

PUBLIC RELATIONS CAMPAIGNS



PROPOSAL

BY TIGER AGENCY

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MEET THE TEAM



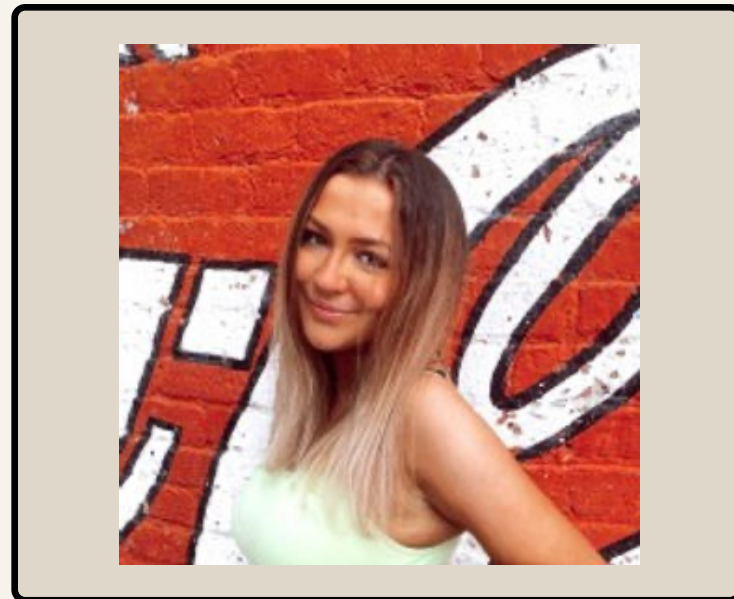
BECCA BENNER
ACCOUNT COORDINATOR



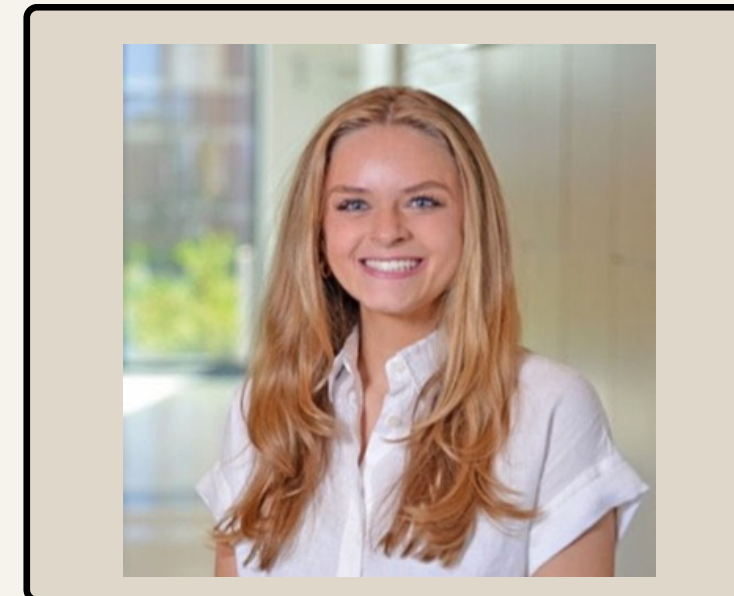
MORGAN GRIGSBY
AGENCY DIRECTOR



EMILY HEINEMAN
CREATIVE DIRECTOR



MOLLY FLANAGAN
SOCIAL MEDIA
STRATEGIST

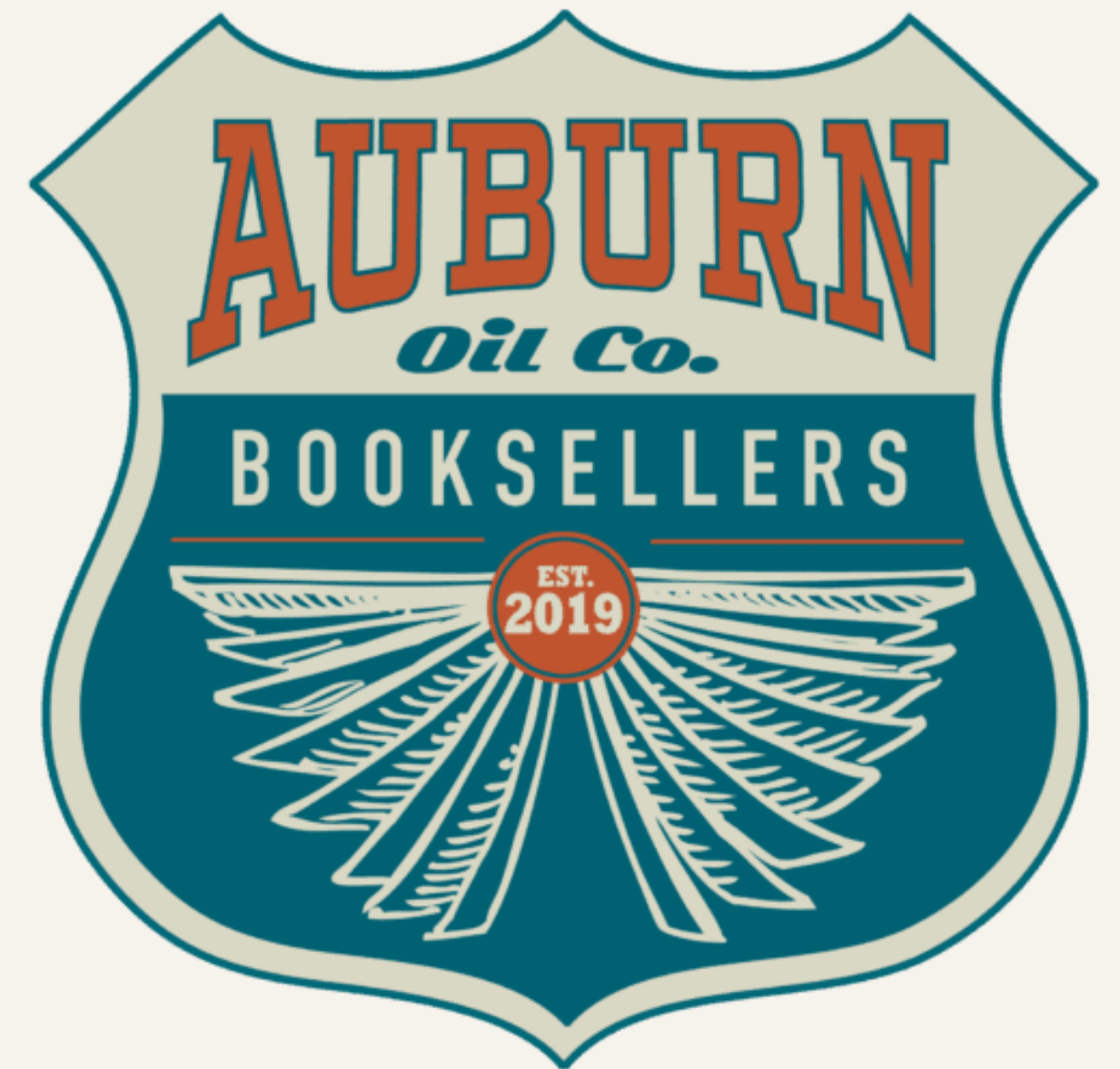


RYAN JONES
COPY EDITOR

See page 3

About AUBURN OIL CO. BOOKSELLERS

- Independent bookstore
- Opened in 2019
- Its goals:
 - Increase brand awareness
 - Connect with community via social media and events



See page 3

SWOT ANALYSIS

Internal Strengths:

- Tradition
- Open to trends
- Small, privately owned
- Located in downtown Auburn
- Financially stable and growing

Internal Weaknesses:

- Limited target audience
- Low social media presence
- Small marketing budget
- Low connection with community

SWOT ANALYSIS

External Opportunities:

- Begin book clubs
- Suggestion books made to order
- Offer student discounts

External Threats:

- Lack of contribution
- Lack of financial contributions
- Competition

SOCIAL MEDIA ANALYSIS

- Current state

Social Media Network Usage		
Network	Activity Level	Type of Activity
Facebook	~10 posts per week	Updates on book arrivals and events; employee highlights
Instagram	~10 posts per week	Updates on book arrivals and events; employee highlights; reposts from followers

See page 9

SOCIAL MEDIA ANALYSIS

- Performance

Engagement Metrics	
Network	Metrics
Facebook	~3 likes, 1 share, and 0 comments per post
Instagram	~60 likes, ~2 comments per post

See pages 9-10

SOCIAL MEDIA ANALYSIS

- Opportunities
 - Be consistent
 - Post different content on different platforms
 - Can use the same idea but take a different approach
 - Use content to persuade traffic
 - Caption: "It's Friday, you deserve a treat! Come in for a _____"
 - Don't caption: "It's Friday, you deserve a treat!"

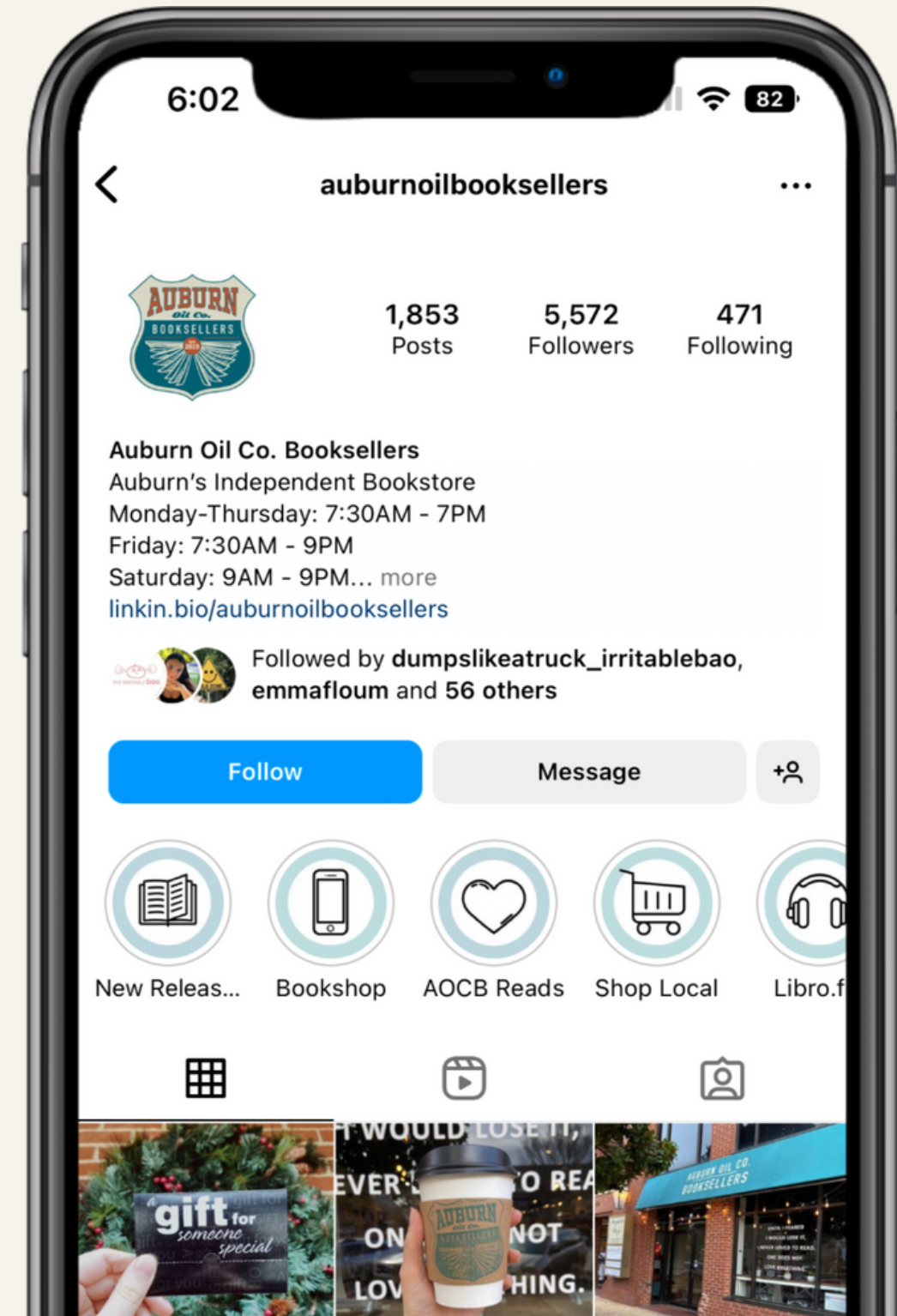
See page 10



Sample Facebook post

SOCIAL MEDIA ANALYSIS

- Conclusion
 - Social media is vital for small businesses
 - Auburn Oil Co. Booksellers is most active on Facebook and Instagram
 - We recommend creating an account on TikTok



See page 11

SITUATIONAL ANALYSIS

- Problem Statement:
 - Auburn Oil Co. Booksellers must establish a solid social media presence and increase community engagement by hosting store events
- Mission:
 - Unite the community and serve as a gathering place
- Existing Strategies/Activities
 - Auburn Oil Co. Booksellers hosts book clubs, summer reading programs for youth, wine tasting and book pairings, and author meet and greets
 - Facebook account
 - Instagram account

SITUATIONAL ANALYSIS

- Recommendations
 - Continue with mailing list to keep community informed about goings-on
 - Stay persistent on existing social media platforms
 - Create a TikTok account

Join our mailing list!

Mailing list submission on website

SITUATIONAL ANALYSIS

- Secondary Research
 - Social media is crucial is every businesss
 - Spring Wood Marketing says, "publishing online content and establishing a social media presence serves as a way to communicate, meet consumer needs, and build trust before establishing a direct relationship."
 - Sprout Social states that 55% of consumers first come across a brand via social media
 - A good social media presence also encourages consumers to act/buy from the brand
 - "Social media is an effective way to reach new audiences with engaging content," Gina Reno from the Marketing Insider Group said

SITUATIONAL ANALYSIS

- Secondary Research
 - "Social media allows marketers to connect and engage potential customers where they are: LinkedIn, Twitter, YouTube, Facebook, Instagram, and even some of the younger platforms like TikTok," PostBeyond.com mentions
 - According to Forbes.com, community involvement or engagement creates a space for the business to promote products and company values and create a positive culture and relationships
 - Auburn Oil Co. Bookseller's second lowest selling product category books, according to Cater Communications, Auburn Oil Co.'s previous Public Relations Campaigns representation
 - They should adjust their social media posts to less quantity and more quality is one way to increase engagement and interest

See pages 13-14

SITUATIONAL ANALYSIS

- Stakeholders and Publics
 - Auburn University students
 - Southern Union State Community College students
 - City of Auburn residents
 - Auburn Chamber of Commerce
 - Specifically store owners and managers of other small businesses in downtown Auburn



See pages 14-15

SITUATIONAL ANALYSIS

- Primary Research
 - Survey via Qualtrics
 - 13-questions regarding book shopping, reading and coffeeshop habits
 - Sample questions:
 - "Do you prefer tangible books (i.e., hardback or paperbacks) or e-book (i.e., Kindle)?"
 - "What is discouraging you from shopping local?"
 - "What is your favorite aspect of shopping local?"

SITUATIONAL ANALYSIS

- Primary Research

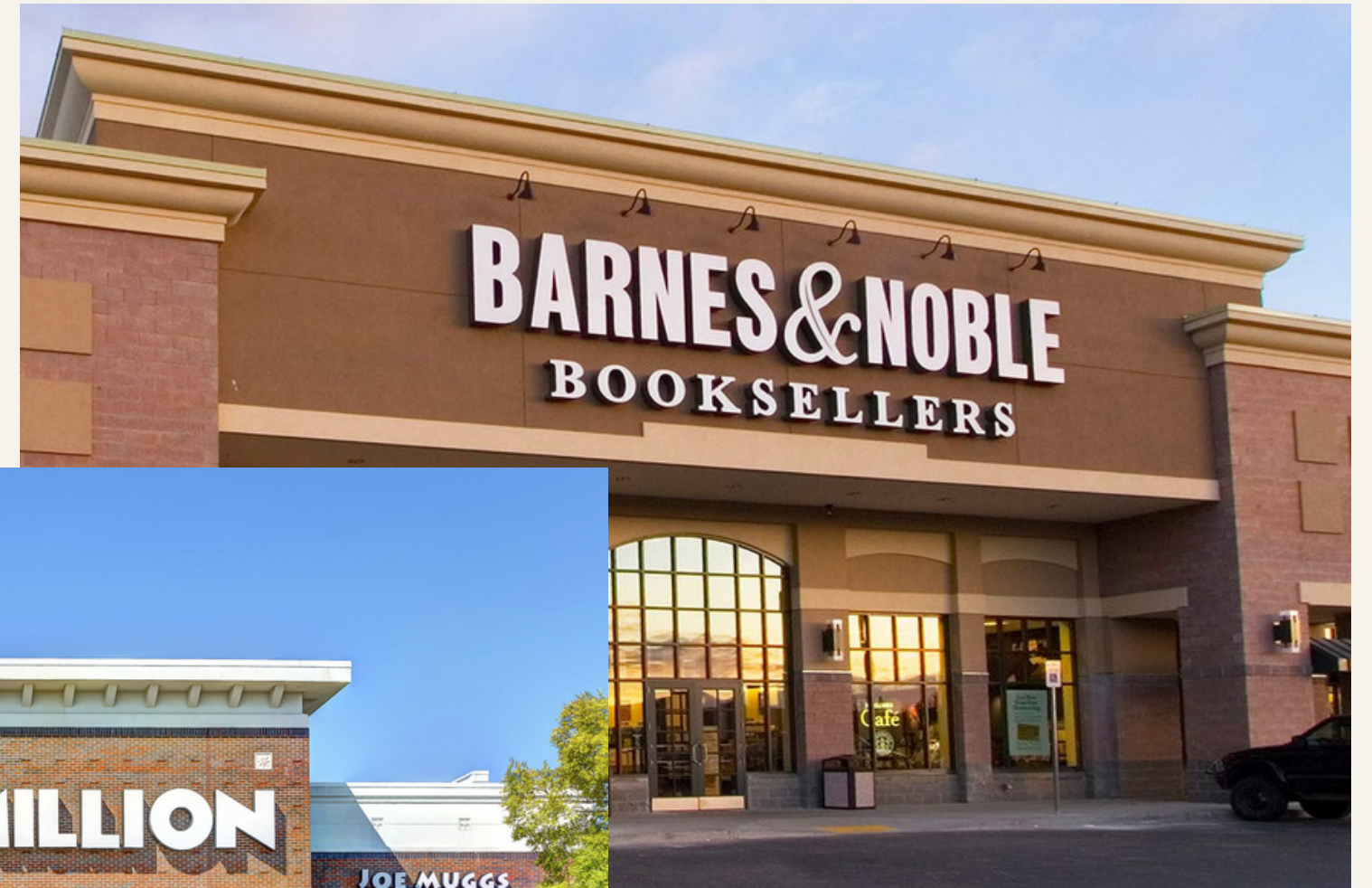
- Key Findings

- 11% of respondents read on an e-reader
 - 88% of respondents read a tangible book
 - 56% of respondents enjoy to shop small to invets in the community
 - 59% of respondents dislike shoping small because it is expensive

See pages 15-16

SITUATIONAL ANALYSIS

- Relevant Issue
 - Competition



See page 16

GOALS, OBJECTIVES, AND MEASURABLE RESULTS

- Goals and Objectives:
 1. Create a TikTok account
 - Generate 1,000 followers within two months
 - Post three "Book Tok" videos daily
 2. Hold a book fair-style "Monthly Bestsellers" event
 - Increase sales by 5% by end of December 2022
 - Increase event traffic by 20% by end of December 2022

See page 17

GOALS, OBJECTIVES, AND MEASURABLE RESULTS

- Target Audience
 - Auburn Students
 - Local Book Lovers



Auburn University students

See page 17

GOALS, OBJECTIVES, AND MEASURABLE RESULTS

Tactic	PESO	Measurement			
		Exposure	Engagement	Influence	Action
Pay for TikTok to boost videos	Paid	Video reach	Likes, comments, shares, reposts, duets	Video duets, comments, profile clicks	Boost TikTok videos with TikTok Promote
BookTok content creators duet videos comment on videos	Earned	Reach of the partnered creator's stitched video, compare the reach of the original unstitched video with the average reach of other videos	Likes, comments, shares, reposts, duets	Profile clicks from the stitched video	Partner and interact with popular BookTok content creators
Post BookTok trend-inspired videos	Shared	Video reach	Likes, comments, shares, reposts, duets	Video duets, comments, mentions of TikTok in store, profile clicks	Post BookTok video trends
Plug the social media accounts on auburnoilbooksellers.com	Owned	Website views	Website clicks	Follows from website	Create a social media focused subpage

See page 18

GOALS, OBJECTIVES, AND MEASURABLE RESULTS

- Execution
 - Hold a book fair-style "Monthly Bestsellers" event
 - Strategies
 - Utilize earned media
 - Launch social media campaign
 - Tactics
 - Send out press release to outlets
 - Contact other local businesses to sponsor, promote and/or participate in the event

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GOALS, OBJECTIVES, AND MEASURABLE RESULTS

Tactic	PESO	Measurement			
		Exposure	Engagement	Influence	Action
Facebook Ads	Paid	Advertisement reach	Ad clicks and shares	Website or profile clicks	Pay for a Facebook Ad that targets Facebook groups for book lovers
Press releases	Earned	Number of media outlets the release is sent to	Amount of stories or posts shared about the event, comments and likes from viewers on social media platforms	likes, comments and shares on media outlet websites and social media, conversation about the stories	Create press releases for the event and share them with local media outlets
Social media campaign	Shared	Post reach	Likes, general comments, shares, reposts	Saves, shares, outside posts about the events, comments that express interest	Launch a social media campaign to generate conversation about the event
Promote the event on auburnoilbooksellers.com	Owned	Home page views, event page views	Banner clicks, page clicks	Website RSVPs, comments or posts about the event	Have a home page banner on the website advertising the event, update website to include event information

See page 19

EVENT TIMETABLE

- 4-6 months prior to the event

Objective	Done	Person	Time	Due
Establish event goals		Whole team	One hour	Aug. 13
Select the date		Team and client	30 min	Aug. 15
Get cost estimates		Morgan Grigsby	One hour	Aug. 13
Identify and contact sponsors/partners		Becca Benner	Three hours	Aug. 13
Determine if event registration software is needed		Molly Flanagan	30 min	Aug. 13
Determine if event management software is needed		Molly Flanagan	30 min	Aug. 13
Release early-bird tickets		Molly Flanagan	5 min	Aug. 30

See page 20

EVENT TIMETABLE

- 3-4 months prior to the event

Objective	Done	Person	Time	Due
Build out required documents for your team		Ryan Jones	Two hours	Oct. 15
Speaker liaison Finalize presentation Get bio information, photo Travel & accommodation arrangements Have contracts signed if appropriate Ask speakers to start promoting and sharing it with their network		Ryan Jones	Two hours	Oct. 15

See pages 20-22

EVENT TIMETABLE

- 3-4 months prior to the event

<p>Determine registration fees Set up and enable online registration Finalize sponsor levels and amounts Identify items to be underwritten and accounting tracking details</p>		Molly Flanagan	30 min	Oct. 15	<p>Develop draft program Create draft event script Develop publicity pieces Request logos from corporate sponsors for online and printed materials Develop and produce invitations, programs, posters, tickets, etc. Develop media list & prepare News Release, Media Advisory, Backgrounder and all media kit materials Enable/create email event notifications Create a Facebook event page Develop a promo video and post on YouTube and your Facebook page Register your event on a variety of online event calendars Create some buzz on your blog or member forums Determine VIPs and create invitation & tracking document Order any desired event swag</p>		Emily Heineman/ Molly Flanagan	Five hours	Oct. 15
<p>Determine and arrange all details re menu, A/V equipment, registration set-up, parking, signage, etc. Review security needs/plan for the event with venue manager Investigate need for any special permits, licenses, insurance, etc. Assess accessibility requirements and communicate to staff</p>		Becca Benner	Three hours	Oct. 15					

See pages 20-22

EVENT TIMETABLE

- 1-2 months prior to the event

Objective	Done	Person	Time	Due
Send reminders to your contact list registration and participation		Becca Benner	One hour	Dec. 1
Reach out again to presenters/speakers regarding Confirming travel and accommodation details Request copy of speeches and/or presentations		Becca Benner	Two hours	Dec. 1
Sponsorship finalization Follow up to confirm sponsorships and underwriting Get any promotional materials you'll be sharing at the event Ask sponsors to share event on their promotional channels		Ryan Jones	Two hours	Dec. 1
Continue executing on your publicity plan Release press announcements about keynote speakers, celebrities, VIPs attending, honourees, etc.		Ryan Jones	2 hour	Dec. 1
Post your initial event news release on your website and circulate to all partners, affiliated organizations, etc. Post more details about your event on social media		Emily Heineman	Two hours	Dec. 1
Close early-bird tickets		Molly Flanagan	5 min	Dec. 1
Finalize and proofread printed materials		Ryan Jones	One hour	Dec. 1

See pages 22-23

EVENT TIMETABLE

- 1 week prior to the event

Objective	Done	Person	Time	Due
Have all committee chairs meet and confirm all details against Master Plan		Morgan Grigsby	One hour	Jan. 20
Finalize event script Ensure it includes wheelchair-accessible areas and has clear paths through the venue		Ryan Jones	Two hours	Jan. 20
Brief any/all hosts, greeters, volunteers about their event duties and timelines		Becca Benner	Four hours	Jan. 20
Finalize your seating plan		Emily Heineman	One hour	Jan. 20

Provide final registration numbers to caterer		Becca Benner	One hour	Jan. 20
Make print and online copies of any speeches, videos and presentations		Emily Heineman	30 min	Jan. 20
Do a final registration check, including name badges & registration list		Becca Benner	One hour	Jan. 20
Determine photo op and interview opportunities with any presenters and VIPs.		Molly Flanagan	30 min	Jan. 20
Confirm details with media attendees		Molly Flanagan	One hour	Jan. 20

See pages 23-24

EVENT TIMETABLE

- 1 day prior to the event

Objective	Done	Person	Time	Due
Have all committee chairs meet and confirm all details against Master Plan		Becca Benner	One hour	Jan. 29
Finalize event script Ensure it includes wheelchair-accessible areas and has clear paths through the venue		Ryan Jones	One hour	Jan. 29
Brief any/all hosts, greeters, volunteers about their event duties and timelines		Becca Benner	Two hours	Jan. 29
Finalize your seating plan		Emily Heineman	One hour	Jan. 29
Provide final registration numbers to caterer		Becca Benner	One hour	Jan. 29

Make print and online copies of any speeches, videos and presentations		Emily Heineman	30 min	Jan. 29
Do a final registration check, including name badges & registration list		Becca Benner	30 min	Jan. 29
Determine photo op and interview opportunities with any presenters and VIPs.		Molly Flanagan	30 min	Jan. 29
Confirm details with media attendees		Molly Flanagan	One hour	Jan. 29

See pages 24-25

EVENT TIMETABLE

- Day of event

Objective	Done	Person	Time	Due
Take a few deep breaths — you got this!		Whole team	5 min	Jan. 30
Ensure you have copies of all instructions		Ryan Jones	30 min	Jan. 30
Check in with each Committee Chair to ensure their team is on track		Becca Benner	Two hours	Jan. 30
Greet new attendees		Becca Benner	Event time	Jan. 30

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EVENT TIMETABLE

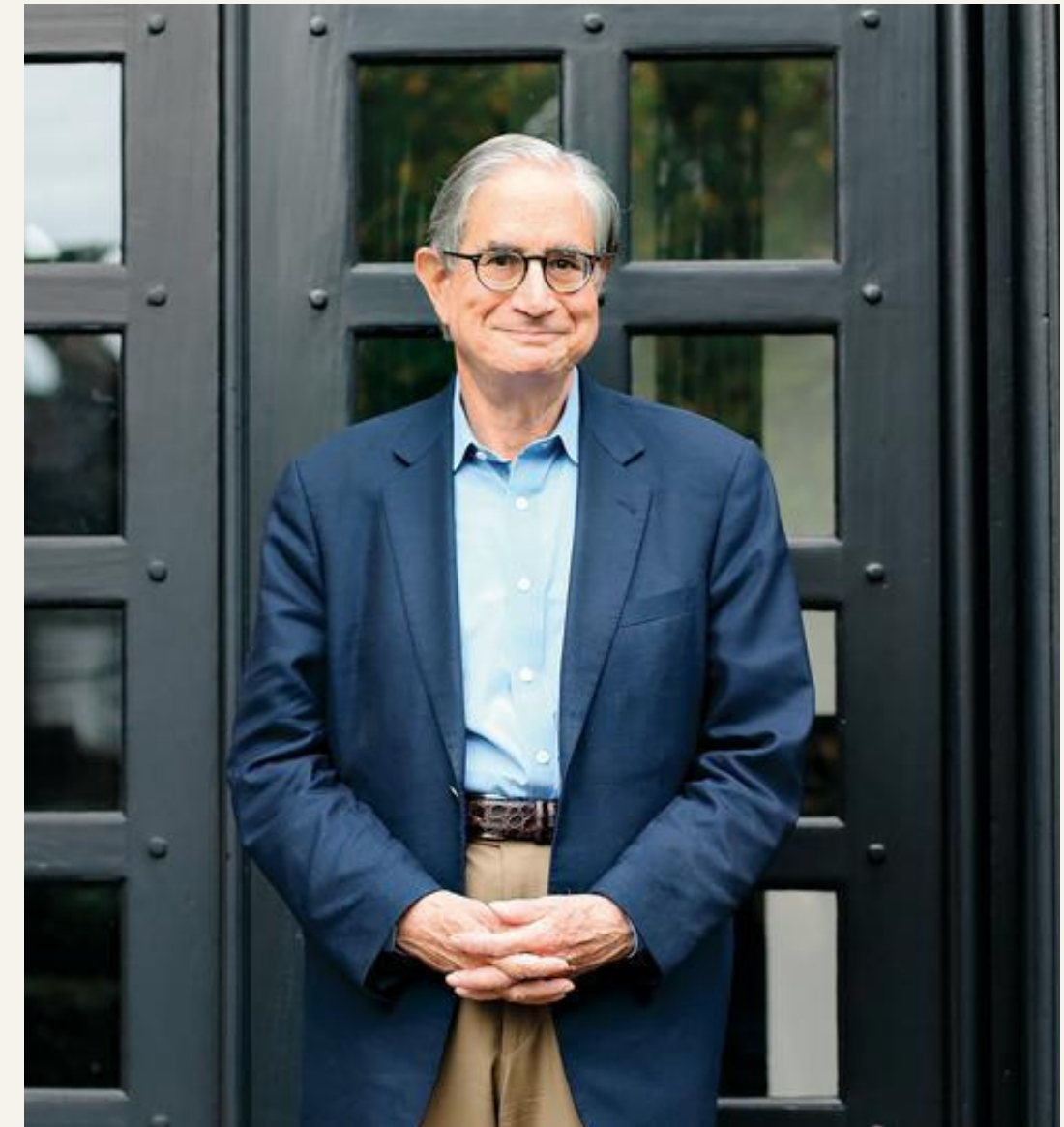
- Post event

Objective	Done	Person	Time	Due
Ensure nothing was left behind at the venue		Becca Benner	15 min	Jan. 30
Gather all receipts and documentation, final registration data, etc. Update budget		Morgan Grigsby	One hour	Feb. 2
Send thank-you's and acknowledgement letters to Sponsors Volunteers Speakers/presenters Donors The media		Becca Benner	Five hours	Feb. 2
Post-event publicity Send out an email to your subscriber base with highlights from the event Make a publicity reel video Share highlights on social media Update website page to reflect that it's a past event		Molly Flanagan	Three hours	Feb. 5
Conduct a post-event survey		Morgan Grigsby	Two hours	Feb. 9
Reach out to event participants		Becca Benner	Two hours	Feb. 9
Conduct a team debrief to learn their thoughts		Morgan Grigsby	One hour	Feb. 9
Conduct a thorough evaluation of the event		Becca Benner	Two hours	Feb. 9

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AUDIENCE PERSONAS

- Don
 - Age: 73
 - Residence: Auburn, AL
 - Education: P.h.D. in History
 - Occupation: Retired professor/Guest lecturer
 - Martial status: Married with grown children



See pages 27-28

AUDIENCE PERSONAS

- Marie
 - Age: 19
 - Residence: Auburn, AL
 - Education: Some college
 - Occupation: Barista/student
 - Martial status: Single



See pages 28-29

AUDIENCE PERSONAS

- Jonathon
 - Age: 35
 - Residence: Auburn, AL
 - Education Bachelor's degree
 - Occupation: Accountant
 - Martial status: Married with children



See pages 29-30

RECOMMENDATIONS AND CONCLUSION

- Auburn Oil Co. Booksellers acts as a coffee shop, bookstore and gathering place for Auburn residents
- Recommendations:
 - Increase social media presence and marketing to engage more with community and increase brand awareness
 - Hold more events, such as book fairs and Page Pairings
 - Create TikTok account

APPENDICES

- Promotional Materials: Mock Press Release

Auburn Oil Co. Booksellers Hosts Monthly Book-Fair

AUBURN, Ala. (Nov. 30, 2022) – Auburn Oil Co. Booksellers will host its first-ever “Monthly Bestsellers” social book fair on Jan. 30, 2022.

Auburn Oil Co.’s “Monthly Bestsellers” works to unite Auburn book lovers by bringing back the beloved and nostalgic elementary tradition of book fairs to the community. Held on the last day of each month, Auburn Oil Co. highlights customer recommendations, store bestsellers and recent arrivals. The store’s infamous book-themed coffee and pastries will be available for purchase.

“Monthly Bestsellers” will take place at the Auburn Oil Co. storefront, located at 149 East Magnolia Ave. in downtown Auburn, Alabama from 6 p.m. to 9 p.m. The book fair is free and open to the public.

“‘Monthly Booksellers’ is a great way to get out in the Auburn community and meet others with the same interests as you,” said store manager Angela Wilhite. “It’s very rewarding to have the opportunity to host fellow book lovers and serve as a place to bring people together.”

The book fair will also feature an anonymous book-buying process called “Blind Dates.” This tradition nullifies the cliché “never judge a book by its cover” mantra by having customers choose a book based on the description without knowing the title or author.

Wilhite and the Auburn Oil Co. Booksellers team hope to continue connecting with the Auburn community and encouraging others to never stop reading.

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APPENDICES

- Promotional Materials: Mock Pitch

Subject: Auburn Oil Co. and Booksellers unites community members with nostalgic book fair

Hi [name],

Auburn Oil Co. is hosting a monthly book fair-style event in an effort to unite community members and create a network of Auburn booklovers.

“Monthly Bestsellers” takes place on the last day of each month and features customer favorites, store bestsellers and author appearances. The in-store cafe will be open during the book fair, highlighting drinks and pastries from the previous month, inspired by iconic books and authors. Auburn Oil Co. hopes to create a space where community members can spend time together, paying homage to the days where neighbors really got to know one another.

Please let me know if you are interested in learning more about the Auburn Oil Co. mission or would like to speak directly with store manager Angela Wilhite.

Best regards,

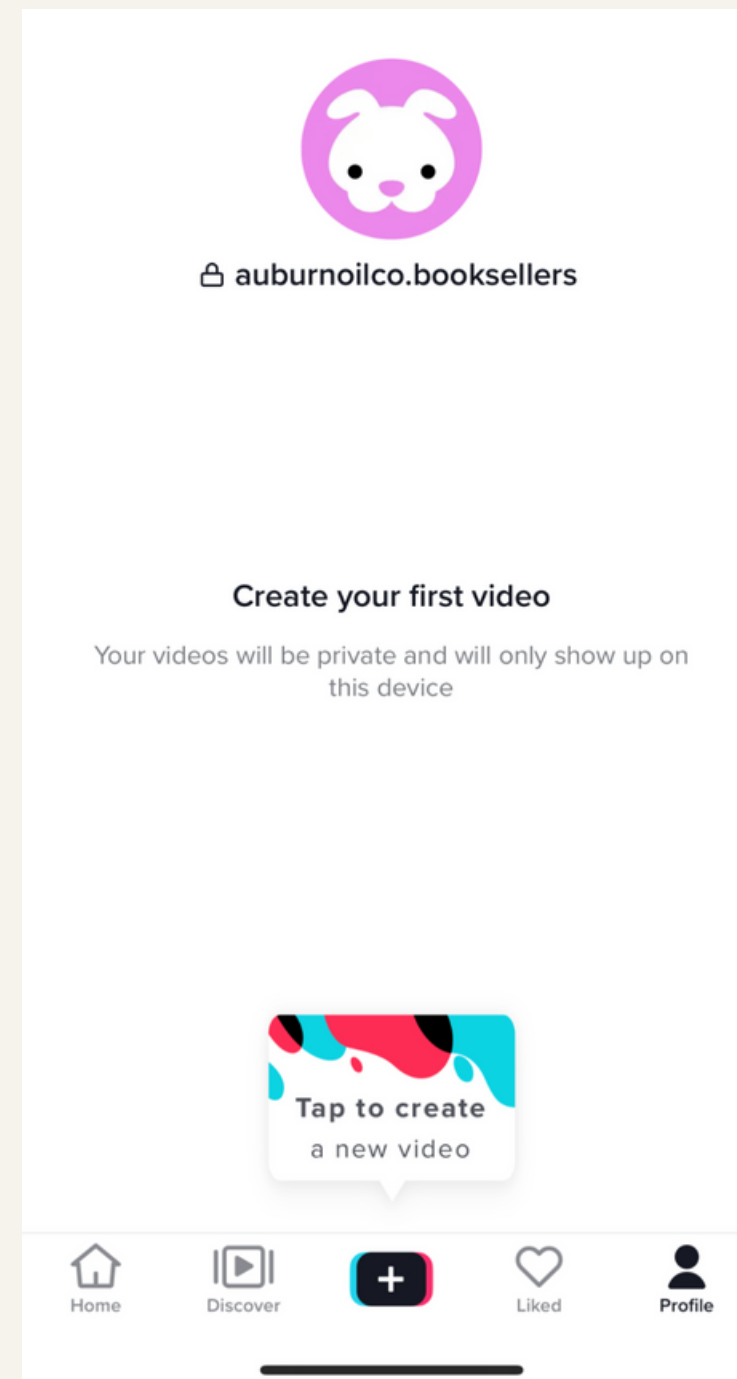
Becca Benner

Tiger Agency | Account Coordinator

rlb0064@auburn.edu

APPENDICES

- Promotional Materials: TikTok Account



See page 35

APPENDICES

- Content Calendar

December 2022							KEY:
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	Paid
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	Earned
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	Shared
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	Owned
TikTok account was created in November	Post a TikTok about "Best Books to Read Over the Holiday Season"			Post a TikTok video on "Best Books to Give as Gifts this Holiday Season"			
Develop influencer relations with popular BookTok creators		Post a TikTok about Blind Date Books - have an employee pretend to have a storytime video but instead be describing a book trend			Post a Tiktok Blind Date about a book that takes place during Hanukkah		
Post a Tiktok about "Best Children's Books to Read this Holiday Season"			Encourage BookTok creators to interact with our videos			Post a TikTok - "saying if popular books are worth the hype" trend	
	Post a TikTok - "books I'd sell my soul to read again for the first time" trend				Post a TikTok about "Top 10 bookmark movie style books" trend		
					Post a TikTok saying what our employee's top books of 2022	Post a TikTok asking people to stitch our video with their top books of 2022	

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APPENDICES

- Budget

PR CAMPAIGN BUDGET PLAN					
Projected Subtotal to date:					
CAMPAIGN TYPE	QTY	PROJECTED COST PER UNIT	PROJECTED SUBTOTAL		COMMENTS
Event Costs					
Tables	3	\$50	\$150.00		
Decorations	N/A	N/A	\$150.00		
			SUBTOTAL		\$300.00
Printing costs (flyers/brochures etc)					
In-store brochures	300	<\$1	\$50.00		
			SUBTOTAL		\$50.00
Public Relations					
Events	1				
Sponsorships	none		\$-		
Press Releases	3	\$0	\$0.00		Unpaid staff
Webinars	none		\$-		
Conferences	none		\$-		
			SUBTOTAL		\$0.00
Social Media					
Twitter			\$-		
Facebook	1	\$50	\$50		Ads
Pinterest			\$-		
Instagram	1	\$50	\$50		Ads
LinkedIn			\$-		
			SUBTOTAL		\$100.00
Digital (Other)					

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APPENDICES

- Budget

Blog	1		\$-		
Website	1	\$150	\$150.00		
Mobile App			\$-		
Mobile Alerts			\$ -		
Email Newsletter	1		\$-		
				SUBTOTAL	\$150.00
Traditional Advertising					
Print	2	\$50	\$100.00		
Outdoor			\$ -		
Radio	1	\$50	\$50.00		
Television			\$-		
			\$ -		
				SUBTOTAL	\$150.00
Other					
			\$ -		
				SUBTOTAL	\$0.00
			\$ -		
			\$ -		
TOTAL CAMPAIGN BUDGET			\$700.00		

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APPENDICES

- Contact List
 - Sabina Crisitello; Culture Editor, The Auburn Plainsman. lifestyle@theplainsman.com
 - Lauren Johnson; Reporter, Auburn Opelika News. ljohnson@oanow.com

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APPENDICES

- Website
 - <https://ech0063.wixsite.com/tiger-agency>

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PUBLIC RELATIONS CAMPAIGNS



THANK YOU!

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