

Digital Tactical Plan

Working Draft 2022

Introduction

This presentation was created for the purposes of promoting the new Working Draft magazine throughout the winter term.

By Georgia Dalke, Delaney O'Hara,
and Taylor Toews



Product Overview & History

- Run by Creative Communications students
- Long-form pieces surrounding a theme
- Published annually

CREATIVE NONFICTION

Punchline

Riva Billows — Apr 08, 2020

Knock knock. Who's there? Louis C.K. Louis C.K. who? Louis C.K. performing in Winnipeg dug up old trauma, divided a community, and changed my relationship to comedy forever.

READ MORE →

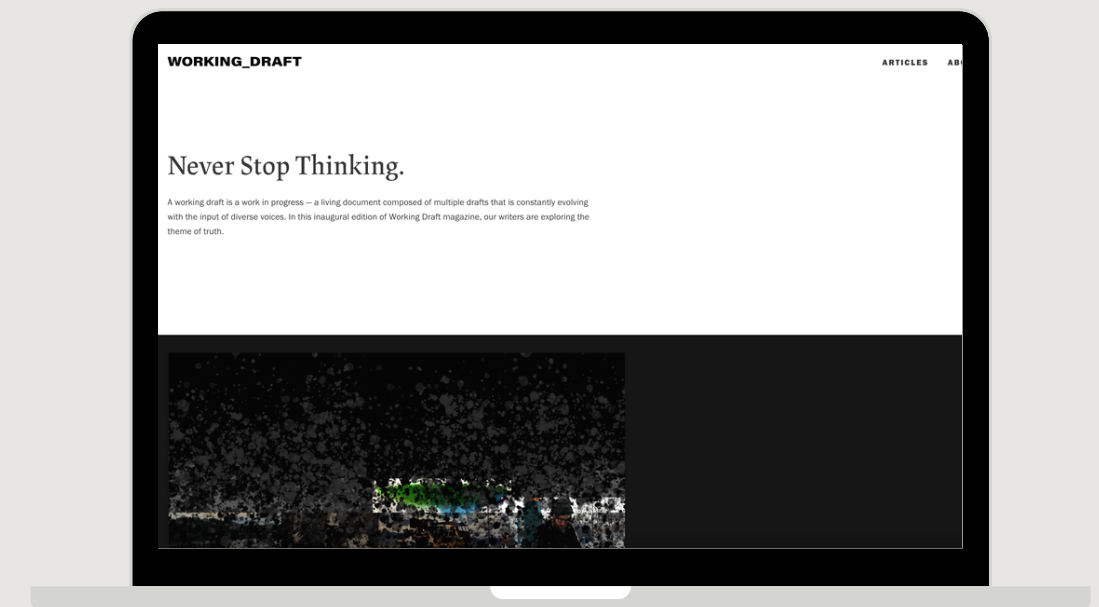
Never Stop Thinking.

A working draft is a work in progress — a living document composed of multiple drafts that is constantly evolving with the input of diverse voices. In this inaugural edition of Working Draft magazine, our writers are exploring the theme of truth.

WORKING_DRAFT

2020 Edition

Theme: Truth



CREATIVE NONFICTION

Memoirs of a Clay Person

Brett Kelly — Mar 17, 2021

Brett's collection of journals stretches back over 20 years. The text shows a person struggling to reveal their identity. This narrative bares the essence of what it means to question one's gender. Thanks to Emma Bunton, action movies, and a peach dress, Brett's journey reaches a new normal.

READ MORE →

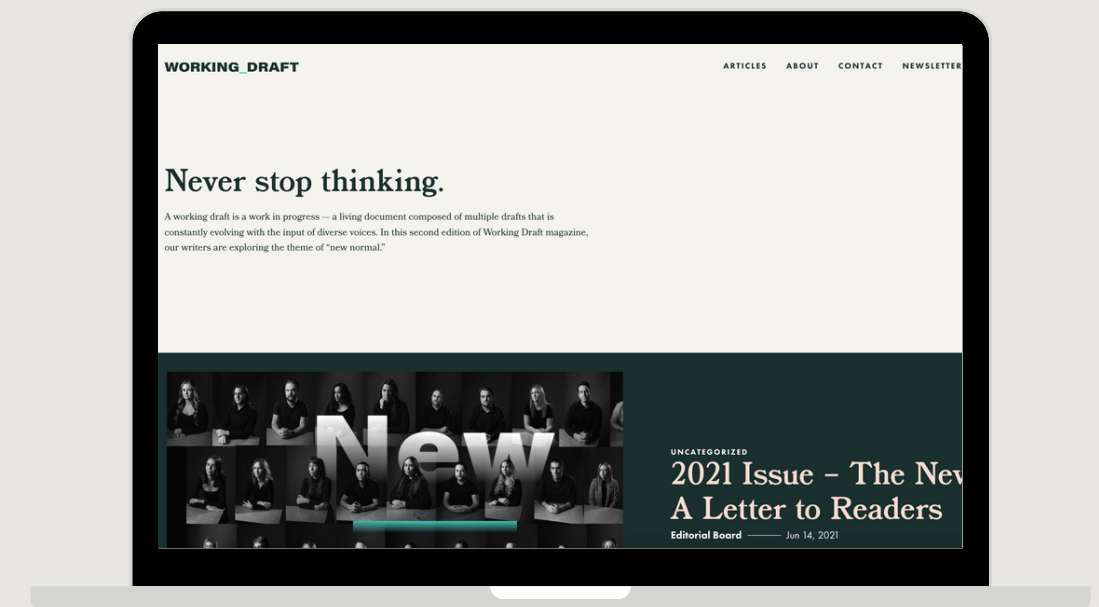
Never stop thinking.

A working draft is a work in progress — a living document composed of multiple drafts that is constantly evolving with the input of diverse voices. In this second edition of Working Draft magazine, our writers are exploring the theme of “new normal.”

WORKING_DRAFT

2021 Edition

Theme: The New Normal



Similar Publications



The Uniter



Prairie Fire



The Bull & Bear



The Walrus

Persona



Kathy Green

- 44 years old
- Communications Coordinator for Main Street Project
- BA in English from The University of Winnipeg
- 2 daughters: Reanne (14) and Maya (11)
- Married to Matthew (43), an I.T. specialist at Manitoba Hydro

Demographic



Mother



40-55

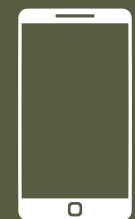


Household income
\$100k+



Lives in River Heights

Technographics



Phone > Desktop



Checks SM daily



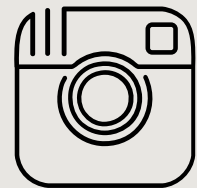
Obtains news from
Facebook & Instagram

Identifiers

- Financially Comfortable
- Keeps up with politics and social movements
- Usually votes NDP
- Doesn't want her role as a mother to control her life
- Has other hobbies (painting, running, book club)
- Has friends

Concerns

Social Media



Sexism



Climate Change

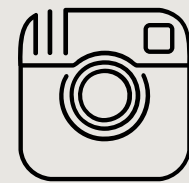


Cost of Living

"I like unwinding with a book and a glass of wine at the end of the night."

"Being a mom is one of the greatest privileges of my life, but it doesn't define my entire personality."

Key Journey Touchpoints



Social Media



Google search results



Website



E-newsletter

Objectives



Gain more readers

New & returning.

Establish reputation

Source of quality, topical articles.

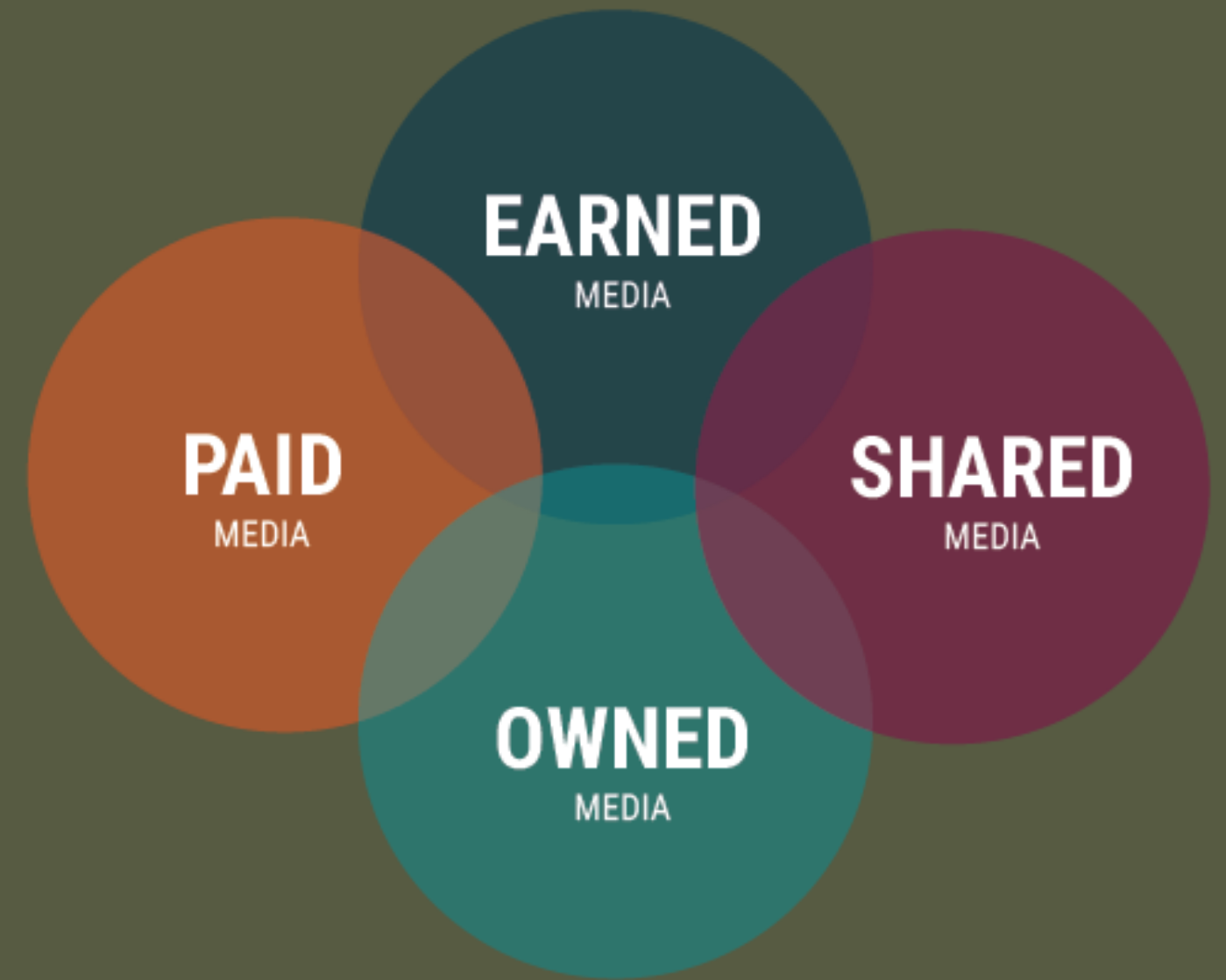
Increase website views/traffic

Strategy

SEARCHING
FOR
COMMUNITY

Channel & Content Strategy

PESO



Paid

Facebook & Instagram Ads

Earned

Influencer engagement

Shared

Social media posts

Owned

Website & e-newsletter

Customer Journey

Instagram,
Facebook, LinkedIn,
Google searches

Awareness



Consideration

Meta Description,
Website Homepage



Individual
Articles

Use



Loyalty

E-Newsletters,
Social Media



Instagram

Purpose

Awareness & Loyalty

Target

Young Creatives

Action

Content focused on social issues & younger audiences

Expected Impact

More web traffic, quality evergreen content

Facebook

Purpose

Awareness & Loyalty

Target

Older, educated women who enjoy reading long-form articles

Action

Content focused on features, investigative, and creative non-fiction

Expected Impact

More web traffic, quality evergreen content

LinkedIn

Purpose

Awareness & Loyalty

Target

Communications Professionals

Action

New meta description & e-newsletter pop-up

Expected Impact

More views, better SEO rankings, and larger readership

Website

Purpose

Awareness & Loyalty

Target

Young Creatives, Educated Women interested in reading long-form articles, and Communications Professionals

Action

Featured articles on homepage.

Expected Impact

Increase in subscribers, article views, and time spent on the website.

Timing

January

Website content development

Refresh Colours & Design

Customize list and reach out to influencers



February

Start sharing evergreen content on Facebook (2x week), Instagram (2x week), LinkedIn (1x week)



March

Continue sharing evergreen content

Send out e-newsletters 1 week before new edition launch

New edition launch in late March

Share new edition content on Facebook (3x week)



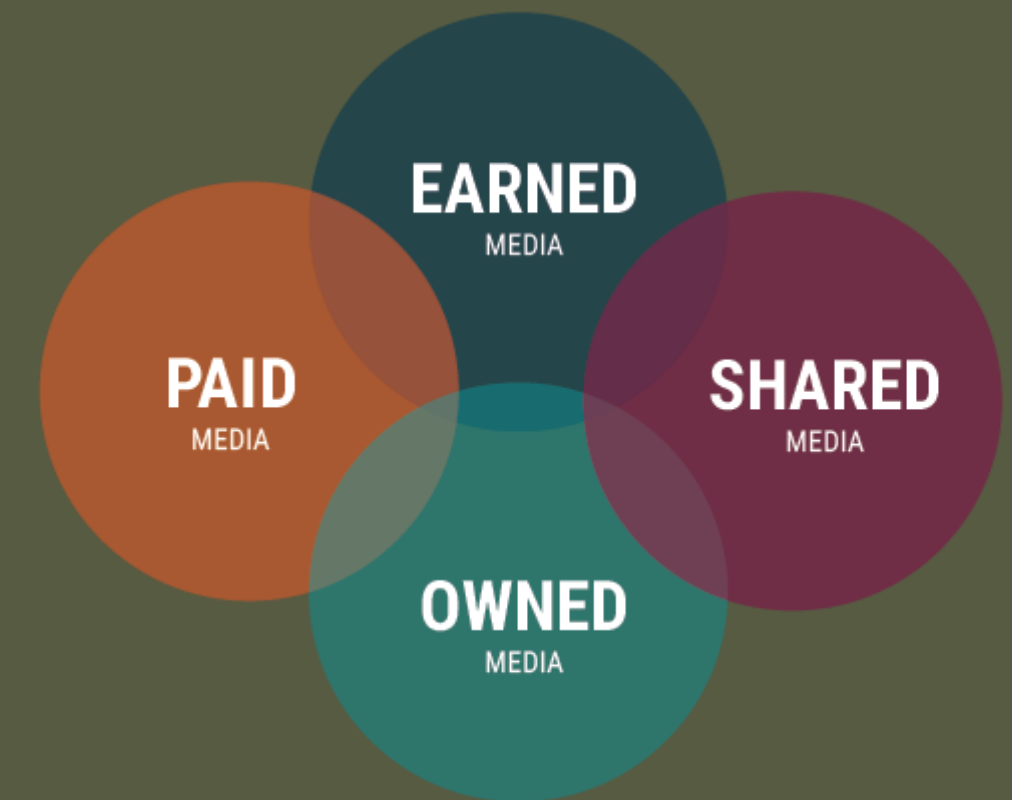
April

Continue sharing new edition content on social media and e-newsletter at the same rates until all content has been published and featured



Human Technology Resources

Human Technology Resources



Paid

- We will create advertisements on Facebook and Instagram promoting the webpage

Earned

- Influenceers who can share our posts if they resonate with them both on social media or linking back to our website

Shared

- Social media posts being shred by contrubutors or people who enjoy the articles

Owned

- Website Designer on-staff
- 15hrs/week of HR to create & monitor social media posts (~8hrs/week)
- HR can update website weekly & respond to comments/emails (~3hrs/week)

Measurements (KPI's)

Instagram

**The following results are to be completed by the end of the campaign (April 14, 2022)*

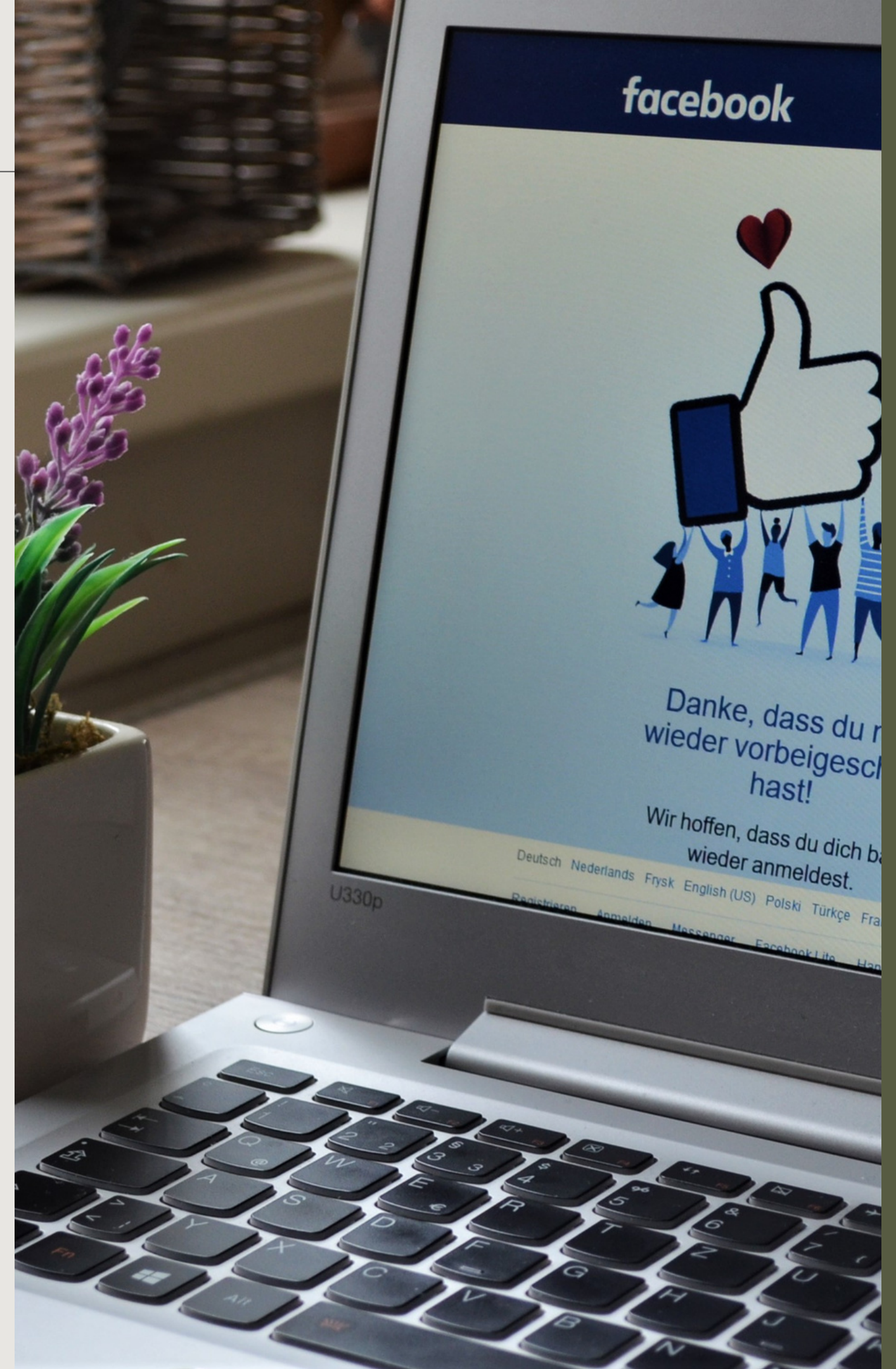
- Have posts be shared by at least 10 accounts that do not belong to contributors
- Reach at least 1,000 new accounts
- Increase followers by at least 10 per cent
- Increase engagements on a single post by at least 15 per cent
- Increase clicks of the links in our bio by 20 per cent



Facebook

**The following results are to be completed by the end of the campaign (April 14, 2022)*

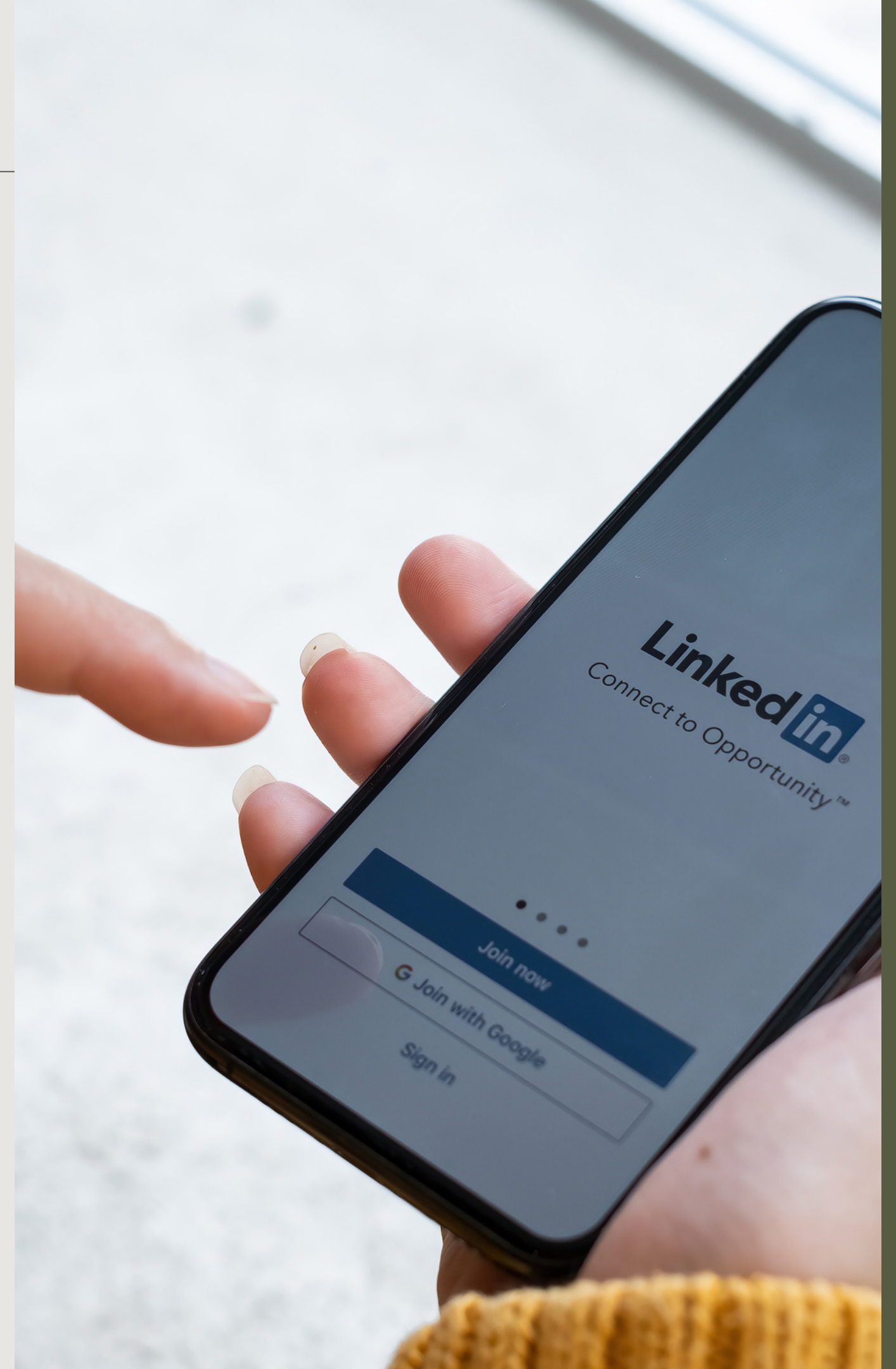
- Increase paid and organic impressions by at least 15 per cent
- Increase reach by at least 15 per cent
- Increase engagement by at least 10 per cent
- Increase website clicks from our posts and our page by at least 20 per cent



LinkedIn

**The following results are to be completed by the end of the campaign (April 14, 2022)*

- Receive at least 100 connections
- Reach at least 200 accounts
- Receive at least 50 interactions on a single post
- Receive at least 50 link clicks on our page or posts



Website

**The following results are to be completed by the end of the campaign (April 14, 2022)*

- Increase unique website visitors by at least 5 per cent
- Decrease bounce rate by at least 10 per cent
- Have 75 per cent of visitors remain on the site for 10+ minutes
- Have 15 per cent of visitors return within one month



Newsletter

**The following results are to be completed by the end of the campaign (April 14, 2022)*

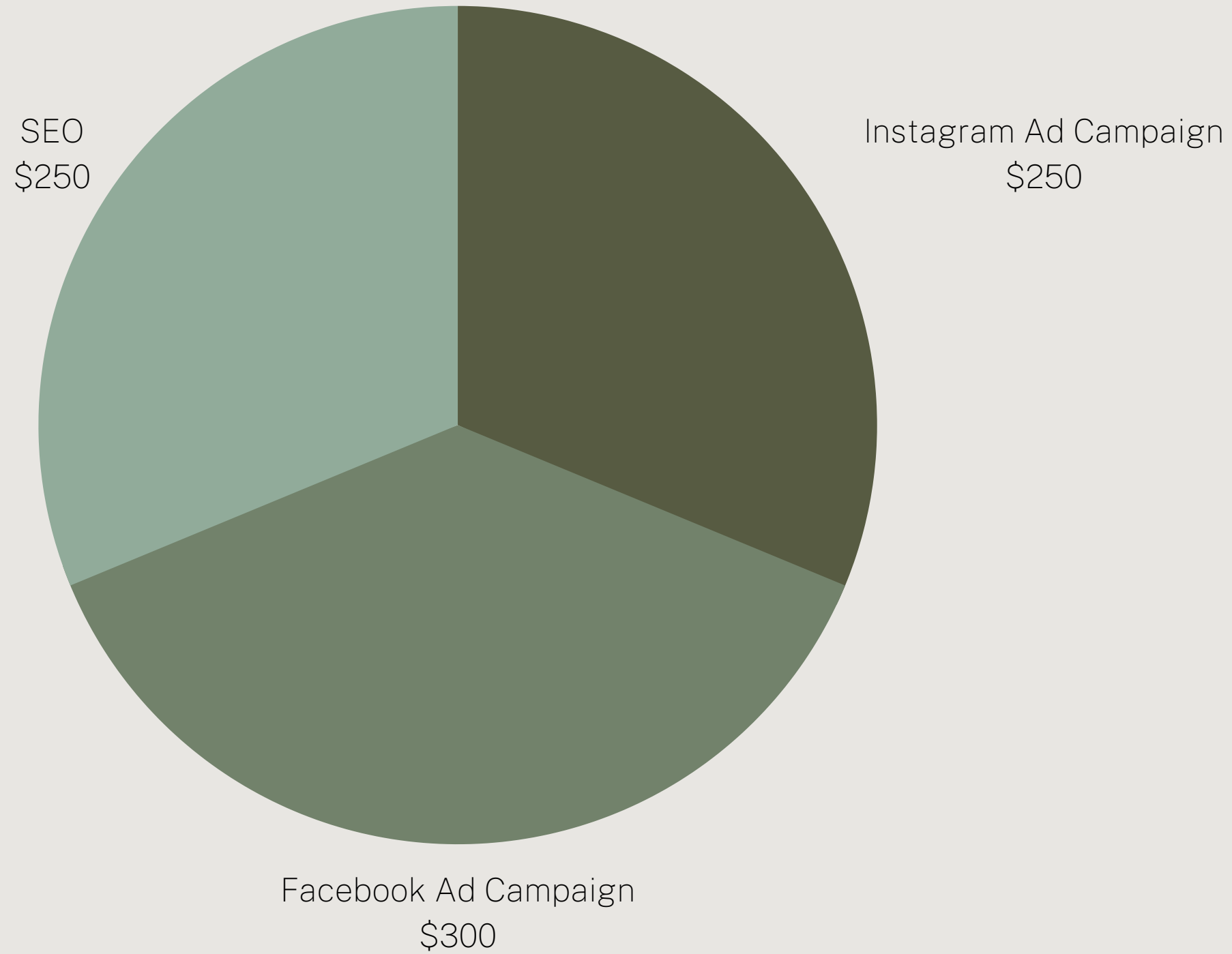
- Have at least 50 new people subscribe
- Increase open rate by at least 15 per cent
- Increase click through rate by at least 15 per cent



Budget

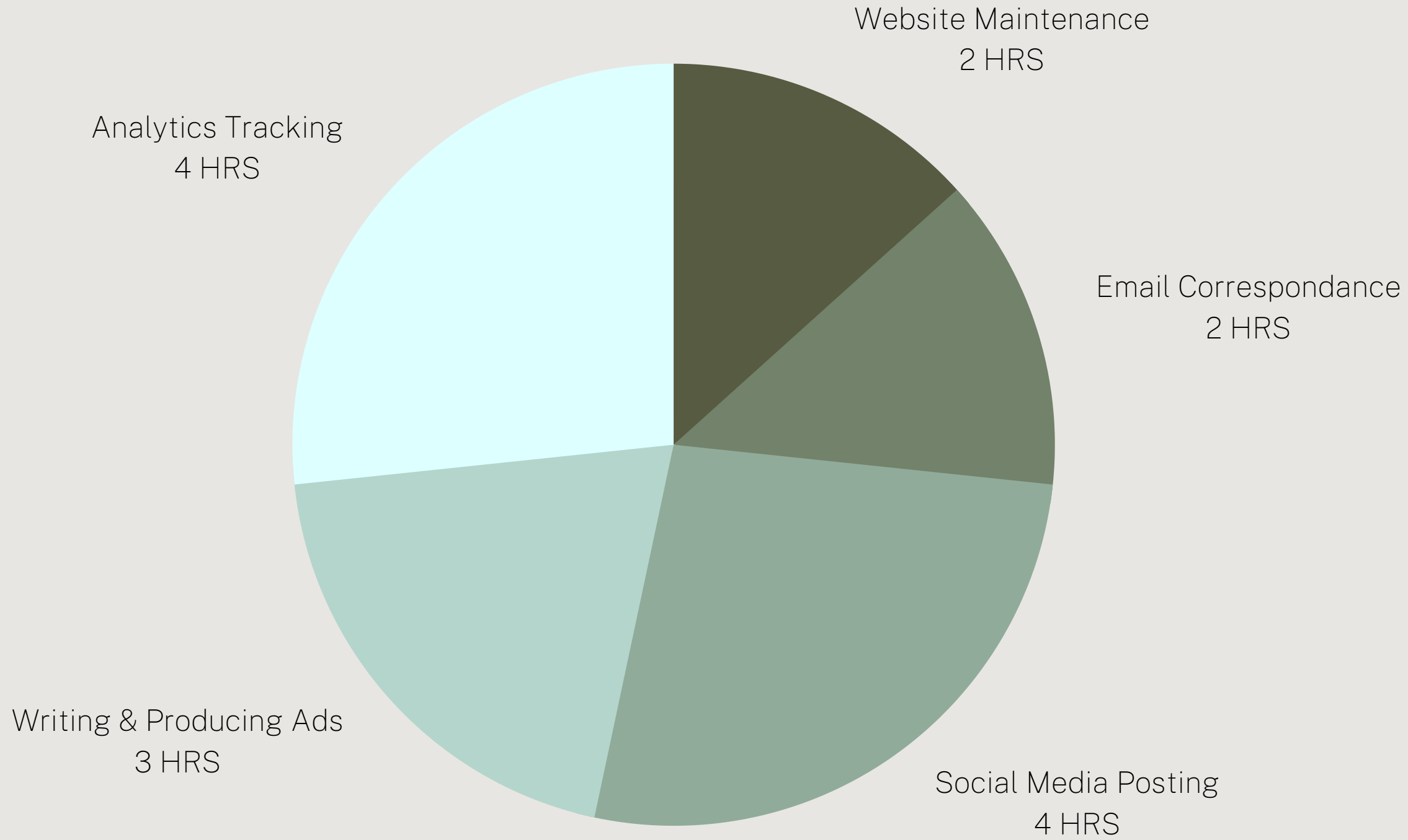
Budget

Monetary



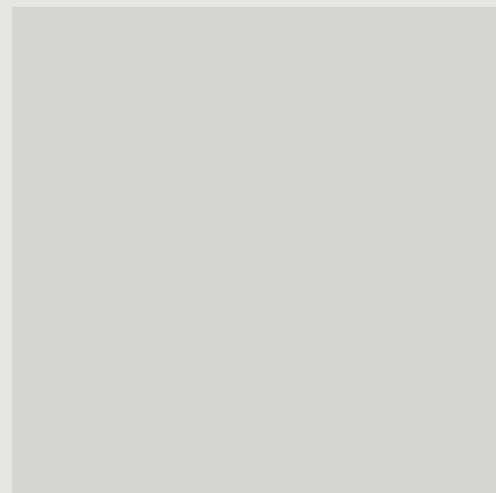
Budget

Time (weekly)



Sample Content

Branded Look



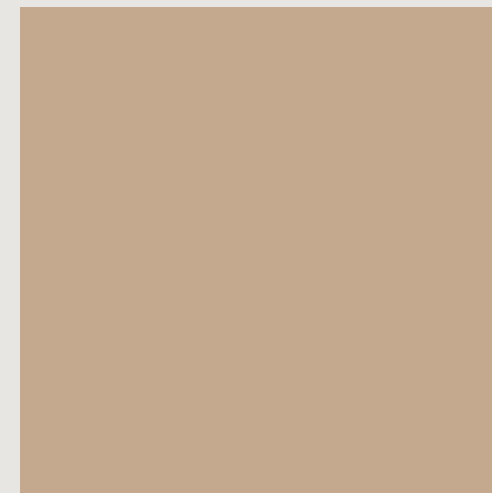
#D4D4D1



#575B42



#A7A28C



#C4A98E



#A37043

Metadescription

"Find a wide variety of long-form articles on the Working Draft website – including features, creative non-fiction, white papers, and investigative pieces."

Homepage Copy

Searching for Community

The meaning of community can ebb and flow as you move through life. Journey through various communities with this year's Working Draft articles.

Structure Adjustments

Slider

Add a slider of featured articles below the homepage copy

About Us

Under the slider, include a 'mini' About Us section.

Recommended

Under About Us, include a series of recommended posts

Categories


Under Recommended Articles, include article categories (CNF, Investigative, Features, White Papers)

View All

Under the Categories, include a View All button that links to a page with every 2022 article.



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Delivered directly to your inbox!

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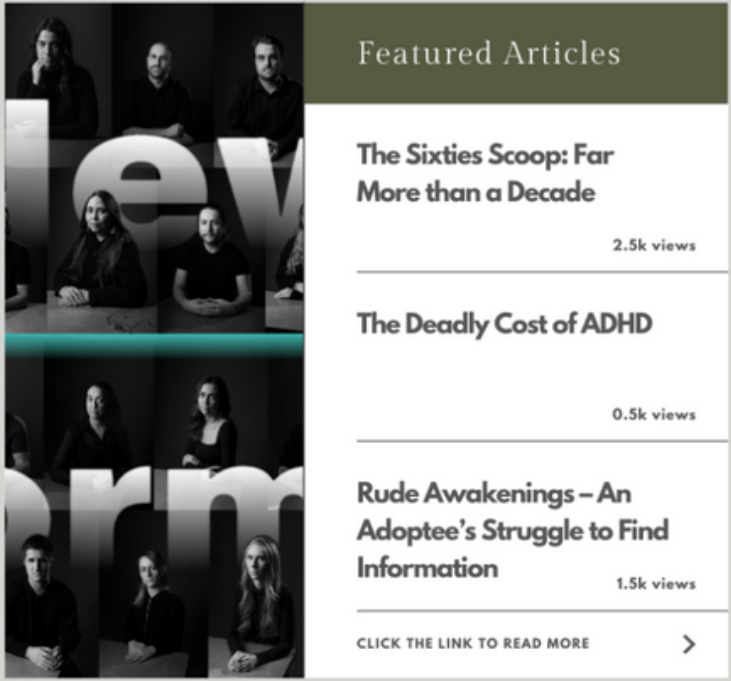
SUBSCRIBE

Newsletter Pop-Up Content

Promotional Content Examples

WD Working Draft
Today at 6:00am · 🌐

This week's featured articles are here. Click the link to start reading!
workingdraftmagazine.com



Featured Articles

The Sixties Scoop: Far More than a Decade
2.5k views

The Deadly Cost of ADHD
0.5k views

Rude Awakenings – An Adoptee's Struggle to Find Information
1.5k views

[CLICK THE LINK TO READ MORE >](#)

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David and 128 others

Write a comment... 🗨️ 📷 🎬 😄

WD workingdraftmag

New Article By Sierra Pries



Skating Upstream: Fighting the Binaries of the Winnipeg Skateboarding Scene

workingdraftmagazine.com

Liked by **jamiesanders** and **1,560 others**

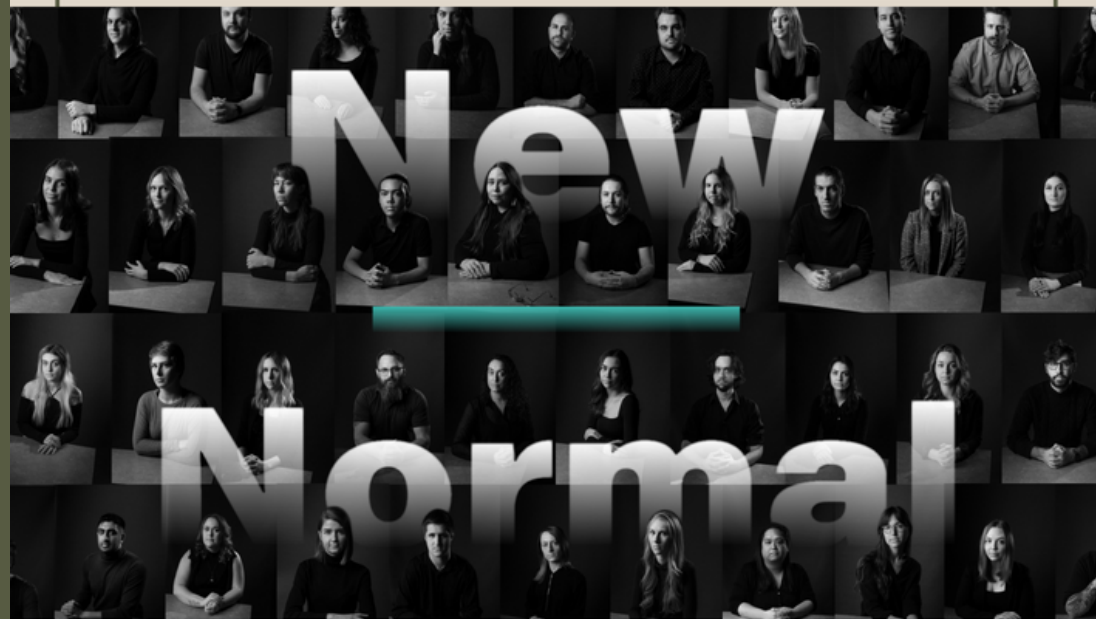
workingdraftmag "Objectified, yet not entitled to be there. Watched, but not invited. Self-consciously aware of being judged by the male gaze but feeling as though they should minimize how much space they fill, both in the centre and at the margins of skateboarding culture, all at once." Click the link in our bio to read the entire article 📄 ... more

View all 20 comments

25 MINS

Promotional Content Examples

WORKING DRAFT



The meaning of community can ebb and flow as you move through life. Journey through various communities with this year's Working Draft articles.

[VIEW MORE](#)



Skating Upstream:
Fighting the Binaries
of the Winnipeg
Skateboard Scene

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Strokes of Change

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Rude Awakenings — An
Adoptee's Struggle to
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THANK YOU!