

MARKETING PLAN

SEMI-THERM 26

February 21-25, 2010

Hyatt Regency Hotel

Santa Clara, CA USA

GOALS:

Advertisers:

- Create awareness that Electronics Cooling magazine is being published again and that generate sales they can begin to advertise immediately
- Generate advertising sales at the event
- Retain prospect leads for Paul at the booth
- Generate advertising sales post event

Subscribers:

- Create awareness of latest publication date
- Increase subscriber list and circulation

STRATEGY:

Advertisers:

Pre-event:

- Send promotional email to advertiser list letting them know that the publication is back
 - Email encourages buying ad space now
 - Visiting Electronics cooling space to get their ad in now
 - **Dates:** Feb 9th/Feb 18th
- Send direct mail (Promotional Letter)
- Personalized email from Paul
 - **Dates:** Send on the week of 15th

During event:

- **Virtual Host:** Use Skype to interact with attendees who visit the booth while Paul is meeting with advertisers.
 - How this will work:
 - Need to ensure the location can provide a wired/wireless connection
 - Bob/Tim/Leslie (take shifts) will use a web cam and connect to Skype to answer questions from advertisers who might visit the booth while Paul is away.
 - Laptop will be required (either Paul's which we can request to be locked or order from AV vendor at location)
 - We can also promote this in our email and at the event
- **Business Cards:** Create business cards with Electronics Cooling logo for Graham & Paul
 - Paul will leave his cards on the table for those who visit when he is not there
- One page media guide
- **Insertion form:** Gives the advertisers a chance to buy ad space at the location
- **Copies of 2009 electronics cooling publications:** Provides an example of what to look forward to...but an improved version
- **Foam Core Board poster** – Includes Paul's information, logo, website link

Post event:

- Send dedicated email to advertisers who did not buy ad space while at Semi-Therm
- Send direct mail piece with promotional offer to purchase ad space
- Once first issue is published, send magazine to advertisers with inserts to purchase ad space in the next issue

Communications

- 1) Letter to advertisers (41)
Email to prospects

Subscribers:

During event:

- **One page flyer:** Promoting the publication. Background will be image of the front cover. Text will be white.
- **Sign up documents:** This will be left on the table for subscribers to sign in if they want to be added to the subscription list.

Post event:

Email: Your Electronics Cooling magazine is coming soon.

Date: 2 months before publication and 1 month before publication

- Based on reports marketing will make decisions on if to further reach those who haven't responded to emails

PROCESS:

- Work with Semi- Therm vendors on event logistics (JM)
- Create Event Checklist (JM)
- Create event briefing document for event attendee (s) (JM)
- Create content for email blasts, letter, poster and other collateral pieces (JM)
- Create one sheet media guide (JM/AM)
- Order Padfolios (JM)
- Put together contact list (EA)
- Create Mail Merge for insertion orders (EA)
- Create EC business cards (AM)
- Two (2) email blasts must be sent to advertisers prior to event (KS)
- Provide reports from email blast (KS)
- Use reports to develop next steps for reaching out to all those who were sent the email (JM)
- Create all design features as needed (AM)
- Virtual hosts (sales team)
- Personal phone calls to customers (PS)

Logistics	Description	Who	Date Due	Date Complete
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Contact Tom/ Semi Therm	To get all information on event logistics such as floor plan, location, current list of exhibitors & AV details	Tom Tarter	2/4/2010	
Contact Nazita/Mentor Graphics	To request info on location of 2009 EC publications & graphics	Josephine	2/4/2010	2/4/2010
Create Logo design	EC logo needed for business cards & other event collateral	Amelia	2/4/2010	2/4/2010
Create business cards	New business cards specifically for all Electronics Cooling endeavours	Amelia	2/5/2010	2/4/2010
Create Email Content	Sales copy needed for advertisers who will be attending Semi-Therm to generate sales	Josephine	2/8/2010	
Email Blast 1	Send promotional email blast to advertiser list provided by mentor. Maintain all test & QA standards	Kate	2/9/2010	
Email Blast 2	Send promotional email blast to advertiser list provided by mentor. Maintain all test & QA standards	Kate	2/18/2010	
Create Insertion Kit insert for Paul	Kit contains: One page flyer, One page proposal, Mock up of magazine, Paul's business cards	Josephine/Amelia	2/15/2010	
Order Paul's BC	Order new Biz Cards from Vista Print	Josephine/Eileen	2/8/2010	2/4/2010
Event Logistics	Order AV, Graphics for booth	Josephine	2/12/2010	
Order Advertiser Giveaways	Padfolios for advertisers that meet with Paul	Josephine/Eileen	2/5/2010	