

# Weave Strategic Communications Plan



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## Background History

Weave was created as an all-in-one communication platform. Weave is currently used in dental and medical offices, but is looking to expand into med-spa offices. Through its services, customers are able to receive appointment reminders through SMS text, fill out forms online, and have most of their medical records and personal data stored in one place. For employees, Weave allows them to see patient data, schedules, and analytics, and get reviews.

Some of Weave's top competitors are Doctible, NexHealth, and Lighthouse 360.<sup>1</sup> While each company has at least one unique feature not offered by its competitors. Each company is priced at around \$399 each. A key factor that makes Weave stand out compared to its competitors is the VoIP phone system. Weave customers are given a smartphone for communications which allows users to access a patient's name, upcoming appointments, overdue balances, and follow-ups. Currently, there is only one other communications system that offers a VoIP phone system. The Weave phone makes communication between medical offices and the patient seamless, simplifying and mitigating the number of hours needed for offices to schedule appointments.

Weave has already made a name for itself in the dentistry industry. In 2022, Dental Care Alliance, which supports over 370+ practices across the United States, became a customer of Weave.<sup>2</sup> Given the company's recent partnership, weave would like to expand its growth into other areas as well, primarily in med spa offices. While Weave currently has clientele in the med spa industry, it would be in their best interest to continue to market towards this sector of health. Mara Shorr, who works in the med spa industry said, "They're early adapters when it comes to the medical side of things, but they're not necessarily early adapters when it comes to business tech."<sup>3</sup> Since many med spa offices have not yet converted to newer, more comprehensive forms of communication, weave has a great opportunity to find new customers and build relationships with med spas around the country.

## PEST Analysis

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<sup>1</sup> Weave Alternatives

<https://www.softwarepundit.com/dental/weave-competitors-alternatives#weave-competitor-overview>

<sup>2</sup> Weave Adds

<https://www.getweave.com/weave-adds-largest-multi-location-customer-ever/>

<sup>3</sup> Simplifying the Way

<https://www.getweave.com/simplifying-the-way-your-med-spa-practice-does-business-w-mara-shorr/>

<p><b>Political</b></p> <ul style="list-style-type: none"> <li>- HIPPA laws</li> <li>- COVID cause an increase in online workings when the government shutdown</li> <li>- current/ongoing lawsuits with providers/medical professionals</li> </ul>	<p><b>Economic</b></p> <ul style="list-style-type: none"> <li>- Household incomes/not using insurance to pay for medspa</li> <li>- What portion of med is covered by insurance</li> <li>- Shift towards tech</li> <li>- Publicly funded company/share value</li> <li>- Price of living going up → desire/can't afford for extra services might go down</li> <li>- recession/inflation</li> </ul>
<p><b>Social</b></p> <ul style="list-style-type: none"> <li>- Demographic shift/generation needs</li> <li>- It is less taboo in today's society to receive cosmetic procedures</li> <li>- Trends in what cosmetic procedures are popular shift frequently</li> <li>- Medical procedure are often repeat services<sup>4</sup></li> </ul>	<p><b>Technology</b></p> <ul style="list-style-type: none"> <li>- Bugs previously in software</li> <li>- Older generations might be reluctant to deal with technology</li> <li>- Innovation/what sets Weave apart from competition</li> <li>- Rise in technology usage/remote bc of COVID<sup>5</sup></li> </ul>

### Political

Because Weave is a platform for medical companies, they deal with patient records. This involves laws regarding HIPPA in the way that Weave conducts their business. The COVID-19 pandemic intertwined the medical world with politics in a way unlike before. The transition to online services due to COVID has been beneficial to Weave due to the high demand for online platforms that can help to reduce in-person contact. Technology is becoming more prevalent in all aspects of life and business expenditures.

### Economic

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<sup>4</sup>Forbes

<https://www.forbes.com/sites/forbesbusinesscouncil/2021/05/21/unpacking-the-success-factors-of-the-med-spa-industry-during-the-pandemic/?sh=26a8d3de391d>

<sup>5</sup>Forbes

<https://www.forbes.com/sites/forbesbusinesscouncil/2021/05/21/unpacking-the-success-factors-of-the-med-spa-industry-during-the-pandemic/?sh=26a8d3de391d>

With Weave, companies will lower their need for paper records, forms, billing, and communication. Weave is a publicly traded company on the New York Stock Exchange, which has an impact on the company's economic value. The state of the economy is ever-changing. Recent economic trends point to the economy entering a recession. Inflation is also a constant factor in today's economy. The price of living is increasing, so individuals might not have as much disposable income to use for self-care services. Most insurances do not cover these self-care services as well, so the individuals rely on their own income.

**Social**

There is less taboo surrounding these services than in previous years. There is significantly less judgment surrounding cosmetic medical procedures, so there has been an increase in people who use these services. Medical spa services have been trending on social media, so med-spa services have become more of a common "medical service". Most customers who receive med-spa services go back either monthly or every 6 months, which could easily overwhelm some businesses. Weave would help by making it easier for them to store patient data and send reminders.

**Technology**

Weave's target audience is going to be medspa offices, meaning the technology is going to be used heavily by the administration in these offices. If there are older generations in office, they may run into problems being able to use these technologies as time goes on and they are left to their own devices. An in-depth tutorial and consistent support may be necessary for new tech users. Additionally, older generations may feel more reluctant to transition to a tech-only service that leaves receptionists without a reliable job. Weave's unique technology, which has no bugs in its software, will have to show how effective and accurate it can be compared to an experienced receptionist. At the end of the day, with a population that heavily relied on remote technology usage during the pandemic, this is the time to push Weave out to as many customers as possible.

**SWOT analysis**

<p><b>Strength</b></p> <ul style="list-style-type: none"> <li>- Not a lot of room for human error - technology heavy, less staff</li> <li>- Haven't had technology setbacks</li> <li>- Prevalent in dentist industry → Good reputation &amp; reviews</li> <li>- Market leader for patient portal software</li> </ul>	<p><b>Weakness</b></p> <ul style="list-style-type: none"> <li>- Technology bugs in software</li> <li>- Outside of dentist offices, not great brand recognition</li> <li>- Don't have different priced "packages" w different functions/attributes</li> </ul>
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<ul style="list-style-type: none"> <li>- “Offices see 9 more patients per week using weave”</li> <li>- Good internal work environment</li> <li>- Saves money as it reduces need for human labor costs</li> <li>- Saves offices 3 hours through texting services.</li> <li>- Team communication - allows companies to talk internally through one software</li> <li>- Weave gives companies phones that save all of their users data and information, making the process a lot quicker.</li> </ul>	<ul style="list-style-type: none"> <li>- Bad customer support/ reputation for it now</li> <li>- Claims to be customizable but isn't</li> </ul>
<p><b>Opportunity</b></p> <ul style="list-style-type: none"> <li>- Expand brand awareness</li> <li>- Repair reputation for customer support</li> <li>- Exemplify how Weave can decrease labor costs</li> <li>- Video tutorials to help customers troubleshoot</li> <li>- Create packages &amp; specific benefits for each “level”</li> <li>- Make software specific to area of concentration / type of practice</li> <li>- Change aesthetic</li> </ul>	<p><b>Threat</b></p> <ul style="list-style-type: none"> <li>- Competing software, Mindbody, currently established with med spas</li> <li>- Pricing, competitors offer different pricing based on needs</li> <li>- Bugs/technology lacking in Weave</li> </ul>

**Strength**

As a current market leader, Weave allows medical offices to save time and money. By mitigating the cost of labor and making interactions between the office and patient seamless, businesses have seen an increase in the number of patients seen per day. Weave also gives the companies their own phone primarily to help save and organize user data and information. Weave’s automated customer communication software allows companies to lower their labor costs by removing the constant need for a secretary. Lower labor costs and needs will affect companies’ budgets and personnel needed. Weave can also assist with cancellations, as stated on their website: “Weave can cut no-shows and cancellations by 10% while helping to boost revenue.” Not only does

Weave help contribute to the overall success of the company, but it also reduces the stress for employees, cutting three hours of communication tasks per day on average.

### **Weakness**

Despite being a popular choice for patient portal software, Weave has its challenges. Any company that has a basis of technological function will likely have the issue of bugs in their software. Many reviews of Weave note issues with bugs present in their program that must be worked out (such as?). Weave is also supposed to be a highly customizable system, but customers say it is very difficult to do so. Customers may find it useful to be able to customize their own layout and organization of their online system to suit it to their needs. These problems would be easily fixable when the customer contacts customer support. However, a large problem Weave is facing is its lack of easily accessible customer support. Many customers have noticed this problem. Weave has worked on these issues by hiring more customer support people to decrease phone wait times, but there still appears to be a gap in customers receiving ample assistance and resolution. Another weakness of Weave is that they are lacking in brand recognition for medical offices outside of dentistry. As they aim to branch out into fields such as medical spas, they will need to ensure they improve their reputation in customer service.

### **Opportunity**

Weave has set itself up to become relevant and desired in many industries, including the medical spa industry. The main opportunity for Weave is to allow potential users to see how Weave works before committing to trying it out. Video tutorials and walkthroughs of the software would be beneficial to allow the company's decision-makers to envision their business using the software. Creating packages or bundles that offer specific benefits could also be enticing. Further adapting the software to specific industries could show that Weave has thought of the industry's specific needs. These packages or bundles could also be priced differently to appeal to companies that are interested in Weave but don't need all the add-ons. Based on Weave's performance history there is an opportunity to repair its reputation regarding its customer support aspect. Further emphasizing the receptionist position labor costs required to run a business versus the cost of using Weave could greatly impact the consumer's decision to switch to Weave.

### **Threat**

Weave has competition from other companies pursuing a similar technological model. MindBody, for example, is specifically marketed towards spas and has already established relationships with clientele in the industry. A challenge for Weave will be to

break into the market and prove that it is a better option over not only MindBody, but also NexHealth, Solutionreach, and RevenueWell. One way Weave can enhance its user experience is by considering the benefit of multiple price packages. It is possible that offices will be wary of committing to Weave due to budgeting conflicts. In some cases, programs seen as simple or basic may attract offices that find new technology overwhelming. To address these issues, Weave may decide to offer a 'basic' package that allows clients to use Weave as much as they need it and for a lower price if applicable. It is a good idea to offer several price points and packages in order to be as accommodating as possible.

## **Communication Audit**

### **Instagram (10.7k followers)**

Instagram is an effective platform to increase brand awareness, find customers, and promote services. Weave currently has 10.7k followers on Instagram, with over 488 posts. The company typically posts one day per week, but there is room for improvement in the content of their posts in order to get more engagement and gain a bigger following. Currently, individual posts tend to receive 10-30 likes and 2-5 comments. These include testimonials from businesses that use Weave, as well as how-to tutorials. In order to improve engagement and increase followers on Instagram, Weave should utilize the power of videos because it is a strong tactic to get viewers to remember content.

### **Twitter (1.5k followers)**

Weave currently has a Twitter following of 2,049 with an average of 2-5 retweets and likes per tweet. Weave's account has a good amount of testimonials and reviews from customers, which emphasizes its appeal for prospective customers. Weave also posts about upcoming events and changes to their services, such as promotions and incentives. In addition, Weave could benefit from partnering with influencers to help promote services. Using hashtags like #medspa or #medspadeals would help Weave to reach their target audience by including words that pertain to their industry.

### **Tik Tok (165 followers, 20k views)**

Weave currently has a following of 190 on TikTok, boasting 3,449 likes across the platform.<sup>6</sup> Weave has a strong ratio of likes to followers, suggesting an audience reach beyond the follower count with each post. The virality of Weave's content has proven to have a major impact factor, gaining up to 86k views on a single video. Weave's TikTok posts have a professional, ad-like approach to production that targets audiences such as dental and doctor's offices. One way Weave can improve is to increase audience interactions for each post, ensuring strong relationships with clients and maintaining consistent engagement. Including questions, requesting testimonials from customers, and replying to comments on its posts may strengthen the interaction portion of its page and contribute to the overall growth. Using customer testimonials as posts may also be an effective way to gain appeal and stimulate conversation about the product.

### **Weave Newsroom<sup>7</sup>**

Weave's Newsroom represents the company's success. It highlights the company's internal team, reveals new services that have been added, and boasts of the awards the companies received. The site is attractive to those wanting to check out Weave's legitimacy and does a good job marketing the company's fun culture. The user-friendly interface encourages browsers to scroll through. The Newsroom may benefit from posts that are specifically targeted towards industries that Weave is inclined to partner with. For example, Weave may want to produce a Newsroom post about why patient-doctor communication is so important within the MedSpa industry and how Weave is committed to helping. Targeted posts could give MedSpas a reason to trust Weave over other competitors. For some Weave users, the Newsroom may be where they look for how-to videos. It could also be useful to include demonstrations and resources about how to use the app to make it more user-friendly, which is attractive to potential customers.

## **Key Publics**

### **Office Managers**

We identified medical office managers as another key public for our PR plan. Office managers have the role of facilitating logistics of daily operations for providers as well as clients. This job includes duties such as scheduling, phone/text communication, ensuring forms are filled out, sending emails, and collecting insurance.<sup>8</sup> These are all functions that are included in Weave, making office managers an audience who would likely be interested in Weave.

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<sup>6</sup> Tik Tok <https://www.tiktok.com/@getweave? t=8Wtlh6hVRAU& r=1>

<sup>7</sup> Weave Newsroom <https://www.getweave.com/newsroom/>

<sup>8</sup> Medical Office <https://www.betterteam.com/medical-office-manager-job-description>



Medspa office managers tend to make around \$40-50k per year<sup>9</sup>. This is just below the average salary in the United States. When making less than the average person's salary, one could assume that an office manager would want to decrease their work load in any way possible. With all of the built-in features of Weave and the convenience of having most of the aspects of their job in one place, Weave would immensely simplify the job of an office manager. Decreasing the amount of desk work for an office manager will free up time for them to fully engage with patients. Excellent customer service will increase business for med spas.

### **Physicians**

Medical spas are owned and operated by several different personnel, and they all play crucial roles in the success of the practice. Many med spa practitioners and owners are doctors, physicians, and medical professionals who decided to step into the medical spa industry.<sup>10</sup> We identified physicians as a target audience for Weave. After years of working within specific disciplines, many physicians are learning about the benefits of working within the med spa industry. This audience is likely to have experienced burnout from working within the medical industry in high stress and pressure disciplines.

Med spa's offer a more relaxed environment, patients who are actually happy to see them, flexible schedules, and a rise in demand within the med spa industry for specific treatments that require physicians' overview or involvement.

Another reason for the rise of physicians transitioning to this newer industry is due to the recent pandemic. COVID-19 has especially taken a toll on medical professionals and those in the medical industry.<sup>11</sup> According to the Mayo Clinic Proceedings findings in 2021, surveying amongst 20,665 respondents at 124 institutions, 23.8% of physicians have intention to leave their practice within two years and 31.4% reduce hours due to burnout, COVID-19 related anxiety and depression, and overall workload. With med spas growing and expanding, many physicians might follow through by leaving the medical industry and go straight into the med spa industry.

Opening a medical spa as a practitioner or doctor allows these licensed individuals to learn the skills required to perform each treatment offered. There are many benefits for working within the medical spa industry. Robert Huckels, vice president for marketing at MedSurge, explained in a New York Times article, "It works well for emergency room doctors seeking less stress and for gynecologists who already have a ready-made female audience."<sup>12</sup> Medical spa practitioners make between \$96,000 to \$190,000. Working within the medical spa field alludes to happier patients who actually

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<sup>9</sup> Medical Spa <https://www.salary.com/research/salary/recruiting/medical-spa-manager-salary>

<sup>10</sup> More Doctors <https://www.nytimes.com/2006/11/30/us/30plastic.html>

<sup>11</sup> Medicine

<https://www.ama-assn.org/practice-management/physician-health/medicine-s-great-resignation-1-5-doctors-plan-exit-2-years>

<sup>12</sup> More Doctors <https://www.nytimes.com/2006/11/30/us/30plastic.html>

want to see you as a practitioner, flexible and less demanding hours, and competitive pay.

**Persona 1:** For the last 10 years, Aaron has been an ER surgeon in the Portland Metro area. Aaron works extremely long hours with shifts up to 40 hours at a time. As a burnt out medical provider, he is interested in leaving the hospital to open up a medical spa practice. This would allow him to work more regular hours and possibly have more time for his family and hobbies. He is concerned about the organization of owning his own practice. When he discovered Weave, he was interested in how this technological system could prepare his business to run smoothly.

**Persona 2:** Sarah is an Office Manager for a med spa in Eugene, Oregon. She has worked there for 6 years, and she is a valued asset to the business. However, even though Sarah is an essential person, she is only making \$41k per year. She gets by, but feels as though this pay may not be worth all of the hard work she is doing. She works daily from 9-5 and occasionally deals with client communication on her off hours as well. When Sarah heard of Weave, she was excited to advocate for this technology that would greatly simplify her job and make her work-load better reflect her pay.

### **Problem/Opportunity Statement**

We see an opportunity for Weave to grow into a new market segment. Weave already has a massive stake in the medical industry. With med spas becoming more prevalent within the health industry, we have the chance to build an even bigger name for Weave. A challenge is that there are a large number of communication systems out there. In order to show why Weave is better than its competitors, we plan to build interest for potential customers by promoting the demo offered on the website. The demo offers a chance to get educated on the product, what systems are offered as well as a 1 on 1 meeting with a product expert. As we get more med spa offices to try out our demo, we believe that we can increase the number of practices using Weave. We hope to increase brand awareness while educating this new market segment about all of the great qualities that the Weave communication systems have to offer.

### **Goal Statement**

The goal for Weave is to be seen as a highly-used communication platform in the customer service technology industry. We hope to achieve this by targeting doctors and physicians that are new or transitioning to the medical spa industry, and office managers of the medical spa practices.

### **Target Audience - Office Managers**

**Objective 1:** To generate action; specifically to increase requests for the Weave informational demo by 20% within six months.

**Strategy:** To accomplish this objective, we recommend an owned media-based strategy that will incentivise people to inquire about the functions of Weave through posting on socials and the Weave website. This strategy encourages informational meetings and overall media awareness and engagement.

#### **Tactics:**

- a. Make a standardized demo video that is accessible to the public. Promote this video through the Weave website and social media platforms.
- b. Create promotional incentives for those who register for personal demos. These could include:
  - i. Discounted price for the first month
  - ii. Feature add ons for a discount
- c. Create infographics and social media content that highlights the individual features of Weave and the benefits of these features.
- d. Create customizable packages for office managers to choose from. This will allow them to select the exact features that their med spa needs.

**Objective 2:** To increase awareness; specifically to generate presence in medical magazines. Get Weave featured in three medical publications within 12 months.

**Strategy:** To accomplish this objective, the use of earned and paid media will be the driving force to raise awareness and exposure for Weave.

#### **Tactics:**

- a. Nominate Weave for at least 25 awards that are noted in medical magazines or other publications.
  - i. Make a list of magazine awards that relate to the med spa field.
- b. Create advertisements for Weave. Pay for advertisement space in medical publications for these advertisements.

### **Target Audience - Medical Physicians**

**Objective 1:** To increase awareness via earned media social media and medical publications.

**Strategy:** To accomplish this objective, we recommend an earned media strategy through events that will strengthen relationships between medical physicians and Weave.

**Tactics:**

- a. We will host an event for Weave in Orlando, Florida on October 8, and invite 100 medical spa physicians from around the country who will be attending the EMS Today Trade Show. Invite journalists, bloggers and influencers such as @Dermdoctor on TikTok to Weave's event.
- b. We will bring Weave to the EMS Today Trade Show on October 10, 2023, in Orlando, Florida. The event will be used to promote our communications software and build relationships with attendants in hopes of selling our product or creating buzz through word of mouth.

**Objective 2:** To have an effect on acceptance by building relationships with physicians that will incentivise them to incorporate weave into their practices. We aim to increase installments of Weave by 10% over the next 8 months.

**Strategy:** To accomplish this goal, we recommend an event-based strategy that will show Weave cares about their clients and wants to maintain consistent relationships with physicians.

**Tactics:**

- a. We will host an event for Weave in Orlando, Florida on October 8, and invite 100 medical spa physicians from around the country. Weave plans on using this event to better their relationship with the physicians interested in their product. Weave will also use this as an opportunity to educate their audience on why Weave is the best communications software.
- b. Weave will create a list of physicians that plan to attend the event, the EMS trade show or both. Weave will use the calling list to call and remind the physicians of the event, where and when it is, why they should come and call them after to get an opinion on how it all went for feedback.

## Budget:

Key Public	Strategy	Tactic	Component	Detail	Unit Price	Quantity	Budget
Office Managers	Post on socials and the Weave website to incentivise people to inquire about the functions of Weave	Create standardized demo video for Weave's website and social platform	Twitter, Instagram, Facebook, Weave website	Post demo video in a shareable format	\$500/video	1 video	\$500
		Launch promotional incentives applied to the first month of membership for new customers who requested Weave's demo.	Weave website	First month discounted by 10% for first 50 customers who participate in promotion	\$40/user	50 discounted customers	\$2,000
		Create infographics & social media content that highlights the individual features of Weave & their benefits.	Indesign, Instagram, Twitter, Facebook	Publish infographics and other feature related content on social media platforms	\$0	4 different social post templates with 2 infographic options	\$0
		Create customizable packages, so office managers can choose the exact features that their med spa needs	Weave website	Make different package options available and promote on Weave website	\$0	5 new package options	\$0
Physicians	Raise awareness for Weave by promoting in medical publications	Nominate Weave for 25 or more awards that are noted in magazines or other publications	Medical Publications, Medical related awards	Make lists of medical related awards	\$0	25 award nominations	\$0
	Use events to develop and strengthen relationships between medical physicians and Weave	Create paid advertisements for medical publications	Medical Publications	Make list of medical publications, purchase advertising space	\$750	Ads in 2 magazines	\$1,500
		Host an event inviting 100 medical spa physicians from around the country. Invite journalists, bloggers and influencers such as @Dermdoctor on TikTok to Weave's event.	Event, Internal Communication	In order to host the event: Find an event center in Orlando, Florida, set up food and beverage caters for the event, contact the EMS trade show and figure out which physicians plan on attending, get in contact with influencers and bloggers in order to create a buzz on the show.	\$2000 for event center, \$1000 for food catering, \$500 for flying out @Dermdoctor	100 physicians and select influencers	\$3,500
Maintain consistent relationships and communication with physicians	Attend the EMS Today Trade Show	External communication	Promote and display what Weave has to offer in a technological environment in order to build interest on Weave's communication system.	\$250 per attendee	1 event, 2 attendees	\$500	
	Host an event inviting 100 medical spa physicians from around the country who will be attending the EMS Today Trade Show.	Event, Internal Communication	In order to host the event: Find an event center in Orlando, Florida, set up food and beverage caters for the event, contact the EMS trade show and figure out which physicians plan on attending, get in contact with influencers and bloggers in order to create a buzz on the show.	\$2000 for event center, \$1000 for food catering, \$500 for flying out @Dermdoctor	1 event, 1 food cater, 1 Influencer	\$0 (repeat cost)	
	Making a list of physicians to include in Weave events and calling lists	Direct contact through email and phonecall	Create a list of physicians that plan to attend the event, the EMS trade show or both. Use the calling list to call and remind the physicians of the event, where and when it is, why they should come and call them after to get an opinion on how it all went for feedback.	\$0	100 guests	\$0	
<b>Total</b>							<b>Total \$8,000</b>

## Timeline:

Task	Category	Start Date	Duration	January	March	April	July	September	October
<b>Objective 1: Increase requests for the Weave informational demo by 20% within six months.</b>									
Task 1: Create & publish a standardized video on the Weave website	Content Creation & Social Media Based	January 1, 2023	6 months	January 2, 2023: Hire video producer & begin process of creating standardized video	March 2, 2023: Standardized video is published on social media & Weave website	Release social media short videos demonstrating individual functions of Weave bi-weekly	Observe number of requests for informational demo and assess how it matches up to our objective.		
Task 2: Offer customizable packages	Research Based & Content Creation	January 1, 2023	6 months	January 1 - February 1, 2023: Research what functions are deemed necessary versus an add-on for med spa industry	March 1, 2023: Release customizable packages to current & future Weave users		Observe number of requests for informational demo and assess how it matches up to our objective.		
<b>Objective 2: Increase installments of Weave by 10%</b>									
Task 1: Nominate Weave for 25+ awards noted in magazines	Research Based	December 20, 2023	8 months	Research notable magazines & awards to nominate Weave for throughout 8 months	Nominate Weave for 9 publication awards by March 30, 2023	Nominate Weave for 3 awards by April 30, 2023		Assess the success of the nominations submitted by September 20, 2023	
Task 2: Create paid advertisements for medical publications	Content Creation & Social Media Based	January 1, 2023	8 months	Create content for advertisements				Assess the number of impressions by September 1, 2023	
Task 3: Host event for Weave	Event Based	January 1, 2023	10 months	January 20, 2023: Establish event location & date for event	March 1, 2023: Establish event details, catering, travel, and hospitality		July 1, 2023: Send invitations to current & future Weave clients		October 6, 2023: Host Weave event
Task 4: Attend EMS Trade Show in Orlando, Florida	Event Based	January 1, 2023	10 months		March 1, 2023: Secure space at EMS Trade Show				October 8, 2023: Attend EMS Trade Show

## Evaluation Criteria and Tools

**Objective 1:** To generate action; specifically to increase requests for the Weave informational demo.

**Criteria:** Weave has increased informational demo by 20% within six months.

**Tools:** Using the homepage of the Weave website, we will have an announcement about the promotion.

**Objective 2:** We aim to increase installments of Weave by 10% over the next 8 months.

**Criteria:** A 10% increase in installments in 8 months.

**Tools:** Using social media analytics, we will track where our installments are coming from and analyze our demographics.

**Objective 3:** To increase awareness via earned media, social media, and medical publications.

**Criteria:** Have Weave clients attend a show in Orlando, FL. that promotes Weave products.

**Tools:** - Using Instagram, Twitter, and a newsletter to clients, Weave will send out information regarding the event, 6 months in advance.