

Retail Integrated Web Campaign

Web Elements

- Landing page
 - Video
 - Child stories
 - Cause facts/stats
 - Testimonials
- WV Social Media
 - WV Homepage
 - Facebook
 - Twitter
 - YouTube
 - Instagram
 - Blog
 - eNews
- Partner/Retailer Social Media
 - Homepage
 - Facebook
 - Twitter
 - YouTube
 - Instagram
 - eNewsletter

In-Store Elements

- Bookmark or other takeaway
- Poster(s)
- Buttons for staff
- Video for in-store screen

Resources

- Content
 - Child/cause stories
 - Pictures
 - Statistics
 - Video
 - WV News story
 - Blog story
 - 1-pager info sheet
 - Review messaging/brand guidelines
- Operations / Logistics
 - Welcome letter - edit
 - Source codes
 - Shipping supplies
 - Premium with Welcome Kit (if applicable)
 - Digital code package from IBU / Site Catalyst
 - Block of children for online "pool"
 - Specific child picture folders
 - Partner "master list" for tracking (store locations)
- On-Line Resources
 - Partner on-line banner
 - Web page
 - Social media
 - WV on-line banner
 - Web page
 - WV rotating banner
 - Social media
 - FB image testing
 - Landing page functionality (tracking)
 - Analytics / tracking
 - Post for Intranet (copy/photo)
 - 12 twitter posts (copy)
 - 4 - 8 facebook posts (copy/photo)
 - 12 instagram posts (copy/photo)
 - urls for the individual landing page stories
- Creative
 - Buttons - vendor
 - Bookmark - printer/vendor