

# MoveOutATX 2022 Marketing Plan

## Overview

MoveOutATX connects university students with reuse organizations to keep gently used, much-needed items out of landfills during move-out season. Donation stations will be set up in west and north campus from July 28-31 to coincide with most lease expirations. Students are asked to simply take items they do not want to one of the drop-off locations to avoid those items ending up in a landfill, or an alleyway or parking lot.

The goal of this marketing plan is to spread awareness about the program and encourage students to drop off unwanted items to be reused, kept out of landfills, and part of the circular economy.

- Rely largely on digital communications and direct outreach to campus organizations and neighborhoods
  - o Includes video, print, social media, newsletter entries, press release, and more

## 2022 Dates

July 28-31, 2022

## Campaign Staff

**John Bruckelmeyer** – Graphic Designer, Public Information and Marketing

**Keri Greenwalt** – Marketing Supervisor, Public Information and Marketing

**Matthew Hart** – Public Information Specialist, Public Information and Marketing

**Devia Joshi** – Intern, Circular Economy Program

**Rosario Lopez-Cadenas** – Marketing and Communications Intern, Public Information and Marketing

**Madelyn Morgan** – Program Manager, Circular Economy Program

Total estimated staff hours allocated to this marketing campaign: **490 hours**

## Audience

University of Texas at Austin students and faculty, West Campus residents, college students

## Objective(s)/Goal(s)

- Spread awareness about the program
- Encourage students to drop off unwanted items
- Provide savings for people and businesses
- Draw attendance to Free Furniture Market

## Call-to-action(s)

Give your unwanted items a new home; Create a clean university environment for next semester; divert waste; contribute to a circular economy; help Austin reach zero waste.

Find nearest donation station and drop off time at [MoveOutATX.org](https://www.moveoutatx.org)

## Messaging

Find a home for your unwanted stuff and help Austin reach zero waste at the same time!

Donate your gently-used items at convenient MoveOut ATX locations around west campus, the weekends of July 28 to July 31. You will feel good knowing your stuff will be placed in the hands of people who could use it, rather than winding up in the landfill.

Accepted items include small appliances, furniture, bedding, small appliances, etc. Examples of items not accepted include bags of trash, broken damaged furniture, large appliances, and medication.

Get locations and learn more: [MoveOutATX.org](https://MoveOutATX.org)

## Marketing budget

**\$4,400**

### Paid and non-paid advertising tactics

#### **Paid**

- [Squarespace \(website\)](#)
- Google Ads (SEO)
- Facebook Ads
- El Mundo – Spanish messaging
- Printed Material
- TikTok Influencer
- Student Chalk Artist
- Street Banner
- Translation Services

#### **Non-paid**

- [Social Media Toolkit](#)
  - Cross promotion through various City of Austin departments
  - ARR Facebook and Instagram
  - Zero Waste Block Leader shares
  - Promotion in FB Groups (Austin Creative Reusers, Zero Waste Block Leaders, Zero Waste Lifestyle, Austin Conscious Community, etc.)
- [Press Release](#)
- [Reddit AMA \(Ask Me Anything\)](#)
- Meetings with apartment and housing managers
- [ARR website](#)
- University of Texas Parents Newsletters
- [City and External Calendar events](#)
- [CityView](#)
- A Frame signage (signage promoting and directing traffic for donations and FFM)
- Earned Media

- [Daily Texan](#); [Fox7](#); Austin Chronicle; [KXAN](#); [Austin Monthly](#); [CBS Austin](#)

Media Type	Outlet	Cost	Details	Run Time
Digital Ads	<b>Google +YouTube Search Ads</b>	\$748.46	Google SEO video and still ads with targeted keywords (4 total ads)	3 weeks
Website	<b>Squarespace (MoveOutATX.org)</b>	\$236	Host of location information, free furniture market details, impacts, etc.	Ongoing
Social Media	<b>ARR Channels</b>	\$100	2 Facebook and Instagram ads targeted by location and interests	4 weeks
Print Ads	<b>El Mundo</b>	\$600	1 print ad appearing in 2 editions of newspaper	2 weeks
Printed Material	<b>Flyers + Posters + A Frames</b>	\$565.99	1000 mini flyers, 150 FFM posters, 300 Donation posters	2 weeks
Social Media	<b>TikTok Influencer</b>	\$200	Influencer post promoting program and volunteers	1 week
Creative	<b>Sidewalk Chalk Artist</b>	\$315	Creative sidewalk art navigating students to donation stations	1 week
Print	<b>Street Banner</b>	\$700	Print Ads across 4 market audiences + Spanish ad	2 weeks
Translation	<b>Language Access</b>	\$203.28	Posters and liability waivers translated to Simplified Chinese, Vietnamese and Spanish	

**Total Spend: \$3,668.73**

## Marketing Schedule

Medium	Week of June 12	Week of June 19	Week of June 26	Week of July 3	Week of July 10	Week of July 17	Week of July 24
<b>Print</b>							
El Mundo							
Street Banner							
Poster + Flyer distribution							
<b>Digital + Social</b>							
Google + YouTube SEO							
Social Media (ARR Channels)							
MoveOutATX.org							
<b>Creative</b>							
Sidewalk Artist							
Tik Tok Influencer							
<b>Non-paid</b>							
Press Release							
CityView							
Property Manager Meeting							