

EU Marketing Plan - Wastewater

Audiences, Core Messages and Desired Outcomes:

#1	Residential customer: Fats, Oils and Grease; proper handling and disposal, avoid a clog
	Sub-message:
	Desired Outcome: Reduced number of SSO from residential FOG sources

08420 Budget Summary	
TOTAL (5101)	\$ 15,800.00
TOTAL (5115)	\$ 12,200.00
TOTAL (5120)	\$ -
TOTAL	\$ 28,000.00

Tactics:	Responsible	JUL 11	AUG 11	SEP 11	OCT 11	NOV 11	DEC 11	JAN 12	FEB 12	MAR 12	APR 12	MAY 12	JUN 12		
#1	Live Sewer Smart Campaign	Sean													
A	LSS Marketing Services		\$ 1,250.00	\$ 500.00	\$ 1,250.00	\$ 500.00	\$ 1,000.00	\$ 500.00	1000	500	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	500	
B	Comcast Cable					\$ 2,600.00	\$ -							\$ 10,000.00	
E	ReachCast		\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 3,000.00	
F	Press Tribune Online					\$ 250.00	\$ 250.00			\$ 250.00	\$ 250.00			\$ 1,000.00	
G	Press Tribune Ads					\$ 1,000.00	\$ 1,000.00							\$ 2,000.00	
I	LSS Newsletter		\$ 600.00			\$ 600.00	\$ 600.00	\$ -			\$ 600.00			\$ 2,400.00	
J	Design Services		\$ 2,000.00	\$ 2,000.00											
TOTAL (5101)			\$ 3,250.00	\$ 2,500.00	\$ 1,250.00	\$ 500.00	\$ 1,000.00	\$ 500.00	\$ 1,000.00	\$ 500.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 500.00	\$ 14,000.00
TOTAL (5115)			\$ 850.00	\$ 250.00	\$ 250.00	\$ 850.00	\$ 4,100.00	\$ 2,100.00	\$ 250.00	\$ 250.00	\$ 500.00	\$ 1,100.00	\$ 250.00	\$ 250.00	\$ 11,000.00
TOTAL (5120)														\$ -	
TOTAL			\$ 4,100.00	\$ 2,750.00	\$ 1,500.00	\$ 1,350.00	\$ 5,100.00	\$ 2,600.00	\$ 1,250.00	\$ 750.00	\$ 1,500.00	\$ 2,100.00	\$ 1,250.00	\$ 750.00	\$ 25,000.00
#2	Pharmaceutical collection (split w/Solid Waste)														
A	Staff Costs/Services		\$ 1,800.00												
B	Advertising			\$ 1,200.00											
TOTAL (5101)			\$ 1,800.00											\$ 1,800.00	
TOTAL (5115)					\$ 1,200.00									\$ 1,200.00	
TOTAL (5120)														\$ -	
TOTAL			\$ 1,800.00	\$ -	\$ 1,200.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00

-450