**Goal:**

For Greeley Historic Preservation Office to increase awareness of all the historic buildings around the Greeley Community, by targeting the millennial generation and getting them to attend events.

**Objective: Social Media Development**

Optimize use of more current relatable social media outlets by 90 percent, in order to help build awareness and establish a strong presence via the internet.

Instagram Strategy:

The Greeley Historic Preservation Office already has a Facebook, and Twitter account. However, in order to accomplish this objective, the organization needs to create an Instagram account. Which is one of the most popular social media outlets in the world and could generate publicity around Greeley and maybe even the world. We recommend this strategy be implemented via the following tactics:

*Tactics:*

* The first step would be creating an Instagram account for the Greeley Historic Preservation Office
* Follow as many people as possible who, is associated with Greeley that way the account can the reach the area. Also following other related business, and students of UNC since the goal is trying to reach the millennial generation.
* On the Instagram account post daily updates for new followers to see and get them involved in new ways. A great way to do this could be having a bi-weekly or monthly scavenger hunt, helping people see the historic buildings and also getting them involved.

Social Media Campaign Strategy:

A great way to accomplish the objective is to create a social media campaign. The campaign could help create awareness of events and even historic buildings. Creating a campaign that gets a lot of attention could help accomplish the set objective. We recommend this strategy be implemented via the following tactics:

*Tactics:*

* Throughout social media establish a fun hashtag that helps people get involved and wanting to post it. For example, when the court house event happens and people post on social media they can attach the hashtag #GreeleyCourtHouse.
* The Scavenger hunt could not just be used for Instagram but instead we could tie clues to all the social media accounts in order to get people to visit all the accounts.
* Weekly trivia for the weeks leading up to a certain historic preservation events could also be a great tactic to help draw people to the social media pages and drive the social media campaign.
* On social media try and drive a certain campaign in which everybody would want to join. So I believe a good one could be having people take pictures in front of the historic buildings with a specific hashtag. Creating a competition and the person to visit and post the most pictures in front of buildings could win a prize.
* Posting at least four times a week on each social media outlet could be a great start for the campaign and could really help establish the presence on social media.

**Objective: Word of Mouth Campaign**

Develop a Word of Mouth Campaign to spread positive WOM; to increase brand, and event awareness by 50 percent.

Brand awareness Strategy:

The Greeley Historic Preservation Office has a specific brand image. However, in order to accomplish the objective of increasing brand awareness the organization needs to focus on their WOM. Getting visitors to talk positively about the organization, from events, promotion and guest services, is a great way for people to receive positive WOM and look at the business highly. We recommend this strategy be implemented via the following tactics:

Tactics:

* Ask visitors of historic preservation events about their personal experiences. Take the good and bad and implement them into the next event.
* Focus on each individual visitor that shows up, simple things like greeting them and making sure they are doing alright. Just helping show that the organization cares for all of the visitors that attend the event.
* Training all volunteers and employees on proper people skills in order to help deliver a great experience for everybody in attendance.
* The organization could volunteer for organizations around Greeley in order to help spread brand awareness of the Greeley Historic Preservation.

Positive experience strategy:

Delivering a positive experience at events is a huge key in accomplishing this objective. Not only that but leaving opportunity for visitors of the events to post about their experiences; can really help spread positive WOM. We recommend this strategy be implemented via the following tactics:

Tactics:

* Giving away merchandise with the Greeley Historic Preservation Office logo on it when people come to visit and attend the events.
* Participants of the tours can also leave messages at the location (share location); in which, can be added to the website or social media. This allows people to see and have access to all the people attending events. This could then cause people to wonder why and visit the organizations website to get more information.
* On the website or social media, people can post directly to these outlets instead of leaving the messages at the location. That way if they forget to leave a comment of their experience; then can post something they enjoyed during the visit.

**Objective: University of Northern Colorado Partnership**

To establish a partnership between the Greeley Historic Preservation Office and the University of Northern Colorado; to raise awareness, and attendance among college students by ten percent.

History and Music Departments Strategy:

The Greeley Historic Preservation Office wants to reach the millennial generation. A great way to do so is, partnering with the University of Northern Colorado. More specifically with the History and Music departments of the University. These departments relate to the Greeley Historic Preservation Office and could really help reach the goal. We recommend this strategy be implemented via the following tactics:

*Tactics:*

* Reach out to the professors of History and Music departments and get them to either offer some sort of extra credit, or participation for attending the events. Specifically, for events that are related to these departments.
* Be able to sponsor these departments which could help spread awareness of the office. Or having these departments sponsor the organizations events as well.
* Having these departments make this organization a requirement for the major somehow.

Service Learning Strategy:

The Greeley Historic Preservation Office is an organization that has a lot of potential for learning and experience. Partnering with the University of Northern Colorado can really help allow access to these opportunities. Therefore, we plan to accomplish this objective by integrating a service-learning partnership between the two, which would benefit each of the parties. We recommend this strategy be implemented via the following tactics:

*Tactics:*

* Starting the service learning program and setting up all the objectives and tasks students would need to accomplish throughout the course.
* Going to the University and advertising for the program and even going to to classrooms and discussing the opportunity with students.
* Even reaching out to the University and being able to send a mass email to all the students allowing them to be able to read about the program and have contact information if interested.

Greek Life Strategy:

Greek Life at any University is a great foundation for reaching students. With students constantly pledging and joining these fraternities and sororities at the University of Northern Colorado; the Greeley Historic Preservation Office, can partner with this part of the University, in order to help accomplish the objective. We recommend this strategy be implemented via the following tactics:

*Tactics:*

* Offer opportunities for the different fraternities and the sororities, which the Historic Preservation Office could provide the location for the event.
* Provide event location for Greek Life and in return the students of Greek Life could help put on events for the Greeley Historic Preservation Office.
* Sponsor these fraternities and sororities to help spread awareness of the Preservation Office. Which then could drive in more millennials to the events.

**Objective: Traditional Advertising Implementation strategy**

Increase traditional advertising by 20 percent; helping maintain current audience, and drive more visitors to current events.

Traditional Advertising Strategy:

Traditional advertising is the primary source of advertising the Greeley Historic Preservation uses. It has succeeded in the past and has been the foundation of their visitors. We plan to accomplish this objective by increasing the amount of traditional media used. This will help maintain the current audience but also increase the chances of gaining more visitors per event. We recommend this strategy be implemented via the following tactics:

*Tactics:*

* Place ads in the newspapers in Greely as well as Loveland, Windsor, and Fort Collins monthly
* Visit local businesses and ask for permission to hang posters promoting events
* Hang posters and flyers within walking distance surrounding the museum or featured location
* Posters and flyers should contain information about upcoming events as well as links for the social media pages
* Even buying a billboard on highway 34 could be a good advertising move to help drive people to attend events.

 Millennial Strategy:

Traditional advertising is an original source of advertising and has been around a long time. However, millennials look for a sense of belonging. Meaning going beyond traditional media, and building customer relationships. Helping to represent friendship and a “sense of belonging”. We recommend this strategy be implemented via the following tactics:

*Tactics:*

* Send one-time email or text message to the first time visitors who have left their information with the event staff at the beginning of each event to keep them updated.
* Include an incentive for people of this group to visit the Facebook or Instagram page and leave comments from event, either positive or negative, for which they will receive specified merchandise.
* Having a spokes person or ads that can directly relate to millennials. That way it can gain their attention and interest.