

FRANK LLOYD WRIGHT'S

TALIESIN[®]

DIGITAL MEDIA PLAN



10, December 2019



We value the creation process from the very first spark of inspiration through to the end. Carefully, we develop each idea into a meaningful story told through data and graphics. Our team works to strategically place those stories across engaging platforms in order to spark emotional connections and relationships between each consumer and campaign.

*Not only can our one spark build the base of a dynamic campaign,
but it can generate hundreds of other sparks that ripple outward.
That is what the Spark team aims to do.*



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CONTENTS

Situation Summary

SWOT

Strategic Value Consumer

Digital Influencer

Objectives & Strategies

Creative Big Idea

Content Strategy

Influencer Relations

Membership Program

Event Marketing

Web Design

Email Marketing

SEO

Owned Blog

Social Media Strategy

Shared & Paid Media

Display Advertising

PPC & SEM

Landing Page

Media Integration

Bibliography

4 2 3 2 6

3 8 3 2

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5 6 5 0

6 4 6 0

7 3 6 7

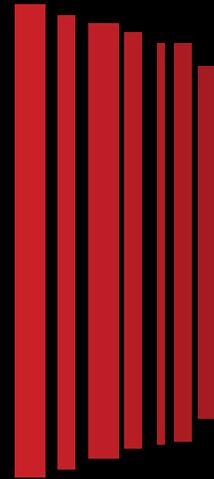
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Situation Summary



Travel & Tourism

The travel and tourism industry remains a thriving and growing part of the U.S. economy. Tourism spending reached \$944.2 billion in 2016 and is projected to exceed \$1 trillion by 2021 (1). Regional tourism has been a growing trend in the travel sector. Instead of flying, most travelers decide to vacation “within their region of residency, followed by bordering regions (1). This is due to high flight prices and individuals wanting vacations that “don’t require excessive travel time” (1). Gas prices have declined so it’s even cheaper for individuals to drive (1). Vacationers have extra money to use on lodging, food and beverage, retail, entertainment and recreation when traveling more regionally. Therefore, Taliesin has the opportunity to leverage a local audience who can make return visits since regional tourism is on the rise.

When it comes to choosing a travel destination, 68% of individuals state budget is their biggest concern (1). However, 53% of vacationers find area attractions to be the most influential factor when picking a destination (2). Most individuals enjoy traveling to new places but 92% would visit a destination again “if they had a good experience” (2). It costs more to attract new customers than marketing to current customers so Taliesin should target returning customers because they’re almost all likely to return in the future and Taliesin can save money.

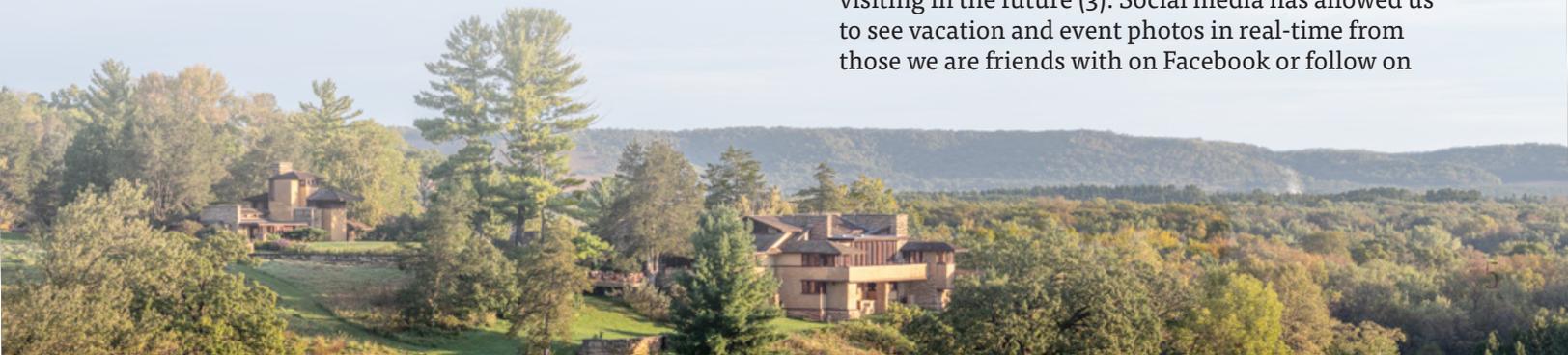
Other aspects that influence choosing travel destinations (in the respective order after area attractions) are price, past experience visiting, weather and climate, local scenery, distance from home, local culture, diversity and unique activities, dining experiences, offers and promotions, online reviews and child-friendly activities (2).

For ages 55 and up, area attractions are the biggest influencer when it comes to choosing a travel destination (1). Older adults have a greater disposable income, therefore, their budget is not as big of a

concern compared to young adults (1). They have the extra income to afford a variety of vacations and activities (1). However, as adults age, they are less likely to have “an interest in a variety of vacation types and activities” (1). For example, 90% of adults aged 18 to 24 say they take vacations to have experiences they can’t get anywhere else compared to 67% of adults aged 55 and up who agreed with the same statement (1). Overall, as adults age, interest in new vacation destinations and new experiences declines but is still preferred. Taliesin can leverage the fact that as their current demographic ages, they’re less likely to branch out to new experiences (but is still preferred by 67% of adults aged 55 and up). If Taliesin targets returning customers, this consumer can experience a new event, program, membership or more at a place that is familiar and comfortable to them, hence, offering customers the best of both worlds of new experiences but wanting something familiar.

When it comes to travel planning, 83% of vacationers depend on and use “at least one type of planning resource” during the process (1). The most popular resource for travel planning is “word of mouth recommendations from family and friends” followed by travel review websites such as TripAdvisor and Yelp (3). These websites have all different kinds of reviews including positive and negative reviews for specific destinations, activities and events, restaurants and stores. When individuals plan vacations, they take others’ reviews into consideration in addition to the “destination’s overall reputation” (3). Previous vacations and travel destinations also influence travel plans when it comes to deciding where to go next (2). Taliesin should encourage visitors to share their experience at Taliesin on social media for the word of mouth recommendations.

Social media also influences the destinations people choose to vacation at. With new platform changes “such as live videos and 360 photos and videos,” travel destinations and influencers are able to show off certain places, attractions, entertainment, events and more that may persuade someone to consider visiting in the future (3). Social media has allowed us to see vacation and event photos in real-time from those we are friends with on Facebook or follow on



Regional tourism has been a growing trend in the travel sector. Instead of flying, most travelers decide to vacation “within their region of residency, followed by bordering regions.”

92%

would visit a destination again “if they had a good experience”

51%

of adults taking leisure trips included a cultural, historical religious or educational significance

49%

of adult travelers haven’t visited a cultural site in the past year

32%

of those who haven’t visited a cultural site in the past year, say they are interested in visiting one.

another social media platform that can influence future trip destinations or events (3). Social media has allowed us to see vacation and event photos in real-time from friends on Facebook or those followed on another social media platforms which can influence future trip destinations or events (3).

Travel destination and attraction brands also contribute to travel planning. Individuals also tend to look at brands and companies of specific destinations and attractions such as Disney for travel information (3). Since area attractions are the biggest influencer in choosing vacation destinations, it’s important to customers that they get information from the brand of the place they want to visit (3). Taliesin should position itself as an expert in the industry of travel, arts, culture and/or architecture leveraged through a blog where individuals can turn to help plan a trip or get resources. This will create expertise, credibility, website traffic and more.

When it comes to travel planning and influence for adults aged 55 and up, 36% said they get recommendations from family and friends, 29% said they use travel websites, 23% said they read traveler review websites and 3 percent use social media (3). Therefore, Taliesin should encourage customers to share their Taliesin experience with friends and family in-person and on social media.

Traveling with others is a common, obvious trend in leisure travel and tourism. In the past 12 months, 60% of individuals “vacationed with their spouse or partner” (4). Other than a romantic partner, people travel with “friends (17%), parents/grandparents (13%) and children older than 18 (12%)” (4). Only about 12% of respondents said “they didn’t travel with anyone for any of their leisure trips in the last year” (4). Because people usually travel with a spouse or partner, they often look for destinations with “couple-friendly activities and attractions such as spas, musical or theatre performances or outdoor activities” (4). Married couples also tend to have higher household incomes and can afford pricier destinations and activities (4). Taliesin can leverage this information by marketing events, tours and programs for groups and encouraging customers to bring friends and family along.

The most common leisure trips adults have taken in the past year include “visiting friends and family (80%), beaches and shorelines (65%), cities (56%) and cultural sites (51%) with cultural, historical religious or educational significance” (5). Of the 49% who haven’t visited a cultural site in the past year, 32 percent say they are interested in visiting one (5). Thus, the majority of vacationers like educational, historical and cultural experiences which is something Taliesin offers and should highlight in their marketing strategy.

Arts & Culutre

The arts and culture industry continued to show growth through 2016, as 4.3% of the gross domestic product (GDP), or \$804.2 billion, was composed of the arts and culture segment. Performing arts, museums, design services and fine arts education industries grew in 2016 by 1.8%, and there was an increase in value added in each state for the arts and culture industries (6). Tourism and arts and culture industry growth have been aligned since 2005 when “35.3 million adults say that a specific arts, culture or heritage event or activity influenced their choice of destination” (7). Growth has continued in both sectors as 78% of all leisure travelers of the three years prior to 2015 participated in arts, culture or heritage activities while traveling (8).

Cultural tourism represents people’s increasing desire to have experiences beyond just observing (8). These travelers want “small-scale, less visited places” that provide a look into the local identity of the place (9).

Three trends have emerged from cultural tourism: “the search for authenticity, visitors’ desire for immersive experiences and heightened industry focus on diverse markets” (8). Tourists want opportunity to interpret and discover truth, whether that be historical or theatrical (8). They would rather be actively involved in this experience rather than a passive observer. Lastly they take part in these activities to develop relationships with communities that are unique or diverse (8).

Heritage travel is a large segment of broader cultural tourism. This form of tourism is “experiencing the places and activities that authentically represent historic, cultural and natural resources of a given area of region” (9). Common heritage travelers are in their middle ages and without children, have higher spending habits and take shorter more frequent heritage trips (9). Creative tourism is another specific category

of cultural tourism that has seen increased correlation to overall tourism habits. Similar to heritage travel, this is “travel directed towards an engaged and authentic experience, with participative learning in the arts, heritage or special character of a place. It provides a connection with those who reside in this place and create this living culture” (9).

92%

would visit a destination again “if they had a good experience”

51%

of adults taking lesiure trips included a cultural, historical religious or educational significance

THREE EMERGING TRENDS:

- 1 Search for Authenticity
- 2 Immersive Experiences
- 3 Focus on diverse markets



Increase in domestic and single-day trip popularity

The “majority of visitor spending growth by market was from domestic visitors” followed by business visitors and day travelers.

The tourism and travel industry within Wisconsin is also continuing to grow. 112 million people visited Wisconsin in 2018, an increase of two million from the previous year (1). In July 2019, TravelWisconsin.com was predicted to reach the highest website traffic ever with around 1.3 million sessions (2). With continual growth in tourism, Taliesin can expect more people to visit but only if they continue to market and create a strategy that reaches and influences traveling individuals.

Compared to 2017, visitor spending increased 4.9%, or \$625 million, to \$13.3 billion in 2018 (1). This has been the largest percentage increase in Wisconsin tourism spending since 2014. The highest amount was spent on lodging, recreation and food and beverage (1). In total, lodging and food and beverage alone have “made up more than half of all spending growth since 2014” in Wisconsin (1).

Domestic traveling and single-day trips are becoming more popular. The “majority of visitor spending growth by market was from domestic

visitors” followed by business visitors and day travelers (1). Single-day visitor spending increased by a total of \$360 million and only about 5% “of all visitor spending in Wisconsin” came from international travelers (1). Taliesin has an untapped market of targeting returning customers and single-day visitors nearby who could become returning customers because they live close-by.

Visitor spending in Wisconsin reached its peak in July, August and September with roughly \$4.2 billion spent in 2018 during this time. However, spending in October, November and December increased 5.5% from 2017 to 2018 and exceeded \$3 billion for the first time (1). Taliesin has events during the summer months but people are looking to do things during the winter time, hence, increased spending during the fall and winter months. Creating events during this time could be quite popular.

Since 2010, total visitors have increased by roughly 19 million and spending has increased by \$4.1 billion (1).

Wisconsin Arts & Culture

Travel Wisconsin has over 1,200 search results and registered places for arts and culture activities and events in Wisconsin. These include architecture; art schools and tours; exhibits; history and heritage; museums and galleries; native culture; and performing arts (4). Wisconsin is home to a variety of key arts and culture and historical locations, including artist Georgia O’Keeffe’s birth home, Door County, the notable House on the Rock and vibrant cities like Madison and Milwaukee providing diverse food and drink options. Wisconsin communities supported the second largest producers-only farmers market in the nation in Madison, the world’s largest music festival in 2017 in Milwaukee, was ranked in the top ten for nations best public parks in 2016 and is home to 11 federally recognized Native American tribes (5).

They also have almost 3,000 search results for entertainment activities in Wisconsin that include amusement parks, animals and agriculture, casinos and gaming, drive-in movie theaters, nightlife, shopping, spas, sports, tours, water parks and zoos (6).

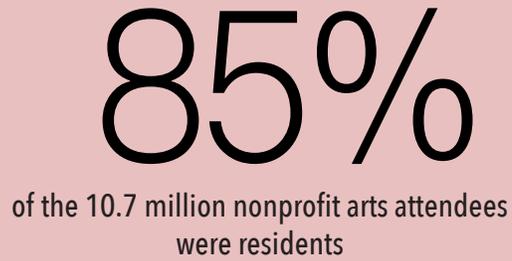
Wisconsin’s roots in food production have fueled a culture of farm-fresh unique dining experiences. The agriculture and food history in Wisconsin have allowed chefs to master the farm-to-table concept (7). Wisconsin cities provide many locally sourced farm-to-table dining options, from high dining to food trucks, as well as fresh and local food shopping options (8). The beer and wine culture spreads across the entire state with over 50 wineries and 70 breweries located within the state (9). Overall, there’s a lot of arts and culture events in Wisconsin and it’s important to stand out.

In 2015, the nonprofit arts and culture industry in Wisconsin produced almost \$657 million “in total economic activity” and generated \$75.2 million in revenue (3). In addition to spending on certain arts and culture activities, individuals usually visit nearby attractions, purchase dinner and shop downtown before and after an event or trip. This event-related spending generated \$279.9 million for the Wisconsin economy in 2015 (3). Not only are arts and culture events popular but also nearby attractions and food places, thus, Taliesin could position themselves as an industry expert and suggest nearby places to visit after or before coming to Taliesin.

When looking at specific tourists and cultural events, about “85.5 percent of the 10.7 million nonprofit arts attendees were residents; 14.5 percent were non-residents” (3). However, non-residents

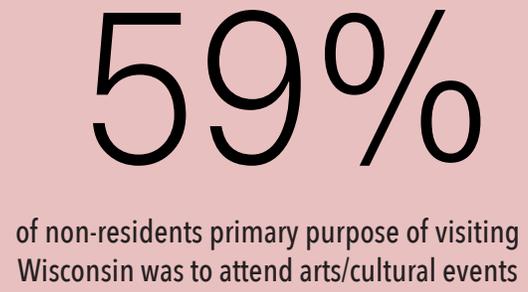
tend to spend more money than residents due to the fact that they have to spend more on lodging and transportation (3). For non-residents, “59.3 percent indicated that the primary purpose of their visit to Wisconsin was specifically to attend this arts/cultural event” (3) and “45.7 percent would have traveled to a different community to attend a similar cultural event” (3) either in Wisconsin or another state. Again, the majority of those who attend nonprofit events are from in-state. This is an ideal target market for Taliesin to get returning customers.

59.5% of in-state cultural event attendees were aged 55 and older. Their average travel party size was 2.5 and average number of children younger than 18 was 0.2, indicating low levels of children attending cultural events. Of in-state residents who attend cultural events, roughly 37% have a Bachelor’s Degree and almost 27% have a Master’s Degree (3). Overall, the people who come to these events are older, don’t travel with children and are college educated which is similar to Taliesin’s current demographic.



85%

of the 10.7 million nonprofit arts attendees were residents



59%

of non-residents primary purpose of visiting Wisconsin was to attend arts/cultural events



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of in-state cultural event attendees were aged 55 and older

UNESCO

Taliesin was named a UNESCO World Heritage site (WHS) on July 7, 2019, along with seven other Frank Lloyd Wright buildings across the county (1). The World Heritage Committee approved the eight buildings as being influential to 20th Century architecture (1). UNESCO recognition can drive increased tourism to a region as a segment of tourist's to a particular region or site are considered "true cultural tourists" who seek out participation in culture, art, heritage activities or events (2). Other cultural tourists are considered "spurious cultural tourists" and are visiting based on other influences, like nature, sports or business (2). Although UNESCO holds recognition amongst these cultural travelers, increasing tourism to the

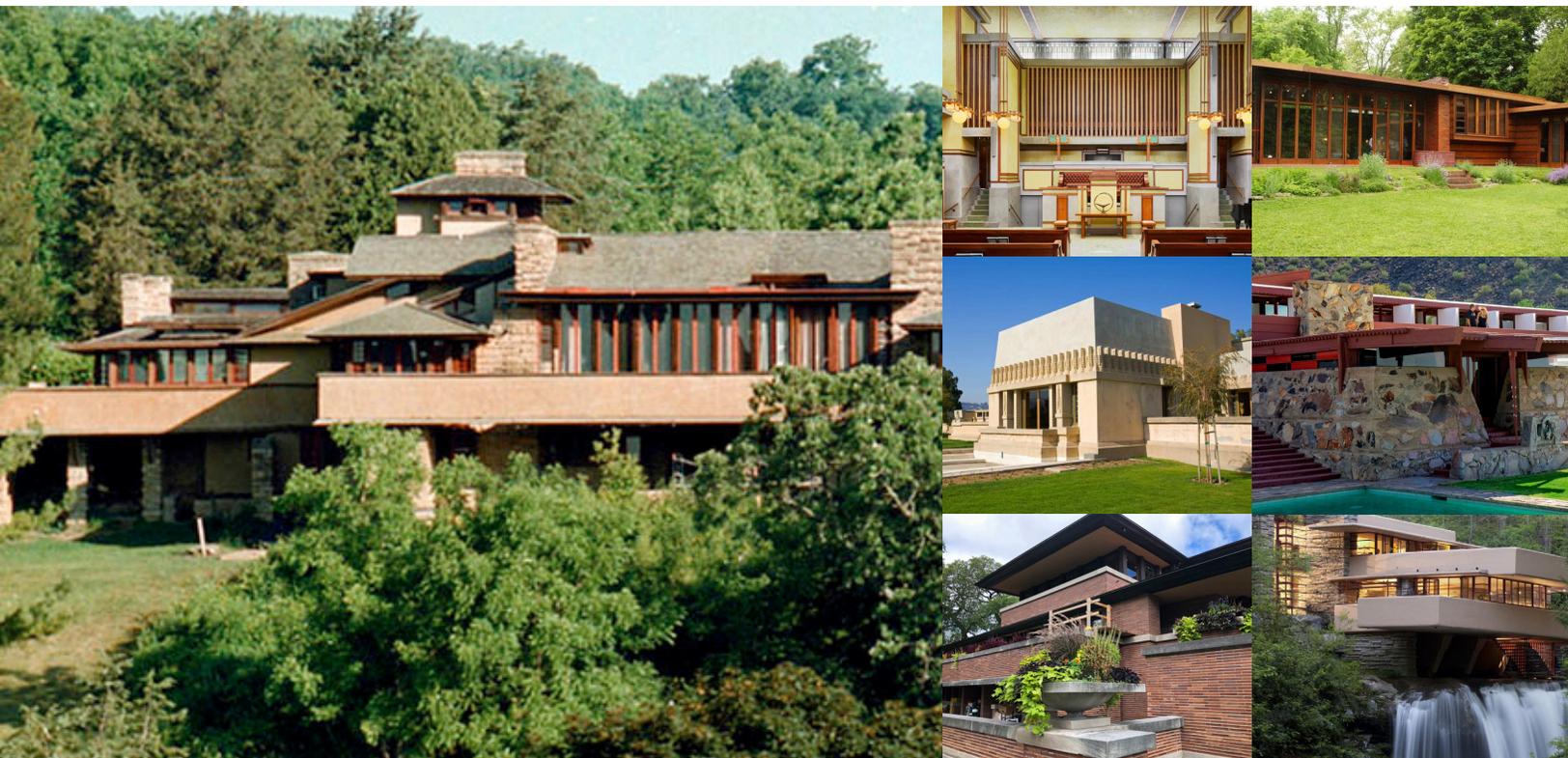
recognized sites, and newly inscribed sites, there are many factors to why travelers visit a certain location, and particularly why they return back to an already visited site (3).

UNESCO recognition, although might drive a very small level of tourism from Taliesin's target market, will not be the main drive for visitors to return to Taliesin after their first visit. Any return visitors that come back to Taliesin based on UNESCO inscription will be doing so because of the connection the visitor made to the site prior to UNESCO WHS inscription. UNESCO recognition might draw further earned media coverage, prompting past visitors to remember their connection with Taliesin and return to programs and tours.



Inscribed: July 7, 2019

Taliesin (Spring Green, WI), Unity Temple (Oak Park, IL), Frederick C. Robie House (Chicago, IL), Hollyhock House (Los Angeles, CA), Fallingwater (Mill Run, PA), Herbert and Katherine Jacobs House (Madison, WI), Taliesin West (Scottsdale, AZ), Solomon R. Guggenheim Museum (New York, NY)

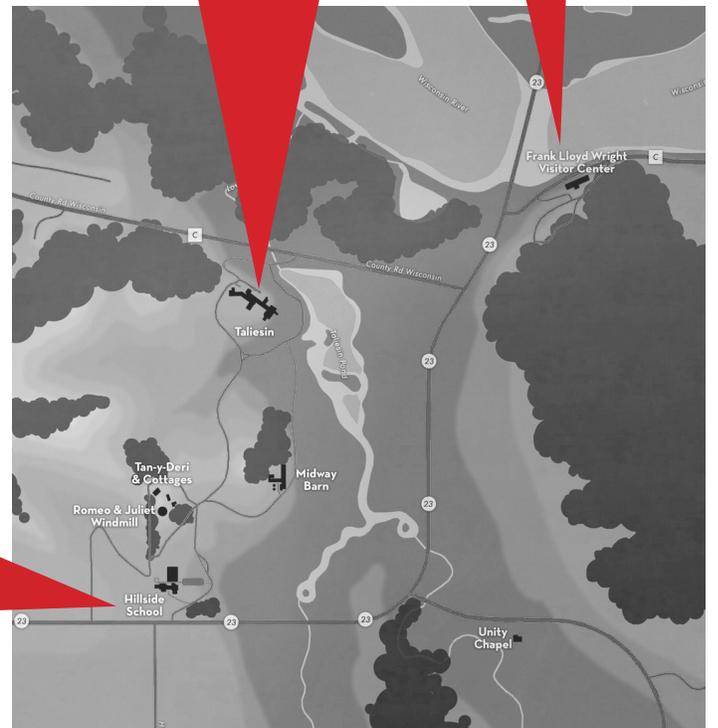


TALIESIN CONGLOMERATE

Taliesin Preservation:

Taliesin is a site in Spring Green, Wisconsin, with a very rich history. Frank Lloyd Wright, an American architect, graphic designer, writer, farmer and educator, spent many years in the buildings on the site from the 1890s to the 1950s. Taliesin Preservation shares the Taliesin property with the public in a variety of ways, focusing on two options-- tours and programs. Tours showcase the architecture, history and importance of the property and its buildings, while programs offer interactive experiences. Currently, tours make up the most of ticket sales (1). Taliesin is focusing on their food programming for the upcoming year, so programming promotion is where most improvement needs to be made.

However, it is important to note that tours run multiple times a day and therefore are a reliable source of revenue. Programs require more planning and are limited in size by nature. Although programs likely won't be the main source of revenue for Taliesin, website analytics suggest that potential customers are landing on the web page for tours 10% more than those landing on the program webpage. Both are equally featured on the main page, so this suggests that customers are more interested in tours.





Tours:

Tours divide the property into major parts, with specific tours focusing on major areas of interest. The most popular tours are the 2-hour House Tour, the Highlights Tour and the Estate Tour, which make up the majority of ecommerce (1). In addition to these popular tours, Taliesin Preservation incorporates tours of the surrounding farmland, the Hillside Studio and Theater and educational tours geared towards children and educators. (4) Taliesin also has many groups come through on tours and can rent the space out for private events, such as work retreats. Tours present the history of the buildings and Frank Lloyd Wright and are generally geared towards people looking for an overview of the site or who are interested in architecture, design and history. The Driftless Farm Tour breaks this mold, as it pertains to the lifestyle that Frank Lloyd Wright celebrated at Taliesin (5). This tour aligns closely with the culinary programs offered.

Programs:

Programs at Taliesin give customer an experience, as opposed to an informational session. These tours are related to the culture that has been cultivated at the property and focus mostly on arts, culture and food (6). There are a few programs that are geared towards students, such as Summer Youth Workshops (6). Currently, under the Programs page of the website, there are not many events available (6). This isn't necessarily an issue, as the 2019 season is coming to a close and many of the events are held outside. Though programs make up a small number of sales, the 2019 Summer Farm Dinner Series and Twilight at Taliesin were the most popular of the programs offered (1). The program webpage was also the third most visited section of the website (1). As Taliesin Preservation hopes to concentrate their brand on food programming for the upcoming season, traffic should be driven to this section.

In addition to tours and programs, Taliesin Preservation runs the Riverview Terrace Cafe and the gift shop. The cafe features ingredients grown on the property's farm, lending to the notion of holistic living. The gift shop stocks mostly Frank Lloyd Wright books, trinkets, decor and apparel (7). They have expressed a decrease in sales at the gift shop since their items were also made available straight from the source on Amazon (8).

BRANDING AND VISION

FRANK LLOYD WRIGHT'S

TALIESIN®

Taliesin aims to preserve its natural, built and cultural environments and to explain Frank Lloyd Wright's architecture and ideas (1). It is essential for Spark to have a firm grasp on what Taliesin stands for and what it hopes to accomplish in the future in order to build an effective digital media plan. Hence, Spark looked into the mission and vision of the brand to do so.

These mission and vision statements mean a few things to Spark. First, it is clear that they are strongly committed to continuing Frank Lloyd Wright's legacy. Everything Spark does in this digital media plan should be centered around his ideas and philosophies in order to create something that will be authentic to Taliesin. Additionally, the mission statement clearly emphasizes programming, which will be

critical to this campaign, as will be detailed in Spark's tactics.

One of the most special things about Taliesin is this authentic love for their roots. Taliesin believes in sharing the valuable knowledge from Wright with others so that his legacy can live on. While celebrating the past, Taliesin also uses it to propel forward into a more ideal future. There is a wide array of opportunities for their customers to engage with his architecture and ideas and to become part of creative communities. (3)

The company believes that there is immense potential of impact that they have yet to unlock within the preservation (3). They look to Wyoming Valley School, another Frank Lloyd Wright location which embodies Wright's educational mission (4), for inspiration in engaging the global creative community. Wyoming School Valley is successful at bringing together a community of those interested in the arts and culture while also carrying on Wright's legacy (3), something that Taliesin may be able to benefit immensely from.

Mission
Statement

"As Stewards, Taliesin Preservation's mission is to preserve the cultural, built and natural environments that comprise the Taliesin property and to conduct public educational and cultural programming that provides a greater understanding of Frank Lloyd Wright's architecture and ideas." (2)

Vision
Statement

"Taliesin is acknowledged as the embodiment of American architect Frank Lloyd Wright's commitment to the creation of exceptional environments that harmonize architecture, art, culture, and the land." (2)

The primary elements of Taliesin:



In 2020, the preservation will begin a seven-year mission to explore the seven elements most essential to their communities: food, nature, music, arts, education, farm and architecture. In order to unlock their envisioned potential, they plan to involve chefs, writers, teachers, musicians, artists and rebels from around the globe. Goals for this mission include increasing building capacity

and enhancing donor relationships in order to elevate Taliesin's cultural impact (3). This, again, is important for Spark to understand; in order to enhance donor relationships, potential donors likely need to be emotionally connected to the brand and the people within it.

The first thing consumers see on Taliesin's website is the text, "So much more than buildings... it's the life within," (5). This text emphasizes the way in which Taliesin values the 'intangible' feeling that comes with visiting the site. It also shows that though Frank Lloyd Wright has passed, what he brought to this world lives on through Taliesin. Through photos of various programs and tours, Taliesin highlights how their social experience is unique compared to others. They show their consumers, mostly older, laughing, socializing and enjoying their time at the preservation.

Based on their communications on Facebook and Instagram, Taliesin's branding message seems to align well with its mission. Taliesin's social media posts focus heavily on the cultural experience of the site, the beautiful architecture and the connections visitors make there with each other.

Through analysis on the Meltwater database, Spark analyzed trending themes related to Taliesin's social media platforms. These themes included Wright, Wisconsin, organic design, textiles and organic architecture (5). After performing an analysis of media exposure over the last year, Taliesin saw major spikes in late April, mid-July, late August and mid-September (5). Various social accounts have mentioned Taliesin in their content, including @HistoricMadWI, @PMutation, @TaliesinSwansea, and @BrowOpera (5).

TALIESIN CONSUMERS

CURRENT TALIESIN CONSUMERS:

- ▶60% are over the age of 45 (1).
- ▶58% are male and 41% are female visitors (1).
- ▶Though they attracts visitors from all over, the majority come from the Midwest, followed by California and New York (1).
- ▶They are in banking or finance (1), earning more than \$60,000 (3). According to the client briefing, these individuals have a disposable income, as tour prices are relatively expensive (1).



According to Simmons, the age demographic of Taliesin consumers are more likely to participate in activities such as:

Dining out: The entire age range of Taliesin consumers were likely to dine out and were more likely to participate in this activity than the only likely leisure activities.

Gardening: The age range of 45-70+ were more likely than the average population to have gardened in the last 12 months.

Live theatre: The typical age of Taliesin consumers were 10% more likely to have attended live theatre in the past 12 months than any other age bracket.

Taliesin consumers enjoy food and dining experiences, as well as cooking (1). They find music important to their life, as well as creativity, extended learning and family (2). Current consumers are also travel buffs (1).

Taliesin consumers (those aged 55 and older, with an interest in the arts and with a household income of \$60,000 or more) are 34% more likely to have traveled on vacation and 18.5% more likely to have taken their last trip in the Midwest. They are just as likely as the average population to prefer taking 2-3 short trips rather than one lengthy trip (2).

Of the Taliesin consumer demographic, people aged 55 and older with an interest in the arts, 32.6% belong to the American Association of Retired Persons, 40.8% belong to religious organizations and 10.5% belong to an art association like museums, symphony, opera or dance associations (2). They are active in community organizations and some are a part of groups related to their specific interest in the arts.

Out of Taliesin consumers age 55 and up, 84.2% enjoy keeping in touch with their friends and 52.7% like introducing people to each other (2). Yet, many Baby Boomers (age 55-75) prefer to have active relaxation time but often default to inactive pastimes, such as watching television or browsing the internet, because they “don’t have an interested companion to partake in more active pursuits - or that they don’t know how to or are not prepared to organize an outing” (4). With 43% of older adults feeling lonely (5), they are looking for “plans to replace their work identity, stay relevant, strengthen their social network and keep mentally active” (6).

With 43% of older adults feeling lonely (5), they are looking for “plans to replace their work identity, stay relevant, strengthen their social network and keep mentally active” (6).

Media Behaviors:

Current Taliesin consumers are mostly using their mobile and desktop technology and some using tablets (1). 71% of people age 50-64 are using the internet to stay informed (7) and of Taliesin consumers 55 years old and above many are accessing email, internet sites for weather, directions and the news (2). 35.2% of consumers age 55 and above have read the news online within the last seven days and 18.6% have visited a social networking site, indicating recent internet use (2). Of consumers 50-64 years old, 65% are using Facebook and 21% are using Instagram.

Consumers age 50 and up are 50% less likely than the average population to agree that social media networks are a way to inform them about the products that they like. They are less likely to follow their favorite brands on social media and less likely to access social media from different devices. This age group is also 50% less likely to purchase a product or service they see used by a friend on social media (2). However, households with incomes greater than \$60,000 were 10-20% more likely than the average population to agree with the previous statement.

Of consumers age 55 and above, 31% would rather read other people's posts and comments on social media than post their own, with only 18.4% saying they often post or comment on social media platforms (2).



19%

have visited a social networking site (2)

65%



of consumers 50-60 years old are using facebook

21%



of consumers 50-60 years old are using Instagram

WHAT THEY ARE ACCESSING
ON THE INTERNET:

Email

News

Weather sites

Directions

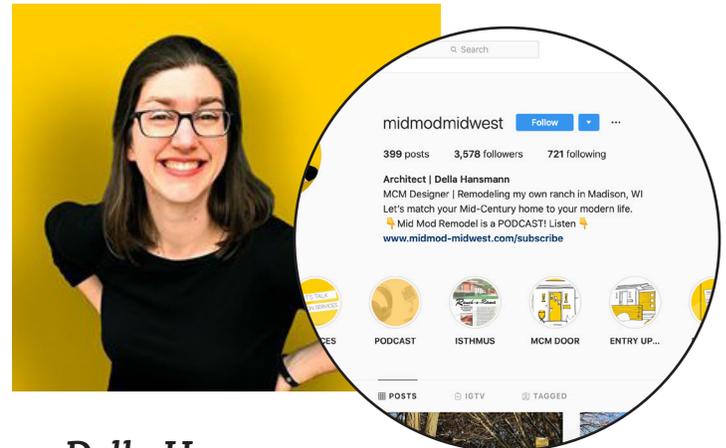
CURRENT INFLUENCERS

Odessa Piper

Odessa founded L'Etoile restaurant in Madison and is a strong player in the Madison food industry, advocating for farmers and farm to table food (9).

Although Odessa is not considered a social media influencer, she is a relevant Taliesin influencer because she is the Food Artisan Immersion Program Developer in Spring Green. She “develops and teaches regionally reliant menus for the FLW designed Riverview Terrace Cafe,” according to a @letoirestaurant Instagram post, in which @taliesinwi was tagged (9).

Odessa’s role in the Madison food community and her partnership with the Riverview Terrace Cafe demonstrate her general influence for Taliesin and its food programs.



Della Hansmann

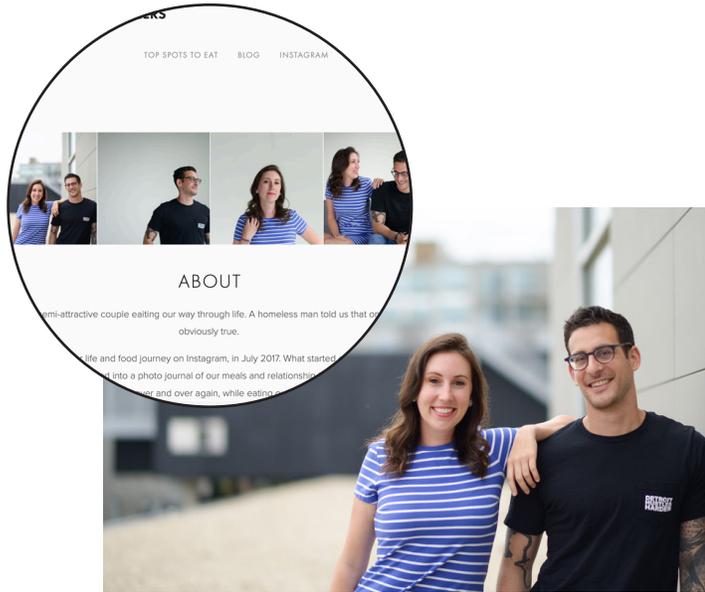
Della or @midmodmidwest is an architect and designer with over 2,900 followers on Instagram and falls under the nano social influencer category. Klear has designated Della an expert in design (4).

She posts and blogs about mid-century design in the Midwest and in a video posted on @Taliesinwi from Taliesin media day she states, “You can’t post and blog about mid-century design in the Midwest without talking about Frank Lloyd Wright” (5). She emphasizes that one cannot fully experience Wright’s design through photographs and subsequently encourages people to attend Taliesin in person.

Della is extremely positive when she shares images of Taliesin on her account and occasionally recommends Taliesin services other than tours.

For example: “Chef Bruce Evans came out to explain that our meal was not just farm to table but (as much as possible) leaf to root and nose to tail! I have never actually enjoyed Kale more (or at all on other occasions)! The lunch was beyond delicious...” (6).

She tags @taliesinwi in her posts and has also used the #FrankLloydWright hashtag twice, according to Klear (4).



Midwestmunchers

@Midwesternmunchers is a couple's verified account who share a food blog together.

They have a 70/100 influence score and are considered a food expert by Klear (7).

The couple, Jordan and Mike, attended Taliesin media day and shared images from a Taliesin farm dinner and posted positively about their experience.

They have mentioned #visittaliesin, #farm-totable, #discoverwi, #franklloydwright, @taliesinwi and @riverviewterracecafe on their Instagram and called Taliesin "one of their favorite places" in an Instagram story reshared by @taliesinwi (7)(8).



Andrew Pielage

Andrew is an architectural and travel photographer sponsored by Canon, USA, according to his Instagram biography (1). Andrew can be considered a micro social influencer because he is well established in his interest area with a significant social media following with an influence level of 64/100, according to Klear (2). Andrew photographs Frank Lloyd Wright sites, therefore he has been to Taliesin several times and frequently shares photos of Taliesin. In an Instagram post, Andrew shared he has attended Taliesin every summer for the past few years. According to Klear, Andrew has mentioned @taliesinwi eight times on Instagram (1)(2).

Andrew has made headlines in Architectural Digest, Curbed and local Phoenix newspapers describing his mission to photograph Wright sites (3). He has also been featured on several Frank Lloyd Wright sites' social media accounts and websites. Additionally, Andrew holds his own photography workshops at Frank Lloyd Wright sites.

Andrew once partnered with Travel Wisconsin, Visit Milwaukee and Visit Madison to share his photography of Wisconsin's 200 mile Frank Lloyd Wright Trail, located at Taliesin, according to his Instagram announcement in August, 2018 (1).





Services:

Plays

Apprentice project for kids

Talks on a variety of plays

Tours

Backstage Series

Sunday salon

Post show Discussions
Midsummer Music

Food services: Picnics and
concessions

American Players Theatre

American Players Theatre (APT) is a competitor of Taliesin mainly for their location, price points and similarities in services. While APT is more centered around their play performances rather than Frank Lloyd Wright, they do have similar services like tours of their grounds and they also offer 'foodie' experiences like barbeques and picnics. Another large competitive advantage of APT is their price points. APT has significantly lower prices for their plays, tours and food related events. They even offer student discounts for their plays if you buy them a week in advance. Lastly, APT and Taliesin are both located in Spring Green, Wisconsin, causing competition with consumers who cannot afford both or are not looking to participate in more than one activity (1).

APT's website features many branding elements. Their slogan is 'unplug and play,' highlighted on their website but not repeated on any of their social media. However, they have done a lot of branding on all platforms around it being their 40th summer (1).

APT's Instagram does not show much consistency. There is audience engagement with their followers. They have 3,032 followers and they average 161 likes per photo in their last five photos, as well as some comments from followers. APT does not have a Twitter presence (2).





Services:

The House on The Rock

Tours

Offered Seasonal Tours

Varying Exhibits*

The Inn

The Resort

27 Hole Golf Course



House on The Rock

House on the Rock offers tours and deeper experiences for those visiting the Inn and Resort. They have a low price point for tours and offer seasonal tours centered around Christmas and Halloween. House on the Rock is kid friendly with attractions like the Doll House and Circus exhibits. Additionally, they offer low price points for children's tickets and they have attractions at the Resort and the Inn for families. House on the Rock is also located in Spring Green, Wisconsin (3).

The House on the Rock has cohesive branding, using a few select colors and a logo that is repeated often throughout their site (3).

The House on the Rock does not have an Instagram or Twitter. Facebook is the only social media platform that they regularly use. Their Facebook page does not allow for people to read or write reviews (4).

*Exhibits include: Japanese Gardens, Heritage of the sea, World's largest indoor carousel, Infinity room, Doll carousel room, The Galleries, Circus Room, Doll House Room, Organ room, Inspiration point, The mill house





Devil's Lake State Park Area Visitor Guide

Services

Campgrounds

Swimming Beaches

Picnic areas and kid jungle gyms

Park events

Devil's Lake State Park Nature Center

The Park Friends Group and outside group education and activity sessions

Shelter/Picnic Area Reservation

Boat Rentals

Park Photography for sale

Devil's Lake Concessions

Fire wood for sale

Hiking, Biking, Rock climbing and bouldering, Boating/canoe/kayak, Wildlife and birdwatching, Fishing, Hunting, Scuba diving, Gear rental, Skiing, Snowshoeing, and Sledding

Devil's Lake State Park

Devil's Lake offers numerous activities and low costs. There are many options for everybody with the possibility of bringing big groups to do outdoor activities. The cost to enter the park for the day is \$13 with different deals depending on certain situations. In addition, Devil's Lake offers programs for a variety of ages, offering educational themes such as geology, astronomy, plants and more.

Devil's Lake State Park has a website that serves as a visitor guide for those that are thinking about coming to the park. Throughout the site there is no cohesive theme or branding. The website includes a lot of information and photos of what the park looks like and some of the services offered (5).

Devils Lake has a Facebook and Instagram account. Most content features nature photography.

On the Devil's Lake website a blog can be found with posts written by the Skillet Creek Journal. These posts are written about Devil's Lake highlighting events, sharing videos of the park or sharing interesting news that took place within the park (8).





New Glarus Brewing Company

The New Glarus Brewing Company is a popular spot to stop when traveling Wisconsin. The New Glarus Brewing Company provides tours paid and free, with tasting and history about the brewing company (9).

The Facebook and Instagram pages for the New Glarus Brewing company were up-to-date. The Facebook page has posts from activities and events that the company had been a part of recently. The page also has a very in-depth bio, making it easy for a customer to learn more about the brewing company. Their Instagram has 49.3k followers with photos and videos advertising the beer and the experience that you could get when visiting the brewery (10) (11).

The company has clear branding with a logo used throughout all their social channels and a consistent use of their colors green and brown (9).

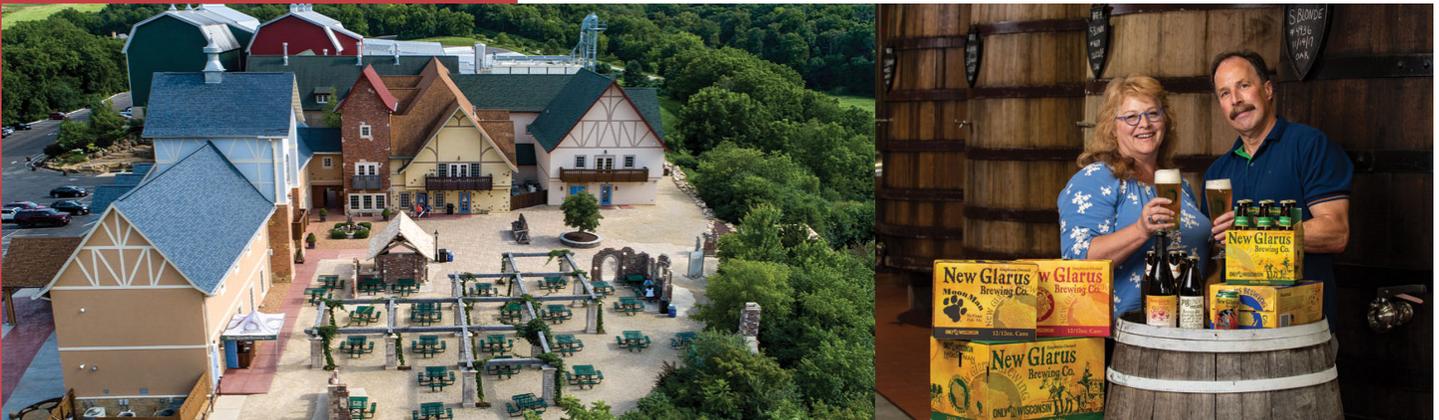
Services:

Food and Drinks

Tours:
Self Guided and Guided

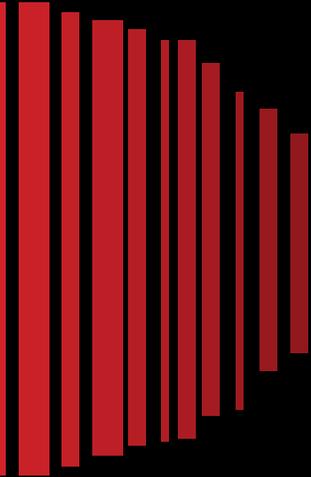
Gift Shop

Tasting Room



SWOT

Key Opportunities



STRENGTHS

Differentiated products, including programs, tours, education opportunities, theater, outdoor activities, events and dinners

Taliesin provides a unique travel experience that you cannot get anywhere else

Taliesin's brand is deeply connected to the history, lifestyle and philosophies of Frank Lloyd Wright



WEAKNESSES

Low return rate of existing customers and a lack of memberships or loyalty programs to keep customers engaged

Low awareness of all the opportunities Taliesin offers, specifically programs



OPPORTUNITIES

Previous Taliesin visitors are looking for new social outlets and community building opportunities within their interests.

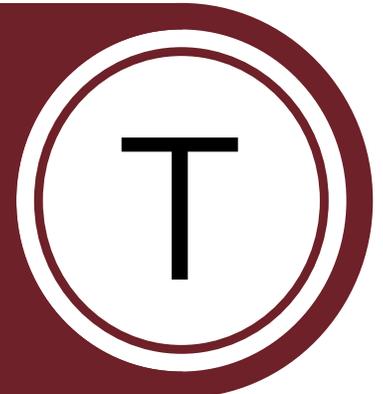
The unique experiences that Taliesin provides allows for customers and influencers to connect on emotional levels and can be leveraged through personal storytelling across a variety of platforms.



THREATS

The location of Taliesin in Spring Green, Wisconsin is not conveniently located for tourists regionally or nationally.

Many Taliesin activities happen outdoors and are limited by the season.



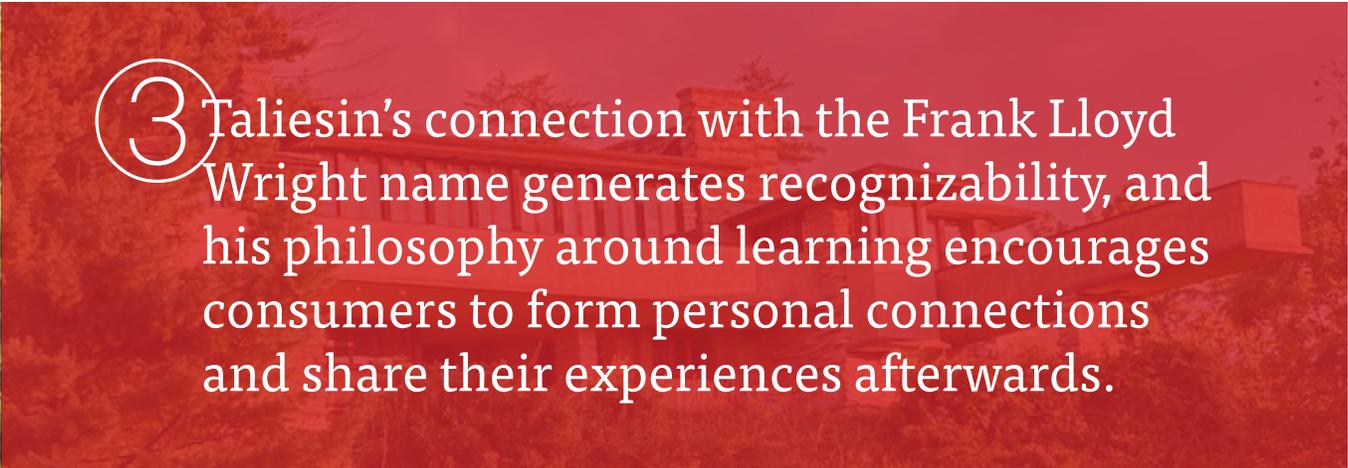
KEY OPPORTUNITIES



1 Taliesin has the opportunity to provide their consumers with a social outlet to gather and connect with other adults with similar interests and in a similar life stage to their own.

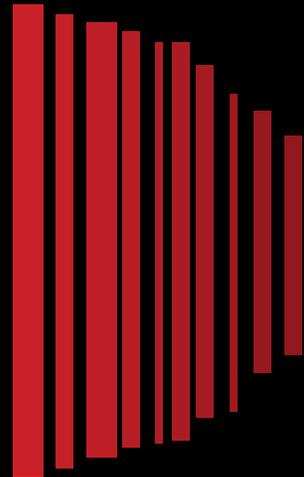


2 Taliesin offers numerous unique experiences, including tours, programs and events, that can align with customers' interests and could be used to incentivize consumers to repeatedly engage with the brand.



3 Taliesin's connection with the Frank Lloyd Wright name generates recognizability, and his philosophy around learning encourages consumers to form personal connections and share their experiences afterwards.

Strategic Value Consumers



The Strategic Value Consumer (also known as SVC) is the consumer target or audience that will deliver on Taliesin's business objectives most significantly, efficiently and quickly. They are important because they are broad enough to achieve measurable objectives, yet small enough to reach within Taliesin's budget constraints.

DEMOGRAPHICS

Returning Taliesin customers, men and women in a relationship aged 55+ with a disposable income and an interest in arts and culture from Wisconsin.

Of people aged 55 and older with an interest in the arts in the U.S. (1):

In the last seven days:

In the last seven days:



64.2%
used email

35.2%
read the news
online



42.6%
used the internet
to check
the weather

18.6%
visited social
networking sites



14.6%
stated they use social media
three or more times a day.



35.5%
used the internet to
look up directions
or maps

8.33%
agreed they like to
follow their favorite
brands or companies
on social media.



There was limited internet use by our strategic value consumer (SVC) for entertainment purpose. This data demonstrates the vast majority of internet usage among this demographic is for practical usage and less for entertainment.

ATTITUDES

Of people aged 55+ who have a household income of \$75,000 or more and an interest in the arts, according to a Simmons Crosstab (1):

77% of this group agree that it is worth paying extra for quality products



88% Our target likes to learn about nature



96% An overwhelming majority agree it is important to continue to learn new things



75% The majority of our target agree that music is an important part of their lives



55% Over half say the internet has helped them plan and book travel



78% Most of our target consider themselves to be creative



88% The majority of these individuals agree that family is the most important part of life



57% These individuals say television is their main source of entertainment



Our Strategic Value Consumers are interested in music, nature, a variety of creative outlets and spending time with others. Taliesin offers programming surrounding all of these interests, and these programming opportunities could be leveraged to encourage consumers who have taken a tour to return.

BEHAVIORS



Travel

The majority of our SVC traveled domestically at least once in the last year.

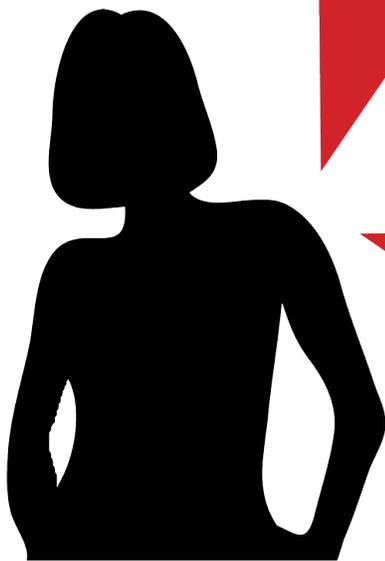
- ▶ Of those who traveled domestically last year, 7.7% traveled 6-10 times, 22.1% traveled 3-5 times and 14.8% traveled twice.
- ▶ 18.1% traveled and stayed overnight 3-5 times in the last year.
- ▶ 21.8% of our target spent over \$1,000 or more on their last domestic trip
- ▶ 72% of our target use the internet to help plan and book travel plans
- ▶ Our target is 22% more likely than the average person to go on a vacation that differentiates them from friends
- ▶ They are also 44% more likely to take two or three short trips



Leisure and Entertainment

- ▶ 47% have attended live theatre last year
- ▶ 49% have attended a concert last year
- ▶ 42% have visited a museum last year
- ▶ 20% have birdwatched and 50% have gardened
- ▶ 32.6% belong to the American Association of Retired Persons, 40.8% belong to a religious organization and 10.5% belong to an art association (a museum, symphony, opera or dance association).
- ▶ Our target tends to purchase hardcover and paperback books over e-books and audio books.
- ▶ The top genres this target buys include mystery, biographies, memoirs, history and political.

This emphasizes our target's eagerness to learn and be a part of a community.



Of people aged 55+ who have a household income of \$75,000 and an interest in the arts (1):

Dining



In the past year, 75% of the SVC have dined out.

- ▶ 33.2% have dined out at family/sit down restaurants three to five times in the last 30 days.
- ▶ In the last 30 days, 29.4% spent \$100-\$499 at family and sit down restaurants and 23% spent \$50-\$99.
- ▶ When on vacation, 55% of the SVC like to participate in fine dining
- ▶ Over half of our target (58.7%) consumed an alcoholic beverage in the last 30 days. Most consumed wine in their home (32.7%), at a restaurant (24.7%), someone else's home (19.5%) or at a sole wine location (14.9%).

DIGITAL MEDIA PERSONA

Meet Kathy Johnson. Kathy is 56 years old and lives in Lake Geneva, Wisconsin. She is married to Bill, who is 60 years old and is a retired finance executive (2). Kathy and Bill have three children, the youngest having just left to attend the University of Wisconsin-Madison. In her free time, Kathy enjoys going out to dinner, attending local theatre performances and spending time in her garden (1). Kathy and Bill would both consider themselves to be interested in the arts and enjoy activities that are focused around arts

and culture (1). They have a disposable income and now enjoy putting that money toward meaningful experiences (2). Kathy and Bill are active members in their church and enjoy spending time in social environments (1). Ever since their kids have left for school, they are looking for new communities to be involved in. Kathy and Bill have attended a Taliesin tour in the past and thoroughly enjoyed their experience, however, they are unaware of other potential reasons to return to Taliesin.

MEET KATHY



Google Images

56 years old, former stay at home mom

Married to Bill (60) with three kids (Emily 25, Blake 22, Katie 19)

Visited Taliesin August 2016

“My husband Bill and I are fond of Frank Lloyd Wright, so we were excited to learn his estate was located in our home state! We heard about Taliesin from a friend, but learned more about the actual services from an internet search. We made the trip to Spring Green in August of 2016 and took the Highlights Tour because of the amount of buildings we could visit. After our tour, we went to the giftshop but we did not eat at the cafe. We thoroughly enjoyed our visit, it was quite inspiring and informative!” (2)

WHAT I VALUE MOST

- Family is the most important thing in my life
- My faith is important to me, I consider myself a spiritual person
- I believe it is important to be well-informed

HOW I CONNECT

- Read my E-Mail (daily)
- Read articles, news or blogs (daily)
- I check my Facebook (daily)
- Online shop/research products (a few times a month)

MY SOCIAL BEHAVIOR

- I like to stay connected to my family and friends but I also like to attend unique experiences different than my friends so I can share them with the group.
- I enjoy keeping in touch with my friends and acquaintances
- Meeting new people comes easy to me. I have a genuine interest in the people I meet and I like to introduce people to each other.

WHY I CONNECT

- To stay informed
- To connect with friends and family on social media
- Practical reasons (to get directions and weather)

WHERE I CONNECT



THINGS I LOVE



FAVORITE WEBSITES

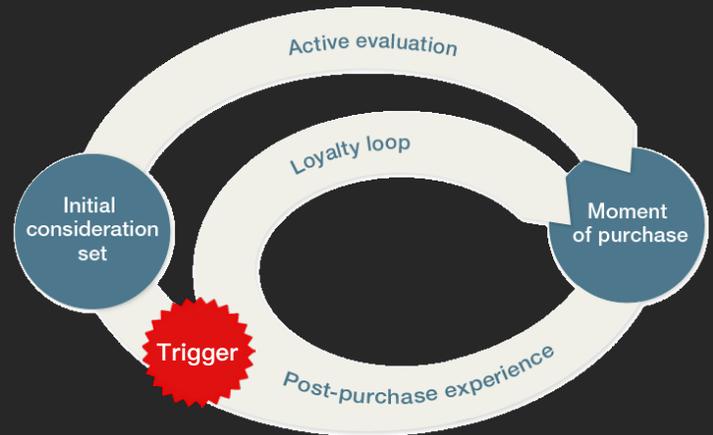
- HGTV.com
- WashingtonPost.com
- Mapquest.com
- Aol.com
- QVC.com
- FoodNetwork.com
- Tripadvisor.com

THE CONSUMER JOURNEY

The Consumer Journey

The Consumer Decision Journey shows how marketers can communicate with consumers at key stages in the decision-making process (3). These stages include: the consumer's initial consideration of existing known brands, their active evaluation of those brands (gathering information and shopping), their moment of purchase, their post-purchase experience (when they build an expectation after using a product and interacting with a brand) and finally, the loyalty loop, which determines whether the consumer keeps buying products or services from the brand or not (3).

Taliesin's strategic value consumer is in the post-purchase experience and entering the loyalty loop of the consumer journey (3). Previous to this point, the SVC considered arts and culture experience around the Wisconsin area. After exploring the websites for each event, the SVC decided to attend a Taliesin tour. Taliesin's SVC is just beyond this stage of the consumer journey, evaluating their experience and exploring further into what else Taliesin has to offer. If Taliesin did not provide the experience the SVC was looking for or if they are unaware of additional programs to pursue at Taliesin, they will return to considering other cultural experiences in Wisconsin. Spark is looking to provide the trigger point to hook the SVC to return to Taliesin for future programs many times over.



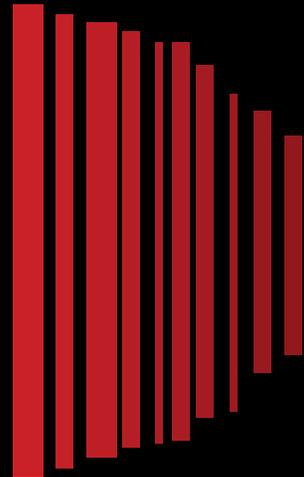
achieve measurable sales objectives, while small enough to reach within budget constraints (3).

SVC Rationale

In Taliesin's 2019 Tour Visitor Survey (2), the overall experience rating score averaged at 4.8 out of 5 (5 being excellent). 82% of these customers reported being inspired during the tour, and of about 530 of the consumers surveyed, 90% would be interested in returning to Taliesin. These returning consumers are a clear target for Taliesin's digital marketing initiatives because they have had a positive experience with Taliesin and are already interested in returning. Thus it would be both cost-effective and achievable to focus Taliesin's digital marketing initiatives on raising awareness among this group of other Taliesin's additional programming, to encourage them to take another tour and to get them to donate. This group is large enough to

Spark finds this is the 'right' SVC because this specific target exhibits traits and behaviors that align with that of a regular attendant of Taliesin programs. According to existing client data, current Taliesin customers are aged 55+ with an interest in arts and culture (1). Taliesin programs simultaneously align with the interests of this SVC and provide new educational and social opportunities this SVC seeks. This SVC provides an opportunity for life stage marketing as those aged 55+ are likely in a transitional period. Whether they are recently retired or new "empty nesters," many social interactions sourced around their children or workplace no longer exist (4). Therefore, Taliesin programs have the potential to fill this newfound void through new experiences and social outlets. Finally, this SVC includes those with a disposable income so they can afford regular visits to Taliesin.

Digital Influencers



The digital landscape has increasingly placed more emphasis on utilizing influencers to reach target markets. This is called influencer marketing, a strategy that relies on endorsements, product mentions, and audience trust (1). In this case, it means finding and leveraging the individuals who already are or might be willing to start impactful conversations about the Taliesin brand with their followers in order to reach Spark's campaign goals (2).

Spark has identified and analyzed five potential influencers that align closely with the brand vision as well as the target audience of this digital media plan.

ANTHONY CALDWELL



Brand alignment and authenticity

►Anthony’s website states, “A profound passion for architecture and architectural history is the basis from which Caldwell’s artistic sensibilities originate” (2). This authentic passion can resonate with our audience as it adds to Anthony’s credibility among the subject matter.

►Anthony predominantly posts images of architecture and his followers are interested in photographers (11.5%), travel (10.8%) and art (9.8%) (3).

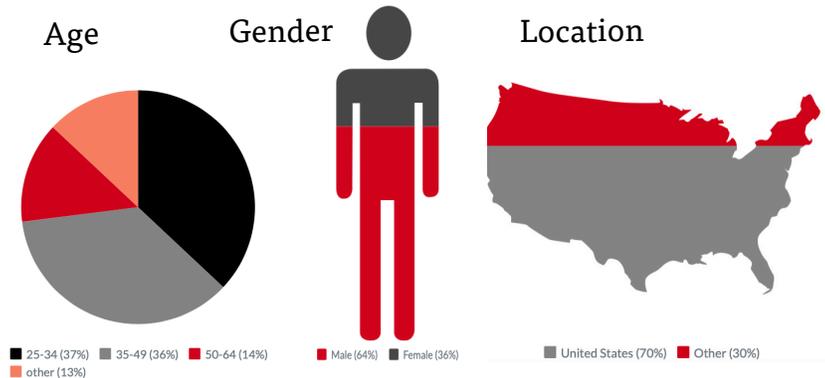
►His Instagram bio, “artist drawn to the beauty that exists among nature and architecture” (3), aligns extremely well with Frank Lloyd Wright and Taliesin alignment to nature and many of the services they provide.

►Anthony’s interest in beauty among nature and architecture demonstrates he can have a representative voice for Taliesin that is cohesive with the essence of the brand and history of Taliesin.

►Anthony’s lifestyle areas within Klear are “Photographers, Travel, Art, Photography, Architecture, iPhone, Design, Nature, Beauty” (3), similar interests to the Taliesin consumer.

Anthony is an architecture photographer based out of California (1). He owns a photography studio titled Caldwell Studios. Klear has deemed Anthony an “architecture expert” (1). Taliesin can leverage a social influencer who is a photographer because this professional skill can be used to increase authenticity and credibility of the influencer, while also showcase the beauty of the Taliesin site through photography. A photographer that also has an interest in design and architecture provides a unique opportunity to collaborate with Taliesin. Through digital platforms, the influencer can simultaneously display the beauty of Taliesin through their own authentic photography, while promoting Taliesin’s services to our target audience.

Audience (3):



Influence Level:

His closely aligned interests with Taliesin’s brand and audience, as well as his potential reach to our target, prove Anthony a strong influencer for Taliesin.

►Anthony is classified as a micro influencer with an influencer rating of 71/100 (4).

►Klear determined his true reach as 5,758, and deemed “outstanding audience quality with extensive reach” (4).

►His average engagement per post is 500.77, Klear considers this an “outstanding engagement rate compared to influencers with a similar amount of fans (4).”

►Anthony’s high Klear scorings demonstrate an increased probability that he can reach a significant portion of our target audience.

►With few active Instagram users above 55 years old and a majority of influencers reaching only younger audiences Anthony is critical in reaching our target.

ADAM WELKER



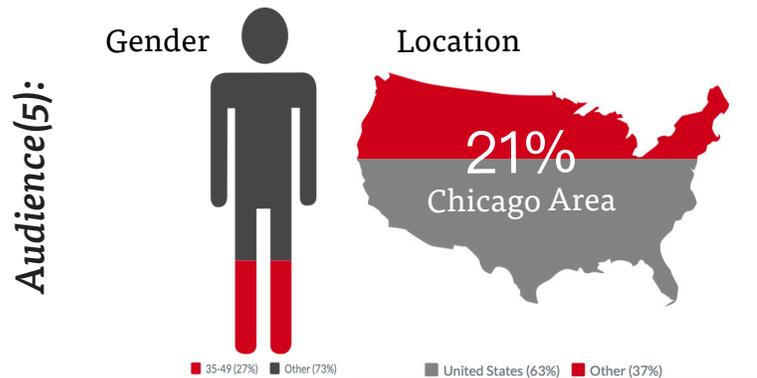
Nano-influencer

Adam Welker is considered to be a nano-influencer. Welker has 576 followers, with a true reach of 169. While this may seem extremely small the clientele he is reaching is the exact kind of people Taliesin is trying to reach.

Nano-influencers can be extremely effective due to the element of sincerity they bring, show through good engagement rates.

There would presumably be low costs for this partnership due to the 'low profileness' of Welker (6).

Based out of Columbus, Ohio, marked as a travel expert by Klear, with over half his audience in New York and second most used hashtag being #architecture, Adam Welker would be a tremendous asset to Taliesin. Welker reaches places such as New York and Chicago, which are places in which a large amount of Taliesin's customers are coming from (5). Using hashtags to reach our target audience is a great tool for Taliesin's digital marketing strategy. Taliesin will be able to seek out their specific target audience even outside of an influencer's audience through the usage of these hashtags. Therefore, finding an influencer who already frequently uses hashtags that are also relevant to Taliesin can be useful. In addition, Taliesin would benefit from leveraging a nano-influencer. Nano-influencers are people who have a smaller following in their respective category, but tend to have an easier time gaining the trust of their audience due to their increased levels of sincerity (6).

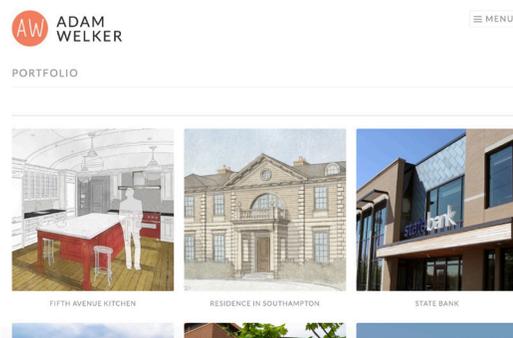


#art

Welker's most used hashtag is #art. Taliesin's target audience are people 55+ who have a passion for the arts, architecture and culture. Welker's top hashtag will help Taliesin leverage their niche audience.

#architecture

Welker's second-most used hashtag is #architecture. Taliesin's audience are likely architecture enthusiasts – an audience Welker is already reaching (6).



PHIL MORGAN



Phil is a nano-influencer from Milwaukee, Wisconsin with interests in photography, design and travel. Spark identified Phil using a basic search with topic filters for “architecture” and “design” with an audience based in Wisconsin. Nano-influencers can be an important tool for Taliesin because these small influencers’ lack of fame makes them appear more genuine in what they choose to promote to their followers (7). Given budget constraints, nano-influencers provide an inexpensive advertising opportunity for Taliesin (8).

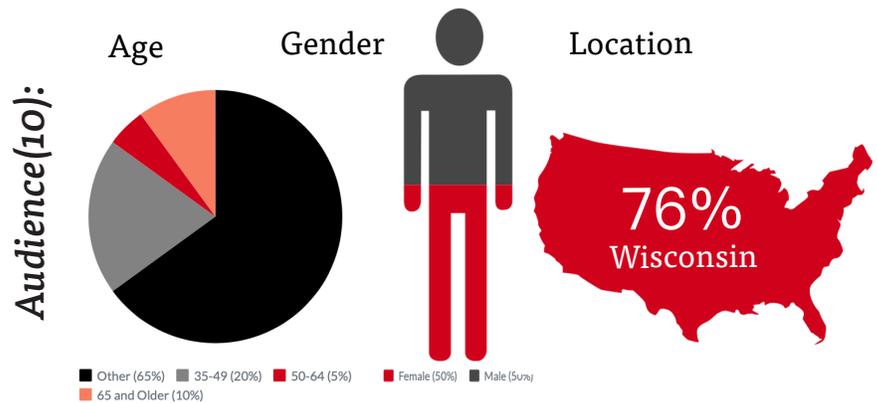
Content Alignment

The majority of Phil’s posted content includes high quality photographs highlighting design and architecture. His highest engagement posts are outdoor architecture posts with vibrant sunsets (10).

Images of Taliesin would fit well on his feed, especially considering Taliesin’s outdoor beauty and nature. For example, a feature of Twilight at Taliesin might receive high engagement because photos during that time of day are some of Phil’s high engagement posts.

Phil’s audience is interested in photography (15.7%), travel (13.4%), design (6.7%), food (5.7%), adventure (5%), blogging (5%), art (5%) and nature (4%) (10).

These interests are demonstrated in Phil’s posted content. Each of these interests can relate to Taliesin in some capacity and, in turn, can translate to shared content of Taliesin on Phil’s social media.



Although Phil’s average age (31 years old) is lower than our target, Phil reaches considerably more of an older demographic than influencers with similar interest area audiences.

Phil’s audience is located in the Midwest. This is valuable for reaching our target audience considering the majority of people who have already visited Taliesin are from Wisconsin (9).

Target Audience Reach

Phil’s true reach is 377, which Klear determines “outstanding audience quality with extensive reach” (10).

Phil’s average engagement is 105.76 per post, a “high engagement rate compared to influencers with a similar amount of fans,” according to Klear (10).

Phil’s high audience quality, engagement and reach provide considerable opportunities to connect with our target audience through Phil, despite being considered a nano influencer.

THE LOCAL TOURIST



The Local Tourist is a travel, culture and history blog (thelocaltourist.com) that brings tourism destinations around the country to life, while making you feel like a seasoned local (11). She often highlights the Chicago/Midwest area, while also exploring other places across the United States. The Local Tourist provides travel tips, road trip agendas and culture activities, attractions and agendas to dive deeper into the arts, food and history categories in particular regions (11). She connects with many of the same key demographics of Taliesin's target market and emphasizes activities in a cultural or nature-related context.

Content Themes

The blog has focus areas on and audience members who enjoy topics in fine art, culture, food and history. These fit the interests of Taliesin's target market.

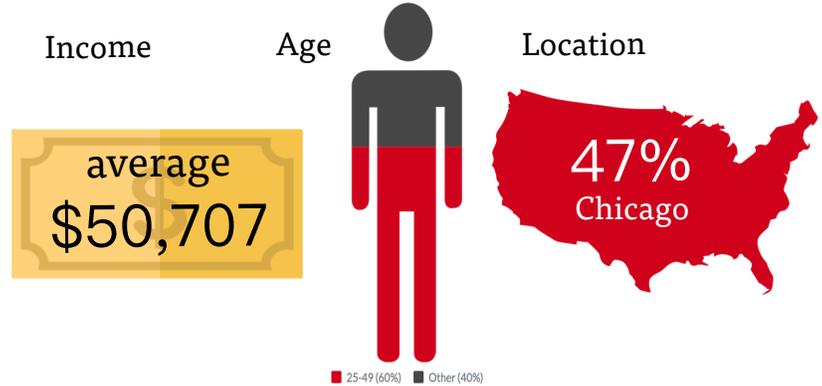
The Local Tourists' followers are most interested in topics of travel and food, which are two key interests of Taliesin customers.

Her Instagram biography writes, "The one. The only. The Local Tourist since 2002. Storyteller. Traveler. Speaker. Highlighting beauty, history, and happy places." (13). For the audience we want to reach, Taliesin being a part of this description would surely put the preservation in a positive light.

U.S.A. Travel Tips Road Trips ~~X~~ THE LOCAL TOURIST travel Great Outdoors Two Lan



Audience (12):



Platforms:

The Local Tourist utilizes a blog site, Twitter, Instagram, Facebook, Pinterest, and YouTube. These could all be leveraged, but particularly the blog and Facebook avenues to align with the demographics of Taliesin's customers 55 years old and up.

Because of her presence across a wide array of platforms, she likely has fans or "community members" that follow her across several platforms, and thus immerse themselves into her content, just as Spark's aim for Taliesin's target consumers to do for Taliesin as they become part of the community.





Alice Choi is a long time local Madison, Wisconsin food blogger (hipfoodiemom.com) and Instagram influencer with around 141,000 followers (@hipfoodiemom1) (14). Although she moved last month to the East Coast and prior to having children lived in the Los Angeles area, her audience is spread evenly across large United States cities and the Madison, Wisconsin area. Her blog, named Hip Foodie Mom, is food driven with recipes and dishes for guests and entertaining. Alice takes a buy local, cook fresh approach to her cooking. Alice Choi's local food enthusiasm sparks interest to similar audiences and tastes of Taliesin.

Relatability to Target Audience

Choi herself is older with kids, and spends her time focusing on the culinary world, as we want our target consumers to explore (15).

Her proximity and reach in the Midwest area around the actual site of Taliesin can be leveraged to drive returning customers back to programs or dinners.

Content

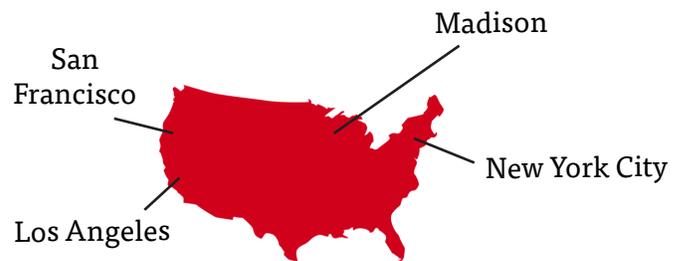
Choi's focus on fresh local produce aligns with the vision of Taliesin's farm to table cafe and diners. Pushing this concept pairs with the Frank Lloyd Wright lifestyle that Taliesin aims to embody.

Connections

Choi has appeared on Today Food Club, Madison Magazine, Good Morning America, People, The Kitchn, FeedFeed, Country Living, and more (15). This indicates that she has highly credible work that audiences enjoy seeing.

Location

Audience:



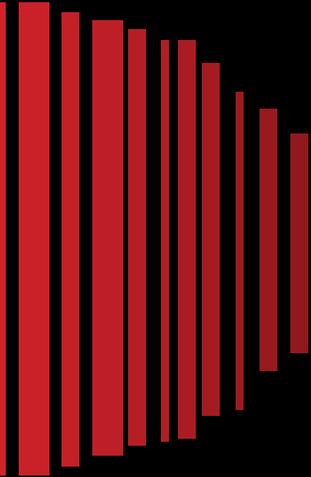
Platforms:

► Choi utilizes her blog, Facebook, Instagram, Twitter, Pinterest and Youtube to reach her followers. Her blog site and Facebook in particular along with the other sites as we see needed, could be leveraged in an influencer agreement with Choi.

► Her Instagram account has 141 thousand followers (14), which is considerably higher than the other proposed influencers, but she has very high engagement. Klear gives her a score of 81/100 (14), meaning a higher potential impact on our target consumers.



Objectives and Strategies



MAIN OBJECTIVES

Objectives:

Through this digital media campaign, Spark proposes the following: Taliesin needs to spread the awareness of their programs to their returning customers. Many who have visited Taliesin have attended a tour but are unaware or do not participate in the programs. The next marketing objective for Taliesin will be to increase the attendance of programs from Taliesin's returning customers. Lastly, Spark plans to increase loyalty and emotional connections to Taliesin with customers who have already been to Taliesin.

Advertising Objectives:

Spark's advertising objectives include convincing customers who already have visited Taliesin why it is worthwhile to return to Taliesin and remind them of the programs Taliesin offers to showcase an alternative to the tours of Taliesin. Spark will leverage emotional connections to Taliesin which includes, but is not limited to, establishing a community bond with other couples. Lastly, Spark aims to increase loyalty.

1. Generate 50% **AWARENESS** of Taliesin programs amongst those 55 years old and up who have previously attended a Taliesin tour.



Utilize advertising to **GENERATE AWARENESS** about the various types of programs that Taliesin offers, and what they entail.

1

2. Increase initial **PURCHASES** of Taliesin program tickets by 30% among returning customers who are 55 years old and up during the 2020 season.



Utilize advertising to **CULTIVATE** an image of **COMMUNITY** and socialization around Taliesin's programming.

2

3. Increase **REPEAT** ticket purchases for Taliesin programs by 10% among those who are 55 years and up who have also previously attended a program event by the 2021 season.



Utilize advertising to create a **CONNECTION** between the consumer and Taliesin and build **LOYALTY**.

3



KEY PERFORMANCE INDICATORS

Spark has identified three key performance indicators that will be used to measure success of business objectives post campaign implementation.

1
Measuring the number of membership and subscription sign up from email invitations to see increases in Taliesin's attendance.

2
Measure the number of 'likes' and positive reviews on Facebook page to gauge sentiment and people's emotional connections towards Taliesin.

3
Measure program and event purchases on Taliesin's website in order to measure increased desire for repeat purchase.

Rationale For Objectives

These objectives and strategies, coupled with the target audience of existing customers, align most with Taliesin's goal of focusing on programming during the upcoming season. Not only will these objectives be measurable, but they will attest to the improvement of Taliesin's program marketing by tracking interest and actual ticket sales against data from the 2019 season. By increasing awareness amongst this target audience, Taliesin will be more likely to transform that awareness into action. This will be

achieved through Spark's advertising objectives. Secondary research findings suggest that as baby boomers leave the workforce, they lose a crucial area of social interaction. Positioning Taliesin programming as a way to fill that void will leverage those attitudes and turn them into behaviors. This strategy will rely on cultivating a sense of community and longtime tradition-- Taliesin as Frank Lloyd Wright imagined it. In addition, Spark's KPIs will be able to track the results of its advertising objects in real time.

MEDIA OBJECTIVES

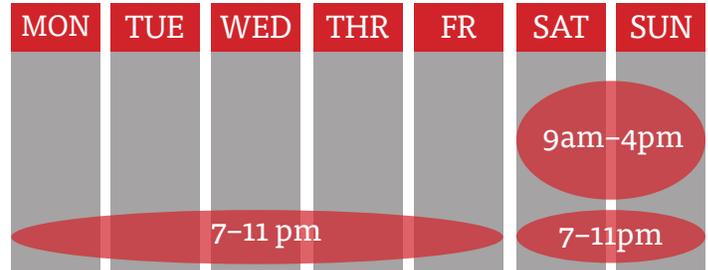
Geography

In terms of geography, our target audience largely lives in Wisconsin (31%), Illinois (21%) and Minnesota (6%), according to our client's research (1). Spark plan to advertise in the Midwest and the local area of Spring Green because of the proximity of our target audience and the location to which they use the Taliesin services.



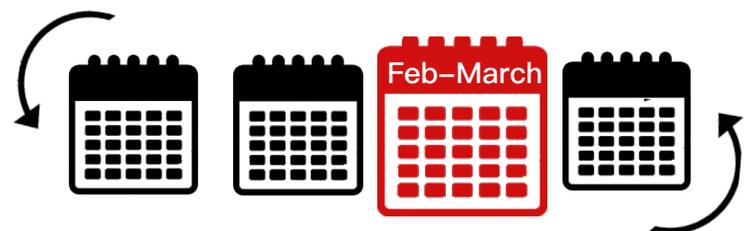
Scheduling

Of people aged 55 and older with an interest in the arts in the U.S., 42.8% in the last 5 weekdays used internet in their home between 7pm-11pm, according to a Simmons Crosstab. Among this same target audience, 30.5% in the last 5 weekends used internet in their home between 9am-4pm and 31% used the internet in their home between 7pm-11pm (2). These findings demonstrate our target audience is most active online during the weekends. With the majority of our target audience using the internet on the weekends, advertising during these days will benefit Taliesin.

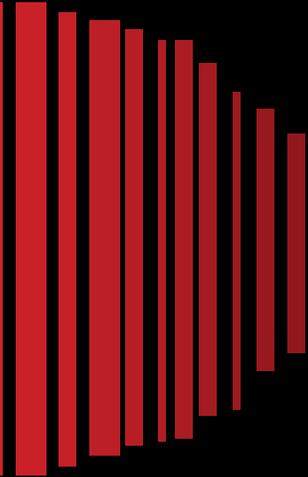


Seasonality

According to Google Trends over the last 12 months, searches for "Taliesin" on Google are most frequent and consistent in February and March, however, searches for Taliesin occur year-round (3). To advertise in the month of March targets the people with an interest in visiting or returning to Taliesin who plan ahead before the season begins.



Creative Big Idea



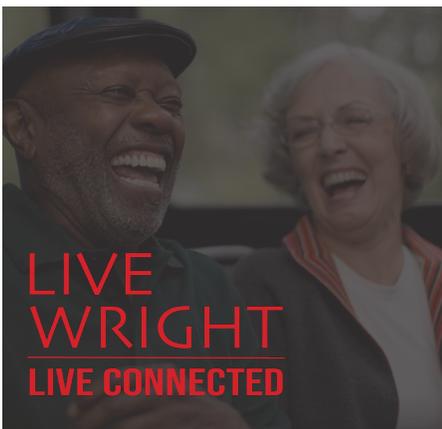
LIVE WRIGHT

Frank Lloyd Wright cultivated a lifestyle built around the idea of community. Nearly 100 years later, this idea still defines Taliesin and is celebrated through their diverse programming.

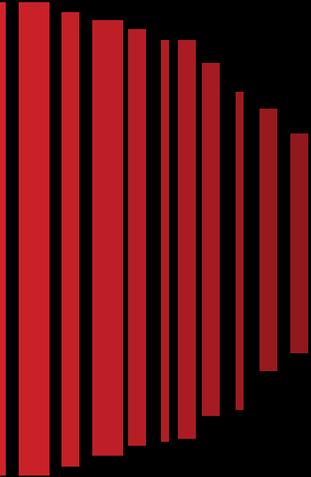
The overarching theme of the digital strategy is to position Taliesin's Farm Dinners, Twilight at Taliesin and outdoor recreation activities as social events. By leveraging Taliesin's current audience of couples over the age of 55, they can tap into this demographic's desire to socialize and connect with others. While tours are done in groups, programs allow for interaction and conversation. As baby boomers leave the workforce, they lose a major part of their social lives and look for a way to fill that void. Programs targeting this audience gives boomers the opportunity to meet up with others in a similar stage of life and share an experience. In this way, it is not necessarily about what the programs are -- it's the social opportunity they give the consumer.

The digital strategy will emphasize the feeling of community that Taliesin's programs and philosophy creates. The consumer is at the doorstep of their next phase of life. Up until now, they've been prioritizing others-- their employer, their kids-- but now it's time to prioritize themselves. They'll do so at Taliesin with their newfound community as they "Live Wright."

The Big Idea is further divided into three parts - Live Curious, Live Connected, and Live Inspired. The parts represent the whole of "Live Wright." Spark Media's research has shown that the Taliesin consumer identifies with these key phrases through their love of learning, desire to connect with others, and interest in food and culture.



Content Strategy



INTERNAL ANALYSIS

Taliesin Preservation's content is similar across all mediums. Currently, their content fits into several buckets: architecture, history, nature, people, and food. All of Taliesin's content is visual-based, regardless of platform. Given that Taliesin and architecture as a whole are a very visual experience, it would make sense that there is a strong focus towards this type of content.

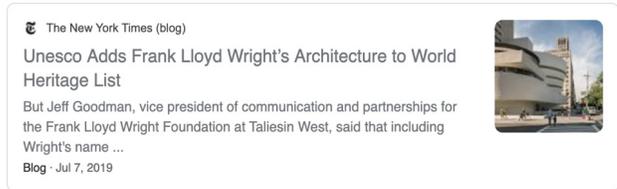
While Taliesin does not follow the 80/20 rule, they do make an effort to share Frank Lloyd Wright related news articles, which aligns with the interests of their established audience. Their current ratio of original content to shared content is actually closer to 20/80.

Posts that do well on social media relate to the architecture and historical significance of the property. In short, Taliesin's audience really enjoys Frank Lloyd Wright and his legacy. Content that does not do as well are nature and food, the latter of which is a relatively new focus that may take some time to build up as a popular content category.

Looking at Traditional Media, Taliesin is heavily concentrated in print news. Many of this coverage is local, coming from Madison, Milwaukee, and surrounding towns. Larger news pieces come from the Chicago Tribune and the Washington Post, though scarce. Across locally, regionally, and nationally known newspapers, the content remains similar. National recognition is covered by all, including Taliesin's designation as a UNESCO World Heritage Site. In addition, Taliesin's past tragedies are commonly covered, mainly the Taliesin fire and murders. Local news sources are more likely to cover Taliesin's events and offerings, such as the Taste of Taliesin.

As this plan focuses on existing customers that have already experienced a tour, Taliesin's UNESCO designation in traditional media is not as beneficial. Compared to Taliesin's owned media, traditional media does not generate much content that appeals to this existing audience.

CURRENT CONTENT BUCKETS:



COMPETITOR ANALYSIS

House on the Rock

While House on the Rock does not have a strong social media presence, their traditional media coverage surpasses that of Taliesin. Most of this coverage is regional, though it has national reach at some points. Generally, much of their traditional media covers the attraction itself, such as the new Christmas decorations or permanent collections. However, recent news coverage has been dominated articles about popular musician Jack White recording a music video at the museum. While not all traditional media content is this widespread or successful, the music video provided more of a national interest.

House on the Rock shares these media mentions among general attraction information and photos on their Facebook page. In doing so, they follow the 80/20 rule more closely. Their content on social media is divided more equally into their own content, and sharing content from others (i.e. traditional media).

Milwaukee Journal Sentinel

House on the Rock in Spring Green is a weird and wild ...

The House on the Rock in Spring Green is a weird and wild Wisconsin wonderland, home to the world's largest indoor carousel, a 200-foot tall ...
3 days ago



Madison.com

Jack White and The Raconteurs 'perplex' fans with video shot at House on the Rock

The House on the Rock between Spring Green and Dodgeville attracts lots of tourists to view the strange, eclectic collections of architect Alex ...
1 month ago



Devil's Lake

Given Devil's Lake State Park's designation as a State Park, their traditional media coverage is mostly limited to state-specific sources. Overall, this coverage is substantially greater than that for Taliesin, though in the off-season this coverage tends to be more neutral or even negative - about injuries, falls, and general clean-up. Other, more positive news showcases the park's offerings, but mostly picks up during the warmer months.

Devil's Lake State Park's social media presence contains many, high-quality photos of the park areas. Even in the winter months, beautiful photography showcases the landscape that the park is known for. This contrasts from current traditional media coverage, which does not focus on these qualities. Additionally, information about trails, activities, and popular sights are shared on social media. Devil's Lake does a good job of sharing traditional media content on their social channels, as well as posts from others.

WiscNews

OUTDOORS CALENDAR | Outdoors

7 - Hikin' With Your Hound from 10 to 11:30 a.m. at Devil's Lake State Park in Baraboo. Bring your dog and hike the East Bluff Woods Trail.
1 day ago



Channel3000.com - WISC-TV3

Illinois man transported to hospital after fall at Devil's Lake

...
BARABOO, Wis. - Rope rescue teams responded Sunday to a call of someone who fell off the west bluff at Devil's Lake State Park, according to ...
1 month ago



Door County

Door County is also in their off-season, so media coverage is scarce. Current topics are mostly municipal news, but specifying to "door county activities" yields more articles about Door County's tourism. Their social media channels operate similarly to Devil's Lake State Park- as a hub for stunning visuals. Additionally, Door County's Facebook page shares information about activities and events taking place around the area. This latter content theme is more present in traditional media during the busy season. They do not follow the 80/20 rule, instead posting most of their own content.

Green Bay Press Gazette

Christmas in Door County: Here are 7 festivals making the peninsula a holiday wonderland

DOOR COUNTY - Don't look now, but the holiday season is fast A wide variety of children's activities are held at different businesses in the ...
3 weeks ago



DoorCountyDailyNews.com

District takes threat seriously

... high school student, who has not been identified, is currently awaiting charges from the District Attorney's office at Door County's jail.
9 hours ago



New Glarus Brewing Company

As an award-winning brewery, New Glarus receives a lot of traditional media coverage, locally, regionally, and sometimes nationally. This coverage is split down the middle with articles solely dedicated to the brewery, and articles listed it among many other breweries. In this sense, their traditional media coverage follows the 80/20 rule more closely than Taliesin, and other competitors. New Glarus's social media presence showcases more of their humorous side, where they share funny videos from fans using their products. Additionally, New Glarus uses their social media channels to premiere new brews and upcoming events. The brewery does share some of the traditional media pieces about them to their social channels. In sharing this traditional media on their own social channels, they follow the 80/20 rule more closely.

Chicago Tribune

American Players Theatre in Wisc. announces 2020 season

Also included in American Players' season is "Winter Words," the company's off-season play-reading series, running Feb.-Apr. 2020. The series ...
1 month ago



Madison.com

Theater review: Forward's precious 'Peter Pan' meanders through memories

For proof, remember American Players Theatre's marvelous production of her "Eurydice" or Forward's 2010 "In the Next Room (the Vibrator) ...
3 weeks ago



American Players Theatre

As part of the theatre world, American Players Theatre receives a steady amount of press with each show and each season. This coverage expands beyond the state, often being covered in the Chicago Tribune. Much of this coverage is solely focused on American Players Theatre and their specific shows, so this does not follow the 80/20 rule. Content shared on their social media channels aligns closely with traditional media content. Though their social channels often share behind-the-scenes images, they are constantly promoting their upcoming shows, dates, and tickets, which is also a common theme in their traditional media coverage. Despite traditional media aligning closely with their own social content, they do not follow the 80/20 rule, choosing instead to share most of their own content.

Chicago Tribune

American Players Theatre in Wisc. announces 2020 season

Also included in American Players' season is "Winter Words," the company's off-season play-reading series, running Feb.-Apr. 2020. The series ...
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3 weeks ago



Summary

When looking at Taliesin's current content plan, there is a lot of alignment with traditional and social media, especially given their recent designation as a UNESCO World Heritage Site. However, looking at Taliesin's existing audience, there needs to be further alignment that will appeal to these customers who have already experienced a tour. Content strategy moving forward must focus on what these customers have not yet experienced at Taliesin. Incorporating these

content pillars and repackaging Taliesin through the "Live Wright" idea, traditional media will be honed in on this new angle.

Taliesin's competitors able to do this with rotating shows, brews, and seasonal activities, and often have larger reaches that aid in promoting these posts. These new features are able to entice customers to keep coming back, and for traditional media sources to cover them. Having a content strategy that prioritizes the experience over the tour will be beneficial in this way.

TOPIC PILLARS

Mission:

Taliesin provides community-seeking, life-long learners with creative inspiration, meaningful relationships and an understanding of the Frank Lloyd Wright philosophies that can be used to create a more fulfilling life.

Spark Communications has identified five key pillars that all content created, written and developed will fall under. These topic pillars help guide the campaign through implementation to keep focus on our main goals and objectives.

Individuals and community	Arts	Membership	Frank Lloyd Wright	Influencers
<ul style="list-style-type: none"> ▶Workers Tour guides Program Leaders ▶Taliesin Visitors ▶Storytelling about Taliesin connections, background stories and reason's why they are a part of the Taliesin community ▶Community building & Community importance 	<ul style="list-style-type: none"> ▶Architecture ▶Visual inspiration Nature Creative Arts Writing/Quotes Culinary Arts ▶Performing Arts 	<ul style="list-style-type: none"> ▶Membership benefits ▶Education and program features Food/Farm to Table Art Theatre Architecture ▶Showcasing and informing what programming Taliesin offers 	<ul style="list-style-type: none"> ▶Historical content ▶Throwback photos and facts ▶His Architecture ▶ Frank Lloyd Wright's philosophies and lifestyle ▶Taliesin Preservation ▶"Live Wright" 	<ul style="list-style-type: none"> ▶Guest Bloggers ▶Videos ▶Social Media takeovers ▶Each pillar can incorporate influencers with the given content

GOALS & PLANNING

①

Increase Taliesin’s online community presence and digital engagement

Create emotional, interactive and shareable content with influencers, personal stories, community highlights and teaching moments

③

Position Taliesin as a source of community

Increase awareness of Taliesin opportunities, programs and the “Live Wright” philosophy through website traffic and email click-throughs

②

In the first year have 250 existing consumers sign up for Together at Taliesin the membership program and achieve high engagement in membership activities

Develop strong email campaigns integrated with social media to inform and target those most willing to sign up

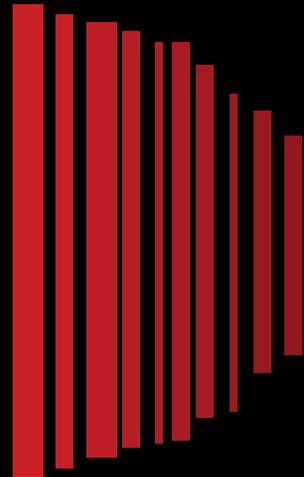
Increase traffic to social pages and website

OVERALL GOAL: All digital media content aims to convert previous visitors into regular Taliesin members and to leverage Taliesin as a space for returning consumers to explore their creative interests, form meaningful relationships and Live Wright.

Media Planning:

Title	Author	Category	Publish Date	Platform
How to be a tourist in your own state	The Local Tourist	Individuals and Community	7/10/20	Blog
How to make your Thanksgiving a farm-to-table feast	Hip Foodie Mom	Arts	11/1/20	Blog
iPhone photography: Nature	Phil Morgan	Arts	4/17/20	YouTube
What “Live Wright” means to me	Taliesin staff	Frank Lloyd Wright	6/3/20	YouTube and Blog
Benefits of Together at Taliesin	Taliesin	Membership	5/5/20	Blog

Influencer & Blogger Relations



This digital media plan places emphasis on growing a community and fostering relationships between customers. Spark wants Taliesin customers to have an on-going relationship with the brand and with each other.

With this in mind, Spark decided that the influencer marketing plan should be on-going in order to engage the same people time and time again, helping them feel as though they are a member of the Taliesin community.

PHIL MORGAN

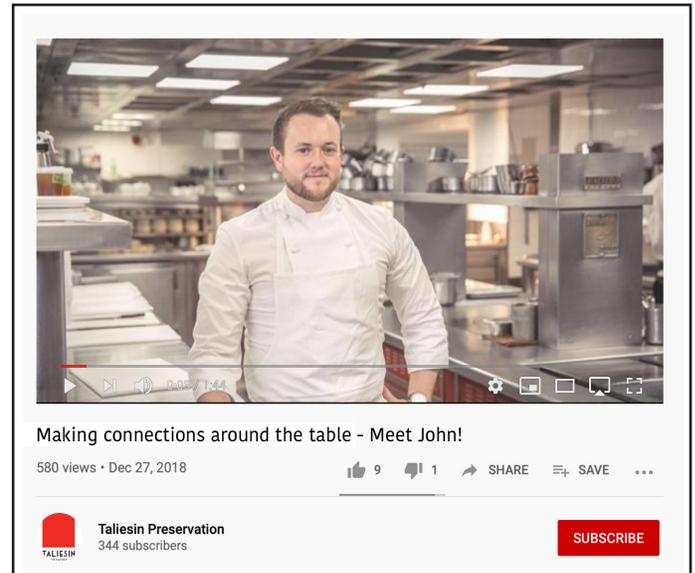
In the situation summary, Spark detailed three potential visual influencers who are experts in creating aesthetically pleasing content. Out of these three, Spark decided to choose one to focus in on and partner with in the influencer marketing plan: Phil Morgan. Phil’s audience is by far the most concentrated in Wisconsin of these three, which makes sense with trying to reach returning customers. Additionally, as Spark saw in the situation summary, Phil’s audience is remarkable older as compared to influencers of the same category, and is spread evenly across males and females. This is beneficial to the campaign as Taliesin is targeting couples.

“HOW I LIVE WRIGHT”

The first way Spark will engage Phil in this campaign is a video series called “How I Live Wright”. Spark will utilize Phil’s visual skills to create videos that help tell the story of Taliesin. Each video will focus on a single person, whether that be a chef, a tour guide, or a frequent visitor, and will tell their story, emphasizing what Frank Lloyd Wright and Taliesin mean to them. Spark will then connect this with the bigger picture, and why Taliesin values its community members that Live Wright. Spark will post each of these videos on Youtube, and additionally share the videos on Instagram and Facebook.

Quality video content posted on social can drive much higher engagement, as videos have been shown to perform better than other content on social platforms (1). This will also encourage those that have been to Taliesin to connect with the brand on a much deeper, more personal level. The aim is to make them feel as though they know the interviewees personally.

Because Phil is a nano-influencer that doesn’t have an enormous reach, it is reasonable to expect that Taliesin could budget enough money to pay these influencers to share the videos on their own social platforms. They likely would want to showcase their work anyways.



This will connect closely to three of Spark’s pillars:

Individuals and
Community

This tactic primarily focuses on the people that make up the Taliesin community and telling their stories, and also emphasizes the importance of community.

Frank Lloyd
Wright

Spark is using the individuals to tell the story of Frank Lloyd Wright and how his values live on through the community this digital media plan aims to foster.

Influencers

Finally, these videos will play off of the social influence of this skilled visual artist and will utilize their following to spread awareness of the Live Wright campaign.

PHOTOGRAPHY WORKSHOP WITH PHIL

The next ongoing activity with Phil that Spark will implement is a monthly photography workshop. During this workshop, Phil will relate visual inspiration and architecture education to his photography techniques, and will help workshop goers learn applicable skills in photographing. These participants will be able to practice with the wide array of architecture and nature at the preservations.

To gain more engagement, Taliesin, with Phil's help, will pick their favorite photo from each monthly workshop and share it on both Instagram and Facebook as the monthly 'winner', advertising the workshop and all that it helps teach participants.

GUEST WRITER ON TALIESIN BLOGS

Finally, Spark will have Phil tell the story of why he is passionate about architecture and design, and how Taliesin embodies that, explaining what is so unique about Frank Lloyd Wright's architecture. In the blog, Spark will also include visuals that showcase his skills in photography. To boost readership, Spark recommends shares the link to the blog on Facebook and the Taliesin website.

Photography workshop pillar connections:

Arts

Spark will be utilizing these photos to visually capture the architecture education and visual inspiration that roots from Frank Lloyd Wright.

Membership

This is an ongoing program that we plan to implement in the category of arts.

Influencers

This workshop will utilize Phil's social influence and will place him as the key player in the workshop, helping to connect with participants and foster a community.

Guest blog pillar connections:

Individuals and Community

Here, Spark is telling a story of Phil and how he fits into the bigger picture (the community of Taliesin). Readers will read this story and feel as though they can relate to the connection that Phil has to Taliesin.

Frank Lloyd Wright

This tactic highlights how Frank Lloyd Wright's ideas and philosophy foster this community.

Influencers

The idea here is that readers will be intrigued to read these stories due to the social influence and expertise of Phil.

Two of Spark's proposed digital influencers - The Local Tourist and Alice Choi - have loyal followings on their blogs. Thus, Spark will integrate these two bloggers into this digital media plan, utilizing their social influence.



HOME ABOUT ALICE RECIPES VIDEOS PRESS WORK WITH ME FAMILY

As detailed in our digital influencers section, HipFoodieMom.com, or Alice Choi's blog site, is food-driven with recipes and dishes for guests and entertaining. Alice takes a buy local, cook fresh approach to her cooking. Her local food enthusiasm sparks interest to similar audiences and tastes of Taliesin (5).

In contrast to The Local Tourist, Alice herself is much more present in her content. Something Spark highlighted previously was the relatability from Alice to our target audience - she is older, has kids, and has some free time in which she chooses to spend exploring the culinary world. Thus, her presence in her content is a good thing; our target consumers are likely to be influenced by the relatable content she posts.

Alice's blog is centered in food and does not entail the same cultural and historical aspects that The Local Tourist does, so the focus here will more specifically be growing participation in culinary programming for Taliesin. Taliesin has a great opportunity here to highlight Taliesin food programs, as Hip Foodie Mom is also centered around locally-sourced ingredients.

Choi lists brand ambassadorship as one of her services (6), and because Spark is focusing on community building and long-term relationships, it makes sense to have both of our chosen bloggers be brand ambassadors. This will somewhat "merge" our two communities - Taliesin members who have enjoyed culinary events are able to check her blog for posts about the event, and Hip Foodie Mom followers who regularly check her posts will be reminded of the programming Taliesin offers.

Taliesin has a great opportunity here to highlight Taliesin food programs, as Hip Foodie Mom is also centered around locally-sourced ingredients.

Spark will also propose a Hip Foodie Mom sponsored event. Because Alice has an immense following on her social platforms, she could rally her followers to come to Taliesin for an event that she could lead. This would be a fantastic way for her followers to meet and engage with her, while also creating a positive tie between her community and the Taliesin community.

HOME ABOUT ALICE RECIPES VIDEOS PRESS

WORK WITH ME

Interested in working with me? I love working with brands that I use and believe partnering together to create quality content that I can be proud of and my readers love. Here are some ways we can work together:

- Recipe Development
- Video Content
- Social Media Promotion
- Instagram Stories
- Food Writing
- Sponsored Posts
- Product Reviews and Giveaways
- Brand Ambassadorships

How To Roast Chicken

Jjajangmyeon: Korean Noodles with Black Bean Sauce + A Video!

Sashimi Rice Bowl + A1

Scallion Ginger Cauliflower Fried Rice + A Video!

Instant Pot Chicken Ramen + A Video!

Acai Green Smoothie + A Video!

THE LOCAL TOURIST



The digital influencers section described how The Local Tourist (TLT) blog provides travel tips, road trip agendas and culture activities, attractions and agendas to dive deeper into the arts, food and history categories in particular regions (2). At the forefront of thelocaltourist.com, we see the text, “The Local Tourist digs deep into destinations with passion and insight, focusing on culture, history, the great outdoors, and tips on how to enjoy it all.” (2). Taliesin Preservation fits extremely well into the cultural, historical, and natural focus of this blog, making the foundational alignment strong.

This blog does not concentrate much on the author herself, instead Theresa L. Goodrich is “behind-the-scenes.” In her content, you rarely see her pictures and even her real name is somewhat difficult to find. It seems as though she does this in an attempt to focus on the possible cultural experiences her following can engage in, rather than focusing on herself as a person. From Taliesin’s perspective, this is an advantageous opportunity as there is more emphasis on the content itself.

Not only is The Local Tourist a perfect fit for the target market in terms of content, but also in terms of geography. While it ventures to some farther locations, such as Indiana and Alabama, the blog is primarily centered around Midwest locations (3). Seeing as Spark is targeting returning consumers in the Midwest area, it makes a lot of sense to partner with The Local Tourist. It’s extremely likely that followers of this blog have already been to Taliesin, but might need a nudge to come back for more.

Thus, Spark will leverage The Local Tourist to promote Taliesin’s programming rather than tours.

The blog specifically has categories of “Arts & Culture” and “Food and Drink”, which are perfect places to promote Taliesin’s arts & culture and culinary programming, and they align with Spark’s pillars of arts and programming. Looking at past work from The Local Tourist, she does a wonderful job of creating a narrative around the places she visits.

The Local Tourist provides various options for Taliesin to work with, such as sponsored posts, social media campaigns, product and service reviews, brand ambassadorship, travel photography, and destination marketing (4). Spark propose that we engage in brand ambassadorship with The Local Tourist. This would likely entail some of the other services she offers, such as sponsored posts and destination marketing (which covers multiple aspects of the destination

We propose that we engage in brand ambassadorship with The Local Tourist. This would likely entail some of the other services she offers, such as sponsored posts and destination marketing.

and includes shares on social media as well as gives it a placement on TLT’s Destinations section). The difference is that brand ambassadorship is a more long-term relationship between her and the Taliesin brand, which is precisely what we want for our target consumers. On her site, TLT says, “Looking for a long-term relationship? If Theresa loves what you do, she’s not afraid of commitment!” (4). We are confident, based off of the brands that Theresa has taken interest in over time, that she would love what Taliesin has to offer.

Theresa does not have a laid-out plan for brand ambassadorship. Spark will propose giving her a free membership with the expectation that she posts about the positive experience on her blog each time she comes, placing emphasis on the social experience and the community of Taliesin. This will draw in those of her following that crave the social outlet and will encourage them to become members of the community themselves. Another advantage to Theresa throughout this partnership is that we will promote her social platform and blog on Taliesin’s Instagram and Facebook platforms, posting pictures of the Taliesin community engaging with her when she comes.

PILLAR CONNECTIONS

Alice Choi content pillar connections:

Membership

As a result of the sponsored event, there will be a focus on awareness of programs and membership within Taliesin.

Influencers

Alice Choi has enormous social influence, and a wide reach to many potential participants in Taliesin programs and membership programs.

The Local Tourist content pillar connections:

Membership

As TLT explores her membership at Taliesin, her content will focus on all that the programs we have to offer.

Individuals and Community

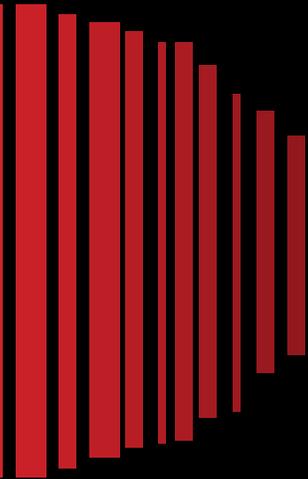
TLT does a wonderful job of fostering a community among her audience, and the goal here is to bring that same community to Taliesin.

Influencers

It's clear that TLT has great social influence, and mark of approval of the Taliesin brand should translate to similar feelings among her audience.



Membership Program



TOGETHER AT TALIESIN

Taliesin's strategy value consumer is seeking new outlets to build a community of people that enjoy learning, dining, arts and culture and just being together. With this key insight Spark proposes Taliesin starts a membership program for consumers to join. Membership programs are great tools for building even deeper connections with consumers by creating a sense of belonging (1). It helps to foster commitment to the Taliesin brand by positioning the membership as an ongoing service that will fill their desire to belong to a community of like minded individuals (1).

Membership programs will not only make consumers feel apart of Taliesin and Taliesin missions but it will also help develop a deeper understanding of the Taliesin philosophies, it can be the first step to gaining new board members, donors and volunteers, and membership programs once established can provide income and donations (1).

In order to fulfill our strategy value consumer's desire for community and socialization Taliesin should build several membership program packages or "culture groups" that will appeal to the variety of interests returning consumers have.

Together at Taliesin

Together at Taliesin will be the broad main membership program for everything Taliesin. This membership although the least in depth, will provide information and special opportunities about everything from food and theatre to art and architecture. Together at Taliesin will cost an annual fee but will include several benefits like tour passes, early sign up times, discount prices and guest passes.



This culture group membership is an in-depth program for any foodies looking to gain special access to Taliesin's expertise on Farm-to-table cooking. With an annual fee, members can get early sign up and discounts to cooking events and dining experiences. They can attend behind the scenes cooking tours and lessons and gain expert tips, recipes and gardening advice. Members will be gifted select free farm-to-table event tickets and guest passes.

Timeless Taliesin

Timeless Taliesin is a great membership program that focuses in on Frank Lloyd Wright the man, the philosophies and the architecture. Any history buff or life enthusiasts will enjoy the benefits of this membership with access to special in-depth historical tours, architecture lessons and community gatherings. Members of Timeless Taliesin will have early sign up for events celebrating and practicing the theories of Frank Lloyd Wright with guest passes. This membership includes specific meet and greets and educational learning opportunities.

Event Marketing



DINNER CLUB

What:

As part of Taliesin's focus on food and fine dining for the upcoming year, Taliesin-goers will be able to become a member of Taliesin's new monthly dinner club, which will meet on the last Saturday of the month from April to October 2020. In the Taliesin spirit, each dinner will highlight produce from one of Taliesin's seven farm partners. To become a member of the dinner club, customers can purchase three or more dinner reservations. Those who join the dinner club will have the chance to reserve a dining spot before the dinner is open to the general public and will receive a discounted rate per dinner. More than anything, Taliesin's dinner club aims to foster a sense of community.

When:

The kick-off event will take place Saturday, April 25, 2020, and seven installments will occur on the last Saturday of each month, until October, 2020.

Rational and Goals

- ▶ A monthly dinner club supports Taliesin's 2020 emphasis on food and will bring awareness to Taliesin's programming outside of tours.
- ▶ As each dinner partners with a different local farm, Taliesin can emphasize the importance of eating local in their digital coverage of the events. These dinners will provide the farms incentives to promote Taliesin, and this angle could also spark traditional media attention, as it encompasses many elements of the Southern Wisconsin community.
- ▶ From the client data, the majority of previous Taliesin visitors have expressed interest in returning to Taliesin. The dinner club will incentivize these past consumers not only to return to Taliesin, but continue to visit Taliesin on a regular basis.
- ▶ Spark's overall campaign goal seeks to leverage Taliesin as a community, as Taliesin's target audience has the new-found time and need for a social outlet through which they can advance their hobbies and interests. As Taliesin's target consumer also highly enjoys fine dining, a monthly dinner club is the perfect way to foster lasting relationships between members who have similar interests and values.

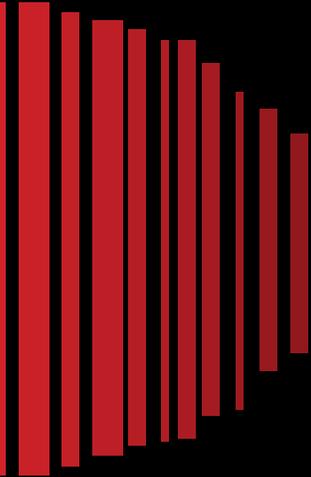
LIVE
WRIGHT
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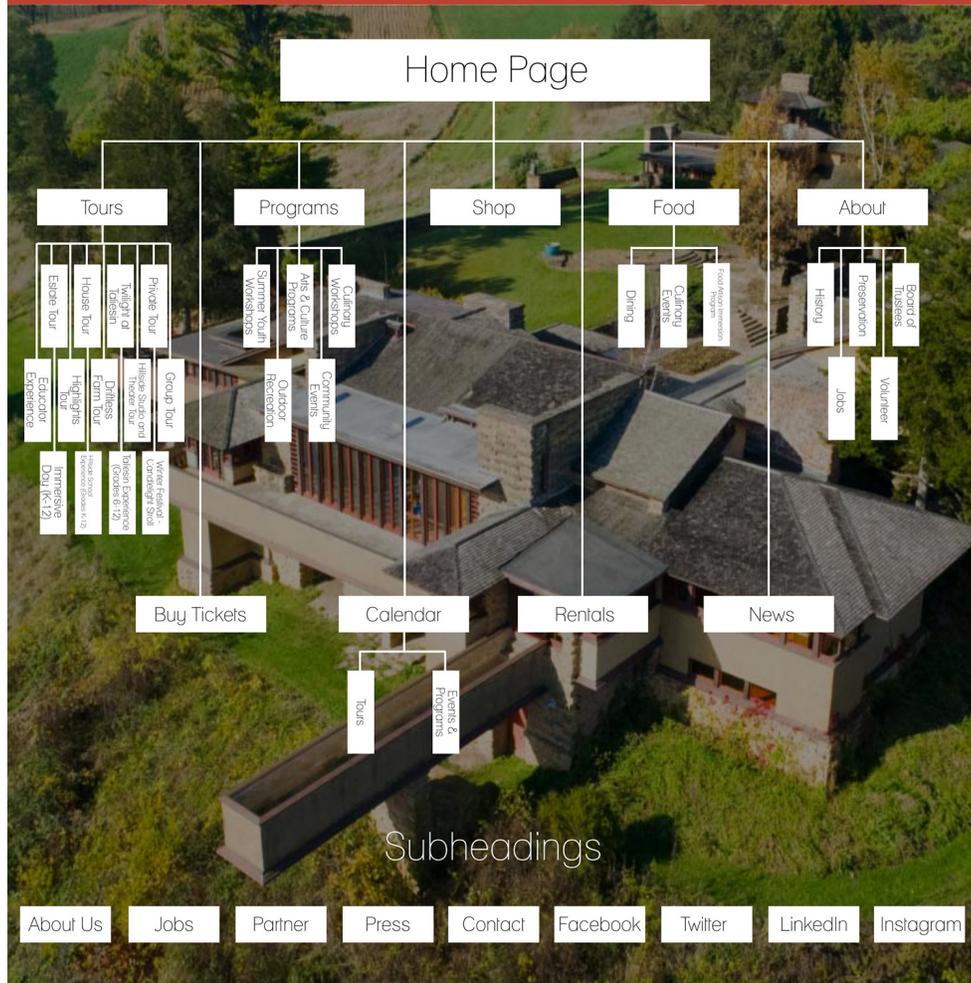
Taliesin Dinner Club

Last Saturday of each month
Running April–October, 2020

Kick-off dinner: April 25, 2020
Visit dinnerclub.taliesin.com

Web Design





Information Architecture

Looking at this mapping of Taliesin Preservation’s website, there are a lot of menu options for the homepage, spanning across two menu bars. Given the text size difference between these menus, Tours, Programs, Shop, Food and About are considered the primary menu, where most traffic would be directed. The smaller menu of Donate, Buy Tickets, Calendar, Rentals, and News is a secondary menu. Additionally, Taliesin Preservation’s homepage operates as a vertical scrolling page, revealing general information about the site and the nonprofit as the user scrolls down. The first content area as the user scrolls down is a brief “About” section that links to the Tours page. Further down, an interactive map and promotional video for Taliesin’s recent designation as a UNESCO World Heritage Site

are available. The home page is concluded with a connection to Taliesin’s available cultural experiences as well as information about their volunteer program. The very bottom of the scroll hosts a sub-menu that directs back to already listed pages such as the “About” page, but also includes new pages like “Partners” and “Press.” Additionally, social buttons and a newsletter signup hidden at the very bottom of the scroll. Users are likely not going to scroll the bottom of the page, and therefore are not taking advantage of these lead generation tactics. One thing that is done well across the homepage is that links to other parts of the website are included where relevant and necessary.

The Tours and Programs pages are nearly identical, providing a short synopsis of each category, and a list of specific events. Each event has its own corresponding page with a more

detailed description of what to expect. There is also a link to buy tickets for that specific event.

The shop works identically to a general shopping page, with items listed and item filters. The Food tab showcases the various food-related offerings at Taliesin and includes dropdowns for the Riverview Terrace Cafe and Food Artisan Immersion page. Additionally, Culinary Events are listed under this tab, which may be confusing to a potential customer as now there are three tabs regarding events.

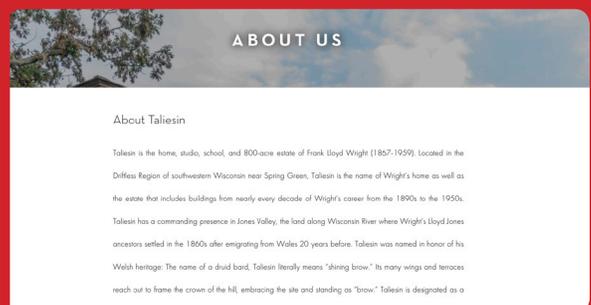
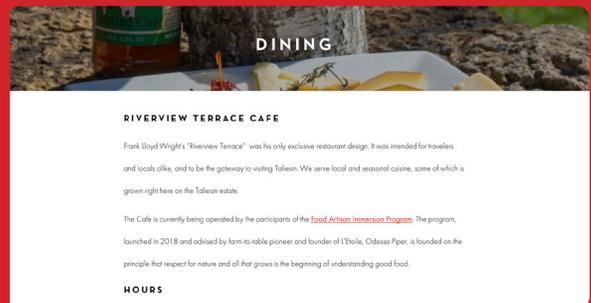
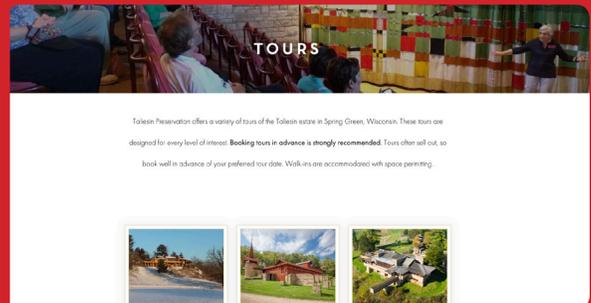
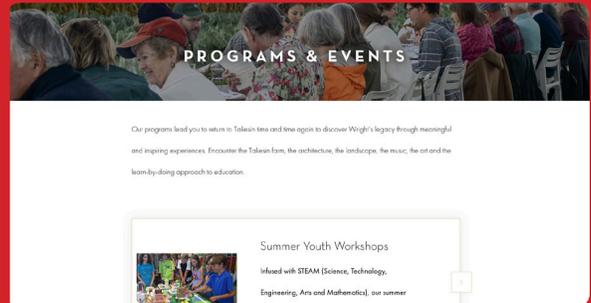
Taliesin Preservation's About tab includes several drop down options, some of which do not really fit under the about tab. These would be Jobs and Volunteer, which do not align with the other information about the site and the nonprofit. While these are important sections of the website, they would be best reorganized into a separate or included in a different section.

The pages included in the sub menu follow the same format as though in the primary menu. In testing the bottom menu, it was discovered that the Jobs page seems to be an outdated version of the website. The menus are switched around, and have a different style. Though this is not pertinent to Taliesin's objectives to sell more program tickets, it is important to have all pages of the website to be consistent.

In terms of Information Architecture, something that Taliesin Preservation does well is present options that reflect its business goals first(1). For Taliesin, these would be ticket sales. Tours and Programs and the first two options in the primary menu, which is easily noticed and accessible by consumers looking to attend an event. Taliesin's website also follows a 'F' scanning pattern, meaning users will scan across the top (primary menu), scroll down and read across a short line, then follow the page down and scan the keywords. Therefore, Taliesin does not necessarily need to change the format of their website.

Where they could use improvement is functionality (1). The various menus can be confusing, and some tabs seemingly fall under the wrong category. Information architecture should be intuitive and a little obvious (2) for ease of access.

WEBSITE SUBPAGES





Information Design

Currently, Taliesin Preservation's Information Design is grounded in Frank Lloyd Wright's brand, albeit toned down. Tapping into this distinctive design is smart for Taliesin, as it creates brand recognition within the greater Frank Lloyd Wright network, and strengthens that cultural connection without overwhelming or depending on it. All pages of the website incorporate striking visuals, which reinforce Taliesin's care for architecture, community, and nature. These photos and videos are a huge selling point for Taliesin, as that is what customers want to experience. This style reaches across all pages, creating a consistent, unified branding.

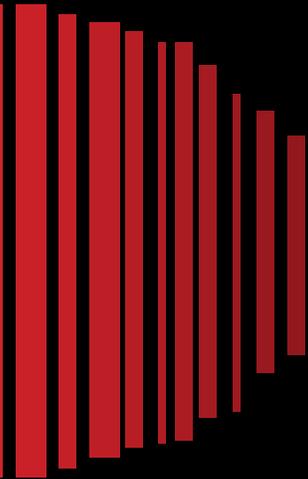
Recommendations: Information Design

ID: Taliesin Preservation's information design is well done and does not need any large changes. The jobs page should be updated to reflect the website's information design principles to have a cohesive design across all pages. Overall, Information Design aligns with their brand identity as well as their affiliation with the Frank Lloyd Wright legacy.

Recommendations: Information Architecture

Taliesin Preservation should consolidate some of their menus. For example, Tours and Projects could be combined, and then separated into separate pages under that page. In addition, culinary events should also be combined under this tab. All events requiring planning and a ticket are like items, and that categorization will be more intuitive for a consumer. This would include eliminated the secondary menu and incorporating into other tabs that are related. For example, the buy tickets tab should be combined with a general events tab, since all of those pages are related. Additionally, more relevant and recent content can be shifted up on the homepage, specifically the UNESCO promotional video. With the 'F' pattern, users are going to pay more attention to the first pieces of information on the website. Attention drops off the further down a user scrolls. It would be beneficial to leverage new, exciting content towards the top of the page to pique interest. The newsletter sign-up should also be further towards the top of the page for the same reason.

Email Marketing



EMAIL MARKETING

Email marketing should become a prominent part of Taliesin's digital tactics. The ease and cost effectiveness of email marketing allows Taliesin to leverage their existing customers behaviors and needs through email personalization and campaigns. Email usage remains high, with email platforms used by 94% of all internet users and "75% of adult online users [saying] that email marketing is their preferred marketing method" (1). With a greater percentage of Taliesin's strategic value consumer (64.2%) using email over social networking sites (1), email marketing will reach wide across Taliesin's target market and on a more consistent pattern (3).

With existing customer leads already gathered, Taliesin knows basic information about customers last visits and demographics. This allows for easy email list development that tailors who receives each email. Email already drives high conversion rates and website traffic, whether the user is accessing by desktop or mobile device, but personalization helps to further build deeper brand relationships that keep consumers returning (3).

Email is a cheap and direct way to get users to the Taliesin site, but it is also great for integrating into other digital media plat-

form. Email content reaches the depth of our specific existing consumers but can easily transform into social media posts on a variety of other platforms to reach a wide range of targets in many digital locations (3).

Campaign 1: Monthly Newsletter

Monthly newsletters would keep existing consumers engaging with and thinking about the Taliesin brand. Our strategic value consumer is looking to be a part of a new community that introduces them to new people while doing activities they enjoy, the first step to that is inviting them into the community on a consistent basis. Monthly newsletters to those opting in or sent to personalized email lists, will start to build a relationship with existing consumer, as well as consistently remind them of opportunities they would enjoy.

Content could include; personal stories, upcoming events, looking forward to announcements, building features, history stories and facts.

FRANK LLOYD WRIGHT'S

TALIESIN®

A monthly newsletter from
the Taliesin Community



A sneak peak into 2020 restorations

As 2019 nears an end we celebrate all those who visited and look forward to the new areas to open in the 2020 season. For several seasons now the side bedroom area of the main Taliesin...

EMAIL MARKETING

Campaign 2: New Event Lead Up Emails

Each event or series of events will have an email campaign leading up to its start. These emails are aimed at bringing awareness to existing customers about further events and opportunities that they might be interested in. Starting as soon as a few months before Taliesin opens for the season, emails can be sent to different email lists informing customers about the upcoming event. On a set schedule leading to the event or program, emails can be sent with added detail and updates, always with a call to action. Emails should be tailored week by week, with certain content going to those already signed up and those identified as targets of the event/program. After the program and event as concluded, emails can be sent to attendees with recap information and details on future similar opportunities.

Content includes; event information, event schedule, program features, "before you go," program recap and call to action language.

Campaign 3: Membership Emails/ Group Emails

At the core of our strategic value consumers desires is to be a part of a new community group. With the start of the Taliesin membership program or Taliesin culture groups, email marketing can pair extremely well with engaging the members. Memberships can have personalized email campaigns that communicate specific content around the type of membership or culture group they are involved with. This can be in place of or in addition to monthly newsletters and they can be sent out when activities are launched or when there are new updates to the memberships. Targeted emails to different member groups can be an opportunity for a more personalized interaction with existing consumers and make them feel included and remember by Taliesin. This is also a practical way to inform customers of activities that might align with their particular interests.

Content contains; member events, member highlights, membership updates and specific culture content pertaining to that particular group or membership.

LIVE
WRIGHT
LIVE CURIOUS

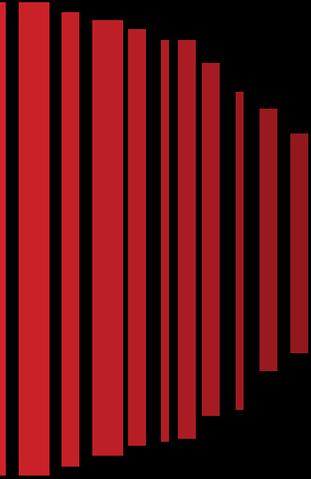
Together at Taliesin



Member meals: fresh from the garden

This month our member meal will feature vegetables local to wisconsin. Each dish will incorporate vegetables in unique delicious ways that will get you wanting the recipes...

SEO



Search engine optimization (SEO) is the process of maximizing the number and quality of visitors to a website by ranking higher on search engines through organic, unpaid search (1). The tactics and strategies of SEO increase a website’s visibility and in turn, increase website or web page traffic (1). Some of these strategies include a quality site structure that is easy to navigate; well-written, original and engaging content; unique, accurate page titles; website maintenance by monitoring performance; the use of linking the website or other sites’ content; and proper use of keywords, heading tags and the description meta tag (2) (3).

The majority of Taliesin’s website traffic derives from organic search (54.5%), demonstrating the importance of good SEO for Taliesin (4).

The majority of Taliesin’s website traffic derives from organic search (54.5%), demonstrating the importance of good SEO for Taliesin (4). The keyword searches on Google that Taliesin ranks highest on are the typical descriptors of Taliesin Preservation and its services, such as “Taliesin,” “Frank Lloyd Wright Taliesin,” “Frank Lloyd Wright Spring Green,” “Taliesin tours” and so forth. Due to the abundance of Frank Lloyd Wright sites, the more general searches without specific Taliesin indicators perform better for Franklloydwright.org and flwright.org than Taliesin’s website. For example, Taliesin ranks 6th for the keywords “frank Lloyd wright museum” and “Frank Lloyd wright Wisconsin.” Any search terms with “flw” to abbreviate Frank Lloyd Wright prove to rank lower for Taliesin because of the same abbreviation for Fort Leonard Wood. Although the identical abbreviation adds clutter to

the search pages, Taliesin ranks third for the keywords “flw visitor center.”

The Taliesin website does not rank highly for the search term “Wisconsin architecture,” however, after the first page, news articles about Taliesin come up. The closest result to Taliesin Preservation is on page eight for Taliesin.edu. This could be a valuable keyword for Taliesin because it is extremely relevant to content on Taliesin’s website and it differentiates Taliesin in search terms from its competitors. Again, Taliesin is less successful in terms of broader keywords, such as “what to do in southeastern Wisconsin.” However, the first page of Google for these types of searches are typically blogs and articles with listicles and recommendations and Taliesin and its competitors are somewhat prevalent on those lists. Taliesin’s site received a “difficulty” score of 51/100, which estimates how difficult it is for the site to rank higher than current competitors on the first page of search results (5). Taliesin also received a 26% on “Organic CTR,” meaning the estimated percentage of clicks (or click through rate) available to traditional, organic links on the search engine results page (SERP) (5). All together, Taliesin ranked 11/100 for the “priority” score, the score that combines all of these metrics, in which higher priority represents higher volume and organic CTR with lower difficulty (5).

SERP Analysis

Research by keyword to analyze predictive metrics and identify high-impact suggestions.

Explore by keyword:

United States - en-US



3 of 10 queries available until 11/30

[Add to...](#)



COMPETITOR COMPARISON

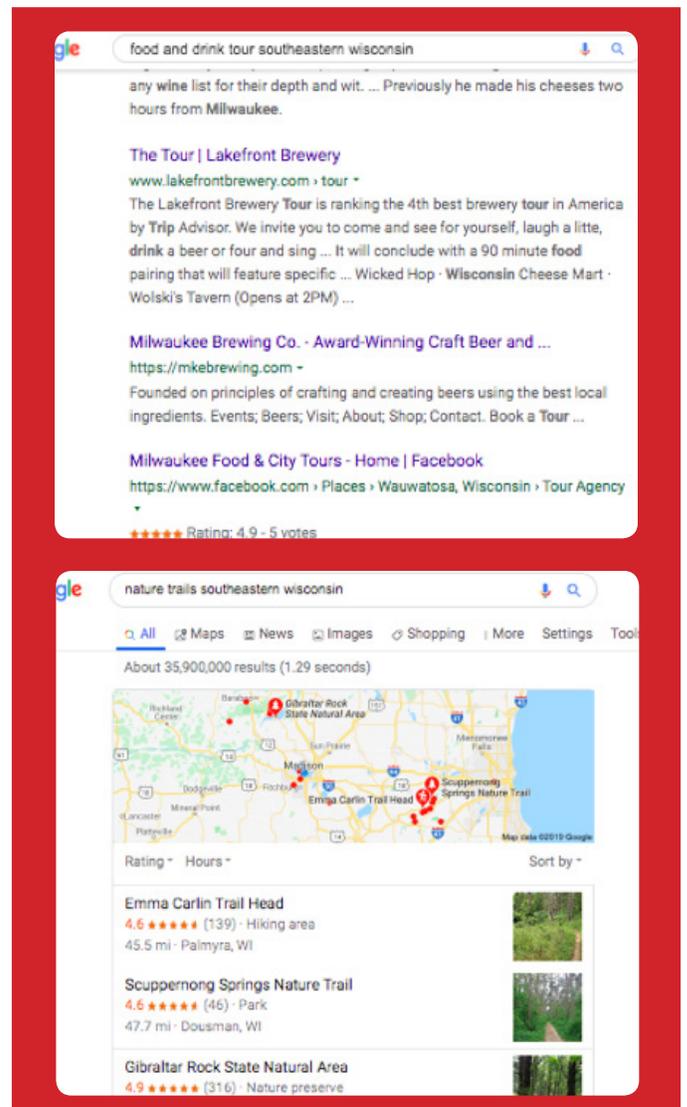
When comparing American Players Theater, House on the Rock (HOTR) and Taliesin, Taliesin’s website has 824 ranking keywords, APT has 2.1k and HOTR has 372 (6). A comparative SEO review by Moz Analytics demonstrates Taliesin is more successful in SEO than these competitors in terms of rankings, despite APT possessing more keywords and HOTR’s highest page and domain authority. All three websites share only two keywords “Milwaukee WI Spring Green WI” and “Green Spring WI.” Taliesin ranks highest among the three for each.

New Glarus Brewing Company

New Glarus Brewing Company has 1.1k ranking keywords and overall decent SEO, with more keyword rankings at 11 through 50 (7). For the search term “southeastern Wisconsin tours” brewery tours -- such as New Glarus Brewing Company -- rank within the first 5 pages of Google while Taliesin does not, despite the fact that Taliesin offers wine tastings. For the keywords “food and drink tour Wisconsin,” neither New Glarus Brewing Company nor Taliesin rank at all. Additionally, neither website is successful with the keywords “food and drink tour southeastern Wisconsin,” demonstrating room for improvement for these sites for broad search inquiries.

Devil’s Lake State Park

Devil’s lake has solid SEO, with over 200 ranking keywords that come up in the first three results (7). Taliesin and Devil’s Lake have nature trails in common, however, neither website comes up within the first 10 pages after the search “nature trails southeastern Wisconsin.” Devil’s Lake and Taliesin do not have any keywords in common (7).



Ranking Distribution



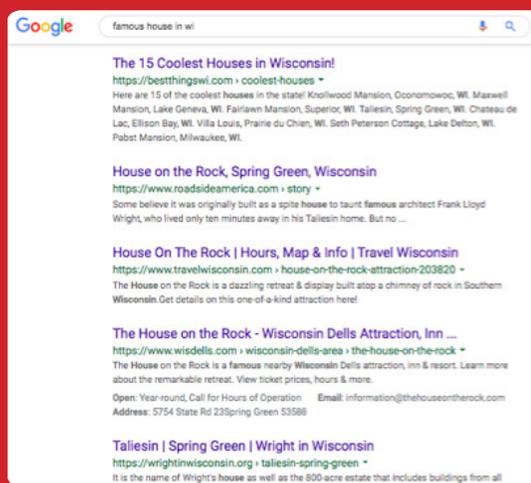
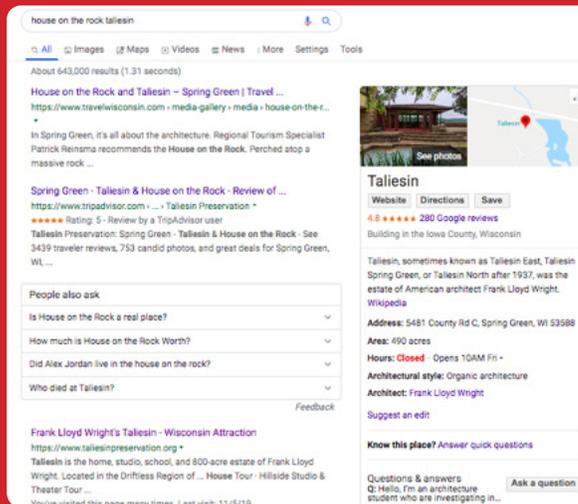
American Players Theater

APT has good SEO and an abundance of keywords, the top include “American Players Theater,” “apt theatre,” “apt Spring Green,” “American players theater schedule” and so forth. APT has so many keywords because they list actor names on their site, so when people search for an actor’s name the APT site comes up first for many of them.

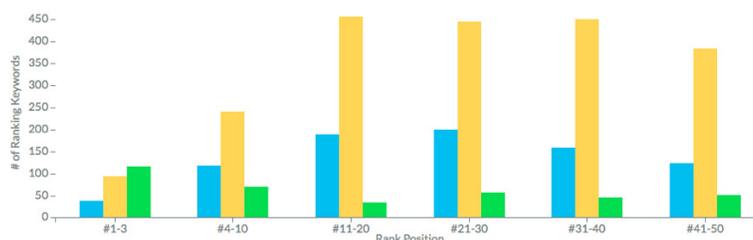
Taliesin and APT share nine keywords and Taliesin ranks above APT for each except “enos farms” (6). Taliesin’s higher rankings include searches such as, “how far is madison to spring green,” “Milwaukee WI Spring Green WI,” “Spring Green restaurants” and “Madison WI near spring green WI lodging.” For each of these searches Taliesin rankings begin at 11 and APT rankings are typically in the 30s and 40s, demonstrating overall better rankings for Taliesin.

House on the Rock

Taliesin and House on the Rock share 24 keywords (6). It appears that people confuse HOTR as a Frank Lloyd Wright site, but the Frank Lloyd Wright keyword ranks higher for Taliesin, therefore even though people are searching for House on the Rock and mistaking it for a FLW site, Taliesin appears before HOTR. For example, “House on a Rock Wisconsin Frank Lloyd Wright” ranks fifth for Taliesin and 30th for House on the Rock. Additionally, “House on the Rock Taliesin” ranks third for Taliesin and eighth for House on the Rock. However, “House in Wisconsin Spring” ranks higher for House on the Rock at fifth than it does for Taliesin at 11th. Unfortunately, “famous house in Wisconsin” ranks lower for Taliesin (1st) than it does for House on the Rock (sixth). Although low for both, the search term “Attractions in southwest Wisconsin” ranks 38 for Taliesin and 41 for House on the Rock.



Ranking Distribution



Site	Ranking Keywords	Top Positions
https://www.taliesinpreserv...	824	38 keywords in #1-3 117 keywords in #4-10
https://americanplayers.org/	2.1k	94 keywords in #1-3 240 keywords in #4-10
https://www.thehouseonthero...	372	115 keywords in #1-3 70 keywords in #4-10

Summary

Overall, if people are directly searching for Taliesin, they will easily find Taliesin's site. Keywords that describe some element of Taliesin such as its services or location will typically rank first on an organic search. However, Taliesin has the fewest ranking keywords than all of its competitors besides House on the Rock. People generally searching for concepts related to Taliesin such as architecture, general tours or tastings in Southeastern Wisconsin are less likely to come across Taliesin on the first search page -- and are extremely unlikely to click through multiple search pages (1). While the first page often has articles that mention Taliesin, only 11.4% of people access Taliesin's website through referral, demonstrating that although there is plenty of content written about Taliesin, people remain somewhat unlikely to click on the website link (4). Taliesin could potentially improve its ranking on these broader searches by adding more original and engaging content on their websites, such as their own blog page of listicles and narrative stories relating to these general concepts. Additionally, Taliesin could add more links to their social so users can always be directed to the website, the information cornerstone of Taliesin. Taliesin could also improve its SEO by using more commonplace language on its site to align with the simple terms people use to search with, for example, people are more inclined to search "Frank Lloyd Wright house in Wisconsin" than "Frank Lloyd Wright estate Wisconsin," but the majority of descriptions on Taliesin's site write "estate." For the keyword, "frank lloyd wright houses spring green" Taliesin's website ranks third, when it should rank first. Incorporating more colloquial language on the website could improve this for organic search.

20 Suggested Keywords

frank lloyd wright home
taliesin studio
frank lloyd wright wisconsin tour
Taliesin east history
spring green wi
frank lloyd wright museum wisconsin
frank lloyd wright museum
flw home and studio
frank lloyd wright homes in wisconsin
iconic architect from wisconsin
famous house in wi
1frank lloyd wright madison
taliesin madison
architect house wi
taliesin events
taliesin east events
flw talieisn
taliesin architecture school
frank lloyd wright preservation
Taliesin estate

A lot of the keywords with the Frank Lloyd Wright name will help Taliesin rank higher than the many Frank Lloyd Wright websites and pages associated with his name. Some of these keywords will help Taliesin move from the third, fourth or fifth search result to first by ranking above other information that relates to Frank Lloyd Wright, such as the Frank Lloyd Wright Foundation, Wikipedia pages and the Wright in Wisconsin website. For example, Taliesin ranks after Wikipedia for the search term "taliesin east history" when it should be first because it directly relates to content on its website. Because Frank Lloyd Wright has other notable architecture landmarks in Wisconsin, the keyword "frank lloyd wright homes in wisconsin" can help Taliesin appear first. When people are searching for Taliesin but forget its name, they might search with substitute words to find it. Therefore, it is important Taliesin caters to these questions by appearing first before articles written about Taliesin or Wright, by using the keywords such as "iconic architect from wisconsin" or "famous house in wi." Other keywords that correct common misconceptions about Taliesin such as "Taliesin madison" and "frank lloyd wright madison" are also useful.

ROLE OF SEO

SEO will be integral in Spark's media plan for directing people to the website, Taliesin's "digital hub" (8). A Google Analytics audience overview demonstrates that the majority of users on the Taliesin website are new, with only 17.4% returning to the site (4). If the goal is to get people to return to Taliesin, Taliesin first needs to get them back to Taliesin's website. Therefore, improving SEO will be a staple in this effort.

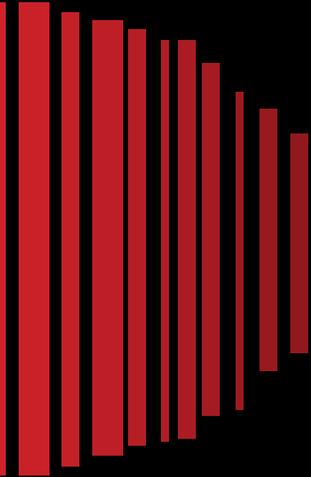
SEO will be central in the objective to generate 50% awareness of Taliesin programs amongst those 55 years old and up who have previously attended a Taliesin tour. Good SEO can help clarify the nature of Taliesin programs and information regarding options at Taliesin to rank higher.

SEO will also be important for achieving the objective to increase initial purchases of Taliesin program tickets by 30% among returning customers during the 2020 season. Taliesin's website is its digital hub and the sole place for digital ticket and pro-

gram purchases; therefore, to achieve the objective of repeat ticket purchases among returning consumers, these consumers must easily find and navigate Taliesin's site. Good SEO will aid in directing users to ticket sales on the site.

For our target audience, good SEO is important so returning customers can easily navigate their way back to Taliesin's website. Additionally, our strategy of building a community among returning Taliesin consumers requires a "home base" of sorts -- and Taliesin's website will serve as such, -- so these individuals have the opportunity to stay connected to and consistently be reminded of Taliesin. This is the space in which SEO functions better than other traditional or digital media because it helps people navigate to Taliesin's site who are actively searching for information. Additionally, it is more cost-effective than all media for delivering brand awareness and relevant traffic to Taliesin's website regarding the most important and definitive information about Taliesin.

Owned Blog with Guest Bloggers





Content Pillar Connections:

- Individuals and Community
- Frank Lloyd Wright
- Influencers
- Influencers
- Influencers

Consumers turn to blogs to be “informed and entertained, with specific content interests” in mind (1). Therefore, their news section and blog will be separate on the website. The news section will feature press releases and traditional media content such as news coverage from other outlets while the blog provides consumers with engaging, entertaining, educational and shareable content.

Blogs are appealing to consumers because they’re often more engaging than traditional media. For brands and organizations, blogs are essential because they provide creative content to be cross-promoted on social media and email marketing, “increase engagement with existing customers, improve rankings in search engines and position the brand as an expert in their industry” (1). 53 percent of individuals 21 to 35 years old, 19 percent of those 36 to 50 years old and 7 percent of those 51 years old and older read blogs with an even amount of both men and women reading and engaging (1). In addition, consumers “spend three times more time reading blogs than reading emails” (1) so it’s a great platform for Taliesin to have, separate from their news section on their website.

Taliesin can leverage a successful blog with content creation falling under each of our pillars (individuals and community, arts, programming and Frank Lloyd Wright) including guest blogs from influencers and community members. Content will be created internally by whoever is an expert in the content pillar/subject. For example, the events programmer can write a blog about an event or program recap under the programming pillar. Our target audience considers themselves life-long learners so Taliesin’s blog will be both entertaining and educational as they continue to show they’re an expert in the travel, arts and culture, and food industries.

Having influencers create blogs adds “interest and excitement and enhances the brand’s authority on the topic,” especially when they have similar values and content alignment (1). Influencers can also bring their photography and videography skills to enhance blog posts with visuals and watchable content. Our influencers Theresa Goodrich (The Local Tourist) and Alice Choi (Hip Foodie Mom) would be great guest bloggers for Taliesin.

Goodrich’s The Local Tourist blog is centered on travel tips, arts and culture activities, food and history in the Midwest so she will be creating content for Taliesin’s blog in any of these topics. Taliesin will have a brand ambassadorship with Goodrich which is a long-term relationship featuring sponsored posts, destination marketing and blogs. Our Live Wright campaign is about creating and building meaningful relationships and experiences so having a long-term influencer is essential.

Choi’s Hip Foodie Mom blog is focused on food and she will be creating blog content to be featured under our programming pillar to help grow participation in culinary programming while teaching consumers how to “Live Wright” in relation to food. She will also attend and create blogs around our dinner club subscription, highlighting recipes created and eaten at the events and where to find similar fresh, local ingredients. Spark will also propose a long-term, brand ambassadorship with her. With her large, authentic following, she will have her own food event at Taliesin that will encourage her followers to visit and get involved with Taliesin.

Our other influencers Anthony Caldwell, Adam Welker and Phil Morgan will take photos and videos of some of the events and write blogs related to photography, architecture and design.



Guest Blog

HOW TO BE A TOURIST IN YOUR OWN STATE: Theresa L. Goodrich

July 10, 2020



No matter what I'm doing, it always seems like I'm daydreaming about my next vacation. However, as much as I love to travel, I can't afford to fly to Hawaii or Paris multiple times a year so I've learned how to get creative right here in my home state of Wisconsin.

When it comes to the travel industry, regional tourism is actually an emerging trend with many individuals choosing to vacation in their own area due to flight prices and low travel time (4). With declining gas prices, I now have extra money to spend on food, shopping, activities and lodging if I want to stay overnight somewhere.

It takes a mix of research, an inspiring bucket list and being open to trying to new things to become a tourist in your own town or state. Do a little research on your favorite things (food events, historical tours, wineries, hiking trails, etc.) in Wisconsin to see if there's anything you might be interested in. Through research, you'll probably discover something you didn't even know existed! Next, create a bucket list filled with places, events or activities you're interested in and the next time you decide you need a day trip, weekend getaway or vacation, you'll have your bucket list to guide you and help plan your trip.

Here are some other ideas to help you become a tourist in your own town:

- Try a new restaurant you've never been to before OR eat at the most popular place in town that tourists are likely to dine at
- Put away your phone and use a paper map to help you get around
- Find an activities board downtown and pick an event to attend
- Pick up tourist brochures or magazines at a nearby hotel
- Visit historical sites
- Ask a friend to drive you around like a tourist
- Ask your friends if they had guests visiting for one day, what would they recommend?

Social Media Strategy



AUDIENCE ANALYSIS

Instagram

Taliesin has 7,081 followers on Instagram. Taliesin received a medium engagement rate of 150.46 likes and 2 comments per post. Its amount of real views per post is 683, Taliesin's "real reach" (1). Taliesin's audience on Instagram is mostly men (52%), relatively young and from the midwest.

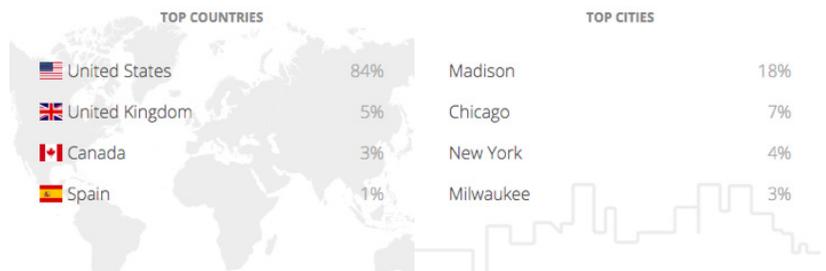
Average(1): Age 36 Gender Male Income \$54,647



Twitter

Taliesin has 2,080 Twitter followers. Taliesin only has a "real reach" of 28 views per post, with an average 0.14 replies, 1 like and 0.52 retweets (2). Its audience includes mostly women, an average age of 30 years old and those mostly from Madison and Chicago (2). However, its audience may include a significant number of fake accounts.

Average(1): Age 30 Gender Woman Income \$51,501



YouTube

Taliesin Preservation has 328 subscribers on YouTube. They have a total of 65,646 views across 28 videos. Their most popular video is "VIDEO TOUR: Frank Lloyd Wright's Taliesin and Hillside School Complex" with 56,979 views and 45 comments. There's not much engagement in terms of likes and comments, besides their most popular video. Most of their views come from those who don't have YouTube accounts and thus, cannot comment or like a video. Of those who do engage with Taliesin's content, roughly half have profile pictures and half do not, most use their full first and last name (some just use last initial), and the majority seem to be older than 35 with a handful of architecture students. (3)



Facebook

Taliesin Preservation has a business page on Facebook with 11,845 likes, 12,131 follows and 5,511 check-ins. Their true audience reach per post is 821 according to Klear. On average, they get 40 likes and 1 comment per post. Their engagement rate is 0.35 percent which Klear says is a high engagement rate compared to other pages with the same amount of followers (4). After analyzing audience members who engaged with their most recent Facebook posts, the majority of members are over the age of 55 who like to engage with content centered around photos of Taliesin itself such as Frank Lloyd Wright's living room, bedroom and exterior (5).

INTERNAL AUDIT

Though Taliesin Preservation boasts pretty high follower counts on all of their social media channels, engagement is relatively low. Despite Facebook being the platform where they have the largest following, at 11,837, Instagram has a higher average of engagement. Though Facebook and Twitter shared top performing content with previous years, Instagram's top performing posts were mostly from 2019. Facebook and Twitter may be more consistent over the years, but Instagram is showing more growth in terms of engagement in 2019.

Across all platforms, content that stands out is overwhelmingly visual. High-quality photos that showcase Taliesin's architect and history are common themes.

Recurring content on Facebook includes photos from around the property, from stunning architectural and landscape shots to more casual, community-focused snapshots of events. Additionally, Taliesin Preservation shares a lot of their media coverage on the platform by sharing articles, and cross promoting their own blogs. Many of the posts about their programs, events, and shop are accompanied by links back to their website. Taliesin Preservation has been posting every day consistently, to varying degrees of engagement success. Engagement spikes with historical photos, which indicates that their audience has a vested interest in Frank Lloyd Wright and architecture as it relates to the history of the property. This is also evident in top performing content on Facebook across the years.

Taliesin Preservation's Instagram is a hub for stunning visuals. The nonprofit has been experimenting with topic pillars on this platform, choosing specific days to post content from different categories. Their top



The Frank Lloyd Wright Foundation Archives (The Museum of Modern Art)

Frank Lloyd Wright's Taliesin 08/24/2019

#tomorrow marks the 91st #weddinganniversary of Frank Lloyd Wright and "Olgivanna." Wright married Olga Lazovich Milanoff on August 25, 1928 in Rancho Santa Fe, California and spent the remainder of his life with her. This #historical photograph taken in the early 1950s shows them arriving at the Hillside structure on the Taliesin estate in Wisconsin. (Image owned by wrightstructure) #archives #memories #blackandwhitephoto

♡ 113



Chicago History Museum, ICH-8917C Raymond W. Trowbridge, photographer

Taliesin Preservation 04/11/2019

This is the third week we're posting a photograph of Taliesin taken in 1930 by Raymond Trowbridge. These photographs belong to the Chicago History Museum & are in the public domain. We will post his photographs for ten more weeks. This is looking east on the Taliesin entry steps, with its living room in the background. The blue bowl is from China and was bought by Wright while he worked on the Imperial Hotel in Tokyo.

♡ 230 ◻ 6



Taliesin Preservation 08/15/2019

Fire, murder at Taliesin. On this day in 1914, Frank Lloyd Wright's beloved Mamah Borthwick, together with her 11-year old John and 9-year-old Martha, were killed by a mad servant. Draftsman Emil Brodelle, 13-year-old Ernest (son of foreman William Weston), laborer Thomas Bruner and gardener David Lindblom, were also killed. Wright was in Chicago when it happened, and he returned to Spring Green to find the house destroyed, having been torched with gasoline. Wright recalls in An Autobiography: "The August sun was setting I remember on the familiar range of hills. Dimly, I felt coming in far-off shadows of the ages struggling to escape from subconsciousness and utter themselves ... Then slowly came darkness ... I filled the grave, staying there in the dark. It was friendly. And no monument yet marks the spot where she was buried. All I had left to show for the struggle for freedom of the five years past that had swept most of my former life away, had now been swept away. Why mark the spot where desolation ended and began? AGAIN in the little bedroom back of the undestroyed studio workshop I remained in what was left of Taliesin I. No one seemed near me. Not even she who had been struck down. The gaping black hole left by fire in the beautiful hillside was empty, a charred and ugly scar upon my own life. This tragedy resulting in the destruction of Taliesin the first left me in a strange plight. [p. 187] From the



Frank Lloyd Wright's Taliesin 10/14/2019

As fall progresses and plants begin to turn brown, you can still find pops of colorful Zinnias around the property. The Zinnia is in the sunflower genus within the daisy family. They've been in bloom since late summer and will be until the first frost, so try to see them before winter arrives. #flowergram #naturephotography #butterfly (#photocredit = skye_larue)

♡ 57

performing content on Instagram differs from their more recent posts— many of their top posts focus on photography of architecture and the site and historical photos and connections. Taliein’s more recent content switches between content buckets, from architectural photos to nature photos to food photos. However, photos that align with architecture and history fare much better than other types of content on the platform. For this reason, Instagram is coded as yellow. The fluctuation in engagement over different content buckets may be an indication that some of these pillars are not as strong for their audience.

Though Taliesin Preservation consistently updates their Twitter account, it has the lowest following and engagement of all platforms. Even with cross-promoted content, engagement is low. Comparing similar content on Twitter to that of Facebook and Instagram implies that Taliesin’s audience is not on Twitter.



YouTube is a great platform for Taliesin as it acts in two dimensions— as a hosting platform for video to be shared on other social media channels and as a video/ social platform itself. Since video performs well across many social media platforms, YouTube is essential. Several of Taliesin Preservation’s videos have gained hundreds and thousands of views, indicating that people are searching and finding their content. These popular videos tend to be overviews of the site, as well as video tours.

		Best performing content	Average number of likes per post	Average number of comments per post	Overall consistency of brand voice
	Taliesin Preservation 11,837 followers	History People & Photos	41	1	Green
	@TaliesinWI 7,081 followers	Aesthetically pleasing architecture photos & historical photos	147	2	Yellow
	@TaliesinPreserv 2,076 followers	Frank Lloyd Wright appreciation	1	0.14	Red
	Taliesin Preservation 326 followers	Overviews & Video Tours	views 2,323	1.8	Yellow

COMPETITIVE AUDIT

American Players Theater

American Players Theater has a large number of followers across all platforms, effectively generating a larger reach when compared to Taliesin. However, when it comes to engagement, Taliesin often generates far more, and more consistently. High-performing content on their Facebook includes show-related posts, behind-the-scenes features, and updates from their renovations in the past two years. American Players Theatre also does not follow the 80/20 rule, sharing much of their own content on social channels. Instagram is American Players Theatre's strongest performing platform. Though Taliesin boasts more followers on Instagram, American Players Theatre generates more engagement. Similarly to Facebook, this content relates to the theatre company's shows. With critically low engagement compared to follower count, Twitter performs similarly

to Taliesin's. Their YouTube channel yields a high amount of views per video, meaning that Overall, American Players Theatre has consistent messaging across all platforms, and it performs well.



		Best performing content	Average number of likes per post	Average number of comments per post	Overall consistency of brand voice
	American Players Theatre 16,823 followers	Behind the scenes, updates, article features, content with photos	50	3	Green
	@americanplayers 3,160 followers	Photos from performances, live shots and behind the scenes	162	2	Green
	@americanplayers 1,814 followers	Article shares and quotes	2	Retweets 0.94	Green
	American Players Theatre 607 followers	Director cuts with commentary and scenes from plays	views 310.95	0.29	Green

COMPETITIVE AUDIT

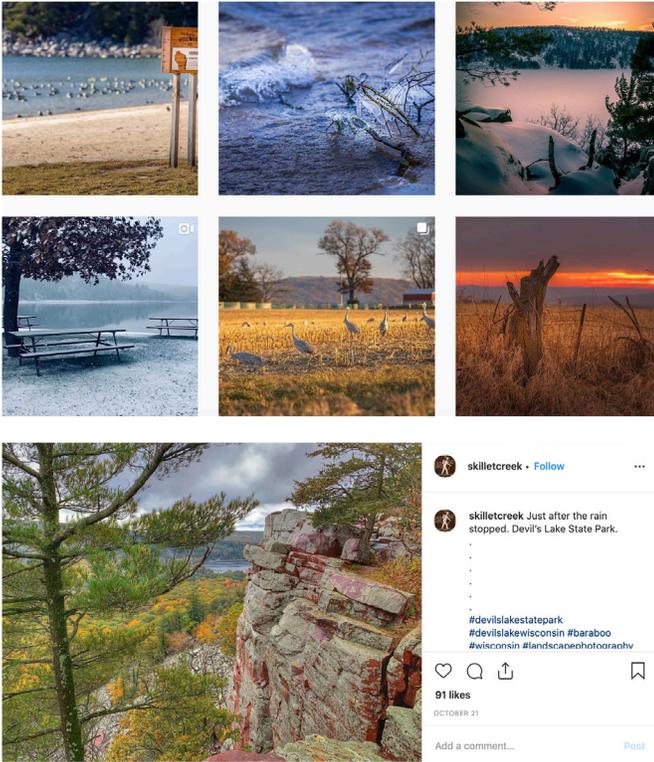
House on the Rock

House on the Rock's sole social media channel is on Facebook. While this is a disadvantage (and therefore, advantage to Taliesin), this channel performs extremely well on paper when compared to Taliesin. They have a significantly higher number of follows, and have a higher engagement. However, despite these numbers, their content is not very consistent across posts, and therefore could use improvement. Taliesin, by comparison, has a more consistent brand voice on Facebook.

	Best performing content	Average number of likes per post	Average number of comments per post	Overall consistency of brand voice
 The House on the Rock Attraction 26,192 followers	Media mentions, event and ticket updates	~250	~10	Yellow



COMPETITIVE AUDIT



Devil's Lake

Devil's Lake's social media presence is slightly confusing. Their social media handles, variations of Skillet Creek Media, are difficult to connect back to the state park by name. Looking at this at face value, it is not consistent with their brand voice and image. However, isolating these accounts from the Devil's Lake name, some are more consistent than others. While they do not have as many followers or engagement as Taliesin, they are relatively consistent within some of their platforms. These consistent platforms are Instagram and YouTube. Facebook and Twitter, on the other hand, are not consistent. These platforms have a high discrepancy between follower amount and engagement.

		Best performing content	Average number of likes per post	Average number of comments per post	Overall consistency of brand voice
	Skillet Creek Media 8,256 followers	Nature photos with brief explanations	65	4	Red
	@skilletcreek 1,411 followers	Weather and nature photos with generic captions explaining	67	1	Green
	@skilletcreek 1,393 followers	Photos and comments about the nature, shared photos from visitors	3	Retweets 0.26	Yellow
	Skillet Creek Media 108 followers	Trail tours, animal and nature highlights	views 141.77	0.32	Green

COMPETITIVE AUDIT

New Glarus Brewing Company

New Glarus Brewing Company is extremely successful across all of their social media channels. This competitor has the largest social media presence with Facebook and Instagram, and generates the highest amount of engagement on these platforms. Despite doing well on social media, their brand image and voice could be more consistent on Facebook. Mixed in with their high-quality photography and awards posts, there are lower quality images and shared posts that do not necessarily fit in with the tone of the rest of their content. However, they do follow the 80/20 rule more closely, choosing to share content from news sources, fans, and general beer information that their beer-enthusiast followers would enjoy. Their Instagram showcases more humor compared to their Facebook, and generates proportionally higher engagement. This platform is the most consistent, but overall their brand image and voice is not consistent across platforms.



		Best performing content	Average number of likes per post	Average number of comments per post	Overall consistency of brand voice
	New Glarus Brewing Co. 129,213 followers	News and media content reposted	343	29	Yellow
	@newglarusbrewing 49,900 followers	Funny/witty captions and photos featuring the Spotted Cow	1,100	25	Green
	New Glarus Brewing Co. 41 followers	One video: the Tale of the Spotted Cow	views 5,300	13	Red

COMPETITIVE AUDIT



Door County

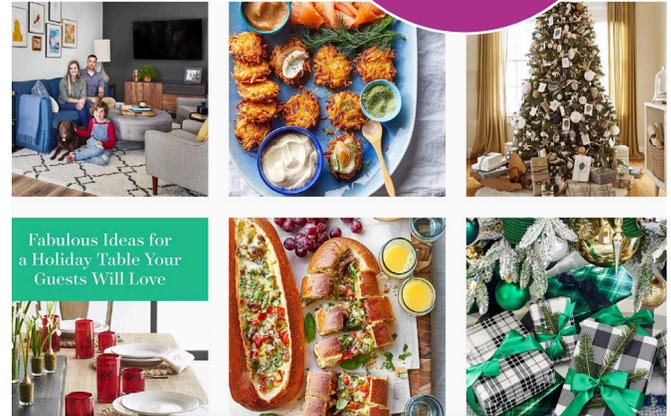
Door County's social media channels are a hub for high-quality visuals, and this is consistent across all platforms. With a high number of followers, they have a high reach. However, this high follower count does not translate into high engagement. Door County is the only competitor to engage directly with their audience, often asking their followers questions about their favorite things about the area. Door County does not follow the 80/20 rule, instead posting mostly their own content.

		Best performing content	Average number of likes per post	Average number of comments per post	Overall consistency of brand voice
	Door County Visitor Bureau 118,249 followers	Follower engagement, questions, updates and details for attractions	193	70	Green
	@doorcounty 52,911 followers	Reposting nature and attraction photos, mostly aesthetic nature shots	1,100	25	Green
	@mydoorcounty 6,897 followers	Follower engagement, asking questions, sharing photos	4	Retweets 0.51	Yellow
	Door County Visitor Bureau 1,170 followers	History information, upcoming events, Door County attractions	views ~400	unknown	Green

COMPETITIVE AUDIT

Better Homes and Gardens

As Taliesin's aspirational competitor, Better Homes and Gardens is what Taliesin should strive for. Across all Platforms, Better Homes and Gardens is ranked "green" for brand voice and image consistency. The magazine shares curated photos of interior and landscape design that aligns with the content of the magazine, which their audience is familiar with. As an architectural icon, Taliesin has a similar opportunity to connect to their audience with what their audience is interested in. Better Homes and Gardens does not necessarily follow the 80/20 rule- however, as a major content creator, Better Homes and Gardens is able to share varied content using their own photos, videos, and articles.



		Best performing content	Average number of likes per post	Average number of comments per post	Overall consistency of brand voice
	Better Homes & Gardens 6,210,009 followers	Memes, quotes and video tips for cooking or home improvements	299	35	Green
	@betterhomesandgardens 1,979,726 followers	Follower featured photos, artistic/picturesque food, interiors and gardens	11,800	161	Green
	@BHG 566,732 followers	Quick tips for DIY or cooking	8	Retweets 3.89	Green
	Better Homes and Gardens 105,000 followers	Recipes, house tips, lifestyle hacks, DIY decorations	views ~500	unknown	Green

GOALS & ROLE

With the target audience already locked in, social media will allow Taliesin to:

①

Present Content Authentically, aligning with the values that Frank Lloyd Wright set forth when establishing the site.

②

Blend Program Promotion Into Social Media through impressive visuals that follow successful content like architecture photography.

③

Cross Promote and Share Similar Content from related parties, building up a strong, well-rounded social media presence.



Taliesin is a very visual experience, and can leverage social media's capabilities for photo and video to connect with their audience. Taliesin's current consumers are already aware and/or follow Taliesin on Facebook and Instagram.

AUDIENCES

Spark intends to use social media efforts to reinforce our overall campaign goal of encouraging past visitors to return to Taliesin and engage in Taliesin's wide array of programming. Our target audience is thus returning Taliesin visitors who are 55+, have a higher household income and live in the Midwest.

Those aged 55 and older are using the internet and social media at a rapidly increasing rate. Many do so through the use of a smartphone. 70% of internet users aged 55-73 use their smartphone at least once a day (1) and half use a tablet (2). Taliesin's target audience is on the internet most from 4-11 pm (2). Of this age group, 95% are on email, and the large majority check their email once a day (1). Taliesin's target audience uses the internet to read articles, news or blogs daily.

65% of adults 55-64 are on Facebook, and 68% are on Youtube. (4) Less than 30% of older adults are on Pinterest, Instagram and Twitter. (4)

Above all else, Taliesin's target audience uses the internet and social media to stay informed, to connect with friends and family and for practical reasons (such as to get directions or check the weather). They value family, faith and being well-informed.

Though Taliesin can use Twitter, Instagram and Pinterest as secondary means of reaching our target audience, by large Taliesin should focus its social media efforts on Facebook and Youtube, as these are the platforms their target audience is primarily on. Posts on these platforms can also go towards content for email distribution, as a heavy amount of Taliesin's target audience checks their email daily.

Above all else, Taliesin's target audience uses the internet and social media to stay informed, to connect with friends and family and for practical reasons.

70%

of internet users aged 55-73 use their smartphone at least once a day (1)

65%

of adults 55-64 are on Facebook (4)

68%

of adults 55-64 are using YouTube (4)

95%

of adults age 55-73 are on email, and the large majority check email once a day

SOCIAL MEDIA CALENDAR

Spark has laid out two examples of social media content calendars - broader monthly calendar and a detailed one-week calendar.

The monthly calendar illustrates a monthly blog post, as well as weekly YouTube videos, whether that be the “How I Live Wright” content from Phil Morgan or his other ‘guest appearance’ content, such as “How to capture nature with your own cell phone”. Because Instagram and Facebook receive the most engagement during the week, especially on Wednesday’s, Taliesin should focus their efforts at this time, while also posting occasionally on the weekend, depending on Taliesin’s event calendar. This calendar is the reference that should be used month-after-month.

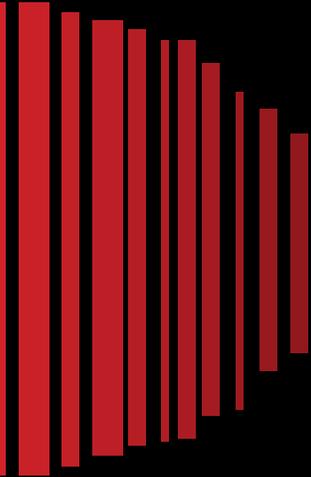
SUN	MON	TUE	WED	THR	FRI	SAT

SOCIAL MEDIA CALENDAR

This detailed one-week calendar shows an example of what one typical week might look like for the various Taliesin social media platforms, and provides the exact content to be posted along with which pillars of the campaign they align with. This calendar also takes into account which times of day are best to post on the assortment of platforms to most effectively reach this campaign's target market, as described in the social media tactics section.

Time & Network	Type	Pillar	Post
Monday			
Blog			
9:00 AM	Guest Blog	Influencers	How to be a tourist in your own state - The Local Tourist
Facebook			
6:00 PM	Paid	Programming, Individuals & Community	Your weekend starts here! Book your couples program today.
Instagram			
11:00 AM	Organic	Programming, Individuals & Community	There is something special about gathering with others to break bread. Good food brings people together. Taliesin culinary programs feature locally sourced ingredients, many of which are grown on the Taliesin estate! Come wine, dine and share a meaningful experience with great company! #taliesin #taliesinprograms #eatlocal #farmtotable #communityeating
Tuesday			
Facebook			
5:00 PM	Organic	Individuals & Community	How you wish you spent your weekend vs. how you actually spent your weekend. Come make your wish come true with us at Taliesin preservation.
Instagram			
1:00 PM	Organic	Frank Lloyd Wright	"The longer I live, the more beautiful life becomes." - Frank Lloyd Wright. There's always more beauty to discover at Taliesin. Preservation is a unique, ongoing process. Whether you haven't seen the restored Taliesin Guest Wing completed in 2018 or Taliesin's living room lit at twilight, there is always something new to see at Taliesin. Come be inspired! Come "Live Wright"!
Youtube			
2:00 PM	Organic	Programming, Individuals & Community, Frank Lloyd Wright	"How I Live Wright" - Taliesin Chef
Wednesday			
Facebook			
5:00 PM	Paid	Programming, Individuals & Community	We still have a few seats left at our annual farm to table dinner this Saturday!
Instagram			
2:00 PM	Paid	Frank Lloyd Wright, Programming	Come live life with us! Book your spot in one of our programs today.
Instagram			
1:00 PM	Organic	Influencers, Programming, Frank Lloyd Wright, Arts	Andrew set out to photograph every Frank Lloyd Wright site in the world. Of all 532 sites, Andrew often makes his way back to Wright's home to teach photography workshops. Culture and education are at the heart of Taliesin programs. Much like Wright's School of Architecture, Andrew gives back by sharing his passion and knowledge of photography with others here at Taliesin. Andrew said this group was "so amazing and put in some serious time to learning. Some even showed up in the dark while it was raining to get up for the sunrise! We laughed a lot, we (almost) cried and we got some awesome photographs and memories." Thanks for a great beginners workshop and photo, @apielagel! #education #passion #photography #franklloydwright
Thursday			
Instagram			
1:00 PM	Organic	Influencers, Programming, Frank Lloyd Wright, Arts	Andrew set out to photograph every Frank Lloyd Wright site in the world. Of all 532 sites, Andrew often makes his way back to Wright's home to teach photography workshops. Culture and education are at the heart of Taliesin programs. Much like Wright's School of Architecture, Andrew gives back by sharing his passion and knowledge of photography with others here at Taliesin. Andrew said this group was "so amazing and put in some serious time to learning. Some even showed up in the dark while it was raining to get up for the sunrise! We laughed a lot, we (almost) cried and we got some awesome photographs and memories." Thanks for a great beginners workshop and photo, @apielagel! #education #passion #photography #franklloydwright
Friday			
Facebook			
5:00 PM	Organic	Individuals & Community	Need a night away from the kids? Come join us for our sunset tour this weekend!
Instagram			
3:00 PM	Organic	Frank Lloyd Wright	Did you know Taliesin means "shining brow"? Wright's estate was built on and into the brow of the hill in the valley. This valley was Wright's inspiration for architectural designs and innovation. What inspires you? Thank you, @bonniecurryonair for sharing this lovely picture! #taliesin #nature #UNESCO #franklloydwright
Saturday			
Facebook			
4:00 PM	Organic	Programming, Individuals & Community	Give the gift of community this holiday season. Program tickets make the perfect holiday gift for any couple!
Sunday			
Instagram			
12:00 PM	Organic	Individuals & Community, Programming	"The farm to table dinner was my second program at Taliesin. I just love coming to this beautiful site and taking it all in - this place has a transformative yet grounding feeling to it. Plus I get to see familiar faces AND meet new folks at each program I attend. Looking forward to next season!" - Debra Carlton. We love hearing about your experiences at Taliesin. We feel the same way, Debra! Thanks for coming! #taliesinprograms #community #farmtotable #visitwisconsin

Shared & Paid Media



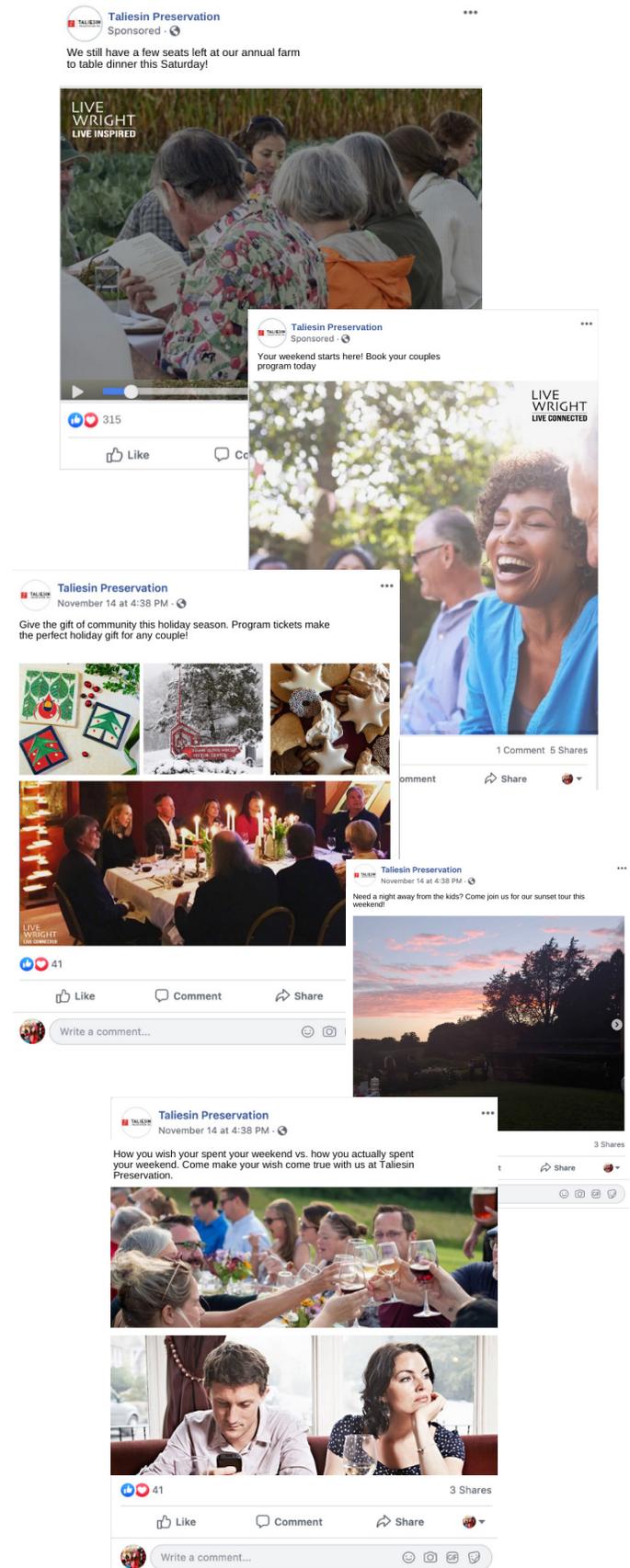
FACEBOOK: TACTICS

Social Media Tactics

Due to Taliesin's SVC being returning customers age 55 and up Taliesin should be inclined to use Facebook in their advertising strategy. Seven in ten adults in the United States are on Facebook and 74% of them check Facebook every day (1). Additionally, Facebook popular with many different demographics it is particularly more likely with adults who have a college degree which aligns with our SVC being an educated adult. 46% of people who are 65 and older are on Facebook which is great because our SVC is 55 and up so the percentage of people in our targeted age range would be even higher than that (1). Facebook's demographic aligns very well with our SVC and it would be a huge asset to Taliesin's digital advertising campaign.

Videos make up a massive amount of Facebook's content. In 2018, 81.8% of the content on Facebook was videos (2). Facebook is great medium videos, users are 59% more likely to engage with a video (2). This aligns well with Sparks advertising plan because video is key in our plan to promote Taliesin and its programs. Highly visual content will allow consumers to really feel how transformative Taliesin can be. Additionally, Facebook has strong organic usage component. While, organic is recommended to be paired with paid, it is still a strong feature of Facebook which is good for Taliesin's somewhat limited budget (2).

Influencers will have a role in the Facebook portion of this campaign. Due to two of our influencers The Local Tourist and Alice Choi having large blog following we would work with them to promote Taliesin in their blog posts that are shared on Facebook to help increase engagement and awareness of Taliesin and its programs.



FACEBOOK: PAID

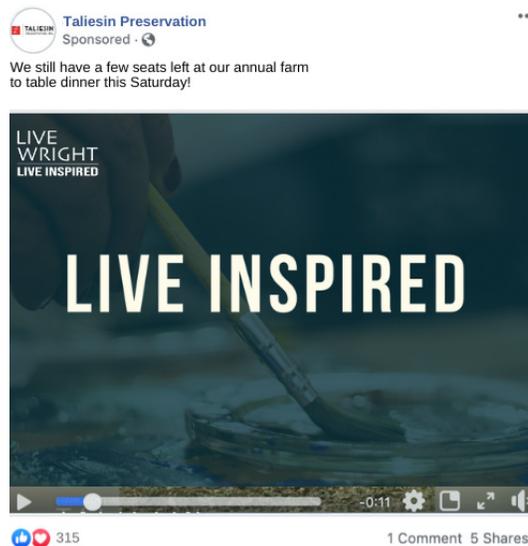
Paid Social

Once deciding to do paid advertising on Facebook it leads you through a process which includes: choosing your objective, selecting your audience, deciding where to run your advertisement etc (1). Essentially, it lets the advertiser get very specific with your targeting and also gives users a way to measure the results of their ad and adjust as needed. Facebook offers various types of ads formats such as video and various formats of photo which include things like slideshows which allow you to show multiple photos in a single ad (1).

The benefit of adding paid social to this medium is that Facebook's algorithm favors paid. Organic reach is significantly less and actually has been on the decline. So using the best footage of Taliesin in a video will help cultivate the most engagement on the medium (2).

Video is the most prevalent type of media on Facebook and also tend to generate the most engagement (3). Therefore Spark will be using this as a part of Taliesin's campaign. This will also help to benefit Taleisn due to their scenic landscapes it can help convey Taliesin's transformative features through video. I think it would make the most sense with Taliesin's limited budget to only do paid for videos and do organic for other types of posts since they tend to see significantly less engagement.

Spark is recommending video as the primary source of paid advertising because videos geet a significantly higher amount of engagement from users (2). Spark recommends only doing paid video and the rest organic because due to its decreasing engagement it is not worth Taliesin's limited budget to pay for simple photo ads when they will not receive nearly as much engagement (2).



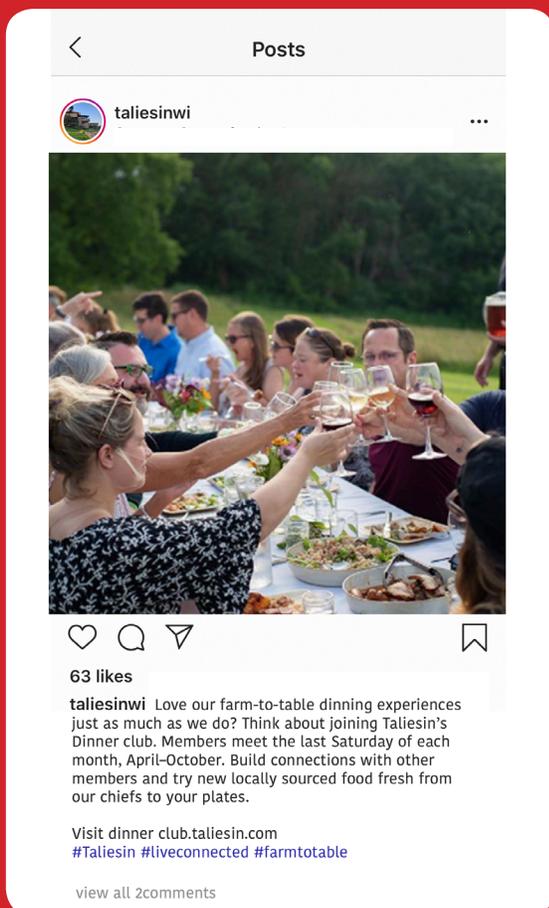
INSTAGRAM: TACTICS

Social Media Tactic

Instagram (IG) is the fastest growing social network, with 37% of all US adults active on the platform (1) (2). Instagram offers a variety of free tools that can be leveraged in Taliesin's communications campaign. In terms of audience, Instagram users' demographics share some overlaps with Taliesin's target audience. The best time to post on Instagram for nonprofits is Wednesday at 2pm, with most consistent engagement Monday through Friday from 10am-4pm (1). Similar to returning Taliesin customers, active IG users are evenly split in terms of gender (2). Despite a youthful majority – 67% of users are aged 18-29 – there are still users aged 55+ on the platform, as 23% are aged 50-66 and 8% are 65+ (2). Not only is this age demographic on the platform, but their presence is growing, the 50-64 year-old demographic has increased by 18% since 2016 (3). Instagram users also tend to be college educated (43%) and have high disposable incomes, like that of our target audience, as 42% make \$75,000 or more (2). This target audience uses IG similarly to the majority of users, to view photos (77%) and videos (51%) (4). However,

young people are more likely to post original content and follow brands and companies on IG than older individuals (4). This demonstrates our target audience uses Instagram more interpersonally and passively – following friends and family and not posting much of their own content. Therefore, Taliesin must overcome this by posting highly engaging, quality content to gain this audience's attention and encourage engagement. Fortunately, learnings from our social media audit show that Taliesin's Instagram account has the largest following and a higher average of engagement compared to its other social media. Taliesin's already high engagement average on this medium, its audience demographic overlaps with existing IG users and the visual nature of Instagram enable a strong opportunity for Taliesin to engage directly with its target audience to build awareness of certain programs, create a longstanding connection with returning customers and foster an image of community and socialization around Taliesin's programming.

Instagram can be the primary medium that cultivates a visual representation of how to, "Live Wright." Taliesin can do this organically on IG, posting images and videos that showcase how Taliesin visitors embody the values of Frank Lloyd Wright and Taliesin.



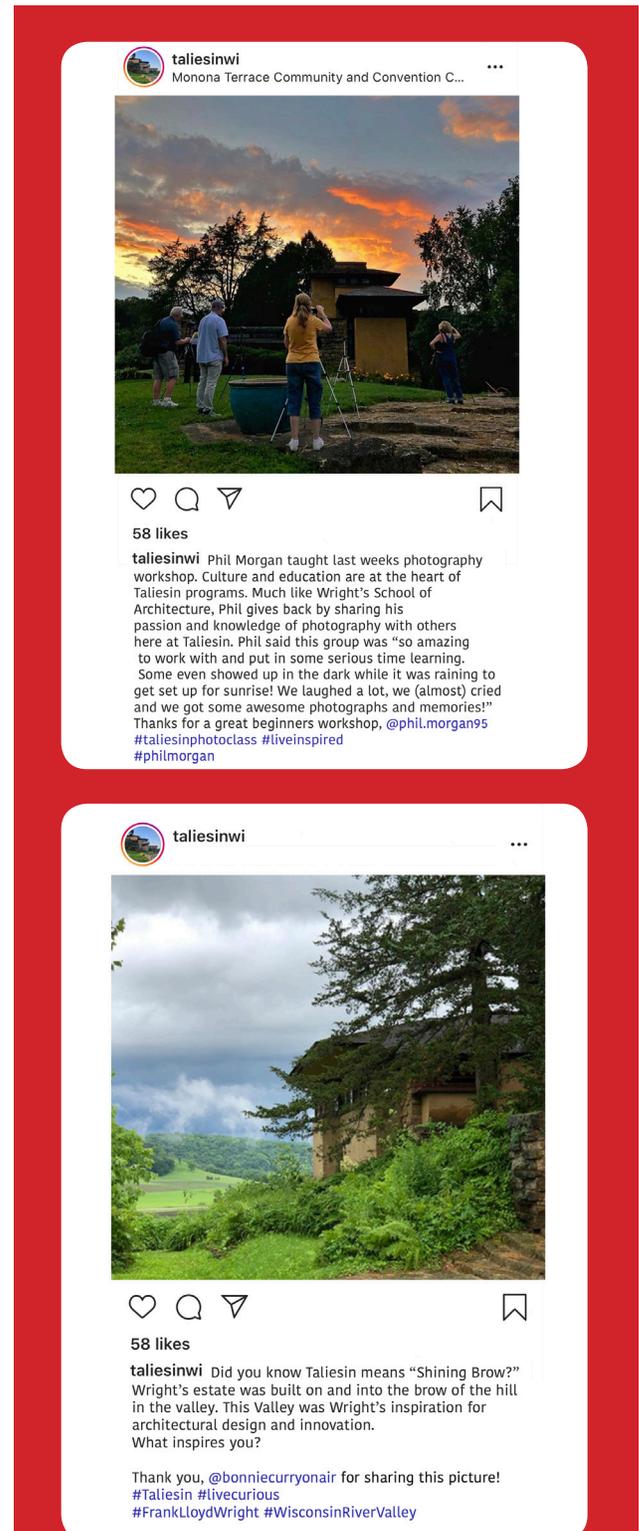
Instagram is the strongest social medium for anything visual and will play an important role in our communications campaign. IG can be the primary medium that cultivates a visual representation of how to, "Live Wright." Taliesin can do this organically on IG, posting images and videos that showcase how Taliesin visitors embody the values of Frank Lloyd Wright and Taliesin through socialization and community. This content may consist of visually and aesthetically appealing, creative, experimental, high quality photos and videos of people engaging in culinary events, art and culture programs, outdoor recreation and general community events at Taliesin. The visual nature of IG can showcase the natural beauty of Taliesin that elevates these meaningful and inspiring experiences and embodies Taliesin's unique approach to preservation. Not only will this content foster an image of community and socialization around Taliesin's programming, it will also promote the objective of raising awareness around Taliesin's programs in general. Explanatory captions about

Taliesin programs that conclude with sign up links can generate awareness about the various programs, and the images can help elaborate what these programs entail. Other free tools for raising awareness of programs through visualizations include IG stories and IGTV, longform vertical video content. Additionally, live video is growing in popularity as over 100 million users watch or record IG Live every day (3). Taliesin can use Live to directly communicate with its audience that is typically on the platform to view content, but Live's particular format can encourage interactive engagement through shout-outs, contests and hashtag promotions. This medium can also be a hub for information gathering as, "120 million Instagram users have visited a website, got directions, called, emailed or direct messaged to learn about a business" (3). This can aid in the objective of increasing ticket sales among returning customers, as Instagram's direct messaging feature can help users navigate information via direct questions on the app. Such direct communication between the brand and the customer also help build a personal connection with Taliesin. This long lasting relationship with those who have already visited Taliesin can also drive engagement outside of the season and in turn, increase brand loyalty.

Taliesin can leverage the unique strengths of this medium for fostering community among returning Taliesin customers. Instagram is an ideal platform for storytelling, through engaging visuals coupled with compelling captions. Our social media audit demonstrates Taliesin's best performing content on IG are aesthetically pleasing architecture and historical photos. These posts can be elevated with storytelling, by employing the visual and written components together to create a strong narrative that shares an experience and draws on some emotion that resonates with Taliesin's audience. In terms of our target audience, this particular emotion will be the power of community because of insights gleaned from audience research regarding this target's transitional phase in life, desire for new social outlets and their interest in community settings.

Instagram can also foster community through user-generated content. Sharing user generated content is cost effective and helpful for brand authenticity by having real visitors vouch for Taliesin's services on social. Taliesin can make use of hashtags to generate engagement and earned content. Moreover, social influencers will play a prominent role on this medium. IG features make it highly suitable for influencers and can be leveraged by creating a participatory environment to increase engagement and user-generated content, as well as widen its reach and share of voice. Some of these unique features include going Live, hashtag promotions, Story takeovers and "swipe ups" to be directed to Taliesin's

website for ticket and program sales or to generate leads. People are more likely to trust or respond to a friend or influencer's call to action than a brand's (4). Considering our target is unlikely to follow brands on social media, influencers can facilitate earned conversations and increase authenticity. These influencers will also aid in community building among our target audience of returning customers by facilitating a participatory environment for people who have visited Taliesin before.



INSTAGRAM: PAID

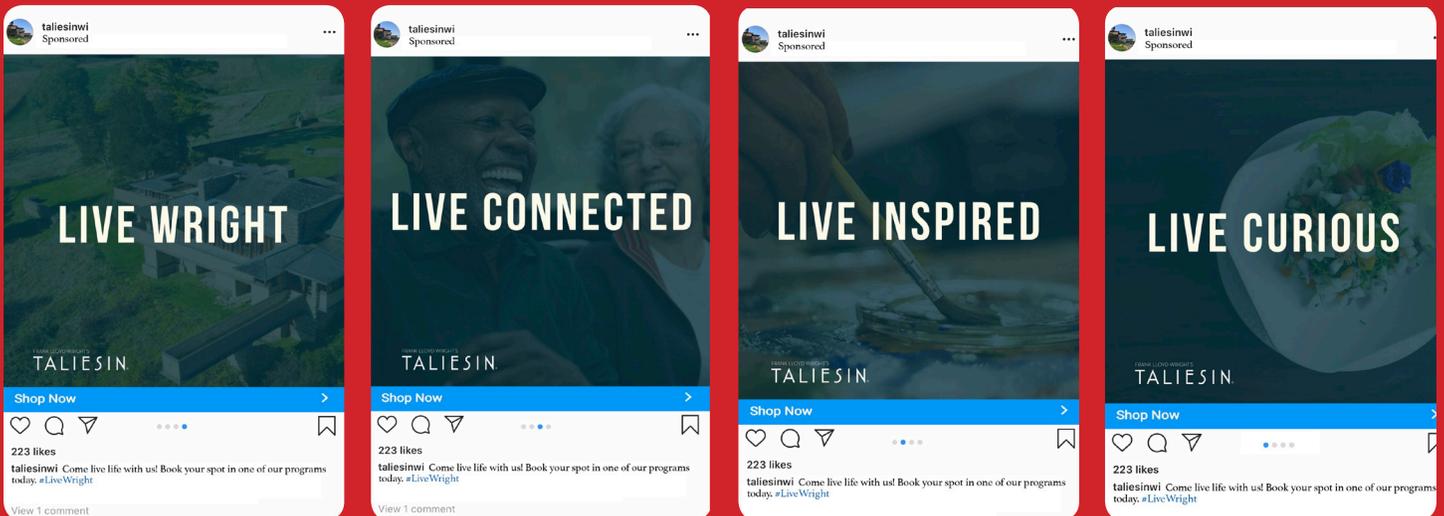
Paid Social

Creating paid content on Instagram comes simple with the system that the platform has created. The system in which Instagram uses consists of the same tools as Facebook. If the advertiser is advertising on Facebook, this allows the company to run a campaign parallel on both platforms. It all starts with a business converting their account to a business page or profile. Then to set up an ad, the process consists of choosing an objective, a target audience and the format of the ad. Instagram then has the advertiser determine a budget deciding how long the ad will run for (1).

Creating paid social for Instagram will only help in reaching the target customers, driving engagement and increasing product sales. The platform is very engaging and gives advertisers the ability to create dynamic content that the customer can interact with. Through the Instagram system, businesses are able to make ads that reach the exact audience they are looking for who are most likely going to be interested (1). Instagram offers a wide variety of forms in

which advertisers can use to promote a product or brand. With the platform being focused on visuals, Instagram will be a great place for Taliesin to showcase their brand. Certain forms will work better for the company including; carousel ads, story ads and explore ads, all serving a different purpose in generating engagement. Carousel ads give Taliesin the opportunity to showcase multiple images or messages in one single ad post. Story ads allow the company to provide a more personal interaction with the customer. And explore ads showcase on the explore page of Instagram reaching an audience that is curious about “exploring” (1). All of these forms provide the opportunity for the customer to take action with Taliesin.

These ads will run during the week on Wednesday and Friday between 10:00-11:00 a.m. during the month of March and October (2). These days and months will parallel with the ads running on Facebook. Keeping this the same across the multiple platforms helps keep the campaign consistent throughout.



After Google, YouTube is the second largest search engine with over 1.9 billion monthly users and over a billion hours of video content watched every single day (1) (2). The beauty of YouTube is that consumers don't need a YouTube account to view videos: anyone has access to the site's content with or without an account, which is why this social medium attracts all age groups.

According to Hootsuite, the following data set is YouTube's audience demographics by age (2):

▶18-24: 96%	▶55-64: 79%
▶25-34: 95%	▶65-75: 66%
▶35-44: 90%	▶75+: 51%
▶45-54: 85%	

Seventy nine percent of our target audience of returning customers aged 55 and up, are using YouTube which makes this an essential platform for Taliesin to leverage.

The most popular type of content on YouTube is "how-to" videos and product review videos (1) (2). According to YouTube's CEO Susan Wojcicki, "millions of people turn to YouTube to learn" something new (2). Our target audience considers themselves lifelong learners so they're likely to turn to YouTube to "get help and learn something new" (3). In fact, "baby boomers turn to YouTube to save time and they're 1.3 times more likely to prefer watching a YouTube tutorial video than reading instructions" (3) and one-third of baby boomers say they go to YouTube to learn about a product or service (3). They also like to watch their favorite TV shows and TV recaps, stay up to date on entertainment and news stories and listen to music (3). According to Think with Google, "people over the age of 50 account for 51

percent of consumer spending" so learning how to target audiences on YouTube and using this social medium to engage with audiences could be a game-changer (3).

Taliesin can leverage their YouTube account in two non-paid ways:

1 YouTube can be a place to host all video content that can be accessed and viewed by subscribers and all individuals who search for Taliesin.

2 These videos can be posted on other social media channels such as Facebook and embedded in blog posts and email newsletters. This is a great non-paid marketing tool that adds engaging video content to other digital media to grab and engage audiences. Because of the popularity of video, this type of content adds something more to static posts such as an online blog or email newsletter and is more engaging for consumers. Taliesin's YouTube account will be used to create educational, emotional and engaging content for each of our pillars to be shared across other social platforms and embedded in blogs and email newsletters. Snippets of videos can be integrated across multiple mediums and future videos as well.

Live Wright is all about creating a community and meaningful relationships with others centered around Frank Lloyd Wright's philosophies and our digital influencers are a part of that. Thus, our influencers based in photography and video such as Anthony Caldwell, Adam Welker and Phil Morgan will create a "How I Live Wright" video series. This series highlights individuals who work, live, volunteer and/or visit Taliesin and what "Living Wright" means to them. These videos will be shared to Taliesin consumers across all social platforms, including blogs and email newsletters, to build a deeper relationship with Taliesin and its new community. Influencers can also create recaps of events they attend, such as the monthly dinner club events, including photo montages to embed in their blogs or social posts.

Screenshots from sample video content below.



Taliesin Preservation

500 subscribers

SUBSCRIBE

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Uploads PLAY ALL



Kathy & Bill: What Live Wright Means To Me
3.2k views · 1 week ago



How To Capture the Perfect Nature Photo On Your Cellphone
3k views · 1 month ago



Event Recap: May 2020 Dinner Club
2.5k views · 2 months ago



5 Tips For Starting Your Vegetable Garden
2.7k views · 2 months ago



5 Facts You Didn't Know About The Construction of Taliesin
4k views · 3 months ago

Other YouTube video ideas:

- Meet different members of the staff and volunteers
- What Does "Live Wright, Live Connected, Live Inspired, Live Curious" mean
- "What Live Wright Means To Me" series videos
- Taliesin, Frank Lloyd Wright Trivia and Fun Facts
- Event Recaps
- Event Promos
- Historical videos
- Virtual Tours
- How-To and Educational Videos
- Why Being Part of a Social Community Helps You Live Longer
- 5 Farm to Table Recipes for Your Holiday Dinner
- How to Grow Your Own _____
- Wisconsin Travel Videos

Display Advertising



Online Display Advertising is a type of advertising intended to build brand exposure and awareness, in which the advertiser's message is shown on a destination web page, usually in a box on the side at the top, bottom, or side of the page (1). There are many roles of Online Display Advertising that are unique to other digital mediums, as it can improve campaign efficiency and give consumers more ways to interact with the brand. First, display advertising offers a broad reach against a specific audience and can therefore enable Taliesin to reach many consumers. It also helps drive engagement and adds frequency - when ads are bought on multiple websites, it can increase the number of times a consumer sees that ad. Fourth, it provides multiple touch points for the consumer to come across on both online and offline platforms (1). Finally, Online Display Advertising is unique from other digital mediums because it is highly targetable yet less expensive than most other digital mediums due to the high supply of websites (1).

WEBSITE BUYS

In determining what sites to purchase display advertisements, Spark aimed to select the sites that would reach the largest possible amount of Taliesin's target audience. Spark considered how much of the target audience a site reached, how much of a site's readership resembled the target audience, how similar the site's content was to the target consumer's interest and Spark's programming, how localized the site's readership is geographically, as Taliesin's target consumer is Wisconsin-based, and other elements pertaining to the target consumer. All statistics not otherwise cited are derived from Simmons Oneview for the sample of consumers who are 55+, agree with the statement that they enjoy art and have a household income of \$75,000 or more.



Mapquest

28% of Taliesin's target audience uses Mapquest, and 16% of Mapquest's users fall in Taliesin's target demographic, concluding that buying display ads on Mapquest would effectively reach Taliesin's target audience. Furthermore, Mapquest's site content is related to tourism and tailored towards the user's location, so Taliesin's display advertising would reach those in the area looking to take a trip who are in the Wisconsin area.



CNN

CNN is one of the most popular national news sources for Taliesin's target consumer, as 17% of Taliesin's target consumers engage with the CNN website. Therefore, placing display advertisements on CNN would effectively reach Taliesin's target consumer.



Allrecipes

22% of Taliesin's target audience engages with allrecipes, and they are 53% more likely than the average person to visit allrecipes, implying that buying display ads on allrecipes would effectively reach Taliesin's target audience. Taliesin's target audience enjoys cooking and fine dining, making allrecipes a great place to promote Taliesin's food-related programming.



Tripadvisor

As tripadvisor is a site that provides travel recommendations, reviews and advice, placing display advertisements on tripadvisor can reach Taliesin's target audience when they are actively considering taking a trip. 17% of tripadvisor's audience fall into the demographics of Taliesin's target audience, meaning that placing display advertisements on tripadvisor would effectively reach Taliesin's target audience.



HGTV

Taliesin's target audience is 93% more likely than the average person to visit HGTV's website. HGTV covers many of the target consumer's interests, such as the outdoors, dining and project-based learning, which makes HGTV an opportune location to place display advertising that is aligned with Taliesin's programming and Taliesin's target consumers' interests.



Isthmus

As Isthmus is a local news source, placing display advertisements on the Isthmus site will target Taliesin’s strategic value customers geographically. Of Isthmus’ readership, 20% are 55+ and 60% (2) come from high-income households, matching Taliesin’s target consumer group. Furthermore, Isthmus’ content aligns highly with Taliesin’s target consumers’ interests.



Madison Magazine

Madison Magazine is subsite of Channel 3000, a local Madison news source, and deals with local culture and lifestyle. As Taliesin’s target consumer is returning consumers from the Wisconsin-area, Madison Magazine would reach this audience geographically. Furthermore, the content covered aligns with Taliesin’s target audience’s



Wisconsin State Journal

Taliesin’s target consumer group are those in the Wisconsin-area, so placing display advertisements on the Wisconsin State Journal site would help reach these consumers geographically, as many Wisconsinites turn to the Wisconsin State Journal for news.



TravelWisconsin.com

As Travel Wisconsin is a Wisconsin travel site, buying display advertisements on Travel Wisconsin will catch the target consumer as they are thinking about traveling locally. The target consumer is Wisconsin-based and interested in travel, making them likely to visit Travel Wisconsin.



DestinationsWisconsin.com

In the same vein as Travel Wisconsin, buying display advertisements on Destination Wisconsin will reach the target consumer as they are considering where to travel within Wisconsin



Yahoo

As 43% of emails 55+ use Gmail (3), and Taliesin’s target consumer uses email on a daily basis, purchasing display advertisements on Yahoo and AOL would effectively reach Taliesin’s target consumer. Furthermore, display advertisements on Gmail can target the user by their demographics, ensuring the display advertisement is reaching the intended target consumer.

Display Advertisement One

The first display advertisement falls under Spark's first content pillar, highlighting the Taliesin community, as well as Spark's third content pillar, highlighting Taliesin's programming. Taliesin's target consumer is seeking community and values food and fine dining, so this display advertisement will speak to these qualities. This display advertisement would work particularly well on the food-oriented website buys. Though this advertisement could work year-round, it would be particularly effective if placed during the months of March, April and May, as this time period is the lead-up to Taliesin's dinner club membership event. This advertisement is a standard display advertisement that can be targeted towards the consumer. The estimated cost of this advertisement would be \$7-\$9 (1) per a thousand consumers reached, placing it within Taliesin's budget while still using targeting methods to ensure it is reaching Taliesin's strategic value consumer.



Display Advertisement Two

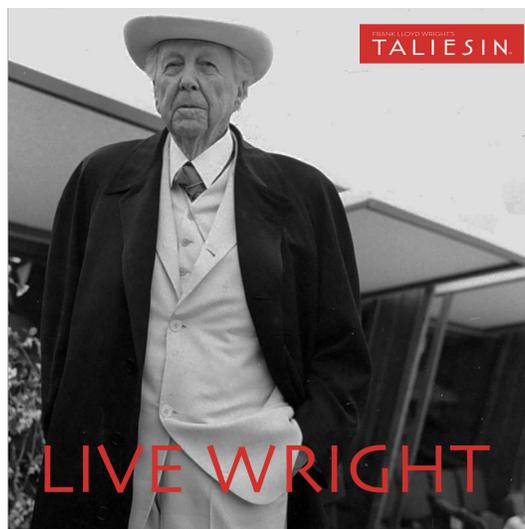
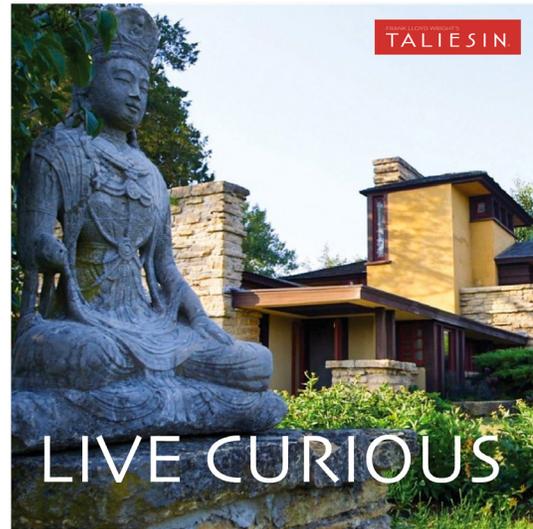
The second display advertisement falls under Spark's first content pillar, highlighting the community aspect of Taliesin, as well as the fourth content pillar, highlighting the Frank Lloyd Wright lifestyle philosophy that pulses through everything that occurs at Taliesin. Taliesin's target consumer values personal relationships and is seeking community, so the emphasis on the communal aspect of Taliesin in this display advertisement will reach the target audience. This display advertisement is the most versatile of the three and would fit well onto any of the display advertisement buys suggested. This advertisement is a standard display advertisement that can be targeted towards the consumer. The estimated cost of this advertisement would be \$7-\$9 per a thousand consumers reached, placing it into Taliesin's budget while still using targeting methods to ensure it is reaching Taliesin's strategic value consumer.



CREATIVE UNITS

Display Advertisement Three

The third display advertisement is a video showcasing the various programming and lifestyle values provided by Taliesin. It will flash through still photos and live videos of Taliesin programming, stopping on the campaign messages, featured above, and ending on the 'Live Wright' slogan. This display advertisement falls under Spark's first four content pillars, as it showcases everything great about Taliesin and helps achieve the overall goal of informing previous visitors of the various programming that Taliesin has to offer. As Taliesin's target consumer is interested in food, art and culture, architecture, the outdoors and community, this display advertisement aligns well with their interests and values. This advertisement would work particularly well on the travel sites suggested by Spark, as it presents Taliesin as a lifestyle destination. While static advertisements are useful to increase the reach of a message, video advertisements have been shown to drive more impact and engagement among viewers (1). So while placing a video may be a little more expensive (\$12-\$15 per thousand customers reached(1)), it will drive a more effective overall campaign and will pay off in increased consumer engagement. This advertisement can be targeted at consumers based on their demographics or search-history.



ONLINE AD TARGETING

Online targeting is about putting online display ads in front of the intended strategic value consumer at the right time and place in order to reach maximum effectiveness of the advertisement placement (1). Spark choose several methods of online targeting in order to reach our designated audience efficiently.

Re-Targeting

This method of targeting works by using “cookies,” small pieces of data sent from a website and stored on the user’s computer by their web browser for the purpose of recording the user’s online activity. Re targeting drops cookies when they see an ad or visit a page on the brand’s website and in turn, targets those users with the same ad (1).

Through this method, Spark will target people who have interacted with Taliesin in some way -- whether through advertisements or through visiting the Taliesin website.

This method can be used by targeting those who have visited the Taliesin program or ticket sale page of the website or those who have previously viewed a Taliesin display ad through one of the previously listed targeting methods.

Rationale

This method is intended to build frequency or convert site visitors (1). This method of targeting is most often used to convert online sales that did not convert on their first visit to a site (1). This targeting is important for encouraging previous Taliesin consumers who are revisiting Taliesin’s website or who have previously encountered a Taliesin ad, to follow through and purchase a program ticket. Additionally, the frequency of re targeting is a method to remind our target audience of Taliesin and the additional services they have to offer, which might have been overlooked when they visited solely for a tour.

ONLINE AD TARGETING

Editorial Content Targeting

This display advertising targeting method works by placing display advertisements on websites based on editorial content and reader interest (1).

Through this method, Spark will target those with interests and online behaviors closest to our target audience. For example, websites with editorial content that is appealing to those interested in arts and culture, food and dining, architecture, the outdoors, educational experiences, creative outlets and so forth.

Spark will target through this method by choosing websites that align with Taliesin's audience, content, messaging and brand (1). For example, Taliesin can use this targeting method by choosing to advertise on HGTV.com. HGTV embodies our target's interests by showcasing architecture and the outdoors, offering educational opportunities pertaining to home and garden, showcasing creative methods and tips on home and garden improvement through crafts, as well as photo inspiration. The editorial content on this site also aligns with brand elements of Taliesin -- creativity, preservation, nature, architecture. Therefore, HGTV's editorial content is consistent with the interests of our target audience as well as the messaging and brand of Taliesin.

Rationale:

Previous research discovered an overlap between our target's existing interests and Taliesin's values and services. This targeting method can enable Taliesin to choose sites for display advertising based on these key overlaps. This method can in turn, utilize the preexisting commonalities between Taliesin and its target audience.

Contextual Targeting

This method works through highly targeted editorial content, so that ads can appear on specific webpages rather than a general website, in which the context of that webpage directly relates to the content of the advertisement (1). This allows for the reader to have a more receptive mindset due to the relevancy of the ad to the content they were already engaging with (1).

Through this targeting method, Spark will aim to reach individuals that share the most in common with Taliesin's SVC. Specifically, those who are likely from Wisconsin and have an interest in arts and culture.

Taliesin can target through this method by choosing specific contextual web pages that relate to the content of the Taliesin ad. For example, Taliesin can place contextual targeted ads on www.channel3000.com/madison-magazine/arts-culture. The display ad will appear within the arts and culture section of the Madison Magazine, which is part of the general Channel3000 website. The context of this webpage already involves finding things to do in Madison related to arts and culture, therefore; the mindset of these readers will be more open-minded to a Taliesin display ad because it involves activities within the same context. Additionally, Spring Green is located close enough to Madison for those already seeking local cultural experiences.

Rationale

This method of targeting works well for Taliesin because in terms of context, Taliesin services are pretty specific. This method reaches consumers with a specific mindset already pertaining to arts and culture. This control over context enables more successful outcomes in reaching those who will be most receptive to a Taliesin display ad.

ONLINE AD TARGETING

Demo Targeting

This method of targeting is based on pre-existing registration data from a website that was provided by the consumer (1). This data can include demographic information such as age, gender and so forth. This method enables a brand to target specific groups of individuals on a broad website.

Through this method, Taliesin can closely target its strategic value consumer by picking the demographic traits of our SVC, that would be provided in an online registration process. The traits include: men and women from Wisconsin, aged 55+.

Demo targeting is typically only available on larger websites, therefore; Taliesin can choose a large site its target already uses and submitted registration to. For example, previous data suggests our target audience routinely uses email. Therefore, Taliesin can place display ads targeted to those aged 55+ from Wisconsin on Yahoo or AOL using demo targeting.

Rationale

This method helps prevent buying unnecessary reach (1). Because Taliesin is located in Wisconsin and Taliesin is targeting returning Taliesin consumers, there is no need for broad geographical reach. Taliesin does not need to reach all Yahoo or AOL users, however; its SVC already uses these sites and when they sign up, they are required to input registration data that will help Taliesin reach them. Additionally, unlike Gmail, these email homepages allow display ads.

Behavioral Targeting

Behavioral targeting works by buying an audience on many sites, rather than buying ads on a single site with multiple audiences (1). This method of targeting is based on historical online surfing behavior, including articles this audience read, sites they visited or searches they entered (1).

Spark will attempt to reach our target audience by basing decisions on our target's known online behaviors.

For example, Taliesin can target users who visited TravelWisconsin.com and read an article on allrecipes.com in the last month. Prior research suggests our target audience often visits allrecipes.com. This surfing behavior coupled with those who also visited travelwisconsin.com, can indicate this group of individuals are looking to travel somewhere in Wisconsin as well as have an interest in food. A display ad for a Taliesin culinary program aligns with both of these previous online behaviors and in turn, can encourage these users to consider purchasing a program ticket.

Rationale

This method of display advertising targeting aligns with the users' historical surfing behavior and offers an opportunity for Taliesin to fulfill the users' desire to travel somewhere in Wisconsin, as well as cater to their existing culinary interest. This method of targeting also delivers more keenly on reaching our target because it is based on behaviors, which are typically more telling than consumer interests in terms of actual follow through.

PPC & SEM



As learned from class, search engine marketing is a paid promotional tool used by companies and organizations to “increase their visibility in search engine result pages” (1). You only pay for these ads if someone clicks on the ad, hence, pay per click (PPC) ads. Through Google AdWords, companies can purchase relevant keywords related to their brand that someone might Google search. When someone searches using these keywords, their PPC ad will appear within their Google search. The ranking of the PPC ad depends on how much the company is willing to pay. Taliesin PPC ads show up when Googling the keywords: Taliesin, Frank Lloyd Wright and Spring Green, WI.

COMPETITIVE REVIEW

Door County

Door County is using a PPC ad on Google. Their website page Door County WI Activities, Fun Things To Do shows up when Googling the keyword “Door County.” This ad focuses on showcasing fun activities in Door County. Since PPC ads are customized to individual searches, Door County’s ad showed up on the top of the first page for one of us and on the bottom of the fifth page for another. The implication here is that Door County’s PPC advertising is focused on highlighting activities and things to do in the area to encourage consumers to visit the area which is something Taliesin could pay for as well through their PPC ads.

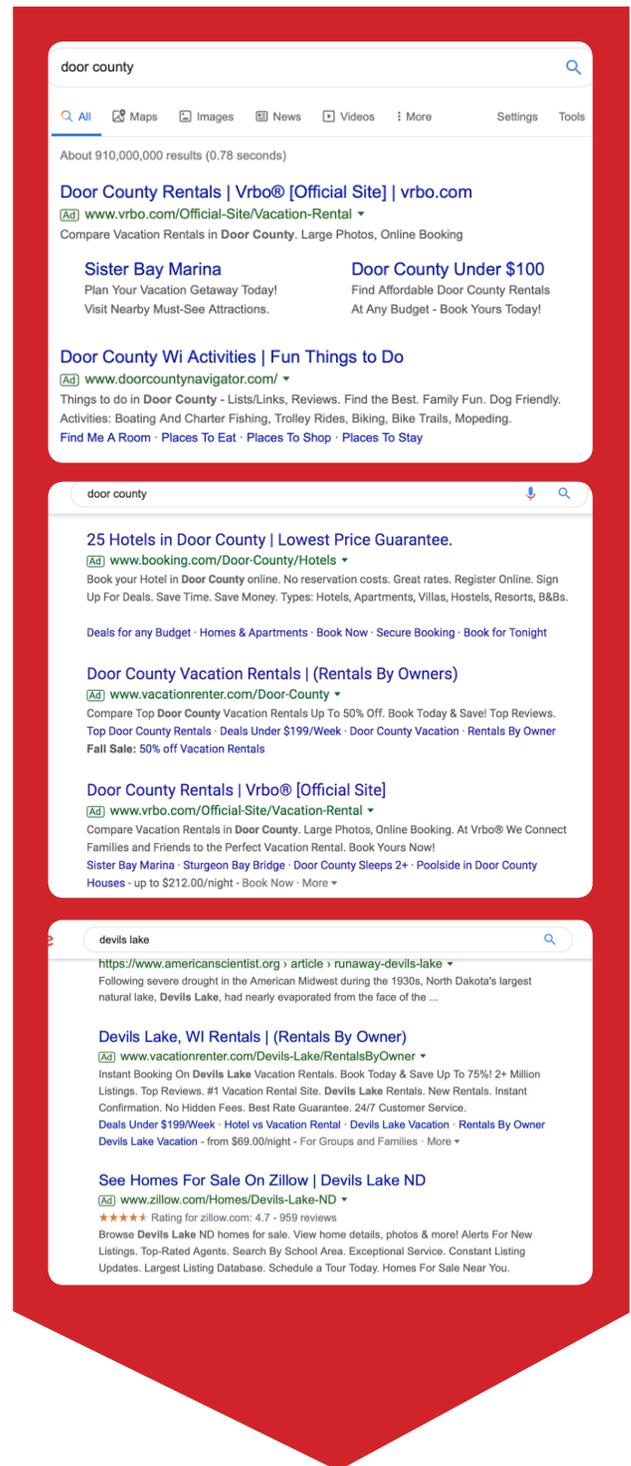
Others

Devils Lake, New Glarus, American Players Theater and House on the Rock are currently not running PPC ads. However, sites such as VRBO, Vacation Renter and Zillow are running their own PPC ads for Door County and Devils Lake homes and rentals. These two places are reaping the benefits of others’ PPC advertising. If Southern Wisconsin, Sauk County and/or Spring Green became a more well-known and popular tourist destination, Taliesin could benefit from others’ PPC advertisements.

Role of PPC

The competitive analysis showed that, for the most part, Taliesin’s main competitors are not utilizing PPC, implementing PPC in this digital media plan will give Taliesin a competitive advantage. This means that there is opportunity to utilize additional keywords related to Taliesin’s competitors, rather than just their own keywords. This creates potential to sway customers away from competitors and come visit Taliesin instead.

Successfully utilizing PPC will deliver on Spark’s first campaign objective to generate 50% awareness of Taliesin programs amongst those 55 years old and up who have previously attended a Taliesin tour. Boosting Taliesin’s website to the top of the search page will capture those who are actively searching out what Taliesin offers. This is a primary difference between PPC and other forms of traditional and digital media; here, Spark will engage in pull market-



ing and will target those consumers who are already in the mindset to engage with Taliesin or something similar. Additionally, as Spark is targeting returning customers, these consumers are likely to be searching keywords related to Taliesin, as they are already familiar with the brand.

KEY WORD ANALYSIS

Taliesin

Taliesin
Frank Lloyd Wright
Frank Lloyd Right
Frank Lloyd Wright Taliesin
Taliesin Preservation
What is Taliesin
Where is Taliesin
Taleisin
Taliasin
Taliesen
Taleisen
What to do at Taliesin
Photos of Taliesin
Taliesin tours
Taliesin visitor center
Taliesin pronunciation
Taliesin meaning
Taliesin school of architecture
Taliesin events
Taliesin programs
Taliesin schedule
Taliesin calendar
Taliesin theater
Jobs at Taliesin
Volunteering at Taliesin
Taliesin visitor center
Taliesin gift shop
Taliesin history
History of Taliesin
Taliesin discount

Influencers

Influencers
Hipfoodiemom1
Hip foodie mom
Hip foodie
The local tourist
Local tourist
Local tourism
The local tourist blog
Phil Morgan
Phil Morgan photos
Phil Morgan photography

Competitors

Competitors
New Glarus Brewing Company
New Glarus
Devil's Lake State Park
Devil's Lake
American Players Theater
APT
Taliesin Arizona
Couples day trip
Day trips in Wisconsin
Architecture schools
Historic sites in Wisconsin
Wisconsin historic sites
Arts and culture in Wisconsin
Wisconsin arts and culture
Community groups in Wisconsin

Campaign

Live Wright
Live Curious
Live Connected
Live Inspired
Dinner club
Farm to table
Farm to table meals
Farm-to-table
Farm-to-table meals
Wisconsin food activities
Wisconsin food events
Wisconsin photography classes
Wisconsin photography
Organic food programs
Food membership
Food program memberships
Taliesin membership
Culinary programs
Culinary program memberships
Social food events
Social food events in Wisconsin
Social dining



Spark will buy 100 keywords that fall under the categories of Taliesin, Campaign, Location/Geography, Competitors, Travel/Seasonality and Influencers.

The Taliesin category mainly targets those who are already familiar with the Taliesin brand. It encompasses various aspects of Taliesin and what it has to offer, hoping to pull in those consumers looking for more information on the preservation. It includes misspelled words in order to make sure consumers are able to find the page even if they do not spell the terms correctly.

The Campaign category targets those who have seen Spark’s advertisements from various parts of this digital media plan. If a consumer sees one of the various taglines and searches for it, using the taglines as keywords for PPC ensures that they will easily be able to find Taliesin’s website. Since this campaign is heavily focused on programming, this category also includes keywords related to various Taliesin programs and keywords for those looking for a community or social outlet.

The Location/Geography category is centered around the state, city, county, and region that Taliesin falls within. Spark chose these generally local locations as keywords as the target consumers, since they are returning customers, are more local.

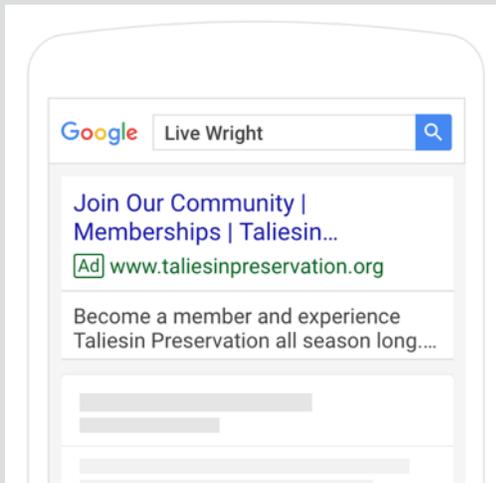
The Competitors category aims to grab the attention of those consumers looking for an experience similar to Taliesin. For example, New Glarus does not utilize SEM, so Taliesin utilizing PPC with ‘New Glarus’ as a keyword may potentially sway consumers away from making a trip to the brewing company and towards getting involved at the preservation.

The Travel/Seasonality category will only be utilized during the current and following season (i.e. in July, summer and fall will be in place). This category targets couples specifically, as well as those who are looking for activities in the area.

Finally, the Influencers category is meant to tie the Taliesin brand to the social reach of all of the influencers utilized in the plan.

PPC ADVERTISEMENTS

PPC AD Group 1: Join Our Community



The following PPC advertisements demonstrate six different Google Ads for Taliesin appearing on both mobile and desktop search. Each draw from our content pillars and encompass the main themes of the company.

PPC AD Group 4: Programming

Farm-to-Table Dinner | Buy Your Tickets | Taliesin Preservation
[Ad] www.taliesinpreservation.org

Join us for a meal at the home of Frank Lloyd Wright. Visit our website to claim a spot at the table.

PPC AD Group 6: Arts and Culture in Wisconsin

Arts and Culture Programs | Photography | Taliesin Preservation
[Ad] www.taliesinpreservation.org

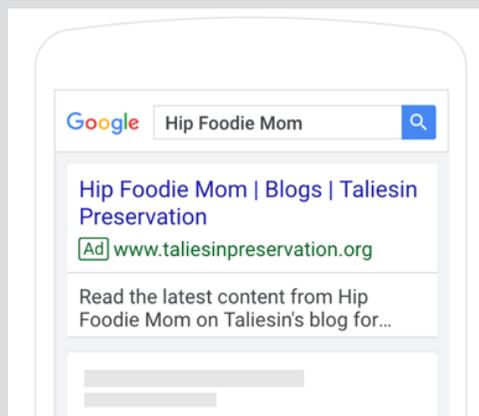
Engage in the beauty of Spring Green, Wisconsin. Learn photography skills from nationally recognized artists.

PPC AD Group 3: Live Wright

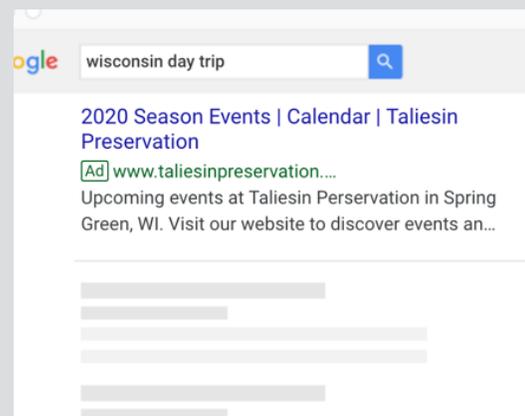
Live Wright | Taliesin Preservation | Frank Lloyd Wright
[Ad] www.taliesinpreservation.org

Join a community centered around relationships and the philosophies of Frank Lloyd Wright.

PPC AD Group 2: Hip Foodie Mom



PPC AD Group 5: Wisconsin Day Trips



PPC SCHEDULING

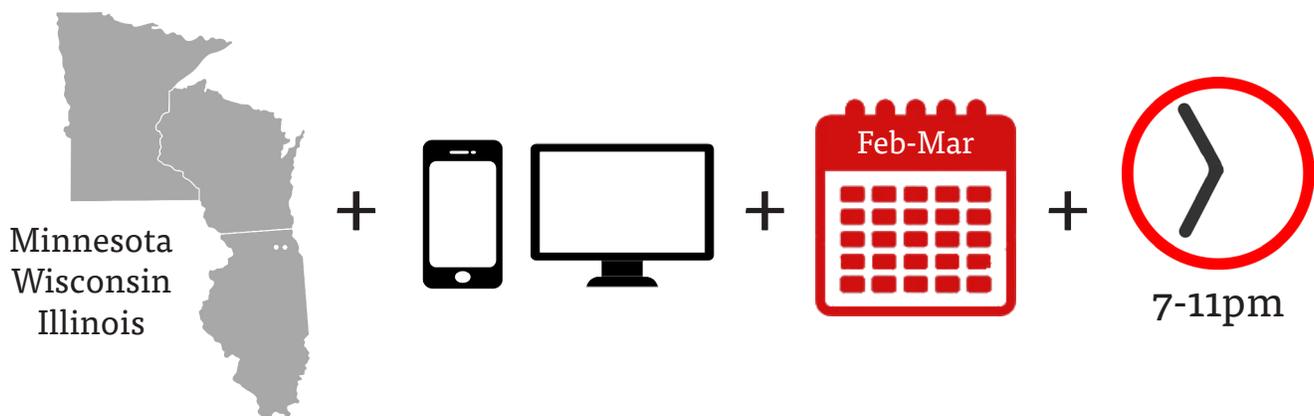
As stated in the situation summary, searches for “Talisin” on Google are most frequent and consistent in February and March, though there are searches year round. Thus, in terms of seasonality, Spark will run most PPC keywords in March to target those who are planning ahead before the season begins. The Taliesin, Geography/Location, and Competitors categories of keywords will be utilized here. In regards to the Seasonality category of keywords, as stated in the keyword rationale, Spark will run only the current and following season, for both last-minute engagement as well as those who think ahead. The Campaign and Influencers category of keywords will be put in place once the campaign has kicked off, and once the influencers have engaged with the Taliesin brand, respectively.

The media behaviors of current Taliesin consumers showed that our target is using both mobile and desktop technology, so Spark will buy PPC on both. Though it would be possible to separate out the categories based on which are more likely to be searched on a desktop, where consumers likely would actually book or purchase tours or memberships, there are opportunities

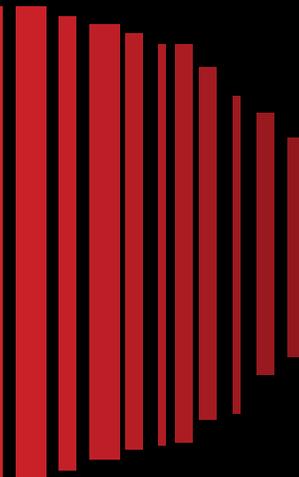
to spread awareness through all categories, which is beneficial whether the search is on mobile or desktop.

Because the target market of this campaign is returning customers, Spark will buy PPC in geographic areas that are closer to the site, with the expectation that consumers from this area are more likely to return, as opposed to someone from a coast who would have to spend a lot more to make the trip. Thus, Spark will focus PPC in Wisconsin, Minnesota, and Illinois for both mobile and desktop searches.

Again, as stated in the situation summary, of people aged 55 and older with an interest in the arts in the U.S., 42.8% in the last 5 weekdays used internet in their home between 7pm-11pm, according to a Simmons Crosstab. Additionally, among this same target audience, 30.5% in the last 5 weekends used internet in their home between 9am-4pm and 31% used the internet in their home between 7pm-11pm. Based off of this research, it would work to Taliesin’s advantage to run PPC during these windows of time.



Landing Page



LANDING PAGE

A landing page is the URL that a Search Engine Marketing ad leads to when a user clicks on it. Looking at Taliesin and their four competitors-- House on the Rock, New Glarus, Devil's Lake State Park, and Door County-- only Taliesin and Door County are running ads. This presents a unique opportunity for Taliesin to break into SEM first for tourist locations in South Central Wisconsin. Multiple keywords could be used for Taliesin that would also encompass its competitors, potentially scooping up a section of their audience that also aligns with Taliesin's target audience.

Given that Taliesin's target audience is existing customers, a SEM ad is an excellent opportunity to incorporate a program membership - something that will sustain a group of consumers. This landing page corresponds with our Memberships PPC ad.



Taliesin Program Memberships

Discover what it means to Live Wright

Indulge your senses and enrich your spirit with a Taliesin Membership.

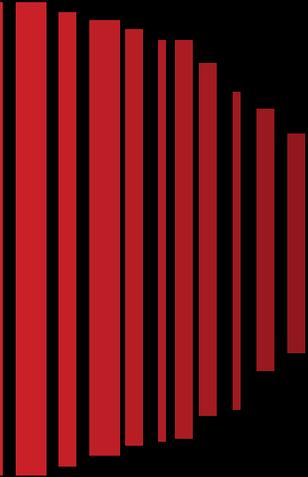
Experience the true Taliesin, with monthly events ranging from Farm Dinners and Wine Tastings featuring local farms and wineries, exclusive performances at the Hillside Theater, and opportunities to explore the life within Taliesin.

[Become a Member](#)

UPCOMING MEMBER EVENTS

OCTOBER							DECEMBER
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
27	28	29	30	31	1	2	
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	

Media Prioritization & Integration



INTEGRATION

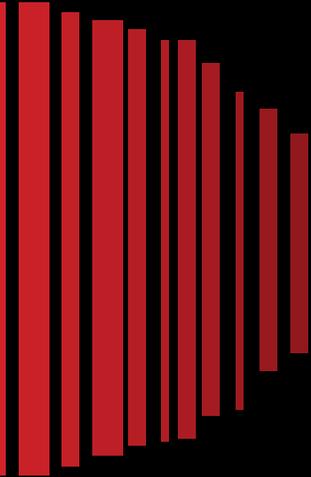
In crafting the entirety of Taliesin’s media plan, Spark focused on ensuring all digital media components told a comprehensive, coherent story about Taliesin, centering every message around the target consumer and the overall campaign message: ‘Live Wright.’ Below is a media timing schedule detailing every component of the plan throughout the 2020 year. Though every component of the media strategy is centered around Spark’s campaign goals, Spark believes the most emphasis and priority should be placed on content strategy, SEM and unpaid social media.

Media Timing Schedule

	Priority	January	February	March	April	May	June	July	August	September	October	November	December
		6 13 20 27	1 8 15 22 29	7 14 21 28	4 11 18 25	2 9 16 23 30	6 13 20 27	4 11 18 25	1 8 15 22 29	5 12 19 26	3 10 17 24 31	7 14 21 28	5 12 19 26
Display Ads	4	x x											
Event Marketing	6				x	x	x	x	x	x	x		
Content Strategy	1												
Website Design	7	x			x			x			x		
Unpaid Social Media	3												
Email a													
Instagram d													
Facebook b													
Youtube c		x x	x x x	x x	x x	x x	x x	x x	x x x	x x	x x x	x x	x x
Paid Social Media	5												
Instagram b													
Facebook Videos a													
SEM	2												



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