

# Assignment 3

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## 4MyFuture | Communications Plan

### Section 1: Purpose

This plan will support the launch of Damco's 4MyFuture app on July 24, 2025, and show how it is reshaping career support for young adults aged 18 to 25. The plan aims to:

- Help 4MyFuture stand out in a crowded app market and reach both young adults and parents with clear, engaging messages.
- Position Damco as a leader in career services with the launch of an innovative new career app.
- Reduce the risk of low awareness or confusion about the app's value by building awareness, sparking interest, and driving downloads through multiple channels.

### Section 2: Background

4MyFuture is an AI-powered platform that helps young people explore meaningful career paths. It provides personalized job matching, real-time labour market insights, and goal-tracking tools to guide users toward the right education, experience and connections. The app aims to reduce youth unemployment and strengthen the workforce.

Two years ago, Damco identified a need for more effective career tools and began developing the 4MyFuture app. Testing confirmed the primary public as young adults aged 18 to 25. Research also showed that 70 per cent of parents influence their children's career decisions, leading the team to include parents aged 45 to 60 as a key secondary public.

The upcoming launch seeks to reach 60,000 young adults and parents, generate 2,000 interactions and achieve 1,200 downloads within six weeks.

### Section 3: Research & Analysis

Our communications approach is informed by research on how best to reach youth aged 16 to 25 and parents aged 45 to 60. The following insights will guide our approach to engaging youth and parents with 4MyFuture.

### **Youth (16 to 25)**

Youth are highly active on Instagram and TikTok, prefer relatable content, and trust influencers more than organizations.

- [MediaSmarts' study on Canadian youth and online tech](#) reveals that youth gravitate toward short-form, user-generated content, preferring authenticity over corporate messaging.
- [City of Hamilton Youth Strategy Report](#) emphasizes engaging youth through platforms they already use (Instagram, TikTok), recommending influencer partnerships and community initiatives to build trust.
- The [Government of Canada's guide on engaging youth on social media](#) suggests using humour, challenges, and interactive content to enhance relatability and shareability.

### **Parents (45 to 60)**

Parents prefer traditional content—emails, blogs, brochures—and use Facebook and YouTube. They respond well to educational messages that support their children's future.

- [Statistics Canada's 2020 General Social Survey](#) shows this group consumes media mainly via email, Facebook, and YouTube, valuing content with practical advice for supporting their children's future.
- Heymarket's articles "[Marketing to Parents](#)" (see: Marketing to Gen X Parents) and "[10 Marketing Strategies for Generation X](#)" highlight that Gen X parents prefer clear, actionable advice delivered through familiar channels like email and blogs.
- [School Community Network essay](#) stresses the importance of regular, informative updates for parents, particularly about their children's educational and career paths.

### **Blended outreach**

A combination of digital and in-person outreach is most effective. Campaigns like the [FDA's anti-e-cigarette campaign](#) and [Duolingo's social media push](#) show the power of interactive digital content and in-person connections.

## **Section 4: Publics, Stakeholders & Partners**

The key publics for the 4MyFuture app include:

- **Youth (Ages 18-25)** – The primary users of the app, seeking personalized guidance on careers, education pathways, and professional networking. They value authenticity and

engage most with dynamic content on platforms like Instagram, TikTok, and YouTube. This group expects intuitive digital experiences and quick, actionable insights.

- **Parents (Ages 45-60)** – A secondary but influential public, often involved in or supporting their children's career decisions. They seek credibility, clarity, and reassurance about future opportunities. Preferred channels include email newsletters, informative blogs, and YouTube videos.
- **Educational Institutions and Career Advisors** – A key public with the potential to become strategic partners. This group includes colleges, universities, high schools, and career professionals. They play a crucial role in guiding young adults toward career paths and can help expand the app's reach through collaboration, endorsement, and integration into student offerings.

## Section 5: Communications Goal

Build awareness, spark interest, and drive downloads of the 4MyFuture app among youth (18–25) and parents (45–60) through a targeted multi-channel campaign. Youth will be reached via Instagram, TikTok, and YouTube with engaging, interactive content, while parents will be targeted through email, blogs, YouTube, and in-person events. Success will be measured by engagement rates, website traffic, and app downloads.

## Section 6: Communications Objectives

The following objectives will guide the communications plan and measure its success:

1. **Awareness:** Reach 60,000 youth and parents within the first month of launch through targeted social posts, email outreach, and digital ads.
2. **Interest:** Generate at least 2,000 interactions (likes, shares, click-throughs, RSVPs) on launch-related content within the first month.
3. **Conversion:** Achieve 1,200 app downloads in the first six weeks through influencer partnerships, blogs, and in-person events.

## Section 7: Action Plan

**Total Estimated Budget:** \$16,300

**App Launch Date:** July 24, 2025

**Objective: Awareness-** Reach 60,000 youth and parents within the first month of launch through targeted social posts, email outreach, and digital ads.

<b>Tactic</b>	<b>Internal Deadline</b>	<b>In-Market Dates</b>	<b>Estimated Budget</b>	<b>Internal Lead</b>
Write and produce three short-form video ads for Instagram and TikTok	June 10	N/A	Included	Monica G
Launch paid video ad campaign on Instagram and TikTok (goal: reach 40,000 youth)	July 1	July 1–31	\$3,000	Monica G
Write and design three-part email series for parents	June 6	N/A	Included	Phoebe B
Send three-part email campaign to 15,000 parents	July 5	July 5–25	\$1,200	Phoebe B
Write script and film 30-second YouTube pre-roll ad	June 12	N/A	Included	Rachel G
Launch YouTube ad targeting youth and parents (goal: 60,000 impressions)	July 10	July 10–31	\$3,500	Rachel G

\*Cont'd on next page

**Objective: Interest** - Generate at least 2,000 interactions on launch-related content within the first month.

Tactic	Internal Deadline	In-Market Dates	Estimated Budget	Internal Lead
Promote Instagram Q&A using five stories and one post	June 18	July 10–15	\$250	Chandler B
Host 30-minute Instagram Q&A session about 4MyFuture (goal: 500 interactions)	July 16	July 16	\$250	Chandler B
Write blog post on how 4MyFuture helps youth plan careers	June 20	July 9	Included	Ross G
Share blog through email and social (goal: 300+ link clicks)	July 10	July 10–31	\$600	Ross G
Design and schedule webinar invites and social content	June 14	July 1–15	Included	Joey T
Host 45-minute webinar for parents (goal: 200 RSVPs)	July 18	July 18	\$800	Joey T

**Objective: Conversion** - Achieve 1,200 app downloads in the first six weeks through influencer content, blogs, and in-person events.

Tactic	Internal Deadline	In-Market Dates	Estimated Budget	Internal Lead
Identify and contract three micro-influencers	June 24	N/A	Included	Gunther C
Launch influencer campaign promoting downloads (goal: 1,000 installs)	July 24	July 24–Aug. 31	\$4,000	Gunther C
Book venues and prepare materials for two parent sessions	June 26	N/A	Included	Janice L
Host two in-person parent info sessions with live app demo	July 25	July 25–Aug. 10	\$1,200	Janice L
Design and write copy for retargeting ad campaign	June 30	N/A	Included	Phoebe B

## Section 8: Key Messages

1. **4MyFuture is the smart career app for youth.** It uses AI and real-time labour market data to match 18–25-year-olds with meaningful, in-demand careers—and shows them exactly what education, experience, and connections they need to get there.
2. **Simple to use.** 4MyFuture offers personalized career matches, real-time job insights, and goal-tracking tools in one easy-to-use app—helping young adults move forward with confidence.
3. **A bold step forward in career support.** Developed by tech leader Damco, 4MyFuture gives youth a smarter, faster way to plan their futures—and helps employers benefit from a more engaged, career-ready generation.
4. **Parents are partners in career planning.** With 70 per cent of parents influencing career choices, 4MyFuture gives them tailored information and tools to support their child’s journey.
5. **We’re launching big—and we’re just getting started.** Our launch campaign will reach 60,000 youth and parents, spark 2,000 interactions, and drive 1,200 downloads in six weeks..

## Section 9: Evaluation

Stage	Evaluation Plan
<b>Outputs</b>	Track communication activities and reach, including social media posts, emails, blogs, influencer mentions, digital ads, and media coverage. Measure impressions, reach, and media placements.
<b>Out-takes</b>	Measure audience engagement and reactions. Track likes, shares, comments, click-throughs, RSVPs, video views, and time on landing pages. Use surveys or polls to assess message recall and awareness.
<b>Outcomes</b>	Monitor behaviour changes. Track app downloads (target: 1,200 in six weeks), sign-ups, newsletter subscriptions, and increased web traffic. Measure shifts in audience attitudes or intent to use the app through surveys or feedback.
<b>Impacts</b>	Evaluate long-term results. Track ongoing app usage, career goal completions, user satisfaction, and changes in youth employment or education pathways. Assess Damco’s reputation as a leader in career services.