geared toward businesses, organizations, and entertainers that need representation to obtain a positive image on who they are, what they do, and what they provide to the public. There is no specific age range in which OPR will take on as a client, as long as they fall into the category of being a business, organization, or entertainer and is approved after our screening process. The campaign wants to increase buzz about OPR, and have potential clients contacting us about being a part of our clientele.

The campaign will be seen in magazines, newspapers, and on radio. There will also be non-traditional advertising, as well as events held by OPR to capture the attention of small and start-up businesses, non-profit organizations, entertainers, etc. The budget will be included in the business plan proposal plans book to retain monies from investors and business loans. OPR has sent out a plan to borrow monies from investors and follow a strict five-year repayment plan to investors.

Traditional

Traditional advertising is still one of the most efficient ways to target an audience. OPR will use advertising through communication media like radio, magazine, and newspaper ads to help promote the company. Since OPR will be a new company to Chicago, IL, our ads and commercials won’t be used in a more promotional stance like the company already existed, but in a way to say we’re new, here, and planning to take the city by storm.

There can be advantages and disadvantages with all the communication media mentioned. Newspaper communicate with different socio-economic groups, allowing the advertiser to reach these different groups effectively (Barfoot, Burtenshaw, & Mahon, 2011). Magazines allow for more unusual formats, such as foldouts and gatefolds, and they use quality reproduction in paper and printing (Barfoot, Burtenshaw, & Mahon, 2011). Radio campaigns can be run regionally or nationally, and are relatively cheaper than other forms of media communication (Barfoot, Burtenshaw, & Mahon, 2011). With that, OPR will run radio ads that add testimony from clients and ads that promote that we're a new company open for new clients. Print ads in newspapers and magazines will follow the same formula as the television and radio ads. They will all coincide with one another using both the promoting of the new company as one marketing strategy and using a testimonial viewpoint for the other.

Non-Traditional Advertising

OPR will utilize business pitches to gain clients. Through research OPR will contact small startup businesses that could possibly need PR representation to potentially become our clients. OPR will also use business pitches to contact already established businesses, organizations, non-profits, entertainers, etc. This is called direct marketing. By having account executives going out to businesses and individuals to chat about OPR it gives the potential client the opportunity to experience what it is like to consult with OPR. With this direct marketing OPR can find out information about what client needs and wants are and even information about competition in the area as some of the companies we may consult with can already be contracted to another PR/Marketing company.

OPR will also use pamphlets that describe OPR, its functions and departments, and contact information will also be mailed out to start-up businesses, small businesses, non-profits,

already established business, and entertainers. These pamphlets will be sent out to book follow-up consulting with companies interested in working with OPR. Phone calls, and email marketing with the OPR media kit will also be a form of direct marketing used to contact potential clientele. All of these methods are not expensive, and are great forms of direct marketing that involve both OPR and the potential client in consumer engagement.

Events

OPR plans to be one of the best PR event planning company's. This includes planning events for us as well. OPR will hold one grand event called the, 'OPR Opening Extravaganza', for the opening of company doors. The grand opening party will take place at Navy Pier in Chicago. OPR plans for this grand opening party to be a huge networking event for the who's who in Chicago and from other places. This event will be annual an after the first grand opening event it will be called, "The OPR Extravaganza." OPR will also be in charge of events that OPR clients plan to have for their companies. OPR will be the event planners for those events and will also be promoted at those events, so that's promotion without funds coming from our company's budget.

Online

OPR will have a presence online. It not only will have accounts on social networking sites but the company will have its personal website. The site is www.obviouspr.com. The website will have information about the company like the services offered, who our clients are, the founder, our blog, projects completed by OPR, who to contact us, and a special section for the press to come read press releases and see media produced for our clients like watch videos, and listen to some of their audio promotions.

Social Networks

In today's world, having a presence on social networks is a must. OPR will have social networking pages on Facebook, Twitter, Digg, Reddit, Google Plus, and Pinterest. Facebook and Twitter are more interactive with an audience type of social networks, this will help OPR builds relationships with consumers in a more one on one situation. Digg, Reddit, Google Plus, and Pinterest are social sites that will help OPR gain a following to our blog that will be featured on our actual website. How this works is, OPR links the blog posts from the website to these social sites, when networkers click to read the blog, it takes them back to the OPR website which gains more hits to the site and give them the opportunity to explore obviouspr.com more extensively to find out more information about us.

All of these social networks will connect OPR will a vast audience of consumers. Since OPR will have a wide array of clients, we could use our Facebook page to promote them, events we organize for them, their performances, websites, etc. With so many different clients with multiple purposes and talents, OPR will have a large following of individuals with multiple interest which calls for plenty interaction among our social networks. OPR will of course promote our own company through our social networks, but our clients make our company what it is. Not only will we be helping OPR gain popularity, but our client's popularity will grow as well, bringing them in revenue and keeping them satisfied as our loyal clients.

Evaluation

The evaluation is the summation of the entire campaign. The evaluation helps OPR calculate the effectiveness of the campaign. This ultimately lets a company know what worked and what didn't, what should be added, and what they audience wants. It answers questions like what was the growth in popularity for the company during and after the campaign was complete? How many clients were gained during the campaign period? What type of audience response did

the company get back, positive and negative? Did the company get to where we projected to be? Were objectives met? These questions are just a few that will help account planners understand the process of campaigning for marketing a company, product, or service. Knowing if what was planned was a success or a failure paves the way for the future of the company and the way it will be promoted to audiences.

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