



# honey bee's

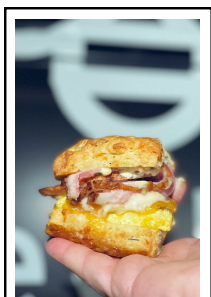
[ biscuits + good eats ]

## **INTEGRATED MARKETING CAMPAIGN - SERVICE**

Jane Jensen and Grace Griffin  
Kirkwood High School  
801 W Essex Ave.,  
Kirkwood, MO. 63122  
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# I. EXECUTIVE SUMMARY

## DESCRIPTION:

Honey Bee's is a local business in the heart of downtown Kirkwood located in St. Louis, MO. Offering biscuits, coffee, and other special treats, they pride themselves on using local and natural ingredients. Honey Bee's began at the local farmers market before starting a food truck and then opening a brick and mortar location.

## CAMPAIGN:

Our 45 day campaign for Honey Bee's will go from May 1st 2023 - June 14th 2023. We want to bring in more customers and increase brand awareness with our campaign "The Local Buzz". Kirkwood families love their local shops and the recent opening of the restaurant brings the hype to the storefront. Continuing the bee theme Honey Bee's has, this campaign is guaranteed to help their business grow even more.

## CAMPAIGN OBJECTIVES:

**INCREASE BRAND AWARENESS**

**INCREASE IN-STORE CUSTOMER TRAFFIC**

With this campaign our goals are to increase the brand awareness for Honey Bee's since it is relatively new to the city of Kirkwood, as well as increase customers coming into the store and purchasing goods.

## TARGET MARKETS:

This campaign is primarily targeting local families with children and secondly targeting millennials who are looking for somewhere to get a delicious breakfast, brunch, or lunch.

**FAMILIES WITH KIDS  
AGES 3-13**

**MILLENNIALS**

## CAMPAIGN ACTIVITIES:

**KHS SCHOOL FUNDRAISER**

**MAY 6, 2023**

**WEBSTER-KIRKWOOD TIMES ARTICLE**

**MAY 22, 2023**

**NATIONAL BISCUIT DAY PROMOTION**

**MAY 29, 2023**

Our campaign tactics consist of a variety of social media posts, public relations, and other in store activities. Our campaign will use many different forms of media to get the message out to all of our target audiences.

## KEY METRICS:



**- INSTAGRAM ENGAGEMENT**



**- SALES**



**- NUMBER OF CUSTOMERS**

## BUDGET:

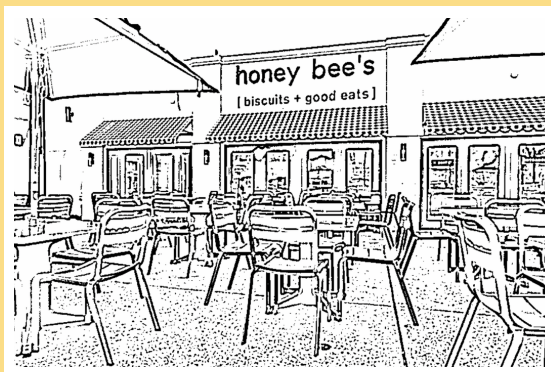
ADS:	PROMO:	STORE ACCS:	TAKE-OUT:	TOTAL:
\$300	\$135	\$95	\$1000	\$1,530

## II. DESCRIPTION OF THE SERVICE

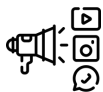
Honey Bee's started in the heart of downtown Kirkwood at the local farmer's market. Downtown Kirkwood is more than what you may think. It's a small suburb of St. Louis that is welcoming for friends and family of all ages. It's a community: a community for small businesses to thrive. That's where Honey Bee's became itself. Mike and Meredith Shadwick quit their jobs to follow his baking passion and her design passion. They started with their own stand at the Kirkwood Farmer's Market in downtown Kirkwood in 2020. During that time period, many people were outside after the initial quarantine ended. After doing well at that stand, they invested into their own food truck. From there they were able to start catering and grow their brand. Last October they opened their very own brick and mortar back in Kirkwood where they started it all. They chose to give back to the community who made it possible for them.

Their menu consists of breakfast sandwiches (sammies), biscuits and gravy, plain biscuits, different coffee flavors, seasonal goodies, and more. Their sammies are morning delights with a honey-glazed biscuit on the top and bottom, and countless combinations of toppings in between. Their biscuits and gravy also allow you to choose from the different combinations of biscuit flavors with either classic sausage or vegetarian gravy. They offer a variety of coffee drinks including lattes, drip coffee, cold brew, and hot cocoa. You can add in your favorite syrups like vanilla, peppermint, salted caramel, or their seasonal flavors as well. They also offer cookies, cake, and bread pudding if you are in the mood for a treat.

With their current brick and mortar location, they have a corner lot with a large front patio. People driving, walking, or passing by can all see Honey Bee's and when the weather gets nicer more families will be able to enjoy their food on the patio under the warm sun.



### III. CAMPAIGN OBJECTIVES



#### **INCREASE BRAND AWARENESS**



We want to create more brand awareness through social media by posting more content, sending out consecutive emails, doing events within the community to get more people talking, and having an article in the local newspaper.

#### **INCREASE CUSTOMER IN-STORE TRAFFIC**



Through the different tactics we hope to bring in more customers. People are more likely to visit a new place if it has been raved about by their peers or if it benefits themselves or another cause. That is why we are so keen on posting on social media as much as possible and hosting a fundraiser and promotion.

### IV. CAMPAIGN TARGET MARKET

#### **PARENTS WITH CHILDREN AGED 3-13**

Our primary target market is parents with children aged 3-13. The reason behind this is there are lots of families in Kirkwood who want to try new things and enjoy spending time together. When kids are younger, parents have more time with them and can take them out during the day and on weekends when Honey Bee's is open.



#### **MILLENNIALS**

Our secondary target market is millennials. With millennials growing up and getting into the work force, they like to spend their free time trying new things and visiting trendy places. Honey Bee's opens opportunity to try a new place with friends in a pleasing environment.

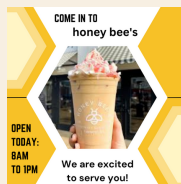


# V. CAMPAIGN ACTIVITIES AND SCHEDULE

## SOCIAL MEDIA

### INSTAGRAM AND FACEBOOK CONTENT -

We determined that it would be important to post almost everyday on both Instagram and Facebook. Our target markets use these platforms daily and to make sure our posts are shown on our followers' feeds and non-followers' explore pages we need to post as much as possible. We want them to see and interact with our content to connect Honey Bee's with "The Local Buzz" especially at the start of our campaign.



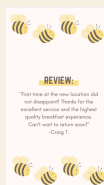
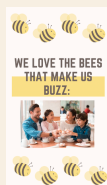
### INSTAGRAM ADS -

Each week there will be a new promoted Instagram ad that runs starting Sunday until the dedicated cost has run up. This way Honey Bee's can be blasted out to many accounts to bring new customers in.



### INSTAGRAM STORIES -

Instagram stories will be posted daily in order to get very involved with our followers. We would want to show the 5 star reviews left by customers, pictures of families enjoying Honey Bee's, and repost others stories and posts that are talking about Honey Bee's.



## PUBLIC RELATIONS

### NATIONAL BISCUIT DAY PROMOTION -

We will hold a promotion on May 29th which is national biscuit day. On this day customers can come into Honey Bee's and receive a free biscuit between 11am and 1pm. It will bring in new and existing customers into Honey Bee's.



### KIRKWOOD HIGH SCHOOL FUNDRAISER -

To create more awareness we wanted to do a fundraiser through the local high school. This fundraiser will occur on May 6th. Doing this fundraiser, the school will receive 20% of the sales that day and Honey Bee's will get a lot of traffic and awareness.



### WEBSTER-KIRKWOOD TIMES ARTICLE -

Since Honey Bee's started local, we want to honor that with an article in the Webster-Kirkwood Times newspaper. This will create a lot of awareness in not only the Kirkwood community but neighboring Webster as well.



### THE LOCAL BUZZ



Come visit us Thursday through Sunday from 8am - 1pm. Our weekly new flavors and specials are sure to blast your taste buds with flavor and leaving you wanting more. If you want to join the local buzz, head over to Honey Bee's at the corner of N. Kirkwood Road and Jefferson in downtown Kirkwood.

We greatly appreciate all of your support to our new location.

brick and mortar: 200 N. Kirkwood Road



### PROMOTIONAL EMAIL -

Having more consistent emails sent bi-weekly, Honey Bee's will get more people to see and read what is said and encourage them to actually visit the brick and mortar.

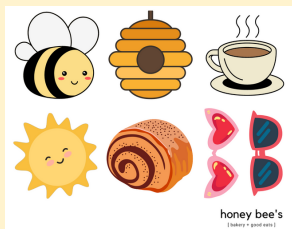
### THE LOCAL BUZZ



## PERSONAL STORE TACTICS

### STORE ACCESSORIES AND CHILDREN ENTERTAINMENT -

Creative and colorful chalkboard designs will attract people who may be walking, running, or driving by during our campaign in the summer. We also know it can be challenging for parents to keep their children occupied when they are trying to enjoy a meal so we wanted to provide custom coloring pages and sticker sheets for children to play with while they are eating with their family.



### TAKEOUT PACKAGING -

The custom takeout packaging draws the attention of others when someone is walking with their takeout order. People will be able to see the logo and connect the dots to Honey Bee's creating awareness.



## SCHEDULE

### WEEKLY SCHEDULE -

MONDAY	TUESDAY	WEDNESDAY	THURSDAY
INSTAGRAM POST INSTAGRAM STORY FACEBOOK POST EMAIL PROMO	INSTAGRAM POST INSTAGRAM STORY FACEBOOK POST	INSTAGRAM POST INSTAGRAM STORY FACEBOOK POST	INSTAGRAM POST INSTAGRAM STORY FACEBOOK POST EMAIL PROMO
FRIDAY	SATURDAY	SUNDAY	
INSTAGRAM POST INSTAGRAM STORY FACEBOOK POST	INSTAGRAM POST INSTAGRAM STORY FACEBOOK POST	INSTAGRAM AD INSTAGRAM STORY	

### SPECIAL EVENT SCHEDULE -

**5/1 - Start of Campaign**

**5/6 - Kirkwood High School Fundraiser**

**5/21 - Webster/Kirkwood Times Article**

**5/29 - National Biscuit Day**



## VI. BUDGET

TACTICS:	PRODUCTS:	COSTS:
INSTAGRAM ADS	6 WEEKLY ADS	\$300
NBD PROMO	500 BISCUITS	\$125
KHS FUNDRAISER	250 FLYERS	\$10
COLORING PAGES	1000 PAGES	\$20
STICKER PAGES	480 HALF PAGES	\$75
TAKEOUT BAGS	1000 BAGS	\$500
TAKEOUT BOXES	1000 BOXES	\$500
TOTAL:		\$1,530

We have carefully calculated this budget to designate enough money to each tactic in order to have a successful campaign. By spending \$1,530 we will be able to reach a broader audience from our social presence as well as public relations to bring in more customers and increase the profit.

**Instagram Ads** - Instagram ads will be posted weekly starting Sunday May 7th through Sunday June 11th. We will budget \$50 for each ad. It will reach our target audiences to grow our Instagram awareness.

**NBD Promo** - The National Biscuit Day Promotion will encourage families to come into Honey Bee's with the ability to receive a free honey glazed biscuit. Although, this will cost us \$125, there will be a profit greater than that because people will be encouraged to buy other items off the menu and come back another time after enjoying their treat.

**KHS Fundraiser** - The Kirkwood High School Fundraiser will increase awareness from the social media accounts of the school, parents, and Honey Bee's. There will be flyers around town and throughout the school encouraging students and their families to purchase food at Honey Bee's because it goes back to a good cause. The fundraiser will cost \$10 for flyers and 20% of the sales that will be given back to the school, but the number of people expected to attend the event will in turn still create a profit.

**Coloring and Sticker Pages** - One of our main goals is to increase traffic into the store, but we also want those customers to come back. We hope by dedicating \$95 towards coloring and sticker pages parents will pay attention and see that Honey Bee's cares about their customers and be encouraged to eat there again.

**Takeout Packaging** - The takeout boxes and bags will be used as marketing tools to spread awareness. The aesthetically pleasing branded boxes and bags will draw the attention of people passing by. They will cost \$1000 but will bring in customers for longer than the campaign because people will reuse the bags.

The budget of \$1,530 is realistic for Honey Bee's and will help to grow their new storefront location. All of the tactics listed above including the free ones will work to increase Honey Bee's social media awareness and bring locals into the store. There will still be a profit after putting in these costs and most will be used after the campaign is over.

## VII. KEY METRICS

**Increase in Instagram Engagement** - We will measure our brand awareness by how much our Instagram grows. We are looking at the follower count and the clicks/impressions. From Instagram we will be able to see how many people visit our page, follow us, and interact with posts.

**Increase in Reviews, Sales, and Ad Conversions** - We will have someone checking our reviews and ratings to see what critiques we are getting so we can improve. By looking at sales and profit we are able to see how they increase from the start to the end of our campaign. Looking at the ad conversion count we will see if people are liking our ad content we are putting out and if it attracts them.

**Increase in In-Store Customer Traffic** - This will be measured by using a door monitor. This monitor tracks how many people walk into the store and purchase something. By having this we will be able to see the increase in foot traffic throughout the campaign.

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