



Objectives:

- *To identify and articulately define what Serendipity Media is*
- *To elevate and structure messaging in order to determine how Serendipity Media should be presented and pitched to a comprehensive audience*

Overview

“Serendipity Media's growth has been fueled by our team's commitment to produce quality work that surprises and delights. Our core values—service, team, accountability, initiative and respect—guide us in our everyday interactions with each other and our clients.”

In 2002, Serendipity began in the travel sphere and launched *Groups Today*, a magazine that highlights destinations, travel advisors and suppliers in addition to providing needed industry tools and resources, tips and tricks. On a deeper level, *Groups Today* aims to connect advisors and suppliers across the country by telling common, yet impactful narratives.

The mentality behind *Groups Today* is what fostered the creation of several other magazines published by Serendipity Media, like *Teach & Travel* and *West Michigan Woman*. Those publications, amongst others, are still driven by the initiative to create meaningful content and tell stories that resonate.

Consumers and readers have evolved along with their particular industries, and by design, Serendipity works to keep its finger on the pulse of modern needs and desires. Regardless of evolution, the core values of service, team, accountability, initiative and respect act as the collective foundation in everything Serendipity communicates or produces. Employees are well-versed in these values and hired because of their natural ability to live and stand by the principles that arguably built Serendipity from the ground up.

Current Messaging:

You have a story.
We have a strategy.

Problem

Serendipity Media offers both publishing and marketing services: This is its biggest differentiator, but it is only recently that Serendipity Media adopted the title of "publishing and marketing agency." How this is communicated to Serendipity's comprehensive audience is the challenge. Current messaging is not aligned, nor does it capture or effectively communicate what Serendipity is, what it does and most importantly, the why behind all processes, methods and actions.

Having lost several clients and consistent business during the COVID-19 pandemic, Serendipity is in a volatile position. Efforts are needed to retain current clients, immerse them in the Serendipity experience and promote them to brand advocates. In addition, Serendipity is in need of new business. Defined opportunities and services should be effectively presented and sold to Serendipity's audience at large.

Measurement

- Social media analytics (followers, reach, engagement, top posts) to be documented monthly
 - Baseline will be recorded on July 1, 2022, with subsequent documentation on the first of each month
 - Engagement is inclusive of likes, reactions, comments, shares, clicks
 - Engagement / Reach will determine engagement percentage
 - Striving for an overall increase of 30% in the engagement percentage from July 1, 2022 to July 1, 2023
- Individual email analytics (total opens, unique opens, total clicks, unique clicks, conversions) to be consistently documented
 - The above metrics will be documented two weeks after the send of every prospect email
 - From the first email sent after July 1, 2022 to the last email sent prior to July 1, 2023, an overall increase of 40% is expected in unique opens and unique clicks
- Assessment of prospect list and contractual documentation of new retainer clients who approve scope of work and go through onboarding process
 - Prospect list to be cleaned and reorganized each month based on potential clients' stage in the sales funnel

High-Level Strategy

- Use Serendipity's newly articulated brand purpose and organizing idea as a launchpad for all marketing and promotional efforts moving forward
- Update website and social media platforms to better reflect Serendipity's messaging, client opportunities and services
- Develop marketing campaign for Serendipity Media, utilizing customer insights and speaking primarily to Serendipity's comprehensive audience—segmenting when needed and applicable
- Develop a list of viable prospects to continue nurturing

Goals

- Increase audience engagement on social media by 30% by July 1, 2023
- Increase audience interaction via email (unique opens, unique clicks) by 40% by July 1, 2023
- Maximize conversions and contract a minimum of 4 new marketing services retainer clients by July 1, 2023

Audit:

A brand audit is done to identify the following:

- How did we begin?
- Where are we now?
- Where are we going?

The chart below offers a snapshot of the answers to these questions. It lays a foundation, beginning the process of Serendipity's brand evolution in light of historical context and a focus on established and permanent core values.

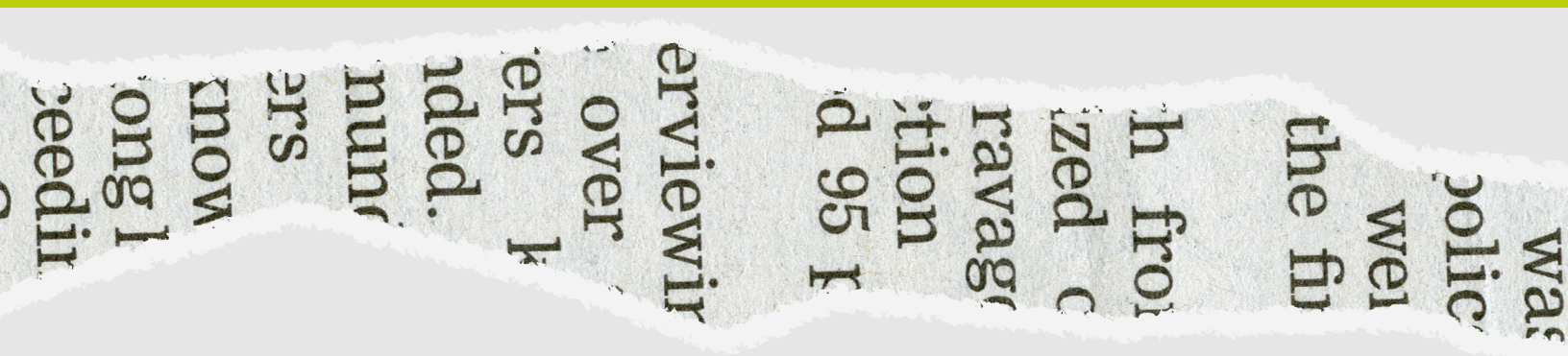
Immerse	Assess	Originate	Articulate
History Audit: Founded in 2002 as a publishing company Launch of <i>Groups Today</i> Initiative to create meaningful content that resonates Driven by core values (service, team, accountability, initiative and respect) Evolved to offer marketing services 14 total staff members	Leadership Views: Founder of company is the current president Emphasis on core values Publisher first Need to evolve Open to change Stressed financially Searching for ways to retain talent	Purpose Workshop (Marketing Only): Core values dominate staff decisions Desire to elevate Serendipity as advocate of brands' stories Obtain clients not projects Need to gain the insight of Sales, Editorial and Production	Brand Purpose: 'To tell and share immersive stories that resonate, inspire and motivate action' is original Speak more to brand advocacy Utilize perspectives of younger, newer staff members in addition to those of long-term clients to identify potentially deeper meaning
Social Audit: Facebook, Twitter, LinkedIn Instagram added in 2021 1,666 followers across all platforms as of June 1, 2022 2022 monthly engagement percentages range between 6% and 14% Top posts are staff-based	Category Interactions: Digital services now requested more than print All marketing and/or publishing pieces must be cohesive Creating effective social media is the most challenging aspect of marketing	Strategy Creation: Foundational theme within all marketing pieces moving forward Aesthetic locked in Outreach increased exponentially Brand awareness amplified Push creativity to create unique pieces of content Encourage engagement Consistent onboarding procedures Own brand advocate	Brand Tactics: Evolve purpose in the way that it's strategically and tactically applied Meet readers and consumers where they're at Consider marketing clutter Tie tactics to technological evolution and ever-changing consumer sentiment Utilize "We were publishers first, so we tell stories better" in conjunction with "You have a story. We have a strategy."
Website Audit: Updated in the latter half of 2021 2022 monthly page views range from 2,300 to 5,100 Total sessions have increased from 900 in January '22 to 2,749 in May '22 Most visit from desktops Majority of traffic stems from Facebook	Cultural Influence: Societal pressure to be "everywhere, every day" Brand image must be modern and visually appealing on all digital platforms Digital impressions are first impressions Website must answer questions as calls are often avoided		

"Advocate" is a key word within this audit. While Serendipity has always told stories, we could find deeper meaning in our work and resonate more fully with our clients and audience if we view ourselves as not only messengers, but as advocates. This plays into our goal of establishing additional retainer clients. We desire long-term relationships, continuous partnerships that allow us to fully embrace and grow with our clients as we elevate their brands. Establishing trust is key and by meeting consumers where they're at, we'll become more relatable, leaving room for open discussion, for storytelling, for advocacy. Our history as a publisher dictates not only our approach to the consumer's journey, but our current and evolved messaging. We always begin with a story, and ...


because we were publishers first, we tell stories better.

Consumer Insights:

To best market and promote Serendipity Media's services, we need to better understand the internal and external influences on our client—"client" being as broadly defined as possible. While our current approach to business development and prospecting categorizes our audience as a means of speaking to each segment's specific needs, we are missing key motivating factors—tied to emotion and desire—that are more so driving and, in some instances, pressuring prospective clients to want and need marketing services.



Stories can be explained but, in most cases, driving influences and emotions cannot. Utilizing intuition and going a bit deeper into understanding our clients, the following insights, in no particular order, rise to the surface:

- Time is important and sometimes more valuable than money.
 - "I don't understand it" is an acceptable reason to give the responsibility of digital marketing to someone else. However, once up and running and accolades are received, the need to be included and an obvious part of the digital marketing is an important driver of the feeling of achievement.
 - Having choices and a voice in a working relationship is essential.
 - Society places a surrounding pressure on business leaders to ensure their company is "everywhere, every day" on social media.
 - Social media "wins" can be equally as gratifying as making a sale.
 - Industry's perception of a company's social image can drive behavior, positively or negatively.
 - Looking "cool" to outsiders boosts company pride and esteem.
 - Clients seek to make marketing tangible, often by proving a return on investment, as a means of explaining and rationalizing it.
 - A mutual feeling of comfortability and transparency is critical in fostering vulnerability that allows the "full" story to be told.
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["At its core, the HUNT STATEMENT defines how the research addresses your business problem. By having the right hunt statement, the research is opened up for discovery while remaining contextually and commercially relevant."]

Observe and understand the internal and external influences that shape a business or association leader's understanding of marketing and subsequently, the need for it—in order to provide context that will inform and drive Serendipity Media's marketing and promotion of its brand and defined services.

[An ORGANIZING IDEA is "... an active statement that defines what the brand must do to change consumer behavior. It inspires the type of experiences that are created ..."]

Express is defined as: "a) to represent in words; b) to make known the opinions or feelings of (oneself); c) to give expression to the artistic or creative impulses or abilities of (oneself); d) to give or convey a true impression of; e) to represent by a sign or symbol."

Narrative is defined as "a way of presenting or understanding a situation or series of events that reflects and promotes a particular point of view or set of values"

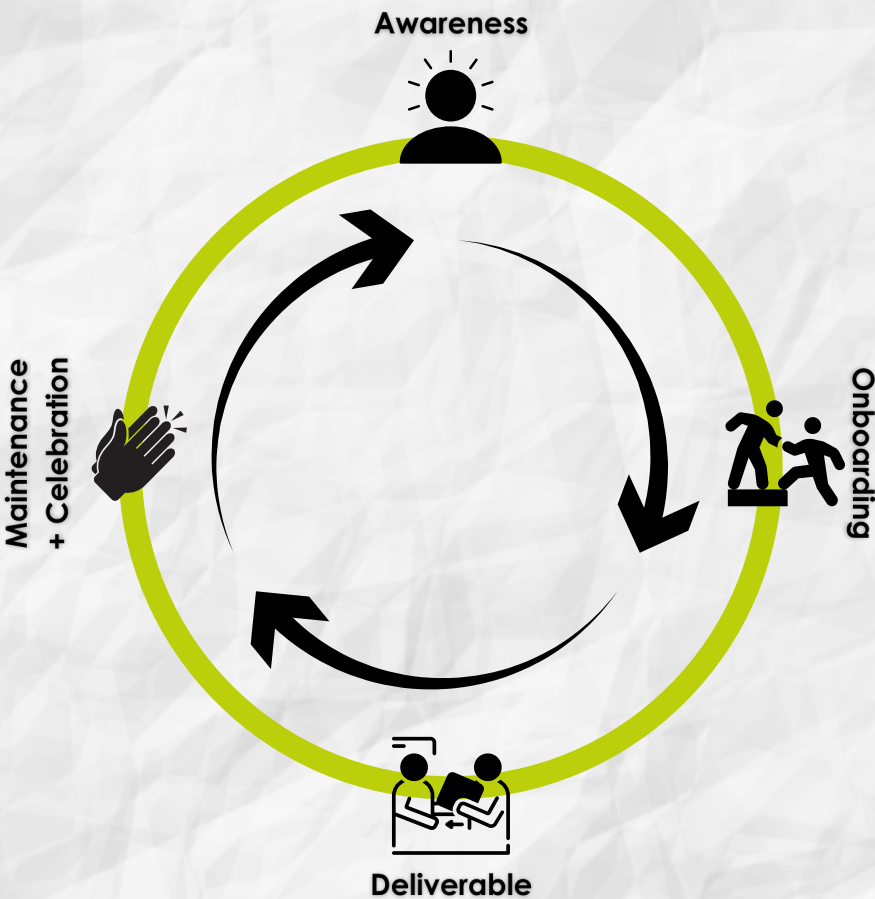
A brand's story cannot be a tall tale: It must wholeheartedly emulate core values that drive overall experience. To that end, in a structured yet creatively-free fashion, Serendipity guides and supports clients as they learn to express their narratives.

**EXPRESS YOUR
NARRATIVE**

Ideal Consumer Journey:

In identifying a consumer’s journey with Serendipity Media, we’ll become better informed as to how to foster a positive experience throughout. The organizing idea—**Express Your Narrative**—should be used as a foundation and touched on at each point in the journey.

<u>Awareness</u>	<u>Onboarding</u>	<u>Deliverable</u>	<u>Maintenance + Celebration</u>
1. Need	4. Initial Call	9. Collection	13. Meetings
2. Google	5. Proposal	10. Creation + Presentation	14. Analytics + Strategy
3. Contact	6. Signature	11. Edits + Execution	15. Celebration
	7. Onboarding Call	12. Marketing Timeline	16. Advocacy
	8. Discovery Call		



Having defined Serendipity's new messaging approach, we can focus on our goals as they fall in line with the consumer journey.

The Awareness and Onboarding phases will be critical in achieving our engagement goals and especially in attracting and signing new retainer clients.

During the Awareness phase, we need to consider first impressions, as they'll determine whether or not a prospect will move forward. All Serendipity employees should utilize consistent messaging, and each of our digital assets should reflect our differentiators as well as the quality of our work. We'll need to establish several easy ways to get in contact with Serendipity in an effort to avoid any potential deterrents.

Onboarding should be seamless, structured and move quickly. One Serendipity employee should be identified as the lead and primary contact from the initial call through the discovery call. This will avoid confusion and begin to establish a trusting relationship.

["Keep the story short. Initiate and invite a conversation. Build real interest."]

Sample Messaging:

Serendipity's messaging should tie back—in some fashion—to its goals, differentiators, consumer insights and organizing idea 100% of the time. The organizing idea will remain constant, acting as a foundation, while various aspects of goals, differentiators and consumer insights can be touched on simultaneously or as individual focal points. The sample messaging provided homes in on the issue of time. Posts on Facebook, Instagram and LinkedIn will be similar to the shown tweet. Emails will follow suit but elaborate a bit more on services, and the elevator pitch will relay additional process details in an effort to paint a picture of the ease of working with Serendipity.



"The number one reason business owners or associations come to us is because they simply don't have time to manage and execute their marketing efforts on a daily basis. They want to focus on what they do best, which is running the show, but they also know that marketing is crucial. We get it. Social media in and of itself takes a ton of time. At Serendipity Media, we take a different approach to marketing because our background is different than most. We're a publishing and marketing agency. Because we were publishers first, we tell stories better. We'll start by asking you the right questions to home in on the heart of your story. All you have to do is talk to us. From there, we'll express your narrative via a variety of channels of your choosing: social media, email, newsletters, blogs, magazine articles, events, etc. We'll structure your brand, making it cohesive top to bottom, and then clearly communicate it and engage with the audience most likely to come in or visit your website, make a purchase and tell your story to a friend. Marketing your business is a full-time job, but it doesn't have to be your job. We'll take care of it, from tweet to meet. Take a look at West Michigan Woman, one of our publications, and you'll see how stories are told and retold in the magazine, in advertising, on social and the website, and through email and newsletters. We can do the same for your brand, and most importantly, give you your time back.



I just don't have time." We hear you and we get it. Marketing your business can be a full-time job, but it doesn't have to be your job. We'll take care of it, and we'll tell your story top to bottom, from tweet to meet. Click here to get your time back: <https://bit.ly/3ts4zrh>

Everyone can reply



Loren Eisenlohr <loren.eisenlohr@gmail.com>

[TEST SEND]: Get Your Time Back, Loren! 🕒

Serendipity Media <info@serendipity-media.com>
To: loren.eisenlohr@gmail.com

Sun, Jun 26, 2022 at 9:51 PM



👋 Loren,

You don't have time, nor should you have to worry about it.

Social media takes a ton of time, let alone the creation, design, promotion, maintenance and send of the rest of your marketing materials.

It all adds up to a full-time job, but it doesn't have to be your job. Make it ours.

At Serendipity Media, we take a different approach to marketing because our background is different than most. We're a publishing *and* marketing agency. Because we were publishers first, we tell stories better. We just do.

We'll start by asking you the right questions to get to the heart of *your* story. **All you have to do is talk to us.** From there, we'll express your narrative via a variety of channels of your choosing: **social media, email, newsletters, blogs, magazine articles, events, etc.**

We've got you from tweet to meet! CHEERS! 🥂

GET YOUR TIME BACK

www.serendipity-media.com



[An infographic is worth a thousand words.]

Clients often struggle to understand how we'll get to know them well enough to write and speak on their behalf. The concept of discovery is abstract, and stories are subjective. Utilizing an infographic like the one shown here, we can more easily address concerns and present a process that makes sense. This infographic shows a tried-and-true method and answers the questions: "but, how?" and "then what?" Serendipity could use this infographic on their website, as a download in emails or linked in social posts.



Serendipity's website should also address concerns as a means of presenting broad solutions. Answers to common consumer questions should be found easily at serendipity-media.com. If those questions fail to be addressed, our website will become a deterrent as opposed to a resource. Examples of common concerns with associated solutions are shown below.

WWW.SERENDIPITY-MEDIA.COM



I don't have time to focus on marketing.

Marketing is a full-time job, but it doesn't have to be your job. You should be able to focus on what you do best, running the show and visualizing the big picture. Together, we'll structure your brand, making it cohesive top to bottom, and then we'll clearly communicate it with the audience most likely to come in or visit your website, make a purchase and tell your story to a friend. With your vision in mind and your preferences at the forefront, we'll take care of it, from tweet to meet.

I have to post on four different social media platforms every day?!

Maybe, but our team can manage that for you. It all depends on your story and where it's most effectively told. Regardless, we'll write your captions and create your graphics. With your approval, we'll post continuously ... on all platforms, every day, if needed.

[An Experience Space is a visual and numerical representation of the ways in which a consumer is made aware of, interacts with and fully adopts a brand. It is a “consumer out to world” approach that highlights when, where and how to implement tactics as a part of an overarching and cohesive strategy.]

Probable Touch Points	Prioritization Criteria					Story System
	Reach	Engagement/ Participation	Influence	Probability of Conversion	Cost	
Facebook	6	4	6	3	2	Roundabout
Instagram	7	5	7	4	2	Roundabout
Twitter	5	3	5	2	1	Roundabout
LinkedIn	7	5	6	4	3	Roundabout
Website	4	7	9	7	9	Town Center
Email Marketing	7	4	8	6	5	Roundabout
Digital Ads (within own content)	7	4	3	4	4	Signpost
Print Ads (within own magazines)	6	2	3	3	5	Signpost
Google Ads	8	4	3	3	8	Signpost
Sponsorships	4	2	3	2	6	Signpost
Events	4	8	9	5	10	Destination
Staff Community Involvement	3	8	8	8	5	Destination
Face-to-face Meetings (Zoom or In Person)	1	10	10	10	6	Town Center

Creating an Experience Space for Serendipity Media allows for the outlining and evolution of primary and probable consumer touch points. It keeps highly influential touch points top of mind and theoretically identifies where costs outweigh the probability of conversion. No touch points or tactics are ruled out within the Experience Space; however, choices become much more strategic in terms of risk (time/cost) and reward (reach, engagement, influence and conversion).

Next Steps:

- Conduct purpose workshop with Sales, Editorial and Production
- Rewrite website copy and create graphics that better reflect and depict services, using the organizing idea as a guide
- Create a unique social media aesthetic
- Draft new social media content, all stemming from the organizing idea
- Write email marketing campaign, seek consensus and implement
- Schedule staff community involvement (activities, industry meetings, events)
- Logistically showcase upcoming events on social media platforms
- Create shared prospect list, allowing all staff to add and edit