



**Fleet Feet
Media Plan**
AVERY BRONER



Fall 2018

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INTRODUCTION

Media Plan Summary:

Fleet Feet retailers focus on shoes, apparel, and equipment for all categories of runners. Unlike other athletic retailers, the Fleet Feet experience does not stop at the checkout counter. Fleet Feet aims to be there for customers every step of the way—whether that is achieved through running clubs offered by each Fleet Feet location, or by offering storage for runners wanting to run the trails near the Fleet Feet storefronts.

This media plan focuses on a potential market of “outdoor trail runners” for Fleet Feet. I was given a \$3,000,000 “budget” to find specific advertisements recommendations in magazines, radio, television, outdoor, Facebook, and Google Ads with the objective of increasing Fleet Feet’s brand awareness for my identified potential market. The advertisement space that I am recommending will potentially be run in three DMAs (Atlanta, GA., Minneapolis, MN. and Fresno, CA.) over the course of three months.

Target Summary:

Target's Psychographic:

- Likes to run outside
- Green mindset (love for nature + environmentally aware)
- Fitness Focused
- Enjoys running with others— apart of running groups

Target's Demographic Summary:

- Gender: Female
- Age: Early 30's to late 40's (Generation X)
- Marital Status: Married
- Annual household income: + \$35,000

Target's Geographic Summary:

- **Priority No. 1 DMA:** *Atlanta, Georgia*
- **Priority No. 2 DMA:** *Minneapolis, Minnesota*
- **Priority No. 3 DMA:** *Fresno, California*

Media Buy Overview			
Media Vehicle	No. of Ads	Totals Cost	CPM
Magazines			
Trail Runner	1	\$ 10,100	\$ 45.91
Trail Runner (Dirt Edition)	1	\$ 12,000	\$ 54.54
Atlanta Magazine	1	\$ 16,000	\$ 33.06
Mpls.St.Paul	1	\$ 6,000	\$ 21.42
Magzine Totals/Averages	4	\$ 44,100	\$ 38.73
Radio			
Atlanta-- WNNX-FM	384	\$ 572,544	\$ 10.30
Minneapolis-- KQGO-FM	384	\$ 272,794	\$ 10.01
Fresno-- KSOE-FM	256	\$ 42,931	\$ 5.35
Radio Totals/AVG	1024	\$ 888,269	\$ 8.55
TV			
CNN Tonight Total/AVG	280	\$ 36,528	\$ 14.26
Grey's Total/AVG	160	\$ 82,384	\$ 9.69
TV Totals/AVG	440	\$ 118,912	\$ 11.97
Outdoor			
Atlanta, GA	1 bulletin	\$ 7,500	\$ 0.85
Minneapolis, MN	1 bulletin	\$ 4,500	\$ 1.92
Fresno, CA- Summary	2 jr posters	\$ 1,650	\$ 2.46
Outdoor Totals/AVG		\$ 13,650	\$ 1.74
Facebook			
	Daily Reach		Reach CPM
Atlanta, GA	770,000	\$ 450,000	\$ 6.49
Minneapolis, MN	450,000	\$ 315,000	\$ 7.78
Fresno, CA	170,000	\$ 135,000	\$ 8.82
Facebook Totals/AVG	1,390,000	\$ 900,000	\$ 7.70
Google Ads			
	No. of Clicks		Clicks CPM
Google Totals/AVG	282,000	\$ 720,960	\$ 3,197
TOTAL		\$ 2,685,891	\$ 12.91



ANALYSIS OF FLEET FEET

Company Overview:

Fleet Feet Sports was founded in 1976 as a running retail store and has since then expanded to a franchise chain of stores specializing in running shoes, apparel, equipment, and gift cards. For 42 years, Fleet Feet has expanded across several states and many cities ranging in population and size. The Fleet Feet Sports Chief Executive Officer and President at this time is Jeff Phillips (“Company overview,” 2018).

Fleet Feet’s company’s goal is to sell gear and training equipment for runners in all walks of life. Beyond their gear, Fleet Feet offers training programs, running clubs, service events, and races as a way to allow every level of runner feel included with their brand. The core belief of Fleet Feet is that running changes lives. Running can be more than just physical activity; it can be your community, and Fleet Feet aims to have fleets of feet connect through their passion. It is Fleet Feet’s hope to encourage and inspire the runner in everyone no matter their starting line (“Our values,” 2018, para 2).

Differentiating Features:

Fleet Feet's brand differentiates from the rest of its competitors in several ways. First off, Fleet Feet stands on the value that people matter. Their website expresses that Fleet Feet Sports, "...believe(s) the value of a pair of running shoes isn't measured in dollars, it's measured by the miles that change lives." They aim to serve communities by leading their consumers to a healthier lifestyle and inspiring them to encourage others towards healthy choices as well. Fleet Feet continuously expresses on their website is that running changes lives ("Our values," 2018, para 1-3).

The prices at Fleet Feet are almost spot on with every other online store that sold the same items. To find this out, I went to Fleet Feet's website, and went to 'Women's Trail Shoes' then I copy and pasted the name of the first three shoes into Google and hit the 'shop' feature so every hit of this shoe name that was for sale was displayed. A couple of shoes appeared to be cheaper by about \$30 so I investigated by clicking into each of the stores with larger price drops and I found that they were sale shoe items— not the full priced shoes in the desirable colors. Fleet Feet was almost identical to all competitors (with maybe \$1 difference), but where Fleet Feet stands out is with their free shipping—which many competitors did not offer.

Fleet Feet Sports ensures that all of their staff has extra training to thoroughly understand their product. On Glassdoor there has been reviews left by former staff members stating the extensive training required to work there. It is expressed that the training is more intense than any regular retail job because they specialize in running. The staff uses Fit ID technology in combination with gait measurements—also known as stride measurements—of

the customer and match it to a running style of shoe that is best for them. Fleet Feet Sports Fit ID technology is unique to Fleet Feet. This is a three dimensional scan that customers step in to before getting fitted for shoes. This ties into the training that all staff members of Fleet Feet have to go through. The staff run the scan and the results show up on the correlating tablet to that scanner. This technology allows the staff to assess the best products for that customer. Then they allow the customers to step on the treadmills that are provided in each store to see which style is the best fit for them. These extra steps of customer service that Fleet Feet provides helps prevent future injury and ensures comfort for each individual that comes to the stores.

Fleet Feet Sports goes the extra mile by offering running clubs, classes, workshops, personal training, fitness testing, and massage therapy (“Training,” 2018). All of these additional features of the company are for customers at different levels of running and various age groups as well. Fleet Feet also hosts and sponsors local runs to keep up with community involvement and get more people on the path to finding a passion for not only running, but for other runners as well. “At Fleet Feet, we believe we're better when we run together. Let's go (“Our values, 2018, para 1).”



TARGET ANALYSIS

Introduction:

To best understand my ideal target I used resources to find the ideal Fleet Feet consumer. My target will have similar values to Fleet Feet, meaning they are health conscience, eco-friendly, service oriented and so on. My chosen target audience will also align with gathered statistics about runners and how they shop.

I decided to go for “green” female fitness runners in Generation X that are college educated, married, and have a household income of at least \$35,000 annually.

Psychographic Elements of Runners:

Originally, the “giving back mindset” that Fleet Feet describes in their ‘Values’ description, is how I decided that my ideal target will be an environmentally aware group. Because they are environmentally aware, they love the giving back to the others, as well as the Earth. This is how I decided on the “green mindset” for my target market.

Additional sources provided me with further psychographics for my target. According to Running USA’s National Survey in 2017, majority of runners run for fitness and exercise (“Running USA,” 2017). This helped me decided to focus on fitness runners.

The Running USA’s National Survey of 2017 also states that 39% of runners have continued running because of nature and outdoors scenery so my target will have an appreciation for the outdoors (“Running USA,” 2017). This same survey listed that 54% prefer urban trails, 47% runners prefer park trails, 40% dirt trails.

Again to reference the Running USA’s National Survey, I found a statistic within this survey stating that six out of ten runners are a part of a running group. This will apply to my ideal market as well because my target will be a part of local running groups (“Running USA,” 2017). Fleet Feet’s brand can appeal to my target because of the running groups that each branch offers.

Demographic Elements of Runners:

My target audience is females ranging from early thirties to late forties classifying them in the Generation X. I chose to target the “typical” running female to appeal to runners at all levels of competitiveness. I chose to target Generation X because according to Handson Dodge, their generation is the most likely group to purchase two or more pairs of running shoes per year (“How Runners Shop,” 2015).

I then narrowed my target down even further to females because according to Running Guru, over half of women prefer to buy their running products from a specialty running store—like Fleet Feet Sports (“Runner demographics,” N.A.). To further prove this point an article on Guided Selling describes women as experience shoppers meaning women like to take their time and look at the options. Assistance is also welcomed and preferred by most women (Aswegen, 2015, para. 4).

Additional demographics for my target include marital status, education, and household income. Marital Status for my target audience is married because according to statistics pulled from Running Guru, over 60% of female runners are married. My target audience will also be college educated because over 78% of women runners are college educated (“Running demographics”). My targets household income will be at least \$35,000 because according to the 2017 National Running Survey, most households make \$35,000 to \$100,000 annually (“Running USA,” 2017). Since I am targeting a typical, fitness/lifestyle running female, I want to include the majority of households so I want to be sure not to seclude my target to high-end customers only.

How Target Aligns with Fleet Feet Offerings:

Fleet Feet Sports' website makes it clear that they want to provide running gear for runners at all levels. The site also states that their company values motivating others/running together, good health, and the outdoors. To the best of my ability, I found an ideal target based off of the research I found. My ideal market are women with age ranging in early 30's to late 40's and are a part of Generation X because women runner's at this age buy two or more shoes per year and prefer shopping at specialty stores. Majority of these women that run are married, and women of the house most often make the purchases (Aswegen, 2015). My target is focused trail running, and enjoys to run with others. Since trail running requires more specific styles of shoes and gear to prevent injury, Fleet Feet aligns more specifically with the needs of my target. Additionally, target has passion for the outdoors and is very aware of her carbon footprint.

Target Profile:



Caiohme running in a group.



Caiohme running by herself.

Caiohme is the name of my target. Caiohme is a free spirit that is 40 years young. She is a strong, educated woman that is just as loving as she is kind, and she has just as much love for a stranger as she does for family or friends. She has a big heart full of compassion for others and giving back to the world that has been so giving to her.

It was her passion for giving back that lead her to work as a Public Relations Manager for The Atlanta Women’s Foundation—a nonprofit based in Atlanta, Georgia (my Priority No. 1 DMA). Caiohme loves working for such a great organization that cares so deeply about lending a helping hand to women and girls for their education as well as their future.

In her free time, Caiohme likes to go running with a women’s trail running group called Galz Gone Wild. This group meets three times a week and Caiohme has made many life-long friendships from this group of empowered, free-spirited women. Outside of her running group, Caiohme takes some time to run by herself to clear her head on some local scenic trails.

On average Caiohme runs about 20 miles a week between her running group and the running she does in her own time. She does not like letting her shoes wear down too much so she wears each pair of running shoes for about 300 miles. If you do the math, Caiohme needs a new pair of running shoes every 15 weeks. There are 52 weeks in a year roughly, so Caiohme goes through about 3 pairs of shoes per year.



GEOGRAPHIC ANALYSIS

Geographic Analysis:

Target's Geographic Summary:

- **Priority No. 1 DMA:** *Atlanta, Georgia*
- **Priority No. 2 DMA:** *Minneapolis, Minnesota*
- **Priority No. 3 DMA:** *Fresno, California*

Priority No. 1 DMA: *Atlanta, Georgia*

Atlanta's population (base count) is 2,452,744 people according to the 2014 SRDS Jogging Data Pack we were given for reference. The market potential index is 107, meaning people in this DMA are 7% more likely to be joggers and runners. There are 918,363 "estimated users" in this area—meaning that this is the estimated number of joggers and runners in Atlanta.

There are two store locations in Atlanta. One location is the Atlanta- John's Creek branch, and the other location is the Atlanta- Lawrenceville branch. The two Atlanta branches are 25-35 minutes apart from each other depending on which route is taken. The quickest route is only 16.5 miles in between them (Google Maps). Features offered by Fleet Feet Atlanta stores include running resources, race information and sign-ups, fit ID technology, and running clubs ("Fleet Feet Atlanta"). The running clubs will have extra appeal for my target market because my target enjoys running with others.

The "Green Mindset" is very important to my target market, and local shopping is a part of supporting local and global communities and environments. Both storefronts of Fleet Feet Atlanta are locally owned and operated by the same management. The storefronts give a local touch to their stores by providing employee bio information on their website with family pictures.

Fleet Feet Atlanta partners with Eco Sneakers to give shoes to those in need. For every donation of shoes made at Fleet Feet Atlanta, there will be a 50 cent donation made by Eco Sneaker to the Strong4Life Scholarship Fund. This donation program would appeal to my target audience because the partner, Eco Sneakers, is a social enterprise that focuses on environmentally conscious opportunities for local and global impact. Eco Sneakers recycles old shoes to help provide shoes to children in need, and any shoe that is too tattered or torn to be worn, is broken down to make athletic surfaces (like turf). This appeals to our target market again because of the green mindset (“Eco Sneakers”).

Atlanta itself is perfect for my target because it is great for outdoor running. The weather year round is great. The highest temperature is in July with 89 degrees (F) and the lowest is January with 53 degrees (F) (“Atlanta yearly weather”). After a quick search I was able to find many websites with highly recommended trails, all located in Atlanta—Piedmont Park, Cochran Shoal Trails, Mason Mill Park, just to name a few (“Atlanta running trails”).

Priority No. 2 DMA: *Minneapolis, Minnesota*

I chose Minneapolis, Minnesota for my second designated market area. There is only one location Minneapolis. The population of Minneapolis is 1,814,063 according to the SRDS. The market potential index is 107, meaning people in this DMA are 7% more likely to be joggers and runners. There are 677,520 “estimated users” in this area—meaning that this is the estimated number of joggers and runners in Minneapolis.

The Minneapolis branch of Fleet Feet is unique type of storefront. Fleet Feet Minneapolis was once Marathon Run Walk Sports—an independent store specializing in running shoes and equipment. In 2015, they began operating as Fleet Feet Minneapolis. The management and floor staff remained the same, and their website ensures customers that they still operate the same as before Fleet Feet. In fact, Fleet Feet Minneapolis is even still connected to the old company name (Marathon Run Walk Sports)

search engines, on their own website, and even on Fleet Feet’s company site. Similar to my DMA Priority No. 1, shopping local will appeal to my target so the local ties that this branch will be catching. Fleet Feet Minneapolis also offers running groups which appeals to my target because they enjoy running with others (“Fleet Feet Minneapolis”).

Fleet Feet Minneapolis has other unique qualities that will appeal to my target and their compassion for the environment. The “Give Back a Sole” program is a shoe recycling program that you can donate your old running shoes to and those shoes go to those in need within the community. Fleet Feet Minneapolis has been successfully running this program for 9 years now and has made a large impact on their community.

My target likes to run outside which is perfect for Fleet Feet Minneapolis’s “Run Safe Site”. The storefront itself is the “Run Safe Site” for people to stop at and lock up belongings, lock in their bikes, rehydrate, etc. when running on the go through the Minneapolis Chain of Lakes. The Minneapolis Chain of Lakes is one of the best running routes in America, and it is only two blocks away from the front door of Fleet Feet Minneapolis (“Fleet Feet Minneapolis”).

Priority No. 3 DMA: *Fresno, California*

Fresno, California was my third choice to target as a designated market area. Fresno, California has 604,286 people according to the SRDS. The market potential index is 105, meaning people in this DMA are 5% more likely to be joggers and runners. There are 221,690 “estimated users” in this area—meaning that this is the estimated number of joggers and runners in Fresno.

Fresno has one Fleet Feet location, but California has 23 locations (almost 24 with the Elk Grove location opening soon). The closest Fleet Feet store to the Fresno branch is about 95 miles or so located in Modesto. A bonus to this DMA choice, is that Fleet Feet is most likely a largely recognized brand in California because of its large quantity of storefronts throughout the state.

Fleet Feet Fresno was once Sierra Running Co. owned and operated by the same local owners—and spouses—Aaron and Andrea Samansky. Ten years later the Samansky’s still own the storefront now known as Fleet Feet Fresno. Fleet Feet Fresno has over seven group running programs which appeals to our target who enjoys running with others.

Fleet Feet Fresno’s website has a specific tab you can click on and it directs you to trail recommendations for the outdoor runner’s—which is awesome for my target. It recommends three local trails—Woodwark Park, San Joaquin River Trail, and Fresno-Clovis Trail (“Fleet Feet Fresno”). Aside from these three mentioned trails, there are about 12 major running trails in the Fresno area (Fresno trails and maps, 2018).

The weather in Fresno is beautiful year-round which is ideal for outdoor running as well. The highest temperatures are in July at around 99 degrees (F), and the lowest temperatures are in January at 57 degrees (F) (“Fresno yearly weather”).



MEDIA OBJECTIVE

Media Objective:

I chose to aim for increasing brand awareness as my media objective. According to the course textbook, increasing brand awareness means our objective is to get consumers to recall the Fleet Feet brand name first before any competitor. As a conclusion of my research from the first two papers, I have found that Fleet Feet has so much more to offer customers than just a specialized shoe shopping experience. Fleet Feet is the community of workers and loyal customers that will be with you from the starting line of your shopping experience with their one-of-a-kind Fit ID Technology, and they will be there to run alongside you every step of the way beyond Fleet Feet's physical location. All we need to figure out, is a way to encourage new customers to take that first step. And how can we do that? We can increase their brand awareness through repetition.

At this point, I know that Fleet Feet is a dedicated company that truly strives to go beyond their brand. Fleet Feet is a company that cares about more than just sales. Fleet Feet cares about giving back, working together, and spreading positivity. Each of their locations is locally owned and operated and has its own types of unique touches from branch to branch while also keeping the encouraging and kind atmosphere no matter the location. The specific branch locations I am using (Atlanta, Minneapolis, and Fresno) differ slightly in community events, but each location had some type of way that they were giving back—whether that be with used running shoes to recycle or monetary donations. My target aligns with this objective because I think my target would care about the parts of Fleet Feet that give back and have compassion for others.



SCHEDULE

Schedule Duration:

The months I am going to aim for will be the fall months of September, October, and November. I chose these months because of my target's top psychographic is "likes to run outside". So because running outside is important to my target I started searching the internet for the best months to run outside and the results were nearly all almost all sources were exclusively saying fall. My thought process from there considered shopping patterns in woman. Just from past experience working in retail, I know that shopping peaks at certain times of the years like the beginning of summer, end of summer, and the holiday season. Since my target would probably like to run during the best time of year to run outside, I want the Fleet Feet advertisements to hit their cities before/during a shopping peak so customers have caught interest to get new shoes and running supplies.

Schedule Pattern:

I speculate that I will manage my budget with my scheduling patterns over September, October, and November by first off starting with a continuity schedule for the first two weeks of September. I will shift my schedule then to flighting and will remain on a flighting schedule until mid-November. I will then shift back in to a continuity for the last two weeks of November to prepare for the holiday season. That is a loose schedule that I foresee myself sticking with, but I know with each platform I will most likely have more specific times during the day that I would want each of the advertisements to be live just because I am taking time, place, circumstance into consideration.



MEDIA PRIORITIES

Media Priorities:

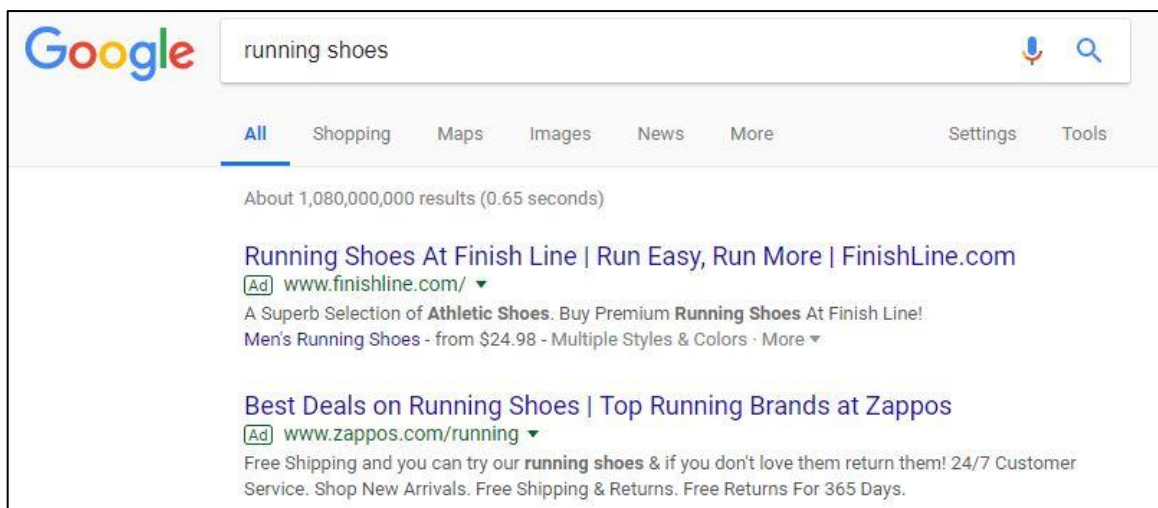
Media Priority No. 1: Facebook

I chose to make Facebook my number one media priority. My target's age range (early 30's to late 40's) perfectly aligned with average age of a person on Facebook according to John Lee Phillip's article in *Small Business* (40.5 years old). I found it relevant to make sure the age lines-up first because if the average age was way out of my age range I wouldn't consider putting so much effort into this media platform. The next consideration for me was time, place, and circumstance. If my target misses an advertisement then I am wasting money so I want to put a lot of push behind media that can better guarantee views. Facebook in fact is a medium that can do just that. You can target a certain location at a certain time and then target people that match your target's profile.

Media Priority No. 2: Google SERP Ads

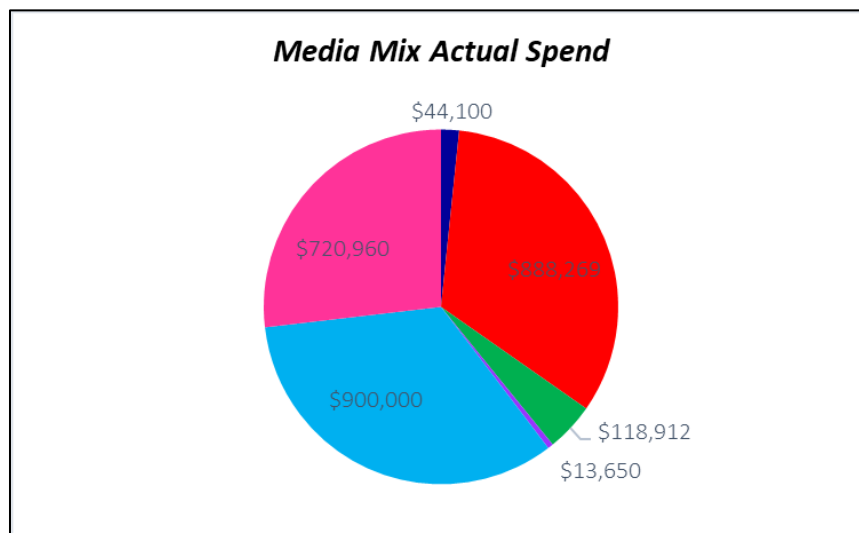
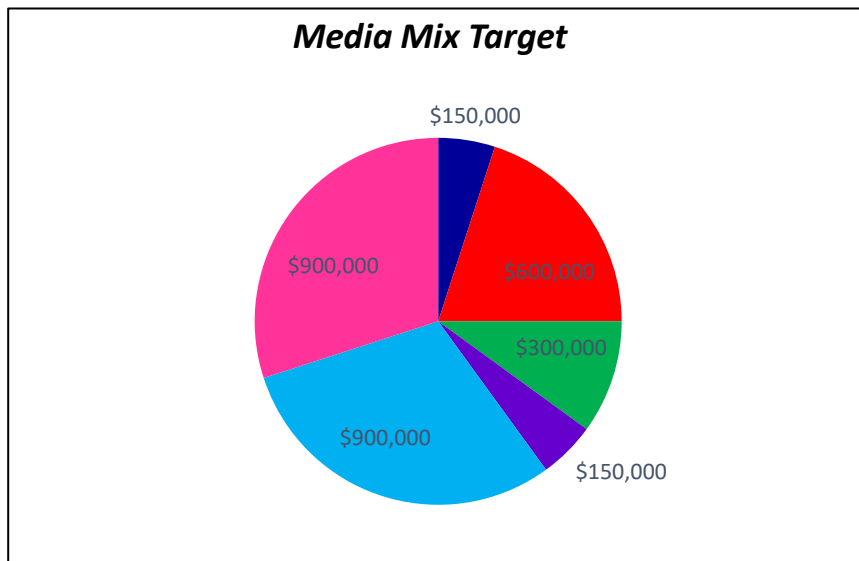
I chose to make Google SERP ads my number two media priority. I came to this conclusion a little differently than I did with my No. 1 priority. For this decision, I used the knowledge that I already have that my target is college-educated, employed, and in the early 30's to late 40's. Those facts allow me to make an educated guess that that person is on the internet a handful of times throughout the day. According to an article by C. Mangles on search engine statistics of 2018, Google clobbers the competing search engines by averaging almost a 75% net share. Having that as my support then it wouldn't be too bold of me to assume a good chunk of searches done by my target would be on the leading search engine. So all of this was my thought process that lead to think making Google SERP ads my No. 2 priority. Google

considers slightly different factors for how to make certain ads appear like the keyword relevance, domain authority, and browsing history. Google does use location as a factor though similar to Facebook. This location factor lead me to look more into the time, place, and circumstance angle. Advertising through Google, we can allow our advertisement to pop up when certain words are searched, like “running shoes” for example. We could get our consumer exactly when we need to.



Media Mix- Before and After:

Media Mix					
Media Vehicles	Target %	Target to Spend		Actual %	Actual Spend
Magazines	5%	\$ 150,000		2%	\$ 44,100
Radio	20%	\$ 600,000		30%	\$ 888,269
Television	10%	\$ 300,000		4%	\$ 118,912
Outdoor	5%	\$ 150,000		0.5%	\$ 13,650
Facebook	30%	\$ 900,000		30%	\$ 900,000
Google SERP Ads	30%	\$ 900,000		24%	\$ 720,960
Total	100%	\$ 3,000,000		89%	\$ 2,685,891





MAGAZINE RECOMMENDATIONS

Magazine Recommendations:

Trail Runner

- **Content/Editorial Focus:**

The magazine *Trail Runner* is written, edited, and photographed by runners for runners.

Trail Runner aims to share the benefits of the natural and healthy lifestyle that comes with trail running. They market themselves as the only magazine for trail runners.

- **Readership Profile:**

The readers of *Trail Runner* are, in fact, trail runners. Some general information—besides the obvious—are the readers are active runners. According to the media kit for *Trail Runner*, 65% of readers run more than 4 times per week—which is awesome because the more miles they run, the more pairs of shoes they probably go through. The *Trail Runner* readers are also super into traveling. The media kit says 90% travel for a race at least once a year, and nearly 60% will travel over 200 miles for a race.

The readers are also active consumers. 66% buy three or more pairs of running shoes a year. They are also shoppers willing to spend because 57% will spend \$500 or more on running gear every year. They are even more perfectly aligned with my target because almost 70% of readers buy their running gear for specialty stores.

The demographics for the readers of *Trail Runner* are spot on with my target as well. The average age of the readers is 44 which aligns with my target's age range of early thirties-late forties. Around 85% of the readers are college educated like my target. The ratio of male to female is 60/40 which is also in favor of my female target.

Additionally, I found that readers really trust in *Trail Runner*. 95% of readers consider *Trail Runner* to be the leading news outlet for trail running. 91% of the readers take the advertising into account and actually read it. Readers view each issue at least five times.

- **Circulation:**

The total readership of *Trail Runner* magazine is 110,250 per issue. They release six issues a year (Jan/Feb, March, May/June, July/Aug, Sept/Oct, Nov/Dec).

Editorial Calendar:

I have picked two of the six issues that I will be recommending to advertise in. The first issue is within my three month span of September/October/November. Since there are only six issues a year, I picked the best option which was the September/October issue. This issue is the “fall shoe review” so obviously Fleet Feet has to be in there.

The second issue I decided to put my ads in will take some explanation. I decided to go outside of my planned months and purchase advertisements in the March issue. This issue is special because it stays on the shelf all year long. This issue is called “Dirt”. I have to place advertisements in this issue because it is a must read for all train runners and even more so for the faithful readers of *Trail Runner* magazine. There is limited ad space in “Dirt” so ads stand out. These issues are also collector’s editions and are bound with satin finish. This oozes with obvious signs that I just have to advertise in here. My target market will for sure be picking up a copy of *Trail Runner*’s “Dirt” issue. Even

though this issue is published outside of my three months, it will still be on the available when my months come along.

- **Ad Size & Placement:**

In the September/October issue I would like to purchase the Table of Contents spread. It will be \$10,100. I think this is the best option for this issue because it is the Fall Shoe Review issue. People will open up the magazine to look at the TOC and see what page the reviews are on and would you look at that Fleet Feet is right there before they even have to flip any further.

In the "Dirt" issue I want to buy the premium position which is Cover 2 and Page 1. This issue is too top notch for me to skimp on so I want the best ad placement possible.

- **Insertions:**

I am doing two insertions total within *Trail Runner*. One insertion in a regular September/October issue. I chose to do this one insertion because it is the shoe review issue within my chosen months. The other insertion is in the year-long "Dirt" issue that comes out in March. I chose to do one insertion in the top placement outside of my chosen months because of the shelf life angle.

- **Cost Per Ad & CPM:**

The cost for my first advertisement in the September/October issue is \$10,100. I only have one advertisement so the cost per ad is \$10,100. To find the CPM I took \$10,100 and divided it by 220 which is the total audience (000) number. By doing this I got a CPM of \$45.91 for the regular *Trail Runner* September issue. The CPM is a little

high in comparison to other magazines I looked into, but this ad space is too good to pass up because it is so specific to my target.

The “Dirt” advertisements are different so for my one advertisement it is \$12,000. I am only running this one in the “Dirt” issue so the cost per ad is \$12,000. To find the CPM I took \$12,000 and divided by the total audience (000) of 220. I got a CPM of \$54.54 for “Dirt”. The CPM is a little high for this magazine, but it is a special and VERY specific type of magazine that will pay off. It also has the year long shelf life so my advertisement will too.

Atlanta Magazine

- **Content/Editorial Focus:**

For almost 60 years, *Atlanta* has been an authority in Atlanta—my No.1 priority DMA. This magazine focuses on the best that Atlanta has to offer for shopping, dining, and exploring, and it packages this content into appealing stories.

- **Readership Profile:**

The reader’s demographics of *Atlanta* are about 60/40 female to male in ratio. The average age is about 43. The average household income is \$186,300. Nearly 92% of readers have read three out of four the latest issues and each reader spends about one hour per issue. The readers of *Atlanta* are described as both active and educated. The largest number of readers (178,996 of 486,256) are in Fulton County which is where both Fleet Feet Atlanta locations are located.

- **Circulation:**

Like I previously stated, the monthly readership is 486,256. This magazine is the leading household magazine across every major county in the Atlanta area according to the media kit and with that, I would assume that the doctor's offices, salons, and hotels would have these within their waiting rooms. I guessed the pass along rate is about 4 because of this.

- **Editorial Calendar:**

In September, *Atlanta* will release its "Best Shops" issue. September is within my planned months for my campaign and this issue focuses on the shops of Atlanta. This aligns with my objectives because it will increase brand awareness by exposing *Atlanta* readers to Fleet Feet while they are already flipping through the magazine looking at the best places to shop. I feel that this is good for me to be within this magazine for this issue.

- **Ad Size & Placement:**

I will be running one, full page ad on the inside of the magazine. I chose to go this route because although this is my No. 1 DMA, it is still not running focused so I don't want to spend more than necessary.

- **Insertions:**

I will run one, full page ad on the inside of the September "Best Shops" issue of *Atlanta* magazine.

- **Cost Per Ad & CPM:**

The cost for my first advertisement in the September issue is \$8,000. (This is a guess based off the rate card of a similar Georgia based magazine. I tried to get the rate card from *Atlanta* but I never heard a response). I only have one advertisement so the cost per ad is \$8,000. To find the CPM I took \$8,000 and divided it by 484 which is the total audience (000) number. By doing this I got a CPM of \$16.53 for the regular *Atlanta* September issue.

The CPM made me confident in purchasing ad space in this magazine because I realize that it is not a magazine that is specifically targeted for runners, but it is a lower price for how many people I will reach and it is in the correct issue to reach my target.

Mpls.St.Paul

- **Content/Editorial Focus:**

The *Mpls.St.Paul Magazine* is a locally focused magazine that is seen as a leader in the community and claim to be “the original local influencer”. They focus on readers living their best lives. They work hard to deliver a valuable city magazine for the market. The focus of the magazine is trend & style, health & fitness, home & lifestyle, and food & dining.

- **Readership Profile:**

The *Mpls.St.Paul* reader is referred to as “her” in the media kit. “She” is an engaged individual within her community and likes to make informed decision that are best for her and her family. They refer to “her” because 75% of readers are female. 52 is

the average age. \$246,119 is the average household income. 75% are college educated. All of these demographics line up perfectly with my target's demographics.

The readers are again and again referred to as having a local focus which aligns with my target's psychographics. According to the *Mpls.St.Paul* media kit, their readers shop local and trust *Mpls.St.Paul Magazine* to give them the best content with local focus. This is awesome for my target because local focus ties back to being environmentally aware—which is a high priority psychographic.

- **Circulation:**

The circulation of *Mpls.St.Paul Magazine* is 70,086 per magazine edition. The media kit provides the number 11,676 about the copies that are in hotels, offices, salons, and spas so my guessed pass along rate is 4. This magazine is also the top-selling magazine at newsstands beating out national magazines.

- **Editorial Calendar:**

The November issue of *Mpls.St.Paul Magazine* is the “Shop Local” issue according to the editorial calendar. This is an ideal placement for an advertisement for me because Minneapolis is my No. 2 DMA and the Fleet Feet located here is VERY local focused.

They were once Marathon Sports and when they switched to Fleet Feet they made sure that their customers knew that they were still a local store, just under a national name.

They even kept the name (Fleet Feet Marathon Sports).

- **Ad Size & Placement:**

I will be running one, full page ad on the inside of the magazine. I chose to go this route because although this is my No. 2 DMA, it is still not running focused so I don't want to spend more than necessary.

- **Insertions:**

I will run one, full page ad on the inside of the November "Local Shops" issue of *Mpls.St.Paul Magazine*.

- **Cost Per Ad & CPM:**

The cost for my first advertisement in the November issue is \$6,000. (This ad cost is a guess because there is no rate card in media kit and I based it off my earlier guess from *Atlanta*. I reached out by email to get the rate card and never got a response.) I only have one advertisement so the cost per ad is \$6,000. To find the CPM I took \$6,000 and divided it by 280 which is the total audience (000) number. By doing this I got a CPM of \$21.42 for the regular *Mpls.St.Paul Magazine* November issue. The CPM made me confident in purchasing ad space in this magazine because I realize that it is not a magazine that is specifically targeted for runners, but it is a lower price for how many people I will reach and it is in the correct issue to reach my target.

Magazine Recommendations

<i>Magazine Placements</i>										
Magazine Name	Cost Per Ad	Ad Size	Ad	No. of Insertions	Total Campaign Cost	Circulation (000)	Pass Along Rate	Total Audience (000)	CPM	
Trail Runner	\$ 10,100	1 page	TOC	1	\$ 10,100	110	2	220	\$ 45.91	
Trail Runner (Dir: Edition)	\$ 12,000	1 page	C2-Pg1	1	\$ 12,000	110	2	220	\$ 54.54	
Atlanta Magazine	\$ 16,000	1 page	Inside	1	\$ 16,000	121	4	484	\$ 33.06	
Mpls. St. Paul	\$ 6,000	1 page	Inside	1	\$ 6,000	70	4	280	\$ 21.42	
Totals/AVG	\$ 11,025			4	\$ 44,100			1,204	\$ 38.73	
	<i>(avg)</i>			<i>(total)</i>	<i>(total)</i>			<i>(total)</i>	<i>(avg)</i>	



RADIO RECOMMENDATIONS

Radio Recommendations

Format:

The format I have chosen is Rock. On the Katz Radio Group site, I went to the “Format” section and clicked through the formats I imagined for my target profile (outdoor trail runner). The rock format had a very close demographic match up with my target market. In DMA the style of rock may vary. Through my research I noticed the various types of rock, and how each DMA had a slightly different preference. In Minneapolis, Classic Rock is more popular with my target, but in Atlanta, Alternative Rock is more popular with my target, and in Fresno, soft rock is most popular with my target’s demographics.

Days and Daypart:

I plan on advertising during AM (6AM-10AM) Monday through Friday because I want to catch my target during the morning drive. All of the running groups I looked up for previous papers met after work so the evening drive made it more unpredictable when exactly they will be commuting home/listening to the radio again.

Insertions:

My budget plans for radio taking up 10% of the \$3,000,000 which is \$300,000. I was able to get close to this budget goal by advertising heavy in my larger DMAs, Atlanta and Minneapolis doing 384 insertions over 16 days and going a little lighter for my smaller DMA, Fresno, with 256 insertions over 16 days. All insertions will happen in the AM (6am-10am)

timeslot. In Atlanta and Minneapolis, I will run 8 ads per day (2 per hour), 3 days a week (MWF). In Fresno, I will run 8 ads per day (2 per hour), 2 days a week (TR).

Atlanta, Georgia

Rock 100.5/ WNNX-FM/ Classic Rock

Cost per ad: My cost per :60 ad is \$1,491. I calculated this by looking at the latest rating on Nielson.com and multiplying it by the cost per point (CPP) which I got from the SRDS resources. For Atlanta, Rock 100.5 has a rating of 3 and the CPP is \$497.

CPM: My cost per 1,000 listeners is \$10.30. I calculated this by dividing the cost of one :60 ad (explained in section above) and the numbers of listeners (145,000). I got the number of listeners by multiplying the ratings (from Nielson.com) for the station and the persons 12+ years of age in the market—4,823,200— (retrieved from SRDS resource).

Minneapolis, Minnesota

GO 96.3/ KQGO-FM/ Alternative Rock

Cost per ad: My cost per :60 ad is \$710. I calculated this by looking at the latest rating on Nielson.com and multiplying it by the cost per point (CPP) which I got from the SRDS resources. For Minneapolis, GO 96.3 has a rating of 2.4 and the CPP is \$296.

CPM: My cost per 1,000 listeners is \$10.01. I calculated this by dividing the cost of one :60 ad (explained in section above) and the numbers of listeners (71,000). I got the number of listeners by multiplying the ratings (from Nielson.com) for the station and the persons 12+ years of age in the market—2,957,900— (retrieved from SRDS resource).

Fresno, California

Soft Rock 98.9/ KSOF-FM/ Soft Rock

Cost per ad: My cost per :60 ad is \$168. I calculated this by looking at the latest rating on Nielson.com and multiplying it by the cost per point (CPP) which I got from the SRDS resources. For Fresno, Soft Rock 98.9 has a rating of 3.9 and the CPP is \$43.

CPM: My cost per 1,000 listeners is \$5.35. I calculated this by dividing the cost of one :60 ad (explained in section above) and the numbers of listeners (31,000). I got the number of listeners by multiplying the ratings (from Nielson.com) for the station and the persons 12+ years of age in the market—803,600— (retrieved from SRDS resource).

Radio Placements

Radio Station	Format	Daypart	Rating	Rating (%)	Persons 12+ in Market	Listeners of Station (000)	CPP	Cost per :60 ad	No. of Insertions	Total Cost	CPM
Atlanta-- WNNX-FM	Rock	AM	3	3%	4,823,200	145	\$ 497	\$ 1,491	384	\$ 572,544	\$ 10.30
Minneapolis-- KOGO-FM	Rock	AM	2.4	2%	2,957,900	71	\$ 296	\$ 710	384	\$ 272,794	\$ 10.01
Fresno-- KSOF-FM	Rock	AM	3.9	3.9%	803,600	31	\$ 43	\$ 168	256	\$ 42,931,20	\$ 5.35
All Radio Totals/AVG						247	\$ 278	\$790	1024	\$ 888,269	\$ 8.55
						<i>(total)</i>	<i>(avg)</i>	<i>(avg)</i>	<i>(total)</i>	<i>(total)</i>	<i>(avg)</i>



TV RECOMMENDATIONS

Television Recommendations

CNN Tonight:

This program is a national news broadcast based out of Atlanta, GA (my No. 1 DMA) that airs nationally. This show covers political news topics and highlights of the day each day. CNN news reporters go live from all around the world throughout the segment to add character to each story or topic they are covering.

Viewership:

This show's viewership is adults with age ranging from 25 to 64 (which largely includes my target age from early thirties to late forties). The audience is 50/50 male to female. I think the fact that my target takes interest to being environmentally aware will align with this recommendation because the majority of CNN's audience identifies as democrat. According to an article in Politico, democrats care immensely about protecting the environment and are very green focused.

Days and Insertions:

CNN Tonight airs every weeknight on CNN from 10PM to midnight. Continuous weekly insertions will be made each night that *CNN Tonight* runs, for three months.

Cost Per Ad & CPM:

The average cost per:30 ad in my three DMAs is \$124. The average CPM is \$14.26. I calculated CPM by dividing the the cost per: 30 ad and the total viewers.

Grey's Anatomy

Grey's Anatomy is a medical drama series that follows young doctors through their years working up the hospital food chain. The show has always remained in tune with the controversial pulse of the United States and has hit on topics over the years such as global warming, abortion, gun violence, racism, LGBTQ+, alcoholism, drug addiction, etc.

Viewership

This show's viewership is largely female. The show's own target audience are adults with age ranging from 18-49 (which includes my target age from early 30's to late forties). I know that this is a very broad basis to base this recommendation off of, but because my target's psychographics include being environmentally aware, I think I am not out of scope to make this recommendation for Fleet Feet. I think the political pull from the show keeps the target interested and loyal to watching this popular series.

Days and Insertions

Grey's Anatomy airs weekly on ABC on Thursday nights at with two run times. Continuous weekly insertions will be made for three months.

Cost Per Ad & CPM:

The average cost per:30 ad in my three DMAs is \$478. The average CPM is \$9.69. I calculated CPM by dividing the the cost per: 30 ad and the total viewers.

TV Recommendations

TV Placements

TV Programs	Rating	Rating %	TV HH in Market	HH Viewing Program	#/HH	Total Viewers (000)	Cost Per Point	Cost Per :30 ad	No. of Insertions	Total Cost	CPM
CNN Tonight	0.2	0.20%									
Atlanta	0.2	0.20%	2,449,460	4898.92	2.5	12	\$ 1,125	\$ 225	100	\$ 22,500	\$ 18.75
Minneapolis	0.2	0.20%	1,730,430	3460.86	2.5	9	\$ 563	\$ 113	100	\$ 11,260	\$ 12.51
Fresno	0.2	0.20%	574,610	1149.22	2.5	3	\$ 173	\$ 35	80	\$ 2,768	\$ 11.53
CNN Tonight Total/AVG				9,509		24	\$ 620	\$ 124	280	\$ 36,528	\$ 14.26
Grey's Anatomy	1.9	1.90%									
Atlanta	1.9	1.90%	2449460	46539.74	2.5	116	\$ 396	\$ 752	60	\$ 45,144	\$ 6.49
Minneapolis	1.9	1.90%	1730430	32878.17	2.5	82	\$ 262	\$ 498	60	\$ 29,868	\$ 6.07
Fresno	1.9	1.90%	574610	10917.59	2.5	27	\$ 97	\$ 184	40	\$ 7,372	\$ 6.83
Grey's Total/AVG				90,336		225	\$ 252	\$ 478	160	\$ 82,384	\$ 9.69
All TV Totals/AVG				99,845		249	\$ 436	\$ 301	440	\$118,912	\$ 11.97
				<i>(total)</i>		<i>(total)</i>	<i>(avg)</i>	<i>(avg)</i>	<i>(total)</i>	<i>(total)</i>	<i>(avg)</i>



OUTDOOR RECOMMENDATIONS

Outdoor Recommendations:

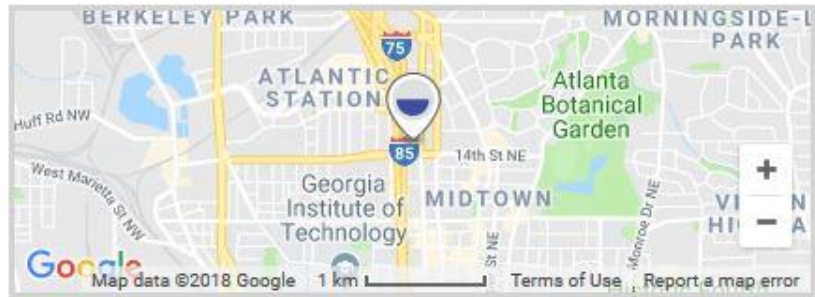
Scheduling Strategy:

In all three DMA's I decided to go with a continuous three month long campaign to align with my three months that I chose earlier on in this project (September, October, & November). Each of my placements are placed next to popular running trails that I have found in each DMA throughout my research this semester.

Atlanta Summary:

- **Total number of billboards in Atlanta:**
 - One bulletin billboard
- **Total number of campaign impressions in Atlanta:**
 - 1,133,803 impressions made per week
 - Three months' worth of impressions is 13,605,636.
- **Total cost in Atlanta:**
 - According to the Lamar website inventory, the selected bulletin costs around \$2,500/4-week period and I ran my campaign for three months so my total cost in Atlanta is \$7,500.

Location No. 1 for Atlanta

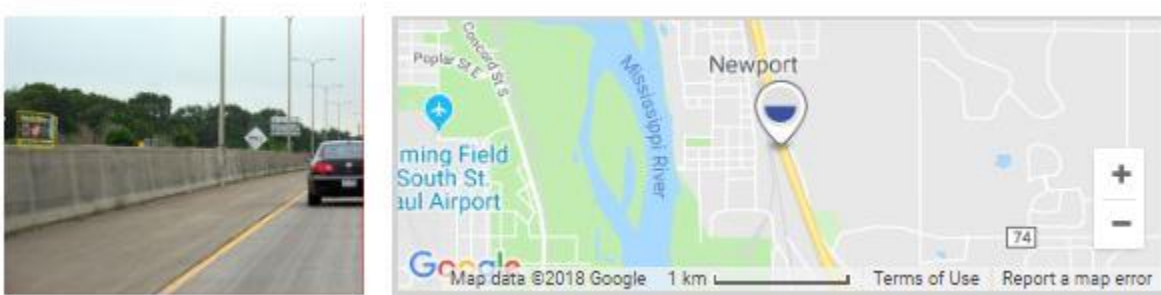


- E/S I-85/75 Connector 150' N/O 14th street LHR F/N
- Illumination: Yes
- According to Lamar, “LHR on the highly coveted top end I-75/85 connector reading to southbound traffic heading into downtown from the northern suburbs and Buckhead targeting a choke point during both morning and afternoon rush.”
- Panel Size: 14'0" x 48'0"
- 4-Week Cost: \$2,500
- I chose this location because my target is an outdoor, trail runner so it would be awesome to catch my target on a run. This bulletin is nearest to Piedmont Park—a prime outdoor trail location in Atlanta. This park is a great Urban, scenic running location that is very popular among locals. I decided to search several of the running trails I found from my earlier research about my DMA's. This outdoor location happened to be the closest location to a hot running spot (Piedmont).

Minneapolis Summary:

- **Total number of billboards in Minneapolis:**
 - One bulletin billboard
- **Total number of campaign impressions in Minneapolis:**
 - 171,087 impressions made per week
 - Three months' worth of impressions is 2,053,044 in total.
- **Total cost in Minneapolis:**
 - According to the Lamar website inventory, the selected bulletin costs around \$1,500/4-week period and I ran my campaign for three months so my total cost in Minneapolis is \$4,500.

Location No. 1 for Minneapolis



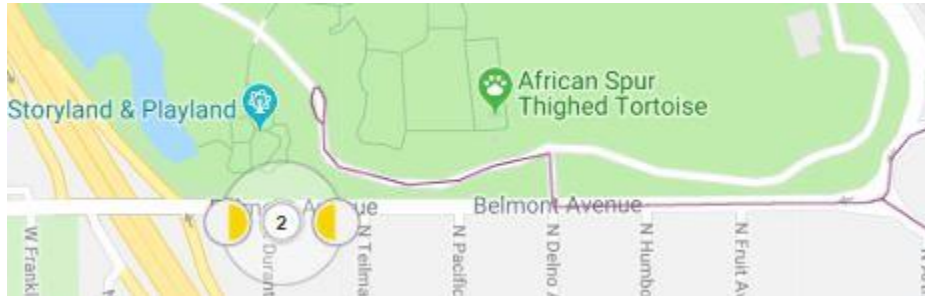
- 100 Portland Ave, Minneapolis, MN 55401
- Illumination: No
- According to Lamar there are no applicable benefits to advertising at this location, but this location is beneficial because of where it is located which is next to the trail along the Mississippi River.
- Panel Size: 12'0" x 36'0"
- 4-Week Cost: \$1,500
- I chose this location because my target is an outdoor, trail runner so it would be awesome to catch my target on a run while running on a popular trail, and if their shoes are wearing down a little bit—boom. It would be ideal for them to see a Fleet Feet Advertisement. This bulletin is on the direct exit nearest to the running trail along the Mississippi River—a prime outdoor trail location in Minneapolis. This trail is a “must run” because of the Stone Arch. The stone arch is a staple in the city of Minneapolis.

Fresno Summary:

- **Total number of billboards in Fresno:**
 - Two JR. poster bulletins
- **Total number of campaign impressions in Fresno:**
 - These JR. posters are next to each other facing opposite directions (east and west). The combined total of impressions they make per week is 45,488.
 - In a three month period the total number of impressions would be 545,856.
- **Total cost in Fresno:**
 - According to the Lamar website inventory, the selected JR. poster costs around \$275/4-week period and I ran my campaign for three months so my total cost in Fresno is \$825.

Location No. 1 + No. 2 for Fresno (Same Location)

No billboard picture available



- E/S I-85/75 Connector 150' N/O 14th street LHR F/N (East and West)
- Illumination: No
- According to Lamar there are no applicable benefits to advertising at this location, but this location is beneficial because of where it is located which is right at the start of the running trail for Roeding Park.
- Panel Size: 5' 1" x 11' 1" (Same for No. 1 and No. 2)
- 4-Week Cost: \$275/per week (Same for No. 1 and No. 2)
- I chose this location because my target is an outdoor trail runner, and these two JR. posters face the opening to a popular trail in Roeding Park in Fresno. This park is a great spot for local color and scenic running location. Like the previous DMA's I found it helpful to search trails that I referenced in previous papers and find billboards closest to those locations so I can catch my target in an ideal time/place/circumstance situation.

Outdoor Recommendations

Outdoor Placements

DMA	Type of Outdoor	Location	Weekly Impressions	4-Week Total Costs	No. of 4-weeks	Campaign Cost	18+ Pop. (000)	4-Week % Reach	4-Week Pop. Reach (000)	CPM
Atlanta, GA	Bulletin	E/S 1-85/75 Connector 150' N/O 14th St	1133803	\$ 2,500	3	\$ 7,500	4,171	70.5%	2941	\$ 0.85
Minneapolis, MN	Bulletin	100 Portland Ave	171087	\$ 1,500	3	\$ 4,500	2,641	29.6%	782	\$ 1.92
Fresno, CA	Junior Poster	BELMONT SL 250F E OF HWY 99 (W)	25686	\$ 275	3	\$ 825	686	32.6%	224	\$ 1.23
Fresno, CA	Junior Poster	BELMONT SL 250F E OF HWY 99 (E)	19802	\$ 275	3	\$ 825	686	32.6%	224	\$ 1.23
Fresno Totals/ AVG			45488	\$ 550	6	\$ 1,650	686	32.6%	224	\$ 2.46
Outdoors Totals/ AVG			1350378			\$ 13,650				\$ 1.74
			<i>(total)</i>			<i>(total)</i>				<i>(avg)</i>



FACEBOOK RECOMMENDATIONS

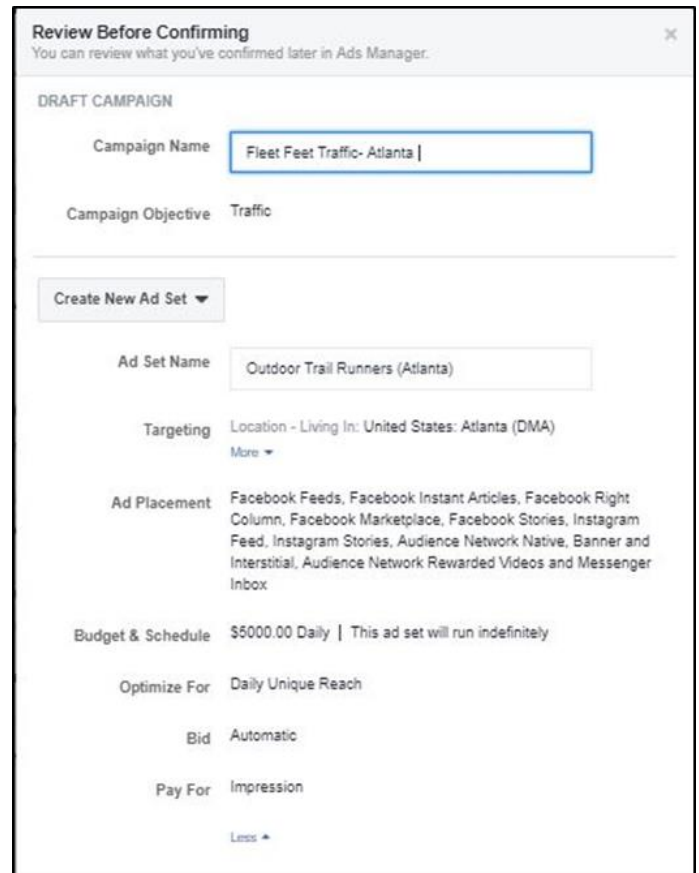
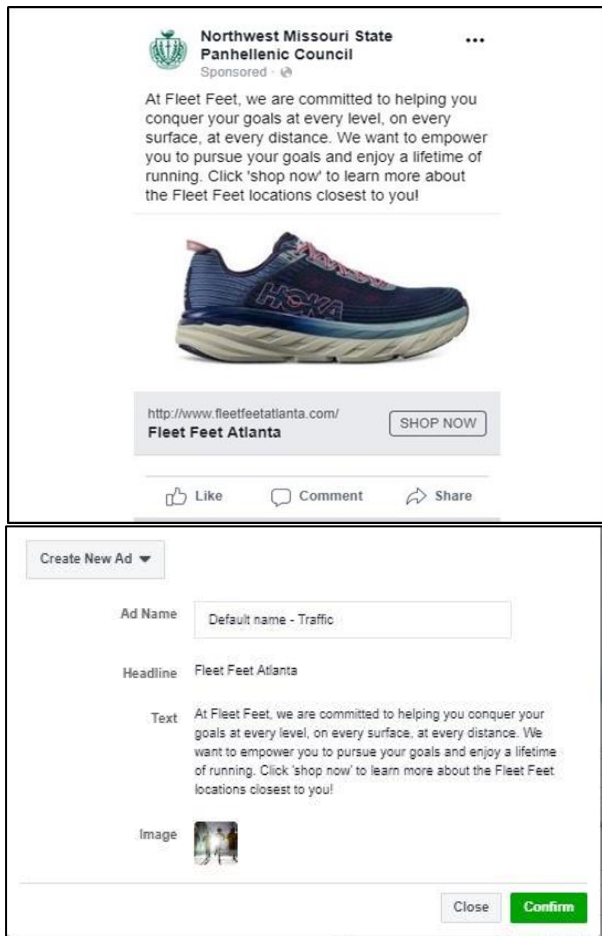
Facebook Recommendations:

Atlanta, GA

Objective: The objective of the Facebook advertisements for Fleet Feet is to drive traffic to their website for ecommerce sales.

Ad Format:

- **Traffic:** My ad will appear on the Website in several different placement forms (that does include messenger).



Strategy explained:

To the best of my ability I set filters that I thought would catch the most ideal Facebook user AKA my target market. I made sure the ad matched up with interests like “outdoors”, “running clubs”, “trail running”, “health and wellness”, etc. I also set my demographics to match my target as well. I want the most exposure to my target as possible so that is why I set filters very specific filters to my audience. I hope by exposing my target to several ads all over Facebook/Instagram, they will began to recognize the brand. Brand recognition is my main objective of my entire campaign and repetition is key. Shane Company (the jeweler) is the best example of this. You can ask any person from Kansas City about Shane Company and they could recite their advertisement exactly because “we’ve got a friend in the diamond business”. I want this kind of recognition to resonate with my target so when they think they might need new shoes or running gear, they know where to go.

- **Targeting Variables:**

- *Location:* Atlanta, GA (DMA No. 1)
- *Age Range:* Early 30’s to late 40’s (Generation X)
- *Gender:* Female
- *Interests:*
 - Likes to run outside
 - Green mindset (love for nature + environmentally aware)
 - Fitness Focused
 - Enjoys running with others— apart of running groups

- **Placements:**

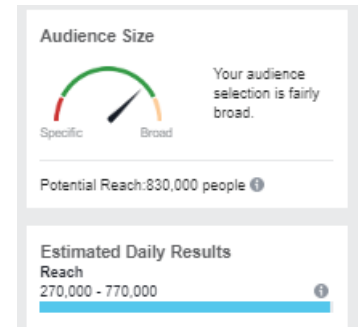
- My ad will run on the following:
 - Facebook Feeds
 - Facebook Instant Articles
 - Facebook Right Column
 - Facebook Marketplace
 - Facebook Stories
 - Instagram Feed
 - Instagram Stories
 - Audience Network Native
 - Banner and Interstitial
 - Audience Network Rewarded Videos
 - Messenger Inbox
- I have most a large portion of my budget for my media plan put into Facebook so I am covering as much of my bases as possible. Visual repetition will hopefully drive traffic of my target customer to Fleet Feet's website/storefront
- **Budget:**
 - I have \$900,000 from my overall budget put towards Facebook ads. I split the money up between my DMA's based on priority. Atlanta received the most because it is my top priority so I allocated \$450,000 for this DMA. I divided that number amount by 90 because that's how many days my ad will be running therefore my budget for Atlanta is \$5,000/day.
- **Insertions & Schedule:**

Facebook Recommendations

- I am running one ad in several areas (placements listed a few sections above) for 90 days (three months). This will be continuous, every day, for all 90 days.

- **Reach:**

- My estimated daily reach ranges from 270,000 to 770,000. My total potential audience reach is 830,000.



- **CPM:**

- My campaign CPM is \$6.49 based on the potential reach and my objective.

Minneapolis, MN

Objective: *Same explanation for all three DMA's

Ad Format: *Traffic:* Website



A Facebook advertisement for Fleet Feet Minneapolis. The ad is sponsored by the Northwest Missouri State Panhellenic Council. The text of the ad reads: "At Fleet Feet, we are committed to helping you conquer your goals at every level, on every surface, at every distance. We want to empower you to pursue your goals and enjoy a lifetime of running. Click 'learn more' to learn more about the Fleet Feet location closest to you!". The main image shows a hand-drawn map of Minnesota on a wooden surface, with the word "Shop" written above the map and "FLEET FEET" written inside the map's outline. Below the image, the URL "FLEETFEETMINNEAPOLIS.COM" is displayed, followed by the business name "Fleet Feet Minneapolis" and the address "Shop at Marathon Sports - Fleet Feet Sports Minneapolis". A "Learn More" button is located to the right of the business name. At the bottom of the ad, there are three interaction buttons: "Like", "Comment", and "Share".

Northwest Missouri State Panhellenic Council
Sponsored · 🌐

At Fleet Feet, we are committed to helping you conquer your goals at every level, on every surface, at every distance. We want to empower you to pursue your goals and enjoy a lifetime of running. Click 'learn more' to learn more about the Fleet Feet location closest to you!

Shop
FLEET FEET

FLEETFEETMINNEAPOLIS.COM
Fleet Feet Minneapolis [Learn More](#)
Shop at Marathon Sports - Fleet Feet Sports Minneapolis

👍 Like 💬 Comment ➦ Share

[Refresh preview](#) · [Report a problem with this preview](#)

Review Before Confirming

You can review what you've confirmed later in Ads Manager.

DRAFT CAMPAIGN

Campaign Name:

Campaign Objective: Traffic

Create New Ad Set ▼

Ad Set Name:

Targeting: Location - Living In: United States: Minneapolis-St. Paul (DMA)
More ▼

Ad Placement: Facebook Feeds, Facebook Instant Articles, Facebook Right Column, Facebook Marketplace, Facebook Stories, Instagram Feed, Instagram Stories, Audience Network Native, Banner and Interstitial, Audience Network Rewarded Videos and Messenger Inbox

Budget & Schedule: \$3500.00 Daily | This ad set will run indefinitely

Optimize For: Link Clicks

Bid: Automatic

Pay For: Impression
Less ▲

Create New Ad ▼

Ad Name:

Headline: Fleet Feet Minneapolis

Text: At Fleet Feet, we are committed to helping you conquer your goals at every level, on every surface, at every distance. We want to empower you to pursue your goals and enjoy a lifetime of running. Click 'learn more' to learn more about the Fleet Feet location closest to you!

Image:

Strategy Explanation:

*Same explanation for all three DMA's

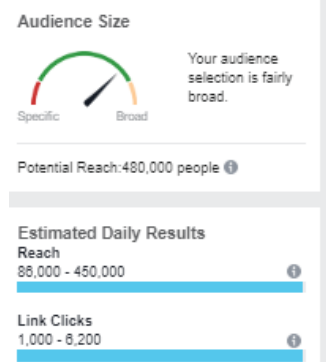
- **Targeting Variables:**

- *Location:* Minneapolis, MN (DMA No. 2)
- *Age Range:* Early 30's to late 40's (Generation X)
- *Gender:* Female
- *Interests:*
 - Likes to run outside
 - Green mindset (love for nature + environmentally aware)
 - Fitness Focused
 - Enjoys running with others— apart of running groups

- **Placements:**

- My ad will run on the following:
 - Facebook Feeds
 - Facebook Instant Articles
 - Facebook Right Column
 - Facebook Marketplace
 - Facebook Stories
 - Instagram Feed
 - Instagram Stories
 - Audience Network Native

- Banner and Interstitial
- Audience Network Rewarded Videos
- Messenger Inbox
- I have most a large portion of my budget for my media plan put into Facebook so I am covering as much of my bases as possible. Visual repetition will hopefully drive traffic of my target customer to Fleet Feet's website/storefront
- **Budget:** I have \$900,000 from my overall budget put towards Facebook ads. I split the money up between my DMA's based on priority. Minneapolis received the second most because it is my No. 2 priority so I allocated \$315,000 for this DMA. I divided that number amount by 90 because that's how many days my ad will be running therefore my budget for Minneapolis is \$3,500/day.
- **Insertions & Schedule:**
 - I am running one ad in several areas (placements listed a few sections above) for 90 days (three months). This will be continuous, every day, for all 90 days.
- **Reach:**
 - My estimated daily reach ranges from 85,000 to 450,000.
 - My total potential audience reach is 480,000.
- **CPM:**
 - My campaign CPM is \$7.78 based on the potential reach and my objective.



Facebook Recommendations

Fresno, CA

Objective:* Same explanation for all three DMA's

Ad Format: *Traffic:* Website

Review Before Confirming

You can review what you've confirmed later in Ads Manager.

DRAFT CAMPAIGN

Campaign Name:

Campaign Objective: Traffic

Create New Ad Set ▼

Ad Set Name:

Targeting: Location - Living In: United States: Fresno-Visalia (DMA)
More ▼

Ad Placement: Facebook Feeds, Facebook Instant Articles, Facebook Right Column, Facebook Marketplace, Facebook Stories, Instagram Feed, Instagram Stories, Audience Network Native, Banner and Interstitial, Audience Network Rewarded Videos and Messenger Inbox

Budget & Schedule: \$3500.00 Daily | This ad set will run indefinitely

Optimize For: Link Clicks

Bid: Automatic

Pay For: Impression

Less +

Create New Ad ▼

Ad Name:

 Northwest Missouri State Panhellenic Council
Sponsored · 

At Fleet Feet, we are committed to helping you conquer your goals at every level, on every surface, at every distance. We want to empower you to pursue your goals and enjoy a lifetime of running. Click 'shop now' to learn more about the Fleet Feet location closest to you!



FLEETFEETFRESNO.COM
Fleet Feet Fresno Shop Now


Less +

Create New Ad ▼

Ad Name:

Headline: Fleet Feet Fresno

Text: At Fleet Feet, we are committed to helping you conquer your goals at every level, on every surface, at every distance. We want to empower you to pursue your goals and enjoy a lifetime of running. Click 'shop now' to learn more about the Fleet Feet location closest to you!

Image: 

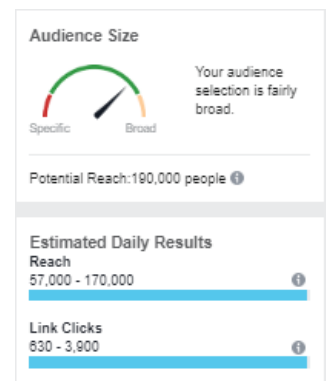
Close Confirm

Strategy Explanation:

Same explanation for all three DMA's

- **Targeting Variables:**
 - *Location:* Fresno, CA (DMA No. 3)
 - *Age Range:* Early 30's to late 40's (Generation X)
 - *Gender:* Female
 - *Interests:*
 - Likes to run outside
 - Green mindset (love for nature + environmentally aware)
 - Fitness Focused
 - Enjoys running with others— apart of running groups
- **Placements:**
 - My ad will run on the following:
 - Facebook Feeds
 - Facebook Instant Articles
 - Facebook Right Column
 - Facebook Marketplace
 - Facebook Stories
 - Instagram Feed
 - Instagram Stories
 - Audience Network Native

- Banner and Interstitial
- Audience Network Rewarded Videos
- Messenger Inbox
- I have most a large portion of my budget for my media plan put into Facebook so I am covering as much of my bases as possible. Visual repetition will hopefully drive traffic of my target customer to Fleet Feet's website/storefront
- **Budget:** I have \$900,000 from my overall budget put towards Facebook ads. I split the money up between my DMA's based on priority. Fresno received the least because it is my No. 3 priority so I allocated \$135,000 for this DMA. I divided that number amount by 90 because that's how many days my ad will be running therefore my budget for Minneapolis is \$1,500/day.
- **Insertions & Schedule:**
 - I am running one ad in several areas (placements listed a few sections above) for 90 days (three months). This will be continuous, every day, for all 90 days.
- **Reach:**
 - My estimated daily reach ranges from 57,000 to 170,000. My total potential audience reach is 190,000.
- **CPM:**
 - My campaign CPM is \$8.82 based on the potential reach and my objective.



Facebook									
Audience Target	Traffic & Ad Format	Daily Budget	No. of Days	Total Cost	Max Est. Daily Reach	Cost Per Person for Reach	CPM for Reach		
Atlanta, GA	Website Traffic/ Single Image	\$ 5,000	90	\$ 450,000	770,000	\$ 0.006494	\$ 6.49		
Minneapolis, MN	Website Traffic/ Single Image	\$ 3,500	90	\$ 315,000	450,000	\$ 0.007778	\$ 7.78		
Fresno, CA	Website Traffic/ Single Image	\$ 1,500	90	\$ 135,000	170,000	\$ 0.008824	\$ 8.82		
Facebook Totals/AVG		\$ 3,333		\$ 900,000	1,390,000	\$ 0.023095	\$ 7.70	<i>(avg)</i>	<i>(total)</i>



GOOGLE ADS RECOMMENDATIONS

Google Ads Recommendations:

Scheduling Strategy:

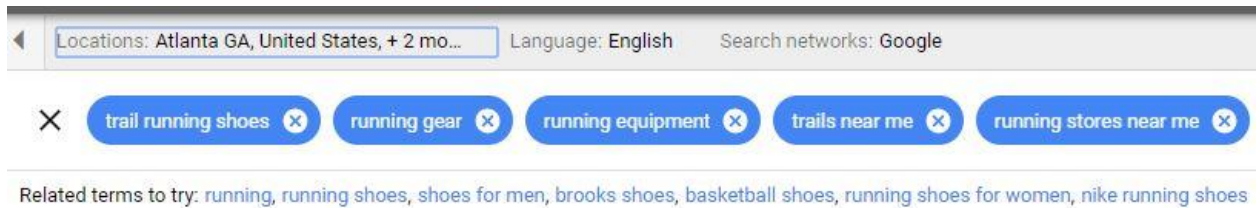
For this campaign I will be running the advertisements on the top bid ad for three months. I will do three consecutive months (September, October, and November).

Google Search Ad Choices

- **Keyword Strategy:** Throughout the process of the whole project we have had to keep in mind that we are buying ads, not creating ads, but sometimes it's hard not to know exactly what the ad is that we are placing. For Google Ad Words, I feel like it was easier than other media types because I can use my knowledge about who my target market is and use that knowledge to come up with keywords that they would be searching. My target is an outdoor trail running that enjoys running with other people like in running clubs. All of that information allowed me to focus on keywords and phrases that my target might type into a Google search.
 - **Overall Strategy:** I started by just familiarizing myself with the AdWord tools. I typed in a couple of possibilities to test it out. "Trail running shoes" and "trails near me" were the two phrases that I started with because I intended on having the ads go to either Fleet Feet's main sales page or to their "About Us" page.

Google Ads Recommendations

- **Geo-Targeting:** I used the location tool on Google AdWords and typed in each of my separate DMA's (Atlanta, Minneapolis, and Fresno) so those regions were the



only ones to be targeted.

- **Keyword List:** Below are the keywords I used. They are separated by groupings based on the category of the phrase.

Gear	Running Trail	Store
Reflective running gear	Trails near me	Running shoe store
Salomon running shoes	Trail running shoes	Running stores
Cloudventure shoes	Best trail running shoes	Running stores near me
New balance running shoes	Popular trails	Top running stores
Brooks running shoes	Running trails	Specialty running store
Asics running shoes	Running clubs	
Running equipment	Trail running shoes men	
Quality running shoes	Trail running shoes women	
Shoes for outdoor running	Trail shoes	
	Parks near me	
	Popular parks	
	Quality trail shoes	

- **CPC Range:** I have CPC's that range from \$1.06 to \$12.58. The average of all of my CPC's is \$3.19. My more expensive CPC's are the worth the cost to me because they are more competitive and I feel strongly about the keywords I picked. It is worth spending more money on competitive phrases—especially because I have the money to spend.
- **Clicks and Scheduling:** I have a lot of money for my Fleet Feet media plan put into this media type. Since I am investing so much of my campaign in this I wanted to make sure that I am using my dollars to fullest extent. I will be scheduling my ads to run for three months consecutively (September, October, and November). This schedule fits into my overall scheduling strategy because it lines up with the same three months that I have picked for my other mediums as well.
- **CPM:** My CPM average is \$3,197. This is a lot higher of a number compared to my other CPM's throughout my media plan by far. This is, again, where I spent the most money so I should have expected this, but it is a bit shocking to be in control of this much money and seeing CPM's ranging from \$8.55 (radio) to the CPM for Google Ads of \$3,197.

Google Ads Recommendations

Google Ads						
Keywords/Keyphrases	Cost per Click (CPC)	Clicks per Month	No.of Months	Total Clicks	Total Cost	CPM (CPC)
trail running shoes	\$ 4.58	5,000	3	15,000	\$ 13,740	\$ 4,580
best trail running shoes	\$ 5.58	1,000	3	3,000	\$ 16,740	\$ 5,580
trails near me	\$ 2.00	10,000	3	30000	\$ 60,000	\$ 2,000
running shoe store	\$ 1.39	1,000	3	3000	\$ 4,170	\$ 1,390
reflective running gear	\$ 1.61	1,000	3	3000	\$ 4,830	\$ 1,610
running gear	\$ 2.82	1,000	3	3,000	\$ 8,460	\$ 2,820
popular trails	\$ 2.01	10,000	3	30000	\$ 60,300	\$ 2,010
running trails	\$ 2.00	10,000	3	30000	\$ 60,000	\$ 2,000
running clubs	\$ 5.00	1,000	3	3000	\$ 15,000	\$ 5,000
salomon running shoes	\$ 1.82	10,000	3	30000	\$ 54,600	\$ 1,820
cloudventure shoes	\$ 2.18	1,000	3	3000	\$ 6,540	\$ 2,180
new balance running shoes	\$ 12.58	1,000	3	3000	\$ 37,740	\$ 12,580
brooks running shoes	\$ 2.06	1,000	3	3000	\$ 6,180	\$ 2,060
asics running shoes	\$ 2.37	10,000	3	30000	\$ 71,100	\$ 2,370
trail running shoes women	\$ 6.03	1,000	3	3000	\$ 18,090	\$ 6,030
trail running shoes men	\$ 6.22	10,000	3	30000	\$ 186,600	\$ 6,220
running equipment	\$ 1.73	1000	3	3000	\$ 5,190	\$ 1,730
trail shoes	\$ 1.22	1000	3	3000	\$ 3,660	\$ 1,220
parks near me	\$ 1.18	1,000	3	3000	\$ 3,540	\$ 1,180
popular parks	\$ 1.38	1,000	3	3000	\$ 4,140	\$ 1,380
running stores	\$ 2.52	1,000	3	3000	\$ 7,560	\$ 2,520
top running stores	\$ 3.00	1,000	3	3000	\$ 9,000	\$ 3,000
running stores near me	\$ 1.52	1,000	3	3,000	\$ 4,560	\$ 1,520
quality running shoes	\$ 1.36	10,000	3	30,000	\$ 40,800	\$ 1,360
quality trail shoes	\$ 1.06	1,000	3	3,000	\$ 3,180	\$ 1,060
speciality running store	\$ 4.32	1,000	3	3,000	\$ 12,960	\$ 4,320
shoes for outdoor running	\$ 3.58	1,000	3	3,000	\$ 10,740	\$ 3,580
Google Totals/Avg	\$ 3.19	94,000		282,000	\$ 720,960	\$ 3,197
	<i>(avg)</i>	<i>(total)</i>		<i>(total)</i>	<i>(total)</i>	<i>(avg)</i>

CHARTS



Media Placement Charts

<i>Magazine Placements</i>										
Magazine Name	Cost Per Ad	Ad Size	Ad	No. of Insertions	Total Campaign Cost	Circulation (000)	Pass Along Rate	Total Audience (000)	CPM	
Trail Runner	\$ 10,100	1 page	TOC	1	10,100	110	2	220	\$ 45.91	
Trail Runner (Dirt Edition)	\$ 12,000	1 page	C2-Pg1	1	12,000	110	2	220	\$ 54.54	
Atlanta Magazine	\$ 16,000	1 page	Inside	1	16,000	121	4	484	\$ 33.06	
Mpls.St.Paul	\$ 6,000	1 page	Inside	1	6,000	70	4	280	\$ 21.42	
Totals/AVG	\$ 11,025			4	44,100			1,204	\$ 38.73	
	(avg)			(total)	(total)			(total)	(avg)	

Media Placement Charts

Radio Placements

Radio Station	Format	Daypart	Rating	Rating (%)	Persons 12+ in Market	Listeners of Station (000)	CPP	Cost per :60 ad	No. of Insertions	Total Cost	CPM
Atlanta-- WNNX-FM	Rock	AM	3	3%	4,823,200	145	\$ 497	\$ 1,491	384	\$ 572,544	\$ 10.30
Minneapolis-- KOGO-FM	Rock	AM	2.4	2%	2,957,900	71	\$ 296	\$ 710	384	\$ 272,794	\$ 10.01
Fresno-- KSOF-FM	Rock	AM	3.9	3.9%	803,600	31	\$ 43	\$ 168	256	\$ 42,931.20	\$ 5.35
All Radio Totals/AVG						<i>(total)</i>	<i>\$ 278 (avg)</i>	<i>\$790 (avg)</i>	<i>1024 (total)</i>	<i>\$ 888,269 (total)</i>	<i>\$ 8.55 (avg)</i>

Media Placement Charts

TV Placements

TV Programs	Rating	Rating %	TV HH in Market	HH Viewing Program	#/HH	Total Viewers (000)	Cost Per Point	Cost Per :30 ad	No. of Insertions	Total Cost	CPM
CNN Tonight	0.2	0.20%									
Atlanta	0.2	0.20%	2,449,460	4898,92	2.5	12	\$ 1,125	\$ 225	100	\$ 22,500	\$ 18.75
Minneapolis	0.2	0.20%	1,730,430	3460,86	2.5	9	\$ 563	\$ 113	100	\$ 11,260	\$ 12.51
Fresno	0.2	0.20%	574,610	1149,22	2.5	3	\$ 173	\$ 35	80	\$ 2,768	\$ 11.53
CNN Tonight Total/AVG				9,509		24	\$ 620	\$ 124	280	\$ 36,528	\$ 14.26
Grey's Anatomy	1.9	1.90%									
Atlanta	1.9	1.90%	2449460	46539,74	2.5	116	\$ 396	\$ 752	60	\$ 45,144	\$ 6.49
Minneapolis	1.9	1.90%	1730430	32878,17	2.5	82	\$ 262	\$ 498	60	\$ 29,868	\$ 6.07
Fresno	1.9	1.90%	574610	10917,59	2.5	27	\$ 97	\$ 184	40	\$ 7,372	\$ 6.83
Grey's Total/AVG				90,336		225	\$ 252	\$ 478	160	\$ 82,384	\$ 9.69
All TV Totals/AVG				99,845		249	\$ 436	\$ 301	440	\$118,912	\$ 11.97
				<i>(total)</i>		<i>(total)</i>	<i>(avg)</i>	<i>(avg)</i>	<i>(total)</i>	<i>(total)</i>	<i>(avg)</i>

Media Placement Charts

Outdoor Placements										
DMA	Type of Outdoor	Location	Weekly Impressions	4-Week Total Costs	No. of 4-weeks	Campaign Cost	18+ Pop. (000)	4-Week % Reach	4-Week Pop. Reach (000)	CPM
Atlanta, GA	Bulletin	E/S I-85/75 Connector 150' N/O 14th St	1133803	\$ 2,500	3	\$ 7,500	4,171	70.5%	2941	\$ 0.85
Minneapolis, MN	Bulletin	100 Portland Ave	171087	\$ 1,500	3	\$ 4,500	2,641	29.6%	782	\$ 1.92
Fresno, CA	Junior Poster	BELMONT SL 250F E OF HWY 99 (W)	25686	\$ 275	3	\$ 825	686	32.6%	224	\$ 1.23
Fresno, CA	Junior Poster	BELMONT SL 250F E OF HWY 99 (E)	19802	\$ 275	3	\$ 825	686	32.6%	224	\$ 1.23
Fresno Totals/ AVG			45488	\$ 550	6	\$ 1,650	686	32.6%	224	\$ 2.46
Outdoors Totals/ AVG			1350378			\$ 13,650				\$1.74
			<i>(total)</i>			<i>(total)</i>				<i>(avg)</i>

Media Placement Charts

Facebook

Audience Target	Traffic & Ad Format	Daily Budget	No. of Days	Total Cost	Max Est. Daily Reach	Cost Per Person for Reach	CPM for Reach	
Atlanta, GA	Website Traffic/ Single Image	\$ 5,000	90	\$ 450,000	770,000	\$ 0.006494	\$ 6.49	
Minneapolis, MN	Website Traffic/ Single Image	\$ 3,500	90	\$ 315,000	450,000	\$ 0.007778	\$ 7.78	
Fresno, CA	Website Traffic/ Single Image	\$ 1,500	90	\$ 135,000	170,000	\$ 0.008824	\$ 8.82	
Facebook Totals/AVG		\$ 3,333 <i>(avg)</i>		\$ 900,000 <i>(total)</i>	1,390,000 <i>(total)</i>	\$ <i>(total)</i>	0.023095 <i>(total)</i>	\$ 7.70 <i>(avg)</i>

Media Placement Charts

Google Ads						
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	<i>(avg)</i>	<i>(total)</i>		<i>(total)</i>	<i>(total)</i>	<i>(avg)</i>



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