

**Lake Wylie Monogramming & More:
An Innovative Proposal**



Courtesy of C²: Creative Communications

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Company Research

Reece Green



Lake Wylie Monogramming & More, which opened in July of 2015, is a monogramming/embroidery business catering to people in need of prompt service for a reasonable price. Located in Lake Wylie at Beacon Crest Lane past the Buster Boyd Bridge, the business is run out of the owner, Keri Allen's, basement. This is the only location being utilized for this business as of now. Keri is her business's only employee. The target market seems to be women aged 15-50 and businesses that need their uniforms embroidered (such as doctor/dentist offices). Most of her business so far has come from businesses such as dentist offices, where their scrubs need to be embroidered. The biggest competitors are "Sew What Mommy," which is also located in Lake Wylie, and "Hometown Threads" in the Tega Cay Walmart, where people bring their own items to get embroidered. The exclusive trait setting Lake Wylie Monogramming apart from competitors is turn-around time (standard is 3 weeks—would have to pay a rush fee for quicker); her turn-around time is generally a couple of days, because she is not doing volume and does not like having work looming over her head. She also does not charge for last-minute orders, but we believe this is something to be included in the future. The average transaction averages around ten dollars, and a majority of revenue comes from people bringing their own things to her to be monogrammed. The company currently does not have a tagline.

The brand she is trying to attain is a business all about being customized – people want it how they want it, regardless of what it is. If someone wants to customize something, Keri wants them to think of Lake Wylie Monogramming. She is willing to change the current look and feel of the company to make

it more professional (i.e. Lake Wylie Embroidery instead of Lake Wylie Monogramming). The main touch-points for Keri would be her website, Instagram, Pinterest, and Facebook. Currently she is using Facebook, Instagram, and Pinterest. However, she could not do the “buy it” option on Pinterest due to customization issues. None of these platforms are helping due to very little marketing. Most revenue from social media comes from Facebook, but Facebook ads do not profit her. Personal posts receive the most interaction, such as posting a photo of her 5 year old (the more personal, the more people engage). She wants to continue to utilize Facebook because of the demographic, but is open to the idea of using other platforms of social media if given good reason. Regarding past promotions, she has not gone into depth with anything other than Facebook ads. She has done similar promotions to what other companies do, but says it seemed like a waste of time. She is willing to offer BOGO’s on the website, as well as discount codes. She also mentioned a promotion where teachers get the first \$30 free for teacher appreciation. Very little business comes from her current website, but she would like to keep the website going, because she is busy and it is simple for her. The biggest problem is people finding the website. She has stated that she will not do Etsy due to very strict guidelines and abundant similar competition. The budget for this campaign is extremely low and she has not spent much, if any, money on marketing so far.

Recommendations

The main focus of this project is to drive up traffic to her website and better utilize it, along with other forms of social media. The website is the fastest and easiest way to make money for her, and there needs to be stress on finding a way to use social media platforms for sales, not just interest. We believe more emphasis should be placed on this target market than on the monogramming side. Focusing on embroidery instead of monogramming seems to be the smartest and most profitable way to go, along with customization options for people who want to customize personal items.

Industry Articles

- 1) <http://specialtyretail.com/issue/2008/04/running-a-cart-or-kiosk/embroidery-start-up/>
- 2) <http://www.forbes.com/forbes/welcome/?toURL=http://www.forbes.com/sites/kymmcnicholas/2011/09/19/how-to-use-social-media-to-promote-your-small-business/&refURL=https://www.google.com/&referrer=https://www.google.com/>
- 3) <http://www.craftanswers.com/how-to-define-the-target-market-for-your-knitting-and-embroidery-business/>
- 4) <http://www.seonick.net/100000-visitors-per-month/>
- 5) <http://www.ibisworld.com/industry/commercial-embroidery-services.html>
- 6) <http://theembroiderycoach.com/market-embroidery-business/>

(See the creative brief created by Jessie Hawkins on the following page)

Creative Brief

Client: Lake Wylie Monogramming and Embroidery

Brand/Product: Custom Monogramming and Embroidery

Date: 10/14/2016



What is the business problem or the business opportunity?

The owner of Lake Wylie Monogramming would like to create a promotional plan that drives and directs business to the website. They would like the company touch points to appeal to businesses as well as the everyday woman customer. The goal is to drive traffic to the website and amp up transactions from business professionals and companies.

Who are we talking to? What are they doing today and why are they doing it?

Women aged 15 to 50. Businesses that need their uniforms/scrubs up to date. Monogramming is all about personalization and making pieces unique. Southern women especially love to monogram things. Their family members have always done it so it is a sort of a tradition.

What do we want them to do instead?

Visit and order monogrammed items and products from lakewyliemonogramming.com

Who and what influences their behavior?

For women customers: Family members, friends, popular culture trends. Monograms are part of tradition in the south. For businesses: References from other businesses, location of the embroidery company, past experiences, ease and price of ordering process.

What tension can we resolve?

Customers don't want to go through a long or complicated process to order things. They like multiple customizable options and quick return times. They like aesthetically pleasing layouts and colors for the online interactions.

What proposition will get them to change their behavior?

lakewyliemonogramming.com – Your one stop shop for customized, monogrammed and embroidered products.

How will they justify this change to themselves?

It's fast, easy and fun to shop online. It has a quick turn around time, at a moderate price. It is easy to see the items online via their social media and click the link to the website, and then quickly order the product.

How should our brand talk and behave?

Tone of communications should be professional, but also of business casual.

Channels and touch points ...

- Website,
- Instagram
- Pinterest
- Facebook

Specific deliverables are:

- How to appeal to more business professionals for bigger business but still be usable and appeal to the everyday woman aged 15-50.
- Promotional plan
- Social Media Plan
- Online Ad and PR Plan

Mandatory or other considerations ...

- Ads and feel of website should appeal to businesses as well as the everyday woman.



Promotions Strategic Plan

Hayley Belton & Eric Lewis

Objectives:

- 1) To focus promotions efforts on our target audience, women aged 15 to 50 and local businesses
- 2) To build a stronger and consistent relationship within the community by connecting with local businesses and communities in the surrounding areas
- 3) To create a stronger presence online through constant and informative social media posts
- 4) To increase the number of consumers and purchases made

Promotions:

The promotions plan we have created is listed below. Promotions include initiating a brand ambassador program, participating in Rock Hill's 2017 Come See Me Festival, and creating and distributing referral cards to new and existing customers.

1) Brand Ambassadors

- Utilizing women between the ages of 15 to 50 to promote the brand via social media. These women may be past buyers, family members, friends and/or individuals who have a strong following on social media
- About 10-15 diverse women will be selected - diverse in terms of age, race/ethnicity, occupation, location, and what social media accounts they utilize
- Way for a stronger social media presence without pushing the owner to provide more content and interaction on LWM Facebook, Instagram
 - Depending on the ambassador posting can be done via Snapchat, Twitter and/or YouTube as well
- Offer brand ambassadors a 20% discount and free monogrammed items
- Require ambassadors to post about LWM once a week, pass out business and referral cards, and promote LWM sales and upcoming events on social media pages
- Provide applications on LWM website, current LWM social media pages and by word of mouth

2) Come See Me Festival 2017

- Thursday, April 20, 2017 - Saturday, April 29, 2017
- “For more than 50 years, the Come-See-Me Festival has offered fun to the Rock Hill community. Host to nearly 80 events and activities, there is something for everyone.
- Winner for the second time of the SC Event of the Year, this year's Festival is full of music, food, frogs, and fun!”
- Participating in the tailgate party will be beneficial for creating a relationship within the community
 - Vendors are not allowed in the tailgate, so this will be a time for fun, fellowship and creating conversation about your brand
- Tent will have food and drinks - i.e., hot dogs, hamburgers, chips, water, and soda
- Invite brand ambassadors as well and have them wear monogrammed/embroidered items
- Use this opportunity to take pictures and video that can in turn be posted on LWM social media accounts
- 2016 Event Prices:
 - i. Entry Fee: \$5 for adults 21 and over
 - ii. Parking: \$5 per car



3) Referral Cards

- Refer a friend and receive a discount (15%)
- Utilizes current buyers and brings in new customers
- Strictly based on word of mouth, which is client's best mode of communication and promotion
- Eventually can be used digitally with a promotion code through website or email list



Front



Back

Budget:

- 1) 2017 Come See Me Festival
 - Entry/Parking Fee: **\$10**
 - Food/Drinks: **\$150**
 - Tent: **\$50**
 - Flyers can be distributed via social media: **Free**
 - Infomercial: **Free**, Distributed via social media
- 2) Brand Ambassadors
 - Account for discount allotted to brand ambassadors **(20% off)**
 - Account for free branded merchandise offered
- 3) Referral Cards
 - Printing: **\$10**
 - Account for discounted allotted to referred consumers **(15% off)**

Metrics:

The traffic from the Come See Me Festival will be measured by how many people we get to stop by our tent and how much conversation we engage in. We can also determine the success through social media posts and engagement with the brand. The effectiveness of the brand ambassadors can be measured by social media traffic (i.e. followers, likes, and comments) on the Facebook and Instagram page. The referral cards' success can be measured by how many cards we receive back and discounts are awarded.



Social Media Strategic Plan

Nicole Pitt & Abby Miles

Objectives:

- 1) To create a stronger presence on social media channels
- 2) Have current followers become loyal customers
- 3) Increase followers on social media platforms, skewed towards target audience
- 4) Create and establish LinkedIn business professional page
- 5) Consistently update and log into Pinterest account
- 6) Create and push Facebook advertisements to target audience

3 Unique Tactics:



1) Create LinkedIn professional business page

Lake Wylie Monogramming and More currently does not possess a professional business LinkedIn account. If the client chooses to change the current business name to Lake Wylie Embroidery Boutique like we have suggested, we think that a professional business page on LinkedIn would help tremendously with the implementation of the new brand image. Mrs. Allen has a personal LinkedIn account, but does not have one created for her business. An established LinkedIn page would help the business build exposure. In LinkedIn, Mrs. Allen will be able to join groups that are related to the monogramming industry, small businesses, and local entrepreneurs like herself and join in on professional conversations and opportunities. There are also influencers who will be available to connect with that can help Lake Wylie Embroidery Boutique gain more exposure to the public and surrounding area. Additionally, Mrs. Allen can use LinkedIn advertising to sell products to other businesses on LinkedIn like she currently does to local dentist offices, sports teams, etc.

Implementing:

- Create LinkedIn business account
- Establish page by adding professional pictures and information
- Connect with like-minded industries, businesses, and people
- Have professional skills be endorsed by endorsing others first
- Join pages, groups, companies, etc. that are related to business
- In the future, use advertisements on LinkedIn to attract new business clients
- Update consistently and regularly



2) Upgrade and update Pinterest boards and account

Lake Wylie Monogramming and More's Pinterest account is a combination of personal and professional contact. There are boards that coordinate with monogramming and the products offered, but then there are also boards that are completely different topics like holidays for example. This account needs to be switched to be completely professional and be updated consistently and regularly. We suggest that Mrs. Allen start pinning about 25+ pins a day and slowly increase her pins from there. Some boards we would suggest she make for her followers would include, Professional Wear, Women's Clothing, Decals, Kids Clothing, Men's Collection, and Color Swatches/Prints. We also propose that Mrs. Allen start following more people and trying to gain more followers for her account. Currently she is following 65 people and 29 follow her back. We believe that a simple promotion for her Pinterest on her other social media channels that possess more followers, could attract additional followers on her Pinterest. As an example, we would recommend that she post on other social media channels ("Follow us on Pinterest! First 100 people who follow us and tag three friends on this post will receive a coupon code for \$10 towards their next purchase"). This would be an easy way to gain followers on Pinterest, which really is a good outlet for her target audience. The target audience for Pinterest is older women and the people who purchase products from Lake Wylie Monogramming and More are moms (i.e. older women) who have money and want to have personalization for their children, so this would be a great way to advertise to them.

Implementing:

- Update boards to be professional only account
- Start pinning more regularly and consistently
- Create new boards and pin content onto them
- Follow more relevant people and businesses
- Create and post promotion for Pinterest on other social media accounts to gain followers



3) Create and push out Facebook advertisements

Facebook is a great channel to push advertisements out to the target audience for Lake Wylie Monogramming and More. This channel is geared towards the younger audience, but also the older audience because it is the largest form of social media. Facebook advertisements are a great tool to use to find the exact type of people that you want to target. Advertisements can be created and implemented easily through Facebook's website. The advertiser is able to pick the gender, age group, location, interests (business, hobby, technology, etc.), budget (as low as \$2), and duration of the ad. We would suggest that Mrs. Allen choose females, 20-50 year olds, Lake Wylie/Charlotte area, and monogramming as the interests to start. By creating and pushing these ads out to this specific location, there is more exposure, opportunity, and profit. This will also be able to draw people to the website and other channels for Lake Wylie Monogramming and More (or Lake Wylie Embroidery Boutique).

Implementing:

- Create a professional advertisement to push out
- Personalize the ad
- Select the specific target audience and location
- Make sure to measure success and specifics

List of Required Resources:

- Computer with Internet access
- LinkedIn account
- Pinterest account
- Facebook account
- Budget for Facebook advertisements
- Time and dedication to make social media channels successful, specifically 4-6 hours a week

Budget:

Social media does not require a significant financial budget. The advertisements that we suggested on LinkedIn start at a \$2 minimum for a daily budget and can only go up to \$10. We believe that Mrs. Allen should do an advertising campaign every other day for a month to see if it helps with her exposure and new professional clientele through LinkedIn. If a \$4 advertisement (better than the absolute minimum) goes every other day for a month, that would be a \$60 budget for LinkedIn. Pinterest will not require a budget because the service and exposure through other channels is free. For Facebook the advertisements are a little more expensive, but the exposure is more significant. The advertisement that we suggest to go with would be an estimated daily exposure of 1-3 likes per day (for 28 days) for the location of Lake Wylie/Charlotte area which would be a \$3 daily fee to equal \$84/month for Facebook.

Specific Metrics to Measure Success:

LinkedIn Metrics: When measuring the success of LinkedIn advertisements, the user can do so through the software on their website. After the campaign has finished, LinkedIn shows a detailed graph of the conversions for your advertisement. There are categories such as conversions, post-clicked conversions, view through conversions, cost per conversion, etc. These are all available in the LinkedIn Campaign Manager tool. (**Note:** Conversions are the percentage of users who take a desired action. An archetypical example is the percentage of website visitors who buy something on the site.)

Pinterest Metrics: On Pinterest, there is a new tool to measure the success of the account. The user is able to measure the interests of their followers, the number of repins on their account, the number of views their pin receives, and even more metrics as well. We would be interested in not only measuring the success of these categories, but mostly the success of how many more followers our Pinterest account gained by updating regularly and consistently repining and following others. Our updated boards would also add to the number of followers we have, and the daily views our pins received as well, which we are able to view through the Pinterest Analytics tool.

Facebook Ad Metrics: Facebook has a tool called Facebook Insights that helps with measurement. This tool is used to measure the success and details of the advertisements pushed through the Facebook account. Through this tool, a user can see the post reach, website clicks, post engagement, action on Facebook page, etc. There is even an option to boost a post again if the user believes it is not reaching enough people. This is a great tool to use for consistently measuring the success of advertisements and exposure.



Google AdWords Strategic Plan

SaRita Brewster, RJ Layug, & Cera Crowe

Objectives:

- 1) To effectively target consumer groups searching for a specific service or product
- 2) To maximize reach of ads at the lowest cost within an \$1,000 budget

There are two suggested ad groups for this campaign, embroidery and monogramming. The monogramming ad group targets women ages 18-34, and women 35-54 years old. Women age 18-34 is the main consumer of monogrammed products but the purchasing power relies on the second targeted group women ages 35-54. The embroidery ad group targets female and male businesses professionals ages 25-54. This group typically purchases embroidered uniforms and professional attire.

Our client expanded on the desire to sell more products to businesses because of the increase in revenue when creating large orders that are replicable.

Monogram Ad Group Targeting:

Select the demographic groups you want to reach: Learn more	
GENDER <input type="checkbox"/> Male <input checked="" type="checkbox"/> Female <input type="checkbox"/> Unknown	AGE <input checked="" type="checkbox"/> 18-24 <input checked="" type="checkbox"/> 25-34 <input checked="" type="checkbox"/> 35-44 <input type="checkbox"/> 45-54 <input type="checkbox"/> 55-64 <input type="checkbox"/> 65 or more <input type="checkbox"/> Unknown

Embroidery Ad Group Targeting:

Demographics Select the demographic groups you want to reach: Learn more	
GENDER <input checked="" type="checkbox"/> Male <input checked="" type="checkbox"/> Female <input type="checkbox"/> Unknown	AGE <input type="checkbox"/> 18-24 <input checked="" type="checkbox"/> 25-34 <input checked="" type="checkbox"/> 35-44 <input checked="" type="checkbox"/> 45-54 <input type="checkbox"/> 55-64 <input type="checkbox"/> 65 or more <input type="checkbox"/> Unknown

The monogram ad group contains 20 keywords and the embroidery ad group contains 13 keywords. The AdWords search tool allowed us to put in a list of phrases and words we expect consumers to search when looking for embroidered or monogrammed products. We then constructed a list of negative keywords that would bring unrelated traffic to the site such as beach or Lake Wylie attractions.

Embroidery keyword list:

Name tags with logo
Professional embroidery
Embroidery design
Custom embroidery
Embroidery business
Personalized name tag
Business name tags
Best embroidery
Professional name tags
Find custom embroidery
Local custom embroidery
+embroidery
Lake Wylie embroidery

Monogramming keyword list:

Lake Wylie monograms
Monogramming
Monogrammed clothing
Monogramming services
Local monogramming
Find monogram
monogrammed clothing
monogrammed blanket
monogrammed bags
monogram company
best monograms
+monograms
+monogram
local monogram
find monogramming
local monograms
find monogramming service
local monogramming service
top monogramming service
order custom monogrammed clothing

Negative Words:

Advice
Amazon
Articles
Books
Customer service

Geo-Targeting:

This area was targeted because of the location of the business and the projected range of clients. The ad pops up for consumers who are searching in a limited geographical area.

Locations  Targeted locations:

- Lake Wylie, South Carolina, United States (city)
- Mecklenburg County, North Carolina, United States (county)
- York County, South Carolina, United States (county)

[Edit](#) [View location info »](#)

Ads by Ad Group

Cute Monograms Customized In Lake Wylie www.lakewyliemonogramming.com Create Custom Monograms For THE Perfect Gift	Monogramming
Professional Embroidery Lake Wylie Embroidery www.lakewyliemonogramming.com Create Custom Embroidery For Your Business.	Embroidery
Lake Wylie Embroidery Custom Embroidery www.lakewyliemonogramming.com Create Custom Embroidery For Your Business, Family, and...	Embroidery
Embroidery For Your Business Lake Wylie www.lakewyliemonogramming.com Create Custom Embroidery For Your Business, Family, and...	Embroidery

Lake Wylie Monogramming Custom Monograms www.lakewyliemonogramming.com Create Custom Monograms For The Perfect Occasion!	Monogramming
Custom Monograms Lake Wylie www.lakewyliemonogramming.com Create Custom Monograms For That Special Occasion!	Monogramming

Ad Schedule:

The ad schedule is what day and times we plan to circulate our ads.
 Monday –Sunday Ads run 6 AM- 11 PM

Bid Strategy:

In this portion we assumed a \$1,000 dollar budget:

Bid strategy  **Maximize clicks** [Edit](#)

Budget  **\$2.72/day** [Edit](#)

 [Delivery method \(advanced\)](#)

This would cost \$992.80 for a year and the price would. Budget can be varied easily.
 Ways of measuring success:

Click-through rates are important for measuring the success of AdWord campaigns because:

- It's one of the most important factors in determining your Quality Scores
- It tells you whether or not your ads are relevant to searchers

Cost Per Conversions (CPC) is the total cost of generating traffic divided by the total number of conversions.



Public Relations Strategic Plan

Tim Hogan & Will Featherstone

Press Release Distribution

One-Year Plan

1) Brand Ambassadors

- Send the press release to the media on December 19, 2016, a month in advance of the launch of the brand ambassador program. This will give the media an opportunity to release it and people an opportunity to join the program.
- The Brand Ambassador Program will be launched and available before the appearance at the Winthrop Spring Vendor Expo.
- The press will provide information about the program and where people can sign up.

2) Winthrop University 2017 Spring Vendor Expo

- Send press release to news outlets on January 23, 2017, a little over a week before the event to give them time to release the information.
- The purpose of the press release will be to inform the readers of the Lake Wylie Monogramming's appearance at the vendor expo and what will be taking place during the event
- The press release will also give information about where the event will be held and at what time.

Press Releases should be sent out around two times a year and should include anything major that has happened at the company (e.g. new product line, rebranding, major event, etc.)

Media Contacts

1) The Herald

- Phone Number: (803) 329-4000
- Office Hours: Monday through Friday: 8:00 a.m. to 5:00 p.m.
- Editor: Mark Rochester, mrochester@heraldonline.com, (803) 329-4061
 - Fort Mill Times (product of The Herald)
 - Editor: Mike Harrison, mharrison@fortmilltimes.com, (803) 547-2353
 - Lake Wylie Pilot (product of The Herald)
 - Editor: Catherine Muccigrosso, cmuccigrosso@heraldonline.com, (803) 831-8166

2) Charlotte Observer

- Business/Metro Editor: John Arwood, jarwood@charlotteobserver.com, (704) 358-5176

3) CN2

- Phone Number: (803) 326-2777

4) YC Magazine

- Phone Number: (803) 980-7098
- Email: pub@ycmagazine.com

Metrics

In order to tell if your press release was successful check the media to see if your announcement has been released to the public.

(See sample press release on the following page)

Contact: Keri Allen
Email: lakewyliemonogramming@gmail.com
Phone: (281) 701-1910
1234 Main Street
Lake Wylie, SC 29710
www.lakewyliemonogramming.com



**LAKE WYLIE
MONOGRAMMING**

FOR IMMEDIATE RELEASE

Lake Wylie Monogramming

Lake Wylie Monogramming is appearing at the Winthrop University Spring Vendor Expo

Lake Wylie, Dec. 19: Lake Wylie Monogramming will be making an appearance at the Winthrop University 2017 Spring Vendor Expo in February. This will be Lake Wylie Monogramming's first public appearance since the company started in June 2015. The Expo is gives customers a chance to see what Lake Wylie Monogramming has to offer and more.

Lake Wylie Monogramming will be making an appearance at the annual Spring Vendor Expo at Winthrop University. Lake Wylie Monogramming is an embroidery boutique that specializes in personalized gifts and monogrammed apparel. They will display some of their latest and greatest work at the Expo, like spirit shirts the personalized Mickey Mouse designs for a trip to Disney World and the option to support your favorite high school athlete's products and services.

This is an opportunity for the public to experience Lake Wylie Monogramming. One customer said "Lake Wylie Monogramming made my Valentines Gift from my Husband EXTRA Special! Would let them do anything you need done as far as Monogramming Goes!! Thank you!" At the Expo, the public will have the opportunity to understand the joy behind this customer's purchase.

This event is completely free and is held on Winthrop campus on February XX. Parking is also free and is available to anyone who wants to attend the event. For more info got to lakewyliemonogramming.com.

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About Lake Wylie Monogramming

Founded in July 2015, Lake Wylie Monogramming is a monogramming/embroidery business catering to people in need of prompt service for a reasonable price. Lake Wylie Monogramming is based out of Lake Wylie, SC.

Thank you!

From all of us at C², we thank you for the opportunity to create this campaign for Lake Wylie Monogramming & More. If you have any further questions, please feel free to contact us.

Project Coordinator:

Katie Cantrell, cantrellk4@winthrop.edu

Research Team Members:

Jessie Hawkins, hawkinsj10@winthrop.edu

Reece Green, greenr7@winthrop.edu

Promotions Team Members:

Hayley Belton, beltonh2@winthrop.edu

Eric Lewis, lewise5@winthrop.edu

Social Media Team Members:

Abby Miles, milesa7@winthrop.edu

Riley Pitt, pittn2@winthrop.edu

Google Adwords Team Members:

RJ Layug, layugr2@winthrop.edu

Cera Crowe, crowec2@winthrop.edu

SaRita Brewster, brewsters3@winthrop.edu

Public Relations Team Members:

Tim Hogan, hogant2@winthrop.edu

Will Featherstone, featherstonew2@winthrop.edu