

One strength is its website. The website describes everything SASF is about, including its objectives and background, to listing its programs and how to sign up for them. A test on website grader gives SASF a perfect 30 out of 30 score for its mobile website. (1) "Mobile accounts for approximately half of web traffic worldwide. In the third quarter of 2019, mobile devices (excluding tablets) generated 51.5 percent of global website traffic, consistently hovering around the 50% mark since the beginning of 2017" Millard (2021)). Millard also states that over 50 percent of traffic comes from a phone, so making sure the website is easy to navigate is essential. Another strength of SASF is its call to action. On its website, it is clear what the consumer goal is. Each webpage has a sidebar to click where the consumer wants to go. Whether to check out a youth or sports program, donate, or follow them on social media. It has easy-to-find contact information. Each page beside the homepage has a sidebar that shows contact information. Millard (2021) touches on how beneficial contact information is for a website.

(1) Be sure to include contact information on every page so that a potential client does not have to search for it, and also ensure that information is up to date. The 2019 Site Selector's Survey also listed "lack of responsiveness" as the number-one most common deal killer in economic development.

These strengths can propel SASF. Our PR campaign addresses building its Facebook followers, highlighting the youth and sports programs through content, and highlighting what a donation does for SASF and its community.

Regarding the weakness of SASF, its biggest one is its lack of social media content. It is inconsistent, as content appears once a month or the days before an event. Once an event posts, there is no follow-up or engagement. If SASF is going to build its PR campaign, there must be more content throughout its social media channels. It has a Facebook, Instagram, and YouTube

channel that are all underutilized, especially the YouTube channel. There are only three subscribers on its YouTube channel, which is lackluster. We can grow our social media with a plan called the A-Path. Goldner-Aka, (2010) describes the (2) A-Path as a new approach that "focuses not only on capturing a target market but also on making its members more loyal and converting them to be advocates of your brand." Goldner-Aka (2010) says (2) relationships and engagement are two critical factors in building social media content. Building engaging content goes a long way to building relationships. If SASF can create more engaging content consistently, it can produce more of a target audience that will bring in more subscribers and donations.

SASF has some great products; the only way to leverage them is to get them out there. There is much opportunity through its email campaign and social media, especially YouTube. Its email campaign is a great way to get information out. SASFA can send coupons or newsletters regarding events for the next month through an email campaign. Regarding YouTube, it is another search engine of its own. It is a big social media platform where videos are a popular thing. SASF can use YouTube to highlight its products, from footage of its programs to testimonials from former participants of its programs. SASF can interview current or former parents and get their take on how SASF's programs helped their children. SASF can also use YouTube to show off its past events, including the crab feeds and teen talent shows. (3) "Analysts indicate that YouTube continues to be the most widely used online platforms among the U.S. adults" Park & McMahan (2021). (2) Many marketers use YouTube to share product information, produce videos that can reach new customers, and share advertisements (Park & McMahan, 2021). Although the target market is not the primary age on YouTube, SASF needs to find reasons to promote to its target audience on YouTube. SASF can also experiment and see if

user-generated content (UGC) or professionally-generated content (PGC) is beneficial to the success of marketing on YouTube. For example, creating testimonials would fall under UGC, whereas promoting a program and its benefits falls under PGC. Experimenting with both can tell which engages more, or maybe a balance of both could benefit SASF.

SASF's biggest threat is its geological location. SASF is in Elk Grove, CA, south of downtown Sacramento, about 14 miles. It is less than a 20-minute drive, but other non-profit sports organizations offer similar products closer to downtown. This includes the Boys and Girls Club and the YMCA. The target market works and lives in downtown Sacramento. Therefore, SASF needs to make its target audience pick its services. In addition, SASF needs to post content that shows how its products benefit the target audience. Another way to gain the target audience away from the competition is location-based marketing. Britt (2020) touches on location-based marketing.

(4) Basic location-based marketing uses the internet, Wi-Fi, or beacons to determine the exact coordinates of a person—or, more accurately, the person's phone or other mobile devices. This data is often collected in relation to businesses' brick-and-mortar sites, which they can then use to lure those people into those sites.

Britt goes also says that this marketing tool helps business target audiences. This includes offering specials to customers when they enter a business. For example, SASF could offer a 10-percent discount to sign up for a youth or sports program when a parent checks out the facility from downtown Sacramento. They need to confirm their address through a check-in process.

(4) "By using check-ins, geofencing, and geoconquesting, and combining location-based data with other customer information, marketers can better personalize their offers.