

THE RENAISSANCE GROUP BRINGS YOU



IMC PLAN

January 1st, 2024 – December 31st, 2024

GETAWAY & COME HOME



CIDER HOUSE
- BED AND BREAKFAST -

Heritage Hill
BED & BREAKFAST


The Bowman House
Waynesboro, Virginia
est. 1917

James Madison University. MKTG 384: Integrated Marketing Communications, Fall Semester 2023, Prof. Canessa Colins

Joe Horowitz, Bryce Kelso, Anna Pavlat, Caroline Sampson, Rachel Smith

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AGENCY PHILOSOPHY



Our Mission

Our innovation comes from our creativity, and our inspiration comes from our clients. We meld the inspiration we receive with our commitment to innovation to influence our clients' success. Our commitment to artistry, craftsmanship, and forward-thinking creativity inspires and empowers companies' brands through journeys of self-discovery and transformation.

How We Work

The standards and beliefs that guide our agency's work are innovation, inspiration, and influence. Our agency's name is "Renaissance Group", which was chosen due to the Italian Renaissance's influence on art and design. "Renaissance" means rebirth, which is the inspiration behind our slogan, and our key standards reflect the impact of the Renaissance that took place in Italy many years ago.

What Makes us Different

We encompass the values of creativity, artistry, and excellence in all aspects of our business. We view advertising and strategy as an art form and incorporate rhetoric and design into one work of art. Our commitment to effective collaboration allows us to create beautiful results that exceed our clients' expectations.

MEET THE TEAM



Caroline Sampson

I am currently in my senior year at James Madison University. In May of 2024, I will graduate with my BBA in Marketing and a minor in Spanish. I am passionate about design, communication, and leadership, and look forward to implementing these passions in my future career endeavors.

Bryce Kelso

I am a Senior marketing major at James Madison University who enjoys fashion and design. I recently transferred to Harrisonburg, from my hometown Williamsburg Virginia, in pursuit of finishing my bachelor's in marketing. I involve myself in various clubs and organizations that promote art and lifestyle and hope to further my career in the same field.



Joe Horowitz

I am a Senior Marketing major with an Asian Studies minor. I am from Vienna, Virginia but grew up in Kyrgyzstan, Russia, and Burkina Faso. Traveling the world instilled in me a passion for exploring and meeting new people. My goal is to represent U.S. businesses abroad in Japan. I have been learning the language, working hard in my business classes, and plan to move to Japan upon graduation to achieve this goal.



Rachel Smith

I'm Rachel Smith, a current junior marketing major at James Madison University. I grew up in Chesapeake, VA where I spend most of my time on the water. In addition, I am pursuing a concentration in digital marketing, European business and a minor in entrepreneurship. My goal is to inspire people with art and design and to keep exploring and learning from various cultures.



Anna Pavlat

I am Anna Pavlat, a senior Marketing major with a concentration in Digital Marketing. I am part of a big family, so outside of school I enjoy spending time with them and my friends. I am passionate about helping people and I am excited to put my skills to use in the marketing world postgraduate.



BRAND BOARD



COLOR PALETTE



FONTS

HEADING
The Seasons

subheading
GLACIAL INDIFFERENCE

body
Alice

PHOTO INSPO



EXECUTIVE SUMMARY

Cider House, Heritage Hill, and Bowman House are three beautiful, historic Bed and Breakfasts located in Waynesboro, Virginia. These establishments, our clients, came to us with the intent of increasing their bookings through integrated marketing communications efforts. The Renaissance Group carefully developed this plan through extensive research to provide in-depth market analysis, creative guides, a comprehensive media plan, and much more to assist our clients in reaching their goals. The summary of this plan is as follows:

TARGET AUDIENCES

PRIMARY: Middle-Aged Couples
SECONDARY: Outdoor Enthusiasts

PLAN DURATION

JANUARY 1st, 2024,
to DECEMBER 31st, 2024

CAMPAIGN THEME

GETAWAY & COME HOME.

MARKETING GOAL

Increase the number of room nights
sold by 20% from January 1, 2024 -
December 31, 2024.

OVERALL BUDGET

\$25,000

COMMUNICATION OBJECTIVES

- Increase the percentage of consumers in the primary and secondary target markets of middle-aged couples and outdoor enthusiasts, respectively, who are aware of Cider House, Heritage Hill, and Bowman House to 75% by December 31, 2024, through the use of traditional advertising, social media, digital marketing, and support media.
- Increase the interest of consumers in the primary and secondary target markets of middle-aged couples and outdoor enthusiasts, respectively, by 100% by December 31, 2024, by implementing social media marketing and public relations strategies.
- Increase the desire of consumers in the target markets of middle-aged couples and outdoor enthusiasts who have the desire to book a room at Cider House, Heritage Hill, and Bowman House Bed and Breakfasts by 60% by December 31, 2024, through traditional advertising and Public Relations.
- Increase the number of reservations from the primary and secondary target markets of middle-aged couples and outdoor enthusiasts, respectively, at Cider House, Heritage Hill, and Bowman House Bed and Breakfasts during the slower months of January through April by 70% by December 31, 2024, by using public relations and digital marketing.
- Increase the number of repeat customers by 40% by December 31, 2024, for Cider House, Heritage Hill, and Bowman House Bed and Breakfasts by using support media, and digital marketing.

RESEARCH

The suggestions in this plan were made based on extensive research into the clients' industry, market, competition, history, and options for integrated marketing communications. Industry research was conducted through IBISWorld, which allowed us to locate development opportunities for the clients. A study conducted by Tourism Analysis gave the basis for the SWOT analysis, positioning, and perceptual map. Information provided by the clients themselves, and surveys from Statista and the U.S. Census allowed us to carefully curate the ideal primary and secondary target markets for this plan. Thorough research into direct and indirect competitors gave further insight into the industry and how to best differentiate the clients from the competition.

MEDIA PLAN OVERVIEW

We have curated a media plan that includes a comprehensive set of objectives, strategies, and tactics to be implemented for Traditional Advertising, Digital Marketing, Social Media, Support Media, and Public Relations. These will allow us to reach the goals and objectives previously stated.

Traditional Advertising will focus on increasing awareness and desire in the target markets through robust radio advertising campaigns, newspaper advertisements, and thoughtfully distributed brochures with an estimated reach of over 8,000. Radio ads will target prospective customers on their commutes to and from work with calls to action that appeal to the listeners' emotions. Print advertisements will be used in newspapers specifically chosen to reach the primary target market. Attractive, informative brochures will be distributed to various welcome centers in the state of Virginia, drawing viewers into the clients' offerings.

Digital Marketing will aid in increasing awareness, driving reservations, and capturing repeat customers through numerous avenues designed to optimize market coverage with an estimated reach and engagement of over 6,000 and 5,100, respectively. Website design changes will be implemented to improve Search Engine Optimization, while Pay-Per-Click ads will increase traffic to the clients' web pages. Display ad campaigns will join mobile marketing efforts to push discount codes to viewers to draw them into booking. Email marketing campaigns will be enacted to target previous customers with messages enticing them to rebook.

Social Media will be instrumental in increasing awareness and interest of the target markets through both paid and non-promotional content with an estimated monthly reach of over 25,000. Sponsored posts on Facebook and Instagram will appear on the feeds of the target markets and increase the clients' visibility. Non-promotional content will be created and posted to allow viewers to imagine their stay and increase their interest. Giveaways of Ad Specialties will be conducted which will allow the clients to connect with their followers' networks.

Support Media will increase awareness and repeat customers through the creation and distribution of Ad Specialties with an estimated reach of nearly 1,000. Mugs, pens, tote bags, and more will be given as gifts to customers during their stay to encourage recall of the clients, increasing repeat bookings. In alliance with Social Media objectives, support media will be used in giveaways curated to increase the organic spread of the clients' content.

Public Relations will increase interest, desire, and reservations through three different events, one focused on each of the clients' establishments, with an estimated reach of over 600. These seasonal events will establish the clients as strong members of the local community. Tours, food, activities, and other incentivized initiatives will give prospective customers a first-hand look into the offerings that the clients provide.

EVALUATION PROGRAM

This plan will be evaluated by comparing the Marketing goal and Communication Objectives with the results at the end of 2024. The goal of increasing room nights booked by 20% will require a simple calculation of multiplying the number of room nights booked in 2023 for each establishment by 1.2 and determining whether or not that goal was achieved. We will measure the success of the Communication Objectives through careful evaluation of each specific tactic, strategy, and objective of the media plan. Digital Marketing and Social Media will be initially evaluated through their respective streamlining platforms (i.e. AdClarity, Facebook Ads, etc.) which provide detailed results analysis at no additional charge. Zoho, a CRM tool, will be used to conduct surveys as a basis for accrediting effectiveness to each promotional medium and to track each Bed and Breakfast's website traffic during campaigns to analyze how, when, and where customers are encountering the clients.

INDUSTRY REVIEW

OVERVIEW

The bed and breakfast (B&B) industry is a vibrant and diverse sector within the broader hospitality industry. It caters to travelers seeking a more personalized and intimate accommodation experience compared to traditional hotels. B&Bs are typically small, owner-operated establishments that offer a combination of lodging and breakfast services in a cozy and often residential setting. The bed and breakfast industry, like any other, is influenced by market trends and external factors. Changes in travel preferences, economic conditions, and global events can impact the demand for B&B accommodations. Competition from other lodging options, such as vacation rentals and boutique hotels, poses challenges that B&B owners need to navigate. In summary, the bed and breakfast industry offers a unique and personalized alternative to traditional hotel accommodations. It thrives on creating a home-away-from-home experience, emphasizing hospitality, local culture, and a sense of community for travelers seeking a more intimate and memorable stay.

SIZE

The hospitality industry's size (specifically bed & breakfasts and hostels) can be measured in several ways. There are a total of 14,593 businesses that fall into this industry, 35,968 employees, totaling a profit and profit-margin of \$118.6 million and 4.1% respectively.

GROWTH

This industry has experienced significant revenue fluctuations in recent years. Beginning in 2010, growth of revenue would fall and then rise, with overall growth until the year 2018, at an annual revenue of \$2.9 billion. The industry's revenue began to fall in 2019 and hit an all-time low in 2020, at an annual revenue of \$2.2 billion, likely partly due to the COVID-19 pandemic. Following 2020, growth in revenue skyrocketed over the next two years, climbing to an annual revenue of \$2.7 billion. Today, the industry has returned to an annual revenue of \$2.9 billion and is expected to rise over the coming years, reaching \$3.2 billion in 2028.

CURRENT TRENDS & DEVELOPMENTS

IBIS World identifies a few developments affecting the promotion program. Airbnb-style-short-term-sublease services are described to have "ravaged" the industry. Bed and Breakfasts uniquely offered a localized travel experience; however, Airbnb-style-short-term-sublease services also targeted this audience. The saving grace for Bed and Breakfasts is that there have been crackdowns on these sublease services in recent years. Online travel agencies account for 24.1% of bookings and are more popular with the younger generations. This means that bed and breakfasts will have to maintain a good relationship with such online travel agencies. Bed and Breakfasts are still popular among older generations; however, will have to focus on their online channels if they hope to attract more younger people. The industry is described to have a low service differentiation. Because of this, competition is high and bed and breakfasts must find creative ways to promote themselves as unique compared to their competition. As the need for differentiation increases, so does the importance of forming relationships with nearby businesses such as a local winery, hiking trail, etc. These relationships are mutually beneficial as guests from either the Bed and Breakfasts or winery/hiking trail/etc. can provide referrals to guests for the other's business.

MACRO ENVIRONMENT FACTORS & ISSUES

DEMOGRAPHIC

A surge of baby boomers retiring has benefitted the industry. This group of people typically have a lot of disposable income and more leisure time compared to other age demographics.

IBIS World identifies spending on recreational activities, such as a Bed and Breakfast, is directly related to per capita income and leisure time. These two factors, per capita income and leisure time, are unfortunately quite low in other generations aside from baby boomers.

ECONOMIC

The current economic situation for the majority of Americans is unfortunately, slowly declining; however, at a much slower rate for baby boomers. Among all the generations, this one in particular has the most stable disposable income. The relatively low per capita income and leisure time for the majority of Americans may result in low growth for the industry in the future.

TECHNOLOGICAL

Airbnb has hurt demand for Bed and Breakfasts as “domestic and international tourists can find similar amenities for lower prices or in more central locations.” If we hope to target younger, more technology savvy customers, the Bed & Breakfasts lack of online presence will have to be improved.

LEGAL

Described as an “accommodation service provider” there are many licenses a Bed and Breakfast must legally acquire prior to doing business. These necessary licenses offer challenges for bed and breakfasts to acquire. As mentioned above, the COVID-19 pandemic was not kind to this industry.

SOCIAL

Social distancing and travel restrictions greatly reduced industry demand and increased industry revenue volatility. Restrictions on travel have gradually been lifted, which has offered an opportunity for Bed and Breakfasts to resume business as usual. The industry has recovered in just a couple of years and is expected to continue this growth in the next 5 years.

CULTURAL

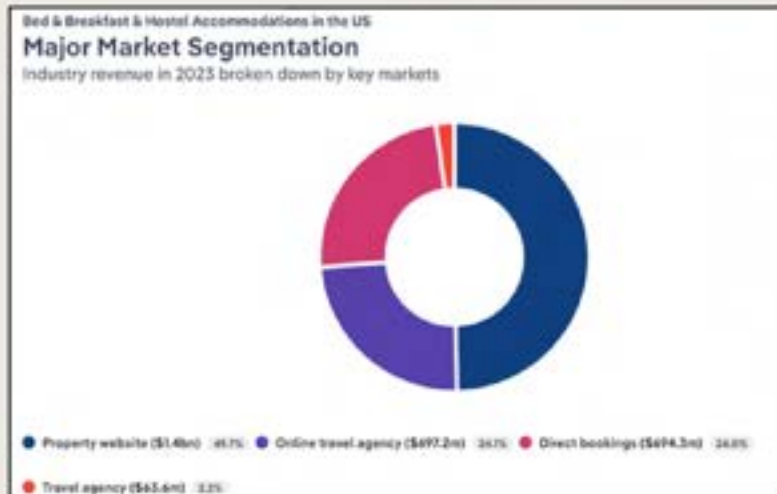
B&Bs, being rooted in specific locations, are often influenced by and contribute to local traditions and customs. They may incorporate regional decor, art, and culinary traditions into the overall guest experience. Cultural shifts in travel preferences influence the demand for B&B accommodations. For example, the rising interest in experiential travel and a desire for more personalized, culturally immersive experiences benefit the B&B industry.

ENVIRONMENTAL

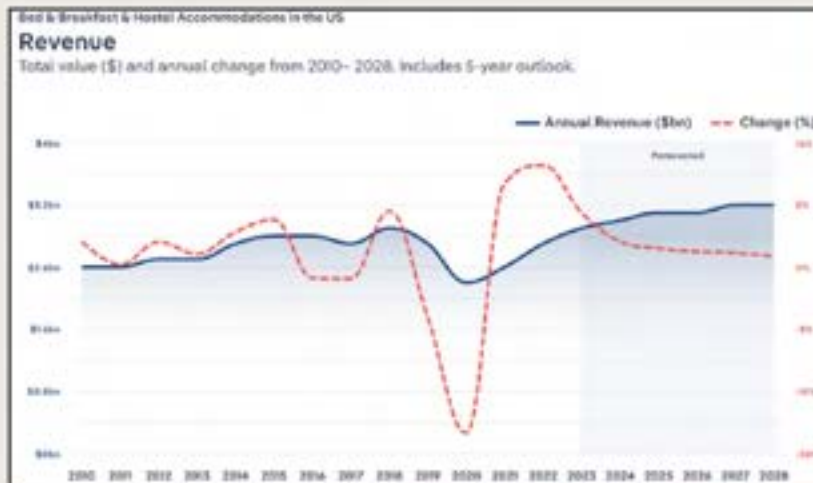
Guests may prioritize eco-friendly practices and a commitment to the local community when choosing accommodations. B&Bs that integrate sustainable initiatives, support local artisans, or engage in community projects align themselves with evolving cultural expectations around ethical and responsible tourism.

INDUSTRY REVIEW - GRAPHS & FIGURES

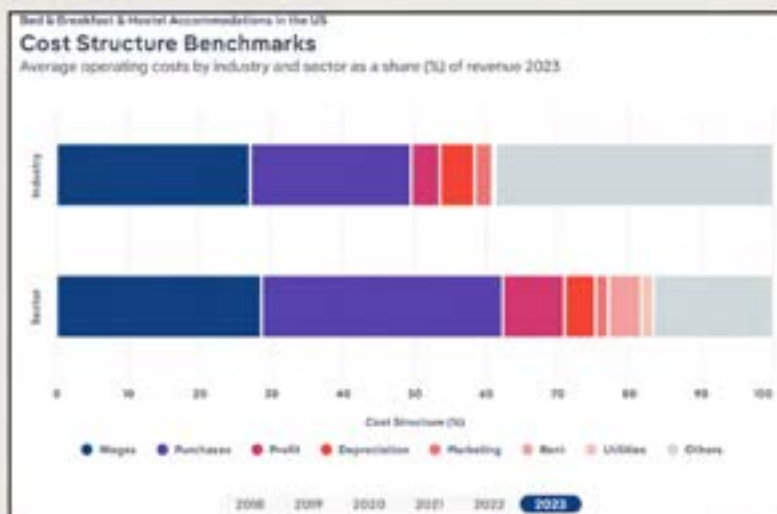
The charts below represent data that visually illustrate some of the economic trends that are forecasted between both 'Bed and Breakfasts' and its larger industry of 'Hospitality and Tourism'. Each will provide a summary of the given information as well as their connections with previously detailed factors and issues amongst the consumer groups of the industry.



This graph discusses the segmentation of how B&B guests tend to book their stays. Based on this, we can notice an emphasis on bookings via a property website. This plays into our early research of targeting 'technologically savvy' guests who will conduct research outside of traditional means like travel agencies. This will play into factor when discussing promotional opportunities set to grow both digital and social media marketing efforts.



The chart here illustrates both prior as well as forecasted revenues for the B&B industry. Although the sharp decline in 2020 (COVID), there is still a noticeable growth in value that's expected to increase past 2023. Although this contradicts previous statements regarding a decrease in disposable incomes, this would better reaffirm current trends regarding sustainable tourism as well as experiential tourism, which is geared to escape busier tourist spots for more unique experiences.



The graph here describes the differences in operating costs between the 'Hospitality & Tourism' industry and the 'Bed & Breakfasts' sector. In comparison, B&Bs appear to allocate more towards purchases and profit in comparison to industry standards. It can be inferred that these costs are dedicated toward more personalized accommodations that larger companies do not afford. This inference will be utilized later to aid the rationale for increased allocations for support media and PR, which both help increase personalization during and after bookings

COMPANY & SERVICE DESCRIPTION

In the heart of Waynesboro, Virginia, are the 3 bed and breakfasts known as Ciderhouse, Heritage Hill, and Bowman House. In Cider House, all of the guest rooms and common areas are in the original 1790 farm house, with the owner's private areas and kitchen in the addition, built about 100 years ago. Heritage Hill, a 4,300 square foot colonial-style home, is well placed on 8 acres, approximately 6 miles from the point where Skyline Drive connects to the Blue Ridge Parkway and the Appalachian Trail. Built in 1910 and named after the Bowmans, the Bowman House is a recent addition to Waynesboro which includes four rooms, including a Hiker Haven, a budget-friendly room for the many Appalachian Trail hikers who visit Waynesboro throughout the year. The Inn is also pet-friendly, and features a delicious breakfast utilizing homegrown herbs and fresh, local ingredients. All of these private acres offer broad views of the Blue Ridge Mountains and neighboring rolling pastures, and are situated just inside the city lines, giving you convenient access to the charming town of Waynesboro while still enjoying a peaceful, country atmosphere.

PRESENT STATUS

The organizations' present statuses are that they are three Bed and Breakfasts located in Waynesboro, Virginia. They have been open for varying amounts of time, with Heritage Hill being in business for over six years, Cider House for over three years, and The Bowman House for almost one year.

PRODUCT LINES

All of the clients have product/service lines of lodging and dining. The Bowman House offers additional services in the manner of transportation to and from hiking destinations. Heritage Hill offers event services with a new opportunity for clients to use the B&B as a wedding venue. Cider House has farmland with animals and will be opening a cidery in the coming years which will be an added service line. Each B&B offers special add-on packages as well.

SALES HISTORY

Each of the B&Bs emphasized that their sales are highest in the fall, with the slowest time being from Thanksgiving to Easter, other than Valentine's Day which is busy. The Summer and Spring months tend to be more moderate in terms of sales, with the summer months having slightly higher sales numbers.

TARGET MARKETS

Each of the Bed and Breakfasts expressed how they target customers who value an experience over just a place to stay. As far as demographics, the clients have a pretty wide-spread age range of customers with the largest concentration being middle-aged couples. The Bowman House allows families with young children, which is a target market for them as well.

CURRENT MARKETING MIX

The current marketing mix is somewhat similar among the Bed and Breakfasts, with slight variations among the three. They all market with owned media, through their websites and Facebook pages. Cider House uses a blog on its website that advertises local attractions and events, as well as an email newsletter that sends updates directly to past customers. Heritage Hill is listed on Virginia.org and all three B&Bs are on VisitWaynesboro.com. Each of the B&Bs participate in some form of direct marketing and digital marketing and have expressed interest in increasing their social media presence.

SWOT ANALYSIS

Strengths

The Bed and Breakfasts' strengths are that they provide more than just a stay, they provide an experience. The service is more personalized than that of their competitors (hotels, Airbnb's, etc.), as there is a large amount of host interaction. Additionally, the stay is more like home, as the B&Bs are very intimate and cozy and provide home-cooked meals. Lastly, the hosts have extensive local knowledge that allows them to assist with recommending and planning activities.

Weaknesses

The weaknesses of the clients are their capacity and limited number of amenities. There are only a few rooms at each establishment, which limits the number of guests that can be accommodated. Additionally, when compared with competitors, B&Bs have fewer amenities such as pools, fitness centers, restaurants, etc. which may be a downside to some potential customers.

Opportunities

In research conducted by Tourism Analysis (cited below), there was evidence found supporting significance in the perceived value of certain aspects of Bed and Breakfasts, which can be seen as opportunities for the clients to focus on. The attributes with the three highest perceived values were interaction, local activities, and feeling like home. The clients can focus on emphasizing local experiences for customers and prioritizing positive interactions between the hosts and guests, as well as the homelike aspects of their establishments.

Threats

The main threats to the clients are competition and economic circumstances. B&Bs face competition from other lodging options such as hotels and Airbnb's which can be more affordable options, making it difficult to compete for business. It is important to emphasize the additional benefits received from B&Bs to combat this threat. Additionally, there are economic threats to the entire tourism industry. In tough times like recessions, potential customers are less likely to splurge on non-essential travel.

POSITIONING

By emphasizing the local culture, history, and attractions in the B&B experience, we will position our clients by providing a stay that is more like home and personalized compared to their competitors. Based on the SWOT Analysis and the research of key benefits provided to customers, the aim is to highlight nearby activities, events, and unique aspects of the destination to attract travelers seeking an immersive and authentic experience.

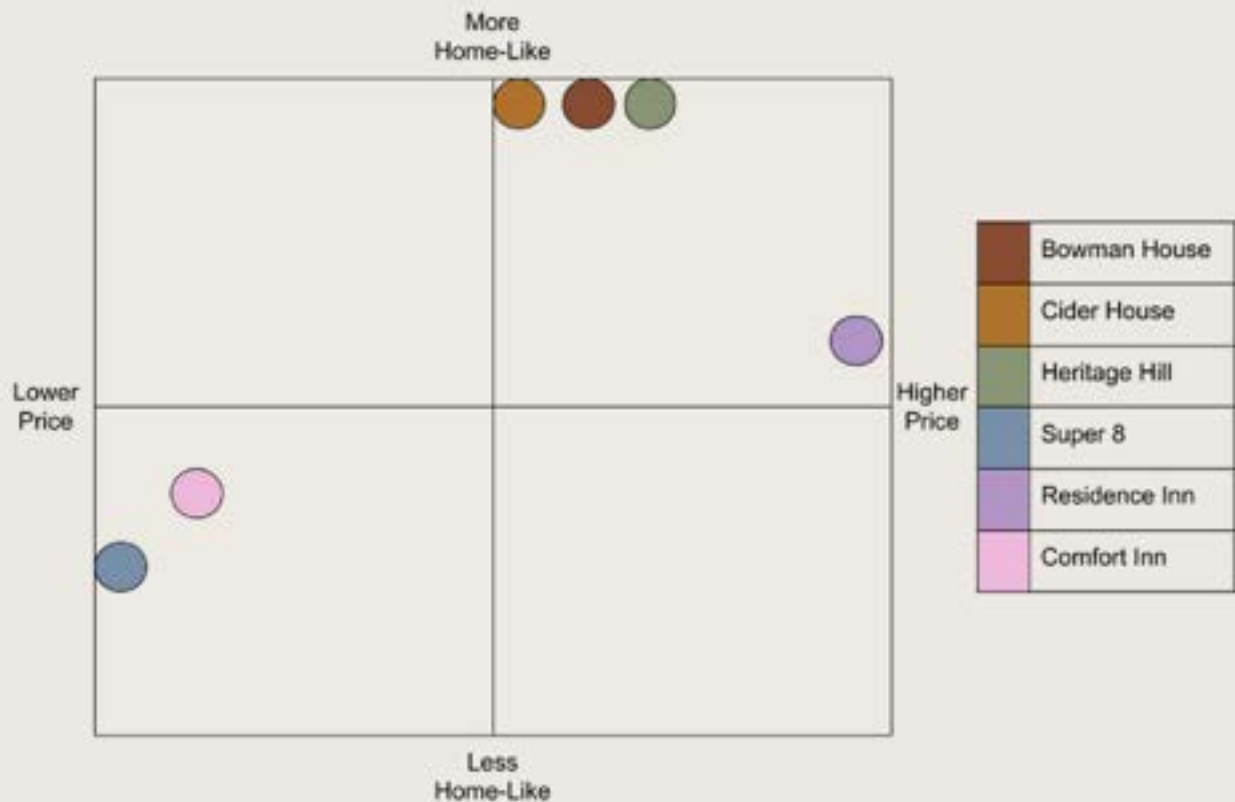
BRAND REVIEW

The services that constitute the focus of the campaign are those that are highest in consumer perceived value: the nostalgic feeling of home, interaction, and local activities. The campaign will focus on emphasizing the homelike qualities of these establishments and the adventure opportunities that they provide.

KEY BENEFITS

In the research conducted by Tourism Analysis, the key benefits of Bed and Breakfasts in order of perceived value are local activities, interaction, feeling like home, architecture, personalized service, local food, hygienic stay, and comfortable feeling. Each of the clients provides these benefits to their customers, and these are important aspects to emphasize in marketing efforts.

PERCEPTUAL MAP

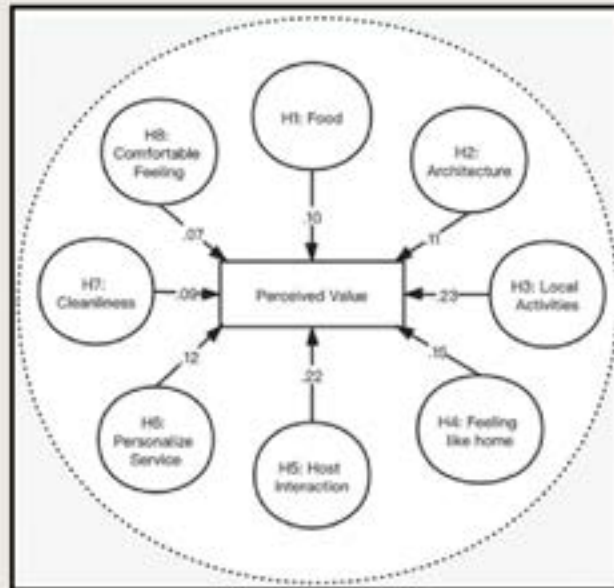


The perceptual map variables were determined based on the Tourism Analysis study and the SWOT analysis. The most important strength of the clients is the personalized service provided that makes the stay feel like home, as the establishments are cozy, and the hosts provide home-cooked meals to their guests. This is the value that will be emphasized through the campaign theme and is a key differentiating factor from the clients and their competitors. The variable of price was used as it is a threat to the clients. Many competitors in the area offer lodging for cheaper, but this variable was chosen to show that many competitors are more expensive than the clients, which mitigates the severity of this weakness. The prices used to determine the establishments' locations in the perception map were from each of their rates for a two-person, two-night stay from November 10-12.

*Each of the clients' establishments are located in historical houses in Waynesboro, Virginia. This historical appeal also differentiates the clients from their competitors and draws in a different consumer segment.

TOURISM ANALYSIS STUDY GRAPHS AND FIGURES

The charts below represent the data found in a Bed & Breakfast Customer Study conducted by Tourism Analysis that relates to key benefits in terms of the perceived value of guests. The information from this study is the basis of our clients' key benefits, SWOT analysis, positioning, and perceptual mapping.



This graphic shows each of the attributes in the study and their levels of importance in terms of customer rankings of perceived value.

Variables	Beta	Robust SE	t Value	p Value
Local Food	0.10	0.03	3.15	0.00
Architecture	0.11	0.04	3.10	0.00
★ Local activities	0.22	0.04	5.22	0.00
★ Feeling like home	0.15	0.04	4.23	0.00
★ Interaction	0.22	0.05	4.12	0.00
Personalized service	0.11	0.04	2.59	0.01
Hygienic	0.09	0.04	2.39	0.02
Comfortable feeling	0.07	0.03	2.20	0.03

Note. $R^2 = 0.823$; $F = 227.72$; $p = 0.000 < 0.05$ significant.

This chart shows the results of the statistical significance tests conducted. Given that each variable has a p Value less than 0.05, they are all significant factors in customers' perceived value of a Bed and Breakfast. The Beta values dictate the relative level of importance, showing local activities, feeling like home, and host interaction having the highest perceived values.

COMPETITIVE REVIEW

DIRECT COMPETITORS

These are direct competitors because they are in the same industry as the B&B's and they are appealing to the same target market: people who are looking for somewhere more holistic than a commercial hotel.

AIRBNB

Sales: \$9 Billion in 2023,

Growth: revenues increased by 40% in 2022

Key Benefits: Freedom and Flexibility, personal, homie, welcoming, more private

Positioning: trusted community-driven platform and unique travel experiences, provides a unique traveling experience.

Promotion Program Mix: Content marketing: social media, email marketing, word of mouth, referral program initiatives

Message and Media Strategies: Ads are centered around highlighting why Air BnB is better than hotels.

Overall Assessment of Strengths and Weaknesses: Air BnB does a great job of fostering community. Air BnB positions itself as welcoming and more unique than a typical stay at a hotel. This allows the company to stand out in the industry. Air BnB requires its host to advertise their BnB's on their own. This is a potential weakness for the company.

IRIS INNS & CABINS

Key Benefits: Day Spa, Breakfast, Cottages, Cabins, Inns

Positioning: "Refined" Bed & Breakfast with high-end amenities for a high price. It has "the personal touches of a bed and breakfast, as well as the amenities and high-end services of a boutique hotel."

Promotion Program Mix: Digital, Social and Mobile.

Message and Media Strategies: They focus on their 5-star, luxury stay.

Overall Assessment of Strengths and Weaknesses: Iris Inn & Cabins is likely the most high-end direct competitor. They provide a variety of amenities and options for their guests; however, it comes at an expensive price which is unaffordable for many. The luxury aspect of this bed & breakfast also has a less down-to-earth aesthetic as compared to Cider House, Heritage House, and Bowman House

AFTON MOUNTAIN VINEYARDS

Key benefits: On-site wine tasting, grape vineyard, pavilion

Positioning: For relatively affordable price, Afton offers a stay with the view of their beautiful Vineyards. They focus primarily on wine enthusiasts.

Promotion Program Mix: Digital, Social and Mobile.

Message and Media Strategies: "Grapes don't grow in ugly places" is Afton's slogan and they emphasize the beauty of their vineyards throughout their website. Their Wine Club also has an associated brochure to strengthen the relationship with their guests.

Overall Assessment of Strengths and Weaknesses: Afton Mountain Vineyards is the ideal spot for wine enthusiasts. Though wine enthusiasts are a niche market, the stay at Afton also comes at an affordable price which broadens the potential guest pool. The main weakness is that this location does not feature the Shenandoah mountains such as Cider House, Heritage House, and Bowman House. Afton simply has the view of their vineyards.

THE COTTAGE | REBEL'S RUN AFRON MOUNTAIN

Key Benefits: Deck/ Patio, Porch, Mountain view, Airconditioning, Appalachian Trail is easily accessible

Positioning: The Cottage @ Rebel's Run Afron Mountain offers a unique getaway experience. The cottage itself is one bedroom and one bathroom offering the opportunity for guests to enjoy a quite stay.

Promotional Program Mix: Digital, Social, and Mobile

Message and Media Strategies: The Cottage's promotional goal is to offer the ultimate cozy and relaxing stay to its target markets. While offering stargazing, easy access to hiking, and a truly individualized stay, The Cottage offers the perfect couples getaway.

Overall Assessment of Strengths and Weaknesses: The cottage offerors a unique stay for two people, allowing for a perfect romantic getaway. However, the cottage does not provide food or drinks to its customers. This allows for an added stress of having to pack additional items for a stay.

INDIRECT COMPETITORS

Wingate by Wyndham, Quality Inn, and Holiday Inn. These are indirect competitors because they do not offer the same services and they are not in the same industry as the B&B, but they are appealing to the same target markets.

WINGATE BY WYDHAM

Sales : 1.49 billion in 2022

Growth: 4.28% decline from 2021

Key Benefits: Free hot Breakfast buffet, Fitness center and Pools, Wyndham Rewards Members always get the lowest price, Locations near airports

Positioning: Modern life in Balance, Midscale

Promotion Program Mix: television commercials, online advertising, and print advertising in national magazines and newspapers, offering sweepstakes

Message and Media Strategies: aid at attracting summer leisure summer travelers

Overall Assessment of Strengths and Weaknesses: Wingate is struggling to compete in the hospitality industry. This is apparent in their profits declining from 2021 to 2022. Wingate does well appealing to professionals looking for a place to stay when on a work trip. This is a very specific market segment and Wingate is struggling to appeal to others.

HOLIDAY INN

Sales : 8.3 billion

Growth: 26% increase

Key Benefits: Points, room deals, etc .

Positioning: Modern life in Balance, Midscale

Promotion Program Mix: digital, social and mobile

Message and Media Strategies: Stay Smart, a play on word with "stay" meaning, overnight stay and remain

Overall Assessment of Strengths and Weaknesses: Holiday Inn is a strong business, with profits increasing year by year. Holiday Inn advertises directly to their target market, and is very well known in the hospitality industry.

QUALITY INN

Sales : 8.3 billion

Growth: 4% year over year increase

Key Benefits: Pool, Wi-Fi, Balcony, Free parking, pet friendly, and breakfast

Positioning: Convenience, low-price option

Promotion Program Mix: digital, social and mobile

Message and Media Strategies: Journey to extraordinary campaign an overall assessment of strengths and weaknesses:

Overall Assessment of Strengths and Weaknesses: Main strengths are affordability and accessibility; however hotel chains are a competitive market and the quality of customer service and facilities may vary.

BUYER ANALYSIS

Consumer Persona Profile



The consumer persona profile and customer journey map (on the next page) each provide ideal characteristics in targeting consumer groups. Utilizing these as well as supporting research, target markets could be identified and then set as a primary focus when detailing promotional efforts set later in the plan.

Below will be detailed segmentations of the target markets as well as behaviors that play into the consumer purchasing process.

Demographics: Based on research, we pooled a consumer base that primarily targets people broadly ranging between early thirties to mid-sixties. These individuals are generally mid-class to upper-class with disposable incomes and emphasize personal time outside of their working schedules. However, supporting demographics for targeting could include couples from all walks of life since similar interests overlap over all age groups.

Geographics: Based on previous guests and research, it would be beneficial to target guests who live on the East Coast. Although the target audience enjoys travel, the largest set of guests tends to come from within a closer radius. Further down, we plan to focus most geographic initiatives toward guests who live in the DMV area as well as New Jersey and North Carolina.

Psychographic: The target audience tends to be to be more adventurous. They enjoy finding new experiences and spending time in nature. They also heavily value their relationships and find ways to spend more quality time with their loved ones. They generally see life as ever-changing, so they're rarely complacent with their routines. They enjoy unique experiences and look for untraditional places/ products to enjoy. They also value sustainability and environmentalism. They also appreciate businesses that make efforts to uplift the same values.

Behavioristic: Research also supports the target audience in being technologically savvy. They utilize the internet to research and make most of their purchases. Rather than being wholly focused on costs, they look to compare the benefits of alternatives. They enjoy a good deal, but they can rationalize a large purchase if the benefits compensate.

BUYER ANALYSIS

Customer Journey Map



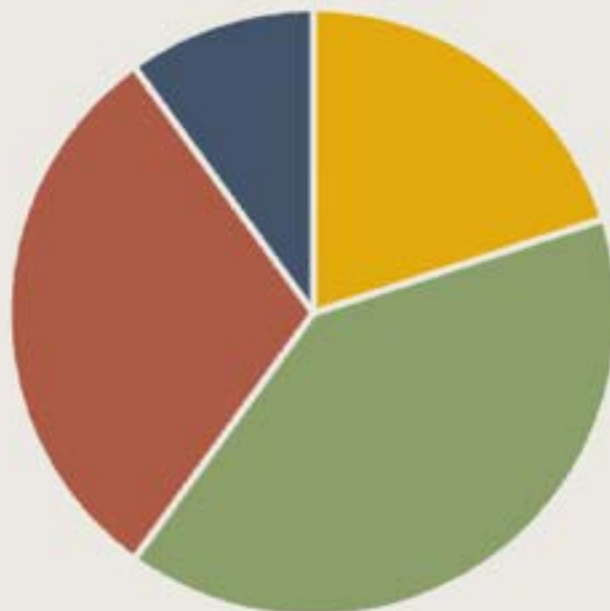
Based on the characteristics of the target consumer group, they would most likely utilize extended problem solving when researching between alternative products. Although they're less cost conscious, they still value the benefits and amenities each option offers. Compared to tangibles, they are very attuned to making sure they receive the most out of their experiences. With this in mind, hospitality & tourism products would be considered to be a high-involvement product. Guests want to be able to plan outside of just their lodging plans. They will want to plan their itinerary in advance as well as consider factors like season, weather, local events and more. To be able to ease this process for the guests, investments in providing more upfront information, via websites and social media, would help guests better schedule their stays. Some key factors that influence buyer behavior would revolve around curated experiences and easy accessibility / adaptability. Price factors as the last decider behind what each alternative has to offer. The target consumer group looks for easily accessible experiences that can not only adapt to any unforeseen circumstances, but also continue to build relationships and create new experiences.

PRIMARY RESEARCH

Through thorough online research, we found that the top attributes customers raved about in their reviews were the fresh, locally sourced food, the hospitality of the hosts, the convenient location and/or views, and the décor, or ambiance of the space. All of these factors seem to curate a welcoming environment and personalized experience which results in happy customers raving about their experience online with 5-star reviews.

Of course, there are different personalized touches that help make the experience for each bed and breakfast such as the farmhouse feel of Cider House along with the various animals. However no poor reviews were found online. Cider house had the most customer feedback (all 5 stars) and Heritage Hill had a decent amount on Yelp and Trivago. Seldom was found for Bowman House, but that is the newest establishment out of the three.

TOP B&B Attributes



■ location ■ food ■ hosts ■ décor

PROMOTIONAL PROGRAM SITUATION ANALYSIS

The message for these bed and breakfasts is relatively unanimous. The ambiance of a “relaxing getaway” in the Blue Ridge Mountains and exploring historical Waynesboro seems to be the overarching theme. Heritage Hill summed up the message perfectly with their slogan, “Where historic charm meets simple luxury”. As far as the current promotional situation goes there is not too much out there. We have found Heritage Hill and CiderHouse on various online booking platforms such as Yelp, Trivago, Trip Advisor, Booking.com, and Airbnb; however, Bowman House has yet to expand to these mediums.

Overall, each has a relatively small digital presence, we found no video ads on Youtube or print ads of any sort. The only video found was a TikTok of the Bowman House made by an influencer with around 50k followers. They also use an app specifically for hikers called “Far Out”. All three do have a personalized website and a Facebook page. However, CiderHouse is the only one currently using direct marketing with their email newsletter and more than one social media platform. CiderHouse also offers special packages as an additional cost to the stay which can be catered for various occasions. Furthermore, each B&B is featured on Virginia.org and visitwaynesboro.com. Bowman House and Heritage Hill have some PR, an article published about their business; however, they lack a broad social media presence like CiderHouse.

More advertising and digital marketing is definitely needed to bring in new customers. Expanding to Google or even Instagram and Facebook ads would be a great addition to their current strategy. SEO would also be beneficial for their personal websites which are currently placed under all the major hotel and booking sites. Expanding to more social media platforms would be a cheap way to reach a larger audience as well.



SEGMENTATION, TARGETING, AND POSITIONING

The primary and secondary target markets are middle-aged couples (estimated 30-55 years old) and outdoor enthusiasts, respectively. These target markets were chosen after extensive market research based on intel from the clients about their past customers and the market opportunities based on the clients' service offerings. The clients expressed that a large proportion of their customer base are middle-aged couples, and the research stated below backs up the importance of catering marketing efforts to this group. Based on their current offerings, outdoor enthusiasts represent an untapped market, in terms of marketing efforts, that we believe will be instrumental in targeting to increase the clients' overall success. The research that is the basis for these targeting decisions is explained and cited as follows:

PRIMARY TARGET MARKET: MIDDLE-AGED COUPLES

The Bed and Breakfasts provide an opportunity to relieve yourself from the stresses back home. A significant factor contributing to such stress is working long hours.

Though not directly correlated, we can reasonably assume that those who work increasingly longer hours are additionally in need of a break. In interviews published by the Statista Research Department in 2018, 55-64 year olds were reported to work the most hours from 41 to 50 hours. This age group was followed closely by the 45-54-year-old age group and then 30-44 year-olds in third. These three age groups work significantly more when compared to the 18-29 and 65+ age groups. Despite the value of the three Bed and Breakfasts, we expect the high cost for a reservation will dissuade many who cannot afford it. No amount of marketing can convince someone to reserve a room if they simply do not have the money. To afford such an experience, the target audience should have an income above the nation's average. The U.S. Census Bureau published data gathered in 2021 on Income in the United States and found that "householders aged 45 to 54 (\$97,089) had the highest median income in 2021, followed by householders aged 35 to 44 (\$90,312), 55 to 64 (\$75,842)." These findings, coinciding with the age groups who work the longest hours, create an ideal target audience for the bed and breakfasts. The 30s to 50s age range roughly encompasses the largest group of individuals who works the most hours (i.e., the highest need to "getaway" from working and "come home" to a relaxing bed and breakfast) and have the income to afford such a stay. The vast majority of counties in the DMV area have a median age that falls within 30-55-year-olds. Augusta County, the most notable example of hosting the median age, is also the county Waynesboro resides in, which has a median age of 45.1. This data concludes that when marketing to the target audience of 30-55-year-olds, we will not have to worry about adapting the message in different counties as most of them fall within the targeted age group.

SECONDARY TARGET MARKET: OUTDOOR ENTHUSIASTS

Nature-influenced traveling has grown significantly in the past decade. In fact, 80 percent of travel & tourism is highly dependent on nature (Imbsen). This growth can be credited to recent environmental concerns that've led to promotions of ethical and sustainable living. We can also compare this to the passing of covid, many people have been traveling outside of heavily dense landmarks and exploring nature that accommodates various activities like hiking, biking, swimming and more. Since 2021, there's been a growing trend in outdoor activity amongst all ages. From ages 6 to 55+, there's been a record-breaking number of outdoor participants in recent decades (Outdoor Foundation). Amongst this study, they recorded their core demographic being mid 30's participants, generally upper middle class. This trend, alongside the growth in nature driven travel, would make it ideal to target outdoor enthusiasts in the campaign. The Outdoor Industry also cites that the South Atlantic region provides the largest share in outdoor recreation participants in the entire country, which places the clients in a prime location to promote their initiatives.

POSITIONING STRATEGY

The Bed and Breakfasts will be positioned as a home away from home with additional opportunities for local activities. The clients provide a service where you get all of the perks and comforts of being in your own house without any responsibility. In a study conducted by Tourism Analysis, the top three key benefits of Bed and Breakfasts, in order of perceived value to their guests, are the presence of local activities, personalized interaction with the host, and the home-like feeling the establishment provides. Based on the SWOT Analysis and the research of key benefits provided to customers, we will position our clients as providing a more personalized stay, like home, and plentiful in activities when compared to their competitors.





MARKETING GOAL:

Increase the number of room nights sold by 20% from January 1, 2024 - December 31, 2024.

The campaign theme that Renaissance Group has created for the clients' IMC Plan is "Getaway & Come Home". This campaign theme was chosen because it captures the essence of what the clients' establishments are: a home away from home. We do not want prospective customers to view the Bed and Breakfasts as a stressful vacation that requires a lot of planning, but rather a way to escape the stresses of their everyday lives while feeling just as comfortable as they do in their own homes. The research behind the SWOT Analysis, Positioning statement, key benefits, and perceptual map showed that the top three characteristics of importance to B&B goers are local activities, interaction, and feeling like home (Tourism Analysis). This was all considered when deciding on a campaign theme, as we want to entice prospective customers to explore the benefits of an intimate, home-like stay. Additionally, the theme is a bit of an oxymoron, as most people don't associate getaways or getting away with being home, which will pique customer interest and pull them in to listen to the message.



Getaway & Come Home

COMMUNICATION GOALS AND STRATEGIES

- Increase the percentage of consumers in the primary and secondary target markets of middle-aged couples and outdoor enthusiasts, respectively, who are aware of Cider House, Heritage Hill, and Bowman House Bed and Breakfasts by 75% by December 31, 2024, through the use of traditional advertising, social media, digital marketing, and support media.
 - Increase awareness by using both emotional and slice-of-life appeals in a radio ad campaign that runs between early morning to mid-afternoon.
 - Use advertisements in newspapers that target the primary target market to increase their awareness.
 - Implement website design improvements to increase organic traffic and improve SEO to increase awareness.
 - Use Pay-Per-Click on Google Ads to increase the target markets' awareness.
 - Implement paid advertising tactics on Instagram and Facebook to increase the clients' visibility to the target markets.
 - Run a giveaway campaign of Support Media Ad Specialties on Instagram and Facebook to increase awareness.
- Increase the interest of consumers in the primary and secondary target markets of middle-aged couples and outdoor enthusiasts, respectively, by 100% by December 31, 2024, by implementing social media marketing and public relations strategies.
 - Create strong business profiles on Facebook and Instagram and consistently post non-promotional content utilizing imagery and emotional appeals to increase interest.
 - Host Public Relations events catered to the target markets in the local communities to increase interest.

COMMUNICATION GOALS AND STRATEGIES

- Increase the desire of consumers in the target markets of middle-aged couples and outdoor enthusiasts who have the desire to book a room at Cider House, Heritage Hill, and Bowman House Bed and Breakfasts by 60% by December 31, 2024, through traditional advertising and Public Relations.
 - Increase desire by using an emotional and rational appeal in a radio campaign that targets prospective customers on their way home from work.
 - Print and distribute attractive and informative brochures in locations frequented by travelers to increase desire.
 - Host Public Relations events catered to the target markets in the local communities to increase desire.
- Increase the number of reservations from the primary and secondary target markets of middle-aged couples and outdoor enthusiasts, respectively, at Cider House, Heritage Hill, and Bowman House Bed and Breakfasts during the slower months of January through April by 70% by December 31, 2024, by using public relations and digital marketing.
 - Run a display ad campaign that targets first-time customers and local prospects with a discount code to increase reservations.
 - Increase reservations by offering tours and other exclusive events during the Public Relations events hosted by the clients.
- Increase the number of repeat customers by 40% by December 31, 2024, for Cider House, Heritage Hill, and Bowman House Bed and Breakfasts by using support media, and digital marketing.
 - Increase repeat customers by running email campaigns with rational and emotional appeals that encourages past customers to rebook.
 - Create and distribute ad specialties to customers during their stay to encourage recall and increase repeat customers.

CREATIVE BRIEF

Our communication efforts will address the issue of lack of awareness, interest, desire, and action within our target markets to increase the number of room nights sold by 20% from January 1, 2024, to December 31, 2024. Our communication goals are as follows:

- Increase the percentage of consumers in the primary and secondary target markets of middle-aged couples and outdoor enthusiasts, respectively, who are aware of Cider House, Heritage Hill, and Bowman House to 75% by December 31, 2024, through the use of traditional advertising, social media, digital marketing, and support media.
- Increase the interest of consumers in the primary and secondary target markets of middle-aged couples and outdoor enthusiasts, respectively, by 100% by December 31, 2024, by implementing social media marketing and public relations strategies.
- Increase the desire of consumers in the target markets of middle-aged couples and outdoor enthusiasts who have the desire to book a room at Cider House, Heritage Hill, and Bowman House Bed and Breakfasts by 60% by December 31, 2024, through traditional advertising and Public Relations.
- Increase the number of reservations from the primary and secondary target markets of middle-aged couples and outdoor enthusiasts, respectively, at Cider House, Heritage Hill, and Bowman House Bed and Breakfasts during the slower months of January through April by 70% by December 31, 2024, by using public relations and digital marketing.
- Increase the number of repeat customers by 40% by December 31, 2024, for Cider House, Heritage Hill, and Bowman House Bed and Breakfasts by using support media, and digital marketing.

The target market of middle-aged couples are busy with their careers and families, resulting in working the longest hours. They currently feel stressed and may not even be aware that there is the option to be somewhere just as comfortable as home with all of the responsibilities catered to them. Our marketing efforts will show them that the B&Bs are a stress-free getaway, and their stress doesn't have to be everlasting.

The secondary target market of outdoor enthusiasts will be upper middle class and in their thirties. There has been a rise in interest in outdoor activities, due to increased social concern about sustainability and the environment. Such an environmentally conscious market will be open to the idea that the B&Bs are small, sustainable businesses, that are environmentally conscious. Additionally, this group is always up for an adventure, and our marketing efforts will emphasize the plethora of outdoor experiences provided by the clients.

We are positioning the Bed and Breakfasts as being a home away from home with additional opportunities for local activities. The clients provide a service where you get all of the perks and comforts of being in your own house, without any responsibility. This is a major selling point, as these benefits are not present in the goods and services provided by the clients' competitors.

In a study conducted by Tourism Analysis, the top three benefits in order of perceived value to guests are the presence of local activities, personalized interaction with the host, and the home-like feeling the establishment provides. Based on the SWOT Analysis and the research of key benefits provided to customers, we will position our clients as providing a more personalized stay, like home, and plentiful in activities when compared to their competitors.

The overall campaign theme is "Getaway & Come Home". We chose this campaign theme because it captures the essence of what these B&Bs are: a home away from home. Additionally, the theme is a bit of an oxymoron, as most people don't associate getaways or getting away with being home, which will pique customer interest and pull them into the message.

The story to be told shows that sometimes you can come home from work, school, or whatever you may do, and home isn't as much of a stress reliever as you would like. There can be so much to take care of, whether it be kids, pets, or the house itself. By staying at the B&Bs, you get all the perks of home without having to do any of the work, including home-cooked meals, a clean space, and an intimate environment that feels cozy and comfortable.

CREATIVE BRIEF.

The main advertising appeal for the IMC plan is emotional. Drawing on the stress one feels in daily life and at home, we curated a story around the irony of coming home from a stressful day at work only to find your home to be the biggest stressor of all. This story is relatable and versatile, as it can be expanded to various contexts. Whether it's the kids screaming, or the house is a mess – we know home is not always the relaxing getaway that one needs after a long day. The image we want to create for these B&Bs is a place that encapsulates all the best parts of the home, without the stress. A cozy, inviting environment, crackling fireplace, home-cooked meals, and lots of land. An escape to the idealized American dream if you will. This story ties into our campaign theme by using the juxtaposition between the harsh reality and desire for the “ideal” home experience.

The messaging strategy is to communicate the psychological value of the services provided by the bed and breakfasts. Our positioning emphasizes the qualities of the B&Bs that their competitors lack, such as a home-like feeling, personalized host interaction, and access to unique local activities. By staying at any of the Bed and Breakfasts, customers will be able to alleviate their stress by having a break from their responsibilities, all while feeling as comfortable as they do at home. This strategy will attract our primary target market as the research shows they tend to be an overworked, over-stressed group, and our advertising appeal shows the recognition of their stress.

Slice-of-life was our chosen creative framework, for we intend to connect on a personal level with our audience. By portraying relatable scenarios, we humanize the experience and make it easy for our target audience to see themselves in the advertisements. Portraying authentic moments in advertisements fosters a sense of empathy and hopefully will be seen as genuine as opposed to simply promotional. Imagery is a very versatile tool that we plan to utilize in our messages as well. A major competitive advantage these bed and breakfasts have is their beautiful locations. Imagery of the stunning natural surroundings has the power to evoke strong emotions. The audience will see these serene, idyllic locations through whatever medium the advertisement reaches them and will hopefully want to experience it firsthand. Both slice-of-life and imagery allow us to craft engaging narratives that will best resonate with both of our target audiences.

Anyone designing our advertisements would need to know the overall tone of the campaign. We want to communicate in a confident and empathetic tone throughout. In addition to this, the person making our advertisements will need to know the promises and claims we are communicating. Our marketing efforts promise to a relaxing, warm, welcoming environment that all of our consumers are sure to enjoy. The types of graphics we want to include in our promotions are images of the offerings that the clients provide, including rooms available for booking, possible breakfast options, and the landscapes surrounding the bed and breakfasts, including the farm, apple orchards, and the Shenandoah mountains.

For print-specific advertisements, we plan to utilize fun and bold, indirect headings that play into our theme of “Getaway and Come Home!”. The slogan we chose provides an abstract approach to gaining viewer attention where “Getaway” and “Come Home” inherently contrast each other. This will force the viewer to think as well as draw interest in our clients’ services. Subheadings and a few pieces of body text will be used to emphasize our clients’ services. However, our primary creative tactic would be through our visuals and imagery. This will help our viewers visualize themselves in the Shenandoah Mountains, experiencing what true relaxation could be if they book. Visuals will take up a significant portion of the ads, and any extra body text used will be small gestures that direct viewers to our clients’ websites to move them closer to booking.

For media-specific advertisements, initiatives will be focused on SEO and advertising on travel-related sites. The target markets will be reached by making reminder appeals that keep them in the loop for any events or deals in the future.

For TV advertisements, we plan to heavily utilize our campaign framework of Slice-of-Life scenarios as well as a focus on the imagery of our clients’ homes. Through humor and relatability, we plan to cater to engaging scenarios through local broadcasting (the DMV + Delaware, New Jersey, and North Carolina) that’ll attract our target audience. The composition of our ads will primarily follow a fictional scenario that delights the viewer. Then we’ll follow with a confident and informative narration that’ll provide additional context to our clients’ services and direct them to their websites where they can find more information and ways to book.

INTRODUCTION

The Renaissance Group has developed a set of Traditional Advertising recommendations for the Waynesboro Bed and Breakfasts, Bowman House, Cider House, and Heritage Hill. Our research provides context and emphasis on the effectiveness of traditional media when targeting both of the target markets of 30-55-year-olds and outdoor enthusiasts. The communication objectives that traditional advertising is working to achieve are listed as follows:

- Increase the percentage of consumers in the primary and secondary target markets of middle-aged couples and outdoor enthusiasts, respectively, who are aware of Cider House, Heritage Hill, and Bowman House Bed and Breakfasts by 75% by December 31, 2024, through the use of traditional advertising, social media, digital marketing, and support media.
- Increase the desire of consumers in the target markets of middle-aged couples and outdoor enthusiasts who have the desire to book a room at Cider House, Heritage Hill, and Bowman House Bed and Breakfasts by 60% by December 31, 2024, through traditional advertising and Public Relations.

The campaign theme of “Getaway, and Come Home,” will be incorporated as a call-to-action in both print and radio advertisements for the audience to reserve their stay at one of the bed and breakfasts. Each story told will be slightly different depending on the medium of traditional advertising; however, they will share the common theme of escaping the stresses back home and relaxing at their second home, the bed and breakfast. This shared theme will be reinforced by the campaign theme that will be featured in many of our traditional advertising messages. Our target audience will be reached through a variety of vehicles. These include radio, brochures, and newspapers that are local and reach a relevant audience in the area. All vehicles were chosen based on careful interest into their abilities to connect our messaging with the target markets.

Overall, the purpose of these Traditional Advertising recommendations is to effectively reach a large percentage of the target markets and spread the message told through the campaign theme and story. The objectives, strategies, and tactics are as follows:

OBJECTIVES, STRATEGIES, AND TACTICS

- Objective 1: Increase awareness and desire to book Cider House, Heritage Hill, and Bowman House Bed and Breakfasts to the primary target market (middle-aged couples) by 15% by December 31, 2024, through Radio advertisements. The ads would be on the local public station, WQPO, bi-weekly.
 - Strategy 1: Run an ad campaign utilizing both emotional and slice-of-life appeals that runs between early morning drives to mid-afternoon drives (6-11am). Create initial awareness of the first ad so that context can be provided before the second ad plays on the drive home.
 - Tactic 1: Run ad on local/ coastal stations that target early morning workers driving to their 9-5s.
 - Tactic 2: Paint a picture of a hectic slice-of-life scenario where the stresses of life continue to pile up even after a long day at work. Give relatable anecdotes that can be applicable across a broad range of psychographics in the target markets.
 - Tactic 3: Build to a climax and end the ad with reassurance and advice to look into a homely place to find rest. Insert the names of the B&B's and where to find them. Include that booking is limited and to research soon.
 - Strategy 2: Run an ad campaign using both emotional and rational appeals on the radio during the times of 4:00 PM-6:00PM. This timeframe would target those who are on their way home from work.
 - Tactic 1: Run a slice-of-life ad that utilizes comforting sounds of nature, laughter, fireplace, etc. to put the listener at ease.
 - Tactic 2: Have a narrator who comforts and reassures the listener by addressing their concerns and stress of daily life at home.
 - Tactic 3: Include the names of all three bed and breakfasts as well as their respective phone numbers.

OBJECTIVES, STRATEGIES, AND TACTICS

- Objective 2: Increase awareness and desire to book of Cider House, Heritage Hill, and Bowman House Bed and Breakfasts to the primary target market (middle-aged couples) by 15% by December 31, 2024, through print ads in local newspapers and the distribution and display of brochures with a reach of 8,000.
 - Strategy 1: Include a print ad in local newspapers that states our campaign theme, “Getaway, & Come Home!”, as well as a simple image of a sunset against the mountains.
 - Tactic 1: The campaign theme is a call-to-action for the reader to go on a getaway/get away from their stressful home life and come to their other home, the bed and breakfast.
 - Tactic 2: The print ad allows the audience to draw their own conclusion, rather than explicitly stating it in the ad
 - Tactic 3: Include the contact information of all three bed and breakfasts to imply where the reader can “get away” and “come home” to.
 - Strategy 2: Print and distribute colored 3-panel brochures that endorse the clients' services as well as provide information and benefits towards traveling to Waynesboro. Mail brochures to the Virginia Welcome Center's Central Warehouse to be ordered and distributed across six targeted welcome centers, (Bristol, Lamsburg, Covington, Clearbrook, Rocky Gap, and Main Street Station).
 - Tactic 1: Display a catchy hook and scenic landscape on the brochure that would catch travelers' attention as well as play into our campaign theme of “Getaway & Come Home!”.
 - Tactic 2: Provide information on the B&Bs and the context of the surrounding area. This will provide incentives to travel to both the clients as well as Waynesboro and the attractions in the area.
 - Tactic 3: Plug the clients' areas of contact (websites, social media, and mailing lists) to increase awareness of clients' active platforms and promote ongoing updates for deals and other initiatives.

BUDGET

Medium	Medium Vehicle (MV)	Dollar Amount		Percent of Section Budget		Percent of Total Budget	
		MV	Medium	MV	Medium	MV	Medium
			\$4,770.00		100.00%		19.08%
Print			\$2,970.00		62.26%		11.9%
	Brochure Printing	\$650.00		13.63%		2.60%	
	Northern VA Daily	\$800.00		16.77%		3.20%	
	The Daily Progress	\$800.00		16.77%		3.20%	
	Distribution Rates	\$720.00		15.09%		2.88%	
Radio			\$1,800.00		37.74%		7.2%
	WQPO	\$1,800.00		37.74%		7.20%	

RATIONALE

The recommendations stated above were decided based on extensive research into the enormous number of options available in Traditional Advertising. The first decision made was to allocate a bit more than 14% of the total IMC budget (\$3,600.00) to Traditional Advertising due to the opportunities available to reach an extensive number of people within the target markets for a relatively low cost. Allocations of the Traditional Advertising budget were based on determining the relationship between reach and cost for each vehicle.

The Radio station WQPO was chosen to target those in the general area of Waynesboro. WQPO's signal carries the second farthest of all local radio stations at 26.4 miles, behind only WMRA; however, WMRA does not accept advertising as it is a non-commercial station. WMRA's signal is also described to be "moderate" as opposed to WQPO's "strong" signal. The strong signal of WQPO will ensure the message is not distorted as it carries across such a large distance. The cost of a 30-second advertisement on WQPO is estimated to be \$25.00.

The two time frames we would feature our radio ads would be 6-11 am and 4-6 pm. We would plan for both the morning drive-to-work radio script, 6-11 am, and the afternoon drive-home radio script, 4-6 pm, to be played on the same day. The reason we chose to feature both of the two different radio scripts on the same day is due to the reinforcement of our message. The script to be played from 6-11 am, is one of chaos. It is intended to have the listener question the stress in their own lives and reflect on the message throughout the day. As they return from a long day of work, the second radio script will be played at 4-6 pm.

RATIONALE *cont.*

This second, more calming, script reinforces the first script's message in a gentler tone so as not to cause any more stress for the listener who has already had a long day at work. Hopefully, the listener will better relate to the script's message and go from attention, interest, and then desire to reserve a stay at the bed and breakfasts. Broadcasting bi-weekly, we would reach a total of 60 impressions over the course of a 52-week year. Running \$25 per broadcast, this would reach a total of \$1,500, half of our traditional advertising budget.

The print advertisements are planned to be distributed through various vehicles between local newspapers and various travel stops that enter Virginia. Local ads, via newspapers, will help increase awareness in the surrounding community. They'll provide context to the clients' services as well as promote seasonal deals and events that will be elaborated more in the public relations media plan. Ad placements are being focused primarily between the Northern Virginia Daily and the Daily Progress. Each of these provides a high reach regarding its surrounding community as well as fall under a short radius of the Bed and Breakfasts.

Scheduling for these ads will be delegated towards the beginning of slow months and before seasonal events. These ads will provide context of the B&Bs plus deals and points-of-contact to find more information. Three events are planned for the fall, winter and spring months where ads will be distributed two weeks in advance. Ads will also be sporadically distributed throughout the year to create reminder initiatives. These ads are each roughly cost \$15-16 for a column inch of black and white advertising space during weekly issues.

Brochures are planned to be distributed to six surrounding Virginia Welcome Centers that either lead or connect to Waynesboro via I-81 and I-64. The selected rest stops, (Bristol, Lamsburg, Covington, Clearbrook, Rocky Gap, and Main Street Station), all run under the same annual rate of \$120 for a single pocket display. Annually, it is anticipated to print 3,000 colored tri-fold brochures allowing for 500 to be distributed to each location. The costs for this size of order will be roughly \$600 with shipment. The Virginia Welcome Center also provides easy distribution via a central location that covers both delivery and tracking for when orders arrive and when centers are low in stock. Brochures provide both tangibility and shareability that will help increase reach. Additionally, the Virginia Welcome Centers receives hundreds of visitors daily where on average, 70% of visitors leave having picked up at least one brochure.

DELIVERABLES

Brochures

THE VIEW OF WAYNESBORO
what it has to offer?

- Blue Ridge Parkway:** Drive along the scenic highway and enjoy breathtaking views of the Blue Ridge Mountains.
- Shenandoah National Park:** Explore long trails, go camping, enjoy wildlife viewing in the beautiful national park.
- Trails:** Breathtaking views of the Blue Ridge Mountains in our exhilarating recreation trail adventures. Our trail offers an unforgettable experience for nature enthusiasts, hikers, and outdoor adventures.
- Outdoor Adventures:** Enjoy activities like hiking, swimming, and fishing in the beautiful Shenandoah Valley.
- Getaway:** Escape to our own history, art, and culture in the heart of our beautiful mountains.
- Heritage and Romance:** Visit historic mansions and estates in the Shenandoah Valley for history and romance.
- Local Dining:** Discover local cuisine at Waynesboro's restaurants and cafes.

BOOK YOUR GETAWAY TODAY!
limited availability

BOWMAN HOUSE
 thebowmanhouse.com
 (540) 347-0001

CIDER HOUSE
 theciderhouseandbreakfast.com
 (540) 302-0070

HERITAGE HILL
 heritagehillva.com
 (540) 411-8000

GETAWAY & COME HOME

reallygreatva.com

1169 Sherwood Avenue
 Waynesboro, VA 22980

Heritage Hill

Escape to the charm and tranquility of Waynesboro, Virginia, and experience true Southern hospitality at the Heritage Hill Bed and Breakfast. Nestled amidst the scenic beauty of the Shenandoah Valley, our historic B&B offers a serene getaway for those seeking relaxation, romance, and a taste of the past.

Book between the Red, Blue and Gold Rooms

Each accommodated with a full bath and king sized

Experience the Cider House Bed and Breakfast, where history, comfort, and hospitality blend seamlessly to create an unforgettable getaway. This charming B&B, nestled in the picturesque Shenandoah Valley, invites you to savor the tranquility of the countryside while being just moments away from local attractions.

CIDER HOUSE

949 Old White Bridge Road
 Waynesboro, VA 22980

Book between the Cooper, Gorbach and Keller Rooms

Each accommodated with a full bath and king sized

Enjoy a stay at the Bowman House Bed and Breakfast. They invite you to experience a delightful blend of historic elegance and modern comfort. Our lovingly restored 19th-century inn is the perfect choice for travelers seeking a peaceful escape with a touch of Southern hospitality.

Book between the Garden room, the Nettle room, Dr. Bowman Suite, the Yachtman Suite and Main Haven

Each accommodated with a full bath and king sized
 Terrace for the Nettle Haven

Heritage Hill

Heritage Hill
 The Bowman House

811 S. Wayne Avenue
 Waynesboro, Virginia 22980

Print Advertisements

GETAWAY





Locations

Cider House:
9779 Old White Bridge Rd.
Waynesboro, VA 22990

Heritage Hill:
1169 Sherwood Ave.
Waynesboro, VA 22990

Bowman House:
611 S. Wayne Ave.
Waynesboro, VA 22990

Phone Numbers

Cider House: (540) 932-0370
Heritage Hill: (540) 871-0990
Bowman House: (540) 347-0077

Websites

<http://ciderhouseheritagehill.com>
<http://heritagehill.com>
<http://bowmanhouse.com>

AND COME HOME

Your second home is a reservation away

Radio Script

Item	Description
Gender:	Male
Length:	1 Minute
Target Demographic:	Adventurous, but working, singles/ couples
Character/ Narrator:	Character: Late 20s working man Narrator: Deep-Toned, confident man
Vocal Direction:	Character: Charismatic, but exhausted Narrator: Deep, salesy, like the Allstate man
Suggested Music:	No music till after the hook Upbeat, adult contemporary
Suggested Sound Effects:	Door sounds, Phone Pings, Alarm

(Closing Door) Finally, time for some- (Phone Ping). Oh, Sarah needs me to pick up groceries for dinner. Whatever, it won't take that long- (Phone Ping). And I need to take the dogs out? That's fine, an hour tops- (Door Knocks and Opens). Hey Mike, any chance you have a second to help me move some things? Matt isn't home right now to- (Voice fading in from behind) Mike, you forgot to send back those revisions, can you have those done by tonight or- (Another voice fades in) What's up Mikey! Sarah said I could come over to watch the game tonight, do y'all got anything to eat? I'm- (Voices talk over each other) (Home phone goes to voicemail) Hi Michael it's Mom. You haven't called in a while, so I assumed you'd like me and Dad to come over soon so we can see how- (Voices get more cluttered and louder until a final peak) (Bear)

(Fading in alarm) **Home isn't what it used to be.** Why not come to Waynesboro and experience what relaxation should be like. Pick between Bed and Breakfasts like the Cider House, Bowman House or Heritage Hill who offer everything your home can provide with hospitality that'll keep you off your feet. Find us online and book soon while rooms are available.

INTRODUCTION

The Renaissance Group has developed a set of objectives, strategies, and tactics for the clients to implement in their Digital Marketing efforts. Digital Marketing is an incredibly important part of the IMC plan as a whole, as it helps to accomplish the three communication objectives having to do with increasing awareness, action, and repeat customers. The communication objectives that digital marketing is working to achieve are listed as follows:

- Increase the percentage of consumers in the primary and secondary target markets of middle-aged couples and outdoor enthusiasts, respectively, who are aware of Cider House, Heritage Hill, and Bowman House Bed and Breakfasts by 75% by December 31, 2024, through the use of traditional advertising, social media, digital marketing, and support media.
- Increase the number of reservations from the primary and secondary target markets of middle-aged couples and outdoor enthusiasts, respectively, at Cider House, Heritage Hill, and Bowman House Bed and Breakfasts during the slower months of January through April by 70% by December 31, 2024, by using public relations and digital marketing.
- Increase the number of repeat customers by 40% by December 31, 2024, for Cider House, Heritage Hill, and Bowman House Bed and Breakfasts by using support media, and digital marketing.

The campaign theme of “Getaway & Come Home” and the story told to potential customers is integrated into every aspect of the IMC Plan. The story told is one that shows that sometimes you can come home from work, school, or whatever you may do, and home isn’t as much of a stress reliever as you would like. There can be so much to take care of, whether it be kids, pets, or the house itself. By staying at the B&Bs, you get all the perks of home without having to do any of the work, including home-cooked meals, a clean space, and an intimate environment that feels cozy and comfortable. In the case of digital marketing, the campaign theme and story can be seen incorporated into the website design and optimization, the display advertisement campaign, and the email marketing campaign. The website improvements will not only enhance SEO results but also ensure that the marketing messaging from every ad is consistent with the branding of the clients’ websites. The display advertisements, for which examples can be seen below, encompass the theme and story by displaying visuals that remind the viewer of home, while still being a place they’ve never been before. In the email campaigns, the messaging is very consistent with the theme and story, as it treats previous customers as family, as they are appreciated and greeted with a warm welcome whenever they step into their home away from home.

The target markets of middle-aged couples and outdoor enthusiasts are reached through Pay-Per-Click advertisements through the platform Google Ads and display advertisements. Both of these strategies allow for demographic, geographic, and psychographic targeting, by inputting specific age ranges, genders, locations (either specified or by radius), and behaviors exhibited by users of the web.

Overall, the purpose of these Digital Marketing recommendations is to effectively reach a large percentage of the target markets and spread the message told through the campaign theme and story. The objectives, strategies, and tactics are as follows:

OBJECTIVES, STRATEGIES, AND TACTICS

- Objective 1: Increase awareness from the primary and secondary target markets in Virginia (middle-aged couples and outdoor enthusiasts, respectively) of Cider House, Heritage Hill, and Bowman House Bed and Breakfasts by 40% by December 31, 2024, by implementing website design and content changes and Pay-Per-Click (PPC) advertising on Google Ads with a flighting schedule during the months of January to April with an estimated engagement of 5,100 clicks.
 - Strategy 1: Implement website design improvements for each Bed and Breakfast with the intent to increase organic traffic, enhance user experience, and improve search engine optimization.
 - Tactic 1: Enact website speed optimization tactics by using a free tool such as PageSpeed Insights to detect opportunities for site-speed improvement. After running diagnostics, upgrade to a content-delivery network (CDN) through CloudFlare with a yearly cost of \$240.00 to optimize content delivery and speed. High-speed sites are easier for search engines to evaluate, allowing the sites to appear higher in search results.
 - Tactic 2: Optimize the images that are included on the websites by compressing them to increase speed and use descriptive URLs to allow search engines to evaluate them more efficiently, placing them higher in searches.
 - Tactic 3: After running analyses on Google Ads Keyword Planner to discover high-volume searches and their reach, implement the following words/phrases cohesively into website headers, posts, images, and body copy in order to enhance organic SEO efforts.
 - Bed and Breakfast
 - Bed and Breakfast near me
 - Bed and Breakfast Virginia
 - Shenandoah National Park lodging
 - B & B near me
 - Places to stay near Shenandoah National Park
 - B and B near me
 - Shenandoah lodging
 - Lodging near Shenandoah National Park
 - Best bed and breakfast
 - Shenandoah National Park Virginia

OBJECTIVES, STRATEGIES, AND TACTICS

- Strategy 2: Run a search engine campaign by utilizing PPC on Google Ads to increase page visibility and help connect the Bed and Breakfasts with keywords that accurately describe their service offerings with an estimated engagement of 5,100 clicks.
 - Tactic 1: Create an advertising account on Google Ads and select targets based on the keywords listed above and the demographic and geographic information of the primary and secondary target markets (middle-aged couples, and outdoor enthusiasts in the surrounding area).
 - Tactic 2: Set up the campaign with a budget of \$0.50 per click. Send the ad into auction to determine which and where ads will be shown. After entering all information, Google estimates 300 weekly clicks for a cost of \$150.00 per week.
 - Tactic 3: Run the campaign for an estimated 17 weeks from January 1st to April 30th for an estimated total of 5,100 clicks with a cost of \$2,550.00.
- Objective 2: Increase the number of reservations from the primary and secondary target markets in Virginia (middle-aged couples and outdoor enthusiasts, respectively) at Cider House, Heritage Hill, and Bowman House Bed and Breakfasts during the slower months from January 1, 2024, through April 30, 2024, by 40% by implementing display ads, digital commercials, and mobile marketing in digital marketing efforts to target first-time customers and local prospects with a reach of 6,000.
 - Strategy 1: Run a display ad campaign using AdClarity by SEMRUSH for \$169.00 per month, per B&B, that uses emotional and rational appeals to target new customers of the Bed and Breakfasts to get a discounted, cozy getaway during the colder months, and the Bed and Breakfasts' slower months, of January to April.
 - Tactic 1: Use display ads on websites like TripAdvisor and Expedia and websites of local hiking trails to target potential customers in the primary and secondary target markets who are already looking to book a getaway or plan an outdoor excursion. Implement imagery of warm coffee, lit fireplaces, and a beautiful snowy house.
 - Tactic 2: Implement digital commercials into the display ad campaigns mentioned above to further expand on the story that is being told through advertising efforts by providing more visual content to prospective customers.
 - Tactic 3: Include a discount code "FirstTime15" in the ads, to show new customers that they can have an exclusive discount on their first-time stay emphasizing a rational decision to save money, and appeal to their emotion of fear of missing out on a good deal.

OBJECTIVES, STRATEGIES, AND TACTICS

- Strategy 2: Using mobile marketing tactics, run a display ad campaign that uses a rational and emotional appeal to target prospects within 50 miles of the Bed and Breakfasts, informing them of an exclusive deal on a nearby getaway.
 - Tactic 1: Use location-targeting for the primary and secondary target markets in Waynesboro, VA that shows them an ad on social media platforms (Facebook and Instagram in relation to the Social Media objectives described below)
 - Tactic 2: Use imagery by implementing cozy photos of warm coffee, lit fireplaces, and a beautiful snowy house to allow prospects to imagine their peaceful, nearby stay.
 - Tactic 3: Include a discount code like “Local10” to employ a rational appeal to entice those nearby to have a discounted getaway without far travel.
- Objective 3: Increase the number of repeat customers from the primary target market (middle-aged couples) during 2024 by 25% for Cider House, Heritage Hill, and Bowman House Bed and Breakfasts by using an email-centered digital marketing campaign through Brevo for 10 months from January to October with a monthly cost of \$25.00 per B&B to target past customers.
 - Strategy 1: Run an email campaign that sends messages with a rational appeal informing previous customers about an exclusive discount they can receive to entice them to reserve another stay at the Bed and Breakfast.
 - Tactic 1: Use an attention-grabbing email subject line that starts with “You won’t want to miss this.” to pique the reader’s interest in what they won’t want to miss out on. End the subject line with “Exclusive 15% off your next stay” to use a primacy effect to grab their attention with a price deduction.
 - Tactic 2: In the email body, inform the customer that this is an exclusive deal that they are receiving for being a loyal customer. The body copy should have a calm, informative appeal to emphasize the rational appeal being used.
 - Tactic 3: Include a line in the email body copy that states, “Our lowest rates all year”. This will provide a rational appeal to clients who are price-conscious, showing that this is the best deal that they will get on a getaway.

OBJECTIVES, STRATEGIES, AND TACTICS

- Strategy 2: Run a separate email campaign that employs an emotional appeal in marketing efforts to make previous customers feel appreciated and missed, and fear missing a good deal, encouraging them to rebook another stay at the Bed and Breakfast.
 - Tactic 1: Use a catchy email subject line starting with “We Miss You!” to draw out the reader’s emotions and intrigue them to find out who misses them.
 - Tactic 2: The opening paragraph will succinctly give thanks to previous customers for staying at the B&B, making them feel appreciated and personally valued. It will describe how this is an exclusive discount given to them as a thank you for their past business.
 - Tactic 3: Within the email body, emphasize the urgency of the timeframe or they will lose the discount. This sense of urgency (book within the next four months) will give clients a sense of fear of losing a good deal.

BUDGET

Medium	Medium Vehicle (MV)	Dollar Amount		Perent of Section Budget		Percent of Total Budget	
		MV	Medium	MV	Medium	MV	Medium
			\$8,048.00		100.00%		24.19%
Advertisements			\$4,578.00		75.69%		18.31%
	Pay-Per-Click (Google Ads)	\$2,550.00		42.16%		10.20%	
	Display Ads (AdClarity)	\$2,028.00		33.53%		8.11%	
Website			\$720.00		11.90%		2.88%
	CDN (CloudFlare)	\$720.00		11.90%		2.88%	
Email			\$750.00		12.40%		3.00%
	Email Campaign (Brevo)	\$750.00		12.40%		3.00%	

RATIONALE

The recommendations stated above were decided based on extensive research into the enormous number of options available for digital marketing strategies. The first decision made was to allocate around 25% of the total IMC budget to digital marketing due to the opportunities available to reach an extensive amount of people within the target markets in a very cost-effective manner. The initial basis of many of these recommendations were based on information provided by HubSpot's guides to Digital Marketing (cited below).

The first objective includes the costs for implementing a content-delivery network (CDN) and the Pay-Per-Click (PPC) advertisements which total \$3,270.00, which is 54.5% of the total digital marketing budget. The reason that this objective garners over half of the budget is due to its focus on increasing awareness. Increasing awareness of the clients is vital to the success of all other communication objectives, which makes it worth a large amount of spending. The CDN has a cost of \$240 per year, per client, for a total of \$720 by using the platform CloudFlare. This platform is one of the best CDN options for small businesses as it allows them to "regain control of their technology... by reducing complexity and improving visibility" (CloudFlare). With this platform, there is no need to have designated tech personnel, so the clients can handle their own websites efficiently. The PPC advertisements through Google Ads are an efficient way to increase brand visibility and traffic to the websites. With an estimated engagement of 5,100 clicks in 4 months, there will be an immense increase in the awareness of the clients. All pricing estimates come from a mock-up campaign conducted on Google Ads.

The second objective includes display advertisements used to increase the number of reservations at the Bed and Breakfasts during the slower months of January to April. Increasing bookings during this time will be instrumental in the success of the clients, as they typically have very few nights reserved, which leads to minimal income from the business. The total allocation for display ads is 34% of the digital marketing budget, totaling \$2,028. The display ads allow for a monthly reach of 500 per B&B, totaling a reach of 6,000 in the four-month span.

RATIONALE cont.

This will be possible by utilizing AdClarity by SEMRUSH, which costs \$169 per month, per client. By outsourcing the display advertising, the clients can focus on what they do best- running their businesses. While they focus their attention there, display ads will be targeting first-time customers and local prospects to increase their bookings in the slower months with a tempting discount offer. Not only does this platform conduct display advertising campaigns, but it also provides insight into competitors advertising efforts, which allows the opportunity to continue to evolve advertising efforts.

The third objective includes an email campaign used to target past customers and encourage them to rebook. By using Brevo, a leading Email Marketing service, the clients will be able to streamline their communication with past customers by automating the process. The Starter Plan, which is “ideal for growing businesses” will allow the clients to use the platform’s customizable templates, send unlimited emails, and receive reporting and analysis on the success of the campaigns (Brevo). This cost is \$25 per month, per client, with a total of \$750 over 10 months, which is 12% of the digital marketing budget. This objective is crucially important to increasing repeat customers, but will not have as large of a reach as the other objectives, which is the reason for it receiving a smaller allocation of the budget, and having a timeframe of only 10 months as opposed to a full year. Every aspect of the IMC plan is vital to success, but this is a portion that requires less spending and does not require taking away portions of the budget from other objectives that will lead to more bookings for the clients, which is the ultimate goal.

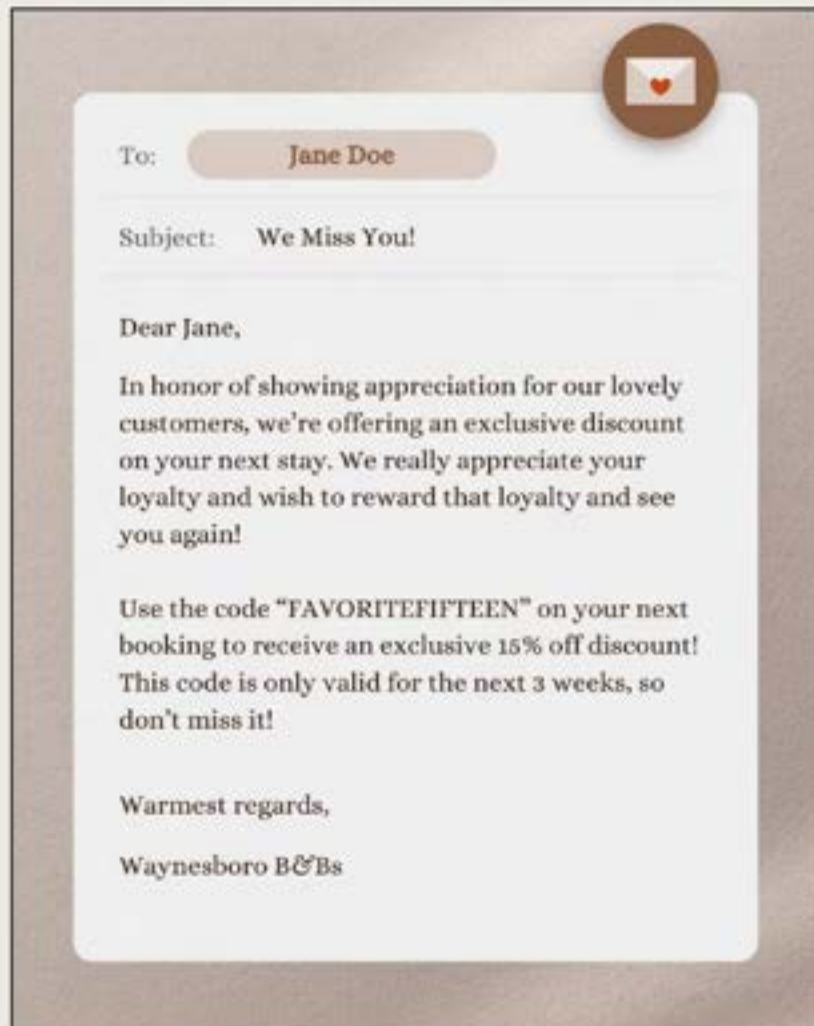
Overall, the extensive research conducted led us to the findings used to make these decisions for the Digital Marketing objectives, strategies, and tactics, and the amount of spending that they will require to optimize market coverage and campaign success

DELIVERABLES

Display Ads



Email Format



DELIVERABLES cont.

Commercial Storyboards



INTRODUCTION

Renaissance Group has developed several objectives that plan to increase reach and effective engagement across social media platforms. Social Media plays a significant role in the achievement of our communication goals of building awareness and interest in both target markets of 30-55-year-old couples and outdoor enthusiasts. The communication goals mentioned are as listed:

- Increase the percentage of consumers in the primary and secondary target markets of middle-aged couples and outdoor enthusiasts, respectively, who are aware of Cider House, Heritage Hill, and Bowman House Bed and Breakfasts by 75% by December 31, 2024, through the use of traditional advertising, social media, digital marketing, and support media.
- Increase the interest of consumers in the primary and secondary target markets of middle-aged couples and outdoor enthusiasts, respectively, by 100% by December 31, 2024, by implementing social media marketing and public relations strategies.

The objectives being set will continue to follow the campaign theme of “Getaway & Come Home” through both visual and promotional elements that would emphasize the desire to find a “getaway” from the stresses of life. Social media is heavily utilized in today’s society as a “escape from reality”. Focusing initiatives on these platforms will not only help target viewers in need of an escape, but also help suggest the B&B clients as a serene, relaxing place to escape both the online and real-world stresses of life.

Both objectives provided collaboration in targeting both markets of 30-55-year-olds and outdoor enthusiasts. A majority of the initiatives provided will be executed through Instagram and Facebook, each providing elements that help promote the campaign theme. Instagram provides a platform for a variety of content ranging from image sharing, video reels, stories, polls, and more. Each of these will help elevate the visual narratives planned as well as create accessible engagement for viewers. Facebook follows a similar structure but provides more catered content towards building community through groups. Each work with one another to not only efficiently share content across platforms, but also displays stellar abilities to build engagement and UGC that can aid in accomplishing our communication objectives.

OBJECTIVES, STRATEGIES, AND TACTICS

- Objective 1: Increase awareness of Cider House, Heritage Hill, and Bowman House Bed and Breakfasts to the primary and secondary target markets (middle-aged couples and outdoor enthusiasts, respectively) by 10% by December 31, 2024, through social media marketing efforts with a predicted reach of over 25,000 per month that create strong branded profiles for the clients and connect them with local communities and their customers' networks.
 - Strategy 1: Implement paid advertising tactics on Instagram and Facebook to increase awareness of the B&Bs to the target markets and direct viewers of the advertisements to the branded social media profiles of each B&B.
 - Tactic 1: Use Instagram's paid advertising features to run a campaign. Create a bid that will be sent to auction paying \$2.00 per 1,000 impressions and \$0.25 per click. With a predicted reach of 10,000 and engagement of 500 clicks, the total cost is \$145.00 per month.
 - Tactic 2: Use Facebook's paid advertising platform with the same bid of \$2.00 per 1,000 impressions and \$0.25 per click. With a predicted reach of 10,000 and engagement of 500 clicks, the total cost is \$145.00 per month.
 - Tactic 3: Use location-based marketing strategies on both Instagram and Facebook to target users based on their demographic and geographic segmentation, pushing the ads to men and women aged 30 to 60 (to cover both target markets) within 100 miles of Waynesboro.
 - Strategy 2: Implement imagery into a giveaway campaign that enlists followers to share the Bed and Breakfasts' content with their personal networks in order to expand awareness of the clients to those groups.
 - Tactic 1: Create a post on Instagram and Facebook with a professional picture of a gift basket including the support media created for each B&B (mugs, tote bags, stress balls, etc.) with a caption that asks followers to "Comment on this post and tag 3 friends/family members for the chance to win this beautiful basket of goodies", allowing new people to be aware of the brand after being tagged in the post.
 - Tactic 2: Create a post on Instagram and Facebook that implores followers to repost the image to their own stories for a chance to win 25% off a weekend trip, pushing the brand's content to the followers of all who participate, which will allow for a massive increase in brand visibility.
 - Tactic 3: Create a post on Instagram and Facebook that asks followers to tag them in photos of their stays for a chance to be featured on the B&Bs Instagram. This will spread awareness to the customers' followers and build trust with these new audiences.

OBJECTIVES, STRATEGIES, AND TACTICS

- Objective 2: Increase interest of Cider House, Heritage Hill, and the Bowman House Bed and Breakfasts to the primary and secondary markets by 10% by December 31, 2024, through social media marketing efforts including non-promotional content with a continuous posting schedule.
 - Strategy 1: Begin the social media marketing efforts by creating strong business profiles for each of the B&Bs on Facebook and Instagram that are seamlessly connected from one platform to another and to their websites.
 - Tactic 1: Create a business profile on Instagram and Facebook for each B&B to allow the account holder to view important metrics such as reach and engagement.
 - Tactic 2: The profile picture should be a professional photo of each house. Include in each profile's bio the location of the establishment, their email address, website link, and "#WakeUpToWaynesboro".
 - Tactic 3: Link Instagram and Facebook together to ensure that all content will be posted and saved on each platform, in order to maximize the reach and engagement for each post.
 - Strategy 2: Post consistently across social media platforms with an equal emphasis on non-promotional content. Utilizing imagery and emotional appeals to increase interest in both the B&B's as well as the surrounding city (Waynesboro).
 - Tactic 1: Post professional, scenic images of the properties and the surrounding land. Simple shots and panning can be posted, or clipped together, across Instagram, Facebook, and TikTok. Insert engaging, and/or puny captions that create engagement (ie. Would you hike this? Tag a friend you'd take with you! What season's your favorite?).
 - Tactic 2: Repost pictures and videos of guests stays onto stories or main feed depending on quality and message. Promote the chance to be reposted via story highlights, directly tagging the clients' social medias, or through other unique directions (#WakeUpToWayneboro).
 - Tactic 3: Post pictures to feed and story of local activities and small businesses in the Waynesboro area to show prospective customers the opportunities of their stay and strengthen the clients' presences in the local community.

MEDIA PLAN: SOCIAL MEDIA

BUDGET

	Medium	Medium Vehicle (MV)	Dollar Amount		Percent of Section Budget		Percent of Total Budget	
			MV	Medium	MV	Medium	MV	Medium
Social Media				\$4,000.00		100.00%		16.00%
	Advertisements			\$3,480.00		87.00%		13.92%
		Facebook	\$1,740.00		43.50%			6.96%
		Instagram	\$1,740.00		43.50%			6.96%
	Other			\$520.00		13.00%		2.08%
		Giveaway Allowance	\$520.00		13.00%			2.08%

RATIONALE

Our social media objectives focus primarily on growing profiles for each B&B as well as fostering active communities for both the clients as well as the city of Waynesboro. Each B&B lacks an online presence which damages opportunities for more engaging promotions. Before we can begin to start growing a community, we need to allocate a budget for growing each platform that builds a community. Similar amounts of funds were allocated across both Instagram and Facebook to help fund these efforts. Instagram and Facebook serve as the forefront of our social initiatives due to wide audience as well as promotional potential. Targeted ads are planned to follow several tracking patterns across interests like travel, outdoors, and more, as well as other factors like demographics and geographics. Ads are planned to run through a 100mile radius of Waynesboro through promoted content like stories, posts, reels, and more. These sponsored posts will not only help grow each account, but also increase click paths towards other embedded links like their websites and booking sites.

The following objectives lay out plans for non-promotional content that help increase both awareness and interest outside of paid advertising. These initiatives were created to focus on building emotional appeals as well as engagement with newly built communities. Content like reels and other posts would help with reaching our secondary target market through scenic visuals that help promote the land outside of the B&Bs. Alongside these, funds are allocated towards other engagement initiatives through giveaways and other contests that promote UGC across each B&Bs' audience. Posts that ask participants to "tag friends" or "share content" will help expand our reach as well as build engagement that will benefit other areas like suggested content or promotion via the explore page.

RATIONALE *cont.*

The first objective includes increasing awareness and reach through a strong brand presence on various social media platforms such as Facebook and Instagram. Establishing a strong brand presence is important for adding value to the service as well as improving recall with a consistent message across platforms. Along with Instagram and Facebook's paid ad features, they are also equipped with measuring tools that are free to use with a "business profile" and essentially allow you to track the engagement across posts. According to our research, you pay for promotion on a CPC (cost per click) basis. For most users, the CPC hovers around \$2.00 per 1,000 impressions and \$0.25 per click, but this will fluctuate depending on your target demographic and your market. With the overall increase in marketing efforts, we estimate to reach approximately 10,000 users in the time given. With these costs in mind, the paid ad expenses per month for each platform would run around \$145. Giveaway campaigns are another strategy that we recommend for it results in lots of sharing and reposting thus further expanding the awareness of the brand. Increasing engagement with imagery is essential so that our target market can truly imagine themselves living that experience. Featuring guests on the various handles and promoting discount giveaways keeps people engaging with the posts which in turn boosts overall reach within the algorithm. In addition, high-quality images are known to increase credibility as well which is essential for establishing personalized brand brand image.

The second objective stands to increase the amount of non-promotional content posted to the Bed and Breakfasts' social media pages in order to promote a consistent brand image that viewers see all the way from advertisements to social media profiles, to the clients' websites. This is a free campaign, that begins with creating branded profiles that seamlessly connect between Instagram, Facebook, and the clients' websites. The next strategy is to post a variety of content that shows viewers what their stay at the Bed and Breakfasts would be like. They can imagine their getaway, and have their imagination begin to run, without ever physically being there. We find that this is vital to the social media marketing efforts in the IMC Plan due to the fact that integrated, cohesive messaging is vital to a brand's success.

DELIVERABLES



Social Media Post



Sponsored Story Post

INTRODUCTION

The Renaissance Group has developed a set of objectives, strategies, and tactics for the clients to implement in their Support Media efforts. Support Media is an important part of the IMC plan as a whole, as it helps to accomplish the communication objectives having to do with increasing awareness and repeat customers. The communication objectives that Support Media efforts are working to achieve are listed as follows:

- Increase the percentage of consumers in the primary and secondary target markets of middle-aged couples and outdoor enthusiasts, respectively, who are aware of Cider House, Heritage Hill, and Bowman House Bed and Breakfasts by 75% by December 31, 2024, through the use of traditional advertising, social media, digital marketing, and support media.
- Increase the number of repeat customers by 40% by December 31, 2024, for Cider House, Heritage Hill, and Bowman House Bed and Breakfasts by using support media, and digital marketing.

The campaign theme of “Getaway & Come Home” and the story told to potential customers is integrated into every aspect of the IMC Plan. The story told is one that shows that sometimes you can come home from work, school, or whatever you may do, and home isn’t as much of a stress reliever as you would like. There can be so much to take care of, whether it be kids, pets, or the house itself. By staying at the B&Bs, you get all the perks of home without having to do any of the work, including home-cooked meals, a clean space, and an intimate environment that feels cozy and comfortable. Support media helps portray the overall campaign theme because it serves as a practical reminder to the customers of their stay at Heritage Hill, Bowman House, or Cider House.

INTRODUCTION CONT.

The support media that will be created will come in the form of mugs, pens, stress balls, tote bags, and blankets, each with a personalized logo from one of the three bed and breakfasts. The tote bag will save the customer time when grocery shopping. The coffee mug will be filled with coffee every morning, making the customer feel equipped to take on their day. The pen can be used throughout the day as a reminder of the memories made at the Bed and Breakfast. There will also be social media giveaways, which will be full of ad-specialty products. Each of these ad specialty products is strategically indented for everyday use to serve as a constant reminder to the consumer of the memories they made while visiting or entice them to experience something new. Thus, encouraging the customer to book a stay and to tell their friends about the trip they enjoyed. The goal of support media is to increase awareness of customers who have not heard of the bed and breakfasts themselves and to entice customers who have already enjoyed a stay, to book another and enjoy another retreat.

The target audience will be reached by providing complimentary gifts to customers, with the goal of them rebooking again, and by encouraging followers on the social media platforms of Facebook and Instagram to repost content shared by the clients' profiles. This will directly expose the Bed and Breakfasts to new potential customers within the target markets.

Overall, the purpose of these Support Media recommendations is to effectively increase awareness of the target markets and repeat bookings from previous customers by spreading the message told through the campaign theme and story. The objectives, strategies, and tactics are as follows:

OBJECTIVES, STRATEGIES, AND TACTICS

- Objective 1: Increase the number of repeat customers by 15% by December 31, 2024, from the primary and secondary target markets (middle-aged couples and outdoor enthusiasts) of Cider House, Heritage Hill, and Bowman House Bed and Breakfasts through the use of promotional products in the form of ad specialties distributed for free to customers during their stay with an estimated reach of 450.
 - Strategy 1: Create merchandise for Cider House, Heritage Hill, and Bowman House with each of their logos for customers to take home with them and be reminded of their stay with every use of the ad specialty product, which will increase the likelihood of rebooking another stay.
 - Tactic 1: Create 150 personalized mugs, 150 tote bags, 200 stress balls, and 250 pens for each B&B that are adorned with their logos as ad specialty items to be distributed to customers.
 - Tactic 2: Put together all ad specialty items into an attractive, inviting gift basket to be left in the room of each stay as complimentary gifts from the hosts.
 - Tactic 3: Include a note that says “thank you” to appeal to customers’ emotions and a business card that includes the B&Bs’ websites, contact information, and address to ensure customers easily have that information to rebook.
 - Strategy 2: Encourage customers to bring back their gifted items the second time they come to stay to receive a discount for their customer loyalty. This will ensure the customers will have a new experience the second time they stay and encourage them to return again.
 - Tactic 1: Create a support media promotion that allows customers receive a free bottle of cider on their next stay if they bring back the mug that they received prior, ensuring customers keep the merchandise and are enticed to come again.
 - Tactic 2: Similar to tactic 1, create a support media promotion that allows customers receive a free dessert on their next stay if they bring back the stress ball that they received prior, ensuring customers keep the merchandise and are enticed to come again.
 - Tactic 3: Tell customers that they can receive an extra entry in the giveaway campaigns by emailing in a photo of them using the merchandise created in support media efforts.

OBJECTIVES, STRATEGIES, AND TACTICS

- Objective 2: Increase awareness by 5% in the target markets in Virginia (middle-aged couples and outdoor enthusiasts, respectively) by December 31, 2024, by increasing more organic visibility of brand logos and implementing monthly giveaways of support media materials on Facebook and Instagram with an estimated reach of 500 per month in alliance with the first stated social media objective and strategies.
 - Strategy 1: Run a giveaway campaign that includes the aforementioned personalized tote bags, mugs, pens, stress balls, and an additional personalized once a month on respective Instagram and Facebook handles to increase following and awareness of the brand.
 - Tactic 1: Per the social media objectives, create a post on Instagram and Facebook with a professional picture of a gift basket that includes the support media created for each B&B (mugs, tote bags, stress balls, etc.) that entices viewers to look at the potential gifts they could receive.
 - Tactic 2: Use a caption on the post that asks followers to “Comment on this post and tag 3 friends/family members for the chance to win this beautiful basket of goodies”, allowing new people to be aware of the B&Bs after being tagged in the post.
 - Tactic 3: Repeat the support giveaway monthly in order to continue to increase reach, and in turn, awareness, and eventually change the requirements for entry by increasing the number of friends/family members tagged.
 - Strategy 2: Increase organic visibility of the B&Bs through the aforementioned distribution of support media materials and social media encouragement for followers to use and wear the ad specialties.
 - Tactic 1: Ensure that the ad specialties created are attractive and useful, to ensure a seamless integration into customers’ daily lives.
 - Tactic 2: By distributing ad specialties, customers will use them in their everyday lives, increasing brand visibility. Customers who sport the tote bags out, bring the mugs to work, and more will be spreading awareness of the B&Bs.
 - Tactic 3: Concerning the above strategy, and all social media objectives and strategies, the B&Bs will use social media to encourage customers to use their complimentary merchandise and tag them in posts, stories, etc. which will increase brand visibility.

BUDGET

	Medium	Medium Vehicle (MV)	Dollar Amount		Percent of Section Budget		Percent of Total Budget	
			MV	Medium	MV	Medium	MV	Medium
Support Media			\$3,004.25		100.00%		12.02%	
	Ad Specialties		\$3,524.25		117.31%		14.10%	
		Tote Bags	\$786.00		26.16%		3.14%	
		Stress Balls	\$855.00		28.46%		3.42%	
		Pens	\$667.50		22.22%		2.67%	
		Blankets	\$488.25		16.25%		1.95%	
		Mugs	\$727.50		24.22%		2.91%	
	Other		-\$520.00		-17.31%		-2.08%	
		Social Media Allowance	-\$520.00		-17.31%		-2.08%	

RATIONALE

The recommendations stated above were decided based on research into many aspects of Support Media opportunities that can be applied to integrated marketing communication efforts. The first decision was to allocate around 12% of the total IMC budget to Support Media, largely in part to its ability to supplement other marketing materials. Support Media may not be considered as the most important aspect of the IMC plan to allocate a large percentage of the budget to, but it is vital to supporting the success of every objective, strategy, and tactic that has been recommended. The initial basis of many of these decisions was based on information provided by Belch & Belch in Advertising and Promotion, an Integrated Marketing Communications Perspective, cited below.

The first objective pertains to the creation of merchandise for the Bed and Breakfasts that aims to increase the number of repeat customers. These everyday functional items with the brand logos on them are to be handed out to customers to establish brand recall and remembrance of their stay. This consistent exposure to the brand is likely to increase the likelihood of rebooking another stay. The presentation of these items will be in the form of complimentary gift baskets to further expand on the hospitable and personalized feel of the brand. In addition to distributing these items, starting an incentive program to bring them back will not only draw in more customers but also convince them to keep/use the merch. For example, various incentives such as extra entry in giveaway campaigns, free dessert, cider, etc. will not only will these rewards incentivize customers to return, but it will also remind them about their stay and the little things that made it so special.

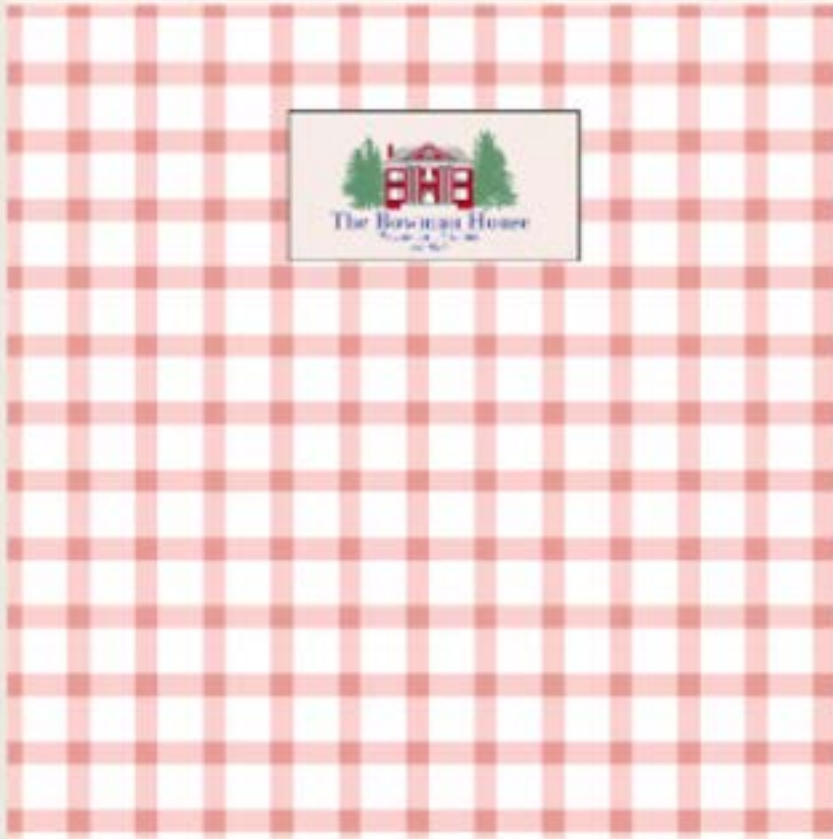
RATIONALE *cont.*

Furthermore, increasing awareness is crucial to any marketing strategy which always starts with increasing visibility. Social media has proven to be the most efficient way to increase visibility with real users interacting and sharing content thus multiplying reach for free! The main strategy for this is implementing giveaways on the B&Bs' branded social media pages. Giveaways have been proven to be another effective incentive program to promote engagement and increase awareness. The potential reward is valued enough by the target markets to generate a response such as a repost that takes less than 5 seconds from the user. Low risk high reward. On top of that, consistency is key to success, so a giveaway will be announced every month. However, this awareness will not be achieved if the items are not of value to the customer and useful to their everyday lives. This mix of ad specialty products (mug, tote bag, pen, etc.) was chosen based on functionality, as that is of high value to the target markets. Through the use and function of these products at work, the grocery store, etc. on top of the rigorous social media campaigns, brand awareness will increase by the target markets in VA by at least 5% by December 2024.

The allocation of the budget to the variety of different ad specialties was decided based on how reflective an item is of the clients' businesses, how useful the item is to customers, and how cost-effective the item is in terms of reach capabilities. The budget was allocated to expand reach as much as possible while having a diverse array of ad specialty products. For instance, the mug is not only useful but connects directly to Cider House. The tote bag tends to be viewed outside the home and will thus increase the visibility of the brand. The item itself makes one's life easier and curates an aesthetic appeal to one's day-to-day tasks. It evokes an organic, simplistic, yet homey feel that further connects to the brand image. In addition, the experience should be remembered as stress-free, so stress balls were essential in promoting that key piece of the story. The pens are a common choice; however, they are low cost yet sure to be an everyday use item. The quantity produced of these items was based on the unit prices of the items and the allocated budget as seen above.

MEDIA PLAN: SUPPORT MEDIA

DELIVERABLES



Tote Bag Design



Water Bottle Design



Carabiner

Wine Opener Design



Mug Design



INTRODUCTION

Renaissance Group has allocated priority focus on the initiatives and budgeting of the Waynesboro Bed and Breakfasts' public relations strategies. Given the geographic reach the clients have, it would be beneficial to establish a presence in Waynesboro and surrounding communities. Tying into the campaign theme, "Getaway, and come home," the story to be reinforced with three seasonal events is that you can escape the stresses back home and enjoy yourself at the bed & breakfasts. These three seasonal events will all take place outdoors and incorporate the beauty and appreciation of nature to target outdoor enthusiasts. These events also provide the opportunity for a unique date experience for couples, specifically in the 30s to 50s. The main strategies focus primarily on establishing seasonal events that would coincide with achieving the communication objectives of growing interest, desire, and action. The communication objectives that public relation efforts are working to achieve are listed as follows:

- Increase interest of consumers in the primary and secondary target markets of middle-aged couples and outdoor enthusiasts, respectively, by 100% by December 31, 2024, by implementing social media marketing and public relations strategies.
- Increase the desire of consumers in the target markets of middle-aged couples and outdoor enthusiasts who have the desire to book a room at Cider House, Heritage Hill, and Bowman House Bed and Breakfasts by 60% by December 31, 2024, through traditional advertising and public relations tactics.
- Increase the number of reservations at Cider House, Heritage Hill, and Bowman House Bed and Breakfasts during the slower months of January through April by 70% by December 31, 2024, by using public relations and digital marketing.

INTRODUCTION CONT.

The campaign theme of “Getaway & Come Home!” will continue to into the public relations objectives through indirect promotional efforts at the PR events. The focus of these events will be to build community and attraction to the Waynesboro area as well as awareness for the clients and other local businesses. This spark in interest will inherently create attraction and growth in tourism within Waynesboro and the Shenandoah Valley. Additionally, the objectives, strategies, and tactics will help reach the target markets (30-55-year-old couples and outdoor enthusiasts) through the themes and elements that are catered towards bonding, experience, and the outdoors. These themes will not only attract the target audiences but also help amplify the same theme of services the Bed and Breakfasts provide. The story that will be told is that no matter the stresses you may experience at home, you can stay at one of Waynesboro’s Bed and Breakfasts and find relief while still living in comfort you can equivalent to home. These events serve a similar enjoyment that you and your close ones can experience together in a space that’s close to a laze in your own backyard. There will be extra activities, giveaways, raffles, and other resources provided at the events that will be focused on the explicit promotion of the services that Bowman House, Cider House, and Heritage Hill can all provide.

OBJECTIVES, STRATEGIES, AND TACTICS

- Objective 1: Increase interest and desire in Cider House, Heritage Hill, and Bowman House Bed and Breakfasts to the primary target market (middle-aged couples) by 40% for interest and by 30% for desire by December 31, 2024, through 3 seasonal events that are hosted and catered to the Waynesboro community and surrounding cities with an estimated reach of 200+ daily attendees.
 - Strategy 1: Host a Fall Festival on the Cider House property that hosts an assortment of local food vendors as well as drinks and other activities.
 - Tactic 1: Decorate and map out the property to organize space for each of the local vendors, activities provided, and for parking. Main vendors will provide food and drink options as well as a couple artisans and party vendors that would supply games and bounce houses for the younger audiences.
 - Tactic 2: Charge an entrance fee of \$8 for adults, \$5 for kids under 12, and children 3 and under get in for free. Entrance fees will provide 10 tickets to enjoy games and other activities provided. Food and drinks would be purchased separately. Additionally, more tickets are available for purchase at the entrance.
 - Tactic 3: Provide exclusive services such as hayrides and a petting zoo that display the amenities and services the Cider House provides. Include tables set up for the Cider House and partnered Bed and Breakfasts to promote their services, food, and other support media. When the apple orchard fully blooms, apple picking could be utilized as another activity provided at the event.
 - Strategy 2: Host a Winter Light Show on Heritage Hill's property that offers fun holiday attractions for Waynesboro community and surrounding cities.
 - Tactic 1: Decorate and organize the property for a holiday light show/ maze that takes guests around the property for enjoyment as well as to take pictures. Charge a flat rate \$5 entrance fee with children under 4 can get in for free.
 - Tactic 2: Offer hot food and drinks (Ciders, Hot Chocolates, Soups, etc) that can either be offered via the Bed and Breakfasts or a collaboration with local food vendors.
 - Tactic 3: Hire a Santa Claus (or other holiday figure) for families to take their children to. Hire a photographer additionally for pictures with Santa or other outdoor family greeting card-esc photos.

OBJECTIVES, STRATEGIES, AND TACTICS

- Strategy 3: Host a Spring Meteor Shower viewing on the South River Mill Property that serves as a local venue for both viewing and parking. The South River Mill property serves as a neighboring facility from the Bowman House who can utilize the proximity to lead a smaller event before the viewing.
 - Tactic 1: Rent out the South River Mill parking lot and connecting field to host a viewing party for the April meteor shower. The event would be free, but charge people for parking on the lot.
 - Tactic 2: Collaborate with local vendors to provide food, drinks and other amenities for purchase before and after the shower.
 - Tactic 3: Provide blankets and other support media for use as well as purchase.
- Objective 2: Increase action to book a stay at Cider House, Heritage Hill, and Bowman House Bed and Breakfasts to the primary target market (middle-aged couples) by 20% by December 31, 2024, through tours and other incentivized initiatives offered at the events.
 - Strategy 1: Offer tours and other exclusive events during the seasonal events that allow for a more interpersonal experience for interested guests.
 - Tactic 1: During the Fall Festival, offer sign-ups for on-site tours of the house for interested guests through providing names and emails. Offer samples of food and drinks provided. Provide additional print resources and coupons for guests to take home with them. Offer similar resources at each B&B's promotional table at the event.
 - Tactic 2: During the Winter light show, offer sign-ups for on-site tours of the house for interested guests through providing names and emails. Offer samples of food and drinks provided. Provide additional print resources and coupons for guests to take home with them. Offer similar resources at each B&B's promotional table at the event.
 - Tactic 3: Before the Spring meteor shower viewing, advertise an exclusive meal + free parking before the event at the Bowman House. Provide on-site tours and additional resources for guests to take. Offer similar resources at each B&B's promotional table at the event. Offer transportation back to the viewing area even though the venue is within walking distance.

MEDIA PLAN: PUBLIC RELATIONS

OBJECTIVES, STRATEGIES, AND TACTICS

- Strategy 2: Provide exclusive raffles, giveaways, and other discounts that are available at the three seasonal events.
 - Tactic 1: Offer raffles/ silent auctions at the fall festival that collectively offer freebies and other services provided by the Bed and Breakfasts' and other partners/ vendors.
 - Tactic 2: Advertise giveaways on social media that people can enter either online or in-person and announce the winners at the events to increase attendance.
 - Tactic 3: Promote extra incentives at the three seasonal events that offer coupons/ discounts/ and other support media to limited guests.

BUDGET

	Medium	Medium Vehicle (MV)	Dollar Amount		Percent of Section Budget		Percent of Total Budget	
			MV	Medium	MV	Medium	MV	Medium
Public Relations and Publicity			\$5,398.42				21.59%	
	Event Supplies		\$5,398.42			100.00%		21.59%
		Caramel Dipping Cans	\$47.98		0.89%		0.19%	
		Bounce House	\$390.00		7.22%		1.56%	
		Tractor	\$800.00		11.11%		2.40%	
		Bale Wagon	\$500.00		9.26%		2.00%	
		Christmas Lightshow	\$1,549.99		28.71%		6.20%	
		Hot Chocolate Mix	\$34.00		0.63%		0.14%	
		Marshmallows	\$9.45		0.18%		0.04%	
		Santa Rental	\$800.00		11.11%		2.40%	
		South River Mill Property Re	\$500.00		9.26%		2.00%	
		Ciders	\$45.00		0.83%		0.18%	
		Custom Blankets	\$336.00		6.22%		1.34%	
		Custom Stress Balls	\$186.00		3.45%		0.74%	
		Photographer	\$360.00		6.67%		1.44%	
		Snack Ingredients	\$240.00		4.45%		0.96%	

RATIONALE

To provide each bed & breakfast an opportunity to attract potential guests, three seasonal events were chosen to take place at each of the three bed & breakfasts. For Fall, there will be a Fall Festival at Cider House. This bed & breakfast was chosen due to the property having animals for a petting zoo and its apple trees. Food vendors will be encouraged to attend as well as hard cider and food provided from the host of Cider House. To raise extra funds, tickets will be sold for those attending. This Fall Festival will take place over the course of two days where hayrides, a bounce house, caramel apples, a petting zoo, and apple picking are just some of the activities attendees can participate in. A tractor and bale wagon will be required for the hayrides. These items were decided to be rented as Cider House has no use for them aside for the festival a rental is only a fraction of the cost compared to complete purchase. Renting the bounce house as opposed to buying is also because Cider House would not need it for the majority of the year. Apples can be picked from the trees on the premises and caramel will be provided to make caramel apples. Enjoying the property's apples as well as snacks prepared by the host will increase both interest and desire to make a reservation amongst attendees as they get attached with the premises and the host's cooking, expecting more of this treatment if they reserve a stay. To ensure they have something physical to remember this experience by and spread awareness to others, custom stress balls in the shape of an apple will be the support media provided at this event.

For Winter, a Winter Light Show at Heritage Hill will be hosted. Heritage Hill has a large property for which decorations of colorful lights can be set up. An entrance fee will also be charged at this event. On top of enjoying the colorful light show, hot chocolate, Santa Claus, and a photographer will be present at this event. Among all the items in the public relations and publicity budget, is by far the most expensive item. Unlike the majority of the other items that are either rented for a limited time or will be consumed at their respective events, these Christmas lights will be purchased for use in the foreseeable future. If there is continued collaboration between these three bed & breakfasts, they will also be able to take turns hosting a Christmas light show with these lights. Though at first glance, 28% of the budget being spent on one item may seem a lot, it is an investment that will provide entertainment at events for years to come. The Santa Claus rental and photographer will provide something physical to keep of this experience, serving as a reminder to the attendees and raising awareness of the bed and breakfast for those who see the pictures. Interest and desire to reserve will also be increased when attendees experience the beauty of the premises, enhanced by the spectacular lightshow.

RATIONALE cont.

A meteor shower will take place in April which is the perfect event for the Spring season and will be hosted at Bowman House. Because of this bed & breakfast's small space, a nearby area will be rented, South River Mill, which has access to 30 parking spots and an open field to view the meteor shower. There will be no fee for attending the event, but parking will be charged. The majority of this event's budget will be spent on the rental of this area as in order to have the best view of the meteor shower, there must be little to no noise and light pollution. Local vendors will be encouraged to attend as well to provide their food to the attendees and the host of Bowman House will also provide their cooking to give potential guests a taste of the food they can expect during their stay, increasing both interest and desire to reserve. Hard cider will be served at this event in moderation and to those 21+. Custom blankets with the Bowman House logo will also be given out and sold to provide warmth and something for guests to sit on when viewing the meteor shower. These custom blankets are meant to be rolled up and perfect for those who like to hike and camp and increase awareness of the bed and breakfast every time someone sees the blanket.

DELIVERABLES



Caroline Sampson, Renaissance Group
(571) 346-0034
cs@rennaisgroup.com

FOR IMMEDIATE RELEASE

Upcoming Meteor Shower Local B&Bs Sponsoring Event

Waynesboro, VA, October 18, 2014—Three local bed and breakfasts, Cider House, Heritage Hill, and Bowman House, announced today that they are teaming up to host a meteor shower viewing for the local community surrounding Waynesboro, VA. The event will be taking place at South River Mill Road, a perfect location with plenty of space for all who wish to come!

"We are so excited to be putting on this event in our community. We are expecting a great turnout and can't wait for a great one about" a spokesperson for the Bed and Breakfasts stated.

Event guests can expect refreshment, homemade snacks, meteor viewing and so much more. On April 22nd from 8 pm to 11 pm, local residents and visitors alike will join together for this free community event. Tickets can be reserved starting April 15th at 9 am, and will be available until the start of the event.

We invite all to participate in what we hope will become a memorable, annual event that serves enjoyment to the entire community. For more information contact us at the above email address or visit www.ciderhouseandbreakfast.com. We hope to see you there!

RENAISSANCE GROUP is a local advertising agency that serves a diverse array of clients all over the state of Virginia. We work with businesses to implement integrated marketing tactics to increase their success. Our commitment to honesty, craftsmanship, and forward-thinking creativity inspires and empowers companies' brands through journeys of self-discovery and transformation.



Harvest Festival

**LIVE MUSIC - CRAFT - FOOD VENDORS
APPLE PICK - PUMPKIN PATCH - HAYRIDES**

**18-19TH OCTOBER
8 AM - 5 PM**

**CIDER HOUSE BED
AND BREAKFAST**

TICKET ONLY \$10



FOLLOW FOR MORE @WYNESBORNBBS CONTACT US (540) 832-0370

October 18, 2014

RENAISSANCE GROUP

PRESS RELEASE

Lyrids Meteor Shower



AN ASTRONOMICAL EVENT FOR ALL TO SEE

Waynesboro, Virginia—The observance takes place in a location a celestial spectacle from April 18 - 25. The Lyrids meteor shower will have 30 meteors per hour at its peak and three local bed & breakfasts (Cider House, Heritage Hill, and Bowman House) invite the public to view this spectacle. Known for its pristine light pollution free skies, the picturesque location of the observance is the ideal place for stargazing and astronomy enthusiasts.

The event will take place on the night of **April 22nd, 8:00 PM to 11:00 PM**. The site has the good of the meteor shower and an opportunity not to be missed. Refreshments and homemade treats will be available from locally sourced ingredients at the event provided from the three local bed & breakfasts (Cider House, Heritage Hill, and Bowman House). The public is encouraged to bring their own binoculars and telescopes.

CIDER HOUSE
123 Main Street
Waynesboro, VA 22187
(540) 832-0370
www.ciderhouseandbreakfast.com

Heritage Hill
1000 Main Street
Waynesboro, VA 22187
(540) 832-0370
www.heritagehill.com

Bowman House
1000 Main Street
Waynesboro, VA 22187
(540) 832-0370
www.bowmanhouse.com

For more information:
Cider House
www.ciderhouseandbreakfast.com
(540) 832-0370
Heritage Hill
www.heritagehill.com
(540) 832-0370
Bowman House
www.bowmanhouse.com
(540) 832-0370

The Sky is Falling!

Lyrids Meteor Shower Event

April 22, 8-11 PM, South River Mill Property

Local bed & breakfast Bowman House invites the public to enjoy this spectacle.

Refreshments, homecooked snacks, and memories for a lifetime are provided!



The Bowman House
1000 Main Street
Waynesboro, Virginia 22187
(540) 832-0370
www.bowmanhouse.com

MEDIA FLOWCHART

2024	January				February				March				April				May				June			
	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
Traditional Advertising																								
Brochures																								
Newspaper Ads																								
Radio																								
Digital																								
Pay-Per-Click Advertisements																								
Display Ads																								
Email Campaign																								
Social Media																								
Instagram Advertisements																								
Facebook Advertisements																								
Giveaway Campaign																								
Non-Promotional Content																								
Support Media																								
Ad Specialties for Customers																								
Giveaway Campaign (as seen in Social Media)																								
Public Relations (Marketing and Event)																								
Heritage Hill Winter Light Show																								
Cider House Fall Festival																								
Bowman House Meteor Shower Viewing																								

	July				August				September				October				November				December			
	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
Traditional Advertising																								
Brochures																								
Newspaper Ads																								
Radio																								
Digital																								
Pay-Per-Click Advertisements																								
Display Ads																								
Email Campaign																								
Social Media																								
Instagram Advertisements																								
Facebook Advertisements																								
Giveaway Campaign																								
Non-Promotional Content																								
Support Media																								
Ad Specialties for Customers																								
Giveaway Campaign (as seen in Social Media)																								
Public Relations (Marketing and Event)																								
Heritage Hill Winter Light Show																								
Cider House Fall Festival																								
Bowman House Meteor Shower Viewing																								

The Media Flowchart pictured illustrates the planning of media and content releases for each week of the year from January 1st, 2024, to December 31st, 2024. The reasoning for the scheduling for each section is as follows:

Traditional Advertising: Brochures will be printed and distributed to the Virginia Welcome Center's Central Warehouse to be distributed across six targeted welcome centers to be displayed for the entirety of the year, as explained in Traditional Advertising's second objective. The use of newspaper ads will follow a pulsing schedule with higher intensity during the clients' slower months of January to April and as part of the advertising for each Public Relations event. The budget allocates for 60 individual radio broadcasts, planned to air one in the morning and one in the evening on the same day, totaling 30 days of radio ads. These are distributed on the Media Flowchart to optimize overall monthly coverage and advertise before each Public Relations Event.

Digital Marketing: PPC Advertisements through Google Ads and Display Advertisements will be on a flighting schedule with continuous exposure during the clients' slower months of January to April. The email campaigns will take place continuously from the beginning of January to the end of October to maximize reach by the end of the year.

Social Media: Instagram and Facebook paid advertisements will be used on a continuous schedule for the entirety of the year, as both Social Platforms run their advertising feature by allowing users to choose their monthly budget. Non-promotional content will be posted continuously to each branded page for the whole year. Giveaway campaigns will be run once a month, to increase exposure without increasing wear out.

Support Media: Ad Specialties will be distributed as complimentary gifts to each Bed and Breakfast customer continuously for the entire year. Giveaways will be run once a month per Social Media objectives.

Public Relations: Three public relations events will occur at the three different Bed & Breakfasts. There will be an 8-week period of marketing messages before each event in the forms of press releases, traditional advertisements, and non-promotional content posted to the clients' branded social media profiles.

BUDGET BREAKDOWN

TOTAL BUDGET = \$25,000.00

	Medium	Medium Vehicle (MV)	Dollar Amount		Percent of Section Budget		Percent of Total Budget	
			MV	Medium	MV	Medium	MV	Medium
Traditional Advertising				\$4,770.00		100.00%		19.08%
	Print			\$2,970.00		62.26%		11.9%
		Brochure Printing	\$650.00		13.63%		2.60%	
		Northern VA Daily	\$800.00		16.77%		3.20%	
		The Daily Progress	\$800.00		16.77%		3.20%	
		Distribution Rates	\$720.00		15.09%		2.88%	
	Radio			\$1,800.00		37.74%		7.2%
		WQPO	\$1,800.00		37.74%		7.20%	
Digital Marketing				\$8,640.00		100.00%		24.19%
	Advertisements			\$4,578.00		75.69%		18.31%
		Pay-Per-Click (Google Ads)	\$2,550.00		42.16%		10.20%	
		Display Ads (AdClarity)	\$2,028.00		33.53%		8.11%	
	Website			\$720.00		11.90%		2.89%
		CDN (CloudFlare)	\$720.00		11.90%		2.88%	
	Email			\$750.00		12.40%		3.00%
		Email Campaign (Brevio)	\$750.00		12.40%		3.00%	
Social Media				\$4,000.00		100.00%		16.00%
	Advertisements			\$3,480.00		87.00%		13.92%
		Facebook	\$1,740.00		43.50%		6.96%	
		Instagram	\$1,740.00		43.50%		6.96%	
	Other			\$520.00		13.00%		2.08%
		Giveaway Allowance	\$520.00		13.00%		2.08%	
Support Media				\$3,004.25		100.00%		12.02%
	Ad Specialties			\$3,524.25		117.31%		14.10%
		Tote Bags	\$786.00		25.16%		3.14%	
		Stress Balls	\$855.00		28.46%		3.42%	
		Pens	\$687.50		22.22%		2.87%	
		Blankets	\$488.25		16.25%		1.95%	
		Mugs	\$727.50		24.22%		2.91%	
	Other			-\$520.00		-17.31%		-2.08%
		Social Media Allowance	-\$520.00		-17.31%		-2.08%	
Public Relations and Publicity				\$5,398.42		100.00%		21.59%
	Event Supplies			\$5,398.42		100.00%		21.59%
		Caramel Dipping Cans	\$47.98		0.89%		0.19%	
		Bounce House	\$390.00		7.22%		1.56%	
		Tractor	\$800.00		11.11%		2.40%	
		Bale Wagon	\$500.00		9.26%		2.00%	
		Christmas Lightshow	\$1,549.99		28.71%		6.20%	
		Hot Chocolate Mix	\$34.00		0.63%		0.14%	
		Marshmallows	\$9.45		0.18%		0.04%	
		Santa Rental	\$600.00		11.11%		2.40%	
		South River Mill Property Rental	\$500.00		9.26%		2.00%	
		Ciders	\$45.00		0.83%		0.18%	
		Custom Blankets	\$336.00		6.22%		1.34%	
		Custom Stress Balls	\$186.00		3.45%		0.74%	
		Photographer	\$360.00		6.67%		1.44%	
		Snack Ingredients	\$240.00		4.45%		0.96%	
Measurement & Evaluation				\$1,728.00		100.00%		6.91%
	Tracking	Zoho CRM	\$828.00		47.92%		3.31%	
	Email Surveying	Zoho Survey	\$900.00		52.08%		3.60%	
Total Budget:				\$24,940.67		100.00%		99.79%

BUDGET SUMMARY

When starting to allocate the budget for the IMC Plan the first step was to figure out how to divide funds between the different methods of the plan shown in the chart above. To achieve the marketing goal and communication objectives, we conducted research on which methods would receive which allocations to increase awareness, interest, desire, bookings, and repeat customers most effectively in a cost-efficient manner.

Digital Marketing received the highest amount of the budget, with nearly 25% allocated, due to its ability to reach an extensive number of people in the target markets for a relatively low cost. The first two objectives' paid advertising strategies have an estimated reach and engagement of 6,000 and 5,100, respectively. These objectives alone astronomically increase the awareness and desire for the clients' services, making it well worth a large proportion of the budget. Additionally, the investment into the Content-Delivery Network (CDN) is a relatively small cost (2.88% of the Total Budget) that will vastly improve prospective customers' experiences with the clients' websites, which is important to not only increasing bookings but also brand loyalty. The email campaign is allotted 3% of the total budget and will be vital to the success of the communication objective that deals with increasing repeat customers by 50%. Overall, Digital Marketing covers the majority of increasing awareness, action, and repeat customers, which made it necessary to receive the largest budget allocation.

The second highest in the ranking of budget allocation is Public Relations, which contributes a large amount to the success of the objectives dealing with increasing interest, desire, and action. In the budget breakdown, the allocation of the PR budget is shown with the specific costs of each item that will be included in each of the three events. Everything in the PR budget was allocated to ensure that all of the events have specific offerings that draw prospective customers to attend. The events will build brand loyalty as well as increase organic awareness of the clients through word of mouth. Public Relations is vital to not only meeting the communication objectives but also to building a brand image that positions the clients as strong members of the local community, which are the core reasons for its budget allocation.

Social Media is a vital aspect of modern marketing efforts, as there are billions of users of Facebook and Instagram alone. The first Social Media objective deals with paid advertisements on both Facebook and Instagram with a predicted monthly reach of 25,000. The ability to target so many users will drastically increase brand visibility and prospect awareness. Additionally, these advertising campaigns on social media are extremely cost-effective. With a reach of 25,000, the monthly cost is only \$145.00 per platform. The reason for Social Media not receiving more of the budget is due to the issue of clutter, a hardship that advertisers face when implementing campaigns on social platforms. The marketing message will be presented to as many people as possible without them becoming numb to it.

BUDGET SUMMARY cont.

Traditional Advertising's allocation was due to the opportunities available to reach a large number of people within the target markets for a relatively low cost. While Traditional Advertising cannot reach the same number of people as other media options, such as Digital Marketing or Social Media, it is vital to increase contact with prospective customers and increase their awareness and desire of the clients. Radio allows for the marketing message to be delivered to many people in the primary target market (middle-aged couples) as the advertisements are scheduled for morning and afternoon rush hour. Additionally, advertising in numerous newspapers and distributing brochures to various locations allows for numerous touch points with these prospects, while emphasizing the messaging of other media. For less than 15% of the total budget, Traditional Advertising allows connecting with many prospects that may be hard to reach otherwise, as there is still a large percentage of the target markets that do not use social media.

Support Media was allocated around 12% of the total IMC budget, largely in part due to its ability to supplement other marketing materials. Support Media may not be considered the most important aspect of the IMC plan to allocate a large percentage of the budget to, but it is vital to supporting the success of every objective, strategy, and tactic that has been recommended. The ad specialties that will be created and distributed are influential in increasing awareness and repeat customers, allowing them to be well worth their budget allocation. Additionally, similar to Public Relations, Support Media allows the clients to go beyond just accomplishing objectives, but also to creating a strong brand image and increasing brand loyalty.

Finally, there is the key importance of Measurement and Evaluation to monitor the success of each aspect of the IMC Plan. For both Digital Marketing and Social Media, there is no additional cost for Measurement and Evaluation due to the careful choice of which platforms to use in those sections. The platforms chosen give a close look into key metrics with no additional cost, which was a specific choice made to optimize the budget. Zoho, a CRM tool, will be used to conduct surveys of customers and prospects to gain insight into which advertising efforts were most successful. These surveys will serve as a basis for accrediting effectiveness to each promotional medium based on the responses given by contacts. Surveys will be distributed across the buying process to provide a range of answers that would account for each communication goal from initial awareness to repeat customers. Zoho will also be utilized to track each Bed and Breakfast's website traffic during campaigns to help analyze when and where consumers are encountering each B&B as well as from what promotional medium.

EVALUATION PROGRAM

EVALUATION OF MARKETING GOALS

The overarching Marketing Goal that guides the entire IMC Plan is as follows:

- Increase the number of room nights sold by 20% from January 1, 2024 - December 31, 2024.

While this goal is the largest of every goal, objective, strategy, and tactic described in the IMC Plan, it is the simplest to measure and evaluate. The success of this goal will be determined by taking the number of room nights sold by each Bed and Breakfast for 2023 and multiplying it by 1.2 to determine what the goal number of room nights booked for each of the clients will be at the end of 2024. This will be tracked from day one, January 1st, 2024, all the way to December 31st to keep track of how integrated marketing efforts are performing each month. Each objective, strategy, and tactic will be closely monitored through the evaluation efforts that follow, and at the end of 2024, there will be a simple calculation to determine whether or not the marketing goal of increasing room nights sold by 20% has been met.

EVALUATION OF COMMUNICATION OBJECTIVES

The communication objectives deal with increasing awareness, interest, desire, bookings, and repeat customers by varying percentages as stated previously in this IMC Plan. The percentage increases for each communication objective are divided up between Traditional Advertising, Digital Marketing, Social Media, Support Media, and Public Relations. The measurement, evaluation, and control of these broader communication objectives will be determined by carefully monitoring the results of each of the following IMC efforts. Specific methods will be used to ensure that each aspect will reach its specific percentage increase goals for each communication objective, and adjustments will be made as needed to ensure success.

Through careful evaluation of each specific tactic, strategy, and objective, it will be simple to determine the overall success of communication objectives at the end of 2024. By emphasizing the performance of the individual methods and their objectives, we can measure the success of the overarching marketing goal and communication objectives quickly and efficiently.

EVALUATION OF TRADITIONAL ADVERTISING

The evaluation of the success of Traditional Advertising objectives, strategies, and tactics will be through tracking website traffic via unique access links and email surveying. We utilize a variety of print advertisements through rest stop brochures, newspaper brochures, and personal posters scattered in the area. To track the effectiveness of each vehicle, we plan to incorporate unique QR codes on each print to help condense contact information. Depending on the ad promotion (seasonal events, brand awareness, or for bookings), QR codes will have varying landing sites that can also be tracked for reach effectiveness and CTRs. For our radio promotions, tracking website traffic and general surveying would be implemented to help gauge the effectiveness of the campaigns. Tracking periods after broadcasts would also help identify the effectiveness of ads. Additionally, we'd provide email surveys through our CRM program, Zoho, that would allow for contacts to credit where their initial awareness came from as well as what incentivized them to book (if applicable). Surveys will be heavily utilized across all advertising channels to provide additional support towards their success in achieving communication goals.

EVALUATION OF DIGITAL MARKETING

The evaluation of the success of the Digital Marketing objectives, strategies, and tactics will be determined by using various tools provided by the platforms being implemented into the objectives. All of these platforms streamline Digital Marketing efforts and provide a tremendous amount of insight into the success of campaigns at no extra cost.

For the first objective, organic traffic results will be tracked by using Google Search Console, a free service that allows users to track their SEO success. This platform has numerous capabilities, including improving rankings for underperforming keywords, optimizing click-through-rates (CTRs), and viewing the success of the website when compared to other websites with similar keyword strategies. This platform is simple and free to use and will provide a great deal of insight into the success of the organic traffic efforts as described in strategy one. Strategy two is focused on increasing engagement by using PPC advertisements through the platform Google Ads. This platform allows users to see a tremendous amount of data on their Key Performance indicators at no additional cost. The clients will be able to “track, learn, and optimize for ROI” with Google’s “unmatched audience insights” (Google Ads). Another advantage of this platform is that it includes budget-optimizing automation software that allows for campaign adjustments to reach new customers with the highest possible ROI.

EVALUATION OF DIGITAL MARKETING cont.

Objective two deals with increasing action from potential customers through the use of display advertisements. The platform Ad Clarity by SEMRUSH was decided upon because it not only streamlines display advertising efforts but also provides intelligence on the success of campaigns at no additional cost. This intelligence provides publisher, advertiser, campaign, and keyword reports that allow users to view and compare all aspects of the display advertising performance. Ad Clarity provides details about the success of an individual ad campaign in terms of impressions, CTRs, ROIs, CPCs, and more. With the monthly subscription that is included in the Digital Marketing budget, the clients gain access to all of the previously stated information as well as the ability to compare their success to competitors, as they gain access to the Display channel data with 50,000 display ads publishers (Ad Clarity).

The third objective focuses on email campaigns that will allow the clients to increase the number of re-books by connecting with previous customers. This objective will be accomplished through Brevo, a platform that automates the email marketing process and provides analysis of the success of email campaigns. Brevo allows the clients to use customizable templates and send unlimited emails, as well as continuously improve email marketing efforts. To test the success of these campaigns, Brevo provides data on open rates, bounce rates, CTRs, unsubscribes, CTAs, and more. Additionally, the platform has an A/B Testing Feature, which will be utilized in the first month of email campaigning to optimize the results based on the Key Performance Indicators stated.

Digital Marketing is an instrumental aspect of the IMC Plan, and the evaluation of this section is vital to the continued success of the integrated marketing efforts. Nearly $\frac{1}{4}$ of the entire budget was allocated to Digital Marketing due to its ability to reach an enormous number of prospective customers in the target markets, and the platforms chosen to streamline these efforts were determined based on their efficiency, reviews, and success, as well as the amount of data that they provide on the results of the campaigns. This allows for no additional cost for the evaluation of Digital Marketing, which is an enormous cost-saver for the clients. The number of insights provided by these platforms will allow the clients to evaluate the success of the campaigns, compare advertising efforts to competitors, and continuously improve Digital Marketing efforts to reach new goals.

EVALUATION OF SOCIAL MEDIA

The success of the social media objectives, strategies, and tactics will be evaluated by measuring metrics such as engagement, follower growth, awareness, and overall reach. Using the free tools that are available on most social media platforms, you can easily track traffic to your social media pages. For instance, paid ads and boosted posts on Instagram and Facebook can also be tracked through metrics already provided by the apps such as number of clicks and views. You can also obtain comprehensive information about website traffic coming from your social media accounts by using the free Google Analytics service. By utilizing these tools, you can track things like the amount of time visitors spend on your page, the number of sign-ups for email lists or newsletters, and the submission of giveaway entries. These engagement metrics, like the number of page visits, comments, liked posts, or favorited/shared posts can then be compared to your page's total number of followers to estimate overall reach. This data is crucial when evaluating the success of your social media campaign, for it shows you the direct effects of each post that you can use to assess your strategy. Along with that, you can use these measurements to evaluate the value of various costs such as the monthly giveaways which estimate to roughly \$43 per month.

EVALUATION OF SUPPORT MEDIA

The evaluation of the success of the Support Media objectives, strategies, and tactics will be conducted through the tracking of customers' content they post to social media and tracking the amount of customers who bring back the support media they received on their first stay. The first support media objective is to increase repeat customers in the primary and secondary target markets of each of the Bed and Breakfasts. To evaluate the success of this objective, each bed and breakfast owner will need to keep track of the names of each guest that have stayed and received the support media and returned for a second visit. Our second support media objective is to increase awareness in the target markets by increasing more organic visibility. This objective includes running a giveaway campaign that includes support media with each of the clients logos. Evaluating the success of the support media thought this campaign will look like tracking the number of guests that interact with the social media giveaways, to track the interest in the support media being offered. Comments on the giveaway posts will also be tracked to gain an understanding of the customer's feelings and excitement towards the support media being offered.

EVALUATION OF PUBLIC RELATIONS

The evaluation of the success of Public Relations objectives, strategies, and tactics will be conducted through various methods that track guests throughout the buying process. The Public Relations objectives aid in covering all five communication strategies with a focus on both building interest and action. The first objective covers the three seasonal events (Fall, Winter, and Spring) planned for each Bed and Breakfast to host. The success of these events would be initially evaluated through a cross-examination of promotional reach, number of tickets bought/ RSVPed, and the actual number of attendees. Entry to these events will require either a purchased ticket or an RSVP that would collect participants' email and other contact information. These collected contacts would help establish guest profiles that can be used both as email targets as well as contact references for steps further down the buying process.

Through email initiatives, surveys can be sent to collect initial data regarding awareness and interest of the Bed and Breakfasts that discover what promotional channels guests were targeted by. Additionally, emails can be cross-examined after the booking stage to see when and where that email was initially collected across the campaign. Through the CRM program, Zoho, contacts can be tracked across the campaign to help identify the reach of each event provided. Zoho also offers email surveying that allows for consumer input on what specific media vehicles aided in building initial awareness as well as sparked action to book (Zoho Survey). The second objective covers the additional promotional benefits provided at each event between exclusive tours and giveaways. Each of these follows a similar process of collecting contact information via RSVPs to these events or when signing up for giveaways/ raffles. The success of these strategies could be evaluated via email surveys as well as through the redemption of coupons and gift certificates collected from these events.

CONCLUSION

The title of “Renaissance Group” means more to us than just a name. Our focus on creativity fosters an innovative, inspirational, and influential plan to meet the needs of the client. Due to our emphasis on artistry, we understand the unique charm of each bed & breakfast, tailoring our creative content to highlight the distinct locales and features of each property.

Our plan encompasses a mix of traditional advertising, digital marketing, support media, and public relations to increase awareness, interest, desire, and action to book a stay among our chosen target markets. Leveraging all of these media channels, we have created a cohesive strategy to maximize the reach of potential guests within the chosen target markets and beyond at multiple touchpoints.

We recognize a bed & breakfast is not just a place to stay. It’s a second home, where you are cared for. A place to “getaway” from the stresses back home and “come home” to rest. Challenged with increasing reservations during slower seasons, we took it upon ourselves to provide a second home to many more.

All it takes is one look at our wonderfully crafted deliverables for the client to envision the “rebirth” of their respective brands.

Following the implementation of our plan, we have several strategies to closely monitor its performance, ensuring the success we all know will be achieved. Each objective will be evaluated individually. Beginning with Marketing Objectives which will be measured by tracking the number of room nights sold by each Bed and Breakfast for 2023, and multiplying that number by 1.2 to determine the goal number of number nights booked for each of the clients by the end of 2024.

CONCLUSION cont.

The success of Traditional Advertising will be determined by tracking website traffic via unique access linked distributed through unique QR codes on rest stop brochures, newspaper brochures, and email surveying. Digital Marketing objectives will be evaluated through Google Search Console, a website capable of improving rankings for underperforming keywords, optimizing click-through-rates (CTRs), and viewing the success of the website when compared to other websites with similar keyword strategies.

Digital Marketing will be evaluated using the email marketing program, Bravo. Social media will be tracked using evaluated by measuring metrics such as engagement, follower growth, awareness, and overall reach. Support media will be evaluated by tracking customer' content posted to social media, and tracking customers who bring their support media back for a second stay. The evaluation of the success of Public Relations will be conducted through various methods that track guests throughout the buying process. The success of events would be initially evaluated through a cross-examination of promotional reach, number of tickets bought/ RSVPed, and the actual number of attendees. Public Relations will also be evaluated by the use of the CRM program, Zoho, platforms that allow for contacts can be tracked across the campaign to help identify the reach of each event provided.



APPENDICES

BROCHURE DELIVERABLES PT.1




BOOK YOUR STAY

- 📞 Cider: 540-932-0570
Heritage: 540-471-8998
Bowman: 256-547-2021
- 🌐 www.waynesborobnbs.com
- 📱 #waynesborobnbs
- 📍 Waynesboro, VA 22980
*addresses vary

FEATURED B&BS



★★★★★
"beautifully renovated farmhouse with acres of beautiful land, the alpacas were also a nice touch!"



★★★★★
"such a beautiful home in a beautiful location, amazing breakfast and such friendly hosts!"



★★★★★
"booked the hillers haven for my whole family and it was a blast, the hosts were also super accommodating and even helped shuttle us to the trails!"

THE HISTORICAL WAYNESBORO B&BS



waynesboro, va



PROPERTY features

- communal living room
- communal dining room
- 3 bedrooms
- 3 bathrooms
- renovated appliances
- 8-21 acres of land
- farm animals*

*only at ciderhouse



ABOUT US

we, the hosts, are extremely committed to providing the best quality service and personalized experience. We pride ourselves in our values of hospitality, authenticity, and kindness. We hope to bring you a stress-free getaway with many moments of joy!

GETAWAY, AND COME HOME

We understand that coming home from work, school, or whatever you may do, home isn't always as much of a stress reliever as one would like. There can be so much to take care of, whether it be kids, pets, or the house itself.



OUR PROMISE

By staying at the B&Bs, you get all of the perks of home without having to do any of the stressful work. Staples such as fresh, locally sourced home-cooked meals, a clean and comfortable space, breathtaking views of the mountains, and a welcoming environment that feels cozy and inviting- just like what home should be.

APPENDICES

BROCHURE DELIVERABLES PT.2



CONTACT US

- +125-456-789
- www.reallygreatsite.com
- reallygreatsite
- 125 Anywhere st., Any City



WHO WE ARE



Heritage Hill BED AND BREAKFAST



We are three Bed and Breakfasts in Waynesboro, housing historic charm mixed with modern adventure. We could be your next home away from home.

WHERE HAVE YOU BEEN?

... and where will you go?

Getaway, come home.



FEATURES

- Wedding Venue
- Gourmet Breakfast
- Hikers Haven
- Farm Animals
- Garden Views
- Cidery (coming soon)

WHY WAIT TO MAKE YOUR DREAMS COME TRUE?

Book your dream getaway today.

We know that you can come home from work, school, or whatever you may do, and home isn't as much of a stress reliever as you would like. There can be so much to take care of, whether it be kids, pets, or the house itself. When you visit us, you get all of the perks of being at home, and we do all the work. Enjoy home-cooked meals, a clean room, and an intimate, cozy environment without any of the responsibility. We've got it covered.

Getaway, come home.



APPENDICES

BROCHURE DELIVERABLES PT.3

Welcome To Your Home, Away From Home

Three beautiful Bed and Breakfasts that provide an escape from the stresses back home





Reserve today

Phone
 Cider House: (540) 932-0070
 Heritage Hill: (540) 374-8998
 Bowman House: (256) 347-2021

Website
<https://ciderhousebedandbreakfast.com>
<https://heritagehillbnb.com/>
<https://thebowmanhouseva.com>

Address
Cider House:
 919 Old White Bridge Rd.
 Warrenton, VA 22980

Heritage Hill
 1169 Sherwood Ave.
 Warrenton, VA 22980

Bowman House
 611 S Wayne Ave.
 Warrenton, VA 22980





Your second home is a reservation away

CIDER HOUSE
EST. 1998 • 201 REBUILT

Heritage Hill
BED & BREAKFAST

The Bowman House
Bed & Breakfast

Enjoy home-cooked meals without having to cook or those clean dishes




Does your house look like this?



With a view like this?



Services Provided

All you have to worry about is to relax



Farm to table, locally sourced, home-cooked meals



Advice on local spots to go by your host



Nearby hiking trails



Comfortable lodging in scenic locations



APPENDICES

BROCHURE DELIVERABLES PT.4



Interested in starting your own adventure?

CONTACT US FOR MORE INFORMATION

+125-456-7890
hello@realitygreatlife.com
www.realitygreatlife.com

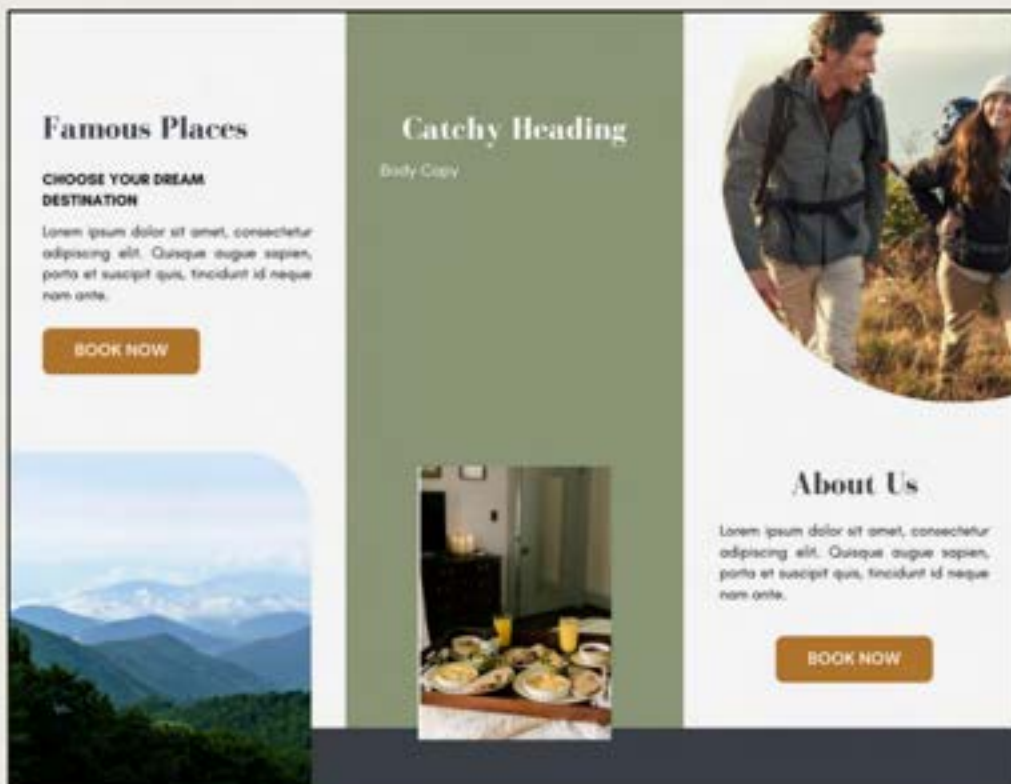
OFFICE LOCATION
123 Anywhere St., Any City

Call to action
Body Copy

RENAISSANCE GROUP
YOUR IDEAS. REBORN.

Get away & Come Home

www.realitygreatlife.com



Famous Places

CHOOSE YOUR DREAM DESTINATION

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque augue sapien, porta et suscipit quis, tincidunt id neque non ante.

BOOK NOW

Catchy Heading
Body Copy

About Us

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque augue sapien, porta et suscipit quis, tincidunt id neque non ante.

BOOK NOW

APPENDICES

PRINT AD DELIVERABLES PT.1



HERITAGE HILL, 888-444-7200, 74

Getaway and come home

A getaway is a place that allows you to escape from all the stresses of daily life. Right? Most would agree with this. However, many people believe that homes are no where near the ideal to really feel as if they're in a getaway, other than a day house.

Getting home from work, school, or whatever you may do, home isn't always as much of a stress relief as you would like. There can be too much to take care of, whether it be the kids, pets, or the house itself. There seems to never be enough time to do the things you want to do, and you don't have the space or the privacy you need. The space we have all experienced burned at some point, or at least heard of it before, has inspired us to rethink your thinking and the you would do to make your home a better place.

888-444-7200
888-444-7200
888-444-7200
888-444-7200

Y | HERITAGE HILL, 888-444-7200, 74

To help you take away that stress or work is just an hour's work. It not more than the work itself. Taking a break and getting away from work from the house and back will allow you to return to work feeling refreshed with a new sense of energy and focus. And it is up to you to make it happen.

I know that this idea of just coming into an all of your responsibilities sounds like something that only other people can do, but that's not it. It's just an idea for you. All you have to do is practice yourself (and your family) enough to do it.

Getting some time away doesn't have to mean expensive plane tickets to Europe or dropping your entire family on a Disney Cruise, most of the time the simplest things are most effective. There's such a beauty to the idea. Make your home a place that allows for your peace of mind.

For instance, by staying at one of the beautiful properties here at Heritage Hill, you get all of the perks of home without having to do any of the work. Single such as beautiful, fully furnished homes, a clean space, breathtaking views, and a customer experience that feels like you're coming home.

book your escape now.

WWW.HERITAGEHILL.COM

CIDER HOUSE
EST. 1852

Heritage Hill
EST. 1852

THE HERITAGE HILL
The Heritage House

OFFERING LIVING MAGAZINE | 2

APPENDICES

PRINT AD DELIVERABLES PT.2

**GETAWAY
& COME HOME!**

**EXPLORE WAYNESBORO BED AND BREAKFASTS:
YOUR GATEWAY TO SOUTHERN HOSPITALITY**

Nestled in the heart of the enchanting Shenandoah Valley, Waynesboro, Virginia, beckons you to experience a unique blend of history, charm, and natural beauty. When you choose to stay at one of our exceptional Bed and Breakfasts, you embark on a journey of relaxation, adventure, and Southern hospitality that you'll cherish forever.

WHERE TO BOOK

Enjoy a stay at any of our local Bed and Breakfasts. Each provides historically curated rooms that'll satisfy all of your needs. A delicious homemade breakfast is provided each morning to help energize you for the various attractions of Waynesboro. Enjoy your stay by hiking across the Shenandoah Mountains, or visit the bustling downtown area full of museums, galleries, and local food and drinks. Don't miss out, availability is limited.

CONTACT

ciderhousebedandbreakfast.com
 (540) 956-2345
thebarnhouse.com
 (540) 947-8021
heritagehill.com
 (540) 933-1234

WHERE HAVE YOU BEEN?

... and where will you go?

Getaway, come home.

CONTACT US

- ☎ +125-456-789
- 🌐 www.reallygreatsite.com
- 📧 reallygreatsite
- 📍 125 Anywhere st., Any City

We know that you can come home from work, school, or whatever you may do, and home isn't as much of a stress reliever as you would like. There can be so much to take care of, whether it be kids, pets, or the house itself. When you visit us, you get all of the perks of being at home, and we do all the work. Enjoy home-cooked meals, a clean room, and an intimate, cozy environment without any of the responsibility. We've got it covered.

Your Three B&Bs:

The Barn House
Bed and Breakfast

Heritage Hill
Bed and Breakfast

CIDER HOUSE
- BED AND BREAKFAST -

Don't miss out.
Book today.

APPENDICES

PRINT AD DELIVERABLES PT.3

GET AWAY & COME HOME

RENAISSANCE GROUP
YOUR IDEAS REBORN.

CIDER HOUSE
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

HERITAGE HILL
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

THE BOWMAN HOUSE
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**Add a heading
body copy**

[@REALLYCREATSITE](#)

APPENDICES

RADIO SCRIPT DELIVERABLES PT.1

Item	Description
Gender	Male or Female
Length	45 seconds
Target Demographic	Those in a relationship in their 30s to 60s.
Character/Narrator	Friendly older man with a voice resembling Morgan Freeman
Vocal Direction	Welcoming, inviting, empathetic, and reassuring
Suggested Music	Uplifting
Suggested Sound Effects	Nature sounds such as a breeze, birds, crackling fire, and footsteps hiking. Also sounds of a couple enjoying wine

Script

Tired of the hustle and bustle of everyday life? Are the stresses of work becoming a bit too much? It's time to get away and come home to a Bed and Breakfast, where relaxation and adventure await.

Background sounds of a gentle breeze, chirping birds, and uplifting music begins playing

Picture this, you and your loved one, surrounded by the beauty of the Shenandoah mountains, away from the chaos back home.

Background sounds of a laughing couple, clinking wine glasses, and the crackle of a fire

Imagine cozy evenings by the fireplace, sipping on local wines, and waking up to a delicious homemade breakfast. Our story is simple, the daily grind and create memories that will last a lifetime. When you're ready to return, you'll have noticed the stresses of home have melted away. You've found your second home, a place to get away and come home.

Background ambient music

Ready to get away? Reserve your stay at Cider House, Heritage Hill, or Bowman House today.

Call Cider House at (540) 932-0370

Heritage Hill at (540) 471-8998

And Bowman House at (256) 347-2021

Item	Description
Gender	Female
Length	:15
Target Demographic	Middle-aged couples
Character/Narrator	Mom/Grandma-like figure
Vocal Direction	Easy-going, inviting, enthusiastic
Suggested Music	Happy, uplifting
Suggested Sound Effects	*sigh*, Grill sizzling

Script: "Burnt out from work and need to get away? Look no further than the beautiful mountains of Waynesboro! Escape to Waynesboro's finest bed and breakfasts for a relaxing weekend retreat and the freshest home-cooked meals. Visit www.waynesborobnbs.com to book your escape today! It's time to get away and come home."

APPENDICES

RADIO SCRIPT DELIVERABLES PT.2

Item	Description
Gender	Female
Length	:30
Target Demographic	Middle-aged adults
Character / Narrator	Woman, middle-aged
Vocal Direction	enthusiastic, warm, knowledgeable, smooth
Suggested Music	Relaxing, warm, acoustic guitar
Suggested Sound Effects	Washing dishes, laundry machine, vacuum, crackling fireplace, snore

Did you have a long day? Do you have a list of things to do when you get home? I know I always do. When life gets stressful, and home isn't much of a relief, I need to get away. At Bowman House, Heritage Hill, and Cider House, I can enjoy a home-cooked meal, a clean room, and none of the stress. Say goodbye to dishes, laundry, and everything else when you stay at a Waynesboro Bed and Breakfast. Enjoy a gourmet home-cooked breakfast, kick your feet up, and get some rest. Book today at visitwaynesborobandbs.com or call (123) 456 – 7890. Getaway, and come home.

1. Campaign Theme- Getaway, come home.

2. Story to Tell- Sometimes, you can come home from work, school, or whatever you may do, and home isn't as much of a stress reliever as you would like. There can be so much to take care of, whether it be kids, pets, or the house itself. By staying at the B&Bs, you get all of the perks of home without having to do any of the work, including home-cooked meals, a clean space, and an intimate environment that feels cozy and comfortable.

3. Creative Appeal Used: The creative appeal used in this advertisement is emotional. There is a humor appeal through the unserious nature of the sound effects (vacuum, snoring, etc.). The ad is also created to induce a feeling of longing, so when people are coming home from a long day of work, they long for somewhere calm and peaceful.

Radio Script

Are you looking for a way to escape your work life stress and relationship pressures? Getaway and come home to Waynesboro Virginia. Stay for the weekend in one of the three bed and breakfasts the scenic town has to offer. Which the Shenandoah mountains in close range, find time to reconnect in nature while hiking, enjoying the scenic overlooks, and exploring the Bed and breakfast grounds. Leave your worries about cooking and cleaning behind, enjoy gourmet meals made with farm fresh organic ingredients. Book your weekend stay now!

Item	Description
Gender	Male and female
Length	30 seconds
Character	Woman- middle aged
Vocal direction	Warm, homie, kind sounding
Suggested music	Acoustic guitar
Suggested sound effects	Crackling of a fire

APPENDICES

RACK CARD DELIVERABLES PT.1



WAYNESBORO
B&Bs
waynesboro, va

GETAWAY, AND COME HOME

The image shows a rustic dining room with a wooden hutch, a white fireplace mantel, and a table set with a white tablecloth and wooden chairs. The logo for Waynesboro B&Bs is at the top, and the tagline 'GETAWAY, AND COME HOME' is at the bottom.



our mission

Coming home from work, school, or whatever you may do, home isn't always as much of a stress reliever as one would like. There can be so much to take care of, whether it be kids, pets, or the house itself. By staying at the B&Bs, you get all of the perks of home without having to do any of the work, including fresh, locally sourced home-cooked meals, a clean space, breathtaking views, and a comfortable environment that feels cozy and inviting.

book now

540-952-0570
540-471-8998
256-547-2021
WWW.WAYNESBOROB&BS.COM
WAYNESBORO, VA 22980

CIDER HOUSE - BED AND BREAKFAST -
Heritage Hill
The Virginia State

The image shows a breakfast spread on a table with plates of food, glasses of orange juice, and a bowl of soup. The text 'our mission' is centered below the image, followed by a paragraph of text. Below that is an orange banner with the text 'book now' and contact information. At the bottom are logos for Cider House, Heritage Hill, and The Virginia State.

APPENDICES

RACK CARD DELIVERABLES PT.2

WHERE HAVE
YOU BEEN?

...and where will you go?

Getaway, come home.

We know that you can come home from work, school, or whatever you may do, and home isn't as much of a stress reliever as you would like. There can be so much to take care of, whether it be kids, pets, or the house itself. When you visit us, you get all of the perks of being at home, and we do all the work. Enjoy home-cooked meals, a clean room, and an intimate, cozy environment without any of the responsibility. We've got it covered.



WHO WE ARE



CONTACT US


- +1 23-456-789
- www.reallygreatsite.com
- @reallygreatsite
- 123 Anywhere st., Any City

WHY WAIT TO MAKE YOUR
DREAMS COME TRUE?

Book your dream getaway today.


APPENDICES

RACK CARD DELIVERABLES PT.3



Getaway &
COME HOME!

to
WAYNESBORO, VA



**EXPLORE WAYNESBORO BED AND BREAKFASTS:
YOUR GATEWAY TO SOUTHERN HOSPITALITY**

Nestled in the heart of the enchanting Shenandoah Valley, Waynesboro, Virginia, beckons you to experience a unique blend of history, charm, and natural beauty. When you choose to stay at one of our exceptional Bed and Breakfasts, you embark on a journey of relaxation, adventure, and Southern hospitality that you'll cherish forever.



WHERE TO BOOK



Book between the
Red, Blue and Gold Rooms

thebowmanhouseva.com
(256) 347-2021



Cider House Bed & Breakfast

Book between the
Conyer, Gorsuch and Holler Rooms

ciderhousebedandbreakfast.com
(540) 932-0370



Book between the Garden room, the Nettle room, Dr. Bowman Suite, the Fishburne Suite and Hiker Haven

heritagehillbnb.com
(540) 471-8998

APPENDICES

RACK CARD DELIVERABLES PT.4

**Getaway, And
Come Home**

Your second home is a reservation away



HOME IS WHERE THE HEART IS

Three charming bed and breakfasts are more than just places to stay; they are a reflection of the warmth, hospitality, and love that we put into making your stay unforgettable. Experience the heart of true hospitality with us, where you can escape the stresses back home.



The Bowman House
Waynesboro, Virginia
est. 1887

Heritage Hill
BED & BREAKFAST

CIDER HOUSE
- BED AND BREAKFAST -

Phone
Cider House (540) 932-0370
Heritage Hill (540) 471-8998
Bowman House (256) 347-2021

Website
<https://ciderhousebedandbreakfast.com/>
<https://heritagehillbnb.com/>
<https://thebowmanhouseva.com/>

Address

Cider House
949 Old White Bridge Rd.
Waynesboro, VA 22980


Heritage Hill
1169 Sherwood Ave.
Waynesboro, VA 22980

Bowman House
611 S Wayne Ave.
Waynesboro, VA 22980



APPENDICES

RACK CARD DELIVERABLES PT.5




RENAISSANCE GROUP
YOUR IDEAL HOME

CATHY

TITLE

*** SUBTITLE ***



body copy

CALL TO ACTION


Contact US

@realtygreatsite | www.realtygreatsite.com | +1234567890



YOUR COMPANY NAME

... OUR ... SERVICE


CIDER HOUSE
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.


HERITAGE HILL
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.


THE BOWMAN HOUSE
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

JOIN NOW


Contact US

@realtygreatsite | www.realtygreatsite.com | +1234567890

APPENDICES

DISPLAY AD DELIVERABLES

WAYNESBORO NEWS 21st EDITION TUESDAY, 17 OCTOBER 2023

WEEKLY NEWSLETTER



Open bookings available at wyanburro.com

CONGRATS TO JOSH & MELISSA SMITH!

During Josh and Melissa's stay at Heritage Hill they got engaged on their way to dinner downtown. Josh took a detour to an overlook of the beautiful mountains. Although it was too foggy to see the view, that didn't stop Melissa from saying yes!

They have already booked their wedding venue at Heritage Hill for June of 2025 and we can't wait to make their special day an experience of a lifetime.

IT'S A GIRL!

The kid is finally here! This is the newborn baby girl. Our sweet girl, Mia, just had her birthday last week! The kid should be ready to view at the Cider House later in early November. We are so excited about the addition to the Cider House family.

Visit our website to see for her name, voting will close November 1st.




Cider House Farm is open now!
Free with stay.

www.wyanburro.com


Need a brake?...

Get Away and Come Home

Book a stay with Wyanburro Bed & Breakfast




CONTACT US • REALLY COOL WEBSITE NAME



GETAWAY, AND COME HOME

Heritage Hill

RED & BREAKFAST



The Bowman House
Heritage Hill, Virginia
1885







CIDER HOUSE

- BED AND BREAKFAST -

APPENDICES

COMMERCIAL STORYBOARD DELIVERABLES

Bed and Breakfast Storyboard duration : 00 : 30 : 00

 <p>Walk home after work</p> <p>Man walks to his front door after driving home from work. He's visibly exhausted. Before he can, the door opens revealing a woman.</p>	 <p>Girlfriends Dilemma</p> <p>"Sabe, I'm so glad you're home. Could you please help me out with your sister's kids? (kids fighting in the background) (Gloss shatters) They've been acting up all-". (Door Slams)</p>	 <p>Recuperating</p> <p>The man slams the door shut to avoid the problem. He takes a deep breath. He goes to open the door again but it opens for him. In the door is his parents now.</p>
 <p>Parental Drama</p> <p>(Mom in the back messing around with decorating) "Hey son, glad you made it home safe. You're mom and I let ourselves in, but we wanted to talk to you about-". (Door Slams)</p>	 <p>Back and Forth</p> <p>The man slams the door again, takes a deep breathe and opens the door himself this time. The scene plays along with more conflicts and him slamming the door again and again to avoid these responsibilities.</p>	 <p>The Getaway</p> <p>He opens the door one last time ready to slam it again until it reveals the B&Bs, with each owner in the doorway. "Here, come on in and relax". The scene closes with the benefits of each B&B as well as a call to action to book a stay.</p>

WAYNESBORO B&BS AD

 <p>SCENE: 1 CLOSE UP SHOT, GUY (OR GIRL) STRESSED AT WORK opens with person finishing up work day</p>	 <p>SCENE: 2 CLOSE UP SHOT, INDOOR person comes home stressed after work to a messy kitchen</p>	 <p>SCENE: 3 MEDIUM SHOT, INDOOR frustrated, with no energy left, they goes to sleep</p>
 <p>SCENE: 4 FULL SHOT, INDOOR starts to dream about being happy... "wakes up" to a delicious breakfast in bed</p>	 <p>SCENE: 5 CLOSE UP SHOT, OUTDOOR on a mountain hike with his wife staring at the blissful view</p>	 <p>SCENE: 6 LONG SHOT, PAN OUT OF HOUSE "getaway and come home" book your escape today</p>

APPENDICES

COMMERCIAL STORYBOARD DELIVERABLES

**GET AWAY &
COME HOME**

		
<p>SCENE: 1 STRESSED OUT WORKING COUPLE <i>setting the scene of a couple wanted to escape their stressful working life</i></p>	<p>SCENE: 2 THE MOUNTAINS ARE CALLING <i>pan out view of the mountains birds chirping</i></p>	<p>SCENE: 2 SHOT B: WHAT B&B CAN OFFER BIRDS <i>video of couple hiking and smiling, birds chirping</i></p>
		
<p>SCENE: 3 SHOT B: WHAT B&B CAN OFFER: COZY ROOM <i>pan out view of cozy room, voice over about what B&B has to offer</i></p>	<p>SCENE: 3 SHOT B: WHAT B&B CAN OFFER: WARM FIRE <i>Crackling fire, continue talking about what B&B has to offer</i></p>	<p>SCENE: 6 CONTACT US <i>Discuss booking options and how to contact, show client logo.</i></p>

APPENDICES

SOCIAL MEDIA DELIVERABLES



APPENDICES

SUPPORT MEDIA DELIVERABLES

Tote Bag Designs



APPENDICES

PUBLIC RELATIONS DELIVERABLES



APPENDICES

PUBLIC RELATIONS DELIVERABLES



For Immediate Release

Contact: Anna Pavlat
Phone: (301)-892-1638
Email: pavlat@dukes.jmu.edu

Bed and Breakfast, The Light Show Addition Holiday festivities at Waynesboro Bed and Breakfast

Cider House bed and breakfast is hosting a major holiday event, just in time to kick off the start of the holiday season! Cider house is located in the mountains of the Shenandoah Valley and the site itself has an apple orchard farm on its property. Here is where the holiday festivities will be hosted. The farmlands surrounding the beautiful bed and breakfast will be decked out in Christmas lights. There will be a live band and homemade apple cider. This also will be a great opportunity to tour the cider house and get an inside look at that all the Bed and Breakfast has to offer. This one-time event will be held Saturday, December 9th, so make sure you mark your calendars.

The Renaissance Team is an advertisement agency.

If you would like more information about this topic, please call Anna Pavlat, (301)-892-1638, or email pavlat@dukes.jmu.edu.

PREPARE TO BE DELIGHTED

with the getaway you've needed



WAYNESBORO B&B

GETAWAY & COME HOME

Escape the stress of everyday life and book a personalized getaway curated just for you

- weddings & engagements
- apple picking
- wine tasting
- farm animals
- hiking



CALL 773-291-2980 OR VISIT
WWW.WAYNESBOROBNS.COM
TO BOOK YOUR ESCAPE



Reservations only
Waynesboro, VA 22780
www.waynesborobns.com

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190%253Anes%253Amtb%253Alp190%253Adec%253Aqscider%2520house%2520bed%2520and%2520breakfast%2520waynesboro%2520va&sid=21eddfb94468c7ee4d89298d683b0fe2&dest_id=20142436%3Bdest_type

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