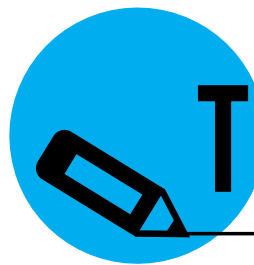


# Marketing Plan



**TRACING**

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Memories

# Introduction & Overview

## HISTORY

Tracing Memories is a program in development by Imagination International Inc. (III), the distributor of Copic markers. It is a therapeutic art program that uses Copic markers to color in photographic images. 25 years ago Copic markers were developed in Japan by the company .TOO Corporation. Although originally created for fine art and design the Japanese comic industry started using Copic markers for Manga and Anime. Currently, with the development of Tracing Memories program the markers are being used for therapeutic art as well. With this new program comes a new audience which broadens the spectrum of product users.

The program is targeted at an older population and is modeled after a club in Japan. In Japan, the “Copic Art” club meets once a week. They use photographs which are converted to outline images and the participants artistically color in the image using Copic markers. “Copic Art” has been proven to have therapeutic benefits. This research in Japan aligns with the arts in healthcare initiative in the U.S. where many art programs have been proven to help patients with healing.

## MISSION

Tracing Memories does not yet have a mission statement. The mission statement for III is “Imagination International, Inc was founded in 1998 with Japanese and American investors to work on international projects that encourage creativity, education and World peace.” Tracing Memories program aligns well with III’s goals of education by providing classes in communities across the U.S. With research that shows how coloring can help improve memory and activation of the brain, Tracing Memories also promotes a healthy lifestyle.

A good mission for Tracing memories would include themes of the healthy individual, healthy community and art for healing. The Tracing Memories program will help establish III’s goals and interests in encouraging creativity and education. In the future, the program could support the mission of creating international projects by spreading the concept of supporting healthy people and healthy communities through art in Japan, U.S. and beyond.

## GOALS, STRATEGIES, OUTCOMES

Since Tracing Memories is in the development phase it is important to create a marketing plan to identify goals, create an action plan and start promotion. Identified goals are 1) to test the new Tracing Memories Program, 2) promote the program in communities across the U.S. and 3) increase the number of product users. This will be done through experiential marketing, testimonials and social media.

By using these marketing strategies to attain the three goals mentioned, Tracing Memories will become well-known in communities across the U.S. Awareness will increase exponentially. As of now, only those who work for Ill and Copic know about the Tracing Memories program. One of the goals is to test the program by conducting pilot classes. This will initiate awareness but the plan is to keep building awareness by creating a youtube video with testimonials to share on the internet. This will allow awareness to expand to communities outside of Eugene. The video will be posted on the Tracing Memories and Copic Facebook page and website with the plan of spreading the word nationally and internationally.

# Situational Analysis

## ECONOMIC SCAN

The flagship product of Copic and Imagination International is the Copic marker. The rest of the products are newer to the market and are taking a bit longer to develop. Imagination International is the exclusive distributor of the marker in North America. According to Liesel Brooks, III's marketing director, the company is very successful and financially healthy. The economic factor that affects them the most is the demographics. The Yen also plays an important role since the markers are imported from Japan.

All of Copic's income comes from product sales. Therefore, the Yen really affects Copic's economic status. Since Copic products are imported from Japan the currency exchange plays a big role in the economics of the company. If the Yen becomes stronger, rather than raising prices, Copic will often make up for the difference in order to keep distributors and resellers. They sell to big chains such as Michaels and Hobby Lobby. Copic also sells to university bookstores and local art supply stores throughout North America. The other major factor that affects Copic's economics is their demographics.

Tracing Memories is a program but can also be seen as a product that III sells. The goal is to create a program where instructors from any location across the nation can get certified through III. The instructor will pay a fee for certification class and get discounts on marker sets to use in their classes. Also Tracing Memories class participants will be offered a discount when buying products from their Tracing Memories instructor. Then the instructor is also playing the role of a sales representative. One goal is to increase the number of product users. It is evident that certifying teachers and selling markers to participants will increase the number of users. Now it is clear how Tracing Memories is not just a program, but a product too.

The Copic and III economy is affected by the demographic. We can predict that Tracing Memories' economy will also be greatly affected by demographic. The target audience for this product is 50 years and older. However, I think the program is suitable for people of all ages and we will see an opportunity for growth by targeting a larger audience once the program is in place. Also, if the program is successful it will draw in interest and awareness by a larger population. It will spark curiosity amongst people and networks which will be used as the next target audience. I see huge potential for developing a similar program for kids and young adults with disabilities.

## DEMOGRAPHIC SCAN

The demographics started out with young Manga and Anime artists. They are able to purchase markers, but at a slower rate because of pricing. Without knowing that Copic markers are refillable, the price at first glance seems high. However, in terms of the longevity and quality of the marker the price is relatively low. The Manga and Anime artist, who is usually a student, has a disposable income that is much less than a professional artist or paper crafter.

Copic saw a big boom in the economy when the paper crafters started to purchase their product. The paper crafters are usually middle-aged stay-at-home moms who are willing to spend a lot of money on their craft. Copic markers can be used for scrapbooking and card making. When paper crafting was taking off in the craft world Copic was able to tap into this market. Liesel estimates that they may have seen their full saturation with the paper crafter's market.

There has been a surge in buyers who are classified as designers and mixed media artists. The product designer surge has caused an increase in multi-liner sales. Multi-liners are another pen product of Copic. Mixed media artist are experimenting with alcohol ink paintings, which has increased sales in ink refill cartridges.

Now, Copic is working on marketing campaigns that are directed at the professionals. This includes industrial designers, graphic designers, product designers, fashion designers, landscape artists and architects. This will be their next focus in marketing. Additionally, they value the student because once the student uses their product in school they become lifetime users.

With Tracing Memories as a new program offered by III, the markers will be sold to a new audience. There are several groups that will buy the markers as a result of the establishment of this program. They are instructors, participants, facilities and centers. The instructors will get a discount on marker sets and be able to sell to participants at a discounted rate. Facilities and centers that would buy markers would be residential facilities, retirement homes, healthcare centers, and community/art centers. It is important to market to these people. Some of our marketing efforts must be directed at HR and activities directors at these facilities and centers.

Recognizing that the target audience is at a typical retirement age and will have a fixed income, it is important that these buyers know they can and are receiving a discounted price. Copic markers are relatively expensive. The goal is for the participant/buyer to use them on a regular basis which would make the purchase worthwhile. The research in Japan on “Copic Art” concluded that 20-30 minutes a day of coloring can help reduce stress and promote overall well-being. If this study and its findings could be replicated in the U.S. it would help convince the buyer. Testimonials from current users is powerful for marketing too.

Copic’s demographics for the last five years has been 30-40 year-old females (who are the paper crafters) mixed with 16-22 year-old equally gendered young adults (artists and hobbyists). The education level varies because some use Copic markers at a young age, which means they are only old enough to have a high school education. Whereas professionals will have specialized degrees, therefore they will have a higher level of education. Copic hopes to expand their demographics by focusing on different groups through marketing techniques. Tracing Memories is one effort towards expanding the demographic.

## CULTURAL SCAN

The Copic team is made up of a group of relatively young staff, age 25-40 year-olds. The creative department consists of employees who were hired right out of college. The owners are young entrepreneurs who hire like-minded people. The board on the other hand is of an older generation, 50 years and older.

The board brings balance to the young entrepreneurial flair and is made up of business people and artists alike. They think more about the long-term details of business plans and are less aggressive than the young, entrepreneurial and eager owners of the business.

Art, design, craft and color trends influence the organization. Copic puts together different sets of markers and marketing based on color trends. They also respond to the technology culture. Copic utilizes Instagram, Pinterest, Facebook and Twitter. They provide information and tutorials online and are increasing the amount of tutorials and online offerings on their website. With artists who produce work digitally in mind, Copic had their color and nib set added to the Sketchbook Pro 6 software. Artists can reproduce their work in Sketchbook Pro so that it looks the same digitally as it does drawn by hand.

In my interview with Liesel, she admitted their mission needs tweaking. With mentions of world peace, it is too broad. It is also outdated. She feels their real mission is to provide the best of the best in the tools that their end users utilize. Since the consumer uses more than just markers, if Copic brings in other art products, they must be top of the line. They value the product and teaching people to be creative! Their mission should be more about supporting creativity.

In adding Tracing Memories program to the Copic and Ill products, the Tracing Memories mission should align with the Copic and Ill missions. It would make sense if all three had missions about supporting creativity. Tracing Memories' mission could expand on that and be about supporting healthy minds through the arts and teaching creativity for health benefits. It should also include building communities through the arts.

#### OTHER ENVIRONMENTAL ELEMENTS

The company is very successful and is becoming even more successful. With any kind of growth there are growing pains. As the company grows, the people who started the company in their garage have different views than those who just came on board. Sometimes it is hard for them to see eye-to-eye on various issues.

With Copic's success they have to worry about other brands mimicking them. Knock-off brands have to be pursued legally. Although it is flattering to have copiers, it is also a threat to the business and they have to be careful about this.

Global branding is disjointed. Different cultures do things differently. Japan markets Copic markers as an illustration product, Germany as an office supply product and the US as a lifestyle product. Marketing is taken from different angles depending on the culture.

SWOC ANALYSIS - COPIC/III

|                  | Strengths  | Weaknesses  | Opportunities   | Challenges  |
|------------------|--|---|---|---|
| <b>Product</b>   | 358 colors<br>2 nibs<br>blendable, non-toxic<br>high end                                   | Nibs don't always fit.<br>Multiliners dry out.<br>Price can seem expensive.   | Endless!<br>Art therapy - Tracing Memories. Access to University audience to create lifetime users. | Adapting to trends. Knowing and responding to trends while staying true to who they are.                          |
| <b>Pricing</b>   | Relatively low or reasonable when you know the markers are refillable.                     | Relatively high when you don't know markers are refillable.   | Special prices for those who take classes such as Tracing Memories.                                 | Making sure people know how to use the markers and why to buy them.   |
| <b>Place</b>     | Copic markers are everywhere! From chain stores like Michael's to local art supply stores. | In Eugene, people don't realize the Copic headquarters is in their hometown. Community outreach would help with this. | Local community outreach. (They are currently trying to do more of this.)                           | Making the markers more accessible to students. Sometimes the high price deters students from buying the product. |
| <b>Promotion</b> | Strong internet presence with use of social media platforms.                               | People in Eugene not knowing more about Copic and it's headquarters.  | Community outreach. Marketing to professionals.   | Responding to trends and marketing to the right group of people.  |

SWOC ANALYSIS - TRACING MEMORIES

|                  | Strengths  | Weaknesses  | Opportunities   | Challenges  |
|------------------|--|---|---|---|
| <b>Product</b>   | Improves well-being, decreases stress, hobby, social interactions. | Not proven in US. Although similar studies have been conducted. | Creating Tracing Memories programs in care facilities, hospitals, healthcare settings.  | Spreading the word about the program.   |
| <b>Pricing</b>   | Discounted for instructors and participants.                       | May be expensive for retired people with fixed income.          | Holiday specials for giving sets to loved ones who are in Tracing Memories programs so families and friends can gift markers. | Convincing people to buy their own sets of markers when they can just use the instructor's set. |
| <b>Place</b>     | Not  | Yet   | Established   |   |
| <b>Promotion</b> | Not  | Yet   | Established   |   |



## AUDIENCE ANALYSIS

Copic has done a great job of reaching out to all types of creative people. What about those who don't consider themselves creative or artistic? Is there an opportunity for this non-creative type person to use or invest in Copic products?

The Tracing Memories program that focuses on therapeutic art has forced Copic to reach out to an older population. This demographic has a need for therapeutic art for both social and health benefits. However, I feel that Tracing Memories can reach out to more people.

Tracing Memories would be a great program for the non-creative type. The program involves taking a photograph, converting the photograph to an outline-image, and then coloring in that image. This process takes away the technical aspect of creating art because you don't have to know elements of drawing such as perspective, diminishing points or shading techniques. All you are doing is coloring in an outline drawing while referencing the original photo. Nearly anyone can do this and the benefits are great!

Studies have shown that coloring for 30 minutes a day can reduce stress. The process activates the parasympathetic nervous system and causes a person to become more relaxed. The end goal of participating in a program like Tracing Memories does not have to be to create beautiful artwork. One can participate in order to do something relaxing and take their mind off work or other stresses in life.

It is possible for Copic to use the Tracing Memories program to target a new group of people who will use their product. This group will be the non-creative group who uses the product for leisure and recreation, rather than for professional work. Marketing to this group will present new challenges, as this group may be more difficult to reach than the current demographic. They will have to think about how they will convince the target audience of why they need the product. Also they will need to make sure this audience knows how to use the product and how they can benefit from using it.

# Scheme/Strategies

## EXPERIENTIAL MARKETING

Experiential Marketing is done through letting people experience your product. In the case of Tracing Memories we will let participants use the Copic marker as well as experience the Tracing Memories class. Experiential Marketing will be implemented through scheduling pilot classes in the Eugene/Springfield area. The Tracing Memories pilot classes will be held at residential facilities, retirement homes, healthcare centers, and community/art centers.

Locations that we will connect with are Maude Kerns Art Center, Sheldon Park Assisted Living and Peterson Barn Community Center. Instructors from Tracing Memories will contact the art center or facility and propose teaching a class at their venue. Samples of artwork, markers and promotional material will be shown at the meeting. Benefits of doing the Tracing Memories supported by published research will be shared.

Instructor from Tracing Memories will make arrangements with the center or facility representative and decide on the cost for the class. The facility and expectations of the participants will help determine the price of the class. A residential facility or assisted living home usually has free activities planned for residents, so charging this group may decrease the number of participants and it may be best to have no charge in this scenario. However, an art center like Maude Kerns charges for their art classes and rarely has free classes. Having a free class at Maude Kerns might decrease the perceived value of the class. Therefore in this case, it is best to charge some kind of fee for the class.

Materials will be loaned by Copic and Ill for the classes. Those participating in the pilot class will receive a coupon for discounted marker sets which can be purchased from the University of Oregon Bookstore or Oregon Art Supply. Participants can see first-hand if they enjoy working with the markers and whether or not they would habitually participate in a Tracing Memories class.

The Tracing Memories pilot classes will give us an opportunity to document the program for future promotions and marketing. Photos and videos will be taken to use for creating a promotional video. Participants can be quoted and used for testimonials. It will be important to have a release form signed by participants to get permission to use their photos, created artwork and quotes for marketing purposes.

An evaluation form will be handed out at the end of class sessions to see what participants thought of the class, whether they would recommend it to a friend and what can be improved. The first goal of testing the Tracing Memories Program is completely fulfilled by conducting pilot classes in the Eugene/Springfield area.

## TESTIMONIALS

Testimonials are used in marketing to show the value of a product by having someone speak or write about the product in a positive way. Quotes will be collected from participants during Tracing Memories pilot classes and used as testimonials. The testimonials will come from those who participate in the pilot classes, activity directors and staff from residential facilities and community/art centers.

Each participant will have a unique experience. It is predicted that many of the participants will enjoy learning artistic skills. Instructors will give the participants tips and show them techniques for coloring in different images. For example, blending two colors to create shadow, highlights and give more depth to an object will be taught. Filling in foliage on a tree using a spotting technique will also be demonstrated. The instructor will be a trained expert on using Copic markers and be able to share many techniques.

A benefit that comes with participating in a Tracing Memories class is the reduction of stress. When a person focuses in on the art the parasympathetic nervous system is activated, the heartbeat slows down and the person is more relaxed. In Japan research on “Copic Art” has been done with conclusions that 20-30 minutes a day of coloring can help reduce stress and promote overall well-being. Tracing Memories can also increase self worth and sense of accomplishment. Coloring, being a creative activity, can help an individual express their emotions.

With all these predicted positive effects, our hope is that many individuals will express to us how their experience is. Both positive and negative feedback is useful. The positive feedback can be used as testimonial and the negative feedback can be used to improve the program.

A Youtube video will be created to present the testimonials. The video will also include general information about Tracing Memories program with interviews of the program directors. The goal of creating a Youtube video with testimonials is to promote the program across the U.S. Those who have participated in the program can share the video with their family and friends. Spreading ideas through word of mouth is powerful but a visual representation of the program through video, if well done, adds to the power of the message. Also, Tracing Memories and similar therapeutic art programs are proven to reduce stress and increase overall well being which is a powerful message to portray.

## SOCIAL MEDIA

The social media marketing strategy will utilize Facebook since this is the social media platform that is most widely used. Especially amongst the 50 years and older population that is being targeted. Thinking about what the older population would follow on Facebook, Tracing Memories will connect with the local news channels. For example KEZI, KVAL, KMTR and OPB will be stations we connect with in Eugene. Tracing Memories will also connect with the residential facilities, retirement homes, healthcare centers, and community/art centers.

Tracing Memories will post relevant research articles on the Facebook page. Journal articles that prove the positive effects of coloring will be highlighted as well as other articles promoting the arts in healthcare initiative. Posts will also include upcoming events including pilot sessions, free classes, and workshops. The testimonial Youtube video will be posted to the Facebook page along with completed artworks by participants. There will also be information and templates on how to create greeting cards with your Copic artwork. That way participants can make their art functional.

A Facebook page will enable participants from across the country to communicate and share their artwork and experiences. It will help promote the program in communities across the U.S. which is goal number two. It has the potential for the program to be promoted internationally as well. As the arts in healthcare initiative grows in popularity, so will the idea of healthy individuals and healthy communities. Tracing Memories supports healthy individuals and healthy communities by using art as a stress reducing activity.

# Calendar

| Sun | Mon         | Tue                 | Wed                  | Thr      | Frid                 | Sat |
|-----|-------------|---------------------|----------------------|----------|----------------------|-----|
| 1   | 2<br>create | 3<br>insert<br>info | 4<br>class 1<br>1    | 5<br>FB  | 6<br>class 2<br>1    | 7   |
| 8   | 9           | 10                  | 11<br>class 1<br>1   | 12<br>FB | 13<br>class 2<br>1   | 14  |
| 15  | 16          | 17                  | 18<br>class 1<br>1   | 19<br>FB | 20<br>class 2<br>1   | 21  |
| 22  | 23          | 24                  | 25<br>class 1<br>1,2 | 26<br>FB | 27<br>class 2<br>1,2 | 28  |
| 29  | 30          |                     |                      |          |                      |     |

Key:

-Pilot Classes-    -Testimonial Video-    -Facebook-

Month 1:

- Start Pilot Classes - 2 classes at a time, once a week for one month
- 1 Collect photos and video
- 2 Conduct interviews with staff/instructors/ participants
- Create Facebook Page
- Insert basic info, graphics, etc. to FB
- FB - Maintain Facebook page with updates and posts at least once a week

| Sun | Mon | Tue | Wed                  | Thr      | Frid                 | Sat |
|-----|-----|-----|----------------------|----------|----------------------|-----|
| 1   | 2   | 3   | 4<br>class 3<br>1    | 5<br>FB  | 6<br>class 4<br>1    | 7   |
| 8   | 9   | 10  | 11<br>class 3<br>1   | 12<br>FB | 13<br>class 4<br>1   | 14  |
| 15  | 16  | 17  | 18<br>class 3<br>1   | 19<br>FB | 20<br>class 4<br>1   | 21  |
| 22  | 23  | 24  | 25<br>class 3<br>1,2 | 26<br>FB | 27<br>class 4<br>1,2 | 28  |
| 29  | 30  |     |                      |          |                      |     |

Month 2:

- Continue Pilot Class in new location
- 1 Collect photos and video
- 2 Conduct interviews with staff/instructors/ participants
- FB - Maintain Facebook page with updates and posts at least once a week

| Sun | Mon     | Tue     | Wed     | Thr           | Frid    | Sat |
|-----|---------|---------|---------|---------------|---------|-----|
| 1   | 2<br>1  | 3<br>1  | 4<br>1  | 5<br>FB<br>2  | 6<br>2  | 7   |
| 8   | 9<br>3  | 10<br>3 | 11<br>3 | 12<br>FB<br>3 | 13<br>3 | 14  |
| 15  | 16<br>4 | 17<br>4 | 18<br>4 | 19<br>FB<br>4 | 20<br>4 | 21  |
| 22  | 23      | 24      | 25      | 26<br>5<br>FB | 27      | 28  |

Month 3:

- 1 Collection for Testimonial Video
- 2 Conduct interviews with program developers
- 3 Sort and compile video footage
- 4 Produce video, edit
- 5 Publish video on Youtube, Facebook, Website
- FB - Maintain Facebook page with updates and posts at least once a week

# Budget

## BUDGET EXPLANATION

The budget for all three marketing strategies is shown. Pilot class budget is made for in-town classes. It is recognized that out-of-town classes need to have an increased budget by \$1,250 per class. This is due to the cost of plane ticket, hotel, shipping materials, food and luggage. The total budget is \$8,525.

| Category                        | Details                          | Budget    | Sum   | Category          | Details  | Budget | Sum   |
|---------------------------------|----------------------------------|-----------|-------|-------------------|--|--------|-------|
|                                 |                                  |           |       |                   | <b>Pilot Class - Out of Town</b>   |        |       |
|                                 |                                  |           |       | <b>Flight</b>     | plane ticket   | 500    |       |
|                                 |                                  |           |       |                   | luggage  | 75     |       |
|                                 | <b>Pilot Class - In Town</b>     |           |       |                   |  |        |       |
| <b>Class</b>                    | room rental                      | 500       |       | <b>Class</b>      | room rental  | 500    |       |
|                                 |                                  |           |       |                   | shipping materias (both ways)  | 250    |       |
|                                 | student supplies (50 students)   | 500       |       |                   | student supplies (50 students)   | 500    |       |
| <b>Instructor</b>               | instructor fee                   | 800       |       | <b>Instructor</b> | hotel (2 nights)   | 350    |       |
|                                 |                                  |           |       |                   | food   | 75     |       |
|                                 |                                  |           |       |                   | instructor fee   | 800    |       |
|                                 |                                  |           | 1,800 |                   |  |        | 3,050 |
| <b>TOTAL CLASSES</b>            | 4 classes                        | 1,800 x 4 | 7,200 |                   |  |        |       |
|                                 | <b>Testimonial Video</b>         |           |       |                   |  |        |       |
| <b>Youtube account</b>          | Free                             | 0         |       |                   | Dollars saved by conducting Pilot Class in town:                                 |        |       |
| <b>Video Coordinator Salary</b> | 1 month PT - 70 hours at \$15/hr | 1,050     |       |                   | \$3,050(Out of town fees) - \$1,800 (in town fees)= \$1,250 (Savings) *Per Class |        |       |
| <b>Advertising</b>              | "Pay-per-click"                  | 50        |       |                   |  |        |       |
|                                 |                                  |           | 1,100 |                   |  |        |       |
|                                 | <b>Facebook</b>                  |           |       |                   |  |        |       |
| <b>Facebook Account</b>         | Free                             | 0         |       |                   |  |        |       |
| <b>Social Media Coordinator</b> | 30 hours at \$15/hr              | 225       |       |                   |  |        |       |
|                                 |                                  |           | 225   |                   |  |        |       |
| <b>Total Sum</b>                |                                  |           | 8,525 |                   |  |        |       |

# Costs

## COST OF MATERIALS FOR PARTICIPATING FACILITIES

| qty | Item                  | Unit SRP  | SRP     |  |
|-----|-----------------------|-----------|---------|--|
| 8   | 24 Marker Custom Set  | 191.79    | 1534.08 |  |
| 1   | 24 Ink Refill Set     | 215.76    | 215.26  |  |
| 3   | Nib Replacement Packs | 5.95      | 17.85   |  |
| 1   | All Marker Carry Case | 99.99     | 99.99   |  |
| 2   | Class Image Packs     | 50        | 100     |  |
|     | Training book         |           |         |  |
|     | DVD                   |           |         |  |
|     |                       |           |         |  |
|     |                       | total SRP | 1967.68 |  |

After the pilot classes are conducted, Tracing Memories could charge facilities for materials so that they could continue to provide Tracing Memories sessions for their members. The numbers listed above are based on 20 sessions with 15-20 participants per session. The materials include marker sets, ink refills, nib replacements, image packs, training book, DVD and carrying case. The total cost for the facility is \$1,967.68. With the pilot class (in-town) cost at \$1,800 the sale of one set of materials will cover this cost.

# Evaluation

## PILOT CLASS EVALUATION

At the end of the class sessions, an evaluation form will be handed out. Participants will be able to respond with thoughts about the class, whether they would recommend Tracing Memories to a friend and what could be improved. Also, number of participants will be recorded. Evaluations will be handed to facility staff and instructors as well. Facility staff input will help determine which kinds of facilities the program will be successful in. It will help Ill understand interest created by the presence of the class and how to build better relationships with facilities. This will allow more classes to be held in similar facilities. The instructor's input will help understand the relationship with the students, the students' needs and positives and negatives of the current program.

## TESTIMONIAL VIDEO EVALUATION

The success of the video will be measured by the number of views. In addition to this, we will look at the likes and dislikes on the video as well as user comments to evaluate users response to the video. We will evaluate this information by looking to videos from similar programs to see what is expected. We will also look at the utilization Search Engine Optimization (SEO) by looking at rankings in google and Youtube searches.

## FACEBOOK

To evaluate the success of Tracing Memories Facebook page we will utilize the analytics that Facebook provides for page managers. The key information that we will look at will be the overall reach of posts. This will show which types of posts are most successful. We will also look at the times that our users are online as well as their location, age, gender, and demographics to understand the audience that we are reaching. In addition, we will use bit.ly as a shortener for all of the links that we share to measure the number of clicks that we receive. This will measure the engagement of our users.



## FUTURE RECOMMENDATIONS

Based off evaluations and feedback from participants during pilot classes for Tracing Memories the following would be recommended. The program should look to expanding the type of venues the classes are held at. We can adjust the curriculum based on insight from instructors and students and look at ways of creating more participant engagement based off of the participant evaluations.

For the testimonial video, we will look at comments to see what viewers liked about the video and create more videos for the program. A series of videos could be successful in that it will keep the viewer engaged and encourage them to check our Youtube channel and facebook site for the latest video release.

Based on the evaluation of successful posts we will generate content in the format that engages the most viewers. With the analytics about our demographic we will engage with organizations and interests groups that pertain to the target audience. With bit.ly analytics we will adjust the research information that we share that is of most interest to our audience.