

Auburn Oil Co. Booksellers
Final Campaign



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Introduction

Smooth Sailing PR is a full-service advertising agency committed to providing strategic communication and creative services that guide our clients to results that take their business to the next level. As a motivated and determined team of four, we are confident that we have the capabilities to accomplish everything you may need. When you work with us, your priorities and goals become ours. Each member of our team has their own unique skill set that allows us to seamlessly work together to produce exciting results.

We are excited to announce the proposal of an awareness campaign for our client, Auburn Oil Co. Booksellers. This campaign was created as part of the Auburn University public relations campaign course taught by Dr. Michail Vafeiadis. This course is the final course emerging public relations professionals take at Auburn and challenges students to apply their course knowledge to tangible client work. Smooth Sailing PR is proud of the work we have done for Auburn Oil Co. Booksellers believe this campaign could provide a valuable boost to an already successful local business.

Auburn Oil Co. Booksellers is an independent bookstore located in downtown Auburn, Alabama. The store opened in 2019 and offers a variety of books, cards, gifts and specialty beverages including coffee and tea. Auburn Oil Co. Booksellers prides themselves on selling stories and being a place of community that brings life and love to the Auburn community. Our time spent with Auburn Oil Co. Booksellers has allowed us to use our unique skills to develop creative solutions that will allow for more people to learn about the lovely place that is Auburn Oil Co. Booksellers.

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Overview

Auburn Oil Co. Booksellers is a local bookstore and coffee shop in the heart of downtown Auburn, Alabama. Paying homage to the former Phillips 66 stations his father owned in the area, owner Mike Armor created the store with the hopes of creating the vibrant place of community the service stations used to be. With a wide variety of offerings, the store is loved by many Auburn locals and students.

There is fierce competition for coffee in downtown Auburn with seven other coffee shops within walking distance of the store. Auburn Oil Co. Booksellers recognized the opportunity to increase their awareness and create a larger presence within the community. This lead us to work on a semester-long project that has culminated with the creation of this final campaign proposal. We believe these solutions have the potential to make Auburn Oil Co. Booksellers a staple in downtown Auburn.

SWOT Analysis

Client Introduction

Auburn Oil Co. Booksellers is a privately owned, independent bookstore located in downtown Auburn, Alabama. The company is deeply rooted in Auburn and the surrounding community. Founded in 2019 by June Wilcox and Mike Armor, Auburn Oil Co. Booksellers was created to honor Mike's father, Murphy, who owned Auburn Oil Co. and other Phillips 66 service stations in the area. Mike remembers his father's service stations as happy places where people frequently congregated. With this in mind, Armor and Wilcox created Auburn Oil Co. Booksellers as a place where people could come together to enjoy a cup of coffee, a good book and the company of friends.

Auburn Oil Co. is much more than just your average bookstore. Auburn Oil Co. provides a myriad of specialty drinks for all of their coffee, tea and even wine connoisseurs. Their goal is to continue creating moments and memories for the community of Auburn. Auburn Oil Co.'s mission is to be a hub for the community of Auburn. They strive to be more than just a store by providing services, connections and relationships with their customers. Throughout the next few pages, we will be furthering our discussion of their community outreach and their role as a business in downtown Auburn.

Strengths

Location: Auburn Oil Co. has many strengths lying within their business, primarily in their community involvement. Auburn Oil Co. is located in the heart of downtown Auburn at 149 E.

Magnolia Ave, just steps from Toomer's Corner. Being in such a central location is another strength that contributes substantially to their large involvement in Auburn. Downtown Auburn is a hub for locals, students and tourists. A prime location such as theirs is a great attraction and destination for people to wander in while out and about.

Community involvement: Auburn Oil Co.'s social commitments remain an integral part of their community by hosting weekly and monthly events. Some of these events include book clubs, trivia nights, author series and even happy hours. For example, during the month of March, they hosted a book signing with Van Allen Plexico and John Ringer. Their happy hour events typically include hosting monthly "Page Pairings," otherwise known as book-inspired wine tastings. They also have "Teacher Happy Hour" where they provide drinks and discounts for anyone that provides their teacher ID. Customers may purchase tickets to Page Pairings for \$35, which includes a variety of wines to taste and your choice of one of the featured books.

Social Media following: The company is fairly active on social media, a great way to boost engagement and involvement with the community and people outside of Auburn. Their main activity on social media appears to be on Instagram and Facebook. Their Instagram currently has 6,969 followers. Their account gains a substantial amount of interaction from posts about special events, new products and even limited edition drink specials. This is a great strength for the brand. The use of social media is so important in today's day and age, and they do a good job of staying up to date on their accounts.

Weaknesses

Social media engagement: While Auburn Oil Co.'s social media presence is fairly strong, they have a lack of engagement with their followers. Throughout their Facebook account, they have

very few likes, comments and shares on their posts. Auburn Oil Co. must identify which target audiences they want to reach across their different platforms in order to receive more interactions with their customers and online community.

Seating: Another weakness that we have found is the lack of seating inside Auburn Oil Co. Considering they provide books, coffee, tea and wine, it could be a smart idea to have a small table or two in the corner. This would attract customers to not only shop but to also stay a while. Providing a place for customers to gather in Auburn Oil Co. would extend their mission of connecting with the community and adhere to their social commitments of local customers and students who want to find community.

Publicity: Lastly, Auburn Oil Co. can expand their customer base by increasing their signage and promoting their business in Downtown Auburn. Auburn Oil Co. has such a prime location, but we found that many Auburn students and locals are unaware of the company. From our research, we found many students had little to no knowledge of what Auburn Oil Co. is let alone what they provide inside their store.

Opportunities

Collaboration: Our first idea is a social opportunity that centers around Auburn Oil Co.'s collaboration with other businesses in downtown Auburn. Many people love coming to shop downtown because of the convenience it offers. There are many restaurants and boutique shops within walking distance of each other, but people may only get to a couple in one visit. Auburn Oil Co. could combat this by collaborating with other businesses close by. For example, The Locker Room is only a few doors down from Auburn Oil Co. Booksellers. The two companies could run a special promotion where they provide both of their services to each other's

customers. Auburn Oil Co. could put up a table in The Locker Room where they offer coffee to customers while they shop for clothes. Another store that could benefit from collaboration with Auburn Oil Co. Booksellers are some of the fashion boutique stores like Fab'rik, Behind the Glass, Charming Oaks, etc. These collaborations could allow for a different variety of people to become familiar with the company.

Exterior Signage: Another opportunity is for Auburn Oil Co. to hire a local company to provide additional signs or posters to decorate the exterior of the store to attract customers. As mentioned in the section above, Auburn Oil Co.'s signage is a bit confusing. There is a big tree blocking the sign for Auburn Oil Co. from one side of the street, and other neighboring businesses overshadow the bookstore with their signage and logos. Finding a way to make the exterior stand out would be a great way for Auburn Oil Co. to better establish itself in the heart of downtown Auburn.

Technology: A technological opportunity Auburn Oil Co. has is to start selling technology related to current reading trends. Many people today like to use e-readers like a Kindle. Readers love having the option of having multiple books on a small platform that is easy to transport. Selling some of these e-readers in house may drive people to the store while also increasing revenue.

Customer Loyalty Program: There is also an economic opportunity for Auburn Oil Co. to improve their customer loyalty program. Currently, they offer a stamp card for coffee purchases where 10 coffees purchased equals a free one. To combat inflation and rising costs, our idea is to expand this customer loyalty program to include book purchases. Book purchases could count for two stamps to encourage customers to buy a book in addition to their coffee purchases. This

idea could provide more chances for customers to experience free rewards for being a loyal customer. This offer could be especially enticing when the cost of living is on the rise.

Supply Diversification: The last opportunity exists in the political realm. Coffee shops worldwide rely on coffee-bean producing areas for their supply. A large threat to most of these areas is political unrest. Therefore, slightly diversifying the number of suppliers Auburn Oil Co. Booksellers has could protect the company against the risk of suppliers being unable to deliver their supply of coffee beans due to any political factors.

Threats

Competition: The item of biggest concern is that there are lots of coffee shops in Auburn. Specifically in downtown Auburn, there are six other coffee shops within walking distance (Bitty & Beau's, Well Red, Coffee Mafia, Ross House, Starbucks, Dunkin'). This means that people within a close proximity to the store have a plethora of choices if they want a cup of coffee. Therefore, it is essential for the company to create enough value to generate customer loyalty.

Declining Book Sales: This threat is a social and technological problem. The issue is that people are reading less books and physical copies of books. With the rise of social media, people are spending more time on their devices and less time reading physical books. Auburn Oil Co. faces a clear problem because the company depends on people coming into their store to read and purchase books. As people read less and less, this could become a more pressing issue.

Rising Costs: An economic challenge that Auburn Oil Co. faces is inflation and rising costs. It is easy to justify buying a coffee, book or any of the other goods Auburn Oil Co. offers when

people have extra money to spend. However, these items may be some of the first ones people remove when money is tight.

Coffee Beans: As mentioned above, a political concern that affects the entire coffee industry is potential political conflict in foreign coffee bean producing countries. This can cause delays for products which makes the costs of production rise.

Social Media Analysis

Current State:

Network	How Active	What Types of Activity
Instagram - @auburnoilbooksellers	20-25 posts a month	Posts of new events that are coming up, book club dates, highlighting merchandise, and book releases. Posts consist of graphics of upcoming events, pictures of customers in the store with their merchandise and coffee, store updates, and videos highlighting different parts of their store.
Facebook - Auburn Oil Co. Booksellers	5+ posts a week	Posts of new events that are coming up, book club dates, highlighting merchandise, and book releases. Posts consist of graphics of upcoming events, pictures of customers in the store with their merchandise and coffee, store

		updates, and pictures of the new book releases.
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Performance:

1. Engagement Metrics

Networks	Engagement Metrics
Instagram	<p>As of February 21, 2024 they have 6,962 followers. On average they get around 50 likes and 5 comments per post.</p> <p>The posts that do the best tend regarding engagement are the video posts that follow the different social media trends that are currently going on and the posts about the new book releases, which tend to be pictures of the different books they are releasing.</p>
Facebook	<p>As of February 21, 2024 they have 2,300 followers. On average they get around 15 likes, 2 comments and a share per post.</p> <p>The posts that receive the most engagement tend to be the ones that are showing the drink of the month and the posts that announce the different events that are coming up which tend to be graphics or pictures of the event.</p>

2. Sentiment Metrics:

Networks	Sentiment Metrics
Instagram	<p><i>Positive</i> - Customers have been commenting on their posts saying how much they love Auburn Oil Co. Booksellers and hyping up their posts. They do not receive any negative comments.</p> <p><i>Quotes from analyzed posts</i> - “Aocb events are popping off,” “Soooo excited,” “IM SO HYPE FOR THIS,” “Yum. That sounds good,” “These are such interesting categories. I love it!” and “Oh this looks fun. Im in!”</p>
Facebook	<p><i>Positive</i> - Customers do not comment very often on their Facebook posts. The comments that are on their posts are very positive talking about their love for Auburn Oil Co. Booksellers. They do not receive any negative comments.</p> <p><i>Quotes from analyzed posts</i> - “Everything coffee you make is amazing,” “Fun!! Looking forward to it!” “Such a wonderful evening,” and “Went to my first Page Pairings last night, so much fun! Can you tell us which book won bragging rights?”</p>

Opportunities:

1. Profile Improvements

Network	Business Metrics
Instagram	<p>Add their address in their Instagram bio.</p> <p>Having more short form video content. These posts are very engaging to their audience.</p> <p>Having their captions be a little more interactive, so their audience can respond. An example could be, “What is your favorite coffee from AOCB?” or “Tag the person who you want to go on a coffee date with!”</p>
Facebook	<p>Change the cover photo to a brighter picture of the inside.</p> <p>Make the feed less graphic heavy and have more pictures of the customers or events. Then in the caption add all of the details.</p> <p>Having their captions be a little more interactive, so their audience can respond. An example could be, “Who is your favorite author?” or “Tell us your which AOCB event you are most excited for, and tag who you are bringing with you!”</p>

2. Social activity improvement

Network	Business Metrics
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Instagram	Increase engagement through the number of comments on a post by audience member
Facebook	Increase engagement through the number of comments

3. Competitors and profiles to watch

Network	Reason
Bitty & Beaus (@bittyandbeauscoffee on Instagram)	Nearby to Auburn Oil Co. Booksellers.
Well Red (@wellredau on Instagram)	Well known coffee shop right outside Downtown Auburn. Known for its wide variety of food and beverage options as well as books.
Starbucks	Popular destination for college students since it is on campus and students can use their Tiger Cards.
Dunkin	Popular destination for college students that are on a budget.
Ross House (@ross.house.coffee on Instagram)	Located right outside of Downtown Auburn, provides a home-like atmosphere

Coffee Mafia (@auburncoffeemafia on Instagram)	Located right outside Downtown Auburn and is a popular destination for students. Offers food options.
Thrive (@thrivehereauburn on Instagram)	Another popular destination for college students since it is on campus and students can use their Tiger Cards.

Situation Analysis

Problem Statement:

After our evaluation of Auburn Oil Co. Booksellers, we have determined that there is a lack of awareness among key potential customers concerning Auburn Oil Co. Booksellers and all they have to offer.

Mission Statement of Auburn Oil Co. Booksellers:

“Auburn Oil Co. Booksellers is proud to be downtown Auburn’s local independent bookstore. Located in the heart of downtown, our bookshop offers bestsellers, classics, local specialty items, cards, gifts, and novelties for book lovers. Our booksellers read first, recommend second. Our baristas love coffee just as much as they love books. And we all love stories. We believe that stories don’t just come wrapped in book jackets. Sometimes they’re bottled in a wine, roasted in a bean, baked in a muffin, woven into a tea towel, or created in a moment. That’s why we’re more than just a bookstore.”

Current Strategies

Currently, Auburn Oil Co. Booksellers is fairly active across their social media platforms, primarily focusing their attention on Instagram and Facebook. They keep their feed up to date on all new arrivals, specials and events. They have strong engagement with their customers and followers on social media. However, they could be more active with their customer base online.

Auburn Oil Co. Booksellers hosts monthly events such as ‘Teacher happy Hour,’ ‘Page Pairings,’ and various trivia nights. These events are a great strategy to reach a wide range of publics in the Auburn community. Through their current activity on social media and involvement in the community, Auburn Oil Co. Booksellers is doing a great job providing followers with up-to-date information while seeking increased brand awareness.

Secondary Research Findings

A trend we found in our secondary research is that shoppers are renowned for their penchant to pause and utilize multifunctional spaces at destinations like Starbucks and Costa Coffee, where they can socialize with friends, indulge in leisurely activities such as reading, or engage in work-related tasks. Recognizing the appeal of this trend, an increasing number of retailers are embracing the concept by integrating coffee bars into their store layouts. Notably, French Connection stands out as a prominent example of this shift, having collaborated with Brwd Coffee to establish a coffee shop situated above its flagship store on Oxford Street. This strategic move was a smart one on their part. Providing shoppers with a chic and inviting space to unwind amidst their shopping excursions ensures they linger longer. With its elegant ambiance, patrons are enticed to extend their visit, enhancing both their shopping experience and the store's foot traffic. Moreover, the extended operating hours until 9 PM cater to the needs of late-night shoppers, ensuring a steady influx of customers throughout the day and into the evening hours. This move shows the impact that flexibility and collaboration can have for local coffee shops and surrounding businesses.

A campaign that we believe relates to Auburn Oil Co. Booksellers is Starbucks’ 20th anniversary campaign. To enhance Starbucks' social media presence, the renowned coffee chain marked its 20th anniversary in New York City with a strategic campaign. In collaboration with

an Adweek interview, Starbucks released a captivating video on Instagram. Featuring the brand's CMO, Sharon Rothstein, the video delved into Starbucks' marketing strategies, particularly its direction in social and mobile marketing. The interview, comprising three concise questions from an Adweek reporter, neatly fit the allotted 15-second time frame for each Instagram video. Key highlights included Starbucks' unveiling of new coffee and food menus and its intensified focus on tailoring store designs to suit specific neighborhoods. This initiative not only commemorated Starbucks' milestone but also bolstered its social media engagement by offering insights into its innovative approaches and upcoming ventures. This short spot allows consumers to get an idea of the direction that the brand is taking and showcases its connection with fans via social media. Through this simple task, competitors and supporters can learn important valuable information and how to accommodate their brand to reach the needs of consumers. This campaign displayed that finding ways to better connect and communicate with target publics allows for better results and stronger relationships with consumers.

Additionally, we discovered a campaign that was run by Kaffeinated Crepes & Coffee for their grand opening. The business is a small coffee shop in San Antonio, Texas. With the help of Embark Marketing, Kaffeinated implemented targeted ads on Facebook and Instagram. Multiple press releases were also crafted to local outlets. These strategies helped Kaffeinated Crepes & Coffee's social media accounts gain over 6,000 followers in a week. While these results were extreme because the business was brand new, this campaign shows the impact that a combination of traditional and social media strategies can have on a local business.

Primary Research Methods

Key publics for Auburn Oil Co. Booksellers include Auburn students, Auburn locals who frequently visit downtown Auburn and parents of Auburn students. College students represent

the biggest public and opportunity for Auburn Oil Co. Booksellers to interact with more.

Currently, there is a lack of awareness among this demographic about Auburn Oil Co.

Booksellers and all they have to offer. Many current Auburn students are unaware that Auburn Oil Co. Booksellers exists. If they are aware of the store, many students do not know that the store is more than just a bookstore. This issue is evident in our primary research that we completed.

We conducted a survey as part of our primary research about Auburn Oil Co. Booksellers. For this survey, we collected responses from 76 individuals. These individuals consisted of current Auburn students, parents of Auburn students and Auburn area locals. We distributed this survey with the use of a QR code that was in store, in sorority group chats and personal text messages from the Smooth Sailing team to current Auburn students. The survey was made using Qualtrics software and was active from March 12 to March 24. The survey was 19 questions long and featured a wide variety of questions. Questions began by asking participants basic demographic information such as their age, gender, occupation, etc. The questions progressed to be more in-depth as the survey continued. These questions focused on social media usage, coffee purchases, coffee shop preferences and other information relating to Auburn Oil Co. Booksellers.

Key Findings

Approximately 95% of our survey responses were from people ages 18 to 24 (see Appendices A, Question 1) . This means that our survey was essentially completed by college students with four respondents being in other age groups. Our data revealed that roughly 42% of participants were unfamiliar with Auburn Oil Co. Booksellers (see Appendices A, Question 11). Furthermore, 40% of participants have never been to Auburn Oil Co. Booksellers (see

Appendices A, Question 14). These results show that there is a large population of college students who are unaware of Auburn Oil Co. Booksellers despite being in downtown Auburn multiple times a week.

Our survey provided us with essential information about some of the relevant habits of college students. Nearly 57% of participants said that they drink coffee from somewhere other than their homes one to seven times a week (see Appendices A, Question 7). Additionally, about 42% of respondents said that they read at least occasionally while 18% saying they read most days and 13% of participants reading every day (see Appendices A, Question 8). These responses show that there is a clear opportunity among this key public to increase both coffee and book sales if more students become familiar with the store.

Lastly, about 67% of survey participants said that they spend between two and four hours on social media each day (see Appendices A, Question 5). This key piece of data displays that there is a massive opportunity for Auburn Oil Co. Booksellers to increase awareness among college students via social media.

Issues Affecting Auburn Oil Co. Booksellers

Competition is fierce among local coffee shops in downtown Auburn. There are six other coffee shops within walking distance of Auburn Oil Co. Booksellers. The wide variety of options a coffee consumer has makes it harder for individual coffee shops to stand out from one another. An additional factor that contributes to this problem is the location of the store. While in downtown Auburn, the store is located further down the street and is slightly blocked by a tree if looking at the store from one direction. This observation can be seen in our survey (see Appendices A, Question 19). Additionally, parking can be difficult to navigate for customers. All

these factors make it difficult for Auburn Oil Co. Booksellers to separate themselves from the plethora of coffee options in Auburn.

Other Publics that Could Help with this Problem

Auburn Oil Co. Booksellers could gain awareness among college students and Auburn locals through collaboration with other local businesses near the store. There are many shops and restaurants that people love frequenting in downtown Auburn. Collaborating with these places would allow more people to become aware of Auburn Oil Co. Booksellers. For example, The Locker Room is only a few doors down from Auburn Oil Co. Booksellers. The two companies could run a special promotion where they provide both of their services to each other's customers. Auburn Oil Co. could put up a table in The Locker Room where they offer coffee to customers while they shop for clothes. This idea could also be easily implemented at a variety of women's boutique shops like Fab'rik, Behind the Glass, Charming Oaks, etc. Promotions like this would allow another demographic of people who are unfamiliar with Auburn Oil Co. Booksellers to be exposed to the company for the first time. Another key public for Auburn Oil Co. Booksellers could be Auburn athletics. We believe that Auburn Oil Co. Booksellers could capitalize on the love people have for Auburn athletics. Running special promotions on game days for tailgates could be a great way to generate some additional revenue. Another opportunity is for Auburn Oil Co. to hire a local design company to provide additional signs or posters to decorate the exterior of the store to attract customers. As mentioned earlier, Auburn Oil Co.'s signage is a bit confusing. There is a big tree blocking the sign for Auburn Oil Co. from one side of the street, and other neighboring businesses overshadow the bookstore with their signage and logos. People who are downtown daily are also unaware of the store. Finding a way to make the

exterior stand out would be a great way for Auburn Oil Co. to better establish itself in the heart of downtown Auburn.

Personas

From our research, we have identified three personas that align with Auburn Oil Co. Bookseller's key publics. These personas provide a brief overview and insight into the lifestyle and personality of Auburn Oil Co. Booksellers target publics (see Appendices B).

Conclusion

The data and research we have conducted have allowed us to gain a more complete understanding of the major issues facing Auburn Oil Co. Booksellers. We believe that this data exemplified that there is a clear awareness issue about the store, especially among Auburn students. We believe that a more comprehensive social media strategy coupled with some additional marketing promotions better suited to college-aged students will allow for Auburn Oil Co. Booksellers to establish itself as the premier coffee destination in downtown Auburn.

Goals and Objectives

Problem That Needs to be Addressed: Bring more awareness to Auburn Oil Co. Booksellers.

Goal #1: Increase social media following and engagement.

- Objective 1: Increase social media followers by 10% on Instagram and Facebook by May of 2024.
- Objective 2: Increase consumer social media engagement through likes and comments on both platforms by 25% by May of 2024.

Goal #2: Increase the number of customers that walk into the store.

- Objective 1. Increase coffee sales by 30% by May 2024.
- Objective 2. Increase book sales by 15% by May of 2024.

Two Target Audiences:

1. Local adults ages 30 - 65 of Auburn that like coffee, books and are looking to spend more time Downtown.
2. College students ages 18-24 looking for a place to socialize with friends and build community.

Execution

Objective #1: Increase social media following by 10% on Instagram and Facebook by May of 2024.

- Strategy #1: Develop social media posts that focus on sharing the meaning behind AOCB.

Tactic #1: Create a social media post on Instagram and Facebook that tells a story of how ACOB came up with its name.

Tactic #2: Engage with followers on Instagram and Facebook by responding to followers comments.

- Strategy #2: Host a giveaway on Instagram and Facebook. People will qualify for the giveaway by following Auburn Oil Co. Booksellers on social media and tagging three other people.

Tactic #1: Have both books and coffee included in the giveaway that is offered online but is redeemed in-store.

Tactic #2: Include different weekly combinations of books and coffee to keep the campaign fresh.

Objective #2: Increase coffee sales by 30% by May 2024.

- Strategy #1: Offer weekly specials for a coffee drink on socials.

Tactic #1: Offer discounts and deals on Auburn athletics game days.

Tactic #2: Have a physical sign in front of the store that advertises the weekly specials.

- Strategy #2: Offer discounted coffee for Auburn students during finals week.

Tactic #1: Have coffee/snack samples for people to try as they walk downtown.

Tactic #2: Inform students via Instagram of discounted coffee during finals week.

Measurable Results

Auburn Oil Co. Booksellers aims to increase brand recognition, expand its customer base, and boost overall sales. As a small business located in Downtown Auburn, Alabama, Auburn Oil Co. has various avenues to track its business advancements. Currently, the company predominantly engages its audience through social media, particularly on Instagram. Our strategy involves increasing their following on Instagram and Facebook by highlighting the story behind Auburn Oil Co. We will also be conducting online giveaways to encourage likes, comments, and shares and encourage customers for a chance to win merchandise. By promoting and boosting posts across different media platforms, Auburn Oil Co. will enhance its visibility, as well as increase follower and customer interactions.

Our approach includes observing Auburn Oil Co.'s social media presence, website and sales, allowing us to monitor and document all interactions. Additionally, Auburn Oil Co. will run promotions and advertisements through The Auburn Plainsman and The Auburn Villager. These publications have subscribers who receive their daily newspapers through both in-person and online subscriptions. Together, these outlets receive over 200,000 monthly views from Auburn locals, tourists and students. By promoting Auburn Oil Co. through traditional media channels, customers will be directed to the company's website, where they can explore available merchandise, community involvement opportunities, upcoming events and a personal staff blog. These platforms will inspire and engage customers, encouraging them to visit Auburn Oil Co. thus growing their community, brand awareness and overall sales.

Recommendations

Our first recommendation is for Auburn Oil Co. Booksellers to implement a targeted social media campaign centered around a giveaway for a complimentary cup of coffee. Our in-depth primary research has unveiled a significant awareness gap among college students. Alarming, approximately 42% of survey participants expressed their unfamiliarity with the establishment (see Appendices A, Question 11). Considering that nearly 95% of our survey respondents fall within the age bracket of 18 to 24 (see Appendices A, Question 1), it becomes evident that the company is not fully leveraging its reach among college students. In light of these findings, we propose harnessing the power of social media which is the primary communication channel for this demographic. About 67% of survey participants disclosed spending between two to four hours on social media platforms daily (see Appendices A, Question 5). Therefore, implementing a targeted social media campaign emerges as the most effective strategy to enhance Auburn Oil Co. Booksellers' visibility and engagement within this crucial demographic.

Our suggested approach entails launching a weekly giveaway initiative, strategically designed to foster brand awareness and engagement. Participants would be required to follow Auburn Oil Co. Booksellers' social media accounts and share the giveaway post by tagging three friends for a chance to win a complimentary cup of coffee. This interactive campaign not only incentivizes engagement but also amplifies the reach of Auburn Oil Co. Booksellers' message as participants share the giveaway within their social circles. By adopting this initiative, Auburn Oil Co. Booksellers can take a proactive step towards correcting the awareness deficit surrounding the company. The giveaway campaign capitalizes on the widespread social media usage among

college students while introducing the diverse offerings of Auburn Oil Co. Booksellers to a broader audience.

Another initiative that we believe will boost awareness among this key public is a finals week promotion for Auburn students each semester. Finals week presents a prime opportunity for Auburn businesses. Students are more likely to be in the vicinity because they are either taking exams or studying near campus. By organizing a finals week promotion, Auburn Oil Co. Booksellers can position themselves as a supportive ally during this pivotal time in students' academic journeys. This initiative not only acknowledges the unique challenges and pressures students face during finals but also offers a welcomed respite and incentive for them to visit the establishment. Possible promotions could include special discounts or offers on coffee, snacks, books or study materials. This would cater to the needs and preferences of students during this demanding period. Additionally, incorporating accommodating features during this time such as extended hours or designated study spaces within the bookstore could further enhance the store's appeal as a conducive environment for academic pursuits. By actively engaging with the student community during finals week, Auburn Oil Co. Booksellers not only strengthens its brand presence but also promotes a sense of camaraderie and goodwill among students. This proactive approach represents the establishment's commitment to supporting the academic success and well-being of its patrons, thereby encouraging a long-term relationship with Auburn students.

Our last recommendation is to enhance Auburn Oil Co. Booksellers' storefront with a personalized signage approach. The easiest item to implement is a fun handwritten sign in front of the store that draws pedestrians attention as they are walking downtown. The sign could vary daily to reflect the unique happenings in Auburn. Additionally, Auburn Oil Co. Booksellers could partner with a local graphic design company to have some sleek posters and materials

developed. Auburn Oil Co. Booksellers could hang these near the store which would allow the establishment to effectively advertise weekly specials tailored to coincide with notable events occurring within the community. Whether it's a gameday week or a holiday celebration, there's always an opportunity to captivate the public and entice them to step inside. This personalized signage strategy serves as a dynamic marketing tool, allowing Auburn Oil Co. Booksellers to stay relevant and responsive to the evolving interests and preferences of the local populace.

Conclusion

Overall, these recommendations represent a strategic framework aimed at enhancing the identity of Auburn Oil Co. Booksellers in a manner that authentically aligns with their unique brand values. Our recommendations are backed by our primary and secondary research, and we are confident in their ability to generate captivating results for Auburn Oil Co. Booksellers. By

implementing these initiatives, the establishment can not only address the current awareness challenges among college students but also establish deeper connections with the local community. Through a combination of targeted social media campaigns, dynamic storefront signage, and strategic event promotions, Auburn Oil Co. Booksellers can solidify its position as a prime destination for both students and literary enthusiasts.

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Appendices

A. Budget

PR CAMPAIGN BUDGET PLAN TEMPLATE

Projected Subtotal to date:

CAMPAIGN TYPE	QTY	PROJECTED COST PER UNIT	PROJECTED SUBTOTAL	COMMENTS
Production Costs				
Insomnia Cookies Catered	250	\$ 1.98	\$ 495.00	Offer each customer a free cookie and complementary coffee during finals week
High Top Tables	5	\$ 16.00	\$ 80.00	
Stress Balls	100	\$ 0.42	\$ 42.00	First 100 people also get a free stress ball.
Gift cards to local stores in downtown Auburn	3	\$ 25.00	\$ 75.00	
Gift cards to Auburn Oil Co. Booksellers	3	\$ 25.00	\$ 75.00	
			SUBTOTAL \$ 767.00	
In-Store/Local Marketing				
Flyers	50			Flyer costs listed under Print section.
			SUBTOTAL \$ -	
Public Relations				
Events	1			Details and costs above
Sponsorships	1			Insomnia listed above
Press Releases	0			
Webinars	0			
Conferences	0			
			\$ -	
			SUBTOTAL \$ -	
Social Media				
Twitter	0		\$ -	
Facebook	2	\$ 50.00	\$ 100.00	Promoted Posts
Pinterest	0			
Instagram	2	\$ 50.00	\$ 100.00	Promoted Posts
Google+	0			
LinkedIn	0			
			SUBTOTAL \$ 200.00	
Digital (Other)				
Blog	0		\$ -	
Website	0			
Mobile App	0			
Mobile Alerts	0		\$ -	
Email Newsletter	0		\$ -	
			SUBTOTAL \$ -	
Traditional Advertising				
Print	50	\$ 0.77	\$ 38.99	Flyers posted in the store and around the downtown area
Outdoor	0		\$ -	
Radio	0			
Television	0			
			\$ -	
			SUBTOTAL \$ 38.99	
Other				
			\$ -	
			SUBTOTAL \$ -	
			\$ -	
			\$ -	
			\$ -	
TOTAL CAMPAIGN BUDGET			\$ 967.00	

B. Content Calendar

Apr-24						KEY:
						Shared: Giveaway
						Owned: Website
						Earned: Press Release
						Paid: Promoted Ads
SUNDAY	1-MONDAY	2-TUESDAY	3-WEDNESDAY	4-THURSDAY	5-FRIDAY	6-SATURDAY
					First blog post regarding book and drink of the month	
7-SUNDAY	8-MONDAY	9-TUESDAY	10-WEDNESDAY	11-THURSDAY	12-FRIDAY	13-SATURDAY
			Reach out to Dalton Odom to organize giveaway			
14-SUNDAY	15-MONDAY	16-TUESDAY	17-WEDNESDAY	18-THURSDAY	19-FRIDAY	20-SATURDAY
	Press release to Auburn Plainsman					
21-SUNDAY	22-MONDAY	23-TUESDAY	24-WEDNESDAY	25-THURSDAY	26-FRIDAY	27-SATURDAY
			Giveaway begins on Instagram and Facebook	Post about the meaning of AOCB Instagram and Facebook	Instagram story post promoting giveaway	Last post about giveaway on Instagram and Facebook
28-SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Giveaway ends Announce winner on Instagram and Facebook						

C. Contact List

The Auburn Plainsman

Kristen Carr, Editor-in-Chief: editor@theplainsman.com and news@theplainsman.com

The Auburn Villager

Brian Woodham, Editor: brian@auburnvillager.com

D. Survey Results

- Darby will insert the pics into the Canva because there are alot lol!

E. Personas

JANICE WOODS



Occupation: Middle School Teacher

Age: 40

Location: Auburn, AL

GOALS

Janice strives to spread positivity and joy to her students on a daily basis. She wants to be a great role model to her students by setting good examples.



I love Auburn Oil Co. Booksellers because it is my escape from my crazy busy life!

SOCIAL MEDIA USE

Facebook

Instagram

YouTube

MOTIVATION

Janice finds motivation through creative writing. She loves to find this motivation through reading different books. Her students drive her to be a better human everyday!

BIO

- Initially from Mississippi
- Works at Auburn Junior High School
- Book worm
- Mom of four children
- Teachers literature and history
- Enjoys snuggling up and reading a book in her free time
- Graduated from Clemson University

PROBLEMS

Janice struggles to find enough time for herself between her job and family. As a busy mom of four and a teacher, she struggles to separate her work life and family life.

FAVORITE BRANDS



FAVORITE AUTHORS

- J. K. Rowling
- Harper Lee
- Lois Lowry

HOBBIES



LILLY GRACE BROWN



Occupation: Auburn University Student

Age: 18

Location: Auburn, AL

GOALS

Lilly Grace loves her new home. She is determined to find a group of lifetime friends while completing her education. She would like to get involved on campus.

”

I am so excited to explore Auburn and finally make it feel like home!

SOCIAL MEDIA USE



Instagram



TikTok



Snapchat

MOTIVATION

Lilly Grace is a motivated student who takes her education very seriously. She is an organized and diligent worker who wants to be successful in all her classes.

BIO

- Initially from Tennessee
- Current freshman at Auburn University
- Journalism Major
- A coffee connoisseur
- Loves to keep herself busy
- Enjoys meeting up with her friends at coffee shops to work on her school work
- Loves her pet dog Maggie

PROBLEMS

Lilly Grace is trying to get acclimated to her new college town and meet more people since she is a freshman and doesn't know many people yet. With the transition from high school to college, Lilly Grace is struggling to get into a groove with school. Being a diligent student this frustrates her.

FAVORITE BRANDS



PRINCESS POLLY

FAVORITE AUTHORS

- Colleen Hoover
- Emily Henry
- Francine Love

HOBBIES



JOHN DAVID SMITH



Occupation: Banker at Auburn Bank

Age: 24

Location: Auburn, AL

GOALS

John David absolutely loves living in Auburn. He is a recent graduate from Auburn University excited about his job at Auburn Bank. He wants to be a friendly face to help people with their finances.



I love to take my breaks from work at Auburn Oil Booksellers Co. because it a nice walk from my work and the environment is so welcoming.

SOCIAL MEDIA USE



Instagram



TikTok



Facebook

MOTIVATION

John David is a motivated banker at Auburn Bank. Being that he is new he is determined to make a good impression. He pays a lot of attention to detail and is very diligent when dealing with peoples finances.

BIO

- Initially from Georgia
- Recent graduate from Auburn University
- Newest banker at Auburn Bank
- A coffee enthusiast
- Loves supporting local Auburn businesses
- Enjoys taking a break from work and getting a coffee
- Avid Auburn Basketball fan

PROBLEMS

John David struggles with the responsibilities of being a new graduate. He is trying to become the best banker possible and is struggling with the transition of post graduate life.

FAVORITE BRANDS

 **PETER MILLAR**



FAVORITE AUTHORS

- Dan McCrum
- Joseph Wang
- Phil Knight

HOBBIES



F. Events Checklist

- Purpose: Finals week study break. Every student who attends gets free cookies and complimentary coffee at Auburn Oil Co. Booksellers.
- Guests: Auburn University Students- giving students a chance to take a study break and socialize with peers.
- Number: ~250 people
- Style: Informal event. Attire is super casual (come as you are). The event is meant to provide students with a chance to relax from a stressful week of school.
- Venue: Auburn Oil Co. Booksellers
- Food: Insomnia Cookies catering
- Drinks: Coffee provided by Auburn Oil Co. Booksellers
- Music: Store playlist.
- Furniture: High Top tables and seating throughout
- Decor: None
- Budget: \$1,000
- Staffing: 3-4 baristas staying overtime
- Security: N/A
- Licenses & Permissions: N/A
- Agreements: N/A
- Other: N/A

G. Media Pitch

Hi [Journalist name],

I hope this message finds you well. I wanted to reach out to share an exciting event happening at Auburn Oil Co. Booksellers that I believe would be of interest to your readers.

As finals week approaches, Auburn Oil Co. Booksellers is hosting a study break for Auburn University students on May 1st, 2024. The event will feature complimentary coffee and Insomnia Cookies provided by Auburn Oil Co. Booksellers, offering students a much-needed break from their

studies.

This event provides a unique opportunity for students to relax, socialize with their peers, and recharge before diving back into their studies.

Event Details:

Date: May 1st, 2024

Time: 6 PM - 9 PM

Venue: Auburn Oil Co. Booksellers

I believe this event aligns perfectly with your audience's interests in student life and campus events. Would you be interested in covering this event? I can provide additional information or arrange interviews with event organizers if needed.

Thank you for considering this story. I look forward to hearing from you soon.

Sincerely,


Lucy Normann
Smooth Sailing PR
len0029@auburn.edu

H. Promotional Materials

APRIL 22 2024

2 MIN READ

Our Story




Why AOCB?

When Mike Amor was growing up in Auburn and attending Auburn City Schools and Auburn University, his father, Murphy, owned Auburn Oil Co. and several Phillips 66 service stations in Auburn and the surrounding area. That was a time when a service station was a community hub, a place where service meant not only pumping your gas, but providing a welcoming place to hang out and swap stories. In 2019 June Wilcox and Mike Amor decided to pay homage to Murphy and create a space where people could come together and share their love of books and a good cup of coffee.

Like an old-time filling station, we're a place where people can come hang out, tell stories, and have a cup of coffee. Being a community hub is a huge part of our mission in Auburn. More than just a store that provides a service, we want to make connections and friendships with our customers. That's why our events and book clubs mean so much to us.

The story behind the name

[auburnoilbooksellers](http://auburnoilbooksellers.com)



It's time for a study break!

Auburn Oil Co. Booksellers
Wednesday May 1st
7:00 - 9:00 p.m.

Join us for complimentary coffee and cookies from Insomnia!

50% OFF COFFEE DRINKS FOR AUBURN STUDENTS

Coffee FINALS WEEK

Please

09:00 AM - 11:00 AM