



## VIGNETTES ON MAGNOLIA

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## Introduction

Each semester in professor Terri Knight's Public Relations Campaigns class, her students form into multiple groups and are assigned a local Auburn client or vendor to form a relationship with and represent them on a public relations level. This semester, our group, ProPR, was lucky enough to receive Vignettes on Magnolia as our local client.

As part of the course, we are instructed to gain the best knowledge of who our client's audience is, what they are trying to accomplish and improve on in their current business model and how we can help them achieve their goals through objective building, forming strategy and employing various public relations and marketing tactics. We also conduct various forms of primary and secondary research to provide the best factual evidence of what our team thinks is the best solution for positively influencing Vignettes of Magnolia's customer base. We hope to provide an excellent resource for the organization to grow and become the best version of Vignettes on Magnolia possible.

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## Overview

Vignettes on Magnolia is a furniture store in a vintage house on Magnolia Street near downtown Auburn since 2007. Vignettes offers a lot of different products such as, clothing, jewelry and furniture. Vignettes also offers interior design services. Vignettes main reason for pursuing this campaign proposal is to increase foot traffic in their store. They want a campaign that will inform Auburn women about what products and services they offer. Currently, Vignettes on Magnolia is using Facebook, Instagram and word-of-mouth to draw in new and continuing customers.

Through research and a local survey, we generated solid results about what women in the area know about Vignettes on Magnolia. We researched competitors marketing strategies and realized there are very few stores like Vignettes. We have a high competitive advantage because of the unique services Vignettes offers. Most gift shop stores only sell small gifts, but Vignettes offers antiques and an interior design service. The main challenge in this industry is people not knowing the products and services, which our campaign will help.

Our campaign involves a variety of tactics, including a social media campaign, implementing an ecommerce website, community partnerships and more. These strategies and tactics were built around the goal that Vignettes on Magnolia set: to increase overall foot traffic in their store. Our research allowed us to pinpoint these business sectors to the greatest degree of need for Vignettes on Magnolia.

# Client Analysis

## Introduction

Vignettes on Magnolia is located on East Magnolia Drive in Auburn, Alabama. They are a high-end furniture and interior design store that sells clothing and jewelry. A group of nine local women own the store. The store has been in business for nine years. Within the store, each woman is in charge of a different department in the store. The goal of Vignettes on Magnolia is to provide women with a high-end experience and quality products and services.

## Internal Analysis

- **Strengths** are elements of the company or organization that represent their mission and vision for success.
  - Political: Vignettes on Magnolia is a member of the Auburn Chamber of Commerce. They have the opportunity to take advantage of the benefits that come along with being a member of the Auburn Chamber of Commerce.
  - Social: The social presence of Vignettes is solely based on word of mouth and foot traffic. The current foot traffic is coming from mostly the elder crowd. This is great because most of the store is targeted toward a more mature woman. Jewelry is one of their strengths because they can target more college-aged women. Especially, since their store is located right in the heart of downtown Auburn area.
  - Economic: Being that nine women own the store, it allows for more financial stability even when the store lacks the sales. Having so many women who co-own, it makes it easy to have someone run the store when someone can't make it. Not having a running website removes the annual fee of a website.

- Technological: The internet presence of Vignettes on Magnolia is a Facebook page and an Instagram account. The Facebook page allows anyone to message them with questions. They are very quick on responding to their Facebook messages. Photos of the products are frequently posted which allow people who follow them to see what is new. Their Instagram is filled with new products. Their Instagram and Facebook have approximately 500 followers on each site.
- **Weaknesses**
  - Political: Vignettes currently has nine employees. Vignettes does not have an established relationship with the city of Auburn and Auburn University. If Vignettes could grow their relationship with the Chamber of Commerce, they could see a growth in funds and clients. If Vignettes isn't using the benefits of being a part of the Chamber of Commerce, this will be a political weakness.
  - Social: Vignettes on Magnolia struggles socially trying to contact their target audience. Vignettes lacks a website, which is crucial for the field of work they are in. Vignettes has an Instagram account, but with only 502 followers. With the amount of people present on social media nowadays, it is of the utmost importance that Vignettes maintains a positive social media presence. They don't pay enough attention to marketing, they focus more on word of mouth. By increasing marketing it will help build socially. For example, Vignettes will be able to increase their customer base, have additional information on their clients and better serve their clientele. Their marketing research is out of date. They lack a strong reputation, but with the help of increasing social media they can better their company as a whole.
  - Economic: Vignettes lacks a marketing plan and a marketing budget. They could potentially be losing customers and business from their lack of a website. Economically,

providing pictures and details of products available prove to more sales and more revenue. Vignettes could make more money if they made certain changes.

- Technological: Vignettes struggles technologically. Their technology and their skills for technology are outdated. Vignettes using outdated technology, slows down their productivity and is probably contributing to Vignettes losing money. They are not as technologically advanced as they should be. As we stated earlier, they lack a website. Having a website can help them socially and financially. Consumers are increasing use of the Internet to research companies, find their contact information and browse their inventories. The problem with Vignettes is that consumers cannot do this because of their lack of a clean website. Becoming more technologically advanced will help them increase customers. From what we know, Vignettes can improve their record keeping. Switching to record keeping online will hold the workers more accountable and keep their internal business more organized.

### **External Analysis**

- **Opportunities**

Vignettes on Magnolia has myriad opportunities to improve their business foundation and thrive within the Auburn, Alabama, community. Looking at similar businesses and markets around the South that are operating *successfully* within the interior decor and design industry is very important when analyzing opportunities for Vignettes on Magnolia. Whether it be changing trends in the Auburn community in terms of demographics, economic state or the rising digital presence of consumers, Vignettes on Magnolia must take advantage of the various opportunities that are available to them.

- Political: Vignettes on Magnolia is not a new establishment and their designers have been in the field for many years. Enriching and polishing their employees will showcase

the fact that their interior designers are of top-skill and experience in their profession.

All of their interior designers would benefit from receiving their RID (Registered Interior Designer) and ASID (American Society of Interior Designers) certifications. These are nationally-recognized certifications that require education and training, also advocating designers to “excel in a dynamic and evolving profession.” Taking advantage of the opportunity for their designers to receive these two certifications and displaying that fact on their website and social media will portray a sense of excellence and experience in the Auburn area.

- Social: According to a blog post by sought-after Rose Anne Erickson Realty in Columbus, Georgia, the interior design trends listed as those that will “rule” in the South in 2019 are as follows: “comforting colors, curvy furniture, velvet upholstery, terrazzo, patterned tile and handcrafted decor.” These elements of interior decor are essential members of the Vignettes on Magnolia product line and will be useful when adhering to the latest trends that consumers are trying to achieve in their own homes.
  
- Economic: Vignettes on Magnolia must take advantage of their ability to sell their products online through e-commerce. According to a Forbes article featuring a quote from Deloitte, an international consulting and financial advisory firm, “While many understand the power of the internet, usually as a branding and marketing tool, too few have fully embraced the concept of omnichannel strategies. The great challenge for brand owners seeking to capture millennials is how to communicate to a generation with shifting preferences and loose brand loyalties, and for whom no single channel appears to predominate.” With the rise of millennial consumers in America, especially being in Auburn, Alabama, with an influx of college-aged adults settling down in the



area post-graduation, the addition of an e-commerce channel within their business would be beneficiary.

- Technological: After observing the current digital presence of Vignettes on Magnolia, there is definitely room for improvement in all aspects of social media and building a successful website. Since Vignettes on Magnolia only has a Facebook page with a following that is under their potential, building their current platform while starting an actual website along with Instagram and Pinterest would benefit their exposure in the Auburn community and beyond. According to Lisa Barone of Small Business Trends, building a website along with enhancing social media platforms and digital presence as a whole will “build authority, create another sales tool and stop being invisible.” I believe that this is Vignettes’ biggest issue: people don’t know that they are there. Checking off all of these boxes and getting their digital presence out there will greatly enhance their business following and sales.
  
- **Threats:**

There are many threats that occur in the external environment of organizations. Since Vignettes on Magnolia is a high-end interior design store, conducting research on similar target markets is imperative. One example is L&M interior designs located in Auburn. They provide an organized website that clearly demonstrates what they sell, who they are and what they can provide to future customers. Vignettes on Magnolia does not have a website, which limits their exposure and unknowingly loses customers. This company would be an example of an external threat, because they sell services and products similar to Vignettes on Magnolia, but have a digital presence that generates customer interest and potential sales. This can pull potential customers

from Vignettes on Magnolia to L&M interior designs. Threats can be divided up in four divisions- political, social, economic and technological.

- Political threat: The hidden costs of regulations can be an external threat in small businesses, like Vignettes on Magnolia. A Forbes article titled “The Hidden Costs of Regulations” mentions the negative impact of regulatory burdens. “It is estimated that compliance with EPA regulations cost four times as much per employee for small firms as for large ones.” The article goes on to mention how these regulations can take up a company’s most important asset, their time. This is an external political threat for Vignettes on Magnolia, because these regulations can slow economic growth for smaller companies.
- Social: In terms of demographics, research findings show that luxury brands are in danger of losing American Millennials. According to a Forbes article, Deloitte conducted a survey on millennials interest in luxury spending. The information from the report said, “Over one-fourth of the American millennials report no luxury purchases of \$500 or more in the last 12 months, whereas the survey average was only 16%.” The article also went on to mention, “it is a mistake to assume that the millennial generation will aspire to the same luxury as previous generations.” This statement is an external threat to Vignettes, because it implies that millennials spend less on luxury goods and that the behavior will most likely continue. Also, the majority of millennials do not have the same interests in luxury brands that older generations might have. This could turn into a problem for Vignettes.
- Technological threat: Forbes mentions that the problem is how to “monitor the changing information landscape for competitive threats.” Not having an effective means of sharing competitive insights internally can be a threat to businesses. This is an

external threat to Vignettes, because majority of businesses now provide a large internet presence for potential customers, so they can compete with competitors.

Vignettes does not have a well-known internet presence. Internet-shoppers, who might love their products, will shop online at a competitor's store. This becomes a problem for future sales.

- Economic threat: Along with this topic also being a technological threat, e-commerce is an economic threat to Vignettes as well. E-commerce is constantly evolving, and with this evolution, comes more engagement and sales. If Vignettes chooses to never create an e-commerce strategy, then eventually the business will be left behind. The major threat coming from e-commerce is that it widens the competitor list. Before e-commerce, most people shopped locally. Now with e-commerce, you can shop anywhere. This can create a threat to businesses, especially businesses that have not created a digital presence. E-commerce creates efficiency for both the customers and the business, so this is not going anywhere and will only grow. The positive thing about this threat is that it can be changed into an opportunity. This will be one of our strategies for Vignettes on Magnolia.

## Situational Analysis

The problem we are addressing is the lack of knowledge and awareness the public has of Vignettes on Magnolia, therefore, resulting in minimal foot traffic. Vignettes mission is to provide the city of Auburn with superior interior decorating, gifts, jewelry and antiques. Currently, the only existing strategies in place for Vignettes on Magnolia are their social media platforms. Vignettes on Magnolia has a Facebook page with 536 likes and 532 followers. The last post that was made on Facebook was in November 2018. They do not post often and when they do post on Facebook it is usually promoting new products that have arrived.

Vignettes is more active on Instagram, posting about once a week. As of today, their last post was two days ago promoting new bags and sunglasses they just got in for spring break. On their Instagram, they have 510 followers and they are following 561 people. When Vignettes post on their Instagram, they typically receive around 25 likes and no comments on their posts. Their Facebook account receives fewer interactions with an average of 8 likes per post and no comments. Vignettes is not thriving socially. Their social media platforms are weak and ineffective. Vignettes does not have an interactive audience on their social media accounts, and they could reach a much higher potential in terms of foot traffic and sales if they updated and consistently post on their accounts.

### ***SECONDARY RESEARCH***

One of the most effective things any organization can do in order to succeed on social media and enhance their digital presence is to learn from others who are deemed successful. ProPR analyzed another business in the interior design field, Anne Rue Interiors. Anne Rue Interiors is an interior design firm in Orlando, Florida, that has been excelling among their competition for over 20 years. The organization is known as

Central Florida's premiere boutique-design firm, specializing in luxury residential, model merchandising, multi-family housing and senior living. Anne Rue is a celebrated designer but is most well-known as the fan-favorite contestant on *HGTV Design Star*, and host and lead designer on Travel Channel's *Hotel Impossible*. Her work has been featured in prestigious publications such as *The Wall Street Journal*, *Huffington Post*, and *Florida Design*.

Amanda DiMarco, senior creative writing student at the University of Colorado- Boulder, has served as the social media coordinator for Anne Rue Interiors for almost a year now and gave ProPR some insight as to what methods are most successful to increase engagement on social media for such a firm. According to DiMarco, "The two biggest things I could say for increasing engagement would be hash tagging and videos. Hash tagging allows you to be discovered by potential clients and businesses in the field that you wouldn't have been connected with otherwise, so it opens up a lot of doors for any organization." Another effective method she mentioned was the use of videos on all social media platforms, especially for an interior designer. Followers enjoy seeing the work done by the firm through video walkthroughs, boomerangs of finished installs or any other video graphic way of showcasing the expertise and finished work of the design firm.

Not only do followers need to see the proof of the designers work and expertise on social media, but they also enjoy getting to know the people behind it. DiMarco uses forms of interview videos of Anne Rue and her team, Q&A forums and trend reports that showcase who they are, their personalities and why they love the work that they do. All of these social media methods and tactics combined will greatly enhance the digital presence of Vignettes on Magnolia, untap their true potential and will allow clients to see the great products and services that they have to offer.

## ***PRIMARY RESEARCH***

ProPR believes that the primary stakeholders and publics for Vignettes on Magnolia is women ranging from the ages of 25 and older. We predicted that the main problem we would find with our formalized research is that Vignettes target audience would not even know what the company is. So far, based on our conducted research, we have been correct. The main issue is that Vignettes is having a difficult time reaching out to their audiences, which shows because of their lack of sales and foot traffic in the store. So far 65 percent of people who took part in our formalized research said they have never even heard of Vignettes. It is ProPR's prediction that this percentage will continue to increase with the more people that participate in our research. Our research clearly indicates that a campaign to help Vignettes increase awareness and foot traffic is essential to help Vignettes grow as a company. By using our formalized research, we will increase foot traffic and awareness by asking the target audience what they want to see from Vignettes. For example, more events, more social media, an easier way to park, and even just more information about Vignettes as a whole. Informing their target audience about Vignettes will potentially help them increase their sales and clientele.

The most appropriate primary research for Vignettes on Magnolia is to administer a survey (See Appendix 1). A survey was chosen for our client Vignettes to discover the familiarity others have about Vignettes. Since Vignettes is primarily concerned with the public's lack of knowledge of the store and the foot traffic of people coming in. A survey will determine exactly who knows what about Vignettes. The type of survey administered was a random selection through distribution of Facebook on each of our personal pages. The challenge with sending the survey through random selection by using Facebook is not knowing if we will obtain the appropriate demographics. Vignettes specifically stated they are targeting middle-aged to

older home owning women. Since each of my classmates and I are not the preferred targeted audience it complicates how we distribute the survey.

The survey was created in Qualtrics through Auburn University. A total of eight questions were asked. Half of the questions were basic knowledge of the store, and the other half were basic demographic questions. The survey is still in process to get more participants within the demographic range to participate. Currently, 20 participants have taken the survey.

The results so far conclude 90 percent of the participants were women and 55 percent of the participants were age 41-55 years old, 10 percent being older than 55 years old. When the participants were asked if they had ever heard of Vignettes on Magnolia, the results show 65 percent said they had never heard of Vignettes. The participants were then asked what they thought Vignettes on Magnolia was. The answer choices are an interior design company, a clothing store, jewelry store, furniture store or all of the above. A surprising find was 45 percent of participants thought Vignettes was strictly an interior design company. Though Vignettes provides all of the above services, this tells us the participants do not know about the main factor which is the furniture they offer. Only five percent of participants believe Vignettes is a furniture store. However, when participants were asked if they would ever visit Vignettes now knowing what they offer, 95 percent said they would indeed visit the store. The findings from the survey conclude that if more people knew about Vignettes, they would visit the store.

One major issue affecting our problem is physical location. Vignettes on Magnolia is located on the corner of E Magnolia Ave. Although the house is southern-inspired, pretty and homey, it does not have the required parking or best location for potential customers. Downtown Auburn is close geographically, but not in walking-distance. Therefore, customers would not park and walk from downtown. Another issue

with the physical location is the more convenient options for customers to shop. For example, Wrapsody is located in Downtown, Auburn, and provides similar products as Vignettes. Wrapsody is in the heart of downtown, therefore making it a more desirable place to shop. Although parking is a problem in Auburn, Vignettes takes the cake. The only available parking spaces are across the street in the city or on the actual street, which is a nightmare since there is a four-way stop located right by Vignettes at the intersection. Looking for parking spaces can cause frustration amongst potential customers and potentially lose customers. Solutions we have to this problem are potentially hiring golf cart drivers for certain events and posting guided signs to potential parking places for customers. After we create a website, we would like to include a parking section stating the best places to park near the store.

Another issue affecting our problem is construction, another issue for all of Auburn. Construction work is in close proximity to the store, which is an external threat to Vignettes. Although this issue isn't as major as parking, it does take away from the store setting. People like to shop in a pleasing and silent environment, which construction disrupts. Since the construction work can't be stopped, the solution to overcoming this problem is to create initiative for potential customers. For example, "Sip 'n' Shop," raffle giveaways, casual music and aesthetically-pleasing decorations can enhance the store and bring in customers. Of course, this will require displaying ads/information to social media and updating information to the future website.

The main issue affecting the problem is the lack of web presence. Vignettes not having a website puts the business at a disadvantage in public awareness. One of our main goals is to create a website for Vignettes to drive sales and awareness. As mentioned earlier, Wrapsody is a store located in downtown Auburn that sells home decor and other items similar to items sold at Vignettes. Wrapsody is a key business that can help address Vignettes issues. Wrapsody brings in a lot of foot traffic, which is primary through store



location and brand awareness, but certain tactics Wrapsody uses can help Vignettes in their strategy. For example, Wrapsody has an intriguing website that is easy to navigate and visually appealing. It is also simple. These qualities exemplify what Vignettes needs in a website.

Partnerships with places around Vignettes could be instrumental to building foot traffic. Rosshouse Coffee is located down the street from Vignettes, and Terra Cotta Catering is located right beside the store. Partnering with them could bring in foot traffic for all three businesses. For example, Vignettes could host a “Sip n Shop” morning event with Rosshouse Coffee and Terra Cotta Catering. Ladies can enjoy brunch and a cup of coffee while shopping. Golf cart drivers would need to be hired for the event, considering the parking issue.

Becoming a part of the Downtown Merchants Association could be an effective way to grow the business. Although Vignettes is not located in Downtown Auburn, they could reach out to the organization, and ask to join.

## Goals & Objectives

For this campaign, we have two primary goals. The first goal is to increase the awareness of the location of Vignettes on Magnolia. Within this goal, there are two objectives, all of which are information and awareness based:

1. To increase awareness of the Vignettes brand by 25% by the end of the year
2. To increase engagement across all social media platforms by 25% by the end of year

The second goal is to increase overall sales at Vignettes on Magnolia. Within this goal there is one main objective, information and awareness based:

1. To increase store sales by 20% by the end of the year

These goals and objectives serve as the foundation for this campaign. They are what have driven the decisions the team has made so far. As a team, it is our goal to accomplish these goals and meet these objectives in the time frame we have set. Our team has come up with a variety of strategies and tactics to complete these goals and objectives within our timeframe (See Execution).

# Execution

**Goal 1:** Increase the awareness of the location of Vignettes on Magnolia

**Objective 1:** Increase awareness of the Vignettes brand by 25% by the end of the year. ProPR is planning on measuring this by conducting a follow up survey after the campaign is completed.

- *Strategy:* Use both traditional and digital media to create awareness of Vignettes location.
  - *Tactic:* Develop a news pitch and press release of Vignettes and send to OAnews Opelika Observer. The OAnews Opelika Observer is the local newspaper of Opelika that focuses on the people, places and towns like Auburn. By submitting an article and background story into the Opelika Observer we will make Vignettes known to more people who live in the surrounding towns of Auburn. We will send a news pitch to Michelle Key, editor of the Opelika Observer, and send a press release soon after. For more information on the news pitch email (See Appendix 1). For more information on the press release (See Appendix 2).
  - *Tactic:* Update their website and information on the Auburn Opelika Tourism Bureau website so they can be more easily accessed. When a visitor goes to access information about Vignettes on Magnolia, an error pops up and says the file or directory is not found. By uploading their more accurate information it could help increase awareness of its location and possibly foot traffic.

- Tactic: Send an email to the Downtown Merchant Association to ask for Vignettes to be a part of it. By asking the Downtown Merchant Association for Vignettes to join will help increase awareness of its location and be another effective way to grow the business. ProPR will reach out to Jessica Kohn, the downtown coordinator of the association. For more information (See Appendix 3).
- Tactic: Partner with the Auburn-Opelika moms blog website. This website features guides, blogs and a calendar of events for Auburn and Opelika moms. We will implement Vignettes business strategy into all three of these elements. This is a great opportunity to expose our business to middle-aged women. (See Appendix 5).

**Goal 1:** Increase the awareness of the location of Vignettes on Magnolia

**Objective 2:** Increase engagement across all social media platforms by 25% by the end of campaign.

- *Strategy:* Develop social media campaign
  - *Tactic:* Use a social media influencer to drive knowledge of Vignettes on Magnolia. The ideal Instagram influencer would be an Auburn woman in her late 20s to late 30s age range. The role of the influencer is to use her personal platform to bring knowledge to her followers about Vignettes on Magnolia using Instagram stories and posts. One woman who ProPR believes would be a good candidate is the Instagram account TANology of Auburn (See Appendix 4). To see the full benefits of using a social media influencer, Vignettes would need to use multiple influencers in the Auburn area. ProPR recommends also reaching out to the wives of coaches at Auburn University because of their sphere of influence (See Appendix 4).
  - *Tactic:* Create a Facebook like/comment/share to win a free item on the Vignettes on Magnolia Facebook page. This allows a lot of people to view and follow the Vignettes profile (See Appendix 5).
  - *Tactic:* Update Vignettes on Magnolia Facebook page. A staple part of Vignettes on Magnolia is the beautiful house. ProPR suggests implementing the beauty of the building (See Appendix 6).
  - *Tactic:* Update Vignettes on Magnolia Instagram page. Following the activation of the social media influencers there will be a lot of traction towards Vignettes Instagram page. To acquire a more appealing page, ProPR would implement Vignettes to turn their Instagram profile to a

business profile and connecting their Facebook page to Instagram (See Appendix 7).

## **Goal 2:** Increase overall store sales

**Objective 1:** Increase store sales by 20 percent by the end of the campaign.

- *Strategy:* Educate employees on how to build their website with possible ecommerce.
  - *Tactic:* Create ecommerce website in order to sell items online, giving them a new funnel for potential sales (See Appendix 8).
- *Strategy:* Develop an in-store event to drive foot traffic
  - *Tactic:* Create an in-store event called Sip 'N' Shop. This event is designed to bring in new female customers to Vignettes. Food and beverages will be provided. Since we are providing alcohol, we will obtain an alcohol license for the event.
  - *Tactic:* Create Instagram post for Sip 'N' Shop.
  - *Tactic:* Create an event calendar on Facebook for Sip 'N' Shop. This will be implemented a month before the event on August 14, 2019.

## Measurable Results

Measuring the results of our strategies will be directly connected with the level of success of our tactics employed. After everything is said and done, ProPR plans to conduct a survey to follow up after the campaign is completed. After developing a news pitch and press release to send to OANews and Opelika Observer, we will then be able to tell what new foot traffic comes in as a result of our name appearing in local publications. Updating our website and information on the Auburn Opelika Tourism Bureau will give potential customers easy access to learn more after reading these publications.

Our tactics concerning community outreach and involvement will greatly enhance the presence of Vignettes on Magnolia in the town of Auburn. After becoming a part of the Downtown Merchant Association, we will have greater resources to the Auburn community and be able to network with other organizations for mutual benefit. The use of social media tactics will digitally connect us to local customers and measuring the results of social media campaigns along with the promotion of Sip 'n' Shop, will be essential to determining their success. Lastly, enabling items available at Vignettes of Magnolia to be sold online through an ecommerce site will create another sales funnel for the organization, making it easier and more convenient for purchases to be made.



## Recommendations and Conclusion

After working with Vignettes throughout the semester, ProPR recommends having one of the staff members conduct a survey every three to six months. In doing this Vignettes will hopefully see an increase in sales, foot traffic and brand awareness. ProPR believes it is also extremely important to be interactive on social media every day. Posting each day or multiple times a week will help bring in more clients and hopefully get more word of mouth from their clients to other people. Also, posting Instagram stories where the clients can engage with the store will help keep the clients interested in the new products Vignettes has to offer. ProPR also recommends keeping track of how many more followers they gain on their social media platforms monthly. We believe the more you post the more potential Vignettes will have to bring in more clients and get more followers. We also recommend staying consistent with events like the Sip 'n' Shop. Putting on events like this once every six months will keep the clients engaged and give them something to look forward to. This will keep Vignettes in the back of the client's mind, which is exactly what we are looking for. Also, the more events Vignettes will put on the likelihood of Vignettes gaining more clients will increase. ProPR also recommends keeping the website clean and updated once Vignettes has reworked it. Staying up to date with the website will be key to attracting customers into the store and increasing foot traffic.

ProPR has had the privilege of taking on Vignettes on Magnolia as our client for the semester. We are lucky to have had the opportunity to work with them and learn how to help a business succeed with public relations. We were able to target our client's key audiences and give them helpful goals, objectives and strategies to help them increase their brand awareness and foot traffic in the store. With our final campaign and recommendations, ProPR strongly believes that Vignettes on Magnolia will accomplish its goals and continue to grow successfully in the future.

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Vignettes On Magnolia. (n.d.). Retrieved from <https://www.facebook.com/Vignettes-On-Magnolia-400801283359614/>

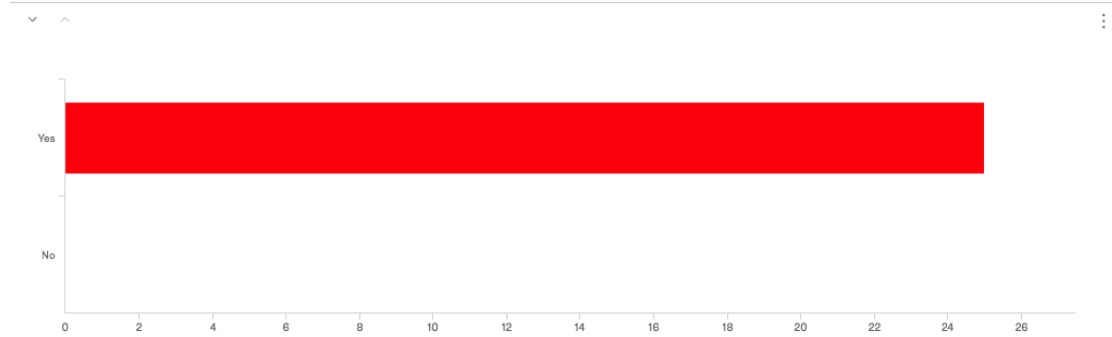
## Appendices Table of Contents:

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# 1. Survey Results

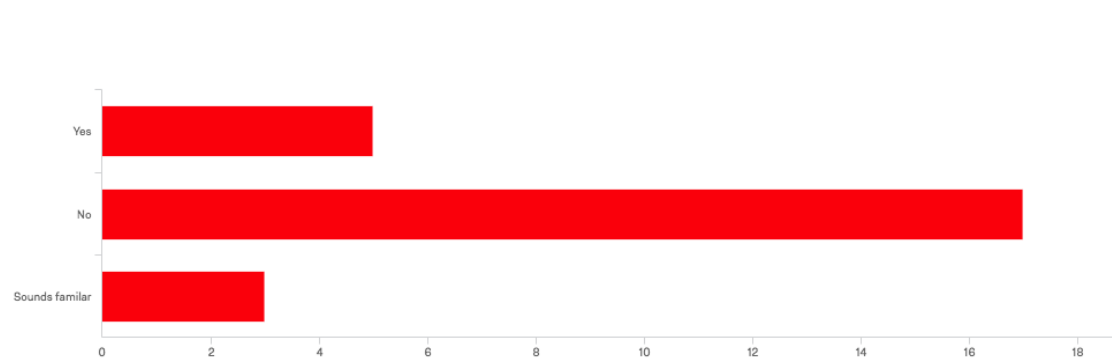
Q1 - Have you ever been to Auburn, Alabama?

Page Options ▾



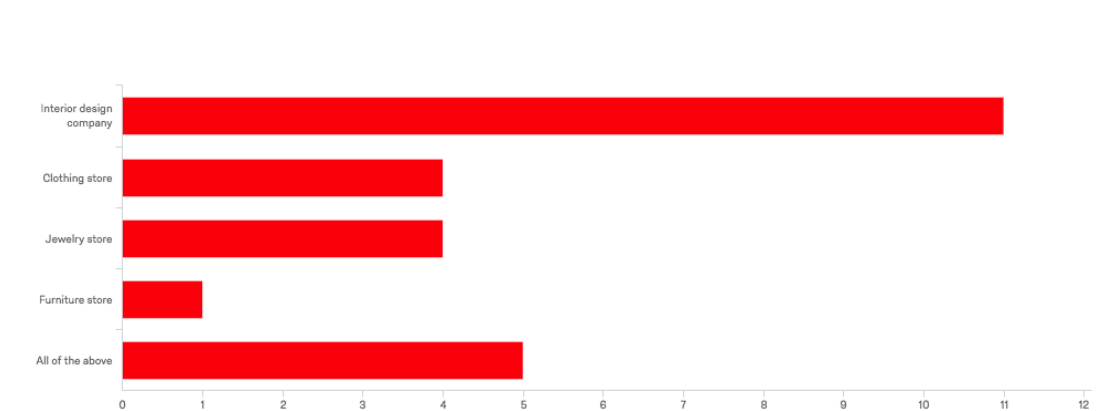
Q2 - If so, have you ever heard of Vignettes on Magnolia?

Page Options ▾



Q3 - What is Vignettes on Magnolia? Take your best guess.

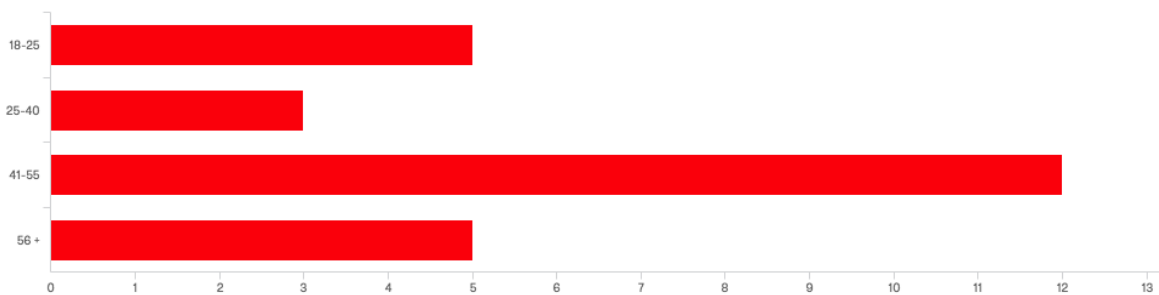
Page Options ▾



|                                                         |                                                                                                                              |      |      |      |      |      |              |
|---------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|------|------|------|------|------|--------------|
| 1                                                       | Vignettes on Magnolia offers interior design services, clothing, jewelry and furniture. Would you be interested in visiting? | 1.00 | 2.00 | 1.12 | 0.32 | 0.11 | 25           |
| <div><div><div></div><div></div></div><div></div></div> |                                                                                                                              |      |      |      |      |      |              |
| #                                                       | Field                                                                                                                        |      |      |      |      |      | Choice Count |
| 1                                                       | Yes                                                                                                                          |      |      |      |      |      | 88.00% 22    |
| 2                                                       | No                                                                                                                           |      |      |      |      |      | 12.00% 3     |
| 25                                                      |                                                                                                                              |      |      |      |      |      |              |
| Showing rows 1 - 3 of 3                                 |                                                                                                                              |      |      |      |      |      |              |

Q6 - Age?

Page Options



## 2. Media Pitch Email

To: Michelle Key; [michelle@opelikaobserver.com](mailto:michelle@opelikaobserver.com)

Subject: Vignettes on Magnolia

Hi Michelle,

Good morning! My name is Amy Langsenkamp and I am currently a public relations student at Auburn University working with Vignettes on Magnolia this semester. I am contacting you this morning to see if you would be interested in writing a story about Vignettes on Magnolia.

Vignettes is working to build their brand awareness and revamp their social media. We've had already been gaining more followers through social media, and our excited to continue this with some exciting events they have coming up.

If you would like to do a story about Vignettes and some of the events they have coming up, please let me know and I would be happy to set up interviews with some of the woman that work and shop at Vignettes.

I appreciate your time and consideration. I'd love to give you access to our press release. Please let me know if you need any information for the story.

Sincerely,

Amy Langsenkamp

Social Media Coordinator/PR Student

ProPR

[Aml0051@auburn.edu](mailto:Aml0051@auburn.edu)

(954) 830-0453

### 3. Press Release

PRESS RELEASE

Contact: Amy Langsenkamp

Cell: (954) 830-0453

Aml0051@auburn.edu

FOR IMMEDIATE REALEASE

April 16, 2019

Vignettes On Magnolia: Auburn's Hidden Gem

AUBURN, ALA. -- For those of you who don't know, Vignettes on Magnolia is your one stop shop for luxurious home goods, bedding, jewelry and more. They also have interior design by Linda Ayers.

Stop in for Vignettes first ever Sip 'n' Shop coming up this summer. Vignettes on Magnolia will have Ross House Coffee and Terra Cotta Catering. While enjoying a morning brew and delicious breakfast, look around and shop at Vignettes. The Sip 'n' Shop will also have fun giveaways and contests to get discounts on some of the pieces around the store. ProPR is taking over Vignettes social media to post on their Instagram and Facebook accounts to get their clients involved and aware of the event.

Vignettes on Magnolia has been around for over 12 years. The owner of Vignettes, Denise Thomas, has shaped Vignettes into the one stop luxury shop it has become. Vignettes also has interior design by Linda Ayers.

###



#### 4. Email to Downtown Merchants Association

Hi Jessica,

Good morning! My name is Amy Langsenkamp and I am currently a public relations student at Auburn University working with Vignettes on Magnolia this semester. I am contacting you this morning to discuss the possibilities of Vignettes being able to join the Downtown Merchants Association.

Vignettes is located right near downtown off of Magnolia and Ross. It is right down the road from Hamilton's on Magnolia. Vignettes is working to build their brand awareness foot traffic, and my team could not think of a better way than to have the opportunity of joining the Downtown Merchants Association.

I appreciate your time and consideration. If you need any more information or have questions, please let me know and I would be happy to meet with you to discuss. I can also give you the owner's contact information, which ever is most convenient for you. Thanks again for your time.

Sincerely,  
Amy Langsenkamp  
Social Media Coordinator/PR Student  
ProPR  
[Aml0051@auburn.edu](mailto:Aml0051@auburn.edu)  
(954) 830-0453

## 5. Event Sponsorship and Business Directory



Partner With Us!

E-mail [info@auburn-opelika.com](mailto:info@auburn-opelika.com)

### Our Events

There are so many exciting things to do in the Auburn-Opelika area for us to stay at home for long! At the heart of Auburn-Opelika Moms Blog, is a commitment to providing opportunities for moms to connect, with and without kids. Our online community is wonderful, but we want to help build lasting friendships and relationships by getting offline and out into our community!

We host a wide variety of events like **Playgroups**, **Moms Night Out**, **Date Nights**, and **Family Nights**. Look for events to support our community, service opportunities, and chances to give back to the city we call home. Check back often to find details and registration for upcoming events!

### Interested in future event sponsorship?

We will be working with several local businesses as Event Sponsors in a variety of roles. Being a Sponsor can include hosting an event, contributing products to swag bags, sponsoring giveaways and more! This is a great opportunity for local businesses to get their brand and products into the hands of influential moms in the community and get effective exposure to our online audience.

For more information on event sponsorship and ways to get involved, [CONTACT US](#).

Follow us on [Facebook](#) to stay current on what's happening!



Partner With Us!

E-mail [info@auburnmomsblog.com](mailto:info@auburnmomsblog.com)



## Add a Business

### Your Info

Post as a guest by filling out the fields below or [login](#) if you already have an account.

Name \*

E-mail \*

Website

<http://>

### BUSINESSES WE LOVE



OLIVER HENRY

**AUBURN**  
**T I C**



Partner With Us!

E-mail [info@auburnmomsblog.com](mailto:info@auburnmomsblog.com)



## Guide to Moving and Home Improvement



Presented by:

*Prestige  
Flooring*

Guide to  
Moving & Home Improvement



### BUSINESSES WE LOVE



BABY STEPS

WOULD LIKE TO INVITE YOU TO ATTEND  
OUR 2ND ANNUAL LIVE AND SILENT AUCTION EVENT

\*\*\*  
FRIDAY, APRIL 5, 2019 • 6-8:30 PM  
\*\*\*

SOUTHERLY WAREHOUSE  
1007 AVENUE B  
OPELIKA, AL 36850

Click  
here  
for  
tickets!

### Want to be featured in this guide?

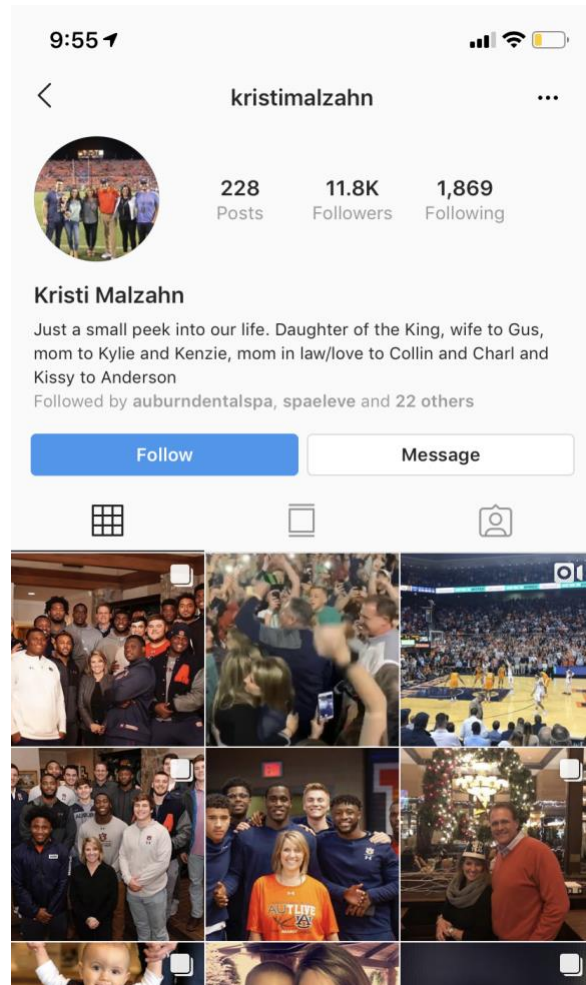
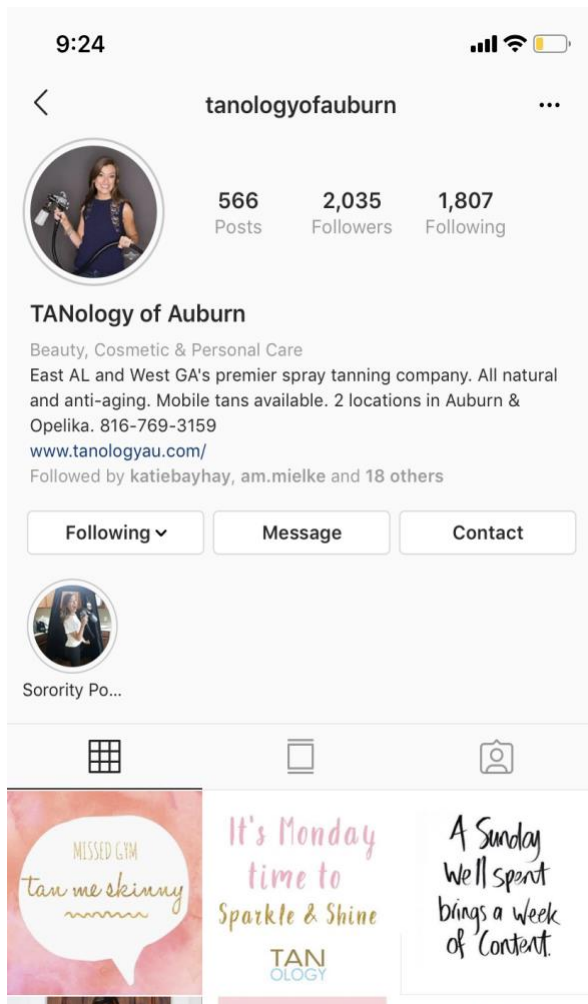
We want to show our readers all the great resources for those moving to the Auburn-Opelika area, looking for a new home, or renovating their current home! From realtors to construction companies – we have you covered! Partnering with us allows your business greater visibility with a large targeted market of local families. Join us and help enrich the lives of Auburn-Opelika Moms!

If you are interested in title sponsorship or a featured listing in this guide, send an e-mail to [info@auburnmomsblog.com](mailto:info@auburnmomsblog.com)!



OLIVER HENRY

## 6. Social Media Influencers





## 7. Facebook Like/Share/Comment to Win



**Susan Smith Mitchell**

April 11 at 10:49 PM · 🌐

WIN a Weekender Tote from Jon Hart! Retail Value \$302. It is easy to win - Follow Elizabeth's Closet on Facebook and @shopelizabethscloset on Instagram, like this post and Comment 3 graduates or friends. Share this post on your page for an extra entry. Winner announced April 29 - Winner can select the color and monogram of their Weekender Tote.



| ITEMS                 | NORMAL PRICE | SALE PRICE |
|-----------------------|--------------|------------|
| BOCA CHICA            | \$72.00      | \$61.00    |
| CARRY ON WHEELS       | \$606.00     | \$485.00   |
| CATCH-ALL             | \$74.00      | \$63.00    |
| COACHMAN              | \$290.00     | \$232.00   |
| COMPUTER CASE 13"     | \$96.00      | \$77.00    |
| COMPUTER CASE 15"     | \$96.00      | \$77.00    |
| COOLER                | \$214.00     | \$171.00   |
| EASY VIEW ORGANIZER   | \$72.00      | \$61.00    |
| GARMENT BAG 50"       | \$302.00     | \$242.00   |
| JOE DUFFEL            | \$202.00     | \$162.00   |
| KEY RING              | \$18.00      | \$15.00    |
| KING'S PAD            | \$64.00      | \$54.00    |
| LARGE TRAVEL KIT      | \$138.00     | \$110.00   |
| LAUNDRY BAG           | \$68.00      | \$58.00    |
| LUGGAGE TAG           | \$18.00      | \$15.00    |
| MAINLINER             | \$238.00     | \$190.00   |
| MAKEUP CASE           | \$108.00     | \$86.00    |
| MAKEUP CASE ORGANIZER | \$54.00      | \$46.00    |
| MCCUP                 | \$34.00      | \$29.00    |
| MEDIUM HOLIDAY TOTE   | \$200.00     | \$160.00   |
| MEDIUM SQUARE DUFFEL  | \$302.00     | \$242.00   |
| SHAG BAG              | \$74.00      | \$63.00    |
| SHAVE KIT             | \$96.00      | \$77.00    |
| TOURNEY TOTE          | \$115.00     | \$92.00    |
| WEEKENDER             | \$302.00     | \$242.00   |

**Elizabeth's Closet**

April 11 at 10:44 PM · 🌐

WIN a Weekender Tote from Jon Hart! Retail Value \$302. It is easy to win - Follow Elizabeth's Closet on Facebook and @shopelizabethscloset on Instagram, like this post and Comment 3 graduates or friends. Share this post on your page for an extra entry. Winner announced April 29 - Winner can select the color and monogram of their Weekender Tote.

Jon Hart Graduation Promotion Now to April 30 - receive reduced prices on selected pieces. Orders must be placed by April 30 to receive promotional sale pricing. Drop by or call to place your order. 256-630-5647  
#shopelizabethscloset #jonhart



7

2 Comments 3 Shares

## 8. Facebook Page Comparison



**Vignettes On Magnolia**  
Gift Shop

Like

[Send Message](#)





**Wrapsody**  
Gift Shop  
Open Now

Like

[Shop Now](#)





Calen and 535 others like this

14 people like this

ut Photos Reviews **Posts** Community Events Home **Posts** Reviews Photos Community Ab

Write something on the Page

Share Photo

See Visitor Posts

**Vignettes On Magnolia**  
November 29, 2018 · 🌐

It's a great weekend for Christmas shopping! Hope to see you at Vignettes!



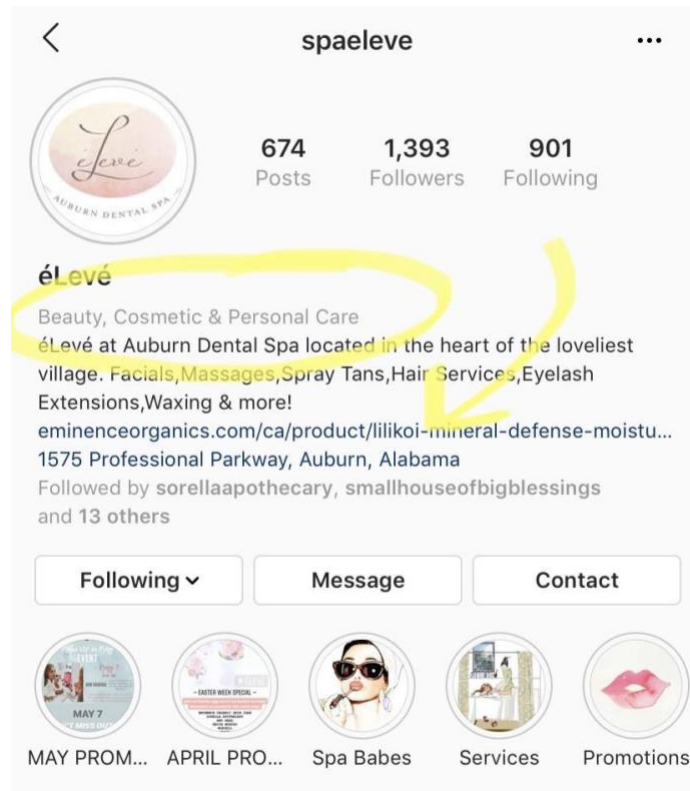
**Wrapsody**  
Monday at 2:10 PM · 🌐

Easter is right around the corner... so we're celebrating with 30% off ALL Easter items!

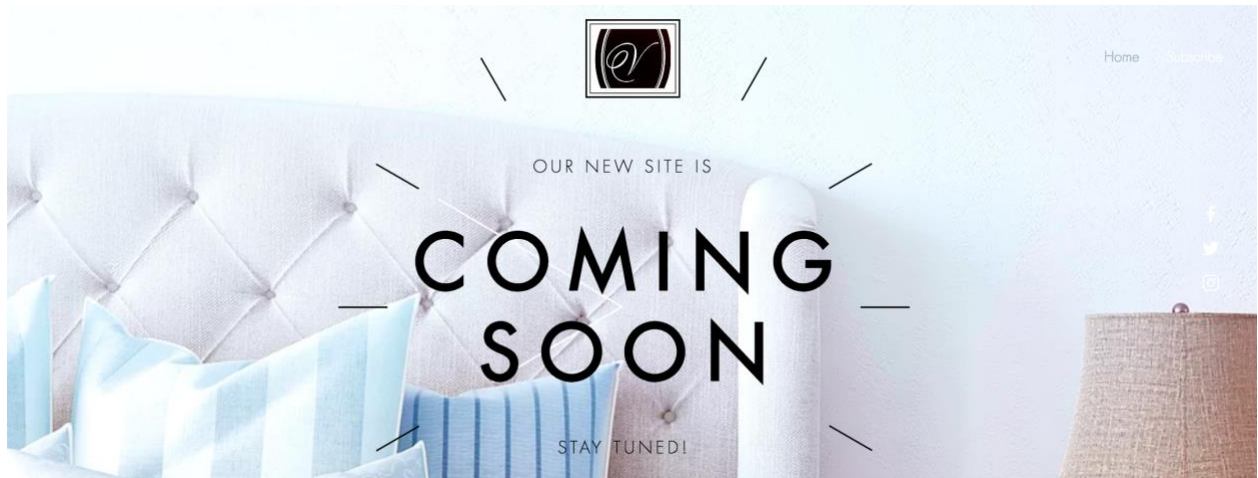
Shop online or in-stores today 🛍️



## 9. Connect Instagram Facebook Page



## 10. Mock Ecommerce Website





## 11. Event Checklist and Budget

### "Sip n' Shop"

Date of event: September 14, 2019

Target Audience: adult homeowners women ages 25-50

Type of event: Sip n' shop for Spring 2019 items. Those who come can enter a raffle for any bundle of our latest products.

Time: 10:00 a.m. to 2 p.m.

- Drop in. Not expected to stay the whole time.

Budget: \$1,000

#### Checklist:

- Create a Facebook calendar event
- Mimosas
  - Champagne and orange juice: \$187
- Coffee
  - Coffee pot for attendees: \$50
- Hors d'oeuvres
  - Acre catered granola station: \$96 for 30 people
  - Acre catered chicken salad sandwiches: \$108 for 30 people
- Decorations
  - Banner "Welcome to Vignettes Sip n' Shop": \$100
  - String lights: \$50
  - Candles: \$50
- Total: \$641
- Money leftover: \$359

A great opportunity to mingle and to expose Vignette's items!

## 12. Instagram Post



## 13. Timetable

### MAY 2019

| Sun                                       | Mon                | Tue | Wed                      | Thu                                                           | Fri | Sat   |
|-------------------------------------------|--------------------|-----|--------------------------|---------------------------------------------------------------|-----|-------|
| 21<br>Easter                              | 22<br>Earth Day    | 23  | 24                       | 25                                                            | 26  | 27    |
| 28<br>Orthodox Easter                     | 29                 | 30  | May 1<br>Campaign begins | 2                                                             | 3   | 4     |
| 5<br>Cinco de Mayo<br>First Day of Ram... | 6                  | 7   | 8<br>Optimize Instagram  | 9                                                             | 10  | 11    |
| 12<br>Mother's Day                        | 13                 | 14  | 15<br>Optimize Facebook  | 16                                                            | 17  | 18    |
| 19                                        | 20                 | 21  | 22                       | 23                                                            | 24  | 25    |
| 26                                        | 27<br>Memorial Day | 28  | 29                       | 30<br>Create ecommerce website and list items for sale online | 31  | Jun 1 |

### JUNE 2019

| Sun                | Mon                | Tue                                        | Wed              | Thu | Fri            | Sat   |
|--------------------|--------------------|--------------------------------------------|------------------|-----|----------------|-------|
| 19                 | 20                 | 21                                         | 22               | 23  | 24             | 25    |
| 26                 | 27<br>Memorial Day | 28                                         | 29               | 30  | 31             | Jun 1 |
| 2                  | 3<br>Eid al-Fitr   | 4<br>Reach out to social media influencers | 5                | 6   | 7              | 8     |
| 9                  | 10                 | 11                                         | 12               | 13  | 14<br>Flag Day | 15    |
| 16<br>Father's Day | 17                 | 18<br>Facebook promo: Like, comment, share | 19<br>Juneteenth | 20  | 21             | 22    |
| 23                 | 24                 | 25                                         | 26               | 27  | 28             | 29    |

## JULY 2019

| Sun | Mon                                                                | Tue | Wed | Thu                                                                          | Fri | Sat                   |
|-----|--------------------------------------------------------------------|-----|-----|------------------------------------------------------------------------------|-----|-----------------------|
| 30  | Jul 1                                                              | 2   | 3   | 4<br>Independence D...                                                       | 5   | 6                     |
| 7   | 8<br>News pitch email<br>to OANews &<br>Opelika Observer           | 9   | 10  | 11                                                                           | 12  | 13                    |
| 14  | 15                                                                 | 16  | 17  | 18<br>Update information<br>on Auburn/Opelika<br>Tourism Bureau web-<br>site | 19  | 20                    |
| 21  | 22<br>Request membership<br>to Downtown Mer-<br>chants Association | 23  | 24  | 25                                                                           | 26  | 27                    |
| 28  | 29                                                                 | 30  | 31  | Aug 1                                                                        | 2   | 3<br>GRADUATI... 8 AM |
| 4   | 5                                                                  | 6   | 7   | 8                                                                            | 9   | 10<br>Eid al-Adha     |

## AUGUST 2019

| Sun   | Mon                                                               | Tue | Wed                                                          | Thu                                             | Fri | Sat                                                         |
|-------|-------------------------------------------------------------------|-----|--------------------------------------------------------------|-------------------------------------------------|-----|-------------------------------------------------------------|
| 28    | 29                                                                | 30  | 31                                                           | Aug 1                                           | 2   | 3                                                           |
| 4     | 5<br>Reach out and part-<br>ner with Auburn<br>Opelika mom's blog | 6   | 7                                                            | 8                                               | 9   | 10<br>Eid al-Adha                                           |
| 11    | 12                                                                | 13  | 14                                                           | 15<br>Contact vendors for<br>Sip 'n' Shop event | 16  | 17                                                          |
| 18    | 19                                                                | 20  | 21                                                           | 22                                              | 23  | 24                                                          |
| 25    | 26                                                                | 27  | 28                                                           | 29                                              | 30  | 31<br>Create Facebook<br>calendar event for<br>Sip 'n' Shop |
| Sep 1 | 2<br>Labor Day                                                    | 3   | 4<br>Post on Facebook<br>and Instagram about<br>Sip 'n' Shop | 5                                               | 6   | 7                                                           |

## SEPTEMBER 2019

| Sun   | Mon                 | Tue                                           | Wed                                         | Thu | Fri | Sat                      |
|-------|---------------------|-----------------------------------------------|---------------------------------------------|-----|-----|--------------------------|
| Sep 1 | 2<br>Labor Day      | 3<br>Purchase and plan decor for Sip 'n' Shop | 4                                           | 5   | 6   | 7                        |
| 8     | 9<br>Ashura         | 10                                            | 11<br>Boost Facebook calendar event for Sip | 12  | 13  | 14<br>Sip 'n' Shop event |
| 15    | 16                  | 17                                            | 18                                          | 19  | 20  | 21                       |
| 22    | 23                  | 24                                            | 25                                          | 26  | 27  | 28                       |
| 29    | 30<br>Rosh Hashanah | Oct 1                                         | 2                                           | 3   | 4   | 5                        |
| 6     | 7                   | 8                                             | 9<br>Yom Kippur                             | 10  | 11  | 12                       |

## OCTOBER 2019

| Sun                     | Mon                                      | Tue                                  | Wed             | Thu                                                  | Fri   | Sat |
|-------------------------|------------------------------------------|--------------------------------------|-----------------|------------------------------------------------------|-------|-----|
| 29                      | 30<br>Rosh Hashanah                      | Oct 1                                | 2               | 3                                                    | 4     | 5   |
| 6                       | 7                                        | 8                                    | 9<br>Yom Kippur | 10<br>Evaluate sales and traction on e-commerce site | 11    | 12  |
| 13                      | 14<br>Columbus Day<br>Indigenous Peop... | 15                                   | 16              | 17                                                   | 18    | 19  |
| 20                      | 21                                       | 22<br>Evaluate social media platform | 23              | 24                                                   | 25    | 26  |
| 27<br>Diwali            | 28                                       | 29                                   | 30              | 31<br>Halloween                                      | Nov 1 | 2   |
| 3<br>Daylight Saving... | 4                                        | 5                                    | 6               | 7                                                    | 8     | 9   |

## NOVEMBER 2019

| Sun                     | Mon                                        | Tue | Wed | Thu                | Fri   | Sat |
|-------------------------|--------------------------------------------|-----|-----|--------------------|-------|-----|
| 27<br>Diwali            | 28                                         | 29  | 30  | 31<br>Halloween    | Nov 1 | 2   |
| 3<br>Daylight Saving... | 4<br>Release concluding<br>campaign survey | 5   | 6   | 7                  | 8     | 9   |
| 10                      | 11<br>Veterans Day                         | 12  | 13  | 14                 | 15    | 16  |
| 17                      | 18                                         | 19  | 20  | 21                 | 22    | 23  |
| 24                      | 25                                         | 26  | 27  | 28<br>Thanksgiving | 29    | 30  |
| Dec 1                   | 2                                          | 3   | 4   | 5                  | 6     | 7   |

## DECEMBER 2019

| Sun   | Mon            | Tue                  | Wed                     | Thu           | Fri                                  | Sat |
|-------|----------------|----------------------|-------------------------|---------------|--------------------------------------|-----|
| Dec 1 | 2              | 3                    | 4                       | 5             | 6                                    | 7   |
| 8     | 9              | 10                   | 11                      | 12            | 13                                   | 14  |
| 15    | 16             | 17                   | 18                      | 19            | 20                                   | 21  |
| 22    | 23<br>Hanukkah | 24<br>Christmas Eve  | 25<br>Christmas Day     | 26<br>Kwanzaa | 27<br>Evalutate results<br>of survey | 28  |
| 29    | 30             | 31<br>New Year's Eve | Jan 1<br>New Year's Day | 2             | 3                                    | 4   |
| 5     | 6              | 7                    | 8                       | 9             | 10                                   | 11  |