

White Oak & THE PURPLE WOLF VINEYARD Lavender Farm

Scent of Serenity



January 1st, 2025 – December 31st, 2025

JAMES MADISON UNIVERSITY
MKTG 384: INTEGRATED
MARKETING COMMUNICATIONS
PROFESSOR CANESSA COLLINS
FALL 2024



Marlene Robles, Alexia
Ryan, Tanner
Williamson, Morgan
Tribby & Anthony
Scalia

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Agency

CONSUMER CONNECT

VISION

At Consumer Connect Advertising, we envision a world where brands and consumers forge meaningful connections through innovative and authentic marketing. Our goal is to empower businesses to understand and engage their audiences effectively, driving growth and fostering loyalty in a rapidly evolving digital landscape. We strive to be the trusted partner that bridges the gap between creativity and strategy, inspiring impactful campaigns that resonate with consumers and elevate brands.

MISSION

At Consumer Connect we strive to enhance business success by effectively connecting brands with their target audience, ensuring they reach their objectives and experience long-term success through the implementation of personalized marketing strategies.

STANDARDS

We believe in crafting unique and bold strategies driven by creativity and innovation to set your brand apart. Our focus isn't just on achieving quick wins but on creating long-term impact that fuels sustainable growth. Your success is our success, and we align our goals with yours to ensure every project leads to measurable results. By developing tailored solutions that reflect your brand's unique identity, we solve the challenge of breaking through the noise and driving meaningful, lasting success.

COMPETITIVE ADVANTAGE

We craft personalized marketing strategies by blending tailored creativity with data insights, unlike others who rely on one-size-fits-all solutions. By working closely with clients, we immerse ourselves in their brand, developing unique campaigns that drive both immediate impact and sustainable growth. Our agile, client-centric approach ensures we optimize results in real-time, consistently delivering a strong return on investment and helping your brand stand out in a crowded market.



"Establishing lifelong connections"



Meet Our Team



Morgan Tribby

Hi, I'm Morgan Tribby, a Junior double majoring in Business Management and Marketing with a concentration in Professional Sales, and minoring in Global Supply Chain Management and Honors Interdisciplinary Studies. On campus, I serve as President of Beta Gamma Sigma, VP of Global Supply Chain in the Association for Supply Chain Management, VP of the COB Student Advisory Council, and Historian for the Madison Honors Leadership Council. I'm also involved in SafeRides, work as a Resident Advisor, and am an Undergraduate Research Assistant in Marketing.



Alexia Ryan

Hello! My name is Alexia Ryan, I'm first generation college student and a senior majoring in Marketing with a concentration in Digital Marketing. On campus I'm part of Chi Alpha campus ministry and love to attend the UREC workout classes. Off campus I work part time and enjoy experimenting with baking bread.



Anthony Scalia

Hello! My name is Anthony Scalia. I am currently in my senior year and will be graduating in May of 2025 as a major in Marketing with a concentration in Professional Sales. I have been a brother in a social fraternity, Delta Upsilon, for the past 4 years and currently am the President. I also am a member of Club Taekwondo and work a job off campus.



Marlene Robles

Hi, my name is Marlene Robles, and I am currently a senior majoring in Marketing with a concentration in Digital Marketing. My goal in marketing is to learn how it works around the world, which is why I love doing study abroad programs. At JMU I am part of the First Generation and Centennial Scholars programs and a mentor with the Scholars Latino Initiative. Outside of school, I work at our local Sentara and enjoy running a small event decorating business. My passion is traveling and learning more about different cultures.



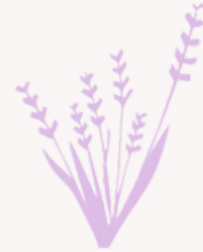
Tanner Williamson

Hello! My name is Tanner Williamson. I'm currently in my senior year studying Marketing with a concentration in Professional Sales and I'm expected to graduate in May of 2025. On-campus I'm apart of JMU EDM club and love to get involved in campus life. Off-campus, I have a part-time job and enjoy gaming and anything outdoors.



White Oak Lavender

FARM & VINEYARD



White Oak Lavender Farm is owned and operated by the Haushalter family in Harrisonburg, Virginia. Wolf's goal is to be a premier lavender destination, providing hospitality, hope and encouragement through high quality culinary, bath, body and spa products.

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TAN Pearl
Headings

Aa

Open Sans
Subheadings
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spacing

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Open Sans light
Body



#CFC8C3



#C4BDC5



#DAC5FF



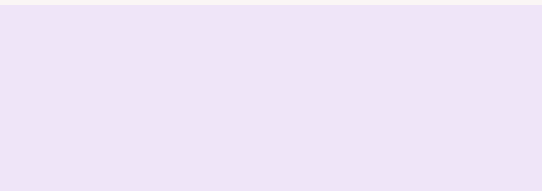
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Executive Summary

BUDGET TOTAL

- \$50,000
- The budget will focus on digital marketing, partnerships, events, and promotions to boost engagement.

TIME PERIOD

- This 12-month IMC plan runs from January to December 2025, divided into four phases: Awareness (Q1), Engagement (Q2), Conversion (Q3), and Retention (Q4), with adjustments based on ongoing evaluations.

OVERVIEW

- White Oak Lavender Farm in Harrisonburg, Virginia, is a family-run agritourism destination specializing in lavender and wellness experiences. Along with the Purple WOLF Vineyard experience and lavender-infused wines, the farm offers handcrafted products like essential oils, soaps, and culinary items.
- This IMC plan aims to increase brand awareness, drive engagement, and boost revenue by emphasizing wellness, sustainability, and artisanal quality, positioning the farm as the region's top wellness retreat for premium lavender products.

KEY FINDINGS & RECOMMENDATIONS

Key Findings:

- The farm has local recognition but needs to grow its digital presence, especially among younger consumers.
- There's potential for stronger customer engagement and local partnerships.

Recommendations:

- Enhance the website and social media to boost visibility.
- Launch a loyalty program and promote sustainability to deepen customer relationships.

CAMPAIGN THEME & SLOGAN

"Campaign Theme: Scent of Serenity

Slogan: Breathe in Calm, Live in Balance

- With 62% of women aged 18-34 and 48% aged 35-44 experiencing high stress (Wirth, 2024), the "Scent of Serenity" campaign leverages lavender's calming properties to reduce anxiety without sedation (Vinall, 2021), using soothing language to create a stress-relieving experience.

COMMUNICATION OBJECTIVES

- Increase the percentage of consumers in the "target market(s)" women aged 20-40 and young professionals who are aware of White Oak Lavender Farm by 15% by December 2025 by using social media marketing, print advertising, and public relations.
- Increase interest of consumers in the "target market(s)" women aged 20-40 and young professionals who have interest in attending events at White Oak Lavender by 10% by December 2025 by using digital marketing and sponsorships.
- Increase desire of consumers in the "target market(s)" women aged 20-40 and young professionals who have a desire to attend events and purchase products at White Oak Lavender Farm during the months of May-Oct by 20% by December 2025 by using Sales Promotion
- Increase the number of gift shop sales to "target market(s)" women aged 20-40 and young professionals by 25% by December 2025 by using social media marketing, print advertising, and public relations
- Increase the number of repeat customers by 10% by December 2025 by using social media to advertise events and product

MARKETING GOAL

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

SUMMARY OF RESEARCH

White Oak Lavender Farm in Harrisonburg, Virginia, generates around \$1.7 million annually through agritourism, combining lavender cultivation with a vineyard (White Oak Lavender Farm, 2024). Agritourism supports rural economies by creating jobs and income (Nickerson et al., 2001). The farm's target market includes wellness-focused women aged 25-60, and its digital marketing strategy is heavily reliant on social media (Tew & Barbieri, 2012). However, challenges such as seasonal demand and customer engagement persist (Chang, 2018). Expanding on-site amenities, like cafes and event spaces, could boost visitor satisfaction and revenue (Hall & Sharples, 2008).

Executive Summary

MEDIA PLAN

DIGITAL: The digital strategy will focus on SEO, email campaigns, and influencer partnerships to drive traffic and engagement. SEO will improve rankings with keyword-rich content on blogs and product pages. Email newsletters will share personalized updates and promotions. Influencers will create authentic content to promote lavender products, expanding reach. These efforts will enhance visibility, increase engagement, and drive conversions.

PR: The PR strategy will enhance brand visibility through media outreach and influencer collaborations. Key deliverables include press releases, media pitches, and targeted outreach to local influencers and outlets to promote the farm's wellness offerings and events. The goal is to generate media coverage, attract visitors, and boost event registrations, while also strengthening community ties through local partnerships.

PRINT: Print advertising will focus on driving event attendance and promoting special offers through high-quality materials such as flyers, posters, brochures, and direct mail. These materials will highlight seasonal events, limited-time offers, and the farm's unique products, encouraging people to visit the farm. QR codes will be included for easy tracking of engagement, while print materials will also support email campaigns and social media efforts to maximize reach and impact.

SOCIAL MEDIA: Social media efforts will focus on Instagram and Facebook, using daily posts, stories, and influencer collaborations to build brand awareness and engage the community. Content will showcase the farm's wellness offerings, lavender products, and experiences, fostering an emotional connection. User-generated content will be encouraged to drive engagement, with ads and collaborations aimed at increasing reach and achieving a 25% boost in engagement.

SALES PROMOTION: Sales promotions will feature limited-time offers, giveaways, and a loyalty program to attract new customers and encourage repeat visits. Deliverables include promotional emails, social media campaigns, and print materials. The loyalty program will offer exclusive discounts and event access, while giveaways and contests will generate excitement and drive customer participation online and in-person.

EVALUTATION PROGRAM

DIGITAL: The goal is a 25% increase in blog traffic over four months, tracked via Google Analytics. SEO, email, and social media will be monitored, with monthly reviews. Influencer reach and social shares/comments will measure success.

PR: The PR campaign's success will be measured by website visits, social media engagement, and event registrations, aiming for a 20% attendance increase. Performance will be reviewed at three- and six-month intervals, focusing on QR scans, mail responses, and community engagement.

PRINT: Success for print materials will be measured by QR code scans, website visits, and event attendance, targeting a 20% increase by December 2025. Data will be tracked through Google Analytics and social tools, with QR usage and mail responses guiding strategy.

SOCIAL MEDIA: The goal is a 30% increase in brand awareness and a 25% rise in engagement by December 2025. Metrics include Instagram impressions, influencer reach, user-generated content, and 1,500 monthly interactions on Facebook. Monthly evaluations will guide content strategy adjustments.

SALES PROMOTION: The goal is a 25% increase in first-time customers, tracked via CRM, foot traffic, and promotions. Social media will measure giveaway and event impact, while the loyalty program aims for 50% first-time customer participation. Email success will be gauged by open and click-through rates.

MARKETING GOAL: The goal is a 20% profit increase by December 31, 2025, achieved by boosting awareness and sales through a mix of social media, print advertising, and PR. Sales will be increased by 25%, generating an additional \$100,000 through upselling, cross-selling, and event packages, which will enhance the customer experience and increase average order value.

COMMUNICATION OBJECTIVES: Brand awareness will be tracked through surveys, with social media and print effectiveness measured via Meta Insights and Google Analytics. Event interest will be assessed through engagement, click-through rates, and RSVPs. Sales from May to October will measure limited-time offer impact, with social media ads tracked for engagement and conversions. The evaluation will focus on awareness, interest, and sales.

SEGMENTATION

SEGMENT	PRIMARY MARKET	SECONDARY MARKET
DEMOGRAPHICS	Women aged 20-40, middle toupper-class professionals	Men aged 25-55, middle to upper-class professionals
GEOGRAPHICS	Virginia Residents within a 2-hour radius	Virginia Residents within a 2-hourradius
PSYCHOGRAPHICS	Wellness-focused, valuesustainable products andrelaxation	Interested in unique, localexperiences
BEHAVIORAL	Frequent event -goers, onlineshoppers, gift buyers	Seasonal visitors, souvenirshoppers, experience seekers

Research

GIFT SHOP INDUSTRY

CURRENT TRENDS

- Personalization: High demand for customized gifts.
- E-commerce Growth: Shoppers are increasingly buying gifts online, making a digital presence essential.
- Local/Handmade Goods: Growing interest in artisan and locally produced items.
- Experiential Gifts: Popularity of gifts offering unique experiences.

SIZE

\$25.2 B
in revenue (last year)

GROWTH

Steady, driven by increasing demand for personalized and unique items.

MACRO ENVIRONMENT

- Demographic: Wide customer base (tourists and locals)
- Economic: Spending influenced by economic conditions.
- Technological: Digital marketing and e-commerce are vital.
- Political/Legal: Regulations on safety and labeling.
- Social/Cultural: Trends toward unique, eco-friendly, and personalized gifts.
- Environmental: Growing interest in sustainability.

WINERY INDUSTRY

CURRENT TRENDS

- Wine Tourism: Popularity of winery tours and tastings.
- Premium Wines: Demand for high-quality, boutique wines.
- Sustainable Practices: Preference for eco-friendly production.
- Direct-to-Consumer Sales: Increasing sales directly through on-site and online platforms.

SIZE

\$31.3 B
in revenue (last year)

GROWTH

Rising interest in wine and related experiences, with particular growth in Virginia.

MACRO ENVIRONMENT

- Demographic: Wine enthusiasts, tourists, and locals.
- Economic: Spending influenced by economic conditions.
- Technological: Advances in production and online sales.
- Political/Legal: Alcohol production and sales regulations.
- Social/Cultural: Evolving wine culture.
- Environmental: Focus on sustainability in production.

P

PRODUCT

High-quality lavender products and vineyard experiences focused on wellness and relaxation.

P

POSITIONING

Highlight events and products through social media and partnerships with local businesses.

P

PRICE

Premium pricing reflecting the quality and uniqueness of products.

P

PLACE

Rural, scenic setting for a peaceful retreat..

COMPETITORS

- Indirect
 - Massanutten Resort Spa
 - Shenandoah National Park
 - Bluestone Vineyard
- Direct
 - The Lavender Fields at Tantivy Farm
 - Seven Oaks Lavender Farm
 - Blooming Hill Lavender Farm

Industry research can be found on Appendix 14
Competitor research can be found in Appendix 13

Research

<div><div>STRENGTHS</div><div><ul style="list-style-type: none">• Unique Products• Attractions• Established Brand• High-Quality Standards• Scenic Location</div></div>	<div><div>WEAKNESSES</div><div><ul style="list-style-type: none">• Limited Amenities• Event Communication• Social Media Presence• Seasonal Operation• Reliance on Locals</div></div>	<div><p>White Oak Lavender Farm is family-owned, established in 2008, & located in Harrisonburg, Virginia. It began as a small lavender farm and has grown into a wellness destination with agritourism attractions.</p></div>
		<div><p>Relaxation and product quality are the farm's main selling factors, highlighting its strength in wellness and artisanal offerings.</p></div>
<div><div>THREATS</div><div><ul style="list-style-type: none">• Competition• Seasonal Changes• Economic Factors• Changing Consumer Preferences• Environmental Risks</div></div>	<div><div>OPPORTUNITIES</div><div><ul style="list-style-type: none">• Add a coffee Shop• Improve Event Promotion• Increase Social Media Activity• Team up with Local Businesses• Expand Product Line</div></div>	<div><p>KEY OFFERINGS: Lavender-based products (skincare, aromatherapy, culinary), farm tours, and educational workshops. The farm also operates Purple WOLF Vineyard, which produces lavender-infused wines.</p><p>KEY BENEFITS: Relaxation, handcrafted products, peaceful environment, local focus, unique experiences, high quality.</p></div>



Primary research can be found on Appendix 17
 Product/service research can be found in Appendix 18

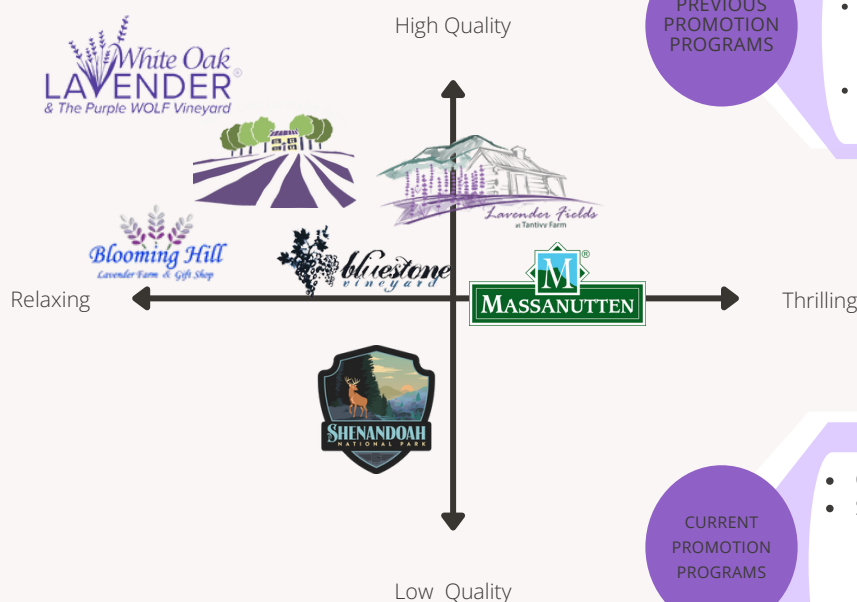
Research

SOURCE	NEGATIVE FEEDBACK	SOURCE	POSITIVE FEEDBACK
GOOGLE	Criticism about high prices and limited product variety.	GOOGLE	Consumers praise the relaxing atmosphere and product quality.
TRIPADVISOR	Some complaints about the limited activities and parking.	TRIPADVISOR	Visitors enjoy the tours and peaceful environment.
YELP	Concerns about overcrowding and short peak bloom periods.	YELP	Reviews highlight friendly staff and enjoyable lavender picking.
YOUTUBE	Comments mention confusion over the business's online presence.	YOUTUBE	Videos feature positive experiences with product demos.

FOCUS OF CAMPAIGN

- Events: Promote events like tours, workshops, and wine tastings. Events drive repeat visits and differentiate the farm.
- Why Events?: Aligns with the growing demand for experiential tourism and wellness trends.
- On-Site Products: Emphasize natural and handcrafted lavender products, tapping into consumer demand for clean, organic skincare.
- Why On-Site Products?: Rising interest in locally sourced and organic products supports a focus on high-quality wellness items.

PERCEPTUAL MAP



PREVIOUS PROMOTION PROGRAMS

- Channels: Instagram, Facebook, WOLF website, Pinterest, brochures, radio ads.
- Issues: Outdated social media and inconsistent brand messaging. Pinterest is inactive, and social media lacks a clear business identity.
- Message/Media Strategies: Limited to an "About Us" page, basic brochures, and a local radio spot.

CURRENT PROMOTION PROGRAMS

- Channels: Instagram, Facebook, WOLF website.
- Suggestions for Improvement:
 - Hire an intern for social media management.
 - Cross-post across platforms.
 - Reintroduce flyers in local businesses.
 - Update the website for easier navigation and more detailed product info.

Campaign research can be found on Appendix 16

White Oak Lavender Farm

Segmentation, Targeting & Positioning

POSITIONING STRATEGY

- For women aged 20-40 and young professionals, White Oak Lavender Farm is the wellness destination that best delivers on a serene, nature-inspired experience because White Oak Lavender Farm, and only White Oak Lavender Farm, offers a unique combination of local, high-quality lavender products and immersive relaxation experiences.
- This positioning strategy was chosen because it leverages the growing wellness trend, where consumers increasingly prioritize relaxation and mental well-being. White Oak Lavender Farm's focus on locally sourced, high-quality lavender products appeals to consumers' preference for sustainable, artisanal goods. By offering both premium products and relaxation experiences, the farm creates a unique value that creates customer loyalty and repeat visits.

WHY THIS SEGMENT & STRATEGY?

- Tourists increasingly prefer shopping at small, local gift shops over large-scale retailers (Thomas, 2024), particularly in major metro areas and popular attractions where they are most inclined to buy souvenirs (IBIS World, 2024). This trend aligns perfectly with WOLF's positioning strategy, as their all-natural, handmade self-care products cater to women who, as savvy shoppers, often juggle multiple responsibilities and seek transparency in their purchases. With women using more personal care products than men (Healthy Living Science Team, 2023), they are more exposed to potentially harmful chemicals. WOLF addresses this concern by providing safe, effective alternatives that simplify their shopping experience and support their wellness journey (Mintel, 2024).

White Oak Lavender Farm

Segmentation, Targeting & Positioning

PRIMARY MARKET

- Income Levels: Middle and upper-middle class individuals.
- Occupational Groups: Includes professionals and people with disposable income.
- Geographics: Virginia residents (mainly within a 2-hour radius from Harrisonburg)
 - Tourists, out of state or international
- Psychographics: People focused on relaxation and health. Those who value quality and memorable experiences
- Behavioristics: Frequent visitors, online shoppers, event "go-ers", gift buyers

Check appendix 15 for research



ABOUT

Amelia is a college graduate. She works in culinary, she's recently married and enjoys going out on the weekends with friends or her spouse. She lives in a cottage style home and has her own garden in the backyard. She's into wellness and camping.

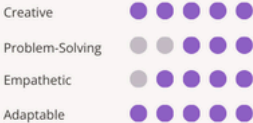
GOALS

- Amelia needs one place to get local goods for self care and gifts
- Amelia needs a place that's sustainable and supports her values
- Amelia is familiar with plants but enjoys getting more educated

SKILLS



PERSONALITY



PAIN POINTS

- Overachiever and often won't take time for herself
- Won't shop from places if the websites/products look dated or unattractive
- Finds it difficult to buy things she can't do research on

FAVORITE BRANDS



STAGE	Awareness	Interest	Desire	Action	Loyalty
Customer Actions	Sees flyers in town & asks friends about weekend event plans	Browsing online for local events. Comparison of events	Looks at lavender farm offerings. Interested in events at the farm	Booking classes, events, coming to tastings & buying products	Continuously attending events, classes and repurchasing products
Touchpoint	Flyers, social media posts	Website, search bar, events list, social media posts	Cart, payment page, order/ticket confirmation	Showing up to events, making purchases	Bringing others, buying subscriptions, repeat purchases
Customer Experience	Good	Medium, overwhelmed	Good	Better	Best (with potential for downfall)
Pain Point	Not enough exposure	Too many steps or ads	Payment not accepted, events are never convenient	Events aren't as expected, can't enjoy food or alcohol	Too expensive, no follow up info
Solution	More ads	Streamline website and make info accessible	Send email reminders, have multiple event dates	Offer food for dietary restrictions, ask for feedback	Follow up emails and offer surveys of wanted events

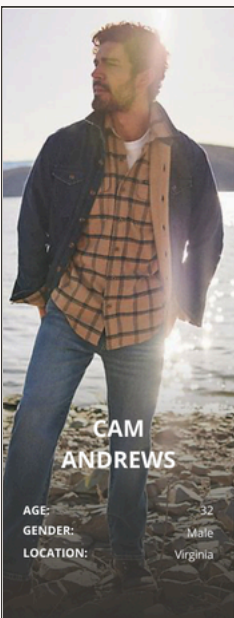
White Oak Lavender Farm

Segmentation, Targeting & Positioning

SECONDARY MARKET

- Income Levels: Middle and upper-middle class individuals.
- Occupational Groups: Includes professionals and people with disposable income.
- Geographics: Virginia residents (mainly within a 2-hour radius from Harrisonburg)
 - Tourists, out of state or international
- Psychographics: People focused on relaxation and health. Those who value quality and memorable experiences
- Behavioristics: Frequent visitors, online shoppers, event “go-ers”, gift buyers

Check appendix 15 for research



CAM ANDREWS

AGE: 32
GENDER: Male
LOCATION: Virginia

ABOUT

Cam is a successful real estate developer with a Business Administration degree. He balances a demanding career with family life in the suburbs. He is passionate about organic gardening, home cooking, and DIY projects. Cam's love for farm life and outdoor activities helps him unwind and spend quality time with his wife and 5-year-old son.

PERSONALITY

Compassionate	●●●●●●●●
Family-Focused	●●●●●●●●
Open-Minded	●●●●●●●●
Adventurous	●●●●●●●●

GOALS

- Sustainable Living: Embrace and support eco-friendly practices, both through the products and experiences he chooses.
- Family Time: Prioritize and maximize time spent with his wife and son through enjoyable activities.


PAIN POINT

- Cam is frustrated with synthetic additives in mainstream products and seeks out specialty retailers for safe, handmade alternatives that meet his family's standards.
- Cam spends significant time researching and verifying the authenticity and quality of products to ensure they align with his values.

SKILLS

Communication	■■■■■■■■■■
Craftsmanship	■■■■■■■■■■
Problem-Solving	■■■■■■■■■■

FAVORITE BRANDS



Stage	Awareness	Interest	Desire	Action	Loyalty
Customer Actions	Hears about it from a coworker, and sees an ad on Facebook	Cam looked on the Facebook and website to learn about the business	Cam looks at the offerings at the farm and is interested	Cam attends an event, and purchases products at the gift shop	Cam continues to attend the events, and repurchases products
Touchpoint	Learning through a coworker is an unexpected touch point, but also social media post	Cam looking into White Oak Lavender Farm on Facebook and the website	The cart, the payment page, the order confirmation, and ticket payment	Cam showing up to events with his family and making purchases	Cam bringing others, and continuing to repeat purchasing the products
Customer Experience	Good	Medium	Good	Better	Best (with potential for downfall)
Pain Point	Not enough exposure to White Oak Lavender Farm	Cam might not like or understand the layout of the website	The payment might not be accepted, events are at bad times	The events are not what he wanted, and he can not consume alcohol	The products are too expensive and his friends are not interested
Solution	More advertisements on different platforms	Make website and information more accessible	Have multiple forms of payment and have multiple event dates	Offer dietary restrictions, ask for feedback	Have discounts for group registration at events

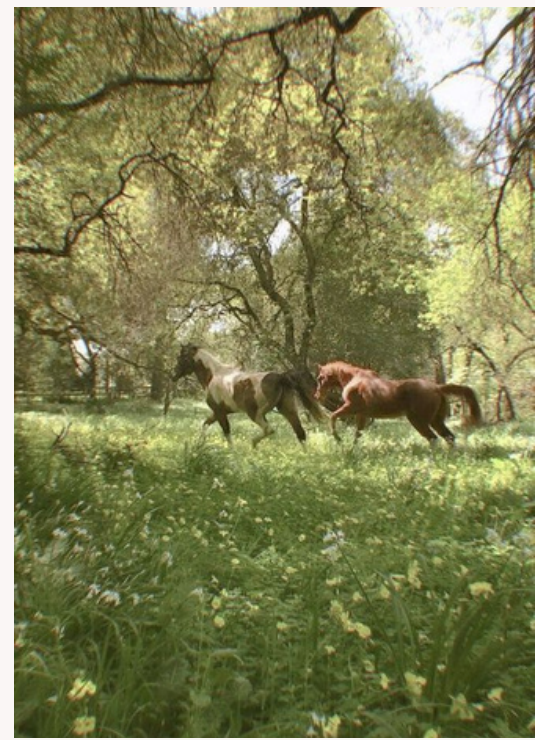
Marketing Goal

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



Communication Goals & Strategies

- Increase the percentage of consumers in the “target market(s)” women aged 20-40 and young professionals who are aware of White Oak Lavender Farm by 15% by December 2025 by using social media marketing, print advertising, and public relations.
- Increase interest of consumers in the “target market(s)” women aged 20-40 and young professionals who have interest in attending events at White Oak Lavender by 10% by December 2025 by using digital marketing and sponsorships.
- Increase desire of consumers in the “target market(s)” women aged 20-40 and young professionals who have a desire to attend events and purchase products at White Oak Lavender Farm during the months of May-Oct by 20% by December 2025 by using Sales Promotion
- Increase the number of gift shop sales to “target market(s)” women aged 20-40 and young professionals by 25% by December 2025 by using social media marketing, print advertising, and public relations
- Increase the number of repeat customers by 10% by December 2025 by using social media to advertise events and products



Campaign Theme

SCENT OF SERENITY

According to Wirth (2024), 62% of women aged 18 to 34 reported experiencing significant stress on most days, while 48% of women aged 35 to 44 expressed similar feelings. Additionally, two-thirds of women aged 18 to 34 indicated that stress makes it difficult for them to concentrate (Wirth, 2024). Lavender is renowned for its ability to create a relaxing atmosphere. In fact, one of the main benefits of lavender is that it can calm without sedating. Lavender can reduce anxiety by affecting the body's fight or flight response. Since the main goal is for the consumer to have a relaxed and calming experience, serenity creates that mindset and correlates it to the target audience (Vinall, 2021). Words that bring a calming feeling are reiterated throughout the campaign. An article stated that repeating similar words allows people to remember things more easily (Landsborough, 2024); this allows White Oak Lavender Farm's customers to remember those words and retain that peaceful feeling so they can "Breathe in Calm, Live in Balance".

Creative Brief

CLIENT

White Oak Lavender Farm

TARGET AUDIENCE

The target audience for White Oak Lavender Farm consists of women ages 20-40, primarily working professionals, who are middle to upper-middle class with disposable income. They live in a 2 hour radius of the farm. These women prioritize wellness, self-care, and sustainability, leading busy lives that often leave them looking for ways to relax and relieve stress. They are inclined to purchase natural, locally sourced self-care products and are active on social media, particularly Instagram and Pinterest, where they engage with wellness content and seek relaxation and mindfulness inspiration.

THE MAIN ISSUE

White Oak Lavender Farm faces limited brand awareness as a consistent destination for relaxation and specialty products. While it offers a serene environment with unique lavender and wine experiences, many potential visitors aren't aware of its offerings or don't see it as a regular place to unwind. Additionally, communication around events is inconsistent, leading to missed opportunities for customer engagement. By enhancing event promotion and emphasizing its role as a reliable escape for relaxation, the farm can attract repeat visitors and build a loyal customer base.

WHAT DO THEY THINK

The target audience sees White Oak Lavender Farm as a peaceful escape, known for its high-quality lavender products and relaxing atmosphere. They appreciate the unique combination of lavender fields and vineyard experiences but may not fully understand all the offerings. Visitors value the focus on wellness and nature, which aligns with their desire for relaxation.

However, there's a sense that communication about events and promotions could be improved for better engagement.

DESIRED OUTCOME

The target audience should view White Oak Lavender Farm (WOLF) as a go-to destination for consistent relaxation; a place they can visit routinely whenever they need a peaceful escape. They should see it as a reliable source not only for stress relief through its serene environment but also as a perfect spot to purchase unique, high-quality lavender and vineyard-based products.

CAMPAIGN THEME

Scent of Serenity

COMMUNICATION OBJECTIVES

- Increase the percentage of consumers in the "target market(s)" women aged 20-40 and young professionals who are aware of White Oak Lavender Farm by 15% by December 2025 by using social media marketing, print advertising, and public relations.
- Increase interest of consumers in the "target market(s)" women aged 20-40 and young professionals who have interest in attending events at White Oak Lavender by 10% by December 2025 by using digital marketing and sponsorships.
- Increase desire of consumers in the "target market(s)" women aged 20-40 and young professionals who have a desire to attend events and purchase products at White Oak Lavender Farm during the months of May-Oct by 20% by December 2025 by using Sales Promotion.
- Increase the number of gift shop sales to "target market(s)" women aged 20-40 and young professionals by 25% by December 2025 by using social media marketing, print advertising, and public relations.
- Increase the number of repeat customers by 10% by December 2025 by using social media to advertise events and products.

Creative Brief

APPEAL

Scent of Serenity, an emotional escape. Appeals to those seeking wellness and relaxation in a fast-paced world. Focus on emotional connection and the farm as a serene retreat.

CREATIVE CONSIDERATIONS

- **Tone:** Relaxing, warm, and inviting, creating a sense of calm and peace.
 - **Promises/Claims:** "Relax with lavender's natural, stress-relieving power." "Sustainably grown, hand-crafted products for your wellness."
 - **Colors:** Soft purples, greens, and earthy tones that evoke relaxation and nature.
 - **Graphics:** Photos of lavender fields and people using the products in peaceful settings, like baths or cozy spaces.
 - **Typography:** Simple, elegant fonts that feel natural and calming.
 - **Overall Feel:** Ads should make you feel calm and remind you of self-care and nature, with a focus on quality and sustainability.
- ### TACTICS
- **Print Ads:** Feature calming images of lavender fields and products in peaceful settings. Use short, emotional taglines like "Escape into tranquility" and highlight sustainability.
 - **TV Ads:** A 30-second spot showing someone unwinding with lavender products, with calming music and a scene in the lavender fields. Tagline: "Find your peace at White Oak Lavender Farm."
 - **Online Ads:** Use Instagram/Facebook posts with real people using products. Retarget ads with limited-time offers. YouTube videos of the farm and product use in calming rituals.
 - **Influencer Marketing:** partner with wellness influencers to share experiences with the products, focusing on relaxation and self-care.

STORY

White Oak Lavender Farm is a peaceful escape from the hectic world. Nestled in Virginia's Shenandoah Valley, it offers a sanctuary where visitors can stroll through vibrant lavender fields, sip lavender-infused wine, and reconnect with nature. Here, guests find tranquility, create memories, and take home handcrafted products that promote relaxation and wellness.

MAJOR SELLING IDEA & PRODUCT POSITIONING

For those seeking a peaceful, natural escape and premium wellness products, White Oak Lavender Farm offers a serene, farm-to-skin experience that showcases the calming benefits of lavender. Unlike other wellness brands, White Oak Lavender Farm lavender is grown and harvested locally on their family-owned farm in the heart of Virginia, ensuring every product is crafted with the highest quality ingredients. Whether you're seeking lavender for relaxation, skincare, or culinary use, White Oak Lavender Farm brings nature's healing power directly to you through sustainable farming practices and hand-crafted goods.

COMMUNICATION CHANNELS

- Instagram & Facebook: Visual storytelling and event promotions.
- Pinterest: DIY projects and wellness inspiration.
- Email: Exclusive offers and event updates.
- Local Radio: Ads promoting seasonal events.
- YouTube: Visitor testimonials and behind-the-scenes content.

THE MESSAGE STRATEGY & RATIONALE

"Escape to calm. Discover peace at White Oak Lavender Farm through nature, handcrafted products, and wellness experiences." White Oak Lavender Farm promotes relaxation and wellness through natural lavender products, offering a peaceful escape from daily stress. The message emphasizes the calming, therapeutic benefits of lavender for mental and physical well-being. This strategy aligns with the emotional appeal by focusing on the psychological benefits of relaxation and stress relief, which resonate with consumers seeking wellness and self-care. It integrates with the emotional appeal by creating a personal connection to tranquility and well-being.

FRAMEWORK

A Slice of Life framework works well for White Oak Lavender Farm because it focuses on everyday scenarios where customers experience the calming, rejuvenating effects of lavender products. This approach showcases real-life moments of relaxation and wellness, such as someone using lavender skincare products after a stressful day or enjoying a soothing lavender scent while unwinding at home. It resonates with the target audience's desire for peace and tranquility, and the relatable nature of this execution will create an emotional connection by reflecting the audience's lifestyle and needs.

Media Plan Digital Marketing

— I N T R O D U C T I O N —

This media plan aims to increase interest and engagement among young professional women aged 20-40 and men aged 25-45 who attend events at White Oak Lavender Farm & Winery by December 2025. The primary goal is to position the farm as the perfect destination for professionals who are looking to find a balance between relaxation, social activities, and wellness. Through digital marketing tools like email marketing and blogging, this campaign will raise awareness, drive event attendance, and help create a strong connection with the target audience by highlighting the farm's offerings in a way that speaks directly to their needs.

The campaign's theme, "Scent of Serenity," will be central to the plan. This theme captures the peaceful, rejuvenating atmosphere that White Oak Lavender Farm offers to professionals who need a break from the stresses of their work life. The idea behind "Scent of Serenity" is that the lavender farm provides more than just a beautiful space—it offers a calming escape that helps visitors recharge and find balance. This theme will be reflected throughout the campaign, both in the messaging and the visuals, with lavender's soothing aroma symbolizing a much-needed respite from the fast pace of everyday life.

The story being told is about a young professional juggling a busy career with high demands, from deadlines to meetings. The narrative follows their search for peace and connection, which they find at White Oak Lavender Farm. Whether it's attending a wellness event, enjoying a glass of wine, or simply spending a weekend at the farm, visitors will see the farm as an essential retreat to unwind and reconnect. This story will help convey that a visit to White Oak Lavender Farm is not a luxury, but rather a necessary escape to relieve stress and rejuvenate.

To reach this target audience, the plan will use a combination of email marketing and blogging. The email campaigns will be customized to appeal to both young women and men by promoting upcoming events, exclusive deals, and tailored experiences. Each email will emphasize that visiting the farm is a great way to take a break from the demands of work, offering moments of relaxation and connection with others. The blog will focus on content that speaks to the interests of young professionals, like wellness tips, stress relief strategies, and previews of events at the farm. These blog posts will help build excitement, showcase the farm's offerings, and engage the audience in a meaningful way. By connecting with both young women and men across these demographics, this digital media plan will work to position White Oak Lavender Farm & Winery as the ideal spot for professionals seeking balance, relaxation, and rejuvenation.

Media Plan Digital Marketing

OBJECTIVE 1

Increase traffic to the White Oak Lavender Farm blog by 25% within the next four months, targeting readers interested in wellness within a 100 mile radius of the farm. This is in order to increase awareness and interest in White Oak Lavender Farms. This will be achieved by publishing two engaging blog posts each month, focusing on lavender related topics. Success will be measured through Google Analytics by tracking monthly visits and user engagement rates.

STRATEGY 1

White Oak Lavender Farm aims to increase traffic to the blog by 25% by publishing two blog posts every month. Since the majority of the target audience is online, these engaging blogs will capture their attention and encourage visits to the White Oak website. By fostering a connection with the audience and highlighting the benefits of lavender, users will be more likely to respond to the calls to action.

TACTIC 1

Publish two blog posts each month that highlight different aspects of lavender. Topics could include "10 Creative Uses for Lavender" and "How to Grow Lavender at Home." This will help attract people interested in learning more about lavender.

TACTIC 2

Use SEO practices to optimize each blog post. This includes researching and incorporating relevant keywords (ex. "lavender benefits" and "lavender recipes") into the titles, headings, and throughout the content.

TACTIC 3

Incorporate visually appealing images and infographics in each post. This will not only make the content more engaging but also encourage readers to share the posts on their social media platforms.

BLOG

WHITE OAK LAVENDER FARM

2024

10 Creative Uses for Lavender

Lavender isn't just beautiful; it's incredibly versatile! Whether you want to add its calming scent, evoking a "Scent of Serenity," to your home or infuse a unique flavor into your food, lavender can do it all. In this post, we'll explore 10 creative and practical uses for lavender that will inspire you to incorporate its magic into your everyday routine!



- 1. Lavender-Infused Honey:**
 - Drizzle lavender-infused honey over desserts, toast, or cheese platters for a sweet floral twist.
- 2. Lavender Sachets:**
 - Tuck lavender sachets into drawers, closets, or suitcases for a natural, long-lasting fragrance.
- 3. Lavender-Infused Oil:**
 - Use the oil for massages, baths, or DIY skincare to promote relaxation and soothe skin.
- 4. Lavender Lemonade:**
 - Add a hint of lavender to lemonade for a refreshing, aromatic drink that's perfect for summer.
- 5. Lavender Candles:**
 - Create calming, homemade candles infused with lavender essential oil for a soothing ambiance.
- 6. Lavender Bath Bombs:**
 - Craft bath bombs using dried lavender and essential oils to create a spa-like experience at home.
- 7. Lavender Desserts:**
 - Incorporate lavender into baked goods like cakes, cookies, or scones for a subtle floral flavor.
- 8. Lavender-Infused Cocktails:**
 - Mix lavender syrup into cocktails for a unique and fragrant flavor profile, like a lavender gin fizz.
- 9. Lavender in DIY Cleaning Products:**
 - Add lavender essential oil to homemade cleaners for an all-natural, aromatic solution.
- 10. Lavender Sachet Pillows:**
 - Make small lavender pillows to slip under your regular pillow for a restful night's sleep.

Contact Information:

Website: <https://www.whiteoaklavender.com/>

Phone Number: (540) 421-6345

Address: 2644 Cross Keys Rd, Harrisonburg, VA 22801



BLOG COUPON



WE KNOW YOU LOVE
FREE STUFF...

COME ON DOWN TO WHITE OAK FOR
AN EXTRA 30% OFF THE GIFT SHOP
AND ATTEND OUR MUSIC & WINE NIGHT
FOR A CHANCE TO WIN FREE JMU
FOOTBALL TICKETS EVERY THURSDAY,
7-9PM



2644 CROSS KEYS RD, HARRISONBURG, VA
(540)-421-6345
[VALID ONLY WITH THIS PROMO]

www.whiteoaklavender.com

01

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Media Plan Digital Marketing

STRATEGY 2

White Oak Lavender Farm aims to increase blog traffic by 25% by publishing two engaging blog posts each month. To promote these blog posts and boost visibility, it's vital to implement a multi-faceted strategy that includes optimizing content for SEO, sharing posts through targeted email campaigns, and leveraging partnerships with local businesses and influencers. By reaching a broader audience and creating compelling content, to encourage more visitors to engage with the blog and explore the benefits of lavender.

TACTIC 1

Share blog posts through an email newsletter to subscribers twice a month. Each newsletter will include a summary of the latest blog posts and a call to action, encouraging subscribers to visit the blog for more details

TACTIC 2

Use social media to promote blog content. Create a content calendar to schedule posts that highlight new blog articles to reach a wider audience. Engaging with followers through comments and direct messages will foster a sense of community

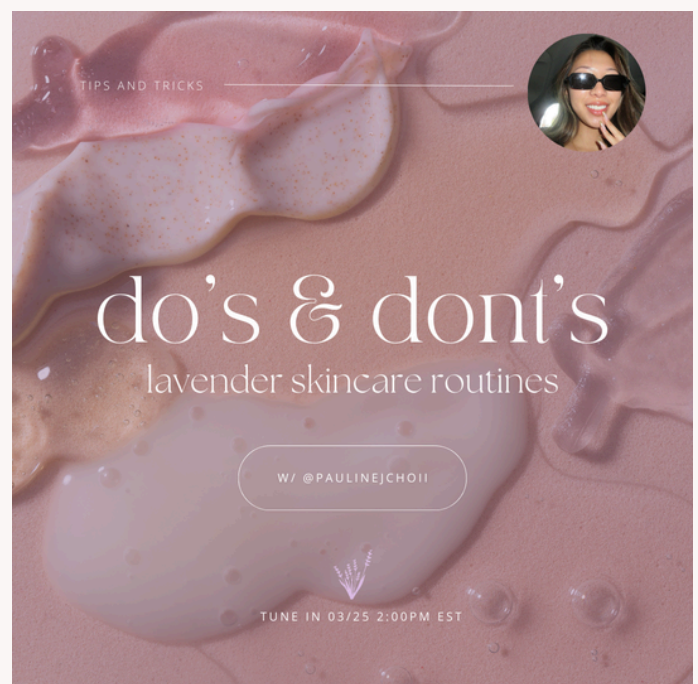
TACTIC 3

Collaborate with local influencers (ex. Mary Skinner & Jaeda Skye) for guest blog posts. This will introduce the blog to their followers and create valuable content that appeals to a similar audience. We'll aim for at least one collaboration per 3 months.

EMAIL NEWSLETTER



INFLUENCER PROMOTION



Media Plan Digital Marketing

OBJECTIVE 2

Reach 25,000 people within 100 mile radius of White Oak Lavender with a weekly email campaign that runs for three months. Achieve a 30% open rate, 5% click-through rate, and increase website traffic from emails by 15% by the end of the three months. This will increase awareness of the White Oak Lavender Farms as well as interest.

STRATEGY 1

With the goal of reaching 25,000 individuals within a 100 mile radius of White Oak Lavender Farm, a weekly email campaign will be launched over the next three months. To boost engagement, personalized email marketing content will be created, ensuring that the messaging resonates with the audience's interests and encourages exploration of the diverse offerings.

TACTIC 1

Segment the email list based on user data (e.g., location, age, interests) to send relevant, personalized content.

TACTIC 2

Use dynamic content in emails (e.g., product recommendations, personalized greetings) to make each email more engaging and provide surveys for customer engagement.

TACTIC 3

A/B test subject lines and CTAs to identify what resonates most with the audience, optimizing future campaigns for higher engagement.

EMAIL PROMOTION



EMAIL



Media Plan Digital Marketing

STRATEGY 2

With the aim of reaching 25,000 individuals within a 100 mile radius of White Oak Lavender Farm, a weekly email campaign will be implemented over the next three months. To enhance reach, the focus will be on strategic promotions within the email marketing efforts, offering special deals and engaging content that encourages subscribers to connect with the farm and explore its offerings.

TACTIC 1

Include limited time offers or discounts in each email to encourage immediate action by the use of display ads.

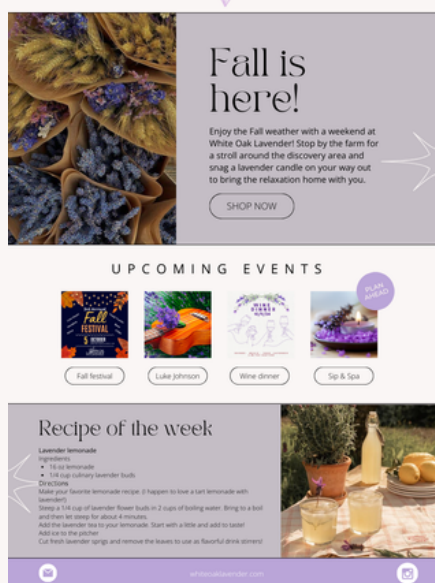
TACTIC 2

Partner with small businesses within your target demographic to promote email sign-ups and expand the list

TACTIC 3

Run a referral program where subscribers can share emails with friends to expand reach and reward new sign-ups with special perks through display ads.

EMAIL COUPON



DISPLAY AD



Media Plan

Digital Marketing

B U D G E T

Digital Marketing				
Total Dollar Amount			% of Total Budget	
\$8,000			16%	
Mediums	Media Vehicles	Vehicle Amount	Medium Amount	% of Budget
Google Display Ads	Banner Ads	\$289/ Month (\$0.30 CPC)	\$3,470	43%
Blogging	Wordpress	\$300	\$700	9%
	Collaborations	\$100/post		
Email Marketing	Management Platform	\$530	\$830	10%
	Surveys	\$300		
SEO	Keyword Research and Analysis	\$250/Month	\$3,000	38%



Media Plan

Digital Marketing

R A T I O N A L E

The Integrated Marketing Communications (IMC) budget allocates 16% to digital marketing, reflecting insights from a CMO report that highlights the growing importance of online channels. This allocation is consistent with industry standards, where paid digital media now constitutes about 16% of total marketing budgets. Global digital advertising spending is projected to exceed \$442 billion in 2024 (Ahuja, 2023), and digital marketing has experienced an average annual growth rate of 11% from 2016 to 2021, underscoring its rising significance (Ahuja, 2023). This budget strategy capitalizes on the expanding digital landscape.

With the budget allocated to Digital Marketing, following an article on WebFx \$289 per month will be budgeting towards google ads. This sets a budget of around \$9 a day for an ad with CPC set at \$.30 (Fields, 2024). Wordpress will be utilized to manage blogs and \$300 a year will be set to purchase the business package (Wordpress, 2023). Influencers with 500 to 10,000 followers typically earn around \$100 per post, according to Shopify (Hitchcock, 2024). The plan is to collaborate with an influencer through blogs every 3 months bringing the total cost of that to \$400. With email marketing, a management platform will be utilized, for budgeting GetResponse was used as an example. GetResponse charges around \$45 a month for email marketing with a list of 5,000 contacts (Pricing and Service Plans | GetResponse, 2024). For surveys that are conducted through emails, SurveyMonkey was used as an example in terms of budgeting, with \$25 a month the advantage package can be utilized (SurveyMonkey Plans and Pricing, n.d.). When budgeting for SEO the focus was on keyword research and analysis and per an article on ahrefs, a budget of \$250 per month is usually set towards this (Hardwick, 2024).

To enhance engagement and drive traffic, the objective is to increase visits to the White Oak Lavender Farm blog by 25% within four months, complementing email marketing efforts. Two engaging blog posts focusing on lavender-related topics will be published each month. Research shows that targeted content can significantly boost organic traffic, especially when addressing interests like wellness (Indigo Marketing Agency, 2024). Personalization in email marketing also drives higher engagement; by segmenting the email list based on user data, relevant content can be delivered to resonate with subscribers, increasing open and click-through rates (Hoory, 2024). Additionally, employing A/B testing for subject lines and calls-to-action (CTAs) optimizes email performance, and continuously refining content based on performance data yields better engagement results (Hoory, 2020).

The blogging strategy will include topics such as "10 Creative Uses for Lavender" and "How to Grow Lavender at Home." Incorporating SEO practices, including keyword research and optimization, enhances visibility in search results. Valuable, keyword-focused content is essential for increasing traffic and engagement (Indigo Marketing Agency, 2024). Another critical strategy focuses on expanding reach through promotions. Limited-time offers can create urgency and prompt immediate action, especially when combined with well-designed display ads (Indigo Marketing Agency, 2024). Promotional emails should be balanced with other content types to avoid audience fatigue (Hoory, 2020). Collaborating with local businesses to promote sign-ups and implementing a referral program will further expand the subscriber base, tapping into a shared audience interested in wellness and local products (Hoory, 2020). In summary, these strategies leverage proven tactics to enhance engagement and broaden reach. Personalization improves email performance, while targeted blogging increases traffic. Together, they will strengthen relationships and position White Oak Lavender Farm as a local leader in lavender and wellness.

Media Plan PR Marketing

— I N T R O D U C T I O N —

The PR section of this marketing plan focuses on building brand awareness and strengthening community ties to drive event attendance among women aged 20-40 and young professionals by December 2025. The communication objective is to increase brand awareness by 15% and boost gift shop sales by 25% through strategic PR efforts, including press releases, media partnerships, community collaborations, and influencer outreach. The messaging will highlight that White Oak Lavender Farm offers more than just a place to relax; it provides an essential escape for professionals seeking balance, calm, and connection. This will be achieved by leveraging both traditional and digital media platforms to foster engagement with the target audience. The campaign's theme, "Scent of Serenity," will be woven throughout the PR efforts to capture the essence of the farm as a peaceful sanctuary for career-driven individuals.

This theme tells the story of young professionals who, after facing the pressures of their work lives, find relaxation, rejuvenation, and meaningful connections at the farm.

Whether it's through wine tastings, wellness workshops, or social events, the farm offers a place to unwind and reconnect with others. The story of this balance between work and relaxation will be shared through press releases and influencer collaborations, helping to build emotional connections with the audience and reinforce the farm's role as an oasis for busy professionals.

To reach the target audience, PR strategies will include a mix of traditional media outreach and digital engagement. Press releases will be distributed to local TV, radio, and online news outlets, promoting upcoming events and highlighting the farm's origin story. This will create a personal connection with the community, offering insights into the farm's values and mission. Additionally, partnerships with local organizations, such as Harrisonburg Tourism, will emphasize the farm's appeal as a wellness destination, particularly during peak seasons like the holidays when people are looking for restorative experiences. Collaborating with local businesses will further embed the farm within the community and enhance its reputation as a top leisure and wellness destination.

Local influencers will play a key role in sharing their experiences at the farm through social media, acting as event ambassadors to build trust and authenticity with the target audience. These influencers will share stories, photos, and videos of their visits to the farm, encouraging their followers to visit and experience the same sense of relaxation and connection. This influencer outreach will strengthen word-of-mouth marketing and expand the farm's reach, while reinforcing the "Scent of Serenity" theme.

By utilizing both traditional media and digital channels, the PR strategy will generate excitement, build community engagement, and position White Oak Lavender Farm as the go-to destination for professionals seeking balance, wellness, and connection.

Media Plan PR Marketing

OBJECTIVE 1

Increase engagement and attendance at White Oak Lavender Farm by 20% among residents and tourists within a 2 hour drive from Harrisonburg during the lavender harvest season (June and July) through targeted press releases, community relations, and sponsorships. Implement a pulsing schedule to reach at least 50,000 people through press releases and sponsorships, with a frequency of one press release and multiple community engagement activities leading up to key seasonal events, such as lavender blooming, harvest, and festivals.

STRATEGY 1

To increase visibility and attendance, White Oak Lavender Farm will issue one press release in the local newspaper prior to each major seasonal events , such as lavender blooming, harvest, and local festivals. These press releases will spotlight the farm's unique offerings, including workshops, tours, and retail products, helping to raise awareness and generate interest.

TACTIC 1

Develop a detailed calendar of major seasonal events at the farm, ensuring that press releases are timed to coincide with each event's promotional lead time for maximum impact.

TACTIC 2

In each press release, feature specific workshops, tours, and products that will be available during the event, using engaging visuals and descriptions to attract interest.

TACTIC 3

Incorporate images, videos, and testimonials in the press releases to enhance engagement and provide an understanding of the farm's offerings, encouraging media outlets to feature the content.

WHITE OAK LAVENDER FARM

PRESS RELEASE

Discover Serenity at White Oak Lavender Farm This Summer!
Harrisonburg, VA – White Oak Lavender Farm is thrilled to invite families and visitors to experience the beauty and tranquility of our lavender fields this summer! Join us for exciting seasonal events, including the highly anticipated lavender blooming and harvest festivities, as well as a variety of local festivals throughout June and July.

As part of our "Scent of Serenity" campaign, we are showcasing unique offerings that create a relaxing and enjoyable experience for everyone. Visitors can immerse themselves in lavender workshops, guided tours, and discover our retail products featuring all things lavender. Whether you're looking to unwind amidst blooming fields or seeking the perfect gift from our gift shop, White Oak Lavender Farm has something special for everyone. Experience the calming aroma of lavender while enjoying a serene day surrounded by blooming fields.

Upcoming Events Include:

- Lavender Blooming Festival (June 1-15): Celebrate the lavender season with guided tours, hands-on workshops, and lavender tastings.
- Lavender Harvest Celebration (July 10-30): Participate in harvest activities, enjoy live music, and indulge in lavender-infused culinary delights from local vendors.
- Community Wellness Day (July 15): Relax with yoga sessions, aromatherapy workshops, and wellness talks by local experts.

Each event is designed to create excitement and promote community wellness and enjoyment. Don't miss the chance to discover the calming aroma of lavender and enjoy a serene day at White Oak Lavender Farm!

For more information about our events and to plan your visit, please visit our website at www.whiteoaklavenderfarm.com or call us at (540) 421-6345. Join us this summer and embrace the serenity that only White Oak Lavender Farm can offer!

FOR RELEASE AT 9AM, 05.20.25

Phone: (540) 421-6345
Address: 2644 Cross Keys Rd,
Harrisonburg, VA 22801

Website: www.whiteoaklavenderfarm.com
Email: whiteoaklavender@gmail.com

PRESS
RELEASE

Media Plan PR Marketing

STRATEGY 2

To enhance community relations, visually appealing brochures will be created and distributed to showcase White Oak Lavender Farm's unique offerings, including lavender tastings, the gift shop, and immersive experiences, all under the theme 'Scent of Serenity.'

TACTIC 1

Create eye catching, informative brochures that highlight family friendly activities and wellness experiences at the farm, ensuring they are visually appealing and easy to read.

TACTIC 2

Distribute brochures at local tourism centers, farmer's markets, and community events, focusing on locations and events that attract families and potential visitors.

TACTIC 3

Collaborate with local businesses and organizations to display brochures in their venues, increasing reach and encouraging their customers to consider a visit to the farm.

BROCHURE



SCENT OF SERENITY

Immerse Yourself in Tranquility

- Discover the calming essence of our lavender fields, where each bloom invites you to relax and rejuvenate.
- Enjoy a peaceful escape surrounded by nature's beauty.
- Celebrate the joy of connection amid the fragrant lavender.

WINE TASTING

Lavender-Infused Wines

- Indulge in our handcrafted lavender-infused wines.
- Perfect for relaxing evenings or special occasions.

Wine Tasting Experience

- Join us for exclusive tastings!
- Discover the art behind our lavender-infused wines and enjoy a guided experience

White Oak LAVENDER & The Purple WOLF Vineyard

GIFT SHOP

Don't Miss Out!

- Bring home a piece of White Oak Lavender Farm!
- Explore our lavender-infused products —oils, soaps, and unique lavender wine —capturing the essence of our serene fields.

Perfect for Any Occasion

- Ideal for self-care or gifts, our products add elegance to any gathering and spread joy.

CONTACT INFO

Website:
<https://www.whiteoaklavender.com/>

Phone Number:
(540) 421-6345

Address:
2644 Cross Keys Rd, Harrisonburg, VA 22801

VISIT TODAY

Family-Friendly Activities

- Create lasting memories with loved ones through a variety of engaging activities, including:
 - Lavender Harvesting: Join us during the harvest season to pick your own lavender.
 - Wellness Workshops: Participate in sessions that promote relaxation and mindfulness.

Create Shared Experiences

- Gather your family and friends to explore the farm's many offerings, from guided tours to seasonal festivals.
- Celebrate the joy of connection amid the fragrant lavender.

Media Plan PR Marketing

OBJECTIVE 2

Build credibility and local market awareness of White Oak Lavender Farm and Winery by establishing sponsorships with community organizations and events. These partnerships will foster goodwill within the community, create opportunities for cross promotion, and position the farm as a key player in local tourism and wellness initiatives. Through engagement in community events, the farm will strengthen its brand presence and attract new visitors. This increases desire and gift shop sales.

STRATEGY 1

Sponsor local charity events, such as 5K runs and galas, by providing branded gift baskets that feature lavender products and wine. This initiative will strategically align White Oak Lavender Farm and Winery with causes that resonate with the target audience of professional women, fostering community goodwill and brand loyalty.

TACTIC 1

Design baskets specifically for each charity event, including lavender infused skincare, culinary lavender, and the farm's wines. Personalize each basket with a note explaining the farm's mission and values.

TACTIC 2

Partner with the organizers to secure promotional opportunities, such as logo placements on event materials, booth space for product sampling, and mentions in event communications to increase visibility.

TACTIC 3

Organize post event networking opportunities for attendees at the farm, featuring wine and lavender tastings, to strengthen relationships with young professionals and women and encourage repeat visits.

TOTE
BAG



Media Plan PR Marketing

STRATEGY 2

Collaborate with local tourism boards and regional publications to sponsor travel guides and wellness retreats. Co-created travel guides will highlight the farm alongside nearby attractions and wellness activities, offering visitors a comprehensive itinerary. Exclusive wellness retreat packages featuring lavender-infused treatments and guided tours will promote the farm's serene offerings and unique experiences.

TACTIC 1

Work with tourism boards to create post 3 travel guides a year that highlight the farm, nearby attractions, and wellness activities, ensuring distribution through local visitor centers and hotels.

TACTIC 2

Design and promote packages that include lavender-infused treatments, guided tours, and tastings, targeting health-conscious travelers through online booking platforms and social media.

TACTIC 3

Partner with travel influencers and wellness bloggers to generate sponsored content that showcases the farm's offerings, utilizing their platforms for broader reach and engagement.
Partner with 2 wellness influencers with a plan to post 2 times every other month.

TRAVEL GUIDE



POSTCARD



Media Plan PR Marketing

BUDGET

PR Marketing				
Total Dollar Amount			% of Total Budget	
\$7,500			15%	
Mediums	Media Vehicles	Vehicle Amount	Medium Amount	% of Budget
Press Release	Local newspaper	\$100(6 a year)	\$1,860	25%
Sponsorship	Branded gift baskets	\$3,324	\$3,540	47%
	Logo stickers	\$216/ Q2000		
Collaborations	Travel guides	\$300	\$2,100	28%
	Influencers	\$100/post		



Media Plan PR Marketing

R A T I O N A L E

To create an effective public relations (PR) campaign centered on events, press releases, and corporate sponsorships, it's essential to justify decisions regarding objectives, strategies, tactics, and budget allocations. This campaign aims to enhance brand awareness, build a positive brand image, and increase customer engagement.

Events are a powerful tool for elevating brand visibility; research shows that 60% of consumers recall brands associated with events three months later (Hall, 2024). A positive brand identity is essential for success, as 90% of consumers trust recommendations from friends and family over traditional advertising (Edelman, 2019). Engaging with customers at events boosts loyalty, with attendees being 30% more likely to remain loyal (Event Marketing Institute, 2019). By sponsoring local charity events, the White Oak Lavender Farms' brand supports the community and aligns with positive social initiatives, further enhancing their reputation. The campaign employs several strategies: hosting and sponsoring events to create memorable experiences, utilizing press releases to gain exposure and build trust (52% of journalists prefer press releases) (PR News, 2020), and leveraging involvement in charity events to enhance credibility and expand reach (70% of consumers feel more positive about brands that support community initiatives) (Forbes Coaches Council, 2017).

The budget for the PR media plan is set at \$7,500, strategically allocated to maximize impact across key components. Per an article on PR ON THE GO, larger businesses set between 10-15% of their overall budget towards PR. Even though White Oak is a smaller business the amount of the overall budget allows us to set 15% of the overall budget towards PR (PR on the GO: How Much Should You Invest in PR?, 2022). With press releases, six are planned to be posted throughout the year which are set at \$100 per publication, per Daily News Record charging \$31 per column inch (Daily News-Record - VA - Newspaper Advertising Costs, n.d.). The quantity of logo stickers under the budget was decided upon the quantity that VistaPrint provides (Custom Sticker Singles, Individual Sticker Printing | VistaPrint, n.d.). When sponsoring at events, gift baskets were also budgeted. With the items in the baskets being varied, what was leftover of the PR budget was set towards that, which is a good amount so that plenty of baskets can be provided. Under collaborations, travel guides will be placed in tourism magazines, per an article on indeed the cost to place a guide in a local tourism magazine is around \$300 (The Cost of Print Advertising: A Guide for Managers, 2024). For influencers 12 posts will be made per year paying each influencer \$100 per post.

In conclusion, investing in events, press releases, and corporate sponsorships is crucial for sustainable growth. This budget reflects the strategic importance of these elements, enabling businesses to create significant momentum for growth in 2024 and beyond, while also making a positive impact on the community through charitable involvement.

Media Plan

Social Media Marketing

INTRODUCTION

The social media section of this marketing plan aims to increase event attendance at White Oak Lavender Farm by targeting two primary audiences: women aged 20-40 and men aged 25-40 who are young professionals seeking work-life balance. These individuals often juggle demanding careers while searching for ways to de-stress and engage with wellness-focused content online, making platforms like Instagram and Facebook the ideal channels to reach them. The communication objectives are to raise awareness among these target markets by

15%, boost gift shop sales by 25%, and increase repeat visitors by 10% through a combination of engaging online content that promotes the farm's events, products, and tranquil atmosphere. Additionally, the strategy will work to establish White Oak Lavender Farm as a trusted brand for wellness and relaxation within the target demographic.

At the core of this strategy is the campaign theme, "Scent of Serenity," which serves to tell the story of a busy, career-driven individual seeking moments of peace and rejuvenation.

The narrative focuses on how White Oak Lavender Farm provides a serene retreat for people who need a break from the pressures of work, offering experiences like wine tastings, wellness workshops, and social gatherings to help restore balance in their lives.

Through visually captivating posts and stories, the farm's tranquil environment and rejuvenating activities will appeal directly to the shared desires of the target audience for self-care and relaxation. By showcasing these serene moments, the farm will position itself as a must-visit destination for anyone feeling overwhelmed by the demands of their professional life.

The social media content strategy will include a mix of event promotion, attendee testimonials, and wellness tips to engage the audience and provide value. Partnerships with local influencers and wellness advocates will be a key component, as they will share authentic experiences that resonate with the target demographic. These influencer stories will help build trust and expand the farm's reach by connecting with potential visitors in a more personal way. Interactive features such as polls, contests, and live Q&A sessions will also be incorporated to encourage audience participation and foster a sense of community among followers. Additionally, user-generated content will be encouraged, with visitors sharing their experiences at the farm using campaign-specific hashtags, further amplifying the reach and engagement of the campaign.

By using a combination of lifestyle content, authentic influencer partnerships, and interactive elements, this social media strategy will create excitement around White Oak Lavender Farm, positioning it as the premier destination for professionals seeking tranquility amidst their busy lives. Through the "Scent of Serenity" theme, the campaign will reinforce the idea that the farm is not just a place to visit but a sanctuary where individuals can restore their mental and emotional well-being. This approach will help achieve the communication objectives by building brand recognition, driving event attendance, increasing sales, and establishing White Oak Lavender Farm as the go-to destination for wellness and relaxation for young professionals.

Media Plan

Social Media Marketing

OBJECTIVE 1

Increase brand awareness for White Oak Lavender Farm among young professionals aged 20-40 in Virginia by 30% by December 2025 through targeted social media campaigns, achieving a minimum of 50,000 impressions on Instagram each month.

STRATEGY 1

Leverage Instagram as a dynamic visual and interactive platform to effectively showcase White Oak Lavender Farm's enchanting natural beauty and diverse wellness offerings. By curating a compelling narrative around the farm's serene landscapes, fragrant lavender fields, and holistic wellness experiences, the goal is to position the farm as the ultimate retreat for young professionals seeking a sanctuary for relaxation and rejuvenation.

TACTIC 1

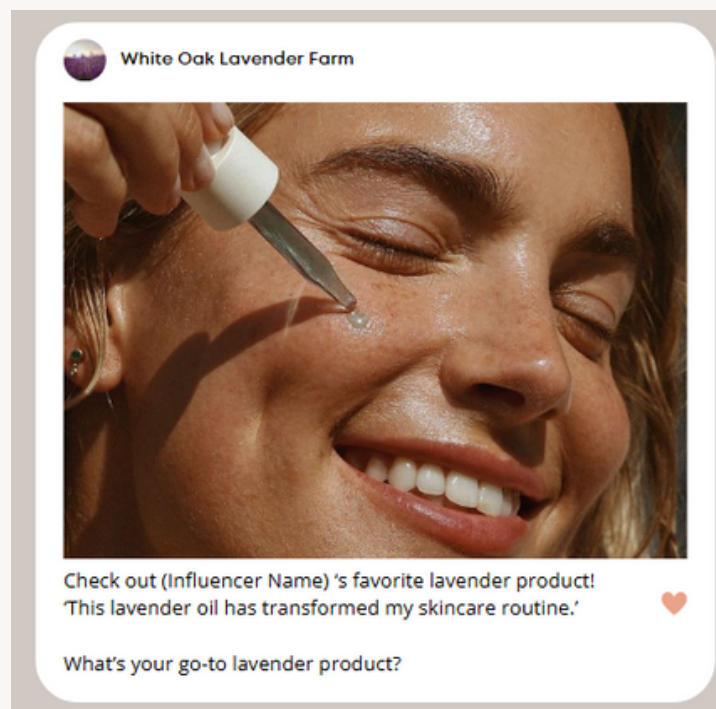
Create and schedule three visually appealing Instagram posts per week, focusing on lavender fields, products, and relaxation areas to attract potential visitors. This will ensure a consistent frequency of content to engage followers.

TACTIC 2

Collaborate with at least two local influencers (such as Mary Skinner & Jaeda Skye) who focus on wellness and nature over the six months, asking them to post about their experiences with the farm or its products at least once every two months, thereby expanding reach to their audiences.

TACTIC 3

Use Instagram Reels to highlight behind the scenes farm activities (Petting zoo, interactive gardens, workshops) posting two Reels per month to maintain engagement and showcase unique aspects of the farm.



INSTAGRAM POST

Media Plan Social Media Marketing

STRATEGY 2

Cultivate a vibrant community around White Oak Lavender Farm by leveraging user generated content (UGC) to showcase the authentic experiences of visitors. This strategy focuses on empowering young professionals to share their personal stories and connections to the farm, reinforcing its reputation as an inviting retreat for relaxation and rejuvenation.

TACTIC 1

Launch a campaign encouraging visitors to post photos using a branded hashtag (#LavenderLife), with a monthly prize for the best photo. Promote this campaign on all platforms to reach at least 1,000 participants over the six months.

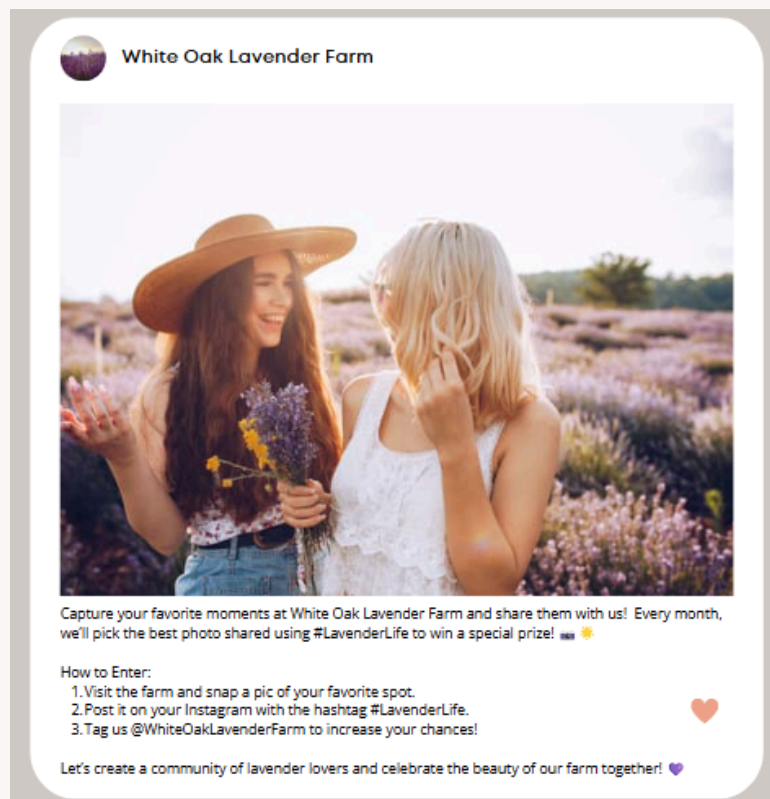
TACTIC 2

Feature at least one user-generated post weekly on the farm's social media accounts to showcase real customer experiences, ensuring consistent engagement and content variety

TACTIC 3

Create a dedicated Instagram highlight for UGC, updating it weekly to maintain visibility and inspire new visitors to share their experiences throughout the campaign duration.

INSTAGRAM POST



Media Plan

Social Media Marketing

OBJECTIVE 2

Increase engagement and brand loyalty for White Oak Lavender Farm among young professionals in Virginia by 25% by December 2025. This will be achieved through targeted Facebook campaigns that promote interactive content, such as polls, events, and educational posts about the benefits of lavender and wellness practices, ultimately aiming for a minimum of 1,500 interactions (likes, comments, shares) per month on Facebook.

STRATEGY 1

Create an engaging online community that enhances brand awareness and fosters meaningful connections among visitors. By encouraging them to share their experiences and interact with one another, the farm will harness the power of genuine customer engagement to build credibility and attract new guests. This initiative aims to showcase the farm's distinct offerings while ensuring a steady stream of information about upcoming events, keeping followers informed and involved. Ultimately, this strategy aspires to establish the lavender farm and winery as a cherished destination, promoting tranquility and enjoyment in a beautiful environment.

TACTIC 1

Create a post of an event with an incentive to share it with other people. For example, a sweepstakes that can be entered when posting a picture at the farms at a certain event with a certain hashtag (#whiteoaklavender).

TACTIC 2

Create a post involving pictures taken by consumers sent in/taken at the farms with comments from them speaking about what they enjoyed particularly. Essentially, a review post but on their Facebook feed.

TACTIC 3

Create and maintain a regularly updated schedule for social media platforms that highlights all upcoming events, serving as a comprehensive and easily accessible resource to stay informed

CUSTOMER REVIEW



FACEBOOK POST



Fantastic find off the interstate

I'd give this more stars if I could. First we visited the lavender store where we sniffed, tasted tea and tested lotions. It was so relaxing. Then we progressed to the tasting room and it's a delight. The tasting was done in a manner that was created during covid and was unique to us. We loved it and loved the wines even more. Everyone working there was polite, enthusiastic and helpful. This was worth visiting.

Media Plan

Social Media Marketing

STRATEGY 2

To foster a deeper connection between the lavender farm and its visitors, the strategy centers on providing valuable educational content that highlights the benefits and applications of lavender. By sharing insights on lavender's calming properties, showcasing the best times to visit during peak blooming seasons, and offering guidance on creating simple products using raw lavender, the farm will establish itself as a trusted resource for knowledge and inspiration. This educational approach not only enhances visitor engagement but also encourages exploration of the farm's offerings, ultimately driving increased attendance and solidifying its position as a community hub for relaxation and well-being.

TACTIC 1

Create a post for Facebook that can be cross posted on other platforms with educational information and basic statistics about lavender and its calming properties

TACTIC 2

Create a post for Facebook that can be cross posted to other platforms about lavender season and its facets. Provide educational information about harvesting and distillation.

TACTIC 3

Educate on how to make certain simple products using raw lavender and other products that can be purchased at the farm through Facebook posts and reels that can be cross posted to other platforms.

FACEBOOK POSTS



Media Plan Social Media Marketing

B U D G E T

Social Media Marketing				
Total Dollar Amount		% of Total Budget		
\$6,500		13%		
Mediums	Media Vehicles	Vehicle Amount	Medium Amount	% of Budget
Facebook	Facebook Ads	\$5 / day (\$0.97-CPC)	\$2,600	40%
	Giveaways	\$780		
Instagram	Instagram Ads	\$5 / day (\$0.75-CPC)	\$3,900	60%
	Giveaways	\$1,443		
	Influencer Post	\$100 / Post		



Media Plan

Social Media Marketing

R A T I O N A L E

Effective marketing today requires strategic budget allocation and an understanding of audience engagement. To increase traffic by 25% to the White Oak Lavender Farm blog within four months, a comprehensive approach emphasizing social media, content marketing, and personalized outreach has been developed. Acknowledging the importance of digital channels, 13% of the overall marketing budget will be allocated to social media, aligning with industry standards where businesses typically allocate 10% to 30% of their marketing budget for this purpose (WebMechanix, n.d.).

With the trend toward digital marketing, White Oak Lavender Farm will effectively leverage platforms like Facebook and Instagram. A daily budget of \$5 will be set for Facebook and Instagram each, with an average cost-per-click (CPC) of around \$0.97 for Facebook (WebFX, n.d.). For Instagram, CPC ranges from \$0.50 to \$1.00 (Rialto Marketing, n.d.; Hootsuite, n.d.). This targeted spending on Instagram is vital for creating visually engaging content that resonates with the audience and enhances brand visibility and engagement.

Incorporating user-generated content (UGC) into the marketing strategy fosters authentic brand interactions and builds consumer trust. By encouraging customers to share their experiences on social media, White Oak Lavender Farm enhances its social proof and cultivates a community of engaged advocates (Crowdriff, n.d.). A substantial portion of the social media budget is allocated to Instagram for influencer partnerships. Influencers with 500 to 10,000 followers typically earn around \$100 per post, according to Shopify. The campaign plans to collaborate with two Virginia-based influencers in this range, each creating three posts, totaling an estimated cost of \$600 (Hitchcock, 2024). This focus on Instagram is crucial for engaging target audiences and amplifying brand visibility through authentic content creation, making influencer marketing essential for maximizing outreach and leveraging community trust.

Emphasizing personalized marketing will boost engagement and conversion rates. By segmenting the email list based on user preferences and behavior, White Oak Lavender Farm can deliver relevant content to subscribers. Research indicates that personalized email marketing leads to higher open and click-through rates (American Marketing Association, n.d.). Additionally, implementing A/B testing for subject lines and calls-to-action will optimize email performance, keeping communications fresh and effective (American Marketing Association, n.d.).

A robust blogging strategy will enhance visibility and drive organic traffic with two monthly lavender-related posts, such as "10 Creative Uses for Lavender" and "How to Grow Lavender at Home." By using SEO best practices like keyword research, the content will rank well in search results and attract more visitors. To capitalize on this, limited-time offers will create urgency and encourage action. Collaborating with local businesses to promote sign-ups and implementing a referral program will also expand the subscriber base, targeting audiences interested in wellness and local products.

By aligning the budget with industry standards and leveraging effective tactics in social media, content marketing, and personalized outreach, White Oak Lavender Farm can enhance engagement and broaden its reach. This strategy will increase blog traffic and strengthen the farm's reputation as a local leader in lavender and wellness, ultimately driving growth and customer loyalty.

Media Plan Print Marketing

INTRODUCTION

This print media strategy supports the communication objectives of increasing event attendance, brand awareness, and gift shop sales among women aged 20-40 and young professionals aged 25-45 by December 2025. The campaign seeks to raise brand awareness by 15%, boost gift shop sales by 25%, and encourage repeat visits through a blend of print advertising and strategic community partnerships. By positioning White Oak Lavender Farm as a peaceful retreat for professionals, the campaign will attract individuals seeking relaxation, rejuvenation, and meaningful experiences. Print media will provide a tangible connection to the farm, reinforcing its role as the ideal destination for work-life balance.

The campaign theme, "Scent of Serenity," tells the story of career-driven individuals finding balance and connection through the farm's offerings—wine tastings, wellness events, and social gatherings. Through print materials like flyers, brochures, and event programs, the farm's tranquil, serene atmosphere will be communicated to audiences at key locations such as coffee shops, yoga studios, coworking spaces, and hotels. These places are frequented by the target demographic and provide an ideal environment for potential visitors to engage with the materials and discover the farm's offerings.

Newspaper and magazine advertisements will focus on promoting upcoming events, with feature stories fostering emotional connections with readers by highlighting the farm's peaceful mission and its role in offering an escape from the stress of professional life. The storytelling element will emphasize how White Oak Lavender Farm is a serene space where visitors can unwind, rejuvenate, and reconnect with themselves and others. Special holiday-themed brochures will further encourage visits during peak seasons when professionals are particularly eager to take time for self-care. These brochures will highlight festive events and experiences, encouraging both locals and tourists to choose the farm for their holiday activities.

Collaborations with Harrisonburg Tourism and local businesses will help expand the campaign's reach, ensuring the message resonates with both locals and visitors. Print materials will also be placed in community hotspots where young professionals gather, ensuring maximum exposure to the target audience. Additionally, event programs, posters, and on-site signage will promote activities and increase visibility during events, encouraging visitors to explore the farm further and return for future experiences. The tangible nature of print media will strengthen brand recognition, making White Oak Lavender Farm a memorable and desirable destination. By offering a physical connection through well-placed print ads and materials, the campaign will ensure that the farm remains top-of-mind as a go-to destination for wellness, relaxation, and social engagement. Through a combination of strategic print placements and storytelling that aligns with the "Scent of Serenity" theme, this approach will effectively achieve the communication objectives by raising awareness, driving event attendance, boosting gift shop sales, and fostering brand loyalty.

Media Plan Print Marketing

OBJECTIVE 1

Increase awareness and attendance at White Oak Lavender Farm among young professional and women aged 25-40 through print media campaigns. The goal is to achieve a 20% increase in event participation by December 2025 by leveraging flyers, rack cards, posters, and magazines in local businesses. This approach will highlight the farm as a top destination for wellness and relaxation, creating a lasting impression through visually engaging print materials.

STRATEGY 1

Distribute flyers, rack cards, and posters in local coffee shops, yoga studios, wellness centers, and boutiques that cater to the target demographic. Collaborate with these businesses to create engaging displays promoting upcoming events and exclusive offers tied to the “Scent of Serenity” theme. This localized distribution will enhance visibility and foster community connections, encouraging more visitors to the farm.

TACTIC 1

Partner with local businesses to set up displays featuring flyers and rack cards that highlight upcoming events at White Oak Lavender Farm. Use decorations, such as lavender plants or calming visuals, to draw attention.

TACTIC 2

Create promotions for customers who bring in the printed materials, such as discounted entry to events or complimentary samples of lavender products. This incentivizes local business patrons to engage with the farm

TACTIC 3

Host small events at partner locations to introduce the farm’s offerings. These events can feature a mini lavender experience, such as tastings or DIY lavender sachet-making, encouraging attendees to visit the farm.

RACK CARD



WHITE OAK LAVENDER FARM

Step into a world of calm at White Oak Lavender Farm, where fields of blooming lavender invite you to slow down and savor the moment. Whether you're here for a stroll through the fields, a relaxing yoga session, or a sip of lavender-infused wine, every corner of our farm is designed to soothe your senses. Discover peace, reconnect with nature, and take home a bit of serenity with our handcrafted lavender products.

BOOK NOW [HTTPS://WWW.WHITEOAKLAVENDER.COM/](https://www.whiteoaklavender.com/)

- **Lavender Fields**
Stroll through 8 acres of blooming lavender, perfect for photos and relaxation.
- **Gift Shop**
Discover handmade soaps, candles, essential oils, and other lavender-based products.
- **Wellness Activities**
Join us for lavender yoga and guided meditation sessions to refresh your mind.
- **Wine Tasting**
Indulge in our handcrafted lavender-infused wines. Perfect for relaxing evenings or special occasions.
- **Private Events**
Book a private tour or host your event in our lavender fields for a magical experience.

DISCOVER THE SCENT OF SERENITY AT WOLF

Meet the Lavender: The Magic Behind the Scents

At White Oak Lavender Farm, each lavender variety has a unique purpose—soothing skin, calming the mind, or enhancing your favorite dishes!

- English Lavender (*Lavandula Angustifolia*):
 - Perfect for relaxation and skincare, its floral aroma is ideal for essential oils and lotions.
- French Lavender (*Lavandula Dentata*):
 - Known for its herbal scent, it enhances teas, baked goods, and cocktails.
- Grosso Lavender:
 - A hybrid with a strong fragrance, perfect for sachets and dried bouquets.



Testimonials from Happy Visitors

"The fields are breathtaking, and the lavender yoga was exactly what I needed to recharge."
— Sarah P., Richmond, VA

"From the calming scent to the delicious wine, everything about this place is magical. The perfect weekend escape!"
— Emily G., Washington, D.C.

"I couldn't believe how relaxed I felt just walking through the fields. I bought soaps and oils as gifts—and kept a few for myself!"
— Jessica L., Harrisonburg, VA



CONTACT US

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🌐 <https://www.whiteoaklavender.com/>

📍 2644 Cross Keys Rd, Harrisonburg, VA 22801

Media Plan Print Marketing

STRATEGY 2

Secure advertising placements in local lifestyle magazines and community newspapers that resonate with young professionals. Focus on creating feature articles that showcase the farm's unique wellness offerings and relaxing atmosphere. Utilize visually appealing designs that reflect the "Scent of Serenity" theme and include QR codes for easy access to event information. This approach will establish the farm as a premier destination for relaxation and social engagement, driving increased attendance.

TACTIC 1

Develop five articles for local magazines that explore the benefits of relaxation and wellness, including personal stories from visitors who have found serenity at the farm.

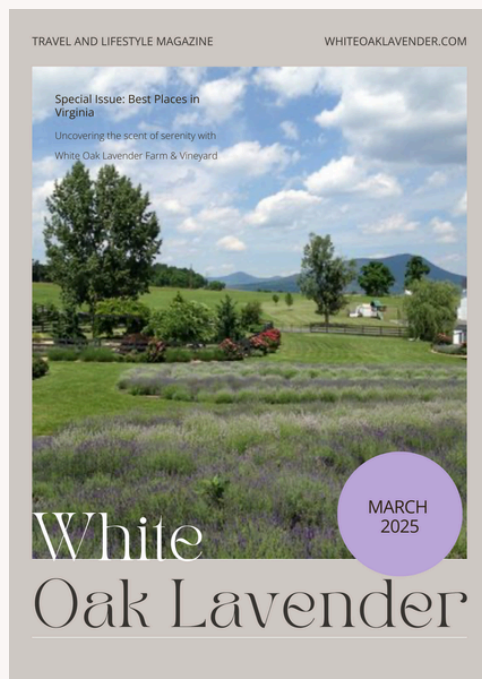
TACTIC 2

Design two print ads that incorporate calming imagery and compelling calls to action. Ensure ads feature the farm's logo, upcoming events, and the "Scent of Serenity" tagline to create brand recognition.

TACTIC 3

Include QR codes in print ads that link directly to event registration pages or a landing page with more information. This provides an easy way for readers to engage with the farm and stay updated.

MAGAZINE ARTICLE



Media Plan Print Marketing

OBJECTIVE 2

Increase participation in wellness events at White Oak Lavender Farm among young professionals aged 25-40 by 30% by December 2025 through strategic print media initiatives. This objective will focus on positioning the farm as a premier destination for self-care and relaxation, ensuring the target audience is informed and engaged through high-quality printed materials. This will increase gift shop sales and repeat sales.

STRATEGY 1

Strategy 1: Implement a direct mail campaign using visually appealing postcards to promote upcoming wellness events at White Oak Lavender Farm. These postcards will emphasize the farm's serene environment and the benefits of self-care experiences. Personalizing the postcards with recipient names and tailored messages will enhance connection, while including exclusive discount codes for early registration will incentivize participation. Engaging visuals and clear event descriptions will inform the target audience and motivate them to attend.

TACTIC 1

Create eye-catching postcards that feature upcoming wellness events, incorporating personalized messaging and recipient names to establish a connection with the audience.

TACTIC 2

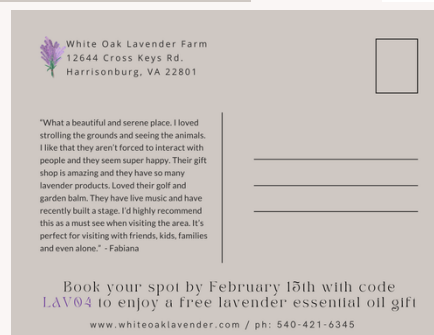
Include unique discount codes or special offers (e.g. code: LAV04) for early registrations or group bookings to incentivize immediate participation in the wellness events.

TACTIC 3

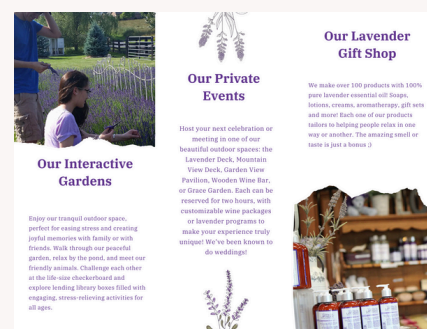
Implement a follow-up mailing to those who received postcards but did not register, offering an additional incentive or sharing testimonials from past attendees to encourage sign-ups.



POSTCARD



BROCHURE



Media Plan Print Marketing

STRATEGY 2

Strategy 2: Establish partnerships with local businesses and organizations focused on wellness to distribute print materials for events at White Oak Lavender Farm. Collaborate with yoga studios, fitness centers, and wellness shops to display posters and brochures, increasing visibility among their clientele. Additionally, place flyers in high-traffic community spaces like coffee shops and libraries to reach potential attendees. Offering cross-promotional discounts at local businesses for event participants will further strengthen community ties.

TACTIC 1

Partner with local yoga studios and wellness shops to distribute flyers and posters, ensuring they promote the farm's wellness events in exchange for promotional materials from the farm.

TACTIC 2

Collaborate with local businesses to set up branded booths at their events, featuring product samples, demos, and giveaways. Leverage these collaborations to boost media coverage, foster community relationships, and enhance brand recognition.

TACTIC 3

Organize events with local partners, such as wellness workshops or health fairs, where both the farm and partner businesses can promote their offerings while engaging directly with the community.

FLYER



Media Plan Print Marketing

B U D G E T

Print Marketing				
Total Dollar Amount			% of Total Budget	
\$15,000			30%	
Mediums	Media Vehicles	Vehicle Amount	Medium Amount	% of Budget
Partnerships	Rack cards	\$250/Q2000	\$7,254	48%
	Flyers	\$2,000/Q180		
	Small booths	\$5,004		
Advertising Placements	Article in local magazine	\$1,000/publication (Q5)	\$7,690	51%
	Print ads	\$269/ea (Q10)		
Direct mail	Postcards	\$56/Q200	\$56	0.37%



Media Plan

Print Marketing

R A T I O N A L E

Print advertising remains a vital part of any marketing strategy, as studies indicate that print ads are more memorable and trusted than digital alternatives (SFGate, n.d.). The most effective campaigns seamlessly integrate print and digital media, maximizing brand awareness. Partnering with a skilled print marketing agency enables businesses to craft compelling ads, strategically place them, manage budgets, and analyze outcomes.

Brochures and flyers facilitate comprehensive information delivery, allowing businesses to present essential details—such as company history, product specifications, testimonials, and calls to action—in an organized format. This approach helps potential customers gain a thorough understanding of offerings (LinkedIn, n.d.). Additionally, these printed materials can be distributed across diverse settings, including trade shows, direct mail, and storefronts, ensuring broad audience reach, even among those less engaged online (University of Tennessee Institute of Agriculture, 2020).

In terms of cost-effectiveness, printed materials can provide long-term value compared to digital advertising, which often requires ongoing investment. For instance, a study found that 70% of consumers remember print ads they have read in the past month, highlighting the importance of maintaining a print presence (Print in the Mix, 2021). Furthermore, businesses should allocate about 10-30% of their overall marketing budget to print marketing, as this helps ensure effective exposure while maintaining budget control (Paul, 2024). In this marketing plan 30% of the overall marketing budget will be placed toward print marketing. Strategic planning around print costs can lead to better return on investment (ROI) by avoiding wasteful spending on underperforming digital ads. With budgeting for this, VistaPrint was used to estimate pricing on printed items like flyers, rack cards, postcards, and stickers (Custom Sticker Singles, Individual Sticker Printing | VistaPrint, n.d.). After calculating these expenses what was leftover of the print budget was placed toward placing small booths when doing partnerships.

Moreover, posters and flyers are inexpensive communication tools that can quickly build awareness, but their effectiveness relies on careful placement to ensure they reach the intended audience (University of Tennessee Institute of Agriculture, 2020).

Successful small businesses also prioritize relationships within their community, collaborating with vendors and neighboring businesses for mutual support through product collaborations or social media promotions. Such partnerships enhance local presence and are essential for growth (U.S. Chamber of Commerce, n.d.).

By focusing on comprehensive information delivery, versatile distribution, cost-effectiveness, strategic budget management, and community collaboration, businesses can create a robust print marketing strategy that strengthens brand visibility and fosters relationships, driving overall success.

In addition to the benefits of brochures, flyers, and posters, integrating print advertising with local community events and partnerships can further amplify brand visibility. By strategically placing print materials at events such as farmers' markets, local fairs, and community festivals, businesses can directly engage with their target audience in a relevant context. This approach not only builds brand recognition but also positions the business as an active participant in the local community, fostering trust and loyalty among consumers. Collaborating with local influencers or businesses for co-branded materials can further extend the reach of printed ads, ensuring they resonate with the intended demographic while enhancing the credibility of the brand. According to the U.S. Chamber of Commerce, such partnerships strengthen local market presence and contribute to sustainable growth (U.S. Chamber of Commerce, n.d.). By combining these strategies, businesses can create a holistic print marketing plan that enhances both community engagement and brand awareness, driving long-term success.

Media Plan Sales Promotion

INTRODUCTION

This sales promotion campaign is designed to increase attendance at White Oak Lavender Farm & Winery by aligning with the communication objectives of driving immediate event attendance, increasing brand awareness, and fostering long-term engagement with the target audience, young professional women aged 20-40 and men aged 25-45. By leveraging the theme "Scent of Serenity," the campaign taps into the desire of these busy professionals for relaxation and social connection amidst their hectic lives. The goal is to achieve a 20% increase in consumer interest in attending events and purchasing products at the farm between May and October, with a focus on boosting engagement and attendance by December 2025.

To achieve this, a variety of sales promotion strategies will be employed. Digital marketing campaigns across platforms like Instagram and Facebook will showcase upcoming events and exclusive offers, with visually captivating content that emphasizes the calming and serene nature of the farm. These promotions will include soothing imagery and messaging that tie back to the campaign theme, reinforcing the idea of White Oak Lavender Farm as a peaceful retreat. The content will highlight key events such as wine tastings, wellness workshops, and social gatherings, inviting the audience to experience moments of tranquility. Targeted email campaigns will provide personalized event details, using testimonials from past attendees to build trust and anticipation while encouraging action.

A key component of the sales promotion will be the introduction of a loyalty program to incentivize repeat visits. This program will offer discounts on future events or exclusive access to new experiences, which will be communicated through personalized emails and targeted social media posts. By rewarding customers for their repeat business, the program will strengthen the connection between White Oak Lavender Farm and its visitors, encouraging them to return and engage with the farm's offerings.

Collaborations with local influencers and wellness bloggers will amplify the campaign's message, extending its reach and adding authenticity. These influencers will share their personal experiences at the farm, helping to build credibility and trust within the target audience. Through their storytelling, they will reinforce the theme of "Scent of Serenity" by showcasing how the farm serves as a sanctuary for relaxation, wellness, and connection. The narrative driving this campaign revolves around the busy professional seeking balance and serenity. By sharing individual experiences, whether it's enjoying a relaxing day at the farm, attending a wellness workshop, or socializing at a wine-tasting event, the campaign will highlight the value of White Oak Lavender Farm as an escape from the chaos of daily life.

Through strategic sales promotions, the campaign will connect with the target audience's desire for work-life balance, building lasting relationships with customers while driving attendance, engagement, and repeat visits to the farm. By highlighting the farm's offerings as a place of rest, renewal, and community, the campaign will position White Oak Lavender Farm as the ideal destination for individuals seeking tranquility in their busy lives, making it an essential part of their self-care routine.

Media Plan Sales Promotion Marketing

OBJECTIVE 1

Increase first-time customers by 25% by December 2025 through targeted promotional products across Virginia, focusing on Harrisonburg, Richmond, and Northern Virginia. Engage 5,000 potential customers with 3-4 touchpoints each. From January to March 2025, distribute branded items at events and via giveaways. From April to June, partner with local businesses to offer free promotional items. Continue engagement with seasonal promotions to maintain momentum throughout the year.

STRATEGY 1

Strategy 1: Distribute branded promotional items such as tote bags, water bottles, and keychains at high-traffic community events, college campuses, and festivals. This will boost brand visibility and create positive associations with the brand. Efforts will run from January to June 2025 to generate early engagement and build momentum.

TACTIC 1

Host branded booths at college fairs, festivals, and community events with free giveaways.

TACTIC 2

Partner with student organizations to distribute branded merchandise during club events and orientation weeks.

TACTIC 3

Run social media campaigns encouraging attendees to post photos with the giveaways for additional online visibility.

WINE GLASS



COFFEE CUP & NAPKIN



SACHET



Media Plan Sales Promotion Marketing

STRATEGY 2

Partner with local businesses such as cafes, gyms, and retail stores to provide branded items (e.g., coffee sleeves, product samples) with customer purchases. This strategy integrates the brand into customers' daily routines, fostering familiarity. The campaign will run from April to December 2025 for consistent exposure and sustained customer acquisition

TACTIC 1

Distribute branded coffee sleeves or napkins at events with partnered cafes. Create a specialized lavender drink to coincide with the sleeves and/or napkins

TACTIC 2

Offer exclusive product samples or discount codes through gyms and retail stores.

TACTIC 3

Create co-branded promotions (e.g., "free gift with purchase") with business partners to drive foot traffic and engagement.

INSTAGRAM AD



Media Plan Sales Promotion Marketing

OBJECTIVE 2

By Dec. 2025, build brand loyalty among first-time customers by (from 1,000 to 1,250) implementing a targeted "Welcome to Our Family" coupon campaign, launching a loyalty program that captures at least 50% of first-time customers, and hosting monthly free sample events that attract a minimum of 200 new potential customers each time, reaching a total of at least 5,000 potential customers within a 20-mile radius of the store. These promotional activities will be scheduled bi-monthly over the next 24 months.

STRATEGY 1

Strategy 1: Set up a loyalty program. A loyalty program will be established that allows customers to earn points with each purchase, which can be redeemed for discounts, free products, or exclusive access to a discovery area featuring new items. This program will not only encourage repeat purchases but also enhance customer engagement and retention. By creating a rewarding experience, customers will be motivated to shop more frequently and build a connection with the brand. A program where customers can earn points with each purchase that they can trade in for discounts, free products or an entry to the discovery area.

TACTIC 1

Organize and promote monthly sampling booths at local farmers' markets or community events to showcase lavender products, aiming for a minimum of 200 interactions per event.

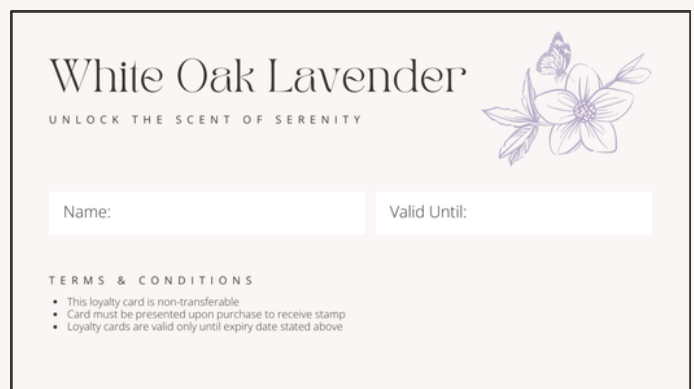
TACTIC 2

Launch a targeted social media campaign that promotes the 15% discount for first-time customers, using platforms like Instagram and Facebook to reach at least 2,000 users in the local area.

TACTIC 3

Provide a punch card to each new customer on site that features a special coupon when it is completed. This will allow for new customers to be motivated to make another visit and fill up their punch card.

IN STORE PUNCH CARD



Media Plan Sales Promotion Marketing

STRATEGY 2

Strategy 2: Special deals and early access to new products will be sent to loyalty program members through personalized emails. This approach provides an added incentive for customers to create an account and engage with the brand. By offering exclusive promotions and sneak peeks, loyalty members will feel valued and encouraged to participate in the program, ultimately driving customer acquisition and loyalty.

TACTIC 1

Develop a tiered loyalty program where customers earn points for each purchase, and launch it with clear communication on benefits, aiming for at least 500 sign-ups in the first three months.

TACTIC 2


Send personalized monthly emails to loyalty members featuring exclusive deals, product launches, and personalized recommendations, targeting a 30% open rate and a 15% click-through rate.

TACTIC 3

Implement a system where loyalty members receive bonus points for providing feedback or reviews, encouraging engagement and aiming for at least 100 responses in the first six months.

EARLY ACCESS EMAIL

WHITE OAK LAVENDER



*Saturday
& Sunday*

NOW OFFERING
Early Access!

We are very proud to announce an early access opportunity for our White Oak Lavender loyalty members. Show this email downtown Harrisonburg at Grace & Main Cafe for 50% off your order starting Saturday upon opening! 11/8-11/9

[CHECK OUT THE MENU](#)

Media Plan Sales Promotion Marketing

B U D G E T

Sales Promotion Marketing				
Total Dollar Amount			% of Total Budget	
\$8,844			18%	
Mediums	Media Vehicles	Vehicle Amount	Medium Amount	% of Budget
Promotional Items	Tote bags	\$1,223/Q150	\$8,804	99%
	Branded coffee cup	\$1,752/Q100		
	Branded wineglass	\$2,550/Q150		
	Logo stickers	\$216/2000		
	Product samples	\$1,500		
	Keychains	\$1,441/Q1000		
	Water bottle labels	\$122/Q500		
Loyalty Program	Punch card	\$40/Q1000	\$40	1%



Media Plan Sales Promotion Marketing

R A T I O N A L E

The sales promotion strategy for White Oak Lavender Farm focuses on enhancing customer engagement through a multi-faceted approach, prioritizing rewards programs, strategic collaborations, and the use of promotional products. By targeting both first-time visitors and returning customers, the plan aims to establish a loyal customer base while expanding brand reach and recognition. Research from the Harvard Business Review emphasizes that loyalty programs can foster behaviors akin to those of long-term customers, which is crucial for converting new visitors into repeat patrons (Harvard Business Review, 1995). The farm's rewards program will incentivize purchases and repeat visits, encouraging customers to spend more frequently and experience the various offerings of the farm. This strategy not only drives short-term sales but also cultivates a strong foundation for sustainable, long-term growth by building customer relationships.

Strategic collaborations are a key component in broadening the farm's market presence. By partnering with established local businesses, such as wellness spas, yoga studios, and health food stores, White Oak Lavender Farm can tap into complementary customer bases that align with its brand ethos. These collaborations will involve cross-promotions and event sponsorships, where partner brands showcase the farm's products and events to their clientele. This approach leverages the trust and loyalty these local businesses have already established, thereby boosting consumer confidence in White Oak Lavender Farm. By aligning with like-minded partners, the farm can reach a wider audience while positioning itself as a leader in both the wellness and agritourism markets (Forbes, 2023).

Promotional products play an essential role in reinforcing brand visibility and loyalty. Based on the psychological principle of reciprocity, distributing high-quality branded items like reusable bags, wine glasses, or lavender-scented sachets can create a positive impression and encourage customers to reciprocate by making purchases or recommending the farm to others. To optimize this strategy, 99% of the sales promotion budget was allocated to securing these items, ensuring a broad distribution that maximizes market reach and brand recall. The high allocation reflects the emphasis on tangible brand presence, especially in settings where customers can repeatedly interact with these items, leading to increased brand affinity (American Marketing Association, 2023). Leveraging vendors like Vistaprint ensured cost-effective pricing, allowing for a sufficient quantity of punch cards and promotional products to be distributed widely.

In terms of budget allocation, 18% of the overall marketing budget was strategically invested in sales promotions, capitalizing on their potential to drive immediate customer engagement. After allocating funds to other digital and media efforts, the remaining budget was directed toward promotional items and samples to further enhance outreach. This method ensures that promotional products align with customer touchpoints, providing a memorable brand experience that encourages return visits. By using cost-effective sources, such as Vistaprint, to procure these items, the strategy maximizes the impact of every dollar spent, ensuring high-quality promotional materials that resonate with the target demographic.

Ultimately, this sales promotion plan is designed to seamlessly integrate with the overarching marketing strategy, aligning with the "Scent of Serenity" campaign theme to create cohesive brand messaging. The combination of rewards programs, strategic partnerships, and promotional products aims to boost not just sales but also brand loyalty and word-of-mouth referrals. By prioritizing customer experience and leveraging psychological principles, White Oak Lavender Farm positions itself as a destination for wellness and relaxation, ensuring it remains top-of-mind for consumers seeking a peaceful escape. This comprehensive approach not only attracts new customers but also nurtures lasting relationships, securing the farm's place as a leader in the competitive lavender and agritourism industry.

Media Flowchart

2025	January				February				March				April				May				June			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Social Media																								
Facebook Ads																								
Facebook Posts																								
Instagram Posts																								
Digital Marketing																								
SEO																								
Google Display ads																								
Blogs																								
Automated Email Sequence																								
Email Newsletter																								
Surveys																								
Banner Ads																								
Collaborations																								
Keyword research and analysis																								
Sales Promotion																								
Giveaway																								
Promotional products (Coffee cup, napkin, wine glass & lavender sachet)																								
Punch Card																								
Print Advertising																								
Rack Card																								
Brochure																								
Post Card																								
Magazines																								
Public Relations																								
Influencer Posts																								
Sponsorships																								
Press Release																								

KEY
None
Light
Medium
Heavy

2025	July				August				September				October				November				December			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Social Media																								
Facebook Ads																								
Facebook Posts																								
Instagram Posts																								
Digital Marketing																								
SEO																								
Google Display ads																								
Blogs																								
Automated Email Sequence																								
Email Newsletter																								
Surveys																								
Banner Ads																								
Collaborations																								
Keyword research and analysis																								
Sales Promotion																								
Giveaway																								
Promotional products (Coffee cup, napkin, wine glass & lavender sachet)																								
Punch Card																								
Print Advertising																								
Rack Card																								
Brochure																								
Post Card																								
Magazines																								
Public Relations																								
Influencer Posts																								
Sponsorships																								
Press Release																								

Budget Breakdown

Digital Marketing				
Total Dollar Amount			% of Total Budget	
\$8,000			16%	
Mediums	Media Vehicles	Vehicle Amount	Medium Amount	% of Budget
Google Display Ads	Banner Ads	\$289/ Month (\$0.30 CPC)	\$3,470	43%
Blogging	Wordpress	\$300	\$700	9%
	Collaborations	\$100/post		
Email Marketing	Management Platform	\$530	\$830	10%
	Surveys	\$300		
SEO	Keyword Research and Analysis	\$250/Month	\$3,000	38%

PR Marketing				
Total Dollar Amount			% of Total Budget	
\$7,500			15%	
Mediums	Media Vehicles	Vehicle Amount	Medium Amount	% of Budget
Press Release	Local newspaper	\$100(6 a year)	\$1,860	25%
Sponsorship	Branded gift baskets	\$3,324	\$3,540	47%
	Logo stickers	\$216/ Q2000		
Collaborations	Travel guides	\$300	\$2,100	28%
	Influencers	\$100/post		

Social Media Marketing				
Total Dollar Amount			% of Total Budget	
\$6,500			13%	
Mediums	Media Vehicles	Vehicle Amount	Medium Amount	% of Budget
Facebook	Facebook Ads	\$5 / day (\$0.97-CPC)	\$2,600	40%
	Giveaways	\$780		
Instagram	Instagram Ads	\$5 / day (\$0.75-CPC)	\$3,900	60%
	Giveaways	\$1,443		
	Influencer Post	\$100 / Post		

Budget Breakdown

Print Marketing				
Total Dollar Amount			% of Total Budget	
\$15,000			30%	
Mediums	Media Vehicles	Vehicle Amount	Medium Amount	% of Budget
Partnerships	Rack cards	\$250/Q2000	\$7,254	48%
	Flyers	\$2,000/Q180		
	Small booths	\$5,004		
Advertising Placements	Article in local magazine	\$1,000/publication (Q5)	\$7,690	51%
	Print ads	\$269/ea (Q10)		
Direct mail	Postcards	\$56/Q200	\$56	0.37%

Sales Promotion Marketing				
Total Dollar Amount			% of Total Budget	
\$8,844			18%	
Mediums	Media Vehicles	Vehicle Amount	Medium Amount	% of Budget
Promotional Items	Tote bags	\$1,223/Q150	\$8,804	99%
	Branded coffee cup	\$1,752/Q100		
	Branded wineglass	\$2,550/Q150		
	Logo stickers	\$216/2000		
	Product samples	\$1,500		
	Keychains	\$1,441/Q1000		
	Water bottle labels	\$122/Q500		
Loyalty Program	Punch card	\$40/Q1000	\$40	1%

Results - Measurement and Evaluation

\$4,036



Evaluation Program

EVALUATION OF MARKETING GOAL

The marketing goal will be tracked using a combination of quantitative and qualitative metrics. Awareness will be measured by monitoring social media reach, impressions, and follower growth, as well as tracking website traffic using Google Analytics to determine the impact of campaigns. Engagement will be evaluated through event attendance, social media interactions (comments, shares, and likes), and email open rates to gauge customer involvement. Brand loyalty will be tracked by analyzing repeat customer visits, sales trends, and feedback from customer satisfaction surveys. Credibility will be assessed through media mentions, influencer collaborations, and customer reviews. These metrics will be reviewed regularly to ensure the farm is on track to achieve the 20% profit increase by December 31st, 2025, and adjustments will be made as needed based on the results.

EVALUATION OF COMMUNICATION OBJECTIVES

To evaluate the effectiveness of the communication objectives for White Oak Lavender Farm, key performance indicators (KPIs) will be tracked throughout the campaign. The goal of increasing brand awareness by 15% by December 2025 will be measured using baseline surveys at the campaign's start and quarterly follow-up surveys. Social media engagement will be monitored using Meta Insights and Google Analytics, while the impact of print advertising will be tracked through impressions and media mentions. Combining digital and traditional media is proven to enhance brand recall, so both will be evaluated (Smith & Taylor, 2023).

Interest in events will be measured through social media metrics, click-through rates, and event RSVPs.

Unique discount codes during promotions will help assess the effectiveness of sales promotions in driving engagement. By the end of the campaign, the increase in RSVPs and sales will be evaluated as indicators of success in building interest (Johnson, 2022).

To boost sales and repeat visits, sales data from May to October will be analyzed, with a focus on the impact of limited-time offers. Social media ads will be tracked for engagement and conversions. This will help determine whether the promotional offers generated urgency and contributed to increased sales and repeat visits (Apse, 2024). The evaluation will focus on how these efforts work together to meet the goals of increasing awareness, interest, and sales.

Evaluation Program

EVALUATION OF DIGITAL MARKETING GOALS

To evaluate the effectiveness of White Oak Lavender Farm's blog strategy, progress will be tracked using Google Analytics, focusing on key metrics like visits, session duration, and engagement. One goal is a 25% traffic increase over four months, with monthly assessments to ensure a 6-7% growth rate. If traffic growth falls short, SEO strategies will be adjusted. Research shows consistent content creation and keyword optimization can boost organic traffic (Chaffey, 2023). Engagement will be measured through social media shares, blog comments, and email click-through rates, with adjustments made as needed.

SEO efforts will be tracked using tools like Google Search Console to monitor keyword rankings, with research indicating SEO can boost traffic by 200% (Moz, 2023). Email marketing effectiveness will be measured through open rates and conversions, as targeted campaigns can increase blog traffic by 50% (Mailchimp, 2023). Social media success will be assessed by engagement rates and referral traffic, with best practices suggesting posting at optimal times (Hootsuite, 2023). Influencer marketing effectiveness will be evaluated through referral traffic, as collaborations can increase engagement by up to 5x (Influencer Marketing Hub, 2023). If these objectives are not met, the content of the site must be adjusted to meet more searched by the target audience.

The second goal is to reach 25,000 people within 100 miles of WOLF with a weekly email campaign. The effectiveness of this campaign will be measured through the open rate (30%), the click through rate (5%), and website traffic through the email; the conversion rate (15% increase to traffic). If these rates are not satisfying, The subject line of the email must be revaluated as well as the content of the email.

Overall campaign success will be based on achieving the 25% traffic goal and higher engagement. Ongoing monitoring and research into best practices will guide adjustments to keep the campaign on track.

EVALUATION OF PR MARKETING GOALS

The goals of PR Marketing are to increase engagement and attendance and to build credibility and market awareness among the community. To evaluate the effectiveness of White Oak Lavender Farm's PR marketing goals, both quantitative and qualitative metrics will be tracked before, during, and after key events. Metrics include website visits, QR code scans, event registrations, social media engagement, and brochure distribution tracked through Google Analytics and social listening platforms. Event attendance will be monitored through the farm's event management system, with evaluations after press releases and at three and six month intervals. Success will be assessed by a 20% increase in attendance, with QR code scans and personalized mail campaigns boosting engagement and response rates (Bourne, 2019; Data & Marketing Association, 2022). Not meeting these goals would result in a revaluation of which PR strategies to use.

For sponsorships and community engagement, success will be measured by event attendance, booth interactions, and response rates from gift baskets, tracked via surveys and social media. Post-event evaluations and quarterly check-ins will guide adjustments. The campaign's overall success will be tracked using Google Analytics for website traffic, event registration data, and surveys to measure brand awareness, with evaluations at three- and twelve-month intervals. Online bookings and referral data will also be used to assess the success of travel guides and wellness retreats (Elliott, 2021). A failure to reach the target increase in engagement will result in a revaluation of which sponsorships to utilize.

Evaluation Program

EVALUATION OF SOCIAL MEDIA GOAL

The goals are to increase brand loyalty, increase brand awareness, and to increase engagement. To evaluate the effectiveness of White Oak Lavender Farm's social media campaign, engagement and brand awareness metrics will be tracked to achieve a 30% increase in brand awareness and a 25% increase in engagement by December 2025. Key metrics include impressions, interactions (likes, comments, shares), and user-generated content (UGC) participation. This is measured monthly. On Instagram, success will be measured by a goal of 50,000 monthly impressions, engagement, and QR code scans. Influencer collaborations will be tracked by post reach and engagement, with two influencers posting every two months. UGC participation will be tracked using the #LavenderLife hashtag, targeting 1,000 participants over six months. Research shows UGC boosts engagement and brand loyalty (Bourne, 2019). If goals are not met, posts or frequency of posts will be changed. In an extreme scenario of low engagement, the social media platform will be changed. On Facebook, engagement will be tracked through interactions with event posts, polls, and educational content, aiming for 1,500 interactions per month. Educational posts about lavender benefits and DIY guides will be analyzed for shares and comments. Google Analytics, Instagram Insights, and Facebook Insights will measure traffic and engagement, while surveys will assess brand perception and loyalty. Monthly evaluations, with reviews at three and six months, will refine strategies. Research shows that consistent content posting and interactive campaigns drive higher engagement (Nielsen, 2020).

EVALUATION OF SALES PROMOTION GOALS

To evaluate the sales promotion campaign, key metrics will be tracked throughout, with a final assessment at the end of December 2025. The main goals are to increase first-time customers by 25% and to build brand loyalty with those customers. This is measured using CRM data by comparing new customer purchases to baseline data. Branded giveaways and promotional items will be tracked by the number of items distributed and redemption rates for offers. Event staff will track foot traffic and sales data, while social media success will be measured by engagement metrics such as likes, shares, comments, and click-through rates, with research indicating that active engagement can boost interaction by 16% (Baird & Parasnis, 2011). Surveys and post-event feedback will assess the impact on purchases. Failure to reach these goals result in a change in coupons or to whom they are given to.

The loyalty program's success will be tracked by sign-ups, redemption rates, and repeat purchases, aiming for 50% first-time customer participation. Personalized email campaigns will be evaluated by open rates (targeting 30%) and click-through rates (targeting 15%). Continuous data collection through CRM systems, point-of-sale tracking, social media analytics, and customer feedback will provide real time insights for adjustments. A final evaluation will determine if the campaign achieved its goal of increasing first-time customers by 25% and engaging 5,000 potential customers across Virginia. Failure to gain traction will result in a change of the presentation of the program.

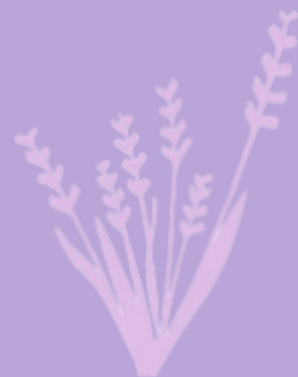
Evaluation Program

EVALUATION OF PRINT GOALS

To evaluate the effectiveness of White Oak Lavender Farm's print media campaign, both quantitative and qualitative metrics would be measured. The goal is to increase attendance and brand awareness among young female professionals.

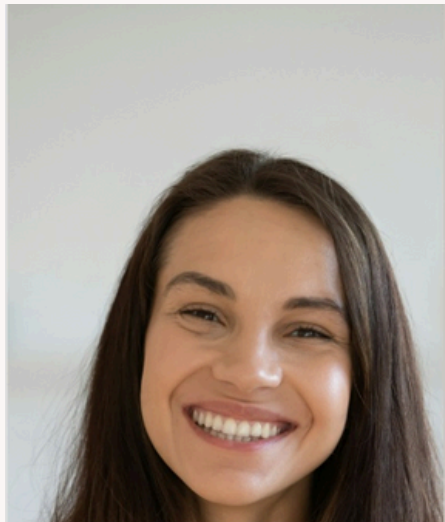
For flyers, posters, and rack cards, key metrics include QR code scans, website visits, social media mentions, and event attendance linked to distribution areas. Google Analytics and social listening tools will track website and social media activity, with data analyzed weekly and at 3 and 6 month intervals. Research shows QR codes increase engagement by linking to digital content (Nielsen, 2020). If the objective is not met, location of the prints can be moved to different businesses or the content can be adjusted.

For magazine and newspaper ads, the goal is to increase participation in wellness events. Success will be measured by QR code scans leading to event registrations, impressions, and reach data. Personalized direct mail, featuring postcards with discount codes, will be assessed by tracking response rates, redemptions, and event attendance, with research showing an average return rate of 4.4% (Data & Marketing Association, 2022). Partnerships with local businesses will be evaluated by distributed flyers and engagement through cross-promotional offers, which boost brand exposure and loyalty (Elliott, 2021). If results are not to standards, business partnerships may be reevaluated or the ad content could be adjusted. The overall campaign aims for a 20% increase in event attendance by December 2025, tracked by pre and post campaign attendance and surveys on how participants discovered the events.



Appendix 1

CONSUMER PERSONAS



TAYLOR CRANE

REGISTERED NURSE

AGE 31

GENDER WOMAN

LOCATION HARRISONBURG

ABOUT

Taylor has lived and worked in Harrisonburg her whole life. She's a nurse who has a lot of female colleagues that enjoy spending time together on weekends. She loves wine and frequently goes to wineries with her friends.

PERSONALITY

Social ●●●●●

Social Media ●●●●○

Anxiety ●○○○○

Nature Loving ●●●●●

GOALS

- Wants to start a family and have children within a few years.
- Spending more time with friends and family as opposed to working so much. Additionally, she wants to get out and do more things in nature.

FRUSTRATIONS

- Taylor doesn't enjoy when she has conflict with other people and enjoys life the most when things are calm and relaxed.
- Doesn't like to travel far from home on her days off.


SKILLS

Communication

Relationship Building

Patience

FAVORITE BRAND



Stage	Attention	Interest	Desire	Action	Loyalty
Customer Actions	See's social media ads along with word of mouth about the farm.	Constantly checking the farm website for any updates.	Frequently views the lavender farm website and social media.	Frequently visits the farm for classes and gift shop purchases.	Attends events and makes regular purchases at the farm.
Touchpoint	Social media, co-workers, website	Website, local events, social media posts.	Has items in cart online and in store.	Shows up to classes and events.	Regularly shows up and brings friends.
Customer Experience	Good	Medium	Good	Better	Best
Pain Point	Not enough word of mouth	Not enough exposure	Not enough online options, payment is hard	Events / classes underwhelming	Expensive products
Solution	Deals for bringing friends	Better online marketing campaign	Email and text reminders	Offer more advanced classes	Offer loyalty/ reward program

CONSUMER PERSONAS

	Attention	Interest	Desire	Action	Loyalty
Customer Actions	Scrolling aimlessly on instagram	Checking out products, looking online for events	Finding dates for events, looking for prices of products at the shop	Purchasing products, visiting the farms, going to events	Searching for events online to go to, going to them, and purchasing products repeatedly
Touchpoint	Instagram Ad, other Social Media, flyers	Website	In person at the shop or online for events	In person at the shop or online for events and products	Website
Customer Experience	Neutral/interesting	excited, interesting	exciting, relaxing	Positive and exciting	Content and satisfied
Pain Point	Could be scrolled over without seeing	Could be overwhelmed by amount of products	Could be surprised at above average prices	Farm could be out of desirable travel range	Might live to far away making repeat trips/purchases difficult
Solution	Cater the image to catch eyes of target audience	Cut down product line or organize well in shop	Emphasize quality of experience/products	Target locals more than anyone else	Target locals and ship far

Appendix 1

CONSUMER PERSONAS



EMMA HARRIS
SENIOR MARKETING EXECUTIVE

AGE 35
GENDER WOMAN
LOCATION MCLEAN, VA

ABOUT

Emma is a person who enjoys wellness and selfcare. Upon receiving her bachelors degree in Marketing , she went to work for a company focusing on health and beauty brands. Emma enjoys all things nature and self-care. In her free time, she enjoys aking relaxing weekend trips or having wine nights with friends.

GOALS

- Advance to a leadership role
- Practice Sustainability
- Create a wellness podcast
- Publish a book

SKILLS

Communication

Time management

Cultural awareness

PERSONALITY

Ambitious

Creative

Mindful

Charismatic

FRUSTRATIONS

- Work-life balance
- Sustainability challenges
- Keeping up with trends

FAVORITE BRANDS

Etsy 
MUJI 

Customer Journey Map

	Attention	Interest	Desire	Action	Loyalty
Customer Actions	Is on Instagram or Pinterest and sees a post	Visits the business website	Looks at reviews and recommendations	Visits the business in person	Uses products and post about her experience
Touchpoint	<ul style="list-style-type: none"> • Instagram • Pinterest • Wellness blog 	<ul style="list-style-type: none"> • Business website • social media posts on events 	<ul style="list-style-type: none"> • Customer reviews • YouTube reviews 	Interacting with the staff/ testing products with help by staff	Engages with brand online on posts/ loyalty program
Customer Experience	Intrigued / Curious	Interested in the experience / drawn to the aesthetic	Eager to visit the business and try out the wine and products	Immersed in the experience / excited to purchase products after class or tour	Met expectations
Pain Point	Dosen't know if the business is eco-friendly or what the quality of the products is	<ul style="list-style-type: none"> • How easy is it to get there? • Do their products work? 	When is the best time to go? (events/off season)	Can't purchase products online/ business too busy	No follow-up after purchase
Solution	Provide clear message on posts highlighting the quality and sustainability	<ul style="list-style-type: none"> • Provide detailed travel information • Provide sample products 	<ul style="list-style-type: none"> • Calendar of events • Off season discounts 	<ul style="list-style-type: none"> • Offer product reservation/ subscription • Allow appointments 	Send thank you emails or motivate to post experience

Appendix 2

S O C I A L M E D I A D E L I V E R A B L E S



White Oak Lavender Farm



Find your serenity in our relaxation area. Whether it's a good book or a glass of wine, take a moment to unwind amidst our lavender gardens 💜

#Relaxation #FindYourPeace



White Oak Lavender Farm

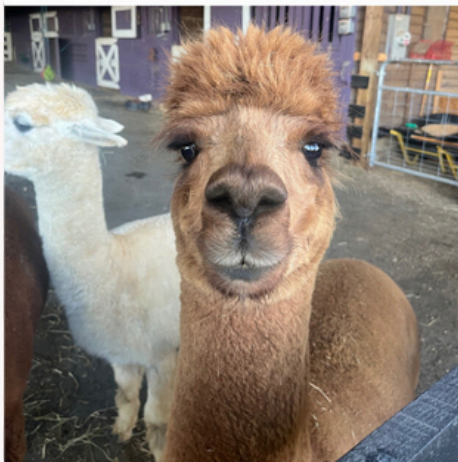


This week's featured post comes from (customers name)! "This place feels like a dream. The lavender scent is so calming!"

Don't forget to tag us and use #LavenderLife for your chance to be featured!



@whiteoaklavender



Discover the "Scent of Serenity" at White Oak Lavender Farm! We're not just about lavender! Come meet our friendly goats, horses, alpacas, and more for a memorable family experience! 📍 Tag @WhiteOakLavenderFarm and use #LavenderLife to be featured! Visit <https://www.whiteoaklavender.com/> or call (540) 421-6345 for details! We can't wait to see you! 📍 2644 Cross Keys Rd, Harrisonburg, VA 22801



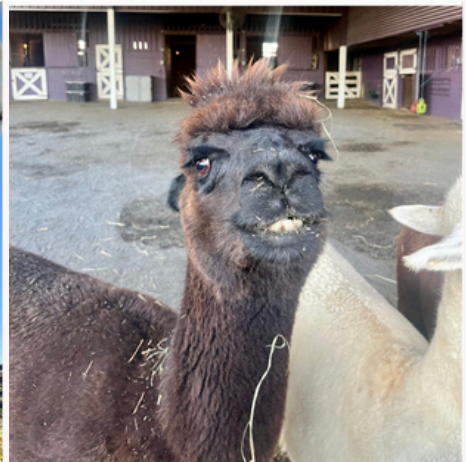
@whiteoaklavender



Discover the "Scent of Serenity" at White Oak Lavender Farm! We're not just about lavender! Come meet our friendly goats, horses, alpacas, and more for a memorable family experience! 📍 Tag @WhiteOakLavenderFarm and use #LavenderLife to be featured! Visit <https://www.whiteoaklavender.com/> or call (540) 421-6345 for details! We can't wait to see you! 📍 2644 Cross Keys Rd, Harrisonburg, VA 22801



@whiteoaklavender



Discover the "Scent of Serenity" at White Oak Lavender Farm! We're not just about lavender! Come meet our friendly goats, horses, alpacas, and more for a memorable family experience! 📍 Tag @WhiteOakLavenderFarm and use #LavenderLife to be featured! Visit <https://www.whiteoaklavender.com/> or call (540) 421-6345 for details! We can't wait to see you! 📍 2644 Cross Keys Rd, Harrisonburg, VA 22801

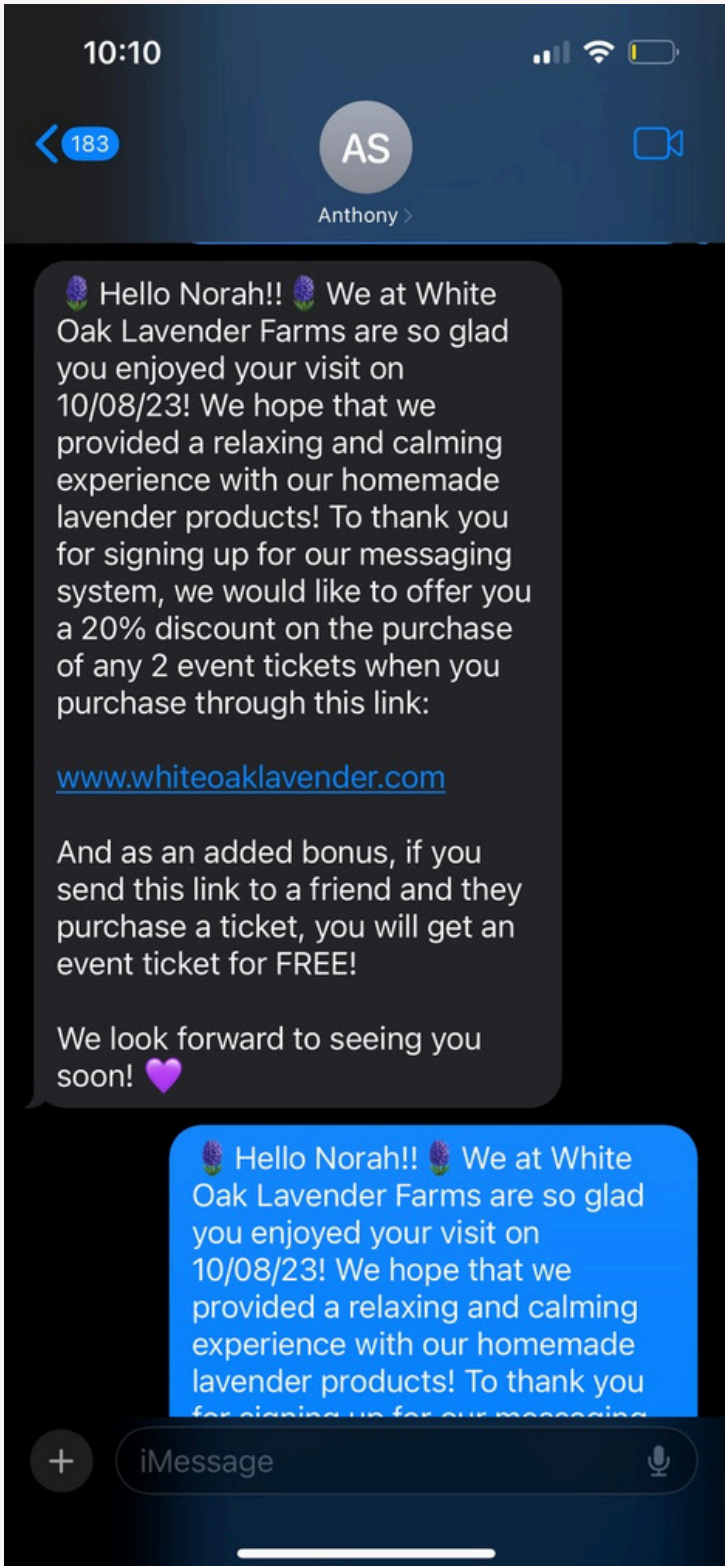
Appendix 2

S O C I A L M E D I A D E L I V E R A B L E S



Appendix 3

D I G I T A L M A R K E T I N G D E L I V E R A B L E S



Appendix 4

PRINT MEDIA DELIVERABLES



Our Tasting Room

Unwind with our soothing and delicious beverages! Treat yourself to fine wine made right from our own grown lavender; all crafted for a calm escape. And for a sweet moment of relaxation, don't miss our lavender-infused ice cream and refreshing slushies!



ABOUT US

W.O.L.F is a family owned lavender farm that helps people relax and enjoy their life. Our #1 priority is taking care of the mental health of our customers.



WHY CHOOSE US?

W.O.L.F is a perfect place to relax and enjoy a scent of serenity. It is a calm and beautiful place to take a second and let your problems wash away.



Contact:

[2644 Cross Keys Rd, Harrisonburg, VA, reallygreatsite.com](https://www.reallygreatsite.com)
whiteoaklavender@gmail.com
(540) 421-6345



Savor the Moments

EMBRACE THE ART OF FINE WINE & MUSIC THAT HITS THE SPOT

7 DAYS A WEEK, 10AM-6PM

WINE, MUSIC, GIFT SHOP, PETTING ZOO
PHYSICAL WELLNESS CLASSES
2644 Cross Keys Rd, Harrisonburg, VA 22801
(540) 421-6345
www.whiteoaklavender.com



Our Interactive Gardens

Enjoy our tranquil outdoor space, perfect for easing stress and creating joyful memories with family or with friends. Walk through our peaceful garden, relax by the pond, and meet our friendly animals. Challenge each other at the life-size checkerboard and explore lending library boxes filled with engaging, stress-relieving activities for all ages.



Our Private Events

Host your next celebration or meeting in one of our beautiful outdoor spaces: the Lavender Deck, Mountain View Deck, Garden View Pavilion, Wooden Wine Bar, or Grace Garden. Each can be reserved for two hours, with customizable wine packages or lavender programs to make your experience truly unique! We've been known to do weddings!



Our Lavender Gift Shop

We make over 100 products with 100% pure lavender essential oil! Soaps, lotions, creams, aromatherapy, gift sets and more! Each one of our products tailors to helping people relax in one way or another. The amazing smell or taste is just a bonus :)



Appendix 5

PUBLIC RELATION DELIVERABLES

White Oak Lavender Farm

PRESS RELEASE

White Oak Lavender Farm is owned and operated by the Haushalter family in Harrisonburg, Virginia and has been opened since 2008. They grow over 8,000 lavender plants and about 3,000 grape vines. Lavender plants are harvested to make pure lavender oil and grapes are harvested to create 12 unique wines served on the property. WOLF offers wine tasting experiences, tours, lectures, classes, a discovery area and a lovely lavender gift shop. Their winemaker, Randy Phillips is the owner of Cave Ridge Vineyards in Mt. Jackson, VA. Randy has over 25 years of experience in winemaking and is well renowned in the Virginia region. All the wines are made from grapes sourced from their personal farm or the Shenandoah Valley.

Their vision is to be Virginia's premier lavender destination, providing hospitality, hope and encouragement through high quality culinary, bath, body and spa products. Their missions is to offer a relaxing lavender experience and wonderful lavender products! The goal is that visitors to the farm, and the website, may gain an appreciation for small farm production and the benefits of lavender. They desire to develop loyal customers who value a lifestyle that embraces healthy relaxation practices and the use of White Oak Lavender products!

White Oak Lavender will be showcasing a Fall festival on October 5th from 10am-8:30pm. There will be vendors, food, cider, beer, wine, music and grape stomping.

Press contact:

Julie Haushalter CEO
Ryan Haushalter COO

540-421-6345
whiteoaklavender.com



Who We Are

Background

White Oak Lavender Farm is owned and operated by the Haushalter family in Harrisonburg, Virginia and has been opened since 2008. They grow over 8,000 lavender plants and about 3,000 grape vines. Lavender plants are harvested to make pure lavender oil and grapes are harvested to create 12 unique wines served on the property. WOLF offers wine tasting experiences, tours, lectures, classes, a discovery area and a lovely lavender gift shop. Their winemaker, Randy Phillips is the owner of Cave Ridge Vineyards in Mt. Jackson, VA. Randy has over 25 years of experience in winemaking and is well renowned in the Virginia region. All the wines are made from grapes sourced from their personal farm or the Shenandoah Valley.

Vision

Our Vision is to be Virginia's premier lavender destination, providing hospitality, hope and encouragement through our high quality culinary, bath, body and spa products.

Visit Us

2644 Cross Keys Road
Harrisonburg VA, 22801

Parking available

540-421-6345
whiteoaklavender.com



Enjoy the
scent of
serenity



Scan our QR code for an intro video experience

Products & Services

Wine tastings

The Tasting Room offers portable tastings, wine and beer flights, wine and beer by the glass, wine by the bottle and wine slushies! Currently we offer 12 samples of wine, along with other choices of flights, glasses and seasonal wine treats like the slushies or sangria! We have delicious wine and some are infused with lavender! You will be pleasantly surprised at the smooth flavor and finish.

Local music

Just about every weekend, the farm showcases multiple local music artists at our weekend events. The event calendar can be found on our website to stay up to date!

Products & Services

Products

All of our products are made in house in the local Harrisonburg community. All of our products feature or highlight the fresh pressed lavender oil from our farm.

Product	Price
Discovery Area	\$5.00
Muscle jelly 16 oz.	\$29.00
Body cream 4 oz.	\$16.00

We sell many more products such as

- Aromatherapy products
- Body products
- Wines
- Gourmet foods (such as lavender simple syrup and lavender coffee)
- Small goods (such as lavender sachets and candles)
- And so many more!

Why Us?

Our mission

Our Mission is to offer a relaxing lavender experience and wonderful lavender products! We combine growing, harvesting, and processing lavender for retail and wholesale sales of value-added products with a relaxing, interactive eco-friendly farm experience. Our goal is that visitors to our farm, and our website, may gain an appreciation for small farm production and the benefits of lavender. We desire to develop loyal customers who value a lifestyle that embraces healthy relaxation practices and the use of White Oak Lavender products! Our theme "Color My World Purple" is to bring a focus to how our farm and products can bring hope, love, encouragement and peace to fruition in our world.

WHITE OAK LAVENDER FARMS

SICK OF STUDYING?

STOP AND
TAKE A SNIFF
OF SERENITY



WWW.WHITEOAKLAVENDER.COM
540-421-6345



2644 CROSS KEYS RD,
HARRISONBURG, VA

Appendix 6

SALES PROMOTION DELIVERABLES



**BEST LAVENDER
RECIPE CONTEST**

Show off your cooking skills at
our Lavender Festival

Experience
the Scent
of Serenity

PRIZE

Win a full
basket of
lavender
goodies!

EVENT DETAILS

Buy lavender from the farm and try
these recipes yourself!

April 12th
1:00 PM - 6:00 PM
White Oak Lavender Farm

**CONTACT
INFORMATION**

Instagram: whiteoaklavender
Phone: (540) 421-6345
Email: whiteoaklavender@gmail.com
Address: 2644 Cross Keys Rd,
Harrisonburg, VA 22801

ENTER NOW!

**White Oak
LAVENDER®**
& The Purple WOLF Vineyard



**Join
TODAY**

MAKE RELAXING A HABIT

By becoming a member for our
subscription loyalty program,
you could enjoy relaxing with
the lavender you love so much
more often, guilt-free. Enjoy a
complimentary bottle of wine a
month as well as 2 free event
ticket once every 3 months.
Enjoy THE Scent of Serenity.

**White Oak
LAVENDER®**
& The Purple WOLF Vineyard

1-540-421-6345
www.whiteoaklavender.com
@whiteoaklavender
2644 Cross Keys Rd, Harrisonburg, VA



**FOLLOW
THE SCENT
OF
SERENITY**

TAKE THE NEXT EXIT TO RELAXATION

**White Oak
LAVENDER®**
& The Purple WOLF Vineyard

Appendix 7

DIRECT MARKETING DELIVERABLES



20% off!

LAVENDER COFFEE BAR ESSENTIALS | 3/29-3/30

Lavender coffee blend, lavender simple syrup & more



Lavender Coffee

LIGHT ROAST, MADE LOCAL

Enjoy a 12 oz bag of our Lavender Coffee. Artisan roasted by Crazy Fox Roasting, hand blended and fair trade certified! Pair with cream & our lavender simple syrup for a delicious start to your day!

VISIT 2644 Cross Keys Road, Harrisonburg VA, 22801
CELL 540-421-6345
EMAIL whiteoaklavender@gmail.com
WEB whiteoaklavender.com

Scan for details



CHECKED



LAVENDER CANDLE MAKING WORKSHOP

DISCOVER THE SCENT OF SERENITY

Create your own lavender-scented candle while enjoying the serene beauty of White Oak Lavender Farm. Perfect for a fun outing with friends or a peaceful solo experience!



"ENJOY 15% OFF LAVENDER-SCENTED PRODUCTS ON THE DAY OF THE EVENT!"

EVENT DETAILS:
 Date: March 12, 2025
 Time: 11:00 am - 2:00 pm
 Location: White Oak Lavender Farm
 Scan the QR code below to register!



@whiteoaklavender
<https://www.whiteoaklavender.com/>
 (540) 421-6345
 @2644 Cross Keys Rd, Harrisonburg, VA 22801



Appendix 7

DIRECT MARKETING DELIVERABLES



White Oak LAVENDER®
& The Purple WOLF Vineyard

Do you miss the Scent of Serenity already?
Well lucky for you, we can make a deal...
Choose one of any of these offers below!

25% off!
Use this coupon to get 20% off your entire order of items at our in person gift shop!

Buy one event ticket, get one free!
Available until 11/30

40% off!
Any wine bottle when visiting us in person!

Visit us!
Address: 2644 Cross Keys Rd, Harrisonburg, VA
Website: www.whiteoaklavender.com

Contact us!
P: 540-421-6345
E: whiteoaklavender@gmail.com



Upcoming Events

White Oak LAVENDER®
& The Purple WOLF Vineyard

MAR 15 **LAVENDER PLANTING WORKSHOP** **12-2 PM**
Learn how to grow lavender and take home your own plant! Includes a farm tour and lavender treats

MAR 22 **LAVENDER & WINE TASTING UNDER THE STARS** **8-10 PM**
Enjoy wine tastings and stargazing in the lavender fields. A magical evening of relaxation

MAR 29 **LAVENDER WELLNESS RETREAT** **10-2 PM**
Relax and experience the scent of serenity with yoga, meditation, and aromatherapy, all set in our calming lavender fields.

2644 CROSS KEYS ROAD
HARRISONBURG, VA 22801

Appendix 8

B R O A D C A S T D E L I V E R A B L E S

ITEM	DESCRIPTION
Gender	Female (calming, friendly tone)
Length	30 Seconds
Target Demographic	Females aged 20-40; wellness enthusiasts, families, tourists
Character/Narrator	Female narrator (soothing voice), a satisfied customer reflecting on her experience
Vocal Direction	A relaxed, inviting, peaceful, and cheery tone
Suggested Music	Light, acoustic background music (guitar/soft piano)
Sound Effects	Birds chirping, gentle breeze, soft laughter in the background

ITEM	DESCRIPTION
Gender	Woman
Length	30 seconds
Target Demographic	Working parents (more specifically moms)
Character / Narrator	Soothing, friendly voice, in her twenties
Vocal Direction	Calm, nurturing, inviting
Suggested Music	Soft, gentle acoustic guitar
Suggested Sound Effects	Gentle breeze, birds chirping, soft laughter

[Sound Effects: Soft birds chirping and calming instrumental music begin to play]

Narrator:

Looking for a peaceful getaway? Discover the Scent of Serenity at White Oak Lavender Farm, the perfect destination for individuals and families seeking unique experiences. Imagine yourself strolling through our lavender fields, taking in the calming fragrance surrounding you.

[Sound Effects: Soft laughter in the background]

Join us for rejuvenating yoga sessions, sip on refreshing lavender wine, and enjoy our family-friendly activities that create lasting memories.

[Pause for effect]

Whether you're looking to unwind solo or create special moments with loved ones, the tranquil atmosphere of White Oak Lavender Farm is waiting for you.

[Sound Effects: Nature sounds]

Visit us today and experience the magic for yourself.

[Call to Action]

Plan your escape now! Visit WhiteOakLavender.com, call (540) 421-6345, or stop by at 2644 Cross Keys Road, Harrisonburg, VA 22801.

[Sound Effects: Music fades out softly]

SFX: Gentle breeze and soft bird chirping)

Narrator:

"Need a moment to yourself? *momentary pause* Escape to White Oak Lavender Farm this weekend October 26th for our Lavender Harvest Festival."

(SFX: Soft laughter, calming sounds of nature)

"Immerse yourself in the soothing scent of lavender as you stroll through our serene fields. Enjoy relaxation stations, lavender wines, and moments just for you."

(SFX: Light laughter of children playing)

"Bring your family for a day of joy and rejuvenation. Discover the essence of nature and find your calm."

(SFX: Soft music fades)

"Visit us online at www.whiteoaklavenderfarm.com or call (540) 421-6345. Take a break and join us for the Lavender Harvest Festival—your moment of tranquility awaits!"

Appendix 8

B R O A D C A S T D E L I V E R A B L E S

ITEM	DESCRIPTION
Gender	Female
Length	30 seconds
Target Demographic	Mothers with young children
Character / Narrator	Soothing, friendly voice, in her twenties
Vocal Direction	Warm, relaxing
Suggested Music	Calming music (spa-like)
Suggested Sound Effects	Alarm ringing, baby crying, traffic, electronic toys... deep breath, waterfall, drinking wine, bird tweeting

(SFX Alarm ringing, baby crying, traffic, electronic toys; one after the other and overlapping.)
 "There's a lot going on, we know. (SFX deep breath and then silence) But there is a place, (SFX Music plays, waterfall, birds tweeting) Where for just a little while, you can forget all of the noise, and just relax. (SFX drinking wine, light laughter, birds tweeting) Come visit white oak lavender farms. Where we create relaxation, and where you can put you, first. Visit our website at www.whiteoaklavender.com to RSVP for our upcoming Fall Festival or call 540-421-6345 for more details. White Oak Lavender Farms... The Scent of Serenity.

ITEM	DESCRIPTION
Gender	Male
Length	30 seconds
Target Demographic	Married couples that need a night on the town
Character / Narrator	Salesman, announcer
Vocal Direction	Enthusiastic, relaxing
Suggested Music	Calming guitar music
Suggested Sound Effects	Smooth guitar music, smooth piano music

All dressed up with nowhere to go? Think again! White Oak Lavender Farm's Annual Music and Wine Night is just around the corner. Come enjoy a night filled with music, wine, food, and the best of all, FREE JMU Athletic tickets are available to win in the raffle! Early bird tickets are selling fast for this special night so make sure that you take down this phone number in order to secure your table!
 Ready? Dial (540) 421-6345 or reserve online at www.whiteoaklavender.com to secure your table now. Visa and Mastercard accepted. A limited number of tickets will be available at the door, so order in advance to secure your table and get that scent of serenity you've been searching for. 2644 Cross Keys Rd, Harrisonburg VA 22801

Appendix 8

B R O A D C A S T D E L I V E R A B L E S

I T E M	D E S C R I P T I O N
Gender	Male or Female
Length	30 seconds
Target Demographic	Young professionals with busy lives
Character / Narrator	Someone who works at White Oak Lavender
Vocal Direction	Soothing, soft and inviting
Suggested Music	Soft instrumental
Suggested Sound Effects	Wind, birds chirping, breeze, pouring, laughter

Escape the rush and find your peace and White Oak Lavender Farm, where the Scent of Serenity meets you the moment you arrive. (Sound of gentle wind and birds chirping) Imagine a place where time slows down, and the soothing fragrance of lavender fills the air, leaving you rejuvenated with every breath. (Soft sign of relief) Sip on handcrafted wines as you wander through our blooming lavender fields. (Sound of wine pouring, light laughter in the background) Discover your escape today-visit whiteoaklavender.com to plan your visit. At White Oak Lavender Farm, we welcome you to breathe, unwind, and immerse yourself in the Scent of Serenity. (Music fades out with a gentle breeze).

Appendix 9

P R O M O T I O N A L P R O D U C T S D E L I V E R A B L E S



Appendix 10

STORY BOARD DELIVERABLES

PROJECT: WHITE OAK LAVENDER PROMO



SCENE 1, A BREATHTAKING WELCOME

The scene opens with a sweeping aerial shot of the lavender fields in full bloom under a bright blue sky. "Welcome to White Oak Lavender Farm" Sound Effects: Gentle breeze, soft instrumental music begins.



SCENE 2, THE LAVENDER EXPERIENCE

Description: Close-up shots of visitors walking through the lavender rows, smiling and inhaling the calming scent. "Immerse yourself in the calming essence of lavender." Sound Effects: Laughter, nature sounds, and bees buzzing.



SCENE 3, CRAFTING WELLNESS

A scene in the farm's shop showcasing handmade lavender products—oils, soaps, sachets. "Discover our handcrafted lavender products." Sound Effects: Soft chime sounds as products are showcased.



SCENE 4, JOIN OUR COMMUNITY

A group of visitors participating in a lavender distillation workshop, laughing and learning. "Join our workshops and connect with members of the community." Sound Effects: Workshop chatter, occasional laughter.



SCENE 5, NATURE'S RETREAT

A serene sunset shot over the lavender fields, transitioning to a cozy fire pit area with guests enjoying drinks. "Experience tranquility in nature." Sound Effects: Soft crackling of a fire, distant birdsong.



SCENE 6, CALL TO ACTION

The screen transitions to the farm's logo, website URL, and contact information. "Visit us at White Oak Lavender Farm. Start your lavender journey today!" Sound Effects: Music crescendos to a gentle finish.

SCENT OF SERENITY AT WHITE OAK LAVENDER FARM



SCENE 1, WELCOME!

- Description: The ad opens with an aerial shot of the lavender fields at sunset, showcasing rows of vibrant flowers under a warm golden sky.
- Words on screen: "Discover Tranquility"
- Sound effects: Soft birds chirping and gentle wind chimes create a calming atmosphere.



SCENE 2, LAVENDER GOODS

- Description: A cozy wooden table displays various lavender-infused products, like essential oils, handmade soaps, and cute sachets.
- Words on screen: "Indulge in Lavender Bliss"
- Sound effects: Relaxing instrumental music plays softly in the background.



SCENE 3, WORKSHOPS

- Description: People are seen having fun in workshops, making lavender sachets and mixing oils. Everyone is smiling and enjoying the creative process, making it feel friendly and welcoming.
- Words on screen: "Join Our Wellness Workshops"
- Sound effects: Laughter and light chatter fill the air, creating a joyful vibe.



SCENE 4, FAMILY FUN

- Description: Families are shown enjoying the farm. Kids run through the fields, while others have a picnic surrounded by lavender, highlighting quality family time.
- Words on screen: "Fun for the Whole Family"
- Sound effects: Happy sounds of kids laughing and playing, adding to the lively atmosphere.



SCENE 5, NATURAL BLISS

- Description: Panoramic shots capture the serene lavender fields, with bees buzzing and butterflies fluttering around. The beauty of nature shines through.
- Words on screen: "Immerse Yourself in Nature"
- Sound effects: Gentle breezes and birds singing create a tranquil soundscape.



SCENE 6, CALL TO ACTION

- Description: The ad ends with the White Oak Lavender Farm logo, website URL, phone number, and social media on the screen. This is set against the backdrop of the beautiful lavender fields.
- Words on screen: "Visit us today! Experience the magic of lavender."
- Sound effects: Uplifting music plays

Appendix 10

STORY BOARD DELIVERABLES



Appendix 10

STORY BOARD DELIVERABLES



Appendix 11

CONTENT CALENDER

PUBLISH DATE	DUE DATE	OWNER	STATUS	TITLE & TOPIC	TYPE	COMMENTS
10/22/2025	10/17/2025	Marene Robles	Done	Fall in the Air: Celebrate with ULI	Email	Highlight special gift bundles (lavender-infused products and wine) and share a romantic cocktail recipe.
10/4/2025	10/22/2025	Morgan Tibby	Done	Behind-the-scenes: Lavender field preparations	Instagram Reels	Highlight daily farm activities to engage viewers
10/4/2025	10/22/2025	Marene Robles	Done	Lavender Field Photography	Instagram Post	Share stunning images of the lavender fields at different times of day (sunrise, sunset) to capture their beauty.
10/5/2025	10/3/2025	Turner Williamson	Done	JMU Athletics collaboration post on TikTok	Video	JMU Athletics promoting self-care topical products and the benefits of using lavender
10/5/2025	10/3/2025	Turner Williamson	Done	JMU Athletics collaboration post on TikTok	Video	Promoting JMU athletic events tying our clients brand to the event (wine and music night). Promoting free ticket giveaway.
10/6/2025	10/4/2025	Marene Robles	Done	Sustainable Practices	Instagram Post	Highlight sustainable farming practices with visually engaging content that shows how the farm cares for the environment.
10/6/2025	10/4/2025	Morgan Tibby	Done	Product Highlight: Lavender soap	Instagram Post	Showcase wellness products to attract the target group
10/7/2025	10/5/2025	Anthony Scalia	Done	White Oak Lavender Farms: Sweepstakes	Facebook	Starting our Sweepstakes and announcing it
10/8/2025	10/5/2025	Morgan Tibby	Done	Influence post: Farm experience	Instagram Post	Collaboration with local wellness influencer
10/8/2025	10/5/2025	Marene Robles	In progress	DIV Lavender Crafts	Instagram Post	Create pins featuring DIY projects using dried lavender, such as sachets, wreaths, or lavender-infused oils.
10/8/2025	10/7/2025	Anthony Scalia	In progress	Thank You for Being Part of Our Lavender Family!	Instagram Post	Express gratitude to loyal customers with an exclusive 15% discount using a promo code.
10/9/2025	10/8/2025	Anthony Scalia	In progress	White Oak Lavender Visitor!	Facebook	Creating a post with pictures of visitors who sent in photos (asked in person)
10/10/2025	10/8/2025	Marene Robles	In progress	Aesthetic Event Setup	Instagram Post	Post images of beautifully arranged event setups, such as weddings or private gatherings, showcasing how the farm's aesthetic enhances the occasion.
10/11/2025	10/8/2025	Anthony Scalia	In progress	Lavender Education	Facebook	Teaching basic facts about how lavender affects people
10/12/2025	10/8/2025	Morgan Tibby	In progress	UGC: AllwonderLife campaign launch	Instagram Post	Encourage visitors to share their own photos
10/12/2025	10/10/2025	Marene Robles	In progress	Picnic Ideas	Instagram Post	Curate picnic ideas with lavender and wine themes, including suggested food pairings, decor ideas, and beautiful settings in the fields.
10/12/2025	10/10/2025	Morgan Tibby	In progress	Relaxation at White Oak: Picnic area feature	Instagram Post	Focus on wellness and nature for women aged 20-40
10/13/2025	10/11/2025	Anthony Scalia	In progress	What Can YOU Make With Lavender?	Facebook	A short tutorial of a simple thing people can make with lavender product bought at the farm
10/13/2025	10/12/2025	Turner Williamson	In progress	TikTok video promoting local events on campus	Video	Video showing our collaboration and support of JMU while also sponsoring on-campus events that our client will attend (farmers market).
10/14/2025	10/13/2025	Turner Williamson	In progress	Twitter post: community engagement	Social post	Post that list our event calendar for the farm and for events that will be on campus.
10/14/2025	10/13/2025	Marene Robles	In progress	Event Countdown	Instagram Post	Create countdown pins for upcoming events at the farm, generating excitement and anticipation with engaging visuals.
10/14/2025	10/12/2025	Morgan Tibby	In progress	Influencer post: Self-care at the farm	Instagram Post	Influencer featuring products or spaces on the farm
10/15/2025	10/13/2025	Anthony Scalia	In progress	Enjoy the Lavender While it Lasts	Facebook	Talking about which seasons lavender thrives in
10/16/2025	10/13/2025	Marene Robles	Approval pending	Seasonal Lavender Products	Instagram Post	Highlight seasonal products made from lavender, such as lavender essential oils, soaps, or candles, with beautiful product photography.
10/16/2025	10/13/2025	Anthony Scalia	Approval pending	Discover the Health Benefits of Lavender!	Instagram Story	Share information about lavender's calming properties and how to incorporate it into wellness routines.
10/16/2025	10/13/2025	Morgan Tibby	Approval pending	User-Generated Content Highlight	Facebook	Feature best user-submitted post of the week
10/18/2025	10/14/2025	Anthony Scalia	Approval pending	Medicinal Benefits of Lavender	Instagram Post	Educating about medicinal benefits of lavender
10/18/2025	10/15/2025	Morgan Tibby	Approval pending	Product Highlight: Lavender essential oil	Instagram Post	Promote product for relaxation purposes
10/19/2025	10/16/2025	Anthony Scalia	Approval pending	W.O.L.F. Peak Season?	Facebook	Emphasizing which seasons lavender is the most alive
10/20/2025	10/17/2025	Marene Robles	Waiting	Aromatherapy and Wellness:	Instagram Post	benefits of lavender in aromatherapy, featuring calming images and product recommendations (oils, diffusers).
10/20/2025	10/17/2025	Morgan Tibby	Waiting	Behind-the-scenes: Harvesting lavender	Instagram Reels	Showcase a unique aspect of the farm
10/20/2025	10/18/2025	Turner Williamson	Waiting	Twitter post promoting classes at the farm	Social post	A information post about classes that will be held at the farm. Additional post from athletes that have used the classes.
10/21/2025	10/18/2025	Anthony Scalia	Waiting	Simple but Effective: Lavender	Facebook	Education of effects lavender have on people
10/22/2025	10/21/2025	Turner Williamson	Waiting	Twitter post: community support	Social post	Post that shows our involvement and direct support of local non-profit. The Community Foundation of Harrisburg.
10/22/2025	10/20/2025	Marene Robles	Waiting	Wine Glass Aesthetics	Instagram Post	Post aesthetically pleasing images of wine glasses set among lavender fields, highlighting the experience of enjoying wine at the farm.
10/23/2025	10/20/2025	Morgan Tibby	Waiting	October News from White Oak Lavender	Email	Provide updates on the farm, upcoming events, and product launches.
10/23/2025	10/21/2025	Anthony Scalia	Waiting	Final Chance to Win!	Facebook	Announcing sweepstakes and how to join
10/24/2025	10/22/2025	Marene Robles	Waiting	Inspiration Boards	Instagram Post	mood boards that incorporate lavender colors (purple, green) alongside complementary decor ideas for homes or gardens.
10/24/2025	10/22/2025	Morgan Tibby	Waiting	UGC: AllwonderLife monthly winner announcement	Instagram Post	Announce monthly winner for the UGC campaign
10/25/2025	10/23/2025	Anthony Scalia	Waiting	W.O.L.F. Schedule	Facebook	Posting event schedule
10/26/2025	10/23/2025	Marene Robles	Waiting	Lavender Photography Workshops	Instagram Post	Host and promote photography workshops at the farm, teaching visitors how to capture stunning images of the lavender fields and winery.
10/26/2025	10/23/2025	Morgan Tibby	Waiting	Feature on farm's wellness offerings	Instagram Post	Focus on relaxation services available at the farm
10/27/2025	10/24/2025	Anthony Scalia	Waiting	Lavender Enjoyers	Facebook	A post of consumers who visited recently
10/28/2025	10/25/2025	Marene Robles	Waiting	Lavender in Home Decor	Instagram Post	Images of home decor ideas that feature dried lavender, such as floral arrangements, centerpieces, or table settings.
10/28/2025	10/25/2025	Morgan Tibby	Waiting	UGC: Weekly feature post	Instagram Story	Continue to promote UGC by featuring new participants
10/29/2025	10/26/2025	Anthony Scalia	Waiting	Sweepstakes Winner!	Facebook	Announcing the winner of the sweepstakes
10/29/2025	10/26/2025	Marene Robles	Waiting	Seasonal Gift Ideas	Instagram Post	Create gift guides featuring lavender and wine-themed gifts for holidays or special occasions, with beautifully styled product images.
10/30/2025	10/28/2025	Morgan Tibby	Waiting	The Benefits of Lavender: Why You Should Grow it	Instagram Post	Discuss the health benefits and uses of lavender.
10/30/2025	10/28/2025	Morgan Tibby	Waiting	Influencer post: Nature and serenity	Instagram Post	Final influencer post of the month
10/31/2025	10/30/2025	Anthony Scalia	Waiting	Expanding Lavender: Vineyards: A Guide for Gardeners	Blog post	Provide an overview of different lavender types.
11/3/2025	10/30/2025	Alexia Ryan	Waiting	Monthly event: Lavender showcase with "winSimplicity"	Monthly event	Event in person at the downtown location for winSimplicity
11/1/2025	10/31/2025	Alexia Ryan	Waiting	Make monthly content calendar	admin	Make calendar for upcoming event & clarify posts
11/4/2025	11/1/2025	Anthony Scalia	Waiting	Giveaway post for November "Harvest Basket"	Instagram Post	Lavender goods in a giveaway as an incentive for coming to the event
11/15/2025	11/12/2025	Marene Robles	Waiting	Influencer post	Instagram Post	local influencers post once a month about the business

Appendix 12

IMC PLAN ROADMAP

Team: Team 2 - Tanner, Alexa, Marlene, Morgan, Anthony							
Marketing Goal: 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.							
Model	Attention	Interest	Desire	Action	Retention	Budget (\$)	Objective Metrics
Communication Objectives	Increase the percentage of consumers in the "target market(s)" women aged 20-40 and young professionals who are aware of White Oak Lavender Farm by 15% by December 2025 by using social media marketing, print advertising, and public relations.	Increase interest of consumers in the "target market(s)" women aged 20-40 and young professionals who have interest in attending events at White Oak Lavender by 10% by December 2025 by using digital marketing and sponsorships.	Increase desire of consumers in the "target market(s)" women aged 20-40 and young professionals who have a desire to attend events and purchase products at White Oak Lavender Farm during the months of May-Oct by 20% by December 2025 by using Sales Promotion	Increase the number of gift shop sales to "target market(s)" women aged 20-40 and young professionals by 25% by December 2025 by using social media marketing, print advertising, and public relations	Increase the number of repeat visitors by 10% by December 2025 by using social media to advertise events and products	Total Budget: \$50,000.00	Key Performance Indicators (KPI), Baseline Surveys, Follow-up Surveys.
Sales Promotion	Offering free products including tote bags, branded coffee cups, branded wingglasses, logo stickers, keychains, and water bottle stickers to grab the attention of our target market. The objective of offering these free items is to enhance our target market by offering free items that can be used every day and raise awareness of White Oak Lavender Farm.	By offering our free products and product samples, the goal is for the consumer to try our product, try or consume the product, and eventually spark an interest in them to come visit the farm and purchase.	1.) Increase first-time customers by 25% by December 2025 through targeted promotional products across Virginia, focusing on Harrisonburg, Richmond, and Northern Virginia. Engage 5,000 potential customers with 3-4 touchpoints each. From January to March 2025, distribute branded items at events and via giveaways. From April to June, partner with local businesses to offer free promotional items. Continue engagement with seasonal promotions to maintain momentum throughout the year. 2.) By December 2025, increase the number of first-time customers by 25% (from 1,000 to 1,250) by implementing a targeted "Welcome to Our Family" coupon campaign, launching a loyalty program that captures at least 50% of first-time customers, and hosting monthly free sample events that attract a minimum of 200 new potential customers each time, reaching a total of at least 5,000 potential customers within a 20-mile radius of our store. These promotional activities will be scheduled bi-monthly over the next 24 months.	Offer product samples from the gift shop that include but aren't limited to the following: food items such as jellies, jams, candy, spices, wine, ice cream, etc. Offering product samples of items like lavender-filled sachets and branded wine glasses. This will drive the action of our target market to make that initial purchase. Loyalty punch card will drive the action of the consumer by informing them that there is a reward for visiting.	To increase the likelihood that a customer will return and purchase products, enroll in classes, or simply visit by implementing loyalty punch cards. The punch cards will enable the guest to have one hole punched each time they visit and at the 10th punch will receive 50% off wellness class or a free item from the gift shop.	18% of total budget utilizing \$8,844	Final assessment review: CPM data comparing new customer purchases to baseline data. Giveaways and promos are measured by the number of items distributed and redemption rates. Likes, comments, shares, click-through rates, surveys, post-event feedback. Sign-ups, redemption rates, repeat purchases, point-of-sale tracking, social media analytics, and customer feedback.
Sales Promotion Objectives	Tote bags, Branded coffee cups, Branded wingglasses, Logo stickers, Keychains, Water Bottle stickers, Product Samples, Punch Cards	Tote bags, Branded coffee cups, Branded wingglasses, Logo stickers, Keychains, Water Bottle stickers, Product Samples, Punch Cards	Tote bags, Branded coffee cups, Branded wingglasses, Logo stickers, Keychains, Water Bottle stickers, Product Samples, Punch Cards	Tote bags, Branded coffee cups, Branded wingglasses, Logo stickers, Keychains, Water Bottle stickers, Product Samples, Punch Cards	Tote bags, Branded coffee cups, Branded wingglasses, Logo stickers, Keychains, Water Bottle stickers, Product Samples, Punch Cards	18% of total budget utilizing \$8,844	Final assessment review: CPM data comparing new customer purchases to baseline data. Giveaways and promos are measured by the number of items distributed and redemption rates. Likes, comments, shares, click-through rates, surveys, post-event feedback. Sign-ups, redemption rates, repeat purchases, point-of-sale tracking, social media analytics, and customer feedback.
Print Media	Increase awareness and attendance at White Oak Lavender Farm among young professional and women aged 25-40 through print media campaigns. The goal is to achieve a 20% increase in event participation by December 2025 by leveraging flyers, rack cards, posters, and magazines in local businesses. This approach will highlight the farm as a top destination for wellness and relaxation, creating a lasting impression through visually engaging print materials.	Increase awareness and encourage our target audience to visit the farm by gaining their interest through high-quality rack cards, magazine ads, postcards, and print ads that will represent the farm in a relevant, intellectual, and fun way. Additionally, the small booths will provide our target audience with a more personable experience to get insight into White Oak.	Increase awareness and get our target audience to have a want/desire to visit the farm. The print vehicles listed below will promote the farm as beautiful by using warm colors and high-quality images that will be used in these print vehicles enable a positive mindset and will create a desire in our target audience to drive the goal of 20% more visitors. Small booths will allow the target audience to gain more insight into the company's mission, values, product offerings, and the personalized experience that is offered with this vehicle will enhance the customers' viewpoint on White Oak.	Increase participation in wellness events at White Oak Lavender Farm among young professionals aged 25-40 by 30% by December 2025 through strategic print media initiatives. This objective will focus on positioning the farm as a premier destination for self-care and relaxation, ensuring the target audience is informed and engaged through high-quality printed materials.	All print vehicles will enhance the customers' viewpoint on White Oak by labeling us as a company that cares about its customers, products, and the community. These vehicles will allow White Oak to maintain a positive reputation which will assist with repeat visits.	30% of total budget utilizing \$15,000	QR code scans, website visits, social media mentions, and event attendance linked to distribution areas. Google Analytics and social listening tools will track website and social media activity, with data analyzed weekly and at 3 and 6-month intervals. Event registrations, impressions, and reach data.
Print Vehicles	Rack cards, flyers, magazine ads, small booths, postcards, print ads	Rack cards, flyers, magazine ads, small booths, postcards, print ads	Rack cards, flyers, magazine ads, small booths, postcards, print ads	Rack cards, flyers, magazine ads, small booths, postcards, print ads	Rack cards, flyers, magazine ads, small booths, postcards, print ads	30% of total budget utilizing \$15,000	QR code scans, website visits, social media mentions, and event attendance linked to distribution areas. Google Analytics and social listening tools will track website and social media activity, with data analyzed weekly and at 3 and 6-month intervals. Event registrations, impressions, and reach data.

I M C P L A N R O A D M A P

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Appendix 13

COMPETITOR REVIEW

Competitor Selection Rationale: Direct competitors focus on lavender products and experiences. Indirect competitors offer alternative relaxation options in the same region.

INDIRECT COMPETITORS	MASSANUTTEN RESORT SPA	SHENANDOAH NATIONAL PARK	BLUESTONE VINEYARD
PRODUCT/SERVICES	Luxury spa with wellness treatments.	Nature-based activities (hiking, camping).	Wine tastings, scenic relaxation events.
REVENUE	\$121 Million	n/a	\$2.7 Million
GROWTH	n/a	n/a	n/a
KEY BENEFITS	Luxury relaxation through wellness treatments.	Outdoor relaxation and mindfulness.	Wine-centered relaxation experience.
POSITIONING	Luxury spa and wellness destination.	Natural escape for physical and mental relaxation.	Relaxation through wine and events.
STRENGTHS & WEAKNESSES	High-end experience but not focused on lavender.	Natural but lacks the wellness experience of lavender farms.	Strong appeal for wine lovers but not wellness-focused.

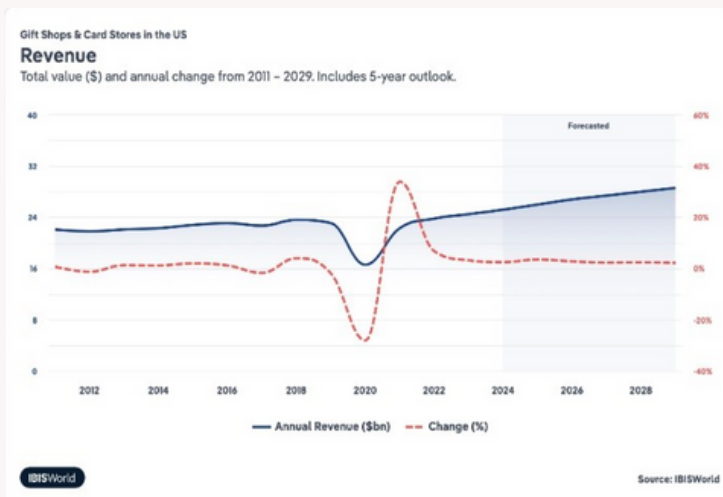
DIRECT COMPETITORS	THE LAVENDER FIELDS AT TANTIVY FARM	SEVEN OAKS LAVENDER FARM	BLOOMING HILL LAVENDER FARM
PRODUCT/SERVICES	Lavender farm offering tours, lavender products, and essential oils.	Lavender-based products, U-pick lavender experiences.	Handmade lavender products, U-pick lavender, culinary items.
REVENUE	n/a	\$3 Million	\$6.7 Million
GROWTH	n/a	3418.9% over 15 years.	n/a
KEY BENEFITS	Focuses on essential oils and lavender education.	Family-friendly, affordable farm experiences.	Artisanal lavender products.
POSITIONING	Learning & relaxation destination through lavender farming.	Family-oriented and budget-friendly lavender farm.	Boutique, small-scale lavender farm.
STRENGTHS & WEAKNESSES	Lavender farming and education but no winery, limiting its customers.	Smaller product range compared to White Oak Lavender.	Boutique appeal but limited reach and distribution.

Appendix 14

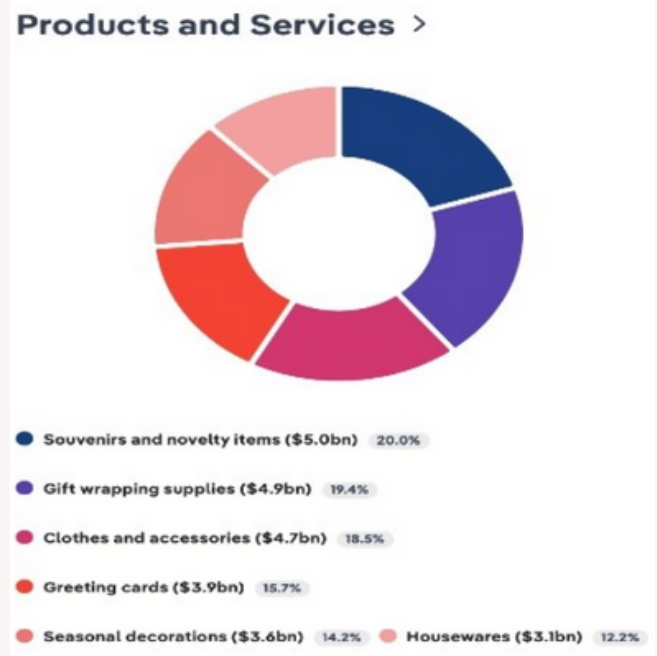
INDUSTRY REVIEW

GIFT SHOP INDUSTRY

- Description:
 - The gift shop industry sells souvenirs, unique gifts, and collectibles, serving locals and tourists looking for personalized products.
- Size:
 - \$25.2 billion in revenue (Thomas, 2024).
- Growth:
 - The industry is steadily growing due to a rising interest in customized, unique products (Statista, 2024).
- Current Trends/Developments Affecting Promotion:
 - Personalization: 63% of consumers prefer customized products (Statista, 2024).
 - E-commerce Growth: 70% of gift purchases are made online (McKinsey, 2023).
 - Local and Handmade Goods: 42% of consumers prefer locally made gifts (Mintel, 2023).
 - Experiential Gifts: 41% of shoppers are opting for experiences over physical gifts (Eventbrite, 2024).
- Macro-environment Factors:
 - Demographic: Tourists account for 10-15% of total gift sales (Tourism Economics, 2023).
 - Economic: In 2023, 30% of consumers reduced spending on gifts due to inflation (National Retail Federation, 2023).
 - Technological: E-commerce platforms are key for growth (Statista, 2024).
 - Political/Legal: Gift products must comply with safety regulations (Consumer Product Safety Commission, 2024).
 - Social/Cultural: 58% of consumers desire unique gifts (Mintel, 2023).
 - Environmental: 50% of shoppers are willing to pay more for sustainable products (Nielsen, 2023).



This graph illustrates the revenue trend of the Gift Shop Industry from 2011 to 2024, along with projections extending to 2029.



This graph showcases the various products and services offered in gift shops, highlighting their percentage share of the total product mix and corresponding revenue contributions.

Appendix 14

INDUSTRY REVIEW

WINERY INDUSTRY

- Description:
 - The winery industry focuses on wine production and tours, drawing wine enthusiasts and tourists (IBISWorld, 2024b).
- Size:
 - \$31.3 billion in revenue (IBISWorld, 2024b).
- Growth:
 - Growing steadily, with Virginia's winery revenue expected to rise by 10% over the next 5 years (IBISWorld, 2024b).
- Current Trends/Developments Affecting Promotion:
 - Wine Tourism: 50% of wineries report increased tour attendance (Grand View Research, n.d.).
 - Premium Wines: 60% of consumers are willing to pay more for high-quality wines (Franklin, 2024).
 - Sustainability: 70% prefer eco-friendly wineries (Harvard Business Review, 2019).
 - Direct Sales: Account for 40% of revenue (Beyrouthy, 2023).
- Macro-environment Factors:
 - Demographic: Growth in U.S. and VA wine tourism (IBISWorld, 2024b).
 - Economic: Consumer spending on luxury wines is economy-dependent (IBISWorld, 2024b).
 - Technological: Online wine sales rising by 25% annually (Beyrouthy, 2023).
- Political/Legal: Alcohol production regulations vary by state (National Institute on Alcohol Abuse and Alcoholism, 2023).
 - Social/Cultural: Rising demand for premium wines (Franklin, 2024).
 - Environmental: 50% of wineries adopt sustainability (Harvard Business Review, 2019).



This graph illustrates the revenue trend of the Winery Industry from 2011 to 2024, along with projections extending to 2029.



This graph highlights the percentage change in industry performance from 2016 to 2024, with projections extending to 2029.

Appendix 15

SEGMENTATION RESEARCH

WHY THE SEGEMENT

Primary = Millennial/Genz Women

- Demographics
 - Gender: Women
 - Ages: 20-40
 - Income Levels: Middle and upper-middle class individuals. (IBIS World states that the two largest major segments make 50,000-100,000+ for giftshops)
 - IBISWorld States that they "have identified key state level indicators that are likely to impact the local industry's performance", one of which is median household income rising by 3.3%. Higher income indicates more spending at wineries
 - Occupational Groups: Includes professionals and people with disposable income.
- Geographics
 - Virginia residents (mainly within a 2-hour radius from Harrisonburg)
 - Tourists, out of state or international (IBIS World states that "Consumers are most willing to bring home souvenirs when visiting major metro areas, national parks and popular attractions." (Thomas, 2024))
- Psychographics
 - People focused on relaxation and health.
 - Those who appreciate the outdoors and natural beauty.
- Behavioristics
 - Frequent Visitors: Regular customers who visit often.
 - Gift Buyers: Customers purchasing products as gifts.
 - "Tourists prefer to shop at small, local gift shops over large-scale retailers" (Thomas, 2024)

Secondary = Younger Men in Relationships

- Demographics
 - Gender: Male
 - Ages: 25-45
 - Income Levels: Middle and upper-middle class individuals. (IBIS World states that the two largest major segments make 50,000-100,000+ for giftshops)
 - IBISWorld States that they "have identified key state level indicators that are likely to impact the local industry's performance", one of which is median household income rising by 3.3%. Higher income indicates more spending at wineries
 - Occupational Groups: Includes professionals and people with disposable income.
- Geographics
 - Virginia residents (mainly within a 2-hour radius from Harrisonburg)
 - Tourists, out of state or international (IBIS World states that "Consumers are most willing to bring home souvenirs when visiting major metro areas, national parks and popular attractions." (Thomas, 2024))
- Psychographics
 - Customers who value high-quality, handmade items.
 - Individuals looking for unique, memorable activities.
- Behavioristics
 - Occasional Visitors: People who come for special occasions or seasonal events.
 - Online Shoppers: Those who buy products through the farm's website.

Appendix 16

GOAL & THEME RESEARCH

WHY THE POSITIONING STATEMENT & STRATEGY

- “Tourists prefer to shop at small, local gift shops over large-scale retailers” (Thomas, 2024)
- IBIS World states that “Consumers are most willing to bring home souvenirs when visiting major metro areas, national parks and popular attractions.” (Thomas, 2024)
- Women use more products and often these products can be exposing them to harmful chemicals that could cause sickness even though they're trying to take care of themselves, WOLF mitigates this issue by being all natural and handmade while still offering the self-care aspect many women are looking for.
- “The gap between women's use and men's has narrowed. Women use more products than men.”, Women use more personal care products than men, so they are exposed to more unique ingredients daily (Healthy Living Science Team, 2023)
- “Women in the US are savvy shoppers, do their own research, and multi-task. They are usually in charge of household and care work while simultaneously juggling their own day-to-day job and their health and wellness. As such, they are most in need of brands that make things easy for them, including being easy to use, easy to acquire, and easy to understand.” (Mintel, 2024)

WHY MARKETING GOALS

The goal is to increase total revenue through upselling. Upselling is a great tool in increasing sales, especially with events. With events you can offer premium packages which offer an experience that is customizable and memorable. This ties into event hosting packages since upselling is recommended when provided these options (Apse, 2024). An article on Gitnux states that revenue can be increased by 10-30% with the use of cross-selling. Cross-selling also increases average order value by 20% or more, proving to be a strong marketing technique (Lindner, 2024)

WHY THE CAMPAIGN THEME

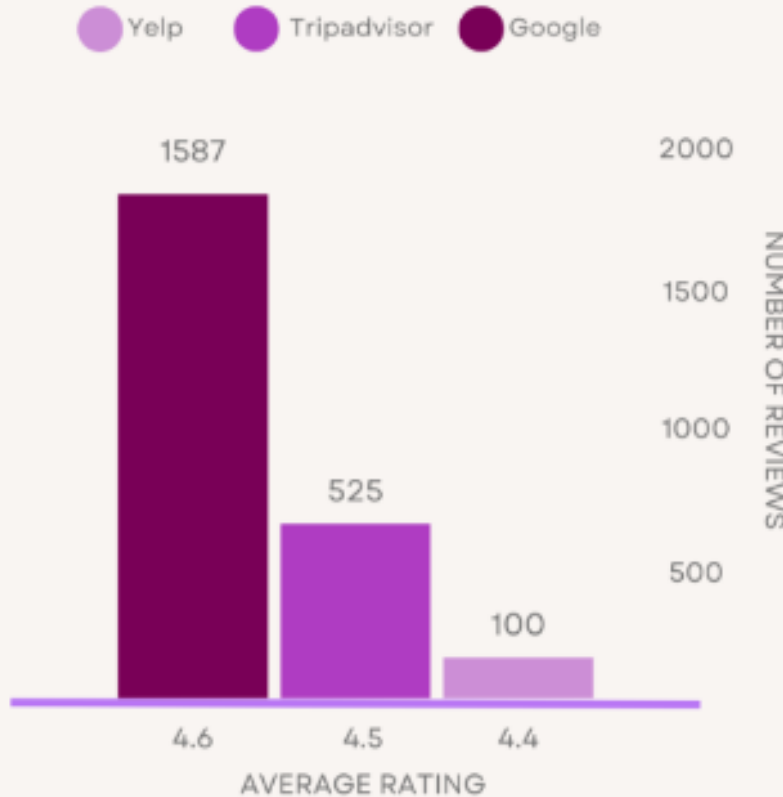
Theme: Scent of Serenity

- 62% of women ages 18 to 34 reported feeling very stressed most days and 48% of women ages 35 to 44 felt the same (Wirth, 2024).
- Two-thirds of 18- to 34-year-olds stated that it is hard to focus due to stress (Wirth, 2024).
- Lavender is renowned for its ability to create a relaxing atmosphere. In fact, one of the main benefits of lavender is that it can calm without sedating. Lavender can reduce anxiety by affecting the body's fight-or-flight response. Since the main goal is for the consumer to have a relaxed and calming experience, serenity creates that mindset and correlates it to the client (Vinall, 2021).
- Words that bring a calming feeling are reiterated throughout the campaign. An article stated that repeating similar words allows people to remember things more easily (Landsborough, 2024).

Appendix 17

PRIMARY RESEARCH

Business Performance: Total Reviews and Ratings



The graph compares the average ratings and review counts on Yelp, TripAdvisor, and Google for White Oak Lavender Farm. Google has the most reviews with a strong rating, while TripAdvisor, despite fewer reviews, has the highest average rating. Yelp shows moderate reviews with slightly lower ratings, highlighting differences in customer satisfaction across platforms for the farm.

The chart highlights the most frequently used keywords in customer reviews for White Oak Lavender Farm. The larger the word, the more often it was mentioned by customers, reflecting the aspects of the farm that visitors frequently comment on and value the most.

TOP KEYWORDS IN CUSTOMER REVIEWS



Appendix 18

PRODUCT / SERVICE DESCRIPTION

US INDUSTRY STATE REPORT VA62139B / HEALTHCARE AND SOCIAL ASSISTANCE

Alternative Healthcare Providers in Virginia

Report by: IBISWorld | July 2024

Annual Change

Year	Revenue (%)	Establishments (%)	Enterprises (%)	Employment (%)	Wages (%)
2008	0.78	-3.49	-3.49	-3.66	-14.2
2009	2.18	-1.38	-1.38	2.03	2.94
2010	4.53	0.81	0.81	3.92	6.26
2011	2.49	0.03	0.03	3.68	3.61
2012	7.78	7.15	7.15	6.47	9.97
2013	3.41	2.13	2.13	1.63	-0.11
2014	3.80	6.33	6.33	3.40	4.45
2015	4.96	3.24	3.24	2.67	5.25
2016	-1.20	6.11	6.11	1.93	2.25
2017	4.19	13.9	13.9	8.24	12.5
2018	6.34	7.12	7.12	1.96	-4.21
2019	6.47	0.04	0.04	7.73	3.61
2020	-2.80	2.67	2.67	0.36	-2.54
2021	27.7	21.0	20.1	16.9	19.0
2022	1.31	8.22	6.36	8.36	3.82
2023	3.34	5.08	4.43	4.33	4.15
2024	0.94	4.30	3.93	2.70	2.36
2025	3.52	5.13	4.74	4.06	3.94
2026	3.75	5.09	4.75	4.77	4.14
2027	3.88	5.38	5.12	4.37	4.54
2028	4.34	6.00	5.80	4.81	4.67

EVENTS:

- White Oak Lavender Farm hosts events like tours, workshops, and wine tastings, offering immersive experiences that attract customers seeking relaxation, entertainment, and education. These events help build customer loyalty and increase brand awareness, as they encourage repeat visits and differentiate the farm from competitors (Knighten, 2024).

Why Focus on Events?

- Experiential Tourism: Agritourism has grown significantly, with income rising over 500% since 2018 (CE NoticiasFinancieras, 2024).
- Wellness Trend: Increasing demand for wellness activities in natural settings aligns with the farm's focus on lavender's therapeutic benefits (IBISWorld, 2024a).

ION-SITE PRODUCTS:

The farm's gift shop offers lavender-based products like oils, bath items, and candles, catering to those interested in natural wellness.

Why Focus on On-Site Products?

- Natural and Organic Products: The market for natural skincare is expected to grow 23.88% from 2024-2028, driven by consumer demand for clean, organic products (Statista Consumer Market Insights, 2024).
- Local and Artisan Goods: Consumers are increasingly interested in locally sourced, handmade products with wellness benefits, such as lavender-based items (Drug Store News, 2024).

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