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Strategic Brief: Newsletter

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Client Bio

American Girl, ever since its debut in 1986, holds the mission to inspire young girls through its products. Ranging from historical dolls to current magazines, American Girl uses its products to encourage girls to explore their creativity and passions. American Girl has a limited client base because it only caters towards young girls. This provides limitations as well as advantages for the company. Having a narrow client base stops growth; however, it can help the company accommodate a specific clientele efficiently. Besides producing quality dolls, books, and accessories for their customers, American Girl dedicates itself to serving the community through charitable donations and events.

Project Purpose Statement

Provide information to the public with an overview of the anniversary party.

Target Audience

- Consumers
 - Children already involved with American Girl
 - Parents/Guardians already involved with American Girl
 - Children not involved with American Girl
 - Parents/Guardians not involved with American Girl
- Guests of the event
- Media

Style

- Although the newsletter will have an entertaining purpose, it will be informative as well as formal.

Distribution Plan

- Website
 - Blog
 - Home page banner with link
- Email
 - Sent to all those in the American Girl database
 - Sent to all attendees of the event
- Social Media links
 - Facebook
 - Twitter

Evaluation Plan

The impact of the newsletter will show within social media pages, the website as well email. How the public responds on these platforms will give American Girl a way of measuring the effectiveness of the distribution strategy.

Each platform evaluation takes place with different methods. The methods include:

- Social Media
 - The number of shares, likes, views and retweets on posts containing the newsletter.
 - Goal: 1,000 likes on each post, 500 shares, 300 retweets.
- Website
 - Number of views on the site and number of clicks on links to the newsletter.
 - Goal: 1,000 clicks on link.
- Email
 - The number of emails actually opened by the recipients.
 - Goal: 75 percent of emails opened.