
White River



Training Manual

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BACKGROUND INFORMATION

White River Chem-Dry

Location: Company Mobile Van

Website: whiteriverchemdry.com

Facebook: White River Chem Dry

- Followers 72
- Liked 62

GOALS

- Improve advertising on social media
 - Update current Facebook page
 - Increase likes and following on Facebook page
 - Provide more aesthetic content ideas
 - Provide content calendar
- Increase promotion
- Increase clientele
 - Use Facebook updates and improvements to gain followers and potential clientele
- Increase sales

Muncie Demographics

- 47,966 residents
 - 30.99% overall poverty rate
- 60,963 families
 - 13,575 Non-family residents
- 57,301 adults (9,549 who are seniors)

Muncie Carpet Services

- All-Round Cleaning Company
- AIM Carpet Care & Restoration
- Beauty and Sons Services
- Stanely Steemer

Process

Following the interview, we analyzed the company's social media platforms and discovered the need for renovations to the current content provided. We decided that with updates to the Facebook page, it will allow for more overall business at White River Chem-Dry.

Due to the client having a small following and outreach, it would be beneficial to use local sponsorships with Ball State University Athletics to bring more awareness to the Muncie community.

Needs Assessment

After this interview, it was apparent that the implementation of a more structured **Facebook page** and an addition of **local Ball State Athletics sponsorships** would be extremely beneficial for the company. Coming up with a social media plan for the Facebook page will bring more potential customers to the page and allow the business to grow. Social media is a huge marketing tactic in today's world that helps companies increase sales due to brand awareness. According to the Small Business network, there are **1.59 billion daily active users** on Facebook and there are now over **60 million Facebook Business Pages**. Having a professional Facebook page with consistent posts and promotions will tremendously help White River Chem-Dry grow.

Regarding **local Ball State Athletics sponsorships**, having the community support of the brand will help it grow. Adding promotions during sporting events will allow fans to interact with the company and become more aware of White River Chem-Dry's services. Although becoming a sponsor can be expensive, **there are so many people that will be exposed to these advertisements.**

Sample Creation

Within the samples provided in this training manual for White River Chem-Dry, the visual elements were all completed using Canva. Canva is a tool that many people and businesses use as a **designing platform**. Canva provides templates for businesses to produce quality content for their social media accounts. The content businesses post have a great impact and is a reflection of the business' overall growth and outreach to larger audiences. Using Canva for the completion of these **Facebook and Local Sponsorship** samples provided great visual content for potential customers to see.

Facebook Samples

For any business, **Facebook** is a great outlet to share promotions and posts. Facebook is the first social media platform used when searching for a new business to complete a service. Due to business Facebook pages, customers can find everything they need in one **centralized area**. White River Chem-Dry currently has a Facebook page used to **promote different services** and share before and after photos after carpets are cleaned. White River Chem-Dry would benefit from the addition of personalized posts and contests within their Facebook page.

Facebook Sample #1

The first sample is a giveaway post for Facebook. Introducing a giveaway to White River Chem-Dry's social media would help increase brand awareness and sales for the business. Running a giveaway for a free carpet cleaning will help gain additional likes and followers for the page. Along with the additional likes and follows gained on the page, more people will also be brought to the page due to people entering the giveaway having to tag a friend in the comments. This will bring more traffic to the post and overall page. Although the carpet cleaning service being given away will not bring a profit, there is the ability to make a greater profit by getting White River Chem-Dry's name out there more with this contest. This sample was made using Canva.



The caption for this post would include:

“Giveaway alert! In order to get our name out to more people in the community, we are having a giveaway. We are giving away a free carpet cleaning to one lucky winner! All you have to do is share this post, like our page, and tag a friend below to enter. Giveaway ends June 1st!”

Facebook Sample #2

The next sample for White River Chem-Dry's Facebook page is a coupon for \$15 off for the Pet Urine Removal Treatment. This post will provide more business for White River Chem-Dry due to the use of the special. This will allow more awareness of the brand to new potential customers. If someone is hesitant about trying a new carpet cleaning service and has pets, this coupon will allow the potential customer to receive a discount while trying it out.



The caption for this post would include:

"Do you have pets that cause stains all over your nice carpet? Mention this post and receive \$15 off your next Pet Urine Removal Treatment!"

Facebook Sample #3

This Facebook sample shows the different types of services White River Chem-Dry provides. These include carpet cleaning, leather cleaning, granite countertop renewal, furniture cleaning, commercial services, wood floor cleaning, area and oriental rug cleaning, pet urine and odor removal, and specialty stain removal. This post would be beneficial for White River Chem-Dry because it expresses the different types of cleaning services they offer. This shows that they have a variety of services and not just carpet cleaning. This is important to showcase because of the different needs of potential customers. If someone is in need of getting their leather couch cleaned and does not know where to go, this post could help bring new customers.



The caption for this post would include:

“At White River Chem-Dry, we are proud to provide the best carpet cleaning services in Muncie, Pendleton and Anderson. Using only non-toxic, eco-friendly cleaning solutions, we offer the safest, most effective upholstery cleaning, rug cleaning and carpet cleaning services for homes and businesses in Muncie and Pendleton. Our products are tough on stains but safe for children and pets.”

Facebook Sample #4

This next sample provides an information aspect for the Facebook page. Having a post on White River Chem-Dry's Facebook page with their phone number bolded for everyone to see will help bring in more business. Sometimes it can be difficult to find the phone number to make an appointment with a business. However, having a specific post that will be posted about once a month will allow the phone number to be very visible to everyone needing to get in contact with White River Chem-Dry.



The caption for this post would include:



"Call (765) 217-4337 to receive a free quote from White River Chem-Dry today!"

Facebook Sample #5

Another Facebook sample that would be great for White River Chem-Dry's Facebook would be a personalized video from Thad and his family. Although there are other Chem-Dry videos posted about their services, a personalized video would be a good addition. This video would include Thad talking about his business, why he loves what he does, and how his services can be great for anyone. Adding a personalized touch, rather than a general video from headquarters, will show who the customers are receiving services directly from and how the business impacts their lives. The video would include a walk through of a home with Thad and his wife about the various cleaning duties they can do in a house. The video will also discuss their family and their personal story. Thad will be able to express why he chose to start his own Chem-Dry franchise and why he loves working for the company.

Facebook Sample #6

An additional sample that will provide a consistent social media plan for White River Chem-Dry's Facebook is a content calendar. A content calendar provides a general schedule of what should be posted in order to stay on track with social media. This content calendar shown below gives specific examples of what the company should post every week. The calendar provides flexibility, but also has a structured idea of what should be posted and when. The monthly content calendar will allow for more growth on social media due to a consistent posting schedule and more content being generated on a weekly basis.

<div> WHITE RIVER CHEM-DRY MONTHLY CONTENT CALENDAR </div>						
SUN	MON	TUE	WED	THU	FRI	SAT
	Post-Weekend Festivities Cleaning Post				Giveaway Opens Post 8:00 AM	
Area Rug Before & After Post			P.U.R.T. \$15 Off Post			Carpet Before & After Post
	Personalized Video Posted				Giveaway Closes Post 5:00 PM	
		Couch Before & After Post		Prepare For The Weekend With Chem-Dry Post		Promo Post
Call For A Free Quote Post		Statistics About Chem-Dry's Services Post			Stain Before & After Post	

Local Sponsorship with Ball State University Samples

Ball State University hosts many home athletic games and events every year, drawing in hundreds of Muncie residents and residents from the surrounding Indiana area. The client could benefit from using local sponsorships with the university in order to reach an increased number of potential customers including the client's target audience. During Ball State University sanctioned athletic events, **over 50 advertisements and partnerships** are highlighted and advertised per game or event. White River Chem-Dry could potentially be promoted and advertised in multiple ways during athletic games. Due to Ball State's highest number of attendance being at primarily home football and men's basketball games, **these athletic events would be the primary focus when advertising.**

Local Sponsorship #1

During Ball State University home football games, the jumbo screen presents advertisements during timeouts and media breaks. During these time frames, Chem-Dry advertisements promoting the Facebook page can be used to gain the company's following. Not only will the business itself be promoted, but this will also help Facebook to gain more viewers and followers.



Local Sponsorship #2

This past men's basketball season included media breaks in which they invited kids in the audience to be included in a promotional game. For example, this past season kids were invited down to the court to do a ring toss for a jewelry company in Muncie. The more rings the kids made in the bucket, increased their chances of winning against other competitors. The winner received a discount at the jewelry store. Chem-Dry could implement a similar game in which kids are invited down to play a competitive game of carpet toss, in which kids throw carpet squares into a bucket. The winner can receive a deal, discount, or prize from Chem-Dry. This activity can gain attention from audience members and actively engage with the crowd.



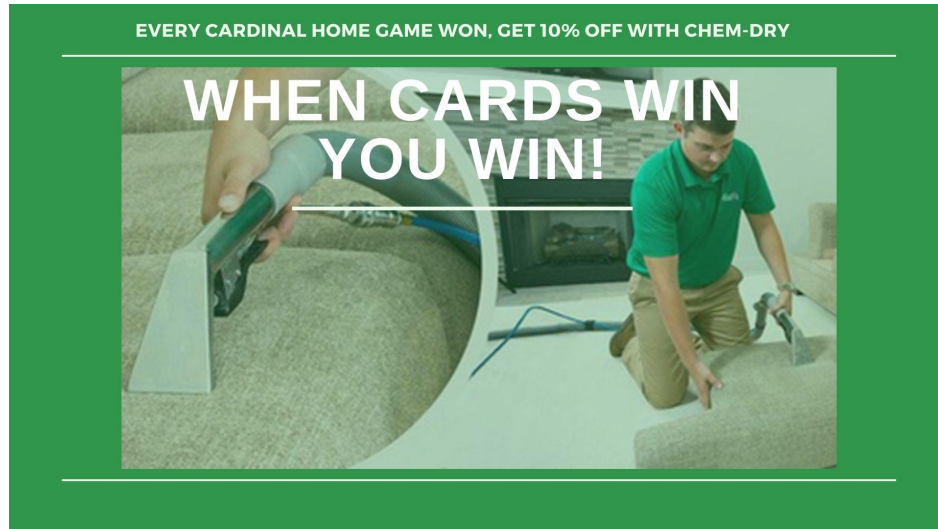
Local Sponsorship #3

Similarly to the carpet toss, this past men's basketball season included a "Cardinal Shootout" that involved inviting fans down to the court and challenging them to make as many three point shots as possible. If the participant made at least 10 shots in the allotted time, they would win a prize. This game could be utilized again next season while incorporating the Chem-Dry brand. By naming the game "Chem-Dry ShootOut" and providing prizes or giveaways from the company, this can also actively engage the audience while promoting the business.



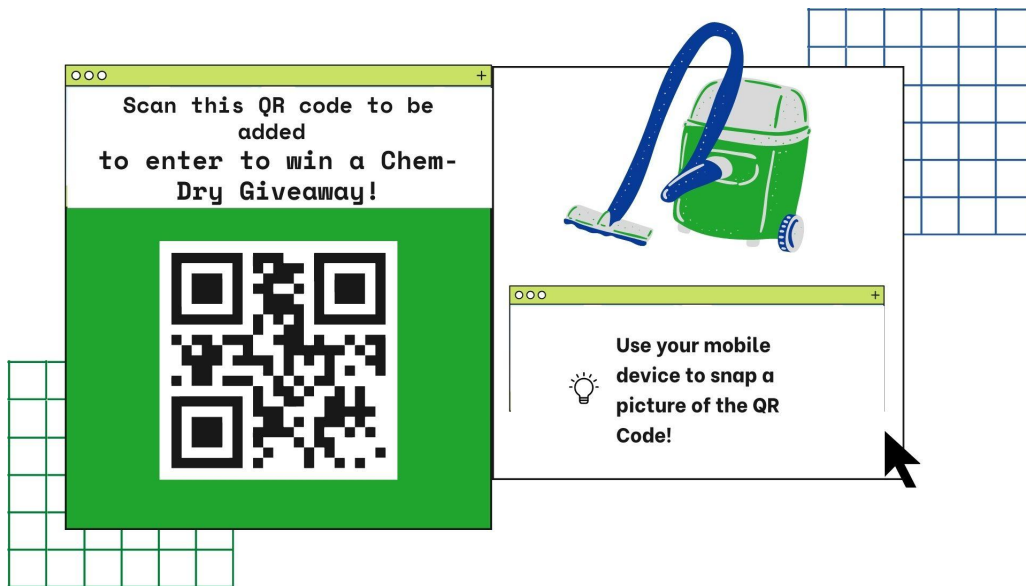
Local Sponsorship #4

At the end of every men's basketball game, a promotion such as this sample can be presented on the jumbo screen. In this promotion, the business can be highlighted and introduced to viewers while instilling an incentive for potential customers to use the Chem-Dry service. Fans already possess a want for the Cardinals win, but by adding a positive reward for the Cardinal win, will present the company in a positive view. This is also providing a deal that fans can benefit from.



Local Sponsorship #5

This sample is another way to actively engage fans and audience interaction with the company at games. Audience members will be able to use their mobile device and actively see on their devices the company. This increases the connection between viewers and the business. The act of using a mobile device to access and connect individuals with the company will further the expansion of the company. With this process, individuals will now have easier access to the company on their phone.



Local Sponsorship #6

CHEM-DRY CAM

Ball State University promotes at least two businesses every season during football and basketball seasons for a cam promotion. These cam promotions actively involve the crowd by using a camera to pan to different people in the audience. For example, during this past men's basketball season, there was an electric guitar cam in which the audience was encouraged to pretend to play the air guitar. This specific cam promotion was for a music business in Muncie. This camera promotion can be similarly executed with the Chem-Dry business. For this upcoming season, the promotion would be called the "Chem-Dry Cam" in which people can pretend to clean carpets and potentially be highlighted on the jumbo cam. The cam promotions are one of the most popular engagements at these athletic events and can be a great resource for gaining audience members' attention to the business.