

CLOCK TOWER PR

CAMPAIGN PROPOSAL

OUR TEAM



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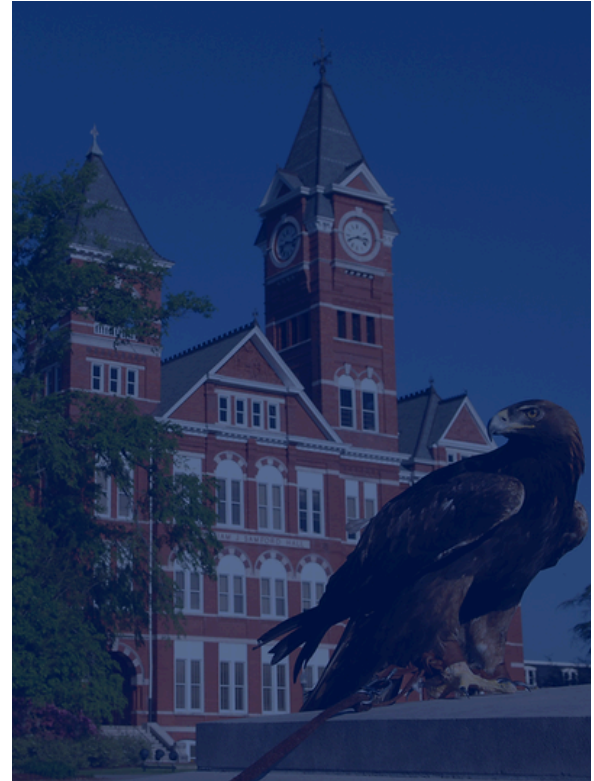


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Creative Director

ABOUT US

Timeless communication with timely results

Clock Tower PR is a dynamic team of four passionate Auburn University students captivated by the art of Public Relations, Marketing, content creation, and social media. We strive to deliver exceptional results for our local clients through the fusion of creativity and communication.



TART & TARTAN

Located in downtown Opelika, Tart & Tartan Bakery provides customers with freshly baked cookies, cakes, pies, muffins and weekly casseroles. We have worked closely with the founder, Mary Kathryn to construct this campaign proposal in a way that meets the needs of the business. Our recommendations will help to solve the current problems the business is faced with and improve the overall success of Tart & Tartan from a Public Relations standpoint.



SWOT ANALYSIS



INTERNAL

Strengths

- Community support
- Located in a closely knit community
- Small town advantage
- Partnership with Auburn University's Kappa Delta chapter
- Unique menu that features typical bakery sweets as well as casseroles and savory options

Weaknesses

- Low social media following
- Staffing and financial constraints
- Limited business experience

SWOT ANALYSIS



EXTERNAL

Opportunities

- Enhanced social media presence
 - Social Media Intern
- Menu diversification
- Partnering with local organizations
 - Auburn University on-campus organizations
 - Auburn University greek life
 - Local church & Young Life groups

Threats

- Competition from new and existing bakeries in the Auburn/Opelika area
- Economic uncertainty

SOCIAL MEDIA ANALYSIS

PERFORMANCE



Facebook

- **ENGAGEMENT METRICS:** Currently have over 2,000 followers, averaging 9 likes per post, 1.25 comments per post, 0.4 shares per post
- **SENTIMENT METRICS:** No negative comment were found. Overall responses are positive
- **ACTIVITY:** Around eight posts per month consisting of graphics sharing “Meals of the week” and showcasing different baked goods



Instagram

- **ENGAGEMENT METRICS:** Currently have 2,004 followers, averaging 22 likes per post, one comment per post
- **SENTIMENT METRICS:** Overall responses are positive
- **ACTIVITY:** Around eight posts per month consisting of the same content on Tart and Tartan’s Instagram account.

SOCIAL MEDIA ANALYSIS

OPPORTUNITIES



Facebook

- Tart and Tartan's facebook has a larger follower account than Instagram
- However, with over 2,000 followers, each post only gains around 9 likes.
- The account could improve in its engagement from their followers.
 - implementing giveaways and weekly specials



Instagram

- Switching to a business account in order to have access to the professional dashboard
 - to track the accounts reached, accounts engaged, total followers and content shared
- Switching from posting primarily graphics to posting primarily visuals of the available menu items
- providing additional information about the bakery and its products in the profile biography

SOCIAL MEDIA ANALYSIS

COMPETITOR: BOULANGERIE FRENCH BAKERY



Facebook

- The Boulangerie French Bakery Facebook has a significantly lower follower account than their Instagram with only 634 followers. This gives Tart and Tartan an opportunity to compete with the Facebook audience.



Instagram

- Greater advantage in word-of-mouth advertising (located in Downtown Auburn)
- Younger audience than Tart & Tartan's Instagram
- Their first post was on January 9, 2024 and they already have a competing number of followers to Tart and Tartan (Approximately 1,664 followers)
- Instagram is image heavy, rather than graphics

GOALS

Goal #1 Increase the awareness of Tart and Tartan bakery to Auburn University students and families.

Goal #2 Increase sales to students and families in the Auburn-Opelika area.

& OBJECTIVES

- #1*
- To increase the overall social media engagement by 20% by the end of May 2024 as measured by follower count and likes.
 - To host more community events by the end of May 2024

- #2*
- To increase sales of meal kits by 40% to Auburn-Opelika residents by the end of 2024.
 - To use social media to advertise Tart and Tartan's products

EXECUTION

Goal:

- Increase awareness of Tart and Tartan.

Objectives

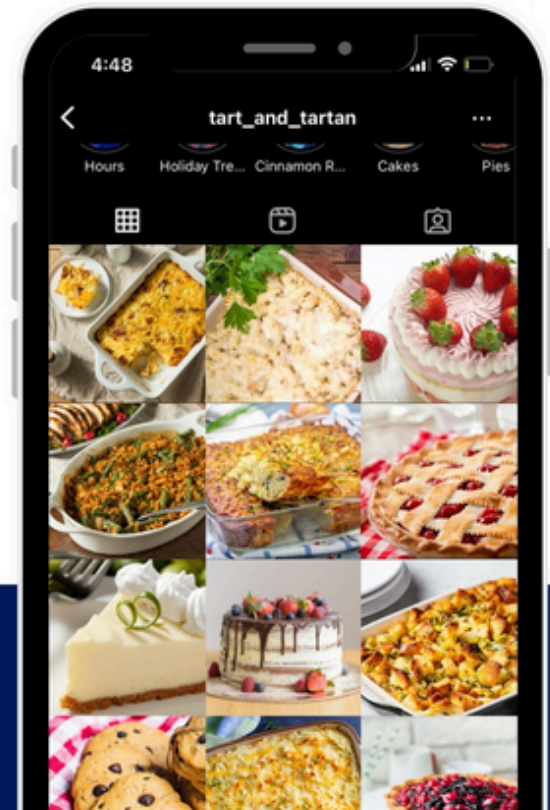
- To increase the social media engagement by 20% by the end of May 2024.
- To increase the number of social media followers by 15% before the end of May 2024.

Strategies

- Use giveaways on social media
- Post more photos of products rather than graphics on social media

Tactics

- Create a giveaway prize for those who like, comment and share the Instagram post made by Tart and Tartan. The winner will receive a \$50 gift card toward anything in the store.
- Showcase visually appealing, high-quality photos of products in the main Instagram feed. When posting, make sure the first photo is well-edited and in keeping with the theme of the Instagram account.



EXECUTION

Goal:

- Increase in-store sales of Tart and Tartan products.

Objectives

- To increase in-store sales by 40% to Auburn-Opelika residents by the end of 2024.
- To increase online orders by 40% by the end of 2024.

Strategies

- Develop consistent themed sales for meal kits.
- To place social media ads

Tactics

- 20% Poppyseed Chicken every Friday, so customers can “end the week with a POP!” This promotion will be posted on Instagram and Facebook accounts.
- To promote the available meal kits on Instagram and Facebook to increase awareness and sales by 40% by the end of 2024.



SURVEY RESULTS

Insights

- Survey conducted on Qualtrics
 - 126 total responses

Demographics

- 90% Auburn University students
- 97% aged 19-24
- 83% female, 15% male

Key Takeaways

- 87% of respondents have not visited Tart and Tartan Bakery
- 75% of respondents have not heard of Tart and Tartan Bakery



PERSONA

KATIE JONES

BIOGRAPHY

Katie is a sophomore at Auburn University studying business. She is pursuing a Bachelor's degree in marketing with a minor in entrepreneurial studies. She is very involved in her church, First Baptist Opelika. As an out-of-state student from South Carolina, Katie lives on her sorority in hopes of making more friends at Auburn.

SOCIAL MEDIA USE



MOTIVATIONS



GOALS

- Running for her sorority's sisterhood chair.
- Interning with a start-up company.
- Making friends as an out-of-state student.

PROBLEMS

- Lives on campus
- Doesn't like the dining hall food and misses her mom's home cooked meals.
- Limited options on campus for gluten-free students.

BRANDS



PERSONALITY

- Sweet
- Introverted
- Calm

ORGANIZATIONS

- Phi Alpha Kappa
- Beat Bama Food Drive



Paid Media

- Create Facebook ads for casserole meal kits utilizing a local radius.
 - Exposure: Number of Facebook followers increases.
 - Engagement: Increasing the number of visits to profile.
 - Influence: Increasing in store visits and online orders leading to change in attitudes.
 - Action: More people will visit and order online from Tart and Tartan bakery after seeing social media advertisement

Earned Media

- Pitch the owner, Mary Kathryn Whatley, and her story of opening Tart and Tartan Bakery to Auburn-Opelika Tourism for their blog series that highlights local business owners: Local Legends.
 - Exposure: Reaching more people within the target audience from AOTourisms readers.
 - Engagement: Tracking number of visits to the blog post.
 - Influence: Greater appreciation for and understanding of Tart and Tartan's services and purpose.
 - Action: A larger audience is aware of Tart and Tartan leading to increase in bakery visits, purchases and online orders of the weekly casserole meal kits.

Shared Media

- Posting weekly images of the menu items, casserole meal kits, families and bakery on Instagram and Facebook.
 - Exposure: Tart and Tartan's follower count increases on Instagram and Facebook.
 - Engagement: Increased number of shares, likes and comments per post.
 - Influence: Tracking number of positive comments, reviews and website visits by switching to a business account.
 - Action: Increased online and in-store sales of menu items.

Owned Media

- Collect customer email addresses at check-out in order to create a monthly newsletter detailing the casserole meal kits for the month.
 - Exposure: Tracking the number of people who read the newsletter or opened it from the link.
 - Engagement: Track the number of people who opt-in to emails each month.
 - Influence: More people consider buying meal kits because of emails or word-of-mouth from subscribers.
 - Action: Growth in sales from newsletter subscribers.

SITUATION ANALYSIS

Problem Statement

74 percent of those polled were not familiar with Tart and Tartan Bakery.

Mission Statement

The mission of Tart and Tartan is to bring the Auburn-Opelika community together by providing high-quality menu items, maintaining excellent customer service, ensuring satisfaction through an efficient ordering process and giving customers an unforgettable experience whether they purchase goods in-store or online.

Existing Strategies

- Showcasing meals of the week on Instagram and Facebook.
- Consistent but not fully effective social media presence.
- Limited engagement on social media.
- Website offers pre-order option and showcases menu items.
- Lack of posts about events or partnerships.

SITUATION ANALYSIS

Background Research

- Advertising of bakeries in Auburn area needs improvement to reach students.
- Other local bakeries combat low student interaction with events.
- Examples: Cakeitecture Bakery and Boulangerie Bakery.

Stakeholders & key publics

- Stakeholders: Owner Mary Kathryn Whatley and six employees.
- Key publics: Opelika families, older couples/widows, and potential Auburn University students.

Primary Research

- Conducted a Qualtrics survey to gather insights.
- Survey targeted Auburn/Opelika area residents.
- Explored familiarity with Tart and Tartan, preferences, and improvement suggestions.

SITUATION ANALYSIS

Issues

- Lack of advertising, reaching new audiences, and engaging social media content.
- Majority of surveyed individuals were not aware of Tart and Tartan.
- Need to attract younger audience both in-store and on social media.

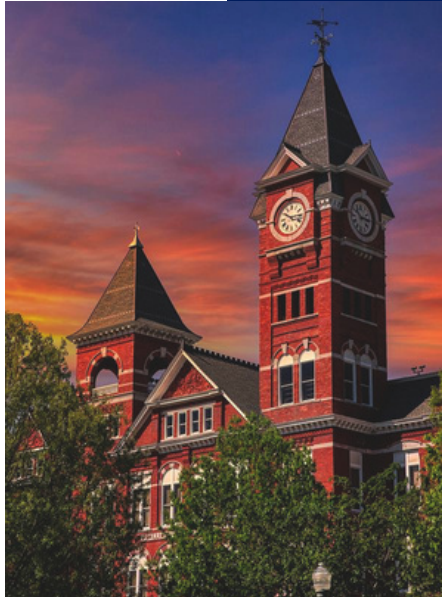
Organizations

- Greek Organizations and Auburn-Opelika Tourism can aid in spreading awareness.
- Partnering with non-profit groups for events and catering opportunities.
- Potential collaboration with local schools for events.
- Opportunity to reach new audiences through various events and organizations



Recommendation: Hosting a cake tasting event

CONCLUSION



Tart and Tartan Bakery Analysis:

- Strong qualities appeal to Auburn/Opelika residents.
- Recognizes importance of social media, particularly on Facebook.

Recommendations:

- Improve Instagram presence to target Auburn University students.
- Utilize visual content to engage younger audience.
- Offer promotional discounts and events via social media platforms.

Specific Strategies:

- Host cake-tasting events to boost foot traffic.
- Promote events on social media.
- Hire social media intern to manage content creation and advertising.

Conclusion:

By implementing these strategies, Tart and Tartan Bakery can increase awareness, engagement, and sales among both students and local residents.