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PR Plan for Netflix

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**8 Step Planning Process for Netflix**

**1. Research**

Netflix is the world’s leading streaming entertainment service. Netflix allows its members to stream TV shows and movies from any device connected to the internet. The organization was originally founded in 1997 as an online movie rental mail service. Now, the company is a subscription based streaming service that offers its customers thousands of TV shows and movies without any commercials. The service has over 76,000 categories for every subscribers needs and wants. The service has original television shows, mini-series, and movies that are exclusive to the app.

Netflix changed how people watch entertainment. Instead of turning on their television and watching cable tv, they are able to watch full seasons on shows from multiple devices without interruptions. Throughout the years, other streaming services have emerged like Amazon Video, Hulu, and most recently Disney Plus. These organizations provide their subscribers with a selection of television shows and movies. Disney Plus was recently launched last month, its subscribers can view Disney television shows and movies that are exclusive to the service, with the subscription fee. Disney Plus also is available to Verizon customers for a year free trial. Hulu is also available for free to Spotify premium subscribers.

One of the issues Netflix is facing is the decreasing inventory of television shows and movies. With the emergence of other streaming services, these services are buying the rights to some of Netflix’s inventory. However, Netflix has been creating original content is owned by them and can only be view by its subscribers. Netflix spent $8 billion on content, 85% of this is on original content.

**2. Objective**

The objective of this campaign is to support continued growth of the company. With more streaming services emerging, Netflix needs to maintain the needs of its current subscribers, while still being able to gain new ones.

**3. Audience**

The audiences we are targeting with this campaign are families. The campaign will show a family gathering together in their family room and browsing amongst the movies together to choose one to watch. The campaign will continue to show titles targeted towards children, teenagers, and adults. This target audience is important for the campaign because we are trying to demonstrate how Netflix is a household name and service. The campaign will feature a free one month trial with a yearly subscription.

This campaign will be family friendly, which will fill the needs of parents who want to give their children the best streaming service. The campaign will display relevant children’s shows like the Magic School Bus, Barbie, Trolls and others to gain child and parent interest. The campaign will display titles like Riverdale, that 70’s Show, and Gossip Girl to gain teenagers interest. The campaign will have adult selections like Breaking Bad, Black Mirror and The Dirt to appeal to adults and parents.

The most practical way to release this campaign is through social media. It will be on Instagram as an advertisement. Other social media platforms that the campaign will be released to will be YouTube and Snapchat. This is to generate a broader audience and increase exposure. The campaign will have a swipe up feature which will allow new members to sign up for their yearly subscription, with the first month for free.

**4. Strategy**

By offering a month free with a yearly subscription, this will encourage the target audience to subscribe to the service.

**5. Tactics**

To reach our objective, we will use paid and earned media to generate buzz about the campaign. The paid media will be the social media sites we will be paying to advertise the campaign. The earned media will be achieved by sending out press releases to relevant media outlets for their input on the campaign.

**6. Calendar**

Early December – Campaign commercial to be produced.

Late December/Early January – Commercial will be edited. Send out press releases that the streaming service has a new offer coming out in the new year to generate buzz.

Late January – Campaign launch through social media.

**7. Budget**

The budget for this campaign is roughly $5 million. Majority of the budget will be spent of advertisement and marketing, estimated $3.5 million. $100,000 will be estimated for press release activities.

**8. Evaluation**

To evaluate the success of the campaign, we will use the number of views of the campaign and the number of new subscriptions. This will show how the audience reacted to the offer.