



# EBONY

## TOUCHPOINT DEVELOPMENT AND STRATEGY FOR EBONY MAGAZINE

I'JA WRIGHT



# Identify and Assess 3 Strongest Brand Elements

**EBONY**

**1. Rich Heritage of African-American Culture:** Ebony Magazine's legacy as a leading voice in African-American culture provides a strong foundation. It is known for celebrating and highlighting Black achievements, social issues, and cultural contributions. This element appeals directly to its loyal audience, establishing a deep emotional connection.

**2. Influential Thought Leadership:** Ebony Magazine is respected for its thought leadership in diverse spheres, from politics to entertainment. It features interviews with influential figures, thoughtful commentary, and perspectives on relevant issues affecting the Black community.





# Identify and Assess 3 Strongest Brand Elements

# EBONY

3. Community Engagement: Ebony Magazine has a strong presence on social media platforms, particularly Instagram, where it interacts directly with its audience. Its engagement strategies include promoting community events, sharing stories of personal triumphs, and highlighting cultural events.





# Touchpoint Development and Strategy

# EBONY



## Touchpoint 1: Q&A Podcast Series on Instagram

- Target Audience/Niche/Brand Community:
  - Current Instagram Followers: Ebony Magazine's Instagram followers are primarily young adults, aged 18-34, who are interested in Black culture, social justice, and entertainment. This demographic is engaged, socially conscious, and active online.
  - Niche: The audience segment includes influencers, thought leaders, and active members of the Black community who are vocal about issues affecting the community.





# Touchpoint Development and Strategy

# EBONY



- Touchpoint Description and Rationale:
- Inspiration: To increase awareness and deepen engagement, a Q&A podcast series hosted by I'Ja Marie can serve as a dynamic platform for interaction. This series will leverage Instagram Stories and IGTV for live Q&A sessions, featuring weekly guest interviews with influencers and experts in various fields (e.g., arts, politics, education, business).
- Impact: Global vs. Local: While initially targeting the U.S., the podcast can also be streamed internationally, fostering a global community of listeners. Short-term vs. Long-term: The campaign will be active for 3-6 months, allowing for quick adaptation and responsiveness to emerging issues.
- Message – Content Strategy: At Home Q&A with YC (I'Ja Marie): The series will focus on relatable content—daily life advice, career journeys, and personal stories—tailored to the experiences of young Black professionals and creatives.





# Touchpoint Development and Strategy

# EBONY



- **Social Media Strategy:** Utilize Instagram Stories for real-time engagement, live Q&A sessions, and interactive polls. Also, use IGTV for longer podcast episodes and highlights.
- **Other Media: Website and Catalogue:** Promote episodes through Ebony's website and integrate podcast highlights into the digital catalogue, reaching a broader audience.
- **Creative (Design Elements):** Use vibrant, engaging visuals that reflect the brand's identity—bold colors, striking images, and a consistent layout for all content. The title "Can I Be Your Guest?" will be prominently featured in promotional materials, emphasizing personal connection and community.

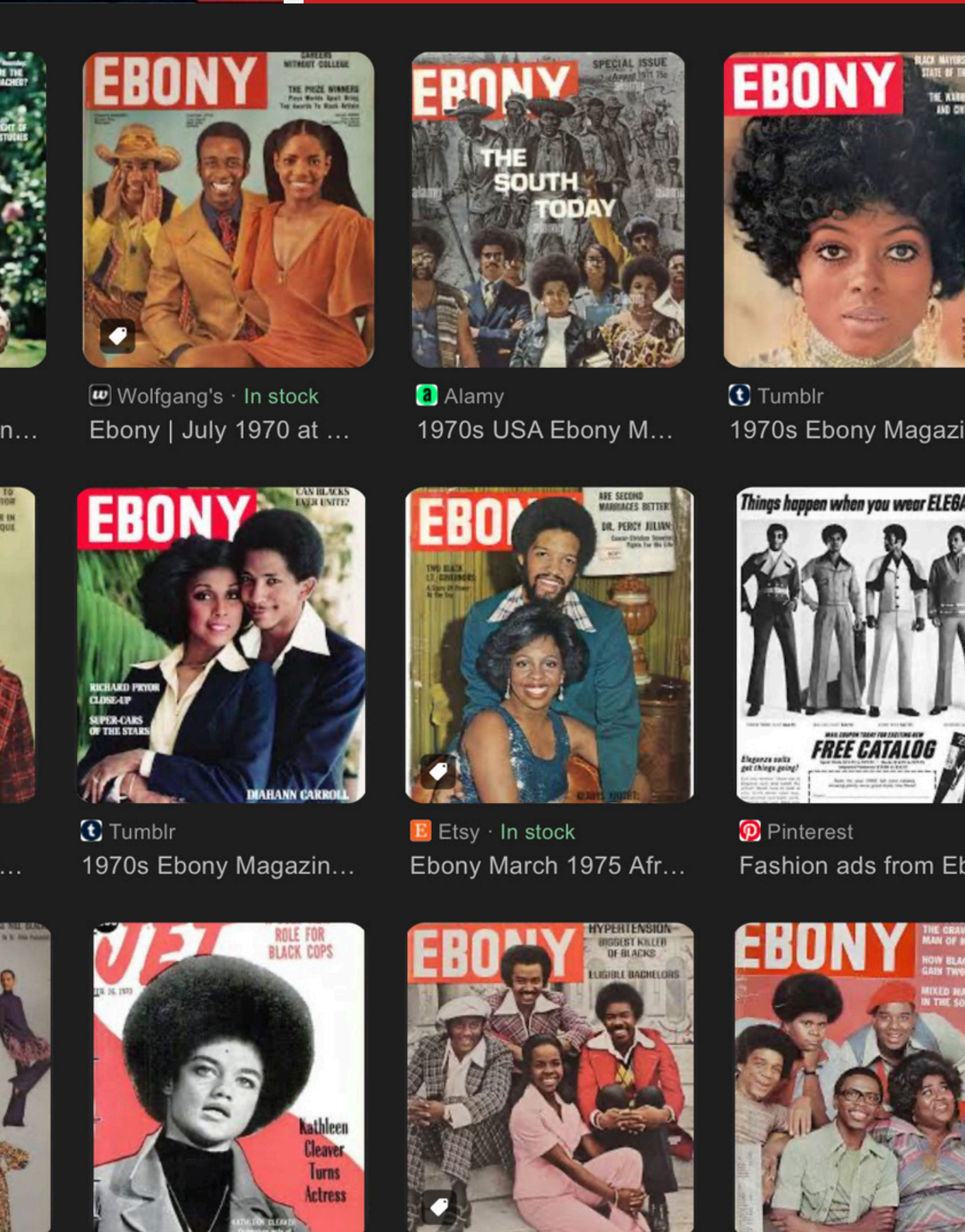






## Touchpoint 2: Digital and Physical Events Series

# EBONY

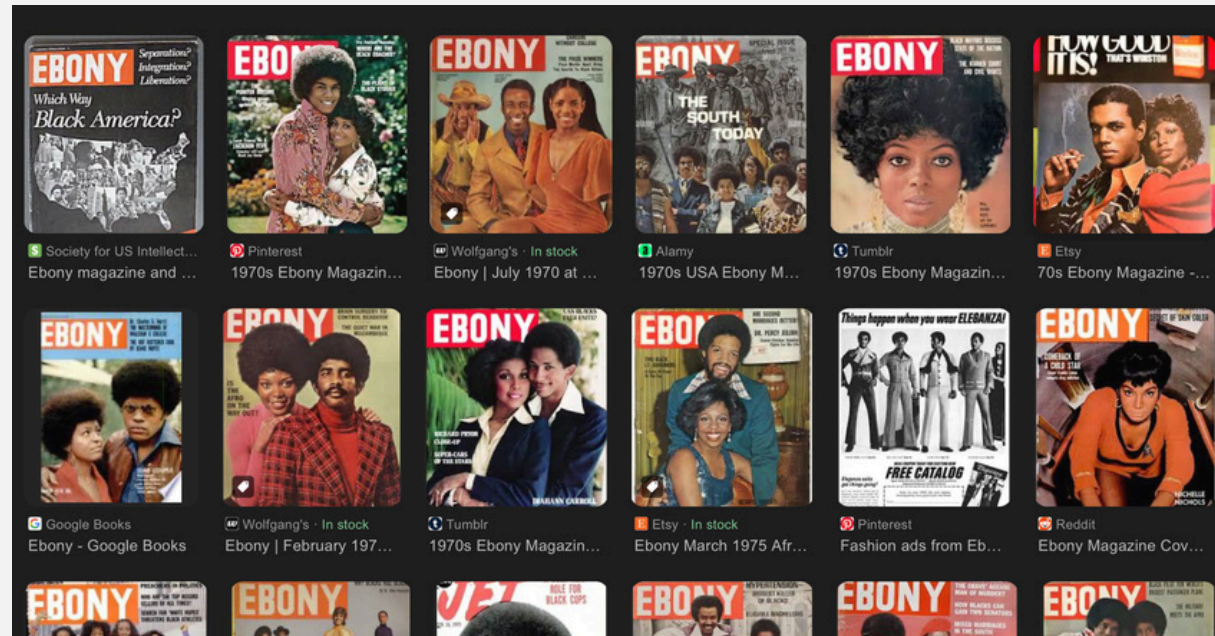


- **Target Audience/Niche/Brand Community:**
- **Current Subscribers and Readers: Ebony Magazine's loyal readers who appreciate in-depth analysis and commentary on cultural issues. These are often older, more established professionals who value informed discussions and deeper engagement.**
- **Niche: This segment includes people who enjoy cultural events, workshops, and community-building experiences.**



# Touchpoint Description and Rationale

# EBONY



## What Ebony Inspires:

- **Inspiration:** Ebony continues to inspire pride in Black identity and culture, giving readers a place to see their beauty and achievements reflected in the media. It remains a source of empowerment for Black communities.

- **Inspiration:** To combat the isolation caused by the pandemic, Ebony will launch a series of hybrid events combining digital content with live, in-person experiences. These events will range from virtual panel discussions to local meet-and-greet sessions at cultural hubs.
- **Impact: Global vs. Local:** Local events can be scaled globally through live streaming and recorded sessions on social media and the website. This hybrid approach ensures accessibility for international audiences.

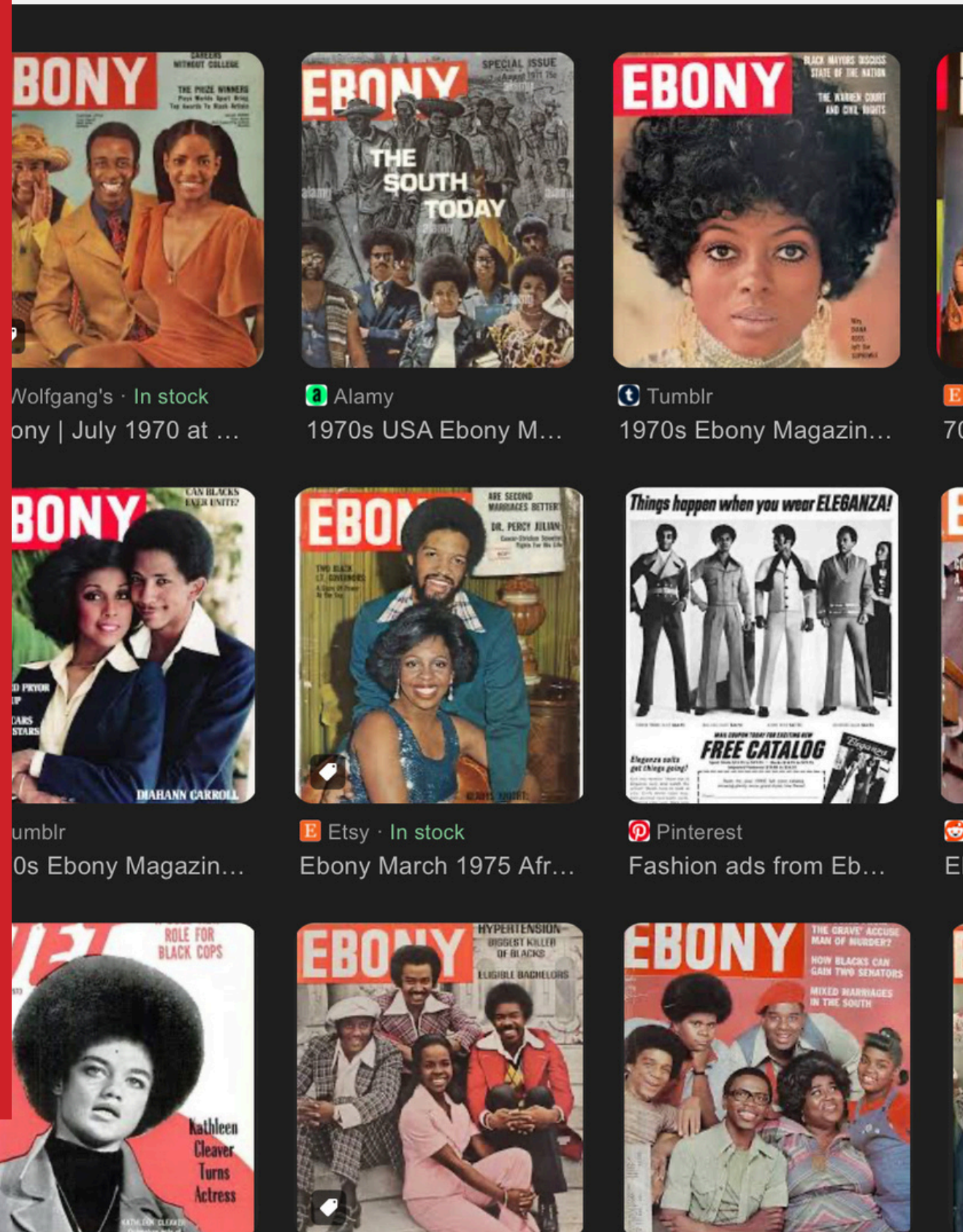


# Touchpoint Description and Rationale

# EBONY

- **Message – Content Strategy:** Discussions will focus on Black entrepreneurship, social justice, and cultural preservation. Panels will include leaders from Ebony's community and featured stories from the magazine.

**Social Media Strategy:** Promote events using Instagram, Facebook, and Twitter. Use Twitter spaces for live panel discussions, Instagram Live for Q&A sessions, and Facebook events for broader reach.

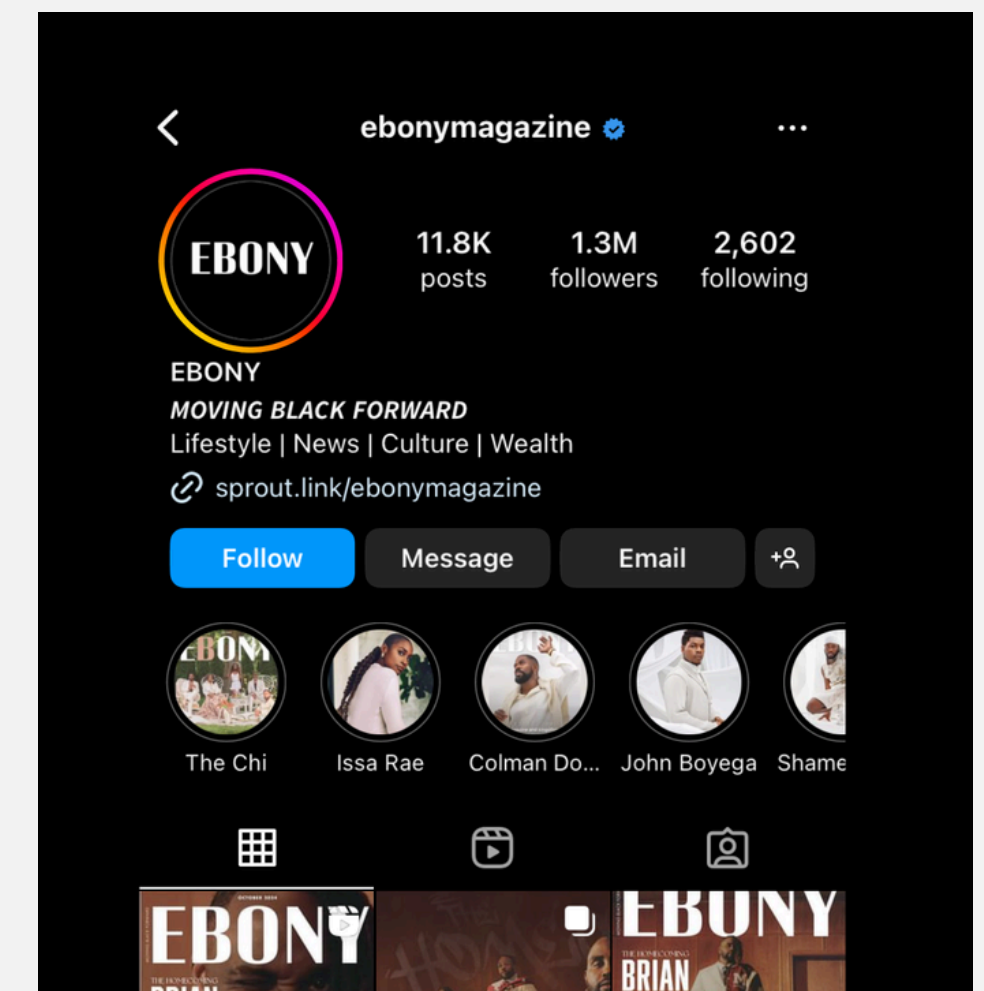
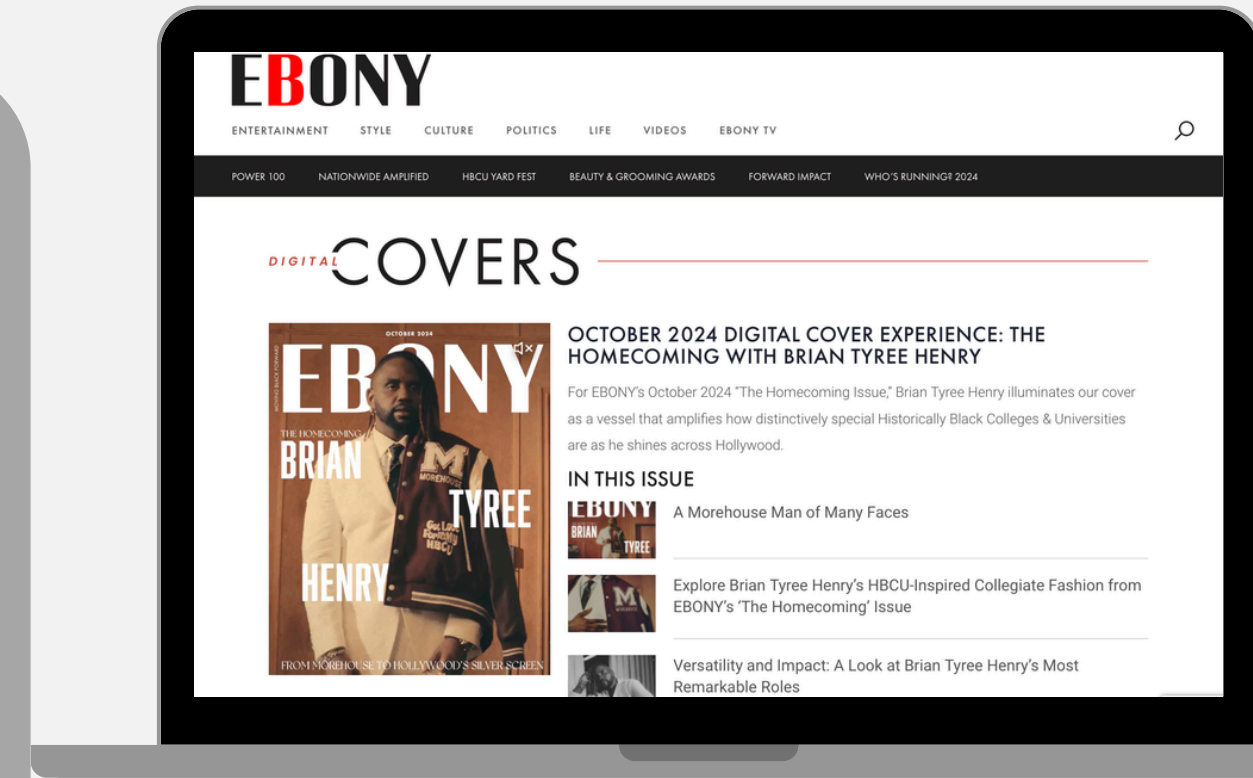




# Touchpoint 3: Online Marketplace & Subscription Service

# EBONY

- **Young Creatives and Entrepreneurs:** Ebony's target demographic includes younger readers who are entrepreneurs, artists, and content creators. These are the individuals who need more personalized brand interactions and access to exclusive content.
- **Niche:** This segment is active on social media, particularly Instagram, and values premium content and networking opportunities.





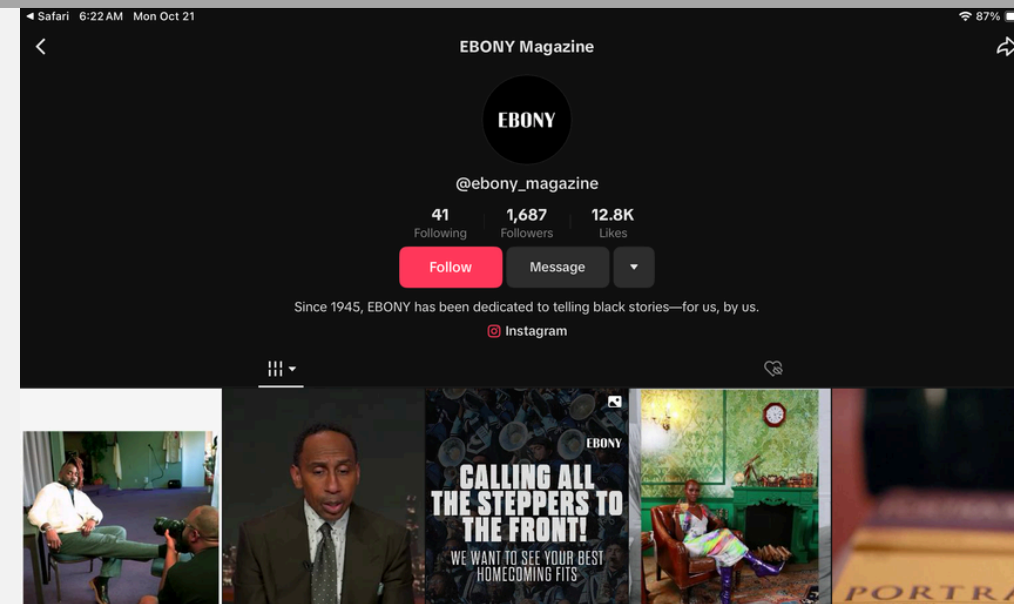
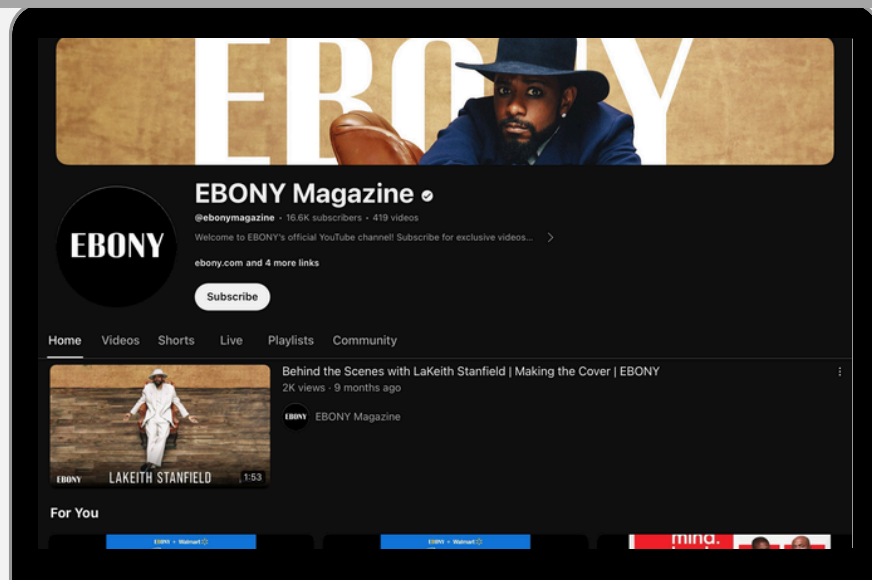
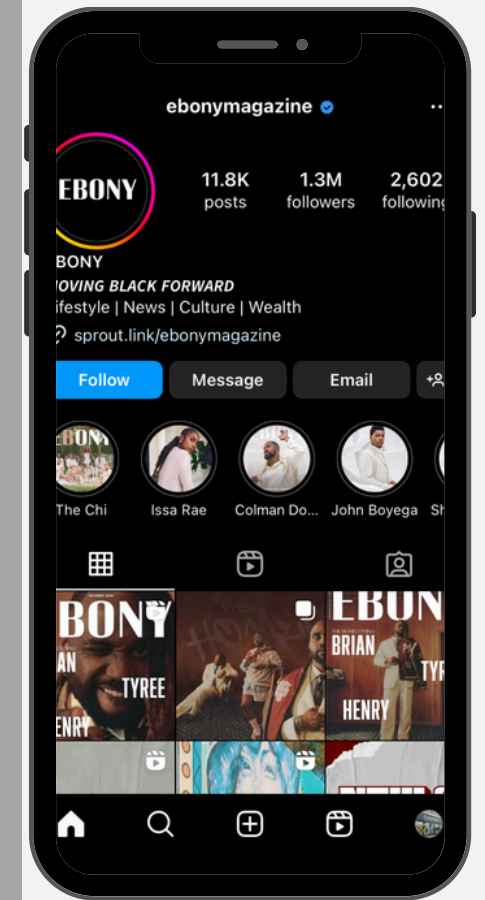
# Touchpoint Description and Rationale:

# EBONY

- **Inspiration:** An online marketplace will provide Ebony's audience with curated products, exclusive content (e.g., behind-the-scenes videos, early access to events), and personalized shopping experiences.

A subscription service will offer premium content like e-books, digital magazines, and webinars hosted by industry leaders.

- **Impact: Global vs. Local:** This service will be accessible worldwide, offering a personalized experience tailored to the needs and interests of the subscribers.

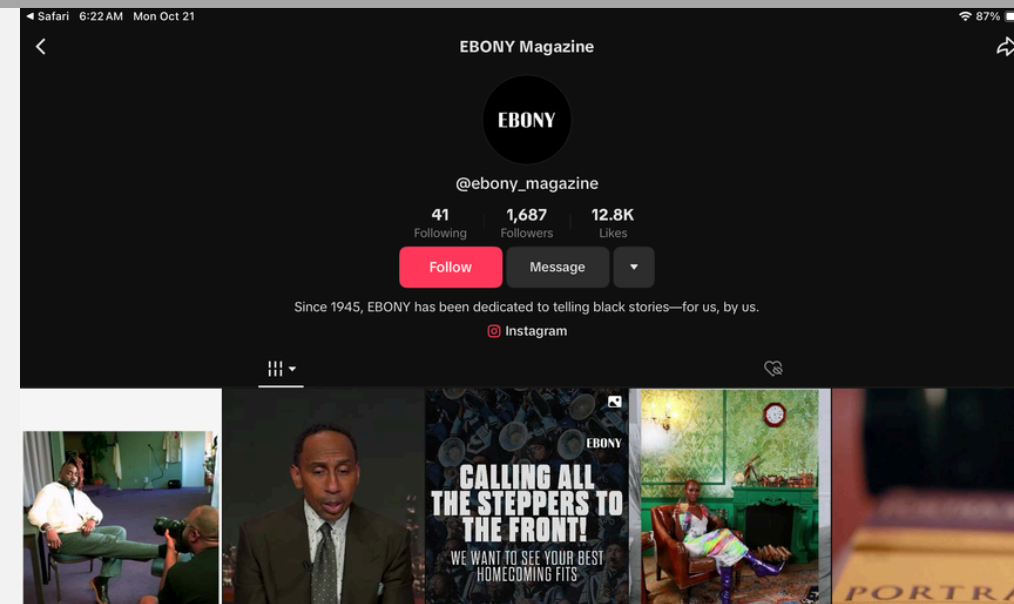
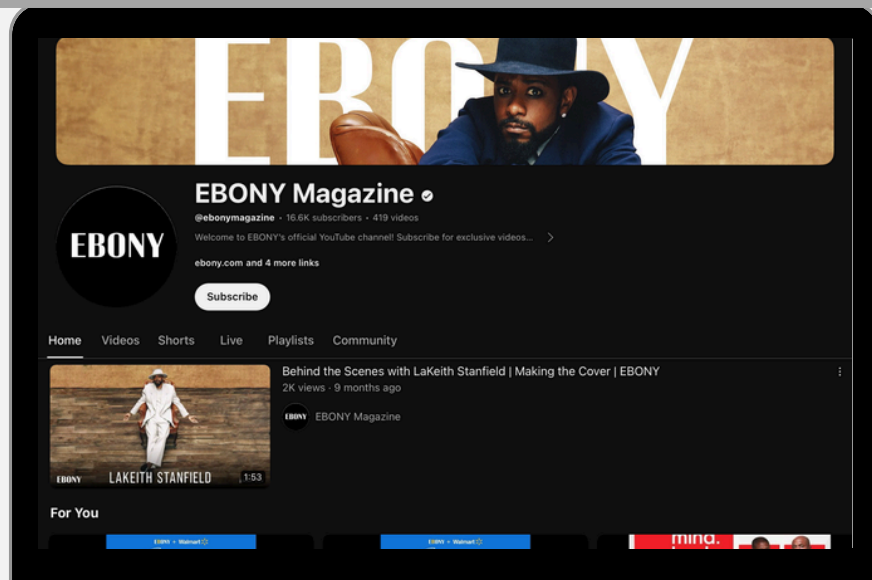
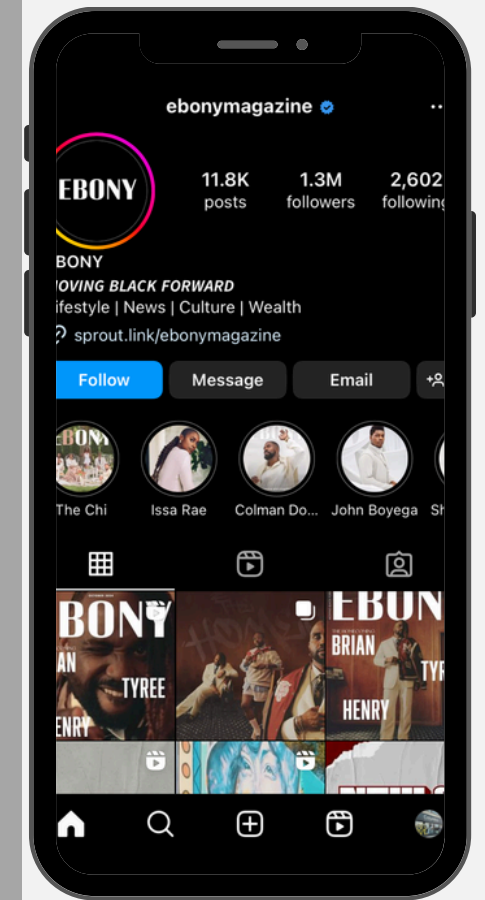




# Touchpoint Description and Rationale:

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- **Message – Content Strategy:** Highlight Ebony's role in the cultural landscape—offering a platform for emerging Black voices, exclusive interviews, and entrepreneurial tips. Subscription packages will offer discounts on merchandise, early event access, and additional content.
- **Social Media Strategy:** Use Instagram, Twitter, and Facebook to promote the marketplace. Create targeted ads, use influencers to endorse the platform, and run exclusive giveaways to attract attention.

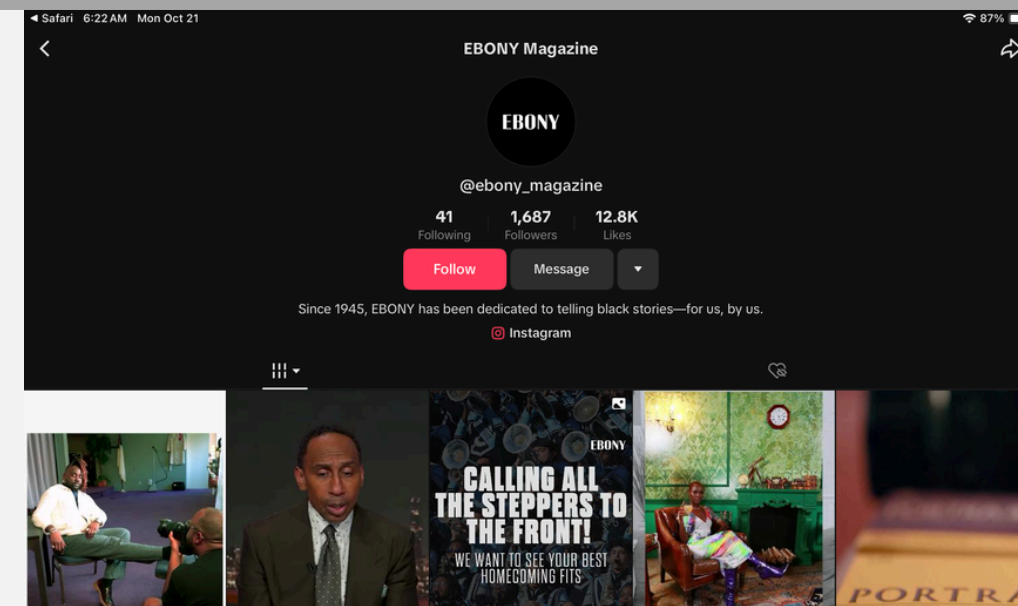
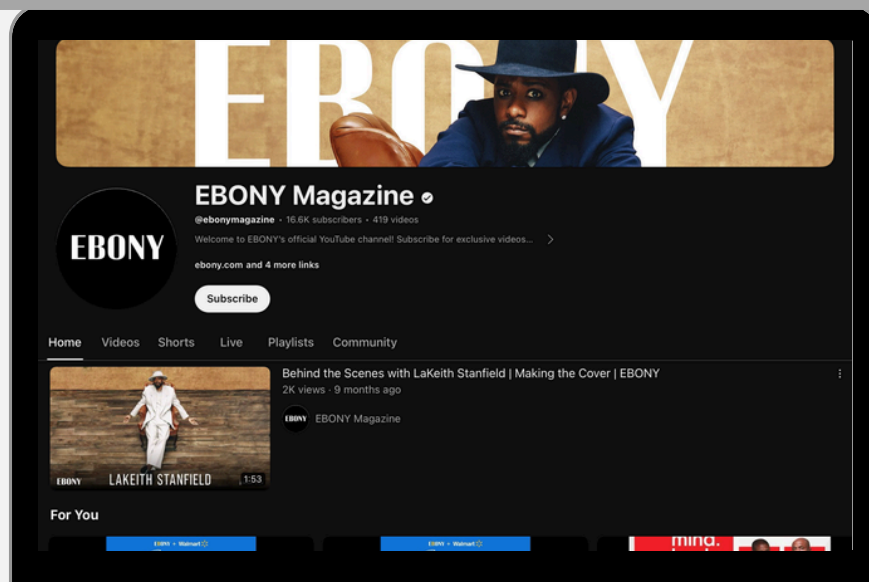
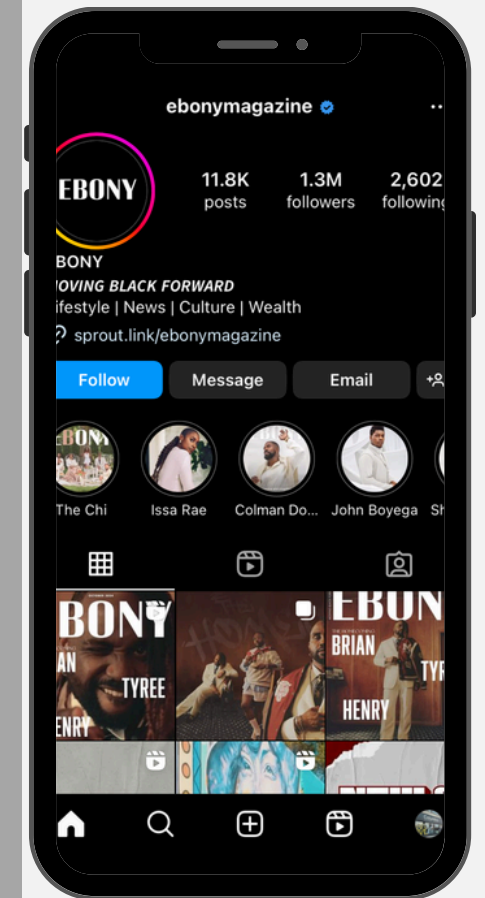




# Touchpoint Description and Rationale:

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- **Other Media: Website:** Features will include product showcases, subscription benefits, and access to special content. The Ebony Magazine catalogue will feature advertisements and direct calls to action to encourage subscriptions.
- **Creative (Design Elements):** The marketplace and subscription service will have a sleek, modern design, featuring Ebony's logo and vibrant color palette. Exclusive content will be highlighted by striking imagery, inspirational quotes, and multimedia elements.



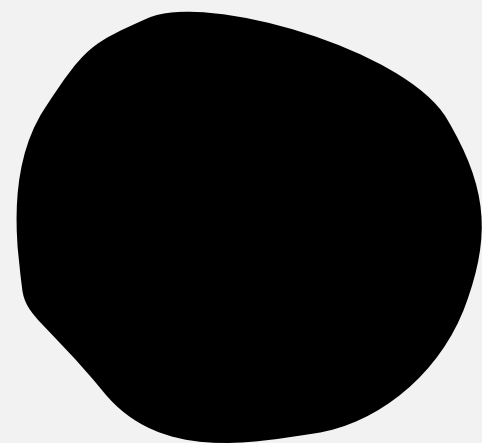
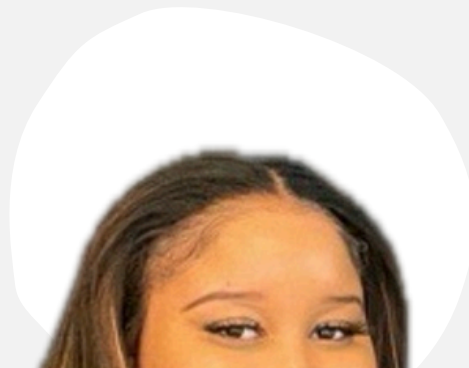
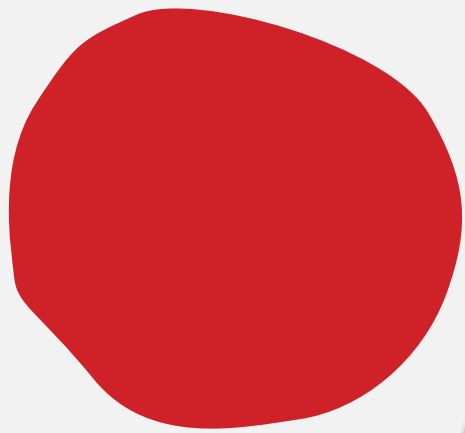


# Estimated Budget



Estimated Budget: \$100,000

- Breakdown:
  - Podcast Series: \$20,000 (for host fees, production, promotion)
  - Events Series: \$50,000 (venue costs, guest fees, travel, promotion)
  - Online Marketplace & Subscription Service: \$30,000 (platform setup, marketing, staff)





## Conclusion:

- By leveraging these touchpoints—Q&A Podcast Series, Digital Events Series, and an Online Marketplace—Ebony Magazine can enhance brand awareness, reconnect with audiences, and generate new revenue streams in response to current challenges. This strategy not only ensures consistency with the brand's values but also provides long-term growth potential in the evolving media landscape.



# I'Ja Wright EBONY MAGAZINE BRAND

## Touchpoint 1: Q&A Podcast Series on Instagram



**“Can I Be Your Guest? Join I'Ja Marie every Tuesday for a live Q&A Podcast Series. Engage with leading voices from the Black community on Instagram—sharing insights, answering your questions, and connecting through shared experiences.**

**#EbonyPodcast #AtHomeQandA”**

### Call to Action:

- **“Tune in every Tuesday at 3 PM EST on Instagram! Follow @EbonyMagazine for reminders and special guest announcements. Subscribe to Ebony’s newsletter for episode highlights and exclusive content.”**

## Touchpoint 2: Digital and Physical Events Series

- **“Experience the Ebony Magazine community like never before! Join us for a series of hybrid events—virtual panels and in-person gatherings. Engage with thought leaders, share your voice, and connect with fellow readers. From Q&As to workshops, there’s something for everyone.**

- **Call to Action:**
- **“Register now at [EbonyMagazine.com/events](https://EbonyMagazine.com/events) to secure your spot. Don’t miss out on insightful discussions and exclusive content. Follow us on Instagram @EbonyMagazine for live updates!”**

## Touchpoint 3: Online Marketplace & Subscription Service

**Curated for You – Discover exclusive Ebony products, special content, and more! Subscribe today for early access, discounts, and premium articles. Support Black culture and connect with Ebony Magazine’s community. #EbonyMarketplace #BeEbony”**

- **Call to Action:**
- **“Join now for \$9.99/month! Visit [EbonyMagazine.com/subscribe](https://EbonyMagazine.com/subscribe) for details. Follow @EbonyMagazine on Instagram for sneak peeks and subscriber-only perks.”**