



A Public Relations Proposal  
by Eli Dial

# About Stedi Designs



Stedi Designs is a graphic design and art business that works to revitalize old memories and brighten new ones.

## Why Stedi Designs?

I chose this business because it provides a unique platform to understand other people better. Stedi Design's customers are often those who have lost a loved one or who want a sentimental memory immortalized. Working with Stedi Designs allowed me to step into their shoes a little more.

## Why this project?

I did this project as an effort to provide more people with opportunities to build those memories. I believe that everyone has memories that should be remembered, and I want to help others ensure that they are.

# Current Situation

## Analysis

Stedi Designs has some social media action, with only 12 followers on Facebook and 52 on Instagram, the business isn't very big and doesn't have the strongest media presence. Etsy shows only 4 admirers and 23 sales, so the business is doing decent for being a year old.

## Main Problem

The main problem is that there isn't much social media presence. Stedi Designs' sales and profit are entirely online, and as such requires increasing media presence for continuous sales. Posting on social media can increase followers and thereby customers.



## Goal

Increase social media presence on Facebook and Instagram.

## Objective

Increase followers on social media (Facebook and Instagram) by double on Facebook (from 12 to at least 24) and by 50% on Instagram (from 52 to at least 76) by the end of June 2022 (Quarter 2).



# Plans Moving Forward

## Strategies

- Increase awareness of behind-the-scenes work.
- Increase local awareness of the business and its products.

## Tactics

- Create social media posts (Instagram and Facebook) of the behind-the-scenes work.
- Gather information to participate in local craft fair.

## Budget

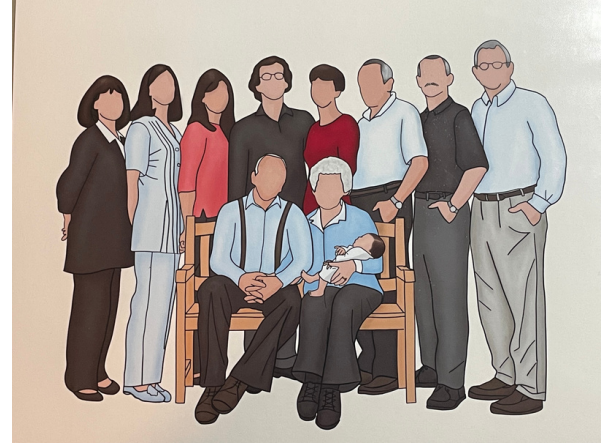
There was no budget for this public relations plan, as the work was primarily research and content creation.



# Target Audience and Evaluation Plan

## Target Audience

Stedi Design's target audience consists of women ages 35-55.



## Evaluation Plan

While I have not yet been able to evaluate my work, the number of followers should be available at the Stedi Designs profile pages.

I have also been able to provide Stedi Designs with the information for all four craft fairs that occur in Southeast Idaho. Information includes how to apply, when and where it is located, and instructions to participate. This is available for them when they are prepared to attend.

# Conclusion

## Final Thoughts

Stedi Designs is a fantastic business. They bring individuals great memories by incorporating memories with pictures. They have a unique chance to continue to grow their audience and customer base through social media and local channels. As they incorporate both parts of this project, behind-the-scenes social media posts and participation in the craft fair, their audience base will increase.

