



JOU 3321

IT'S A LORENA THING!

**The Boujee Bean
&
The Village Lamp Lighter**

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AVTEQ, and/or Tele Atlas, Inc.

EXECUTIVE SUMMARY

Objectives

- Improving social media presence can help small businesses increase consumer interest and showcase their unique offerings.
- Implementing e-commerce can help aging small businesses reach a wider customer base and stay competitive in the digital age.
- Introducing new functions to small businesses can help build stronger local communities and provide more value to customers.

Mission/ Vision

To stimulate investment and development opportunities while preserving the heritage and welcoming feel that defines our hometown.

Problems

Lorena has the history and small town feel to garner tourism but lacks a digital presence and revolutionary approach to reach into larger markets.

Values

- Preserving Lorena's rich history.
- Stimulating economic development through local businesses.
- Building a strong community.

Opportunities

The increase in advertising for Lorena will help build awareness of the businesses, increase tourism, raise revenues and spark city growth.

Market Description

The city of Lorena, located in a rural community, faces challenges in attracting visitors. The Boujee Bean and the Village Lamp Lighter are the two main businesses that aim to attract visitors to the area.

Competitive Landscape

Both the Boujee Bean and the Village Lamp Lighter aim to increase tourism in Lorena by attracting visitors from nearby cities such as Waco, while also reminding Lorena residents of their unique business offerings.

Marketing & Communications Strategy

Develop a customer base through social media marketing and encourage a broader range of people to see the rich and historical elements of Lorena.

OBJECTIVES AND MEASURED GOALS



We aim to enhance traffic on media platforms for both the Boujee Bean and the Village Lamp Lighter, with a primary focus on engaging Lorena residents. Additionally, we seek to attract diverse groups, including individuals from neighboring areas like Waco. Our target audience encompasses not only coffee and lighting enthusiasts, but also those seeking new experiences and enjoyable moments. Our target demographic is large because of the wide variety of target markets we are planning to communicate to. By doing this, our hope is to:

- **Grow brand awareness for Downtown Lorena businesses.**
- **Suggest an integrated mix of advertising channels to maximize effectiveness.**
- **Establish social media accounts for these Lorena businesses to effectively advertise their products.**
- **Create a cohesive brand theme and tone for each business.**

Situation Analysis



COMPANY ANALYSIS: THE BOUJEE BEAN

Mission

The Boujee Bean seeks to be a warm, welcoming and inclusive environment that fosters community within Lorena.

Culture

- Relaxed and informal but still efficient and hard-working.
- Very familiar with clientele and regular customers.
- Emphasize the family element within the business.
- Invested in creativity and ingenuity.

Ambition

- Willingness to venture into new growth by expanding into wine sales.
- Willingness to partner with other local businesses in Lorena to promote overall growth.
- Willingness to engage the community with creative and customizable drinks.
- Seeks to one day grow into a franchise.

Willingness to Incur Risk

- Based on the information gathered through interviews with the owner, the Boujee Bean as a shop is unwilling to incur much monetary risk. In terms of money spent on advertising, the Boujee Bean itself does not invest.
- The owner, however, is willing to incur risk by investing out-of-pocket funds toward the business.

Most Significant Challenges

- Time management and organization.
- Consistent advertising on social platforms.
- City of Lorena's lack of leniency and tolerance for new ideas.

Situation Analysis



COMPANY ANALYSIS: THE VILLAGE LAMP LIGHTER

Mission

Lamps and lighting are our job but customer service is our goal! Since the nature of our business is helping you get that "just right light" for your living room, bedroom, or office; we want to make sure that you are happy and satisfied. Our work is top-notch from the new creations, restorations or installations.

Culture

- Relaxed and informal but still efficient and hard-working.
- Creative and Inclusive.
- Adaptive.
- Sustainable business practices (encourages up-cycling and fixing things that are broken rather than throwing things away).

Ambition

- Help preserve the history and culture of Lorena.
- Continue to develop unique lamps.
- To fix lamps and lighting rather than promote throwing away lights that break.

Willingness to Incur Risk

- Willing to incur minimal risk. The Village Lamp Lighter is invested in building up the community of Lorena in order to preserve its rich history.
- The Village Lamp Lighter business generated a sizable amount of business and they are not looking to expand beyond their current situation, but they are open to discovering ways they can further grow their business to target younger demographics through digital media.

Most Significant Challenges

- Consistent advertising on social platforms.
- Time management.
- Staying on top of mass orders.



TARGET MARKET PROFILE

COMPETITOR ANALYSIS OF LORENA

In the region, Lorena faces competition from other small towns like Robinson, Clifton, McGregor, Temple and Woodway for tourism.

These towns have higher-quality websites and social media presences. Lorena's lack of digital presence sets it back significantly. Lorena is the smallest among its competitors, but it boasts an array of interesting stores like the Village Lamp Lighter and the Boujee Bean to attract consumers.

TARGET MARKET 1

*The primary target market for the Boujee Bean:
Lorena families and couples.*

- Ages: 25 - 45.
- Instagram and Facebook users.
- People looking to build community in Lorena.
- An openness to try new things.
- Appreciation for customization and choice.
- Desire to support local businesses.
- Appreciation for quality products.



Judy and Cindy love to meet at the Boujee Bean for coffee on Friday afternoons. They love to try new drinks and chat while they do crafts.

TARGET MARKET 2

Secondary Market: Baylor students.

- Ages: 18-24.
- Instagram users.
- Students during exam week looking for somewhere to study.
- "Coffee snobs" looking for a new place to try coffee.
- Adventurous students who enjoy finding new places.
- Spontaneous personalities.



Lindsey and Megan, Baylor students, forced to look outside their regular coffee shops for a place to study for exams due to limited study space.

TARGET MARKET 3

Primary for the Village Lamp Lighter: Lorena Residents and surrounding towns.

- Ages: 33-75+.
- Facebook users.
- People who appreciate antiques and classic pieces.
- Homeowners.
- People looking for unique statement pieces.
- People who own sentimental lamps looking to get them repaired.
- Deep appreciation for creative elements.
- People looking for quality items.

Ryan and Kelsey moved back to their hometown, Lorena, Texas. Kelsey is very particular about the interior design of their house. She wants unique light fixtures throughout their new home.



Advertising Objectives

Goals of the project:

Our goal is to provide the local businesses the opportunity for growth by creating an integrated marketing campaign to aid in their advertising process. We want to increase traffic in the town of Lorena and spread awareness of the businesses' unique offerings.

Specific objectives:

For the Boujee Bean and the Village Lamp Lighter, the team hopes to increase their social media presence on Instagram. The tone of the Instagram posts and Stories should be consistent with their brand image.

The Boujee Bean has the opportunity to attract students who like to study in coffee shops and try new coffee flavors, so these elements should be focused on in advertisements.

The Village Lamp Lighter should aim to attract those who appreciate history and handmade items in their advertisements. Both businesses need to utilize their email lists to spark attention to their business promotions through emails.

Primary Research Summary

Methods:

Quantitative Survey:

Our primary research focuses on the Boujee Bean, the Village Lamp Lighter and the entire town of Lorena, Texas. In order to obtain insights, we targeted a diverse demographic of participants that included both Baylor students and Lorena residents. We sent our Qualtrics survey to both groups and conducted face-to-face interviews with the owners of the Boujee Bean and the Village Lamp Lighter to gain a deeper understanding of their objectives and marketing needs.

Participants ranged between the ages of 16 and 57 years old or older. It can be assumed from the results that younger respondents were a result from distributing the survey in the Baylor University community, and older respondents were a result from distributing the survey throughout the Lorena community.



Primary Research Summary

Methods: Qualitative Interviews

The Boujee Bean

Through our interview with Malisa Spivey, the owner of the Boujee Bean coffee shop in Lorena, we gained invaluable insights that helped us in crafting an integrated marketing plan. By understanding her objectives and needs, as well as her vision for how she wants the Boujee Bean and Lorena to be perceived, we developed a comprehensive marketing plan that aligns with her goals and resonates with her target audience. With Malisa's input, we were able to emphasize the value propositions of the Boujee Bean, while also building the overall brand image of the coffee shop and the town of Lorena.

The Village Lamp Lighter

Through our interview with Bruce and Beverly Bowman, we were able to gain insight into the Village Lamp Lighter which aided in our completion of this integrated marketing plan. By understanding their business and its needs, we were able to create a plan that fits within their brand and its values. Because the Village Lamp Lighter has so much rich history we were able to use both traditional and modern marketing techniques in order to reach their target audience.

Market Description



INDUSTRY SILO
BRANDING ANALYSIS
(SECONDARY RESEARCH)

CITY OF LORENA, TEXAS

Population: 1,791 (2021)

Average Income: \$43,264 (2020)

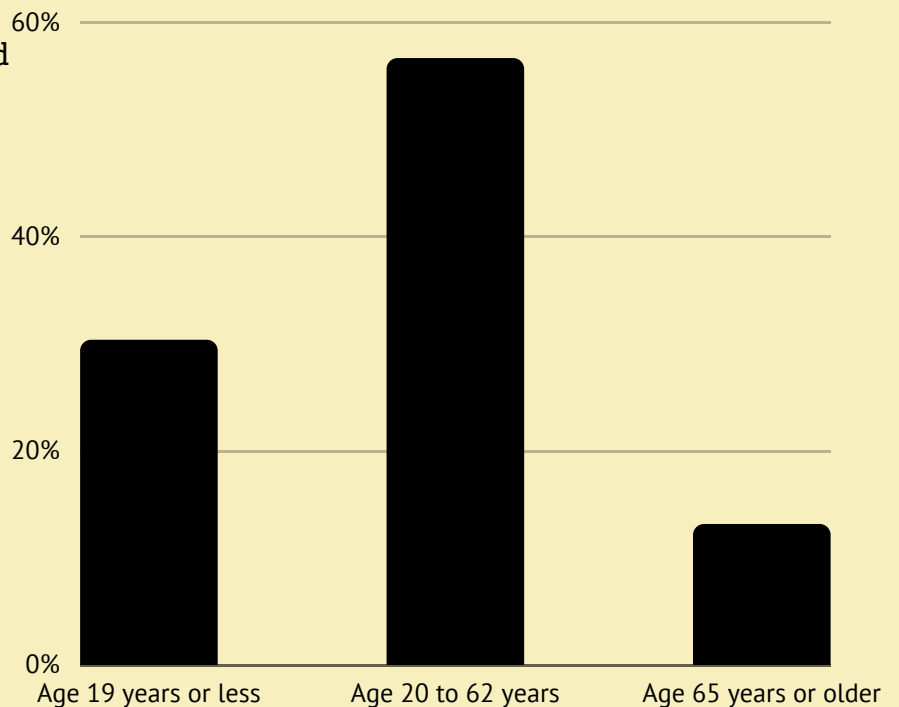
Number of families: 535

Amount Spent per Household on Food
Away from Home \$3,600

Most of the Boujee Bean 's business is local. The Boujee Bean has been mainly concerned with developing Lorena by providing a space where people customer base, and its market isn't limited geographically.

The Village Lamp Lighter has a wide customer base and its market is not limited to Lorena. Many customers are new home owners in the region and throughout Texas – but their products also have been shipped nationwide.

LORENA AGE DISTRIBUTION



MEDIAN AGE: 42 - 46

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Market Analysis

SWOT ANALYSIS

STRENGTHS

- Cheaper living costs.
- Private communities.
- Tourist draw increasing.
- Appeal of small town lifestyle.

WEAKNESSES

- Decreased job opportunities.
- Far distance from hubs of corporations.
- Small marketing budget.

OPPORTUNITIES

- Potential for growing local businesses.
- Improve content on social media.
- Space to raise families and build close community.
- Old-town style nostalgic feel.

THREATS

- Lower-income environment, which limits resources.

Market Analysis

Lorena, Texas, is a small town just south of Waco with a population of about 1,750 residents. The town has a rural feel, with many residents traveling to larger cities for employment opportunities. Despite this, small businesses such as the Boujee Bean and the Village Lamp Lighter are in demand, offering distinctive products and services.

As of 2021, McLennan County, where Lorena is located, had about 6,378 establishments spanning various industries, such as healthcare, retail, and food services. Downtown Lorena currently houses four businesses, including the Boujee Bean and the Village Lamp Lighter, which we decided to highlight. The other businesses found in Downtown Lorena are Just For You Antiques and Interiors and TahDah Salon and Boutique. These businesses had no desire in growing their brand awareness, so we didn't partner with them. Uniquely, Downtown Lorena also is the home of Lorena's police station. Visitors can also find a variety of Air B&Bs in Lorena, which is a reason we should target non-residents in our advertisements.

To excel in the Lorena market, a small business must distinguish itself from competitors in Lorena and the surrounding areas of McLennan County. Leveraging social media platforms can help companies engage with potential customers while showcasing their unique offerings.

Population of Lorena: 1,750



Businesses in McLennan County: 6,378+

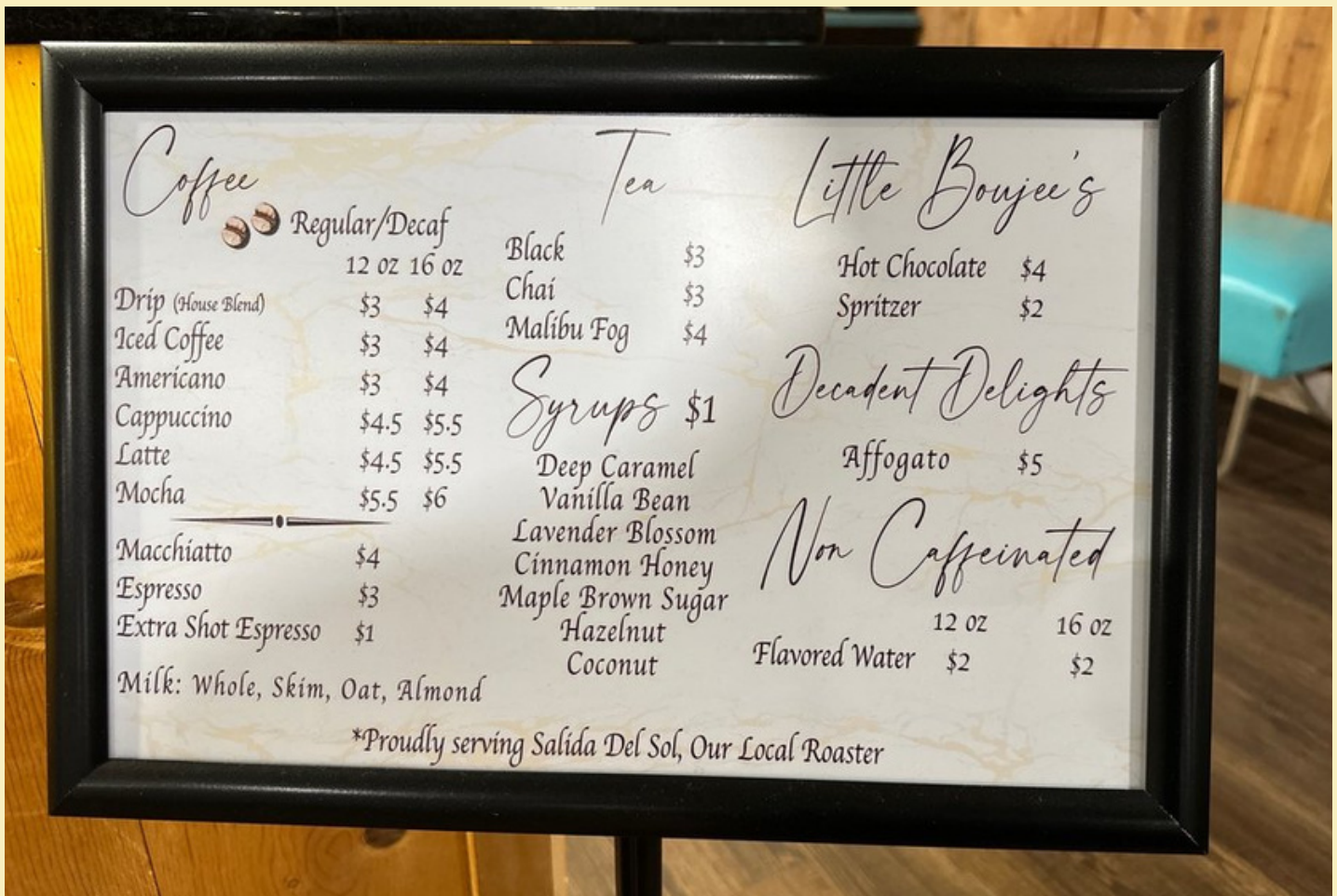


Small Businesses in Downtown Lorena, Texas: 4





PRODUCT ANALYSIS



THE PRODUCT : COFFEE, TEA, ENERGY DRINKS

Product Perceived:

Taken from online Facebook reviews

- "Warm, inviting atmosphere, artistic merch for sale, plenty of space, awesome selection of seasonal and ongoing coffees."
- "Cute hidden gem!"
- "Wonderful coffee and service!"

Brand Image

The Boujee Bean's brand aligns with its mission statement of being community-oriented and offering high-quality products. The business creates an inviting atmosphere that encourages customers to engage by customizing their menu items and spending time in shared spaces.

Attributes and Benefits

- Contains a variety.
- Customizable.
- Innovative.
- Unique.
- Rotating.



THE PRODUCT: LAMPS AND REPAIRS

Product Review: (Taken from online reviews)

"This lighting store is a little gem in Lorena, Texas. We were building a home in Rancho Lorena and got acquainted with the Lamp Lighter as we were picking out lighting for our home. Would not think of going any place else. This place has everything you would ever want in lighting."

"They did a great job - and the job was reasonably priced. "

Brand Image

The brand reflects its mission statement by providing abundant options of good quality. They are inviting and encourage customers to invest in unique lighting and be sustainable with their lighting fixtures.

Attributes and Benefits

- Innovative.
- Unique.
- Customizable.
- Sustainable.
- Good quality.



COMPETITIVE ANALYSIS

COMPETITOR ANALYSIS OF LORENA

Lorena's competition is not primarily found in their Downtown region, but it is found in their strip mall containing another coffee/tea shop, workout center, Jack 'n' Jill Doughnut Shop, and Bush's Chicken. In our advertisements, we want to emphasize that smaller, more local businesses Downtown create a more communal, welcoming atmosphere than going to a mall. Lorena also competes with other small towns in the region for tourism, including Robinson, Clifton, McGregor, Temple, and Woodway. These towns have higher-quality websites, which may be more engaging to potential tourists. Lorena's lack of digital presence sets it back significantly.

Additionally, Lorena is the smallest among its competitors, being roughly half the size of the next smallest town. Despite this, it boasts an array of interesting stores, such as the Village Lamp Lighter and the Boujee Bean, to attract consumers throughout the region.

Political

Legislation that regulates development within rural towns

- The National Rural Development Partnership with the United States Department of Agriculture was created through the Rural Development Act of 1972.
- This program was put into place in order to improve the economy and quality of life in rural America.
- The USDA offers loans and grants to create jobs, economic development, and essential services such as housing, health care, water and electricity.
- A unique aspect of the USDA Rural development program is that they provide local businesses with loans and grants to get started and build their businesses.

Election season in Lorena

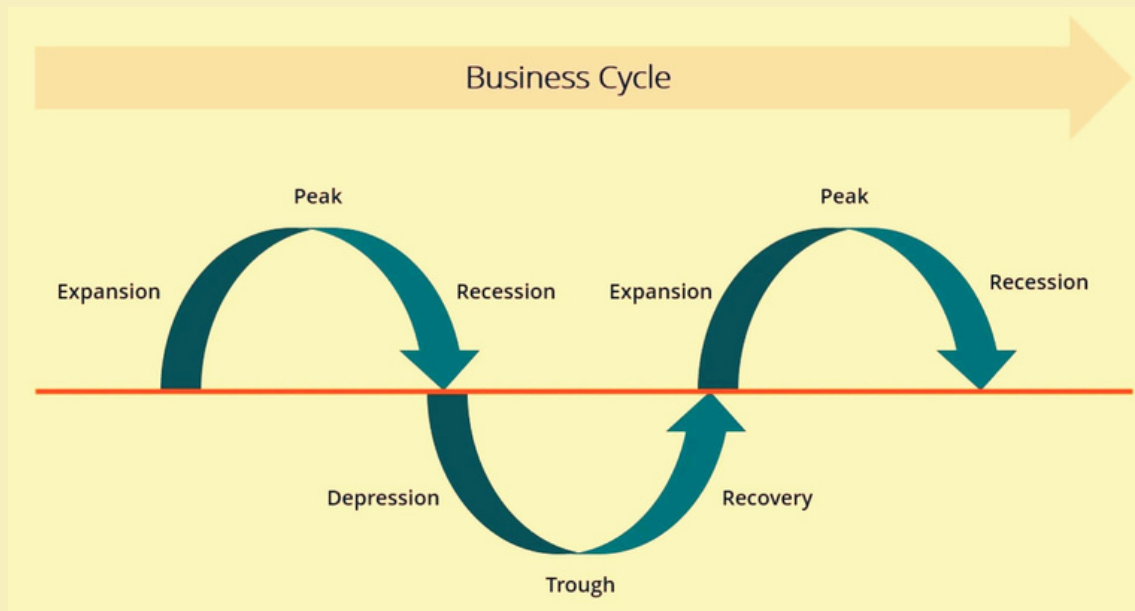
- Elections are held on the first Saturday in May.
- **The City of Lorena is a Type A General Law City.** The mayor and council members are elected at large for a two-year term except for:
 - (1) a person appointed to fill a vacancy will serve only until the next regular election. Tex. Loc. Gov't Code 22.010(b).
 - (2) a person elected at a special election called to fill a vacancy serves for the remainder of the term. Tex. Loc. Gov't Code 22.010.
- **Candidates that filed for the May 7, 2022 ballot are as follows:** ELECTION RESULTS (as of April 18, 2023)
 - Katrina George 1-year term *RAN UNOPPOSED
 - Jason Blanek 2-year term *105 VOTES
 - Emily McKenzie 2-year term *81 VOTES
 - Malissa Spivey 2-year term 49 VOTES
 - Kelly Yarbrough 2-year term *102 VOTES

Wine regulations and licensing within Lorena (Boujee Bean)

CLIMATE ANALYSIS

CLIMATE ANALYSIS

ECONOMIC



Inflation and Interest Rates

- As of June of 2022, **inflation rates** in Texas are about **8.6%**
- As of April of 2023, **interest rates** in Texas are about **6.87%**

Economic Growth

Approximately 56 million people currently reside in rural areas in the U.S., and this number is rapidly increasing due to both immigration and high birth rates.

Employment Rates

Rural development can be significantly impacted by education. By improving educational opportunities, rural areas can better adapt to changing market conditions and employ innovative marketing strategies to attract people and businesses, ultimately improving the local economy.

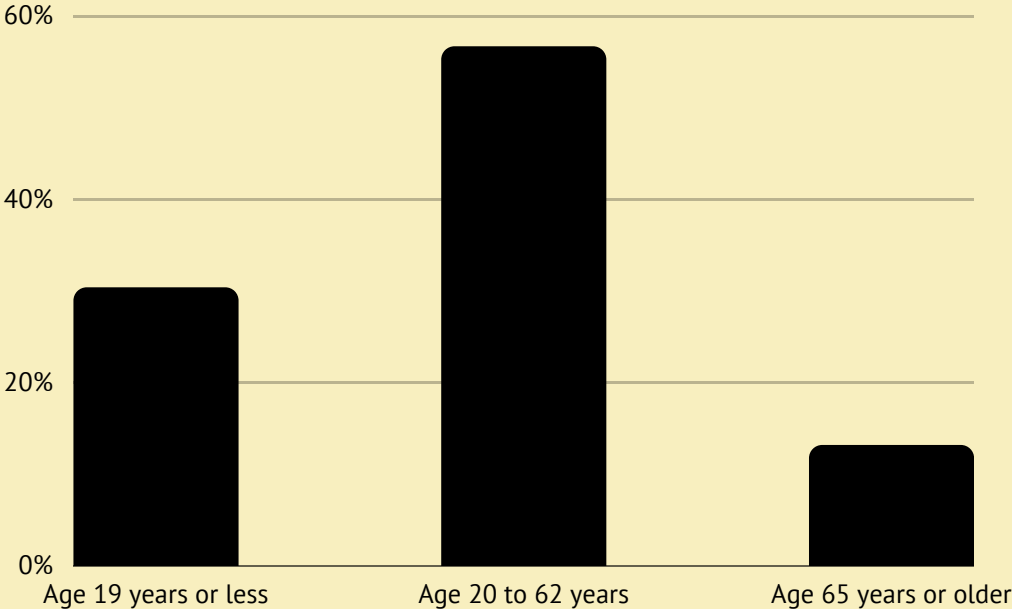
CITY OF LORENA, TEXAS

DEMOGRAPHICS

Population: 1,791 (2021)
Average Income: \$43,264 (2020)
Number of Families: 535
**Amount Spent per Household on Food
Away from Home:** \$3,600

CLIMATE ANALYSIS

LORENA AGE DISTRIBUTION



MEDIAN AGE: 42-46

SHOPPING SMALL BUSINESSES

It is important to shop small. Small businesses provide jobs, circulate money in the community, support community initiatives and provide eco-friendlier shopping options.

"According to the Small Business Association (SBA), a 'small business' is one that is independently owned and operated, exerts little influence in its industry and (with a few exceptions) has fewer than 500 employees" (University of Minnesota Libraries Publishing, 2010).

"Small business constitute a major force in the U.S. economy. There are more than 27 million small businesses in this country, and they generate about 50% of our gross domestic product (GDP)" (University of Minnesota Libraries Publishing, 2010).



ECONOMIC ANALYSIS

In a post COVID-19 society, small businesses have been the backbone of economic development and growth (Treece, 2023). In the first half of 2020, the SBA estimated about 9.1 million jobs were lost (Treece, 2023).

"According to the SBA, small businesses created a net 12.9 million new jobs in the last 25 years, which accounts for roughly 66% of all jobs created in that span. In the same period, large businesses only added a net 6.7 million jobs, the SBA reports" (Treece, 2023).

Small businesses contribute substantially to society through creating jobs, sparking innovation and providing more opportunities for women and minorities to achieve financial independence (University of Minnesota Libraries Publishing, 2010).

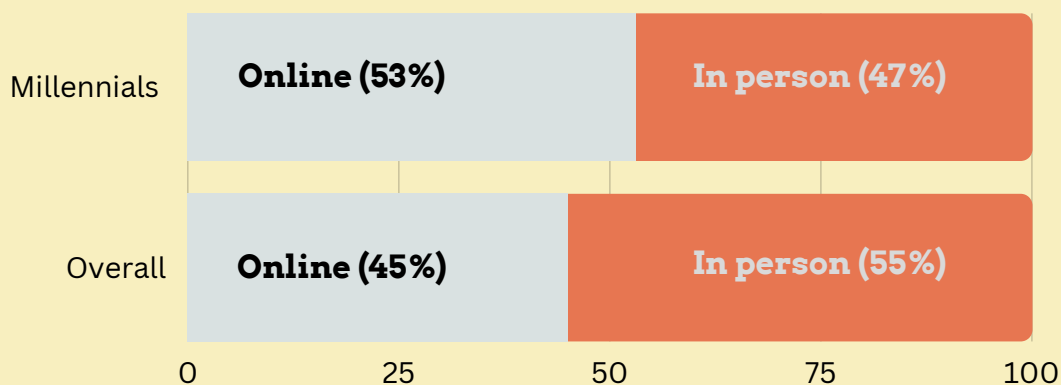
ECONOMIC ANALYSIS

Marketing in rural communities needs to remain strategic.

As studies show, "millennials from rural locations are most likely to purchase local at 46%, compared to Millennial city dwellers at 32%." While this seems like an obvious observation, when it comes to marketing, it changes things. When marketing for these small businesses, to gain consumer traction, the company must collaborate with local businesses to create a larger campaign.

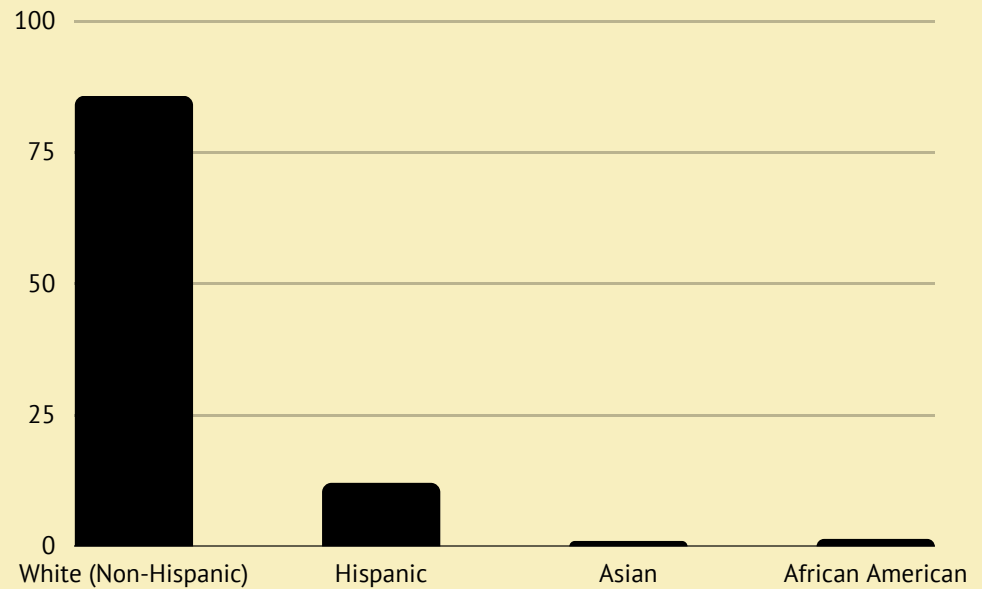
With the help of larger companies through encouraging their customers to shop locally, share donations, etc., this will not only boost sales, but increase credibility.

Millennial Shopping Trends



SOCIAL ANALYSIS

4 LARGEST ETHNIC GROUPS IN LORENA

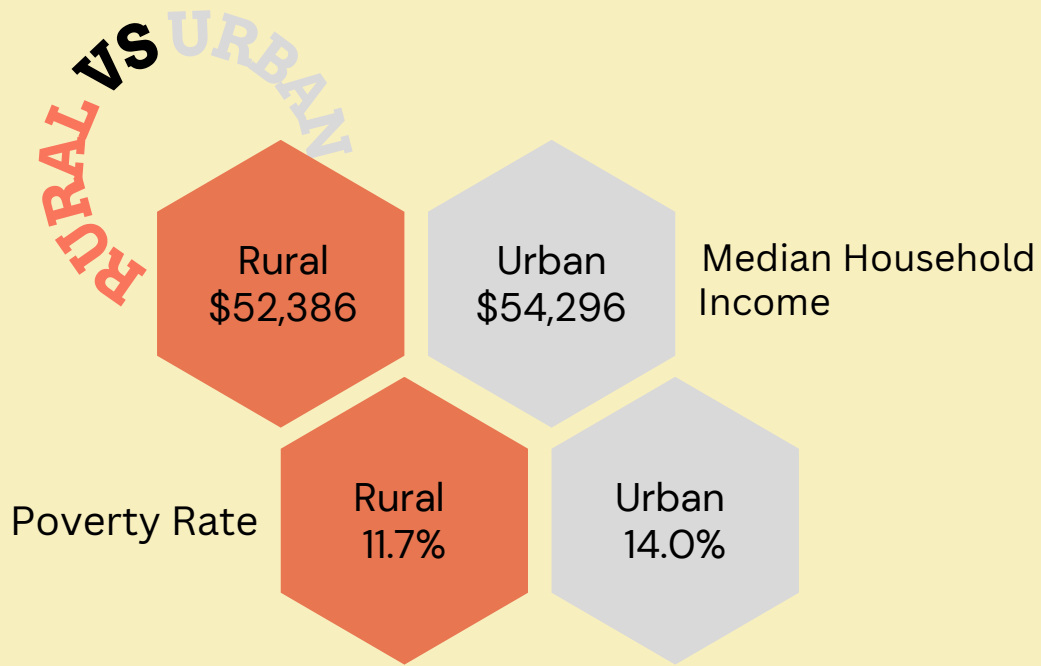


RURAL LIFESTYLE TRENDS AND CULTURE

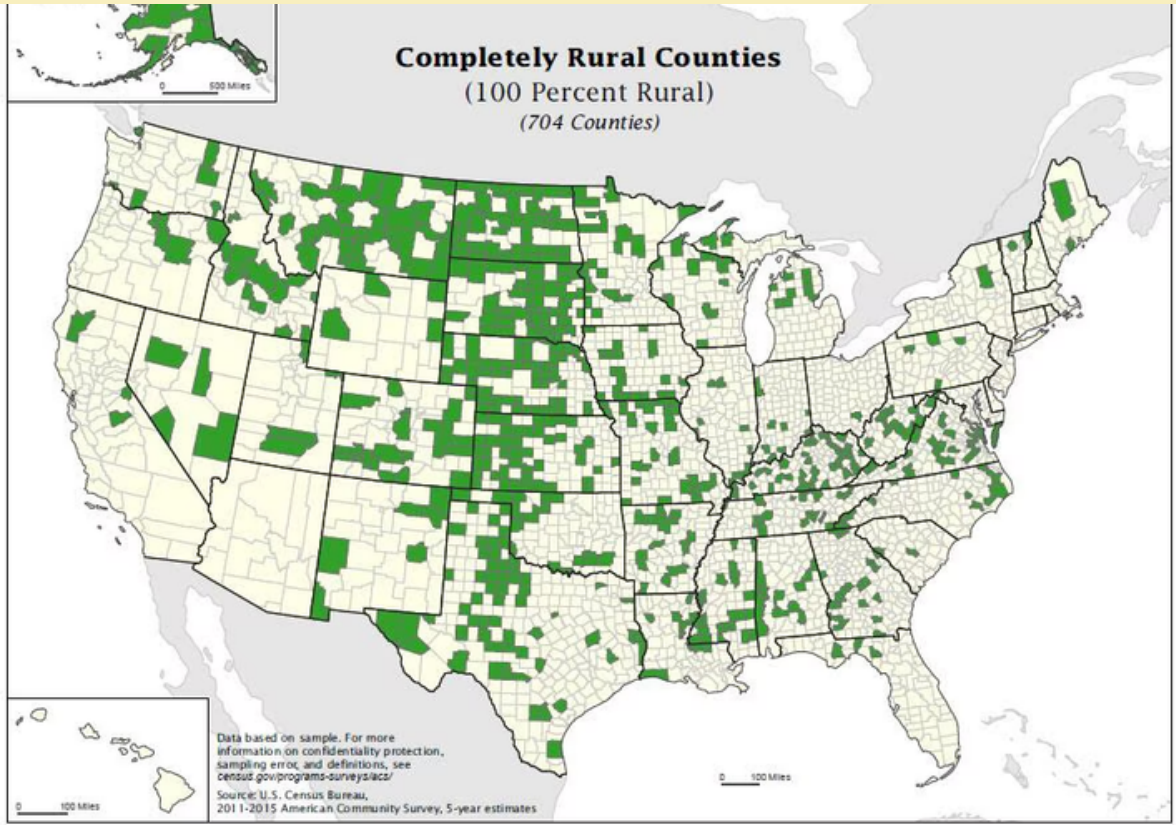
According to surveys, rural Americans are less likely than the average person to report good job opportunities in their area. Although they enjoy benefits such as privacy and accessible resources, they often face disadvantages such as limited job options. Furthermore, the rural population is significantly less likely than the average to have access to nearby grocery stores or quality restaurants.

Income plays a crucial role in determining success and opportunities in rural areas. Despite the relatively affordable housing, there is still a disconnect between available job opportunities and the local workforce. Even rural Americans with a household income of \$75,000 or more are less likely than urban adults at any income level to report good job opportunities in their area.

Urban communities often have a stronger familial pull for younger rural residents. More than half of rural residents aged 18-34 report that they have lived in their area their whole life and that their family lives nearby. However, this is less likely to be the case for older residents aged 35 and above, who may be drawn to the traditional, old-town feel of rural living.



At the start of the 21st century, rural areas accounted for nearly 80% of the nation's land, comprising 2,305 counties in the U.S. Today, many rural areas rely on industries such as tourism, retirement, and land manufacturing instead of farming.



Social Analysis

CUSTOMER JOURNEY MAP

	Awareness	Consideration	Decision	Service	Loyalty
Customer Actions	Sees advertisement	Reads advertisement	Looks up the destination	Interacts with employees	Tries new coffee every month.
Customer Actions	Hear about it from friends	Asks about the company	Pays for product	Picks up product	Revisits the Lamp Lighter.
Customer Actions		Research the town	Drives to location		
Customer Actions			Arrives at location		
Customer Actions	<div style="display: flex; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 8px; margin-right: 5px;">Positive</div> <div style="flex-grow: 1;"> </div> </div>	curious	excited	satisfied	satisfied, happy
Customer Response	"There's a cute town outside of Waco."	"They have deep history and cute shops."	"Let's take a look."	"The coffee is so good!"	"Let's go again."
Customer Response			"The drive is kind of far."	"The lamps are beautiful!"	

Political Factors

The Boujee Bean and the Village Lamp Lighter are subject to local government policies, including regulations on licenses, health and safety standards, and taxation. Changes in policy at the state or national level could also have an impact on the businesses.

Economic Factors

Local economic conditions may affect business for the Boujee Bean and the Village Lamp Lighter, including job availability and income in the area. Due to recent inflation, changes in consumer spending habits are possible, which could impact the success of these businesses.

Climate Analysis

THE BOUJEE BEAN
& THE VILLAGE LAMP
LIGHTER

Social Factors

Lifestyle trends could impact the Boujee Bean and the Village Lamp Lighter, so it's important that they consider trends when engaging with their target markets. They must also take into account Lorena's culture and any traditions surrounding the town to ensure their success.

Technological Factors

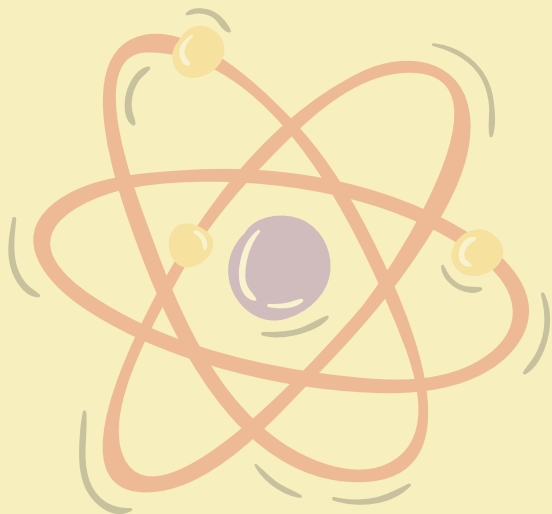
Due to technological advancements, the Boujee Bean and the Village Lamp Lighter must consider using updated systems to connect with their consumers efficiently. It's important to take into account that local infrastructure, such as internet and electricity, can impact their ability to operate efficiently.

Technological Analysis

RURAL DEVELOPMENT

In recent years, rural areas have experienced significant technological advancements that have improved the quality of life for people in these areas. In the past, the lack of high-speed internet has discouraged tourism in rural cities. However, with the implementation of broadband provided by the government and private sectors, tourism has increased, helping these areas to grow economically.

Lorena, Texas, located near Waco, has also experienced a significant increase in technological advancements, and it is likely that an increase in tourism will continue to drive technological progress throughout the city.



Marketing & Communications Strategy

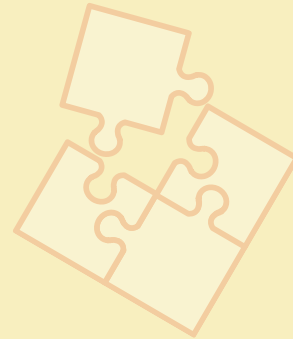
The Boujee Bean

Opportunity:

- Reach more customers through Instagram.
- Create a digital presence that matches the warm, inviting theme in the store.
- Closely target Baylor students.
 - Along with the coffee flavors, advertise the study space and fast Wifi.
- Since you have many loyal customers, create a promotional item that benefits both parties.

Solution:

- Create an Instagram account.
 - Consider paid Instagram posts
 - A business account is free and you can track analytics.
- Post 2-3x a week on each media platform with the same cohesive theme and messaging.
- Offer a fun stamp card to customers to encourage repeat business.



The Village Lamp Lighter

Opportunity:

- Reach more young customers through social media, increasing traffic.
- Create a digital presence that matches the traditional, eclectic theme in the store.
- Help sustain the charm of Lorena, making it appealing for local residents.

Solution:

- Improve Facebook presence.
- Create an Instagram page.
 - A business account is free and you can track analytics.
- Post 2-3x a week on each media platform with the same cohesive theme and messaging.
- Offer a referral card to customers to give to their friends who have never shopped at the Village Lamp Lighter.

CREATIVE GUIDELINES

"It's a Lorena Thing!"

Brand Tone

- Lorena: Intimate, cozy, historical.
- The Boujee Bean: Inviting, warm and compassionate.
- The Village Lamp Lighter: Traditional, thoughtful.

Design Elements

The Boujee Bean: The new color scheme contains rust, gold, brown and some black. The shop is developing a new logo, font, and picture wall to encourage social media posts and create a consistent brand theme.

Design Elements

The Village Lamp Lighter: After conducting primary research, we learned they are open to advertise more while maintaining their eclectic, historic feel. They are open to branching out on media platforms such as Facebook to gain consumer awareness for their company. The new logo is purple to match the website and to represent loyalty and cool tones of light.

Media Campaign Elements

Instagram



Improving Instagram presence is the best way to target students and young adults. The engagement rate on Instagram is higher than any other social media platform, and 10x greater than Facebook.

Facebook

Improving Facebook presence through paid ads and themed posts will attract more adults, young adults, and some students.



Podcast

A podcast provides an engaging outlet for people to learn more about the historical aspects of Downtown Lorena, in this case, the Village Lamp Lighter specifically. A podcast is a good way for dissemination of audio information on platforms that are more frequented by young people looking for new places to visit.



Print

The flyers that we created for this campaign are intended to reach many different audiences within and outside of Lorena. Flyers allow us to spread our message and promote the Boujee Bean and the Village Lamp Lighter at a cheap price.



Radio

A radio advertisement is concise, yet appealing for those who are on the go. It gets straight to the point and stirs excitement and overall interest for the listener.



Promotional Products

Promotional products can be used to drive consumers' interests in the Boujee Bean and the Village Lamp Lighter. They can be used to draw attention to the businesses in a cost-effective manner.

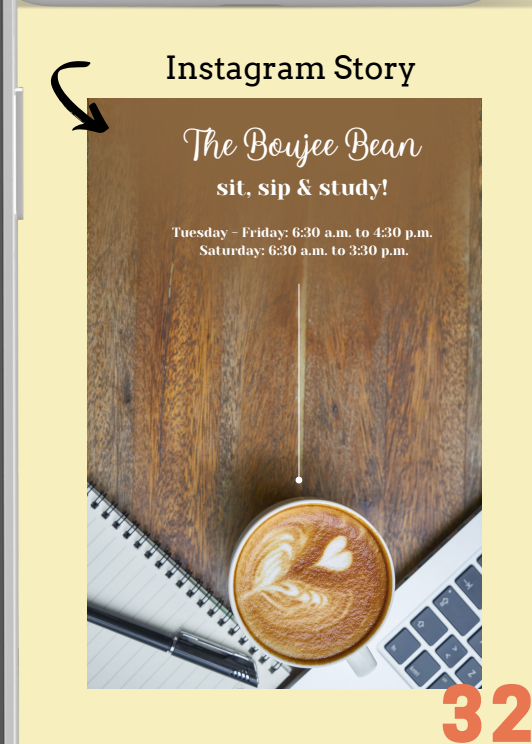


SOCIAL MEDIA - THE BOUJEE BEAN

These post examples can be shared on Instagram or Facebook. Each post consistently features a comforting theme, using a mix of browns and grey to evoke feelings of reliability, warmth, and natural elements - much like the color of coffee. Additionally, the consistent use of fonts helps create a recognizable look throughout.

INSTAGRAM/ FACEBOOK

- Turn Instagram account into a business account to track analytics.
- Consider investing in paid Facebook ads to reach a wider population of consumers.
- Post 3x a week to spark awareness.
- Switch off between posts and Stories as forms of posts.

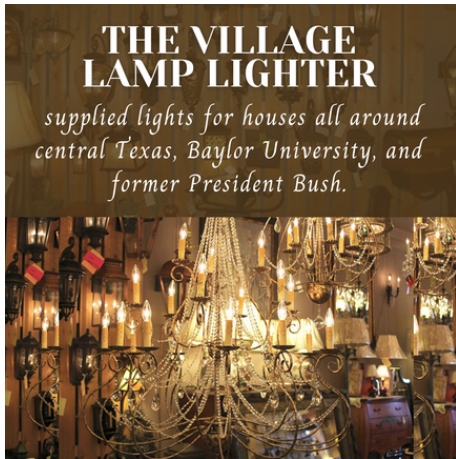


SOCIAL MEDIA THE VILLAGE LAMP LIGHTER



The Village Lamp Lighter
@TheVillageLamp Lighter

Fun Fact: The Village Lamp Lighter located in downtown Lorena, TX has created one-of-a-kind fixtures for former President Bush and First Lady Laura Bush. #ItsALorenaThing



8:05 AM - 4/18/23 - 20 Views

3 Retweets



Instagram Story
Page



*The Village
Lamp Lighter*

• WHETHER YOU'RE LOOKING TO ADD A TOUCH OF WARMTH TO YOUR LIVING ROOM, OR CREATE A COZY AMBIANCE IN YOUR BEDROOM, WE'VE GOT YOU COVERED.

IT'S A LORENA THING!

INSTAGRAM/ FACEBOOK

- Create an Instagram account, preferably a business account to track analytics.
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- Post 3x a week to spark awareness.
- Switch off between posts and Stories as forms of posts.

facebook



The Village Lamp Lighter
12min - Lorena, TX



We've been here since '68! Come visit us in downtown Lorena, TX for all of your lighting needs. New and unique lamps featured every week. #ItsALorenaThing

**THE VILLAGE
LAMP LIGHTER**

*located in downtown Lorena Texas
and has everything you need to
meet your lighting needs.*



These examples can be shared on Instagram or Facebook. Each post consistently features a classy theme. Yellow can represent the warmth and brightness of light, while blue can represent cool and calming tones of light, and purple (the color of our logo) can represent royalty. All three colors represent the variety of lighting options available at the store, from warm to cool.

PILOT TESTING FOR SOCIAL MEDIA

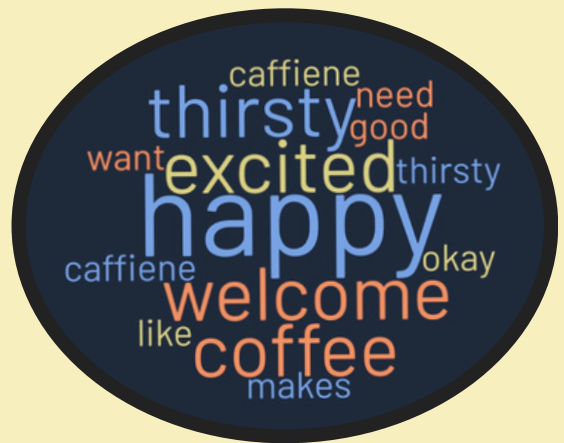
A Qualtrics survey was sent out on the Neighborly platform, asking Lorena residents for their opinions on our advertisement mockups. Below are the most insightful findings we gathered about the target market segment of Lorena residents.

71% ANSWERED YES TO "DO YOU LIKE THE QUOTE, "IT'S A LORENA THING?"

71% ANSWERED YES, AND 21% ANSWERED MAYBE TO "WOULD YOU USE THE BOUJEE BEAN PUNCHCARD?"

14/15 ANSWERED WITH POSITIVE RESPONSES WHEN ASKED "HOW DOES THIS AD MAKE YOU FEEL?"

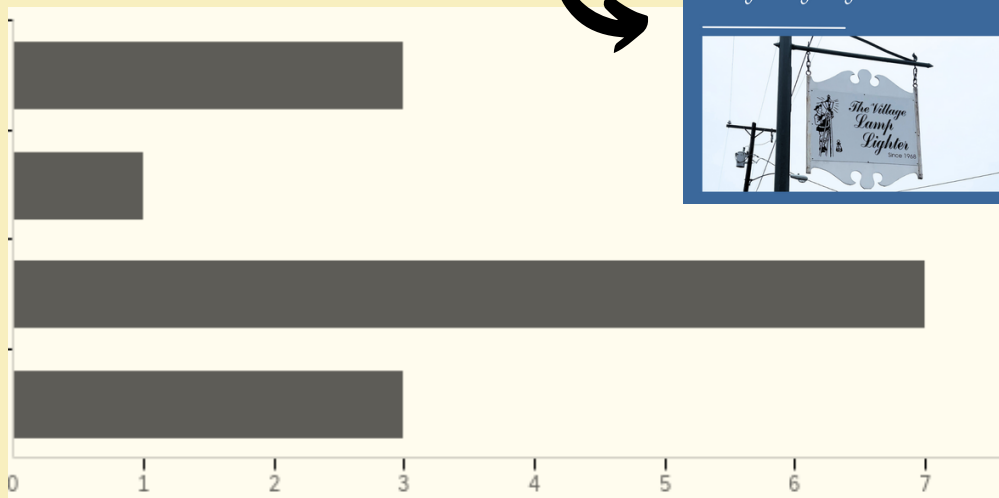
- HAPPY X4**
- WELCOME X2**
- THIRSTY X2**
- EXCITED X2**



50% THINK THIS AD IS MEMORABLE AND 21% THINK THIS AD IS SUPER MEMORABLE.



- Not memorable**
- Somewhat memorable**
- Memorable**
- Super memorable**



PROMOTIONAL ITEMS

The promotional items include T-shirts, tote bags, stickers, water bottles, contractor pencils, coffee mugs, and wine mugs.

T-SHIRTS



TOTE BAGS



PROMOTIONAL ITEMS

STICKERS



WINE MUG



COFFEE MUG



WATER BOTTLES



CONTRACTOR PENCILS

PRINT FOR

The Boujee Bean

Print advertisements, such as flyers, stamp cards and brochures are memorable and complement other channels used.

STAMP CARDS

THE 10TH CUP IS ON US!

The Boujee Bean



Follow us and share!

f @TheBoujeeBean

ig @TheBoujeeBeanCrew

FLYERS

The Boujee Bean



**THE
PERFECT
MORNING
PAIR:**



**COME IN AND RELAX!
109 EAST CENTER ST,
LORENA, TX,**



ig @TheBoujeeBeanCrew f @TheBoujeeBean



Since the Boujee Bean has a large loyal customer base, stamp cards are likely to work great as they encourage repeat business.

PRINT FOR

The Village Lamp Lighter

The Village Lamp Lighter incorporates the color purple into their website, and we thought it was fitting to keep the color in our advertisements for several reasons.

It complements the website and is a color associated with luxury, which creates an impression of high quality and premium products. Secondly, it's an attention-getting color and catches the viewers' eyes.



Visitors are welcome any Monday through Friday from 9:30 a.m. to 5:30 p.m., and on Saturday from 9:30 a.m.- 3 p.m.

The Village Lamp Lighter

Located in Downtown Lorena, Texas, we have everything you need to meet your home or office needs.

It's a Lorena Thing!



REFER A FRIEND

★ *The Village Lamp Lighter* ★

& BOTH OF YOU WILL RECEIVE 10% OFF
YOUR NEXT ORDER.

REFERRED BY:

YOUR NAME:

Referral cards spark word-of-mouth marketing, which can be effective for the Village Lamp Lighter, since they have a loyal customer base.



MAILING PIECE - BROCHURE

The Visit Lorena, Texas Brochure is an effective marketing tool that can be distributed at public locations in Lorena and surrounding towns, such as Waco, promoting the town's attractions and local businesses to tourists and visitors.



FOOD & BEVERAGE

- The Boujee Bean

UNIQUE SHOPS

- The Village Lamplighter
- Just For You Antiques and Interiors
- TaDah Salon and Boutique

More Info:

Downtown Lorena
Center St,
Lorena, TX 76655

<https://www.ci.lorena.tx.us/>

**VISIT
LORENA, TX**

IT'S A LORENA THING!

It's a
Lorena
Thing!

**The
Village
Lamplighter**

For over 45 years, The Village Lamplighter has been creating unique lamps for people all throughout Texas and beyond!

<https://www.villagelamplighter.com/>

Whether you are looking for a statement chandelier or a bedside lamp, you can find custom pieces to match your lifestyle.

**About
Lorena**

- EST. 1854
- 1,791 Residents
- Rich community with rich history
- 12 miles from Waco, Texas

THE
Boujee
BEAN

**The Boujee
Bean**

At 109 Center St. in downtown Lorena, Texas you can find a family owned coffee shop that sells unique drinks and snacks.

Stop in for a cup of coffee, tea or a flavored energy drink and stay to spend time and chat with your friends.

Order now!

<https://tinyurl.com/2u9e2f8z>

VIDEO

ADVERTISEMENT

The Video Advertisement aims to give a general overview of what the Boujee Bean and the Village Lamp Lighter have to offer. From a welcoming community, to unique drinks and custom lighting pieces, these two companies are Lorena staples.



WATCH HERE

PODCAST - THE HISTORY OF THE VILLAGE LAMP LIGHTER

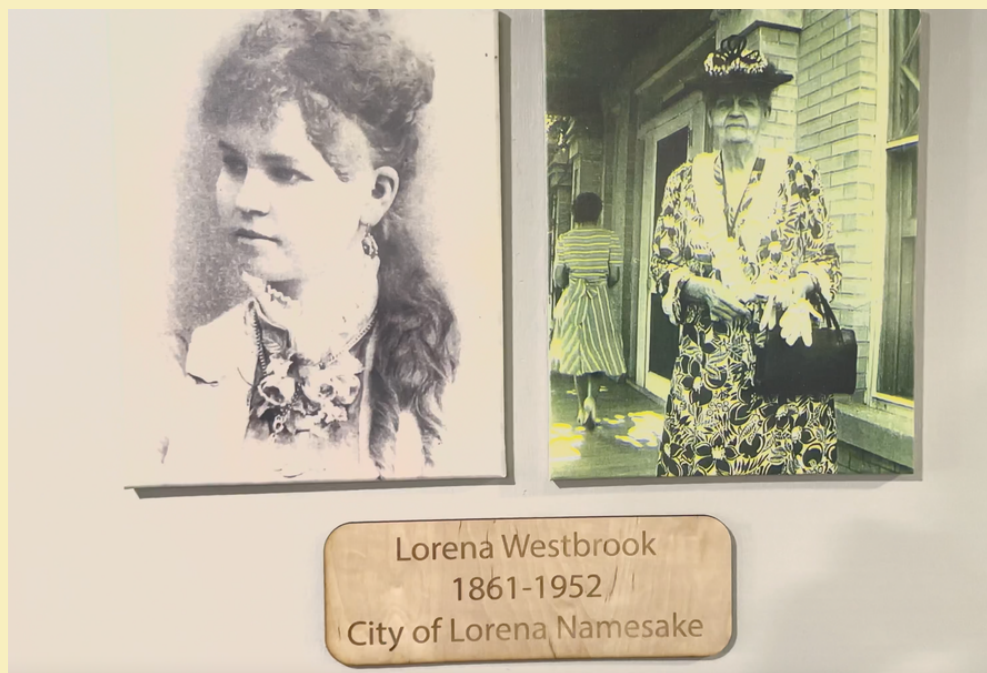
In this podcast, we aimed to unpack the rich history of the Village Lamp Lighter. By interviewing the co-owners, Bruce and Beverly Bowman, we discovered the intricate layers that build up the company into where it is today. Established In 1968, the Village Lamp Lighter is a staple in Lorena, Texas, and remains a special place for so many customers, whether they are local or not. Listen in to learn about what all makes this company so unique and special.



[LISTEN HERE!](#)

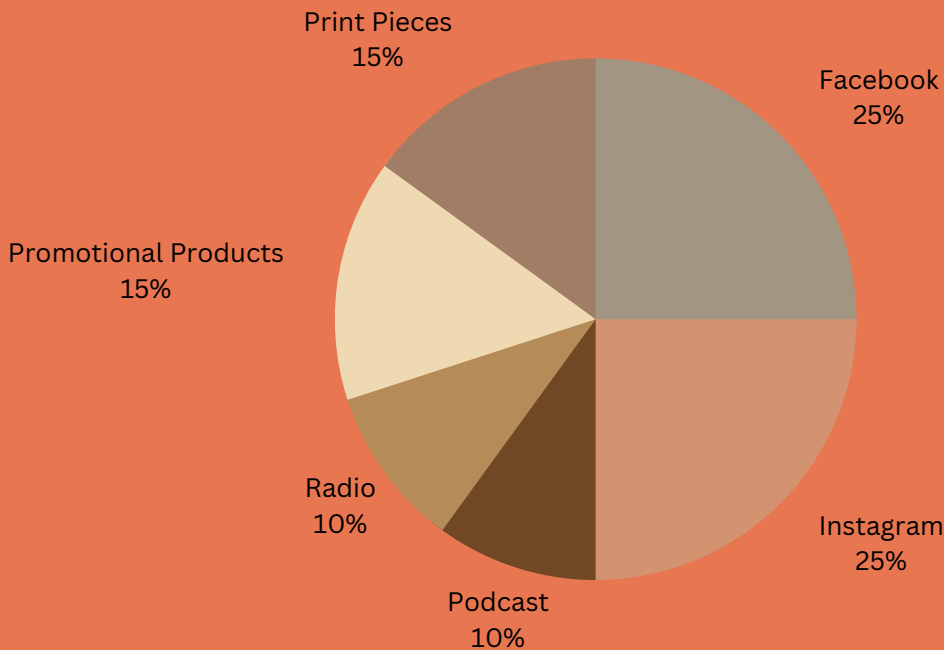
RADIO ADVERTISEMENT

The radio advertisement, accompanied with b-roll, shows the intricacies of Downtown Lorena. Its quaint charm and small-town feel is advertised and demonstrated to show viewers and listeners a glimpse of what the town is all about.



WATCH HERE

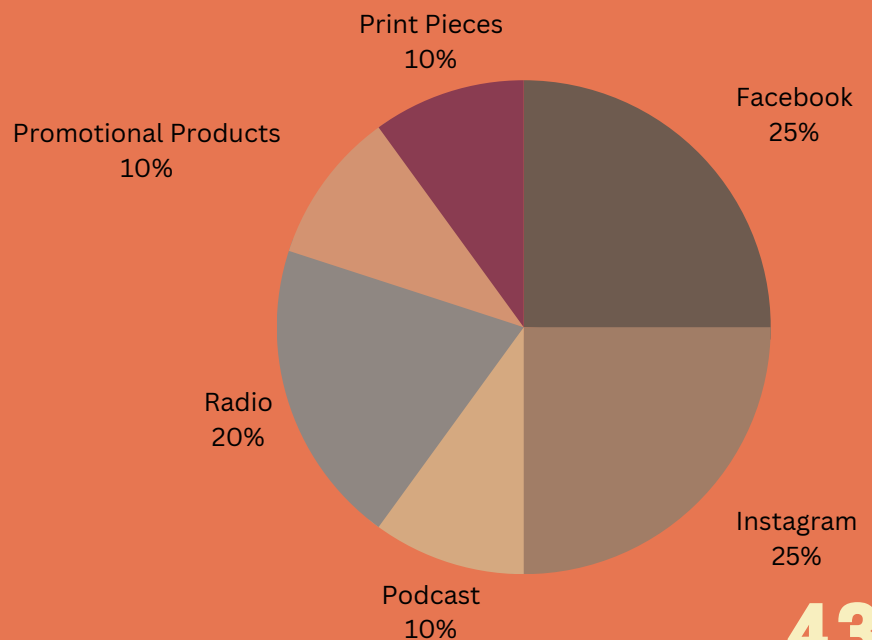
Campaign Elements



This is our proposed budget, should the owners of these businesses be interested in investing in various channels of advertising.

Proposed Budget

Based on research we conducted, the pie chart depicts the relative amounts of an advertising budget that would recommend allocating toward each method.



CRITERIA FOR MEASURING SUCCESS

REACH

By analyzing sales and social media analytics throughout the campaign, we can determine its success. Updating social media accounts as much as possible will allow the Boujee Bean and the Village Lamp Lighter to reach as many people in their target markets

INSTRUMENTS

Throughout the campaign, we will allow both businesses to reach more people in their target markets. Through this, they can gain more understanding about what works.



Appendix

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