



IMC
**MARKETING
PLAN**



 **ancestry**[™]

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EXECUTIVE SUMMARY

Ancestry's mission is to help everyone discover, preserve and share their family history. They are one of the top companies that provide information that is not easily accessible elsewhere making them a top competitor. They give access to family history and consumer genomics, they harness information found in family trees, historical records, and DNA to help their consumers gain a new level of understanding about their lives and families. Ancestry has brought family members together and people in touch with their culture. The target market for this campaign is female millennials looking to find their long lost and family and what make them unique. The most popular social media platforms used by our targeted customers is Instagram and YouTube. We will be using those platforms to strategically promote this campaign and everything Ancestry stands for.



CAMPAIGN BACKGROUND & RESEARCH

Paul Brent Allen and Dan Taggart graduated in 1990 from Brigham University. They founded a company called Infobases and they began providing Latter-Day Saints (LDS) with publications via floppy disks. Since then, both Allen and Taggart continued their business ventures which led them to Ancestry.com. In 1996 Ancestry officially went online with the launch of Ancestry.com. In 2007, the LDS Family History Centers and the company could not come to a mutual agreement offering free access for individuals to use Ancestry.com which led to the contract being terminated and the company taking further action.

On November 5, 2009, Ancestry.com became a publicly traded company on NASDAQ (symbol: ACOM). "Spectrum Equity Investors-backed website Ancestry.com Inc. and priced its initial public offering of 7.4 million shares at \$13.50 per share" (Reuters, 2009). The IPO will be managed by Morgan Stanley, Bank of America, Merrill Lynch, and underwriters will have the option to purchase another 1.1 million shares if necessary.

Ancestry.com operates a subscription-based website which allows individuals the opportunity to find, preserve, and share their family history with other family members. "The site has over 7 billion records from the US, Canada and Europe ready to add or already added to family trees. It has all relevant Federal Census records since 1790. Records are generally accessible through a paid subscription, but many are free to browse. As of June 2011, the site had nearly 1.7 paying subscribers and 26 million family trees" (Crunchbase, 2020).

Users have the opportunity to utilize Ancestry Family History by starting a free account to create their own family tree via a web browser. They can use the templates in Ancestry.com to fill-out their family tree manually. For those individuals seeking to find more specific answers they can sign-up for one of the subscription services that will meet their needs to continue conducting their research to fill their family trees.

Ancestry.com's core values and mission statement is that they are customer obsessed. Their focus is to provide sustained value to their customers and deeply understand their needs by analyzing their data and insights. By pioneering relentlessly, they strive to focus on what matters most and break through boundaries. The companies aim is to learn fast, make tough choices, and scale what works. Ancestry.com's mission statement is to empower each other. They believe in being inclusive, transparent, and committing to each other's success. They hold themselves accountable and trust each other to be responsible. (Ancestry, 2020).

Financially, Ancestry.com has done very well since they started the publishing company in 1983. Ancestry.com has been a leader in the family history market for over 20 years and have helped pioneer the market for online family history research. "The foundation of their service is an extensive and unique collection of billions of historical records that have been digitized, indexed and put online since 1996. Ancestry.com revenues have increased from \$140.3 million in 2005 to \$300.9 million in 2010, a compound annual growth rate of 16.5%" (Crunchbase, 2020). On August 5th, 2020 Ancestry.com was bought out by Blackstone Group for \$4.7B.



Ancestry.com offers their customers with many valuable products which have been researched and will meet their customers specific and individual needs so they could have a better understanding and appreciation for their genealogy. There are several products Ancestry.com offers such as Ancestry Family History where subscribers can research past generations to help them understand their genealogy. Another product offered is Ancestry DNA which reveals not only your origins and ethnicity, but also helps one find family members they were not able to locate or did not know they had. It also provides the individual with specific insight to their DNA and genetics. Furthermore, Ancestry Health affords one the opportunity to analyze their DNA and make positive life changes if needed to be able to live a longer and healthier lifestyle.

Ancestry.com is not targeting “any specific demographic ... our goal is just to find relevant moments that connect to you and your modern day. That's really what we're trying to focus on” (Deighton, 2020). Ancestry.com is providing a service to its subscribers which allows them to make a personal connection and learn about their families, their culture, and past generations. It allows them to gain answers to questions they may have that is not solely based on their DNA. To be able to look back at historical documents of their ancestors affords them the opportunity to create authentic experiences and embrace a piece of history they would not have been able to come across if they did not take advantage of the services offered through Ancestry.com.

Ancestry is a genealogy company that provides families with their background and cultural history, the ability to conduct further research based on the data they receive, and the opportunity to do DNA testing and gene analytics.



Some of the direct competition Ancestry.com is up against is Geni, Inc., MyHeritage, Family Search International, 23andMe, Legacy.com. As of Aug 2020, “Ancestry.com, LLC has raised a total of \$433.2M in funding” (Owler, 2020). Some of the indirect competition Ancestry.com, LLC has been Archives and Classmates to name a few.

Currently, the marketing strategies Ancestry.com is utilizing is positioning their brand by strategically placing themselves where the people mostly need it. When people are seeking for specific answers they want to know where to go to find what they are looking. Also, if they need to get a DNA test, they need to know how to go about scheduling it or ordering the kit to get the test completed and wait for their results.

Ancestry’s brand is on a mission because they utilize their marketing and communications to focus on making the human connection with their customers. “You can't force someone to change. You need to inspire them and want them to come on the journey with you” (Kennedy, 2017).

Ancestry’s customers are deeply passionate about the products offered because they are able to get answers and solve family puzzles that have been lingering for years. This is very important because they know that Ancestry.com will not fail them because they are a brand that is loyal to their customers for generations to come.



SWOT ANALYSIS

SWOT ANALYSIS



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- Ancestry has the largest database with over 11 million people.
- Ancestry.com is the fastest website compared to competitors.
- Ancestry offers online tree-building and access to genealogy records.
- Ancestry became one of the first companies to offer autosomal DNA testing services.
- The company is able to provide information on ethnicities across 350 regions.

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- Work with influencers to promote the product on a larger spectrum.
- Expand by having the product and services available in more countries.
- Ancestry.com should focus on its core competency of genealogical analysis to grow its market.
- Revamp Ancestry.com marketing infrastructure.
- Grow financially by gaining more subscribers.

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- Ancestry is only available in certain countries which can lead to a slight inaccuracy of users' results.
- Heritage test results are less accurate if the individual does not have European roots.
- Subscription packages come at a steep price.
- There are other competitors in the market that offer ancestry tracing.
- Other competitors offer the same services at lower pricing points.

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- Users not trusting the company fully due to the possibility of their data being wrongfully compromised.
- Breach of Ancestry.coms data.
- Individuals may become emotionally scarred due to their results and findings.
- Ancestry.com's reputation being tainted because of privacy issues.
- Ancestry.com's top competitor is 23andMe.

TARGET AUDIENCE DEFINITION

In the world we live in most people do not know much about their families or about their heritage. There are the ones who do not care to know, but there are people who are yearning for answers and those are the ones Ancestry.com should target to increase revenue and awareness. The target demographic this product would be geared towards are people that have been adopted. An interesting statistic Jessica Edgson stated in her article, *23 Surprising Adoption Statistics & Facts for 2020* said, “In the United States, there are around 1.5 million children who have been adopted” (Edgson, 2020).

In the 20th century adoption was kept on the low and even kind of frowned upon. The *American Adoption agency stated*, “A prospective birth mother wouldn’t tell anyone she was pregnant, and in some situations, she would even take a long “vacation” to have the baby and place him or her for adoption. Adoptive parents often wouldn’t tell their child that he or she was adopted” (American Adoptions, 2020). From reading this article it is evident that people who do not know where they came from or know about other possible family members is more common than we might have thought.

Our target audience are young women who want to find their long-lost family and the age ranges from 18-24. The biggest thing happening in the world right now that has altered every single person’s life is the coronavirus. This Pandemic has gotten more people to hunt for their biological birth parents, long lost relatives and family history. “Ancestry.com saw a 37%

increase in new subscribers from March to July” (CBS Miami, 2020). People are realizing that life is too short, and they have nothing to lose at this point other than finding out more facts about who they are as an individual. Also, this pandemic has stopped the hustle and bustle of life, so people have a lot of time on their hands, so this type of distraction is good for them. Ancestry.com is a great resource for genealogy research because they have many census records and marriage, birth, and death records. In the article, *More than 26 million people have taken an at-home ancestry test* said, “For consumers, the test which cost as little as \$59 offer entertainment, clues to ancestry, and a chance of discovering family secrets, such as siblings you didn’t know about” (Regalado, 2019). Ancestry.com opens the door for people to get the answers and information they have often wondered about and gives them the opportunity for relatives to be able to make up for lost time before it is too late.



TARGET AUDIENCE PROFILE – MILLENIALS



Meet Kalani, the perfect user for Ancestry.com. She is a single 24-year-old young woman who graduated from Rutgers University with a Bachelor's Degree in Business. She is the oldest of three siblings and has lived with her parents all through her college career in the suburbs of New Jersey. After graduation she was able to land an awesome job in New York City which was always her dream. She was able to save enough

money to move out from her parent's home and get an apartment to be closer to her new job. She currently makes \$90,000 a year and does not plan on leaving the beautiful borough of Manhattan any time soon.

She loves the fast pace life the city brings to her and all the new experiences that come with it. In the future when she is married and ready to start a family, she plans on purchasing a home and moving to the suburbs right outside of New York City whether that be in New Jersey, New York or Connecticut. Her favorite hobby is to working out and her guilty pleasure is watching reality television shows such as Real Housewives and the Bachelorette just to name a few.

Kalani for the longest time thought she was Italian just like the rest of her siblings. Growing up in the Italian culture is all she knows from the cooking, to her morals, values and integrity.

When she turned 20 her parents broke the news to her that she was adopted. Although she was devastated and felt left out for a while her family made it clear to her that they loved her regardless. “They had a great deal of love for the child” (American Adoptions, 2020). When she started asking questions her parents only knew that her biological mother was from Illinois and other than that they did not have as much information as she was hoping to get. She had so many questions she wanted to know. For example, where was she born, what is her ethnicity and culture, does she look like her biological parents, and does she have siblings just to name a few.

Kalani has a close relationship with her parents and siblings even after finding out she was adopted. Every Sunday they get together to make a homemade Italian dinner as a family and that is a tradition she wants to continue doing when she has kids. She wants to get all her answers about where she comes from and will also embrace her new culture. Even if she may not be Italian by blood she is by heart.



MARKETING OBJECTIVES AND STRATEGIES

GOAL: Increase Ancestry.com relevance and target people who are wanting to connect with family in their past and present.

Objectives and Strategies:

1. To increase brand awareness for 60% of targeted customers in 12 months.

- Work with influencers through social media to help promote.
- Create a campaign and broadcast commercials, ads, etc.
- Use multiple social media platforms to target audience and promote.
- Share success stories of people who have used Ancestry.com

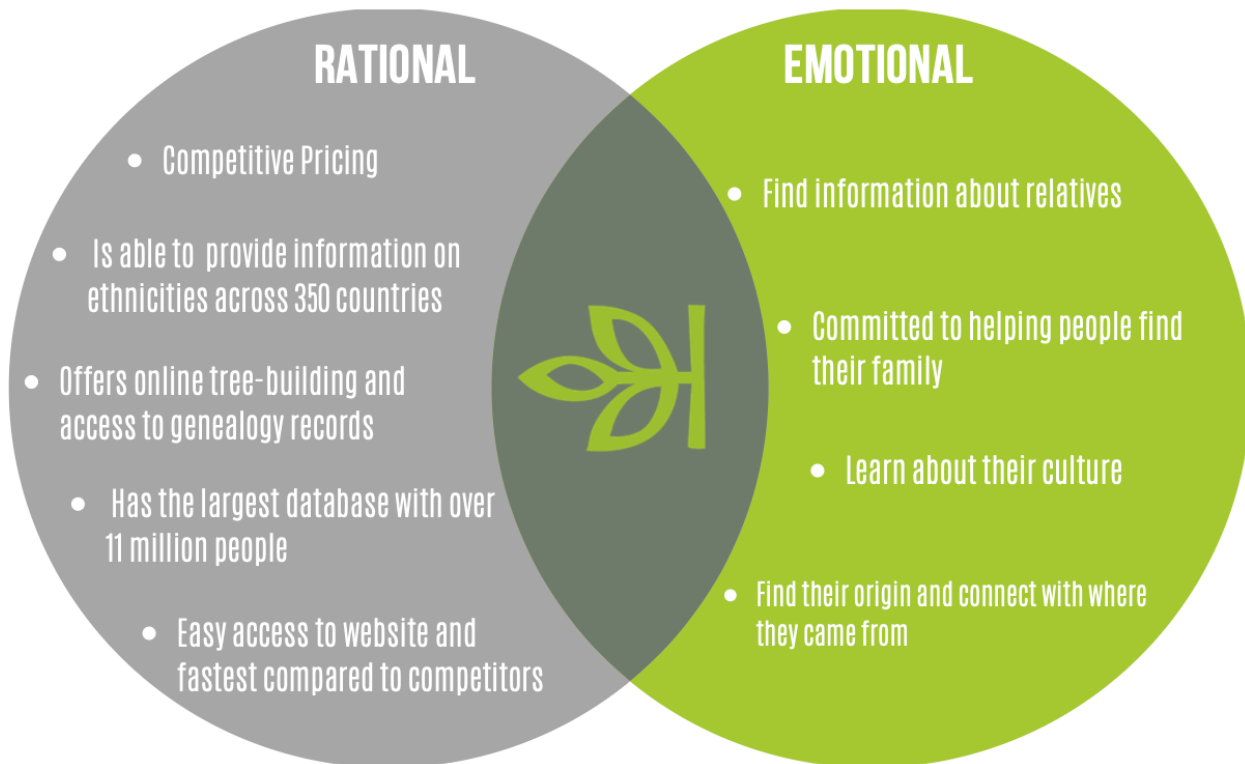
2. To increase by 30% visits to the website in 12 months.

- Offer discounts for a limited time to attract potential subscribers.
- Implement good Search Engine Optimization.
- Include hashtags on all our post to be able to reach more people.
- Create Engaging Content to attract people to the website



CREATIVE STRATEGY

ANCESTRY



CREATIVE STRATEGY STATEMENT

Ancestry.com will help people find where they are from, family members they may not know about, and answers they are looking for.

TAG LINE

“We All Carry Inside of Us, People Who Came Before Us.”

Rejected Statements:

- Ancestry.com is the gateway to finding your family.
- When you’re questioning where you came from, Ancestry.com helps answer it.
- If you want to understand today, you have to search yesterday, so do it with Ancestry.com.

CREATIVE BRIEF

What are we advertising?

Ancestry.com is the right place for young millennials who are seeking information about themselves and their lineage.

Whom we are talking to?

Millennial women who have been adopted and are looking to find answers on where they are from and information on their biological parents.

What do they currently think?

They may think their biological family members do not want to be found. Ancestry.com just wants to take DNA samples and personal information for government use.

What would we like them to think?

Ancestry.com is the place to go for getting questions answered about their family history and origin. Ancestry.com is a safe and resourceful service that keeps their personal information secure.

What is the single most persuasive idea we can convey?

Ancestry.com is the best genealogical resource in the industry today that can open doors from the past that you did not know could have been opened.

Why should they believe it?

Ancestry.com has many success stories and have been used in shows from popular television channels that help people find their families and family history.

Are there any creative guidelines?

All marketing campaigns will have a variety of different ethnicities to show diversity. Also, create creative content that provides positivity and encouragement to the viewers to not be afraid and go look for the answers that they deserve to know.

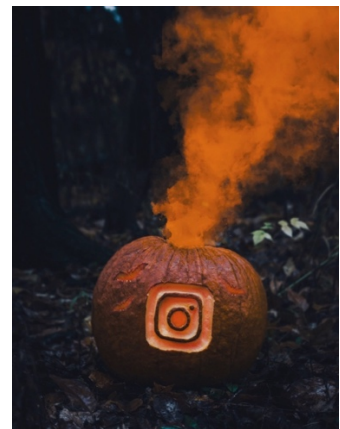
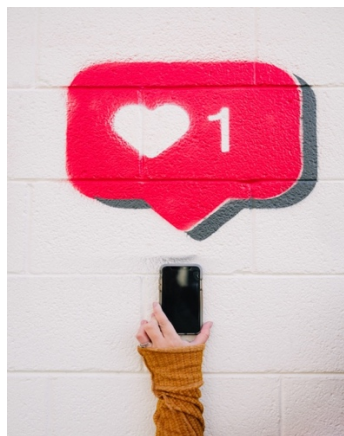
COMMUNICATION CHANNELS

Social Media Advertising: Advertising through social media is an easy way to reach millions of people, especially young millennials. Instagram is a very popular social media platform that can be used to have our content displayed and distributed to the masses. While doing some research I came across a blog titled *“37 Instagram Stats That Matter to Marketers”* and there was an infographic with a few Instagram statistics. Christina Newberry stated, “1 billion people actively use Instagram every month” (Newberry, 2019). Reading the data provided in her blog and infographic it is evident that we can pay influencers to use our services and share their experiences to their loyal followers. The process of picking which influencers we want to represent our brand will be a lengthy one. We will check to see how organic their analytics are and if the amount of follower’s match with their engagements. We will also do background checks and see what their morals and values consist of which will be evident in the way they communicate with their followers. We want influencers who will lift the brand up, not damage it because of their own reputation.

Cable Television Commercial Advertising: Ancestry.com has already done commercials on cable television channels but I believe we can take it to the next level. Thrive Advertising states, “The best advertising campaigns we all know – don’t just perfectly reach their demographic – they achieve enough frequency that consumers can not only identify with what they see – they trust it” (Thrive Advertising, n.d.) To achieve successful advertising via cable television we will create engaging content to attract and reach our target market specifically

young millennials. We will have our commercials playing on cable television channels in between popular shows airing, which the millennial demographic would watch. By doing this we can expand to other age groups and have our brand displayed to a larger audience.

Alternative Social Media Advertising: YouTube is a huge platform that Ancestry.com should take advantage of utilizing. While conducting research I found most people are watching YouTube over cable television, especially the millennials. In a blog post titled, *23 YouTube Statistics that Matter to marketers in 2020* it said, “81% of 15-25-year-olds in the U.S. use YouTube.” (Cooper, 2019) We can have our ads play on successful YouTube channel videos. We can also create a YouTube channel and post engaging content. We can do episodes of success stories of users who have utilized Ancestry.com and share why others should give Ancestry a chance to find the information they are seeking. By using YouTube, we can target people based on demographics such as age, gender, parental status, and interests. It is almost guaranteed the ads and videos will reach people who have already demonstrated an interest in relevant topics. Another good marketing strategy is to collaborate with influencers that have successful YouTube channels. By doing this we can reach a larger mass of people in our target market.



CREATIVE EXECUTION

The image displays two social media post designs for AncestryDNA. The top design is an Instagram post with a white marble background. It features the text "Instagram POST" in a mix of black script and bold sans-serif fonts, accompanied by a green Instagram icon and a green arrow pointing to the right. Below this is a black speech bubble with a white heart icon. The main content area has a black background with the text "WE ALL CARRY INSIDE OF US PEOPLE WHO CAME BEFORE US." in white and green, and a photograph of two hands, one with the AncestryDNA logo on the palm. The bottom design is an Instagram story with a white marble background. It features the text "Instagram STORY" in black script and bold sans-serif fonts, with a purple Instagram icon. A large grey arrow points from the story area towards the left. Below the text is a purple thumbs-up icon, a green progress bar, and a "SWIPE UP" button with the AncestryDNA logo. The story is framed by green and purple floral illustrations.

CONCLUSION

Ancestry has become an industry leader in the genealogy industry. In today's society millennials are seeking ways to find information about their culture, family history and where they come from. Ancestry is able to deliver the resources individual customers are seeking based on their needs. Advertising through social media is the best way for Ancestry to reach young female millennials. Instagram and YouTube are one of the top social media platforms that are used daily by the demographic we are trying to reach. We can see great results by creating content that inspires and engages young women to want to find what makes them unique. If we strategically use social media for advertising the right way, we will have our message and content displayed and distributed all over the world for the young women to get in touch with their past.



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