



Positions

Agency Director- Garrett Flynn

Copywriter and Editor- Sophie Rodriguez

Account Director- Caroline Kendrick

Creative Director- Lucie Showalter

Social Media Strategist- Sabrina Glasser

Introduction

Pearl PR is a public relations agency founded by a group of five ambitious senior women from Auburn University as part of our campaigns class taught by Ms. Terri Knight. Our agency was created to apply the public relations process to a problem or opportunity of a real client and develop a complete PR plan to address that problem or opportunity.

At Pearl PR, we are committed to putting our clients first and delivering creative, innovative PR solutions that help them achieve their business objectives. We believe storytelling is at the heart of effective PR and are dedicated to crafting compelling narratives that capture attention and engage audiences.

Throughout the semester, our team has enjoyed working with Side Track to design a campaign proposal that addresses their unique needs and challenges. We are passionate about helping our clients succeed and confident that our dedication and creativity will make us an excellent resource for Side Track.

As seniors at Auburn University, we are excited to bring our skills and knowledge to the PR world and make a positive impact in the industry. We are proud of what we have accomplished so far and look forward to seeing our client continue to succeed.

Table of Contents

| | |
|---------------------------------------|-----------|
| Overview | 5 |
| SWOT Analysis | 6 |
| Social Media Audit | 11 |
| Situation Analysis | 14 |
| Goals and Objectives | 22 |
| Execution | 23 |
| Measurable Results | 25 |
| Recommendations and Conclusion | 28 |
| Reference Page | 31 |
| Appendices Table of Content | 32 |
| Appendices | 33 |

Overview

Throughout the semester, our team has been dedicated to working toward the success of our client, Side Track, a local coffee shop in Opelika. We have collaborated to produce the best possible work, using our strengths and expertise to contribute to the campaign's overall success.

Side Track expressed a desire to expand into a bakery. Our team was tasked with helping them achieve this goal by creating and implementing fundraising strategies to help raise the necessary funds. We worked closely with the owner, David, to understand his vision and goals for the bakery, and developed creative ways to engage the community and encourage support for the expansion.

We began by conducting extensive research on the local coffee market, Side Track's competition, and their current efforts. From there, we developed several strategies that would help improve their online presence, drive foot traffic to their shop, and cultivate even stronger relationships with the community.

Overall, we are proud of our work for Side Track and believe that our strategies will help them achieve their goals and grow their business. We are grateful for the opportunity to work with such a passionate and driven client, and we look forward to seeing the impact of our campaign in the future.

SWOT Analysis

Introduction

Side Track is an innovative and community-focused coffee shop in Auburn, Alabama. They have been in business since April 2016. What makes this shop truly unique is that customers can choose the price they want to pay for their coffee, creating a culture of generosity and inclusivity. Customers can pay the suggested price more to support the shop's mission or less if needed. This pricing system is a testament to Side Track's commitment to creating a space accessible to all, regardless of income.

In addition to its unique pricing system, Side Track is known for its dedication to giving back to the community. The shop partners with local organizations and charities to support various causes and community initiatives. Side Track also hosts regular events to bring the community together.

Beyond its community involvement, Side Track is committed to serving high-quality coffee made from ethically-sourced beans. The shop partners with local and regional roasters to bring in a variety of unique blends and single-origin coffees. Customers can enjoy traditional espresso, pour-overs, and various specialty drinks, including a rotating selection of seasonal beverages.

Overall, Side Track is a standout coffee shop that genuinely puts its community first. Its unique pricing system and dedication to giving back make it a destination for anyone who values inclusivity and social responsibility.

Strengths

One notable internal strength is Side Track's commitment to staff development and creating a positive workplace culture. They have weekly meetings to discuss their mission to reconsider their values. By hosting staff retreats, and having regular mental-health check-ins with employees, Side Track is committed to its employees just as much as its customers.

Side Track has several internal strengths that have contributed to its success in the Auburn and Opelika communities. One of its most significant strengths is its strong commitment to community involvement. The shop regularly hosts events in-store that help build strong connections with customers and foster a sense of community. This community involvement aspect of Side Track's business is a significant advantage because it helps to create brand loyalty and increase customer engagement.

Side Track has political advantages in the community because of the organizations they are involved in. Side Track is a part of the Opelika Main Street and the Opelika Chamber of Commerce. These political organizations help give Side Track an advantage in their community. Opelika Main Street and the Chamber of Commerce have a vested interest in the success of businesses in Downtown Opelika. By being a member of this collective of organizations, Side Track has a third-party advocate in the community who benefits from their business thriving.

A technological strength Side Track has incorporated is the tools that have helped them to operate efficiently and provide excellent customer service. The shop uses point-of-sale systems like Square and Apple Pay, making it easy for customers to pay for their purchases digitally. The shop's user-friendly website provides useful information about its menu, events, and community partnerships. This technological strength has helped Side Track stand out in a crowded market and offer customers a modern, convenient experience.

Side Track's economic strengths are centered around its collaborations with local businesses, authors, and photographers and its sourcing of coffee beans ethically. The shop is committed to sourcing its coffee and food products from local suppliers prioritizing ethical and sustainable practices. They have established a reputation as a socially responsible and ecologically conscious business by supporting small businesses and encouraging ethical sourcing. Many of their customers have connected with this strength because they share similar values and appreciate the shop's dedication to making a positive impact. This approach has allowed the shop to differentiate itself from larger coffee chains and attract a loyal customer base that values community and ethical sourcing.

Weaknesses

Politically, the shop may face challenges in the form of changing regulations and taxes that could increase its operational costs. Alabama businesses must pay a corporate income tax imposed on net income at a rate of 6.5 percent. An increase in this tax could change their business model because they generate revenue through a “pay as you want” process. In the slower months, this could be detrimental to generating revenue for the business. Another tax that may affect Side Track is Alabama state sales taxes. The sales tax in Alabama is currently sitting at 4 percent. An increase in this sales tax could also damage their business model because the consumer spending rate may decrease significantly if taxes are raised.

Socially, while the shop has a strong community involvement and a loyal customer base, it may struggle to attract new customers who prefer prominent and more established coffee chains with better brand recognition and an extensive social media presence. Their media and interaction with customers outside business hours are minimal. Their Instagram, Facebook, and Twitter are majorly inactive throughout the month compared to their competitors. Another one of Side

Track's social weaknesses is that the shop appears to attract only a specific demographic. It may be challenging for Side Track to attract a more diverse customer base if it is perceived as catering to only one particular group. This can be a limiting factor in expanding its customer base and increasing sales.

Side Track's technological weakness is its limited equipment to expand its operations. While the shop has implemented digital payment systems, it may not have the resources to invest in more advanced technologies, such as mobile ordering and loyalty programs to improve the customer experience and stay competitive in the industry. Without the necessary equipment to expand, Side Track may face challenges in scaling up its operations and reaching a wider audience, which could impede its growth in the long run.

Another of Side Track's economic weaknesses is its low-profit margin and only one location. The shop's reliance on local and ethically sourced coffee beans and its commitment to community involvement can limit its ability to compete on price with larger coffee chains. This can result in lower profit margins, impeding the shop's growth and ability to invest in new technologies or expand to new locations. Having a single location also limits the shop's exposure to new customers.

Opportunities

External elements, including political, social, technological, and economic changes, present opportunities for Side Track to grow its customer base, boost its earnings, and set itself apart from competitors.

The political environment in Auburn offers opportunities for Side Track to engage with local policymakers and advocate for policies that align with its values. For instance, the shop could collaborate with local environmental groups to encourage eco-friendly practices and advocate for policies that support the environment. They could also advocate tax breaks or grants for local businesses.

A social opportunity for Side Track is to enhance its social media presence and digital marketing efforts. As many of Side Track's competitors have stronger social media platforms and online presence, the shop could benefit from investing in marketing strategies that help it reach new customers and engage with existing ones. Side Track could partner with local influencers or social media personalities to promote its products and brand. The shop could also invest in targeted online advertising campaigns targeting specific demographics in Auburn and Opelika. By leveraging the power of social media and digital marketing, Side Track can build its brand and attract new customers.

Technological advancements offer many opportunities for Side Track to improve its operations and customer experience. They could invest in a mobile ordering system or a customer loyalty program that rewards regular customers. It could also use social media and digital marketing to reach a wider audience and promote its community involvement. Embracing technology could help the shop to differentiate itself from competitors and create a more efficient and convenient customer experience.

Auburn's economic climate presents the opportunity for Side Track to grow its customer base and boost sales. The city is experiencing steady population growth, which could lead to increased demand for coffee and other goods. Side Track could also benefit from the growing trend of consumers willing to pay a higher premium for high-quality, sustainably-sourced coffee. Side Track can attract these customers and potentially boost sales by continuing to buy its coffee from ethical and eco-friendly growers. They could also benefit from the economic trend of customers favoring small, local shops over large chains. By maintaining its reputation as a community-minded business, the shop can continue attracting consumers who value supporting local companies and the economy.

Side Track has numerous opportunities for growth and expansion. The shop can set itself apart from competitors, boost revenue, and draw in new customers by collaborating with local policymakers, developing a solid online presence, utilizing technology, and using economic trends to its advantage.

Threats

Political threats to Side Track include potential changes in local tax policies or zoning regulations that could increase business costs or limit the shop's ability to expand. Also, political instability could disrupt the local economy and reduce consumer spending. Side Track must stay flexible in the possibility of potential political threats.

Side Track operates in a highly competitive market where many competitors offer similar products and experiences. One social threat the shop faces is the expansion of chain coffee shops and other large retailers that can offer lower prices and greater convenience. Many of Side Track's competitors have better social media platforms and online presence, which can make it more difficult for the shop to reach new customers and retain existing ones. Side Track must focus on creating a unique customer experience and building strong relationships with customers to differentiate itself from competitors.

Technological advancements are constantly disrupting various industries. One of the biggest technological threats facing Side Track is the increasing use of automation in the food and beverage industry. Automated coffee machines and other types of technology could potentially

replace human workers and reduce the need for the shop's baristas. Another threat is the advances in online ordering and delivery systems could disrupt Side Track's traditional business model. Another threat that Side Track faces are competing coffee shops and their social media presence. Side Track posts on their main platform, Instagram, approximately once per month. Competing coffee shops like Well Red and Coffee Cat tend to post more frequently on Instagram. These shops post on social media multiple times weekly, including stories and new drink and food releases. Side Track faces the threat of a less engaged social media presence while other coffee shops continue to increase their engagement. This could potentially cause Side Track to lose customers and revenue if those customers engage more frequently with other coffee shops in the Auburn-Opelika area.

Political threats include the possibility of recessions, which could lead to lower revenue for the shop. Rising expenses of supplies and services like rent and coffee beans may also lower profit margins and restrict the shop's potential to grow. Another political threat is the chance of supply chain crashes due to political conflicts in other countries because their coffee beans are sourced from other countries. In the face of potential economic risks, Side Track must stay adaptable and be ready to modify its business model and operations as necessary.

Side Track faces external threats that could impact its success in the competitive coffee market. They can prepare for and minimize potential risks to their business by staying on top of potential political, social, technological, and economic threats.

In conclusion, Side Track has several strengths that have contributed to its success, including strong community involvement, ethically-sourced coffee beans, and solid company values. They have several growth opportunities, such as creating a stronger online presence and reaching a wider customer base. On the other hand, Side Track faces external threats such as increasing competition from larger chain coffee shops and technological advancements. Side Track must remain innovative and differentiate itself to stay competitive.

Social Media Audit

Current State

Which social networks are being used, and how?

| Network | How Active | What Types of Activity |
|-----------|------------------------|--|
| Instagram | About 1 post per month | Graphics and photos of customers/community, promoting events |
| Facebook | About 1 post per month | Graphics and photos of customers/community, promoting events |
| Twitter | No posts since 2016 | |

Performance

Engagement metrics:

| Network | Engagement Metrics |
|-----------|---|
| Instagram | Avg 12 comments per post, and 352) likes per post, a lot of user-generated content. (ex. tags, geotagging), 5,771 (+38.8%) accounts reached since Aug 25-Nov 22, 1,095 Accounts engaged (+96.5%), 5,234 total followers (+2.4%) |
| Facebook | Avg 1 comment per post, and 6 likes per post, very few shares per post. |
| Twitter | No content since 2016 |

Sentiment metrics:

| Network | Sentiment Metrics |
|-----------|---|
| Instagram | Very positive overall tone, all comments are encouraging. (ex. Side Track's digital Christmas card, many responses were uplifting: "This Christmas card is absolute perfection! Every experience I have at Side Track is so special, and I always leave feeling super warm and fuzzy inside") |
| Facebook | Positive tone; (ex. New mixtape post, 1 comment underneath "love the playlist") |
| Twitter | No content since 2016 |

Opportunities

Profile improvements:

| Network | Business Metrics |
|-----------|---|
| Instagram | Ex. Keeping the feed consistent with a mix of both graphics and film photos, adding more accessible access to other social media platforms, |
| Facebook | Ex. Feed consistency; catering towards a different audience vs. Instagram |
| Twitter | Creating an overall presence and theme in posts, establishing their brand on this platform. |

Social activity improvements:

| Network | Business Metrics |
|-----------|--|
| Instagram | Ex. This is their most popular social media platform, so they need to drive engagement by being more consistent in posting. At least 2 posts and 1 story per week will be a basis to start on. |
| Facebook | Ex. Creating more engagement by becoming more active and changing the feed from Instagram. Sharing 1 reel every two weeks and posting 2 times per week. |
| Twitter | Deleting the profile. |

Competitors and profiles to watch:

| Profile to Watch | Reason |
|------------------|--|
| Instagram | Ex. One of the biggest competitors is <i>Well Red</i> . They are more consistent in their posting, with roughly 15 posts a week: averaging around 50-60 likes per post. |
| Facebook | Ex. <i>Coffee Cat</i> has 3,962 followers, posts every couple of days, do a good job highlighting other aspects of their business besides just coffee, and keeps followers in the “know” |
| Twitter | Ex. Ristretto is located in Opelika (the same as Side Track) and combines a mix of food/employees/drinks on their social media and more consistent posting, with 1 post every week. |

Situation Analysis

Problem Statement: Side Track lacks the funds to expand into a bakery.

Mission Statement: “We serve because we are served. We create because we are created. We love because we are loved. We are a simple cafe. Learning from today to make a better tomorrow.”

Strategies

Side Track has been utilizing social media platforms to engage with its customers and build brand awareness. One of their shared media strategies is to post visually appealing images to draw in customers on their social media accounts, including Facebook and Instagram.

Another shared media strategy used by Side Track is user-generated content. They frequently repost photos and reviews from customers on their social media accounts, which shows appreciation for their customers and helps showcase the unique experience that Side Track offers. By encouraging customers to post about their experiences and tagging Side Track in their posts, the shop has created a strong community presence on social media.

Side Track has also been using social media to promote community engagement. They use their platforms to raise awareness for local events and charities they support, such as fundraisers or donation drives. By aligning its brand with community-focused initiatives, they have been able to solidify further its reputation as a business that cares about the local community.

While they have a presence on multiple social media platforms, including Facebook and Instagram, they often need more updates or engagement with followers. This can be problematic as social media is a powerful tool for businesses to connect with their audience and stay top-of-mind. Without consistent posting, Side Track risks being forgotten by their followers and missing out on opportunities to engage with potential customers.

Side Track's website is a key part of its owned media strategy. The website serves as an important information hub for customers, providing details about the shop's location, hours of operation, menu offerings, and even Spotify playlists. The website also allows customers to order a limited selection of merchandise online, further expanding the shop's revenue streams.

However, the website lacks clear navigation and is not aesthetically pleasing, which makes it difficult for users to find relevant information quickly. Another weakness of Side Track's website is the lack of an online option for purchasing gift cards or a wide range of merchandise. This can be inconvenient for customers who want to purchase merchandise or gift cards for themselves or as a gift for someone else but cannot visit the physical store. By not offering these online

purchasing options, Side Track is missing out on potential sales and may lose customers to competitors offering this convenience.

Another area for improvement of Side Track's website is the absence of a section highlighting upcoming events or new products. This can make it difficult for customers to stay up-to-date with the latest happenings at the store and may discourage repeat visits. By not providing this information on its website, Side Track may miss opportunities to increase customer engagement and generate excitement around new products and events.

Side Track's commitment to community engagement is one of its greatest strengths, and they have built a strong reputation for its support of local businesses and artists. The coffee shop uses locally sourced artisan coffee beans and partners with nearby bakeries and shops to offer a diverse selection of baked goods and snacks. Additionally, they regularly host in-store events for the community, such as an Auburn University Dance Marathon, International Justice Mission Origins event, and more. Side Track's "celebrating others" mission is accomplished by utilizing its space for local events.

Side Track has established itself as a central hub for creative and cultural exchange in its neighborhood by focusing on local partnerships and community events. This approach has helped them to build a loyal customer base that values their commitment to supporting local businesses and artists.

Furthermore, Side Track's commitment to community engagement has also helped them to generate a lot of user-generated content on social media, which has helped to increase their visibility and reach. This type of organic marketing can be especially valuable for small businesses with limited marketing budgets, as it can help to create a strong brand identity and cultivate a loyal customer base.

Overall, Side Track's focus on community engagement and the use of local artisan coffee has been a key driver of their success and has helped them to stand out in a crowded market. By prioritizing community partnerships and events, they can further strengthen their brand and attract new customers who value their commitment to supporting local businesses and artists.

Secondary Research

Coffee Cat, a popular coffee shop in Auburn, Alabama, faced financial trouble when a federal grant they had applied for was rescinded. However, with their loyal patrons' help, Coffee Cat raised \$11,000 in just one week through a fundraising campaign. (Mealin, 2021)

The campaign was initiated by a regular customer, who created a GoFundMe page and shared it on social media. Soon, the page gained traction and was shared widely across the Auburn community. Customers also donated directly to Coffee Cat through Venmo and in-store donations.

In addition to the GoFundMe page, Coffee Cat held a fundraising event at their shop, where they offered a special drink, and a portion of the proceeds went towards their fundraising goal. They also sold merchandise, such as t-shirts and stickers, with all proceeds for the campaign.

Coffee Cat's owner, Lauren Ward, thanked the community for their support. She expressed that the funds raised would pay off existing debts and improve the shop's infrastructure.

The success of Coffee Cat's fundraising campaign highlights the importance of community support for small businesses. Through their loyal customers' dedication, Coffee Cat overcame financial hardship and continued providing quality coffee to the Auburn community.

Similar to Coffee Cat, Black Forge Coffee House, a Pittsburgh-based coffee shop, launched a Kickstarter campaign to open a second location to raise \$30,000. The campaign utilized various tactics to promote their fundraiser, including social media posts, email newsletters, and engaging with current customers. Black Forge also created a video for their Kickstarter page that explained its expansion plans and showcased its unique brand and culture. (Schooley, 2018)

To encourage donations, Black Forge offered a range of rewards for different levels of contributions, including coffee beans, mugs, and even a custom-made guitar from a local luthier. The rewards were designed to appeal to new and existing customers and supporters of local businesses and music scenes. The campaign also emphasized supporting small, independent businesses and the community.

Throughout the campaign, Black Forge maintained transparency and communication with their backers, providing regular updates on the progress of their fundraising goal and sharing their plans for the new location. They also hosted events and performances at their existing location to generate buzz and support for the campaign.

Ultimately, Black Forge exceeded their goal and raised over \$40,000 from 734 supporters. The success of their campaign not only allowed them to open a new location and demonstrated the power of crowdfunding and community support for small businesses.

Stakeholders

Current stakeholders include employees, current customers, external organizations such as Opelika Chamber of Commerce and Opelika Main Street, and Side Track's Board of Trustees. These select groups all have a vested interest and positive outlook on Side Track. According to the survey, Side Track has a welcoming environment, and people enjoy many activities within their shop. The data also revealed Side Track regulars favor their Side Track-specific coffee order. Side Track cultivates a unique coffee shop experience with its select drinks, and respondents flooded the survey with positive responses about its drinks.

Side Track lost favor with stakeholders and other audiences concerning timeliness, location, and awareness. Close to half of respondents in the Auburn-Opelika area reported not purchasing drinks from the shop, and some reported they were unaware of Side Track.

Through secondary research, the current publics of Side Track includes Auburn-Opelika working professionals and Auburn University students, including small groups, clubs, and various organizations. Side Track is also very popular with local families in the area. These stakeholders' current perception of Side Track is that the shop has a "cozy and inviting atmosphere." The Hueman Collective wrote an article on Side Track's atmosphere, stating, "as it reaches my turn to order, I'm met with a big smile, a genuine question about how my morning has been" (Hueman, 2022). Many customers are greeted with warmth and consideration when entering Side Track, and this is apparent in their raving reviews. Side Track has excellent ratings on all public review forums. Google reviews have them at 4.9 stars, Tripadvisor gives them five stars, and Yelp rates the shop at five stars. While most reviews are outstanding, some displayed the need for more baked goods and food items.

One customer who reviewed Side Track on Google praised the quality of their coffee, stating, "The coffee was amazing...they only had one kind of baked good, but it was delicious!" However, some customers noted the lack of variety in the available food options. This directly relates to our problem statement that Side Track lacks the funds necessary to expand into a bakery. Side Track currently only offers baked goods based on availability, and these tend to run out as the day progresses. Expanding their business to include a bakery could attract more customers through proper marketing of new menu items and increase sales.

Primary Research

The primary research method was a survey. The survey consists of nine questions with a mix of response types. Using a survey helped increase understanding of Side Track's issues and opportunities. Pearl PR Agency sent out the survey among different Auburn University campus groups, and Side Track posted a QR code with the survey linked at Side Track. Respondents had

an opportunity to answer open-ended questions, ranking polls, Likert scale responses, multiple choice, and more. The total number of responses was 131.

The list below includes all questions asked in the survey.

1. If you have never been to Side Track, what is your current perception/knowledge of the coffee shop-if any? (Skip if you have been)”
2. How frequently do you purchase coffee at Side Track?
3. What is your drink order when visiting a coffee shop?
4. How likely are you to recommend Side Track to others?
5. When you visit Side Track, choose the following possible reasons.
6. Rank the coffee shops in order of the ones you least to most frequent at. (One being most frequent, six being least frequent)
7. Please rate how strongly you agree or disagree with the following statement: "I feel welcome when I walk into the doors of Side Track."
8. Please rate Side Track on the following items.
9. Please rank the following items from least to most important regarding what you look for in a coffee shop. (One being most important, four being least important)

The questions were specifically chosen to help understand the customer base's perceptions, values, traits, competitive landscape, and threats or opportunities. Data revealed that 47% of respondents purchase Side Track “zero times per week.” This data reveals the issue of lack of awareness and location.

The research also revealed an overall positive response to ambiance and service. Over 35 respondents said they were “extremely likely” to recommend Side Track. Side Track is also considered a place to do almost anything, like hanging out with friends, reading books, studying, and more. According to the data, Side Track’s most significant competitors are Coffee Cat and Well Red.

Our research shows that many people associate Side Track with “paying what you want.” This is incredibly unique in that not many businesses offer this payment method. For the question, “How likely are you to recommend Side Track to someone?” The results varied. A few said they were extremely unlikely, but most results said they were highly likely to, and many people answered between those two choices.

Most results indicated Side Track as a hub for hanging out with friends, working, and studying. One question asked respondents to rank how welcome they feel when they walk into the doors of Side Track. Side Track received a nine out of 10 regarding being a welcoming environment. Another question asked respondents to rate Side Track on timeliness, customer service, cost, and

overall atmosphere. Side Track ranked above average, scoring four out of five for all marks listed.

The results show that the majority of the answers focused on speed of delivery, the overall atmosphere, and customer service. Overall the data gives us insight into what people value the most while visiting coffee shops and what they look for. This data can be used going forward to help us develop strategies and tactics for a campaign that can help Side Track in the areas it lacks and highlight the areas it flourishes in.

Issues

Side Track has an unconventional business model where customers can pay what they want for their coffee rather than a set price. This approach has both advantages and disadvantages. On the one hand, it creates a sense of trust and transparency between the customer and the business. Customers are free to pay what they feel the product is worth and support the business in a way that aligns with their financial circumstances. It can also create a sense of community, as customers feel they are participating in a business model that prioritizes fairness and inclusivity. Additionally, the unique pricing model can attract customers who may have yet to be able to afford a traditional coffee shop experience.

On the other hand, the pay-what-you-want model can be risky for the business, as there is no guarantee that customers will pay a fair price for the product. This can lead to a lack of consistency in revenue and make it challenging to cover overhead costs such as rent, utilities, and staff salaries. The customers also may take advantage of the model and pay less than the product's true value, which could ultimately harm the business's ability to grow and expand. Therefore, while the pay-what-you-want model has some unique advantages, it also requires careful consideration and management to ensure the sustainability of the business.

One significant challenge that Side Track faces is a need for more awareness among Auburn University students, who represent a significant potential customer base. Many students need to become more familiar with the shop's offerings, location, and unique atmosphere, which makes it difficult for Side Track to attract and retain new customers. As a result, the coffee shop is missing out on significant revenue and brand exposure opportunities.

Without a strong presence among Auburn students, Side Track struggles to increase its customer base and compete with other coffee shops with a more significant following. This problem is compounded by students being a highly transient population, with many only living in Auburn for a few years. Side Track must capture the attention of new students each semester and build a strong brand reputation that resonates with the student community.

In addition to missing out on potential customers, the lack of awareness among Auburn students also limits Side Track's ability to expand and open new locations. If the shop primarily relies on a small, loyal customer base, scaling the business and achieving long-term growth will be challenging. Overall, Side Track struggles with a lack of awareness in the community. Because of minimal marketing tactics and strategies, little outreach occurs to help them expand into new markets.

Side Track's location is a disadvantage in attracting potential customers, especially Auburn University students. It is located in Opelika, one of the furthest coffee shops from campus. This makes it less likely that students will visit Side Track, especially when other coffee shops are closer to campus. This also means that Side Track is missing out on potential customers looking for a place to study, meet up with friends, or grab a quick coffee between classes.

Key Organizations and Publics

Some key organizations and publics could be valuable stakeholders in helping Side Track address their issue of needing more funds for their bakery addition. The Opelika Chamber of Commerce could be a valuable partner in promoting Side Track to the local business community and helping the coffee shop access potential funding opportunities. Opelika community members could also be valuable stakeholders in promoting the coffee shop and advocating for its success, especially if Side Track becomes more involved in community events and initiatives.

Regular Side Track customers are essential in supporting the coffee shop's fundraising efforts. They have already demonstrated loyalty to the brand and may be willing to invest in its future growth. Many on-campus organizations at Auburn University could support Side Track's fundraising efforts. For example, the Student Government Association could potentially promote Side Track's fundraising campaign to Auburn students and encourage them to donate or invest in the business. Student organizations focused on entrepreneurship could also offer resources or connections to help Side Track expand its business.

Through secondary research, the current publics of Side Track includes Auburn-Opelika working professionals and Auburn University students, including small groups, clubs, and various organizations. Side Track is also very popular with local families in the area. These stakeholders' current perception of Side Track is that the shop has a “cozy and inviting atmosphere. Many customers enjoy Side Track, which is apparent with their raving reviews. Side Track has excellent ratings on all public review forums. Google reviews have 4.9 stars, and Tripadvisor and Yelp rate Side Track with a five. While most reviews are outstanding, some displayed the need for more baked goods and food items.

One customer who reviewed Side Track on Google praised the quality of their coffee, stating, “The coffee was amazing...they only had one kind of baked good, but it was delicious!”

However, some customers noted the lack of variety in the available food options. This directly relates to our problem statement that Side Track lacks the funds necessary to expand into a bakery. Side Track currently only offers baked goods based on availability, and these tend to run out in the morning. Expanding their business to include a bakery could attract more customers through proper marketing of new menu items and increase sales.

By engaging with these key organizations and the public, Side Track could raise awareness about its brand among potential customers and access valuable resources and support to help fund its expansion plans.

Developing Goals and Objectives

Problem: Side Track owner wants to open a bakery but lacks the funds.

Organizational Goal 1: Increase the amount of funds for the bakery by \$50,000.

Objective 1: Increase foot traffic of those aged 35-50 by 20% over the next 6 months.

Objective 2: Raise awareness of Side Track's presence in Auburn/Southern Union college students by 30% in the next 6 months

Community Goal 2: Raise awareness for the upcoming design/plan for the bakery

Objective 1: Increase engagement on social media by 30% in the next 6 months.

Objective 2: Increase in-person community engagement by 20% over the next 6 months.

Execution

For Pearl PR's objectives, we have two strategies and two tactics.

Objective: Raise awareness of Side Track's presence in Auburn and Southern Union college students by 30% by October 2023.

Strategies

- One of the strategies we recommend is to host an in-person event by setting up a pop-up coffee shop on Auburn University's campus during finals week. This will allow Side Track to engage directly with students and spread awareness of Side Track's presence in the community.
- Another strategy we recommend is to boost a Facebook post targeted toward Auburn and Southern Union students.

Tactics

- An eye-catching flier should be created to announce the pop-up coffee event on Instagram, which will be shared widely to increase awareness among the Auburn community.
 - *See Appendix O*
- Side Track should utilize boosted Facebook posts to increase awareness of their Opelika presence.
 - *See Appendix N*
- Side Track should host a pop-up coffee shop on Auburn University's campus during finals week, offering students a welcoming place to hang with friends while enjoying a delicious cup of coffee.
 - *See Appendices D, E, F, G, and H*

Objective: Increase foot traffic of those aged 35-50 to Side Track by 20% by October 2023.

Strategies

- A social media tactic that should be implemented is to use Instagram polls to engage with followers.
- Side Track should promote customer loyalty and provide incentives for repeat customers.

Tactics

- A feature piece about Side Track should be written and published on Opelika Observer to reach a wider audience in Opelika.
 - *See Appendix K*
- A social media tactic that should be implemented is to use Instagram polls to engage with followers and encourage them to vote on a limited-time drink. This strategy creates a sense of urgency and exclusivity, driving traffic to the shop as customers want to try the unique and limited drink.
 - *See Appendix M*
- A punch card should be designed to encourage customer loyalty and provide an incentive for repeat customers to continue visiting Side Track.
 - *See Appendix P*

Measurable Results

The objective we have chosen to focus on as an organizational objective can be found below:

Objective: Raise awareness of Side Track's presence in Auburn/ Southern Union college students by 30% in the next six months.

Owned Media

Objective: Raise awareness of Side Track's presence in Auburn/ Southern Union college students by 30% in the next six months.

Owned Media Tactic: Website highlighting information on Side Track for people to visit (Appendix R)

Exposure: Track new visitors that come to the site increased due to the promotion of events and fundraisers, increasing customer awareness of owned media.

Engagement: Track duration to see how long visitors spend on the website and if there are conversions and interactions.

Influence: Tell a friend so more people visit websites or shops, and more new customers will attend the shop, and behavior has changed.

Action: Potential customers request more info about Sidetrack, and more awareness of the desired audience is captured.

Paid Media

Objective: Raise awareness of Side Track's presence in Auburn/ Southern Union college students by 30% in the next six months.

Paid Media Tactic: Boosted Facebook posts about who SideTrack is, highlighting their presence in Opelika (Appendix M).

Exposure: CPM (cost per thousand) because how it will help us track the efficiency of the ad.

Engagement: Cost per click to drive people to the website to raise awareness and help promote the fundraiser.

Influence: Change in opinion or attitude to purchase coffee at Side Track more frequently.

Action: Visit the website and drive traffic to promote awareness of their presence among the desired Audience.

Shared Media

Objective: Raise awareness of Side Track's presence in Auburn/ Southern Union college students by 30% in the next six months.

Shared Media Tactic: Digital flier announcing the pop-up coffee event on Instagram (Appendix N).

Exposure: Number of followers to measure the growth and diversity of the audience following the posting of the digital flier.

Engagement: Number of shared Instagram stories and tags on stories to track engagement. Side Track will use their business Instagram and Facebook to follow engagement insights to measure the success of the digital flier.

Influence: Tell a friend so the event gains more traction and awareness, and track posts and tags online to measure the overall success of a promotion.

Action: More customers will buy the product, and we will track success by the increase in profits to measure success.

Earned Media

Objective: Raise awareness of Side Track's presence in Auburn/ Southern Union college students by 30% in the next six months

Earned Media Goal: Feature story pitched to Opelika Observer

Tactic: Media pitch, media advisory, and press release (Appendices I, J, and H)

Exposure: Impressions, to see the number of times the Opelika Observer displayed the story. Side Track will practice social listening and track impressions based on earned media.

Engagement: Readership to consider the people who regularly read the Opelika Observer, expanding the current demographic of potential Side Track customers.

Influence: Change in opinion or attitude for those who read the feature story on Opelika Observer

Action: More people visit Side Track in person and behavior changes. Awareness increases among Auburn/Opelika students

Recommendations and Conclusion

Community Engagement and Non-Profit Development

One of Side Track's strengths is its strong community ties. To further capitalize on this, we recommend that Side Track consider hiring a non-profit development professional who can help them expand their reach within the community. This professional would identify potential partnerships with local organizations and create fundraising strategies to support community initiatives. This person could also help Side Track apply for grants and other funding opportunities to help them grow their business while continuing to give back to the community.

Social Media Strategy

While Side Track has a social media presence, we recommend changing its strategy to better engage with its audience. To improve its social media presence, we recommend that Side Track maintain active accounts on Facebook and Instagram. The posts should be visually appealing and diverse, including images of their coffee, events, and community involvement. We suggest they create a social media schedule to post and engage with their followers consistently. The schedule should include a mix of promotional posts, updates about events, and content highlighting the shop's commitment to the community.

We recommend that Side Track highlight its unique pay-what-you-can model, community involvement, and ethical coffee sourcing on social media platforms. This can be done by creating visually engaging graphics and posts showcasing their values and community commitment. Social media platforms should also be used to keep customers informed about menu offerings and upcoming events.

To keep the feeds fresh and engaging, we recommend that Side Track avoid repeatedly posting the same type of content. A mix of images, videos, and graphics will keep the feed diverse and exciting. It is also essential to respond to comments and messages in a timely and friendly manner to show customers that their engagement is valued. By utilizing Facebook and Instagram effectively, Side Track can improve its online presence and connect with its customers meaningfully.

Resource Utilization

As a member of the Auburn and Opelika communities, Side Track, has access to a wealth of resources through the Chamber of Commerce and Main Street organizations. We recommend that Side Track explore these resources and take advantage of their opportunities, such as networking events or promotional partnerships. Side Track may also want to consider partnering

with more local businesses to cross-promote each other and increase their reach within the community.

Website

Side Track's website is outdated and could benefit from a revamp to improve user-friendliness and aesthetics. It's essential to make the website visually appealing while providing easy information access. We recommend highlighting Side Track's community involvement on the website, such as their fundraising efforts for local businesses and causes. This will showcase their commitment to the community and may attract more socially-conscious customers.

The website should also be updated with events and menu offerings. Customers should be able to easily navigate the website and find what they're looking for. This can be achieved by creating a consistent layout and color scheme throughout the website and ensuring all information is accurate and current. A well-designed website will attract more customers and make it easier for current customers to stay updated on the latest happenings at Side Track.

Client Research

While Side Track has a solid customer base within the Opelika community, it is vital for the business to expand its reach to other areas, notably Auburn University. Through research and outreach efforts, Side Track can better understand its current and potential clientele, including demographics, buying habits, and preferences. This will enable the business to tailor its products and services better to meet the needs of its customers, as well as identify new markets for expansion. One specific area of focus should be gaining more Auburn University students as customers since many are unaware of Side Track's presence.

Side Track should also continue to gather feedback from its existing customers. This can be done through customer surveys, focus groups, or other methods of gathering customer insights. By listening to its customers, Side Track can continue to improve its products and services and maintain a strong connection with its community.

Digital Promotions

Finally, we recommend that Side Track allocate funds for digital promotions, such as social media advertising or email marketing campaigns. These promotions can help them reach a wider audience and generate more leads and sales. Side Track could create targeted ads on social media platforms like Facebook and Instagram. For example, they could create an ad campaign showcasing their unique pay-what-you-want pricing model and commitment to community

involvement and target the ad to users within the Auburn and Opelika area. The ad could also feature visually appealing photos of their coffee and interior space to entice potential customers.

Side Track could also offer promotional codes or discounts to customers who follow their social media accounts or sign up for their email list. This could increase engagement and incentivize customers to visit more frequently.

References

- Bizjournals.com. (n.d.). Retrieved March 19, 2023, from <https://www.bizjournals.com/pittsburgh/news/2018/06/15/black-forge-coffee-house-launch-es-crowdfunding.html>
- Luttrell, R. M., & Capizzo, L. W. (2021). *Public Relations Campaigns* (2nd ed.). SAGE Publications, Inc. (US). <https://bookshelf.vitalsource.com/books/9781544385563>
- Patrons raised \$11,000 for Coffee Cat after federal grant rescinded.* The Auburn Plainsman. (2020, May 17). Retrieved March 19, 2023, from <https://www.theplainsman.com/article/2021/08/patrons-raise-11000-for-coffee-cat-after-federal-grant-rescinded>

Appendices Table of Contents

| | |
|--------------------------------|--------------|
| Personas (A) | 33-35 |
| Content Calendar (B) | 36 |
| Survey Results (C) | 37-47 |
| Event Description (D) | 48 |
| Event Calendar (E) | 49 |
| Event Checklist (F) | 50 |
| Contact List (G) | 52 |
| Press Release (H) | 53 |
| Media Advisory (I) | 54 |
| Media Pitch (J) | 56 |
| Feature Story (K) | 57 |
| Instagram Post (L) | 58 |
| Instagram Story (M) | 59 |
| Facebook Post (N) | 60 |
| Fundraiser Flyer (O) | 61 |
| Loyalty Card Design (P) | 62 |
| Campaign Budget (Q) | 63 |
| Website Mockup (R) | 64-65 |

Personas: Appendix A

BIOGRAPHY

John lives alone with his cat in a studio apartment in Opelika. He works remotely as a software engineer. John is a coffee connoisseur and loves to meet friends at the local coffee shop. While John is single, he longs for a family of his own.

MOTIVATIONS

He wants to get out of the house to interact with people.

He works all night, so he needs lots of caffeine.

He wants an enjoyable space to complete his work from home.



JITTERY JOHN
Remote Worker

PROFILE

Gender : Male
Age : 33

PROBLEMS

works all night

dirty house

misunderstood

no time for social life

lives alone

SOCIAL MEDIA USE



GOALS

Looking for long term love

He wants a promotion

He wants to travel abroad

BIOGRAPHY

Cameron is a free-spirited mom of young twins. She got married after she graduated from Auburn University with a degree in nutritional science. She resides in the Opelika area. She lives an active, minimalist lifestyle, and enjoys hiking at Chewacla.

MOTIVATIONS

Being a good mom to her twins

Living a completely holistic lifestyle

Staying active every day for her mental well-being



CORTADO CAM
Lifestyle Content Creator

PROFILE

Gender : Female
Age : 27

PROBLEMS

Forgets to live in the moment on adventures

Does not like to indulge in things that are not necessities

Primary caregiver for the kids due to her husband being away on business frequently

Her friends are judgemental towards the way she chooses to live

SOCIAL MEDIA USE



GOALS

Visiting all the national parks in the USA

Having 2 more kids within the next 4 years

Have 20k subscribers on Youtube on her hiking/travel page

BIOGRAPHY

Molly is a college sorority girl who spends her time going to church and getting involved on and off campus. She is a leader of a small group that meets at Side Track.

MOTIVATIONS

She loves meeting with her friends outside of class

She wants to pursue Jesus and grow in her faith

She wants to pour into her community



MATCHA MOLLY

College Sorority Girl

PROFILE

Gender : Female
Age : 20

PROBLEMS

Roommate problems

Non-confrontational

Always out of the house

Spends too much money

SOCIAL MEDIA USE



GOALS

Wants to graduate from Auburn

Wants to be a camp counselor this summer

She wants to start her own non-profit

Content Calendar: Appendix B

| [May 2023] | | | | | | KEY: |
|--|--|--------------------------------------|---|--|--|--|
| | | | | | | PAID |
| | | | | | | EARNED |
| | | | | | | OWNED |
| | | | | | | SHARED |
| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
| | | | Develop FB boosted post | | | Post FB boosted post |
| | | | | | | |
| | | | | | | |
| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
| | | Develop post using #SideTracked | | Post to Instagram/FB using #SideTracked | Start implementing changes to website | Repost FB boosted post |
| | | | | | | |
| | | | | | | |
| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
| Repost Instagram stories that people have reposted | | Post to Instagram using #SideTracked | | Continue making changes/updating the website | | Advertise new website revamp on Social Media |
| | | | | | | |
| | | | | | | |
| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
| | Promote #SideTracked on Social Media platforms | Reach out to AOT | Pitch feature piece to AOT | Advertise website on Social Media | Utilize feature piece | Repost FB boosted post |
| | | | | | | |
| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
| | | Post feature piece on AOT | Advertise feature piece on SM platforms | Use #SideTracked in post | Insert feature piece into website to promote | Repost FB boosted post |
| | | | | | | |

Survey Results: Appendix C

Primary Research Data






Q1) If you have never been to Side Track, what is your current perception/knowledge of the coffee shop, if any? (Skip if you have been)

▼

▲

⋮

If you have never been to Side Track, what is your current perception/knowl...

| | |
|---|---|
| Great place but very slow |  |
| A friend told me about it because she is in the coffee industry, raved about the layout, quality and the hands on ownership from the young guy who owns it. |  |
| It's perfect! |  |
| Best coffee shop ever |  |
| Pay what you want for your order |  |






Page: 1 Of 6

▼

▲

⋮

If you have never been to Side Track, what is your current perception/knowl...

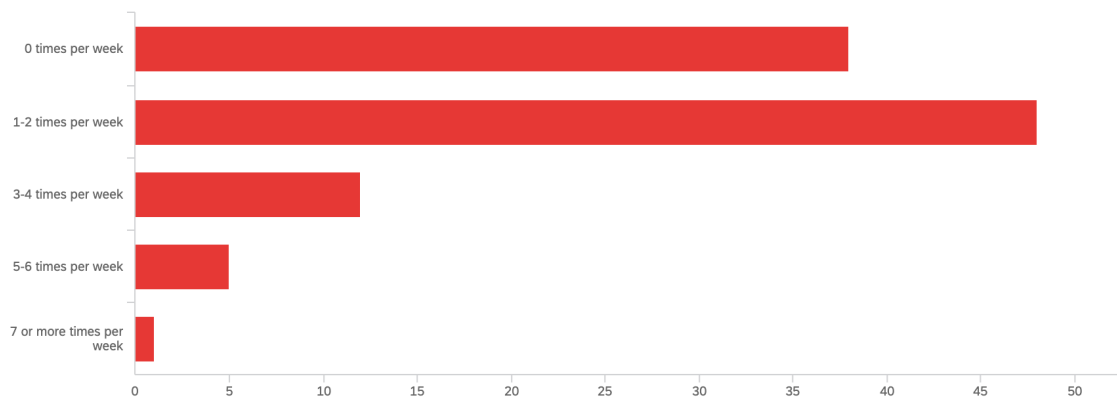
| | |
|--|---|
| Very vibey & aesthetic |  |
| you get to decide how much your coffee is |  |
| Didn't know about it |  |
| It's a cozy environment with an interesting menu (pay what you want) |  |
| Heard of it but know nothing about it |  |

Page: 2 Of 6

Q2) How frequently do you purchase coffee at Side Track?

| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|--|---------|---------|------|---------------|----------|-------|
| 1 | How frequently do you purchase coffee at Side Track? | 1.00 | 5.00 | 1.88 | 0.86 | 0.74 | 104 |

| # | Field | Choice Count |
|---|--------------------------|--------------|
| 1 | 0 times per week | 36.54% 38 |
| 2 | 1-2 times per week | 46.15% 48 |
| 3 | 3-4 times per week | 11.54% 12 |
| 4 | 5-6 times per week | 4.81% 5 |
| 5 | 7 or more times per week | 0.96% 1 |



Q3) What is your drink order when visiting a coffee shop?

What is your drink order when visiting a coffee shop?

Cortado



To go - cold brew or iced latte with extra shots. Drinking in shop - cappuccino, cortado or drip



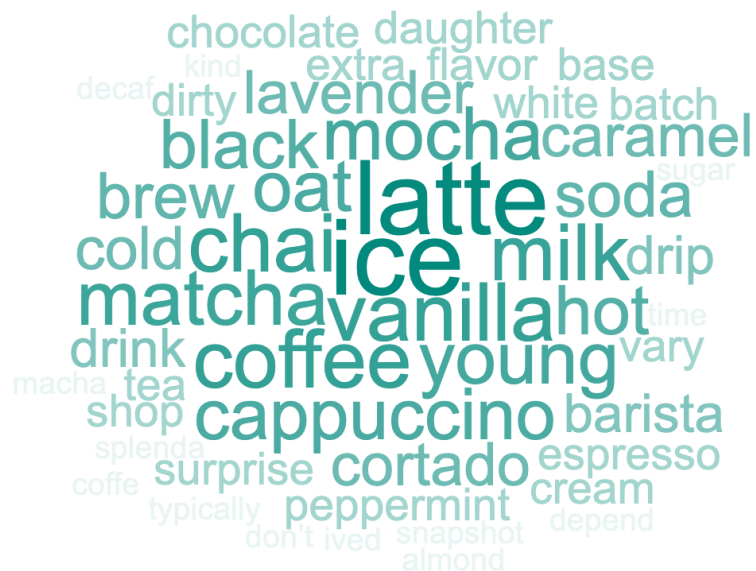
Chai Soda



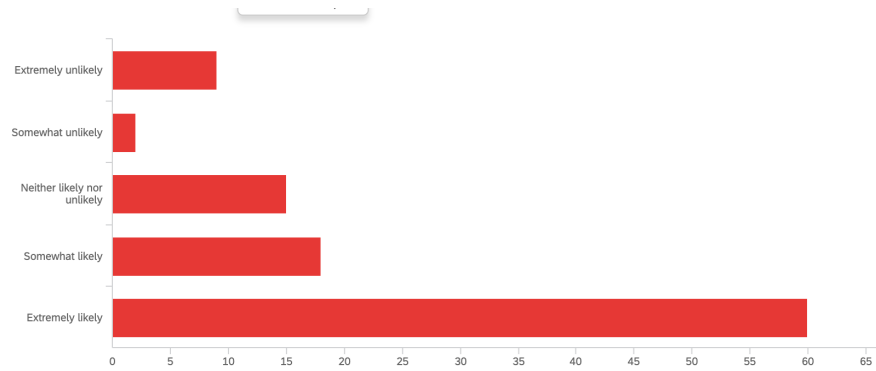
A cappuccino or tea usually



Espresso based drink



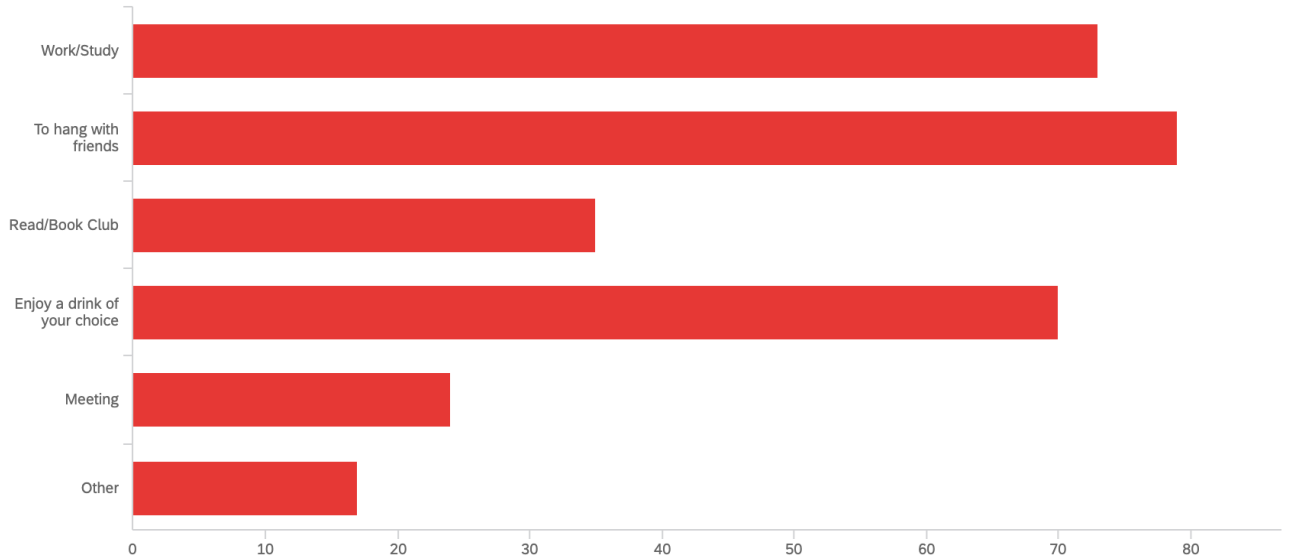
Q4) How likely are you to recommend Side Track to others?



| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---|---------|---------|------|---------------|----------|-------|
| 1 | How likely are you to recommend Side Track to others? | 1.00 | 5.00 | 4.13 | 1.25 | 1.56 | 104 |

| # | Field | Choice Count |
|---|-----------------------------|--------------|
| 1 | Extremely unlikely | 8.65% 9 |
| 2 | Somewhat unlikely | 1.92% 2 |
| 3 | Neither likely nor unlikely | 14.42% 15 |
| 4 | Somewhat likely | 17.31% 18 |
| 5 | Extremely likely | 57.69% 60 |

Q5) When you visit Side Track, choose the following things that are possible reasons for your visit.

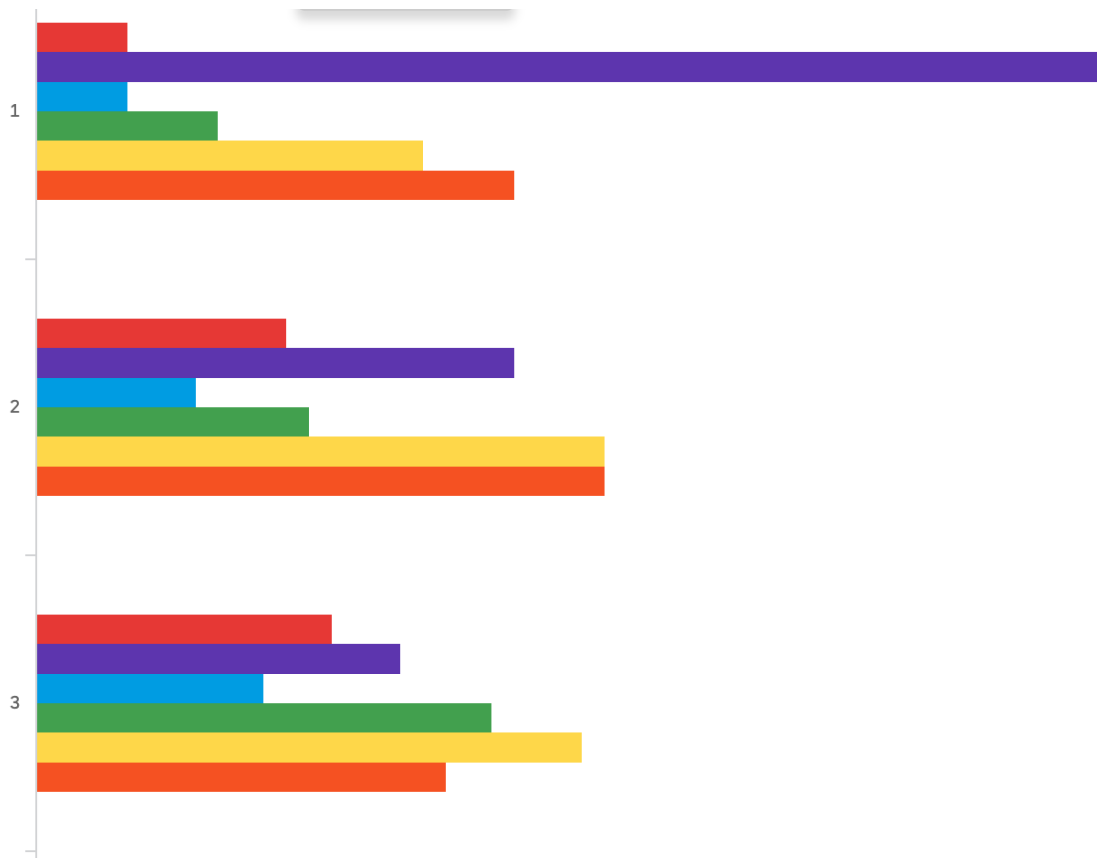


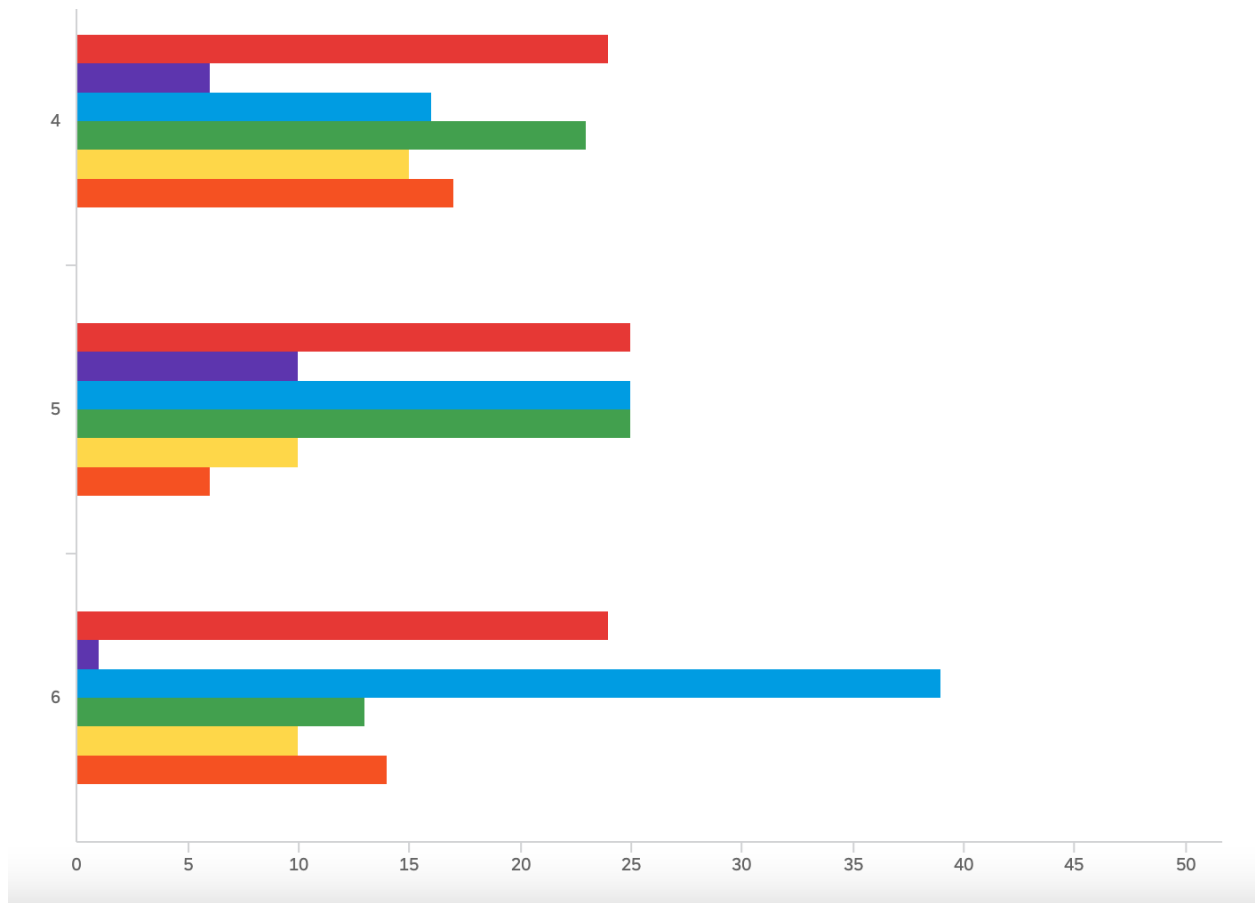
| # | Field | Choice Count |
|---|------------------------------|--------------|
| 1 | Work/Study | 24.50% 73 |
| 2 | To hang with friends | 26.51% 79 |
| 3 | Read/Book Club | 11.74% 35 |
| 4 | Enjoy a drink of your choice | 23.49% 70 |
| 5 | Meeting | 8.05% 24 |
| 6 | Other | 5.70% 17 |

298

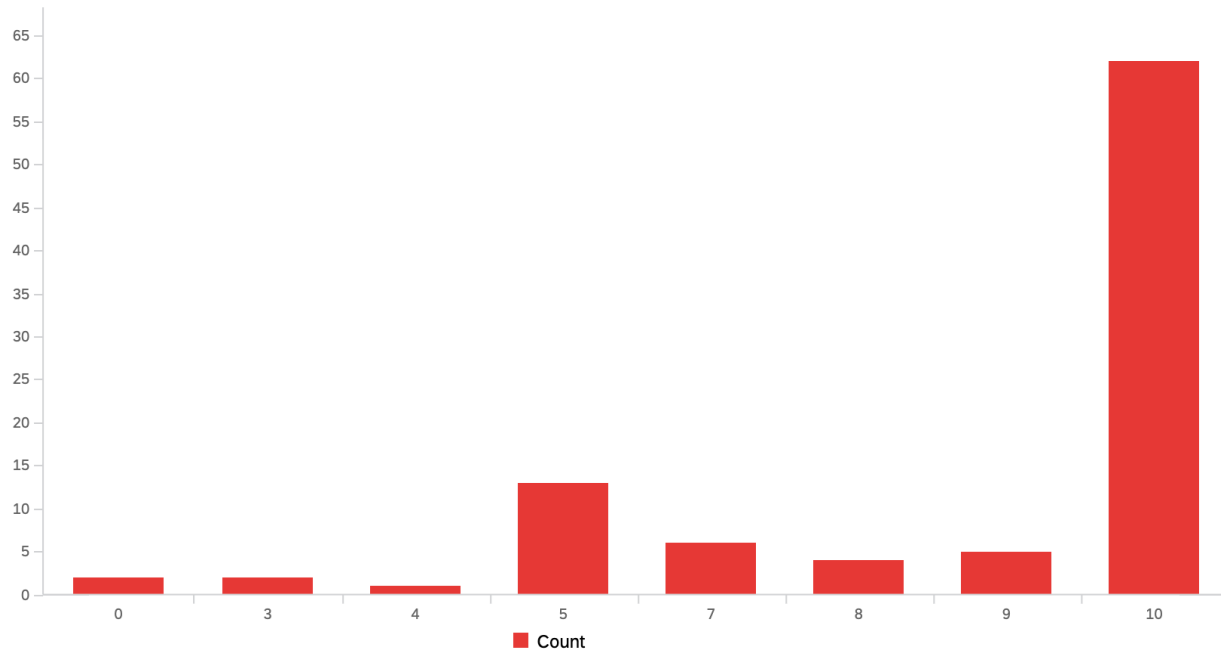
Q6) Rank the following coffee shops in order of the ones you least to most frequent at. (1 being most frequent, 6 being least frequent)

- Ristretto
- Side Track
- One Bike Coffee
- Uniq Coffee
- Well Red
- Coffee Cat

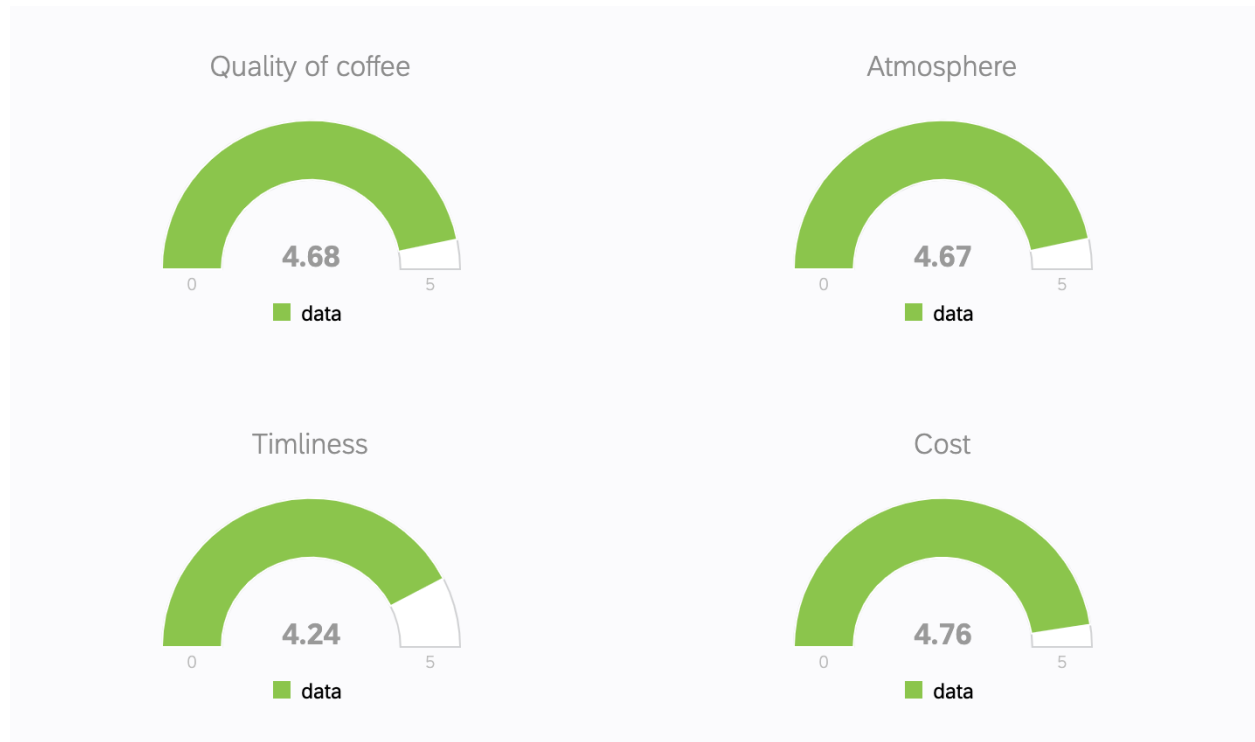




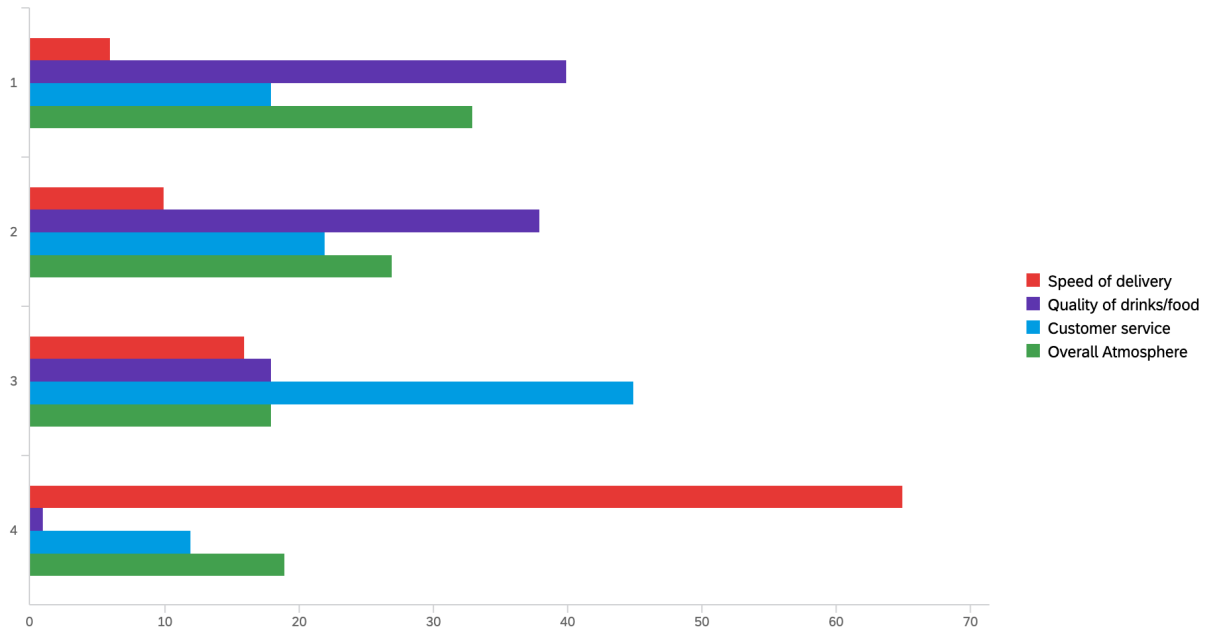
Q7) Please rate how strongly you agree or disagree with the following statement:
“I feel welcome when I walk into the doors of Side Track” (Scale of 0-10, Strongly disagree (0) to Strongly agree (10))



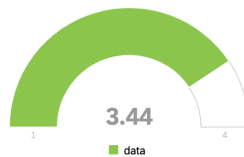
Q8) Please rate Side Track on the following items. (Quality of coffee, Atmosphere, Timeliness, Cost)



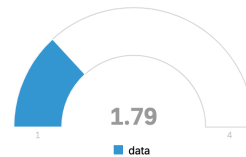
Q9) Please rank the following items from least to most important, in terms of what you look for in a coffee shop. (1 being the most important, 4 being least important)



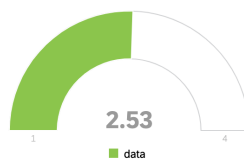
Speed of delivery



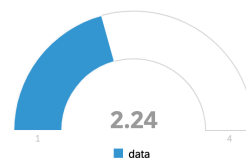
Quality of drinks/food



Customer service



Overall Atmosphere



Event Description: Appendix D

Event: Studying with Sidetrack

Location: Haley Concourse

Date: May 1, 2024

Time: 11 a.m. – 1 p.m.

The main goal of the event is to raise awareness about Side Track among Auburn students and to encourage them to become future customers. The pop-up will have a tip jar available for students to make donations, but the main focus is to create a welcoming atmosphere for students to take a quick break with friends during the stressful finals week.

"Studying with Sidetrack," will be a come-as-you-are event where students can stop by for a cup of coffee and a chance to learn more about Side Track's mission and values. With the lack of awareness being one of the main challenges that Side Track faces, this event is a great opportunity to create a buzz around the business and attract potential customers.

In addition to serving coffee, the event will showcase Side Track's commitment to providing high-quality coffee and a friendly atmosphere, and it is hoped that this will encourage students to visit the shop's physical location in Opelika.

Overall, Side Track's pop-up event is a great opportunity to connect with the Auburn community and raise awareness about the business. With a relaxed and welcoming atmosphere, the event hopes to attract students as future customers and create a positive image for Side Track.

Event Calendar: Appendix E

2024 EVENT CALENDAR

| <u>February</u> | | <u>March</u> | |
|-----------------|--|--------------|---|
| <u>Date</u> | <u>Action</u> | <u>Date</u> | <u>Action</u> |
| 15- | Contact AU Involve to obtain permission from Auburn University to host event on Haley Concourse. | 2- | Print Flyers. |
| | | 7- | Place order with Sign World for "Study with Side Track" sign. |
| | | 21- | Pick up sign from Sign World. |
| <u>April</u> | | <u>May</u> | |
| <u>Date</u> | <u>Action</u> | <u>Date</u> | <u>Action</u> |
| 3- | Post graphic on Instagram | 1- | Post graphic on Instagram 9 am. |
| 10- | Post graphic on Instagram | 1- | Transport materials to Haley Concourse for set up 10 am. |
| 11- | Put flyers up around campus. | 1- | Host event from 11 am- 1pm. |
| 17- | Post graphic on Instagram. | 1- | Clean up event 1-1:30 pm. |
| 24- | Post graphic on Instagram. | | |

Event Checklist: Appendix F

Purpose: The purpose of this event is to spread awareness of Side Track's presence in the Auburn community.

Guest: The event is aimed at Auburn University students and all students are invited. We are estimating around 300-400 people in attendance.

Goal: Our main goal is to create a casual, welcoming environment that encourages students to stop by and grab a coffee while studying for finals. We want to promote the inclusive culture of Side Track and give students a taste of what the coffee shop has to offer.

Style: The event will be casual and attendees are encouraged to come as they are. We want to create a laid-back atmosphere that will make students feel comfortable and welcome.

Venue: The event will take place at Haley Concourse at Auburn University.

Drinks: The event will serve coffee provided by Side Track.

Music: We will be using a pre-owned speaker to play background music at the event.

Furniture: We will be using a folding table and tent to create a pop-up coffee table.

Decoration: The main decoration will be a "Study with Side Track" sign to draw attention to the event and create a photo opportunity for attendees.

Budget: The budget for the event is \$1,300.

Staffing: The owner of Side Track, David Bizilia, and one other employee will be working at the event.

Licenses and Permission: We have obtained permission from Auburn University to host the event on Haley Concourse.

Agreements: There are no agreements required for this event.

Other: We will need to transport materials such as coffee and cups from Side Track to the event location on campus.

Contact List: Appendix G

Function:

Studying with Sidetrack

Date: May 1, 2024

Venue: Haley Concourse

AU Involve

Tel: 334-844-4788

Email: involve@auburn.edu

Sign Printing:

Contact: Sign World

Tel: 334-821-6303

Email: orders@signworldauburn.com

Security:

Contact: Auburn Campus Security

Tel: (334) 844-8888

Email: security@auburn.edu

Press Release: Appendix H

FOR IMMEDIATE RELEASE:

Side Track hosts pop-up event

AUBURN, Ala. – Side Track is excited to announce its pop-up coffee table event, “Studying with Sidetrack,” on Haley Concourse at Auburn University during finals week, May 1, 2024. The event aims to raise awareness among Auburn University students about Side Track, a local coffee shop in Opelika, AL.

This event will feature Side Track’s signature coffee and friendly staff who are ready to provide the perfect break during finals week. Additionally, “Studying with Sidetrack” will have a tip jar to raise funds to expand its business into a bakery.

“We are thrilled to bring our coffee to Auburn University students,” said Side Track owner, David Bizila. “We want to give students a taste of what we offer at our Opelika location, and also raise funds to help us expand into a bakery, which will provide more food options for our customers.”

The “Studying with Sidetrack” pop-up coffee table will be open from 11:00 a.m. to 1:00 p.m. on May 1, 2024. Side Track invites all Auburn University students to stop by, grab a cup of coffee, and enjoy a quick break with their friends.

“We hope to create a welcoming and fun environment for students to take a break from their studies and enjoy our coffee and treats,” said David Bizila. “We also encourage students to learn more about our business and the impact it has on the local community.”

Don’t miss this exciting opportunity to support a local business and enjoy some delicious coffee. Follow Side Track on social media for updates on the “Studying with Sidetrack” event and visit their website to learn more about their mission and values.

Contact:

David Bizilia

(334) 707-8906

david@sidetrackcoffee.com

Media Advisory: Appendix I

For Immediate Release

Contact: Pearl PR, Public Relations Agency

334-987-6543

pearlpr@auburn.edu

Side Track hosts Studying with Side Track

Side Track hosts pop-up events to raise awareness and funds for bakery expansion.

WHAT: Side Track will be hosting a pop-up event on the Haley Concourse at Auburn University during finals week, on May 1, 2024. The event called "Studying with Sidetrack," aims to raise awareness among Auburn University students about Side Track while also raising funds to support the shop's bakery expansion.

The pop-up event will feature a tip jar for donations, as well as a free coffee. The event is open to all Auburn University students and is a come-as-you-are gathering for students to take a quick break with friends.

WHO: Side Track, Auburn University students and faculty

WHEN: May 1, 2024, 11 a.m. – 1 p.m.

WHERE: Haley Concourse, Auburn University, Auburn, AL

WHY: Side Track is looking to expand its business and raise awareness among new customers. This pop-up event is an opportunity for Auburn University students to discover a new local coffee shop and help support a good cause.

BACKGROUND: Side Track was founded in April 2016 by David Bizlia, a coffee lover with a passion for serving his community. Side Track is known for its ethically sourced coffee and unique pay-what-you-want business model. With a commitment to serving their local community, Side Track has become a beloved coffee shop in the Opelika-Auburn area. Through events and community outreach, Side Track continues to spread its mission of providing high-quality coffee while giving back to its community.

Media Pitch: Appendix J

EMAIL

To: michelle@opelikaobserver

From: pearlpr@auburn.edu

Subject: Side Track Pop-Up Coffee Table Event at Auburn University

Hi Michelle,

I hope this email finds you well. I wanted to reach out to you regarding an upcoming event hosted by Side Track, a locally-owned coffee shop in Opelika, Alabama.

Side Track will be hosting a pop-up coffee table event on Haley Concourse at Auburn University during finals week, on May 1, 2024, 11 a.m. – 1 p.m. The purpose of this event is to raise awareness among Auburn University students about Side Track and its commitment to the community.

The event will feature a tip jar for students to donate to the cause, but our main goal is to introduce students to Side Track and gain new customers.

I thought this event might be of interest to you and your readers as it highlights a small business committed to serving the community. We would be grateful for any coverage you can provide to help us spread the word about this event.

Please let me know if you have any questions or need additional information. Thank you for your consideration, and we hope to see you at the event!

Best,

Pearl PR

Feature Story: Appendix K

Cultivating community through coffee

Nestled in the heart of downtown Opelika, Alabama, Side Track stands out as a cozy and welcoming spot that offers more than just coffee. The coffee shop, which opened its doors in April 2016, has become a staple in the Opelika community, and much of its success can be attributed to the passion and dedication of its owner, David Bizilia.

David's love for the community is evident in everything he does at Side Track. He prides himself on not just serving coffee, but also creating an environment where people can come together and connect.

"For us, coffee is just the vehicle to be able to bring people together and create a sense of community."

One of the things that makes Side Track unique is its pricing system. Customers can choose the price they want to pay for their coffee, creating a culture of generosity and inclusivity. This pricing system is a testament to David's commitment to creating a space that is accessible to all, regardless of income. David's dedication to giving back to the community is evident in the shop's partnerships with local organizations and charities to support a variety of causes and community initiatives.

"We're really focused on making sure that we're not just another coffee shop, that we're actually a part of the community and giving back to the community."

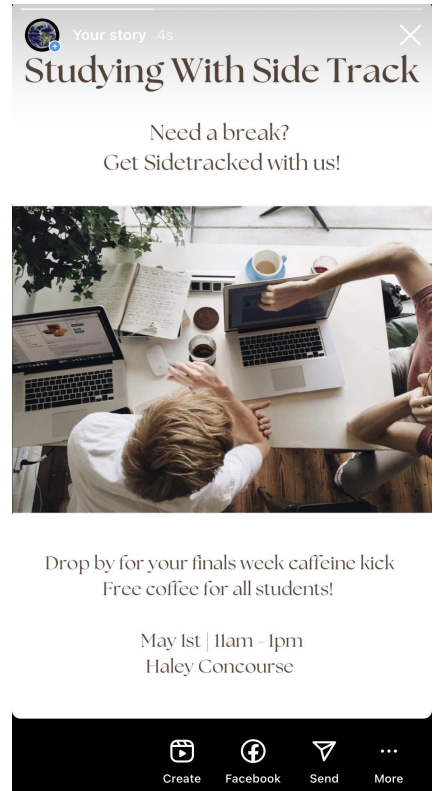
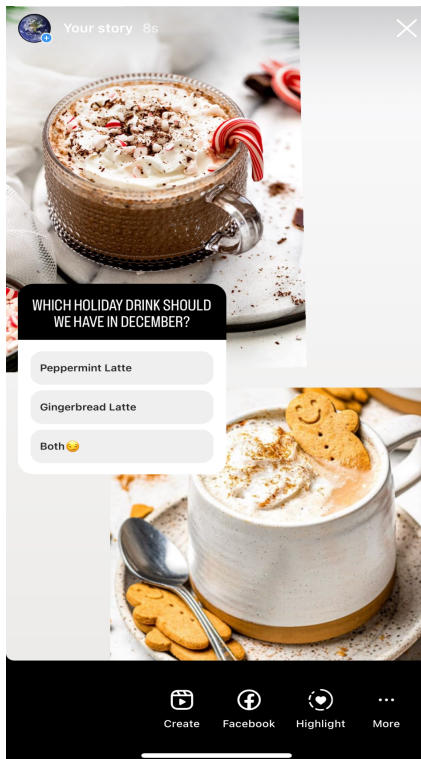
David's passion for coffee and community is contagious. His commitment to creating a space that is welcoming to all has made Side Track a beloved community institution. The coffee shop has become a place where people can come together to share their stories, make connections, and feel a sense of belonging. David's vision has become a reality, and his impact on the community will be felt for years to come.

Instagram Post: Appendix L



Instagram Stories: Appendix M

- Pop-up on-campus event “Studying With Side Track”
- Instagram story polls to promote limited-time drink specials



Facebook Post: Appendix N



Side Track

Sponsored · 🌐

Attention Auburn and Southern Union students! Have you heard of Side Track? We're a locally-owned coffee shop that offers delicious, handcrafted coffee and baked goods. We allow customers to pay what they want, making us accessible to everyone. We're located just a few minutes from campus and offer a cozy and welcoming atmosphere to relax and study in.

Whether you need a caffeine boost or a tasty treat, Side Track is here for you! Stop by and experience the Side Track difference today!



Like



Comment



Share

Fundraiser Flier: Appendix O

HEY THERE!

Side Track
Coffee



SIDE TRACK BAKERY FUNDRAISER

* Join Side Track during finals week to help raise money for our new bakery! Enjoy a drink of your choice, and hang with some friends! Hope to see you there!

OUR WEBSITE:

www.sidetrackcoffee.co

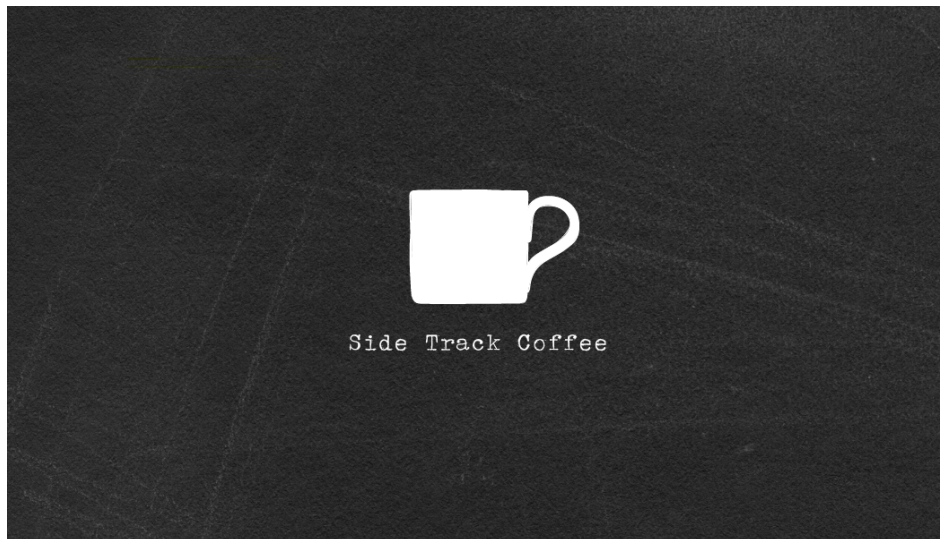
DATE: May 1st
TIME: 11AM-1PM

Loyalty Card Design: Appendix P

Front of Card



Back of Card



Budget: Appendix Q

PR CAMPAIGN BUDGET PLAN TEMPLATE

Projected Subtotal to date:

| CAMPAIGN TYPE | QTY | PROJECTED COST PER UNIT | PROJECTED SUBTOTAL | COMMENTS |
|--------------------------------------|-----|-------------------------|-----------------------------|--|
| Production Costs: Owned | | | | |
| Website | 1 | \$ 1,000.00 | \$ 1,000.00 | Side Track will pay for a website redesign for a more clean and user friendly design. If there is an in-house designer the cost will be less. |
| Paper punch cards | 400 | \$ 0.10 | \$ 40.00 | Loyalty punch cards will help Side Track gain more loyal customers outside of their traditional customer base |
| | | | SUBTOTAL \$ 1,040.00 | |
| Traditional Advertising: Paid | | | | |
| | | | | |
| | | | SUBTOTAL \$ - | |
| Public Relations | | | | |
| Events | 1 | | | |
| Signage for Event | 1 | \$ 100.00 | \$ 100.00 | Side Track will use Sign World to print a poster for their event |
| Flyers | 25 | \$ 1.00 | \$ 25.00 | Side Track will design, print, and post flyers promoting event |
| Thermoses for Coffee | 2 | \$ 150.00 | \$ 300.00 | Side Track already posses 2, so we will buy 2 more |
| Coffee | 10 | \$ 20.00 | \$ 200.00 | Wholesale coffee will be used, it will be brewed at Side Track then transported to auburn |
| Creamer, milk | 10 | \$ 8.00 | \$ 80.00 | Bought from Kroger, or other preferred seller |
| Man Power | 2 | \$ 100.00 | \$ 200.00 | David plus one employee will man the coffee station |
| Ice and Cooler | 1 | \$ 150.00 | \$ 150.00 | They will use a cooler to keep milk, creamer, and ice cold while on the concourse |
| Set up | 1 | \$ 200.00 | \$ 200.00 | They will use a table and tent and Styrofoam cups |
| Press Releases | 1 | \$ 200.00 | \$ 200.00 | Side Track will pay a public relations professional to write a press release and submit it to local news outlets. |
| | | | \$ - | |
| | | | SUBTOTAL \$ 1,455.00 | |
| Social Media : Shared | | | | |
| Facebook | 5 | \$ 20.00 | \$ 100.00 | Ad promoting event with boosted post |
| Instagram | 5 | \$ 20.00 | \$ 100.00 | Ad promoting event with boosted post |
| | | | SUBTOTAL \$ 200.00 | |
| TOTAL CAMPAIGN BUDGET | | | \$3,100.00 | This is an approximate cost for Side Track to conduct these activities. There is potential for costs to be less or more than this budgeted price. Some of these event costs are optional based on current resources. |

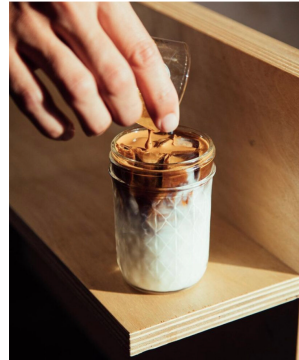
Website Mockup: Appendix R

This is an example of a coffee shop's website located in Fairhope, AL. The coffee shop's name is Refuge Coffee Roasters. We chose this example because it highlighted a lot of the aspects Side Track's website is missing that we believe would be beneficial in adding, in order to boost website traffic.

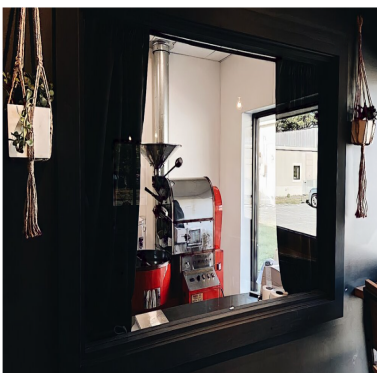
Vision & Process

Refuge Coffee started in 2010 as an idea to be a second home for people to get out of the hustle and bustle of the world. Our goal is to have an environment that is welcoming to anyone and for them to feel as though this is their place. When you come in you will be welcomed by a warm smile and a great atmosphere!

We strive to place before you great coffees that show off the regions, not the roast. We do this through intentional and meticulous sourcing, roasting, and cupping to make sure we use great coffees. Our highly



Adding an "About" page gives an inside look into the story of Side Track, and allows those who may have never heard of Side Track to become knowledgeable about the brand.



Our Ingredients

We work with fair trade certified green coffee suppliers to make sure we are using high quality coffee!

Fair trade certified also guarantees no slave labor is involved in the farming, and using them counts toward a better future for the farmers who grew those coffees.

- Side Track has a uniqueness to their ingredients and where their coffee is sourced, that we think it would be worth bringing awareness to on the website

- Seeing reviews and testimonials from real customers is always appealing for someone who has never visited a place before. There are so many people who have found community in Side Track, it would be worth nothing their experiences



Reviews

"I just had the opportunity to try out the in-house espresso roasted by Refuge and it is great! I hope they keep making moves like this. There is an edge that a strong local roaster can bring to an area that other shops cannot. Looking forward to seeing what these guys do in the future!"

– Nathan / Raleigh, NC

"Good coffee is a rare find, and you can find it at Refuge. The sparse aesthetic of the place actually feels very warm and welcoming, and there are a lot of cozy corners in which to get some studying done or read a good novel. The baristas seem knowledgeable and friendly (which, let's be honest, is rare too) and gave me exactly what I ordered very quickly. The quality of the espresso is exceptional - better than any I've tried in Fairhope. I'll be visiting this place often, and you should too."



8/26/21

Meet the Baristas:

Learn everybody's names & specialties; then pick your favorite :)



7/8/21

Welcome!

Thanks for visiting our FIRST blog!

- Adding a blog page can be beneficial for creating a strong community, this can be added later but is a good way to have two way communication with a business to the public