



Marketing Plan

for Old North Church and Historic Site
to Strengthen Local Relationships & Improve Public Perception

The Old North Church

& HISTORIC SITE

December 4, 2020

MKTG 45066

Northeastern University

Meet our Team



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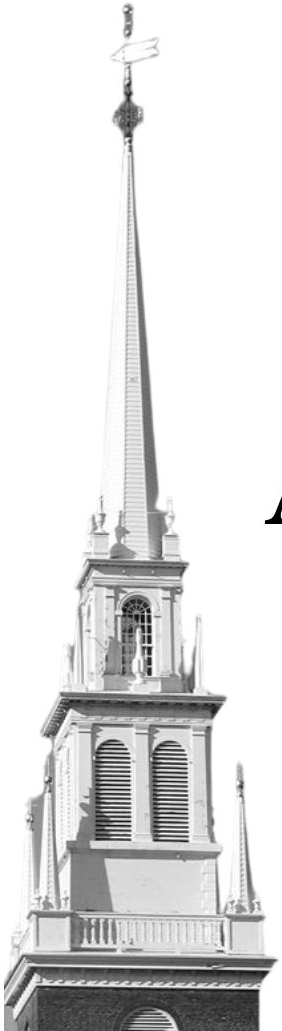


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Agenda

01 *Background Information*

02 *Recommendations: Study Consumers*

03 *Recommendations: Shape Thoughts*

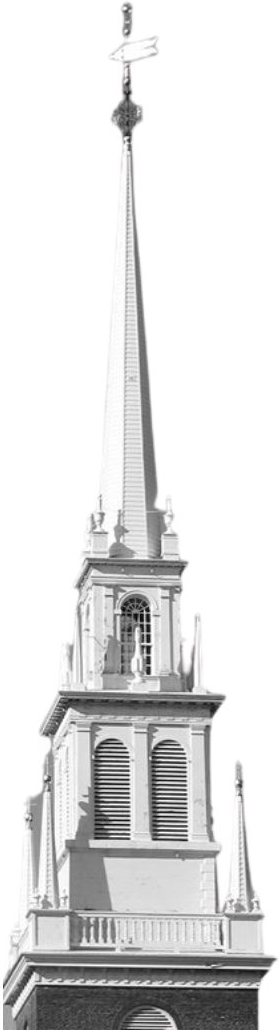
04 *Recommendations: Influence Attitudes*

05 *Recommendations: Impact Choices*

06 *Implementation and Evaluation*

Old North Church and Historic Site: Background and Situation Analysis

- Built in 1723, Old North is an important staple of Boston, its Freedom Trail, and the North End neighborhood
- "The organization maintains values of **freedom, liberty, and civic engagement** through the interpretation and preservation Old North, **an enduring symbol of American independence**"
- **Balances identity** as a place of worship, a historic tourist destination, a safeguard of history, and as a community center
- An active participant in Boston's community, providing educational, social, and cultural events
- Old North is seeking a better understanding of **how to build relationships** with their local audience, utilizing social media and electronic communications





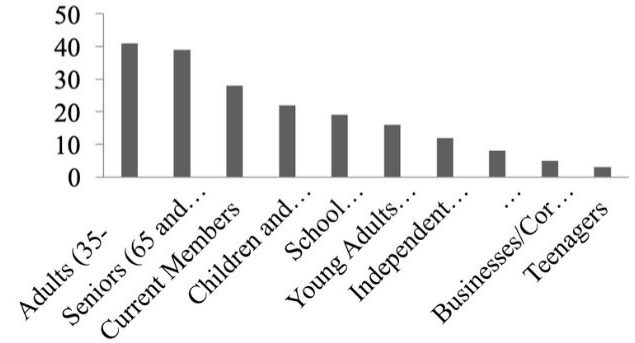
MARKETING GOAL

Our goal is to positively *influence public perception* through framing and positioning, *foster relationships* through engaged social media as well as within Boston's community, and make *specific appeals* to the local audience

Study Consumers

01

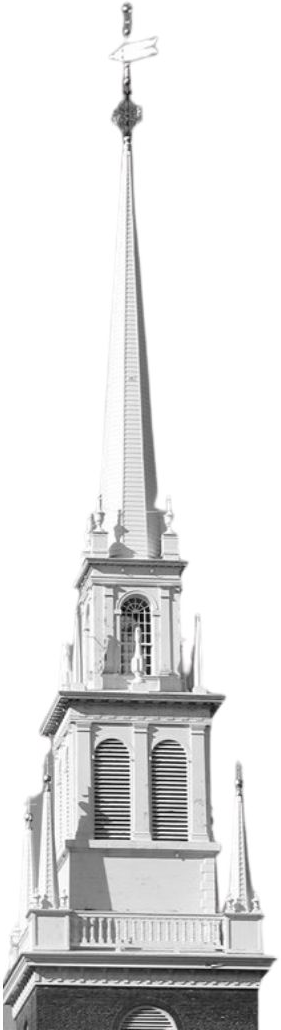
- **Primary Audience:**
 - North End residents, history buffs
- **Segmentation:**
 - Mid 20s - Mid 70s
 - Into history, value community
 - New England residents, with specific focus on North End residents
- **Positioning:**
 - Clear distinction between church and site
- **Target:**
 - North End residents who value camaraderie
 - Residents who have a love for history

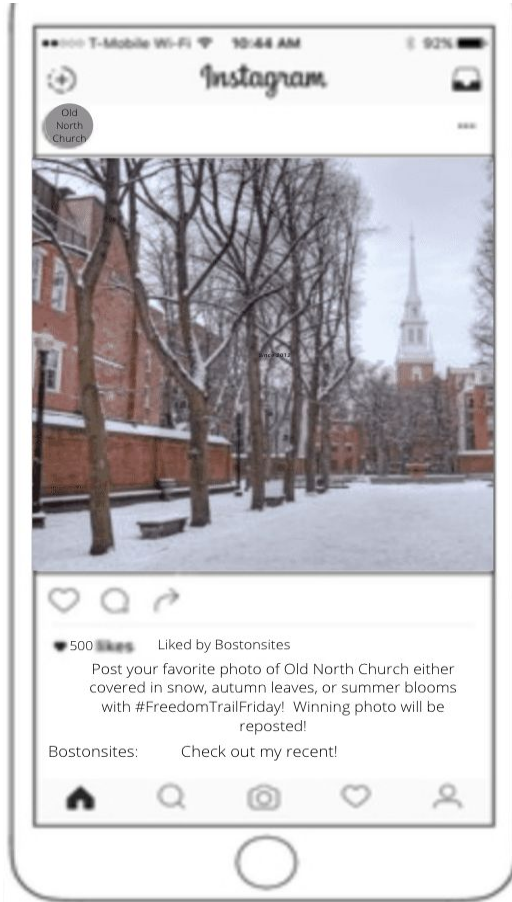
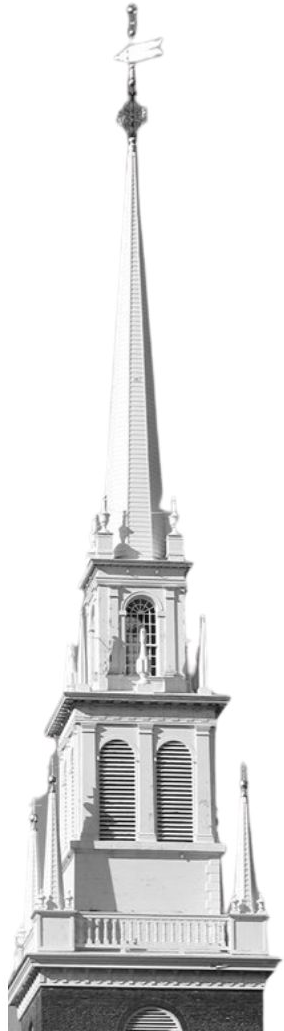


Shape Thoughts

Consumer's Attention
Social Media Presence
Fan Interaction

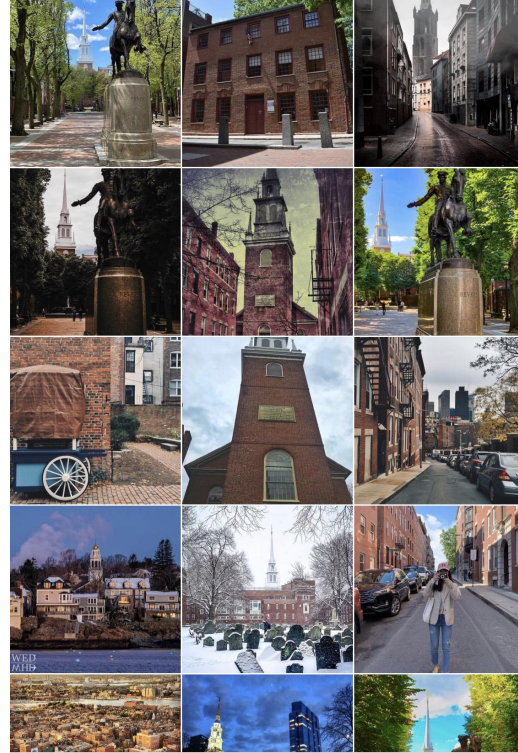
Long-Lasting Impression
Word of Mouth
Hashtags





false information and harmful content related to the election.

[Learn More](#)



02

Influence Attitudes

Consistency

- Foot-in-the-Door

Scarcity

- Limit ticket sales
-

Likeability

- Small gestures

Social Proof

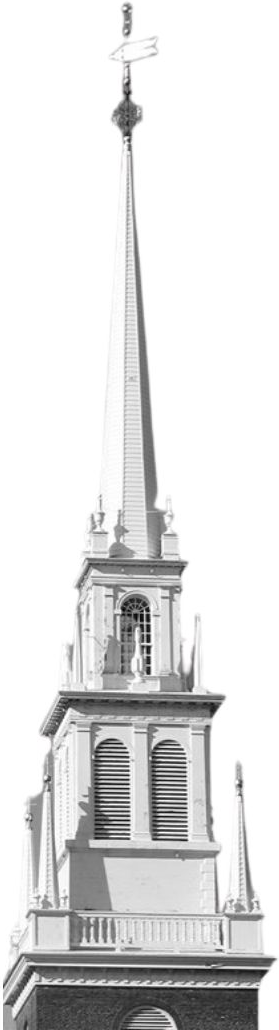
- Crowd effect
-



Impact Choices

Principles:

- Intuition
 - Attractive graphics for first impressions
 - Leverage affect heuristic using recognizable figures for interest and appeal to neighborhood unity for participation
- Construal
 - Frame online seminars and speaker series as new opportunities for attendance
- Expectations
 - Appeal to overconfidence and offer a year long pass



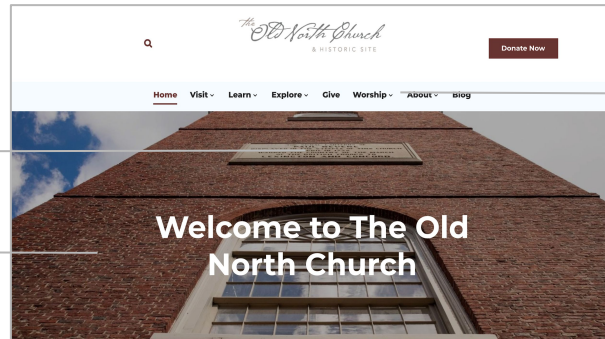
Old North Instagram post before

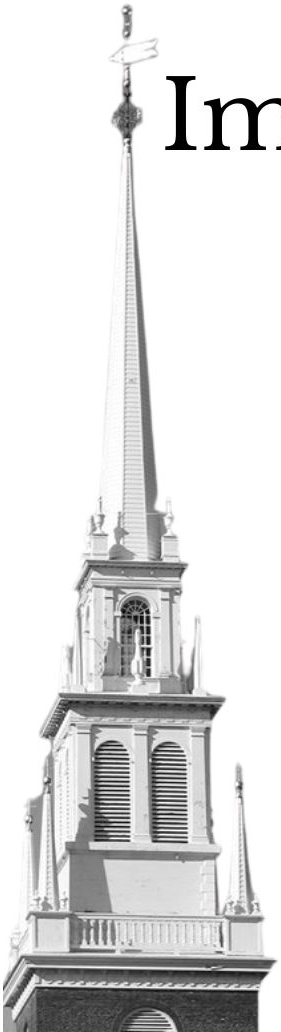


Old North Instagram post after



Color-scheme pulled from website





Implementation & Evaluation

Short Term Goals

Small Scale Changes
Events
Foster Relationships

Long Term Goals

Branding Evolution
Donor Relationships
Community Partnerships

Benchmarks

Past Performance
Donation 10% YOY

Limitations

In-Person Events
Social Media Engagement
Budgeting



Thank You

We appreciate the opportunity to work with Old North Church and Historic Site!
We'd love to answer any questions at this time.

The Old North Church

& HISTORIC SITE

Appendix

THIS
*Valentines
Day*

Join Old North Church

When
5-9pm

Where

193 Salem St, Boston, MA 02113

Why

Guest Speaker, movie
night, free candy

Grab some Chocolate and
head over for some fun!

Rsvp Today!

