

## Executive Summary

### Company

**Resume Impressions** is a small company located in Athens, Ohio, and focused on providing professional resume services both locally and nationally. Resume Impressions has been in business for over 20 years and the principal, Melissa Kasler is “Southeast Ohio’s first and only Certified Professional Resume Writer (CPRW).<sup>1</sup>” According to her web site, her credentials include:<sup>2</sup>

- CPRW Certification Committee Member
- Six-time winner of international “Best Resume” honors
- Member of the Professional Association of Resume Writers and Career Coaches since 1990
- Member of Career Masters Institute since 2000
- Guest speaker at Ohio University

### McPromo Engagement

Ms. Kasler engaged the McPromo team to research and identify market identity and communication problems and to suggest an integrated marketing communication (IMC) plan that will address the problems identified in the research. In particular, Ms. Kasler has asked McPromo to focus on Ohio University students as both the target of the research initiative and the IMC campaign.

The research was accomplished through the use of a survey instrument to assess market awareness of the importance of a professional resume with respect to gaining employment, market awareness and knowledge of Resume Impressions, and any potential intent to engage Resume Impressions in the future. The survey instrument is available in Appendix A.

### Current Situation and Research Results

The research phase was implemented as face-to-face surveys of 500 current Ohio University undergraduate students on the Athens Campus. Pre-screening questions were used to screen the survey participants before the survey instrument was filled out. The following table shows the demographic characteristics of the respondents. As the table shows, the survey is fairly well balanced across both sex and year of college.

Undergraduate Year	Count	%	Sex	Count	Percent
Freshman	140	28%	Male	237	47.4%
Sophomore	130	26%	Female	263	52.6%
Junior	135	27%			

<sup>1</sup> <http://www.resumeimpressions.com/Sections-article1-p1.phtml>, accessed 11/1/2009 12:35 PM

<sup>2</sup> See above

Senior	95	19%	
--------	----	-----	--

### Survey Results

	Not		Neutral		Very
What is the importance of having a professional resume when applying for a job?	1	2	3	4	5
	0	0	0	27	473
	0.0%	0.0%	0.0%	5.4%	94.6%

Students answered overwhelmingly that it is **important** or **very important** to have a professional resume when applying for a job. This is reflected in the fact that no respondent rated it neutral or below.

Who creates your resume?	Self	Parent	Friend	Service
	455	17	28	0
	91.0%	3.4%	5.6%	0.0%

Overwhelmingly (91%) students create their own resume, with a small number engaging the help of friends or parents. No one responded that they use a service to create their resume.

Do you know that there are resume services available?	Yes	No
	482	18
	96.4%	3.6%

Approximately 96% of the respondents already knew that there are professional resume services available.

Would you consider using a resume service?	Yes	No
	386	114
	77.2%	22.8%

More than 77% of the respondents indicated that they would consider using a resume service. For the 23% that said that they would not consider using a resume service, a follow-on question asked only of respondents that indicated that they would not consider using a resume service, provides the following categories of response.

If not, why?	Cost	Result	Flexibility	Other
	436	26	26	12
	87.2%	5.2%	5.2%	2.4%

As can be seen, for the respondents that indicated that they would not consider a resume service, the overwhelming majority indicate cost as the reason. This is an interesting result because no actual pricing information was provided. It seems that at least some people assume that a professional resume service will be cost prohibitive. It was a missed opportunity, and a deficiency of this survey, that we did not poll for expected and acceptable pricing. This is a hazard with single-application survey studies that can only be eliminated by a trial survey with its associated additional expenses. This deficiency should be addressed in the post-campaign effectiveness measurement research.

<b>Do you know about Resume Impressions here in Athens?</b>	<b>Yes</b>	<b>No</b>
	6	494
	1.2%	98.8%

In response to the question to determine market awareness, almost 99% of the respondents indicated that they had not heard of Resume Impressions.

## 1. Problem / Opportunity

McPromo's interpretation of the survey results is that most people see the resume as a critically important part of the job hunting process, but they feel up to the task of doing it themselves. They do know that resume services exist, but apparently do not believe that the resume that they would get from a resume service is a good value relative to the price that they would expect to pay. Still, most would consider using a resume service, although we assume that they are likely to be price sensitive. This is supported by the fact that of the ones that said that they would not consider using a resume service, 87% indicated that cost was the primary reason. The survey results reveal an appropriate set of project objectives for increasing awareness and moving the target market along the route to making a purchase.

## 2. Project Objectives

1. Increase the percentage of students, in each year of college, that believe that they should use a resume service instead of creating their resume themselves from the current approximately 0% to: 8% of freshmen, 10% of sophomores, 15% of juniors, and 30% of seniors through the use of posters, events and other publicity by the end of April, 2010.
2. Increase the percentage of students, in each year of college, that are aware of Resume Impressions from the current approximately 1% to: 15% of freshmen, 20% of sophomores, 30% of juniors, and 45% of seniors through the use of posters, events, web advertising, and other publicity by the end of April, 2010.

## McPromo Group Project - Draft

3. Increase the number of people that intend to use a resume service from the current approximately 0% to: 2% of freshmen, 4% of sophomores, 8% of juniors, and 10% of seniors, through the use of events and publicity by the end of April, 2010.

### 3. Target Market

The target market for this IMC campaign is undergraduate students at Ohio University attending the Athens campus. If successful, a follow-on campaign targeting other campuses may be initiated.

Because the plan focuses on creating awareness, intention, and then action across the years that a student is in college, and to allow for the fact that freshmen and sophomores are less likely to actually need a professional resume, the campaign will segment the market by year in college, with separate primary goals for each segment. Further targeting is examined below in the media section.

### 4. Budget

Spending medium	Number/Frequency	Rate	Total Price	Additional details
<b>Public Relations</b>				
Event – Lounge Rent	2 days	\$ 175	\$ 175	The first event is done in collaboration with the sales center and therefore the rent is exempted; charges only apply for the second event.
<b>Advertising</b>				
Radio	2Xday for 2 months 1Xday for 3 months	\$11.00 per 30-sec ad	\$2,210	For first two months we run twice per day. For the next three months we run once per day.
Flyers	Wage: 4 hours X 2 days, X 2 people @ \$7.25 = \$116 Printing: 1000 copies	Wage: \$58 / person Printing: \$75	\$382	Print and hand out promotional flyers two days before event for two events
Banners	2 banners (Kinkos)	\$121.49	\$242.98	One week before each event, hang one banner at Alumni gate and one at Baker Center
TV screens (Baker Center)	2 x 2 weeks	\$ 10 per week	\$ 40	Two weeks prior to each event; ads to be

## McPromo Group Project - Draft

				displayed once in every 10 minutes.
<b>Sales Promotions</b>				
Discount Coupons	Printing: 100 coupons	100@ \$0.08 / coupon	\$8.00	Passing out 50 coupons at each event
<b>Internet</b>				
Interactive website	Software development	Estimated price	\$1,500	Provide enhancements for interactive resume style and feature selection
Google AdWords	Activation: \$5 Cost / click \$0.01		\$15.00	Activation + 1000 clicks (to start)
LinkedIn	Activation: \$50 Actual pricing is complex. We are budgeting \$200		\$250	Adds on Linked in are bid on a cost/click (CPM) basis
		<b>Total:</b>	<b>\$4,822.98</b>	

NOTE: Facebook friend-messaging is noted in the media section below, but there is no cost. Advertising through the OU web site is free if done in concert with a student organization. The planned feature article in OU *Outlook* is also free.

### 5. Message

The message is crucial in developing a successful IMC campaign. The following sections examine various parts of the Resume Impressions message as it will be communicated through the IMC campaign. Resume Impressions already has slogan or tagline that is used on their web site. The slogan is "Resumes That Gets Results,"<sup>3</sup> and this slogan appears on only one page of the web site. McPromo recommends replacing this slogan with one that is more action oriented, especially with respect to having a professional service create the resume. To that end, we are recommending the slogan "**Get it Done Right.**" The emphasis in this message is intended to stress the idea of getting the resume done by a professional as opposed to doing it yourself.

### 6. Media

The following table provides an overview of the various media types, implementation plans, and additional information about how each component of the IMC campaign will be coordinated and delivered. The sections after the table address each channel and media type in more detail.

Media	Message	Details
<b>Public Relations</b>		

<sup>3</sup> <http://www.resumeimpressions.com/Sections-article2-p1.phtml>, accessed 11/1/2009 3:25 PM

## McPromo Group Project - Draft

Event (Sales Center)	Focus on why you should hire a resume professional?	Venue: Walter Hall in concert with the Sales Center Personal Development Day. Duration: A 30 minute slot
Event	<ul style="list-style-type: none"> <li>• Focus on why you should hire a resume professional?</li> <li>• Resume Tips</li> <li>• Art of writing a Covering Letter</li> </ul>	Venue: 1804 Lounge Duration: About an hour Coupons to be handed out at the event.
Feature Article	Importance of a professional resume	Melissa Casler writing a feature article in the college journal <i>Outlook</i>
<b>Advertisements</b>		
Radio		For first two months we run twice per day. For the next three months we run once per day.
Flyers		To be distributed outside Baker Center, no: 1,000 copies
Banners		One week before each event, hang one banner at Alumni gate and one at Baker Center
Video Ads		To be telecast in the TV screens in Baker Center
<b>Sales Promotion</b>		
Discount coupons	10% discount on fees and 'free consulting for one' offer	To be handed out to participants of the events mentioned above;
<b>Internet</b>		
Interactive (Website)		The option to choose between different standard formats for your resume. Option to create an online account with the company which makes it possible to do business with clients when they are not in Athens.
Ohio University official website		Ads to be displayed on the home page of Ohio University
Google Ad Words		Use of Google analytics Link to search for professional resume writing or resume tips

## McPromo Group Project - Draft

LinkedIn		Ads to go side by side on pages of various Ohio University communities, fan clubs and event invitations.
----------	--	--

### 7. Evaluation Plan

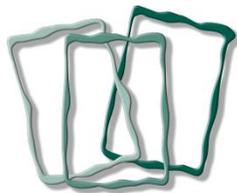
The evaluation plan provides a follow-up to determine if the campaign objectives have been achieved. Since this IMC campaign is designed to achieve its results by the end of April, 2010, McPromo recommends repeating the survey used to determine the current situation. This survey should be modified to address the deficiencies identified during its initial use. In particular, the evaluation survey should include a question or questions to determine expected and acceptable pricing. After the evaluation survey, McPromo will summarize and interpret the results and present the final analysis to Resume Impressions.

Appendix A – Survey Instrument

	Not		Neutral		Very
<b>What is the importance of having a professional resume when applying for a job?</b>	1	2	3	4	5
<b>Who creates your resume</b>	Self	Parent	Friend	Service	
<b>Do you know that there are resume services available?</b>	Yes	No			
<b>Would you consider using a resume service?</b>	Yes	No			
<b>If not, why</b>	Cost	Result	Flexibility	Other	
<b>Do you know about Resume Impressions here in Athens?</b>	Yes	No			
<b>What is your age?</b>					
<b>Sex?</b>	Male	Female			
<b>What year of college are you in?</b>	Freshman	Sophomore	Junior	Senior	

## Appendix B – Small Poster Examples

If you're not there then  
who makes the  
first impression?

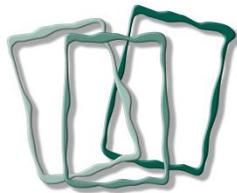


---

Get it done right:  
**RÉSUMÉ**  
IMPRESSIONS  
740.592.3993

Now *you* are a professional...

Shouldn't your *résumé* be?

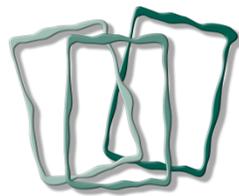


---

Get it done right:  
**RÉSUMÉ**  
IMPRESSIONS  
740.592.3993

How Important Is  
The Résumé?

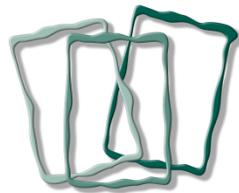
How Important Is The  
*INTERVIEW?*



Get it done right:  
**RÉSUMÉ**  
IMPRESSIONS  
740.592.3993

Using a homemade  
Résumé?

May as well wear a  
homemade suit.



Get it done right:  
**RÉSUMÉ**  
IMPRESSIONS  
740.592.3993