

Public Relations Proposal

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**About**

I have been in the public relations field for five years and have been the director of public relations of AcroYoga International for the last three. My department has also prepared and maintained successful public awareness and design campaigns for the organization in the past. Having worked on past projects for AcroYoga International with success gives my department and me a deeper understanding of AcroYoga as a practice and AcroYoga International’s target public. These years of experience support my proposal that AcroYoga International should choose the department to head the public awareness campaign over an outside agency. Because we are in-house using us would be more economical than hiring a private public relations agency.

For more information here is the link to my website: [www.ryanleepr.com](http://www.ryanleepr.com)

**AcroYoga International Situation Analysis**

Strengths

* AcroYoga International is based online allowing for exponential awareness and growth. This also provides an economical medium through which to target key publics.
* By codifying the practice of AcroYoga in 2006, AcroYoga International established credibility as a leader in the field. We have also created practice manuals, trained teachers, formalized education paths for the activity.

Weaknesses

* AcroYoga International lacks public awareness and is often confused with other forms of yoga.
* We have a limited budget and a small PR staff available to implement this campaign.

Opportunities

* Health and fitness trends are on the rise in the United States, which provides a larger public for AcroYoga.
* Yoga studios are being opened with increased frequency, as this happens there more people that will need training to be able to teach classes. AcroYoga International could work to promote the teaching of AcroYoga in these studios through their specialized teachers.

Threats

* The confusion between AcroYoga and the many other forms of yoga will be an obstacle to creating public awareness for AcroYoga International.

**AcroYoga Awareness Campaign**

Included in this proposal are a series of public relations strategies and tactics specifically crafted to play on the strengths of the organization and the opportunities available to best meet AcroYoga Internationals public relations goals and objectives.

Primary Objectives

* To spread awareness of AcroYoga to the public.
* Inform the public on what AcroYoga is and how it differs from other forms of yoga.
* To increase the participation and practice of AcroYoga and raise membership in AcroYoga International for training and lessons.
* To increase revenue through the recruitment and training of new AcroYoga teachers.

**Strategies and Tactics**

1. Increased media relations
* Media relations will help solidify all aspects of the plan and help increase public awareness of AcroYoga to the general public.
* The focus of the media relations will be from the organization to consumer working directly to inform and persuade the public to practice AcroYoga.

Tactics

* A series of press releases to targeted media on a photo contest being launched to raise awareness of AcroYoga and the health benefits of practicing it.
* A case study showing the details of how the benefits can have a positive effect on people’s lifestyle.
* Measurement of success of media relations will be the increase of members to AcroYoga Internationals lessons and training. It will also be measured by the views and traffic the media released, blogs, articles, videos, etc. get.
1. Social Media Outreach
* The medium of social media provides numerous opportunities to reach the public and promote AcroYoga. Through different social medias AcroYoga International can distribute content on Facebook, Twitter, YouTube, Blogs, Instagram, and others.
* Testimonial on the health benefits of practicing AcroYoga on various social media platforms.
* Twitter would be used to send out updates on stories that are written for the campaign as well as updates on events. Uploading videos of teachers giving instructions on AcroYoga moves would provide a visual distinction to show what makes it different from other forms of Yoga.
* Destination Acro photo contest would be promoted primarily through social media.
* Creation of an AcroYoga video series to increase the practice of AcroYoga.
1. Grassroots work
* This will help the organization reach target areas where health and fitness communities are growing and spread the awareness of AcroYoga to them.
* AcroYoga should invest in this to create brand ambassadors to spread the message about AcroYoga in their communities*.*

Tactics

* Create a program that offers AcroYoga classes to couples for relationship building purposes to help them build a core of trust and communication.
* AcroYoga in Piedmont Park Charity Event as a partnership with a charity to generate goodwill and promote AcroYoga. AcroYoga International could partner with local yoga studios and yoga accessory companies as well as local media for a promotion.

**The Need for Awareness**

With the many forms of yoga, and the confusion that that goes along with explaining the differences between them, I believe AcroYoga International has a great need to build awareness for AcroYoga as a sport. The public awareness plan will benefit the organization through the creation of a larger public aware of and practicing AcroYoga. This will increase the need for the instructors that AcroYoga International trains and the membership to lesson plans that can be provided. All four primary goals of the organization will be met through the successful implementation of this plan.

Thank you,

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