

Sincerely,

*Come Recommended*

**Come Recommended**

**Public Relations Plan**

**January, 2009**

## Executive Summary

The primary goal for this campaign is to promote Come Recommended to its target audiences: high school students, college students, recent college graduates, employers, advertisers and sponsors, career coaches and counselors, recruiting and staffing firms, and campus career centers.

The objectives of this campaign are to secure traditional and non-traditional media placements, attract users to Come Recommended, and book speaking engagements and guest blogging/columnist opportunities for Heather R. Huhman, founder and president of Come Recommended.

After conducting a situational analysis, we found that while there are many employment/recruiting Web sites and online communities, Come Recommended is the only one that requires members to submit recommendations/references, deeming them qualified.

To reach our objectives, we will use social media and blogger outreach, media relations and professional outreach. Social media and blogger outreach will include creating profiles on social networking sites and contacting bloggers directly. Ongoing media relations will include writing and distributing press releases and pitch letters to create awareness about Come Recommended. Professional outreach will include researching and booking speaking engagements and guest blog and columnist opportunities for Ms. Huhman.

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## I. Background Information

Come Recommended is an exclusive online community connecting the best internship and entry-level job candidates with the best employers, only allowing participation from members who come highly recommended. Its numerous features are free to both candidates and employers.

Heather R. Human, founder and president of Come Recommended, started the company in December 2008 because she recognizes there is a disconnect between hiring managers and Millennials. Hiring managers are frustrated with Generation Y's attitude about entering the workforce full-time. And, most recent graduates leave their first jobs within two years of being hired. Ms. Huhman's goal for Come Recommended is to bridge this gap by connecting the best employers with the best candidates.

Ms. Huhman is a former hiring manager who knows and understands the needs of today's employers and internship/entry-level job seekers. Her expertise in this area led to her selection as Examiner.com's (2.5 million unique visitors each month) entry-level careers columnist in September 2008. While the daily, national column is aimed at high school students through recent college graduates seeking internships and entry-level jobs, Ms. Huhman also is in regular contact with hiring managers and among the first to know about new trends in the entry-level recruitment industry. Additionally, in 2003, she founded EntryLevel-PR.com, a site for college students and recent graduates seeking internships and entry-level jobs in the public relations field. The site is now in its sixth year and attracts 150,000 visitors per month.

Come Recommended will begin operations in March 2009.

## II. Situational Analysis

After the completion of a situational analysis, we have found that while there are other employment/recruiting Web sites and online communities, Come Recommended is the only community that requires members to obtain recommendations/references, deeming them qualified. Come Recommended is an intimate, exclusive community that ensures employers and candidates they are networking only with the very best.

The main problem we foresee is attracting advertisers, sponsors and business partners. In a tight economy, advertisers may be less willing to take a chance on a new company. We will have to "drive home" the benefits of financing Come Recommended.

A secondary problem we foresee is convincing users to sign up for "another job site." With the popularity of CareerBuilder.com and other similar sites, users may wonder what Come Recommended has to offer that is different. Every time we communicate with our target audiences, we need to reiterate the benefits Come Recommended provides compared to its direct and indirect competitors.

The main benefit we need to get across to our target audiences is that Come Recommended will be “weeding out” non-recommended candidates and employers. Only those who come highly recommended will gain access to the site. What this means to them is that, as a candidate or an employer, they are considered the best of the best and will be networking with likewise people.

Additionally, Come Recommended will offer users career advice, tips, and discussions through the Candidate Resource Center and Employer Resource Center. Not only will candidates be able to search for jobs or employees, but will also benefit by taking part in forum or one-on-one discussions.

Finally, Come Recommended is not just another online job board. Users will get the unique opportunity to make connections that will not only help them with their immediate needs, such as finding a job or internship, but also their future needs, such as finding a mentor or working their way to a senior-level job.

### III. Audiences

Come Recommended has eight main audiences: high school students, college students, recent college graduates, employers, advertisers and sponsors, career coaches and counselors, recruiting and staffing firms, and campus career centers.

1. **High School Students:** It’s never too early to intern. Through forging a relationship with the Future Business Leaders of America (FBLA), we will attract those students who are the best and brightest to help them continue on their path to success.
2. **College Students:** It’s important to target college students because many will be searching for internships or ways to get their foot in the door before graduation.
3. **Recent College Graduates:** We must target recent college graduates because these young adults are currently searching for entry-level employment.
4. **Employers:** It’s crucial to attract reputable employers to participate in Come Recommended because they are the key to getting students and graduates to sign up for the community.
5. **Advertisers and Sponsors:** Advertisers and sponsors will be the livelihood of the Web site, helping keep the features free for users.
6. **Career Coaches and Counselors:** Targeting career coaches and counselors will ultimately bring in more candidate users and enhance Come Recommended’s reputation in the industry.
7. **Recruiting and Staffing Firms:** These organizations are hired by employers to fill positions. Because Come Recommended will allow them to join as employer users, we will be helping them do the job they were paid to do. Thus, they are an important audience to include.
8. **Campus Career Centers:** Just as it’s important to target students, we must target the places students go to for career advice. After all, we anticipate campus career centers encouraging students to sign up as candidate users.

#### IV. Objectives

The objectives of this campaign are to:

- Secure traditional and non-traditional media placements.
- Attract users to Come Recommended.
- Book speaking engagements and guest blogging opportunities for Heather R. Huhman, founder and president of Come Recommended.

#### V. Strategy

Our strategy is to position Come Recommended as the most reputable online community connecting the best internship and entry-level job candidates with the best employers.

The following tactics will be implemented as part of our strategy: social media and blogger outreach, media relations, and professional outreach.

#### VI. Tactics

- Social Media
  - Twitter: Come Recommended will create a Twitter account to interact with its target audiences directly. Interesting facts about employment and short tips will be provided to our followers to encourage them to continue following us. Links will also be provided to articles in our Resource Centers. The account will be closely monitored and updated throughout the campaign.
  - Facebook and Myspace: Come Recommended will create a Facebook group and a Myspace page to increase its presence on social media sites that are heavily populated by college students and young professionals. These pages will be closely monitored and updated as needed throughout the campaign.
  - LinkedIn: Come Recommended will create a group on the popular professional social networking site LinkedIn to find and reach members of our target audiences. The group will be closely monitored and updated throughout the campaign.
- Blogger Outreach
  - Reading, commenting, and interacting with other bloggers who write about the topics of employment, college, young professionals, and workplace issues are extremely important. In order to get Come Recommended's name recognized by those on the Internet, we must have a heavy presence on blogs that cater to these topics. Some possible blogs include:

- [Mashable](#)
  - [Lisa's Generation Relations Blog](#)
  - [Career Hub](#)
  - [45 Things](#)
  - [Employee Evolution](#)
  - [A Step Ahead](#)
  - [The Creative Career](#)
  - [Career Girls](#)
  - [Water Cooler Wisdom](#)
- Media Relations
    - Pitch letters and press releases will be sent to members of the media when necessary. Examples of press releases and pitch letters include:
      - Press release when the Web site is launched, and the company is officially open for business.
      - Pitch letter about how telecommuting or “virtual interning” is the future of interning. The fact that Come Recommended employs two interns from different parts of the country from the founder of the company is definitely unique to our time. We would research other companies to tie into this pitch that also hire virtual interns. This pitch could be sent out to bloggers as well as national media.
      - Pitch letter of success stories that have come from the Come Recommended community once the site is fully launched.
      - Pitch letter about recruiting techniques during a down economy. Hiring managers and recruiters are pinching pennies just like the rest of us and are looking for cost-effective ways to recruit top talent.
    - Reporters to target include:
      - Michelle Goodman- Career Columnist
      - Jackie Burrell- Young Adults Columnist
      - Elyse Ashburn- Chronicle.com Senior Editor- Student Section
- Professional Outreach
    - Speaking Engagements: It's important for Heather R. Huhman, founder and president of Come Recommended, to have a physical presence at events and conferences that pertain to the topics of employment. We will research opportunities for Ms. Huhman to speak about the topics on which she is an expert. Some possible venues include:
      - PRSSA chapters: When speaking to a PRSSA chapter, Ms. Huhman could speak about her past experiences in PR at agencies, and her current work

in healthcare PR. She can also speak on the topic of preparing résumés and cover letters, searching and applying for an internship/entry-level job, and interviewing.

- FBLA chapters: When speaking to FBLA chapters, Ms. Huhman could speak about making career path decisions and interning early and often.
  - Chapters of different business pre-professional organizations
  - Colleges/Universities
  - Employers: When speaking to employers, Ms. Huhman could speak about how to become or remain a recommended organization.
  - Conferences/fairs
- Guest Blogger Opportunities: Just as it is important for Heather R. Huhman to have a physical presence as the face of the company, she must also have a Web presence. We will research different blogs that offer guest blogging positions, and offer Ms. Huhman as a guest blogger about various topics pertaining to employment. Ms. Huhman could write about writing résumés and cover letters, how to interview for a job or internship, how to dress for an interview, how to set yourself apart as an intern, and other topics like the ones she discusses in her Examiner.com column.
  - Guest Columnist Opportunities: Much like guest blogging opportunities, we will research different newspapers, newsletters, and e-newsletters that offer guest columnist positions for Ms. Huhman.

## VII. Timeline

- January
  - Complete PR plan
- February
  - Begin researching guest columnist and speaking opportunities for Ms. Huhman
  - Create a presence on popular social networking sites: Facebook, Myspace, LinkedIn, Twitter (after the “soft launch”)
- March
  - Update social networking sites as needed
  - Distribute a press release about Come Recommended’s launch
  - Draft a pitch letter to guest columnist and speaking opportunities contacts
  - Begin outreach to guest columnist and speaking opportunities contacts
  - Research career-related blogs and traditional media
- April
  - Field media calls as needed
  - Update social networking sites as needed

- Continue outreach for guest columnist and speaking opportunities for Ms. Huhman
- Draft a pitch letter about recruiting techniques
- May
  - Field media calls as needed
  - Update social networking sites as needed
  - Continue outreach for guest columnist and speaking opportunities for Ms. Huhman
  - Draft a pitch letter about the success of a user from connecting on Come Recommended
- June
  - Field media calls as needed
  - Update social networking sites as needed
  - Continue outreach for guest columnist and speaking opportunities for Ms. Huhman
  - Draft a pitch letter about how virtual internships are the future of interning
- July
  - Field media calls as needed
  - Update social networking sites as needed
  - Continue outreach for guest columnist and speaking opportunities for Ms. Huhman
- August
  - Field media calls as needed
  - Update social networking sites as needed
  - Continue outreach for guest columnist and speaking opportunities for Ms. Huhman
- September
  - Field media calls as needed
  - Update social networking sites as needed
  - Continue outreach for guest columnist and speaking opportunities for Ms. Huhman
- October
  - Field media calls as needed
  - Update social networking sites as needed
  - Continue outreach for guest columnist and speaking opportunities for Ms. Huhman
- November
  - Field media calls as needed
  - Update social networking sites as needed

- Continue outreach for guest columnist and speaking opportunities for Ms. Huhman
- December
  - Field media calls as needed
  - Update social networking sites as needed
  - Continue outreach for guest columnist and speaking opportunities for Ms. Huhman

#### VIII. Evaluation

The effectiveness and success of our campaign will be determined by:

- The number of traditional and non-traditional media placements: If we secure at least five media placements within the first three months, we will consider this campaign a success.
- The amount of users who sign up and are allowed access into the Come Recommended community: If at least 250 people sign up within the first three months, we will consider this campaign a success.
- The number of speaking engagements for Ms. Huhman: If we secure at least two speaking engagements within the first three months, this campaign will be considered a success.
- The number of guest blogging/columnist opportunities for Ms. Huhman: If we secure at least three guest blogging opportunities and one guest columnist opportunity, this campaign will be considered a success.

This plan will be evaluated in May 2009 and again in December 2009.