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MEMORANDUM

To: Taylor Zeinert
From: John Weidl, City Manager
Date: 6/28/2023
Re: Marketing and Communications Plan

Subject: Pros and Cons of the Marketing & Communications Plan

I wanted to provide you with an overview of the relative strengths and areas of caution within the Marketing & Communications Plan developed by Kristina Koslosky for the City of Whitewater. This analysis will help us understand how to define our measurables and areas for monitoring.

Plan Strengths:

1. Clear objectives: The plan clearly outlines specific objectives, including raising awareness, increasing engagement, improving brand reputation, and enhancing employee recruitment and retention.
2. Target audience focus: The plan identifies the target audience's needs, challenges, and preferred communication channels, ensuring that our marketing efforts are tailored to effectively reach and engage with them.
3. Competitive analysis: The plan provides recommendations based on a competitive analysis of other cities, villages, and towns in the area. It suggests leveraging popular platforms such as Facebook, Instagram, Twitter, and Vimeo, along with creating a LinkedIn presence and repurposing content on TV.
4. Positioning strategy: The plan defines a clear positioning strategy that highlights the city's mission, vision, and value proposition, emphasizing exemplary customer service, streamlined access to services, and opportunities for residents and businesses.
5. Comprehensive communication schedule: The plan includes a detailed communication schedule, indicating the frequency and content for various channels, including the website, spotlights, press releases, newsletters, and social media platforms.
6. Content strategy: The plan offers a well-rounded content strategy that includes a variety of content types, catering to the diverse needs and interests of the target audience, such as announcements, updates, event information, staff highlights, and city updates.
7. Social media guidelines: The plan provides guidelines for posting and sharing content on social media, ensuring a balanced approach between city-owned content and partner content while maintaining brand presence and giving credit to partners.
8. Evaluation metrics: The plan outlines key performance indicators (KPIs) for measuring the success of our marketing and communication efforts, enabling us to regularly evaluate and adjust our strategies based on data.

Areas to watch:

1. Limited resources: The plan acknowledges the limited resources as a weakness, which may pose challenges in executing all the recommended strategies effectively.
2. Reactive approach: The plan identifies being reactive rather than proactive as a weakness, indicating that there is room for improvement in terms of anticipating and addressing communication needs in a timely manner.

3. Accountability challenges: The plan recognizes accountability as a weakness, suggesting that establishing clear accountability measures may be necessary to ensure the successful implementation of our marketing and communication efforts.
4. Lack of specific metrics for reputation and employee recruitment/retention: The plan mentions evaluating the improvement of brand reputation and employee recruitment/retention but does not provide specific metrics or indicators for measuring progress in these areas.
5. Lack of information on implementation responsibilities: The plan briefly mentions implementing social media activities and publishing news and press releases but does not provide clear information on the specific responsibilities and roles for implementation, potentially leading to confusion or lack of coordination.

In conclusion, the Marketing & Communications Plan provides a comprehensive framework for achieving our defined objectives and effectively reaching our target audience. However, addressing the identified weaknesses, such as limited resources, a reactive approach, and accountability challenges, will be crucial for the successful implementation of the plan. Furthermore, it would be beneficial to establish clear implementation responsibilities and metrics for measuring the improvement of brand reputation and employee recruitment/retention.

Please let me know if you have any further questions or if you would like to discuss any specific aspects of the plan in more detail.

Thank you.

Best, - JSW