WHEELS N TIME

Public Relations Campaign Plan
Louie Deraita
Situation Analysis

About Wheels N Time

• Personal transportation service for Yamhill County

• Located in McMinnville, Ore.

• Opened September 2014

• Owned by Carolyn Smithrud
External Environment

• **Tourist Season**
  • June-November

• **Individuals seeking only wine tours**
  • Carolyn is not a wine expert

• **Unpredictable traffic**
  • Price per hour
Competition

- **Black Tie Tours**
  - Similar services
  - Multiple cars
  - Charge per person

- **Embrace Oregon**
  - Similar services – overnight trips
  - Charge per person

- **Other wine touring businesses**
  - Specifically for those seeking guided wine tours
Target Audiences

- **Those who visit Yamhill County**
  - Likely to research transportation services for the area via the internet, publications and Chamber of Commerce site

- **Those who live in Yamhill County**
  - Interested in transportation to wineries, local restaurants and other destinations
The Plan

• **Goal**: The overall goal for this plan is to attract 5 new clients per week to use Wheels N Time’s services for a four month span after the campaign plan has been implemented.

• **Need for PR**
  • Lack of stable clientele
  • Lack of knowledge of this business in community
Objectives

• Objective 1
  • Raise awareness of Wheels N Time as an appealing transportation option among individuals who visit Yamhill County, and persuade at least 4 people from this group per week to book WNT

• Strategies for this objective
  • 1. Use uncontrolled media
  • 2. Use controlled media
Tactics for 1\textsuperscript{st} objective

- Uncontrolled Media

- T1
  - Create media list and pitch feature stories to outlets

- T2
  - Set of professional bios
Tactics Cont.

- Controlled Media

- T1
  - Update new website copy & design

- T2
  - Social media training & updates

- T3
  - Facebook Contest

- T4
  - Create Instagram account & training
Objective 2

• Raise awareness of WNT as an appealing transportation option for Yamhill County residents and persuade at least 2 people from this group per week to book WNT

• Strategies
  
  • 1. Use media relations to reach individuals who live in Yamhill County
  • 2. Stimulate referrals among current and potential clientele in order to reach new clients
Tactics for Objective 2

• **T1**
  - Pitch a story idea for an op-ed and/or guest editorial piece to local newspapers

• **T2**
  - Write and pitch a story to the McMinnville Area Chamber of Commerce

• **T3**
  - Create an evaluation slip

• **T4**
  - Create business partnership with other local business owners
Evaluation

• Monitoring method of evaluation

• Success thus far:
  • McMinnville Area Chamber of Commerce story
  • http://mcminnville.org/member-stories/
### Media List

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<tr>
<th>Status</th>
<th>Publication Name</th>
<th>Title</th>
<th>Contact</th>
<th>Phone</th>
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<td>Pitched 4/12, followed up 4/18</td>
<td>Newberg Graphic</td>
<td>Reporter</td>
<td>Colin Staub</td>
<td></td>
<td><a href="mailto:cstaub@newberggraphic.com">cstaub@newberggraphic.com</a></td>
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<td>President &amp; Publisher</td>
<td>Jeb Bladine</td>
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<td></td>
<td>Ted Loos</td>
<td>(212) 522-1212</td>
<td><a href="mailto:tireleases@timeinc.com">tireleases@timeinc.com</a></td>
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<td></td>
<td>Northwest Travel</td>
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<td>(253) 432-4682</td>
<td><a href="mailto:editor@nwtravelmag.com">editor@nwtravelmag.com</a></td>
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<td>Touring and Tasting</td>
<td></td>
<td>Wendy Van Diver</td>
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<td><a href="mailto:wendy@touringandtasting.com">wendy@touringandtasting.com</a></td>
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<td>Sunset Mag - NW Edition</td>
<td>Wine Editor</td>
<td>Sara Schneider</td>
<td>(650) 321-3600</td>
<td><a href="mailto:schneiders@sunwest.com">schneiders@sunwest.com</a></td>
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Before: Website

Home Page
Carolyn Smithrud, driver and owner of Wheels N Time, has a passion for customer service. Her previous career included positions of corporate trainer and facilitator - she loves helping people.

With deep family roots in Oregon wine country and a McMinnville resident for over 15 years, Carolyn knows the area well. Her flawless driving record, friendliness, and professionalism will help you... Enjoy The Ride.

Carolyn’s roomy and immaculate sedan accommodates up to four people. This car has taken Carolyn on many adventures - she loves the freedom and promise of the open road.

When not driving her clients to their destination, Carolyn likes to meet friends for coffee, develop a new recipe, or explore the Oregon Coast and Columbia River Gorge.
Wheels N Time
Personalized Transportation Service

Choose from the following Wheels N Time packages or contact us and we will Customize One Just Right for You.

Our vehicle accommodates up to 4 people.

Call 971-267-6375 to book your package today!

The Grand Adventure
The Grand Adventure $50/hour Site to site area touring within 25 miles of McMinnville.*

Bottles of water and wine-tasting nibbles included!

Your adventure awaits you.

The Distinctive Finish
The Distinctive Finish $50
Outside of McMinnville $75*

Door to door transportation allowing you to enjoy your special occasion, fantastic meal or night on the town.

Explore and More
Explore and More $25
Roundtrip door to door service to the Evergreen campus from within McMinnville city limits.*

Choose from the Evergreen Aviation Museum, Evergreen Space Museum, Evergreen Digital 3-D Theater, or the Wings and Waves Waterpark.

* There is a $0.55 surcharge per mile over 50 miles from point of pick-up.
Website: NOW

- **Home Page**
  - Center NEW logo, have menu bar run across the top of the page
  - Large header photo/slideshow
  - Add Mission Statement
  - Fix formatting and lines
  - Remove photos and update text
- **About Us**
  - Update photo
  - Update Bio
- **Services**
  - Fix formatting on packages and add more descriptions
  - Add photos for each
  - Center & align
- **Reviews**
  - Fix formatting and colors, font
- **Connect**
  - Add links to articles, chamber story, media, etc.
  - Social Media icons at bottom of page – footer on all pages with contact information
Before & After: Facebook

Wheels N Time updated their cover photo.
October 2, 2014

Wheels N Time
Personalized Transportation Service

Wheels N Time
Transportation Service
Instagram Account

Wheels N Time
Personalized & Customized Touring & Transportation 🎁
Oregon Wine Country 🍷
www.wheelsntime.com
Instagram: First Post

Wheels N Time is a personal transportation service for beautiful Yamhill County. We offer transportation for small parties to wineries, local restaurants and popular destinations as well as general chauffeuring for your destination needs.

Located in McMinnville Oregon, Wheels N Time strives to offer passengers the best touring and transportation experience by providing exceptional customer service and personalized knowledge of the area.

Start planning your next adventure today!

971-267-6375
wheelsntime@gmail.com

martynov5110, chetco_collieman, pdxpedpow, louiederaita

wheelsntime Our website has been updated. Go to www.wheelsntime.com and check it out, let us know what you think!