

IMC Portfolio

*The Futboleros: Euniqueca Jenkins, Wil Birsic,
Bert Velazquez, and Lyndsey Colman*



February to April 2013

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Personal Selling Plan

Hello, my name is _____. I am a student at Tiffin University and I am working with the Cleveland Indians. I am selling discounted tickets for a great experience at a Cleveland Indians game.

What do you/your family do for fun?

Where do you/your family go for fun?

Who would you like to have a better bond with?

When was the last time you and your family went to a Cleveland Indians baseball game?

Why spend more money?

How can I help you have a fun experience?

Thank you. This is a great decision on your part.

Hello, my name is _____. I am a student at Tiffin University and I am working with the Cleveland Indians. I am getting donations to give Cleveland Indians tickets to the local children's hospital/little league.

Thank you. The children appreciate you.

Rejections

- I am busy those days.
- I don't have the money.
- I don't like baseball.
- No thank you.

Solutions

- Maybe I can help you get tickets for another game.
- They are cheap tickets.
- Do you like food, alcohol, and hanging with your friends?
- Ok, thank you for your time, but do you know of anybody that would be interested in this great opportunity?



Advertising Plan



Cleveland Indians

Vs

Chicago White Sox

Saturday

Sunday

April 13

April 14

4:05 PM

1:05 PM

Tickets are **\$15** for

the Mezzanine



Contact Wil Birsic: (440-596-9770) or email at birsicrw@tiffin.edu

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Cleveland Indians vs Chicago White Sox

TICKET SALE

\$15

Saturday

April 13th

4:05p.m.

or

Sunday

April 14th

1:05p.m.

Seating in the Mezzanine

Contact:

Berto Velazquez
(410.672.0225)

velazquesh@tiffin.edu



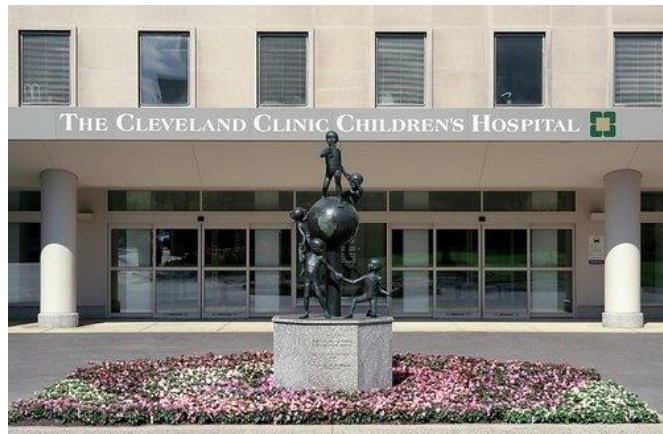


Help a little league team get to the Cleveland Indies major league baseball game. Please help these children get a chance to experience some of their dream. All donations are welcome.



Donate Tickets to the Local Children's Hospital!!

\$15 a Ticket or Other Amount



Contact Info:

Lyndsey Colman

(321) 693-3150

colmanlb@tiffin.edu



Sales Promotions

Donations
Indians


Name: _____
Address: _____
E-mail: _____
Phone: _____

Donate tickets to the local children's

Donations:
\$15x _____ (Quantity)
Other amount \$ _____

Contact Info
Phone: 321-693-3150
E-mail: _____

Total \$ _____


Cleveland Indians

Indians

Buy 5 Tickets and Get 1 Free!

\$15 a Ticket

April 13th and 14th

Cleveland Indians

VS

Chicago White Sox

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FOR IMMEDIATE RELEASE

April 25, 2013

Contact:

Lyndsey Colman
The Futboleros
321-693-3150
lynzcolman@gmail.com

Asking for Donations

Tiffin University students are pairing up with the Cleveland Indians to sell tickets. The Futboleros are asking for donations to give the tickets to the Cleveland Children's Hospital. Last day of sale is April 1, 2013. If you would like to help, please call 321-693-3150 or email lynzcolman@gmail.com.

The Futboleros are requesting donations to send the children from the Cleveland Children's Hospital to the April 14, 2013 Cleveland Indians vs Chicago White Sox baseball game. They are trying to get as many tickets for the children as possible.

The Futboleros is a group of soccer players that formed together to sell Cleveland Indians tickets. They decided to ask for donations to give those tickets to the Cleveland Children's Hospital so the kids could go to the baseball game.

The Futboleros:



Euniqueca Jenkins:

Was born in Prince George's hospital and lived in Bowie, Maryland. She is currently attending Tiffin University in Tiffin, Ohio majoring in marketing. Interests include playing soccer and getting involved on Tiffin campus. She will be the graduating class of 2016 and year after that sees herself in graduate school.



Richard (Wil) Birsic

Was born and raised in Ohio. He is currently attending Tiffin University, but will be transferring to Ohio State University at the Fisher School of Business in the fall. He is majoring in marketing. He enjoys playing soccer and the guitar. He plans to be a successful soccer player and musician with a good job and family.



Hildeberto (Bert) Velazquez

He was born in Acapulco, Mexico. He currently attends Tiffin University with a major in accounting and minor in marketing. He loves to play soccer and his goal after graduating college is to stay in the United States and become the accountant for Ithaca Gun Company.



Lyndsey Colman

Was born in Tampa, Florida but lives in Melbourne, Florida. She is a going into her senior year at Tiffin University, graduating in May 2014. She is majoring in sports management with minors in sports marketing, recreation and tourism, and sports administration. She loves to play soccer and golf and loves to scuba dive. After graduation, she plans on going to graduate school.



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Situation Analysis

Internal Environment

Using friends, family, teammates, classmates, etc. the group is able to connect to many different people through many different kinds of social media. The internet is a resource that is used to reach out to others and helps greatly in social media.

External Environment

The customers that are targeted are using social networking sites. Competitors are also using social media to their advantage by keeping their fans updated to everything that the team is doing. Social, cultural, legal, and technological environments will affect the decision to pursue social media marketing.

SWOT Analysis

Strengths

- More people to direct the message to.
- Greater area span to reach.

Weaknesses

- Information may not be entirely correct.
- Lack of organization to get posts out on time.

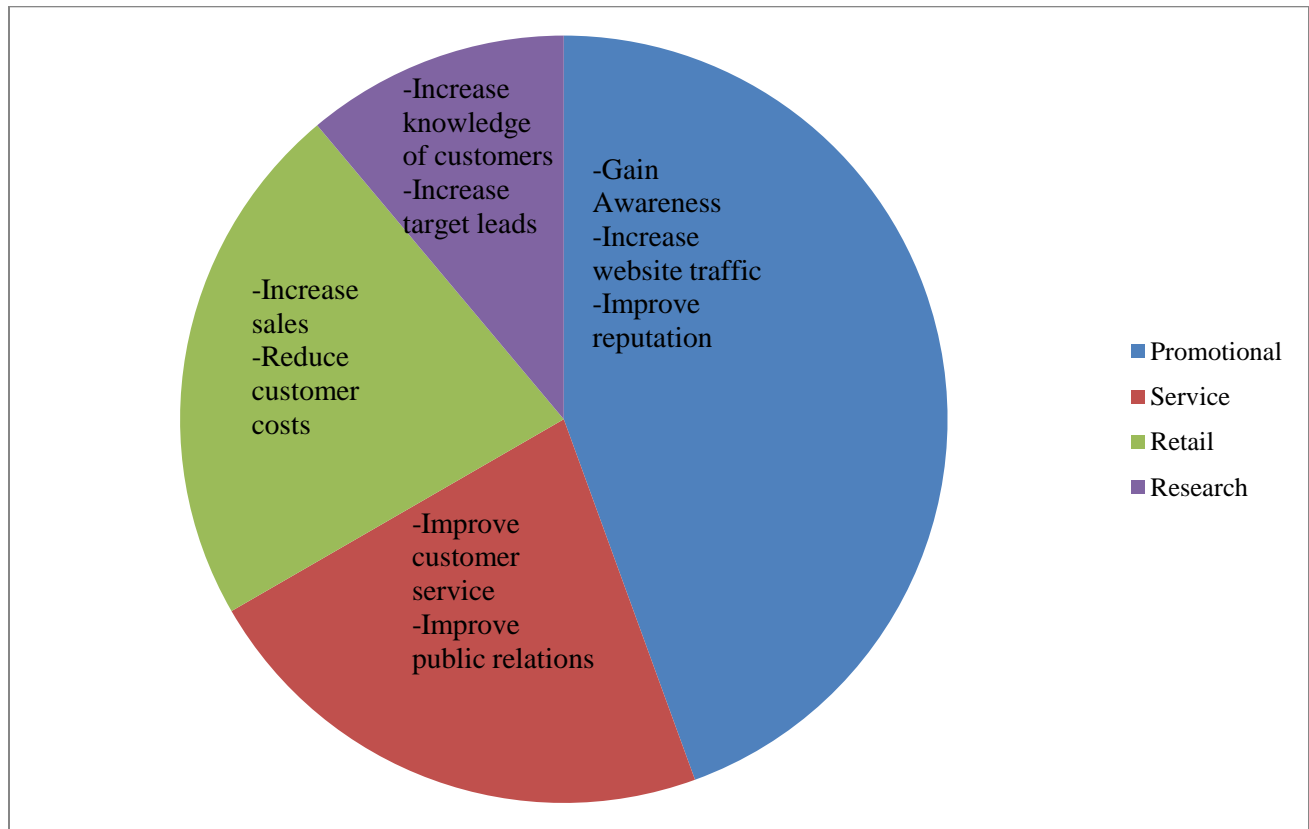
Opportunities

- More people to get involved in the experience.

Threats

- Competitors are doing social media marketing.

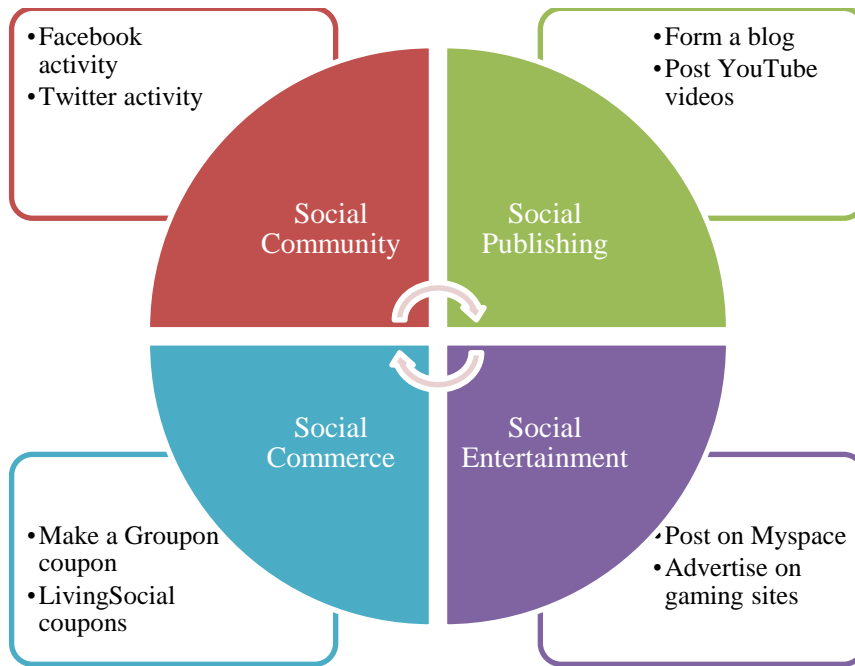
Objectives



Target Audience

Millennial	Gen X	Baby Boomers	Silent Generation	G.I. Generation
Email	Email	Email	Email	Email
Search Engines	Search Engines	Search Engines	Search Engines	
Social Network Sites	Social Network Sites			

Social Media Zones



Experience Strategy

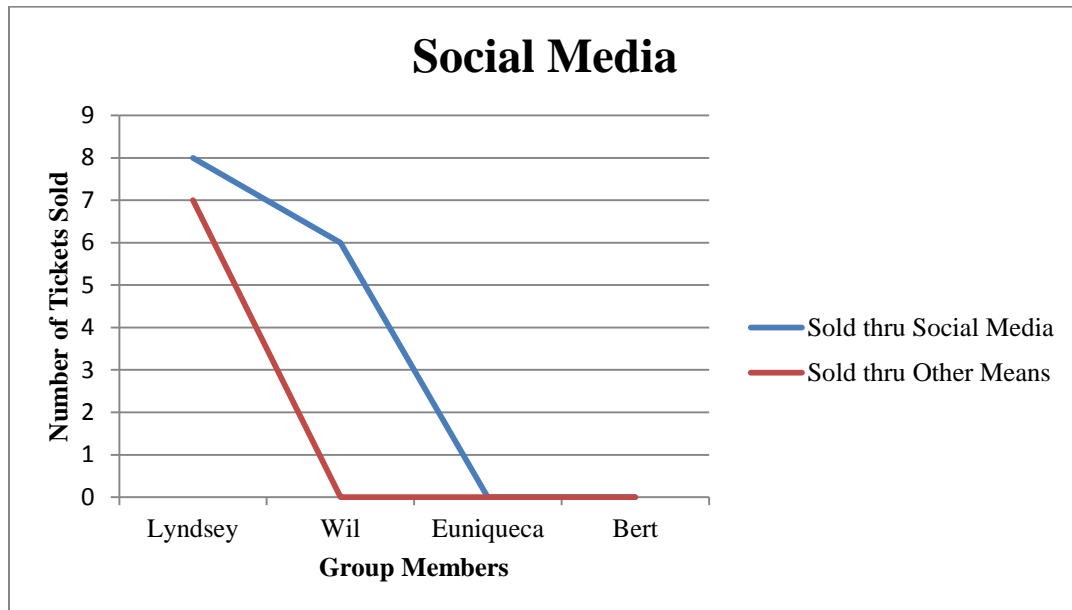
The message that should be portrayed is the selling of the experience of a Cleveland Indian's baseball game. The engagement aspect is to get more people involved. Possibly make a survey or game, or just make it eye appealing and interesting. Encouraging others to pass it along will be a big part of the plan by having buttons at the end to share on their favorite sites.

Activation Plan

The plan will happen by posting frequently on Facebook, twitter, and other social media sites. The responsible parties are everyone in the group (i.e. Bert, Wil, Euniqueca, and Lyndsey). The time allotted is from February to April 1st.

Measure

The measurement of the plan will be by graphs showing how many tickets that were sold through social media.



Exhibits





Evaluation

Implantation

February 27, 2013	Start making contacts and calling companies
March 1, 2013	Place flyers at certain places throughout school
March 10, 2013	Post on social media sites
March 20, 2013	Post on social media sites
April 1, 2013	Turn in all money

Control

Sales after four weeks = 7 at \$15 a ticket = \$105

Profit for each ticket is \$3 times 7 tickets = \$21

Sales after end of selling = 37 at \$15 a ticket = \$555

Profit for each ticket is \$3 times 37 tickets = \$111

Evaluation

Our plan worked well since we sold over 30 tickets for the Cleveland Indians game. Twenty-seven tickets were actually donated to the Cleveland Children's Hospital. We also sold 7 tickets for us and friends. We could have changed a lot about our plan to make it work better. We could have actually called businesses in Cleveland or in the surrounding towns. We also should have put ourselves out there more. We could have changed a few things and been motivated more, but overall this was a great experience to learn what selling tickets were all about.

