



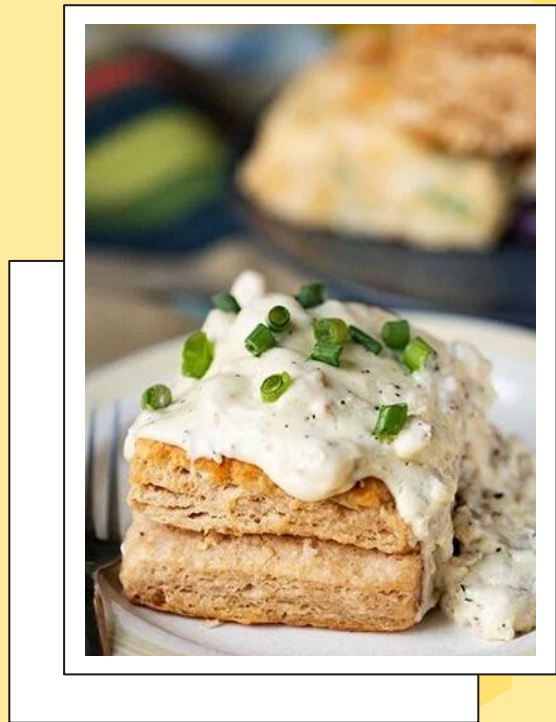
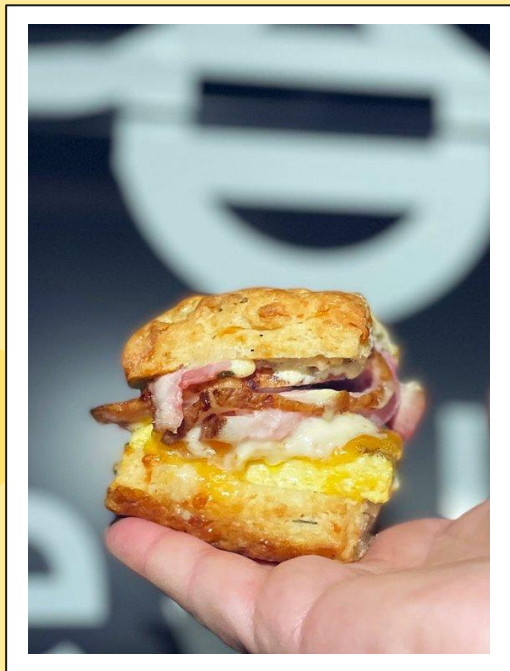
honey bee's

[ biscuits + good eats ]

Grace Griffin and Jane Jensen

# BEE-HIND THE BUZZ





honey bee's

[ biscuits + good eats ]





**THE  
LOCAL  
BUZZ**

**THE  
LOCAL  
BUZZ**



# Campaign Objectives



Increase Brand  
Awareness



Increase Customer  
Traffic into Store



# Target Markets



**1**

Parents with  
children aged  
3-13



**2**

Millennials





# Tactics

- **Instagram/ Facebook Content**
- **Instagram Ads**
- **Instagram Stories**
- **National Biscuit Day Promotion**
- **KHS Fundraiser**
- **Promotional Email**
- **Webster-Kirkwood Times Article**
- **Store Accessories and Child Entertainment**
- **Takeout Packaging**



# Instagram/Facebook Content



**honey bee's**  
THE LOCAL BUZZ



**eat local,  
today**



## HONEY BEE'S

BRICK AND MORTAR SCHEDULE 🔍

- Thursday: 8AM-1PM
- Friday: 8AM-1PM
- Saturday: 8AM-1PM
- Sunday: 8AM-1PM

**THE LOCAL BUZZ**

**COME IN TO  
honey bee's**



**OPEN  
TODAY:  
8AM  
TO 1PM**

**We are excited  
to serve you!**





# Instagram Ads

join  
**THE LOCAL BUZZ**  
at honey bee's

**honey bee's**  
[ biscuits & good eats ]

**THE LOCAL BUZZ**

**THE LOCAL BUZZ**

live,  
laugh,  
eat,  
**LOCAL**

**honey bee's**  
[ bakery + good eats ]



# Instagram Stories



**WE LOVE THE BEES  
THAT MAKE US  
BUZZ:**



**REVIEW:**

"First time at the new location did not disappoint! Thanks for the excellent service and the highest quality breakfast experience.

Can't wait to return soon!"

-Craig T.



**REVIEW:**

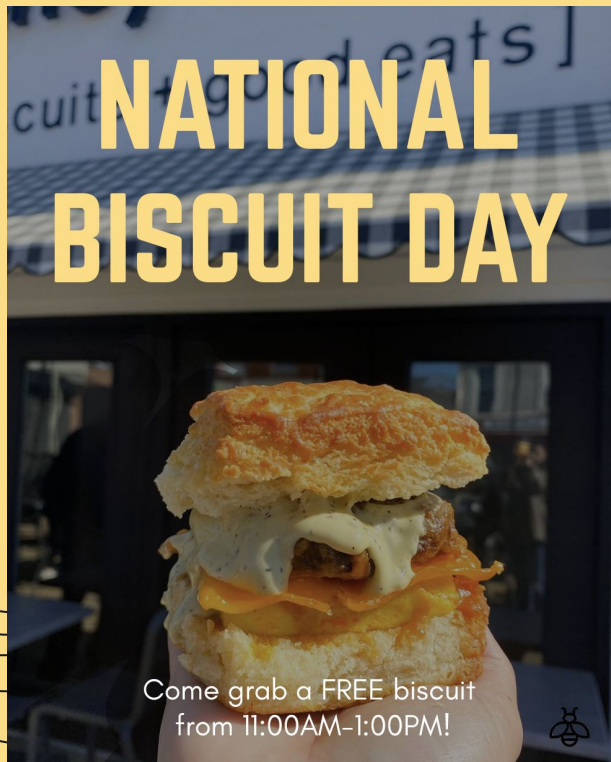
"This place is amazing and the best biscuits and gravy I've ever had. HUGE fan of their mushroom gravy. Extremely unique and delicious and the chef is always coming up with great seasonal specials. Highly recommend!"

-Scott T.





# National Biscuit Day Promotion





# KHS Fundraiser



## JOIN KHS AT HONEY BEE'S

when: saturday, may 6th from 8am-1pm  
where: honey bee's downtown kirkwood brick and mortar location  
why: 20% of total sales go back to KHS

make sure to mention KHS when checking out!



## KIRKWOOD HIGH SCHOOL Fundraiser AT HONEY BEE'S

# MAY 6TH

Honey Bee's is supporting local by donating 20% of sales back to KHS

# Promotional Email

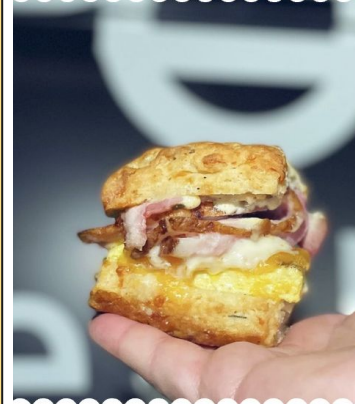


## THE LOCAL BUZZ



Here is your reminder about the upcoming National Biscuit Day promotion Honey Bee's is holding! Come in on May 29th from 11am - 1pm and receive a free biscuit for you and your family. We look forward to seeing you!

## THE LOCAL BUZZ



Come visit us Thursday through Sunday from 8am - 1pm. Our weekly new flavors and specials are sure to blast your tastebuds 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



# Webster-Kirkwood Times Article

**WEBSTER-KIRKWOOD**  
**TIMES**  
September 25, 2020 | Vol. 43, No. 1 | Locally owned and operated since 1895

**Giving Thanks**  
We ask readers to take special note of the advertisement as they flip throughout these pages. They aren't just selling items or announcing events — they are supporting the community by providing the revenue needed to make the newspaper possible. Without strong businesses, communities fail. They need local support as much as we do. Together, we all play a role in making our communities vibrant and successful.

**FWO SECTIONS**

## THE LOCAL BUZZ



As Honey Bee's biscuits and good eats goes on their 7th month of opening, the future holds an aspiring holiday. The owners of the brick and mortar location, Mike and Meredith are excited for their first National Biscuit Day with their downtown Kirkwood location. The holiday is on May 29th. Free biscuits will be given out from the storefront as well as

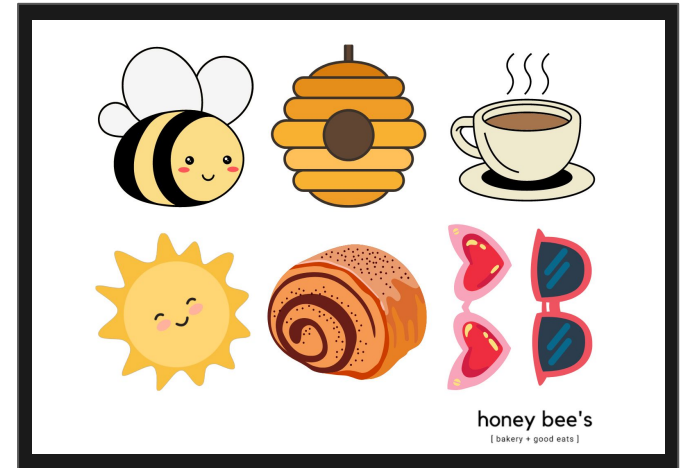


the food truck at the Kirkwood Market. They are encouraging everyone to come and join the local buzz that Honey Bee's has to offer. You are welcome to purchase other items like sammies or coffee off the menu with your free biscuit gift. By holding this promotion Honey Bee's is hoping to bring more awareness and expand their customer base introducing new families to their great tasting food. Be sure to visit Honey Bee's on May 29th between 11am and





# Store Accessories And Child Entertainment





# Takeout Packaging And Cups





# Tactic Schedule

# MAY 1- JUN 14

Weekly  
Schedule:

## MONDAY

-  INSTAGRAM POST
-  INSTAGRAM STORY
-  FACEBOOK POST
-  EMAIL PROMO

## TUESDAY

-  INSTAGRAM POST
-  INSTAGRAM STORY
-  FACEBOOK POST

## WEDNESDAY

-  INSTAGRAM POST
-  INSTAGRAM STORY
-  FACEBOOK POST

## THURSDAY

-  INSTAGRAM POST
-  INSTAGRAM STORY
-  FACEBOOK POST
-  EMAIL PROMO

## FRIDAY

-  INSTAGRAM POST
-  INSTAGRAM STORY
-  FACEBOOK POST

## SATURDAY

-  INSTAGRAM POST
-  INSTAGRAM STORY
-  FACEBOOK POST

## SUNDAY

-  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

6/14 - End of Campaign



# 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



# Metrics



Increase in Instagram  
Engagement



Increase in Reviews, Sales,  
and Ad Conversions



Increase in  
Customer Traffic  
into Store

