

Woosley's Landscaping & Mowing Advertising Campaign Event



Gracie McConnell
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Indianola High School DECA
Indianola High School
1304 E. 1st Ave
Indianola, IA 50125

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I. EXECUTIVE SUMMARY

About Woosley's Landscaping & Mowing

Woosley's is a local landscaping company located in Indianola, Iowa. The business is known for their good reputation and quality work such as retaining walls, water features, patios, and lawn care at a fair price. They strive for customer loyalty and to meet any need deemed necessary by customers.

Campaign Objectives:

The main objectives of this campaign are to:

- Widen customer base
- Better advertise business using Facebook
- Pull in more commercial jobs
- Increase amount of updated equipment

Primary Target Market:

| | |
|------------------------------|---|
| Demographic Factors | <ul style="list-style-type: none">• Men and women• Homeowners• 30-75 years old• \$75,000 and above |
| Psychographic Factors | <ul style="list-style-type: none">• Looking for a professional appearance to their property• Don't have time/proper equipment to take care of their property through every season• Looking for new designs and trending outdoor recreational renovations• Wanting high quality services for a fair price |
| Geographic Factors | <ul style="list-style-type: none">• Indianola, IA and surrounding areas |

Campaign Proposals:

We will advertise Woosley's through the Indianola Record Herald newspaper, email blasts, and Facebook sponsored ads. Some promotional activities the company will try out will consist of a contest on the business' Facebook page, sponsoring a community event, and giving a free gift certificate when an account is opened.

Schedule and Budget:

The advertising campaign will be carried out over the course of 9 months starting in September.

The total cost of carrying out this advertising campaign is around \$580. The cost entails the Indianola Record Herald, Facebook sponsored advertisement, silent auction basket, and flyer cards.

Statement of Benefit:

If Woosley's decides to pursue our advertising proposal over the course of nine months, the company should meet the following objectives; bring in more residential and commercial jobs, increase the clientele base, and better customer awareness through social media.

II. DESCRIPTION:

Woosley's Landscaping and Mowing is a locally owned business in the area of Indianola, Iowa. The business was started in 2005 and has moved from multiple locations in the past ten years. It is now located at 506 East Second Avenue right off Hwy 92 on the east side of town. Indianola is located just 15 miles south of Iowa's capital, Des Moines. Indianola's population consists of roughly 15,000 residents with an average income of \$52,694.

The business offers a variety of services including: retaining walls, patios, water features, hedge trimming, mowing, sodding, snow removal, fall clean up, weed treatment and more. All of the services are done using company owned equipment. The company prices their services very fairly and the prices average out with most competing businesses in the area. Depending on the job, the company is willing to work and meet with customers 5-7 days of the week, almost any time of the day. Woosley's currently does not carry promotional offers to customers as a whole. However, deals and services may be provided under certain circumstances. Basic job pricings include:

| Service | Cost |
|-----------------------------|---------|
| Snow removal (per hr.) | \$60-70 |
| Mowing (per acre) | \$50-60 |
| Fall cleanup (per hr.) | \$65-75 |
| Retaining wall (per sq ft.) | \$17-20 |

About the Owner:

Justin Woosley is the sole owner of Woosley's Landscaping and Mowing. He had grown up around the landscaping business. Right out of high school Justin worked for a commercially owned construction company while doing small mowing jobs on the side. After accumulating enough money he decided that he was financially stable enough to become his own boss and started up his own company. Starting out small, he slowly built up the company's equipment while taking on small jobs. Today the company's net worth has grown at least five times larger than what they started out with.

SWOT Analysis:

Woosley's Landscaping and Mowing has many strengths. Some of which include: owner having a lot of experience in the trade of landscaping and strong leadership skills, carrying a good reputation among residents of Indianola, and customer loyalty. The business lacks in advertisement campaigns, use of social media, and not appealing to a wider target market such as females. Not only does Woosley's have many opportunities coming their way but so

does Indianola's economy as a whole. The town is expanding and many renovations are being put into place. Therefore, more housing developments will be built as well as more people moving into the area which can widen their customer base. However there are threats that hurt the overall productivity of the business. These threats include: other competing companies taking on jobs in the area, equipment breakdowns and malfunctions, and the demographics (average age of 35 years old) of Indianola could challenge their business because they are able to do their own yardwork.

III. OBJECTIVES OF THE CAMPAIGN:

The following are the objectives of this advertising campaign:

- Widen customer base
- Better advertise business using Facebook
- Pull in more commercial jobs
- Increase amount of updated equipment

We have created many objectives for the company to strive towards. Widening their customer base will not only increase their business but also boost revenue. Woosley's can then gain more residential customers not only in the town of Indianola but also in the surrounding areas. The company also needs to better advertise their business. By joining social media such as Facebook, Woosley's can pull in their customers in a new and different way that would be useful. This is an easy way to quickly and efficiently communicate with their customer base as well as easily present their work they have done in the past. The company will also try to pull in more commercial jobs and try to appeal more to their secondary market. A majority of their customers consist of homeowners so Woosley's will try to bid on more locally owned and large scale businesses to even out their customer base. Once Woosley's has accomplished these objectives their business will be growing larger and busier so they will need to increase the amount of updated equipment they have. By doing so, the business won't have to deal with as many breakdowns and their jobs will go over smoothly and in a more time efficient manner.

IV. IDENTIFICATION OF THE TARGET MARKET

a. Primary Market:

| | |
|----------------------|---|
| Demographic | <ul style="list-style-type: none">• Men and women• Homeowners• 30-75 years old• \$75,000 and above |
| Psychographic | <ul style="list-style-type: none">• Looking for a professional appearance to their property• Don't have time/proper equipment to take care of their property through every season• Looking for new designs and trending outdoor recreational renovations• Wanting high quality services for a fair price |
| Geographic | <ul style="list-style-type: none">• Indianola, IA and surrounding areas |

b. Secondary Market:

| | |
|----------------------|--|
| Demographic | <ul style="list-style-type: none">• Commercially owned businesses<ul style="list-style-type: none">○ Small locally owned○ Large scale facilities |
| Psychographic | <ul style="list-style-type: none">• Looking for a professional appearance to represent the business• Needs snow removal services for easy access in and out of business lots during winter seasons• Wanting quality services provided for a fair price |
| Geographic | <ul style="list-style-type: none">• Indianola, IA and Des Moines area |

V. LIST OF ADVERTISING MEDIA SELECTION NECESSARY FOR CAMPAIGN:

a. Sales Promotions

Facebook:

Woosley's has a wide variety of customers and needs more ways to reach out to them, a beneficial way would be through Facebook. Creating a page for the business would have no cost at all and easily reaches many people. Customers can "like" the page to keep them updated on recent projects and current deals Woosley's is offering. This is an easy way to draw in new customers and to show the quality work they could receive if they did business with the company. However to make the page the effective, the company would have to do things like ask questions, take polls, create contests, and more. Posting pictures of recent jobs, an example would be a mowed yard, and asking questions relating to it like, "What is your favorite activity to do in the summer?" is a small way to keeps customers interested and allow them to interact with the page.

Using the business' page, Woosley's will create a contest in the month of December. Customers can post pictures of their houses to the page in order to try to win one free snow removal. The house has to be decorated for the Christmas season in order to win and the picture with the most likes gets the free snow removal. The contest will start

the first of December and end on Christmas Eve. The winning house will be announced Christmas day on the Facebook page. Since the winner has to get the most likes, it will pull people to the page to not only participate in the contest but also see what the company is about. Creating a contest will allow new and old customers to participate in which will help increase business and awareness of the company as a whole.

Free gift certificate with account set up:

Another way to gain a wider customer base is to give away a free gift certificate when any new customer sets up an account with the company. This will entice more people to do business with the company which will then widen the awareness of the business as well. The deal would be called the “Fall Special” and would only be valid from October first to December first. Having a time frame on the special will make people more willing to grab the offer while it lasts, instead of waiting around until they need a specific job done.

To spread awareness of the offer, the company will post the information about it on their Facebook page as well as make cards to set on the counters of local gas stations and businesses. When the deal is promoted through Facebook, preexisting customers will see the offer and tell friends that have not used the company before. By placing the cards around town in spots that are easily viewed, for example at the checkout line in a local grocery store, it will help new potential customers see a good deal that they cannot pass up. These cards are not hard to make and are not too expensive either. This is an example of a card promoting the “Fall Special” that was made through a website called *Vistaprint*. The cards can then be purchased for only \$10.19 for 50 cards, making it very inexpensive to locally advertise this deal using these cards.



Sponsoring a community event:

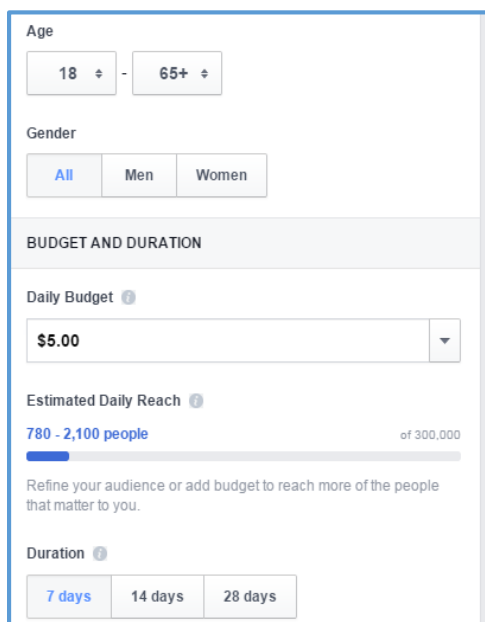
Woosley's will add a basket into a silent auction at a sporting event in the community. These silent auctions are created to support certain organizations, such as funding for Post Prom or Post Graduation, all proceeds then go towards that organization. Woosley's will donate a basket consisting of a hat with the company logo, a small toy mower, two business cards, and a gift certificate for a free mow ranging from \$40 to \$80 in value. People looking at all the

baskets in the auction will bid on their favorite one. Prices will rise with each bid, funding the program that is being supported. Even though not every person will be bidding on Woosley's specific basket, people who see the company name will be able to easily recognize it later on. This creates a favorable image for the company as they involve themselves within community events and increase the chances of potential customers referring back to them.

b. Advertising Methods:

Facebook:

A new and different way for Woosley's to advertise is through Facebook. This is a different way to advertise than most of their competitors because not many local landscaping businesses go through social media. They will promote their local business to any Facebook users in a 25 mile radius of Indianola. When promoting the business through Facebook, it is very easy to pick the specific audience Woosley's wants to reach. They will choose to promote it to all both genders with an age ranging from 18 to 65 and above. Woosley's will have a daily budget of five dollars a day for



The image shows a screenshot of the Facebook ad targeting interface. It includes the following elements:

- Age:** A range selector set to "18" and "65+".
- Gender:** Three buttons: "All" (selected), "Men", and "Women".
- BUDGET AND DURATION:** A section header.
- Daily Budget:** A dropdown menu set to "\$5.00".
- Estimated Daily Reach:** A progress bar showing "780 - 2,100 people" out of "300,000". Below the bar is the text: "Refine your audience or add budget to reach more of the people that matter to you."
- Duration:** Three buttons: "7 days" (selected), "14 days", and "28 days".

seven consecutive days. The price ranges for running ads through Facebook starting at one dollar a day. By paying only five dollars a day, which will end up as a total of only \$35 in the end, the promoted ad can reach anywhere from 780 to 2100 people daily. This is a very large audience consisting of really anyone in the Indianola area that uses Facebook. Most of Woosley's customers right now heard of the company through word of mouth or a company vehicle so this will be a very effective way to promote the business to more people. If advertising through Facebook generates positive results the business will continue to do it. They can pay more amounts for shorter

time periods or smaller amounts for longer time periods. This is a very easy way to reach out to many new potential customers.

Email Blasts:

Sending out email blasts to existing customers will be really effective for the business. This is an easy way to reach out to and remind customers to keep doing business with them. An example of an email blast Woosley's will send out would say something along the lines of, "Summer is just around the corner, don't forget to call Woosley's when your

lawn needs mowed,” followed with the company information. These are just small reminders that will keep the company’s name fresh in the customers’ minds.

The company will go to *Mailchimp.com* to make free email blasts that will be sent out to previous customers. It will be free for up to 2,000 subscribers and 12,000 emails per month. This plan will be free forever unless the company chooses to upgrade and even then it will still be cost efficient by getting many more features for only paying \$10. There are many free templates to choose from to send out to the customer list and it is very easy to set up. Woosley’s will send out an email blast once a month. Using this website is a very easy way to stay in touch with previous customers.

Newspaper Advertising:

Advertising in the local newspaper is a very practical way to advertise the business. This is a very easy way to effectively reach a lot of people in town. The local newspaper has a large audience consisting of many different types of people which will result in helping to broaden the clientele base in the end. Repeating the ad multiple times in the local paper will keep the company name fresh in the readers’ minds.

Placing ads in the Indianola Record Herald can vary in price depending on page size of the advertisement in the paper. Ad sizes include; full-page, half-page, quarter-page, eighth-page, and sixteenth-page. The smaller the ad, the less expensive the price. Depending on how many times the ad will run per year and if it will be in color or black and white will also affect the price. It is actually more expensive to have the ad run less within in a year. Woosley’s will run a half-page ad in color in the Record Herald 52 times for one year. This will cost the business \$520. After the year of advertising is over the company can choose to continue to advertise through the local paper, which might seem expensive at first but should generate good results for the company.

VI. SCHEDULE OF ALL ADVERTISING PLANNED

| Media | Newspaper | Facebook | Email Blasts |
|----------|---|---|--|
| December | -Design an ad to run in the Indianola Record Herald - Submit design to Record Herald and get it authorized -Pay to run a half-page ad in color 52 times for the upcoming year | -Discuss putting together an ad to put on Facebook -Figure out details of the targeted audience for ad | -Set up account with Mailchimp.com for company -Get list together of existing customer emails |
| January | -Half-page ad in color in the Indianola Record Herald every week of the month | -Put ad out onto Facebook promoting the business and Facebook page -Pay \$5 daily for seven days | -Send out “Happy New Year” free email blast to previous customers |

| Media | Newspaper | Facebook | Email Blasts |
|----------|---|---|--|
| | | -Evaluate results once week is over | |
| February | -Half-page ad in color in the Indianola Record Herald every week of the month | -Consider running another ad through Facebook -Look into changing the amount of money per day and amount of time | -Send out “Valentine’s Day” free email blast to previous customers |
| March | -Half-page ad in color in the Indianola Record Herald every week of the month | -Potentially run another Facebook ad | -Send out an “Earth Day” free email blast to previous customers |
| April | -Half-page ad in color in the Indianola Record Herald every week of the month | | -Send out “Happy Spring” free email blast to previous customers |
| May | -Half-page ad in color in the Indianola Record Herald every week of the month and will continue on for rest of year | | -Send out “Happy Mother’s Day” free email blast to previous customers -Continue to send out a free email blast for each month of the year |

VII. SCHEDULE OF ALL SALES PROMOTION ACTIVITIES PLANNED

| Promotion | Facebook Contest | Sponsoring an event | Gift certificate |
|-----------|---|---|---|
| September | -Develop Facebook page -Build up page with pictures and followers -Ask followers questions relating to landscaping and current topics | | -Put together information for “Fall Special” -Print out cards from <i>Vistaprint</i> containing the information -Deliver cards to local businesses on September 30th |
| October | -Continue to build up page with pictures and followers -Keep page interesting and interactive for followers | | -Spread word of “Fall Special” through Facebook page -Make sure all cards are delivered by the first of the month -Encourage customers by word of mouth when doing jobs |
| November | -Keep page interactive for followers -Put together a contest for Christmas season | -Build ideas for items to put in a basket for a silent auction at a basketball game | -Continue to advertise “Fall Special” on Facebook page and by word of mouth -Encourage potential customers to open account before the end of the month |
| December | -Inform followers on holiday season contest by going over details -Contests starts on first and ends on the 24th -Reveal contest winner and prize giveaway on Christmas day | -Enter basket into a silent auction at a home Indianola basketball game -Basket will consist of a hat with logo, small toy mower, two business cards, and gift certificate -Money from basket will go to the supported organization | -“Fall Special” ends December first -Review feedback for “Fall Special” -Potentially do it again next fall |
| January | -Evaluate feedback from contest | -Review feedback to potentially do it again next basketball season | |

| Promotion | Facebook Contest | Sponsoring an event | Gift certificate |
|-----------|--|---------------------|------------------|
| | -Decide if the company should do another contest in near future -Build up followers on the page | | |
| February | -Keep customers updated on the up and coming season -Discuss a potential contest for spring -Effectively use page to keep customers interested | | |

VIII. BUDGET

| Media | Description | Total Cost |
|------------------------|--|---|
| Record Herald | <ul style="list-style-type: none"> • Half-page ad • In color • 52 times per year | <ul style="list-style-type: none"> • \$520 |
| Facebook Advertisement | <ul style="list-style-type: none"> • Pay \$5 a day • Sponsored ad will run for seven consecutive days | <ul style="list-style-type: none"> • \$35 |
| Email Blasts | <ul style="list-style-type: none"> • Send out email blasts once monthly to customer list | <ul style="list-style-type: none"> • Free |
| Facebook Contest | <ul style="list-style-type: none"> • Create Christmas contest on Facebook page | <ul style="list-style-type: none"> • Free |
| Silent Auction Basket | <ul style="list-style-type: none"> • Small toy mower • Hat with logo • Two business cards • Gift certificate | <ul style="list-style-type: none"> • \$10-15 • Already have other items so there is no cost |
| Flyer Cards | <ul style="list-style-type: none"> • 50 cards | <ul style="list-style-type: none"> • \$10.19 |
| Total | <ul style="list-style-type: none"> • All of the above | <ul style="list-style-type: none"> • Roughly \$580 |

We have selected these advertising methods for the company based on their previous experience with advertising and their customer base. These forms of advertisement will benefit the company while being cost friendly. Advertising the company is essential so spending money is necessary. To start the company out with advertising we chose methods that would be very cost efficient and after the company sees the results they can boost their advertising budget for the future. These forms of advertising will create a better general awareness of Woosley's Landscaping and Mowing as a whole.

IX. STATEMENT OF THE BENEFITS TO THE CLIENT/ADVERTISER

With taking these steps listed above in our advertising campaign and following them thoroughly the company should meet these objectives; bring in more residential and commercial jobs, increase the clientele base, and better

customer awareness through social media. Throughout this campaign Woosley's will pull in more residential jobs through locally sponsored events, Facebook contests and sponsored advertisements, newspaper ads, and email blasts. By advertising through Facebook and making a company page the business raises customer awareness and grabs attention of potential customers. If these methods are followed correctly Woosley's should see a dramatic increase in clientele with the amount of jobs that are acquired. With more jobs, the company will increase the amount of upgraded equipment and productivity.

With careful evaluation over financials and increased number of customers the company will see the results behind this campaign. Woosley's has much to offer and when their work is shown effectively and distributed throughout the community and central Iowa the gains will be tremendous. We are confident that the campaign proposal issued to Woosley's is budget friendly and has many long term benefits for the business as a whole.

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