



White Oak Lavender Farm

Cultivating Wellness,

One Scented Experience at a Time

hite Oak

& The Purple WOLF Vineyard

Prepared by Yasmin Davis, Emilee Lupisella, Conner Simmons, Ashley Simpson, and Addie Wisskirchen,





Stress Fades. Professor

Canessa Collins

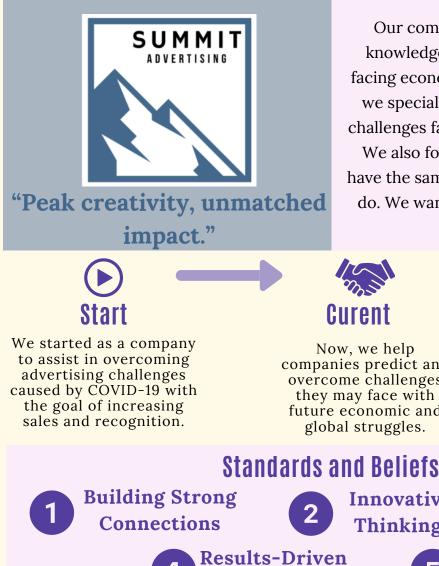
MKTG 384: Integrated Marketing Communications James Madison University Fall 2024 ~ Jan 1 2025-Dec 31 2025

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Agency Philosophy

Our mission is to empower businesses to adapt and thrive in the evolving advertising industry. To assist companies currently facing challenges and proactively anticipate future obstacles. We strive to transform challenges into opportunities for growth. By understanding the unique needs of each client, deliver tailored solutions that ensure their continued success in a rapidly changing world.



Approach

Our competitive advantage is our extensive knowledge and ability to revitalize companies facing economic struggles. Unlike other agencies, we specialize in identifying and addressing the challenges faced by businesses in poor conditions. We also focus on working with company's that have the same ethical and sustainable values as we do. We want to promote ethical and sustainable behavior.

companies predict and overcome challenges future economic and



year-round consistency within the company, focusing on growth and eliminating stagnancy.

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We also help create

Meet the Team











Yasmin Davis

I am a senior marketing major with a concentration in digital marketing from Brambleton, VA. At my most recent internship, I developed a love for social media management and content creation. I intend to carry these skills into future jobs.

Emilee Lupisella

I am a junior marketing major from Ashburn, VA with a concentration in European business and Digital Marketing. In the future I want to do social media. I love learning new things about the world. After studying abroad this past summer I've learned living later in life is something I want to do.

Conner Simmons

I am a junior marketing major with a concentration in digital marketing. I am from Lynchburg, VA. I would love to work advertising or social media for a sports brand or clothing company. I love to golf in my free time.

Ashley Simpson

I am a junior Marketing major from New Jersey concentrating in Digital Marketing and European Business, but I am interested in exploring the analytical side of the field. I am organized and enjoying working and collaborating with others. I also studied abroad with my fellow team member Emilee in Antwerp, Belgium.

Addie Wisskirchen

I am a third-year business student from Lynchburg, Virginia. I am currently pursuing a marketing degree with a digital marketing concentration. I am committed to my professional growth and building my skills for the workplace.





Executive Summary

Peak Advertising, a team of five James Madison University students, has created an Integrated Marketing Communications (IMC) campaign for White Oak Lavender Farm. The mission for this campaign is to empower the farm to overcome challenges and achieve desired growth. Specifically, the goal for this campaign is to position White Oak Lavender Farm to achieve a 20% increase in profits by the end of 2025 through enhanced local awareness, increased sales in the gift shop, and higher attendance at classes and events. To support this, specific communication objectives have been set with an allocated budget of \$50,000. For Attention, the aim is to increase the percentage of millennial moms aware of the Discovery Area and gift shop by 25% through social media and digital marketing. For Interest, the goal is to boost interest among these moms by 25% through digital and print marketing. Desire will be increased by 25% through social media, print, and direct marketing, and Action will be encouraged by driving a 25% increase in visits using direct and digital marketing. Finally, for Repeat Visits, the objective is to raise the number of returning millennial mom customers by 20% through sales promotions, social media, and direct marketing. Utilizing a range of methods and channels, this plan aims to reach financial and community engagement goals.

The campaign theme, "Where Lavender Grows, Stress Fades," captures the essence of White Oak Lavender Farm as a much-needed retreat, reflecting its unique value as a destination where lavender's soothing effects and family-friendly experiences come together to create a relaxing escape for everyone. Running from January 1, 2025, to December 31, 2025, this campaign will support White Oak Lavender Farm through all seasons of the year. The goal is to connect with families, especially millennial moms, by presenting the farm as a sanctuary where lavender's calming effects provide relief from the demands of daily life. The primary audience, millennial moms aged 27-41, are health-conscious individuals who value wellness, family bonding, and nature-based experiences. Financially stable, they are attracted to destinations that promote a balanced lifestyle and offer family-friendly outdoor activities. The secondary audience includes women aged 25-60 who are environmentally conscious, appreciate sustainable products, and seek peaceful, nature-based retreats, making them an ideal fit for White Oak Lavender Farm's offerings.

White Oak Lavender Farm has positioned itself as a in the growing wellness tourism market, tapping into the increasing consumer demand for self-care, mental wellness, and sustainable lifestyle choices. Research shows that 62% of consumers report struggling with self-care, while 55% of women and 47% of individuals, particularly millennials aged 21-34, are grappling with stress and anxiety. At the same time, 83% of millennials prioritize purchasing from companies with strong sustainability practices. By aligning its offerings with these trends, White Oak Lavender Farm has the opportunity not only provide a escape for guests seeking relaxation and connection to nature but also harness the power of different marketing strategies to reach consumers. The sales promotion strategy targets high-stress periods by promoting seasonal events such as the Lavender Festival, Lavender Holiday Market, and holiday gift sets. The goal is to increase repeat inperson visits by 20% over the next year and boost sales by 15% during the holiday season. Time-sensitive offers will be used to create urgency, encouraging millennial moms to visit. A budget of \$6,500 (13% of the total) is allocated for sales promotions, with \$4,250 (8%) dedicated to promotional product efforts.

Executive Summary

In digital marketing, the focus will be on deepening public understanding of the farm's offerings through paid search ads and an engaging blog. Keywords like "stress relief," "self-care," and "family-friendly activities" will attract the target demographic, while the farm's website will serve as both an informational and an ecommerce platform for wellness products. The \$10,900 (21.8%) digital marketing budget will also support tracking metrics such as website visits, paid ad performance, SMS engagement, and blog readership to continuously optimize strategies. Additionally, social media marketing will use Facebook and Instagram as primary platforms for promoting family-friendly activities, farm tours, wellness workshops, and seasonal events. Content will focus on the farm's relaxing atmosphere and stress-relief benefits, with influencer partnerships on platforms like TikTok and YouTube to expand reach. A dedicated Facebook group will help foster a sense of community, while Instagram and TikTok will use engaging, visually appealing content to connect with the target audience. Video ads and influencer collaborations will enhance authenticity and drive engagement. The social media marketing budget of \$10,000 (20%) will help grow visibility and community engagement. For print marketing, value-based lavender imagery will be used to convey the peaceful, wellness-oriented atmosphere of the farm. Ads will be placed in local magazines, community newsletters, and at family-oriented events, while brochures, flyers, and direct mail campaigns will promote exclusive offers and events. The print campaign aims to increase attendance by 25% by December 2025 and boost product sales by 15% during the holiday season, targeting millennial moms. Print promotions will include coupons and product discounts, focusing on the farm's Discovery Area and Gift Shop. The print budget of \$8,350 (16.7%) will support these efforts. Finally, direct marketing will involve personalized email campaigns with tailored messaging on lavender's stress-relief benefits and exclusive promotions like discounts and wellness event invitations. Direct mail will target local households with visually calming mailers offering discounted tours and wellness packages. Social media ads will complement these efforts by driving traffic to the website. The direct marketing budget of \$10,000 (20%) will focus on personalized outreach to build stronger connections with local families.

Success of these campaigns will be evaluated depending on the key metrics and analytics tied to each sections specific needs. Sales promotion will focus on clickthrough rate (CTR), conversion rate, impressions, referrals, customer retention rate, ticket sales, and website traffic. Digital marketing will utilize CTR, cost per impression (CPI), overall engagement, reach, and conversion rate. The social media campaign will measure reach, engagement, and website traffic. Direct marketing hones in on email sign-up and conversion rates, direct mail response rates, CPI, cost per offer (CPO), and customer lifetime value (LTV). Finally, the print section will measure effectiveness by inperson event attendance, registrations/RSVPs, and ticket sales. All 5 sections will undergo constant evaluation and testing to ensure proper attention is paid to the right channels, driving customer engagement, interest, attention, and desire higher than ever seen before.

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Research	
Industry Review	
Company and Product/Service Description	
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Research

Industry Review:

Industry: White Oak Lavender Farm is in the agritourism and wellness industries. The farm specializes in lavender-based products, and its unique activities that it offers. Its focus is promoting the benefits of lavender, while also providing a scenic environment for visitors to unwind and enjoy nature.**Size**: The global lavender industry, is valued at over \$100 million. Agritourism in the U.S., contributes over \$950 million annually. White Oak Lavender Farm belongs to both sectors. **Growth**: The wellness and agritourism sectors are experiencing steady growth, with wellness tourism growing by 20.9% it is expected to reach \$1.1 trillion by 2025. The lavender industry is also growing. White Oak Lavender Farm will benefit from these growths.

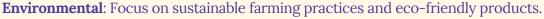
Trends and Developments:

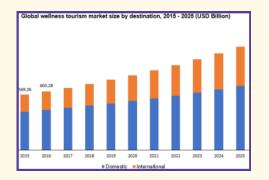
1. Increasing demand for wellness experiences 2. A rise in desire for natural, organic products 3. The popularity farm-based activities 4. Growing social media influence with a healthy lifestyle which offers new opportunies for digital marketing

Demographic: Target audience includes middle-aged women, specifically moms, and families. **Economic**: Post-pandemic recovery has boosted local tourism.

Technological: Increased use of online shopping and digital platforms for product sales and content. **Political/Legal:** Complying with agricultural and tourism regulations.

Social/Cultural: Rising interest in mental health, relaxation, and natural remedies.







This chart shoes the growth of wellness tourism by 2025

The target market (millennials) it is extremely important for a company to be sustainable

Company and product

Company Overview: White Oak Lavender Farm, located in the Shenandoah Valley, has been family-owned and operated by the Haushalter family since 2008. They grow lavender and grapevines, producing itemd including essential oils and lavender-infused wines. The farm offers an immersive experience with tours, tastings, classes, and a lavender gift shop.

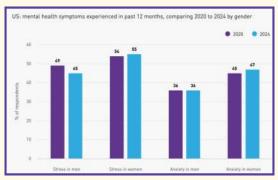
Core Products: The farm produces lavender essential oils, lotions, soaps,, beverages (including lavender ice cream, slushies, and infused wines), and other products.

Unique Offerings: White Oak Lavender Farm has interactive experiences such as wine tastings, family-friendly events, classes, animal petting, and hands-on activities in their Discovery Area. They also host private events.

Target Market: Their current target market includes women aged 25-60, families, couples, and young adults. However, for this campaign, the focus is specifically on millennial moms, offering a relaxing and wellness-focused experience that caters to both moms and their children.

Research

Brand Positioning: The farm highlights itself as an educational and experiential location focused on the uses of lavender. Its family-friendly environment, with its calming, nature-based experience, differentiates it from competitors.



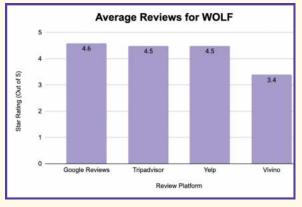
This chart comes from an article about managing stress where it touches on lavender infusion benefits

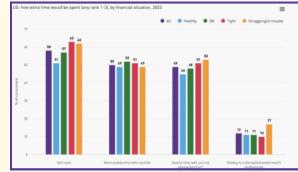
Competition

Direct: Mason Dixon Lavender Farm, Tavinity Farm, and Silver Fox Lavender Farm **Indirect**: Back Home on The Farm, Fadely Family Farms, and CrossKeys Vineyards

White Oak Lavender Farm's direct and indirect competition by looking at the broader Virginia Agritourism industry, then breaking it down into lavender farms vs. non-lavender farms. Lavender farms are considered the direct competition, because a lot of the products and services are the same between WOLF and the others. The more general agritourism attractions are still competition, but less so, so they are the indirect competitors.

Primary Research





This chart shows that women struggle the most with self-care and quality time with their kids Buyer Analysis



Promotional Program Situation Analysis

Promotional Mix: Physical pamphlets and brochures at rest stops and hotels around the Shenandoah area. Facebook is updated the most frequently, followed by Instagram. Their X (formerly Twitter) and Pinterest are updated maybe a few times a year.

Website and events calendar are updated very frequently. They market certain events (live music shows, etc.) on the social media of the person who is performing.

5 membership packages: WOLF Pack Wine Club, Relaxation Club, Agritourism Club, Discovery Area Club, and VIP Club.

White Oak Lavender Email Newsletter. Subscriptions include Donation, Event, Farm Memberships, and General.



Segmentation, Targeting, and Positioning

Primary:

Mothers aged 27-41, whether single or married, with children aged 3 to 12, living on the East Coast within a day's travel. They are health-conscious, enjoy outdoor activities, are financially stable with disposable income, prioritize family time, and have a love for animals and nature.

Research found in references

Name: Millennial moms



Secondary:

Women aged 25-60, single or married, who are willing and able to travel long distance, alone or with a group of friends. Environmentalists who focus on sustainability. Enjoys a calming environment with nature aspects. Are financially stable with disposable income. *Research found in references*

Name: Women Travelers



Positioning Strategy Statement

For millennial moms, White Oak Lavender Farm is the agritourism farm that best delivers a unique relaxation and a multi-experience because White Oak Lavender Farm and only White Oak Lavender Farm is the only lavender farm in Virginia that offers not only lavender products, but live shows, a winery with a tasting room, petting zoos and festivals, and guided tours.



Marketing goals

To increase profits by 20% by raising awareness of White Oak Lavender Farm in the local community through product sales in the gift shop and tasting room, as well as raising attendance at events and classes, by December 31st 2025.

Campaign Theme

"Where Lavender Grows, Stress Fades"

"This campaign theme aligns perfectly with the essence of White Oak Lavender Farm, focusing on the common stressors faced by mothers and promoting the idea that they deserve a much-needed break. The theme centers around a busy mother juggling the demands of daily life, who discovers the calming effects of lavender, allowing her to feel more relaxed and connected with her family. By visiting White Oak Lavender Farm, mothers can enjoy peaceful family time while benefiting from lavender's soothing properties. According to Marketing to Moms – US – 2023, 58% of mothers report feeling overwhelmed, and 54% feel they lack time to be the parents they aspire to be. This campaign speaks directly to these struggles, offering a meaningful solution that enhances both personal well-being and family life."

Communication Goals and Strategies

Attention: Increase the percentage of millennial moms who are **aware** of the discovery area and the gift shop by 25% by December 2025 by using social media marketing, and digital marketing. **Interest:** Increase **interest** of millennials moms who have interest of discovery area and the gift shop by 25% by December 2025 by using digital marketing and print marketing.

Desire: Increase **desire** of millennial moms who have interest of the discovery area and gift shop by 25% by December 2025 by using social media marketing, print, and direct marketing. **Action:** Increase the **number** of millennial moms who come to the discovery room and gift by

25% by December 2025 by direct marketing and digital marketing.

Repeat: Increase the number of **repeat customers** by 20% by December 2025 for Millennial moms by using sales promotion, social media marketing, and direct marketing.



Creative Brief

Basic Problem or Issue:

Millennial mothers are often overwhelmed by daily stress and lack time for self-care and family bonding. The communication must convey that White Oak Lavender Farm offers a calming retreat, providing stress relief through lavender's benefits.

Communication Objectives

Attention: Increase the percentage of millennial moms who are aware of the discovery area and the gift shop by 25% by December 2025 by using social media marketing and digital marketing.

Interest: Increase interest of millennials moms who have interest of discovery area and the gift shop by 25% by December 2025 by using digital marketing and print marketing.

Desire: Increase desire of millennial moms who have interest of the discovery area and gift shop by 25% by December 2025 by using social media marketing and direct marketing.

Action: Increase the number of millennial moms who come to the discovery room and gift by 25% by December 2025 by direct marketing and digital marketing.

Repeat: Increase the number of repeat customers by 20% by December 2025 for Millennial moms by using sales promotion, social media marketing, and direct marketing.

Target Audience:

Demographics: Millennial mothers (aged 25-60), families, couples, young adults.

Geographics: Local and travelers.

Psychographics: Health-conscious individuals, people with anxiety, nature lovers, wine enthusiasts.

Behavior: Purchase frequency, brand interaction, usage, product benefits.

What does the target audience currently think?: They do not have time to take away from their busy lives to destress.

What would you like them to think?: White Oak Lavender Farm is the place that will provide the relaxation sought after.

Product Positioning / Major Selling Idea:

White Oak Lavender Farm offers a relaxing environment with lavender-based products and activities that reduce stress and promote well-being, perfect for millennial mothers needing a break.

Reason to Believe / Supporting Information:

Lavender has scientifically proven benefits such as reducing stress, as demonstrated by research published in the International Journal of Clinical Pediatric Dentistry, which highlights its anxiolytic and antimicrobial properties.

Campaign Theme:

"Where Lavender Grows, Stress Fades".

Story:

A busy mom discovers White Oak Lavender Farm through social media and visits with her family. She enjoys the calming effects of lavender and family activities, and also takes home products from the gift shop to continue her relaxation journey.

Communication Channels:

<u>Social Media Platforms</u>: Facebook, Instagram, YouTube ads targeting millennial mothers. <u>Direct Marketing</u>: Email campaigns, personalized offers for returning customers. <u>Digital Marketing</u>: Google ads, targeted banner ads.

Print Marketing: Flyers in local parenting magazines, tourist guides.

Advertising Appeal:

<u>Emotional Appeal</u> – The campaign taps into the emotional stress and overwhelm felt by mothers, positioning White Oak Lavender Farm as a sanctuary for relaxation and bonding.

Message Strategy / Product Positioning:

The message is that visiting White Oak Lavender Farm provides a much-needed break from peoples' busy lives, allowing them to relax, reduce stress, and bond with their families. Rationale: This strategy resonates with millennial moms by highlighting both the practical and emotional benefits of the farm, integrating well with the emotional appeal.

Creative Executional Framework:

Factual Message and Scientific/Technical Evidence: The advertising will present lavender's proven calming properties while showcasing testimonials from other moms who have found relief and relaxation at the farm.

Rationale:

A factual message supported by scientific evidence helps build credibility with healthconscious millennial moms.

Creative Considerations:

Tone: Calming, reassuring, and supportive.

<u>Colors</u>: Soothing shades of purple and white to evoke relaxation.

Claims: Scientifically proven benefits of lavender for stress relief.

Graphics: Imagery of moms and families enjoying nature and lavender products.

Creative Tactics:

<u>Print Ads:</u> Full-page ads in parenting magazines featuring testimonials and images of the farm.

<u>Online Advertising:</u> Targeted ads on social media and Google featuring product benefits and a "plan your visit" call to action.

<u>Sales promotion/Promotional Product</u>: Having discounts and free product offers to encourage customers

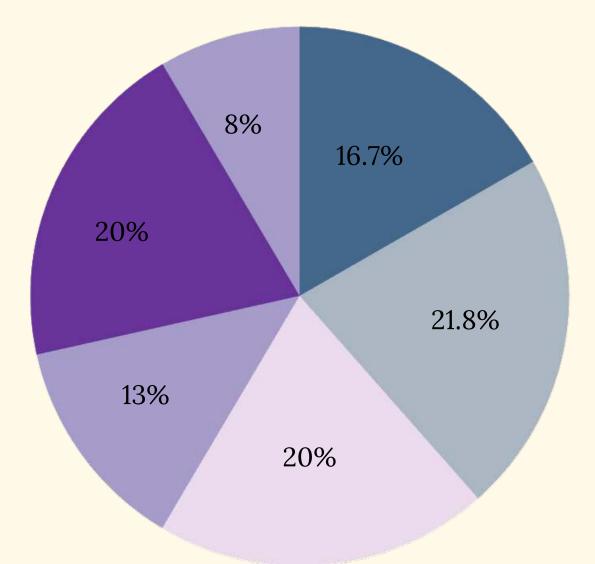
What would you like the target audience to think?:

It's crucial to step away from your stressors to gain a clearer perspective. Visiting WOLF and experiencing the calming effects of lavender can help you achieve this mental clarity.



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Rudget Allocation Overview



Sales Promotion + Promotional Product Digital Marketing Social Media Marketing Print

Print Direct Marketing

Sales Promotion Introduction

The sales promotion strategy for White Oak Lavender Farm centers on driving increased foot traffic to the farm through thoughtfully curated offers and seasonal promotions that resonate deeply with the target audience, particularly millennial mothers. These women are not only drawn to natural wellness products, but also seek out stress-relieving experiences they can share with their families. The overarching marketing objective is to build engagement with this demographic by connecting their desire for family-friendly experiences with the calming nature of lavender.

The campaign's theme, "Where Lavender grows, stress fades," will be woven into every sales promotion to underscore the farm's unique value proposition. The goal is to convey that a visit to White Oak Lavender Farm offers more than just products but it offers an experience that promotes relaxation and well-being. The farm will be marketed as a destination where visitors can unwind, reconnect with nature, and enjoy quality time with their families, with lavender at the heart of that experience.

To achieve these objectives, the farm will host a series of seasonal events that capitalize on the rhythms of the year, particularly during high-stress periods such as the back-to-school season and the holiday months. These events will feature exclusive, time-sensitive promotions, creating a sense of urgency that compels customers to visit the farm in person. For example, offering limited-time discounts on bundled lavender products, family farm tours, and lavender-themed workshops will add value and enhance the appeal of visiting during these key times.

Each promotion will be carefully timed and crafted to meet the needs and preferences of the target audience. The back-to-school event, for instance, will offer parents an opportunity to de-stress as their children return to school, while the holiday promotion will focus on helping families relax and enjoy the holiday season with calming lavender products. By aligning the promotions with these seasonal moments, the farm can maximize its relevance to millennial mothers, who are often managing high levels of stress during these times.

Furthermore, the sales promotion plan will highlight White Oak Lavender Farm's reputation as a serene, family-friendly destination, encouraging local customers to view a trip to the farm as a wellness retreat for the whole family. This approach not only drives in-person traffic but also strengthens the emotional connection customers have with the brand, fostering loyalty and repeat visits. The overall goal of the sales promotion is to "increase the number of repeat customers by 20%" by December 2025, specifically targeting Millennial moms through promotional strategies.

By consistently delivering experiences that emphasize relaxation, wellness, and family connection, White Oak Lavender Farm aims to increase its visibility in the community, boost sales through in-person events, and solidify its standing as a must-visit destination for stress relief and natural wellness products. Through these seasonal events and exclusive promotions, the farm will deepen its engagement with both new and returning customers, ultimately positioning itself as a key player in the local wellness market.

Sales Promotion Objectives

Objective 1: Increase repeat in-person visits by 20% over the next year by focusing on customer retention through event-based promotions and exclusive offers. Target local families within a 50-mile radius of Harrisonburg by hosting three key events, offering loyalty rewards, and providing discounts or incentives specifically designed for returning customers to encourage continued engagement with the farm.

Strategy 1: Host a lavender Festival and create exclusive promotional using emotional appeal to attract local families and increase foot traffic to the farm, utilizing in-person event-based promotions and direct engagement to build lasting connections with visitors.

Tactic 1: Offer a 10% discount on all lavender products to attendees who purchase tickets in advance, driving pre-event excitement and commitment.

Tactic 2: Provide free lavender gift bags to the first 50 visitors at the event, encouraging early attendance.

Tactic 3: Create a special group pass that offers a discounted rate for groups of four or more, designed to encourage group visits and increase overall attendance.

> **Strategy 2**: Organize a "Lavender Holiday Market" to attract holiday shoppers and strengthen customer loyalty through event-exclusive deals and personalized experiences, using emotional appeal to enhance customer retention and build long-term relationships.

Tactic 1: Provide a 15% discount on gift baskets purchased at the market, encouraging customers to see the value in returning for future holiday shopping and reinforcing loyalty through special offers

Tactic 2: Offer free gift wrapping for all purchases over \$75, creating a memorable experience that makes customers want return.

Tactic 3: Give the first 100 attendees a free lavender oil sample with any purchase over \$50, creating an emotional connection with the brand, encouraging repeat visits and continued loyalty.

Sales Promotion Deliverables

Deliverable for Strategy 1



Deliverable for Strategy 2

Where Lavender Grows. Stress Fades WHITE OAK LAVENDER FARM

Lavender Holiday Market



Come the the market and get a 15% discount, free gift wrapping, and sample

giveaways for more information visit www.whiteoaklavender.com ind visit our store 2644 Cross Keys Rd, Harrisonburg, VA (540) 421-6345

Sales Promotion Objectives

Objective 2: Increase sales by 15% during holiday seasons by implementing targeted holiday promotions for both local and online shoppers, specifically appealing to millennial mothers seeking the perfect gift. This objective will focus on encouraging larger purchases and boosting gift set sales through exclusive seasonal offers.

Strategy 1: Use rational appeal by offering in-store exclusive promotions on lavender gift sets to encourage holiday shoppers to make larger purchases.

Tactic 1: Provide a 20% discount on lavender gift sets for in-store purchases made between November 15 and December 15.

Tactic 2: Offer free lavender candles with any instore purchase to drive larger basket sizes.

Tactic 3: Implement a holiday weekend promotion, where customers who purchase one lavender gift set get a second one 50% off.

Strategy 2: Host in-store holiday Market event to drive foot traffic and create a festive atmosphere for holiday shoppers which goes to the emotional appeal.

Tactic 1: Offer a buy one, get one 50% off promotion on lavender gift sets during weekend shopping events to encourage higher sales volume.

Tactic 2: Provide free hot cocoa and holidaythemed activities for families, creating a welcoming and festive shopping environment.

Tactic 3: Give customers a \$10 gift card for future purchases with any gift set purchase over \$100, encouraging repeat visits.

Sales Promotion Deliverables

Deliverable for Strategy 1



Deliverable for Strategy 2



Sales Promotion Budget

Medium	Medium Vehicle	\$ Of Total Budget	% of Total Budget
Discount shown on social media pages	10% Discount on Lavender Products at Lavender Festival	\$1,000	2%
Discount offer on social media pages	15% Discount on gift baskets for Holiday-Specific Promotion	\$2,000	4%
BOGO from SEO during holiday season	BOGO 50% off lavender gift sets at Holiday Market Event	\$2,000	4%
Offer shown in local newspaper	\$10 gift card with purchase over \$100 at Holiday Market Event	\$1,500	3%
Total		\$6,500	(13%) 26

Promotion Product Budget

Medium	Medium Vehicle	\$ of Total Budget	% of Total Budget
Offer shown in direct emails	Free Lavender candle with purchase at Holiday-Specific Promotion	\$1,000	2%
Offer shown through emails	Free lavender gift bags for first 50 visitors at Lavender Festival	\$2,000	4%
Offer shown in local newspaper	Free Gift Wrapping at Lavender Holiday Market	\$500	1%
Offer shown on social media pages	Lavender Oil sample for first 100 visitors at Lavender Holiday Market	\$500	1%
Total		\$4,25	0 (8%)

Sales Promotion Rationale

For Objective 1, Strategy 1, hosting a Lavender Festival offers a way to engage local families to boost foot traffic. Festivals are interactive events that provide families with the opportunity to see all the farm's offerings. By creating memorable interactions, families are more likely to associate positive feelings with the farm, which can lead to both repeat visits and word-of-mouth referrals. Offering a 10% discount on lavender products during the festival, with a budget of \$1,000, not only encourages early purchases but also addresses the aspects of scarcity and urgency, driving customers to act quickly. Research by Blattberg & Neslin (1990) supports that offering discounts at events enhances participation rates by making the event feel like a limited-time opportunity. Additionally, the allocation of \$2,000 for free lavender gift bags for the first 50 visitors is designed to create a further incentive for early arrivals, which increases foot traffic at the beginning of the event, ensuring a steady flow of attendees. Altogether, the \$3,000 investment is expected to significantly drive attendance, increase engagement, and foster brand loyalty through direct interactions and incentives.

For Objective 1, Strategy 2, the "Lavender Holiday Market" is designed to target shoppers looking for unique gifts. Holiday markets traditionally attract diverse crowds seeking meaningful gifts, especially during the festive season when consumers are emotionally driven. Offering a 15% discount on lavender gift baskets, with a budget of \$2,000, fits holiday shopping trends, as buyers are more likely to spend on bigger or bundled items when they see discounts. This strategy aims to increase the average transaction size by encouraging customers to purchase more while feeling like they are getting a special deal. The addition of free gift wrapping adds perceived value to the customer experience. Gift wrapping enhances the shopping experience, making it easier for customers to complete their holiday shopping in one place, which increases overall satisfaction. Furthermore, offering free lavender oil samples for purchases over \$50, budgeted at \$500, serves as an additional incentive to close the sale. This strategy, with a total investment of \$3,000, aims to focus on holiday consumer behavior to drive revenue up.

For Objective 2, Strategy 1, in-store promotions during the holiday season focus on strategic discounting and value-added offers. A BOGO 50% off promotion, allocated \$2,000, is a strategy designed to align with holiday shopping periods, when consumers are seeking deals for gift purchases. This strategy aligns with research by Huang & Yang (2015), which suggests that well-timed discounts during peak shopping periods can drive significant increases sales. Additionally, offering a free lavender candle with purchases over \$100, with a \$1,000 budget, customers who are already spending near \$100 will be motivated to spend just a bit more. Research by Iyengar (2010) supports the idea that promotions offering added value can lead to higher overall sales and customer satisfaction. This \$3,000 allocation is a cost-effective way to drive larger purchases, enhance the in-store experience, and increase revenue during the holiday season.

For Objective 2, Strategy 2, hosting holiday events is a way to foster a festive, welcoming atmosphere that encourages customers to visit and stay for long. Longer visits have been linked to higher sales, as customers have more time to explore products and make additional purchases (Pine & Gilmore, 1999). Additionally, other promotions such as a \$10 gift card not only adds value to the current transaction but also encourages repeat visits. Offering gift cards is a proven way for driving customer loyalty and creating a long-term relationship with customers. The total budget of \$2,500 for this strategy ensures that the in-store experience is both engaging and rewarding which creates a positive cycle of increased sales, repeat visits, and customer retention.

Digital Marketing Introduction



White Oak Lavender Farm's digital marketing strategy is designed to significantly enhance brand visibility, drive consumer interest, and deepen public understanding of the farm's unique offerings through online channels. This aligns with the communication goals to, "increase attention and interest among millennial moms who are drawn to discovery activities and the gift shop by 25% by December 2025 using exclusively digital marketing methods."

The campaign theme, "Where Lavender Grows, Stress Fades," will be a central message throughout White Oak Lavender Farm's digital marketing efforts. This theme will be featured prominently in paid search advertising and blog posts on the farm's website. Key terms such as "stress relief" and "self-care" will be targeted in the paid search ad campaign to drive traffic to the website and online store. Blog posts will focus on lavender's healing and relaxing properties, serving as engaging content that reinforces the farm's reputation as a destination for relaxation and wellness. Through the constant emphasis of the campaign's theme, the healing and soothing properties of White Oak Lavender Farms homemade products will not be lost on any prospective customers.

A focus of the digital marketing strategy is paid search advertising, targeting keywords like "stress relief," "self-care," and "family-friendly activities." By focusing on these terms, the campaign will attract users actively seeking stress relief and wellness solutions. Once on the site, visitors will find blog posts that provide detailed information on lavender's therapeutic benefits, further establishing White Oak Lavender Farm as a trusted source for self-care and wellness content. The blog will be regularly updated to ensure fresh content, keeping visitors engaged and positioning the farm as a top destination for relaxation.

The primary objective is to position White Oak Lavender Farm as a relaxing, therapeutic haven where families and individuals can escape daily stress. The digital marketing strategy will highlight the farm as both a physical getaway and an online store for wellness products. The campaign will build an emotional connection with millennial mothers who value personal wellness and familyfriendly activities. Targeting platforms like Google and lifestyle blogs, the farm will reach its audience through a combination of paid search campaigns and well-crafted blog content that resonates with their priorities.

This approach will enable White Oak Lavender Farm to monitor and measure engagement, ensuring its digital marketing efforts are effectively reaching the target audience. As more visitors are directed to the website through paid search ads, SMS texts, and blog readership, the farm will gather valuable insights into customer preferences and behavior. This data will guide future marketing decisions and help optimize the strategy for maximum impact. Overall, this digital marketing plan aims to build a strong online presence that attracts new visitors while fostering loyalty and long-term relationships, supporting the farm's broader goal of increasing brand awareness and consumer interest.

Digital Marketing Objectives

Objective 1: Increase brand awareness in millennial mothers in the Shenandoah, Piedmont, and surrounding areas by 18% by June 2025, by utilizing paid search advertisements to drive traffic to White Oak Lavender's website.

Strategy 1: Run a phrase match Pay-Per-Click campaign lasting until June 2025 advertising White Oak Lavender's events and festivals on Google search pages. The ad will use geographical targeting to the Shenandoah area and keywords that mothers would be most likely to look up when searching for familyfriendly activities.

Tactic 1: Generate a list of effective keyword phrases that mothers would look up. Examples of keyword phrases would be, "outdoor activities for families", "family events near me", and "outdoor family fun".

Tactic 2: Build out the paid advertisement – use appealing photography, catchy slogans, etc.

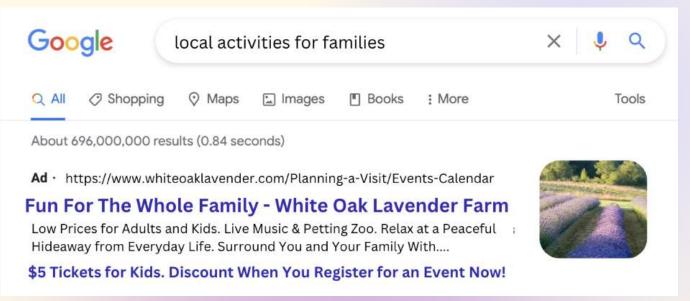
Tactic 3: Pay for the advertisement to run on blogs, search pages, and event sites, capping out on a budget of \$1500.

Strategy 2: Run a phrase match Pay-Per-Click campaign on Google search pages through June 2025 advertising White Oak Lavender's products, intended to get the target market to visit the website and look at the products listed on the online shop. The ad also limited by the same geographical constraints, and it will be used to drive local online traffic. Tactic 1: Generate a list of effective keyword phrases that mothers would look up. Examples of keyword phrases would be, "stress relief products", "self-care products", "organic", and "homemade". Tactic 2: Build out the paid advertisementsuse photos of WOLF products and link it back to the shop on White Oak's website.

Tactic 3: Pay for the advertisement to run on blogs, search pages, and other online retailers/websites, if possible.

Digital Marketing Deliverables

Deliverable for Strategy 1



Deliverable for Strategy 2

Google	Stress relieving self	x 🏮 Q	
Q All Ø Shopping	🖓 Maps 🖾 Images	🖪 Books : More	Tools
About 696,000,000 res	ults (0.84 seconds)		
Ad · https://www.whit	eoaklavender.com/Shop/Ar	omatherapy/	_
Lavender Arom	atherapy - White O	ak Lavender Farm	
	ess Relief. Locally Grown La natherapy. Lotions, Body Ge		
\$5 Off Online Purch	ases. Discount When Yo	ou Buy a Bundle Today!	

Digital Marketing Objectives

Objective 2: Increase blog traffic for the lavender farm's content marketing site by 10% over the year 2025 by implementing a digital content strategy targeted to millennial moms that includes monthly blog post on the White Oak Lavender website about the science of lavender, cooking with lavender, customer testimonials of of White Oak Lavender, etc by using factual information and customer authentication about the products.

Strategy 1: Implement a monthly blog series that combines emotional and rational appeals, featuring heartfelt stories that resonate with the audience while providing practical tips on using lavender for beneficial experiences. Each post will be accessible through the White Oak Lavender Farm website. Track and analyze the conversion rates based on the specific blog topics published each week

Tactic 1: A blog about a mother who is stressed for many reasons, takes time out of her day to visit WOLF to calm herself with her family.

Tactic 2: A blog post promoting the events for first time visitors to get a glimpse into what White Oak Lavender Offers. Tactic 3: A blog full of customer testimonials on White Oak Lavender and how they spent their family time

> Strategy 2: Implement a monthly blog series on the first of every month that shows rational appeal by promoting the products and how they can be used. Each post will be accessible through the White Oak Lavender Farm website. Track and analyze the conversion rates based on the specific blog topics published each week Tactic 1: A blog about how to effectively use lavender around the house. Tactic 2: A blog about the science behind lavender, lavender and stress relief, and how it has many benefits. Tactic 3: A blog about how the products at White Oak Lavender are made from the growth of the plant to the final thing.

Digital Marketing Deliverables

Deliverable for Strategy 1

https://www.whiteoaklavender.com/blog

NEW BLOG POST

FINDING CALM: A FAMILY DAY AT WHITE OAK LAVENDER FARMS

WHERE LAVENDER GROWS, STRESS FADES.



Deliverable for Strategy 2

LAVE NDER

THE SCIENCE BEHIND LAVENDER: Stress Relief, Anxiety, and More.



WHERE LAVENDER GROWS, STRESS FADES.

Digital Marketing Budget

Medium	Medium Vehicle	\$ of Total Budget	% Of Total Budget
Paid Search Ads	Pay-Per-Click display ad using keyword "Family Fun"	\$1,500	3%
Paid Search Ads	Pay-Per-Click display ad using keyword "Stress Relief"	\$2,500	5%
Website/ Blogs	Implementing a blog section of the webpage	\$4,500	9%
Website/ Blogs	Website Maintenance (Full Year)	\$2,400	4.8%
Total \$10,900 (21.		(21.8%)	

Digital Marketing Rationale

For Objective 1, Strategy 1, running a Pay-Per-Click (PPC) campaign to advertise White Oak Lavender's events and festivals aims to boost foot traffic and increase brand awareness among local families. The Pay-Per-Click campaign strategy was specifically chosen with the intent to boost interest and awareness of White Oak Lavender as a brand. With an allocated budget of \$1,500 for PPC ads targeting "family fun" keywords, White Oak Lavender ensures that its ads appear in relevant searches, reaching millennial mothers who are actively looking for family-friendly activities. Research shows that 64% of consumers are more likely to click on ads that are directly relevant to their search terms (Blattberg & Neslin, 1990), making this strategy highly effective for driving traffic. Visual elements, such as appealing photography and engaging headlines, are proven to increase click-through rates. This approach will create greater engagement and encourage attendance at the farm's events.

For Objective 1, Strategy 2, another PPC campaign focuses on White Oak Lavender's unique product offerings, with an emphasis on stress-relief and self-care. The \$2,500 budget for ads using keywords such as "stress relief" and "self-care" aligns with the growing trend of millennial mothers prioritizing wellness and health in their purchasing decisions. This strategy not only increases traffic to White Oak Lavender's online store but also encourages purchases by highlighting the natural benefits of the farm's lavender products. The budget allocation supports high visibility on relevant search engines and blogs, ensuring that White Oak's products are showcased to the right audience.

For Objective 2, Strategy 1, the implementation of a monthly blog series, with a budget of \$4,500 dedicated to creating a blog section on White Oak Lavender's website, will increase organic traffic and engagement. Blogs are a proven way to attract visitors, with research showing that companies that blog regularly see 55% more website traffic (Pine & Gilmore, 1999). This content resonates with millennial mothers, who are seeking both emotional connections and practical value in their purchases. Additionally, consistent customer testimonials will create a sense of credibility and trust, as 85% of consumers trust online reviews as much as personal recommendations (Huang & Yang, 2015). This strategy builds long-term brand loyalty by engaging the target audience with consistent, high-quality content.

For Objective 2, Strategy 2, the \$2,400 allocated for website maintenance over a full year ensures that the blog section and other website elements are consistently updated and functional. This investment supports the farm's goal of maintaining high traffic and engagement through ongoing content. Additionally, monthly blog posts that explain the benefits of lavender, how it can be used around the house, and insights into White Oak Lavender's production processes will further educate and engage visitors. Research shows that how-to blog posts generate 77% more clicks than other types of content, making this strategy both effective and valuable (Blattberg & Neslin, 1990). By providing both emotional and rational content, White Oak Lavender will position itself as an authority on lavender products and wellness, building trust with its target market.

In conclusion, the total digital marketing budget of \$10,900 has been strategically allocated across PPC campaigns and content marketing to maximize White Oak Lavender's reach and engagement with millennial mothers. These investments, backed by research, are designed to meet the farm's objectives of increasing brand awareness and driving website traffic, while ensuring a strong return on investment through targeted marketing efforts.

Social Media Marketing Introduction



For White Oak Lavender Farm's social media marketing strategy, four platforms will be utilized, each with tailored objectives to maximize engagement and reach. This will coincide with the communication objectives to increase "customer awareness by 25%" and "customer retention by 20%" in Millennial moms by December 31, 2025. The primary platforms are Facebook and Instagram, with secondary platforms being YouTube and TikTok. The overarching campaign theme, "Where lavender grows, stress fades," will be seamlessly integrated across all channels, ensuring consistent messaging that highlights the relaxing, family-friendly experiences available at White Oak Lavender Farm.

Facebook and Instagram will serve as the primary sources of social media, specifically targeting millennial moms between the ages of 25-40. These platforms will focus on communicating how White Oak Lavender Farm is the ideal destination for family bonding and creating peaceful mini getaways. Ads will showcase the variety of activities offered, from interactive farm tours to seasonal events and wellness workshops. These visually appealing ads will emphasize the calming benefits of lavender, positioning White Oak Lavender Farm as a sanctuary from the stresses of daily life. In addition to paid ads, White Oak Lavender Farm will maintain active Facebook and Instagram accounts, regularly posting high-quality images and videos that highlight the farm's natural beauty, events, and products. To foster community, a dedicated Facebook group will be created for both existing and potential customers. This group will serve as a space for sharing family wellness ideas, stress-relief tips, lavender-based home remedies, and updates on local farm activities. By offering valuable content that resonates with the busy lives of millennial moms, White Oak Lavender Farm will cultivate a loyal and engaged online community.

The secondary platforms, TikTok and YouTube, will focus on engaging users through video content. On TikTok, short, engaging videos will convey the farm's relaxing atmosphere, using popular hashtags to increase visibility. Collaborations with influencers, who align with the brand's values of wellness and family, will help drive engagement and build awareness. These influencers will showcase their experiences at the farm, highlighting its unique offerings while promoting products available through the TikTok shop. On YouTube, video ads will be strategically placed on channels that resonate with the farm's target audience, such as those focused on wellness, parenting, and lifestyle. White Oak Lavender Farm will also create long-form video content for its own channel, providing viewers with a more in-depth look at the farm, its events, and its products. Collaborating with YouTube influencers who appeal to millennial moms will further enhance the brand's credibility and reach. These partnerships will focus on creating authentic content that showcases the farm as a destination for relaxation and stress relief.

By using these four platform White Oak Lavender Farm will build a solid social media presence, creating a consistent and engaging narrative that attracts families seeking peace and wellness in their everyday live.

Social Media Marketing Objectives

Objective 1: Increase desire of White Oak Lavender Farm among millennial moms by 20% in the Shenandoah Valley region over the next year (2025) through social media campaigns, focusing on Facebook and TikTok. This desire will be measured by traffic, followers, cross-tabulating, social media analytics. The campaign will aim for a reach of 50,000 individuals with having a frequency of 2 posts per week.

Strategy 1: Use an emotional appeal on Facebook using digital ads and account posts to communicate the campaign theme, "Where lavender grows, stress fades" to offer a calming experience at White Oak Lavender Farm. It will be easy to target the target market (millennial moms) because they are the main demographic that uses Facebook.

Tactic 1: Run Facebook Ads targeted at women aged 25-40 within a 50-mile radius of the farm, promoting upcoming family events

Tactic 2: Create a dedicated Facebook Group for millennial moms in the region focused on wellness and family time.

Tactic 3: Host Facebook Live sessions once a month, and post videos showcasing different activities/new products and have/seasonal products. Encourage viewers to comment and ask questions to increase interaction.

Strategy 2: Use and emotional appeal on TikTok ad videos and account videos to communicate the campaign theme to offer a calming experience at White Oak Lavender Farm. WOLF will target millennial moms by creating videos using hashtags about things millennial moms find interesting and incorporate that into the videos. WOLF will also use ads to communicate the campaign theme through TikTok.

Tactic 1: Partner with local TikTok influencers who are popular among millennial moms, inviting them to create videos showcasing their experiences at White Oak Lavender Farm. Feature content like "A Relaxing Day at the Farm with the Family."

Tactic 2: Launch a branded hashtag challenge, encouraging users to share videos of how they incorporate lavender products into their family's daily routines.

Tactic 3: Post twice-weekly TikTok videos highlighting aspects of the farm, wine tasting, discovery area, gift shop, kids' area, education center. Post videos showing how to use lavender in everyday life and how to use it in ways people would've never expected.

Social Media Marketing Deliverables

Deliverable for Strategy 1



Deliverable for Strategy 2



Come relax at White Oak Lavender Farm with your family #moms #family #familytime #favender #lavenderfarm #virginia #whiteouklavenderfarm * Post there's a kid area for your kids to play in while you get some wine to drink











Social Media Marketing Objectives

Objective 2: Increase awareness of White Oak Lavender Farm among millennial moms by 20% and drive a 15% increase in repeat visits in the Shenandoah Valley region over the next year (2025) through targeted social media campaigns on YouTube and Instagram. This awareness and repeat engagement will be measured by tracking traffic, followers, cross-tabulation, and social media analytics. The campaign will aim to reach 50,000 individuals within this demographic, maintain a frequency of 2 posts per week

Strategy 1: Use emotional appeal on YouTube ad videos and account videos to communicate the campaign theme to offer a calming experience at White Oak Lavender Farm. These ads will feature relatable, calming content that highlights the benefits of lavender products, with strong calls to action encouraging viewers to visit the website of White Oak Lavender Farm.

Tactic 1: Develop a series of different short, video ads that feature real-life scenarios of the lavender products.

Tactic 2: Incorporate customer testimonials from Millennial Moms who have used White Oak Lavender Farm's products, emphasizing the positive impact on their mental wellness.

Tactic 3: Use high-quality, visually soothing footage of the farm, lavender fields, and lavender products to reinforce the calming effect of the content.

Strategy 2: Use rational appeal on Instagram ad videos and account videos to communicate the campaign theme to offer a calming experience at White Oak Lavender Farm with the intent to increase followers and conversion rate by 20%.

Tactic 1: Use Instagram ads targeting millennial moms promoting a calming getaway to WOLF by using images and videos of what WOLF had to offer.

Tactic 2: Post on WOLF Instagram page using hashtags to better engage with the audience and use location of the post.

Tactic 3: include "Return and Relax" incentives like exclusive discounts for repeat visitors and family passes.

Social Media Marketing Deliverables

Deliverable for Strategy 1



Link for actual video: https://www.canva.com/design/DAGTgSnz feY/UZHXE_hryTKrRVPd4V24yg/edit? utm_content=DAGTgSnzfeY&utm_campaig n=designshare&utm_medium=link2&utm_so urce=sharebutton

WOLF Party

Deliverable for Strategy 2

Where lavender grows, stress fades



Come to White Oak Lavender Farm for *event*. Live music and drinks provided!





whiteoaklavender.com, (540) 421-6345, 2644 Cross Keys Rd, Harrisonburg, VA 22801

Social Media Marketing Budget

<u> </u>	CIAI MEUIA MA	aikeliiy du	IUYEL
Medium	Medium Vehicle	\$ of Total Budget	% Of Total Budget
Facebook	Facebook ads	\$3,000	6%
Facebook	WOLF account post showing products, etc.	\$1,500	3%
Youtube	Youtube video ads	\$500	1%
Youtube	Youtube account video	\$500	1%
Instagram	Instagram Ads	\$2,500	5%
Instagram	Instagram posts showing WOLF products and events	\$1,500	3%
Tik tok	TikTok ads	\$500	1%
	Total	\$10,000) (20%) 41

Social Media Marketing Rationale

For White Oak Lavender Farm's social media marketing, the strategy will focus on four key platforms: Facebook, Instagram, YouTube, and TikTok, with the campaign theme "Where lavender grows, stress fades" being incorporated across all channels to convey the calming experience of visiting the farm. The primary focus will be on Facebook and Instagram, while YouTube and TikTok will serve as secondary platforms to further enhance reach.

For Objective 1 Strategy 1, it will be measured through conversion rates on ads and follower growth, aiming to reach 50,000 individuals with a frequency of two posts per week. Strategy 1 for Facebook involves utilizing the platform's strong user base among millennial moms, with Statista (2023) reporting that 77% of women aged 25-40 actively use Facebook. A \$3,000 budget for Facebook ads will be allocated to promote family events and the farm experience, showcasing the farm as a mini getaway for families. The strategy includes creating a Facebook Group where millennial moms can share wellness tips, relaxation techniques, and family activities, fostering community engagement. Monthly Facebook Live sessions will be hosted, showcasing new products and activities, as research from Wyzowl (2023) shows that live video content generates higher engagement rates than pre-recorded videos, making it easier for the farm to connect with potential visitors.

For Objective 1 Strategy 2, TikTok will be utilized to reach millennial moms through short, engaging videos. Edelman (2022) highlights that 61% of consumers trust influencer recommendations, making TikTok influencer collaborations a key tactic in this strategy. The \$500 allocated for TikTok ads will be used to promote the farm's relaxing atmosphere. TikTok influencers will showcase their experiences at White Oak Lavender Farm and use hashtag to encourage user-generated content. Additionally, with research supported by TikTok (2023), there will be twice-weekly TikTok posts will feature various aspects of the farm, such as the lavender fields, products, and activities, to further engaging users.

For Objective 2 Strategy 1, focuses on using YouTube to promote White Oak Lavender Farm through calming and relatable video content. These ads will feature real-life uses of lavender products and testimonials from millennial moms, emphasizing the positive impact of White Oak Lavender on mental wellness. High-quality footage of the farm's lavender fields and products will reinforce the campaign's message, with calls to action inviting viewers to visit the farm's website.

For Objective 2 Strategy 2, Instagram will serve as a visual platform for showcasing White Oak Lavender Farm's beauty and products. A \$2,500 budget for Instagram ads, representing 5% of the total social media budget, will target millennial moms, promoting the farm as a serene getaway. Posts will be optimized with relevant hashtags, as Sprout Social (2022) found that posts with hashtags receive 12.6% more engagement than those without. The farm will post twice weekly, highlighting events and products, and will host a contest encouraging users to follow the Instagram page and share posts for a chance to win a free product. ShortStack (2023) shows that 67% of users who enter contests will follow the brand, driving further engagement and growth on the platform.

Overall, the total social media marketing budget of \$10,000 being distributed across Facebook, Instagram, YouTube, and TikTok will help maximize White Oak Lavender Farm's reach and engagement. The campaign aims to increase brand awareness, drive foot traffic to the farm, and foster long-term customer loyalty through engaging content and influencer 42 partnerships.

Print Introduction

For the print media campaign for White Oak Lavender Farm, two key communication objectives are increasing brand awareness and driving visitor engagement. The print ads aim to capture the vibes of the farm while encouraging potential customers to visit and loyal customers to return for new experiences. By utilizing strong visuals and an emotional appeal, the print ads will attract readers and position White Oak Lavender Farm as a serene destination for relaxation and family bonding. Interest among millennial moms who are drawn to the Discovery Area and Gift Shop will be increased by 25% by December 2025 through print marketing. Desire will also be boosted among millennial moms for the Discovery Area and gift shop by 25% by December 2025 through print ads. The aim is to create a compelling reason for them to visit and make purchases at the farm.

The campaign theme "Where lavender grows, stress fades" will be prominently featured in all print materials, reinforcing the farm's calming and stress-relieving environment. The ad's design will integrate imagery of lavender fields, providing readers with a visual glimpse of the peaceful, nature-filled experience awaiting them. The lavender imagery will act as a focal point, immediately catching the eye and giving the audience a tangible sense of what White Oak Lavender Farm offers, a place where nature heals and restores.

The narrative show through print ads will focus on the unique experiences that can be enjoyed at the farm. The story will center around creating lasting memories, whether it's a peaceful solo retreat, a fun family outing, or simply a refreshing escape from the demands of daily life. Through this, the ad will highlight the care and love poured into the farm, as well as the healing effects that nature, and specifically lavender, can provide. Customers reading the ad will feel invited to not only visit but to make the farm part of their family's story.

Given that the print ads will appear in magazines or newspapers, they will be strategically distributed to target older adults, particularly those who enjoy leisure activities such as reading in the morning or during breaks. The ad's serene imagery of lavender fields will stand out in print, offering an attractive contrast to other content and appealing to readers seeking relaxation, a memorable family experience, or an engaging activity for their children. By focusing on this target audience, particularly moms who value time spent outdoors with their families, the ad will effectively drive interest and visitor engagement at White Oak Lavender Farm.

To engage millennial moms with the discovery area and gift shop at White Oak Lavender Farm, a focused print marketing strategy will be implemented. The goal is to increase interest and action in Millennial moms by 25% by December 2025 through strategically placed ads in local magazines and community newsletters, as well as eye-catching brochures and flyers at family-oriented events, enhancing interest and desire by utilizing direct mail campaigns that highlight exclusive promotions and upcoming events. Additionally, to drive action, printed invitations and promotions will be distributed to encourage visits, aiming for a 25% increase in attendance. Print-based sales promotions will also be introduced, such as coupon pages, targeting a 15% product sale increase among millennial moms by the end of 2025. This comprehensive approach will create lasting connections through the tangible appeal of print marketing.

Print Objectives

Objective 1: Increase desire by increasing 25% of foot traffic to the farm during the peak season (June 1st to August 31st) by targeting the millennial moms of Harrisonburg. Having ads and coupons in the Local Newspaper, The Daily News Record and The Harrisonburg Citizen, and through local boards highlighting the lavender blooming, driving millennial mothers and singles to the experience. Showcasing the lavender fields in full bloom will create a sense of excitement and urgency, reaching an estimated 9,000 households.

Strategy 1: Use engaging, informative content in print ads to capture interest and drive engagement. By featuring value-driven messaging such as local community involvement or helpful tips, these print ads will be featured in local newspapers, bulletin boards, and newsletters. Each print will be distributed strategically either monthly or weekly to keep the audience informed and engaged.

Tactic 1: Promoting seasonal events through ads in local newspapers running in the weeks leading up to and during peak season, with a frequency of 1-2 times per week.

Tactic 2: Put visually appealing advertisements on high-trafficked bulletin boards at local Harrisonburg schools, coffee shops, and recreational areas consistently throughout peak season. The visual ads will be designed to draw attention to the blooming lavender, with easy directions on attending the farm.

Tactic 3: Collect an email sign-up list for a monthly newsletter to be sent out on the first of every month, with details of the month's events and calendar, this will be utilized throughout all seasons.

Strategy 2: Promoting farm visits through local coupon pages in grocery stores, coupon books, and community newsletters. The coupons will be multiple or single pages of exclusive deals, put out weekly throughout peak season.

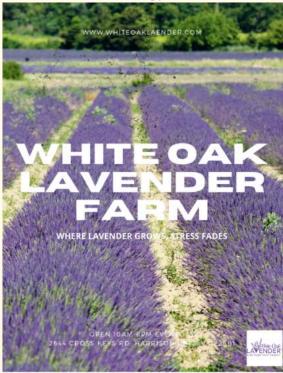
Tactic 1: Partner with local grocery stores to include coupon pages in shopping bags, featuring a special offer for farm admission or a family discount on lavender products.

Tactic 2: Partner with a popular coupon book, such as the Harrisonburg Savings Guide, to include special offers on multiple pages.

Tactic 3: Create a coupon pages insert for local school newsletters, highlighting family-friendly events at the farm with a special promotion for families who bring the newsletter to the farm.

Print Deliverables

Deliverable for Strategy 1



Deliverable for Strategy 2



Print Objectives

Objective 2: Increase interest which will increase sales of all lavender products by 15% from June 1st to August 31st, by promoting new product launches through rack card displays, local print magazines, brochures, and flyers. With the target audience of Harrisonburg millennial moms, those interested in wellness, relaxation, and self-care will be compelled to purchase new lavender products. Weekly and monthly ads will be scheduled in order to reach this sales target.

Strategy 1: Utilize rack cards to encourage visitors to experience the natural beauty and benefits of the lavender products. Placed at local fitness studios, health stores, and popular restaurants, the campaign emphasizes the benefits of lavender through consistent messaging that captivates the senses. The rack cards will be re-distributed weekly to maintain outreach.

Tactic 1: Place eye-catching rack cards in local fitness studios, showcasing the wellness benefits of the lavender products to health-conscious customers.

Tactic 2: Feature rack cards in local health shops to draw attention to the range of lavender products and their natural remedies.

Tactic 3: Collaborate with popular restaurants to include rack cards, promoting White Oak Lavender Farm as a must-visit destination for lavender enthusiasts and travelers seeking remedies.

Strategy 2: Inspire millennial moms to explore the health and wellness benefits of lavender products through engaging and informative content that emphasize self-care. The magazine ads, brochures, and flyers will focus on the soothing properties of lavender and promote the farm as a source of stress-relief and wellness weekly.

Tactic 1: Run print ads in local health and natural living magazines, highlighting the farm's new product launches, emphasizing the farm's commitment to natural ingredients.

Tactic 2: Distribute brochures with detailed product information and testimonials at community centers, yoga studios, and local health stores.

Tactic 3: Collaborate with local restaurants and cafés to include lavender product flyers in takeout and delivery bags. The flyers will highlight the new product lines and include a QR code linking to the farm's online store with a discount for first-time buyers.

Print Deliverables





Visit us at White Oak Lavender Farm Where Lavender Grows, Stress Fades

www.whiteoaklavender.com 2644 Cross Keys Rd, Harrisonburg, VA (540) 421-6345



Essential oils Soaps and lotions Candles and sachets Lavender-infused treats

Farm Tours & Events

Learn about lavender growing process and its uses Enjoy scenic walks through blooming fields Participate in seasonal festivals and special events

Family Activities

Hands-on lavender workshops Lavender-themed games and activities for kids Fun for the whole family at our petting farm

We welcome visitors year-round to enjoy the soothing beauty of lavender. Whether you're shopping for unique gifts, attending an event, or simply looking for a peaceful escape, White Oak Lavender Farm has something for everyone!

Deliverable for Strategy 2

Where Lavender Grows, Stress Fades



www.whiteoaklavender.com 2644 Cross Key RD, Harrisonburg, VA 22801 (540)421-6345

Deliverable for Strategy 1

Product Launch

Introducing our new Lavender Bath Bar, crafted with the finest natural ingredients to elevate your self-care routine. Infused with pure lavender oil, this bath bar harnesses the soothing properties of lavender to create a serene bathing experience that calms the mind and nourishes the skin. As you indulge in a warm bath, let the calming scent envelop you, easing stress and promoting a sense of well-being.

AVENDER

Print Budget

Medium	Medium Vehicle	\$ Of Total Budget	% of Total Budget
Magazines	Shenandoah Living Magazine and the Virginia Living	\$736.50	1.5%
Newspapers	The Daily News- Record and The Harrisonburg Citizen	\$4,499.26	9%
Brochures	Black Sheep Coffee and Lelas Boutique	\$206.71	.04%
Rack Cards	Kate's Natural Products and Friendly City Food Co-op	\$248.49	.05%
Billboards	Highway E/S I-81 @ MM 243	\$2,659.04	5.2%
	Total	\$8,350	(16.7%)

Print Rationale

The main objectives of this campaign are to achieve a 20% increase in foot traffic to the lavender farm during peak season (June to August) and to exceed a 15% increase in sales of all lavender products from June to August. By specifically targeting millennial moms, this strategy aligns marketing efforts with a demographic known for their interest in family time and wellness. According to a study by Pew Research Center, millennial parents prioritize experiences over material goods, making the farm's interactive offerings particularly appealing (Pew Research, 2020).

Using characteristics of blooming lavender fields in print ads will enhance the engagement. By placing ads in local newspapers promoting seasonal events, this will help reach a broad audience that includes many potential visitors. With loyal readership, The Daily News Record and The Harrisonburg Citizen newspapers will allow advertising in these outlets to target effectively. A study by the Newspaper Association of America found that 70% of local newspaper readers frequently attend community events (NAA, 2020). Placing ads on community bulletin boards in schools, coffee shops, and recreational areas ensures to reach the target audience where they are in their everyday routines. While millennial moms often frequent these places, it is essential for building brand awareness. Research indicates that 52% of consumers trust recommendations from local businesses and organizations (Local Business Marketing, 2021). Collecting email sign-ups for a monthly newsletter allows us to maintain ongoing communication with interested customers. To keep the audience engaged and informed, it is important to provide details about upcoming events and promotions.

To attract millennial moms, ads will be created focusing on the health benefits of lavender products. According to the American Marketing Association, 74% of millennials are interested in purchasing products that improve their quality of life (AMA, 2019). By placing targeted ads in lifestyle magazines, like Shenandoah Living and the Virginia Living, at fitness studios and local health shops, it will help to reach the health-conscious demographic. According to Statista, 77% of millennials read print magazines, making this a viable medium for connecting with the audience (Statista, 2021). As well as magazine ads, a plan to create scratch-and-sniffs ads in local newspapers is an innovative way to engage potential customers is under way. Studies show that scents can evoke emotional responses and drive purchasing behavior (Journal of Consumer Research, 2018). The last idea is to create a column in popular brochures that will position the farm as a destination travel for wellness remedies. The Adventure Travel Trade Association notes that 73% of millennials are interested in immersive experiences (ATTA, 2019).

The budget allocation of \$8,350 is strategically designed to maximize the effectiveness of each medium, while ensuring overall alignment with the \$50,000 total marketing budget. Newspapers, with an allocation of \$4,499.26, will have the largest share, ensuring broad community coverage and leveraging local readership. Billboards, allocated \$2,659.04, will be positioned in high-traffic areas for maximum visibility. Magazines will receive \$736.50 to connect with targeted audiences through local lifestyle publications. Brochures, with an allocation of \$206.71, and rack cards at \$248.49, will be placed at strategic local spots to provide essential information and encourage engagement with the brand.

Direct Marketing Introduction



In this direct marketing section for White Oak Lavender Farm's "Where Lavender Grows, Stress Fades" campaign, the primary communication objective is to increase awareness and drive foot traffic to the farm while creating a deeper emotional connection to the brand by emphasizing the calming and stress-relieving properties of lavender. Specifically, with the aim to communicate how the farm provides a peaceful and rejuvenating experience for millennial moms, the key target audience, by positioning the farm as an ideal destination for stress relief, family bonding, and overall wellness. The goal is to make White Oak Lavender Farm top of mind as a go-to location for relaxation and well-being, appealing to the everyday stressors of the target audience.

This section will focus on the communication goals of increasing "customer desire by 25%" and "customer retention by 20%" in Millennial moms by the end date of December 31, 2025. The direct marketing objectives will integrate the campaign theme by ensuring that all direct marketing efforts highlight the farm as a sanctuary where visitors can disconnect from daily pressures and immerse themselves in a calming, natural environment. By crafting a narrative that invites the audience to visualize the farm as a place where stress fades away amidst the tranquil lavender fields, reinforcing the campaign's core message.

Using personalized emails, a series of tailored campaigns will focus on the benefits of lavender for stress relief, offering special promotions. Each email will feature images of the farm's lavender fields and testimonials from other moms who have experienced its calming effects. Offers may include discounts on lavender products or invitations to exclusive farm events, such as wellness workshops.

Beautifully designed direct mail pieces will be sent to local households, showcasing the farm as a tranquil getaway. The mailers will include calming visuals of the lavender fields and a limited-time offer for a discounted family tour or special wellness package. The messaging will highlight the farm's role in offering a space for relaxation and self-care, inviting recipients to escape their routine and immerse themselves in a rejuvenating experience.

Targeted social media ads on platforms like Instagram and Facebook will feature visuals and messaging focused on stress relief and the farm's calming environment. These ads will offer clickable promotions, such as discounted farm tours or exclusive product bundles, driving traffic to the farm's website. Each ad will reinforce the campaign's theme of wellness and relaxation, serving as a visual invitation to experience the farm's soothing atmosphere.

Each touchpoint will not only communicate exclusive offers but also highlight the emotional and physical benefits of visiting White Oak Lavender Farm. By consistently integrating the "Where Lavender Grows, Stress Fades" theme throughout the direct marketing strategy, the goal is to create a personal and lasting connection with the audience, making the farm a must-visit destination for stress relief and enhanced well-being.

Direct Marketing Objectives

Objective 1: Increase email signups by 20% within six months (from January 1st to June 30th) by engaging at least 5,000 website visitors through weekly opt-in popups and targeted social media advertisements. The primary focus will be on millennial moms, offering exclusive incentives such as discounts on future visits and providing early access to seasonal events and promotions. Using digital advertising and influencer partnerships, the goal is to reach a broader audience of 8,000 potential customers to drive sign-up rates and awareness.

Strategy 1: Implement targeted email sign-up pop-ups and landing pages on the website to increase visibility and encourage new subscribers.

Tactic 1: Create an engaging pop-up message that offers visitors "10% off your next visit" as an incentive to sign up. Customize the pop-up based on page content to capture interest and align with seasonal promotions.

Tactic 2: Develop a dedicated, mobile-optimized landing page linked from social media ads. The page will highlight key benefits of farm visits, such as family-friendly experiences, relaxation in a natural setting, and exclusive event previews.

Tactic 3: Utilize retargeting ads on social media platforms to re-engage visitors who viewed the landing page or pop-up but did not complete the sign-up process. The ads will serve as gentle reminders to encourage visitors to complete their registration.

Strategy 2: Launch a referral campaign to leverage the existing subscriber base, incentivizing current subscribers to invite friends and family, further boosting sign-up rates.

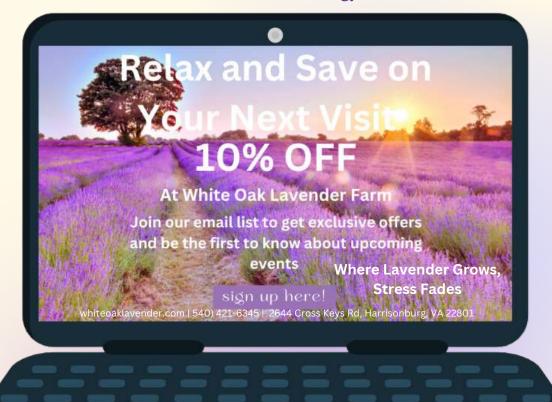
Tactic 1: Introduce a referral program offering a 15% discount for each successful referral, enabling existing subscribers to share their enthusiasm for the farm while earning benefits.

Tactic 2: Send a personalized, eye-catching email to all current subscribers with referral links that they can share with their contacts, making it easy for subscribers to spread the word.

Tactic 3: Keep participants engaged and motivated throughout the referral campaign by sending bi-weekly reminder emails. Encouraging subscribers to continue participating and reach out to more friends.

Direct Marketing Deliverables

Deliverable for Strategy 1



Deliverable for Strategy 2

"Share the Calm & Save! Get 15% Off at White Oak Lavender Farm"	- * ×
To	Cc Bcc
"Share the Calm & Save! Get 15% Off at White Oak Lavender Farm"	
Hi [Subscriber's Name],	
At While Oak Lavender Farm, we believe in sharing the calm, relaxing benefits of lavender with everyone. Now, you can help your friends and family discover the peaceful retreat y love and enjoy a special reward! Refer a friend to sign up for our newsletter, and you'll BOTH get 15% off your next visit to the farm! Whether it's exploring the lavender fields, unwir in our wellness areas, or enjoying family time, there's something for everyone to love.	
Here's how it works: Share your unique referral link with friends and family. [Insert Personalized Referral Link] When they sign up for our newsletter using your link, you'll both receive an email with a 15% off discount code for your next visit!	
Thank you for helping us spread the joy of lavender and relaxation. We can't wait to welcome you and your loved ones to the farm for a calming, unforgettable experience!	- 1
Warm regards, The White Oak Lavender Farm Team	
Where Lavender Grows, Stress Fades	- 1
whiteoaklavender.com 540) 421-6345 2644 Cross Keys Rd, Harrisonburg, VA 22801	- 1
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Direct Marketing Objectives

Objective 2: Increase sales of all lavender products at White Oak Lavender Farm by over 15% from April to June. This will be achieved by driving 500 additional visits between April and June 2025 through targeted direct mail and digital ads aimed at 11,500 households, focusing on millennial moms who will be informed about new product launches via print ads.

Strategy 1: Launch a personalized direct mail campaign aimed at millennial moms and local families to invite them to exclusive farm events, encouraging deeper connections and driving visits.

Tactic 1: Mail out invitations to 1,500 households in the target demographic, inviting recipients to the "Lavender in Bloom" weekend event. These invitations will be sent in early March to allow time for planning.

Tactic 2: Incorporate a QR code on each mailer that links to an RSVP page, where recipients can reserve tickets at a discounted rate. This page will include options for package upgrades to enhance customer experience and increase revenue.

Tactic 3: Use premium, lavender-scented paper for the mailer to create a memorable, sensory experience that reflects the calming nature of lavender. This will serve as a brand touchpoint, building the experience at the farm as a destination for relaxation and family enjoyment.

Strategy 2: Maximize reach with a focused digital advertising campaign across social media channels, designed to attract millennial moms and families by highlighting the farm's unique offerings and seasonal events.

Tactic 1: Develop Facebook and Instagram carousel ads showcasing the farm's family-friendly activities, including interactive lavender workshops. Each carousel will visually highlight different aspects of the farm.

Tactic 2: Use geo-targeting to direct these ads to millennial moms and families in neighboring cities such as Richmond, Charlottesville, and Roanoke, where interest in outdoor activities and wellness is high.

Tactic 3: Create a sense of urgency by including limited-time offers in the ad copy to encourage early booking and commitment. Including a call-to-action link that directs to a landing page where visitors can explore other seasonal events and exclusive products, increasing visits to the website

Direct Marketing Deliverables

Deliverable for Strategy 1

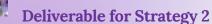


JOIN US FOR LAVENDER IN BLOOM: A WEEKEND OF RELAXATION & NATURE

DATE: SATURDAY, APRIL 20TH - SUNDAY, APRIL 21ST, 2025 TIME: 10:00 AM - 6:00 PM LOCATION: WHITE OAK LAVENDER FARM 2644 CROSS KEYS ROAD, HARRISONBURG, VA

DISCOVER WHERE LAVENDER GROWS AND STRESS FADES—AN EVENT DESIGNED TO HELP YOU UNWIND AND RECHARGE

RSVP by March 31st and enjoy 15% off your ticket!





Direct Marketing Budget

Medium	Medium Vehicle	\$ of Total Budget	% of Total Budget
Direct Mail Campaign	Postcards, Flyers	\$4,000	8%
Email Marketing	Email Newsletters, Promotional Emails	\$2,000	4%
Referral Program	Specific tool or platform through which the referral campaign is delivered. Will use SaaSquatch to create this.	\$1,000	2%
Social Media Ads	Facebook, Instagram	\$3,000	6%
	Total	\$10,000	(20%) ₅₅

Direct Marketing Rationale

The direct marketing aspect for White Oak Lavender Farm is designed to creating meaningful connections with the farm's target audience. To achieve this, the campaign allocates \$10,000 (20% of the total budget) across several direct marketing channels, including email marketing, direct mail, a referral program, and social media ads.

The first objective is to increase email sign-ups by 20% within six months. This goal is important for building a communication channel that delivers constant value. Research supports the high ROI of email marketing, which averages \$42 for every \$1 spent (Campaign Monitor, 2023). As part of this effort, \$2,000 of the direct marketing budget will be dedicated to email marketing, this includes using pop-ups on the website offering a 10% discount, which has been shown to boost sign-ups by 5-10% (Omnisend, 2022). To further support this goal, \$1,000 is allocated to a referral program that will encourage existing customers to refer friends by offering a 15% discount for successful referrals. Referral programs are especially powerful, as 92% of consumers trust recommendations from people they know over traditional advertising (Nielsen, 2022), and customers acquired through referrals tend to have a higher lifetime value and loyalty (Harvard Business Review, 2020). Retargeting ads, will be used to re-engage visitors who didn't sign up on their first visit to the website. Retargeting can increase conversion rates by up to 150% (Invesp, 2023), making it a cost-effective method for boosting email sign-ups. This approach ensures a growth of White Oak Lavender Farm's email list, which is essential for future engagement and promotions.

The second objective is to drive an additional 500 visits to the farm during the peak season from April to June 2025. To achieve this, \$4,000 of the direct marketing budget is allocated to a direct mail campaign. Direct mail continues to deliver strong results, with an average response rate of 9% (DMA, 2023). The campaign will use lavender-scented postcards, which are a form of sensory marketing proven to increase recall and engagement by 135% (Harvard Business Review, 2021). The scent reinforces the brand's calming and stress-relieving message, while the postcards will include QR codes for easy RSVPs to events and promotions. With 45% of consumers having scanned a QR code in the last year (Statista, 2022), this simple addition is expected to drive both digital engagement and in-person visits. In addition to direct mail, \$3,000 is allocated to social media ads on platforms such as Facebook and Instagram. These platforms are ideal for reaching millennial moms, with 79% of them using social media daily (Sprout Social, 2023). Carousel ads, which are highly engaging and capable of generating up to 10 times more clicks than static ads (Facebook, 2022), will be used to showcase upcoming events, products, and seasonal promotions. Geotargeting will be applied to ensure that these ads reach potential customers in key urban and suburban areas. Limitedtime offers, promoted through these ads, will create urgency and increase conversion rates by 30% (Marketing Land, 2022), helping to maximize early bookings for the farm's events. The referral program, mentioned earlier, also ties into driving visits to the farm, as word-of-mouth marketing will extend the reach of White Oak Lavender Farm's promotions to new customers. By offering a 15% discount helps boost traffic without relying solely on traditional advertising.

Overall, by combining email marketing, direct mail, referral programs, and social media ads will increase both digital and in-person interaction with White Oak Lavender Farm. The \$10,000 allocated to direct marketing is thoughtfully divided among strategies that both generate quick engagement and build lasting connections with the farm.



	Media	Media Flow Chart	art				
Jar	January February March April May	/ June July 3 4 1 2 3 4 1 2 3	August	September 0	October 1 2 3 4	November December	cember 2 3 4
Social Media						•	
Facebook Ads							
Tiktok Videos							
Youtube							
Instagram							
Digital Marketing							
SEO							
Display Ads							
Email							
Blogs							
SMS							
Sales Promotion							
Promotional Pricing							
SEO							
Print Advertising							
Newspaper							
Community Brochures							
Magazine							
Displays							
Highway Billboard							
Direct Marketing							
Email							
Direct Mail							
Heavy Activity							
Moderate Activity							
No Acitivty							
58							



	Buc	Budget Breakdown		
			Dollar Amount	Percent of
	Medium	Medium Vehicle	Medium Vehicle Medium	Budget
Print			\$8,350.00	0 16.70%
	Magazines	Shenandoah Living Magazine and the Virginia Living	\$736.50	
	Newspapers	The Daily News-Record and The Harrisonburg Citizen	\$4,499.26	9.00%
	Brochures	Black Sheep Coffee and Lelas Boutique	\$206.71	0.04%
	Rack Cards	Displays	\$248.49	0.05%
	Billboards	Highway E/S I-81 @ MM 243	\$2,659.04	5.20%
Digital Marketing			\$10,900.00	0 21.80%
	Paid Search Ads			
~5		Pay-Per-Click display ad using keywords "Family Fun"	\$1,500.00	3.00%
		Pay-Per-Click display ad using keywords "Stress Relief"	\$2,500.00	5.00%
	Website/Blog			
		Implementing a Blog section of the webpage	\$4,500.00	9.00%
		Website Maintence (Full year)	\$2,400.00	4.80%
Social Media Marketing			\$10,000.00	0 20.00%
0	Facebook	Facebook ads	\$3,000.00	6.00%
		Boosted Posts (1,000 impressions per month) for	\$1,500.00	3.00%
	YouTube	youTube video ads	\$500.00	1.00%
		YouTuve account vidoes to show WOLF	\$500.00	1.00%
	Instagram	Instgram ads	\$2,500.00	5.00%
	2	instagram post showing WOLF products and events	\$1,500.00	3.00%
	TikTok	TikTok ads	\$500.00	1.00%
Sales Promotion			\$6,500.00	0 13.00%
	10% Discount on Lavender Products	Lavender Festival	S 1,000.00	2.00%
	15% Discount on Gift Baskets	Holiday-Specific Promotion	S 2,000.00	4.00%
	BOGO 50% Off Lavender Gift Set	Holiday Shopping Event		4.00%
	\$10 Gift Card with Purchase Over \$100	Holiday Shopping Event	S 1,500.00	
Direct Marketing			\$10,000.00	0 20.00%
	Direct Mail Campaign	Postcards, Flyers	\$4,000.00	8.00%
	Email Marketing	Email Newsletters, Promotional Emails	\$2,000.00	4.00%
		Specific tool or platform through which the referral campaign is delivered.		
	Referral Program Costs	Will use SaaSquatch to create this.	\$1,000.00	2.00%
	Social Media Ads	Facebook, Instagram	\$3,000.00	
Promotional Products			\$4,250.00	0 8.00%
	Free Lavender Candles with Purhcase over \$100	Holiday-Specific Promotion	S 1,000.00	2.00%
	Free Lavender Gift Bags for 50 visiters	Lavender Festival	S 2,000.00	4.00%
	Free Gift Wrapping	Lavender Holiday Market		1.00%
	Lavender Oil Sample for First 100 visiters	Lavender Holiday Market	S 500.00	
Total Budget:			\$50,000.00	0 100.00%



Evaluation of Marketing Goals

The purpose of the IMC plan's marketing goal is to increase profits by 20% at White Oak Lavender Farm through raising awareness and engagement among Millennial moms through targeted promotions. Being tested is the effectiveness of various channels across stages of the customer journey, focusing on awareness, interest, desire, action, and repeat visits. Testing will occur at multiple stages throughout the year, starting with a baseline analysis in January and February to establish initial metrics. From March to May, awareness-focused campaigns will be evaluated to measure the effectiveness of social media, print, and digital marketing. June to August will emphasize conversion through digital marketing and print ads, with assessments at the end of each promotion to gauge interest levels. From September to November, retention and loyalty efforts will aim to drive repeat visits, with post-campaign analysis focused on long-term engagement. Testing locations include both in-store at White Oak Lavender Farm, where foot traffic, event attendance, and purchase conversions will be measured, and online, where the performance of digital promotions through email, social media, and web traffic will be assessed. The key analytics metrics to be used are impressions, brand mentions, brand recall, conversion rate, engagement rate, and customer retention rate. Impressions will track the visibility of digital ads, social media posts, and email campaigns to measure audience exposure. Brand mentions will be monitored on social media and online platforms to assess the farm's visibility and the extent of customer engagement. Brand recall will be assessed through post-campaign surveys to measure the audience's ability to remember White Oak Lavender Farm after ad exposure, providing insight into the effectiveness of the campaign in building brand awareness. Conversion rate will measure the percentage of visitors who complete a desired action, such as purchasing in-store or signing up for an event, indicating promotional effectiveness. Engagement rate will track social media interactions (likes, comments, shares) to gauge audience engagement with content and community interest. Lastly, customer retention rate will analyze repeat purchase behavior and event re-attendance to evaluate loyalty and retention driven by campaigns.

Evaluation of Communication Objective

In evaluating the campaign's success, each communications objective was selected to guide millennial moms from initial awareness to repetitive engagement with the farm. Each objective is tailored to the distinct stages of the customer journey—awareness, interest, desire, action, and repeat.

The first objective, **Attention**, focuses on increasing awareness by 25% among millennial moms. This demographic was chosen because White Oak Lavender has many family activites but also ones they can enjoy by themselves or with friends. By targeting awareness through social media and digital marketing, this will aim to reach millennial moms on the platforms they use the most. Awareness metrics, such as social reach and impressions, will provide evidence of campaign visibility and its initial impact on the target audience.

Next, the **Interest** objective is designed to deepen engagement among millennial moms who show an initial curiosity. This goal targets a 25% increase in interest by leveraging both digital and print marketing. This will measure interest through web engagement metrics, such as clickthrough rates and time on page, as well as tracking responses to any QR codes or short URLs placed in print ads, giving insight into which channels are effective for engaging this audience. The **Desire** stage builds on interest by encouraging a stronger desire to visit the farm, with the goal of increasing desire by 25%. This objective incorporates social media, print, and direct marketing to engage the target audience with more personalized, value-driven content. By offering exclusive deals, it will create a compelling case for millennial moms to visit. Success will be measured by tracking engagement with promotional content.

In the **Action** phase, the objective is to drive a 25% increase in actual visits to the farm, turning desire into action. Direct and digital marketing will play important roles here, with focused calls to action and special offers that encourage physical attendance. By monitoring foot traffic, coupon redemption it will directly assess the campaign's impact on visitor numbers and its effectiveness in converting interest into tangible visits.

Finally, the **Repeat** objective seeks to secure loyalty by increasing the number of repeat customers by 20% by December 2025. This will help foster sustained loyalty within the target audience, aiming to transform first-time visitors into regular visitors. Through a combination of sales promotions, social media content, and direct marketing like follow-up emails or loyalty program incentives, it will aim to keep millennial moms coming back. Success will be tracked by

loyalty program sign-ups, repeat engagement rates, and survey feedback. Each of these objectives were carefully chosen to guide millennial moms through a structured journey, designed to not only attract new customers but also to establish a loyal base. Through specific measurement tactics and a multichannel approach, it can evaluate the effectiveness of each objective in meeting the overarching goal which is- fostering meaningful and lasting connections with the target audience.

Evaluation of Sales Promotion

The purpose of the sales promotion in this IMC plan is to increase engagement and loyalty to White Oak Lavender Farm. Being tested is the effectiveness of discounts and offers, customer engagement levels during seasonal events such as the Lavender Festival and Holiday Market, and the impact of specific promotions on repeat customer visits and average transaction size. Testing will be conducted at various stages depending on what it is particularly for. Those stages being midway through each event to make adjustments as needed, at the end of each promotional period to evaluate overall effectiveness, and after major seasonal promotions to assess the cumulative impact on customer retention and loyalty. Testing locations will include both in-store at White Oak Lavender Farm, where there will measure foot traffic and customer engagement, and online, this is when digital promotion performance through email, social media, and other digital channels will be assed. Key analytics metrics will include click-through rate (CTR), conversion rate, impressions, referrals, customer retention rate, ticket sales, and website traffic. Conversion rate and impressions will be analyzed alongside ticket sales and website traffic to evaluate event promotions, such as festivals and markets, featuring special offers. CTR will help gauge the effectiveness of content promotion across emails and social media, while customer retention rate and referrals will provide insight into customer loyalty and repeat visits, aligning with the focus on retention and building long-term connections with the audience.

Evaluation of Digital Marketing

The aim of White Oak Lavender's digital marketing campaign is to increase attention and interest among millennial moms 25% by the end of 2025. This will be done by utilizing a variety of different digital strategies, including a White Oak Lavender blog and a pay-perclick Google advertising campaign. The blog and ads built out are planned to drive increasingly higher numbers to the website. By investing 6,900 dollars in further building out and maintaining the farm's website, customers will have more to interact with, connect with, and more ease of use. White Oak Lavender will pick and test different keywords related to the pay-per-click campaign, utilizing a phrase match strategy to hone in on what prospective leads are looking for but not broaden the reach too much. Of the budget, 4,000 will be allocated to the pay-per-click campaign. The blog will be utilized in order to further drive website traffic and provide the brand with a relatable, consumer-focused side. Measuring the effects of both of these will be relatively similar. For the Google pay-per-click ads, a huge metric to look at is the click-through-rate (CTR). Other metrics to look at will be the average cost per impression, overall engagement, reach, conversion rate, impressions, online store sales, and ticket/event sales. Monitoring how long leads are on the website before clicking to another tab or page will help to assess which pages should be paid more attention to. Blog views, shares, and average time spent will be important in assessing which

content customers prefer to see and interact with.

Evaluation of Social Media Marketing

The social media marketing campaign for White Oak Lavender Farm aims to increase awareness by 20% among millennial moms in the Shenandoah Valley over the next year, utilizing Facebook, TikTok, Instagram, and YouTube. The goal is to reach 50,000 individuals with two posts per week per platform, measured by traffic, followers, and engagement metrics such as likes, shares, and comments. The \$10,000 for the social media marketing budget will be allocated primarily to paid social media ads on Facebook, Instagram, and TikTok, with additional funds used for high-quality content creation and analytics tools. To track success, the campaign will monitor reach, engagement, and website traffic using tools like UTM parameters to understand which platforms drive the most conversions. Regular cross-tabulation of data will help assess how different audience segments are responding and ensure that resources are being used effectively. With careful optimization of paid ads and content strategy, the campaign aims to achieve its target reach and engagement while staying within budget, delivering a strong return on investment and meeting the goal of increasing brand awareness by 20%.

Evaluation of Direct Marketing

White Oak Lavender Farm's direct marketing campaign invests \$10,000 (20% of the budget) in email marketing, direct mail, referral programs, and social media ads to increase email sign-ups by 20% and drive 500 additional visits during the April-June 2025 peak season. To maximize engagement, testing will cover source factors like the referral program's effectiveness and message variables such as A/B testing of direct mail postcard designs and lavender scent. Testing and adjustments will be carried out across various stages. In the first two months, White Oak Lavender Farm will test website pop-ups, retargeting ads, and referral program discounts for email marketing. Additionally, direct mail A/B testing will evaluate the effectiveness of postcard designs and lavender scent in boosting engagement. Social media ads on Facebook and Instagram will also be tested for optimal engagement formats and ad frequency. The third and fourth months will focus on refining these strategies based on the initial results, leading to the rollout of optimized tactics for peak season. Key metrics include email sign-up and conversion rates, direct mail response rates, social media engagement, and referral effectiveness. Metrics such as cost per impression (CPI), cost per offer (CPO), and customer lifetime value (LTV) will help assess each channel's costeffectiveness. By tracking these analytics, White Oak Lavender Farm can ensure a datadriven approach that maximizes the budget and strengthens both digital and in-person engagement.

Evaluation of Print

The budget of \$8,350 is carefully planned to maximize the impact of each medium while staying within the \$50,000 total marketing budget. The largest share, \$2,500, will be allocated to print magazines, ensuring a strong investment in this channel to effectively reach the target audience. The measurement and evaluation of mock print magazines will focus on testing message variables and media strategies to identify the most effective way to communicate the brand and offerings. Specifically, the goal is to assess how different messaging styles, such as promotional language, visual elements, and calls to action, resonate with the target audience, particularly millennial moms. Additionally, various media strategies, including layout, design, and ad placement, will be tested to determine which formats and channels yield the best engagement and conversion. The tests will employ a paired comparison method, where multiple versions of a possible magazine-each featuring slight variations in messaging and design-will be presented to participants. This approach allows for direct comparison of responses to different advertising strategies in a controlled manner. The tests will take place at various local locations throughout Harrisonburg, selected to ensure exposure to a diverse cross-section of the community. These locations may include coffee shops, schools, libraries, and community centers, all chosen to reach potential customers who might visit the farm or have an interest in its products. To assess the effectiveness of each magazine version, conversion rates will be the primary metric. This involves tracking the percentage of individuals who take desired actions after engaging with the magazine, such as making a purchase, completing a contact form, or signing up for a newsletter. Additionally, the success of event promotions will be measured through attendance, registrations/RSVPs, and ticket sales generated from the ads in the magazines. If the print ads fail to drive traffic to the farm or generate interest in events, adjustments will be made to refine the design and messaging of the ads to better engage the target audience and improve business outcomes. By evaluating how each magazine performs in driving these actions, insights will be gained into the most effective messaging and media strategies to motivate the audience to interact with the farm, both online and in person.





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scheduled in order to reach reaching an estimated Print Objectives this sales target. 9,000 households. \$8,350	
Print Objectives this sales target. 9,000 households. \$8,350	
Local Newspapers and	
Rack Cards, Brochures, Community Bulletin	
Tragazito Tragaz	
gital Marketing	
Digital Marketing	
Objectives	
At least to be seen as the second sec	
Objective 2: Increase blog	
traffic for the lavender	
farm's content marketing	
site by 10% over the year	
2025 by implementing a	
digital content strategy	
targeted to millennial	
moms that includes	
Objective 1: Increase brand monthly blog post on the	
awareness in millennial White Oak Lavender	
mothers in the website about the science	
Shenandoah, Piedmont, of Lavender, cooking with	1
and surrounding areas by lavender, customer	
18% by June 2025, by testimonials of of White	
utilizing paid search Oak Lavender, etc by using	
advertisements to drive factual information and	
traffic to White Oak customer authentication	
Lavender's website. about the products. \$10,900	
Digital Marketing Pay-Per-Click Google Website + Informational	
Vehicles Search Advertisements Blog Posts	



Road Map (Continued)



Social Media Marketing						
		Increase awareness of		Increase awareness of		
		White Oak Lavender Farm		White Oak Lavender Farm		
		among millennial moms		among millennial moms		
		by 20% and drive a 15%		by 20% and drive a 15%		
		increase in repeat visits in	Increase desire of White	increase in repeat visits in		
		the Shenandoah Valley	Oak Lavender Farm among	the Shenandoah Valley		
		region over the next year	millennial moms by 20%	region over the next year		
		(2025) through targeted	in the Shenandoah Valley	(2025) through targeted		
		social media campaigns on	region over the next year	social media campaigns on		
		YouTube and Instagram.	(2025) through social	YouTube and Instagram.		
		This awareness and repeat	media campaigns,	This awareness and repeat		
		engagement will be	focusing on Facebook and	engagement will be		
		measured by tracking	TikTok. This desire will be	measured by tracking		
		traffic, followers, cross-	measured by traffic,	traffic, followers, cross-		
		tabulation, and social	followers, cross-	tabulation, and social		
		media analytics. The	tabulating, social media	media analytics. The		
		campaign will aim to reach	analytics. The campaign	campaign will aim to reach		
		50,000 individuals within	will aim for a reach of	50,000 individuals within		
		this demographic, maintain	50,000 individuals with	this demographic, maintain		
	Social Media	a frequency of 2 posts per	having a frequency of 2	a frequency of 2 posts per		
	Objectives	week	posts per week.	week	\$10,000	
	Social Media					
	Vehicles	Youtube and Instagram	Facebook and Tiktok	Youtube and Instagram		
Direct Marketing						
			Increase sales of all	Increase email signups by		
			lavender products at White	20% within six months by		
			Oak Lavender Farm by over	engaging 5,000 website		
			15% in the next three	visitors through weekly opt-		
			months. This will be	in pop-ups and targeted		
			achieved by driving 500	social media ads. The		
			additional visits between	focus will be on millennial		
			April and June 2025	moms, offering exclusive		
			through targeted direct mail	discounts for signups and		
			and digital ads aimed at	using digital ads to reach		
			11,500 households,	8,000 potential customers.		
			focusing on millennial	alon botteride customers.		
			moms who will be			
			informed about new			
			product launches via print			
			ads.			
	1		aus.		\$10,000	
	Objectives					
	Objectives		Direct mail compaign Daid	Touristical and all states are	\$10,000	
	Objectives Media Vehicles		Direct mail campaign, Paid social media ads	Targeted email sign-up popups, Referral campaign	\$10,000	



Content Calendar



PUBLISH DATE	DUE DATE	OWNER	STATUS		TITLE or TOPIC	TYPE	
					Find new topics with Semrush	Types of content for	rmats
1/1/2025	1/1/2025	Ashley Simpson	In progress	*	Youtube ad for every quater	Youtube	•
1/1/2025	1/1/2025	Ashley Simpson	In progress	-	New Year, New Me: How to Destress in the New Year	Blog post	*
1/1/2025	1/1/2025	Ashley Simpson	In progress	-	Paid Search Ads talking about the importance of stress release	PPC	
1/1/2025	1/31/2025	Emilee Lupisella	In progress	*	Facebook posts 2 times a week.	Social post	
1/1/2025	1/31/2025	Emilee Lupisella	In progress	-	Tiktok posts 2 times a week.	Social post	*
1/1/2025	1/31/2025	Addie Wisskirchen	In progress	-	Instagram posts 2 times a week.	Social post	*
01/01/2025	3/31/2025	Addie Wisskirchen	In progress	•	Updating of media consisitency, SEO research strategies, and key. holiday events.	SEO	•
1/21/2025	1/31/2025	Yasmin Davis	In prograss		Create 10-15 new winter themed pins for Pinterest. Of these, 8 should be added to the storefront. 3	Corial part	*
1/31/2025			In progress	-	advertisements created.	Social post	
1/17/2025	1/17/2025	Addie Wisskirchen	In progress	*	How to use lavender to make the best version of yourself	Podcast	*
1/30/2025	2/14/2025	Yasmin Davis	In progress	*	How to grow lavender	Video	*
2/1/2025	2/1/2025	Ashley Simpson	In progress	•	Paid Search Ads talking about the importance of stress release	PPC	•
2/1/2025	2/28/2025	Addie Wisskirchen	In progress	•	Instagram posts 2 times a week.	Social post	*
2/1/2025	2/28/2025	Emilee Lupisella	In progress	•	Facebook posts 2 times a week.	Social post	
2/1/2025	2/28/2025	Emilee Lupisella	In progress	*	Tiktok posts 2 times a week.	Social post	*
2/1/2025	2/1/2025	Ashley Simpson	In progress	•	No Valentine, no problem- Spend your valentines at the lavender farm	Blog post	*
2/17/2025	2/1/2025	Yasmin Davis	In progress	*	Science behind lavender products	Video	*
2/20/2025	3/12/2025	Yasmin Davis	In progress	•	How to cook with lavender	Video	
3/1/2025	3/1/2025	Ashley Simpson	In progress		Paid Search Ads talking about the importance of stress release	PPC	•
3/1/2025	3/31/2025	Emilee Lupisella	In progress	*	Facebook posts 2 times a week.	Social post	*
3/1/2025	2/31/2025	Addie Wisskirchen	In progress		Instagram post 2 times a week.	Social post	+
5/1/2025	2/3//2023	Addie Wisskirchen	in progress		instagram post 2 times a week.	Social post	
3/1/2025	3/31/2025	Emilee Lupisella	In progress	*	Tiktok posts 2 times a week.	Social post	*
3/1/2025	3/1/2025	Ashley Simpson	In progress	-	Spring is here: Come enjoy the farm	Blog post	*
4/1/2025	4/1/2025	Ashley Simpson	Waiting	+	Youtube ad for second guarter	Youtube	
4/1/2025	4/1/2025	Yasmin Davis	Walting	•	Create 10-15 new spring themed pins for Pinterest. Of these, 10 should be added to the storefront. 4-6 new advertisements created	Social post	•
4/1/2025	4/30/2025	Emilee Lupisella	Waiting	•	Facebook posts 2 times a week.	Social post	*
4/1/2025	4/30/2025	Emilee Lupisella	Waiting		Tiktok posts 2 times a week.	Social post	
4/1/2025	4/1/2025	Ashley Simpson	Waiting	+	Join us for our Easter Egg Hunt and Destress at the Lavender Farm	Blog post	*
4/1/2025	4/1/2025	Ashley Simpson	Waiting	•	Paid Search Ads talking about the importance of stress release	PPC	
4/1/2025	6/30/2026	Addie Wisskirchen	Waiting	+	Add SEO to seasonal words such as easter, spring, warm weather, etc.	SEO	÷
4/1/2025	4/30/2025	Addie Wisskirchen	Waiting	•	Instagram post 2 times a week.	Social post	
4/14/2025	4/19/2025	Emiliee Lupisella	Waiting	+	SMS marketing daily for upcoming family Easter Egg Hunt occuring the week of Easter	SMS	
5/1/2025	5/1/2025	Ashley Simpson	Waiting	•	Paid Search Ads talking about the importance of stress release	PPC	
5/1/2025	5/1/2025	Ashley Simpson	Waiting	+	Spring Awakening! How Lavender Can Revitalize Your Home and Mood	Blog post	
5/1/2025	5/31/2025	Emilee Lupisella	Waiting	7.*	Facebook posts 2 times a week.	Social post	*
5/1/2025	5/31/2025	Emilee Lupisella	Waiting		Tiktok posts 2 times a week.	Social post	
5/1/2025	5/31/2025	Addie Wisskirchen	Waiting	•	Instagram post 2 times a week.	Social post	
5/1/2025	5/1/2025	Yasmin Davis	Waiting		Emotional stories that relate to lavender	Video	
6/1/2025	6/1/2025	Ashley Simpson	Waiting	+		PPC	
	of the second	, and announ			Create 15-18 new summer themed pins for Pinterest. Of these, 12 should be added to the storefront. 5-6 new		
6/1/2025	6/2/2025	Yasmin Davis	Waiting	•	advertisements created.	Social post	
6/1/2025	6/30/2025	Emilee Lupisella	Waiting		Facebook posts 2 times a week.	Social post	-

Content Calendar (Continued)

	1						1
6/1/2025	6/30/2025	Emilee Lupisella	Waiting	*	Tiktok posts 2 times a week.	Social post	
6/1/2025	6/21/2025	Ashlau Cimpson	Waiting	*	Sun-Kissed Lavender: Refresh Your Summer with Our All-Natural Products	Blog post	*
		Ashley Simpson		-			•
7/1/2025	7/1/2025	Ashley Simpson	Waiting		Youtube ad for third quarter	Youtube	-
7/1/2025	7/1/2025	Ashley Simpson	Waiting	•	Paid Search Ads talking about the importance of stress release	PPC	
7/1/2025	7/31/2025	Emilee Lupisella	Waiting	•	Facebook posts 2 times a week.	Social post	•
7/1/2025	7/31/2025	Emilee Lupisella	Waiting		Tiktok posts 2 times a week.	Social post	•
7/1/2025	7/1/2025	Conner Simmons	Waiting	•	Beat the Heat: Stay Cool and Collected with Lavender-infused Self-Care	Blog post	•
7/1/2025	09/31/2025	Addie Wisskirchen	Waiting	•	Updating of media consisitency, SEO research strategies, and key. holiday events.	Blog post	•
7/14/2025	7/19/2025	Emilee Lupisella	Waiting		SMS for upcoming spa night	SMS	-
8/1/2025	8/1/2025	Ashley Simpson	Waiting		Paid Search Ads talking about the importance of stress release	PPC	-
8/1/2025	8/31/2025	Emilee Lupisella	Waiting	•	Facebook posts 2 times a week.	Social post	•
8/1/2025	8/31/2025	Emilee Lupisella	Waiting	•	Instagram posts 2 times a week.	Social post	*
8/1/2025	8/1/2025	Conner Simmons	Waiting	•	Stressed about going back to school? Not Anymore with the Lavender Farm	Blog post	*
9/1/2025	9/1/2025	Ashley Simpson	Waiting		Paid Search Ads talking about the importance of stress release	PPC	
9/1/2025	9/1/2025	Conner Simmons	Waiting		Falling for Lavender? Cozy Up with Our Fall Favorites	Blog post	•
9/1/2025	9/30/2025	Emilee Lupisella	Waiting		Facebook posts 2 times a week.	Social post	•
9/1/2025	9/30/2025	Emilee Lupisella	Waiting		Tiktok posts 2 times a week.	Social post	*
9/1/2025	9/30/2025	Emilee Lupisella	Waiting		Instagram posts 2 times a week.	Social post	
9/5/2025	9/5/2025	Yasmin Davis	Waiting	•	Create 10-15 new fall themed pins for Pinterest. Of these, 8 should be added to the storefront. 2 new advertisements created.	Social post	•
9/20/2025	10/4/2025	Emilee Lupisella	Waiting	•	SMS marketing daily for upcoming Fall Festival on 10/04/2025	SMS	
10/1/2025	10/1/2025	Ashley Simpson	Waiting	•	Paid Search Ads talking about the importance of stress release	PPC	-
10/1/2025	10/31/2025	Emilee Lupisella	Waiting		Facebook posts 2 times a week.	Social post	*
10/1/2025	10/31/2025	Emilee Lupisella	Waiting	•	Tiktok posts 2 times a week.	Social post	•
10/1/2025	10/31/2025	Emilee Lupisella	Waiting		Instagram posts 2 times a week.	Social post	*
10/1/2025	10/1/2025	Ashley Simpson	Waiting	•	Yotube ad for final quarter	Youtube	•
10/1/2025	10/1/2025	Conner Simmons	Waiting		No Tricks, Just Treats: Relax with Lavender This Spooky Season	Blog post	•
10/1/2025	12/31/2025	Addie Wisskirchen	Waiting	•	Add SEO to seasonal words such as fall, winter, cozy	SEO	*
10/24/2025	11/11/2025	Yasmin Davis	Waiting		Days in the life of WOLF	Video	
11/1/2025	11/1/2025	Ashley Simpson	Waiting		Paid Search Ads talking about the importance of stress release	PPC	-
11/1/2025	11/30/2025	Emilee Lupisella	Waiting	*	Facebook posts 2 times a week.	Social post	+
11/1/2025	11/30/2025	Emilee Lupisella	Waiting	-	Tiktok posts 2 times a week.	Social post	+
11/1/2025	11/30/2025	Emilee Lupisella	Waiting		Instagram posts 2 times a week.	Social post	
					Winter Wonderland! Lavender Products for Holiday Calm		
11/1/2025	11/1/2025	Conner Simmons	Waiting	•	and Comfort	Blog post	•
12/1/2025	12/1/2025	Ashley Simpson	Waiting	•	Paid Search Ads talking about the importance of stress release	PPC	
12/1/2025	12/31/2025	Emilee Lupisella	Waiting	•	Facebook posts 2 times a week.	Social post	•
12/1/2025	12/31/2025	Emilee Lupisella	Waiting	•	Tiktok posts 2 times a week.	Social post	•
12/1/2025	12/31/2025	Emilee Lupisella	Waiting		instagram posts 2 times a week.	Social post	•
12/1/2025	12/1/2025	Conner Simmons	Waiting	•	Need a last minute gift or a stocking stuffer- we got you!	Blog post	۲
12/15/2025	12/25/2025	Emilee Lupisella	Waiting	•	SMS marketing daily for christmas cookie event happening on 12/20/25	SMS	~

Percept	Lavender ual Map
Live Music	
Farm Tours	
Discovery Zone	Tasting Room + Membership
Affordable	Premium
Lavender Essential Oils	Premium Care Packages
Produc	t Focus
SWOT A	nalysis 🎢

Strengths:

- Diverse offerings, including multiple types of tours, hands-on classes, and interactive experiences with animals, which create a unique, immersive experience for visitors.
- Strong local brand presence and reputation for quality, authentic lavender products, attracting repeat customers and loyalty.

Weaknesses:

- Challenges in returning to pre-COVID promotional reach and effectiveness, particularly on digital and social platforms.
- Limited product availability during winter months when lavender plants are not in bloom, potentially affecting visitor interest and sales.

Opportunities:

- Potential to expand and become the largest lavender farm on the East Coast, attracting larger groups and events.
- Increased exposure and promotion of the Discovery Area, providing a unique educational and sensory experience.
- Opportunities to reach a younger audience with targeted experiences, such as date nights or young adult events, and engaging social media content showcasing the farm's atmosphere and products.

Threats:

- Competition from large retailers, which sell lavender products that may not be authentic or properly formulated, causing potential harm for consumers.
- Seasonality of the lavender plant, which limits direct lavender-related experiences in the winter.

Extra Primary Personas

ABOUT Catherine P

GOALS

SKILLS



SHEREL LOW



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ATHERINE PHILLIPS

DIGITAL MARKETING

Adaptability	
Empathy	
Loving	

PERSONALITY

FRUSTRATIONS

FAVORITE BRAND

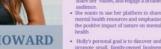


Extra Secondary Personas



LOCATION VIRGINIA BEACH





Holly's personal goal is to discover and promote usual, family-owned business that foster a slower page of life and cunnection with nature SKILLS

ABOUT

GOALS

Time management

Health and Wellness Know

Holls warm to expand her onlin presence, partner with brands the share her values, and engage a broade authors.

Problem-Solving



- Holly finds it challenging to balance her desire for travel with maintaining a stable routine that supports her own mental health.
- The pressures of social media can sometimes feel at odds with the calming, slow-paced lifestyle she advocates for.





NICOLE MARCH



ABOUT

Nicole, a 73-year-old recent master¹ graduate and new professor of nurritin at Virginia Polytechnic Institute and Sate University, is in the process of rediscovering herself after cellogs: Liberacing a feeth start with her very active lifestyle that aligns with her health conticious mindet and love for exploration. .she values personal growth and steek segretizeness that force well-being peace, nod fulfilment and so carse so on the rane path. year-old recent m GOALS

IOALS • As the adjusts to her new role. Nick wants to maintain a healthy work-lin-balance by enting sinde time. Is endoor activities and person reflecting, to exame she stays grounds and energized • Nicele sims to expand her howoleg of muttion by attending conference collaborating on research projects, an pursuing additional certifications.

SKILLS Time management

Health and Wellness Knowledge Problem-Solving

PERSONALIT	Y				-
Adaptable	0	•	•	0	0
Problem-Solving	•	•	•	•	0
Organized	•	•	•	0	0
social Media	•	•	•	•	0

FRUSTRATIONS

Balanting her teaching and research workload with personal life leaves Ashley feeling stretched thin

Nicole feels frustrated by occasional self-doubt as she works to establish herself in her new role as a professor.





HOLLY HOWARD TRAVEL BLOGGER AGE 26 GENDER WOMAN



Primary Customer Journey

CUSTOMER JOURNEY MAP

Stage	Attention	Interest	Desire	Action	Loyalty
Customer Actions	Jane notices White Oak Lavender Farm through a social media ad about family-friendly outdoor activities.	Jane visits the White Oak Lavender Farm website and proceeds to follow their social media to learn more about them.	Jane considers making the hour drive for a day trip to the farm, she is exploring upcoming events, and checking different aspects.	Jane decides on a day for her and her family to visit White Oak Lavender Farm,	Jane shares and posts her experience on social media, recommending the farm to friends and other followers.
Touchpoint	Social media platforms such as Instagram, Facebook, or even tik tok, along with local mom blogs.	Instagram stories, Facebook, entertaining tik toks, and/or blog posts	WOLF website, reviews online and on blogs, and newsletters.	WOLF website to see what to wear, what to and not to bring, and what is going on that day.	Follow-up emails, possible rewards, and engagement through social media platforms.
Customer Experience	Interested in the opportunity to spend quality outdoor time with her family in a relaxing environment.	Finds that White Oak Lavender Farm has opportunities where she can unwind while her kids engage in nature activities.	She's excited about being able to spend a day enjoying the lavender farm, while her kids are entertained being outdoors.	The information was easy to find on the website, making Jane confident in her decision and excited about the visit.	She associates the farm with Joyful family experiences and a sense of personal relaxation.
Pain Point	Struggles with balancing family obligations with finding time for self-care and personal mental health.	Concerned about managing her personal time and finding an experience that fits all her family's different needs.	She is concerned the trip might not meet her expectations and whether it's worth the investment of time, gas, and money.	Due to White Oak Lavender Farm being an hour away from Jane's home, she is worried she may not be fully prepared, especially regarding the activities.	Limited follow-up communication or relevant updates after the visit, making Jane want to explore OTHER similar places.
Solution	Using social media campaigni displaying family experiences at White Oak Lavender Farm, emphasizing wellness and nature.	Provides details about both kids and adults, such as the petting zoo and discovery area for children and lavender gardens and tasting room for adults.	other moms, showcase the easily accessible up emails w farm's activities, and information, offers and a		Send personalized follow- up emails with special offers and announce upcoming events

reallygreatsite.co

Secondary Customer Journey

Customer Journey Map

	Attention	Interest	Desire	Action	Loyalty
Customer Actions	Discovers White Oak Lavender Farm through travel blogs focused on nature and sustainability.	Visits the website, reads reviews, and explores White Oak's sustainability initiatives.	Saves WOLF as a travel destination, checks for nature activities and solo- friendly options.	Completing the purchase	Shares her experience at White Oak Lavende Farm on social media or with eco-conscious friends.
Touchpoint	Ads on eco-friendly travel platforms, recommendations in environmental groups	Reviews, eco-focused newsletters, nature influencer endorsements.	Personalized recommendations	Good customer service	Loyalty programs, social media engagement.
Customer Experience	interested, but hesitant	curious, excited	excited	happy about purchase	satisfied, happy
Pain Point	Uncertain if the destination is truly sustainable	Concerned about greenwashing.	Concerned about cost	Long checkout lines or wait times	Lack of engagement
Solution	Showcasing the farm's genuine eco-practices and calming, nature- focused experiences	Testimonials from eco-conscious visitors.	Showing how the product improves her lifestyle.	Providing multiple payment options and good bags	Incentives for feedback, eco- newsletters, exclusive invitations to seasona events



Radio Script



Item	Description
Gender	Female (can be male as well but focused on millennial mothers/females)
Length	:30
Target Demographic	Families, especially millennial moms, looking for relaxation and wellness experiences for whole family
Character / Narrator	Knowledgeable, mother in her twenties or early thirties
Vocal Direction	Soothing, peaceful, inviting, calming, nurturing
Suggested Music	Soft, peaceful, tranquil, nature-inspired music
Suggested Sound Effects	Gentle breeze, sound of lavender rustling, children laughing outdoors, water trickling from fountain

Feeling overwhelmed? (SFX gentle breeze, lavender rustling) Imagine escaping to a place where the air is filled with the calming scent of lavender, and your stress drifts away.

Here at White Oak Lavender Farm we say Where Lavender Grows, Stress Fades, you can enjoy the lavender fields while your children discover the wonders of nature. (SFX children laughing softly outdoors, with the gentle sound of water trickling from a nearby fountain) Take a deep breath, sip our lavender-infused wines, and find your moment of peace. White Oak Lavender Farm isn't just a getaway but a soothing retreat for the whole family. Come visit us at 2644 Cross Keys Rd, Harrisonburg, VA, where your stress will fade. See you soon!





Open a TikTok and TikTok shop to increase sales resource

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