

The Boone Holiday Shopping Guide

Campaign Plan

Noble Kava of Boone Marketing Team: Jackson Grotophorst, Mary Ruthless and Joe Lavis

Executive Summary:

With the holiday shopping season among us, many small businesses located in and around Boone, NC struggle with making a plan to compete with big corporations and online retailers, especially businesses not located on King Street. Businesses that are located on King Street have the benefit of a centrally located store within Boone's downtown shopping district, leaving all other local businesses at a disadvantage in reaching holiday shoppers. "The Boone Holiday Shopping Guide" has been carefully designed to maximize holiday sales and acquire customers from audiences that otherwise may not be reached.

This campaign establishes partnerships between smaller businesses within the Boone community and provides incentive for new customers to support each business. A list of about 10 businesses will be created and each will have interconnected deals. When a customer presents a receipt from one of the participating businesses within the timeframe of this campaign at the point of sale, they will receive a discount at any of the participating locations. The more receipts from different participating businesses that a customer presents, the more rewards they earn. For example, if the customer has one receipt, they will receive 10% off of their purchase, if they have two receipts, they receive 15% off and if they have three or more receipts, they will get 20% off. Multiple receipts do not qualify if they are from one business and each receipt must be from different participating businesses for the customer to qualify, increasing the likelihood that shoppers will visit multiple local businesses.

The goal of this campaign is to increase local spending at non-downtown small businesses around the Boone, NC area for the 2018 holiday shopping season. This goal will be

achieved by increasing the overlap of audiences from each business and optimizing the amount of social media engagement each business receives. Some of the tactics that will be used to ensure the campaign's success are physical promotions that will be displayed at each participating business and a social media campaign to cross-promote each business. The advertisements that will be hung at each store will provide a list of the participating businesses and the benefits that customers receive by shopping local through this campaign. Each participating business will be expected to post at least twice a week promoting "The Boone Holiday Shopping Guide" program and tagging each business at least once. The posts will include graphics that are professional and consistent with the design of all campaign materials. Noble Kava is fortunate to have a team of trained public relations and graphic design professionals who are willing to create these materials for all participating businesses if such resources are unavailable to an individual business. This tactic will increase the amount of engagement on all social media platforms by introducing each business' social following to the other accounts that they may not have been familiar with previously. This campaign will greatly benefit all businesses involved at very little cost. Each business will not be expected to pay anymore than \$5 in total. The campaign will run for one month between November 26 and December 29, 2018.

Target Publics:

The target audience for this campaign are adults 18 and over in the Boone community and surrounding areas within a 15 mile radius. The goal of the campaign is to increase spending at local businesses in the Boone, NC area that are not downtown. Having several local businesses

involved with this initiative allows for a more generic targeted demographic with the hopes to increase overlap in the clientele of each participating business.

Campaign Plan:

Advertising is vital to the success of any campaign. The plan incorporates both physical and digital advertising practices in order to maximize the reached audience. The utilization of social media accounts from all participating businesses with the option of using paid sponsored advertisements will increase engagement both on social media and in-store. All components to the complete campaign package will have consistent and professional designs in order to successfully implement an effective and cohesive campaign.

Theme:

Shop local for the holidays.

Key and supporting messages:

- By collaborating with several other businesses, the campaign promotes a sense of community within Boone, NC.
- For many people, being home for the holidays is very important. This is a key part of the campaign and a “home for the holidays” concept will be incorporated into the advertisements.

Goals, Objectives, Strategies and Tactics:

Goal: Increase local spending within the Boone community for the holiday shopping season (specifically businesses not on King Street).

Objective 1: Increase overlap of audience demographics from each business.

Short term evaluation: measuring amount of people who come in with receipts from other participating businesses during the campaign.

Long term evaluation: measuring sales during the campaign and in the months following the campaign compared to last year. A more qualitative approach to measuring this would be to take note of new customers that began shopping with the specific business during the campaign. This could be assessed if the business has a loyalty program that keeps track of their customer base.

Strategy: Cross promote and have interconnected deals with participating businesses.

Tactics:

- Design and hang appealing flyers/posters at each establishment that promote the campaign and each business.
- Receipt-based discounts (i.e. a customer would receive 10% off if they present one receipt from a participating business, 15% off if they present two receipts from participating businesses and 20% if they present 3 or more receipts from participating businesses).

Objective 2: Increase social engagement and public discourse about local businesses.

Short term evaluation: measuring post insights during the campaign

including likes and comments on campaign promotional posts and the use of the campaign hashtag.

Long term evaluation: measuring the amount of organic followers that came from another business' social following after the campaign is over. This requires checking lists of followed accounts from a sample of new followers' and assessing the overlap of audiences between businesses.

Strategy: Have a social media campaign involving each business' accounts.

Tactics:

- Actively post on social media (with an emphasis of Facebook and Instagram) promoting the campaign.
- Include each business' social media handles on all physical promotions from objective one, tactic one.
- Utilize story feature on Instagram and Facebook.

Strategy: Release public statement to receive news coverage.

Tactic:

- Submit a press release to local media outlets including the Watauga Democrat and The Appalachian.

Implementation Timeline and Budget:

Timeline:

November 19	<ul style="list-style-type: none">● Contact businesses selected and start making a list of participating businesses based on responses.
--------------------	---

November 26	<ul style="list-style-type: none"> ● Finalize campaign details and list of participating businesses.
November 27	<ul style="list-style-type: none"> ● Send sample flyers and/or posters to participating businesses for approval. ● Make social media posts announcing the promotion and the list of participating businesses. ● Submit press release to media outlets.
November 29	<ul style="list-style-type: none"> ● Submit one to three finalized advertisement designs to Go Postal to print 100-200 copies which will cost no more than \$5 for each business. See Budget on page 7.
November 30	<ul style="list-style-type: none"> ● First day accepting receipts for discount. ● Distribute advertisements to participating businesses for display.
December 1-9	<ul style="list-style-type: none"> ● Make at least two posts per week on applicable social media platforms (Facebook, Instagram and Twitter) promoting the event with at least one of the posts tagging the other participating business' accounts. <ul style="list-style-type: none"> ○ Paying for these posts to be promoted is a great way to increase the reach of the campaign. Facebook, Instagram, and Twitter offer the option to pay as low as \$1 for a post and will reach more accounts with the more money that is invested. This feature is optional, but encouraged for participating businesses. ● Utilize the story feature on Facebook and Instagram.
December 10	<ul style="list-style-type: none"> ● Send email to all participating businesses to assess the success of the campaign thus far, gather feedback and adjust campaign details if necessary.
December 11-29	<ul style="list-style-type: none"> ● Continue schedule of at least two posts per week on applicable platforms.
December 31	<ul style="list-style-type: none"> ● Last day accepting receipts for discount.
January 2	<ul style="list-style-type: none"> ● Email businesses for final feedback. ● Evaluate the success of campaign.

Budget:

Go Postal charges \$25 for 100 copies on 8.5-by-11 inch cardstock paper, \$37.50 for 150 copies and \$50 for 200 copies. The amount of businesses participating will be the deciding factor

of how many advertisements are printed. The cost will be divided among each business and, therefore, each business will pay under \$5 for the printed ads.

- Go Postal Boone:
 - 207 New Market Centre, Boone, NC 28607
 - [\(828\) 262-0027](tel:(828)262-0027)

Paid social media promotions are an effective way to reach a larger audience demographic. Facebook, Instagram and Twitter allow businesses to pay based on the amount of impressions desired for the promoted post. Impressions are the number of accounts that have the possibility of viewing a specific post and this number increases with the amount paid toward a social media promotion. It is not required that businesses use paid social media promotions in order to participate in “The Boone Holiday Shopping Guide.” Each business is responsible for deciding the amount they are willing to pay for social media advertisements based on their marketing budget. Because of this, paid promotions will not be included in the campaign budget. **The total that each business is expected to pay will be no more than \$5.**

Conclusion:

“The Boone Holiday Shopping Guide” will increase sales at local businesses in Boone, NC that are not centrally located in the downtown shopping district. It allows smaller businesses to acquire new customers that would not otherwise be reached while developing the sense of community that Boone, NC strives to maintain. The amount of engagement both on social media and in-store will increase for all businesses that choose to participate with the use of both physical and digital advertisements.