ParentsCanada.com

Online Marketing Structural Plan

February 2011

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The Online Team:
the new Online Editor, the Online Project Manager, and the Social Media Specialist.

Work from both the red and purple boxes will flow to the Online Production team from different people with separate accountabilities. The purpose of the red box is to deliver and maximize client work. The purpose of the purple box is to increase website traffic.

Client Projects		Web Traffic Improvement overseen by Sr. Digital Consultant

New Online Editor —— Online Project Manager —— Social Media Specialist

ONLINE PRODUCTION

freeelance web writers/interns as needed	part-time assistant freelance flash/web programmers as needed	interns as needed
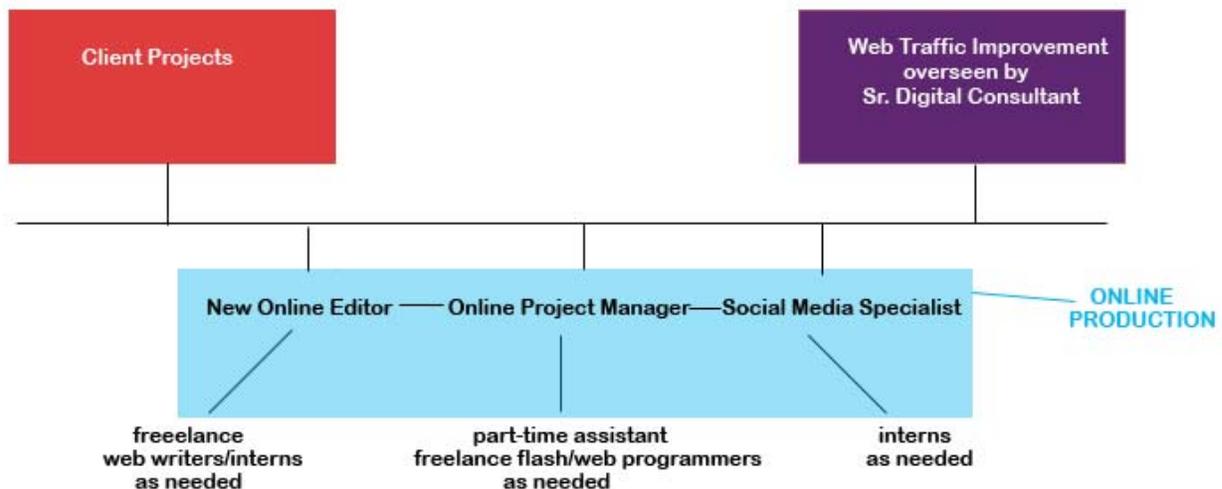
All client work (red box) comes from Account Managers to the Online Project Manager (PM) via online production forms. In the case of large online projects, the PM would attend client meetings with the Account Manager to ascertain deliverables.

All work related to web traffic improvement (purple box) would be written out in a comprehensive online plan. The Online Marketing Plan would be written by a Senior Digital Strategist (consultant) who would prioritize its elements and oversee its delivery.

Structure to Improve Traffic to ParentsCanada.com

The primary focus of the Online Marketing Team for the next year, while online client project levels are manageable, should be improving web traffic. ParentsCanada.com online meetings would be most effective if they consisted solely of trained online people, under the direction of a senior digital strategist-consultant, going through each point of the online marketing strategy.

A concrete structure to improve productivity is outlined below. The Strategic Advisory Group would consist of current online personnel and senior management.
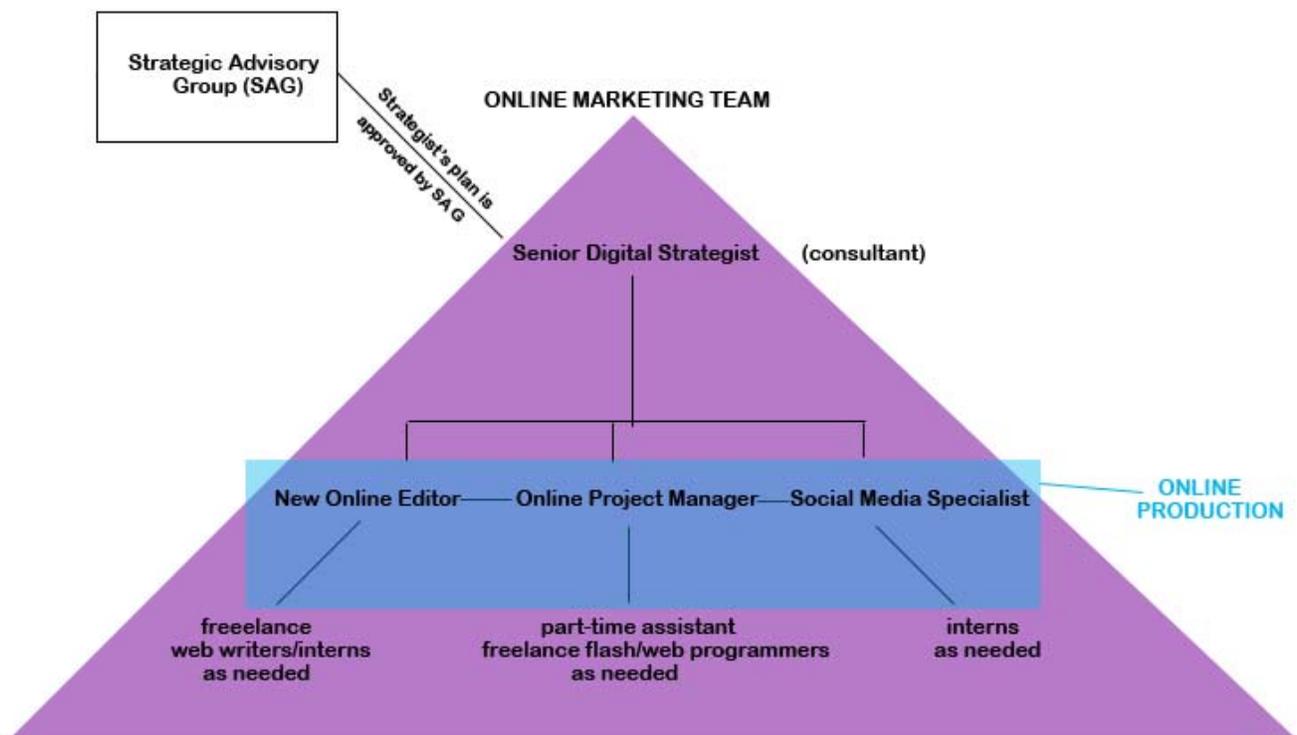
The three individuals in Online Production are in constant communication with each other to implement the strategist's plan

The new online marketing strategy should be made public to online production members as a guide to follow. As the online production team, the new Online Editor, the Online Project Manager, and the Social Media Specialist should coordinate their efforts to make consistent messaging and style across all media.

Final approval of all campaigns to improve traffic to ParentsCanada.com should be given by the Senior Digital Strategist Consultant.

A rough Online Marketing Plan follows on the next page. This plan is a starting point for the Consultant, as many of the tactics are already somewhat in place. None of the tactics in place have been measured for effectiveness or coordinated with each other yet.

ONLINE MARKETING PLAN

Objectives:	Increase website traffic			
	Become a lead online parenting information and entertainment resource			
	Expand online target markets beyond middle class, "white bread", two-parent families			
December 2011 Goals:	80,000 website visits per month			
	500 internal inbound links			
	2,000 fans on Facebook page			
	5,000 Twitter followers			
Strategies:	Optimize website	Optimize content	Embrace New Media	Web Analytics
Tactics:	Timing and implementation of new wider format	Internal campaigns coordinated across all electronic media	Social Media Editor to work directly with senior digital consultant on campaigns	Measure monthly visitor source numbers from FB and Twitter against content posted on FB and TR by month
	Keyword definition: then consistency in title, headings, text, metatags, image tags	Online editorial calendar	10 blogposts each month	Analyze incoming visitor source numbers from blogs – measure effectiveness by month & content
	Rework wider format elements as necessary	Retitling of article titles by online editor utilizing keywords	RSS feed	Measure top content pages against online editorial calendar and adjust new article content
	Article promotion in different main page sections	Reworking of article headings and content by online editor to include keywords	Open LinkedIn company page & market sites through LinkedIn channels	Measure and analyze all online editorial campaigns across all web media for effectiveness and adjust campaigns accordingly
	Advertise newsletter sign-up on main page	New online editor make constant article groupings & campaign slogans to promote them	Youtube channel	Measure and analyze newsletter and Youtube traffic against web content and adjust all vehicle content accordingly
	Internal link-building campaign	New online editor write web articles		
	Fb, Tw & LI share buttons at bottom of each article	New online editor take ownership of newsletter content		

2011 General Timeline for Implementation of New Wide Format at parentscanada.com

(for purposes of this plan, the new format launch has been projected to occur in May 2011; the new format could be ready earlier)

May 10	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11	Dec 11
New format designed		Online editorial calendar	Allocation of content to new main page mock-up	Training from Atomic	New format implemented	Launch campaign	Launch campaign	As July	As July	As July	As July	Results tracking

May 2010

- New website format designed by Interactive Project Manager

Feb 2011

- New Online Editor prepare online editorial calendar for parentscanada.com
- Web dept. prepare images and flash, designed to new size specs, based on online editorial calendar
- Both New Online Editor & web dept. divide articles into subject groupings for new headings and vertical campaign purposes (ie. Safety, Infectious Diseases, Digestive, Breastfeeding, Mental Health, Homework)
- Web dept. puts print articles online from current book

Mar 2011

- Web dept. puts articles online from current book
- New Online Editor & Web dept. allocate content to mock-up of main page in new design

Apr 2011

- Web dept. puts articles online from current book
- Atomic gives training in functionality & implementation of new format
- Online Editor selects one simple "content-maximizing" campaign to execute

May 2011

- Launch of new wider format for parentscanada.com
- Web dept. puts articles online from current book
- Implementation & tracking of campaign designated by Online Editor across all online media

Jun 2011 – Nov 2011

- Web dept. puts articles online from current book
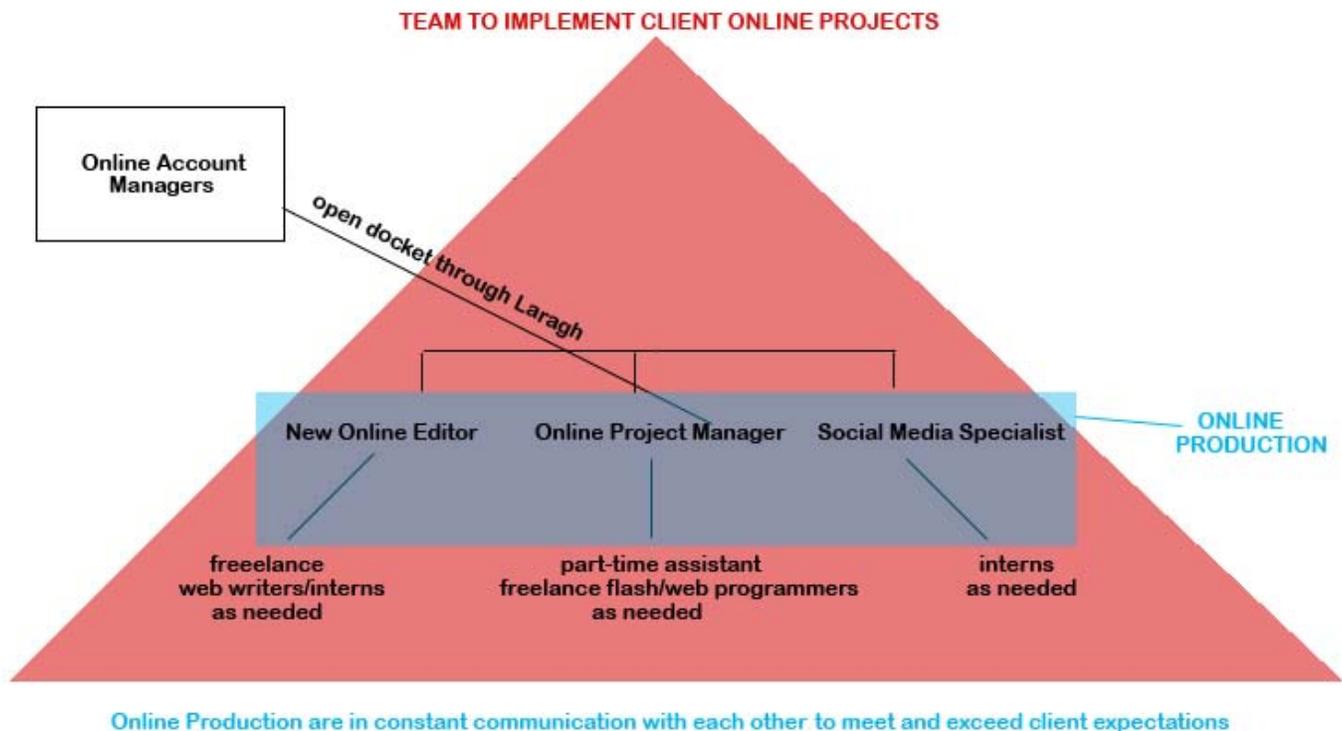- Implementation & tracking of campaigns designated across all online media

Dec 2011

- Year-End reporting: site traffic reports from Dec 2010 through Dec 2011
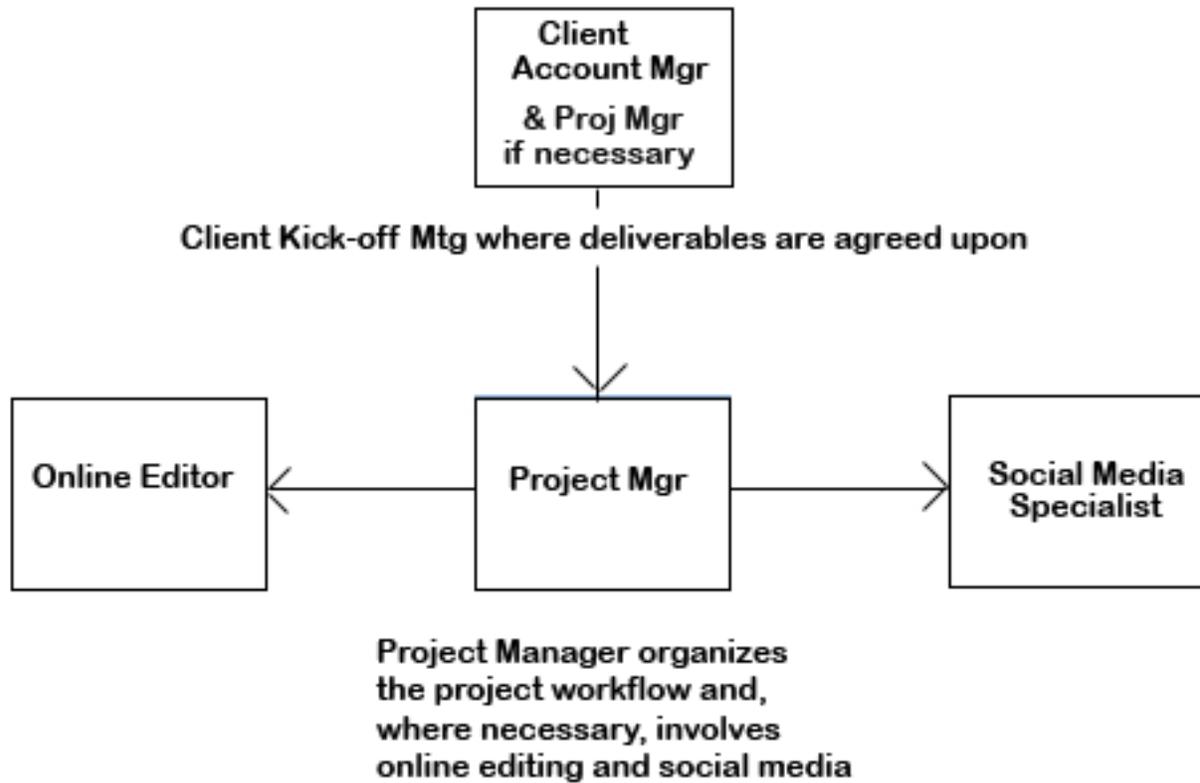
Structure to Complete Client Online Work

Clients' online work is going smoothly right now because the volume is manageable. However, with improved traffic to ParentsCanada.com expected and an exploding number of future online projects (by early 2012), we need tighter systems put into place this year.

Online Account Managers must ensure that they are all fully knowledgeable in the sales-related technical aspects of paid ad units, impressions, and all PC.com online sales offerings. It should be decided and agreed upon what we are expected to report to clients after the completion of clients' online campaigns.

Online production forms that specify the scope, content, and dates of client projects should be utilized to complete client work. If they're not, mistakes will happen.

TEAM TO IMPLEMENT CLIENT ONLINE PROJECTS

Online Account Managers

Open docket through Laragh

New Online Editor   Online Project Manager   Social Media Specialist

ONLINE PRODUCTION

freeelance
web writers/interns
as needed

part-time assistant
freelance flash/web programmers
as needed

interns
as needed

Online Production are in constant communication with each other to meet and exceed client expectations

ONLINE PROJECT WORK FLOW FROM CLIENT TO ONLINE TEAM

Client
Account Mgr

& Proj Mgr
if necessary

Client Kick-off Mtg where deliverables are agreed upon

Online Editor   Project Mgr   Social Media
Specialist

Project Manager organizes
the project workflow and,
where necessary, involves
online editing and social media

The Client and Account Manager determine the project deliverables, with the assistance of the Project Manager where necessary. Details of all online work are itemized in an online production form.

The Project Manager calls an Internal Kick-off meeting to assemble the team necessary to complete the project, often writing a functional specification (large projects) and a timeline outlining deadline dates for each element of the project, both of which must be approved by the client.

Even on small e-blast projects or advertorial projects the PM may choose to involve the New Online Editor if anything needs to be written.

Depending on the budget of each project, programmers, as well as designers and writers would become involved.

After project completion, the PM conducts an internal review of the project with the Account Manager, and the Online Team. At that point suggestions are made regarding improvements in future client work.

WEB ANALYTICS

General Site Traffic Levels

Site traffic reports from Dec 2010 – Dec 2011 will be presented at the year-end meeting to demonstrate web traffic comparisons.

Campaigns

Year-to-year traffic number comparisons can be given of all articles promoted in each campaign.

Traffic Sources (search engines, Facebook, Twitter, other referrals)

Social Marketing report from social media specialist.

Year-to-year traffic number comparisons can be given by source. Effectiveness can be evaluated by source, determining what source to focus efforts on the following year.

New Wider Format Launch

Month-by-month traffic comparisons can be given to determine whether the new wider format launch increased our traffic.

Newsletters

Year-to-year traffic number comparisons can be given of all articles promoted in each newsletter. Effectiveness of newsletters can be evaluated and content adjusted the following year.

APPENDICES

APPENDIX A: What is a Web Strategist?

APPENDIX B: The Many Forms of Web Marketing

APPENDIX C: ParentsCanada.com Online Production Form

APPENDIX D: New Wider Format Design for parentscanada.com

APPENDIX E: Top Competitor Sites' Online Traffic Levels