

Final Strategic Planning Paper

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The University of Cincinnati

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Cincinnati Nation Relations

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BonBonerie is a bakery in the greater Cincinnati area that provides baked goods to many different businesses and to people for special events. However, they may be missing out on the younger generation's business because they do not offer online ordering. Online ordering is not only a way for them to streamline their ordering process and keep up with orders, but also an opportunity for them to offer baked goods to those who normally would not think to order from them. Online ordering is a service that is needed for a company to be able to survive in the consumer market today.

Company and Situation

Objectives

Informational objectives we could include in our campaign would be to advertise our new system on social media sites that 24–35-year-olds frequent such as Facebook, Instagram, YouTube, Twitter, and blogs, send out email newsletters to those who are subscribed to receive emails, and put newsletters at local businesses.

Motivational objective ideas we would look into doing would be giving discounts such as 10% off your first order when you place it online; 10% off party-deals when you place it online; liking, commenting on and sharing social media posts to enter in for a chance to win a free party amount of pastries or a free dessert of your choice; or special desserts that are strictly only

available if you order online. These are only ideas, but I believe that they would work, especially for this age group.

Audiences

Our PR scenario calls for managing relations with a few primary publics. This includes our target audience of 24-35 year-olds, local professionals, the bakery's members (leadership, management, employees), suppliers, vendors, and customers. While the most obvious primary audience could be characterized as potential new customers, for this campaign, it is essential that we address the members of the bakery's already established network of restaurants that purchase the bakery's goods wholesale (vendors). Informing them of the company's new direction, offering promotions that reflect our initiatives to grow our customer-base, and ensuring that we do not threaten the products' profitability to their operations will be high priorities for sustaining the bakery's revenue and good reputation.

Secondary publics for our PR event are neighboring businesses and residents, competitors, those comprising the social networks of our target audience, and local media. Other secondary stakeholders are regulatory agencies, such as the Ohio department of Agriculture's Division of Food Safety and the Cincinnati Health Department's Food Safety and Inspections program.

Our audiences are determined by the business's structure, the services provided, and its positioning in the local bakery and food service industry. Our PR process will also include traditional market research to define the audiences that have an interest in or concern for our public relations event. Several limitations of our scenario were considered to determine which designated publics to which to direct our messaging. For example, growing brand awareness

with our target demographic is valuable to successful implementation of the online-ordering system because individuals within this age group are the most prominent online shoppers, have a high degree of digital literacy, and are quick to adopt new technologies.

Another inference that we can make about our scenario is that the bakery's online-ordering system will appeal to white-collar and blue-collar professionals, highly affluent to middle-income households, and households with young children. We can arrive at additional subgroups within our external publics by considering how the bakery's natural, fresh, and locally sourced ingredients would appeal to segments of the market defined by lifestyle such as health-conscious people and individuals concerned with sustainability issues.

Our audience will also be limited by geography. Because the new online ordering system requires customers to collect their order via curbside pickup at the storefront, our target audience will be residents and workers employed within and near the East Walnut Hills neighborhood of Cincinnati. However, customers who have encountered the product via participating restaurants in the region may be willing to commute for high-quality goods.

Email is a great way to keep primary publics engaged and updated. Because a lot of our audiences are groups or individuals already established within the bakery's network, such as existing clients and returning customers, email is a great media channel because of its directness and opportunity for building trust with consistent and regular messaging. Marketing emails are also a strong method because it is media owned by the business. The email list is an extension of a business's website as well as a way to redirect the reader back to the website, which is perhaps a business's most powerful owned-media. It can also serve as an effective channel for press releases and media pitches to publishers who could give your story coverage. This would result

in earned media which would highly valuable because it can provide a persuasive third party endorsement.

Additionally, we will communicate with our audience groups via production of social media content and targeted ads on social media sites. Developing a presence on social media will attract our target customer demographics of 24-35 year-olds, who are avid users of social media platforms. More specifically, we will put an emphasis on utilizing Instagram, not only because of its popularity with our target audience but also because its emphasis on visual content makes it suitable for displaying aesthetic appeal of the bakery's products.

Strategies and Tactics

Strategies we are going to use to appeal to our audience of ages that range from 24-35, we are going to focus on keeping it relevant to them. If it does not apply to them or they cannot relate, then they will lose interest fast and move on to something that does. A strategy to do this is to use social media to our advantage. Social media has a large influence on this generation and will be a vital part of our campaign. We will also use saving time as a strategy. Online ordering will save the customer time and will take one less task on their task list (Hirsh).

A public relations tactic that we can use is to launch a campaign on all platforms of social media. These platforms would include Facebook, Instagram, and Twitter. Launching a campaign on social media is beneficial because it can gain traction and be shared and tagged by others. This campaign is also relevant to the age range of 24-35. Most people in this age group have some sort of social media, so if it is shared by one mutual contact then they are more likely to see the information. Posting our campaign right before the holiday season will give it the traction that we need to advertise our new online ordering.

With every public relations campaign, there can always be some setbacks. One of those could be an overload on our system. If this were to happen, we would make sure to post on all social media forms and our website that the ordering system is down. To remedy this situation, we would run tests on the software to figure out why the system crashed and how we cannot have it happen again. There could also be an overload of orders for a singular day. To make sure this did not happen we would set limits on availability for the workload allowed each day. There could also unfortunately be bad reviews posted online. To act fast on this we would try to reach out to the customer right away and see if we could remedy the situation. We would also want to showcase good reviews to draw the positivity of BonBonerie.

Calendar/Timetable: Research

The online ordering service is a project that will be ongoing throughout the entire year, and something that the company will be working to improve for many years to come. The roll out of our online ordering system will come around October, so that our audience can get ready for their holiday parties. Since our audience is 25-34, this is a great time to take tasks off young professionals who are working on building their career.

Since the holiday season is a time to celebrate with friends and family it is a great time to launch our online ordering system. The best time to start this momentum is in October for Halloween which will then be enough time to get the ball rolling for Thanksgiving and all the holiday parties in December to January. We will begin our roll out by advertising on social media and local newspapers (online and print). To spread the word will also post bulletins in local grocery stores and restaurants. Our website will also have the new online ordering system front and center. The website will be up to date with images of the baked goods that can be ordered so that it will spark interest in our customers (Caldwell).

There are many ways that we will prepare to make sure that our online ordering system will be launched correctly and in a timely manner. We will start planning at least a year in advance to make sure that we have a realistic timeline. We will then begin by meeting and creating an agenda and assigning which aspects of the project will be completed by each member. There will be monthly meetings in the beginning to make sure everything is on track and then eventually we will meet weekly two months out of the launch. Every meeting there will be an agenda that will discuss what still needs to be done and what is completed, this way everyone can stay up to date. To begin the launch of our online ordering we will create a newsletter that will be handed out to local business and sent out with the local newspaper. We will also send out a newsletter to our customers that have signed up for our monthly emails (Ewer).

Budget

We have decided to create a budget based on last year's revenue. For the year 2020, our company generated an average revenue of \$400,000. We decided to keep our budget between 3% and 6% of this amount. We decided we would start this new service on a 5% budget, allowing us \$20,000 to utilize. Since this is a brand-new service we are starting, we want to be sure we have enough to get started and turns out successful so in the future we won't necessarily have to give the same 5% of our sales. We understand that labor takes up the biggest percentage of our budget so we were able to break down into amounts and percentages that we will use in different areas of our campaign.

70% of budget for labor- \$14,000

10% of budget for contingencies or unexpected costs- \$2,000

20% of the budget (\$4,000) will be allocated to advertising on social media, online ordering system to be set up, supplies to accommodate smaller sized orders for smaller groups rather than selling to other businesses

For social media advertising, we are allocating about \$2,000. We plan to use the sites that are most appealing and viewed by the audience we are trying to reach. Facebook, Twitter, YouTube, Instagram and blogs are where we are aiming to put advertisements. We will also send newsletters via email to customers who are already subscribed to receive emails from the company. To set up our online ordering system, we have allocated about \$800-\$1,000 for it to be set up and online and working. The rest of the budgeted money will go towards containers that can accommodate smaller orders, not just event-sized or business-sized.

In this case for our company, we already have a budget percentage in mind so we will have our costs generated and get that from the employer. I think it is better for us to give an amount rather than be given an amount because we want to make sure we have wiggle room on money and if they offer us an amount that is too little, it could cause our campaign to be short ended, not allowing us to reach the full potential we could if we had the right resources from the beginning.

Evaluation

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