
GOALS & OBJECTIVES

Goal 1: Increase awareness for Hidden Treasures by Caritas.

Objectives

- Create one event specific to Hidden Treasures.
- Increase media coverage of the stores by five percent.
- Increase direct communication to supporters of Hidden Treasures by 15 percent.

Tactics

- Plan and execute a new annual event.
- Pitch updates on the store to the Waco Tribune-Herald, KWTX, KCEN, KXXV and The Wacoan twice a month.
- Include information on Hidden Treasures in quarterly Caritas newsletter and send out monthly email blast with information on sales.

Goal 2: Expand customer base.

Objectives

- Improve positive perception of Hidden Treasures by five percent.
- Increase store traffic by 20 people per week.
- Increase print advertising presence by five percent.

Tactics

- Promote higher-end merchandise.
- Distribute survey at beginning and end of campaign to measure perception.
- Post about sales on social media.
- Place flyers in new locations based on our target market.

Goal 3: Improve social media use.

Objectives

- Increase Facebook engagement by 10 percent.
- Increase Facebook page likes by 10 percent.
- Improve the visual content on the Facebook page.

Tactics

- Consolidate the two Facebook pages into one.
 - Invite people to like the Hidden Treasures page and link event pages to the Hidden Treasures main page.
 - Post appealing photo or graphic with each Facebook update.
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