

Integrated Marketing Communication



2022

Prepared For AFI

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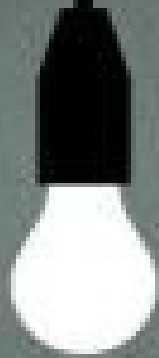
Executive Summary

Advanced Fire Investigation (AFI), a fire investigation company located in Arlee, Montana. The company was acquired by Renee Howlett in 2018 and it currently has a few officers including investigators. Through primary and secondary research, it was observed that the company has virtually no brand recognition among the public. There is no company website nor social media platforms where the public may find information about AFI.

AFI's competitors such as EFI Global and Jensen & Hughes on the other hand have functional websites, very active on social media and do well in promoting a wider range of services to their clients. This IMC provides assessment of AFI target markets, recommends some concrete objectives, strategies, and tactics on how best to create the brand awareness in order to win the confidence of old and new clients. It also provides tools for evaluation of progress and some collaterals that would aid a smooth implementation of the recommendations.

These collaterals include:

- A new logo
- Business card
- Letterhead
- Branded clothing



Situation Analysis



Introduction

This is a situational analysis of Advanced Fire Investigation (AFI), a fire investigation company located in Arlee, Montana. The company was owned by Renee Howlett with its offices in Arlee Montana. The company has just a handful of officers including fire investigators. An Integrated Marketing Communication plan will provide the tools that will enable the company to adopt effective strategies to rebrand and attain the needed market presence, to compete effectively in a very specialized industry.

An extensive primary research method of focus group interview involving three officers of the company, and secondary research that looked at online marketing and communication tactics and approach of AFI’s competitors, including the company’s own social media presence, has revealed the following situational analysis.

Competitor Communications Analysis

AFI’s identifies two main companies as its primary competitors. EFI global, and Jensen & Hughes. Here are a few facts about each competitor on how they communicate with their customers.

EFI Global

- The company has active website that is up to date on the content.
- Active on social media pages – Instagram and Twitter .

Jensen & Hughes

- The company has very functional and current website with content in both English and Finnish.
- Active on social media including – Twitter, Facebook, YouTube and LinkedIn.
- There is active blogging with the latest post as recent as February 7, 2022.

The table below provides the strengths and weaknesses of these competitors in a SWOT analysis

Company	Strength	Weakness
EFI Global	Active website	Poor story telling on social media handles
	Active Social media pages, Instagram and Twitter	Little interaction on post and little engagements on post
	Available in more than one location	
Jensen & Hughes	Active Website	
	Active Social media pages, Twitter, FB, YouTube, LinkedIn	Little interaction on post and little engagements on post.
	Available in more than one location	
	Great story telling on social media pages	



Perception Of AFI In The Industry

AFI's stakeholders can be segmented into different publics – the internal stakeholders which include employees, managers, and investigators. Externally, there are enabling stakeholders which includes local, state, and federal government regulators, functional stakeholders including insurance companies, businesses and corporate institutions and individuals and households, although they tend to be diffused stakeholders who would normally not seek interaction with AFI unless there is a fire incident. Normative stakeholders such as competitors, fire departments, and the police departments.

AFI is not widely known within the market space and the industry at large. This is largely because the company does not have online presence and visibility. There is no current nor active website nor an outreach on any of the numerous social media handles available. There is a scantily outdated information on Zoominfo about the company.

The lead investigator through the interview session indicated that he has burnt bridges with customers and stakeholders by his poor communication skills and lack of response to customers' needs. Burning bridges destroys trust customers have for the company, hence the need for an integrated marketing communication plan that can be followed to help restore the trust for AFI (Wilson, Ogden and Wilson pg. 4)

Current Brand Development Strategy

There are at least four big companies that have investigators across the country. These large competitors have end to end services (engineers who are at the same time investigators) Jenson & Hughes provide services on Fire and Building Safety, Risk and Harzards, Security Risk Consulting, Emergency Management, Forensics, Training and Software. EFI Global has dedicated national account managers who promote their business and ensures clients are satisfied with their services. According to the company's website, there is a national network of 27 offices with over 400 multi-disciplinary experts to serve their domestic and international clients by providing various services including dedicated single point-of- contact, expedited conflict resolution, coordinates with branch network to provide multiple service sectors if needed and many other benefits.

Given the competitors' resources and networks, it gets difficult for AFI to compete at the same level as these companies. AFI therefore focuses in remote areas where the big companies do not have investigators. This is how the company differentiate itself from the competitors.

Over the years, AFI has relied on networking and personal direct contacting with stakeholders, to have insurance companies as its major clients. For instance, the company is the preferred vendor for Dallas adjustor for fires in Montana.



Current Distribution Strategy

AFI does not have any distribution channel and no online marketing strategy to reach out to current clients and new ones. There is no functioning website nor social media presence where activities, announcements, promotional programs, and events are shared with the public. Relying on word of mouth is not very effective strategies to spread the word about the company. Conversely, each of the competitors identified has very effective website and good presence on social media platforms.

Current Business To Business Strategy

AFI services are directly to businesses. The services are strictly civil and non-criminal. Any case outside civil goes to the fire marshal and other law enforcement agencies. AFI will need to evaluate its business-to-business strategy to gain the trust of the public and gain more clients.

Current Public Relations Strategy

AFI does not have an existing marketing and PR department. This IMC plan will research and recommend the best way to set up an effective PR department for the company. The IMC will also consider the company's marketing communication strategy including a complete rebranding to create visibility.

Our client's competitors have active websites that they update periodically. They also have social media accounts with marketing information and organizational information. Even though there are less followers and interactions and engagements on these platforms, it gives the organizations some visibility and adds up to their credibility. Additionally, these organizations are not just visible online but are visible in more than one location within their region of operation.

EFI Global on the hand has both marketing and public relation strategies. The website has pages and information on finding an expert, how to assign a project, submitting enquiry and requesting evidence kit. These all make finding information about the company and finding help when there are issues with their services much easier.

Current Evaluation

Evaluating marketing strategy is to analyze and determine what is being done right or wrong to determine how goals and objectives are being achieved. Effective marketing strategy requires constant evaluation where information for gauging performance is gathered and monitored (IEduNote).

The client AFI, is not doing so much on marketing, except reaching out to customers through word of mouth and referrals. This IMC will provide a marketing strategy recommendation to the client. The client's messaging will be evaluated by using the 5 Cs of clear, concise, concrete, correct and coherent. The key is shown below:

Clear — main ideas easily identified and understood.

Concise — gets to the point without using unneeded words or images.

Concrete — includes specific examples or explanations.

Correct — in information, word choice, and grammar.

Coherent — information presented in a logical sequence

The 5Cs was used in analyzing the effectiveness of AFI's competitors in the table below.

Organization	Clear	Concise	Concrete	Correct	Coherent
EFI Global	✓	✓	✓	✓	✓
Jensen & Hughes	✓	✓	✓	✓	✓

According to IEduNote, the table below may be used as a standard in evaluating the company's ongoing marketing strategy.

Purposes and Areas of Evaluation and Control			
Purposes			
Areas	Finding new opportunities /avoiding threats	Keeping performance on the track	Problem solving
Environmental scanning	X		
Product market analysis	X	X	
Marketing program performance analysis	X	X	
Effectiveness of mix components	X	X	

In explaining the effectiveness of this table, IEduNote states that "This classification represents the major strategic evaluation activities that occur in any firm. As indicated, there are three reasons for the evaluation. The evaluation types listed in the exhibit are accomplished in the areas of evaluation where Xs have been placed." AFI may adopt this form to assess the effectiveness of the marketing strategy that will be recommended through the IMC.



A target with concentric rings of white, black, blue, red, and yellow. Three arrows are shown hitting the target, with one arrow hitting the yellow bullseye. The background is a solid yellow color.

Target

Market

Analysis

Introduction

Businesses put their customers and clients into segmentation or categorization in order to understand their behaviors, how they are affected by the environment where they live, their demographics as well as their psychographics which has to do with their lifestyle, interest and their standing in the society. From the situational analysis conducted on Advanced Fire Investigation's (AFI) position and its relationship with clients, three major market segments can be considered as we work on how to reach out to the clients in the most effective way. In the process, both primary and secondary research was conducted with data collected and analyzed. The results of these research works have assisted in profiling AFI customers much more effectively.

Research Methods

AFI management was interviewed in researching the target market of the company. This provided the company's view on who they perceived as their customers and how they can fashion out a marketing strategy to meet their needs. A twenty-two-survey questionnaire was distributed to over 100 existing clients. This list was provided by AFI's management. Online secondary research was also conducted on clients' and competitors' websites to learn the public demographics, psychographics and geographics.

Research Findings

Through the interview session with Sonya Abu, an AFI employee, it was discovered that the major clientele of the company is insurance companies, law agencies, government entities and other fire investigators. These are large companies and corporation which usually hold great market shares in their respective industries. According to AFI, the largest insurance company they have dealt with has over 7,200 staff spread out across the country. However, the law agencies tend to have about 3 employees. AFI gets more business from the insurance companies and so they place priority on them over others such as law agencies and government entities.

AFI clients are located all over the United States of America – Northwest, West, South West, Mid-West, Mid Atlantic, and North East. They are typically located in the major cities in these areas. It was noted that these clients seek the services of AFI in two main areas; "investigating fires to report on possible causes of the fire, and storage of evidence from the scene of the fire, if needed by the client" Abu, stated.

On the question of *What value do they place on your customers?* Sonya Abu stated "Most of our clients are the insurance companies that insure either individuals or businesses. We investigate the fire to help determine the most likely cause of fire so they can determine their liability in paying for the damage, or if there is another party possibly responsible. So they do value their customers who are paying them for insurance coverage."





PRIMARY TARGET MARKET

To aid the process of dispute resolution through the determination of liabilities and subsequent payment of claims or otherwise, AFI and other competitor fire investigation companies lend their expertise and services to their insurance clients. AFI considers insurance companies as their primary market segment. The work of fire investigation companies such as AFI is very essential to insurance companies. Fire outbreaks and their devastating effects on families, businesses, homes and the environment have become a common phenomenon in the United States of America. National Fire Protection Association (NFPA) data reveals that there were 490,500 residential home fires and a staggering 1,388,500 of all fire types in the United States (EKU).

Businesses and homeowners may be required to take insurance on their properties for the security of their properties. According to Allstate, “That’s because the lender wants to be sure its financial investment in your home is protected if it’s damaged or destroyed by a fire or other certain risks” (Allstate). There are instances where payment of insurance after a fire incident can be disputed and can result in long litigation at the court. This is where the cause of the fire may be suspected to be fraudulent acts such as arson, or there is an instance of concurrent insurance situation. Concurrent insurance is when two insurance policies are held to cover the same risks over the same period. Property owners do this with the view that a single insurance policy protection will not be enough protection against disasters. This can result in a dispute on which of these insurances has to pay for damages when they occur (Kagan 2021).

Here we will consider the profile of an individual working for the insurer and that of the insurance company as a whole. According to the U. S. Bureau of Labor Statistics, the average age for employees of insurance companies and underwriters is 44.8 years with an industry annual wage average of \$129,550. The industry has 61.4% female and 38.6% male employees. Its predominant ethnic group is white representing 76.8% with 12% blacks, 7.0% Asian and 9.1% Hispanic. The profiles below are a summary of the psychographics, geographics and biographies of two leading representatives of an insurance company and a typical client of AFI.

The rating agency A.M. Best has rated top 100 US property and casualty insurance companies in a very prosperous and lucrative industry. Top on the list includes companies such as State Farm Group, Berkshire Hathaway INS, Progressive INS Group, Allstate INS Group, Liberty Mutual INS Cos, and American International Group (AIG) in 2019, the premium written of State Farm Group was over Sixty Five Billion US dollars (\$65,100,455,000) and Western National INS Group having over Seven Hundred Million US dollars (\$733,092,000). The company persona below is a snapshot of a typical insurance company.

Crawford



Background

Crawford is a company built on the values of honesty, respect and a vision of providing empowerment and sustainability.

- Insurance
- Restoration
- Insurance
- Social Responsibility

Demographics

It was founded in 1941 and has since evolved into a global standard with several offices across the USA.

- 81 years
- NA
- Georgia, USA
- \$63.7 million

Identifiers

As an evolving company, Crawford makes use of technological advancements to stay in touch with their clients and partners.

- LinkedIn
- Phone Calls
- E-mails
- Instagram
- Facebook
- Tiktok
- Snapchat
- Website

Goals

Excellence remains our priority and we have resolved to serve our partners and give them only the best.

- To help clients make accurate payments on damages
- To exterminate fraud and fraudulent claim requests
- To be a strong block in restoring the lives of families and individuals

Challenges

In such a critical space as the insurance industry, Crawford's major challenge is building trust amongst it's clientele. They are susceptible to being defrauded.

- Identifying actual causes of damages
- Determining the righth amount to pay for damages
- Smoking out fraud in claim requests

What can we do?

As a reliable partner to Crawford, we provide a variety of services to make Crawford's work easier.

- Investigate causes of damage
- Determine cost of damage caused
- Provide comprehensive reports



James Powell

Technology/Social Media

James is not a fun of technological devices, but, since they are necessities, he keeps himself abreast with the change in trend and times.

- Email
- Facebook
- Twitter
- Youtube
- Cellphone
- Podcast – This American Life

Goals/Metrics/Motivations

James considers himself a great leader and he aspires to always be available for the younger generation and provide a shoulder of support to new employees.

- Wants to put smiles on the faces of families
- Mentors young employees to become great
- Appreciates personalized mails and is more likely to respond to these more
- Wants to spend more time with family

Background & Demographics

James is a loving and an accomplished family man. He has 3 grown children and lives in a quiet neighbourhood in Montana.

Age: 51

Location: Montana

Gender :Male

Education: Bachelors

Profession :Claims Manager

Income: \$112,708.00

Lifestyle :Married with Children

Personality Traits

James believes adulthood has transformed him into a calm gentleman who prefers to spend quality time with his family or fishing with his grandchildren.

- Good work Ethics
- Responsible
- Introverted
- Family Orientex
- Loyal
- Realist

Challenges

James isn't so comfortable with how morals are being forgotten by the present generation. He has quite a number of impact centered activities he would like to engage the younger generation, but is yet to find the appraite time.

- Work and family balance
- Discussions on climate change are overly political
- Younger employees not open to reproach

SECONDARY TARGET MARKET

AFI works with lawyers and law firms who in most cases are representing either an individual home or business owner or might be representing businesses themselves. Given the likelihood of fraud in the industry, both property owners and criminals alike tend to hire the services of lawyers when there is an incidence of domestic or industrial fire outbreaks. For instance, according to the United States Attorney's Office Western District of Washington on January 21, 2022, a woman in Washington was sentenced to home confinement for setting fire to her business in an insurance fraud scheme. Lawyers, therefore, play a very active and important role in the process of resolving claim disputes resulting from fire. This is part of the reasons why understanding the profile of lawyers and law firms are relevant to the integrated marketing plan for Advanced Fire Investigation.

YOST & BAILL



Background

Yost and Baill boost of experienced leaders who are not just interested in subrogation but in education and building sustainable relationship with clients and partners

- Attorneys
- Subrogation
- Law
- Justice

Demographics

With over 42 years experience and an undisclosed network, their offices can be located all across the USA. However, they consider the MidWest home.

- 42 years
- NA
- Minneapolis, USA
- Not Available

Identifiers

One of the reasons why they are still relevant is because they have an understanding of the technological trends and in being easily accessible by clients.

- WhatsApp
- Phone Calls
- E-mails
- Instagram
- Facebook
- Tiktok
- Snapchat

Goals

It is our objective to be accessible, credible and objective with our findings and project the credibility of our partners.

- To help clients make claims with facts
- To provide indepth advise to clients on the avialable options based on findings from investigations

Challenges

In many instances fire, they struggle with having credible witnesses to bring closure to their cases.

- Identifying causes of fire
- Determining who to surcharge
- Litigation

What can we do?

With the help of credible officers, we are able to provide credible reports and statements to make their work easier.

- Investigate causes of fire
- Determine cost of damage caused
- Provide comprehensive reports

TERTIARY TARGET MARKET

Another segment of the AFI market is property owners which include homes, apartments and business building owners. According to Justin Garcia in his research entitled Home Ownership, "Owning one's home has historically been viewed by Americans as a symbol of middle-class success and a key step toward building and accumulating wealth. This is because one's monthly mortgage payment is usually less expensive than what one would pay in rent per month, and the payment increases the homeowners share of the home's value, or equity, by reducing the amount owed on the loan" (Gacia 2021). In spite of the desire to own a home and its significance to the American public, the rate of homeownership is relatively low compared to the rate in other countries. According to Garcia, the United States stood at 33rd out of 42 selected nations in terms of the percentage of citizens who own their homes. He further quotes a Pew Research Center report that stated that in 2013, 65 % of Americans were homeowners, compared to 96.6%, 92.3%, 84%, 72.9% 71.1% and 69% of Romanians, Lithuanians, Norwegians, Italians, Mexicans and Canadians respectively owned their homes.

73 per cent of homeowners of the 65 per cent is white according to Forbes 2011 report. The report puts black ownership at 45 per cent and 47 per cent of Latinos owned their homes. This disparity has come about due to many factors including the actions and policies of the federal government such as redlining and racial discrimination in the 1940s.

There are great incidents of fire outbreak that affects these home and property owners, hence the need to seek the services of AFI and other fire investigation companies. According to the National Fire Protection Association, "Each year, over 2,500 home fire deaths occur in more than 350,000 reported structure fires" This is said to cause \$7 billion in damages across the country (The Hatford). Below is a profile of an average homeowner in the United States of America.





Nicky Miller

Technology/Social Media

Nicky is tech savvy and very active on her social media handles. As a way of dealing with loneliness, she has garnered over 40k subscribers on her weekly educative Youtube channel.

- Email
- Instagram
- Twitter
- Facebook
- YouTube (Has an active channel)
- Cellphone

Goals/Metrics/Motivations

Nicky is a strong believer of personal development and channels all of her energy into developing herself and providing mentorship to young ambitious girls.

- To be a chartered marketer
- Mentor young ambitious women
- To be happy at all times
- Create and sustain a social life

Background & Demographics

Nicky is a principled feminist who believes women need to be given more senior management roles and paid as much as their male counterparts.

Age: 48

Location: Boston

Gender: Female

Education: Bachelors

Profession: Vendor Manager

Income: \$ 170,679.00

Lifestyle: Single with no Children

Personality Traits

Despite being opinionated and heavily involved in several social activities, Nicky considers herself an introvert and prefers to be by herself most of the time watching a movie or reading a novel.

- Great work ethics
- Introvert
- Responsible
- Realist
- Workaholic

Challenges

Nicky believes she has become workaholic and does not even seem to have time for a social life.

- Work and social life balance
- High demands with several deadlines to meet
- Struggle in getting a committed partner

CONCLUSION

The interdependence of AFI and its clients has been established through this research. The high incidence of fire outbreaks domestically and industrially is prevalent and inevitable. When it happens, AFI's service is essential to the work of the three major market segments we have identified and profiled above. Through this and other marketing and public relations tools, we will be able to provide and recommend an integrated marketing plan to assist AFI to improve its standing among these stakeholders.



Objective, Strategies & Tactics



Introduction

Through the second quarter to the end of the year 2022, AFI would work on specific objectives by creating a corporate brand identity and awareness among the publics. This will promote positive relationships with its current and future clients and ultimately reflect in its volume increase in business over time. A few such goals are listed below together with strategies and tactics to achieve each of them.

Brand Messaging Statement

Advanced Fire Investigations works in a competitive industry which has a large nationwide and multinational reach. Based on the situational analysis that revealed many challenges AFI faces, the company seeks to create a niche for itself in rural areas, especially in the Northwest and particularly in Montana, in order to stay competitive. AFI's new brand statement is as follows:

To insurance companies and attorneys who represent property and business owners, AFI provides reliable and prompt investigation of fire incidence in areas where others do not go.


Unique Selling Proposition

We are always on the ground as your rural fire investigator .

Objective 1: Create A Visual Brand Identity For AFI By 30th May 2022

AFI must be more visible to the publics than it has been so far. There is no online presence through a website nor on any of the social media platforms available. The logo of every company provides the first impression to those outside the company. David Airey stated that "A logoless company is a faceless man" (Airey, pg 8). AFI's current logo found in Appendix 1, does not provide adequate brand identity for the company. According to Sonya Abu, Office Manager of AFI. "The design is not social media compatible. It is an old design that was inherited from the previous owner. It therefore does not provide any brand recognition from AFI's customer's point of view". A well developed and attractive logo that represents the values of AFI and its clients should be unveiled by May 30th, 2022. A professional and proper application of colors, photography and videos across all media outlets and campaigns should be ensured by AFI by end of May 2022

Strategies: The first strategy to communicate to those outside the company and develop a brand identity is to design a powerful logo. "Logos are the graphic extension of the internal realities of a company" (Bass). An AFI executive would answer a creative brief questionnaire that will provide information on the company's colors, mission and objectives among others. Based on that information, a logo will be designed and used for the development of AFI's brand identity. A design team should be engaged by April 2, 2022 to work on the creative brief questionnaire and begin with brainstorming immediately. The team will consider symbols and colors that transcend boundaries as the company seeks to compete nationwide and globally in the future (Airy pg 11). The logo will be versatile to allow for brand consistency across a wide range of media. The design should be simple but relevant and easily recognizable by the publics. The design should be traditional and avoid the use of fashionable trends that do not ensure longevity of the logo. Multiple designs should be presented for AFI to choose those that represent the company's vision and mission more accurately.



AFI should strategically use the cooperate colors to create and sustain its brand identity through all its collaterals – letterhead, complimentary cards, website, newsletters and social media handles.

Rationale: All three major profiles of AFI’s customers revealed a common media through which information is consumed by the customers – email, phone calls, Facebook and other social media platforms. The introduction of the logo should be big and hyped on social media including Facebook which has over a billion users (Logo Design Team). This should be followed by an email to clients to further discuss the logo and other rebranding materials and messaging. The logo should feature prominently in subsequent emails to customers to ensure consistency and familiarity with customers. As part of the rebranding effort, AFI executives should place phone calls to current clients, and have a conversation on the improvements that have been initiated by the company, including the introduction of the new logo and direction the company is pursuing in terms of its relationship with clients. The logo should be used on company’s collaterals including business cards, letterhead and on social media.

Ensure that all official written communications are done with the company’s letterhead. Business cards should be shared by AFI officials whenever they meet both new and old clients. There should be at least four social media postings per week, in order to have the desired impact on the minds of public. These postings should allow for interactions and be educational but interesting.

Objective 2: Improve AFI online marketing presence to attract potential customers and improve credibility with existing customers

As indicated earlier in this IMC, AFI is not widely known within the market space and the industry at large. This is mainly because the company does not have online presence and visibility. There is no website nor any effort for an outreach on any of the numerous social media handles available. There is some scantily outdated information on Zoominfo about the company. The company must improve its online marketing presence by developing a functioning website, and other social media platforms by the end of June 2022.

Strategies: AFI should create and launch a company’s website by June 2022. The website should serve as a hub of information for all clients – current and potential who need the services AFI provides. It should hold enough information to convince a potential client to want to do business with AFI. The design should be attractive but informational. After a client has had an experience with AFI, the website must be a place he or she can go 24/7 to relive the experience over again. It must therefore be able to project or represent the values and brand identity of the company. Nachum Langsner recommends the following steps to improve online presence for a company:

- Create a Beautiful Business Website Optimized for Mobile Devices. More people use mobile devices for information and entertainment. “In 2021, the number of unique mobile internet users stood at 4.32 billion, indicating that over 90 percent of the global internet population use a mobile device to go online” (Ceci 2022). The site should load easily and quickly on mobile devices. Use fonts, colors, text, video, images and exciting content that are relevant to the AFI brand.

Improve the Email List – AFI has an email list. However, only a handful of clients on the list responded to the survey questionnaire that was sent to over 100 clients. The list has to be audited to get current emails of clients.

Boost the Site’s Search Engine Optimization Strategy (SEO)– This will improve traffic on website brand recognition. It enhances the site’s ranking in search engines and increases the chances of new customers finding the company online. Both on-site and off-site actions are required to optimize the SEO experience for the site. HTML source code should be well-formed, and elements of the site need to be optimized for speed. Encourage other relevant pages, sites and people to link to and promote the site for off site optimization (Nachum).

Produce Engaging Content and Have a Social Media Presence – Keep both online and social media presence by producing engaging content across the platforms. Use the customer personas above to create content that will be interesting to them. Further details on dealing with social media strategies are discussed later in this plan.

Get listed on Web Directories and Analyze Results – Popular search engines such as Google and Yahoo , and industry specific directory such as Fire Rescue1 can provide great exposure for brands that sign up on them. AFI must review the progress of all its online marketing efforts by carefully analyzing the responses on each platform from time to time.

The colors of the website should be consistent with that of the logo to maintain brand consistency and credibility. The launching of the website should be done together with the launching of logo and all other promotional materials to ensure consistency with the brand identity campaign. This will also save the company time and money.

Rationale: With the number of mediums through which a company can improve its visibility to the public, the website is unique in the sense that it can be accessible at all times and provide multiple pages of information as desired. “Your website is the window to your business. Keep it fresh, keep it exciting” (Jay Conrad Levinson). AFI’s well-developed website must be exciting and be kept updated at least every quarter. The home page should have the vision, mission and the unique selling proposition clearly displayed under a dropdown menu of “About AFI”. All other contents should be researched and well written with information that will be useful to the publics. These other subpages might include Our Services, Contact Us and Highlights – Blog, Media Articles, Photo Gallery, and the Newsletter. The domain name should be simple as the abbreviated name of the company. The hosting company should be carefully chosen, and the site must be secured to allow access to all manner of clients.

There should be application of SEO tactics and an effort to have the site be in sync with other social media platforms such as Facebook and Instagram promotions. AFI web address and social media handles should be boldly displayed on all traditional marketing efforts such as billboards, newspapers, pamphlets, and flyers. AFI would use ad pop-up services and messaging to draw traffic to the website .



Objective 3: Increase Existing Customer Engagement

Ordinarily, an outreach message targets customers who do not know much about your services. Given the fact that only a handful of AFI's customers responded to an email sent to over 100 of them, it is imperative that a carefully created outreach message is sent to both current and potential customers. This objective when attained will enhance the larger objective of creating brand visibility for AFI.

Strategy: Based on targeted personas discussed above, tailored outreach messages for potential clients in the insurance industry, the law firms, and business and property owners would be carefully sent out through the various media to targeted individuals. It takes multiple messages for a new client to respond to a message when they are not familiar with the source. According to Cody Slingerland, "Rarely will a new prospect get back to you after your first cold email, and even your best clients often need multiple touches to draw them back into a sales conversation. Both situations take time and persistence." He further states that "In one study by Woodpecker.co, campaigns with 4-7 emails per sequence received 3X more responses than campaigns with only 1-3 emails in the sequence (source)" (Slingerland). AFI would need to send its campaign messages at least 4 times to ensure that each customer has had enough exposure to the message.

Create and share a social media post every week and engage with as many users who reach out via social media. This encourages the public to engage with posts and to share it amongst their connections. AFI will monitor competitors' social media platforms to stay abreast with the trends in the industry and adjust accordingly to keep customers loyal to the platforms.

AFI should identify at least one influencer who is well-known in the region the company operates the most. This influencer will help bring many of his or her followers to connect with AFI for the company to achieve the objective stated above.

Creating and sending newsletters periodically is another effective way of reaching out to customers. This will be a good medium of sharing information about the company with customers, stakeholders, employees and other interested subscribers. One month prior to launching of the website and other social media platforms, AFI must send out the first newsletter. According to Alexander Marinaki, newsletters do promote:

- Endless growth – With consumers spending an average of 2.5 hours on their email on weekdays, sending electronic newsletters is likely to be seen by customers. They end up completing a purchase online.
- Brand awareness – Sharing newsletters with information that consumers should know lets them know about the brand which increases trust in the brand.

Boost website traffic – With a Call-to-Action (CTA) button imbedded in the newsletter, subscribers can easily be led to the company's main website



Rationale: There should be outreach messages crafted for already existing customers. They are AFI's most important publics and as such should not be left out or taken for granted when planning any promotion or campaign to reach customers. "Studies show it's 5X easier to sell to an existing customer than to acquire a new one. That's why customer retention must play an integral part in your business growth strategy" (Hyprise).

There will be email outreaching. This is a marketing tool that allows you to forge relationships with potential customers. AFI will employ the use of bulk 'SMSing' to reach customers. It is observed that a high percentage of SMS are read by their recipients. "98% of messages are read, which means it's the best and most direct way to reach your target audience and get your message across. A large portion of your users or business audience will still be on mobile devices. Grab their attention with targeted Bulk SMS campaigns and engage with them" (Arkasel).

Use of popup notifications – These notifications that show up on either a portion or the full screen when one is browsing on a website or a blog. AFI should advertise with popups to gain the attention of customers, increase the mailing list, receive feedback from customers and ultimately increase brand awareness of the company.

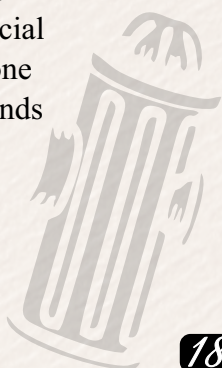
AFI should advertise on Google Ads and Facebook which have millions of subscribers and visitors every hour of the day. As new customers search for service providers on these search engines, AFI will show up among the top service providers which will lead to driving visitors to its websites and social media handles for effective brand awareness campaign for the company.

Having a presence on social media is an integral part of a holistic brand visibility efforts of a company. This is how Erik Qualman puts it "We don't have a choice on whether we do social media, the question is how well we do it." According to the Pew Research Center, 69 percent of US adults in 2018 used at least one social media site (Wilson et al pg 173). Customers interactions and peer discussions among them on company's social media platforms, have a far-reaching effect on their acceptance of the brand than what comes directly from the company. "A brand is no longer what we tell the consumer it is – it is what consumers tell each other it is" – Scott Cook (Wilson et al pg 171).

There should be a creation of Facebook and LinkedIn groups for AFI clients and networks where they can interact. With the knowledge about AFI's customers being technology savvy, the company will create frequent inspirational posts on the various social media platforms which will be interesting to customers. These posts should be educative, informative, and allow for AFI's customers to leave reviews.

AFI will look for celebrities who advocate on issues relating to the climate. This can be any well know person who is willing to partner with the company to promote causes such as preserving the environment and preventing fire outbreaks.

The first newsletter should be published by April 30, 2022, with a complete overview of the rebranded company. This first edition should introduce the company's logo, website, and social media platforms to the audiences. This April edition of the newsletter should have at least one major event to be featured prominently, which will leave a memorable impression in the minds of subscribers.



The first newsletter should provide details on changes that have been made and create a new level of expectation for clients. Further, some discounts, marketing deals or offers aimed at creating lifelong partnerships, and bringing in new clients, should be provided in the newsletter. Publish information that would allow AFI to regain the trust of customers. This is done through being transparent with information that otherwise would have been displayed in the fine print on other contract documents. This may include “Terms and Condition” and “Privacy Policy” (Marinaki).

Beyond the first edition, there should be regular publication of the newsletter once every quarter. These can be sent through customers’ email to reach as many as possible. Printed hard copies may be sent to customers who have a recent purchase experience with AFI. These will be added to reading materials in their reception areas for visitors to read.

The newsletter should be timely and relevant. Once you keep consistency with time of publication and the information is relevant, customers will be waiting in anticipation for the next publication, because there has been trust developed for the company.

Schedule And Budget

Based on the objectives, strategies and tactics proposed for AFI, the following table presents the scheduled timeline by which these targets should be achieved, and the cost of undertaking these exercises.

Task	Timeline	Budget
Create brand awareness	May 30, 2022	Design appropriate logo \$200
Design and publish new logo	April 20, 2022	
Design Business cards and letterheads	April 25, 2022	
Create Social Media Platforms	May 1, 2022	
Increase AFI’s Online Marketing Presence	June 30, 2022	Design of structure and content, secure domain name and hosting of site. Listing on web directories \$1500
Create website	April 15, 2022	
Sign-up on search engines	April 16, 2022	
Create email list	May 2, 2022	
Get listed on web directories	May 20, 2022	
Increase Existing Customer Engagement	June 30, 2022	Creating social media accounts and payment for boosting presence \$2000
Create and share social media posts	April 15, 2022	
Purchase pop-up ads with Google and Yahoo	April 15, 2022	
Identify and engage an influencer	May 20, 2022	
Review platforms created and provide feedback	May 25, 2022	
Launch Newsletters	April 30, 2022	Developing, printing and distribution of two editions for the year 2022 \$1000
Identify staff member to work on newsletters	April 15, 2022	
First draft of first edition completed	June 20, 2022	
Final review and printing	July 15, 2022	
Newsletter distribution	July 25, 2022	
Quarterly production		



*Ethics
&
Evaluation Plan*

Evaluation Plan

Evaluation is the “process of judging or calculating the quality, importance, amount or value of something” (Cambridge Dictionary). Having the tools and criteria to evaluate the processes recommended here would help AFI achieve these objectives. The tools and criteria for assessments of each objective are provided below.

Objective 1:

Create a Visual Brand Identity for AFI by 30th May 2022. This should form part of AFI's overall rebranding efforts to attract new clients and retain already existing loyal clients. Over time, the evaluation should be able to test brand recognition and acceptability among stakeholders.

Process for Evaluation:

1. Conduct a survey to determine how stakeholders feel about the current visuals and the level of brand recognition by these stakeholders. This should be done 4 weeks prior to the unveiling of the new brand visuals – Logo, website, letterheads and social media platforms.
2. Conduct a survey a month after the new visuals have been launched to test stakeholders' perception of the new brand visuals.
3. Popup survey on website or social media accounts (Instagram, LinkedIn) to up vote or down vote new brand visuals.
4. Request for feedback from stakeholders through survey ratings.
5. Keep a good record of survey results and that of any other studies for analysis and improvements.

Objective 2:

Improve AFI's online marketing presence to attract potential customers and improve credibility with existing customers. AFI's presence on these media channels such as website, social media (Facebook, Instagram, and LinkedIn) should be monitored and evaluated within a week after a new post is provided. Monitoring could be achieved by using the following methods.

Processes for Evaluation

1. Use Google Analytics for website to track data, time spent on website amongst other relevant information.
2. Use excel sheets for a period of 3 to 6 months to track the weekly number of followers.
3. Use Facebook and Instagram insights to track content interaction rate; this could be done by taking monthly averages on all the posts.
4. Use LinkedIn Analytics report to track followers and visitor's records. Also check the reactions and post interactions of visitors and connections.
5. Use Google Analytics for website to track data, time spent on website amongst other relevant information.
6. Request after service customer feedback.





Objective 3:

Increase Existing Customer Engagement. Through emails, popup ads, and the use of bulk SMS, the outreach should gain over 200 interactions within the first week of the message dissemination.

Processes for Evaluation

1. Use email monitoring tools such as Mailtracker, RightInBox or Email Analytics.
2. Use Google Analytics to assess reach of Google Ads and website visits.
3. Short pop-up survey on how they first heard of AFI.
4. Newsletter subscriber button to access new visits to the website.
5. Monitor number of visits to website within periods when outreach messages are sent out.
6. Include short interactive surveys in Newsletters for readers – survey questions can focus on customers' expectations, preference, and industry trendy topics.

Ethics

The need for AFI to be fiercely independent and ethical in performance of services to its clients and the public cannot be overemphasized, given the sensitivity of the outcome of investigations. Fire outbreaks could be by accident or intentionally started by fraudulent arsonists. Mike Wisekal highlights the existence and prevalence of fraud in the insurance industry with the following statement:

Arson fraud – a type of insurance fraud involving the willful and malicious burning of property for the purpose of collecting insurance money – continues to be a significant issue for the insurance industry. Recognition of warning signs and prompt action are key to identifying arson fraud and obtaining the evidence needed for repudiation of fraudulent insurance claims. A forensic investigator expertise in interpreting fire scenes can add to the weight of evidence when pursuing a repudiation against arson fraud.

With this background, AFI should ensure each investigator is trained and works with the highest ethical standard. There should be no room for compromise to favor one client against another. AFI staff should always work professionally by doing the following among others:

- Physically and thoroughly investigate every lead and information provided for the work.
- Disclose all conflict-of-interest situation to all parties involved in a particular investigation.
- Ensure a partial report is provided to client within a few days after initial visit to site.
- Ensure on-time-delivery of final report to clients and other interested parties required by law to receive the report.
- Ensure billings are consistent with industry rate and it is transparent, fair and indiscriminatory. When success is mostly based on financial consideration, the chances of being unethical in one's line of duty is high (Wilson & Wilson pg 2).

Business Promotion

In a competitive industry such as the one AFI operates in, the tendency to be unethical in representing what a company can offer in terms of capabilities, skills and general service delivery can be very high. Encyclopedia.com defines ethical marketing to be “deliberately applying standards of fairness, or moral rights and wrongs, to marketing decision making, behavior, and practice in the organization.” Caroline Forsey also states that “Ethical marketing refers to a marketer’s responsibility to ensure all marketing activities adhere to the core ethics principles, including integrity, humility, and honesty – both internally, and externally” (Forsey) Clients develop favorable attitude for a company that does the right thing in terms of pricing and being truthful at all times. This gives the company a comparative advantage over its competitors.

AFI should therefore:

- Avoid unfair and deceptive marketing tactics by providing customers value for money in its service delivery
- Avoid misrepresentation, coverup, omission, evasive or disingenuous approach in marketing
- Avoid exaggeration and false comparisons
- Avoid making unverified claims
- Deliver exactly what you promise to deliver including on time reporting of work done
- Be transparent in interactions with the publics
- Be truthful and responsible to clients’ concerns
- Always protect client’s data and privacy

Bottomline, AFI should adhere what Joan Harrington is quoted to have said, “For all organizations, to figure out whether marketing is ethical, you'll want to ask whether marketers are operating transparently? Is the product accurately described? Is the marketing ahead of the *actual* product? And is there undue pressure on potential consumers?” (Forsey) (Harrington).

Avoid Personal and Professional Ethical Dilemma

“Ethical dilemmas are situations in which there is a difficult choice to be made between two or more options, neither of which resolves the situation in a manner that is consistent with accepted ethical guidelines” (Your Dictionary). AFI employees should adopt the Wilson’s six rules for ethical decision making:

- Make your ethical decisions now – It becomes easier to act when you know what your choice of action would be when confronted with ethical decisions. Financial need nor pressure should influence you to make a bad choice.
- Develop empathy – Avoid being too judgmental of others. Be governed by the golden rule and treat others as you would want to be treated.
- Take the time to think things through – Be methodical and careful in making decision.
- Call a “spade” a “spade” – Speak and defend the truth and avoid deception in all its forms including, lying, cheating, and stealing. Be dependable and reliable. Do what you promise your client you will do.
- Recognize that every action and decision has an ethical component – There is no big or small decisions. Every decision is equally important and has ethical consequences. Being aware of these possible consequences would help avoid ethical crisis.
- Establish a freedom fund – Being financially secured would reduce pressure and help avoid making poor ethical decisions. A freedom fund allows you to provide for your family in times of employment difficulties and life crisis.



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Correct Logo Usage



Wrong Logo Usage



Wrong Writing



Wrong Background

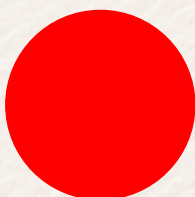


Wrong Background

Old Logo



Core Colours



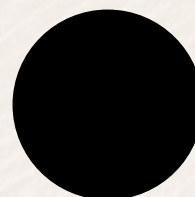
#Ef0000
RGB



#Ff6600
RGB



#EFFFO0
RGB



#000000
RGB



#F3F3F3
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