



Rextech Public Relations Campaign

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A look at The Team



Addi Brasher: Addi is the team leader of this Public Relations team. She has made efforts in promotional events, interviewing the team at Rextech, creating a new logo, delegating different work loads out to

the rest of the team, as well as fliers. Addi is currently going to Brigham Young University — Idaho in her sophomore year working towards a Public Relations degree with a potential future interest in becoming a lawyer.

Alec Pope: Alec is a junior at BYU-Idaho studying Communication with an emphasis in Public Relations. He's also earning a minor in Organizational Psychology. He's worked as a student journalist, broadcaster, and announcer. He loves basketball and plans to pursue a career as a professional sports executive.

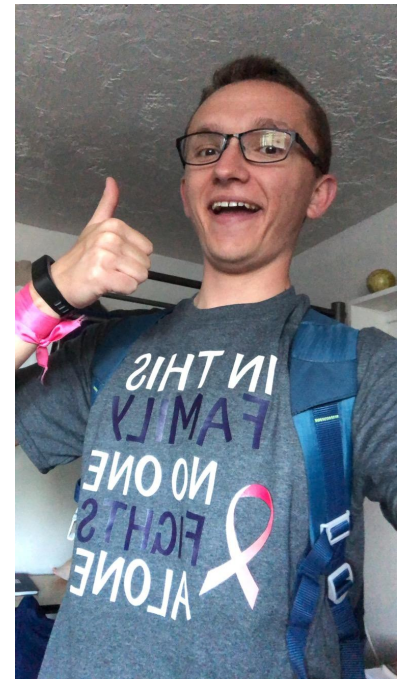




Savannah Smith: Savannah is a senior attending BYU-Idaho, and is studying Communications with an emphasis in Public Relations. She has had over a decade of experience working with a non-profit organization, and hopes to earn a job working with a non-profit group after

she graduates in the fall. She loves music and playing the violin.

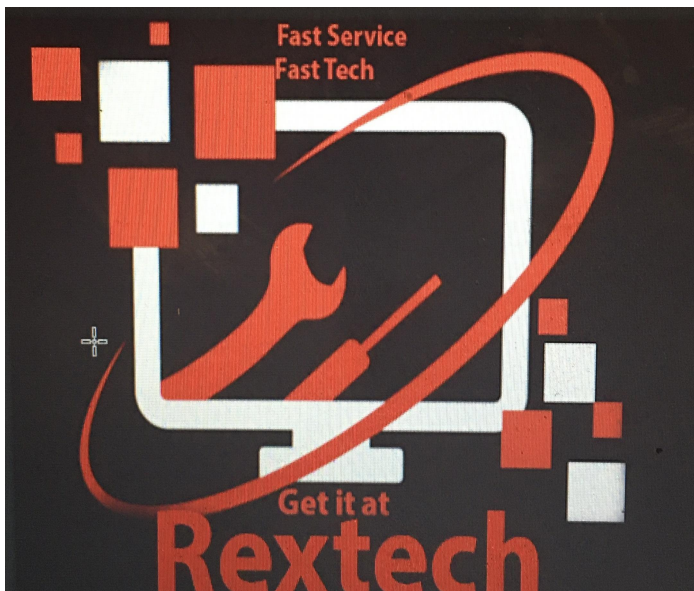
Eli Dial: Eli is a junior at BYU--Idaho studying Strategic Organizational Communication and a minor in Industrial Organizational Psychology. He hopes to be an organizational consultant one day. He has experience as a reporter and with community outreach, spending over 80 hours researching suicide prevention data and tactics. He enjoys watching movies and playing games with friends.





Emma Carey: Emma is a Junior attending BYU--I studying Communications with an Emphasis in Advertising. She hopes to continue with her career in digital marketing after graduating. She currently has a career in web development and design. She enjoys gardening and camping.

New Logo Vs Old Logo



Free Cookies



Flier



TheRexTech

"Computer Building, Repair, and More!"

**Repair it, upgrade it or
build it your way!**

Find out how 20+ years of experience in computer hardware and system integration can help you.

Call TheRexTech to get a quote on computer repairs.

**Diagnostics are
FREE!**

Schedule an appointment today!

 (208) 371-9823

 @TheRexTech

 59 E Main St. Rexburg, ID 83440

www.TheRexTech.com

Survey Questions:

What is your current opinion of TheRexTech on a scale of 1-5?

1 being I have never heard of rextech and 5 being I would go again

How useful on a scale of 1-5 is a place for fixing computers and phones?

Which computer repair place in Rexburg do you go to? Circle one.

Rextech Rexburg Computer MY-PC-ER

Other_____

How would you rate your service there? 1=Really Bad
5=Fantastic

What's most important to you for a business? Circle One

Price Service (speed,staff) Appearance

Reviews Location

About how many hours a week do you spend on your computer? Circle one

10-15 20-30 30 -40 40 +

Are you more likely to go to a place you have seen on social media?

Yes or no

Do you prefer for a business to contact you by email or phone more?

Are you likely to trust going to a business based on reviews of others?

Yes or no

Do you need to gain personal experience with a business before visiting it?

Yes or no

Situational Analysis: The current situation of RexTech is that they do not have enough presence in the current community and don't have enough of a name for themselves. As well it is very difficult to get to the store that houses RexTech. They provide a great service to those that know of them. Some of the strengths of RexTech are quick service, community driven, multitalented are able to do most that is asked of them, great website. Some of RexTech's weaknesses are that no one knows about them, they don't have a huge social media presence at the moment as they are growing one, they don't have a huge staff so that is an issue as more customers come to them that will be able to grow as they get more customers as well though. Opportunities for this company are great because of the location right next to a college town and already during the beginning of semesters college students will head to his store. Threats there are already tech places closer to apartment complexes. The client is the owner of RexTech Bernardo Blanco, a community man that is from Rexburg.

Goals and Objectives: Our main goal is to find out a PR plan that will make it easier for people to know about the existence of RexTech. Eduardo also mentioned that people were having difficulties with finding the location of RexTech, since it's located in a basement below Kick-It Shoe Outlet. We want to find a way to make it more apparent that RexTech is located below the shoe outlet.

Another goal is to find a slogan for RexTech so that it can be associated with a catchy phrase. It would also be a great idea for us to create a pitch to make the website more commerce based so that each service is given a monetary figure. The figures will help customers understand how much the service they need will cost them. Reorganizing the site and listing ways that RexTech can improve their Search Engine Optimization could be extremely beneficial to the local business.

Deadline to post the survey: 2/16/2021

Deadline to figure out a phrase that could suit RexTech:
2/22/2021

Deadline to find solution for the location issue: 2/26/2021

Deadline to create website rebranding pitch: 3/8/2021

Target Audiences: While RexTech's target audiences are generally anyone who needs computer repair or construction in eastern Idaho, we can specify and prioritize groups within that population in which focused efforts would pay larger dividends. While much of RexTech's current client base is made of college students, there are two areas in which we will focus client base growth.

Expand the business' reach into the college student population. Students make up the largest demographic in RexTech's current client base, but the potential growth in that area is huge. We especially want to focus on friends, roommates, spouses, ward members, classmates, etc. of students currently using the company's services. As reach grows, RexTech should focus efforts on people who know little about computers.

We will then attempt to expand RexTech's reach with the 65+ community in Rexburg and Idaho Falls. Oftentimes, this demographic struggles dealing with computer issues and RexTech can become the first and last stop for computer problems.

Third, RexTech can have success reaching into a population of middle-class, middle-aged people that are confident with computer basics but don't know much about more complex

computer issues. This demographic will perhaps be the most difficult to tap into because the company's reach in this demographic is currently quite small and because these people often don't even know when they need computer repair.

Positioning: The targeted audience for RexTech is for people who have complications with their technology. It seems to be most beneficial for students since this company is located in Rexburg. Most people who have issues with their technology, such as laptops, need repairs quickly. Since RexTech is located near the campus of BYU-Idaho, it serves as a great option for people to come get help with their laptops. However, since most of the customers who would come to RexTech would be college students, they more than likely are on a tight budget. If other companies can offer lower prices than RexTech for repairs on laptops, then students most likely will go to those places. RexTech will need to show that their company is affordable and efficient. They also need to show that they can get the problematic devices repaired quickly. All of these combined will ensure that RexTech will be a popular place for students to visit when in a technology crisis.

Key messages: RexTech is a growing company. They want to be remembered as:

An effective technology repair shop looking to continue to improve through innovative ways,

A friendly environment with great customer service,

A fair employer that listens to each customer and employee alike to improve in customer base, services offered, and future opportunities, and

Great prices and fast services.

“Fast service. Fast tech. Get it at RexTech.”

Challenges: One of the main challenges of Rextech is its location. The location is beneath a shoe store so you have to be looking for Rextech in order to go to it so there isn't much availability for walk-in customers. Another main challenge is that, yes, the service is as fast as possible but Bernardo is the only technician and so the computers and things take a little longer than most people would prefer. Because he is the only technician, he has learned to work around that and can work on multiple computers at once. However, this allows for things to get a little disorganized and he is unable to resolve that issue. Another challenge is social media. They are trying to use that as much as possible but it has been hard with the busy schedule.

Communication Vehicles: The vehicles that will be utilized throughout this plan are upgrades to Bernardo's website as well as his social media planning. It wouldn't be the worst idea to advise RexTech to hire a media professional to help assist him and his digital marketing goals. This could improve his reach greatly. In the meantime, it's important to give Rextech solutions that they can use themselves before investing in marketing, although the investment is worth it. It's proven that investing about 15-20% of the company's earnings in marketing will double the company's growth within 3-6 months.

The campaign we will be giving Bernardo, though, includes suggestions to upgrade his website, design tips to increase his social media reach, and ideas on investing in brand ambassadors. Growing his brand in terms of slogans (maybe one that will refer to his location beneath the shoe-store) will make it easier for potential clients to find Rextech.

Timeline and Tactics: The survey will be posted by RexTech, as well as by Emma. This is the survey we already sent in. The tactic behind this is we want, and have wanted since the beginning, to get the general public's idea or feelings toward RexTech.

Savannah will start on February 17 working with Mr. Blanco on what he thinks he needs the most in the aspect of social media. When we went to the interview, he said that was one of the things he struggled with most. Because of his current clients, he doesn't have time to post on it as much. We believe social media will be a huge help in making people aware of RexTech. That's one of the biggest reasons why people aren't going to Mr. Blanco's company is simply because they aren't aware that it's even available. By reaching out to him, we will gain more understanding of the tactics Mr. Blanco has already tried and to see what else he might want us to do to help him.

Addi is currently working on a new logo with the slogan she created on it and it is being approved by Mr. Blanco as of February 16th. As well with that, she is helping him come up with ideas behind marketing via clothing items and easier ways for the company to be in people's minds. Which is as well one of his main concerns. She also will be thinking of new marketing ideas for his location.

Eli is working on potential discounts or cheap ways to get people into RexTech easily.

Alec is working on a potential interview with Mr. Blanco to put on Facebook or Instagram live so people are able to see the company easily in the local business eye. Similar to what Taylor Swift does with posting herself and making herself seem real, if we do an interview on a live social media platform, we make Mr. Blanco seem relatable and make people want to go to him.

Budget: The majority of the budget is based solely on promoting different promotions we came up with for rextch. As a team we baked cookies and stood outside of rextch for a couple of hours on Saturday Feb 27 for a little self promotion to get customers into the store and thinking about rextch as a whole. As well in this instant telling people about our future promotion on St. Patrick's day where Rextech agreed to do a 20% off all services and with this we are going to be doing a press release so our main budget is in regards to fliers, posters, discounted items and cookies. Which would leave us at a grand total of about 200 dollars or so for the budget which the team deems fairly reasonable.

Evaluation: In our original evaluation of the amount of people that go into Rextech it was around four and the majority went to browse but didn't actually buy. As well something else that we noticed was that compared to other computer stores Bernardo is more personable so we need to use that to our advantage and will in the means of doing an interview with Bernardo and putting it up on the Rexburg facebook page as well as implementing him at one of University Views small business fridays where a business will come and we will learn about them and so the next time we need something in that realm we know who to call. As well with the type of business that rextech is it's a business when you need something it isn't just a casual business you can go to day to day like a restaurant so in order for us to accomplish our goals I think our main focus should be getting the news out there about it which we will be doing with the Press Release closer to St Patrick's which Alec is working on as well as with the small business friday and the survey that is already posted on the facebook page that has gotten a few responses not a ton but a couple. I think as well the business itself needs a little clean up. It's just a little haphazard here and there which as well the team has taken note of and are in the process of seeing what we can do to help Bernardo with these issues. Mid Semester we did a flier burn out where we went and put up fliers at The Cove, University view, Kiwi loco, The Lodge, Soda Vine and The

Pines. Then as well at the end of the semester we will do an end of semester deal and see if the amount of people has changed any more drastically.