

# SPINSTER ABBOTT'S



**Campaign Book**  
December 2024



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# Client Overview



## Background Information

### Mission Statement

*“Spinster Abbott’s is where anyone can come to find home in good food, comforting essentials, and a full glass.”*

### Overview of Services

Spinster Abbott’s is an establishment located in Uptown St. Augustine, offering an eclectic mix of services.

- Bodega
- Taproom
- Coffee bar
- Vintage clothing
- Food truck
- Music and event venue
- AirBnb

### Current Marketing Efforts

- 99% organic (word of mouth), with the occasional Google, Yelp, or Meta ad to boost awareness of events.

### Current Marketing Challenges

The challenges include costs and effort associated with digital/traditional marketing, as well as effectively allocating resources to best target the correct audience.

# Client Overview



## Background Information

### Overview

Spinster Abbott's is unique in that it has a hand in multiple, distinct areas. Here is a brief overview of each service offered.

#### Bodega

- A bright and inviting store serving a wide variety of items.
  - Local produce, grocery staples, dry goods, household items.

#### Taproom

- A bar seating area as well as bright and colorful indoor and outdoor areas with a TV, music, and board games.
- Serves local Florida beers as well as a few craft brews from around the country.

#### Coffee bar

- A full coffee bar and espresso machine serving specialty coffees.

#### Vintage clothing

- Snake Bird Vintage is a colorful and eclectic shop offering hand selected vintage goods.

#### Food truck

- Hotbox food truck offers traditional and new Hawaiian foods right on the outside patio of Spinster Abbott's.

#### Music and event venue

- The bar area hosts events of all kinds such as charity fundraisers, bands, arts and crafts, and everything in-between.

#### AirBnB

- Located in a historic house right behind Spinster Abbott's is a 2 bed 1 bath unit complete with a full kitchen.

# Client Overview



## Business Goals

The primary objectives of our marketing efforts are to drive up sales for Spinster Abbott's by targeting a new audience (Flagler Students) and increasing brand awareness in that audience through a mix of traditional and digital marketing techniques.

### Main Goals

- 1) Targeting Flagler students and improving brand awareness on campus.
- 2) Marketing Spinster Abbott's as a 3rd space where students can work, meet, and hang out.
- 3) Increase awareness of the variety of services offered at Spinster Abbott's.
- 4) Expanding online presence in a way that increases engagement among students.

We believe that these four main goals align with Spinster Abbott's needs and will achieve their overall goals by solving the challenges faced by the current marketing efforts and targeting a new group of customers.

# Market Research



## Competitive Analysis

### Nearby Competitor Analysis

#### 1. Juniper Market

- Well-designed website with branded elements and online ordering.
- Active but inconsistent Instagram presence; no TikTok.
- Takeaway: Use ordering online as a tool to boost sales, and reach desired audience in diversified ways.

#### 2. Coffee House Realty Cafe

- Outdated website with franchise and art gallery sections.
- Posts twice weekly on Instagram; lacks cohesive branding and TikTok.
- Takeaway: The importance of an updated website, with ADA compliance. Upon observing the lack of updated layout and website style, we can conclude that Spinster's website is on the right track.

### Broader Market Analysis

#### 1. Sarbez

- Strong aesthetic, good event marketing, but limited video content.
- 3-4 Instagram posts weekly; no TikTok.
- Takeaway: Using brand color coordination, consistent logo and graphics as a tool to personalize experience and create a strong and coherent brand voice is crucial.

# Market Research



## Competitive Analysis

### 2. Muggsy's

- No website, Instagram only; vintage, neighborly vibe.
- Consistent posts, mostly stills; no TikTok.
- Takeaway: Again, the importance of having a website to create a professional image. As well as creating a brand voice by sticking to a certain aesthetic.

### 3. Bog Brewing Company

- Professional website, frequent Instagram posts with collabs.
- Limited use of video content; no TikTok.
- Takeaway: Consistency in Instagram posting is very important for organic audience engagement and growth.

### 4. Old Coast Ales

- Professional, consistent branding with frequent posts.
- Event-focused content; no TikTok.
- Takeaway: Importance of not only creating content geared towards product advertisement, but also showcasing upcoming and past events, as a way to engage audience.

### 5. Boat Drinks

- Interactive menu, branded content, and high-quality visuals.
- Strong social engagement with collab reels; no TikTok.
- Takeaway: Collaboration content with other brands, or people can increase.

# Market Research



## Competitive Analysis

### Suggestions Based on Research

#### **Adding an online sales channel on their website.**

- We have observed that some of Spinster Abbott's competitors (such as Juniper Market) have an online ordering system where customers are able to place orders online for pick up or delivery.
- This would help Spinster Abbott's increase their audience reach, and ultimately increase sales.
- An online sales channel would also be beneficial for the specific desired target audience, which is Flagler College students. Often times college students don't have time to wait in line, or want to optimize their time by getting their food and coffee delivered, so this suggestion fit into that audience.

#### **Create a detailed menu page.**

- We have also observed how most of Spinster Abbott's competitors have a full menu with description and prices of items on their website. This would be beneficial for Spinsters to add to their existing website (maybe as a separate page), as an advertising and informative business tool.
- This would ultimately help customers have an overview of menu items prior to physically visiting Spinsters Abbotts, and having an idea of what their options are.

# Market Research



## Competitive Analysis

### Using TikTok more often

- Use TikTok more to engage the target audience (Flagler students).
- Using coherent social media trends (such as audios, video style, etc) to appeal to desired target audience.
- Creating a content calendar (which we have proposed in this campaign book) for posts. This would help keeping with consistency

### Audience Research

- Target Audience: Flagler College students aged 18-21.
- Focus: Coffee and "third-space" idea for studying and socializing.
- A 2017 study in England found that for most students, going to coffee shops is actually just for the coffee.
- The study reported that caffeine did sway students attitudes towards coffee and it was a perceived benefit according to students.
- Other students in the study however use coffee shops for it's other benefits. Mainly for studying alone and with groups, but also for social gatherings.
- The study found the most important factors after quality of coffee are: social meeting influences, prices, WiFi, quick service, variety of other products
- Students also placed importance on convenience, but also on the welcoming atmosphere and environment of coffee shops.

# Market Research



## SWOT Analysis

### STRENGTHS

- Prime location; appealing to college students.
- High-quality, locally sourced products.
- Variety of services.
- Friendly staff.
- Good customer service.
- Unique products.

### WEAKNESSES

- Niche market awareness.
- Higher prices.
- Dependence on seasonal traffic.
- Lack of parking.
- Underused website.
- Unclear service focus.
- Far walking distance from campus.

### OPPORTUNITIES

- Partnerships with Flagler and local businesses.
- Expanding online presence (TikTok, Instagram, and website).
- Expand parking.
- Update website more often.
- Create a clear focus of services.

### THREATS

- Strong competition.
- Economic downturns.
- Weather complications (i.e hurricanes).
- Students have options closer to campus for coffee.

# Market Research



## SWOT Analysis

### Explanation of SWOT

- **S-** Overall, Spinster Abbott's has valuable strengths that make them stand out from competitors. The variety, quality, and uniqueness of their services make them a unique local business, appealing to college students.
- **W-** The main weakness observed would be lack of clarity in services, which can lead to customer confusion. However, this can be easily solved by establishing a clearer business focus.
- **O-** Overall, there are a lot of opportunities for the business to grow. The main one being expansion of social media channel presence and website, and updating those platform on a regular basis.
- **T-** The main threats include strong competition with similar products and services, and/or closer to Flagler College campus.

# Integrated Digital Marketing Strategy



## Channels & Tactics

### **Physical Materials**

Punch cards will be distributed to Flagler College students at the point of sale when purchasing a beverage in the Taproom, and flyers will be distributed around the community, including inside the AirBnB. (Materials in Appendix A.)

### **Social Media**

Develop social media posts that can be posted on all channels (specifically Instagram and TikTok). Utilizing a mix of graphics and short-form video content to communicate our message to the audience.

### **Radio**

Create an underwriting script to be recorded by the Flagler College radio station, WFCF 88.5FM, to be broadcast during the College Rock Block (7-11 AM, Monday - Friday) which is a student segment of the station.

### **Website**

Introduce a navigation bar and update icon links to lead users to specific segments of the business's websites for improved Keyword search and ease in navigation.

### **Campaign Strategy**

The campaign Timeline and Content calendar are available in Appendix D.

# Metrics & Measurement



## KPI's

### Redemption Rate of Punch Cards

- Out of cards distributed, have a 10% redemption rate of students with fully punched out cards (10 stamps) within the six weeks of the campaign.

### Program Participation Rate

- Post 20 Flyers around campus with the aid of an on-campus organization or club with a QR code on each poster that takes students to a pinned Instagram on Spinster Abbotts page. See a 20% increase in impressions on the pinned post.

### Increased Brand Awareness Among Flagler Students

- Have a 30% increase in brand recognition among Flagler Students. Tracked by comparing the survey results taken before the campaign with those taken after the campaign ended.

# Metrics & Measurement



## KPI's

### Improved Social Media Engagement

- Have a 25% Increase in Social Media Engagement with Flagler Students (Likes, Comments, Shares, Click-Throughs). Track through launching a short form video featuring aspects of Spinster Abbotts and using social media analytics to track increased social media engagement compared to previous posts or ads.

### Increased Coffee Sales

- Achieve a 20% increase in coffee sales over the course of the campaign from the use of punch cards by Flagler College students. Track through punch card redemption rate and sales prior & post campaign.

# Metrics & Measurement



## Monitoring & Adjustments

- Track punch card usage & coffee sales post campaign. For example: customer retention can be tracked through the amount of Flagler College students that fully redeem a punch card throughout the campaign.
- Compare social media insights and google analytics post campaign.
  - Consider boosting ads if they are under performing.
- Compare brand awareness with Flagler Students between the pre-campaign survey and post campaign survey.
- Track the effectiveness of reaching the target age group of ages (18-24) through instagram insights & punch cards.
  - Instagram insights will allow you to see the demographics of who interacted with the social media content.
  - Can also be tracked through the amount of fully redeemed Flagler punch cards.
- In a situation where students are not scanning the flyer and engaging with the post enough we could adjust by changing the location of the flyers.

# Budget Outline



The budget outlined below is for a 6 week marketing push. The focus of our strategy is to use the most cost-effective methods to expand upon the current marketing efforts. The extra room in the budget can be used to boost social media ads prior to events as needed.

## Suggested Expenses

Item	Quantity	Cost
Fliers (80# gloss)	20 (10 units of each)	\$13.00
Punch Cards	250 units	\$22.00
Radio Underwriting	1 per week	\$10 per week (\$60)
***Meta Ads	As needed	\$10-20 per day
<b>Total</b>		<b>\$95</b>

# Budget Outline



## Justification

### Flyers

- A very affordable option that meshes very well with the existing organic marketing.
- Gloss paper lets the bright and fun brand color palette really pop as well as being more durable and resistant to the elements for a negligible additional cost.
- Allows for pinpoint targeting as they can be placed right on campus.
- 10 units each of two different fliers is enough to be placed in all high traffic locations, adds variety, and should be enough to last 6 weeks.

### Punch Cards

- Very cheap option that is in line with current marketing efforts.
- Having a punch card keeps Spinster Abbot's on students minds as they are reminded of it every time they see it in their wallet.
- Improves rate of customer return.
  - Having more regulars improves sales and consistency of income.
  - Meshes well with the goal of being a 3rd space where people frequently return to hang out and get drinks/ coffee.
- Allows for collection of data on the success of the campaign - keep track of how many people receive punch cards and their return rates.

# Budget Outline



## Justification

### Radio Underwriting

- Very affordable and requires zero work on Spinster Abbot's end.
- Directly targets the student demographic
- Shows students that Spinster Abbott's supports Flagler students and is invested in them and the community.
  - Meshes well with brand ethos.

We believe this combination of methods suit Spinster Abbott's goals and expected returns. These methods are targeted towards the Flagler demographic, increasing brand awareness and playing off the sense of community that Spinster Abbott's fosters.

# Budget Outline



## Printed Material Costs



### Punch cards

- 250 units @ \$21.99
- 500 units @ \$35.98



### Flyers

- 28# standard paper (8.5" x 11")
  - 10 units @ \$6.50
  - 25 units @ \$15.00
  - 50 units @ \$28.00
- 80# gloss (8.5" x 11")
  - 10 units @ \$8.00
  - 25 units @ \$18.75
  - 50 units @ \$35.00

# Crisis Management



## Risk Assessment

Spinster Abbot's has a very clear mission and values, frequently participating in community events and activism. As such, it is absolutely vital that care is taken to protect that image. Here is an outline of Spinster Abbot's ethos:

- Supporting responsibly made, local products.
- Sharing and fostering a safe and inclusive community for all people.
- Environmental conservation and sustainability.
- Offering a space that feels like an extension of home where you can feel safe and comfortable.

### Potential Risks

- Following a trend associated with content that does not align with Spinster Abbot's values.
- Digital ads appearing in places that display conflicting values.
- Unknowingly carrying products or brands that are found to have harmful environmental consequences.
- Hijack of social media - constant comments spamming your accounts.

# Crisis Management

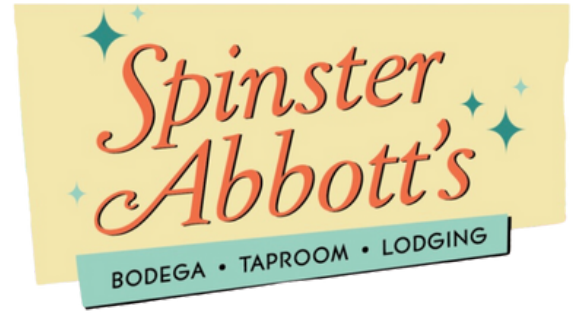


## Risk Assessment

### Potential Risks

1. Following a trend associated with content that does not align with Spinster Abbot's values.
  - This could unknowingly attract engagement from groups who do not share the brand values or give people a false idea of Spinster Abbot's values.
2. Digital ads appearing in places that display conflicting values.
  - Same as risk #1 with the added issue of targeting the incorrect audience and curtailing the effectiveness of the ad.
3. Unknowingly carrying products or brands that are found to have harmful environmental consequences.
  - This could cause backlash from customers who have come to see Spinster Abbot's as a reliable place to find products that align with their values of the environment.
4. Hijack of social media - constant comments spamming your accounts.
  - This could lead to a loss of control of customer base.

# Crisis Management



## Response Strategy

- **Develop general communication plan**
  - To assist in efficient crisis response a general communication plan that can be tweaked and customized to unique situation will be created in order to promote consistency.
  
- **Create and implement core values**
  - Core values are intrinsic to maintaining consistency across crisis communication and should represent the ideals central to Spinster Abbott's and their customers.
  - Outlined below are possible ideas for core values.
    - Connection and interaction.
    - Creativity and self-expression.
    - Comfort and ambiance.
    - Community and conversation.
  
- **Refocus the narrative**
  - Create responses that emphasize and highlight Spinster Abbott's mission of creating a space that is inviting, comforting, and safe for everyone.
  - Core values should also be incorporated into any messages sent out.
  - Leaning into Spinster Abbott's morals and ideals will help to create an empathetic exchange between business and customer.

# Ethical Considerations



## Compliance

The marketing aspect that presents the biggest concern in regards to legal regulations is the radio underwriting. The FCC has set clear rules regarding underwriting and to ensure compliance these will be closely followed. Radio underwriting must remain neutral and the messages may not contain any promotional wording or calls to action. The message given to Flagler College Radio will be under 30 seconds and contain a brief description of Spinster Abbott's and their products, additionally, the website or social media handle and location where the business can be contacted must be included in the statement.

## Best Practices

We want to ensure all customers think of Spinster Abbott's as a safe and trustworthy business especially when it comes to their privacy. Throughout all three new channels of marketing we have created there are steps that can be taken in order to achieve that. All fliers are completely factual and any disclaimers or exceptions are clearly stated and easy to read. Any additional flier or marketing materials will be examined before sending out to avoid any crises regarding misinformation.

# Meet The Team



**Brett Sidman**  
Account Manager



**Piper Hadsell**  
Creative lead



**Victoria Barros**  
Market Researcher



**Katie Oliver**  
Data Analyst



**Kat Andreola**  
Public Relations



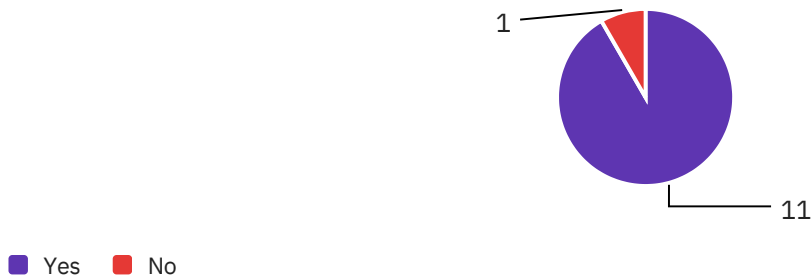
**Nicky Saldutti**  
PR Lead

# Appendices

## Appendix A.

### Qualtrics Survey on Spinster Abbott's

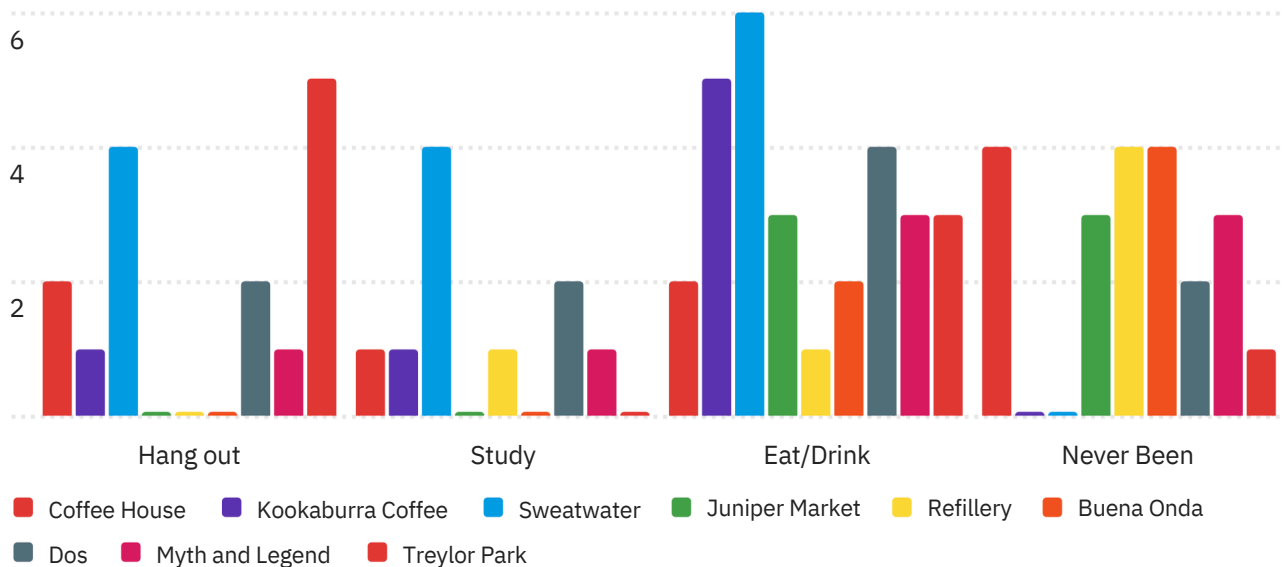
#### Q12 - Are you a Flagler College Student



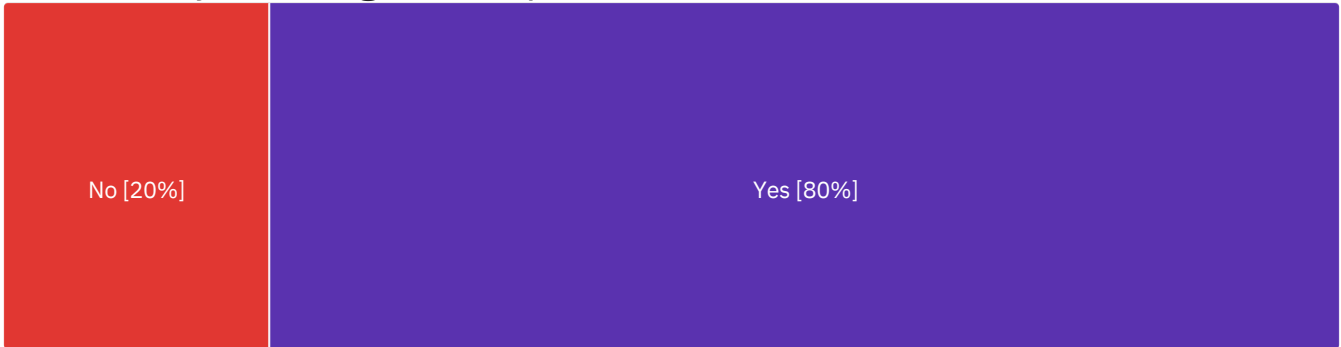
#### Q1 - Have you ever heard of Spinster Abbott's?



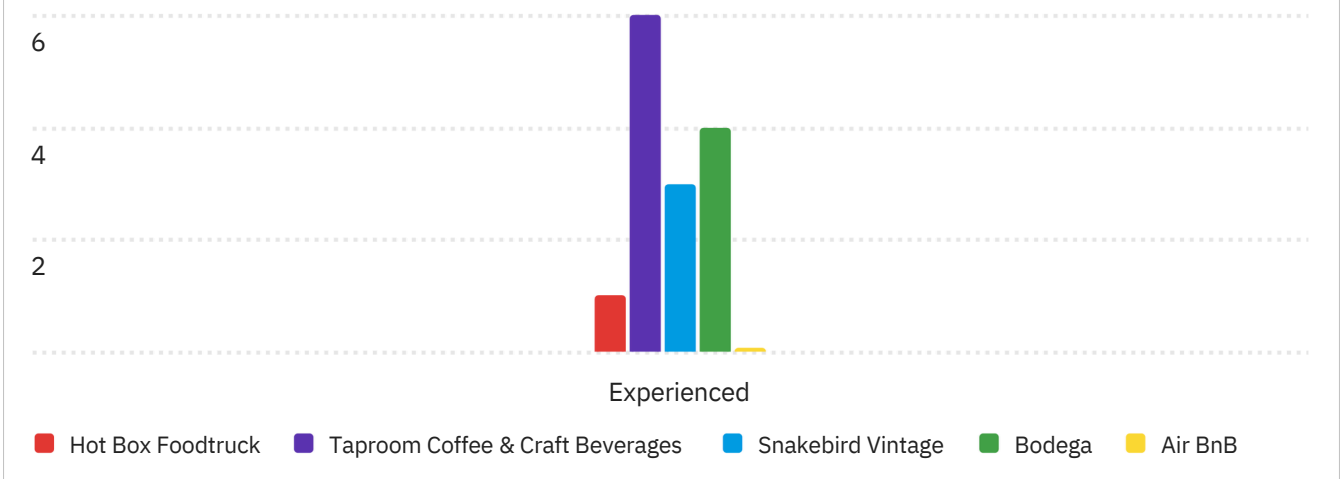
#### Q14 - Alternatively, what local places do you frequent in the downtown St. Augustine area?



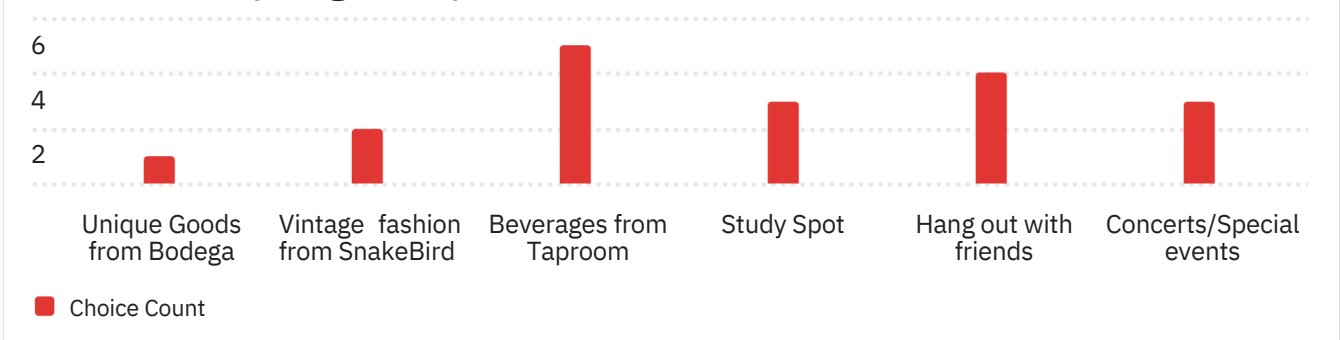
### Q2 - Have you ever gone to Spinster Abbott's?



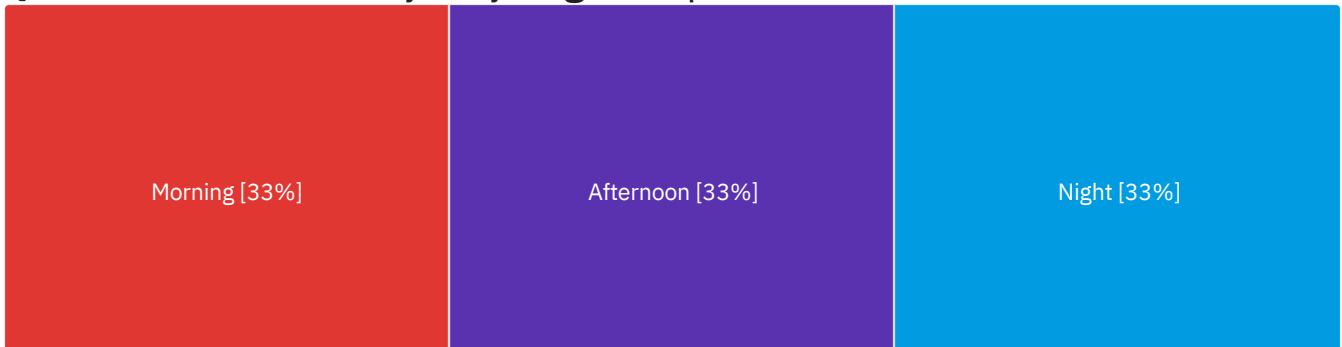
### Q4 - If yes, what aspects of the business did you take part in?



### Q5 - What do you go to Spinster Abbott's for?



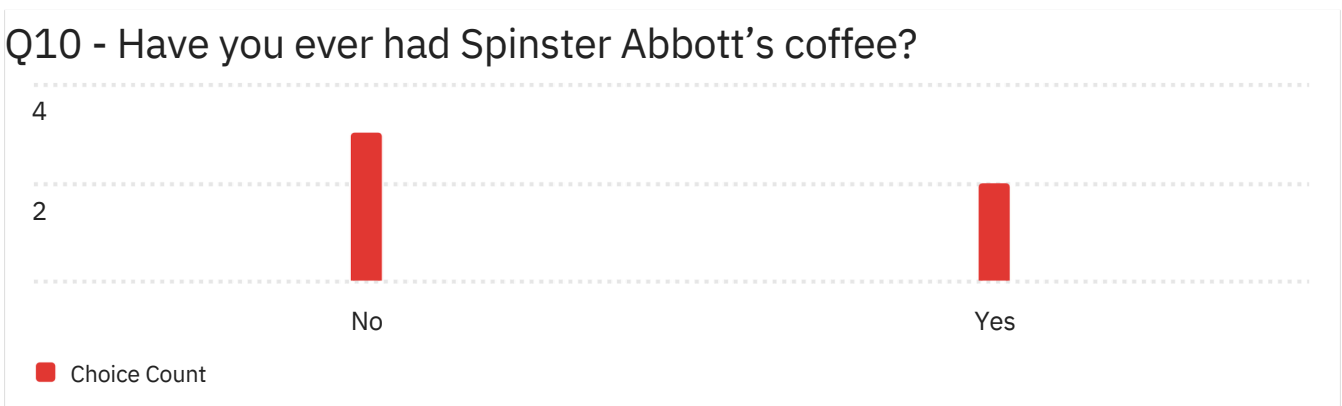
### Q15 - What time of day do you go to Spinster Abbott's?



### Q6 - Overall, how would you describe the energy of Spinster Abbotts'?

Field	1	2
Calming:Chaotic	6	1
Positive:Negative	5	0
Hard to focus:Great study spot	2	3
Diverse selection (beverages):Few options (beverages)	3	0
Fun events:Sleepy	2	1
Community spot:Empty	3	0
Homey:Weird	4	1
Click to enter text:Click to enter text	0	1

### Q10 - Have you ever had Spinster Abbott's coffee?



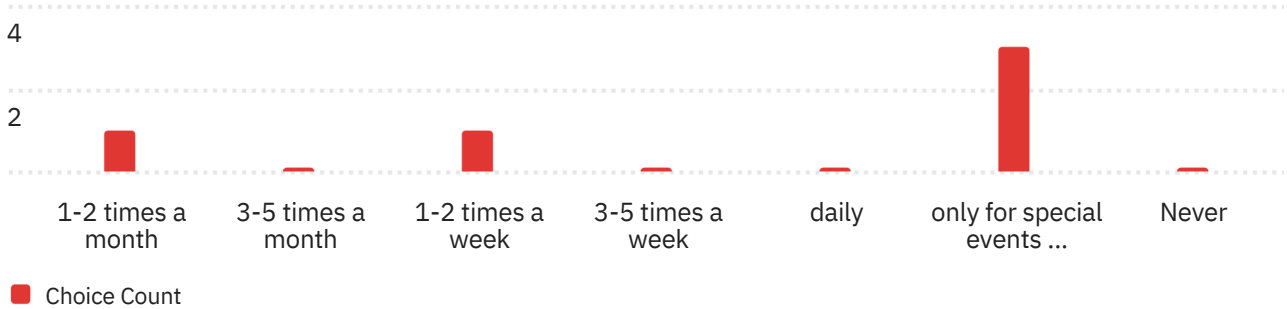
## Q11 - If yes, were your thoughts?

If yes, were your thoughts?

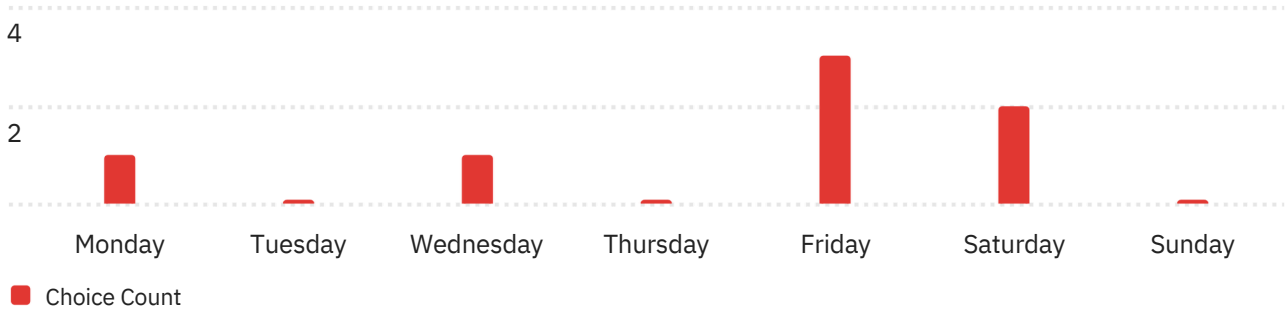
two thumbs up

Very good

## Q7 - How frequently do you go to Spinster Abbott's?



## Q16 - What days of the week do you go to Spinster Abbott's?



## Q8 - In your opinion, what are some drawbacks about Spinster Abbott's?

In your opinion, what are some drawbacks about Spinster Abbott's?

sometimes overcrowding

They just don't have enough info out there on certain aspects of their business

Parking

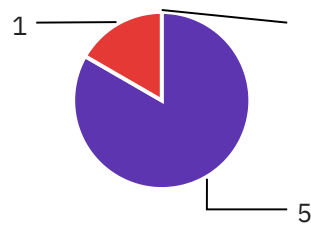
## Q9 - Is there anything Spinster Abbott's could change to enhance the experience?

Is there anything Spinster Abbotts could change to enhance the experience?

More food but they don't have a kitchen

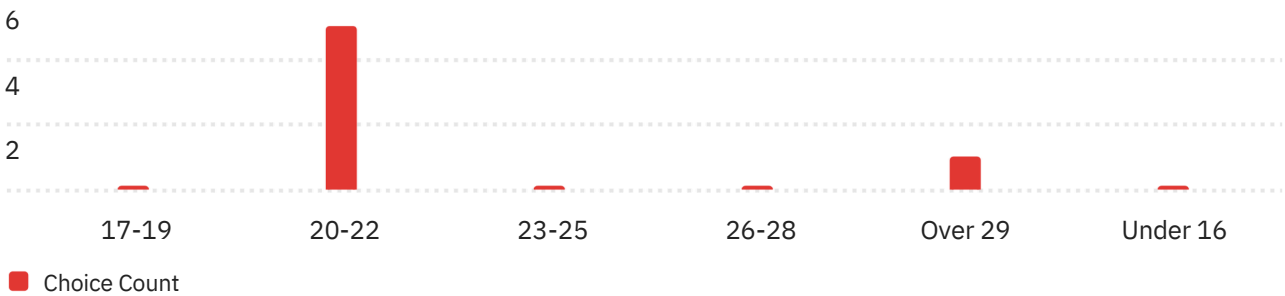
More parking

## Q13 - What is your preferred gender?



■ Prefer not to say ■ Non-binary / third gender ■ Female ■ Male

## Q14 - What age range do you fall under?



# FLAGLER STUDENT PUNCH CARD



BUY 10 DRINKS, GET  
THE 11TH FREE!!

\*APPLIES TO ALL BEVERAGES\*

Appendix C.



# Appendix D.

## Content Calendar

PROJECT TITLE	Marketing Plan
Creative Lead	Piper Hadsell

**Note:** Flagler College spring semester begins January 22nd

CAMPAIGN TYPE	ADDITIONAL INFO
<b>Physical Distribution/Word-of-Mouth Marketing</b>	
Flagler Student Punch Card	Gift cards designed specifically for Flagler College students: Get ten punches and the eleventh drink is free (Distributed in Taproom and offered with purchase of a beverage)
Coffee Flyer/Graphic	Material announcing coffee availability - showcasing Spinster's as a casual hang-out area (not only a taproom) (Posted on front and back door of business and distributed throughout the community)
Punch Card Flyer/Graphic	Material announcing Flagler Punch Card availability - Call-to-action for students to purchase beverages in the Taproom (not only a taproom) (Posted on front and back door of business and distributed throughout the community)
<b>Social Media Marketing</b>	
Video A	Aesthetic video series showcasing Spinster's ambiance and facilities
Video B	Promo video for Flagler Punch Card
Graphic A	Punch Card graphics post (Pinned)
<b>Broadcast Marketing</b>	
Underwriting	An underwriting announcement is an "On Air Thank You" to contributors who have provided funding support for the station. It can be a business or an individual.
<b>Digital Marketing</b>	
website	Keeping event calendar updated per month

COMPANY NAME Spinster Abbotts  
 DATE January 6 - February 15

January			February		
WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6
<b>Launch promotion</b>	<b>cont.</b>	<b>cont.</b>	<b>cont.</b>	<b>cont.</b>	<b>cont.</b>
<b>Distribute Flyer</b>	<b>Post Graphic</b>				
<b>Distribute Flyer</b>	<b>Post &amp; Pin Graphic</b>				
<b>Post TikTok</b>	<b>Post Instagram</b>				
<b>Post TikTok</b>		<b>Post Instagram</b>		<b>Post on Story</b>	
<b>Post Instagram</b>					
<b>Wednesday 10AM</b>	<b>Monday 9AM</b>	<b>Wednesday 10AM</b>	<b>Monday 9AM</b>	<b>Wednesday 10AM</b>	<b>Monday 9AM</b>
			<b>1st of the month</b>		