

WHITE OAK

LAVENDER FARM

Sip, Stroll, and Soak in the Lavender

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Visionary Agency

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James Madison University

MKTG 384: Integrated Marketing Communications

Professor Canessa Collins | Fall 2024

Campaign Theme

“Sip, Stroll, and Soak in the Lavender”

Inviting visitors to experience White Oak Lavender Farm in an interactive, social walking tour inspired by the post-COVID trend of wine walks. This theme captures the essence of a unique outing where guests can savor the farm’s signature lavender wine as they explore the fields of purple. The “sip” element emphasizes the farm’s special lavender-infused wines as well as their other unique non-alcoholic lavender infused beverages. “Stroll” highlights the scenic beauty of the lavender fields, encouraging guests to enjoy a peaceful walk around the farm. Finally, “soak” speaks to the relaxation that comes with being fully immerse in the soothing ambiance of lavender. Altogether, the campaign theme encompasses the experiences that the farm has to offer. Promising a refreshing, immersive experience that’s perfect for a memorable days with friends or family.

Communication Goals



Increase the percentage of young women (ages 18-24) attending James Madison University who are **aware** of White Oak Lavender Farm's unique wellness experiences and lavender-based products by 30% by December 2025 by using digital marketing, social media marketing, and out-of-home promotion

Increase **interest** among young women (ages 18-24) attending James Madison University who have interest in wellness and experiential activities by 25% by December 2025 by using social media marketing, digital marketing, and out-of-home promotions.

Increase desire among young women (ages 18-24) attending James Madison University who have a **desire** to experience a relaxing, nature-focused outing by 20% by December 2025, using digital marketing, print media and public relations.

Increase the **number** of winery visits from young women (ages 18-24) attending James Madison University by 20% by December 2025, using digital marketing, direct marketing, and sales promotion.

Increase the number of **repeat customers** by 15% by December 2025 for White Oak Lavender Farm's winery and wellness shop by using direct marketing, sales promotion, and promotional products.

Media Plan: Sales Promotion

Introduction

Visionary Advertising Agency aims to enhance retention among young women, aged 18-24 at James Madison University for White Oak Lavender Farm using the campaign theme “Sip, Stroll, and Soak in the Lavender”. This will be attained by implementing a loyalty program that rewards repeat visits and purchases with exclusive discounts and special events. This follows along with Sarah Campbell’s story by resonating with college students who have fallen bored with their typical weekend plans. By focusing on sales promotion marketing channels such as in-store-displays, website pop-ups, mobile SMS, and coupons the agency plans to elevate customer retention rates by 20% by December 2025. With a dedicated budget of \$10,000 for sales promotion initiatives, within a \$50,000 total budget, this plan outlines targeted strategies that will resonate with the young-adult-female audience.

Sales Promotion: Objectives

OBJECTIVE 1:

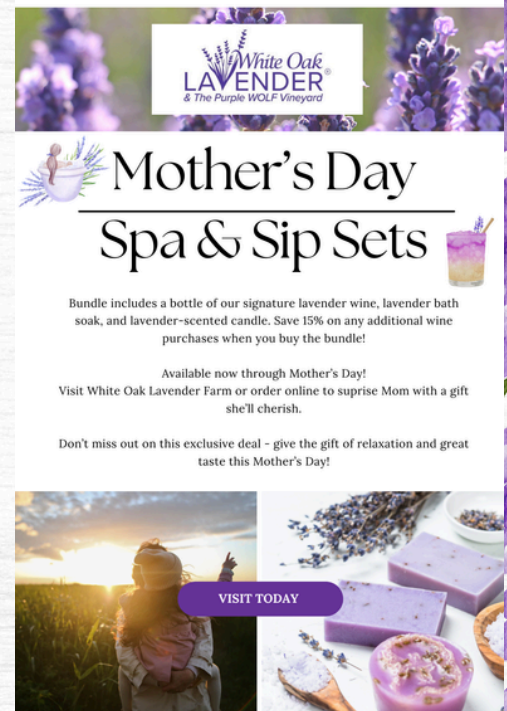
Increase winery sales at White Oak Lavender Farm by 20% among young women ages 18-24 attending James Madison University by December 2025 through targeted seasonal promotions during periods such as March-June and specific holidays, achieving 70% reach of the target audience within a 50-mile radius of Harrisonburg, VA.

Strategy 1: Create seasonal bundles and wines to promote during holiday seasons to encourage customers to visit White Oak Lavender Farm during holidays such as Mother's Day, Valentine's Day, and back-to-school.

Tactic 1: Create limited-time holiday deals that combine wines and lavender-based products, such as "Mother's Day Spa and Sip Sets", offering exclusive discounts for holiday shoppers.

Tactic 2: Promote back-to-school packages featuring discount on bundled lavender-based wellness products.

Tactic 3: Launch targeted social media campaigns highlight seasonal bundles through giveaways to create buzz.



Strategy 2: Leverage social media-driven events and promotions to engage young women at JMU, fostering a sense of community around White Oak Lavender Farm and driving sales through exclusive, experience-based offerings.

Tactic 1: Host seasonal, Instagram-worthy events like "Ladies Night" wine tastings and private vineyard tours, encouraging attendees to share their experiences on Instagram, TikTok, and Facebook for a chance to win exclusive rewards (e.g., free wine or discounts).

Tactic 2: Host an outdoor yoga session in the vineyard and then have a wine tasting for the attendees afterward and promote wellness and mindfulness.

Tactic 3: Offer exclusive behind-the-scenes tours to small groups showing how the wine and lavender products are made and the farm's history. Then offer exclusive discounts on the wine after the tour has ended.



Sales Promotion - Objectives

Objective 2:

Increase customer loyalty and repeat customers by 25% among young women ages 18-24 attending James Madison University by December 2025 through targeted sales promotions and reward programs. Achieving 70% reach within a 50-mile radius with an average frequency of one promotion a month.

Strategy 1: Offer a referral program for people who refer others to come to White Oak Lavender Farm called "Sip and Save"

Tactic 1: Have a booth set up at JMU outside of D-Hall every week promoting WOLF events to JMU students and offering a limited-time discount

Tactic 2: Promote Heavily on social media platforms, offering special awards to students who have successful referrals

Tactic 3: Encourage students to refer their fellow students to White Oak Lavender with a referral program. For each student who visits and makes a purchase, the referring student gets 15% off on their next purchase.



Wine & Lavender Club

Hey Dukes! Join the
loyalty club to get 10%
your first visit!

2644 Cross Keys Rd, Harrisonburg VA 22801

Strategy 2: Offer a loyalty club to JMU students offering various discounts and rewards called "Wine & Lavender Club"

Tactic 1: Create a loyalty program for repeat customers and after a certain purchase amount customers can earn free tasting or exclusive discounts

Tactic 2: Offer exclusive offers to members of the club during their birthday month such as a free wine flight or discounts

Tactic 3: Offer exclusive offers for the end of the semester for students for a free class of wine to reward them for getting through the semester

Sales Promotion - Budget & Media Vehicle

Budget

Sales Promotion					
Total Dollar Amount			% of Total Budget		
\$10,000			20.00%		
Mediums	% of Budget	Dollar Amount	Media Vehicles	% of Medium Budget	Dollar Amount
In-Store Promotions	28.00%	\$2,800	Sampling	14.00%	\$1,400
			Discounted Bundles	14.00%	\$1,400
SMS Promotions	12.00%	\$1,200	SMS Messaging	12.00%	\$1,200
BOGO 1/2 Off Bath and Body	20.00%	\$2,000	Mother's Day Special	20.00%	\$2,000
Spring Bloom Sale 20% off coupon	40.00%	\$4,000	Online Gift Shop	40.00%	\$4,000

Sales Promotional Total Dollar Amount = \$10,000

20% of Total Budget

Media Vehicle

For the sales promotion marketing of White Oak Lavender Farm, it's essential to choose a media vehicle that effectively reaches the target audience, women between 18 and 26 years old. In order to target consumers directly, in-store promotions, SMS promotions, a 20% lavender products coupon, and a BOGO 1/2 Off Bath and Body discount will be used. By including online sales, White Oak Lavender Farm will be able to significantly increase their website engagement and drive high amounts of traffic.


Media Plan: Digital Marketing



Introduction

Visionary Advertising Agency aims to elevate awareness of White Oak Lavender Farm using the campaign theme, “Sip, Stroll, and Soak in the Lavender”. This campaign targets young women (ages 18-24) attending James Madison University who are ready to embrace more relaxing, sophisticated ways to connect with friends. Through digital channels like display ads, search engine marketing, and segmented emails campaigns, the strategy integrates elements of Sarah Campbell’s story – a JMU student seeking alternatives to the usual bar and frat party scene – to resonate with the students’ desire for fresh, mature weekend experiences.

With a \$15,000 digital budget within a total \$50,000 campaign budget, this digital strategy emphasizes visually compelling content and strategic placements to increase awareness of White Oak Lavender Farm by 20% by December 2025. Digital ads and social media posts showcase inviting images of lavender fields, wine tastings, and tranquil farm settings, inviting the audience to “Sip, Stroll, and Soak” in a calming atmosphere that offers a unique, enriching side of Harrisonburg.



Digital Marketing - Objectives

OBJECTIVE 1:

Increase email open rates by 20% within the next three months, beginning January 2025, by sending bi-weekly newsletters, containing blog content, to subscribers interested in White Oak Lavender Farm's offerings within a 100-mile radius.

Strategy 1: Use personalized email content to improve open and click-through rates by tailoring emails to each subscriber's interests to drive engagement.

Tactic 1: Segment the email list by subscriber interests, sending content tailored to lavender and wine. Depending on location, offer online coupons or coupons to use in store.

Tactic 2: Include personalized subject lines and content based on user behavior, such as past engagement with farm-related emails. Also offer based on shopping history for products similar to the farm's.

Tactic 3: Offer exclusive promotions for gift shop items and/or wine tasting events to encourage click-throughs to the website and shop.



Still looking for your perfect match?



CONTINUE WHERE YOU LEFT OFF

Let's connect!



The Purple WOLF Vineyard
2644 Crosskeys Rd, Harrisonburg VA 22801

You received this email because you purchased from or provided your email to whiteoaklavenderfarm.com

Strategy 2: Implement an automated email drip campaign to nurture wellness-focused leads, improve open rates and click-through rates, educate visitors about products, and inform new leads about events with a specific focus on the wellness benefits of lavender.

Tactic 1: Set up a welcome email series of new subscribers, introducing visitors to the wellness benefits of lavender. Also offer coupons to encourage repeat visits if within radius.

Tactic 2: Send automated follow-up emails based on user behavior, such as clicking through the "Plan Your Visit" tab or looking through the gift shop items. Also include reminder emails, scheduled once a quarter to remind audience

Tactic 3: Use triggered emails to send personalized wellness content based on interactions with previous emails. Allow users to select their reward within the email to better understand buyer persona.

Digital Marketing - Objectives

Objective 2:

Increase in website traffic by 30% by December 2025 by strategically placing display ads and optimizing SEO efforts. By including targeting wine enthusiasts and promoting wellness within a 100-mile radius, with the goal of reaching 30% of the audience that views the ads. Display ads will be shown five times per week on high-traffic tourism-related websites, wellness, and wine tailored to attract individuals who align with the farm's offerings. Additionally, SEO enhancements will focus on increasing search visibility for relevant keywords, further driving targeted traffic to the website to boost brand awareness and engagement for White Oak Lavender Farm.

Strategy 1: Use Google Display Network to increase visibility and drive engagement by showing ads on relevant websites and apps.

Tactic 1: Design visually appealing banner ads with compelling messages that display the farm's offerings

Tactic 2: Place display ads on wellness websites and local tourism sites within the geographic scope.

Tactic 3: Implement retargeting ads for visitors who have previously browsed the website but did not convert.

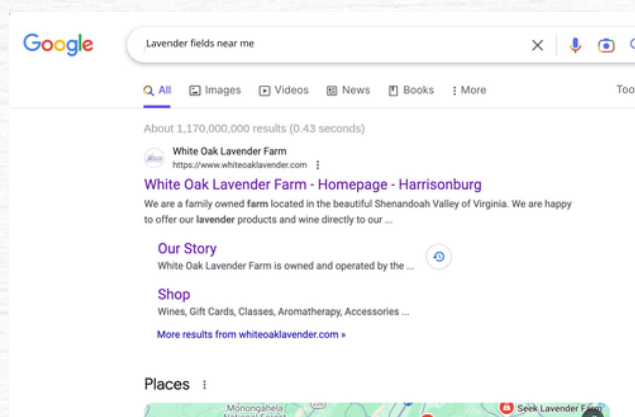


Strategy 2: Optimize website visits for SEO to increase organic traffic and increase customer retention rates.

Tactic 1: Conduct keyword research to identify relevant high-traffic search terms related to lavender, tourism, and wine such as “lavender field in Virginia”, “lavender farm near me”, “lavender wellness products”, and “lavender gift shop”.

Tactic 2: Incorporate keywords/phrases (such as outdoor activities, near Harrisonburg, and scenic day trips in Virginia) naturally into blog titles, headers, and other areas on their website.

Tactic 3: SEO-optimized blogs posts on their website focusing on the benefits of lavender, local events, and wine topics.



Digital Marketing - Budget & Media Vehicle

Budget

Digital Marketing					
Total Dollar Amount			% of Total Budget		
\$15,000			30%		
Mediums	% of Budget	Dollar Amount	Media Vehicles	% of Medium Budget	Dollar Amount
Email Marketing	6.33%	\$950	Constant Contact	3.00%	\$450
			Surveys	1.33%	\$200
			Automated Email Sequence	2.00%	\$300
Blogging	15.33%	\$2,300	WordPress	2.00%	\$300
			Flipboard	13.33%	\$2,000
SEO	45.00%	\$6,750	Plugins (Yoast)	0.67%	\$100
			Keyword Research Tools	6.30%	\$950
			Link Building	38.00%	\$5,700
Display Ads	33.33%	\$5,000	Google Display Network	33.33%	\$5,000

Digital Marketing Total Dollar Amount = \$15,000
30% of Total Budget

Media Vehicle

For the digital marketing of White Oak Lavender Farm, it's essential to choose a media vehicle that effectively reaches the target audience, women between 18 and 26 years old. In order to target consumers directly, Constant Contact and Google Display Network will be used. Constant Contact will be used on the website as a pop-up, opt-in form for the emailing list. This email list will then be segmented by demographics and marketed appropriately, using information like the latest website and purchase activity. Google Display Network will provide display ads targeting consumers with similar interests, as well as retargeting behavior. This network can track the behavior of consumers who search for things involving wine, lavender, or outdoor experiences. Google Display Network will also be used for SEO. When consumers search the selected keywords, promoted content for White Oak Lavender Farm will be displayed.