

PROPOSAL

December 2018



Bi-Ba's

REVOLVE
communications



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meet the TEAM



Monica Klinkmueller is a junior from Marietta, Ga. She is majoring in mass communication with a minor in graphic design with plans to graduate in May 2020. Monica also works on campus as a tour guide and Student Ambassador. She also works as a Social Media Manager for Fishtales at Lake Oconee, a boutique in Greensboro. In addition, Monica works as a student media assistant for the GC Athletics Department and as the Co-Chair for Spectrum PR. Monica also served as the Arts & Entertainment Editor at GC's student newspaper, The Colonnade, where she is now the PR Assistant.



Caroline Jones is a junior from Acworth, Ga. She is majoring in mass communication and minoring in outdoor education with plans to graduate in December 2019. She was the marketing chair for the Georgia College Environmental Science Club during the 2017-2018 school year, where she did the advertising and social media for the club. Caroline is also involved in Alpha Omicron Pi Sorority, Georgia College Miracle, Order of Omega Honor Society, and she is an employee for Georgia College Campus Life and the Georgia College Outdoor Center.



Anna Beck is a junior from Milledgeville, Ga. She is majoring in mass communication with plans to graduate in December 2019. Anna is also a member of PRSSA at Georgia College, the Public Relations Student Society of America. She also works in the restaurant industry as a Manager at Amici Milledgeville, where she oversees the operation and customer experience. Through this she has gained knowledgeable experience in customer service and operational management, skills that helped greatly with this project.



Colleen Garrigan is a senior from Alpharetta, Ga. She is majoring in mass communication with a spanish minor and plans to graduate in Fall 2020. Colleen also works on Student Staff for YoungLife as well as volunteers as a YoungLife leader for middle school students at JMA. She worked as a Senior Student Marketing Representative at DDK Portraits as well as a swim instructor in high school. Colleen also has food and beverage experience and served as a Waterfront Intern at Sharptop Cove in North Georgia.

executive SUMMARY

- This proposal is structured to assist BiBa's in strengthening their brand awareness through the Milledgeville area as well as increase their profitability and continue to create lasting relationships with customers, old and new. We believe that BiBa's is the best option for a delicious, affordable meal that makes you feel like you back home at grandma's house.
- Thorough primary research done through focus groups and surveys over the past few months serves as the foundation for this proposal. Based on the data we found we created goals, objectives and tactics that will help BiBa's with their brand awareness within the Milledgeville community. We plan on generating brand awareness and new customers through establishing multiple strategies. A few examples include offering a student to-go spaghetti special and partnering with local schools.
- We also on generating social media ads for Facebook and Instagram, a billboard advertisement to be placed on 441 and a video advertisement. We also think advertising the drink specials and offering GC Employees a discount for larger orders would be a smart move.
- By implementing these strategies and tactics listed above, along with our other ideas, we believe that BiBa's will expand their customer base to a wider, more loyal following including GC students, GC employees, Milledgeville residents and Milledgeville worshippers.



background INFORMATION

Client History, Values, & Mission

BiBa's is a family-owned, local chain restaurant with three locations. They have been in their current location, 2803 N Columbia St., since March of 2015, however, BiBa's has been in existence for a total of 22 years, with locations in Flowery Branch, Ga., Lawrenceville, Ga., Hixon, Tenn. and Milledgeville, Ga. The name of the restaurant originated from the owner's last name and is operated by his two sisters, Linda and Anna. The Milledgeville location is an allocated retail space and within 6 miles of downtown Milledgeville and situated next to the largest grocery store in the Milledgeville market, Great Clips, Diva Nails and Lake Center Health. The hours of operation are Sunday - Thursday from 11 a.m. to 10 p.m. and Friday and Saturday from 11 a.m. - 11 p.m. They also offer a catering service, but will not be available to complete orders after 5:30 p.m. due to preparation concerns. They are closed on New Year's Day, Easter, Fourth of July, Thanksgiving and Christmas.

BiBa's is built on family values and traditions; they value their relationships with customers and pride themselves on being detail-oriented. BiBa's has won "Best Italian" in Milledgeville for three years in a row. They are known for their signature dish, warm chicken salad. The dishes are made by the owner's family recipes, family friends' recipes and customers who order the same thing repeatedly.



Name	Location	Price Range	Pizza or Pasta
The Brick	Downtown	\$10-13	Both
Amici	Downtown	\$9-12	Both
Pizza Hut	441	\$12-18	Pizza
Papa John's	441	\$12-16	Pizza
Domino's	441	\$6-17	Both
Marco's	441	\$13-17	Pizza
Little Ceasars	441	\$5-9	Pizza
Ruby Tuesday	441	\$10-14	Pizza

In Milledgeville, Ga. there are currently eight restaurants that serve similar items compared to BiBa's. We based parameters for the industry off of price points and the items on menus that BiBa's shares with these places like pasta, pizza and salads. According to Market Watch, there has been an upward trend in restaurant spending since the beginning of 2018. Then sales in May and June reached the best two-month run that restaurants have had since 1994. When the economy is doing well, restaurants will naturally follow suit. Now is the time to acquire new customers and maintain previous customer relations, all while increasing profits.

Although there are other restaurants in Milledgeville that offer similar items such as pizza and pasta, there is no other option for a home-cooked Italian meal.

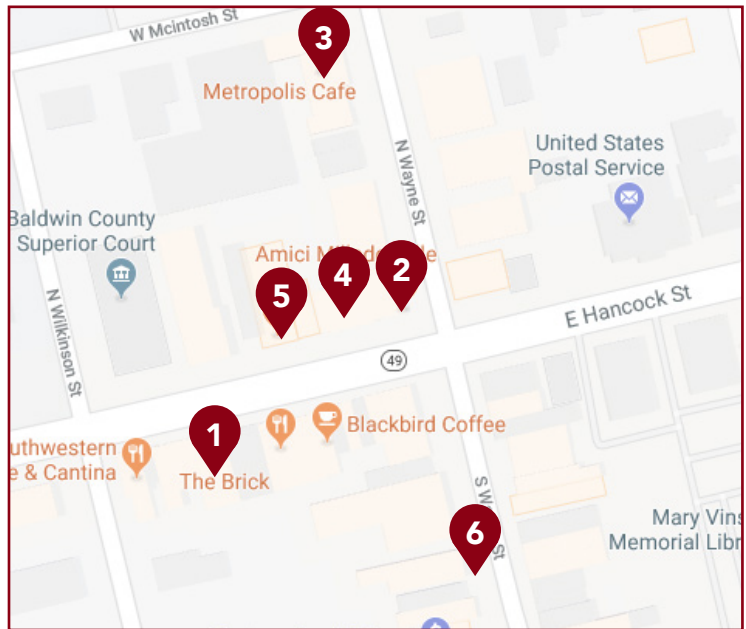


the
INDUSTRY

external ENVIRONMENT

Most of Milledgeville's service-oriented businesses are located on West Hancock Street, the surrounding Downtown Milledgeville area, and Highway 441 starting at Walmart traveling south towards the Downtown area. BiBa's Italian Restaurant is located on Highway 441 2.8 miles from Walmart and 5.4 miles from the Downtown Milledgeville area. Many restaurants in the Downtown area and southern portion of Highway 441 do offer Italian dishes. However, BiBa's is the only restaurant that offers a family-oriented atmosphere with a full Italian meal featuring a house salad and garlic knots.

1. The Brick
2. Amici
3. Metropolis Cafe
4. Bollywood Tacos
5. The Velvet Elvis
6. The Tavern Downstairs
7. Kai Thai
8. Ruby Tuesday
9. Longhorn Steakhouse
10. El Amigo
11. Pickle Barrel Cafe
12. Judy's Country Kitchen



situational ANALYSIS

BiBa's is a family-owned, local chain restaurant with three locations. They have been in their current location, 2803 N Columbia St., since March of 2015, however, BiBa's has been in existence for a total of 22 years, with locations in Flowery Branch, Ga., Lawrenceville, Ga., Hixon, Tenn. and Milledgeville, Ga. The name of the restaurant originated from the owner's last name and is operated by his two sisters, Linda and Anna. The Milledgeville location is an allocated retail space and within 6 miles of downtown Milledgeville and situated next to the largest grocery store in the Milledgeville market, Great Clips, Diva Nails and Lake Center Health.

BiBa's is located outside the city limits of Milledgeville, making it the distance a deterrent to the centralized population of Milledgeville. Milledgeville, Ga. is an economically depressed area. The median income in Milledgeville is \$21,542 among a population of 18,575. The racial demographic of Milledgeville, Ga. is 49.8% Caucasian and is 45.2% African American. There is an almost even balance in gender between males and females (8,852 to 8,863). The amount of people living in poverty is 43.3%. BiBa's is financially stable in the Milledgeville market, however the opportunity of growth in college students, college employees, the after church crowd and Milledgeville residents south of BiBa's. While there is competition in the restaurant industry for disposable income, BiBa's offers the only authentic Italian family dining experience. The next closest direct competition is 26 miles away in Greensboro, Ga.



BiBa's will stay in business, however, they are looking to expand and increase their revenue and customer base with entry and sustainment of the all important and financially influential key public of college students in Milledgeville, Ga.

BiBa's should be the preferred destination for a sit down family style meal in Milledgeville, Ga.

core problem & OPPORTUNITY

SWOT Analysis

Strengths

- Family atmosphere
- Loyal customers
- Team environment
- Reasonably priced for a sit-down restaurant
- Welcoming
- Know customers on a "first name basis"
- Only authentic Italian restaurant in Milledgeville
- Established
- Made-to-Order
- Never received less than 95% on a health assessment

Weaknesses

- Distance (not walkable from campus)
- KNG Delivery (increases prices)
- Sit-down restaurant (not ideal for college students)
- Lack of social media
- Scenery
- Share a shopping strip with other businesses
- Expensive (in comparison to fast food chains)
- Not a part of the Downtown Milledgeville scene

Opportunities

- College market
- College spirit nights
- Customer loyalty program
- Faculty discounts
- Partnering with local schools
- Social media/contests
- Reasonable advertising budget, \$50-\$100 per week

Threats

- Help wanted sign (bad for business)
- Chains can damage reputation
- Mid-week slump

Current Opinions, Attitudes and Values of the General Public

A total of eight focus groups were held in November 2018 (n=82) to assess the key publics' attitudes, beliefs and opinions of BiBa's. The prevalent themes that emerged were a lack of awareness of BiBa's, a love of garlic knots, and its specials. The constraints were the distance from downtown Milledgeville and price. Most respondents would not drive from Georgia College campus to BiBa's location. An electronic survey was distributed in November 2018, yielding 1974 valid responses for data analysis. Responses were filtered by key public affiliation.



Goals & Objectives

Goal 1

Increase overall awareness of the BiBa's brand among all four key publics in order to improve brand recognition.

Objectives

- a) Increase awareness on social media by **50% by the end of May 2019.**
- b) Ensure that BiBa's is the top ranked hit on search engines for **Italian food within 20 miles of Milledgeville.**

Goal 2

Increase overall sales, both dine in and carry out, to keep BiBa's the leader in sit-down dining for Italian food in the Milledgeville market.

Objectives

- a) Increase monthly profits by **35% every month of the calendar year of 2019.**
- b) Increase carry out orders by **35% each month for the calendar year of 2019.**
- c) Promote alcohol specials in order to increase sales.



Big Idea

To increase general brand awareness of the BiBa's brand and appeal to the key publics informing them of the made-to-order pasta and warm, friendly atmosphere that provides the top option for Italian dining in Milledgeville.

Big Idea Strategy

Efforts must persuade GC college students, GC employees, milledgeville residents and Milledgeville worshippers to stop in and stay for the affordably priced dinners and fresh out of the oven garlic knots, proving that BiBa's is the top option for Italian food in Milledgeville.

Big Idea Message

Located on Highway 441 just outside of Milledgeville city limits, BiBa's is a family owned and operated local chain for consumers who want to experience dinner at grandma's house without driving an hour and a half away. Along with both dine in and carry out options, BiBa's meals include fresh salad and warm garlic knots and a large enough portion for you to eat tonight and tomorrow. BiBa's represents a staple of the Milledgeville dining market through their first-name basis relationships with customers and high quality food.

Visual Representation

- Design Billboard graphic to be placed on 441 **(Appendix E)**
- Create a collection of social media graphics to be used across all platforms including Facebook, Snapchat and Instagram **(Appendix F, G, H, I)**
- Create promotional materials and flyers to be handed out on campus **(Appendix G)** and included in church bulletins **(Appendix H)**



the
Big Idea

Key Publics

GC Students

According to the survey distributed in November of 2018, 1621 out of 1974 were college students.

- 67.5% female, 22.8% male, 0.7% other
- 89.5% white, 2.7% black, 3.7% hispanic, 1.5% asian, 1.8% multiracial, 0.8% other
- Average age is 21 years old
- 70.8% are dependent parent's and/or scholarships

This survey reveals that **82.5% rely on social media** as their top source for information, with **27.2% using Instagram, 26.5% using Facebook, 26% using Snapchat, and 20.3% using Youtube**. These platforms are the most effective way to reaching this key public. The most influential people to target would be students involved in **greek organizations, campus ministries, intramurals and athletics, SGA and other on campus organizations**.

BiBa's location might be the biggest disadvantage, with **51.2%** of students saying that they would not drive more than five miles for a sit down meal and BiBa's sits right over 5 miles from campus, although there are ways to persuade consumers to trek the extra mile to grab some grub. With **60% of students dining out at least once a week**, only 51.4% of those students choose eat out once a week at a sit-down restaurant, with more students favoring a faster, cheaper option.

Georgia College students are looking for a restaurant that is affordable and has quality menu options. They also value **convenience, consistency and quality service**.

The buyer persona for GC Students is a white, female who is 21 years old and dependent on their parent's income and/or scholarships.



Mozz sticks and garlic knots were **top 2 appetizer choices**

51.4% eat out only once a week at a non-chain sit down restaurant

Fettuccine Alfredo was the top pasta choice with **58.7%**

56.3% opting to carryout

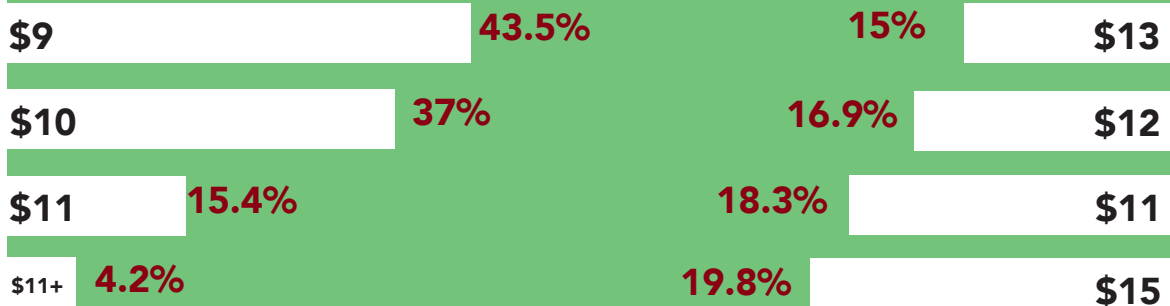
Of all the students that eat out **71.7%** eat out for dinner

TOP QUALITIES

- 1 Price
- 2 Menu Choice
- 3 Convenience
- 4 Consistency
- 5 Quality of service



Fettuccine Alfredo, Chicken Parm, Calzones, French Fries, Large Salads and Lasagna were the top entree choices



How much would you spend for **lunch**?

How much would you spend for **dinner**?

Primary Message

BiBa's offers a plethora of options to satisfy anyone's Italian cravings, with salads, pastas and pizzas, there is something for everyone.

Secondary Messages

- only **5.6 miles from main campus**
- Plenty of parking
- Outdoor seating available, weather permitting
- Gluten free friendly
- **1282 out of 1621** college students claimed that price as the most important attribute when eating out

Strategies

- Use social media to convince GC students that BiBa's the top option for Italian in Milledgeville
- Use social media and emails to send promotions and discounts throughout the year
- Create an Instagram and Snapchat profile to increase brand awareness

Tactics A

- Create a Student Special, **Student Spaghetti Night**, offering \$10 to-go spaghetti special with rolls and salad on Wednesday night.
- Post on social media (Facebook, Instagram, Snapchat) Monday, Wednesday and Friday at 9 p.m. to promote offerings and specials throughout the week from January 2019-2020
- Create **custom Snapchat filter** that will be available for use during Jan. 2019 (see appendix)

Tactics B

- Use MailChimp to email student organizations twice a month with offers and discounts throughout the semester, from January 2019-2020
- Utilize **on campus advertising** (The Colonnade, WGUR, GC 360, and Front Page) twice a month in order to reach more of the student population, from January 2019-2020

Tactics C

- Go to GC campus once a semester to give out **samples of garlic knots** and fliers to garner up attention and business (**Appendix G and H**)

Key Publics

GC Employees


According to the survey distributed in November of 2018, 107 out of 1974 were college employees.

- 67% female, 31.9% male, 1.1% other
- 85.1% white, 7.4% black, 3.2% multi-racial, 3.2% other, 1.1% hispanic
- Average Age is 40 years old
- Income: \$50,000-\$75,000 a year

This key public relies heavily on social media, with 82.2% of respondents using social media to obtain information and 73.8% using email and 51.4% using local television. The survey reveals that **14.9% of respondents use Facebook, 12.3% use Twitter**, 9.4% use Instagram, and 6.1% use Youtube. These social media platforms are the most effective way to reach this key public. Advertising through social media will be the most influential method of reaching this key public. Using prominent figures on campus such as the **college presidents, other administration, and department chairs** as opinion leaders will also help spread the message.

The location of BiBa's is not a deterrent to college employees with **67.7% of respondents being willing to six or more miles for a sit down meal**. BiBa's is 5.6 miles from the Georgia College Campus, so their location is well within the limits of college employees. With college employees willingness to drive to BiBa's, the goal is convince them to choose BiBa's when they eat out. **30.9% of respondents eat out at least twice a week with 55.8% of people preferring to dine in**. College employees are willing to \$10 on a lunch special and \$15 on dinner. Because college employees are willing to drive a longer distance for a sit down meal, and willing to spend more money on a meal, these are opportunities that can be taken advantage of to draw in college employees to dine at BiBa's.

College employees are looking to dine at a restaurant with a **diverse menu and high quality service**. They also value the consistency of their experience and the price of the meal. BiBa's can appeal to college employees who have a high motivation to eat out, they can become college employee's top choice of restaurant.



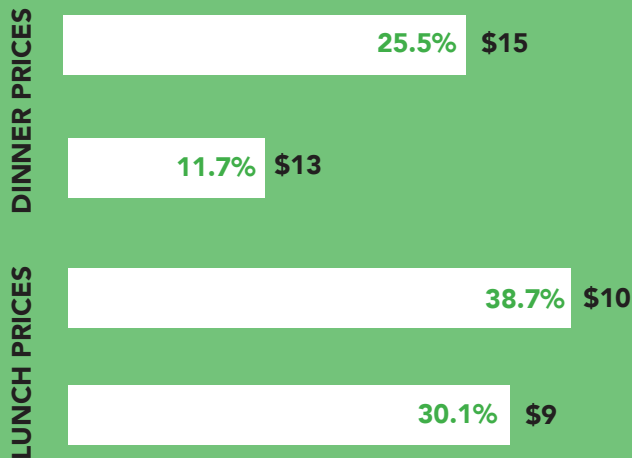
The buyer persona for GC Employees is a white female around 40 years of age, with an income between \$50,000 and \$75,000 per year.

TOP QUALITIES

- 1 Price
- 2 Consistency, Menu Choice
- 3 Convenience, Quality of Service
- 4 Atmosphere, Value
- 5 Specials



71% of college employees prefer to dine out for dinner at the end of the week.



Chicken Parm, Fettuccine Alfredo, Baked Ziti, Ravioli, and Lasagna were the **top entree choices.**



76.3% are willing to drive more than 5 miles for a sit down meal

30.9% go out to eat for a sit down meal once a week

Mozz sticks and garlic knots were **top 2 appetizer choices**

55.8% prefer dining in to carry out

Primary Message

BiBa's is a family owned Italian Restaurant located 5.5 miles from the Georgia College Campus. This family friendly restaurant offers a home cooked meal after a long day of work. BiBa's offers a wide variety of Italian dishes from pastas to stromboli to please everyone. The value and variety BiBa's offers is a great option when you want something other than a turkey sandwich for lunch.

Secondary Messages

- **94 out of 107** of College Employees named price as the most important factor when dining out according to survey responses.
- **67.7%** said they are willing to drive six or more miles for a sit down meal
- **38.7%** of respondents said they would be willing pay **would pay \$10 for a lunch size entree and garlic rolls**

Strategies

- Raise awareness of BiBa's to GC faculty and staff through social media posts about the **value and variety of BiBa's**
- Promote BiBa's for **lunch breaks** and future employees lunches through email
- Use **Social Media and Email** to send promotions and specials
- Create and **Instagram and Snapchat profile** to increase brand awareness

Tactic A

- Post on the most frequently used social media (Facebook, Twitter, and Instagram) from 9-11 p.m. Monday, Wednesday and Friday about promotions and specials from January 2019-2020
- Advertise the GC employee **lunch specials on social media** once a week (Tuesday) at 10:00 a.m.

Tactic B

- Offer a **buy four get one free lunch special for GC employees** including both carry-out and dine-in from January 2019-2020

Tactic C

- Use MailChimp to send an **email twice a month** advertising the buy four get one free special and other general promotions from January 2019-2020

Key Publics

Milledgeville Residents

According to the survey distributed in November of 2018, 152 out of 1974 were Milledgeville Residents.

- 66.9% female, 32.3% male, 0.8% other
- 90.6% white, 3.9% black, 2.3% hispanic, 0.8% asian, 0.8% multi-racial, 1.6% other
- Average age is 38 years old
- 22.2% of people make between \$50,000 and \$75,000 per year

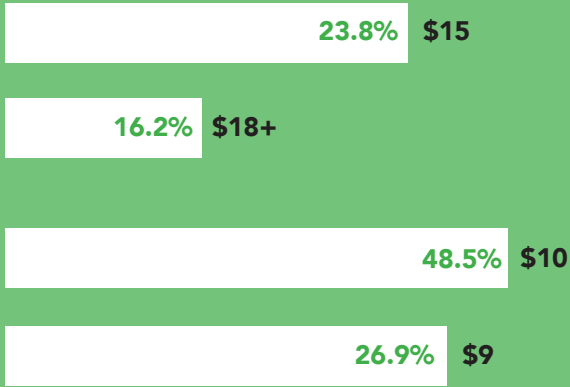
The survey reveals that 28% of respondents use Facebook, 19% of respondents use Instagram, 13.6% of respondents use Snapchat and 12.9% of respondents use YouTube. These social media platforms are the most effective way to reach this key public. Advertising through social media will be the most influential method of reaching the key public. Using prominent figures such as **business owners, real estate agents and local politicians as opinion leaders**, will help spread the message.

The location of BiBa's is not a deterrent to college employees with 66.7% of respondents being willing to six or more miles for a sit down meal. With Milledgeville residents willingness to drive to BiBa's, the goal is convince them to choose Biba's when they eat out. 33.3% of respondents eat out once a week, followed by 19.4% of respondents eating out twice as well as never dining out.



The buyer persona for Milledgeville residents is a white female around 38 years of age, with an income between \$50,000 and \$75,000 per year.

LUNCH PRICES DINNER PRICES



TOP QUALITIES

- 1 Price
- 2 Consistency
- 3 Menu Choice
- 4 Convenience
- 5 Quality of Service

61.2% dine out at least once a week for a sit down meal

33.3% eat out at least once a week.

Mozz sticks and garlic knots were **top 2 appetizer choices**

74.5% prefer to dine in as opposed to carry out



Chicken Parm, Fettuccine Alfredo, Lasagna, Ravioli, and Baked Ziti were the **top entree choices.**

Primary Message

BiBa's is a family-owned and operated Italian restaurant that prides itself on its first name basis with customers and warm atmosphere. It is a family-friendly restaurant with a wide variety of classic Italian options, BiBa's is the perfect place to take the whole family if you want to please everyone and leave with some leftovers.

Secondary Messages

- **66.7%** of respondents being willing to six or more miles for a sit down meal
- **61.2%** dine out at sit down restaurant once a week
- **126 out of 152 chose Menu Choice** as a top attribute when it comes to their dining experience
- **48.5%** of respondents are willing to pay **\$10 for a lunch size entree salad and garlic knots**
- **71.7% use social media, 57.9% use email** to get their information

Strategies

- Raise awareness for BiBa's through social media and email
- Convince Milledgeville residents to dine at BiBa's through discounts and specials

Tactics A

- Post on social media (Facebook, Instagram, Snapchat) Monday, Wednesday, and Friday at 9 p.m. to promote offerings and specials throughout the week from January 2019-2020
- Use MailChimp to email residents with offers and discounts twice a month, from January 2019-2020

Tactics B

- Create a monthly contest where people can enter their name **into a drawing for a free meal**, entries include tagging BiBa's in a photo on social media, leaving a review and "checking-in" on Facebook
- Advertise **alcohol specials, specifically Wine Wednesday**, through social media and email

Tactics C

- Distribute fliers and **10% off coupons to local business owners and politicians** once a month
- **Partner with local schools** to include coupons and discounts for students and families, become a Partner in Education with Baldwin County schools

Key Publics

Milledgeville Worshipers

According to the survey distributed in November of 2018, 94 out of 1974 were Milledgeville Worshipers.

- 73.8% white, 10.7% black, 9.5% hispanic, 1.2% multi-racial, 4.8% other
- 77.4% female, 21.4% male, 1.2% other
- Average age is 36 years old
- 21.8% of people make between \$50,000 and \$75,000 per year

The survey reveals that 22.4% of respondents use Facebook, 16.7% of respondents use Instagram, 13.3% use Youtube, and 12.1% use snapchat with a total of **64.9% of respondents using social media in addition to 64.9% of respondents using e-mail**. These tools will be the most effective ways to reach to the key public. Using opinion leaders from religious organizations such as **pastors, deacons, and elders** will help disseminate message about BiBa's to the various congregations of Milledgeville.

The after church crowd of Milledgeville should not be deterred by the location of Biba's because **55.4% of respondents are willing to drive six or more miles** for sit down meal. This distance range is well within the distances between all the major churches of Milledgeville and BiBa's making it a viable option for a Sunday lunch after church. In addition this key public is more likely to eat out on the weekends with **17.4% of respondents preferring to eat out on Sunday**, 19.3% prefer to eat on Saturday, and 24.5% prefer to eat out on Saturday. On these days the key public is **30.7% likely to eat lunch out and 41.4% likely to eat dinner out**. These statistics lend themselves to attracting to high number of diners to BiBa's after church on Sundays. In addition diners are willing to **\$9 for lunch special and \$15 for a dinner**. If these preferences are catered to BiBa's can be the top choice for an after church meal for the religious members of the Milledgeville Community.

The after church crowd of Milledgeville is looking for a restaurant where they can get a **bang for their buck and a diverse menu**. They also prefer a good atmosphere and high quality service. **66.7% of this key public prefers dining in opposed to carry out**. BiBa's could be top choice for the after church crowd because of the many factors that appeal to this key public.

The buyer persona for Milledgeville Worshipers is a white female around 36 years of age, with an income between \$50,000 and \$75,000 per year.



Mozz sticks and garlic knots were **top 2 appetizer choices**

52.4% dine out at least once a week for a sit down meal

65% are willing to drive 5 or more miles

66.7% prefer to dine in as opposed to carry out

TOP QUALITIES

- 1 Price
- 2 Menu Choice
- 3 Atmosphere
- 4 Quality of Service
- 5 Consistency

30.7% are likely to go out to eat for lunch

DINNER PRICES



LUNCH PRICES



Chicken Parm, Fettuccine Alfredo, Lasagna, Ravioli, and Baked Ziti were the **top entree choices**.

Primary Message

BiBa's is the perfect to sit down with friends and family and create a sense of community while enjoying a delicious meal. The wide variety of options and reasonable cost, along with the relaxed atmosphere make it the perfect place to get together with a large group or just a few friends.

Secondary Messages

- **65%** of respondents who took the survey said they would drive more than 5 miles
- **52.4%** of respondents said they would drive for a sit down meal once a week (21.4% twice a week)
- **17.4%** of respondents prefer to **eat out on Sunday**
- Price and menu choice are top attributes
- **64.9%** of respondents use social media to get information, **64.9%** of respondents use email to get information and **45.7%** of respondents use local TV to get information

Strategies

- Raise brand awareness through **local churches and pastors** through social media, email, and a TV commercial
- Build a relationship with local churches, **offer to host gatherings and bible studies** and offer catering specials

Tactics A

- Create a discount where you get **10% off your meal when you bring your church bulletin** on Sundays
- Encourage the pastor of different churches to tell everyone to go to Biba's after service together to use the **10% off discount**

Tactics B

- Offer **catering specials** (a certain discount) for church events
- Have Biba's faculty and staff become a **part of the community** (if applicable), attend services and volunteer events

Tactics C

- Post on social media **Monday, Wednesday, Friday at 9 p.m. from January 2019-2020**
- Send a **Sunday morning email at 8 a.m.** to list of subscribers encouraging them to stop in and dine after services

Calendar

GC STUDENTS

TASK NAME	START DATE	END DATE	DURATION
GC STUDENTS			
Post on Social Media (MWF)	1/1	12/31	12 Months
MailChimp Emails 2 x Month	1/1	12/31	12 Months

1/1-1/7	1/8-1/15	1/16-1/23	1/24-1/31	2/1-2/17	2/18-2/15	2/16-2/23	2/23-2/28	3/1-3/7	3/8-3/15	3/16-3/23	3/24-3/31	4/1-4/7	4/8-4/15	4/16-4/23	4/24-4/30	5/1-5/7	5/8-5/15	5/16-5/23

Calendar

GC EMPLOYEES

TASK NAME	START DATE	END DATE	DURATION
GC EMPLOYEES			
Post on Social Media (MWF)	1/1	12/31	12 months
Buy 4 Get 1 Free Lunch Special	1/1	12/31	12 months
MailChimp Emails 2 x Month	1/1	12/31	12 months

1/1-1/7	1/8-1/15	1/16-1/23	1/24-1/31	2/1-2/17	2/18-2/15	2/16-2/23	2/23-2/28	3/1-3/7	3/8-3/15	3/16-3/23	3/24-3/31	4/1-4/7	4/8-4/15	4/16-4/23	4/24-4/30	5/1-5/7	5/8-5/15	5/16-5/23

Calendar

MILLEGEVILLE RESIDENTS

TASK NAME	START DATE	END DATE	DURATION
MILLEGEVILLE RESIDENTS			
Post on Social Media (MWF)	1/1	12/31	12 Months
MailChimp Emails 2 x Month	1/1	12/31	12 Months
Various Social Media Contests	1/1	12/31	12 Months
Flyer and Coupon Distribution 1 x Month	1/1	12/31	12 Months
Local School Coupons and Discounts	1/1	12/31	12 Months

1/1-1/7	1/8-1/15	1/16-1/23	1/24-1/31	2/1-2/17	2/18-2/15	2/16-2/23	2/23-2/28	3/1-3/7	3/8-3/15	3/16-3/23	3/24-3/31	4/1-4/7	4/8-4/15	4/16-4/23	4/24-4/30	5/1-5/7	5/8-5/15	5/16-5/23

Calendar

MILLEDGEVILLE WORSHIPPERS

TASK NAME	START DATE	END DATE	DURATION
Milledgeville Worshippers			
Post on Social Media (MWF)	1/1	12/31	12 Months
Sunday Morning Email	1/1	12/31	12 Months
Catering Specials for Church Events	1/1	12/31	12 Months
Discount with Church Bulletin on Sundays	1/1	12/31	12 Months

1/1-1/7	1/8-1/15	1/16-1/23	1/24-1/31	2/1-2/7	2/8-2/15	2/16-2/23	2/28	3/1-3/7	3/8-3/15	3/16-3/23	3/24-3/31	4/1-4/7	4/8-4/15	4/16-4/23	4/24-4/30	5/1-5/7	5/8-5/15	5/16-5/23

Tactic

Instagram Account

Instagram Ads

Facebook Account

Facebook Ads

Twitter Account

Twitter Ads

Snapchat Account

Snapchat Filter

Billboard

Mailchimp Account

Amount

Free

\$20 (x12)

Free

\$20 (x12)

Free

\$20 (x12)

Free

\$155

(\$5 a day for the month of Jan)

\$550 for a month

\$120 for a year

\$1,545 for a year

BUDGET



GC Students

Communication Confirmation

Objectives

- Increase awareness on social media by **50%** by the end of May 2019.
- Increase monthly profits by **35%** every month of the calendar year of 2019.
- Increase carry out orders by **35%** each month for the calendar year of 2019.

Self Interests

A Milledgeville college student is looking for convenient home cooked meal that differs from the normal fired fare available in Milledgeville. The want reasonable prices, quality menu options, and the ability to have a carry out option.

Primary Message

BiBa's offers a plethora of options to satisfy anyone's Italian cravings, with salads, pastas and pizzas, there is something for everyone.

Opinion Leaders

Students involved in **greek organizations, campus ministries, intramurals and athletics, SGA** and other on campus organizations.

Strategies

Use social media to convince GC students that BiBa's the top option for Italian in Milledgeville.

Use social media and emails to send promotions and discounts throughout the year.

Tactics

Create an **Instagram and Snapchat** profile to increase brand awareness.

Create a Student Special, **Student Spaghetti Night**, offering \$10 to-go spaghetti special with rolls and salad on Wednesday night.

Post on the most frequently used **social media** (Facebook, Twitter, and Instagram) from 9-11 p.m. Monday, Wednesday and Friday about promotions and specials from January 2019-2020

Use MailChimp to send an **email twice a month** advertising the student special and other promotions January 2019-2020

GC Employees

Communication Confirmation

Objectives

- Increase awareness on social media by **50%** by the end of May 2019.
- Increase monthly profits by **35%** every month of the calendar year of 2019.
- Increase carry out orders by **35%** each month for the calendar year of 2019.

Self Interests

A Georgia College Employee wants a convenient lunch or dinner in Milledgeville. They want to dine at a restaurant with a diverse menu that offers exceptional service. A restaurant where they receive these qualities consistently will appeal to a GC employees.

Primary Message

BiBa's is a family owned Italian Restaurant located 5.5 miles from the Georgia College Campus. This family friendly restaurant offers a home cooked meal after a long day of work. BiBa's offers a wide variety of Italian dishes from pastas to stromboli to please everyone. The value and variety BiBa's offers is a great option when you want something other than a turkey sandwich for lunch.

Opinion Leaders

College Presidents, other administration and Department Chairs

Strategies

Raise awareness of BiBa's to GC faculty and staff **through social media posts** about the value and variety of BiBa's

Promote BiBa's for **lunch breaks and future employees** lunches through email

Use Social Media and Email to send promotions and specials throughout the year

Create an **Instagram and Snapchat profile** to increase brand awareness

Tactics

Post on the most frequently used social media (Facebook, Twitter, and Instagram) from 9-11 p.m. Monday, Wednesday and Friday about promotions and specials from January 2019-2020

Advertise the GC employee **lunch specials on social media**

Offer a **buy four get one free lunch special** for GC employees including both carry-out and dine-in from January 2019-2020

Use **MailChimp to send an email about the buy four get one free specials twice a month** from January 2019-2020

Milledgeville Residents

Communication Confirmation

Objectives

- Increase awareness on social media by **50%** by the end of May 2019.
- Increase monthly profits by **35%** every month of the calendar year of 2019.
- Increase carry out orders by **35%** each month for the calendar year of 2019.

Self Interests

The Milledgeville resident wants to enjoy a sit down meal at a restaurant with a diverse menu. They also value high quality service, consistency, restaurant atmosphere, and a fair prices.

Primary Message

BiBa's is a family-owned and operated Italian restaurant that prides itself on its first name basis with customers and warm atmosphere. It is a family-friendly restaurant with bar, booth and table seating with a wide variety of classic Italian options, BiBa's is the perfect place to take the whole family if you want to please everyone and leave with some leftovers.

Opinion Leaders

Business Owners, Real Estate Agents, Local Politicians

Strategies

Raise awareness for BiBa's through social media and email.

Convince Milledgeville residents to dine at BiBa's through discounts and specials

Tactics

Post on social media (Facebook, Instagram, Snapchat) Monday, Wednesday, and Friday at 9 p.m. to promote offerings and specials throughout the week from January 2019-2020

Use **MailChimp to email residents with offers** and discounts twice a month, from January 2019-2020

Create a monthly contest where people can enter their name into a drawing for a free meal, entries include tagging BiBa's in a photo on social media, leaving a review and "checking-in" on Facebook.

Advertise alcohol specials, specifically Wine Wednesday, through social media and email

Distribute flyers and **10% off coupons** to local business owners and politicians once a month

Partner with Local Schools to include coupons and discounts for students and families, become a **Partner in Education** with Baldwin County schools

Milledgeville Worshippers

Communication Confirmation

Objectives

- Increase awareness on social media by **50%** by the end of May 2019.
- Increase monthly profits by **35%** every month of the calendar year of 2019.
- Increase carry out orders by **35%** each month for the calendar year of 2019.

Self Interests

The Milledgeville worshippers wants to sit down for a traditional after church meal on Sundays. They value fair prices and a diverse menu selections. In addition they like an exceptional atmosphere and service.

Primary Message

BiBa's is the perfect to sit down with friends and family and create a sense of community while enjoying a delicious meal. The wide variety of options and reasonable cost, along with the relaxed atmosphere make it the perfect place to get together with a large group or just a few friends.

Opinion Leaders

Church Leaders (pastors, deacons, elders, etc.)

Strategies

Raise brand awareness through **local churches and pastors** through social media, email, and a TV commercial.

Build a relationship with local churches, offer to host gathering, bible studies and offer catering specials

Create a discount where you get **10% off your meal when you bring your church bulletin on Sundays**

Encourage the pastor of different churches to tell everyone to go to Biba's after service together to use the 10% off discount

Offer catering specials (a certain discount) for church events

Tactics

Have faculty and staff become a part of the community (if applicable), attend services and volunteer events

Post on social media **Monday, Wednesday, Friday at 9 p.m.** from January 2019-2020

Send a **Sunday morning email at 8 a.m.** to list of subscribers encouraging them to stop in and dine after services

Evaluation Tools

GOAL 1

Objective

a) Increase awareness on social media by 50% by the end of May 2019.

Evaluation Tool:

To be sure this objective is met:

- We will track and record the number of people who follow the BiBa's social media accounts **once every month**.
- We will track the number of **engagements** that each post receives
- We will monitor Facebook and Instagram analytics from January 2019 to January 2020.

Objective

b) Ensure that BiBa's is the top ranked hit on search engines for Italian food within a 20 miles of Milledgeville.

Evaluation Tool:

To be sure this objective is met:

- We will use Google Analytics to **track and record the BiBa's search history** once every month.
- Every month we will search a variety of keywords ("Italian food in Milledgeville") and **record what number result it is**, in order to track improvement.



Evaluation Tools

GOAL 2

Objective

a) Increase monthly profits by **35% every month of the calendar year of 2019**

Evaluation Tool:

To be sure this objective is met:

We will track **profits weekly** and compare them to the previous weekly profits in order to analyze BiBa's profit progression.

Objective

b) Increase carry orders by **35% each month for the calendar year of 2019**

Evaluation Tool:

To be sure this objective is met:

We will track the **number of carry out orders weekly** and the total profit from the carry-out orders, and compare them to the previous data.

Objective

c) Promote alcohol specials in order to increase sale

Evaluation Tool:

To be sure this objective is met:

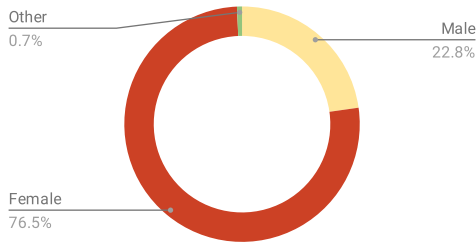
We will track the **total number of alcohol sales, including specific types** such as beer, wine or spirits, and how much profit the alcohol sales create and compare them to previous data.



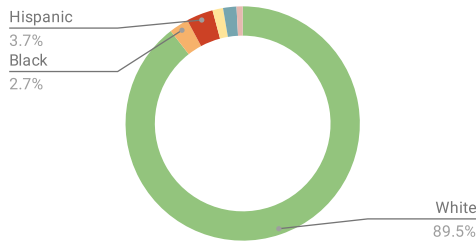
Appendix A

GC College Students

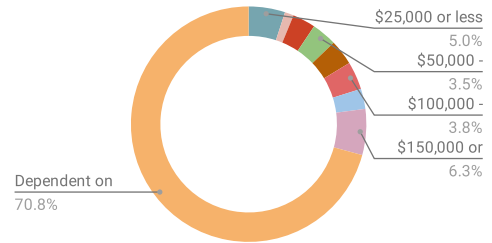
Gender of College Students



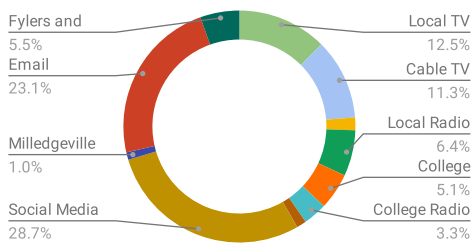
Race of College Students



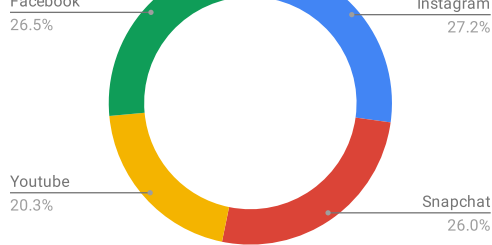
Income of College Students



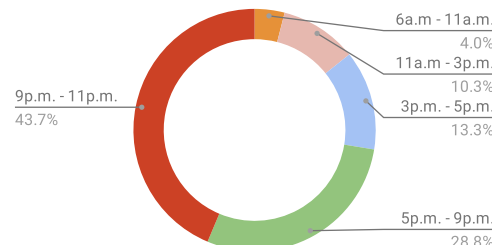
Media Use For College Students



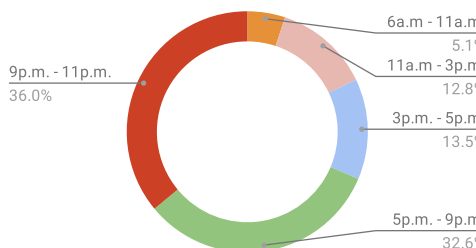
Facebook Usage



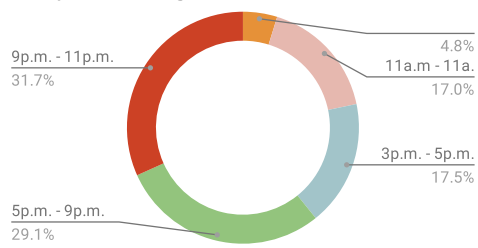
Facebook Usage



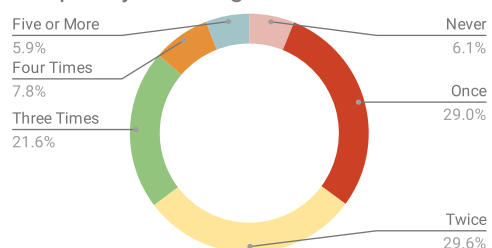
Instagram Usage



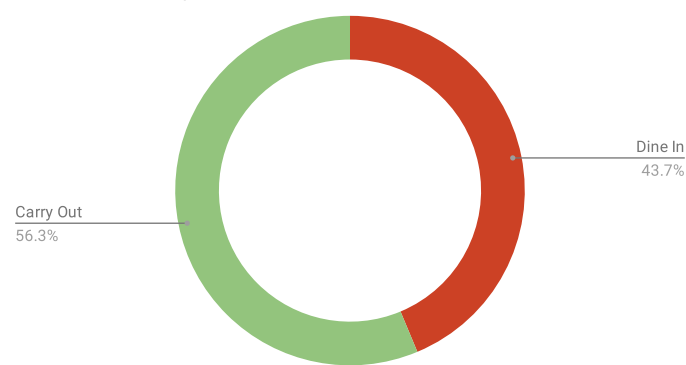
Snapchat Usage



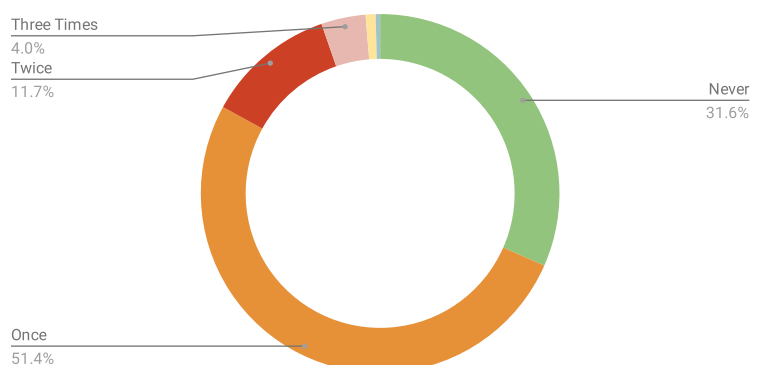
Frequency of Dining Out



Dine In or Carry Out Preference

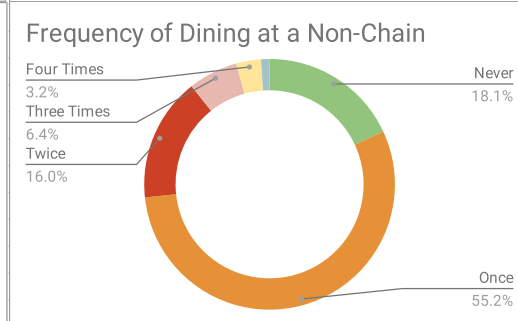
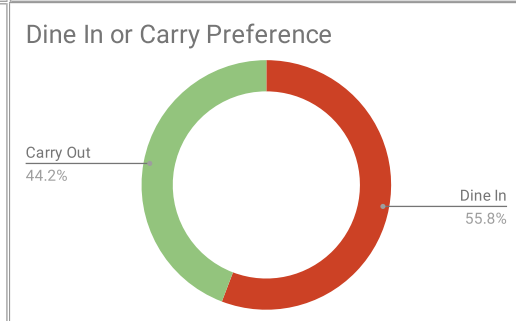
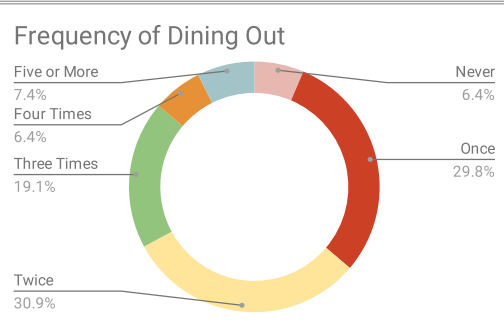
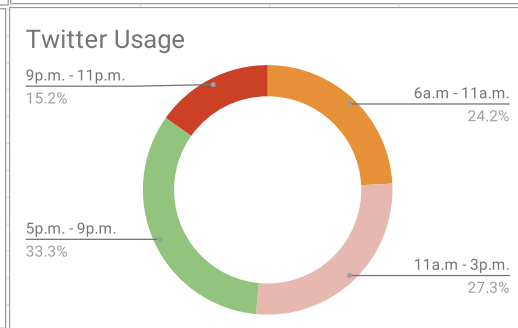
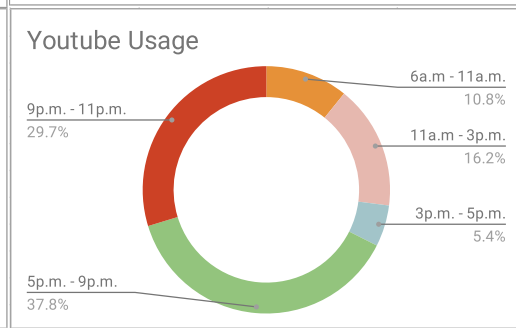
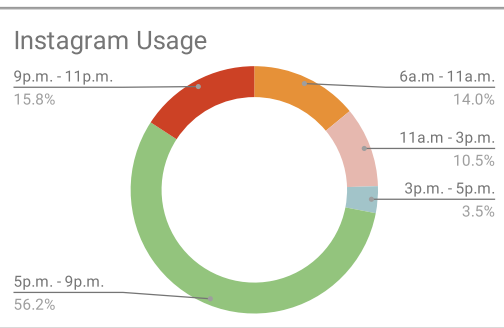
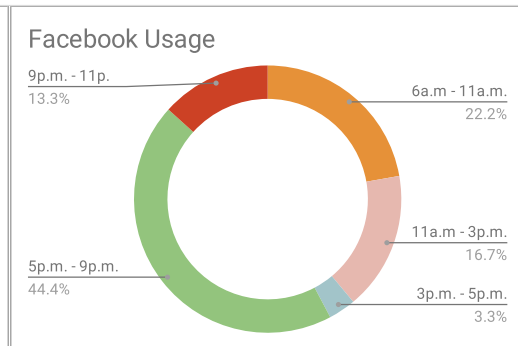
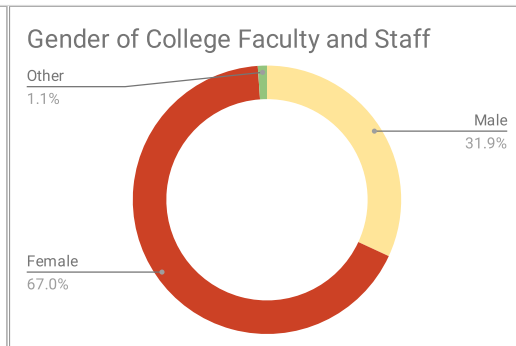
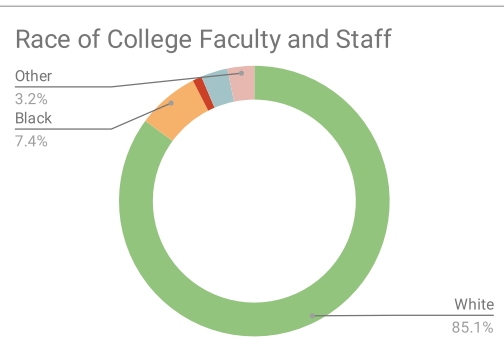


Frequency of Dining at a Non-Chain Restaurant



Appendix B

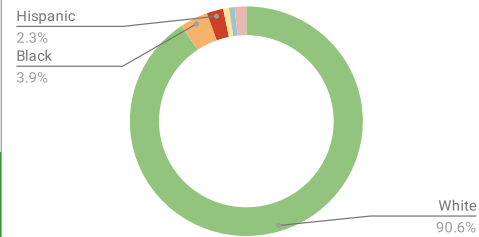
GC Employees



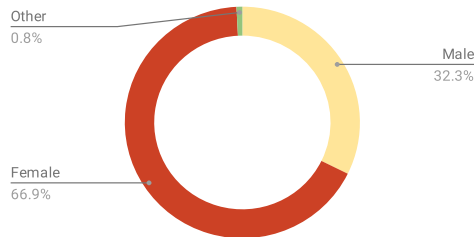
Appendix C

Milledgeville Residents

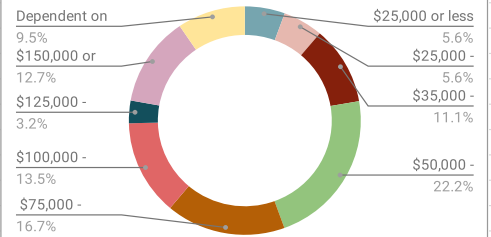
Race of Milledgeville Resident



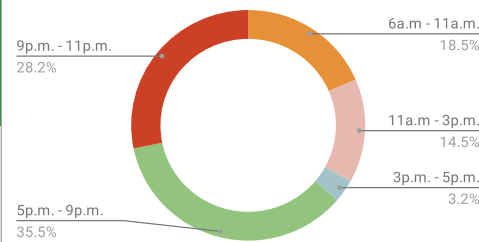
Gender of Milledgeville Residents



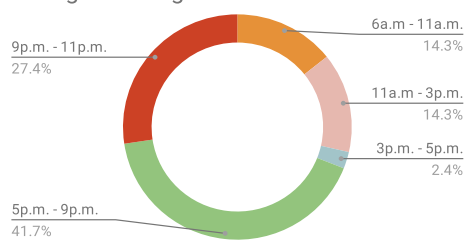
Income of Milledgeville Residents



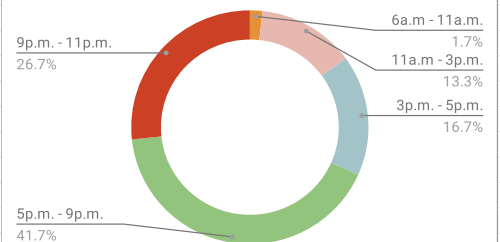
Facebook Usage



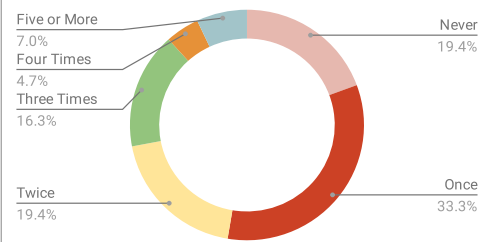
Instagram Usage



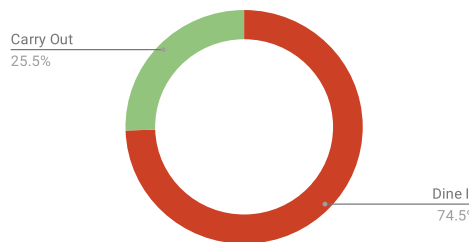
Snapchat Usage



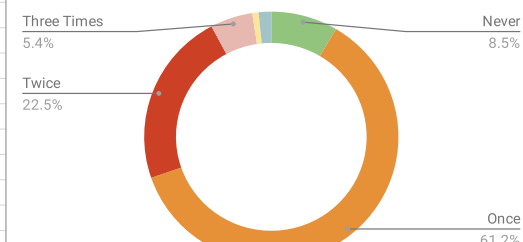
Frequency of Dining Out



Dine In or Carry Out Preference

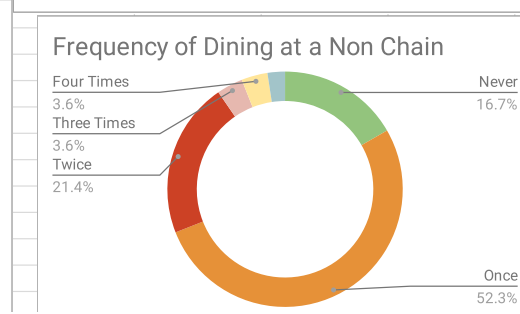
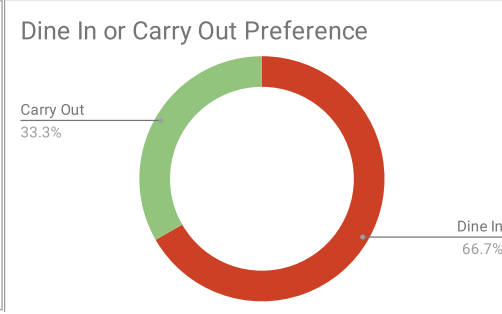
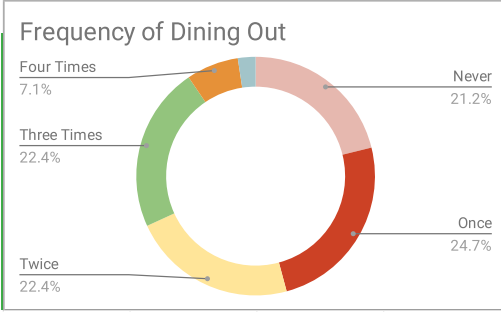
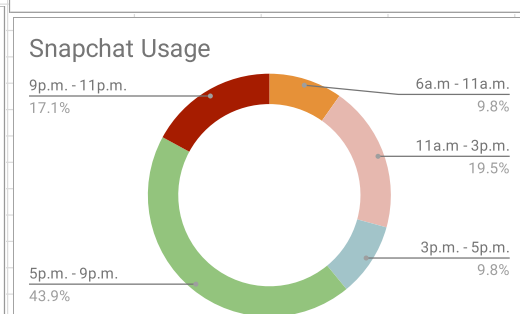
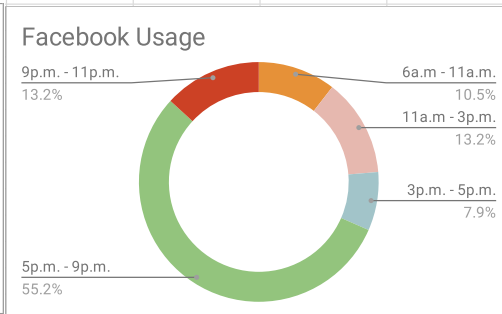
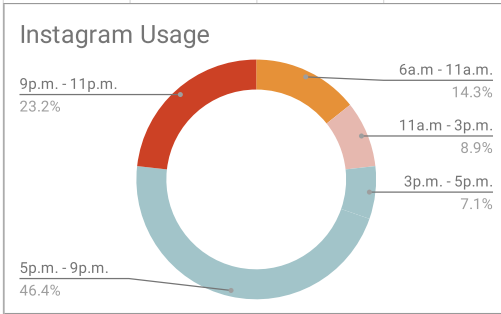
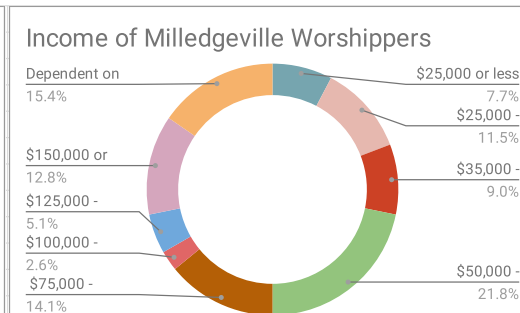
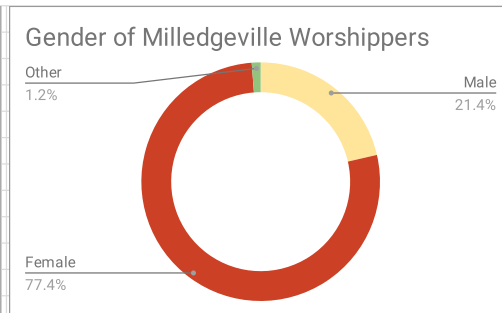
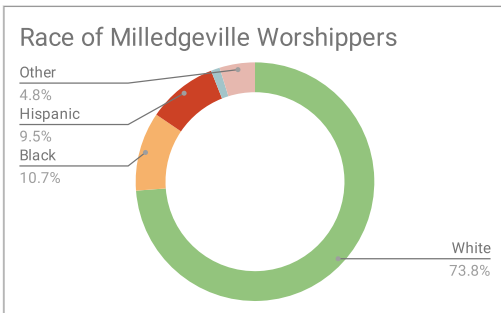


Frequency of Dining at a Non Chain



Appendix D

Milledgeville Worshippers



Appendix E

Billboard Design



Appendix F

Snapchat Filter



Appendix G

Student Spaghetti Special Flyer

BiBa's Student Spaghetti Special



Wednesdays 5 p.m. - 8 p.m.

\$10 for Spaghetti, House Salad & Garlic Knots

CARRY OUT ONLY

Appendix H

General Flyer

BiBa's

ITALIAN RESTAURANT

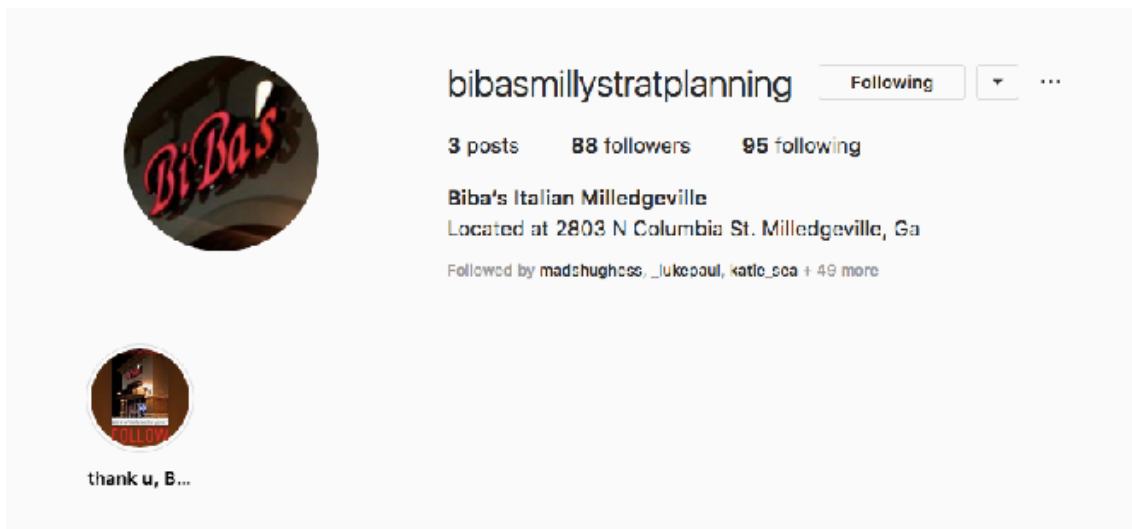


Family Owned & Operated

2803 N. COLUMBIA ST. MILLEDGEVILLE, GA 31061

Appendix I

Biba's Instagram



The image shows an Instagram profile for the user 'bibasmillystratplanning'. The profile picture is a circular image of the Biba's logo. The bio includes the text 'Biba's Italian Milledgeville' and 'Located at 2803 N Columbia St. Milledgeville, Ga'. It also shows that the user is followed by 'madshughes, _lukepaul, katie_oaa + 49 more'. The user is currently following the account.

bibasmillystratplanning Following

3 posts 88 followers 95 following

Biba's Italian Milledgeville
Located at 2803 N Columbia St. Milledgeville, Ga

Followed by madshughes, _lukepaul, katie_oaa + 49 more

thank u, B...

