



8400 Fairway Place • Middleton, WI 53562 • (800) 845-0005 • www.americangirl.com

## **Strategic Brief: Blog**

Prepared by Megan Anderson

### **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. Besides producing quality dolls, books, and accessories for their customers, American Girl wishes to become a source of information. American Girl publishes blog posts on a variety of topics that are tied back to their products.

### **Project Purpose Statement**

Provide information on new ways to play with American Girl dolls as well as popularize American Girl's blog.

### **Target Audience**

- Parents/Guardians
  - Already involved with American Girl
  - Not involved with American Girl
- Media

### **Distribution Plan**

- Website
  - Blog
  - Home page banner with link
- Social Media
  - Facebook
  - Twitter

### **Evaluation Plan**

The impact of the blog will show within social media pages and the website. How the public responds on these platforms will give American Girl a way of measuring the effectiveness of the marketing strategy.

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

- Social Media
  - Activity surrounding the event classified as shares, likes, comments and retweets.
  - Facebook Goal: 500 shares, 2,000 likes
  - Twitter Goal: 200 retweets, 1,000 likes
- Website
  - Number of views on the site and number of clicks on links to the blog.
  - Goal: 25,000 clicks on link in one week