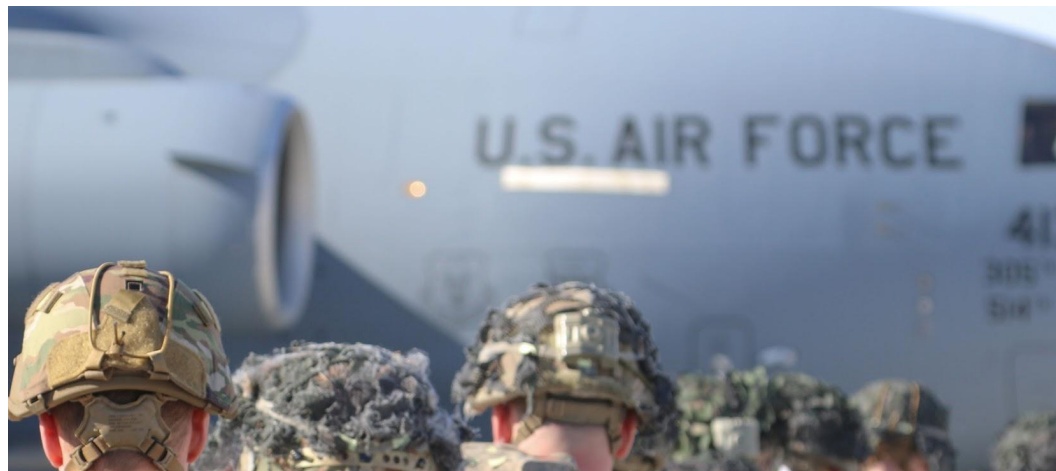




Phase 1: Tell The Story - Create
Engagement

The Firewatch Marketing Plan



OVERVIEW





Bringing out the best

BRAND SUMMARY

The Fire Watch will educate as many members of the community as possible to the risk factors facing Veterans and mobilize them to engage with Veterans in the Community and direct at-risk Veterans to available resources. It will also be scalable, allowing Watch Standers to achieve higher levels with further suicide prevention training and higher responsibilities.



and let thy feet
millenniums hence
be set in midst of knowledge

MARKET SEGMENTATION

LIBRARY



*Market
Segmentation*

TARGET MARKET

SUPPORTERS / PARTNERS

Churches, Businesses
Partner Organizations;
Corporate and industry partner prospects

CLIENTS

At-risk veterans
Active Duty and Retired Veterans



CREATIVE



A professional video camera setup is shown against a blurred background. The camera is equipped with a large lens, a microphone with a fuzzy windscreen, and an external recorder with a coiled cable. The text "VIDEO CONTENT" is overlaid in white, bold, sans-serif font, centered horizontally and slightly above the vertical center. A thin white horizontal line is positioned below the text.

VIDEO CONTENT



Discussion

BUZZ TV will create a series of shows focused on Veterans and partner with The Fire Watch partners to host segments. Segment Hosts will interview guests and showcase resources available for veterans.



Studio Time : Edited Content

With 100 total hours of studio time (one per week) and up to four guest spots available each hour, this sponsorship will result in up to 400 edited segments, each running between five and seven minutes.



Booking Guests

CFM will create a YouCanBookMe link for the Fire Watch to include on invitations to prospective guests. We will coordinate schedules to make scheduling a breeze.



Dissemination

Final segments will be uploaded to the website and social media channels, and accessible for distribution to guests. We will also pull from these to air on local networks on a 30 minute program.



We will create a 30 minute show made up of 3 segments will air on local networks. The series will be hosted by Nick Holland and each segment will co hosts from each supporting service organization.





30 minute show schedule

:00-1:00 - Opening Nick

1:00 - 1:30 - USO Commercial

1:30 - 9:30 - Horses Mouth Segment

9:30 - 10:00 - WWP Commercial

10:00 -20:00 - Firside Chronicles

20:00- 20:30 - Operation New Uniform
Commercial

20:30 - 26:30 - 5 minute Salute

26:30-27:30 - FireWatch Commercial

27:30 - 28:30 - Closing





Discussion

BUZZ TV will create the segment "5 Minute Salute" that will focus on spending 5 minutes with Veterans who will be asked a series of questions



Studio Time : Edited Content

With 25 total hours of studio time (one per week) and up to four guest spots available each hour, this sponsorship will result in up to 100 edited segments, each running between five and seven minutes.



Booking Guests

CFM will create a YouCanBookMe link for the Fire Watch to include on invitations to prospective guests. We will coordinate schedules to make scheduling a breeze.



Dissemination

Final segments will be uploaded to the website and social media channels, and accessible for distribution to guests. We will also pull from these to air on local networks on a 30 minute program which will air on ABC, NBC and Channel 4.



A video series hosted by Dan Bean will spend 5 minutes interviewing veterans and talking with them about everyday life, support systems, transitioning from the military and advice they have for other Veterans.





Discussion

BUZZ TV will create the segment "Fireside Chronicles" that will have several Veterans sitting around a campfire sharing their stories.



Studio Time : Edited Content

With 12 total hours of recording time (one per week) and up to four guest spots available each hour, this sponsorship will result in up to 12 edited segments, each running between five and seven minutes.



Booking Guests

CFM will create a YouCanBookMe link for the Fire Watch to include on invitations to prospective guests. We will coordinate schedules to make scheduling a breeze.



Dissemination

Final segments will be uploaded to the website and social media channels, and accessible for distribution to guests. We will also pull from these to air on local networks on a 30 minute program which will air on ABC, NBC and Channel 4.



Fireside Chronicles will be recorded around a firepit and have several veterans share their stories around a fire. We will have a media host or community leader host each week that will lead the discussions.





Discussion

BUZZ TV will create the segment "The Horse's Mouth" with Tom Mcmanus that will focus on a conversation at the Bar among Friends.



Studio Time : Edited Content

With 12 total hours of studio time (one per week) and up to four guest spots available each hour, this sponsorship will result in up to 12 edited segments, each running between five and seven minutes.



Booking Guests

CFM will create a YouCanBookMe link for the Fire Watch to include on invitations to prospective guests. We will coordinate schedules to make scheduling a breeze.



Dissemination

Final segments will be uploaded to the website and social media channels, and accessible for distribution to guests. We will also pull from these to air on local networks on a 30 minute program which will air on ABC, NBC and Channel 4.



We will create a special series on The Horse's Mouth where we will have 5 Veterans at the Studio Bar and Talking about Real Issues straight from the Horse's Mouth. Tom Mcmanus can drive athletic alumni involvement.





DIGITAL MARKETING



Content Generation

LEVERAGING APPEARANCES

TELL THE INTERNET

CFM recommends maximizing your hosting role and any appearances on other BUZZ shows, in order to reach new audiences and keep your story compelling by maintaining a cache of fresh content for both your websites and social media channels.

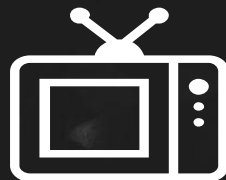
Never met a stranger

Reach new audiences via social media by posting *Buzz on Veterans* segments and appearances on The Fire Watch Facebook and Instagram pages, and individual LinkedIn and Twitter feeds as well as the social pages of all partner organizations



Fresh is new, new is fresh

Maintain a cache of fresh content for both the website and social media platforms by recording selfie videos after shoots with supplemental thoughts, tips or anecdotes. We also recommend taking every opportunity to compliment an event participant, vendor or potential patron if appropriate.





SOCIAL MEDIA



Social media efforts will focus on *increasing brand awareness* and *driving event participant and Watch Stander registrations* through compelling and relevant content, and positive, meaningful interactions that clearly communicate the mission and impact of the The Fire Watch program.

Social Media

TACTICAL EXECUTION



Increase Clicks

Increase link clicks to the website from social content and a dedicated budget; content will be visually strong and hyper-specific to prompt click-throughs and test message resonance



Boost Engagement

Increase social engagement (likes, comments, shares) with compelling content that provides value, insight, motivation or all three!



Increase Reach & Follower Count

Increase reach and size of audience via video and multimedia, dynamic storytelling, as well as dedicating a budget to a follower campaign and boosts around event pages and contextual posts



"Wow" With Content

Content will be visually strong and hyper-specific in order to test message resonance; subject matter to include video highlight reels and produced segments, success stories and testimonials, original infographs, motivational messages, event promotions

Web Development

SEO CONFIGURATION

There are many approaches to SEO—ours is simply to be the Champions of Content. Improved search engine visibility and user experience will spring from our focus on developing and distributing quality content in a variety of formats including text, images and videos.



Content Strategy

Focus on the planning, creation, delivery, and governance of content, including words, images and multimedia used.



Keyword Research

Find out what potential beneficiaries, donors and prospects are browsing and create a digital marketing plan to optimize and promote your services.



Social Media Content Creation

This is the process of republishing your content to third-party sites automatically, hence increasing your digital visibility and social signals for rankings.



Meta Tags Copywriting

Search engines show meta descriptions and titles in search results, so optimizing the metas is crucial for on-page SEO and conversions.

Web Development

MAXIMIZING YOUR POTENTIAL

LEVERAGING HOSTING ROLE FOR SEO GAINS

CFM recommends maximizing the BUZZ TV hosting role as a means of improving the SEO of the Foundation website, by consistently/frequently posting fresh content:



“Watch / Listen” Section

Create this section on a Resources page on the website and populate it with recent shows related to Veteran’s.



“The Latest From *Buzz on Veterans*” Slider Section

Incorporate this slider section at the top (or immediately below the fold) of each homepage and populate it with the last three BUZZ episodes (auto-play, muted).



Public Relations Pitches

The Fire Watch MESSAGING

Promote organization events, major participants, keynote bookings at large-scale gatherings, etc., adjusting pitches for audience, publication type and/or editor/section.



Social Media

LINKEDIN SALES NAVIGATOR

This in-app program enables users to target the right contacts, understand key insights, and engage with personalized outreach.

Conducting a campaign originating from Key Stakeholder personal profiles, we will:



HYPER-FILTER

Find the right people and companies, with a search experience that delivers the most relevant prospects.



REFINE RESULTS

Quickly discover the best contact(s) at target companies with suggestions customized for you.



TRACK & ENGAGE

Keep track of key lead and company changes; Reach out to and engage with prospects.

A photograph of a person in a dark suit pouring coffee from a white cup into another white cup on a saucer. The scene is set on a wooden table. In the foreground, a smartphone lies flat on the table. The background is softly blurred, showing a window with light coming through. The overall mood is professional and calm.

RECIPROCAL MARKETING



Phase 1 budget

\$36,000 - 24 weeks of TV Programming of ABC 25, NBC 12 and Channel 4

(\$1500 per week shoot, edit and air 3 :30 minute segments

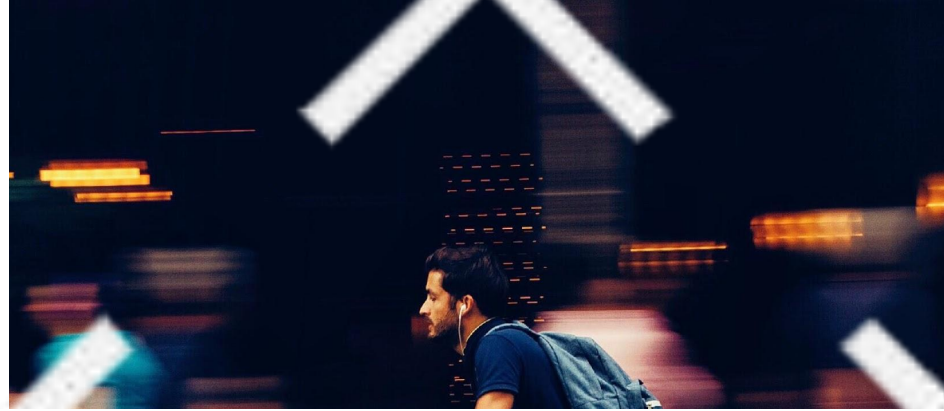
Shooting, Editing, Airing of programs, Social Media, Web Content, engagement)

\$7200 - Boosted Social Media and Digital Marketing \$300 per week for 24 weeks

\$12,000 - Partner Programs with Influencers \$500 per week for 24 weeks \$12,000

\$10,000 - 4 events relate to be hosted with 100 guests each over the next 6 months

\$65,200 - Advertising budget September - February



ONWARD!

