



Commission on Decolonization

Marketing Plan

Presented August 7, 2018

Commission on Decolonization Marketing Plan

SUMMARY

Public Law 23-147 provides that the native inhabitants of Guam, since the recorded history, have been subjected to incessant control by external colonial powers. Upon the execution of the bilateral treaty between the two (2) sovereign nations, Spain and the United States of America, the transfer of colonial control over the lands and the people of Guam were effectuated. The United States, as the succeeding colonial power over the lands and the people of Guam, acceded to recognize in the 1898 Treaty of Paris that the political rights of the native inhabitants of Guam shall be protected and that their collective right to political self-determination¹ is inalienable.

The United States as the administering power, in the Charter of the United Nations, designated the territory of Guam as a 'Non-Self Governing Territory.' By doing so it recognized that the native inhabitants² have the right to one day exercise their collective self-determination through a decolonization process, to either join the ranks of self-governing entities as an independent nation or an independent nation in free association with another nation, or become a fully integrated state within the United States of America.

Consistent with these inalienable principles, the native inhabitants or people of Guam have been recognized by the U.S. Congress in the 1950 Organic Act of Guam, specifically in 48 U.S.C. § 14211, as reenacted in 8 U.S.C. § 1407. Guam's right to self-determination is further founded in the United States' yearly reports to the United Nations on the Non-Self Governing Territory of Guam; 1950 Organic Act of Guam; United Nations Resolution Number 1541 (XV) United Nations Resolution 1514 (XV); §307 (a) of the United States Immigration and Nationality Act; and Part I, Article 1, Paragraphs 1 and 3 of the International Covenant on Civil and Political Rights.

There are three political options be presented to the Native Inhabitants of Guam to ascertain their future political relationship with the United States of America, namely, Independence, Free Association or Statehood.

To this end, the Commission on Decolonization was established for the implementation and exercise of Guam self-determination for the native inhabitants of Guam to ascertain the desire of the Chamorro people of Guam as to their future political relationship with the United States. In doing so, the Commission on Decolonization and Task Forces are to conduct an extensive public education program throughout the island of Guam.

Commission on Decolonization Marketing Plan

MARKET ANALYSIS

SWOT ANALYSIS	
<p>STRENGTHS: internal resources or capabilities of your business that are better than your competition</p> <p><i>Extreme diversity in the composition of 11 members of the Commission on Decolonization with professional expertise in the quest for self-determination and political status options.</i></p>	<p>WEAKNESSES: internal resources or capabilities of your business that are less than those of your competitors</p> <p><i>The lack of a technical and professional marketing team to streamline and guide the marketing and advertising of an educational campaign for the general public.</i></p> <p><i>The procurement process may cause delay in procuring the needed services in a timely fashion.</i></p>
<p>OPPORTUNITIES: external factors or conditions that the business can exploit to build success</p> <p><i>No competitors. Commission on Decolonization is tasked to inform and educate the public on what Self-Determination or Decolonization is all about and what three available political status options are available.</i></p> <p><i>There is an opportunity because there is no competition.</i></p>	<p>THREATS: external factors that could adversely affect the success of your business</p> <p><i>Lack of funding from the government to further promote the future educational campaign.</i></p> <p><i>Pending case before the US Ninth Circuit Court of Appeals on Arnold Davis v. Guam regarding the matter of a race-based plebiscite that will determine its constitutionality.</i></p>

MISSION STATEMENT

Raise the awareness through an extensive educational campaign program on decolonization, the importance of self-determination as well as the three political status options (Independence, Free Association and Statehood) that would enable the people of Guam to make an informed decision on their right to choose a political status through a plebiscite election.



SOCIAL MEDIA MARKETING CAMPAIGN

Commission on Decolonization Marketing Plan

SOCIAL MEDIA MARKETING CAMPAIGN

The purpose of the Commission on Decolonization’s social media marketing campaign is to grow the Commission’s social following and to use social media to provide educational outreach. The outcome is to increase recognition of the Commission and public engagement with the Commission.

KEY METRICS

Several key metrics will be used to determine the success of the social media marketing campaign. These metrics include number of posts; following growth; conversation rate; subscribers/followers/likers; and SEO (search engine optimization) improvements. There are also some key metrics that are unique to each social media platform.

PLATFORMS

The Commission currently uses the following social media platforms:

- Facebook (87 likes)
- Instagram (1 follower)¹
- Mailchimp (55 subscribers)

The Commission should engage in the following social media platforms to increase awareness about the Commission and its education campaign:

- Youtube: to be used to showcase Commission videos, commercials, episodes, and meeting recordings
- Twitter: to be used to reach the Commission’s “younger” audience, or 18 – 29 age demographic

KEY WORDS

decolguam; decolonizeguam; statehoodforguam; independenceforguam; independentguahan; freeassociationforguam; decolonizeguahan

¹ Commission has not launched Instagram profile

Commission on Decolonization Marketing Plan

MARKETING STRATEGY: FACEBOOK

Purpose: Increase recognition, social engagement and searchability; Establish online social network

Metrics: Likes; Shares; Referrals from Social Networks

Facebook (2 – 3 Hours Per Week)				
Action	Details	Frequency	Metric Tracking	Time Per Week
Audit Existing Page	Add details about the Commission and Task Forces; Ensure consistency across all platforms	Ongoing	% of Page Completion	1 Hour
Increase Number of Likes	Produce and post interactive content; Use ads and sponsored stories	Ongoing	% of Impressions and Feedback; Click Through Rate	30 minutes – 1 hour
Post Content	Use existing resources (i.e. Commission website materials) to create engaging content such as articles, blog posts, meeting reminders	3 – 4 posts per week	% of Impressions and Feedback; Click Through Rate	1 – 2 hours
Community Engagement	Like and comment on relevant posts; Respond to questions, posts, and messages from the community	Ongoing	% of Feedback	30 minutes – 1 hour

BUDGET

\$40 per boost at 5 days a week.

SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL
\$800	\$800	\$800	\$800	\$3,200

Commission on Decolonization Marketing Plan

MARKETING STRATEGY: TWITTER

Purpose: Increase recognition, social engagement and searchability; Establish online social network

Metrics: Followers; Retweets; Referrals from Social Networks

Twitter (3 – 4 Hours Per Week)				
Action	Details	Frequency	Metric Tracking	Time Per Week
Create Account	Add details about the Commission and Task Forces; Ensure consistency across all platforms	Ongoing	% of AccountCompletion	1 Hour
Increase Number of Followers	Produce and post interactive content; Use ads, keyword targeting, and tweet engager targeting; Follower users and follow back followers	Ongoing	Number of Followers; % of Increase in Followers	30 minutes – 1 hour
Tweet	Tweet content	At least 1 tweet per day	Number of clicks, retweets, and replies	1 – 2 hours
Community Engagement	Retweet other Twitter user’s content that is relevant; Reply to users who reply to tweets, personal message, or use key words	Ongoing	% of Feedback	30 minutes – 1 hour

BUDGET

\$40 per boost at five days a week.

SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL
\$800	\$800	\$800	\$800	\$3,200

Commission on Decolonization Marketing Plan

MARKETING STRATEGY: INSTAGRAM

Purpose: Increase recognition, social engagement and searchability; Establish online social network

Metrics: Followers; Likes; Referrals from Social Networks

Instagram (3 – 4 Hours Per Week)				
Action	Details	Frequency	Metric Tracking	Time Per Week
Audit Existing Profile	Add details about the Commission and Task Forces; Ensure consistency across all platforms	Ongoing	% of Profile Completion	1 Hour
Increase Number of Followers	Produce and post interactive content; Use ads and sponsored stories	Ongoing	Number of Followers; % of Increase in Followers	30 minutes – 1 hour
Post Content	Use existing resources (Commission event photos, educational material, etc.) to create engaging content	2 – 3 posts per week	% of Impressions; % of Feedback; Click Thru Rate	1 – 2 hours
Community Engagement	Like and comment on relevant posts; Post questions to community; Respond to questions received via direct message and posts	Ongoing	% of Feedback	30 minutes – 1 hour

BUDGET

SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL
\$800	\$800	\$800	\$800	\$3,200

Commission on Decolonization Marketing Plan



MARKETING STRATEGY: DIGITAL VIDEO

Purpose: Increase recognition; Establish online social network and social presence

BUDGET

Promotional Budget

SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL
\$900	\$900	\$900	\$900	\$3200

DIGITAL VIDEO PRODUCTION COST	\$3,400
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Four videos (one for each task force, and the Commission as a whole) with a duration of 30 second – 1 minute, fully edited at \$875 per video.



TRADITIONAL MEDIA MARKETING CAMPAIGN

Commission on Decolonization Marketing Plan



MARKETING STRATEGY: RADIO

Exposure Range: Approximately 2,000 – 10,000 listeners per station

BUDGET

SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL
\$900	\$900	\$900	\$900	\$3200

MARKETING STRATEGY: BANNERS

Exposure Range: Approximately 30,000 – 100,000 per day

BANNER PRODUCTION & DESIGN	\$3,600
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MARKETING STRATEGY: TELEVISION

Exposure Range: Approximately 10,000 – 15,000 viewers per day

BUDGET

SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL
\$1,500	\$1,500	\$1,500	\$1,500	\$6,000

MARKETING STRATEGY: NEWSPAPER SUPPLEMENT

Exposure Range: Approximately 30,000 – 45,000 readers

SUPPLEMENT	DESIGN,	\$25,000
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PRODUCTION AND PRINT	
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BUDGET BREAKDOWN

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SOCIAL MEDIA BUDGET BREAKDOWN

Facebook	\$3,200
Twitter	\$3,200
Instagram	\$3,200
Youtube	\$6,600
TOTAL	\$16,200

TRADITIONAL MEDIA BUDGET BREAKDOWN

Radio	\$3,200
Banners	\$3,600
Television	\$6,000
Newspaper Supplement	\$25,000
TOTAL	\$37,800

OVERALL BUDGET

Social Media Budget	\$16,200
Traditional Media Budget	\$37,800
Conference ²	\$65,000
Other Costs	\$30,000
TOTAL	\$149,000

² Anticipated to be held in Spring 2019