

## **Client Action Plan: Modern Texas Living Magazine**

Client Name: Ashley Munn

Increase Social Media Presence for Modern Texas Living Magazine

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### **Mission:**

Modern Texas Living is a lifestyle magazine and marketing agency based in Waco, Texas, that is dedicated to celebrating small businesses, supporting local entrepreneurs, and fostering community for local Wacoans and tourists alike. The publication serves as a guide for residents and visitors, offering insights into local businesses and events that enrich the Waco experience.

Established in 2023, Modern Texas Living is dedicated to keeping Waco residents up-to-date with the community and guiding visitors to the ultimate Waco sights.

In both print and online formats, Modern Texas Living features a variety of content, including:

- **Local Business Spotlights:** Highlighting the stories and offerings of small businesses in Waco.
- **Community Events:** Offering guides and coverage of local events to encourage community engagement.

### **Opportunity:**

Modern Texas Living has an opportunity to expand its magazine readership, increase local brand awareness, and enhance engagement through digital platforms, all while strengthening its advertising partnerships.

### **Relationship with Public**

Readers of Modern Texas Living are engaged in its print content but seek more interactive and digital content. Advertisers and partners are interested in more targeted promotions but need clearer ROIs. There is a potential for collaboration with lifestyle brands and businesses around Waco, real estate companies, and local businesses.

### **Need for Campaign**

A strategic campaign will be essential to boost brand awareness in both print and online formats, increase digital and print pickups, and advance advertiser confidence in MTL's reach and influence.

### **Beneficial Results**

- Improved awareness and brand positioning
- Enhanced reputation as a local lifestyle publication
- Increased engagement across digital and print platforms
- Strengthened partnerships and advertising revenue

### **Targeted Publics/Audiences**

- Waco homeowners

- Young Waco families
- College students (Baylor, MCC, MHB)
- Local businesses interested in advertisement exposure
- Tourists visiting Waco

### **Prioritization Factors**

- Interests: Design, real estate, technology, local business, lifestyle content, tourism
- Attitudes: Appreciation for local Texas cities, Waco history, home-town feel
- Behaviors: Active in digital platforms, socially engaged, seeking high-quality content.

### **Research**

#### Client

- Size and Scope: Medium-sized publication with a growing regional reach
- Structure: Editorial team, marketing team, advertising sales team, digital content creators

#### Issue

- Increased competition in lifestyle publications and a need for a stronger digital presence
- Opportunity: Leveraging Waco's rapid growth in urban living and lifestyle trends

#### External Environment

- Current Events: Waco growth (Riverwalk, Elm Street)
- Industry Trends: Growth in digital content consumption
- Competitor Analysis: Other regional lifestyle magazines, home design publications and digital advertisement platforms

#### Objectives

- **Informational**
  - Increase awareness of Modern Texas Living Magazine among Waco homeowners by 30% within 1 year.
  - Educate potential advisers on the magazine's audience reach through data-driven reports
- **Motivational**
  - Drive a 20% increase in social media followers within 3 months.
  - Secure five new advertising partnerships within the next quarter

### **Key Messages**

- Modern Texas Living is the premier source for local Waco lifestyle, family fun, local business spotlights, and tourist questions
- Advertisers can reach engaged audiences through targeted print and digital campaigns

#### Strategies and Tactics

- Media Relations: Secure media coverage and interviews with local lifestyle influencers
  - Local Waco celebrities: Madison Prewitt, Chip and Joanna Gaines, etc
  - Important Baylor figures: Linda Livingstone, Scott Drew

- Digital Engagement: Enhance website content, SEO strategy, and social media presence
- Advertising Partnerships: Develop premium advertising packages and sponsorship opportunities

### **Tactics**

- Launch More Digital Content
  - Weekly blog posts and content featuring Texas entrepreneurs and local business representatives
  - Social media story-telling
    - Behind-the-scenes editorial content (What it's like to work for a magazine)
- Develop Advertiser Media Kit
  - Data-driven presentations showcasing audience demographics and engagement metrics
  - Tailored advertising options for potential partners
- Draw in potential advertising partners using engaging sales sheets

### **Evaluation Criteria**

- Awareness Measurement
  - Pre and post-campaign surveys to gauge brand recognition
  - Social media analytics (followers, engagement rates, impression)
- Subscription and Engagement Metrics
  - Monitor digital and print subscription growth
  - Track website traffic and time spent on content pages
- Advertising Revenue Assessment
  - Number of new advertising contracts secured
  - ROI metrics on advertising campaigns