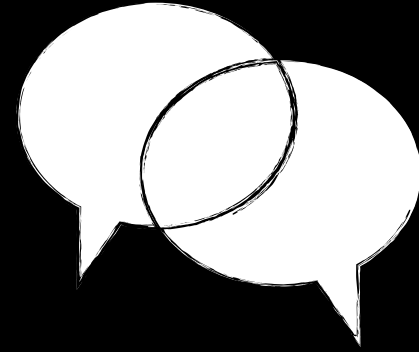


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# Communication(s) Plan Fundamentals

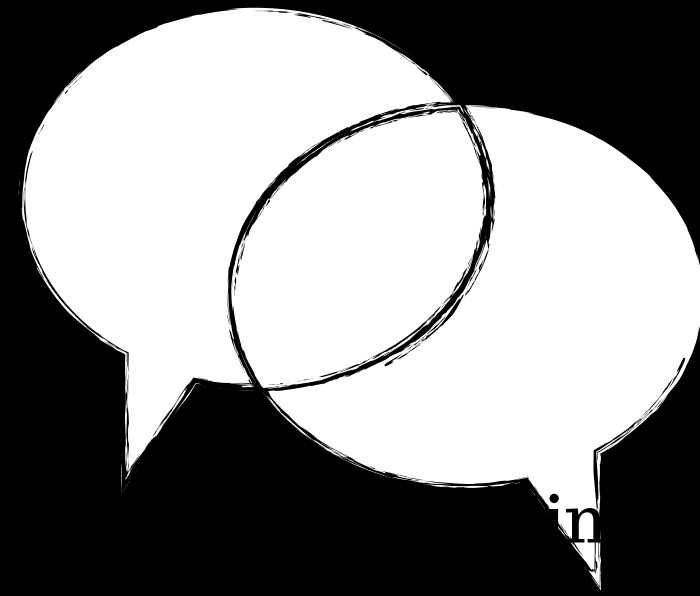
**March 2019**



Words to Remember

**"Communication - the human  
connection is the key to personal and  
career success"**

*Paul J. Myer*



**Communication**

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“

INSPIRING WORDS

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**"Good leadership starts by  
motivating those at the bottom"**

Clive Kahn

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# Every Brand has a Great Story to Tell

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## Company Blog

Customer success Interview

Sustainability

Conferences

Post Weekly on **LinkedIn + Medium**,  
a self publishing platform.



## Celebrate Success

Celebrate team + client wins with  
supporting content + photos on  
social media. LinkedIn is a perfect  
way to recognize your fellow team  
members!



## Humanize the Brand

Shine the spotlight on employees +  
get to know one another on a more  
personal level. Be sure to include  
lots of photos!

The background of the slide features a photograph of a forest with bare trees. A solid green vertical bar is on the left side, and a semi-transparent green overlay covers the right side of the image.

# **Supporting our communities in which we live, work + play**

Being a brand with  
purpose is no  
longer an option, it  
is a requirement to  
win in today's  
competitive  
marketplace



# Showcase the Brand Story



## Pitch Deck

Visual overview of the brand story incorporating sustainability, clients served, team members, location(s).



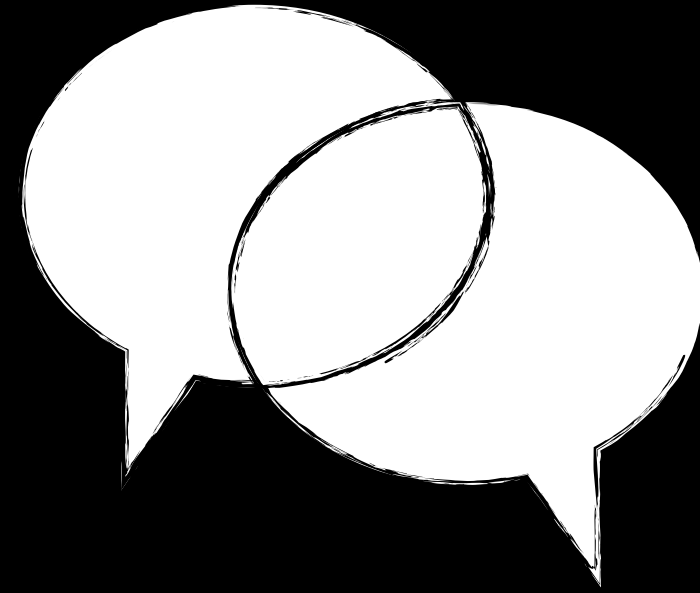
## Creative Elements

Introduce Canva to create visual graphics of the great work being done by the brand. These images can then be repurposed for social media, blogs + website.



## Scrapbook

Create an annual hard copy scrapbook to "show" the Brand family story. It is a fun way to boost employee engagement!



# **Earned + Owned Communications**

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# 2.77 Billion

Social Media users from around the globe

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# 215+ Minutes

How much time U.S. Users spend on social media via smartphone

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<https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>



# Three Types of Communication

## **Owned Media**

Owned Media is a company's corporate channels including: Homepage, blogs, newsletters and social media channels such as Twitter. If approached correctly, long lasting customer relationships can be formed from owned media.

## **Paid Media**

Any form of paid advertising on the media. The paid media goal should be to bring more traffic to the company homepage.

## **Earned Media**

Through good content, companies can generate favorable coverage about themselves. This is called Earned media and it is when users spread the brand content themselves.

# Get the word out with earned + owned communications

## Podcasts

Participate in podcast interviews with reputable sources such as:

Wards Auto  
Autoline Detroit  
Automotive News  
Motor Trade Radio

## Webinars

Webinars are a great way to share industry knowledge. Setup own series or participate in other relevant webinars hosted by reputable sources

## Content

Contribute content including blogs to reputable + relevant news sources both locally and nationally

## Groups

Join relevant groups on social media channels such as LinkedIn (great place for B2B) and Facebook for peer to peer knowledge sharing



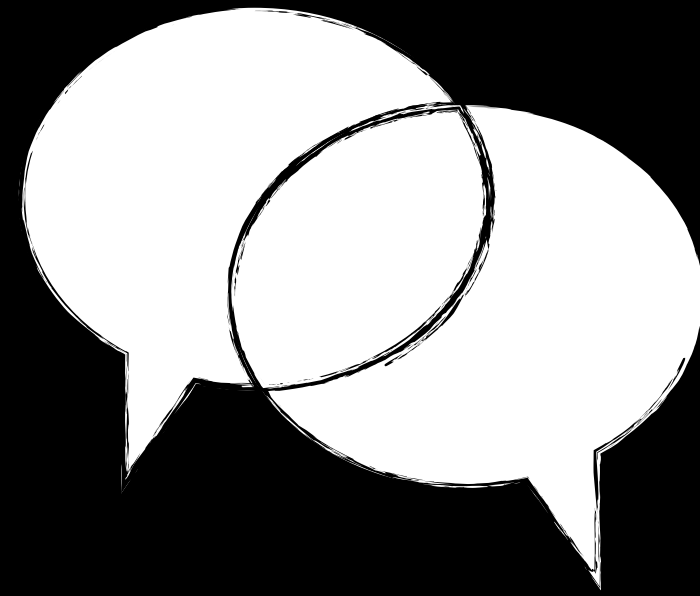


# INSTAGRAM

Instagram is the perfect place to showcase  
beautiful brand work

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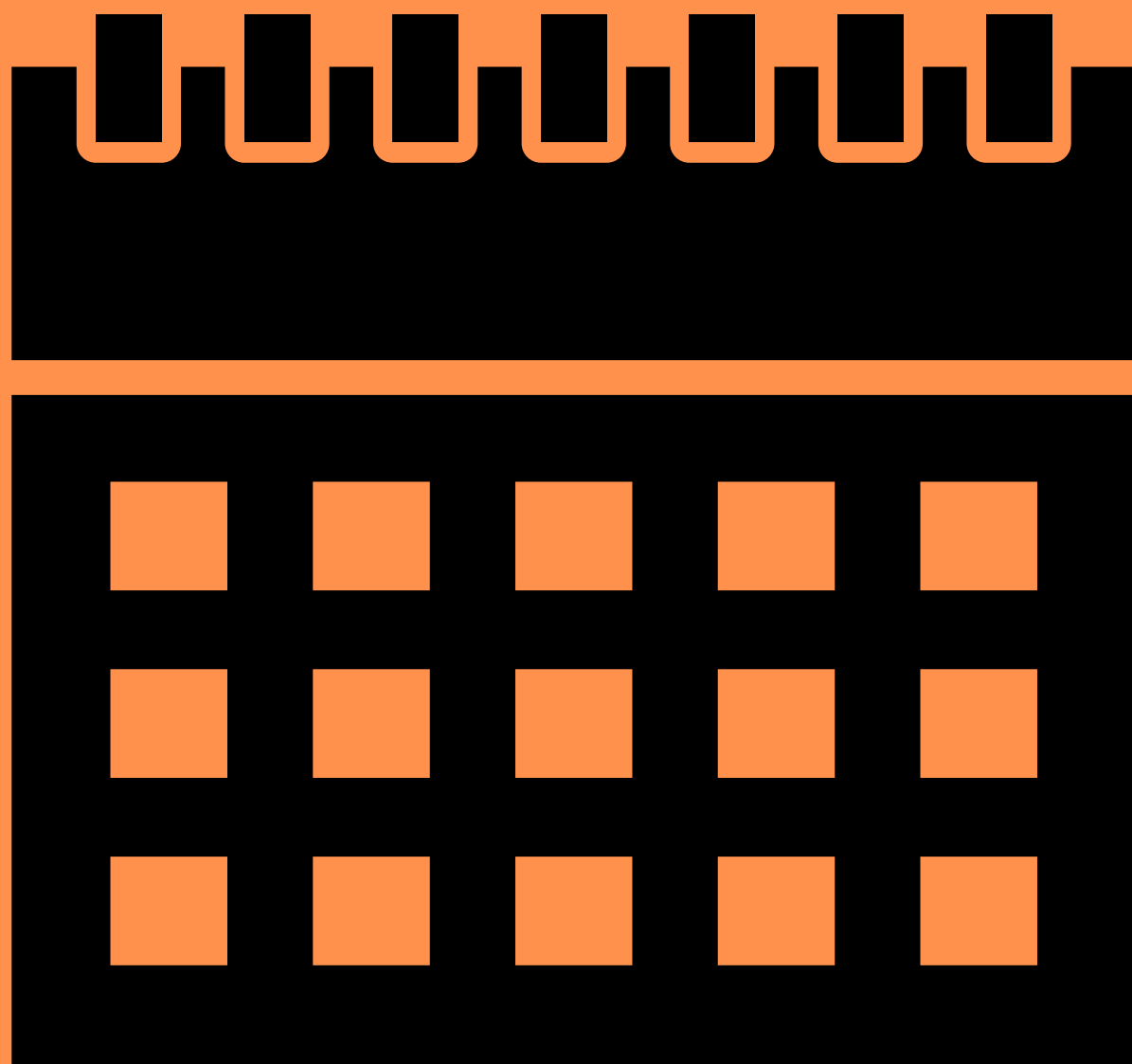




# **Content Curation**

# Content Calendar

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## Dates to Remember

Create content to coincide with appropriate dates such as a blog on sustainability to coincide with Earth Day on April 22 for example.

## Drive Employee Engagement

Highlight team members' important milestones such as anniversaries, birthdays and promotions on LinkedIn.

## Collaborate with More Companies

Create content to coincide with conferences + client launches. Showcase these success stories in a timely fashion.

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# Content Curation

Let's get the word out!

**Local Publications** including Atlanta Regional Committee/ Atlanta Chamber of Commerce Georgia Trend/ AJC/ Atlanta Business Chronicle if you are in Atlanta

**Industry relevant publications + networks** including Automotive News/ CBT Automotive Network/ Wards Automotive/ Podcast Interviews (these have international component as well) Detroit News (Strong Automotive Market) if you are in the automotive market for example

**Sustainability** partnering with Southface.org and CSRWire

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# Services by #goatmatters



## Event Planning

Creating memorable experiences that align with corporate strategic initiatives such as social responsibility, branding, team building, corporate education, and sales enablement



## Presentation + Graphic Design

Top management, middle management, finance, R&D, sales conferences, dealer and distributor conventions, off-site management workshops and meetings.



## Communications

Newsletter(s), blogs, digital + hardprint  
Scrapbooks designed to engage both employees and the broader community alike, content writing for existing website(s)

# Web Design powered by GoDaddy



## Web Design Made Easy

Too many small + medium sized business(s) today are being built directly on more cumbersome platforms. This results in out of date websites as business owners are struggling to keep them current. GoDaddy makes it intuitive + easy.

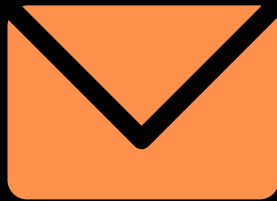
## One Stop Shop

Domain, Hosting, Security  
Connect to all Social Media Channels from one spot  
Abandoned Cart Analysis  
Built in custom taxes + shipping capability  
Built in SEO

## 24/7 Customer Service

GoDaddy provides 24/7 customer service via phone, email or chat. Customers can get in touch with technical support when they want + how they want.

# Reach Out



## **e-mail**

ilana.kearns@goatmatters.com



## **Website**

<https://goatmatters.com/>



## **Phone Number**

(470) 717- 7229





## Meet Ilana Frenkel Kearns

I was born in Latvia, formerly part of the Soviet Union and moved to the United States in 1980, during the cold war era. My father worked very hard to provide for our family, not taking a day off of work his first five years in the USA. Because of my father, I have developed a solid work ethic and learned to overcome adversity like losing out on having a mother due to her mental health in my early childhood and taking preventative steps to ward off cancer.

My husband, Matt, of 17 years is also my very best friend. Together, we have two beautiful boys who both overcame learning disabilities of their own through a strong partnership with the school(s) + medical community along with three dogs, two fish tanks and a lizard.

In May of 2018 I took some much needed time for myself. I rekindled my love of running and trained for and finished my first full marathon. Through my 18 mile outdoor runs, I rediscovered just how beautiful Cherokee county is!

I have also become an active member of our community, serving those in need through various nonprofit organizations including the Atlanta Track Club, St. Jude, High Museum, Habitat for Humanity, Girls on the Run, Kate's Club and the Alliance Theatre.

When I am not working, I love running! I have competed in countless races including five half marathons and recently completed my first full marathon! I am now training for my second full marathon while raising funds for St. Jude.