

Section 1: Introduction of Client and Purpose of Campaign

FlexScreen began in 2013 when CEO, Joe Altieri, took to his garage and invented "the world's first and only flexible window screen" to solve all of the problems with the frustrating, 100-year-old technology of traditional screens.

A few years and several patents later, FlexScreen hit the marketplace and began garnering attention. Joe wanted to take it further and make FlexScreen not just an industry name, but a household brand name as well. Through digital marketing efforts for the brand, FlexScreen gained the attention of producers of ABC's *Shark Tank*. Joe's appearance on the show in January 2020 resulted in a deal with the Queen of QVC, Lori Greinier.

The purpose of this campaign is to target homeowners and window dealers to give the message of "Don't buy a window without FlexScreen" and "Don't sell a window without FlexScreen". The Main purpose of this is to increase awareness of the product and ultimately increase sales for FlexScreen.

Section 2: Fact Finding and Feedback – Research Recommended & Conducted

Right now FlexScreen's social media is Facebook, Instagram, LinkedIn, Twitter, Tik Tok, Youtube and Pinterest. Their social media is managed by their sister company Reflex Brands and their communications director. The demographic of the company is three different groups, OEM window manufacturers, window dealers and homeowners. Their goals for social media is to get the message out about their company and create brand awareness.

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1. Creating a product that literally changes homeowners lives and eliminates frustrations
2. The team is amazing at creating content and developing new organic social posts
3. The team is great at seeing a potential issue and overcoming it and adapting to change
4. The team is great at getting new customers and clients in and getting them set up quickly

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1. One of the big weaknesses is that the team has a lot of ideas but following through on those ideas is hard.

2. Another weakness is also strength but they can adapt quickly to change but they are not always prepared ahead of time.
3. A product weakness is that the industry they are in is reluctant to change and customers give a very slow, yes even though the product is better it is so much better and new it completely replaces the old version.
4. Another weakness is that the company is still small and they are getting so much attention and so many orders it is hard for them to keep up at some points.

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1. The opportunities with FlexScreen is that more customers are going to buy and they will grow.
2. The company is working on so many more products and new innovations that will make people's lives easier.
3. There is a lot of opportunities with the newest investor in the company Lori Greiner.
4. The employees have growth and career opportunities since the company is still growing.

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1. A big threat is capacity if the company sells too many window screens they may not produce all of them.
2. With such a unique product a big threat is being ripped off and have copycat products so they will rely on patents to protect the brand.
3. Threats can be as there are more screens produced more errors can happen which will lead to negative reviews
4. With a small company, they rely on certain people, and if that person leaves it can cause a huge shock in the company and hurt some departments.