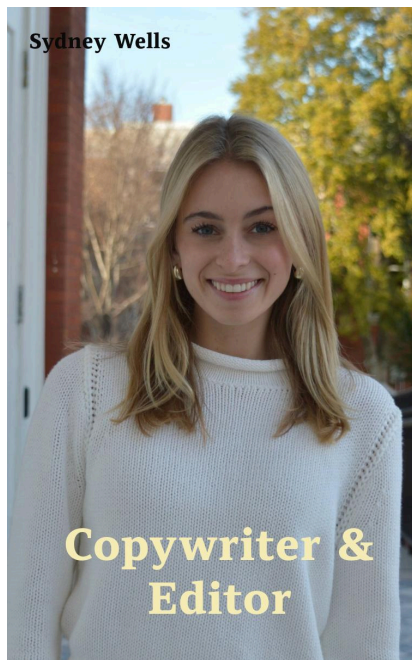




ACES Agency
Final Campaign Proposal
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Positions (Pictures and Roles)



INTRODUCTION

This strategic campaign was developed by a team of four Auburn University seniors completing their public relations capstone project. Drawing upon comprehensive knowledge acquired during four years of rigorous PR curriculum, our team, Aces Agency, partnered with billboard company MH Outdoor to create a research-driven marketing initiative. Through meticulous analysis and creative strategy, we designed a captivating campaign specifically engineered to elevate MH Outdoor's digital footprint and enhance their overall online presence.

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ABOUT US

Welcome to Aces Agency, a dynamic public relations firm founded by four passionate women who are committed to transforming the traditional PR landscape. At Aces, we believe that every story deserves to be told authentically, creatively, and with genuine passion.

CLIENT OVERVIEW

MH Outdoor Media LLC, a billboard company, was founded by Mac Haik in 2011 in Houston, Texas. It is one of the newest members of the Mac Haik family of 11 companies. Since its founding, MH Outdoor has grown significantly and now operates across six states: Alabama, Texas, Tennessee, Georgia, Louisiana, and Florida. The company owns and operates 1,100 static billboards and 56 digital LED billboards. They work with businesses of all sizes, from major brands to small local companies, to create impactful advertising. They take pride in their service and strategic planning to help clients get the most out of their outdoor campaigns.

MH Outdoor Media would benefit significantly from partnering with The Aces Agency for their awareness campaign. Aces Agency can provide unique insights to MH Outdoor, while providing fresh, innovative marketing approaches at competitive rates. Our team brings specialized knowledge of the Auburn market and broader college student behaviors, preferences, and communication channels that traditional agencies might overlook.

Furthermore, as an Agency that is well-versed in social media, we believe that MH Outdoor can benefit from our knowledge of the evolving digital landscape and our understanding of how today's audiences move seamlessly between physical and digital environments. This would ultimately allow us to create integrated awareness strategies that amplify billboard messaging across multiple touchpoints for MH Outdoor.

SWOT ANALYSIS

Internal Analysis

Strengths

Social

- **Strong customer relationships and loyalty:** With a small, tight knit team, MH Outdoor understands the importance of community, which motivates them to foster a community with their clients. MH Outdoor values their relationships with their clients, creating a strong sense of customer loyalty to the company. Better prices compared to competitors (economic): Compared to our common competitor, Lamar, MH Outdoor's pricing is substantially cheaper, and offers the same services as competitors. Our lower pricing and quality of care for our clients makes MH Outdoor a strong contender in the billboard industry
- **Customer availability:** With a small team, MH Outdoor is committed to having immediate answers and solutions for customers and clients, compared to other competitors.
- **College town demographics:** Having Auburn University creates a consistent, renewable audience of 30,000+ students plus faculty/staff and visiting parents, making MH Outdoor's billboard locations valuable for businesses targeting the college demographic.
- **Extensive client portfolio spanning multiple Southern states:** While MH Outdoor is a small company, they have a deep understanding of their community, strong connections with businesses across the south. MH Outdoor provides better insights into consumer behavior, but also honors their close-knit relationships with clients as a small business.

Economic

- **Better prices compared to competitors:** Compared to our common competitor, Lamar, MH Outdoor's pricing is substantially cheaper, and offers the same services as competitors. Our lower pricing and quality of care for our clients makes MH Outdoor a strong contender in the billboard industry

Weaknesses

Economic

- **Unclear Marketing Budget:** MH Outdoor mainly relies on word of mouth for business, which limits its growth. To expand their reach, they would need to create a marketing strategy and allocate a budget for it. They currently set their funding quarterly, but there is no specific marketing budget at this time. A clear budget would help them make better marketing investments and plan strategically
- **Operational and Staffing Challenges:** The company hires independent contractors for maintenance tasks such as fixing lights and changing vinyl, but finding reliable help has been tough. They tried hiring a few people, but it didn't work out because they focused on one person for all the tasks. Now, the company has a small group of contractors instead of full-time employees.
- **Vegetation and Visibility Issues:** A significant challenge in operations is ensuring that billboards are visible. Trees and plants often block the view, leading to the need for regular maintenance. However, regulations and property restrictions complicate these maintenance efforts.

Technological

- **Outdated Social Media Presence:** MH Outdoor hasn't focused on its social media, with the last post from 2017. The company knows it needs to enhance its online presence but hasn't taken significant steps to revamp its strategy. This reduces brand awareness and limits engagement with potential clients.
- **Difficulty Measuring Advertising Effectiveness:** Billboards, like other media, make it hard to measure return on investment (ROI). The company uses client demand and renewal rates to gauge success but lacks a clear method to assess effectiveness. This complicates proving value to potential advertisers.
- **Limited Digital Marketing Efforts:** MH Outdoor uses social media and its website to market itself, but its presence is weak. Without a dedicated marketing strategy, its brand awareness is limited.

External Analysis

Opportunities

Political

- **Networking and Community Engagement:** Joining the Auburn Chamber of Commerce would offer a strategic opportunity for networking and building relationships within the community. This opportunity would enhance brand visibility and create potential partnerships with local businesses, especially since no other billboard companies are members.

Social

- **Targeting New Markets and Industries:** reaching the hospital or emergency care sector with innovative advertising solutions like displaying real-time wait times, meets a social demand for convenience and differentiation from competitors. This approach can effectively engage audiences who want timely and relevant information.
- **Comprehensive Advertising Solutions:** promoting billboards as complementary to digital marketing appeals to the evolving social trends and behaviors in media consumption. This integrated approach would maximize impressions and brand awareness, which would attract clients looking for more modernized and innovative marketing solutions.

Economic

- **Economic Growth and Industry Demand:** expanding marketing efforts to high-demand and stable industries who already use billboards like law firms, HVAC companies, Buc-ee's, and funeral homes brings new economic opportunities. Diversifying revenue sources by targeting similar industries supports sustainable growth and market penetration

Technological

- **Expansion of Digital Advertising:** Creating digital billboards, programmatic advertising and other online content would allow for expanded revenue opportunities and potentially improved targeting. Using vacant billboards for specific digital content could optimize technological advancements for advertising.

Threats

Political

- **Strict Regulations & Zoning Laws:** Billboard placement is heavily regulated, with varying laws across states and counties. Navigating these restrictions can make expansion and new placements challenging.

Economic

- **Rising Construction Costs:** While sales have remained strong, the cost of building new billboard structures has significantly increased due to rising metal prices, potentially impacting future growth and profitability.
- **Difficulty in Finding Skilled Contractors:** MH Outdoor relies on independent contractors for tasks like fixing lights and changing vinyl, but finding reliable workers has been a challenge, potentially leading to maintenance delays.
- **Ongoing Competition from Industry Giants:** Major competitors like Lamar and Adams have larger market share, brand recognition, and financial resources, making it difficult for MH Outdoor to expand in certain areas.

Technological & Social

- **Competition from Digital Marketing:** Businesses are increasingly shifting their ad budgets toward digital marketing platforms like social media and Google Ads, which could reduce demand for traditional outdoor advertising over time.

SWOT Analysis Conclusion

MH Outdoor possesses significant competitive advantages through its strong customer relationships, cost-effective pricing, and strategic positioning in college town demographics. However, addressing weaknesses in marketing budget allocation, operational staffing, and digital presence will be crucial for growth. The company has promising opportunities to pursue through community networking, targeting new industries, and embracing digital billboard technology to diversify cash flow. To reduce threats from strict regulations, rising construction costs, and digital marketing competition, MH Outdoor should leverage its core strengths of personalized service and community outreach while strategically investing in technological advancement. By balancing traditional billboard expertise with calculated expansion into complementary digital offerings, MH Outdoor is positioned to strengthen its market presence despite challenges from larger competitors in the evolving advertising landscapes.

SOCIAL MEDIA ANALYSIS

Current State: Which Social Networks are Being Used, and How?

Network	How Active	What Types of Activity
Instagram	<ul style="list-style-type: none">• Posting frequency varies, with higher activity (4-6 posts per month) early in the year, followed by a significant drop-off later. They have yet to post in 2025.	<ul style="list-style-type: none">• posts highlighting that they are hiring, pictures of their billboards, information about their company.
Facebook	<ul style="list-style-type: none">• have not posted since 2017	<ul style="list-style-type: none">• pictures of billboards (a lot are duplicated), some holiday posts
LinkedIn	<ul style="list-style-type: none">• started posting last year and have 6 posts, with the latest being from February 12th	<ul style="list-style-type: none">• majority include posts highlighting that they are hiring, some account spotlights as well

Performance:

Because we do not have access to the actual metrics, this was all calculated using AI. I gave AI the total number of followers, total number of posts, date from when they first posted (and stopped posting if applicable) and an average estimate of how many likes and comments each post gets for the different platforms.

1) Engagement Metrics:

Network	Engagement Metrics
Instagram (@mhoutdoormedia)	<ul style="list-style-type: none">● Total Followers: 226● 60 posts● Posting period: since September 2022● Growth is not typically linear, if the account had friends/family initial support, the first few months may have had more growth. Hypothetically if we were to estimate a follower rate that is steady, they would be gaining 7-10 followers per month.● The engagement rate is likely around 4%. If most posts get on the lower end (3–5 interactions), it could be closer to 1.5–2.5%. If posts lean toward 10 likes and 5 comments, engagement might be around 6%.
Facebook	<ul style="list-style-type: none">● Total followers: 396.● Posting period: January 2014 – November 2017 (about 47 months)● Roughly 8 followers per month. Since the page hasn't posted since 2017, it's likely that organic follower growth stalled after that time.● Engagement rate: ~1%. Likely engagement drop-off: Since the page hasn't posted in 7+ years, engagement is probably near 0% now, unless older posts are still getting interactions.

Linkedin	<ul style="list-style-type: none"> • Total Followers: 537 • Posting Period: March 2024 (11 months ago) • Follower growth rate: ~49 followers per month • Engagement rate: ~0.68% (which is fairly low—LinkedIn pages typically aim for 2-5%) • Post performance: Only one post performed well (15 interactions), while the rest had minimal engagement.
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2) Sentiment Metrics:

Network	Sentiment Metrics
Instagram	<ul style="list-style-type: none"> • Not necessarily negative or positive but we would say it's leaning more towards positive. Comments are nice, posts get some likes. • Another BillBoard company @tmbillboard commented “👏👏👏” under a post from MHO’s ad spotlight post.
Facebook	<ul style="list-style-type: none"> • Honestly the tone is negative, out of their small amount of posts, 2 have several comments with negative feedback. • 3 years ago, someone commented on one of their facebook posts “Putting

	<p>misinformation on a billboard? How pathetic is that? Use your billboard to help people understand what is going on, not to give them false information!</p>
LinkedIn	<ul style="list-style-type: none"> • Sentiment is mostly positive. They have some reposts from clients thanking/highlighting their work.

Opportunities

1) Profile Improvements:

Network	Business Metrics
Instagram	<ul style="list-style-type: none">● Need to create an overall brand kit (this goes for all socials: This includes specific colors and fonts that should be used for social posts across all platforms.● Avoid posting duplicates: Need to make sure that each new post is different from the last. While they may look similar in color, font, or picture, uploading the same thing twice messes up feed aesthetics.
Facebook	<ul style="list-style-type: none">● Need to make sure that the Facebook page is not a duplicate of the Instagram page. It is ok to have some of the same content, but we need to strategically schedule out some posts that specifically go to Facebook, and specifically go to Instagram.● Content diversity: a lot of the posts on the Facebook are the same picture posted several times just from different angles.● Actually start posting● Start following a lot of local businesses or similar businesses to start gaining a following so the

	engagement rate will go up.
LinkedIn	<ul style="list-style-type: none"> • Diversify content: LinkedIn content needs to be completely different from Facebook & Instagram content. If something positive happens to the business, it needs to be posted on LinkedIn. • Connections: Need to use LinkedIn followers and connections to their advantage. Start connections with local businesses to increase the engagement rate.

2) Social Activity Improvements:

Network	Business Metrics
Instagram	<ul style="list-style-type: none"> • Content Calendar (this goes for all socials): Considering they have not posted since October, they need a strict and strategic posting schedule to follow. Their Instagram presence really needs a boost. • Instagram stories: utilizing instagram stories is a great way to build a connection and engagement with an audience. By building stories into the content calendar we think this would be a great way to interact with the audience and show them that they can rely on MHOutdoor for their media

	<p>needs.</p> <ul style="list-style-type: none"> ● Must be constantly replying to comments
Facebook	<ul style="list-style-type: none"> ● “Where have we been” post: We could even include them being offline for so long into their first post back on Facebook. Could make a reel or include several pictures of new clients, new billboards saying that even though they’ve been off socials you’ve probably still seen their billboards on the streets. ● A fun post could be asking their audience if they had a billboard for a day, what would it say? This is a good way to foster engagement with the audience. ● Must be constantly replying to comments
LinkedIn	<ul style="list-style-type: none"> ● Stop reposting old posts: There is one post that they have reposted 8 times. It takes up the majority of their feed and it is the same picture over and over again. If they want to highlight that they are hiring, they need to come up with a fresh post with a different caption and picture to create visual diversity in their feed. ● Must be constantly replying to comments.

3) Competitors and Profiles to watch:

Profile to Watch	Reason
Lamar on <u>Instagram</u>	<ul style="list-style-type: none">● Lamar's Instagram page does a great job of having diverse yet similar content. While they are posting several pictures of billboards, all of the pictures look different from the background to what is actually on the billboard.● They are also consistent with their posting, posting about twice a week.
Cox Media on <u>Facebook</u>	<ul style="list-style-type: none">● The Cox Media Facebook page does a great job of presenting their brand on their Facebook. Their graphic posts consist of similar colors and fonts, which is why we think a brand kit for all socials would be helpful.● They are still consistent with their posting even though it is about twice a month, but this still keeps their audience engaged with their content.
Lamar on <u>LinkedIn</u>	<ul style="list-style-type: none">● Like we previously mentioned, Lamar also does a great job of keeping the same fonts and colors in their posts, personalizing their content.● They also have 27,000 followers, which is a lot for LinkedIn.● The content they post is a great mix of what keeps an audience engaged. There are employee highlights, client highlights, and even more personal content posted every now and then.

SITUATION ANALYSIS

Problem Statement

MH Outdoor Media has low awareness of its services.

MH Outdoors Mission Statement

“Our mission is to provide each of our customers excellent service by finding the perfect combination of billboard locations and helping develop a strategic outdoor advertising campaign aimed at your target audience. If you succeed, we succeed.”

Existing Strategies

MH Outdoor has a well-maintained website that provides comprehensive information about the company. To self-advertise and make the most of its space and economic investments, MH Outdoors often promotes their own brand on empty billboard space. However, their social media presence is inconsistent and outdated, and it is missing opportunities to advertise on television and radio platforms. MH Outdoor Media’s Facebook account has been inactive since 2017, and past posts lacked structure and engagement. While its Instagram account was last updated in November 2024, it receives minimal interaction and doesn’t follow a cohesive visual strategy. Its LinkedIn is the most recently active platform as of February 2025, but most content consists of reposts, which hurts their credibility. Despite having the right platforms in place, MH Outdoor Media lacks clear objectives and strategies to build a stronger, more engaging social media presence.

Research and Campaigns from Similar Organizations on the Same Issue

Lamar Advertising has found ways to use billboards for more than just ads. They have built brand awareness, connected with communities, and strengthened their reputation through well-thought-out campaigns, all using their own billboard network. The Tarp Team Program is a

great example, as they donate used billboard vinyl for disaster relief, showing their commitment to helping others (McAlpin, 2024). Lamar has also recognized their employees throughout the Employee Appreciation Campaign, using digital billboards to highlight staff and their contributions (McAlpin, 2021). They have also used their billboards for cause-based advertising, like promoting the 988 Suicide & Crisis Lifeline, to spread awareness about mental health resources (McAlpin, 2022). They have even partnered with influencers like Brett Eldredge's #GoodDayMovement, to expand their reach through fan engagement. Clear Channel Outdoor, another popular outdoor advertising company, also does a great job with philanthropic initiatives. They have 9 partnerships in over 65 U.S. markets with organizations that strive to help people live happier and healthier lives. Some of these partnerships include the National Center for Missing and Exploited Kids, No Kid Hungry, The United Service Organizations, Swim Across America, and so many more organizations that Clear Channel donates to and promotes using their own billboards to help people across America (Clear Channel, 2025). MH Outdoors does not have a distinct marketing strategy or marketing budget, but that does not mean they cannot build awareness and bring in new clients. By using their own boards for campaigns like this, they can increase awareness of their name and reach more businesses without sacrificing other resources for a large advertising budget.

Stakeholders & Public Perceptions of Problem

After speaking with Cox Media, Walton Law, Preferred Contractors, Dixie Supply, and MH Outdoor Media, it's clear that many share similar concerns about MH Outdoors. The main issue holding MH Outdoors back from growing brand awareness is the lack of a clear marketing strategy and online presence. Everyone agrees that billboards are valuable, but they also feel MH Outdoors is missing key opportunities to grow and better support the businesses it works with.

Cox Media pointed out the need for a stronger digital presence and more community involvement. Walton Law and Dixie Supply suggested that promoting client billboards on social media would help increase exposure and set them apart from competitors. Preferred Contractors mentioned they stopped using billboards because it was hard to track results, though they said they might reconsider if there were more added benefits, like social media promotion. Overall, these conversations highlight that MH Outdoors could benefit from strengthening its online presence, providing more support to clients, and getting more involved in the community. Making these changes could help the company grow and stand out in a competitive market.

Primary Research

Type of Research: Interviews

Our team chose interviews as the primary research method because we wanted to gather first hand insights by speaking directly with key decision-makers at MH Outdoor, local business that use their billboards, local businesses that use other billboard companies, potential clients who don't currently use billboard advertising but could benefit from it, and advertising agencies. We tailored the questions for each interview based on the company's relationship with MH Outdoor Media to ensure we gathered the most relevant and specific insights. Since billboard advertising is a niche topic, we felt surveys wouldn't provide the depth we needed. Interviews offer a more personal approach, and we believe these five varied conversations gave us a well-rounded understanding of the industry's current landscape.

Interview 1: Advertising Agency

- 1. Can you share a bit about your background in marketing and your experience with outdoor advertising?**

I have never sold billboards. However, I believe billboards are very helpful, especially for directional purposes (like “turn here”); they are incredibly effective, particularly for people driving by who aren't from the area. My specialty is in radio, broadcast TV, and cable. The main advantage of these mediums is the engagement they offer, which billboards lack. I have concerns about the digital boards because they only display for a limited time, resulting in minimal reading time.

2. What are the key components of an effective marketing strategy for a billboard company beyond just social media?

I believe that a mobile campaign could be very effective, depending on their objectives. A geo-fence campaign would work well. Mobile display is crucial because we're constantly on our devices.

3. How do you see digital advertising complementing traditional billboard campaigns?

Yeah, I use other techniques because my biggest pet peeve is the read time. You can run campaigns, geo-fence locations, or whatever. I think that the Shunnarah campaign "King of Lamar" is a great example of effectively using billboards; you notice him immediately.

4. What platforms or strategies work best for promoting billboards to potential clients?

I'm really into reels right now; it's the engagement piece. It's kind of interesting because Instagram is definitely the most effective platform at this point. People are somewhat over Facebook at this stage. However, Instagram offers the best social opportunity. Elon has ruined X, so I imagine a lot of engagement will be on Instagram. A TikTok campaign could be beneficial depending on the client's needs. They also need to focus on LinkedIn because that's obviously where their customers are. They should find content and

position themselves effectively on LinkedIn. As an influencer in your area of expertise, also try to include some fun content. If you have a witty billboard, share that!

5. What types of content or messaging have you seen generate the most engagement for outdoor advertising brands?

Certainly, phrases like "turn here" and campaigns featuring cut-outs or extensions tend to attract more attention. Additionally, the entertaining events that casinos advertise are often promoted on billboards for this reason.

6. How can billboard companies differentiate themselves in a competitive market?

One of the essential actions they should take is engaging in community service and participating in charitable activities. To elevate that profile, they could establish partnerships with other media companies, particularly in the digital space, where they can feature different programs.

7. Have you worked with companies similar to MH Outdoor? If so, what marketing strategies have worked best for them?

No, I haven't, unfortunately.

8. What are some ways billboard companies can attract long-term clients and maintain those relationships?

Community service, expressing gratitude to companies, and recognizing their contributions could lead to a campaign honoring a major sponsor, such as a particular hospital. If you have a blank board, let's acknowledge a campaign or a client. There are companies that are very generous, and recognizing them demonstrates goodwill.

9. How important is data and audience targeting in selling billboard space, and how can companies leverage it more effectively?

Certainly, I believe this is their Achilles' heel because it is very important, especially with digital targeting. They need valuable data. Apart from traffic counts, what data can MH Outdoor provide? Data is crucial, and you need to know that you are targeting and engaging the right people. I just don't know how to achieve that beyond traffic counts or how many times your board is shown in a day. There is a significant shortfall at this time, especially with other digital opportunities available.

10. What final recommendations would you give to MH Outdoor to strengthen its overall marketing and advertising strategy?

I definitely think they need to be more community service-oriented. People still appreciate a good corporate citizen. They should seize the opportunity to support their community, especially in these uncertain times when many programs have been cut and there are significant shortfalls. I believe it's a missed opportunity for them to only advertise themselves on the board. They can also contribute to goodwill. LAMAR does some of that.

Conclusion and Inferences from Interview 1

After the interview with the advertising agency, it's clear that MH Outdoor Media should focus on strengthening its marketing strategy. While the advertising agency acknowledged the effectiveness of billboards for directional messaging and local visibility, MH Outdoor's lack of data and limited time read on billboards are major drawbacks in today's data-driven advertising world. In order to stay competitive, MH Outdoor should integrate mobile and geo-fence campaigns with its billboard offerings and develop a strategic digital presence through engaging Instagram reels and consistent linkedin content on successes. The agency emphasized the importance of community involvement and suggested MH Outdoors use empty billboards to

recognize local organizations and increase philanthropy. Ultimately, MH Outdoors has the foundation to succeed but it needs to pair its traditional assets with digital engagement, meaningful data insights and community oriented branding to stand out in the modern, competitor filled, advertising landscape that they are a part of.

Interview 2: MH Outdoors Client and Competitor Client

1. Can you tell me about your business and role?

A local law firm. Probably the most successful personal injury and defense firm in the area as they have earned over 100 million and helped thousands of people. Walton Law was founded in 2001.

2. What led your businesses to choose billboard advertising?

Their team applies the 3 legged stool theory [a metaphor used to illustrate that a stable system or outcome requires three crucial elements, and if any one of them is missing or weak, the whole structure collapses.] meaning it's important for branding to be out there where people can see. Because modern media algorithms are so laser focused and curated to people, and traditional print media is out, most will have to search to find our law firm when they need help. So consistency is hard unless there is active search, so their tactic is to get in front of customers' eyes and be firm in their mind when they need help.

3. How do you measure the success of your billboard ads?

Through the intake process of asking clients questions like “how did you hear about us?” through their surveys. They rarely receive “I saw your billboard”, so majority of the time it's just very specific metrics of time of search after seeing a billboard and their team puts

two and two together using analytics on the back end of direct search. They assume someone saw a billboard if it's not through word of mouth or social media, and this way it's clear that outdoor marketing is working. So it's kind of an indirect measurement of success.

4. What goes into the process of designing your billboard advertisements as far as content and hierarchy of content? For example, what kind of contact information is emphasized, and why do you think this is successful?

The law firm's marketing team designs all the billboards for them and sends it over to MH Outdoors, so they do all their own design and MH just puts it up on their boards which is good to know. MH Outdoors may be lacking a graphic design team for elevated socials. Usually the marketing team sticks to the website on the billboard designs because most people will not call a number they see on a billboard, if they need to contact they will search on the internet. However, they have begun incorporating some QR codes in billboard designs recently.

5. Do you think billboard companies should promote their clients on social media? Why or why not?

The law firm would not care one way or the other, it would depend on MH Outdoors social media. If they had a large following that would increase awareness of the law firm, yes, and that would be another reason to go with MH over a competitor. The marketing team said that one thing that MH lacks is community compared to Lamar so it would be cool if MH did a campaign with local non profits as a competition to get free billboard time and this could be done through social media. It seems like the law firm has some MH billboards and some Lamar.

- 6. You all seem to have a somewhat active social media presence, has this affected your usage of billboard advertising at all?**

No.

- 7. Can you share any examples of how billboard advertising has impacted your business?**

There are no longer ways to get in front of people involuntarily, so billboard advertising is the only way.

Conclusion and Inferences from Interview 2, MH Client and Competitor Client

The marketing team at a local law firm emphasises the crucial role billboard advertising plays for the success of the firm's business. Despite rarely receiving direct results from clients mentioning their billboards, the marketing team uses a combination of surveys and backend analytics to infer the billboards' impact. Because the law firm designs all billboards in house, this could be a growth opportunity for MH Outdoors to add a creative or graphic design team to their businesses. The law firm sees MH Outdoors lack of social media as untapped potential for the company to build community presence and more client value. They note a lack of community connection compared to competitors, which is a common theme among interviews, which hints that greater community engagement and creativity could be a competitive advantage for MH Outdoors moving forward.

Interview 3: Potential MH Billboards Client

- 1. Can you tell me about your business and how you currently advertise?**

I currently advertise through SEO efforts. One of the resources that I use that has proven to be very successful among clients is Google Adwords. This helps us increase the search query for Auburn-local businesses and customers.

2. Have you ever considered billboard advertising? Why or why not?

I have done 2 Billboards. I have found that Google Adwords and SEO efforts are a little more helpful for my line of business. Most people consult a contractor if they need help or advice and will typically go to Google first. That's why we put more effort into SEO, because it makes the most sense for our business.

3. How important is social media in your marketing strategy?

I don't do any social media at the moment. However, I know the need for it and I'm looking to turn in that direction.

4. What concerns or hesitations do you have about billboard advertising?

The cost of billboards is very high. In the past, having billboards did not work in the past, at least not in the ways we anticipated. Google Adwords are also on the pricey side, but have proven to be more successful/better fit for the company.

5. What would convince you to try billboard advertising in the future?

Money Back Guarantees. I would need to be convinced that using billboards will generate revenue.

Conclusion and Inferences from Interview 3

This interview with a potential MH Outdoor Media client highlights the challenges that billboard companies face while in competition with digital advertising methods. While this business has tried billboard advertising in the past, they found that digital strategies were more aligned with

their customer behavior, specifically, that people tend to search online when in need of services like theirs. The main problem seems to be the cost of billboards with a lack of measurable return. For MH Outdoors to re-engage clients like these, it will be important to offer more data driven performance results and possibly explore more risk reducing strategies like performance guarantees. As this potential client begins to consider social media, MH Outdoor could offer to help them create a marketing plan that combines billboards with their digital strategies like social media content or integrated online ads to increase visibility both offline and online.

Interview 4: MH Outdoors Client

1. Can you tell me a little about your business and your role in it?

We sell home building supplies and manufacture in-house. I help with marketing and execution of our business.

2. What made you choose billboard advertising as part of your marketing efforts?

It's a cost-effective way to get high visibility. We have always had billboards since the company started and just continued with them.

3. How do you typically measure whether your billboard ads are working?

I honestly don't. Whenever we implement a new board, we can look at our profits at the end of each quarter and see how they trend.

4. When it comes to designing your billboard, how do you decide what content to include and what to focus on? For example, how do you decide between including a phone number, website, email, or social media handles?

We try to include just our website there, as it is the easiest for people to remember and provides the most information. We also emphasize that we offer a wide range of colors and profiles, since not everyone is aware that we do.

5. Do you think billboard companies should help promote their clients on social media? Why or why not?

Yes. Because other advertisers visit billboard websites to promote their ads, they might see yours.

6. If MH Outdoor Media shared your billboard on their social media accounts, do you think that would be helpful for your business? Are your customers active on social media, or would that not make much of a difference?

I believe it's always great to have your name posted anywhere.

7. Your business seems to have a fairly active social media presence. Has that changed how you approach billboard advertising in any way?

Definitely, social media is essentially taking over everything. It has certainly made us reconsider the number of billboards we have.

8. Can you think of any specific examples where billboard advertising made an impact on your business?

I honestly can't think of one. However, a friend recently told me, "Hey, I was on the Beach Express. Did you know you have a billboard?" I laughed because I thought, of course, I know we have that board there.

9. Is there anything MH Outdoor or billboard companies could do to make billboard advertising even more valuable for you?

It is more valuable if there are more illuminated signs visible during the daytime. Not MH Outdoor, but another vendor with billboards could improve their customer service by letting us know when we need to update our static vinyl.

Conclusion and Inferences from Interview 4

This current MH Outdoor Media client uses billboard advertising because they see it as a cost-effective way to achieve high visibility. However, they don't actively measure its performance beyond observing quarterly profit trends, which is a more passive approach to evaluating effectiveness. The client also acknowledged the rising dominance of social media marketing and mentioned that it has influenced their decisions about the amount of billboards they have. The interview suggests that long-term clients are reassessing the impacts of billboards during social media's growing influence, but also highlights opportunities for MH Outdoor to add distinctive value to their business. For example, improving communication around billboard maintenance, offering performance metrics in a simple format, and using digital platforms to promote client content. These opportunities could help reinforce MH Outdoor's commitment to client success and increase long-term loyalty in the increase of social media, even among existing customers who may be considering a decrease in billboard advertising.

Interview 5: MH Outdoor Media Owner

1. How would you describe MH Outdoor's current online presence?

It's not that black and white. There are too many variables. I receive several online inquiries every day, so something is going right. They come through, which is nice. Can

we do better? Yes, we are not doing the best we can. I have been here for a little over 5 years. I redesigned our website and have implemented a few things.

2. What has prevented MH Outdoor from being more active on social media?

Yes, well, this is where the idea of a person on social media, who is following you and seeing your content, can lead to them following you back. Our last post featured an intern, and the issue was that it needs management. Oh really, it doesn't cost you anything? Well, it does; you need someone to manage it. So, the person handling your social media should understand the business, and they must be monitored. I create competition. Does it actually bring me more business?

3. What social media platforms do you think would be most useful for promoting MH Outdoor?

LinkedIn seems like it would be the most useful. I'm not sure how to use it effectively. If I post something, my competitors might already be posting similar content, or they could see what I share. It's expensive and needs to be managed properly.

4. Have you considered using paid digital ads (Facebook, Instagram, LinkedIn) to attract new clients?

It's expensive, and I have considered it. But, I can sell that. I have a company called Frequence, and I need someone who can manage it well. I haven't been convinced about the return on investment. I don't want to do things just to be popular. I can achieve this with my website; people go there because they are genuinely interested. I see it every day. Not just someone scrolling through; they are actually finding the location I want, and I am interested in this. From a sales perspective, if someone says, "Hi, I'm interested in

this billboard," you're going to respond, "Hey, I have that!" And they'll ask, "Oh, how much?"

5. What type of content do you think would work best for MH Outdoor? (Client success stories, billboard showcases, behind-the-scenes, etc.)

All those things are just distractions. I'm not sure what we would do with a blog. I genuinely believe we can achieve success by supporting our clients and managing their expectations so they will continue working with us. The most effective aspect of billboards is their consistency. They work. We're there when you need us.

6. How do you think social media could help MH Outdoor attract long-term clients?

I think I could benefit from it somewhat, but it's just that the trade-off means I wouldn't get the same return on investment as something else.

7. Do you think updating the website or adding features like an inquiry form could help attract more business?

I have an inquiry form on our website. I believe there's always something I can improve or change on the site. It's just time-consuming and costly. That's that. I would love to tackle all of that.

8. Have you seen any billboard companies with a strong online presence? What stands out about their strategy?

Adams Outdoor really focuses on their creativity, and their website is quite different from most outdoor companies. They don't want you to wander through their site without someone talking to you. A lot of people prefer not to. The essence of selling something is about understanding what other people like. You know how human beings work because

you are one. Some are introverted, and some are extroverted. What would draw my attention? Just bounce some ideas around.

9. What challenges do you see in improving MH Outdoor's online presence?

There is always the problem with doing it another way. There's always a better way. I could keep doing this and pouring money and time into it.

10. Is there anything else you'd like to add about how MH Outdoor can improve its digital marketing?

I am interested in SEO and SEM because I would love to drive our website to the top. We are currently about in the middle of the search results. There aren't many outdoor companies, which helps us a lot. However, there is a trade-off. Who is going to do it? It costs money. If they're not familiar with me, then I probably don't have a billboard for them. It all comes down to expense and time.

Conclusion and Inferences for Interview 5

Lastly, our meeting with MH Outdoor Media's owner shows their thoughtful but cautious approach to digital marketing. While the company has made some updates, like redesigning the website and adding an inquiry form, they are hesitant to adopt new strategies unless the return on investment (ROI) is clear and measurable. This concern about ROI is shared by many of the businesses we interviewed, but from different perspectives. MH Outdoor is focused on ROI from digital marketing efforts, while potential clients are concerned with ROI from billboard advertising. The lack of a dedicated marketing role creates a gap between the company's awareness of digital potential and its ability to act on it. A key takeaway is the owner's belief that not all engagement leads to valuable business outcomes. Social media followers may be casually

browsing, and website visitors are likely more ready to make a purchase. As a result, MH Outdoors is more interested in marketing strategies that reach people who are already close to making a decision (bottom of the funnel) and actively searching for billboard services, rather than strategies designed to generate likes like Search Engine Optimization (SEO) and Search Engine Marketing (SEM). These will be key to attracting people actively searching for billboard services. With this being said, the owner makes it a point that he admires companies for their creativity and user-friendly digital strategies, showing that he's open to adopting new strategies if they are results-driven. To summarize, MH Outdoors isn't interested in trendy marketing but prefers strategies that generate real customer leads. They could start with small, manageable steps such as sharing client success stories or showcasing available billboard spots to build awareness and begin their social media journey without needing a full-time manager. By implementing focused, practical movements, MH Outdoor can grow its digital presence in a way that supports business goals while being cost-effective.

Issues that Affect this Problem

MH Outdoor's lack of a marketing strategy and set budget for advertising makes it difficult to build awareness and attract new clients. The company has the financial resources, but without a dedicated marketing budget, there is no clear plan to promote its services and reach more businesses. Instead, MH Outdoor mostly relies on word-of-mouth, which slows growth and limits how many new clients they bring in. Another challenge is brand recognition, as the company is not as well-known as larger competitors like Lamar. Without a marketing team, there is no one focused on advertising efforts or finding the best ways to reach potential customers. Competition from bigger billboard companies is also an issue, since companies like Lamar have

more inventory, stronger reputations, and established marketing strategies that help them stand out. MH Outdoor is also not using its own billboards for self-promotion, missing an opportunity to show businesses what it can offer. Without a set marketing plan, these challenges will continue to make growth and visibility more difficult.

Stakeholders & Publics that Could Address the Problem

MH Outdoor's biggest challenge is the lack of a marketing strategy, which makes it difficult to build awareness, attract new clients, and increase foot traffic. To address this, a marketing agency could help develop a structured plan, manage social media, and create branding strategies that make their billboards more appealing to businesses. Social media and digital marketing experts could strengthen their online presence by running paid ads, increasing engagement, and improving SEO to reach a wider audience. Chambers of commerce and business networking groups could connect MH Outdoor with business owners who need advertising but may not have considered billboards as an option. Web development companies could update their website to make it more user-friendly and accessible for businesses looking to learn about their services. Influencers and online media platforms could help expand their reach by showcasing the effectiveness of billboard advertising. Working with these groups would allow MH Outdoor to establish a stronger presence, attract more clients, and position itself as a competitive player in the industry.

Situation Analysis Conclusion

MH Outdoor Media has a very strong foundation, offering valuable billboard services and a mission rooted in client success. However, the company is held back by a lack of brand

awareness, limited digital presence, and no formal marketing strategy. Through interviews with clients, partners, and internal stakeholders, it's clear that MH Outdoors has untapped potential. By combining its existing resources like empty billboard space and a user-friendly website with new, digital marketing efforts and community engagement, MH Outdoor Media can stand out in a competitive market. With strategic steps such as leveraging social media, showcasing client success, and forming meaningful partnerships, MH Outdoors is well-positioned to grow its reputation, attract new clients, and reinforce its role as a trusted outdoor advertising partner.

GOALS AND OBJECTIVES

Core Problem: MH Outdoor Media has a low awareness of its services.

GOALS

Goal #1: MH Outdoor Media wants to increase awareness of its services.

Objective:

- Increase awareness of MH Outdoors by 25% by the end of 2025.

Goal #2: MH Outdoor Media wants to increase its sales.

Objectives:

- Increase the social media presence of MH Outdoor Media by 25% by May 2025.

TARGET AUDIENCES

1. Advertising agencies working with clients specializing in out-of-home advertising campaigns.
2. Small business owners providing local services along major travel routes.
3. Large corporations who provide national goods and services near major travel routes.

EXECUTION

1st Goal: MH Outdoor Media wants to increase awareness of its services.

Objective: Increase awareness of MH Outdoor Media by 25% by the end of 2025.

Strategy #1: Boost advertising/marketing strategies for MH Outdoor Media

- **Tactic:** Launch targeted Google and Meta ad campaigns using geofencing around MH billboard locations to reach local businesses.

Strategy #2: Leverage partnerships and client success stories

- **Tactic:** Pitch success stories to local business publications and Chamber of Commerce newsletters to highlight MH Outdoor's impact.

Strategy #3: Improve online presence through educational content

- **Tactic:** Launch a bi-weekly blog series on MH's website sharing campaign tips, client highlights, and behind-the-scenes billboard installs.

2nd Goal: Increase sales for MH Outdoor Media.

Objective: Increase the social media presence of MH Outdoor Media by 25% by May 2025.

Strategy #1: Create social media engagement online for MH Outdoor Media

- **Tactic:** Start a "Billboard of the Month" contest where followers vote on their favorite client campaign using Instagram and Facebook Stories.

Strategy #2: Build relationships through customer content

- **Tactic:** Ask clients to tag MH Outdoor in their social media posts when their billboard goes live and reshare their content across MH platforms.

Strategy #3: Develop and maintain a consistent posting schedule

- **Tactic:** Use a content calendar to post three times per week featuring testimonials, team intros, and tips for billboard design success.

MEASURABLE RESULTS

Paid Media

Objective: Increase awareness of MH Outdoor Media by 25% by the end of 2025.

Tactic: Hire a marketing professional to lead targeted SEO and paid advertising campaigns through social media.

- Impressions, reach, and frequency across platforms.
- Engagement metrics like click-through rates, bounce rates, and return visits.
- Actions such as launch geofencing campaigns, expanding MH Outdoor's reach.
- Audience insights to refine targeting and understand which types of businesses are converting into clients.

Earned Media

Objective: Increase awareness of MH Outdoor Media by 25% by the end of 2025.

Tactic: Pitch a story to local/regional outlets like the *Opelika Observer* or *Birmingham Business Journal* featuring MH Outdoor's client success stories and community involvement.

- How many publications pick up the story.
- Estimated reach and circulation.
- Website referrals from the articles.
- Article shares, comments, and online mentions.
- Direct leads or inquiries referencing the feature.

Shared Media

Objective: Increase the social media presence of MH Outdoor Media by 25% by May 2025.

Tactic: Launch the “*Billboard Behind-the-Scenes*” Facebook series featuring videos, photos, client highlights, and fun facts with a consistent branded hashtag (#MHBillboardBuild).

- Exposure through post reach, impressions, video views, and page follower growth.
- Engagement through likes, comments, shares, and saves. Influence via business/influencer shares and brand mentions.
- Action through click-throughs to the website and direct inquiries from social media.

Owned Media

Objective: Increase the social media presence of MH Outdoor Media by 25% by May 2025.

Tactic: Start a bi-weekly blog series on MH Outdoor’s website highlighting: Billboard campaign results, Behind-the-scenes content, Community and client spotlights, and Outdoor advertising tips.

- Exposure by tracking blog traffic, unique visitors, and keyword rankings.
- Engagement by monitoring return visitors, time on page, and blog subscriptions.
- Influence by tracking content shares and reader feedback.
- Action through clicks to the contact page, form submissions, and resource downloads.

RECOMMENDATIONS

Instagram Reels & Story Engagement

Creating short-form videos through Instagram Reels and Stories is a low-cost, high-impact way to engage a modern audience. MH Outdoor can use Reels to showcase behind-the-scenes installation footage, introduce team members, and highlight unique or creative billboards. Stories can feature interactive polls like “Billboard of the Month,” allowing followers to vote on their favorite campaigns. This format aligns with current social media trends, boosts algorithmic visibility, and helps build brand personality.

Billboard Client Spotlights

Each month, MH Outdoor can spotlight a featured client on both a digital billboard and across its social platforms. These posts can include a short story about the client, why they chose outdoor advertising, and how it benefits their business. Not only does this celebrate the client, but it also builds community goodwill and provides social proof for potential customers considering MH Outdoor’s services.

Partner with Local Chambers of Commerce

Joining chambers like the Auburn or Opelika Chamber of Commerce opens up valuable networking opportunities. MH Outdoor can collaborate on shared initiatives, like business mixers or educational seminars about outdoor advertising. It also positions the company as an involved member of the business community—something that potential clients look for when deciding who to trust with their advertising dollars.

Nonprofit Billboard Giveaway

To support community involvement, MH Outdoor can launch a “Give Back Billboard” campaign where nonprofits apply for a free month of billboard space. Winners would be chosen quarterly, with their campaigns promoted on MH Outdoor’s social media and blog. This initiative builds goodwill, showcases MH’s values, and increases positive brand association, especially when shared by the featured nonprofits.

Billboard Design Tips Blog Series

A recurring blog series offering quick, helpful tips for designing effective billboard ads can position MH Outdoor as a knowledgeable and approachable industry leader. Topics could include choosing the right font size, picking high-contrast colors, or deciding between a logo or QR code. These posts serve both SEO and client education purposes and drive return website visits.

CONCLUSION

This campaign, developed by Aces Agency, provides MH Outdoor with a strategic foundation to grow its presence in a competitive and evolving industry. Through careful research and feedback from stakeholders, we identified key areas where the company can improve, including digital engagement, client outreach, and brand visibility.

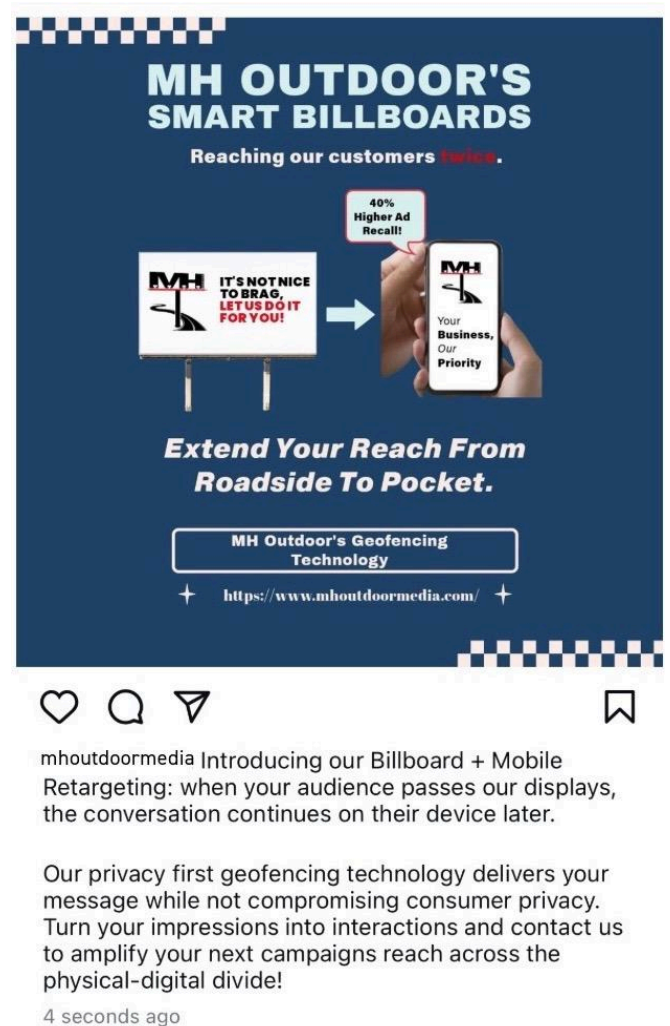
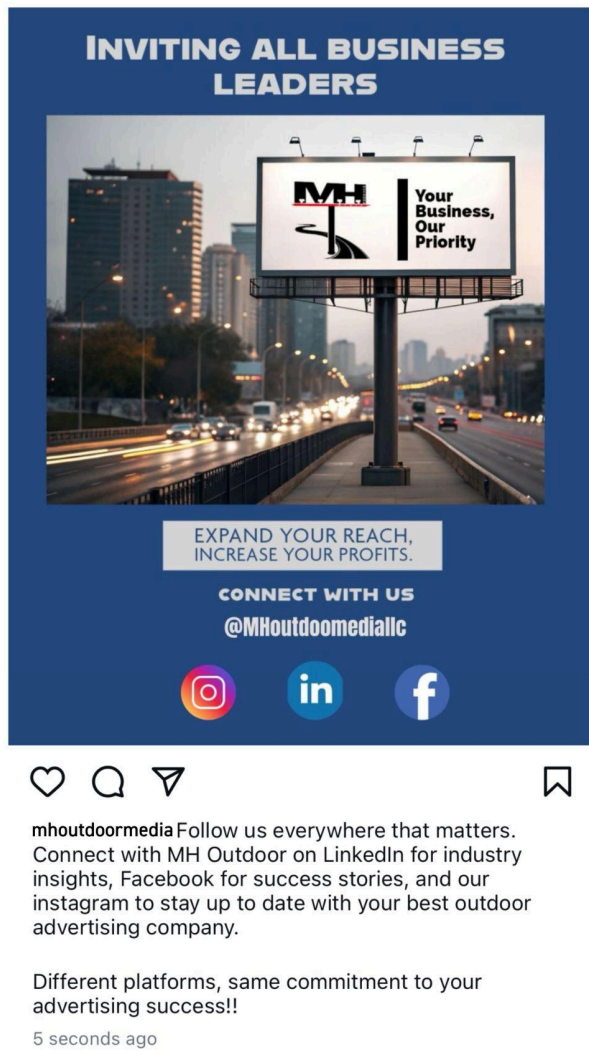
By addressing these challenges with clear goals and thoughtful tactics, MH Outdoor can strengthen its position as a reliable and community-focused advertising partner. The campaign outlines practical steps to enhance social media activity, expand earned media efforts, and invest in targeted digital advertising. These strategies are designed to support long-term growth and help the company better connect with both current and potential clients.

If implemented, this plan offers MH Outdoor the tools to move beyond traditional advertising and create a more engaging, modern brand presence. With consistent effort and a commitment to innovation, the company has the potential to increase awareness, build stronger relationships, and stand out in the outdoor advertising landscape.

APPENDICES

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Appendix A: SEO and Paid Advertising Campaigns via Instagram



Appendix B: Pitch

4/22/25, 12:57 PM

Gmail - Local Success Story: How MH Outdoor is Helping Auburn-Opelika Businesses Thrive



Sydney Wells <sydney30342@gmail.com>

Local Success Story: How MH Outdoor is Helping Auburn-Opelika Businesses Thrive

Sydney Wells <sydney30342@gmail.com>
Draft To: editor@opelikaobserver.com

Tue, Apr 22, 2025 at 12:57 PM

Dear Michelle Key,

I'm Sydney Wells, Public Relations Director at MH Outdoor, a billboard advertising agency serving the Auburn-Opelika area. I'm reaching out because I believe our company's recent community initiatives and client success stories would be of interest to your readers at the Opelika Observer.

MH Outdoor, a billboard advertising agency serving the Auburn-Opelika area, as well as other regions across the SouthEast, has been transforming the way local businesses connect with our community. After speaking with several of their clients, I believe there's a compelling narrative about how traditional outdoor advertising is evolving and supporting our local economy.

The Story Angle would detail something along the following: "Out-of-Home Advertising: The Unsung Hero of Local Business Growth", and address key points such as:

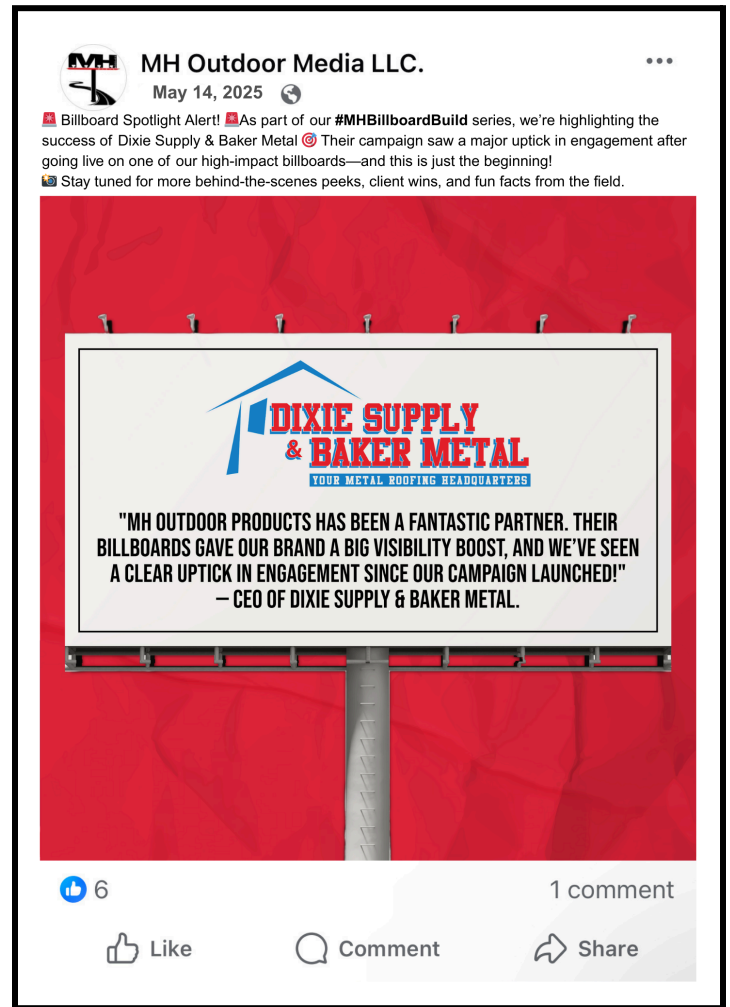
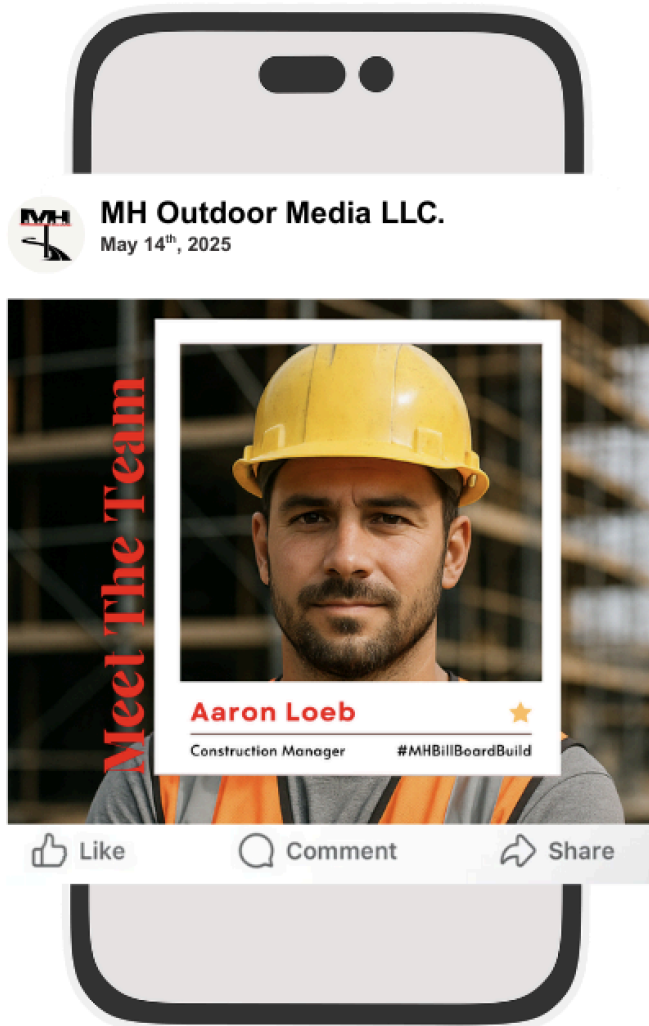
- Local economic impact: Three Auburn businesses reported 20-30% growth in customer traffic after strategic billboard campaigns with MH Outdoor
- Community focus: MH Outdoor donated billboard space to promote the recent Auburn Food Bank drive, helping them exceed donation goals by 45%
- Local success story: Founded by Auburn alumni who recognized the need for affordable, effective advertising options for small businesses

Would you be interested in exploring this story further? I'm happy to provide additional information or arrange interviews with the company founder and local business clients.

Thank you for your consideration,
Sydney Wells

Sydney Wells
PR & Sales Specialist
404-731-3009
[Sydney30342@gmail.com](mailto:sydney30342@gmail.com)

Appendix C: Billboard Behind the Scenes Facebook Post



Appendix D: Biweekly Blog



Why Billboards Still Work

Houston, TX – April 21, 2025 – When you are driving down the road, it is hard to ignore a well-placed billboard. Whether it is bold and colorful, simple and direct, or just plain funny, outdoor advertising catches your eye without asking for your attention. That is what makes billboards work.

They are always “on.” Rain or shine, weekday or weekend, your message is out there 24/7. Unlike digital ads that can be skipped or scrolled past, billboards sit in high-traffic areas where people see them again and again. And repetition builds recognition.

Billboards give businesses a direct line to their community. Whether it is a new company wanting to build awareness or an established business promoting a seasonal message, outdoor advertising helps keep them top-of-mind with local audiences.

At MH Outdoor, we partner with businesses of all sizes to create billboard campaigns that stand out. From design to placement, we help make sure the message is clear, bold, and positioned for the right audience.

Sometimes, it is the simplest message that works best. One image, one message, one call to action.

If you have ever wondered whether billboards still work—just look up.

For more information or to explore billboard opportunities, visit www.mhoutdoormedia.com or contact us at info@mhoutdoormedia.com.

About MH Outdoor Media

MH Outdoor is a locally owned and operated billboard company serving Alabama and the Florida Panhandle. With a growing inventory of static and digital displays, MH Outdoor helps local businesses grow their presence and connect with real people in real places.

Press Contact:

Alex Norton
MH Outdoor Media LLC
Sales/Marketing Intern
(251) 300-0155
anorton@machaik.com

Appendix E: Personas



ABOUT

Hunter R. Davidson is a personal injury lawyer, based in Auburn, AL. Davidson co-owns his private law firm with his partner, Benjamin Hawke, where the two have been in practice for over 20 years.

GOALS

- Win high-value settlements and grow his client base
- Strengthen his online presence and industry authority

MOTIVATIONS

- Fighting for justice and fair compensation for clients
- Building a strong reputation as a trusted attorney

SKILLS

Communication



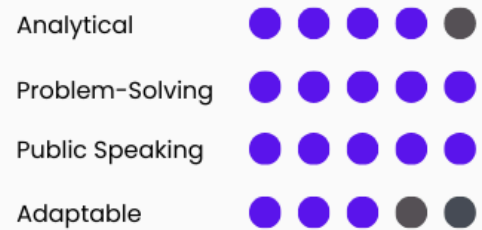
Leadership experience



Computer proficiency



PERSONALITY

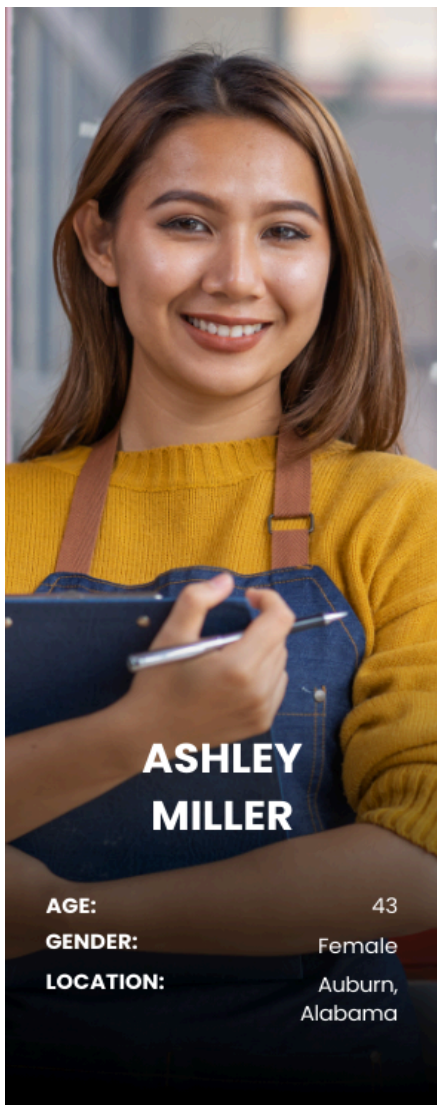


PROBLEMS

- Struggles with effective advertising to attract new clients
- Dealing with insurance companies minimizing payouts
- Difficulty separating work and home life

FAVORITE SOCIALS





**ASHLEY
MILLER**

AGE: 43
GENDER: Female
LOCATION: Auburn,
Alabama

ABOUT

Ashley Miller is a Chick-Fil-a franchise owner living in Auburn, Alabama. She is a mother to 3 children and has owned two franchises for five years.

MOTIVATIONS

- Wants to provide for her family.
- High quality service at her franchises.
- Her faith

GOALS

- Own 3 Chick-fil-a franchises in Alabama.
- Grow into a family business and husband quit current job in sales.
- Set her employees up for success
- Retire by 55 and travel with her husband.

SKILLS

Communication



Leadership experience



Customer Service



PERSONALITY

Analytical



Problem-Solving



Public Speaking



Adaptable



PROBLEMS

- Finding reliable and committed workers that live up to her high service standards.
- Wants to be more involved with her kids but has no time because of her franchise management.
- Current Chick - fil -a franchises are far apart and management would be easier if they were closer together.

FAVORITE SOCIALS





ABOUT

Jordan Thompson is a political campaign manager based in Auburn, AL. Thompson has led multiple local and state-level campaigns, specializing in strategic advertising and voter outreach for over 15 years.

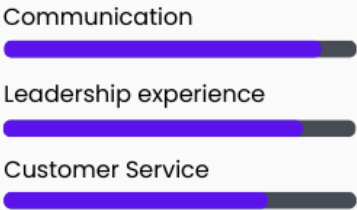
MOTIVATIONS

- Electing candidates who align with his values
- Running high-impact, data-driven campaigns
- Maximizing voter engagement through strategic advertising

GOALS

- Secure high-visibility billboard placements
- Maintain consistent campaign messaging
- Increase voter turnout and awareness

SKILLS



PERSONALITY



PROBLEMS

- Limited campaign budgets and tight ad space competition
- Fast-paced deadlines for ad placement and messaging
- Difficulty measuring billboard impact on voter decisions

FAVORITE SOCIALS



Appendix F: Content Calendar

Mar-25						KEY:
						BLOG & WEBSITE
						STORY PITCHES
						SOCIAL MEDIA
						FACEBOOK SERIES
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Develop visuals & finalize graphics for 2 LinkedIn ads	Develop visuals & finalize graphics for 2 LinkedIn ads	Develop visuals & finalize graphics for 2 LinkedIn ads	Develop visuals & finalize graphics for 2 LinkedIn ads	Develop visuals & finalize graphics for 2 LinkedIn ads	
	Write the press release detailing MH Outdoor Media's milestones and goals	Write the press release detailing MH Outdoor Media's milestones and goals	Write the press release detailing MH Outdoor Media's milestones and goals	Internal review and finalize content	Internal review and finalize content	
	Gather client testimonials, visuals and success stories	Make content for next 2 weeks of posts	Make content for next 2 weeks of posts	Make content for next 2 weeks of posts	Facebook Post #1	
	Asses current blog layout and content gaps	Asses current blog layout and content gaps	Asses current blog layout and content gaps	Asses current blog layout and content gaps	Asses current blog layout and content gaps	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Internal reviews & submissions	Internal reviews & submissions	Submit LinkedIn ad campaign for platform approval	Submit LinkedIn ad campaign for platform approval	LinkedIn ad campaign goes live	
	Submit press release to observer	Follow up with The Observer for confirmation	Publication date is finalized for next Wednesday			
	Facebook Post #2		Facebook Post #3		Facebook post #4 and weekly metrics log is updated.	
	Plan new blog structure, improved navigation and enhance visuals	Plan new blog structure, improved navigation and enhance visuals	Plan new blog structure, improved navigation and enhance visuals	Plan new blog structure, improved navigation and enhance visuals	Plan new blog structure, improved navigation and enhance visuals	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Monitor performance and optimize metrics through daily logs	Monitor performance and optimize metrics through daily logs	Monitor performance and optimize metrics through daily logs	Monitor performance and optimize metrics through daily logs	Monitor performance and write weekly performance update for client	
			Press release is released	Daily performance logs of earned media	Daily performance logs of earned media	
	Gather billboard design content	Gather billboard building content	Gather billboard installation content	Make content for next 2 weeks of posts	Make content for next 2 weeks of posts	
	Draft new content for the refreshed blog	Draft new content for the refreshed blog	Draft new content for the refreshed blog	Draft new content for the refreshed blog	Draft new content for the refreshed blog	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Monitor performance and optimize metrics through daily logs	Monitor performance and optimize metrics through daily logs	Monitor performance and optimize metrics through daily logs	Monitor performance and optimize metrics through daily logs	Monitor performance and write weekly performance update for client	
	Daily performance logs of earned media	Daily performance logs of earned media	Daily performance logs of earned media	Daily performance logs of earned media	Daily performance logs of earned media	
	Facebook Post #5	Continue working on content	Facebook Post #6	Continue working on content	Facebook Post #7	
	Implement new design, upload updated content	Implement new design, upload updated content	Implement new design, upload updated content	Implement new design, upload updated content	Implement new design, upload updated content	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Monitor performance and write weekly performance update for client	Monitor performance and write weekly performance update for client	Monitor performance and write weekly performance update for client	Monitor performance and write weekly performance update for client	Ads close and write Monthly performance update for client	
	Daily performance logs of earned media	Daily performance logs of earned media	Daily performance logs of earned media	Daily performance logs of earned media	Monthly performance logs of earned media	
	Draft follow up post showcasing employee impact	Draft follow up post showcasing behind the scenes efforts			Post follow up posts	
	Announce the redesigned blog via social media and newsletter	Announce the redesigned blog via social media and newsletter	Announce the redesigned blog via social media and newsletter	Announce the redesigned blog via social media and newsletter	Announce the redesigned blog via social media and newsletter	

Appendix G: Budget

PR CAMPAIGN BUDGET PLAN TEMPLATE

Projected Subtotal to date:

CAMPAIGN TYPE	QTY	PROJECTED COST PER UNIT	PROJECTED SUBTOTAL		COMMENTS
Event Costs					
			\$	-	
			\$	-	
			\$	-	
			SUBTOTAL	\$	-
Printing costs (flyers/brochures etc)					
			\$	-	
			\$	-	
			\$	-	
			SUBTOTAL	\$	-
Public Relations					
Events					
Sponsorships			\$	-	
Press Releases	1	\$ -	\$	-	Earned Media, so no projected cost
Webinars			\$	-	
Conferences			\$	-	
			\$	-	
			SUBTOTAL	\$	-
Social Media					
Twitter			\$	-	
Facebook	12	\$ -	\$	-	Post on FB 3 times a week, free of cost
Pinterest			\$	-	
Instagram			\$	-	
Google+			\$	-	
LinkedIn	2 ads	\$ 150.00	\$	300.00	Each ad will run over the course
			SUBTOTAL	\$	300.00
Digital (Other)					
Blog	2	\$ -	\$	-	Run two blogs a month
Website	2		\$	-	Twice a month, the website designer of the agency will monitor/revamp the website
Mobile App			\$	-	
Mobile Alerts			\$	-	
Email Newsletter			\$	-	
			SUBTOTAL	\$	-
Traditional Advertising					
Print			\$	-	
Outdoor			\$	-	
Radio			\$	-	
Television			\$	-	
			\$	-	
			SUBTOTAL	\$	-
Other					
Agency costs	1	\$ 2,000.00	\$	2,000.00	Agency costs to run LinkedIn ads, blogs, website revamp, press release, etc.
			\$	-	
			SUBTOTAL	\$	2,000.00
			\$	-	
			\$	-	
TOTAL CAMPAIGN BUDGET			\$	2,300.00	

Appendix H: Contact/Media List

MEDIA NAME: Opelika Observer

Contact Name: Michelle Key

Phone: 334-749-8003

Email: michelle@opelikaobserver.com

MEDIA NAME: Birmingham Business Journal

Contact Name: Ashleigh Jones

Phone: 205-443-5600

Email: ajones@bizjournals.com

Appendix I: Reference Page

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Appendix J: AI Explanation Page

Acknowledgment of AI: The author(s) would like to acknowledge the use of ChatGPT, a language model developed by OpenAI, in the preparation of this assignment. The ChatGPT was used in the following way(s) in this assignment: brainstorming, grammatical correction, personas, and graphic design.

Appendix K: Website

<https://sydney30342.wixsite.com/acesagency-1>