

MARKETING AND COMMUNICATIONS PLAN

Acción Climática

This Plan aims to improve the reputation of the affiliated company and posture it as leader in the fight against Climate change



BENEFITS

- Attendance to the events that we organize.
- Dissemination of information in newsletters and social networks.
- Social media strategy consulting.



THE AFFILIATION INCLUDES

- Two publications of relevant information regarding the achievements of the Affiliate in policies or efforts to mitigate and adapt to Climate Change. This collective bulletin (space is shared with four more affiliates).
- Two publications of achievement information on strategies for mitigate or adapt to Climate Change in a special bulletin (single space for the affiliate).
- Possibility of attending the events organized by AC, either as a guest, exhibitor, or sponsor.
- Social Media Strategy.



EVENTS

AC conducts business and networking events every semester, in Chile, Peru and Colombia, these are open to the public, related with Climate Change issues, renewable energy and sustainable development, so that the affiliate representatives can participate in them.





EVENTS

SEMINARS





EVENTS

NETWORKING





EVENTS

BREAKFAST



EVENTS

- Generate a space where the affiliates can become the hosts of the events that we organize, being able to share their projects and activities related to the mitigation and adaptation to climate change.
- Make tours in their installations in order to show the plans developed and executed and share their mid and short term implementation plans in sustainability and environmental protection.

BREAKFAST



SUCCESS STORIES

KPMG



EXPOSITOR



ATTENDANT



SPONSOR

In our communication action plan document of our affiliate KPMG, our objective was to propitiate their participation in different events as expositors, attendants and sponsors.

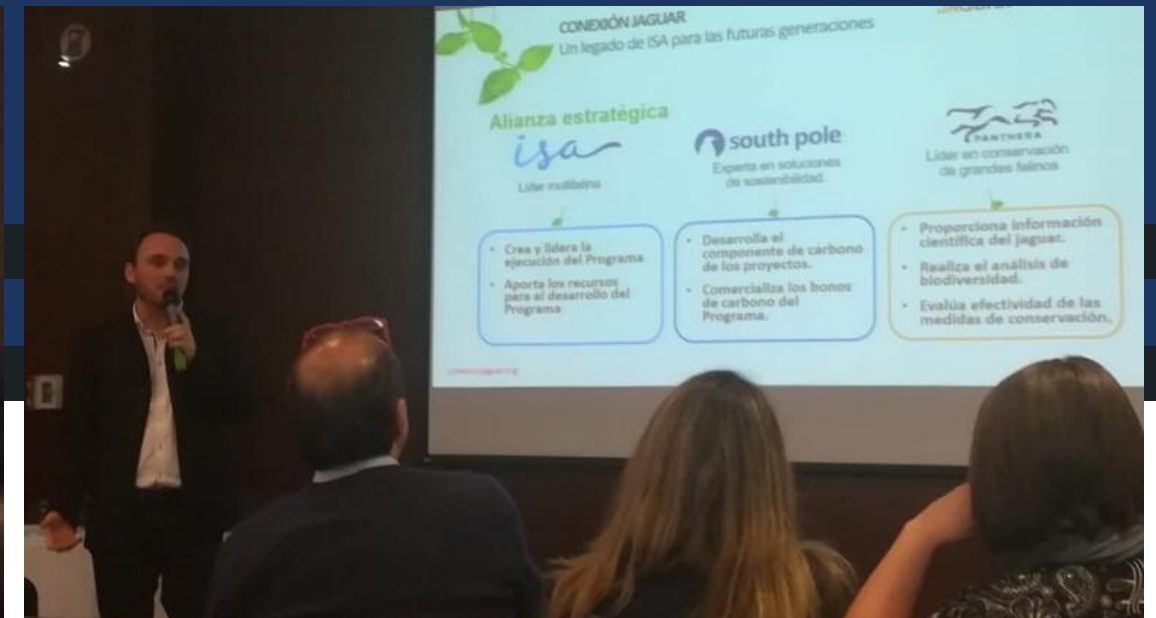
SUCCESS STORIES



UNILEVER



CO2CERO



ISA

Through the affiliation, these companies were exhibitors in different event.

BULLETINS:

COLLECTIVE

- Published on the last Wednesday of each month.
- the affiliate can spread its information in two collective bulletins during the semester. Its Information is shared in this space with four affiliates more.

SPECIAL

- Published on the last Wednesday of each month, the affiliate can share its information in two special bulletins during the semester; the information is shared in this space dedicated just for them.

MAILING



OUR NEWSLETTERS ARE SHARED TO MORE THAN
20 THOUSAND CONTACTS.

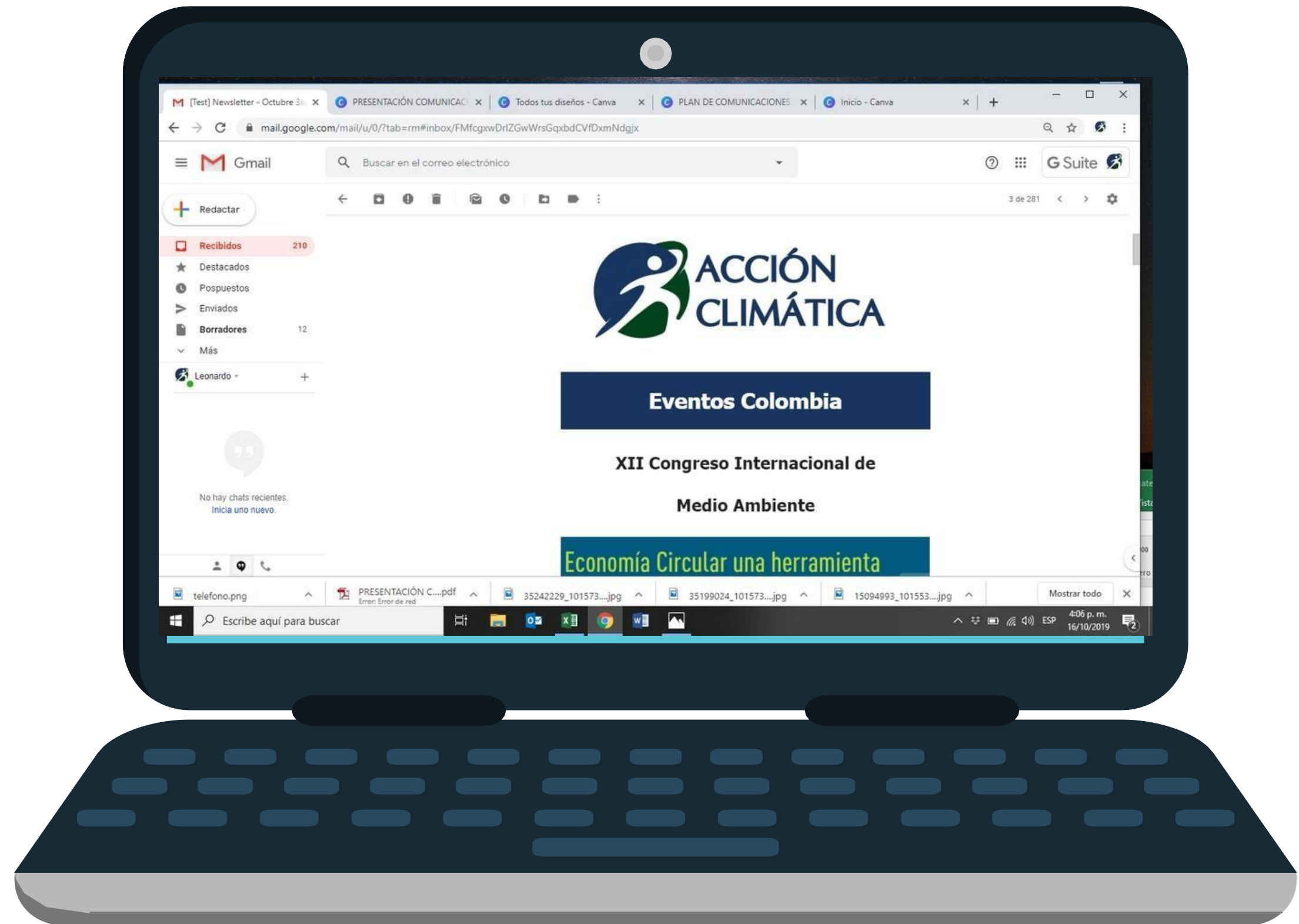
SUCCESS STORIES

COLLECTIVE BULLETIN
MOBILE VERSION



SUCCESS STORIES

COLLECTIVE BULLETIN
DESKTOP VERSION



SUCCESS STORIES

SPECIAL NEWSLETTER,
DISTRIBUTED IN
MOBILE AND DESKTOP
VERSIONS



SOCIAL NETWORKS

Dissemination of all the news and events that are interested in socializing the affiliate on our social networks (LinkedIn, Instagram, Twitter and Facebook).



INSTAGRAM



1.419 FOLLOWERS

303 POST



FACEBOOK



1261 FOLLOWERS

1214 LIKES

438 REACH

 **Acción Climática**
Publicado por Andrea Peña Losada · 24 de julio a las 10:17 · 

#NoticiaColombia | Con el fin de aportar de manera positiva a la creciente problemática de los plásticos en el mundo, la compañía Unilever Colombia y su marca FAB lanzaron su primera botella de plástico 100% reciclado a partir de materiales posconsumo. Esta innovación con sello colombiano, es la primera botella reciclada de polietileno de alta densidad que la compañía presenta a nivel mundial.



LAREPUBLICA.CO
Unilever Colombia lanzó al mercado su primera EcoBotella
La iniciativa permitirá que su marca FAB deje de usar más de 78 tonelada...

265
Personas alcanzadas

72
Interacciones

Promocionar publicación

  Tú y 14 personas más

11 veces compartido

TWITTER



995 FOLLOWERS

385 DAILY VISITS

13000 IMPRESSIONS



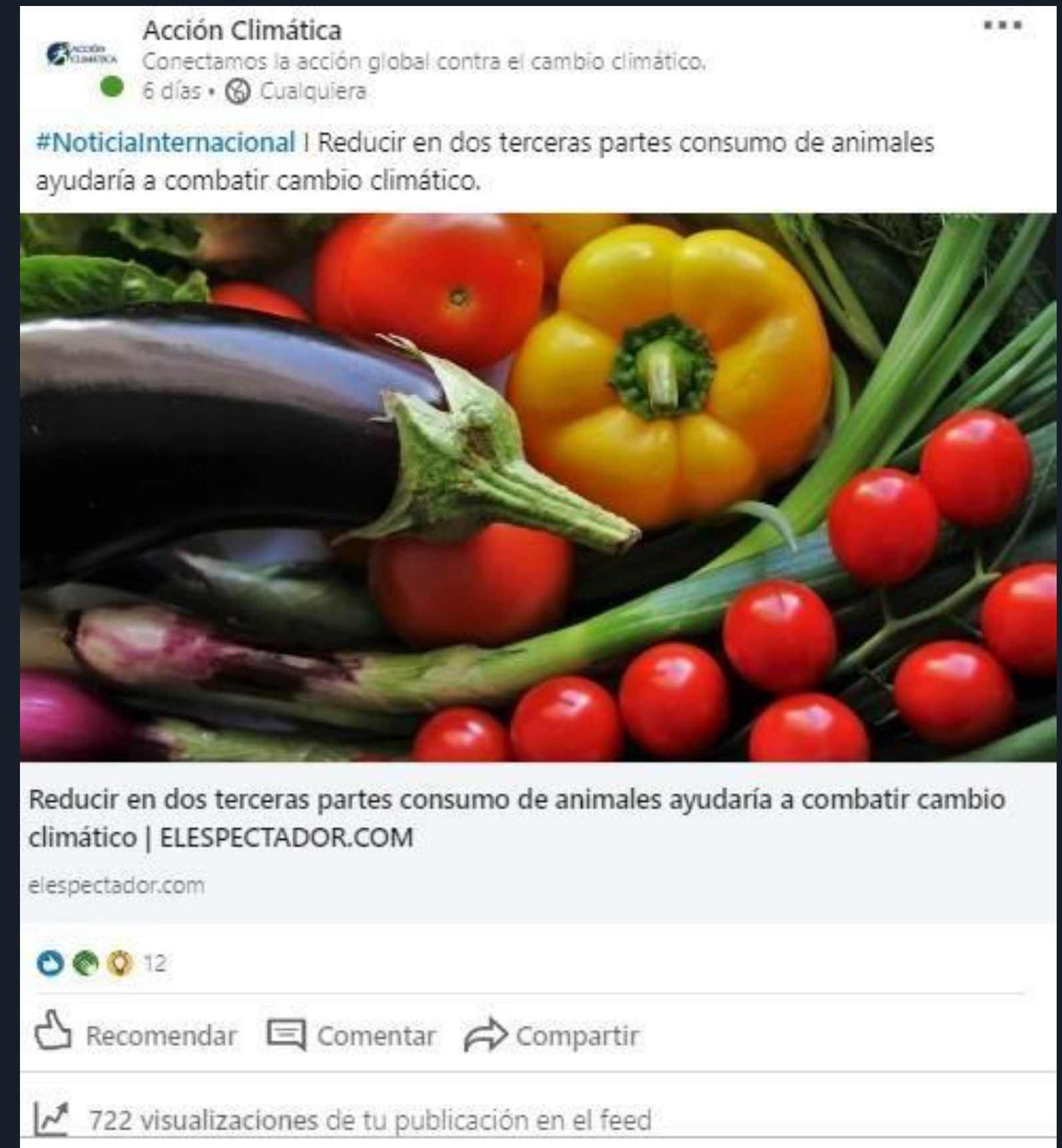
LINKEDIN



15.107 FOLLOWERS

1147 DAILY VISITS

400-500 VISUALIZATION



APPRECIATION

Climate Action recognizes each of the affiliated companies for being leaders in progress against Climate Change by having a specific mitigation and adaptation plan.





Fundación Natura recibe reconocimiento de Acción Climática

03/09/2019 Noticias Fundación Natura



SOCIAL MEDIA STRATEGY

Benchmark Social Media is a positioning tactic in social networks.



ANALYSIS



CONTENT

Contenido de publicación



Dentro del sector, en el que la empresa se encuentra, se debe manejar contenido noticioso con temas relacionados a la organización y eventos relacionados.



Crear #HASHTAG, para cada publicación, buscando que la gente interaccione por medio de este y conozcan más acerca de la empresa.

SCHEDULE



PROPOSAL

PROPUESTAS

- Crear un blog de noticias, experiencias y proyectos dentro de su página web, para poder compartirlas en sus redes sociales y redireccionarlos al sitio web.
- Hoy en día la red social Instagram ha tenido un crecimiento muy notable, por su interacción, evidenciar el día a día de la organización, generando mayor confiabilidad
- El uso de #Hashtag, principalmente en la red social Twitter, buscando que los clientes nos recomienden y crear tendencia para crecer en el mercado.
- Crear y postear imagenes propias, que tengan una buena visualización, sin que se vea saturadas diferentes redes

EXTRAS

PLAN A

With an extra charge, the affiliate can access to the service of telemarketing for invitations to the company's events, this reinforcement for emailing it will be quoted according to the working time requires expansion of AC staff, or if necessary, hiring of external collaborators.

EXTRAS

PLAN B

We can manage an affiliate's event as long as is related to climate change adaptation or mitigation; in that case, an economic proposal will be made according to the affiliate's requirements, and the variable cost associated with the events.

This service may even require an advance payment for the reservation and contracting suppliers.

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