



# INTEGRATED MARKETING COMMUNICATIONS PLAN

ELEVATED MARKETING AGENCY

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# SITUATIONAL ANALYSIS

## WHO IS KREG TOOL COMPANY?

Kreg Tool Company was founded in 1989 after Craig Sommerfield developed a U-shaped single-hole jig. The unique design hid a cabinet joint from view. This solution was widely popular among woodworkers. The tool proved to be abundantly successful when sold at woodworking shows.

Pocket-hole joinery became synonymous with the Kreg name. This led woodworkers to trust Kreg's products and services. For over 30 years, Kreg has believed in helping customers connect their head, heart, and hands.

Kreg is known for its world-class safety. They aspire to give their customers tools to form a sense of accomplishment with every project created.

## WHERE IS KREG TOOL COMPANY NOW?

Located in Huxley, Iowa, Kreg Tool Company is employee-owned and home to more than 225 employees. With the onset of the COVID-19 global pandemic, Kreg hired 75 temporary workers to help with production efforts. The company did this because they saw an unprecedented surge in demand for their products. Over the years, Kreg Tool Company has been awarded many accolades praising the effectiveness of their products. For example, in 2020, the Pocket-Hole Jig 320 was named under "Best Tools of 2020" by Popular Mechanics magazine.

## WHERE IS KREG TOOL COMPANY MOVING?

As their products and services continue to fare well in the market, Kreg is striving to reach a new goal by December 31, 2021: to position themselves as the employer of choice in Central Iowa.

According to Kreg Tool Company, being an employer of choice means:

- Three years before an employee is hired, the individual has had Kreg Tool Company on their radar.
- Three years after the employee has parted with the company, the individual's family still speaks about the great experience and workplace Kreg Tool Company provided.

Kreg Tool Company is a fast-growing company and will be relocating to Ankeny, Iowa in 2021 where new headquarters are currently under construction. With this relocation, Kreg has large opportunities for growth, the potential for further brand awareness, and access to new talent.

# RESEARCH

Elevated Marketing conducted secondary research by

- Examining Kreg Tool Company's core values and ideologies
- Analyzing and identifying their internal and external audiences
- Pinpointing employee's view of the company
- Utilizing Kreg's internal research regarding employee experience within the company.

This research was necessary to analyze the pieces of their company to make informed suggestions. This allowed us to suggest how to position Kreg as the employer of choice in Central Iowa.

Internal employee surveys indicate an overall engagement score of 69 percent, which is a strong rating for the manufacturing industry. In addition, these surveys showed the following:

- Employees feel Kreg is a second family;
- Team members have your back;
- Input on decisions are listened to and valued; and
- Kreg continuously pushes to go above and beyond.

Our team also conducted secondary research through a Home Base Iowa (HBI) official. HBI helps veterans and their spouses find jobs. They do this by connecting them with Iowa employers. Transitioning back to civilian life is a difficult process for military families. Fortunately, HBI has several success stories. We found Kreg Tool's internal environment aligns with what many veterans seek as a career path.

Based on our research, client insights, and a focus on alignment, we are pleased to present you with the following Integrated Marketing Communications plan.

# GOAL

Kreg Tool Company will become the top employer of choice in North America.

# OBJECTIVES

## PRIMARY OBJECTIVE

In the next 12 months, Kreg Tool Company will become an employer of choice in central Iowa via increasing its brand recognition by 10 percent among employees, business leaders, and the media.

## SECONDARY OBJECTIVE

To expand Kreg Tool Company's awards and recognition from external entities by 25 percent within Central Iowa, across the state, and throughout the nation by 2025.

# STRATEGIES

- Collaborate with organizations that help veterans find jobs to increase awareness of Kreg's open positions.
- Position Kreg as an employer of choice on social media.
- Have a strong presence at local networking events in central Iowa.
- Launch digital advertising featuring Kreg's brand and other positive aspects.
- Actively engage with local media and build relationships with them.

# MESSAGES

- Kreg has exceptional employee engagement outperforming manufacturing industry averages.
- As an employee-owned company, Kreg generates greater productivity, motivation, and profitability.
- Kreg's creativity and family-values offers a great place to work for talented individuals, especially veterans.

# TARGET AUDIENCES

## Internal:

- Executives
- Managers
- Front line employees
- Veterans
- Retirees

## External:

- Business executives (Iowa/region)
- Media (traditional/electronic/digital)
- Industry Leaders
- Veterans across the U.S.
- Prospective employees for Kreg

# TACTICS

- Collaborate with Home Base Iowa as a business partner within the next year. Host a career-building event with this organization. Have a table at the Home Base Iowa career fair.
- Connect Kreg veteran employees with an external veteran to establish relationships and build company awareness throughout the year.
- Using social media, feature employees describing their career opportunities and unlimited growth within the company. Highlight one employee per week.
- Host in-person and virtual tours of Kreg monthly.
- Communicate stories about the company's values on social media weekly.
- Advertise on LinkedIn on a monthly basis and feature a veteran endorsing Kreg as a good place to work.

# METRICS

## EVENT ATTENDANCE METRICS

- Track number of attendees at Kreg events.
- Host quarterly events and evaluate attendance following the event.

## SOCIAL MEDIA METRICS

- Track clicks of LinkedIn posts to determine growth and engagement.
- Evaluate the number of followers each month on Instagram, YouTube, Facebook, Twitter, and LinkedIn.

## SURVEYS

- Implement quarterly internal surveys to find out what to improve on for employee satisfaction.
- Evaluate surveys semi-annually.

## BRAND AWARENESS METRICS

- Host focus groups to measure the awareness of Kreg Tool and if they consider it as an employer.
- Measure brand awareness through website traffic to better understand the number of people visiting the Kreg Tool site.

# BUDGET

## HOME BASE IOWA CAREER FAIR SUPPLIES

- 6ft draped custom tablecloth - \$230.00 for 1
- 3x5 Bumper Stickers - \$0.69 for 500
- Vienna Stylus Pens - \$1.91 for 1,000
- Reusable Bags - \$1.62 for 600
- Informational Booklets - \$ for (I am waiting for an estimate from CopyWorks)
- 200 mini American Flags - \$50

## CAREER-BUILDING EVENT WITH HOME BASE IOWA

- 2,000 square ft room at the Fairfield by Marriott, Des Moines Urbandale - \$300
- Hy-Vee Catering - 4 appetizers at \$10 a person

## KREG TOURS

- HyVee Catering - 4 appetizers at \$10 a person
- 1 tour every month with 40 people

## ADVERTISING

- Facebook/Instagram Ads - \$400 per month (based on a reach of 8.8k-25k in a 50-mile radius of Ankeny).
- LinkedIn Ads - \$400 per month (based on a reach of 3.9k-17k in and around Ankeny)

# STAFF



**MADALYN MUELLER**  
ACCOUNT MANAGER

Junior in Advertising with minors in Event Management and Data Science

Madalyn is from Taylor Ridge, IL and works part-time as a Digital Media Assistant for Practical Farmers of Iowa, where she previously worked as a Communications Intern.



**MACKENZIE WHITE**  
DIGITAL MARKETING DIRECTOR

Senior in Advertising with minors in General Business and Classical Studies

Mackenzie is from Treynor, IA and currently works as General Manager for a local business. She has previously worked as a Social Media Manager for The Blue Owl and was an intern for Bucket Media, a Digital Marketing Firm based out of Columbia, MO.



**SIDNEY SCOTT**  
CREATIVE DIRECTOR

Junior in Advertising with a minor in General Business

Sidney is from Cedar Rapids, IA and is currently interning remotely at Great America Financial Services as a part of the Office Equipment Group marketing team.



**BROOKE FLEMING**  
MEDIA PLANNER

Senior in Advertising with a minor in General Business

Brooke is from Maple Grove, MN and interned for nine months at Story County Administration as a Social Media and Communications Intern. She is the Social Media Chair for her dance club on campus.



**JACKSON MISCHIO**  
RESEARCH DIRECTOR

Senior in Advertising with a minor in Spanish

Jackson is from Minnetonka, MN, and has previously interned for Windbound Content Marketing Firm this past summer.



**MARIAH BURDS**  
PRODUCTION DIRECTOR

Junior in Advertising with a minor in General Business

Mariah is from Epworth, IA and has been employed for five years with Fareway as a Produce and Dairy Clerk. For two years she has managed a Public Relations Position for a student organization on campus.



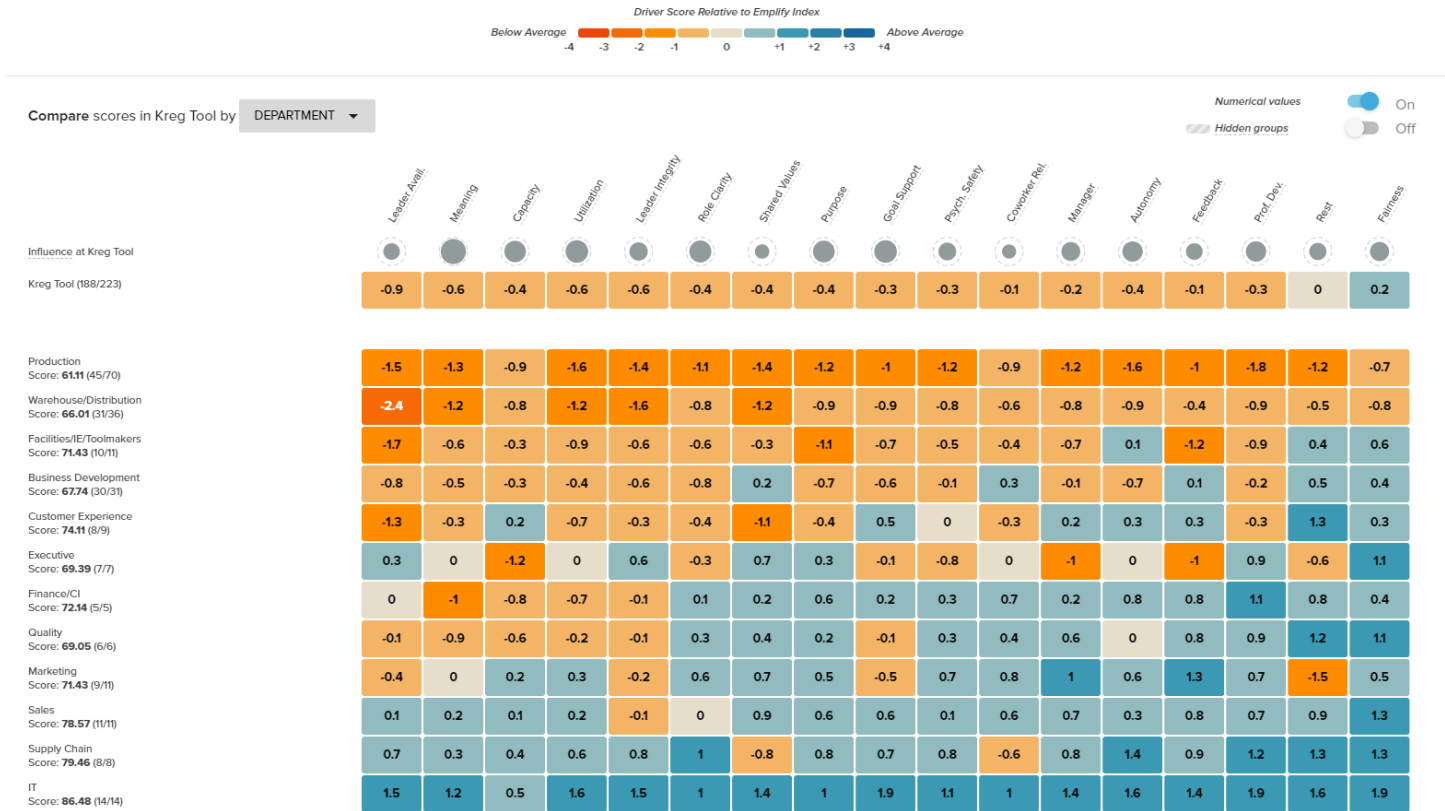
# APPENDIXES

## SECTION 1: EMPLOYMENT ENGAGEMENT SURVEY

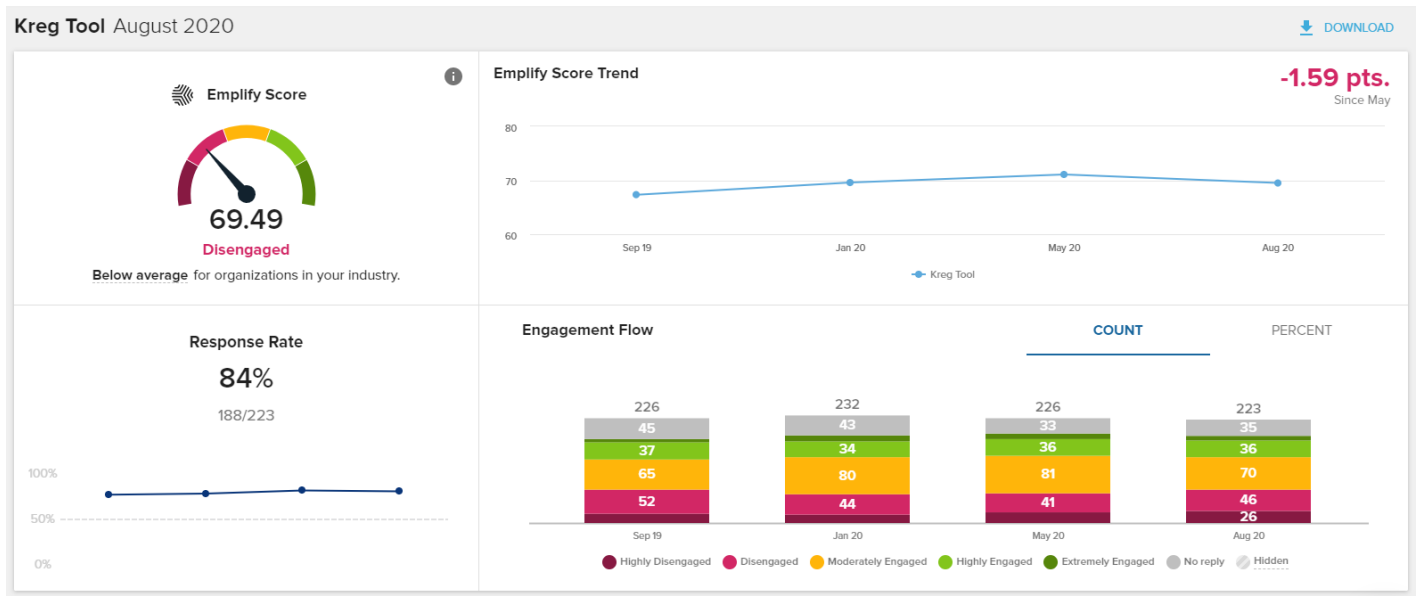
### IMAGE A: KREGWIDE EMPLIFY ENGAGEMENT DRIVER SCORES



# IMAGE B: KREGWIDE EMPLIFY ENGAGEMENT HEAT MAP



# IMAGE C: EMPLIFY ENGAGEMENT KREG OVERALL 2020-09-30



Above is the internal research that was conducted for Kreg's employees.

In Image A, you can see the overall trends of all of the engagement drivers for Kreg employees as a whole. Although the scores appear to be low, they have remained consistent in the past year, which is most important to the Kreg Tool Company. Some of the engagement drivers are more influential than others, such as 'meaning' and 'goal support.' These are indicated by the size of the gray circles under the "influence" category in Image A and B, with larger circles indicating greater influence than those represented by a smaller circle. The breaks in the lines in Image A represent a change in the evaluation method used to measure each driver. The gray lines show the previous trend of the old method, and the blue lines show the new trend of the current method.

Image B shows a heat map of each driver, and is sorted by individual departments at Kreg Tool. As you can see, production and warehouse tend to have lower scores than departments like IT and supply chain. This is simply because IT and supply chain are more connected to the people that they work for, while warehouse and production are more connected to the products. You can also see the overall scores of each driver, just like we previously saw in Image A.

In Image C we are shown the level of engagement of Kreg Tool employees over the past year. Although 69.49 appears to be a low score and is marked as 'Disengaged' in the image, it is actually a very strong score for the manufacturing industry. You also see that overall employee engagement has gone up. Kreg Tool made it a goal to have employee engagement exceed 80%, which they have surpassed. In addition, Kreg Tool fared much better than most other companies during the COVID-19 pandemic. Overall, Kreg Tool has a very strong employee engagement for the industry that they are in.

## SECTION 2: DES MOINES REGISTER "TOP WORKPLACE" SURVEY

Our mission in this marketing plan was to position Kreg Tool as an employer of choice. In order to do this, Kreg Tool needs more media recognition. It is important to get the name of the company out there so people remember it when they are looking for a job. We also want local business executives and industry leaders to know how great of a place Kreg Tool is. One way to do this is to be recognized as a "Top Workplace" in the Des Moines Register. We based our plan around the questions asked in this survey. Below is the paper version of the "Top Workplace" Survey.

## Any more thoughts to share?

To stay confidential, don't write anything that could reveal who you are.

What three words best describe the culture at this organization?

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What do you like most about your job?

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How could this organization better help you do your job?

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Thanks for completing this survey!  
Please return the survey in the provided postage-paid envelope.



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## What do you think about your workplace?

Your employer asked us to help them listen to what you want and need. This is your safe chance to speak your mind, celebrate successes, and inspire change.

This anonymous survey should take less than 5 minutes to complete. When you're done, please return it in the provided postage-paid envelope.



Making the world a better place to work together.

11/27/2010 11:23:23 AM

## Share a little about yourself...

Your answers are confidential - we never share details that could identify you.

Which best describes your connection to this company?

- Full-time employee     Part-time employee  
 Contractor/temp/1099

How long have you worked at this company?

- Less than 6 months     5 to 10 years  
 6 to 12 months     10 to 15 years  
 1 to 3 years     More than 15 years  
 3 to 5 years

Which of the following best describes your position?

- Team member  
 Manager  
 Senior manager

What is your annual income from this company?

- Less than \$30,000     \$50,000 to \$100,000  
 \$30,000 to \$50,000     More than \$100,000

To confirm your primary work location, please enter the 3-digit area code for the local phone number.

(enter three zeros if you are outside the USA and Canada)

If your employer provided a list of departments, please enter your department code:

## ...and about your workplace.

Please respond to the following statements.

	Strongly Disagree	Slightly Disagree	Neutral	Slightly Agree	Strongly Agree
I feel genuinely appreciated at this company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This company operates by strong values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My manager makes it easier to do my job well	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This job has failed to meet the expectations I had when I started	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My pay is fair for the work I do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel well-informed about important decisions at this company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is good inter-departmental cooperation at this company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New ideas are encouraged at this company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
At this company, we do things efficiently and well	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My job makes me feel like I am part of something meaningful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My benefits package is poor compared to others in this industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have the flexibility I need to balance my work and personal life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My manager helps me learn and grow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have confidence in the leader of this company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This company encourages different points of view	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I get the formal training I want for my career	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Senior managers understand what is really happening at this company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have considered searching for a better job in the past month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This company enables me to work at my full potential	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My manager cares about my concerns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This company motivates me to give my very best at work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meetings at this company make good use of my time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe this company is going in the right direction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would highly recommend working at this company to others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt pressured to respond positively to this survey	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

One more page

## SECTION 2: HOME BASE IOWA

A part of the secondary research that we conducted was attending the Iowa Statewide Veterans Conference. Here is what we found from the session “How Iowa Businesses Can Best Leverage Home Base Iowa” which seemed to align with our objective:

- Veterans are team players, but they are also great at thinking independently.
- When you first hire a veteran, assign them a buddy, it would make them more comfortable.
- When interviewing a veteran, keep it simple. They aren’t used to talking about themselves.
- Do some research on the jobs listed on the veteran’s survey in order to understand them better. If you’re not a veteran, it is usually hard to understand what the job entailed and the skills they gained from it.
- Create a mentorship program with new hire veterans and existing veteran employees
- Keep the veteran engaged after interviewing them so that they know if they need to keep job searching or not. Make sure to follow up with them.
- Learn more about PTSD and other common mental illnesses for veterans in order to understand their situation better.
- Spouses of veterans move around a lot, that’s why their jobs on their resumes are all over the place. Because of this, they are great problem solvers and very adaptable.
- Look into Veteran Employer Resource Groups.
- Check out the Home Base Iowa website for additional resources.

