

The Abacus Group®  
*Better Guidance. Smarter Decisions.*

# Cloud 9

## Fall 2020 IMC Campaign



You earned it,  
We handle it.

Springfield, Mo  
Campaign dates June-July  
Plansbook  
#youearnedit





# Contents

Agency Intro  
Client Intro  
Executive Summary

## IMC Campaign

Campaign Overview

## Marketing Plan

SWOT Analysis  
Marketing Strategy  
Competitive Strategies  
Objectives  
Target Audience

## Conclusion

Budget  
Schedule  
Works Cited

## Creative Brief

Features & Benefits  
Key Consumer Benefit  
Creative Strategy  
Campaign Tagline

# Agency Intro

## Cloud 9

Cloud 9 is the fastest growing marketing agency in Southwest Missouri. Based in Springfield, with 8 locations in the region, Cloud 9 is made up of the best marketing professionals you can find. Here at Cloud 9, we strive to help clients not only reach their desired audience and achieve significant measurable results, but to continue to build trust with our clients and actively keep a consistent long-term client relationship. Our marketing team will meet with the client to analyze their strengths and weaknesses and create a custom step by step marketing plan to maximize their business potential. We are here to help you define and achieve goals specific to you. In order for you to stay ahead of the competition, we can work with you to create or improve a clearly defined marketing strategy. That way, you can leave the marketing to us so that you can focus on the work you do best.

# Client Intro

## The Abacus Group

Abacus CPAs offers four locations in the state of Missouri and is dedicated to creating long-lasting relationships with clients and employees, by providing services through a mutually profitable partnership. Abacus CPAs places major focus on retaining a family of hardworking and passionate employees who share a commitment to excellence, professionalism, and the glory of God. Abacus CPAs works to save clients money and frustration by offering better guidance and smarter decisions.

# Executive Summary

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**Abacus CPAs** is an exceptional accounting firm that deserves more recognition, Cloud 9 is here to help them achieve that. We plan to generate public interest and spread the branding of Abacus throughout the area with the use of social media promotion, radio advertisements, targeted out-of-home advertisements including a church bulletin, an enhanced version of the company website, and more. Below are the details of this plansbook, divided into four main sections:

**Marketing Plan:** an overview of marketing information including target audience research, the marketing strategy for that target audience, a current SWOT analysis of the company, and strategy dealing with competition.

**Creative Brief:** a detailed layout of the creative strategy, branding information, features and benefits, and a new tagline for the campaign.

**IMC Campaign:** detailed strategy including promotional channels in this campaign that includes radio advertising, out-of-home advertising, social media marketing, and sales promotion with sweepstakes.

**Conclusion:** wrap-up information including a budget breakdown and campaign schedule.

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# Campaign Pt 1

## Marketing Plan

# Industry Overview

## SWOT Analysis

### Strengths

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- Big focus on God, recruitment opportunity, proven successful in the past
- Radio (political station & sports station) results in lots of sales
- Word of Mouth is huge!
- Their seemingly largest accounting client in Springfield is locally franchised McDonald's.

### Weaknesses

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- Every accounting firm on linkedin seems to be titled Abacus CPAs
- LinkedIn is weak!
- Abacus CPAs only post their own content.
- To really connect with other audiences & make a personal connection to people, we should be sharing/ retweeting other people's posts and articles.
- This could be a great way to make a personal connection with these franchises & high-wealth individuals (rich people love linkedin!)
- No reviews almost anywhere!

# Industry Overview

## SWOT Analysis

### Opportunities

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- ◉ \$200k in advertisement funds
- ◉ Our target market (small to medium sized business owners) ideally has disposable income to spend on advertising
- ◉ Always looking to improve from last year!

#### Growth:

- ◉ Most firms average 3%-5%
- ◉ Abacus has exceeded 20% the last 5 years
- ◉ On track to exceed 40% growth this year

### Threats

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- ◉ Abacus is the 7th ranked accounting firm on Angie's List in Branson, MO.
- ◉ That's not good, as older people tend to use Angie's list and are our target market.
- ◉ Other CPAs are providing multiple services.

# Abacus Group

## Marketing Strategy

### Product

- Tax planning and preparation
- Accounting
- Payroll services
- Audited financial statements
- Business Consulting
- Valuations
- Software selection and implementation

### Promotion

- Social media
- Sweepstakes

### Price

Abacus CPAs billing rates differ depending on the complexity of a client's project. Prices can vary anywhere from \$500 to \$50,000 dollars. However, Abacus CPAs charges much less than big firms, called the Big 4, and have prices similar to those of their similar sized competitors.

### Place (Distirubution)

- Springfield, Mo
- Lee's Summit, Mo
- Branson, Mo
- Bolivar, Mo





# Competitive Strategy

## KPM CPAs



KPM cpas and Advisors is a direct competitor for Abacus CPAs. Abacus and KPM are in close proximity to each other since they are both located on East Republic Road so people on that side of town could possibly choose KPM over Abacus. It is approximately a 3 min drive from one another. KPM also offers various services similar to Abacus but Abacus offers more. KPM offers a wide range of services including accounting and bookkeeping, financial advisory, and business consulting services to clients throughout Southwest Missouri, Arkansas, and Oklahoma so they can make informed financial decisions. KPM also utilizes the color green within their logo which doesn't help either company stand out from one another.

What sets Abacus CPAs apart is the Abacus experience that they provide and they are transforming to be a one stop CPA business. KPM uses a wide range of social media platforms to reach a wide range of audiences through Facebook, Twitter, LinkedIn, and Instagram but Abacus uses more social media channels and is more content heavy with informing individuals about basic business and accounting knowledge as well as information about their business. When searched KPM CPAs has a 5 star review and Abacus has only a 3.7 star review for their Springfield, MO location. KPM is a strong competitor but Abacus has a lot to offer.

# Competitive Strategy

## Bell CPA, LLC



Bell CPA, LLC is another competitor to Abacus CPAs, LLC. They are scored under the top 14 best accounting firms in Springfield, MO. What makes them a top competitor is they specialize in 5 services including Accounting Services, Income Taxes, Business Valuation, Estate Planning, and Forecasting and Budgeting. Bell CPA, LLC is ranked 4.6 star review and Abacus is only ranked 3.7. One thing Bell CPA is lacking is that they only have two social media platforms being Facebook and LinkedIn. They pull up 6th on a google search for accounting firms and Abacus doesn't show up. Also Bell CPA LLC has their social media linked to their website. Overall, Bell CPA, LLC is a well established competitor for Abacus CPAs.

## BKD



BKD is one of Abacus CPAs biggest competitors here in Springfield, MO. Their services go well beyond the standard accounting services to include risk management, technology, wealth management, and forensic and valuation services. Also what makes BKD a powerful competitor is because they are a national firm and their headquarters is right here in Springfield, MO. They have 40 different offices spread out in 18 different states. They pride themselves on the BKD experience of unmatched client service. What also makes this firm stand out is that they have a BKD Foundation that enriches communities through charitable giving and volunteerism. Overall, BKD is one of Abacus biggest competitors in Springfield because they are a well known national firm.

# Competitive Strategy

## Number of followers on social media platforms

	KPM CPAs & Advisors	Abacus CPAs, LLC	Bell CPA, LLC	BKD CPAs and Advisors
Facebook	550 likes on there home page	742 likes on there home page	256 likes on there home page	1,196 likes on there home page
Instagram	206 followers & less content posted	248 followers & average amount of content posted	None	1592 followers
Twitter	282 followers	278 followers	None	688 followers
LinkedIn	1,351 followers	509 followers	9 followers	28,165 followers

## Implications

After reviewing several social media platforms of various accounting firms in Springfield, MO Abacus is making a decent presence, but it could be better. There are other firms that have more followers and engaging content. Abacus averages in the middle of its competition with its social media presence but doesn't compare to its well known competitor BKD.

One component that will make Abacus stand out is the new services that they will be offering and they will be able to provide clients and businesses an opportunity to get all their services done at one spot.

After reviewing online statistics Abacus isn't the most well known firm compared to its competitors so they should work on getting more recognized because Belle is top 14 in Springfield and KPM has a solid follower amount on social media especially through LinkedIn which allows both firms to be recognized by potential customers. BKD stands out the most with its social media presence and has the most connections out of all of them.

After discussing with Abacus CPAs we were able to conclude that their pricing is relevant to their direct competitors but a lot lower than their bigger national competitors which helps them stand out in their industry. Even though it does depend what kind of service their client wants they still offer lower prices than their bigger competitors in this location.





# Objectives

- Improve brand awareness and increase client base, done by increasing social media presence and activity.
- Linking together and creating uniform look across all social media platforms to drive traffic to website and increase conversion.
- Similar high quality content across all platforms.
- Getting word out about the launch of new buildings and brand branches.



# Target Audience

# Baby Boomers

## Social Responsibility

- 59 percent of Boomers were willing to pay extra for socially compliant, sustainable products.
- Boomers are expected to spend 3.4 percent more on health related purchases than their parents did.
- 72 percent of baby boomers read food and beverage labels to know if the product is healthy.
- Baby boomers make up 46.8 percent of pet spending.
- Baby Boomers household spending priorities are pets, housing, healthy food.

## Springfield, Mo

## Facts & Figures

- Population: 347,000
- Median age: 33
- No. of Baby Boomers: 15.5 %
- No. of Married Households: 103,102
- Avg. Family Size: 2 - 3 children
- Avg. Household income: \$72,994
- Diversity: White: 88.4%, African American: 4.4%, Asian: 2.0%

## Baby Boomers / High Wealth Individuals

Our target audience for this campaign is middle aged high wealth individuals. Middle age individuals fall into the category of the Baby Boomer generation which ranges from the ages 56-74. The typical 401 k millionaire reaches the milestone after the age 50 according to the Fidelity Investments report cited by the New York Times. This age category represents the high wealth individuals who have already hit their success in their career path making them a prime target audience. Baby boomers hold \$2.6 trillion in buying power. They're credited as one of the wealthiest generations to date and are still economically powerful despite their old age. Boomers have had more time to build their wealth in comparison to other generations while some are still in the workforce and making more money. This generation carries some high expectations for their retirement including things like exotic trips and new experiences.



## Why Baby Boomers?

Abacus CPAs primary target audience is baby boomers which tend to be located in the high wealth region due to their determination and hard work throughout their younger days. Baby Boomers represent the 76 million people born between 1946 and 1964. They were born during the post World War II baby boom. They rejected and redefined traditional values. They are also the wealthiest, most active and have the most disposable income for food, apparel and retirement programs. Having the baby boomers as a target audience for the campaign allows for an exceptional opportunity for Abacus to come up with creative, but traditional ways to advertise to these types of individuals.

Baby Boomers are negatively portrayed as traditional, stuck in their own ways, and old but one thing to keep in mind is that they are also known for strong work ethic, self assured, and goal centric. These characteristics lead them to being successful higher wealth individuals with a strong spending power.

# Boomer Values

## Social Media

- Baby boomers tend to use social media for interpersonal reasons like reconnecting with friends, getting family updates, etc. and have more positive emotions associated with the experience as a result.
- YouTube was the most popular social media platform, with 70% of boomers saying they regularly used it, compared to 68% with the social network.
- This was followed by Facebook at 75 percent, Pinterest at 27 percent, LinkedIn at 24 percent, and Instagram at 23 percent. Only 17% of boomers said they used Twitter, and just 9 percent used Snapchat!

## Promotional Habits

- Baby Boomers have been introduced to all forms of media and have seen the expansion of new media growing for the past 50 years. Even though they have been around for the various technologies that have been created in their lifetime they still like the simple old school communication.
- Another important factor to consider is that boomers still read print magazines and newspapers, still lean back to watch TV on big screens and yet only use social media sparingly.
- Baby Boomers will still engage in some forms of social media. 82 percent of Boomers who use the internet also have at least one social media account.
- Their platforms of choice are Facebook and LinkedIn which neatly split their work and personal lives. About 75 percent of all U.S. baby boomers are on Facebook, and 35 percent use business-focused networking sites, such as LinkedIn.



## Target Audience Profile

Meet the Richardson's family! The Richardson's family includes wife Michelle Richardson and husband Marty Richardson. Marty and Michelle met in college while getting their doctorate degrees at Kansas University. Marty was pursuing a degree in law while Michelle was pursuing her passion in real estate. Once they both received their doctorates they moved to Springfield, MO to both accept jobs offered there.

Once they settled into their careers they had two girls, named Morgan and Molly. Michelle and Marty are now 56. Morgan is 25 and Molly is 24 years old. The Richardson's family has done very well for themselves. They hold season tickets to sports games and also love to golf with family and friends every weekend. They love to listen to the radio while driving to work or going on family vacations.

One of their all time favorite family vacations was the cruise they went on a few years back. Michelle and Marty enjoy sharing their family photos and vacation photos through Facebook while Morgan and Molly share their photos to Instagram, Snapchat, and Facebook for their family and friends to see.

# Campaign Pt 2

## Creative Brief



# Brand Attributes

## Features and Benefits

- Product: Abacus CPA's specializes in Wealth Advisors, Legal and Business Consulting.
- Price: Abacus CPA's billing rates differ depending on how complex the client's projects are. Prices can vary anywhere from \$500 to \$50,000 dollars.
- However, Abacus CPAs charges much less than big firms, called the Big 4, and have prices similar to those of their similar sized competitors.

Features	Benefits
Excellent & Pro-Active Communication	Excellent communication means that Abacus CPAs is always easy to reach, ready to help, and excited to take on new adventures!
Innovation	Abacus CPAs is constantly looking at projects with a unique set of eyes. This innovation can lead to great savings and benefits for all customers, and has helped them to discover new approaches that differentiate Abacus CPAs from competitors.
Long-Term Partnership View	Abacus CPAs hopes to create a long-lasting partnership with clients.

## Key Consumer Benefit

### Key Consumer Benefit: Long-Term Partnership View

Based on research conducted about Abacus CPA's target market, we believe the key consumer benefit to emphasize in our IMC campaign is that Abacus CPAs holds a Long-Term Partnership View when considering each client. Creating a long term relationship with clients allows Abacus CPAs to offer a much more personal and enticing experience. "In a recent study, 86% of customers claim their experiences are just as important as the actual product or service they purchase" (<https://www.superoffice.com/blog/business-relationships/>). We believe that this experience, a higher return on relationship for both parties, and the ease of a long-term relationship are extremely important benefits to businesses and high-wealth individuals.



# Creative Brief

## Approach Appeal Tone

### Approach : Consumer

In the advertisements, we want to appeal to the consumer and make them see themselves working with Abacus. If the imagery is of professional looking clients, viewers can put themselves in their shoes and imagine themselves as successful and wealthy with the help of Abacus. The idea of the ads focuses on the consumer's needs and how Abacus can help them.

### Appeal : Rational

In order to attract the right type of client, we will use a rational appeal. The advertisements should be informational. Advertising for an accounting firm should be rational because it would include factual details that someone with accounting needs would be looking for. Most people will probably not make an emotional decision about which accounting firm to use.

### Campaign Theme : Family

If family is something Abacus values, then we want to reflect that through the advertising. Most of the target audience is of age to likely have a family, and bringing in people with similar values can boost the perception of the firm.

### Tone : Professional, but friendly

Abacus CPAs is an organization that should be taken seriously. We want to attract working professionals by giving off the impression that Abacus is a company that can be trusted with something as important as financial information and consulting. One way to stand out from other accounting firms is to portray the company as having a friendly atmosphere, like Abacus has. We want the client to feel comfortable working with Abacus.

# Creative Strategy

## Visual & Verbal

### Typeface

To maintain Abacus' brand image the typeface will remain in the lines of the branding guide.. Goudy Old Style Bold and PT Sans will be primarily used.

### Imagery

The imagery will include people in suits to represent the clients coming into Abacus. The advertisement will also prominently feature the Abacus logo, Honest Abe the stick figure and friends more often to solidify them as part of the recognizable brand.

### Color

The Abacus Group's traditional green color needs to be heavily featured in the advertisements to familiarize the audience with the branding. Black and white will serve as the background and text font color. The Abacus Group will each have it's own jewel tone to represent it.



R63  
G109  
B71



R85  
G133  
B142



R133  
G166  
B162



R142  
G162  
B169



R126  
G158  
B180



R124  
G165  
B189



R143  
G141  
B166

### Copywriting

The tagline for this campaign is "You earned it, We handle it."



## Campaign Tagline

“You earned it,  
We handle it.”

#youearnedit



# Campaign Pt 3

IMC Campaign

# Campaign Flow

Press Release

Continuous  
Marketing

Radio Ads

Instagram

Facebook

LinkedIn

Website

Sweepstakes

Direct Marketing

Mobile Marketing



# Campaign Overview

# PRESS RELEASE

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Cloud 9 Marketing  
pr@cloud9marketing.com  
FOR IMMEDIATE RELEASE

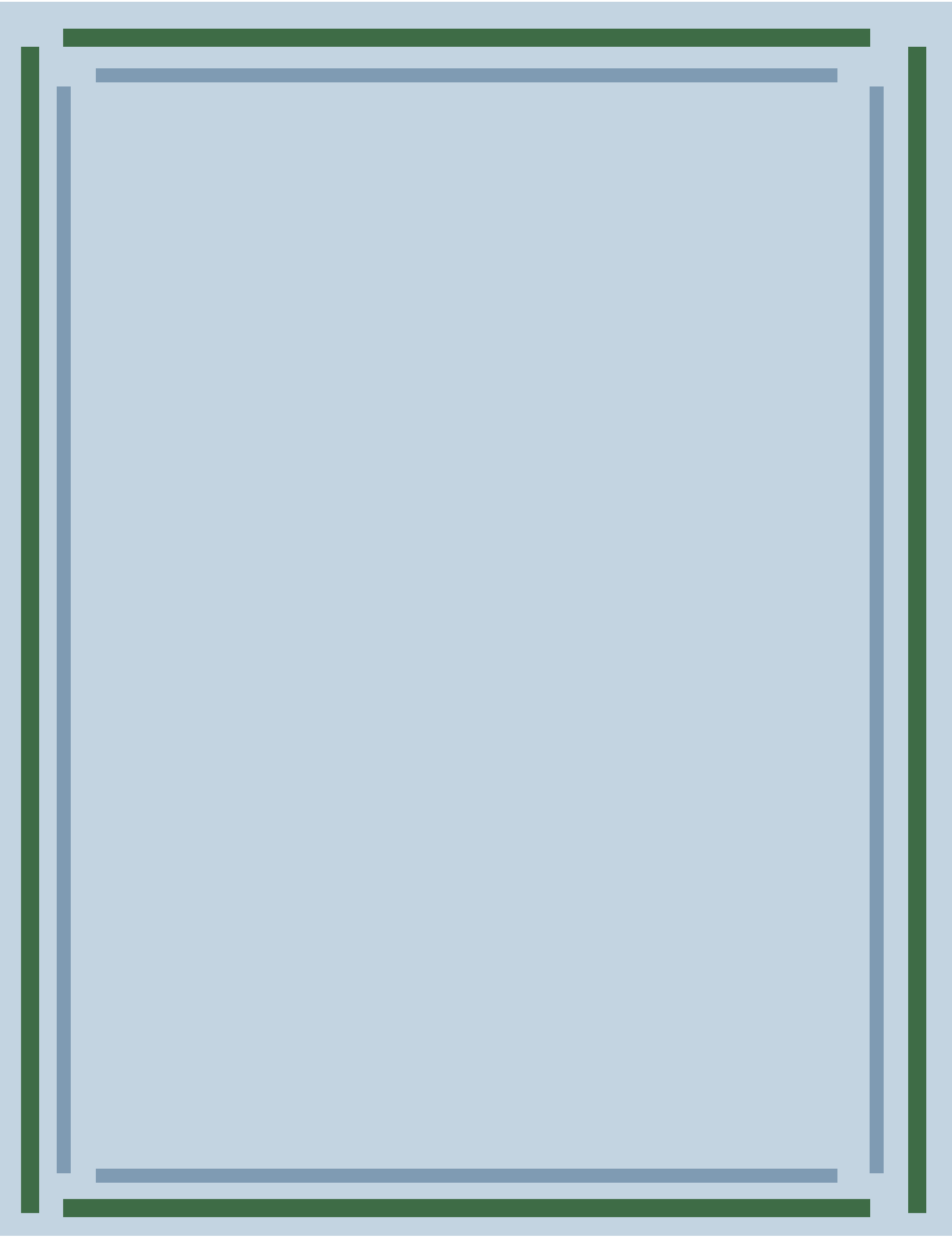
Springfield, MO. Dec 2nd- Abacus CPAs Unveil New Approach to Same Strategies

Abacus CPAs is launching the ABACUS GROUP, a series of new initiatives to grow their already large clientele in the southwest Missouri region. In addition to revamping social media efforts on sites like Instagram and LinkedIn, the firm will also be publishing a redesigned and repurposed website. Already successful channels will be strengthened for optimized benefits.

The purpose of the new-and-improved efforts and media presence and actions comes from an effort that will see Abacus widen its services beyond its renown accounting and business consulting work. The firm will expand into areas of operation such as real estate, legal consulting, and insurance services following a successful launch of the Abacus Group rebrand.

Abacus is excited to transform their image from a traditional accounting firm to a full-fledged lifestyle assistance group for their clients. Providing a wide array of desired business divisions in one convenient place with friendly faces and faithful services their clients are familiar with will continue to be what separates Abacus from local competitors.

For the most current and up to date information on Abacus CPAs, please visit [abacuscpas.com](http://abacuscpas.com). To contact the firm for inquiries regarding their current services or resources, please call 417-823-7171. For comments, questions or concerns, please contact [pr@cloud9marketing.com](mailto:pr@cloud9marketing.com)



# Radio in 2020?

**Absolutely!** It is the best way to directly reach our target market, older upper-middle class business owners. According to newsgeneration.com, 91% of adults aged 50+ are reached by radio each month, meaning we would be missing out on a huge media channel our clients regularly use by ignoring radio advertising.

**Drive-Time** is going to be the focus area of Abacus' new radio advertisements just as they were before. Our target market is in their cars listening to their radios on the way to work between the hours of 6-9AM, and a large portion of them are listening to stations Abacus has advertised with in the past. Monday thru Friday will continue to be the days our ad airs.

**More Bang For Our Buck:** In 2018, the firm spent almost \$37,000 on radio advertisements between two stations. Both stations, KWTQ-FM (101.3) a country station, and KSGF-FM (104.1), a news-talk station, both appeal to a variety of potential clients both inside and outside of our target market. We will continue to advertise with them again in the future. However, where we will make the significant changes is in length and content of our radio advertisements.

Comparisons	2019 Radio Ad	2020 Radio Ad
Ad Duration:	:59 seconds	:30 seconds
Ad Content:	The firm stays open while others close during lockdown to stay in touch with clients.	New featured services with details available on our revamped social media accounts and website. Short teaser to drive web traffic.
Ad Price:	\$1,728 (KWTQ, Dec. 2018)	~\$950 (KWTQ, Dec 2020)

Competing Stations worth exploring that serve the same listener demographic as those we currently do business with are KTTS (94.7), a country and news-talk station, as well as potentially exploring advertising with KSMU (91.1), a National Public Radio station with a majority of its listener base in our target market's age and financial status range and brands itself as Ozarks Public Radio.



# RADIO SCRIPT

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Advertiser: Cloud 9 Marketing

Length: 30 sec

Music: UPBEAT PIANO MELODY WITH LIGHT DRUM RHYTHM BACK-ING

Narrator: "Abacus CPAs is now the Abacus Group! If you own or run a small business, we can do even more for you than we could before!"

Music: PIANO KEYS ALL PLAY AT ONCE AND END ABRUPTLY, evoking surprise.

Narrator: "You already know them for their accounting and tax services, but what if they could help you find your next home?"

Music: PIANO MELODY RESUMES CHEERFULLY

Narrator: "Coming soon, the Abacus Group offers business owners even more lifestyle services and resources than what was once imaginable. From legal services to real estate, find out more at [abacus-cpas.com](http://abacus-cpas.com) or find us on instagram @abacuscpas!"

Music: PIANO FADES OUT

# Website

We live in the Age of Information, also called, the Digital Age, Computer Age, or the New Media Age (<https://historyoftechnologyif.weebly.com/information-age.html> ). The information age has changed the way we think, our culture, how the society & economy work. The Information Age has engulfed this world in a way that has changed everything and we must adapt to it. A good website is an important part of any brand operating in today's Digital Age.

It is also an important aspect of any IMC campaign. A website is able to function as a central hub to which external marketing can direct interested clients. The website will provide potential clients with all of the necessary information to convince them that Abacus CPA's is the accounting firm for them. It can also be used to advertise upcoming events and direct visitors to Abacus CPA's social media networks & marketing events. A website is an essential component to the IMC Campaign because it allows for the centralization of all information!

## Why do we need an updated & eye-catching website?

Most consumers will research online before investing in a product or service. According to the eCommerce Foundation, "...88% of consumers will research product information before they make a purchase online or in the store" (<https://www.lyfemarketing.com/blog/importance-of-a-website/>).

This leads to conversions & sales. A good website not only increases your sales opportunities by increasing your online presence, but also functions as a channel for sales. Your website should provide potential clients with the information they need to make an informed purchase decision and instruct the potential clients on how to become involved with Abacus CPAs.

Provides around the clock access to information about Abacus CPAs.  
Builds credibility.

## Improvements we see that need to be made:

Routing people from social media and other advertisements to your website: A website is the backbone of any company's online presence. Every piece of content, every advertisement online or over the radio, every email sent out to potential clients, and every channel should drive the customer to your website to research further information. This is where you will see those potential clients convert! This is where you see their interest!

## Which leads us to:

Using your website to route people to your social media, especially Linked In!

## How:

Simple navigation

Attractive design

Helpful content

## Search engine optimization

Site structure and content need to be optimized for search engines like Google. This will allow for Abacus CPAs to have greater searchability and visibility online. This visibility not only leads to increased engagement, traffic, and conversations about Abacus CPAs, but also provides an optimal user experience (<https://www.searchenginejournal.com/why-seo-is-important-for-business/248101/#close>).

## Analytics

Website analytics provide detailed information about customers and how they behave on your page. This is a very important tool in getting to know your customers and enhancing their experience on your page. Website analytics can track anything from the demographics of your customers, to what content they like best, to where referrals are coming from. All of this information is valuable and can be interpreted to perhaps find your top referrals and alter your strategies to get more of them or using your top outbound links as potential partnership opportunities. Analytics is extremely cheap, easy to learn, and provides valuable information that can be used for many opportunities and analysis (<https://www.monsterinsights.com/reasons-why-website-analytics-is-important-for-your-business-growth/>).

# Social Media

## LinkedIn

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A quality LinkedIn page helps to network for potential clients and establish your brand as credible & trustworthy. A LinkedIn page is a wonderful place to produce shareable content to show your expertise, advertise new products or services, differentiate Abacus CPAs from competitors, and drive viewers to Abacus CPA's website (<https://rawsoninternetmarketing.com/social-media-6-benefits-linkedin-company-page/>).

LinkedIn is the most B2B-centric of all social media channels and hosts 434 million users. Approximately 45% of LinkedIn readers are in the upper ranks of their industries. These professionals include managers, VPs, and c-level executives, meaning that LinkedIn is a spectacular place to find your next B2B customer or high-wealth individual clients. (<https://accounting.uworld.com/blog/cpa-review/how-accounting-firms-can-leverage-linkedin-business/>).

### Why LinkedIn?

We will use LinkedIn because based on user accounts, they now have over 660 million people on the platform and that number is still growing.

LinkedIn is also a beneficial and professional way to communicate with potential clients. LinkedIn will be useful because 37 percent of 30-49 year olds use LinkedIn, and 24 percent of 50 - 64 year olds use LinkedIn.

### When to post content?

For LinkedIn the Best times to post are Wednesday from 8–10 a.m. and noon, Thursday at 9 a.m. and 1–2 p.m., and Friday at 9 a.m. so we will post during those times.

# Facebook



## Why Facebook?

We will use Facebook in our campaign because with over 2.7 billion monthly active users as of the second quarter of 2020, Facebook is the biggest social network worldwide. In the third quarter of 2012, the number of active Facebook users surpassed one billion, making it the first social network ever to do so.

Facebook is one of the most popular social media platforms that our target audience utilizes.

## When to post content?

We will post on Wednesday at 9am because research shows that Facebook posts get the most engagement on Wednesday at 9 a.m. On our Facebook we will also include a link to our website on each post so the target audience will be able to find out more information about the new services that will be offered from Abacus.

## Facebook Ad Cost

Abacus will not only create their own content for Facebook to advertise their campaign, they will also put money towards Facebook ads because a large part of their target audience uses Facebook. After doing a run through for a Facebook business advertisement the cost would be \$20 a day for 7 days a week would lead to a cost of \$140 dollars total. The location included for that ad was Ozark, Branson, Springfield, and Bolivar Missouri. The interest column was narrowed down to small business, entrepreneurship, investment, business, and golf. The age selected was between 35 - 65. This is a general estimate of what the social media ad cost would be but it could vary depending on how long the ad is run. Research states Facebook advertising costs, on average, \$0.97 per click and \$7.19 per 1000 impressions. Ad campaigns focused on earning likes or app downloads can expect to pay \$1.07 per like and \$5.47 per download, on average.

# Instagram

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## Why Instagram?

Instagram will be useful in our campaign because according to eMarketer's research, Instagram will have 26.9 million users join the platform by 2020 which is almost double the projected growth of other social media platforms.

Instagram is a strong way to reach our target audience because 47 percent of 30 - 49 year olds use Instagram, 23 percent of 50-64 year olds use Instagram, and 8 percent of 65+ use Instagram.

## Why Social Media?

Baby boomers may not be super active on all social media platforms compared to millennials but they still utilize it and tend to gravitate towards using Facebook, LinkedIn, and Instagram so we plan to utilize those in our campaign. According to new research from Security.org, it seems that baby boomers are using social media daily, and more importantly 84 percent of boomers report that social media is likely to improve their lives. Using social media within the campaign will only help reach our target audience more effectively and will satisfy our campaign object to increase social media usage more effectively.

## When to post content?

For Instagram we will post inbetween 11am - 1pm because research shows that is the best time to post to gain maximum reach.

This time is also during peoples' lunch breaks so they have time to relax and check their social media during this time.

Research also shows that Wednesday is a good day to post to reach more people.

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## How are we planning to utilize Social media?

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**Abacus CPA's** already have Facebook, Instagram, and LinkedIn so we will utilize the already existing accounts they have and implement them within our social media campaign. Our Campaign will last 2 months before the opening of the new building location because the average duration of a marketing campaign is 45 days but medium length campaigns can last anywhere from 6 weeks to 3 months. This will allow Abacus CPAs to have time to reach their target audience and fully inform their clients about the new services and new building location.

Some content that will be included within the social media campaign will be updates and pictures of the new building. Then for each week Abacus will spotlight one of their new services or existing services that they will be offering and tell a little bit about it. For this campaign to be successfully implemented we will post on the social media platforms each Wednesday of each week about the reveal/spotlight of one of their new services. There are seven services and the campaign lasts 8 weeks so the first week there will be a teaser post hinting that Abacus has exciting news to reveal.

To update Abacus Cpas content we will post videos of Abe giving helpful reminders when tax season is or basic facts about accounting, and also information regarding the new building and services. We will also have Abe direct the audience straight to Abacus website to gain more information because one of our objectives is to increase website traffic. This content will bring Abacus CPAs social



## Promoting Sweepstakes on Social Media

We will also utilize our social media accounts to promote the sales promotion that will be implemented in our IMC campaign. The sales promotion will consist of informing our audience if they join our new location or recommend another business/ high wealth individual to join our new location then they will get entered in a chance to win a 2 person cruise. This sales promotion will get Abacus' target audience a fair incentive and a reason to get excited about the new building and services that will be offered.

The rules to enter the drawing to win the cruise will be simple. Each time an individual shares or posts Abacus' post to their story on Facebook, Instagram, or LinkedIn that will be posted on Wednesday of each week about the new service they will be offering then that individual will get 1 entry. If they reshare every post during the middle of each week then they can win up to seven entries.

## Additional Entry:

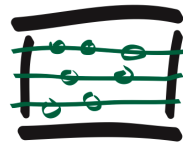
If they make an original post about the cruise giveaway and use the #abacus experience then add it to their story on Facebook, Instagram, or LinkedIn then they will receive 5 additional entries into the drawing. The individuals only have to choose one social media platform to be eligible for the 5 additional entries. No additional entries will be given for using all platforms.



# Direct Marketing

In nice neighborhoods and in the area of the new location employees could go door to door or to ideal business clientele to pitch Abacus, as well as printing out flyers and e-mails to ideal clients letting them know that Abacus has moved into the area and they want to work together. As well as flyers in churches in nice neighborhoods.

## Example Flyer



**The Abacus Group®**  
*Better Guidance. Smarter Decisions.*

**“You earned it,  
We handle it.”**

For help with:

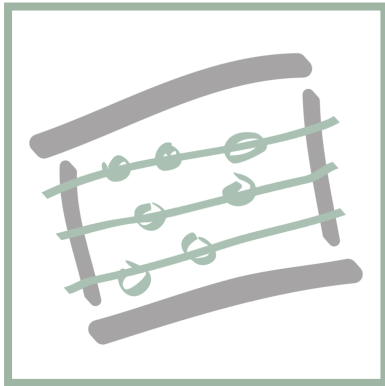
- Tax planning and preparation
- Accounting and Payroll services
- Audited financial statements
- Business Consulting
- Valuations
- Software selection and implementation

Visit us at: [abacuscpas.com](http://abacuscpas.com)

Call us at: 417-823-7171

Message us on: LinkedIn, Facebook, and Instagram!

# Mobile Media Marketing



## App Icon

The abacus will be used for The Abacus Group's app icon, as it is a key component of the visual advertising components.

## Entering the App

The first thing the customer will see when they launch the app is a login page. Once they enter their information, the abacus will appear as a gif. The beads will be moving across the lines for a few seconds. Then, the app homepage appears. The app homepage is to remain simple in design for ease of use.

When the customer clicks on "The Abacus Group" They will be directed to a page with each of branch to choose from. Within the branch pages will be the friends and other info the customer may need.

"Learn with the Friends" is a page filled with short videos where the Abacus Friends teach the customer helpful tips.

Welcome!	
The Abacus Group	
Appointments	
Messages	
Learn with the Friends	
Tracking	
Help!	

# The Abacus Group's Friends

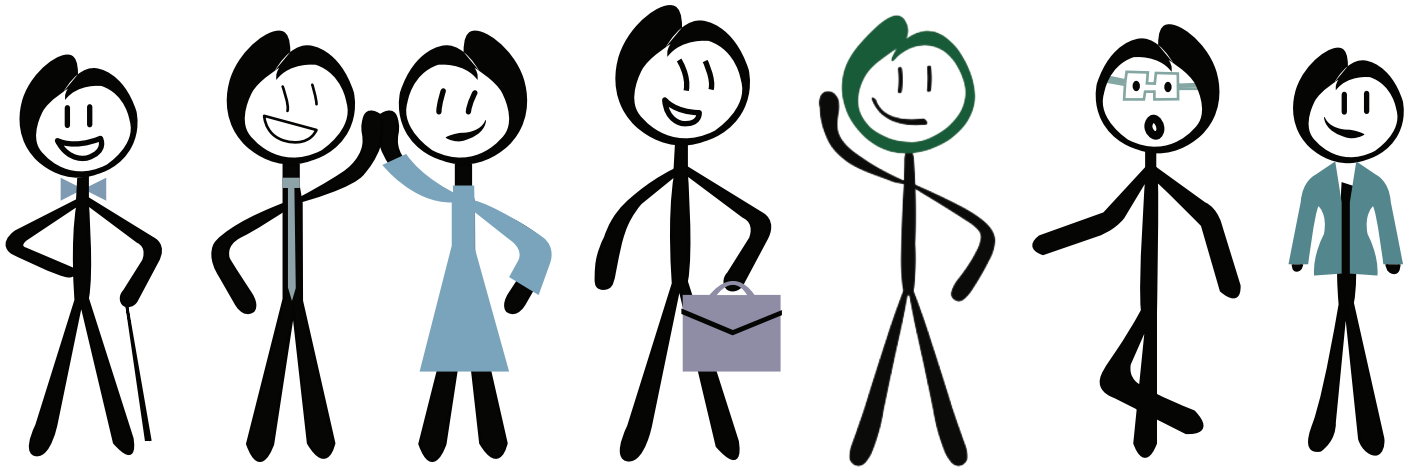
Legal

Investments

CPAs

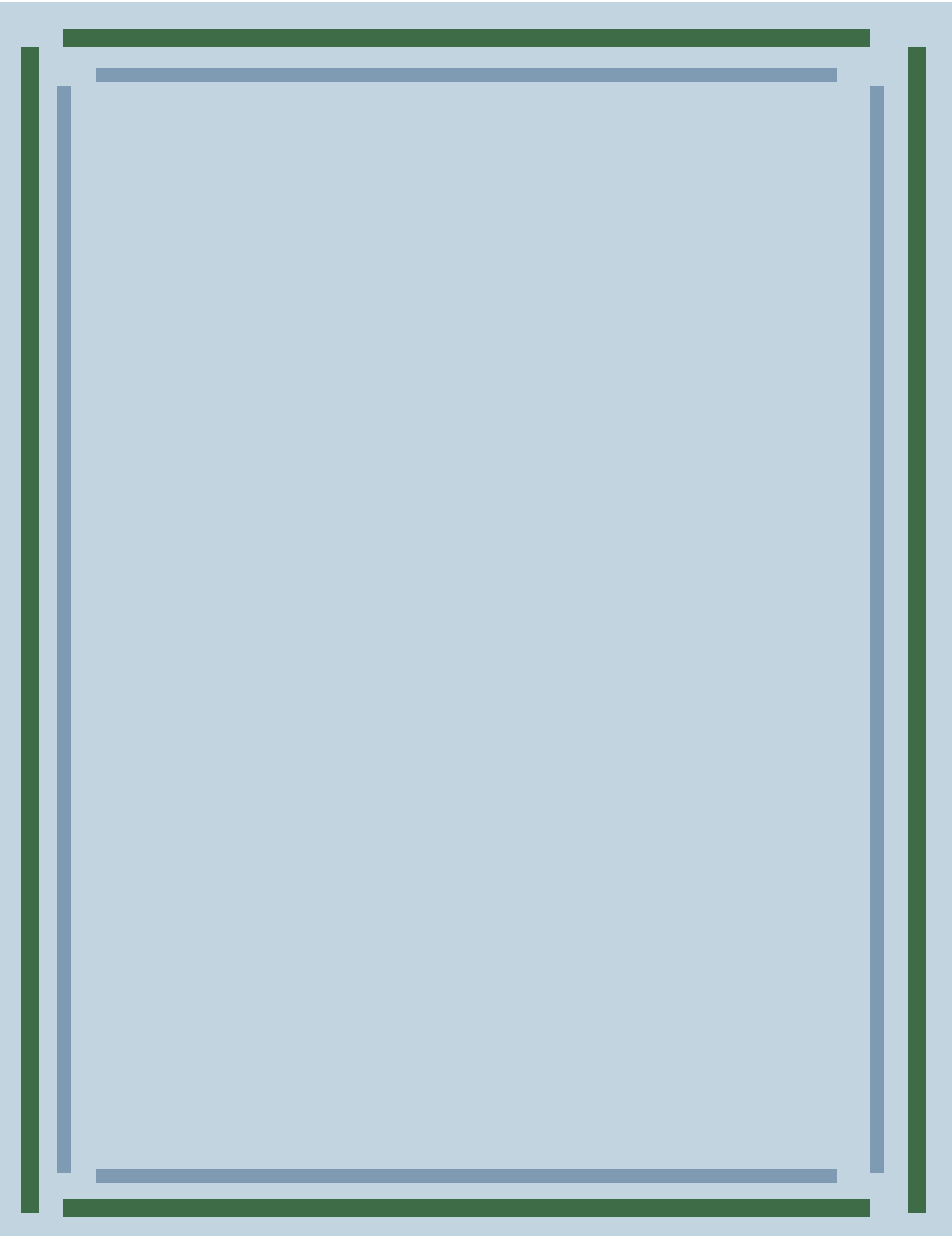
Insurance

Business



Honest  
Abe

The Abacus Group's Friends will be a key component of all videos under the "Learn with The Friends" page on the app. These videos will be under 2 minutes and can be shared on social media platforms as well. Each branch will have its own character and jewel tone color to guide the customer. The same jewel tone color will be used for all branding for the specific branch to accompany the Abacus Green.



# Campaign Pt 4

## Conclusion

# Budget

# Schedule

Schedule								
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Post Content
Week 1					Press Release			Website Launch
Week 2	Direct Marketing	Radio Ads 7:00 am and 5:30 PM	Instagram 11am - 1pm	Facebook post 9am	Radio Ads 7:00 am and 5:30 PM	LinkedIn 9:00 AM		Sweepstake Begins
Week 3		Radio Ads 7:00 am and 5:30 PM	Instagram 11am - 1pm	Facebook post 9am	Radio Ads 7:00 am and 5:30 PM	LinkedIn 9:00 AM		
Week 4		Radio Ads 7:00 am and 5:30 PM	Instagram 11am - 1pm	Facebook post 9am	Radio Ads 7:00 am and 5:30 PM	LinkedIn 9:00 AM		App Launch
Week 5		Radio Ads 7:00 am and 5:30 PM	Instagram 11am - 1pm	Facebook post 9am	Radio Ads 7:00 am and 5:30 PM	LinkedIn 9:00 AM		
Week 6		Radio Ads 7:00 am and 5:30 PM	Instagram 11am - 1pm	Facebook post 9am	Radio Ads 7:00 am and 5:30 PM	LinkedIn 9:00 AM		
Week 7	Direct Marketing	Radio Ads 7:00 am and 5:30 PM	Instagram 11am - 1pm	Facebook post 9am	Radio Ads 7:00 am and 5:30 PM	LinkedIn 9:00 AM		
Week 8		Radio Ads 7:00 am and 5:30 PM	Instagram 11am - 1pm	Facebook post 9am	Radio Ads 7:00 am and 5:30 PM	LinkedIn 9:00 AM		Sweepstake Ends

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