

Pioneer Services Military Friendly® Brand 2019 Marketing Communications Plan

Link to [Military Friendly Lending](#)

Link to site: <http://www.militaryfriendly.com/2019-MFB/>

Overview

The designation of Pioneer Services as a Military Friendly Brand gives us an opportunity to build awareness and credibility by demonstrating our commitment to social responsibility and trustworthy lending practices. This is also an opportunity to build our overall position as a Military Friendly company. To leverage this opportunity, we'll create a page in the About Us Section dedicated to how we are Military Friendly, include the graphic in digital and print channels, and promote to audiences timed with the public announcement in April's Military Spouse Magazine. Public relations will also be a component with a wire distribution of a press release and potential placement of a thought leadership article.

Timeline

Announced in Military Spouse magazine (April issue with announcement) in mailboxes last week of March

- **January:** Place graphic in advertising/marketing pieces
- **February/March:** Publish web page and put hero slide on home page
- **April:** External and internal promotions

External

- Display ads (in all platforms and as a part of Refuel)
- Social media throughout month (2-3 posts each week)
 - Promoted to push official announcement and blogs
 - Organic to share celebrations and amplify what MilSpouse is doing
- All-customer announcement email first week in April
- Blog series
 - To be started in April but go throughout the year
 - To be highlighted in the Military Friendly Lender page
 - starting with Jodi (three parts to be ghostwritten by Angela/Scott)
 - spouse perspective; what it means to be a Military Friendly lender; what it means to work for a company that has this designation; what it means to our customers/military community
 - Military Relation Managers – Allen
 - LPOs/Branch Offices – Tonia
 - Other employees
- Public relations tied to announcement including
 - Press release – on wire and on website/Newsroom

- possible pick-up of article by Jodi (work with Levik to pitch)
- LPO promotion
 - Posters in offices
 - Flyers with copies of the Military Spouse Magazine article
 - Buttons for LPO managers and MRMs
 - 'Coaster' with MFB on one side and Military Friendly Lender and PS logo/PML website on other side to hand out
 - April 3 – celebrate with cake, balloons etc. in each office

Internal

- All-team announcement April 2
- Celebration – April 3 – Kansas City, Las Vegas, LPOs
 - Buttons placed on employee's desks, pinned to a card celebrating MF and inviting to informal event that afternoon
 - Cake, punch, balloons, short congrats speech by Jodi (or other executive if she's not available):
 - 2 p.m. in Special Forces for KC
 - In all LPOs and Las Vegas (cake sourced locally) timing TBD
 - Cake will have MFB graphic

Costs

- Cake: App estimate, enough cake for all employees in KC, LV, LPOs = \$250-300
- Buttons: \$147 + shipping
- Cards (for buttons to pin to): done in-house, trimmed externally = \$30
- Customer handout: TBD based on size, material quantity = app. \$500-\$1,000
 - **Total: app. \$950-\$1,500**

Operational Plan

Goal: Promote and fully leverage our designation as a Military Friendly Brand 2019 to position Pioneer Services as a Military Friendly company and leader in personal military lending.

Objective 1: Include in advertising and all materials starting January 2019

Tactics:

- Include graphic/bug in all print and digital advertising including billboards, display ads, print ads
- Include graphic/bug in all digital channels including website and social media
- Create website page that focuses on how we are a Military Friendly lender (MFB as a supporting point)
- Hero image/slide on website
- LPO merchandising
- Posters/flyers for LPOs and KC/LV offices
- SEO and paid search

Objective 2: Announce and promote along with Military Spouse Magazine announcement in April.

Tactics:

- Create print ad for Military Spouse Magazine
- Display ads on Facebook, Gmail, Rally Point,
- Internal celebrations and events; t-shirts and/or other promo items
- All-team member email
- Send email to all subscribers describing and promoting what it means to be a Military Friendly lender.
- Social posts

Objective 3: Promote through public relations, timed with national promotion by Military Spouse Magazine announcement (starting in April).

Tactics:

- News release – wire and on website
- Series of blogs written by employees/MRMs/LPO managers to provide an inside perspective on being a Military Friendly lender
- Article – ghostwritten for Jodi – spouse perspective; what it means to be a Military Friendly lender; what it means to work for a company that has this designation; what it means to our customers/military community
- Social amplification

Objective 1: Include in advertising and all materials starting January 2019

Tactic	Steps	Deliverable	Due date	Responsible	Outcome/measure	Notes
Create/place bug	Place on all pieces & digital	Ongoing starting with Q2 outdoor	1.1	Matt	Placed on all pieces	
Create military friendly page	Write copy, design graphics for page; build page	Website page in About Us section	Draft in review by 2.8 Page live by 2.12	Jake Matt	Page created	Optimized for MF; stays long-term to show how we're MF; MilSpouse ad to inform copy *Need to update awards and community pages; Determine where links need to be on other website pages
Hero image/slide on website	Write copy Create slide	Slide created and put on home page	Draft by 2.8	Jake Matt	Clicks	Add when page is live
LPO merchandise	Determine items Produce art Produce items	Items created t-shirts, buttons, other specialty item (TBD)	Produced by mid-Feb to be ready for them to use during April	Matt Elisa (logistics)	Items	Angela to talk with Tonia about what they would wear (t-shirt, button, etc.?).; make a big deal in the LPOs
LPO and office signage	Write copy Produce art	Posters, flyers	3.1	Jake Matt	Posters, flyers, clings	Focused on MFL (not MFB); posters like we did for HSP; put in KC/LV offices (<i>Clings later to be MFL</i>)
SEO & Paid Search	Keywords	TBD	2.8	Jacob/Angela		Once we have website page, Jacob to build extension

Objective 2: Announce and promote along with Military Spouse Magazine announcement in April.

Note: Print magazine will be distributed the last week of March; digital magazine published/promoted first week of April

Tactic	Steps	Deliverable	Due date	Responsible	Outcome	Notes
Create print ad for MilSpouse Magazine	Determine concept Write headlines Write copy Design	Full page print ad	2.8 to Compliance Art due 2.22	Angela/Jake/Matt		Will set positioning for PS being military friendly and leader in personal military lending
Display ads on Facebook, Gmail, Google, Rally Point, other	Determine concept Write headlines Write copy Design		Drafts due 2.15 2.22 to compliance Art due 3.1 Start running mid-March	Jake Matt	Analytics	Focus on MFL
Internal celebrations and events	Determine what these will be Plan, organize, hold	Last week of March/early April		Scott/Graham/ Culture Team		Ask Scott – do we want to make a big deal about this? Timed with launch/mag promo All team email timed with DigiMag
All-team member internal email	Jodi to send email (Scott to help write)		Last week in March	Scott		"" Discuss with Scott
Email to all subscribers	Write Design header Create/send email		Drafts due 2.14 2.22 to compliance Send week of 3.8		Opens, click throughs	All, link to MFL page (not MFB)

Social media	Write plan and posts/messages	Plan and drafts written	Draft by 3.11 3.18 to compliance Posting started 3.25	Jake	Engagement: likes, comments, shares, click throughs	TBD: Timed with announcement OR announce now + link to page, + with announcement
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Objective 3: Promote through public relations, timed with national promotion by Military Spouse Magazine announcement (starting in April).

Tactic	Steps	Deliverable	Due date	Responsible	Outcome	Notes
News release	Write release and distribute	Press release	3.25	Scott	Media pickups/coverage	Use Meltwater; put out on wire
Blog series	Announcement 3-4 blogs written	1x a week starting last week in March	Blogs drafted for each by 3.8 3.13 to compliance	Angela/Jake	Views, clicks on blog Promoted on social (social engagement)	Personal experience from different angles: LPO, collections, ?, culminating with Jodi's article; Need to determine details; video?
Article	Article ghostwritten for Jodi	Article	Drafted by 3.11 Final by 3.18 Scott to start pitching 3.18	Scott/Angela	Pickup by media	What being an MFL means as a spouse, how we're MF; work with Scott/Jodi
Social amplification	All PR and blogs will be promoted via social; a component of the plan in Objective 2	Promote all PR efforts and blogs in social	Draft by 3.11 3.25	Angela/Jake	Social engagement	This will be included in the social plan Local? Determine how to localize