

Career Placement, Inc.
Persuasive Message Strategy
Presentation

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Presentation Overview

- Target Market Description
- Goals of the Campaign
- Message Execution
- Campaign Message Storyboard
- How Message Will Advance Campaign Goals
- How Message Relates to Target Market
- Message Stratagems – Persuasive Appeals

Target Market Description

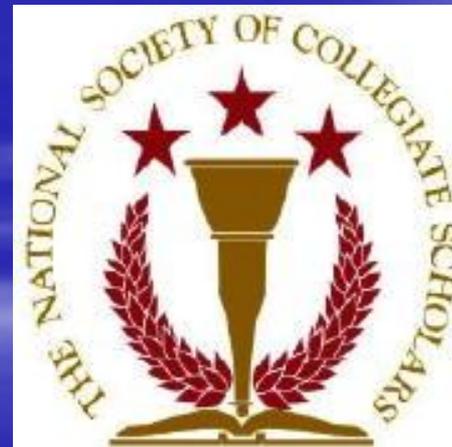
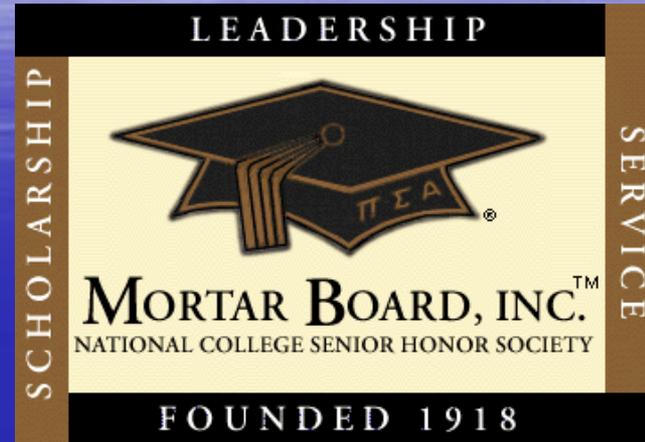
- Exigence: Career search methods are not effective enough for the time commitment involved
- Demographics: Caucasian, parent household incomes of \$75,000 - \$200,000, 3.2 or higher G.P.A., involved in multiple extracurricular activities
- Psychographics: High value of education, Christian morals and ethics, competitive, proud, skeptics of conventional career search methods, need to continue proving success to themselves and others

Goals of the Campaign

- Target market = Top 15 percent of best well-rounded college juniors and seniors
- Within two years, gain two-thirds recognition amongst this top 15 percent (10% of all college students)
- Immediately following two year term, transfer half of those who recognize career placement into customers (5% of all college students)

Message Execution

- Medium: Internet advertisements via commonly used websites by the target market

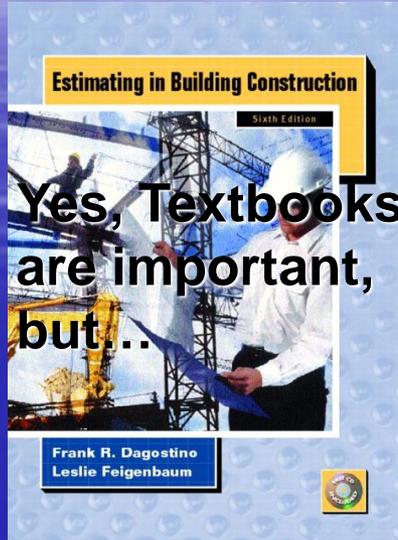


facebook

myspace

Campaign Message Storyboard

150
DOLLARS
FOR A
TEXTBOOK!!!



How Message Relates to Target Market

- Uses chosen medium often
- Annoyed by the high cost of textbooks
- Money is very touchy
- Finding a guaranteed career is extremely valuable
- Being competitive and differentiated fuels motivation for action

Message Stratagems – Persuasive Appeals

- Campaign is asking for only a moderate change (fee for services) because a profit seeking organization holds low credibility (Social Judgment Theory and Cialdini's 7 Principles – Contrast)
- Message will only contain one side due to clutter
- An aggressive money-back guarantee for a relatively small cost highlights the principle of reciprocity (Cialdini's 7 Principles – Reciprocity)

Message Stratagems – Persuasive Appeals

- Scarcity sells – having the first career search method at a cost to the college student may create the mindset that “if it costs more, it must be the best” (Cialdini’s 7 Principles – Scarcity)
- Repetition throughout the message campaign; integrated marketing communications (Cialdini’s 7 Principles – Consistency)
- Hope to achieve self-persuasion in the future