

Marketing Plan

Uptown Partners of Pittsburgh

Presented By:

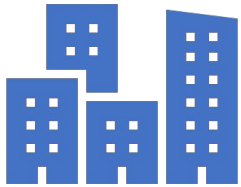
Emily Ginsburg, Tyler Hillard, Margie Franz, and Devon Shank

Positioning Statement

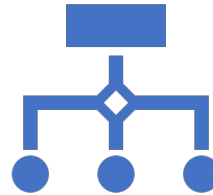
For residents of Uptown,

Uptown Partners of Pittsburgh's (UPP) goal is to revitalize the Uptown neighborhood. UPP will do this by pursuing an action plan that ensures the development of a clean, safe, green, and equitable neighborhood. Uptown Partners' revitalization plan promises to collaboratively create a vision and pathway for uptown's much-needed revitalization.

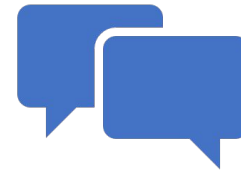
Marketing Objectives



1. Revitalize Uptown



2. Communicate each step that goes into revitalization with residents



3. Connect with all potential sponsors and investors

Client Analysis

Overview:

- A non-profit organization founded in 2007
- Mission to revitalize the Uptown neighborhood of Pittsburgh by improving the community's quality of life.
- Works with Port Authority of Allegheny County, the Urban Redevelopment Authority, Green Building Alliance, Oakland Planning & Development Corp., and more
- Goals: Develop clean and safe neighborhoods, rebuild population, revitalize vacant buildings, new businesses, integrate arts into landscape
- Major Contributors: PPG Paints Arena, Pittsburgh Penguins, UPMC Mercy, Duquesne University



Digital Assets

	URL	Comments
Website	https://www.uptownpartners.org	
Event Site(s)		
Ticketing		
Instagram	@uptownpartners	1,047 followers
Facebook	@uptownpartnersofpittsburgh	
LinkedIn	Uptown Partners of Pittsburgh	
Twitter	@uptownPGH	2,168 followers
Snapchat	N/A	
YouTube	N/A	Some news about the area, no mention of the client. Could be established.
Reddit	https://www.reddit.com/search?q=Uptown%20partners%20of%20Pittsburgh	No presence, some news articles about the area that do not include them.
Google Business Reviews		1 review 3/5 stars
Yelp	N/A	No presence, could be established.

SWOT Analysis

Strengths:

- High Twitter exposure
- Valuable local connections/contributors
- Very little competition
- Understandable and genuine mission
- Large consumer base
- Works with community and city resources

Weaknesses:

- Lack of Instagram presence
- Lack of recently hosted events
- Lack of advertising for events that did occur

SWOT Analysis

Opportunities:

- Take advantage of the overall annual increase of nonprofit donations.
- Increase online advertising (relatively cheap), non-profit tax code advantages.

Threats:

- The Pittsburgh Foundation,
- Sustainable Pittsburgh
- Genesis of Pittsburgh Inc.

Market Segments

Most of the residents of Uptown Pittsburgh are college students

They tend to have a more liberal bias and lean more towards social and environmental issues.

There is also a significant homeless population

Target Market

Residents of Uptown Pittsburgh

- Most residents are on the younger side and tend to lean towards more environmentally friendly causes.

Population: 5,882

- This includes residents of Duquesne University

Demographics:

- White 61.0%
- African American 32.2%
- Hispanic or Latino 5.6%
- Asian 2.1%
- American Indian and Alaska Native 0.6%

Persona

PROJECT: Uptown Partners of Pittsburgh PERSONA: Laura Spencer

NAME

Laura Spencer

MARKET SIZE



60 %

TYPE

Idealist



Quote

“

You cannot push anyone up a ladder unless he be willing to climb a little himself.

-Andrew Carnegie

”

Demographic

Female 26 years

United States

Single

\$57,800/year

Motivations

- 1) To make Pittsburgh a better place
- 2) To help other people
- 3) To accomplish the first two in a green way

Frustrations

- 1) Poverty
- 2) Climate change
- 3) The lack of charity in the world at large

UXPRESSIA

This persona was built in uxpressia.com

Brand Promise: Revitalize the Uptown neighborhood		
Positioning Statement: Uptown Partners of Pittsburgh's goal is to revitalize the Uptown neighborhood. Uptown Partners of Pittsburgh will do this by pursuing an action plan that ensures the development of a clean, safe, green, and equitable neighborhood. Uptown Partners' revitalization plan promises to collaboratively create a vision and pathway for uptown's much-needed revitalization..		
Target Audience: Uptown and nearby Pittsburgh neighborhoods		
Message Pillar 1: New neighborhood development	Message Pillar 2: Safe and sustainable development	Message Pillar 3: New business and arts opportunities
Proof Point 1: Real Estate Design and Development Committee: The REDD Committee works with developers to create more sustainable and equitable living.	Proof Point 1: MLK Community Garden: Lets residents of Uptown purchase Garden beds to grow their own crops.	Proof Point 1: UptownArts: This is a committee run by artists and residents that meets with developers to add art in their developments.
Proof Point 2: Uptown Public Realm District provides ensured equitable housing options	Proof Point 2: Sustainable Small Business Designation Program: part of Sustainable Pittsburgh; recognizes small business success from sustainable practice	Proof Point 2: Art on Gist Street Project: a street gallery constantly in progress filled with different mediums of art
Call to Action: Become an active participant of your community		

Big Idea: Film Festival



How it will work:

- Each Friday a selected group will be presented the 24-hour film challenge.
- The group will have 24 hours to; Write, film and edit a film to present to Uptown Partners.
- The project **MUST** be filmed within the boundaries of Uptown.

Big Idea: Film Festival



- At the conclusion of 50 films the contest will close.
- Then Uptown Partners will review all the films and chose 5 to present at the annual **Uptown Partners Film Festival**.
- The five film groups will each receive money based on where they ranked.
- The number one film group will receive the grand prize and will be shown in a theatres around the Pittsburgh area.

Promotional Method 1: Digital Marketing

By using digital marketing strategies such as social media we will be able to capture a targeted audience of college students and millennials to show our big idea.

This audience will then be able to spread the message to people who may not have full access to the digital marketing campaigns we are sending out via word of mouth.

Promotional Method 2: Advertising

As mentioned before, not all residents of Uptown may have access to our digital marketing campaigns. We can then use traditional advertising such to capture this audience to show our big idea

Examples of traditional advertising we can use are; billboard adds, newspapers, tv commercials, radio commercials, and fliers sent out to residential addresses.

Implementation

<u>Tactic</u>	<u>Description</u>	<u>Budgeted Amount</u>	<u>Completion</u>
Digital Marketing	We will use social media platforms such as Facebook, Instagram, Twitter, etc.to reach a specific demographic of college students and millennials.	\$0. Run free social media ads. AND Can also incorporate targeted, paid ads if budget allows.	On Going
Advertising	We can utilize classic advertising examples like billboard ads, newspaper ads, TV and radio advertisements, and flyers sent to homes.	TBD by investor/sponsor amounts	On Going
Programs	All participants and attendees will be given a program for the event with a schedule and listed sponsors.	TBD by investor/sponsor amounts	Before Annual Film Festival

Marketing Challenges



Securing sponsors for Uptown Film Festival



Ensuring high turnout for Uptown Film Festival and weekly film challenges



Generating new sources of traffic to promote Uptown Partners of Pittsburgh



Staying up to date with information **about the consistently changing landscape of Uptown**

Closing Remarks

Our comprehensive marketing plan we outlined provides a clear strategy for promoting our product to our target audience. By leveraging the latest trends and technology, as well as our unique value proposition, we are confident that we will be able to effectively market and drive significant growth for Uptown now and in the future.

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