

BonBonerie Online Ordering

By: Cincinnati Nation
Relations



Introduction

- BonBonerie is a bakery in the Greater Cincinnati area.
- May be missing out on business without an online ordering system.
- Mainly cater to small businesses and special events



Company & Situation

- One-time service launch as well as a continued effort to enhance the business by marketing to another target market.
- A PR team is needed because this is a large pivot in the way the bakery operates
- 14,000 Instagram followers
- Using their following to gain traction in the new campaign



Company & Situation

- Ethical Considerations
 - Is the company able to onboard people to assist in the expansion of the business.
 - Labor is a significant cost and should be considered
- Legal Considerations
 - Further expansion into providing a delivery service entails the research of using a third-party delivery service or creating the bakery's own delivery service.



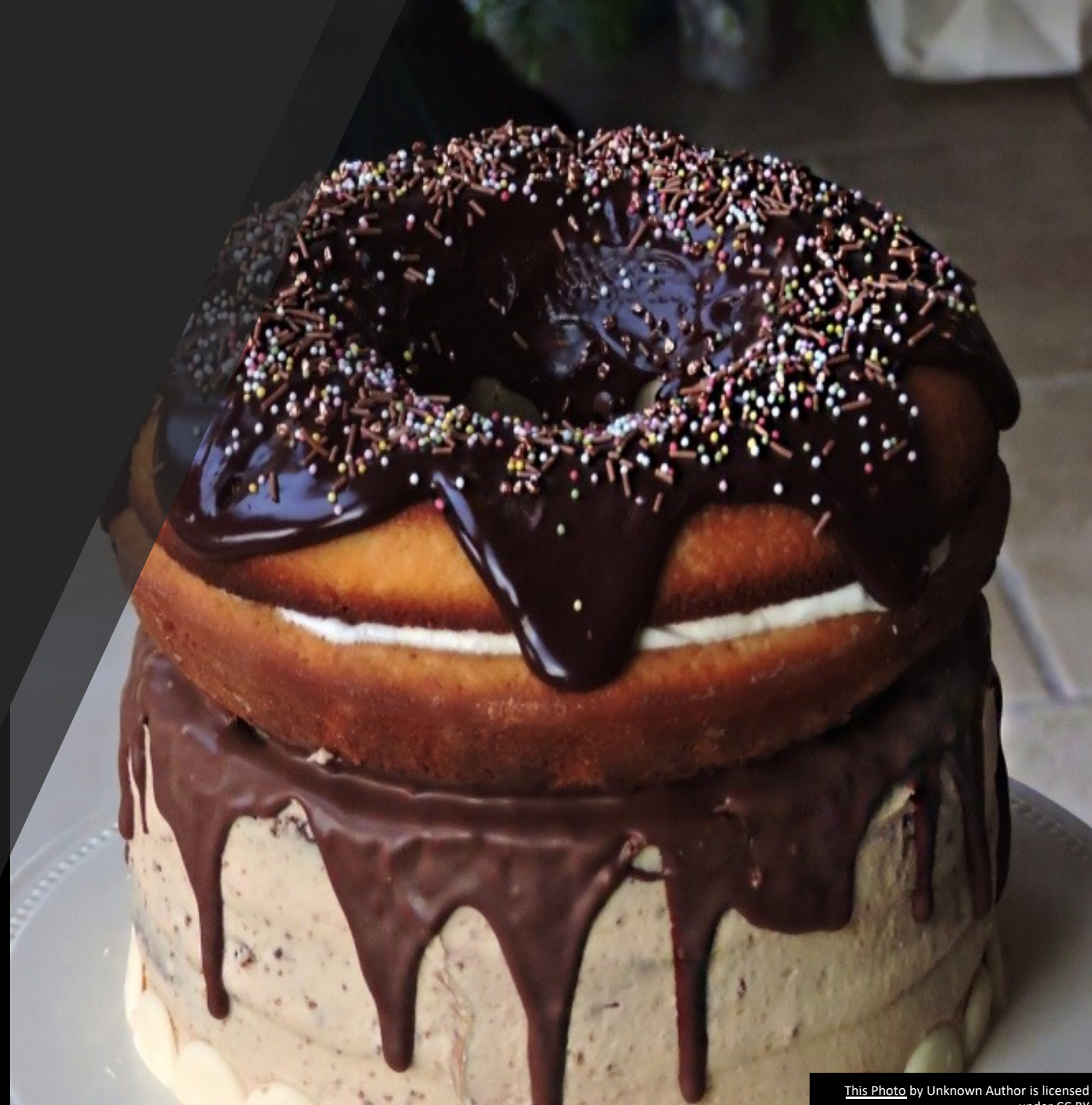
Objectives

- This project is an idea to expand their business to another target market that they currently do not reach. One of the first things they need to do is edit their business strategy to include the making of small-scale orders. Another need they have is deciding what back-end platform they want to use to keep track of orders. the third need that the bakery has is the infrastructure to fulfil deliveries. Lastly, they also need a platform to spread the word.



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 worth exploring include promotions such as 10% off your first online order; 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 party supply of pastries or a free dessert of your choice; or special desserts that are strictly only available if you order online.



Audience

- 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, suppliers, vendors, and customers.
- Secondary publics for our PR event are neighboring businesses and residents, competitors, those comprising the social networks of our target audience, and local media.



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Audience

- Our audiences are determined by the business's structure, the services provided, and its positioning in the local bakery and food service industry.
- 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.



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Strategies

Relate to our target audience of 24-35 year-olds

- Primary channels:
 - Social media (hugely popular among this demographic)
- Content:
 - Value proposition: saving time!
 - Tone: positive brand association with times of celebration
- Timing
 - Timeliness of our rollout will make our content more relatable

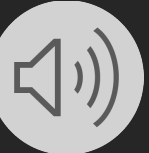
Stand out: Gain publicity by telling a unique story

- Emphasize women in leadership
 - To attract conscious consumers
 - Enhances our media pitches



Tactics

- Feature personnel in social media content
- Share discussions about value of creating leadership opportunities for women
 - This could be an interview with a journalist, or a video to share in owned-media channels like their website
- Demonstrate brand values via expressive content
 - Stylized brand imagery and artistry of their products



Tactics for Threat Mitigation

To prevent an overload of orders at a given time:

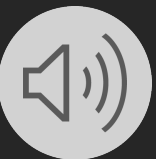
- Set reasonable limits for order capacity based on labor and space available

In event of system crash, immediately:

- Inform public via social media and website
- Detail the issue and steps being taken to resolve it
- Promise to implement measures to prevent a reoccurrence

In the event of bad customer reviews, immediately:

- Reach out to individual to discuss desire to make it right
- Showcase the complimentary reviews



Calendar/Timetable: Research

- Online ordering project will be throughout the entire year.
- Main roll out will be around October, right before the holiday season.
- Time saver for our targeted audience of ages 24–35-year old's.
- Roll out will begin by advertising on social media, local newspapers, bulletins in local restaurants and grocery stores.
- Our website will have the ordering system front and center.



Calendar/Timetable: Research

- Planning will begin a year in advance.
- Monthly meetings, then two months out weekly.
- Every meeting will have an agenda and meeting minutes from previous meeting.
- Newsletter will be started, and one will be sent out to email subscribers.



Budget



- We have decided to create a budget based on last year's gross revenue of around \$2,000,000. We decided we would start this new service on a 7% budget, allowing us \$140,000 to utilize.

The breakdown of the budget:

- 25% to social media marketing content- \$35,000
- 20% on email marketing campaign- \$28,000
- 15% on web development- \$21,000
- 10% for setting up and maintaining online ordering system - \$14,000
- 10% on press releases, conferences, and feature articles- \$14,000
- 5% print materials- \$7,000
- 5% community engagements- \$7,000
- 10% of budget for contingencies or unexpected costs- \$14,000



Budget

- We have a budget percentage in mind so we will present our breakdown of a reasonable budget to the company, then negotiate with consideration to any additional budget limitations they provide us with after our pitch. It is better for us to be the initial party to name our price because we need our available capital to have some flexibility.
- This is also preferred because, if they were to offer us an amount that is too little, it could cause our campaign to fall short and prevent it from reaching the potential it could have met if the right resources had been doled out from the beginning.



Evaluation

- The best possible outcome is that we meet our objectives, and the bakery sees an increase in sales from the expansion of services.
- Criteria
 - Increase in net profit
 - Average transactions per customer increase
 - Retention rate increase
 - Increase in foot traffic and/or more website visits
 - Social media analytics increase



Conclusion

- With the implementation of our strategies and tactics geared toward our audiences, there will be growth and expansion of the company.
- We expect to reach our targeted audience of the younger generation and many other locals in the Greater Cincinnati area



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