

MKTG 384: INTEGRATED  
MARKETING COMMUNICATIONS  
PROFESSOR CANESSA COLLINS



**CIDER HOUSE**  
BED AND BREAKFAST



FALL SEMESTER 2023  
JAMES MADISON UNIVERSITY

# CARRIER CREATIONS

JAN 1, 2024 - DEC 31, 2024

MACKENZIE KEELING, JORDAN CARON,  
MEG TEAGLE, JAKOB TRAN, JORDAN  
BRAVERMAN, JJ GARCIA



**The Bowman House**

# TABLE OF CONTENTS

Agency Philosophy.....	3
Meet the Team.....	4
Brand Guide.....	5
Executive Summary.....	6
Industry Review.....	8
Company & Product/Service Description.....	12
Competitive Review.....	19
Buyer Analysis.....	23
Primary Research.....	26
Promotional Program Situation Analysis.....	27
Segmentation, Targeting & Positioning.....	30
Marketing Goals & Campaign Theme.....	32
Communication Goals & Strategies.....	33
Creative Brief.....	34
Media Plan.....	36
Traditional Advertising Recommendations.....	37
Digital Marketing Recommendations.....	44
Social Media Recommendations.....	50
Support Media Recommendations.....	57
Sponsorship Recommendations.....	63
Media Flowchart.....	69
Budget Breakdown.....	70
Budget Summary.....	72
Measurements and Evaluations.....	73
Conclusion.....	76
Appendices.....	77
References.....	88



# CARRIER CREATIONS

**Slogan:**

Connections. Community.  
Creativity

**Philosophy:**

Empowering brands through innovative storytelling and strategic creativity, Carrier Creations is dedicated to crafting media that resonates with the audience, fostering long-lasting connections and meaningful impacts in the marketing field.

**Competitive Advantage:**

By seamlessly integrating data analytics with innovative creativity, Carrier Creations delivers both thought-provoking campaigns and precision-targeted narratives that optimize engagement, bolstering the clients' position in the advertising realm.

**Mission Statement:**

Fueling brand success through strategic storytelling and innovative campaigns.

# MEET THE TEAM



My name is **Jordan Braverman**, and I am a senior marketing major with a concentration in digital marketing. I am from Baltimore, Maryland and I enjoy working out and listening to music. I will be graduating in the spring and am hoping to use my degree to pursue a career in the marketing field.



My name is **Jordan Caron**, and I am currently a senior at James Madison University from Northern, VA. I am working to get my bachelor's degree in Business Marketing with a concentration in Digital Marketing. I am from Northern Virginia and am in the Professional Sales Club and American Marketing Association at JMU.



My name is **JJ Garcia**. I am a senior marketing major & music industry minor, and I'm from Haymarket, VA. I'm a member of the Alpha Kappa Psi professional fraternity, and I hope to begin a marketing career in the entertainment industry after graduating in May 2024.



My name is **Mackenzie Keeling**, and I am a senior pursuing a marketing major and music industry minor from Northern Virginia. I am a member of Mu Kappa Tau marketing honor society as well as the JMU Be Friendly Beekeeping Club. In my free time, I enjoy attending concerts, being in nature, and reading.



My name is **Meg Teagle**, and I am from Gloucester, VA. I am a senior working towards a bachelor's degree in Business Marketing with a digital marketing concentration at James Madison University. I am a member and current treasurer of Tri Sigma, Alpha Upsilon Chapter, and am also a member of Mu Kappa Tau marketing honor society. During my free time, I love to read, paint, and stay active.



My name is **Jakob Tran** and I am a senior marketing major with a minor in global supply chain management. I love cooking, playing sports, and video games. At UREC, I am a cooking instructor.



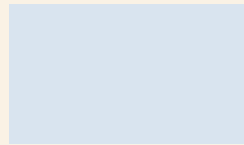
JAMES MADISON UNIVERSITY

# CARRIER CREATIONS

CONNECTIONS. COMMUNITY. CREATIVITY



## COLOR PALLETE



## HEADING

PLAYFAIR DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## SUBHEADING

RADIANT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## BODY

RADIANT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



# EXECUTIVE SUMMARY

The **Bowman House, Cider House, and Heritage Hill Bed & Breakfasts** each provide one-of-a-kind experiences and hospitality that remains unmatched by any other offering in the Shenandoah Valley. Striking a flawless blend between historic charm and modern luxury, the three unique B&Bs give guests the opportunity to connect with nature, spend quality time with loved ones, and immerse themselves in the beauty of Waynesboro, Virginia.

Carrier Creations has adopted the objective of **increasing the number of bookings at the B&Bs by 20% between January 1, 2024 and December 31, 2024**. To accomplish this goal, a thorough integrated marketing communications plan has been developed, involving numerous promotional strategies that will be run during this time period. The three individual B&Bs have been consolidated to a single brand, **Waynesboro B&B**. The creation of a unified voice will contribute to a consistent and memorable entity that will be easily recognized by members of the target audience. In addition, the campaign has been developed in support of a theme, **Discover the Heart of Hospitality**.

After a careful qualitative analysis of the clients' existing customer base, a target audience has been identified. The primary segment of this market consists of **40 to 60-year-old residents of Waynesboro and the surrounding Shenandoah Valley area**. Specifically, individuals in this demographic who enjoy history, nature, and physical activity will be targeted by the IMC strategies. A second market segment was selected for additional exposure. This segment consists of **25 to 40-year-old residents of the northern Virginia area**. This segment was chosen in an effort to spread awareness of the clients' brand in a region outside of the Shenandoah Valley. For both market segments, couples of middle to high-income households have been identified as ideal customers.

The **traditional advertising** strategy includes targeted print ads showcasing the B&Bs' amenities. Additionally, radio spots on region-specific stations will be purchased for additional market coverage. Tailored to resonate with each market segment's interests, the traditional advertising tactics will persuade these demographics to explore the unique offerings of the B&Bs.

The **digital marketing** strategy involves personalized email campaigns and engaging blog posts to attract and retain guests. Customized emails, newsletters, and individual greetings lead to the creation of personal connections, while blog posts highlight each B&B's most notable attributes.

**Social Media** will be used to showcase enticing content for the primary market, serving as virtual tours that capture the remarkable experiences these B&Bs provide. The secondary market, comprising of couples from northern Virginia, will be targeted with TikTok videos, along with the aforementioned Instagram and Facebook posts.

**Branded promotional items**, including coffee mugs and tote bags, will feature the clients' logos and a unifying message in line with the campaign theme, "Discover the Heart of Hospitality." Tote bags, placed in rooms ahead of guests' arrival, will serve as a welcoming gift, setting a positive tone and enriching guests' stays. These bags will contain complimentary items that will contribute to a memorable first impression. Additionally, guests will receive coffee mugs during their first morning that will be used throughout and after their stay.

# EXECUTIVE SUMMARY

Supporting local annual festivals and fairs through **sponsorships** will engage the local community and provide opportunities for individuals to become aware of the Waynesboro B&B brand. This strategy aims to boost community engagement broadly while targeting specific interests by sponsoring events like Wine and Watercolors and Think and Drink Trivia held by local businesses relevant to the target markets.

The clients have set **\$25,000** as the budget for the year-long IMC plan. The budget will be divided among the various communication strategies in the following manner:

**\$6,000** will be allocated to traditional advertising strategies.

- **\$2,000** will be used for the creation and distribution of print advertisements.
- **\$4,000** will be used for the creation and airing of 30 second radio advertisements

**\$500** will be allocated to digital marketing strategies.

- **\$100** will be used for direct email marketing
- **\$400** will be used for updating and maintaining the B&Bs' websites.

**\$6,000** will be allocated to social media marketing strategies.

- **\$1,000** will be used for Instagram-based advertisements
- **\$2,000** will be used for the creation and promotion of TikTok content.
- **\$3,000** will be used for Facebook advertisements, boosted posts, and carousel advertisements.

**\$5,000** will be allocated to support media strategies.

- **\$2,000** will be used for the creation of promotional products, including tote bags and coffee mugs that will be distributed to guests for free.
- **\$3,000** will be used for billboard space in Waynesboro and northern Virginia.

**\$4,000** will be allocated to sponsorship efforts.

- **\$2,500** will be used for promoting the Waynesboro B&B brand at local events.
- **\$1,500** will be used for running sponsored events at local attractions

**\$3,500** will be allocated to measurement and evaluation of the IMC plan's effectiveness.

Evaluation and testing will be conducted throughout the duration of the campaign, as well as at the end. The testing will be conducted via mobile phone, where individuals can sign in, book trips, and sign out of the websites. Tools like Google Analytics will also be used for evaluation. Consumer surveys and feedback obtained from social media will provide valuable, detailed information that will be used to analyze the effectiveness of the IMC strategies.

# INDUSTRY REVIEW

**Bed and Breakfast Industry:** Bed and breakfasts occupy a niche segment of the hospitality and lodging sector with unique and personalized accommodations / experiences for tourism. Bed and breakfasts are usually smaller or privately owned establishments where visitors can stay overnight with breakfast provided. Many B&Bs are elegant and enriched in deep history. Within the bed and breakfast industry, guests often interact closely with the hosts who may offer recommendations for local dining and attractions. Bed and breakfasts may specialize in creating romantic atmospheres, historic settings, wellness services, and more. Online travel agencies help and hinder growth of bed and breakfasts.

Bed and Breakfast facilities must be permitted as lodging facilities under the Sanitary Regulations for Hotels. They are not required to have a three compartment sink or commercial dish-washing machine. Any meal is allowed be offered to guests, not just breakfast. B&Bs are exempt from the requirement for a food establishment permit if the B&B is owner or owner-agent occupied, offers food for only B&B guests, 18 guests or less are served at the B&B on any given day, and the B&B informs guests that the food was prepared in the kitchen (VA Department of Health, 2018).

**Size:** Bed and breakfast industry is a thriving sector of the hospitality market with an estimated worth of \$3.4 billion in the United States (Castillo, 2023). The market size of the bed and breakfast sector in the US totaled 2.23 billion dollars in 2021, and is forecasted to reach 2.55 billion dollars in 2022 (Statista, 2023)

**Growth:** 100.6 million increase in revenue from 2016 to 2021 (Castillo, 2023)

## Current Trends/Developments Affecting the Promotion Program

**Competition from travel agencies (AirBnB, booking.com, etc.):** There are many other travel agencies and websites where individuals can go to without having to stay at a bed and breakfast with other people in a close vicinity. Inns and Airbnbs are examples of close competition that appear on travel sites.

**Changing consumer preferences:** Many people when traveling typically do not want to spend their away time with strangers. People that value personalized service and a homey atmosphere will stay at B&Bs, but many people may feel uncomfortable staying there due to the smaller atmosphere with unfamiliar faces

**Technology accommodations:** Today, there are much easier platforms to book and plan an entire trip through, such as: TripAdvisor, Expedia, Booking.com, and Travelocity. With these, it could be more difficult/ more expensive for smaller B&Bs in Waynesboro, VA to keep up with changes in technology, to where they do not appear on these search platforms as often as other competitors and hotels.

**Market price sensitivity:** Usually, B&Bs are a little pricier than an average hotel / Airbnb because visitors are getting an experience with breakfast included everyday. Because B&Bs can be more expensive, there has to be a customer demand or willingness to buy.

**Health concerns (Covid):** Since COVID19, a lot of people do not feel comfortable staying with other people because of health reasons. Hotels and hospitality jobs decreased dramatically during COVID and nearly 8 million hospitality jobs were lost (Luhn, 2022)

**Sustainability practices:** People in 2023-24 are concerned about sustainability practices. These individuals do not want to stay at bed and breakfasts that are not environmentally friendly; everyone must consider this now.



# INDUSTRY REVIEW

## Macro-environmental Factors and Issues

### Demographic - According to Dean Elphick, from his article, “Amazing U.S. Bed & Breakfast Statistics:”

- 72% of Inn owners are couples
- 18% of Inn owners are individual females
- 5% of Inn owners are individual males
- 5% of Inn owners are non-couple partnerships
- 17,000 Inns in the US
- 79% of American Inn owners live on the premises
- Average occupancy rate of American B&Bs are 43.7%
- \$12.8 million in revenue in VA
- 36% have historical designations
- Sales for the industry have slowly decreased since 2019
- VA: 200 Established Units with 1.4% of all of US B&Bs (Le, 2023)

### Economic - According to Dean Elphick, from his article, “Amazing U.S. Bed & Breakfast Statistics:”

- B&B industry in the US has estimated worth of \$3.4 Billion
- Average daily rate (ADR) is \$150
- Average revenue per available room for American B&Bs is \$58
- In 2022, bed and breakfast sales throughout the whole industry in the US amounted to around 320 million
- 11.5% growth of B&B in 2023 alone (Le, 2023)

### Technological:

- Online booking platforms, mobile apps, and social media
- “From automated check-in systems to online booking platforms, technology can make running a B&B easier and more efficient.” (bandbacademy, 2023)
- Increase in online presence - having quality website, active social media, and optimize online with SEO (bandbacademy, 2023)
- Channel management technology is the easiest way to implement distribution strategy (Elphick, 2023)

According to CDN Newswire’s article, Bed and Breakfast Software Market Growing Demand and Trends 2023 to 2030 | eZee Technosys, RMS, STAAH, Clock:

- B&Bs are increasingly adopting software solutions to help track and reduce their environmental footprint
- More contactless check-in/check-out and mobile app integration have become a standard feature for B&Bs
- With data analytics and guest feedback analysis, B&Bs have been able to gain insights into guest preferences and improve service quality
- Software market is evolving to cater to changing needs and expectations of travelers and owners

# INDUSTRY REVIEW

## Macro-environment Factors and Issues (cont.)

### Political:

- Five key components needed before hosting the traveling public in a bed and breakfast:
    1. Zoning Regulations
    2. Business License
    3. State Tax ID Number
    4. Health Inspections
    5. Commercial Liability insurance
      - May need to collect and pay Occupancy or Food Taxes
      - If selling alcohol, need to obtain a Liquor License through VABC
  - Sanitary Regulations for Hotels (12VAC5-431)
  - Food Regulations (12VAC5-421)
  - Bed and breakfast licenses; there are restrictions and conditions in VA (3VAC5-50-190)
  - Alcoholic beverages are served under privileges by license
- (Stay VA, 2023)

### Social:

- Changing travel preferences - travelers may prioritize unique and personalized experiences over traditional hotels
- Aging population - may seek more leisurely and quiet accommodations that cater to their specific needs
- Digital connectivity - the internet has transformed how travelers can find, book and share experiences - B&Bs need to have strong online presence and provide Wi-Fi
- Social Media Influence - plays a big role in travelers' decision process; posting engaging and interactive social media content can boost B&Bs' visibility and reputation
- Health and Wellness - people want to enjoy their time and relax when traveling
- Family and Group Travel - social trends in family travels are impacting B&Bs. The clients can cater to families by accommodating them with larger rooms, while also offering smaller rooms for solo travelers
- Lifestyle changes - becoming a hiker/ wanting to hike, having pets, become vegan, engaging in sustainability practices: consumers are beginning to want accommodations to these changes



# INDUSTRY REVIEW

## Cultural:

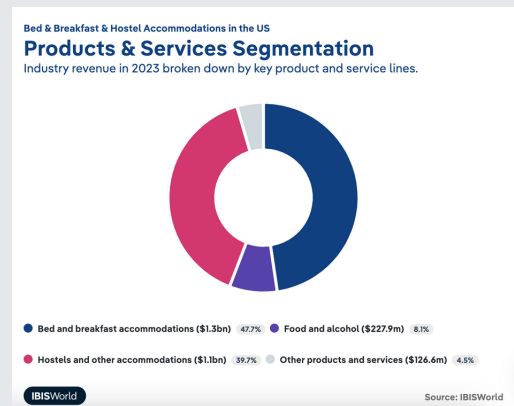
- Cultural diversity - a number of guests may come from diverse cultural backgrounds; therefore, understanding and respecting different preferences is essential for providing a positive experience
- Cultural exchange & education - attract guests interested in the American culture - want to offer different American foods, languages, and local recommendations to promote cultural understandings
- Market the “staycation”: a way that locals can get a break with a change of scenery without having to travel too far
- Travelers’ income levels and leisure time availability drive recreational spending on B&Bs

## Environmental:

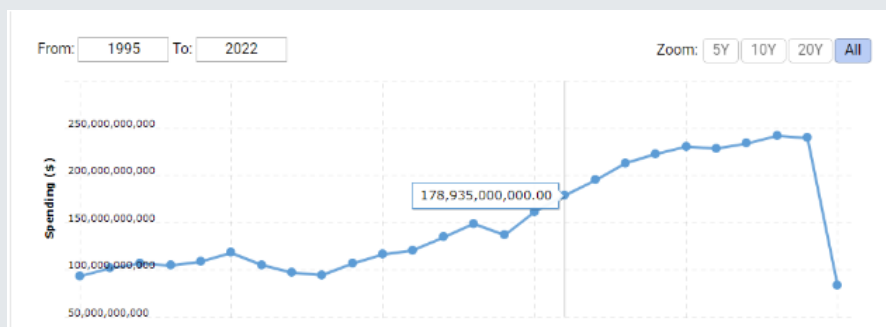
- With more customers looking for eco-friendly options, B&Bs that embrace sustainability will gain a greater advantage over the competition
  - B&Bs have been using energy sources to offer organic foods and drinks
  - Using natural design became increasingly popular in 2023, creating a sense of warmth and comfort
  - B&Bs should use renewable energy sources, sustainably sourced materials, and low-energy lighting
  - Sustainable design helps create a more comfortable and welcoming atmosphere
- (bandbacademy, 2023)



(Statista, 2023)



Source: IBISWorld  
(IBIS, 2023)



(Statista, 2023)

# COMPANY & PRODUCT/SERVICE DESCRIPTION

**The Bowman House:** Built in 1910 by Dr. Carl and Nettie Bowman, the Classical Revival style brick home with fluted columns is located on Wayne Avenue, which was the most exclusive neighborhood in Waynesboro a century ago. Husband and wife, David and Janice Smith, are the fifth owners of this property and have passions for antiquity, wanderlust, and hospitality.

**The Cider House:** Built in the 1790s, the Cider House’s guest rooms and common areas maintain the original integrity of the house with an owner’s addition that was built a century ago. The proprietor, Melinda, a former corporate sustainability manager, has always dreamed of owning a bed and breakfast. She enjoys making cider and mead from her heritage apple trees and is excited to welcome guests with the fruits of her farm.

**Heritage Hill House:** The colonial-style, 4,300 sq. ft. house sits on 8 acres of land and offers views of the Blue Ridge Mountains. Innkeepers Scott and Dana Mares first realized their dream of owning a bed and breakfast when they stayed in one for their honeymoon. They fell in love with life in the valley and are looking forward to sharing their dream with guests.

## Organization’s Present Status – Current Reservations

This information was taken from each of the B&B’s websites based on the schedule available.



### The Cider House:

Oct. 2023: 36/93 available – 57/93 booked (3 bedrooms across 31 days)  
 Nov. 2023: 50/90 available – 40/90 booked (3 bedrooms across 30 days)  
 Dec. 2023: 77/93 available – 16/93 booked (3 bedrooms across 31 days)



### The Bowman House:

Oct. 2023: 141/155 available – 14/155 booked (5 bedrooms across 31 days)  
 Nov. 2023: 145/150 available – 5/150 booked (5 bedrooms across 30 days)  
 Dec. 2023: 145/155 available – 10/155 booked (5 bedrooms across 31 days)



### Heritage Hill:

Oct. 2023: 17/93 available – 76/93 booked (3 bedrooms across 31 days)  
 Nov. 2023: 54/90 available – 36/90 booked (3 bedrooms across 30 days)  
 Dec. 2023: 0/33 available, 33/33 booked (3 bedrooms across 11 days)  
 Not booking Dec. 1 - 20

# COMPANY & PRODUCT/SERVICE DESCRIPTION

## Product Lines

### The Cider House

3 Rooms

- **The Coyner Room:** Original master bedroom with a king bed, sitting area, and private balcony with chairs. New, private en-suite bathroom
- **The Gorsuch Suite:** 2 room suite featuring a sitting area, queen bed, and modern bathroom. Features 2 capped fireplaces and front porch access
- **The Holler Room:** Queen bed with a new, en-suite bathroom

Homemade Breakfast / Seasonal Menu

### The Bowman House

5 Rooms

- **The Garden Room:** Queen bed, refreshment station, and sitting area; can join with The Nettie Room (shared bathroom)
- **The Nettie:** Queen bed, refreshment station, and sitting area
- **Dr. Bowman Suite:** King bed, sitting area, private bathroom, and shared balcony
- **Fishburne Suite:** Queen bed with a private bathroom on top-floor
- **Hiker Haven:** Twin bed, shared bathroom, and complimentary Hiker Haven services

Homemade Breakfast / Seasonal Menu

### Heritage Hill House

3 Rooms

- **The Red Room:** king and twin beds (4 guests), private bath, work area, and entertainment
- **The Blue Room:** king bed (2 guests), private bath, work area, and entertainment
- **The Gold Room:** queen bed (2 guests), private bath, work area, and entertainment

Homemade Breakfast / Seasonal Menu

## Target Markets

### Geographics:

- In state (specifically urban segments that want a small town experience)
- Traveling to VA (to visit family, friends, wedding, etc.)
- 200-mile radius (immediate geographic market & Northern, VA)
- Total target area population: Waynesboro (22,808) and northern VA (2.6 mill)
- Zip Codes: 20147, 28801, 20141, 22980, 20120

### Demographics:

- Male / female
- Age range of 25-55 (median age of 40)
- Married / dating
- Annual income: Middle-higher class
- "Virginia middle-class residents make anywhere from \$37,750 to \$113,251 a year, according to Pew's Data" (Virginia Mercury).
- Working professional (higher paying) jobs
- Millennials and Gen X

### Psychographics:

- Enjoy nature / agrotourism / hiking
- Sustainability inclined
- Adventure seekers
- Want to meet new people / outgoing attitudes
- Care about the quality of places they stay
- Experiencers

### Behavioristic:

- Have stayed at a bed and breakfast before / Have felt highly satisfied at other B&Bs
- Travels frequently
- Higher spending habits
- Travel motivations
- Tourists / culinary tourist

### Benefit:

- Homemade, complimentary breakfast and access to fresh, local food
- Immersion in local area
- Access to local attractives
- Access to meeting people and becoming friends

# COMPANY & PRODUCT/SERVICE DESCRIPTION

## Current marketing mix

### Product:

A bed and breakfast is a cozy and intimate lodging establishment that offers overnight accommodations and a delicious breakfast in the morning. B&Bs have a limited number of guest rooms, each with its own unique charm and character. Guests can enjoy a personalized and homey experience, often hosted by the B&B's innkeepers, making it a popular choice for travelers seeking a warm and welcoming atmosphere.

### Price:



#### The Cider House

Coyner Room - \$199 / night

Gorsuch Suite - \$179 / night

Holler Room - \$149 / night

\*The Cider House provides a 10% discount when you stay for 3 or more consecutive nights in the same room



#### The Bowman House

Garden Room - \$200 / night

The Nettie - \$200 / night

Dr. Bowman Suite - \$275 / night

Fishburne - \$275 / night

Hiker Haven - \$60 / night



#### Heritage Hill House

Red Room - \$215 / night  
(+55.90 taxes and fees)

Blue Room - \$215 / night  
(+55.90 taxes and fees)

Gold Room - \$215 / night  
(+55.90 taxes and fees)

### Place:

Waynesboro, VA

Shenandoah Valley, Blue Ridge Mountains, breweries, antiques, live performances, orchards and locally sourced foods

### Promotion:

Direct Mail

The Cider House has a newsletter which anyone can subscribe to to receive updates regarding any news and upcoming events

# COMPANY & PRODUCT/SERVICE DESCRIPTION

## Social Media

All 3 B&Bs have a social media presence

### Cider House



### Bowman House



### Heritage Hill



## Special Packages

Cider House	Bowman House	Heritage Hill
<ul style="list-style-type: none"> <li>• Fruit Basket (\$20 / couple)</li> <li>• Basket of whole fruit ready to eat</li> <li>• Cheese Plate (\$30 / couple)</li> <li>• Locally sourced fruit in season and curated Virginia cheeses</li> <li>• Romance (\$70 / couple)</li> <li>• A bottle of Virginia wine, 6 roses, and 4 truffles</li> <li>• Celebration (\$60 / couple)</li> <li>• Flower bouquet, custom cake, everything needed to serve the cake</li> <li>• Picnic (\$30 / couple)</li> <li>• Choice of chicken salad, ham and cheese or roast beef</li> <li>• Chips, apple, cookies</li> <li>• Sodas or iced tea</li> </ul>	<ul style="list-style-type: none"> <li>• Hiker Haven – “Dave’s hiker breakfast,” full laundry services, showers and shuttles</li> <li>• Heritage Hill House</li> <li>• Bottle of Local White Wine – \$40</li> <li>• Bottle of Local Red Wine – \$40</li> </ul>	<ul style="list-style-type: none"> <li>• Celebration package - \$60 - bottles of local VA wine, local gourmet chocolates, and fresh flowers upon arrival</li> <li>• Picnic package - \$50 customized gourmet meal for two; add a local bottle of wine for an additional fee</li> </ul>

# COMPANY & PRODUCT/SERVICE DESCRIPTION

S

- HOMEMADE BREAKFAST
- SCENIC VIEWS
- DISTANCE FROM DIFFERENT ATTRACTIONS
- CUSTOMIZABLE PACKAGES / EXPERIENCE
- HOST / SOCIAL INTERACTION (FOR SOME PEOPLE)

W

- SHARED AMENITIES (IN SOME CASES)
- HOST / SOCIAL INTERACTION (FOR SOME PEOPLE)
- HIGH COMPETITION
- SEASONAL DEMANDS
- LIMITED CAPACITY
- GUEST EXPECTATIONS

O

- WEDDING VENUE / EVENT SPACE
- CORPORATE RETREAT
- WELLNESS RETREAT
- CULINARY EXPERIENCES
- SUSTAINABILITY INITIATIVES
- LOCAL PARTNERSHIPS / SPONSORSHIPS
- REBOUNDING AFTER PANDEMIC RELATED SETBACKS
- INTIMATE AND UNIQUE LODGING OPTIONS

T

- NEGATIVE ONLINE REVIEWS
- CHANGING TRAVEL TRENDS
- ECONOMIC DOWNTURNS
- COMPETITION
- ONLINE TRAVEL AGENCIES
- SEASONAL DEMANDS
- HEALTH AND SAFETY CONCERNS
- ENVIRONMENTAL CONCERNS
- CULTURE SHIFTS
- LOCAL ATTRACTIONS CERTAIN TIME

## Positioning by Product Attributes & Benefits

- **Unique Attributes:** the location of Waynesboro, VA provides many outdoor opportunities. Each B&B has a lot of history and character.
- **Market Research:** B&Bs are currently targeting older couples (do not want children coming to stay unless they are old enough to stay in their own room). Seek leisure travelers that are looking for good food, recommendations, and friends
- **Key Benefits:** opportunity to meet new people. It is not necessary to research local attractions; the owners provide local advice with a personalized experience. A delicious home-cooked breakfast is provided each morning.
- **Unique Value Proposition:** experience the perfect blend of Southern hospitality and the beauty of Waynesboro, VA. Nestled in the heart of the Shenandoah Valley, the charming B&Bs offer a getaway where guests can savor gourmet breakfasts, explore nearby hiking trails, and unwind in the comfort of historic accommodations.
- **Craft Messages:** increase effective communication through marketing channels such as the internet (website), social media, brochures, and online listings. Ensure consistency across all marketing channels to create a cohesive brand image and reinforce the B&Bs' identity.
- **Expectations and reviews:** all the B&Bs have great customer reviews with 5 stars, making them stand out amongst competitors. These great reviews show outstanding customer service.



# COMPANY & PRODUCT/SERVICE DESCRIPTION

## Brand Review

Heritage Hill, Cider House, & Bowman House Bed and Breakfast



### Aesthetic:

All have same vibe / aesthetic - romantic, cozy, outdoorsy, homey

### Cleanliness:

All very clean (mentioned) in reviews

### Customer Service:

Provides breakfast every morning, speaks with guests and provides recommendations for restaurants and local things to do

### Reviews:

Reviews are easy to find on websites and online (all have 5 stars)

### Online Presence:

All have websites, social media platforms (Facebook and Instagram), and brochures

### Key Benefits:

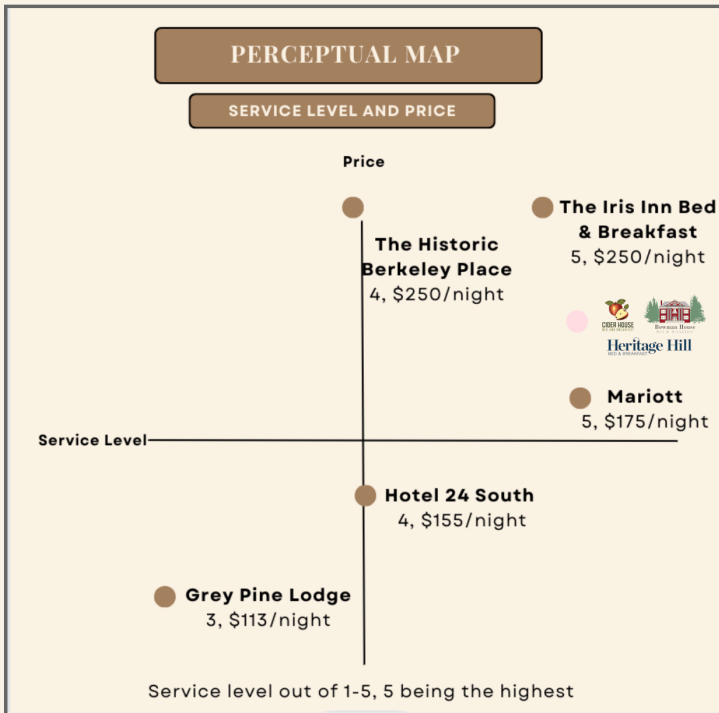
Customizable packages / experience  
Owners' knowledge of local area  
Homemade meals / seasonal menu  
Local farm food  
Owners' passion for hospitality  
Kindness of homeowners

### Amenities:

Breakfast, own rooms & own bathrooms (shared bathrooms in some instances)

# COMPANY & PRODUCT/SERVICE DESCRIPTION

Variables were chosen based on the key factors that lead to a booking decision.



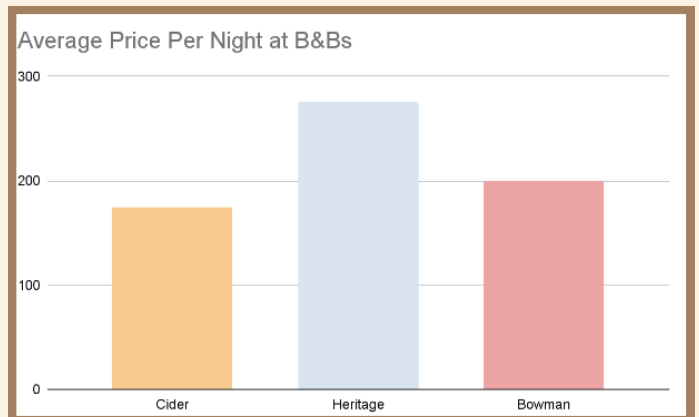
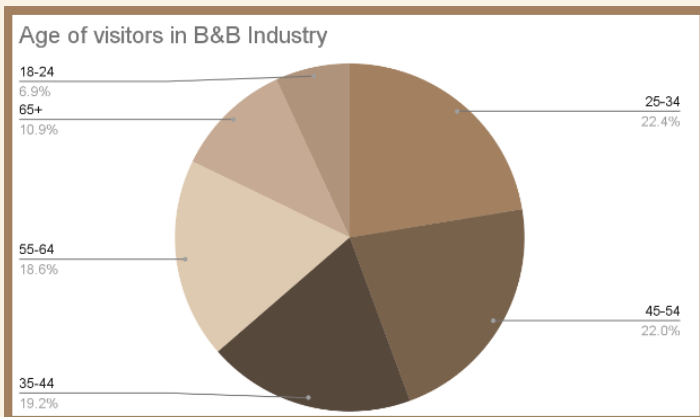
“★★★★★ We would 100% recommend staying here during your trip to Waynesboro! Dana and her husband were incredibly welcoming and friendly. They provided information and suggestions regarding local restaurants/businesses. The room... [read more](#)

 KERRY  
FEBRUARY 21, 2022

“★★★★★ Wonderful stay at Heritage Hill! Dana and her husband were so accommodating - fresh cookies upon arrival and the most incredible breakfast each morning! Thank you for your hospitality!

 RYAN  
NOVEMBER 14, 2021

**Quality of Stay / Service Level** was used based on the reviews found online for each hotel, Inn, and B&B  
**Price** was based off the average of the rooms in the house and how much the consumer has to pay for one night



The first chart shows the top ages of bed and breakfast visitors and the second one shows the average price per night to stay in each B&B. The average price to stay in **The Cider House** as **\$175.67**, **\$270.90** in **Heritage Hill House**, and **\$202.00** to stay in **The Bowman House**.

# COMPETITIVE REVIEW

Lodging services located within 30 miles of Cider House, Heritage Hill, and Bowman House were researched. Price, location, and offerings of each service were compared to those of the clients, and according to these criteria, **direct and indirect competitors** have been identified and evaluated in comparison to Heritage Hill, Cider House, and Bowman House bed & breakfasts.

## DIRECT COMPETITION

The following bed & breakfast locations offer similar services to the clients, making them direct competitors.



## INDIRECT COMPETITION

The following hospitality services offer slightly different services, making them indirect competitors.



## Direct Competitor #1: The Historic Berkeley Place



The Historic Berkeley Place is located in Staunton, VA, 15 minutes from Mary Baldwin College. Built in the 1890s, the Historic Berkeley Place was previously known as the Catlett House, named for Richard Henry Catlett, its first occupant. After the Catletts lived in the house for almost 100 years, it was then sold in the 1980s and was used to care for the assisted living until 1992. In 2013, the home became a Bed & Breakfast and opened in February 2023. The Historic Berkeley Place has seven individual suites. Most suites sleep 2 and a few sleep 6-8. The average price to stay for a night ranges from \$250 - \$300. The prices fluctuate based on demand during certain seasons. While booking prices are overall slightly higher than the three clients, The Berkeley Place offers a similar relaxing, outdoorsy, luxurious stay and aesthetic. All guests have access to a coffee and tea bar, beautiful living room space, the home's front porch, and surrounding gardens. The Bed & Breakfast has a developed, modern website, as well as an Instagram handle. They are active on social media, displaying themselves as a luxurious, boutique inn. The Historic Berkeley Place overall offers a homey feel, with many local attractions nearby. While the inn does not provide breakfast, this would be considered a weakness in comparison to competitors.

## Direct Competitor #2: The Iris Inn Bed & Breakfast



The Iris Inn Bed & Breakfast is located in the Shenandoah Valley in Waynesboro, VA. It is in close proximity to many wineries, local outdoor attractions, and eateries. At the Iris Inn, guests can choose to stay in the Main Inn Suites, cottages, or cabins. At any option one chooses to stay, there is a great view of the mountains and the skyline. At the Iris Bed & Breakfast, breakfast is served daily with a Mimosa bar, and dinner is served from 5-8 PM on Monday, Thursday, Friday and Saturday. The Iris Inn is larger than the clients' properties, with more availability of stay, and more acres of land. However, the Iris Inn offers guests a similar experience as the clients- well-prepared food, local attractions and recommendations, and an overall peaceful, romantic vibe. The Iris Inn has an up-to-date website, with multiple social media platforms. They offer special events, like business meetings, holiday celebrations, retreats, or events. The average cost to stay is around \$330 per night, and guests must book at least a two-night stay. The Iris Inn offers the Sometime Next Year program, which is an exclusive offer for returning guests. Guests can enjoy personalized packages, lower-rate bookings, and the option to change reservation days with no penalty. The Inn also has a weekly newsletter guests can sign up for. The Iris Inn offers many special packages to guests, such as hiking materials, a birthday package, anniversary treats, wine and mimosa packages, and more. Overall, the Iris Inn is considered a top competitor of the bed and breakfasts as it provides guests with a similar experience. With surrounding local attractions, well-prepared food, and a cozy vibe, guests who stay at the Iris Inn typically leave feeling satisfied.

### Direct Competitor #3: Inn at MeadowCroft



Located in Staunton, VA, the Inn at MeadowCroft offers a unique stay, with a modern, yet cabin-cozy feel. Built in 1795, the log home is best for relaxing in its spacious cabins and overlooking the beautiful scenery. The home is very close to Downtown Staunton, where guests can enjoy shopping, theater, music, and history of the town. Guests feel they experience a true B&B when staying at the Inn. The B&B offers a full-plated breakfast with food directly from the farm. At the Inn, guests can also hold their weddings. This is a strength of the B&B as many guests stay for indoor or outdoor weddings, driving lots of revenue. Individuals are also able to book conference meetings if they would like. The Inn operates a Facebook page and maintains an updated website.

Their website is easy to operate, with clear, modern images. The Inn offers a similar historic, outdoorsy, comfy-cozy feel to the three bed and breakfasts, as they are known for “Rest and Relaxation”. Although, while the Inn is physically larger than the three bed and breakfasts, the log cabin feel radiates a romantic, calm energy. The inn overlooks the Meadowcroft farm, where guests can watch the sunrise over the mountains as they wake up, and the livestock trek across the farm. The overall atmosphere gives off old-timey farm vibes, with a touch of modern-day culture. Guests are able to relax and enjoy the simple things at the Inn.

### Indirect Competitor #1: Hotel 24 South



Hotel 24 South is an independently owned and operated historic hotel in Staunton, VA. Originally named Stonewall Jackson Hotel, it was opened in 1924, making it a significant historical location in the Shenandoah Valley. In addition to standard hotel services, Hotel 24 South has two in-house dining options, the 1924 Club and Magnolia South Breakfast Restaurant. An average night at Hotel 24 South costs between \$155 and \$171, slightly less than a stay at one of the three B&Bs. Key distinguishing factors include the multiple dining options offered within the hotel, the hotel’s proximity to nearby dining locations and attractions, historical appeal, and upscale atmosphere. The historical appeal and upscale atmosphere in particular contribute to the hotel’s positioning as a high-end lodging option. The hotel also offers weekly events, such as live music and dining specials. The hotel’s promotional efforts include an active social media presence and an updated and responsive website and booking platform. Local TV advertisements are likely utilized for promoting the hotel to Staunton and surrounding areas, as are radio advertisements. The hotel conveys a message of prestige and class through its use of its website and social media, further solidifying its position as an upscale hotel. Overall, Hotel 24 South is a strong competitor for the three bed & breakfasts. Since the hotel offers very similar services to those offered by the B&Bs, it benefits from its location in downtown Staunton. The remote locations of the three B&Bs may be viewed as negatives, but marketing efforts can be used to show the remoteness of the B&Bs as a positive characteristic. In addition, the hotel’s size and influence can be viewed as impersonal and, potentially, uninviting. The small scale of the B&Bs offers a much more personal and home-like atmosphere.

## Indirect Competitor #2: Grey Pine Lodge



Grey Pine Lodge is a self-check-in motel located in Waynesboro, VA. The motel was built in the 1960s, and it has been renovated to be a “boutique motel”, combining a traditional motel experience with a modern, trendy atmosphere. The cost per night at Grey Pine Lodge ranges from \$113 to \$134. This price range is significantly less than the three B&Bs, but the motel does not offer any dining options, aside from a small hiking-oriented retail store. The motel is similar to the B&Bs in that its marketing efforts are centered around its nature and physical activity-related aspects. The motel has a strong social media presence but does not offer sales promotions similar to Hotel 24 South. The website is clean and inviting, and the architecture and design of the motel support the hyper-modern and contemporary theme that is created through its communications efforts. The motel is a close competitor to the B&Bs as it offers lodging in a remote location and encourages hiking and exploration. However, the lack of in-house dining options can generally be seen as a negative. Furthermore, although dining locations are listed on the website, the remoteness of the motel makes dining relatively difficult when compared to the services of the three bed & breakfasts.




## Indirect Competitor #3: Marriott Residence Inn (Waynesboro)

Residence Inn, along with numerous other hotels in the area, is owned and operated by an international hospitality company. The cost for a single night in the hotel is around \$175-\$200. The pricing is similar to the rates of the three clients, and it includes breakfast. The marketing and communications strategies used by Marriott are extensive. TV and radio advertisements, social media, sales promotions, and credit card rewards are used to communicate an overall message of comfort and brand loyalty to consumers. The marketing surrounding the hotel relates to comfortable overnight stays in support of the guest’s trip, while other competitors are focused on the experience of the stay itself. Because of this, the hotel is not adventure or exploration-oriented in the way that the B&Bs and previously mentioned competitors are. The Marriott hotel is directed toward consumers who are simply interested in overnight accommodations, a market segment that is separate from the hiker/explorer market targeted by the B&Bs. For this reason, the Residence Inn is not as strong of a competitor as the Grey Pine Lodge and Hotel 24 South.

# BUYER ANALYSIS

**Consumer personas**, semi-fictional representations of the clients' ideal customers were conceptualized based on market research to learn more about the targeted customers and develop a strategy to reach those most valued.

## Mark Johnson



*"I wouldn't mind going out of town for a couple of days, what do you think, honey?"*

Age: **45-60**  
 Work: **Retired**  
 Family: **Married + Adult Children**  
 Location: **Shenandoah Valley**  
 Character: **Archetype**

**Personality**

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

**Goals**

- To become more physically active.
- To further explore the Staunton/Waynesboro area.
- To discover a small-scale vacation opportunity for a weekend.

**Frustrations**

- Life at home can be mundane.
- Dissatisfied with the impersonal nature of hotels and traditional hospitality services.


**Bio**

This person is one half of a married couple who are both retired. The person has multiple adult children whose careers have led them to various locations around the country. The couple have lived in the Staunton/Waynesboro area for the majority of their lives, and have a deep fascination with the history and charm surrounding the Shenandoah Valley. The person enjoys playing golf, visiting wineries, and interacting with grandkids. The couple has recently developed an interest in hiking, and has been researching and visiting various trails and hiking locations in the area. The person's social media usage is low, with Facebook being the most commonly used.

**Motivation**

Incentive	Low
Fear	Low
Growth	Low
Power	Low
Social	Low


**Brands &**



**Preferred Channels**

Traditional Ads	Low
Online & Social Media	Low
Referral	Low

## Melanie



*"I deserve a nice weekend away."*

Age: **25-35**  
 Work: **Administration**  
 Family: **Married with children**  
 Location: **Ashburn, VA**

**Personality**

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

**Goals**

- Enriching experiences
- Self-care and self-development
- Close weekend-getaway

**Frustrations**

- Excessive travel commitments
- Scarcity of quality, local destinations
- Routine burnout


**Bio**

I've had the same routine and responsibilities for years. My kids' activities also take up the majority of weekends, leaving little time for me and my partner. I want a weekend that allows us to focus on ourselves individually and as a unit but can't afford to be away from our kids for a prolonged period. I wish I was more knowledgeable about quality destinations in Virginia.

**Motivation**

Incentive	Low
Fear	Low
Growth	Low
Power	Low
Social	Low

**Brands & Influencers**



**Preferred Channels**

Traditional Ads	Low
Online & Social Media	Low
Referral	Low
Guerrilla Efforts & PR	Low

# BUYER ANALYSIS

The **buying decision making process** was outlined in regard to the clients' offering to determine how the relevant internal psychological processes influence the customer at each stage. Marketing applications were then identified to align with the overall communication goals.

## Marketing Application

Appeal to novelty seeking by creating engaging content related to travel and attractions in VA. Appeal to self-actualization needs through campaigns that emphasize fulfillment and self-care.

## Problem Recognition

Consumer experiences a difference in his/her actual and ideal state. He/she seeks something outside his/her typical routine, but does not want to put the effort into planning a long-distance trip.

## Motivation

Self-Actualization Needs -- consumers want a fulfilling trip to do activities they enjoy and to focus on themselves.

## Information Search

Consumer performs an insufficient internal search for close, weekend getaways, resulting in an external search online and through WOM communication.

## Perception

Consumers attend to information they deem credible and authentic.

## Marketing Application

Create campaigns that provide information about the history of the properties and the people behind them to create an authentic image. Having engaging websites, blogs, and social media is also critical.

## Marketing Application

Implement campaigns that increase prospective consumers' beliefs that our clients are capable of providing a leisurely experience without requiring a big time and money commitment. Highlight unique features and special packages.

## Alternative Evaluation

Consumer evaluates options based on objective criteria, like location and price. Also focuses on subjective criteria such as style and psychosocial consequences related to how the place chosen makes him/her feel.

## Attitude Formation

Consumers have learned predispositions to respond to different hotel alternatives.

## Purchase Decision

Consumer stops evaluating his/her evoked set and decides on a purchase using the affect referral decision rule.

## Integration

Consumer combines his/her knowledge and perceptions of a brand to make a decision.

## Marketing Application

Provide consistent materials of product/service information, meaning, and beliefs to ease prospective consumers in integrating these sources and experiencing a strong impact on our clients. Establish a user-friendly booking process for when the consumer is ready to make a purchase.

## Marketing Application

Implement post-purchase communication to reinforce consumers' positive experience with our clients and to ease cognitive dissonance experienced, if any.

## Post-Purchase Evaluation

Consumer evaluates his/her satisfaction by comparing his/her expectations with the performance level of the purchase decision.

## Learning

For high involvement decisions, consumers rely on cognitive processes to learn.



# BUYER ANALYSIS

In the case of the clients, many consumers have little experience with bed and breakfasts. These prospects may not be aware of the options available and the criteria on which each should be evaluated. As a result, buying behavior will be characterized by **extended problem-solving**, as consumers will need to learn about the various attributes and the standard for each. Communication efforts should contain detailed information about the clients' brand and demonstrate how the clients' offerings can fulfill consumer needs and wants.

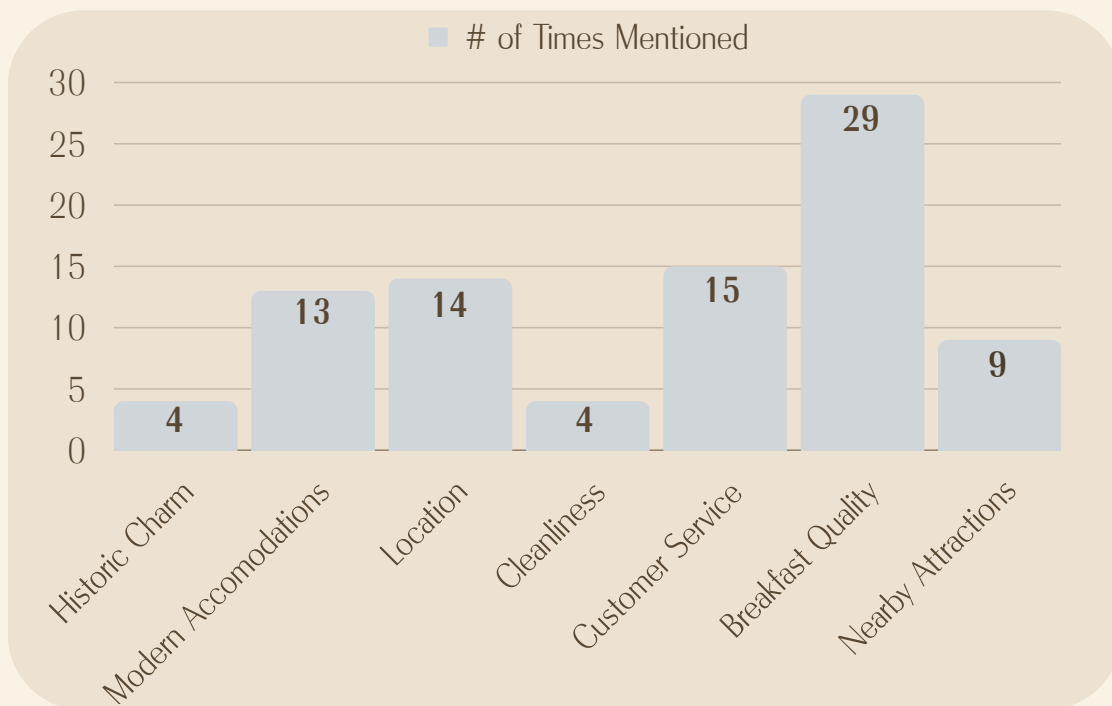
The clients' offering is characterized by a **high-involvement purchase** since consumers do not make the purchase often and perceive a higher risk if they make the wrong decision. This is also because consumers spend a substantial amount to stay with the clients.

Therefore, a **standard learning hierarchy response** in which consumers gather information through active learning is likely. This acquired information then leads the consumer to develop feelings toward the brand which determine what he/she will do. To ease consumers into a purchase decision, communication efforts should provide information on important attributes that consumers can use to evaluate the brand. Internally paced mediums that allow for more advertising space such as magazines are appropriate for reaching consumers involved in this type of purchase.

Key factors that influence buyer behavior for the clients' offering include price, level of service/hospitality, quality of amenities, personalization, location, and proximity to attractions.

# PRIMARY RESEARCH

Online reviews of the three bed & breakfasts can be analyzed to identify the characteristics of the B&Bs that are most appreciated by past guests. The information gathered from these reviews can be used to determine the factors that should be emphasized in the IMC plan for the services. Using reviews from **Yelp, Google Reviews, and Facebook posts/reviews**, the most commonly mentioned and significantly appreciated characteristics have been identified, along with the frequency with which they have appeared in those reviews. In total, 65 guest reviews were taken into consideration. The following graph illustrates the 7 most frequently mentioned characteristics that were mentioned in the online reviews, along with the number of instances in which those characteristics were mentioned.



The data collected from online reviews of the three bed & breakfasts indicates that the quality and enjoyment associated with breakfast service is the most noteworthy, with 29 out of 65 reviews mentioning the **quality** of the **breakfast** served. Second to breakfast quality is **overall customer service**. The reviews that emphasize the quality of the customer service provided state that the hosts of the B&Bs were very **friendly and accommodating**. The third most significant characteristic is the **location** of the B&Bs. The reviews highlighting the location mention that the B&Bs being situated in close proximity to the Blue Ridge Mountains makes the stay enjoyable. Overall, the data collected from the analysis of online reviews will be valuable for determining the most important aspects of the clients' services that should be highlighted in the IMC plan.

# PROMOTIONAL PROGRAM SITUATION ANALYSIS

## Cider House

### Current Promotional Program

- Direct mail
  - Cider House has a newsletter where anyone can subscribe to receive updates regarding any news and upcoming events
- Lodging Specials/ Packages
  - Fruit Basket (\$20 per couple in addition to room price) is a whole basket of fruit (different types depending on the season), and requires 48 hours in advance notice
  - Cheese Plate (\$30 per couple in addition to room price) has fruit, farm food, and VA cheese
  - Let's Celebrate! Birthday / Special Occasion (\$60 per couple in addition to room price) includes a flower bouquet, custom cake, and requires 4-day advance notice
  - Picnic (\$30 per couple in addition to room price) is provided with input from the guests to plan the perfect lunch
- Romantic Special
  - Includes a bottle of VA wine (red, white, or rose), six roses, and four luscious truffles
  - Costs \$70 per couple in addition to room price

### Promotion Mix

- Social media - advertising
  - Cider House maintains a presence on several social media platforms including Facebook, Twitter, and Pinterest
- Sales promotion
  - Booking directly through their website will lower booking rates
  - All stays of three or more consecutive nights in the same room receive a 10% discount
  - Offers gift certificates
- PR
  - Cider House also has a blog where they post different aspects of the B&B, including home-cooked food, scenery, and local attractions
  - The special packages currently offered (explained above)
- Direct Marketing
  - Blog posts
  - Photo tour on website



# PROMOTIONAL PROGRAM SITUATION ANALYSIS

## Heritage Hill

### Past Promotional Program

- Spoke on the “Waynesboro at Work” Podcast

### Current Promotion Programs

- There is a discrepancy between the information. On the tourist website above, it says these promotions ended in December 2019, but they are still up on the Heritage Hill website, so they are listed below.
- Celebration Package includes a bottle of local VA wine, local gourmet chocolates, and fresh flowers (\$40)
- Picnic Package is a customized gourmet meal for two in an antique picnic basket, add local VA wine for a fee (\$40)

### Promotion Mix

- Social media - advertising
  - Heritage Hill can be found on platforms including Facebook and Instagram
  - Heritage Hill has not been as active on social media as of lately
  - Was super active in their first years of operation 2018-2020 (Up until Covid)
  - Provided updates on their growth including new recipes, updated rooms, and daily sceneries
  - The message throughout the post is the promotion of adventure and ties to holidays
- Sales promotion
  - On Airbnb, but not on Expedia
  - Around 100 5-star reviews
  - Little reviews on Google
  - Valentines day celebration
- PR
  - Website includes reviews by past visitors who gave 5 stars
- Direct Marketing
  - Photo tour of rooms on website



# PROMOTIONAL PROGRAM SITUATION ANALYSIS

## Bowman House

### Past Promotional Program

- Valentine's Day Package (personalized)

### Current Promotional Program

- Murder Mystery Parties are hosted by the Bowman House, and they transport back in time to the era of Scottish clans as participants attempt to solve a mystery throughout their evening

### Promotion Mix

- Social media - advertising
  - Bowman House is active on Facebook
  - Bowman House has one TikTok, and it is posted to Facebook as a reel
  - Updated Facebook posts with what the House has to offer
- Sales promotion
  - Bowman House offers discounts for patrons at several nearby restaurants and businesses including discounts on food, books, and even a day pass at the YMCA
- PR
  - Bowman House is very conscious about environmental responsibility as it includes a recycling statement on their website regarding their focus on preserving the environment
  - Bowman House also features a nearby conservation agency on their website called the Appalachian Trail Conservancy, which focuses on overseeing the management and conservation of the Appalachian Trail
  - Posts on social media platforms on holidays to wish everyone a good holiday
  - Hiker/Adventurer focus
- Direct Marketing
  - Photo tours on website
  - TikTok of house tour



# SEGMENTATION, TARGETING, & POSITIONING

## Primary Target Market:

- Couples (married/unmarried)
  - Ages 40-60
  - From the Shenandoah Valley area
  - Middle-high annual income
  - Enjoy nature and history
  - Enjoy calm environments with less going on at place of stay (less people staying, less noise)
- (Claritas, 2023)

## Secondary Target Market:

- Couples (married/unmarried)
  - Ages 25-40
  - From Northern Virginia (population 2.6 million)
  - Middle-high annual income
  - Want to explore rural areas and a slower paced life
  - Experience seekers, travel on weekends frequently
  - Enjoy calm environments with less going on at place of stay (less people staying, less noise)
- (Claritas, 2023)



## Positioning by Product Attributes and Benefit

**Unique Attributes:** The location of Waynesboro, VA provides many outdoor opportunities. Each clients' properties has a lot of history/character and they each take advantage of local ingredients to provide a homemade, delicious breakfast every morning.

**Market Research:** B&Bs are currently targeting older couples (do not want children coming to stay unless they are old enough to stay in their own room). Seek leisure travelers that looking for good food, recommendations, and friends.

**Key Benefits:** Intimate opportunity to meet new people. It is not necessary to research local attractions since the owners provide local advice with a personalized experience. A delicious home-cooked breakfast is also provided each morning, eliminating the need to cook and/or buy food. This allows customers to relax and be worry-free when they wake up.

# SEGMENTATION, TARGETING, & POSITIONING

## Positioning by Product Attributes and Benefit Cont.

**Unique Value Proposition:** Experience the perfect blend of Southern hospitality and the beauty of Waynesboro, VA. Nestled in the heart of the Shenandoah Valley, the charming B&Bs offer a getaway where guests can savor gourmet breakfasts, explore nearby hiking trails, and unwind in the comfort of their historic properties. Regarding the primary target market, the B&Bs' services propose a staycation, or a low-travel-cost vacation, in which potential guests can spend less money on transportation, allowing them to spend more on the actual experience. While the secondary target market in Northern Virginia would have to travel further, driving would still be a cheaper and easier option than taking a plane or a train elsewhere. Due to the differences in scenery between Northern Virginia and Waynesboro, staying at one of our clients' B&Bs will be proposed as more of a getaway than a staycation to our secondary target market.

**Craft Messages:** Increase effective communication through marketing channels such as the internet (website), social media, brochures, and online listings. Ensure consistency across all marketing channels to create a cohesive brand image and reinforce the B&Bs identity.

**Expectations and reviews:** Customers who visit B&Bs expect the basics of hospitality which are cleanliness, safety, security, and comfortable accommodation. Expectations specifically for a B&B are personalized service, a fresh home-cooked breakfast, and a local charm and ambiance. Cider House, Heritage Hill, and Bowman House have great customer reviews, as they are all 5 stars, allowing them to stand out amongst competitors.

**Research to support positioning strategies:** "Eight characteristics were found to have a great effect on guests' perceived value, including local food, local activities, architecture, feeling like home, interaction, personalized service, a feeling of comfort, and cleanliness. These factors represent 82.3% of guests' perceived value without constraint variables and 82.8% of guests' perceived value with sociodemographic factors as constraint variables. (Characteristics of Bed and Breakfasts, BIN LI, NAN HUA, AND TINGTING ZHANG, pg 15)

# MARKETING GOAL & CAMPAIGN THEME

## Marketing Goal:

Increase the number of room nights sold by 20% from January 1, 2024- December 31, 2024, at the Bowman House, Heritage Hill, and Cider House Bed and Breakfasts in Waynesboro, VA.



## Campaign Theme: Discover The Heart of Hospitality

The B&B industry is centered around hospitality, as personalized service is a key provision. Though all B&Bs generally have the ability to be more accommodating than traditional hotels due to a smaller number of people being served at a time, the clients, The Cider House, Heritage Hill, and The Bowman House Bed and Breakfasts have established themselves as going above and beyond, which is reflected in various customer reviews online. Therefore, describing the clients as the “heart of hospitality” accurately describes where they lie on the service/hospitality spectrum, and the use of “heart” portrays the highly personable aspect of staying at their establishments. Using this theme sparks emotion for potential customers, as well as makes them feel comfortable and connected to the B&Bs. Additionally, the use of “discover” incites excitement and possibility, reflecting the local, outdoor adventures. The use of alliteration in the campaign also contributes to better recall amongst consumers who come into contact with the theme. In general, this campaign theme will resonate with the primary target market of couples, ages 40-60, from the Shenandoah Valley who are looking to further explore the area as well as the secondary target market of couples, ages 25-40, from Northern Virginia who are wanting to see more of rural Virginia, looking for a change of pace.



# COMMUNICATION GOALS & STRATEGIES

Increase the percentage of consumers in the primary target market (couples, ages 40-60, from the Shenandoah Valley area who enjoy nature and history) and the secondary target market (couples, ages 25-40, from Northern Virginia who want to explore rural areas) who are **aware** of Bowman House, Heritage Hill and Cider House Bed and Breakfasts by 20% by December 2024 using traditional advertising, digital marketing, social media marketing, SEO, and public relations.

Increase the percentage of consumers in the primary target market (couples, ages 40-60 from the Shenandoah Valley area who enjoy nature and history) and the secondary target market (couples, ages 25-40, from Northern Virginia who want to explore rural areas) who have **interest** in Bowman House, Heritage Hill, and Cider House Bed and Breakfasts by 20% by December 2024 using direct marketing, support media, and sponsorship.

Increase the percentage of consumers in the primary target market (couples, ages 40-60, from the Shenandoah Valley area who enjoy nature and history) and the secondary target market (couples, ages 25-40, from Northern Virginia who want to explore rural areas) who have **the desire** to book a room at Bowman House, Heritage Hill and Cider House Bed and Breakfasts by 20% December 2024 using traditional advertising, digital marketing, social media marketing, and direct marketing.

Increase the **number of reservations** made by the primary target market (couples, ages 40-60, from the Shenandoah Valley area who enjoy nature and history) and the secondary target market (couples, ages 25-40, from Northern Virginia who want to explore rural areas) at Bowman House, Heritage Hill and Cider House Bed and Breakfasts by 20% by December 2024 using website development, partnerships, and sales promotion.

Increase the **number of repeat customers** from the primary target market (couples, ages 40-60, from the Shenandoah Valley area who enjoy nature and history) and the secondary target market (couples, ages 25-40, from Northern Virginia who want to explore rural areas) for Bowman House, Heritage Hill and Cider House Bed and Breakfasts by 20% by December 2024 using loyalty programs, special packages, discounts on returns, referral programs and seasonal menus.

# CREATIVE BRIEF

## Story

- **Exposition:** Couples coming home discussing their long week, tired of the same routine/job every day
- **Inciting Incident:** Couples look for a break (at hotels) but have trouble finding a vacation that offers what they want - personalized service, local attractions, scenic views, etc.
- **Rising Action:** Couples go to sleep wanting a change in their week and in need of a break
- **Climax:** Couples wake up in a bed and breakfast with tableside breakfast, friendly hosts, local attractions to visit, a homey atmosphere, and without worries. They experience a full day at the B&B with many different things to do. They are shown again getting ready for bed after a long, fun day.
- **Resolution:** They realize that they shared a dream together, and, in the end, they are seen booking a bed and breakfast.

## Advertising Appeal

The story involves a sense of comfort and excitement that will be valuable for appealing to the target markets. The story exhibits all of the great qualities of the clients' offerings, from the friendly, personable owners, to the local attractions, and the amazing food and homey atmosphere. This generates enthusiasm and draws happy, curious emotions from potential B&B users. Portraying the story of a couple sharing a dream of staying at a B&B after searching and failing to find a getaway demonstrates that this couple's ideal getaway does exist, they just have not realized it yet. This will encourage the target markets to think outside traditional lodging options as well as increase awareness of the clients' offerings.

## Creative Executional Framework

Slice-of-Life approach to the advertising strategy will be highly effective in appealing to the target audience. Since the objective is to solve the target market's problem of needing a break from their life, a creative strategy that illustrates a similar demographic experiencing the same problem will lead to a favorable image.

Testimonials, where prospects hear first-hand about the clients, will also be used. Highlights of guests' experiences will be effective in demonstrating authenticity and the highly personable aspect of the clients' offerings, which is a key provision.

Imagery using visual elements, such as images of couples enjoying quality time together, scenic views, and the properties themselves will incite a greater emotional response amongst the target audience, compared to simply providing them with information.

# CREATIVE BRIEF

## Creative Considerations

- Brown, light brown, tan/beige, light red/pink, light blue, and light orange/yellow were chosen as the **color scheme**. Tan/beige was selected for the background color because it portrays a more vintage, antique feel than typical white paper. Similarly, dark brown was decided for the text to provide a warmer and more relaxed feel than black text. Light blue, orange/yellow, and red/pink were chosen and assigned to Heritage Hill, Cider House, and The Bowman House respectively based on colors they use in their individual logos. These colors maintain the clients' individuality while also working together to create an overall aesthetically appealing plan.
- The color scheme paired with images of couples enjoying the clients' properties reflects the calm, relaxing nature of staying at a Waynesboro B&B and sets a hospitable **tone**. Additional images of vast, scenic views and local attractions set an adventurous tone that sparks interest and resonates with experience seekers.
- External and internal **graphics** of the clients' properties will portray their character to the target audience who are seeking a unique place to visit. Visuals of couples enjoying quality time together will incite an emotional response amongst those who are looking for a romantic getaway in the target markets.
- **Claims** that the clients are the "heart of hospitality" emphasizes the highly personable aspect of staying at a Waynesboro B&B and will resonate with the target markets who are looking for a getaway that involves little planning surrounding what to eat and what to do. Additionally, through storytelling, the clients, in reality, are claimed to be the target markets' dream getaway to demonstrate that they do not have to settle for traditional hotels with less character and personalized service.

## Creative Tactics

- (1) Run slice of life and use visual / Images to create a view of happiness and comfort that consumers will likely experience after booking a stay at the clients Bed and Breakfasts
- (2) Mention that if visitors book 3 months in advance, they can get 20% off their next stay at one of the Bed and Breakfast locals
- (3) Reference the website / booking ads that can lead customers to all the Information they need to book their trip

# MEDIA PLAN

---

Carrier Creations has developed a variety of advertising recommendations for Cider House, Bowman House, and Heritage Hill Bed and Breakfasts, using:

- Traditional Advertising**
- Digital Marketing**
- Social Media**
- Support Media**
- Sponsorships**



# INTRODUCTION TO TRADITIONAL ADVERTISING

Carrier Creations has developed a variety of traditional advertising recommendations for the Cider House, Heritage Hill, and Bowman House Bed & Breakfasts with the goal of taking advantage of traditional advertising and its success in reaching middle-aged couples. The objective of the traditional advertising strategies is to increase the percentage of consumers in the primary target market, couples aged 40-60 in the Shenandoah Valley area who enjoy nature and history, and the secondary target market, couples aged 25-40 in Northern Virginia who want to explore rural areas, who are aware of Bowman House, Heritage Hill and Bowman House Bed and Breakfasts by 20% by December 2024 using **print ads** and **radio**.

To achieve this objective, the campaign will advertise the theme “**Discover the Heart of Hospitality,**” highlighting the key aspects of what makes the bed and breakfast unique when compared to similar services in the area. The advertisements will display images of the amenities that the bed and breakfast locations offer in the print ads. The radio advertisements will discuss important characteristics of the bed & breakfasts and end with a call to action.

Since the primary target market is located in the Shenandoah Valley area, advertisements will be targeted toward individuals in the region who appreciate nature and enjoy learning about the historical significance of the area. These individuals will be targeted by print advertisements placed in shops in Waynesboro to gain more important information on the bed and breakfasts. The secondary target market consists of younger couples living in northern Virginia and will be targeted through print advertisements in local shops in northern Virginia. The print advertisements will use a rational and emotional appeal in ways that are applicable to the audience.

Emotional and rational appeals will be used for the radio ads. These advertisements will target the primary market through radio spots that will play on **WTON**, where the primary target market listens. For the secondary target market, advertisement spots on **WIHT** will be purchased, due to the station being a highly recognized pop station in the region. The radio advertisements will tell a story. The general idea and plot of the advertisements will be about escaping the ordinary and taking a break. The goal is to make the audience feel like they need a break.

The emphasis on traditional advertisements will be an effective way to target a very specific group of middle-aged couples that are looking to discover the heart of hospitality and will make them more aware of the Bed and Breakfast businesses. These will encourage them to try out the amazing amenities, local attractions, and features that Cider House, Heritage Hill, and Bowman House all have.

# INTRODUCTION TO TRADITIONAL ADVERTISING

**Objective 1:** Increase the percentage of consumers in the primary target marketing (couples ages 40-60, from the Shenandoah Valley area who enjoy nature and history) and the secondary target market (couples ages 25-40, from Northern Virginia who want to explore rural areas) who are aware of Bowman House, Heritage Hill and Bowman House Bed and Breakfasts by 20% by December 2024 using print ads.

- **Strategy 1:** Run an emotional/rational appeal through print advertisements to capture the attention of readers more effectively while creating a lasting impression as they can physically see the ads rack cards and magazines. These can be distributed to local businesses in Waynesboro, VA - where many couples ages 40-60 will visit and can see what the clients have to offer, based on the print ads. Local shops in Waynesboro, VA where the advertisements will be. These will be printed and placed in businesses for the first seven days of each month and will reach 10,000 people.
  - **Tactic 1:** Run a slice-of-life campaign and use visuals/images to show the happiness and comfort that consumers will likely experience after booking a stay at one of the B&Bs.
  - **Tactic 2:** Mention that if visitors book 3 months in advance, they can get 20% off at their next stay at one of the Bed and Breakfast locals.
  - **Tactic 3:** Reference the websites/booking that can lead to all the information about prices, timing, and amenities offered.
  
- **Strategy 2:** Run a campaign using an emotional and rational appeal using print ads. This is where the 25-40 aged couples from northern Virginia will be able to explore the lovely B&Bs while they are looking for a place to stay. These rack cards and magazines will be placed in local businesses where all northern Virginia residents check for fun things to do at the B&Bs when out on the town. Prominent local shops in northern Virginia that will serve as effective locations for the placement of print advertisements. These advertisements will be printed every month at the beginning of each month and will have the advertisements out for seven days to capture the most amount of people: this will reach 30,000 people.
  - **Tactic 1:** Run a slice-of-life ad where you can see a cute, happy couple in the age range of 25-40 at the Bed and Breakfast watching scenic views while having a high-quality breakfast served to them.
  - **Tactic 2:** Mention that the stays for two weeks in winter are 10% off to increase bookings during the slow times of the year.
  - **Tactic 3:** Reference the websites/booking that can be found on the ad that will lead future customers to more information on the websites to eventually book a trip.

# INTRODUCTION TO TRADITIONAL ADVERTISING

**Objective 2:** Increase the percentage of consumers in the primary target market (couples, aged 40-60, from the Shenandoah Valley area who enjoy nature and history) and the secondary target market (couples, ages 25-40, from Northern Virginia who want to explore rural areas) who are aware of Bowman House, Heritage Hill and Bowman House Bed and Breakfasts by 20% by December 2024 using radio ads.

- **Strategy 1:** Create radio advertisements catered to the primary market (couples, aged 40-60 from the Shenandoah Valley area who enjoy nature and history) that utilize informational and emotional appeals to expose radio listeners to the B&Bs' offerings. According to Audiencenet and Music Business Association, the most popular music genres for individuals between ages 40 - 60 are classic and modern rock. In the Waynesboro/Harrisonburg/Staunton/Charlottesville area, **94.3 WTON** and **97.5 WWWV** are classic rock and classic hits stations that are commonly listened to by individuals in the primary target market. Advertisements will be run on these stations twice a week between the hours of 7 am and 1 pm.
  - **Tactic 1:** Run a slice-of-life advertisement that depicts a married couple discussing their desire to explore the Valley and get away from home for a weekend. They learn about the clients' B&Bs and book a stay while expressing excitement.
  - **Tactic 2:** Run an informational advertisement offering a "book one night, get another night half-off" promotion.
  - **Tactic 3:** End the ad with a call to action meant to entice the listener to visit B&B's shared website, [WaynesboroBNB.com](http://WaynesboroBNB.com).
- **Strategy 2:** Create radio advertisements catered to the secondary market (couples, ages 25-40, from Northern Virginia who want to explore rural areas) that utilize rational and emotional appeals to expose radio listeners to the B&Bs' offerings. According to Audiencenet and the Music Business Association, the main music genres enjoyed by individuals between the ages of 25 and 40 are pop and classic rock. These advertisements will be run on **99.5 WIHT**.
  - **Tactic 1:** Develop radio advertisements using an emotional appeal that tells engaging stories of couples from Northern Virginia discovering the hidden gems of the clients' B&Bs.
  - **Tactic 2:** Run radio advertisements using a rational appeal that incorporates seasonal promotions that appeal to the target market.
  - **Tactic 3:** Reference the B&B website and socials at the end of the radio ad so customers know where to find the clients

# INTRODUCTION TO TRADITIONAL ADVERTISING

**Total dollar amount: \$6,000**  
**Percentage of total budget: 24%**

## By Medium:

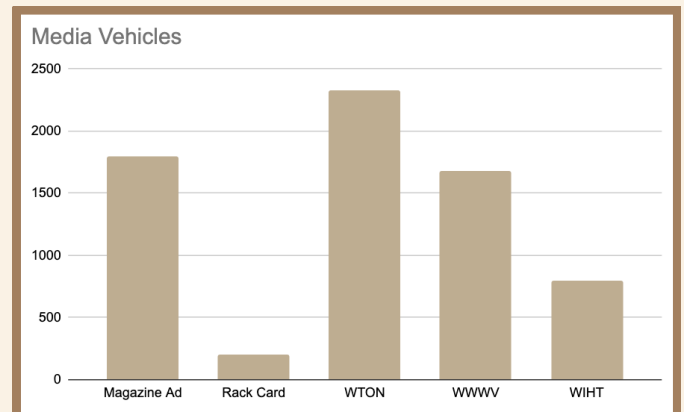
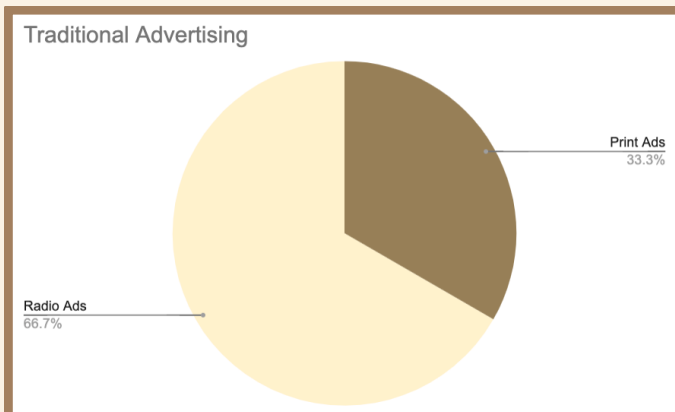
**Print Ad: \$2,000 - 8%**  
**Radio Ad: \$4,000 - 16%**

## By Media Vehicle for print ad:

**Magazine Ad: \$1,800 - 7.20%**  
**Rack Card: \$200 - .80%**

## By Media Vehicle for radio ad:

**94.3 WTON: \$2,320 - 9.28%**  
**97.5 WWWV: \$1,680 - 6.72%**  
**99.5 WIHT: \$800 - 3.20%**





# RADIO SCRIPTS

Item	Description
Gender	Female
Length	0:30
Target Demographic	45-60-year-olds. Married, adventurous, outgoing.
Character/Narrator	Narrator describing the B&Bs
Vocal Direction	Relaxing, friendly
Suggested Music	Upbeat, happy, energetic
Suggested Sound Effects	Animal sounds, wind in trees

(Narrator) “Tired of the hassles of everyday life? Want to get away for the weekend and connect with nature? Waynesboro has you covered. Heritage Hill Bed & Breakfast, Cider House Bed & Breakfast, and Bowman House Bed & Breakfast are the perfect home away from home. Stay in a beautiful farmhouse that combines historic charm with modern living. Go for a hike in the gorgeous hills of the Shenandoah Valley, then grab a bite to eat in downtown Waynesboro. Finish the night off with a glass of wine under the stars. Discover the heart of hospitality with Waynesboro B&B. Visit [waynesborobnb.com](http://waynesborobnb.com) to book your stay today.”



Item	Description
Gender	Male & Female
Length	0:30
Target Demographic	Couples, ages 45-60
Characters / Narrator	Couple, age 45-60; Waynesboro local, age 45-60
Vocal Direction	Friendly, surprised/excited
Suggested Music	Gentle/peaceful, uplifting music
Suggested Sound Effects	Nature sounds (birds); yawn (waking up); inhale (smelling breakfast)

[Big yawn][Male voice] Do you hear that? [birds chirping] The sound of a disturbance-free morning. [Female voice] And what’s that smell? [big inhale] A homemade breakfast? [Both voices] How did we get here? [Third voice] By booking a stay at a bed and breakfast in Waynesboro, VA. Here, your getaway is a reality where delicious breakfast is served everyday and scenic views are abundant. Experience a serene stay at not one but three bed and breakfasts. Visit The Bowman House, Cider House, and Heritage Hill House today to discover the heart of hospitality.

# PRINT ADVERTISEMENTS

**TIME TO**  
*Getaway*  
**to Waynesboro, VA**

Discover the Heart of Hospitality at a local bed & breakfast

**The Bowman House**  
thebowmanhouseva.com  
(256) 347-2021

**CIDER HOUSE**  
BED AND BREAKFAST  
ciderhousebedandbreakfast.com  
(540) 932-0370

**Heritage Hill**  
BED AND BREAKFAST  
heritagehillbnb.com  
(540) 471-8998

**Discover the Heart of Hospitality**

Enjoy a serene stay at a local bed & breakfast today!



Waynesboro, VA

**The Bowman House**  
thebowmanhouseva.com  
(256) 347-2021


Built in 1910 by Dr. Carl and Nettie Bowman, the Classical Revival style brick home with fluted columns is located on Wayne Avenue, which was the most exclusive neighborhood in Waynesboro a century ago.

**Cider House**  
ciderhousebedandbreakfast.com  
(540) 932-0370

Built in the 1790s, the Cider House's guest rooms and common areas maintain the original integrity of the house with an owner's addition that was built a century ago.

**Heritage Hill**  
heritagehillbnb.com  
(540) 471-8998

The colonial style Heritage Hill Bed and Breakfast sits on eight acres of land, offering views of the Blue Ridge Mountains and nearby rolling pastures.



# TRADITIONAL ADVERTISING RECOMMENDATIONS AND RATIONALE

The decision to distribute the marketing budget across traditional marketing channels through print advertisements and radio advertisements was made based on research into all channels, which showed that these would be the most effective applications for the primary and secondary target markets. The first decision was to have a **\$6,000** budget coming from **24%** of the advertising budget to all of the traditional advertising across two mediums.

Research was conducted using multiple sources to determine the radio stations that would be valuable for advertising the clients' services to the target market. A 2018 report published by AudienceNet examines and analyzes music-listening tendencies in the United States, separated by age group. The data presented in AudienceNet's report indicates a strong relationship between individuals aged 40-60 and variations of rock music. More specifically, classic rock was the most frequently consumed genre of music among 40-60-year-olds in 2018. With this information, radio stations in the Waynesboro/Harrisonburg/Charlottesville region were evaluated for their genres and overall listenership. To cover the primary target market, **94.3 WTON** and **97.5 WWWV** were selected. With the former being a classic hits station and the latter being a classic rock station, it is highly likely that advertisements run on these stations will reach members of the primary target market. To cover the secondary target market, the same method was used. According to the AudienceNet report, individuals aged 25-40 are frequent listeners of classic rock and pop music. Since the secondary market segment is located in northern Virginia, **99.5 WIHT** was chosen.

Advertisements will be run on WTON and WWWV twice per week between the hours of 7 am and 1 pm. Research shows that radio has a wide reach, especially among adults. Middle-aged couples are more likely to listen to the radio during their daily commutes or while running errands. This time frame is a valuable opportunity to reach the target audience, as radio stations can run catered messages that meet the interests of the intended demographics.

With regard to print advertising, research has indicated that the physical presence of promotional materials is more likely to create a lasting impression. Middle-aged individuals often appreciate the tactile experience of holding and flipping through printed material. Additionally, research suggests that print advertisements are often perceived as more trustworthy than digital ads. For these reasons, print materials can have a much longer life than digital content while having a strong local readership.

Print and radio advertising will be a valuable strategy to reach the primary and secondary target markets. When informed by research, radio and print advertisements can effectively capture the attention of the demographic and encourage customers to consider the B&Bs for their next travel experience.

# INTRODUCTION TO DIGITAL MARKETING

Carrier Creations presents a comprehensive digital marketing strategy designed to boost the interest among the identified primary and secondary target markets in The Cider House, Heritage Hill, and The Bowman House Bed and Breakfasts in Waynesboro, Virginia by 20% by December 2024. This objective will be accomplished through developing and launching campaigns with the theme “**Discover the Heart of Hospitality**” to showcase the specialized, personal nature of the hosts.

The strategy will utilize **email marketing** and **blog posts** with informational and emotional appeals to increase interest of potential guests as well as entice previous guests to return. Mass emails such as **newsletters** and **holiday messages** will be delivered in addition to **personalized messages** for birthdays or an anniversary. This serves to inform all intended recipients at once of updates on the establishments and to connect with recipients individually on a personal level. Engaging blog posts discussing a range of topics related to the individual B&Bs and the Waynesboro area will be uploaded to portray the distinctive personality of each client’s offering.

Crafting compelling narratives and delivering key information are vital aspects to the accomplishment of the main objective. Email marketing campaigns and blog posts are recommended to be released to coincide with peak engagement periods for the target audience. This will be effective in creating a Waynesboro B&B community and securing the clients’ spot in consumers’ consideration sets. Opportunities for prospective guests to join the clients’ email list and view their blog posts will be available on their respective websites and social media pages. Content should be consistent across these channels to present a unified image. Prospective guest emails will also be collected through personal selling initiatives while guest emails will be gained through the booking process.

In summary, the digital marketing strategy will effectively target middle-aged couples seeking a unique and hospital experience, increasing interest in the clients’ offering through email marketing and blog posts that will entice them to explore the properties, local attractions, and exciting features of these delightful accommodations.

# DIGITAL MARKETING #1 - EMAIL MARKETING

**Objective 1:** Increase interest in Cider House, Heritage Hill, and Bowman House Bed and Breakfasts among couples ages 40 - 60 from the Shenandoah Valley area who enjoy nature and history (primary target) and couples ages 25 - 40 from Northern VA who are interested in exploring rural areas (secondary target) by 20% to reach 8,000 people continuously throughout the year by December 31st, 2024 using email marketing.

- **Strategy 1:** Use an email merge program to send personalized emails with an informational appeal to existing customers that includes what's new and improved, and employ an emotional appeal with photos to remind them of what they did, and welcome back greetings.
  - **Tactic 1:** Send regular newsletters quarterly to keep customers engaged and informed about the B&Bs. Share updates, upcoming events, special offers, and local attractions.
  - **Tactic 2:** Collect birth dates from the customers and send personalized birthday wishes with a special birthday offer. When they open the email, it should be filled with color and confetti.
  - **Tactic 3:** Send holiday or any special day emails to them, such as birthdays and anniversaries. These messages will not contain promotional content, but they will be branded with the B&Bs' names and logos. This will be perceived as a nice, personal gesture, and will lead to positive attitudes surrounding the clients' brands.
- **Strategy 2:** Send mass marketing emails to the public informing people of what a B&B is, what they offer, and seasonal deals. Emails for potential guests will be collected through personal selling efforts.
  - **Tactic 1:** Send a warm welcome email to new customers, introducing the B&B and showcasing its unique attributes. Offer a special discount or incentive for customers to book their first stay.
  - **Tactic 2:** Share the unique story and history of the B&B. The background of the B&Bs is rich. The story could come from 5-star guest reviews and success stories.
  - **Tactic 3:** Email marketing campaigns tailored to specific seasons or holidays. Thanksgiving or Christmas theme rooms and showcase classic dinner items such as turkey and mashed potatoes.

# DIGITAL MARKETING #2 - BLOG

**Objective 2:** Increase interest in Cider House, Heritage Hill, and Bowman House Bed and Breakfast among couples ages 40 - 60 from the Shenandoah Valley area who enjoy nature and history (primary target) and couples ages 25 - 40 from Northern VA who are interested in exploring rural areas (secondary target) by 20% by December 31st, 2024 using a blog using a pulsing strategy to reach 5,000.

- **Strategy 1:** Blog posts will use an informational appeal and be published on topics specific to each property such as cooking, housekeeping/decor, history behind the home, and hospitality. These posts will be uploaded per month and will be linked to all social media pages and individual websites.
  - **Tactic 1:** Publish pieces regularly while rotating topics to entice potential guests with “behind-the-scenes” information about the owners preparing the house for a stay.
  - **Tactic 2:** Provide more detail about running a bed and breakfast, specifically a Waynesboro B&B, to further demonstrate the clients’ unique selling proposition.
  - **Tactic 3:** Allow readers to comment to gain feedback and see how the content is being received.
- **Strategy 2:** Blog posts will use an informational appeal and be published on topics specific to the Waynesboro area such as outdoor adventures, local attractions, and other activities. These posts will be uploaded bi-weekly and will be linked on all social media pages and individual websites.
  - **Tactic 1:** Publish pieces regularly to inform readers about current events and attractions in the Waynesboro area and to stimulate seasonal demand.
  - **Tactic 2:** Rotate topics to account for a greater representation of the Waynesboro area and to pique the interests of the different target markets.
  - **Tactic 3:** Publish informal and personal pieces to demonstrate the welcoming, down-to-earth nature of the owners.

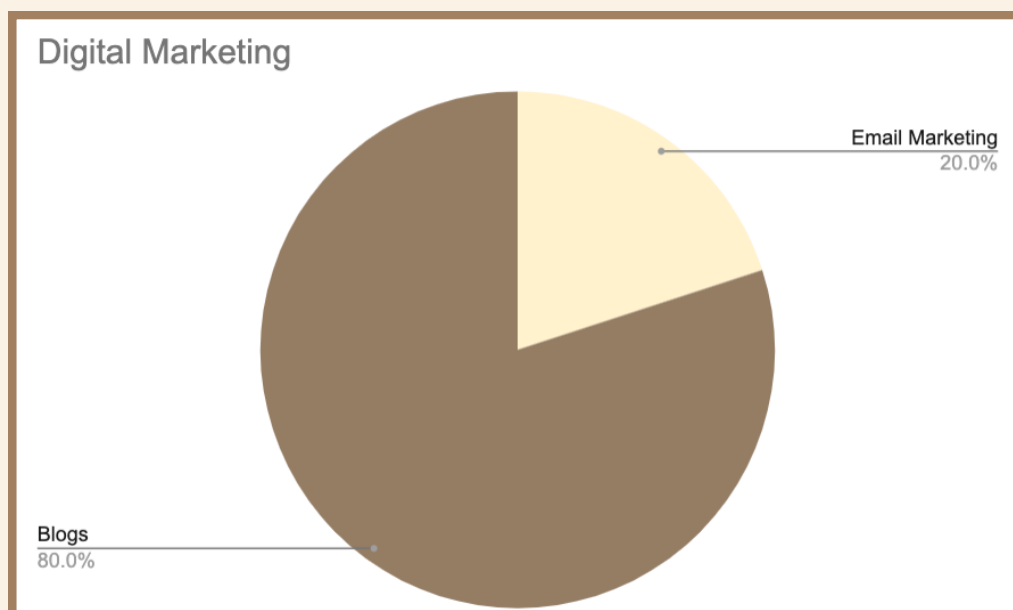
# DIGITAL MARKETING BUDGET

**Total Dollar Amount: \$500**  
**Percentage of total budget: 2%**

**By Medium:**  
**Email Marketing: \$100 - .40%**  
**Blog: \$400 - 1.6%**

**By Media Vehicle:**  
**B&Bs Email: \$100 - .40%**

**By Media Vehicle:**  
**B&Bs Websites: \$400 - 1.6%**



# DIGITAL MARKETING EXECUTIONS/DELIVERABLES

10/17/23

«firstname» «familyname»

«street»

«city», «state» «zip»

Dear Mr. «familyname»,

Last year you stayed with us at «bed&breakfast». As you know, we have new seasonal menus recipes such as «newfood» and updated rooms. We just wanted to let you know that there are «special» promotions on our website that we really think will interest you. Please visit us at «website» . If you have any questions, you can contact me personally by phone at (800) 700-BNBS. We look forward to seeing you again!

Sincerely,

Jakob Tran

## WAYNESBORO B&B



### OCTOBER



Fall is the greatest time to explore Waynesboro, VA located in the beautiful Shenandoah Valley. Come see the colorful, serene views and get the complete fall experience at local breweries.



Take on the town with a fall jog or walk in the Fall Foliage 5K/10K. Visit local vendors to find unique tokens of your experience at the Virginia Fall Foliage Festival. Most importantly, stay at a Waynesboro B&B to complete your stay with the heart of hospitality.



"Such a beautiful home in a beautiful location! After a day visiting some local breweries and wineries this was a great way to end our day and the breakfast the next morning was wonderful. We will be back!" -- Heritage Hill Guest

14th

Fall Foliage 5K & 10K

15th 16th

Virginia Fall Foliage Festival





# DIGITAL MARKETING RECOMMENDATIONS AND RATIONALE

The decision to allocate funds across digital marketing through email marketing and blog posts was made based on research into all channels. These would be some of the most effective applications for the primary and secondary target markets. The first decision was to have a **\$500** budget coming from **2%** of the advertising budget to all the digital marketing across two mediums. This would allow for **\$100**, which is **.40%** of the total marketing budget, to be allocated to email marketing and the remaining **\$400**, which is **1.6%** of the total budget, to be allocated to blogs. This is less of an allowance than other advertising types due to the cost-effective nature of email and blog campaigns, as all that will be needed is a copywriter and graphic artist. Both efforts also do not take long to produce and include call-to-action initiatives to increase engagement.

**Email marketing** presents many benefits to the clients and the overall integrated marketing plan. It is an effective tool for producing cost-effective campaigns, and, according to Hubspot Academy, email return on investment is \$36 for every \$1 spent. Using the mail merge tool in Word, the emails can be personalized for returning customers or potential customers using data and email automation can be determined to save time. This ensures every dollar spent on email marketing is used efficiently. These campaigns will provide more value to consumers by being personalized, timely, and communicating key information. This will also lead to an increase in leads and interest among the targeted audiences (Hubspot Academy).

According to Statista, the share of internet users who read blogs is 21%, 26%, and 17% for ages 18-29, 30-49, and 50-64 respectively. This is representative of the ages of the primary target market, 40-60, and the secondary target market, 25-40. There are many benefits of **blogging** that will help achieve communication objectives. Regularly publishing blog posts provides search engines with updated information and creates additional indexed pages on the client's websites to increase location on the search engine results page. Blogs serve as a great tool to generate leads by incorporating a call-to-action in each post in which users may receive a benefit in exchange for individual contact information. Consistently creating relevant and valuable content for the target markets will establish the clients as having more expertise in the industry and aid in portraying a distinctive personality. This will provide an opportunity for readers to share well-received content on social media to stimulate word-of-mouth recommendations and increase backlinking as well. Blog posts can also be repurposed for social media content to contribute to the integrated marketing plan and drive more traffic. Another great benefit of blogging is its permanence and the long-term results it generates. Developing a repertoire of engaging blog posts will allow the clients to continue to generate leads from posts well after the upload date. These leads compound over time, forming an exponential curve. Ultimately, blogging drives inbound marketing and consumer trust in the clients (Hubspot Academy).

In summary, the digital marketing strategy is research-backed and presents a great opportunity for reaching the designated target markets. It employs a variety of content mediums and mobile accessibility to accommodate each market. This will be effective in cultivating the attention and interest in The Cider House, Heritage Hill, and The Bowman House Bed and Breakfasts.

# INTRODUCTION TO SOCIAL MEDIA

Carrier Creations is thrilled to share the innovative approach to boost the appeal and visibility of Cider House, Heritage Hill, and Bowman House. The primary aim is to engage middle-aged couples to increase their awareness of these incredible destinations. There is a two-fold target audience: couples aged 40-60 from the picturesque Shenandoah Valley, passionate about seeking new adventure, and couples ages 25-40 from Northern Virginia, eager to explore a rural getaway.

The mission is to elevate consumer awareness of these hidden gems by 20% in both the primary and secondary markets by December 2024. To achieve leveraging the power of **Instagram, TikTok, and Facebook**, the campaign theme **“Discover the Heart of Hospitality”** will showcase what makes these B&Bs truly unique. The content will cater to the preferences of both older and younger middle-aged adults who share a love of nature and history. Instagram and Facebook will be the platforms to feature the stunning images of the B&B amenities, while TikTok will bring to life the distinct characters of each bed and breakfast through short, engaging videos.

For the primary market, Instagram and Facebook will be used to share captivating content about these destinations. The posts and stories will take them on a virtual journey, providing a taste of the incredible experiences these bed and breakfasts offer. Simultaneously, the secondary market – couples from northern Virginia – will be targeted with engaging TikTok videos and impactful Instagram and Facebook posts.

The content strategy will seamlessly blend emotional and rational appeals by telling compelling stories while sharing essential information to effectively engage both the primary and secondary audience. The posting schedule will be tailored to coincide with peak engagement periods for the target demographics on each platform.

In summary, the social media strategy will effectively target middle-aged couples seeking the heart of hospitality, making them aware of the remarkable offerings of Cider House, Heritage Hill, and Bowman House Bed and Breakfast. This will aim to entice them to explore the amenities, local attractions, and unique features through Instagram, TikTok, and Facebook.

# SOCIAL MEDIA MARKETING #1: INSTAGRAM

**Objective 1:** Increase awareness of Cider House, Heritage Hill, and Bowman House Bed and Breakfast among couples ages 40 - 60 from the Shenandoah Valley area who enjoy nature and history (primary target) and couples ages 25 - 40 from Northern VA who are interested in exploring rural areas (secondary target) by 20% by December 31st, 2024 using Instagram.

- **Strategy 1:** Run an ad campaign using an emotional and rational appeal using a slice of life on Instagram to reach the primary target audience by using captivating visuals with high-quality images of the properties. Engaging captions (discover the heart of hospitality) will also be used to set the tone, highlight nature and history, and serve as a call to action, which will encourage the audience to book trips.
  - **Tactic 1:** Run a slice-of-life ad depicting a couple that is complaining about wanting to get away. Have their middle-aged couple friends suggest visiting one of the Waynesboro bed and breakfast locations while listing the amenities they offer.
  - **Tactic 2:** Mention that signing up for email messages can offer customers 10% off their next stay
  - **Tactic 3:** Reference and link the website that can lead to more information, booking calendar, and prices.
- **Strategy 2:** Run a scarcity appeal through the Bed and Breakfast Instagram accounts by highlighting the limited number of available bookings. This will encourage the target market to book their stay quicker than they normally would.
  - **Tactic 1:** Run a slice-of-life ad to emphasize booking now because it is the busiest time of the year and the options are becoming limited
  - **Tactic 2:** Mention that if booking within the next 2 weeks the next stay at one bed and breakfast location will be 5% off
  - **Tactic 3:** Reference the website and the phone numbers for more information. Show the booking calendar filled up.

# SOCIAL MEDIA MARKETING #2: TIKTOK

**Objective 2:** Increase interest of Cider House, Heritage Hill, and Bowman House Bed and Breakfast among couples ages 40 - 60 from the Shenandoah Valley area who enjoy nature and history (primary target) and couples ages 25 - 40 from Northern VA who are interested in exploring rural areas (secondary target) by 20% by December 31st, 2024 using TikTok.

- **Strategy 1:** Use an emotional appeal when posting TikToks catered to preparing meals for the guests staying at the bed and breakfast. Artistic footage of the preparation of these meals would be showcased in TikTok videos to generate a sense of satisfaction among viewers, thus creating interest in the B&Bs. This would engage future guests to want to come and taste / experience the flavors for themselves.
  - **Tactic 1:** Run a slice-of-life ad that shows couples receiving and enjoying their breakfast prepared by the B&B hosts.
  - **Tactic 2:** Mention that you are able to purchase special food packages for special occasions and show couples enjoying these.
  - **Tactic 3:** Promote a certain day each month that offers a discount on the special food packages.
- **Strategy 2:** Use an informational/rational appeal in TikTok demonstrating the owners' preparation for their guests. This will include cleaning the rooms and tidying the house. The owners could also talk more in depth about their historical properties through a voice-over.
  - **Tactic 1:** Create a TikTok of the B&B hosts gathering all the local ingredients to create the breakfasts. Show the host smiling and going through town or to their farm to get all ingredients used towards meals. Emphasize how people love the local food offered by showing a slice-of-life ad of a couple laughing and smiling while eating their breakfast with the B&B host in the back handing over the food.
  - **Tactic 2:** Create a sped-up TikTok of B&B cleaners tidying up the rooms of the places. Show a before and after of the rooms with the beds being made and with food placed on top of them (in the after scene). Show a happy couple entering the room and transition the video of them eating breakfast in bed happily.
  - **Tactic 3:** Mention the historical components of each client. Have the B&B host give a tour of the property. Use a voice-over of the host explaining the history of the property, using soft, calm music in the back.

# SOCIAL MEDIA MARKETING #3:

## FACEBOOK

**Objective 3:** Increase awareness of Cider House, Heritage Hill, and Bowman House Bed and Breakfast among couples ages 40 - 60 from the Shenandoah Valley area who enjoy nature and history (primary target) and couples ages 25 - 40 from Northern VA who are interested in exploring rural areas (secondary target) by 20% by December 31st, 2024 using Facebook advertisements.

- **Strategy 1:** Using an emotional and rational appeal, Facebook advertisements will be created for each client. Photo and video advertisements will highlight the amenities in each B&B, local attractions, surrounding nature, and promotions occurring to specifically target couples looking to relax and explore. The advertisements will incorporate slice-of-life advertising, with clips/images of couples visiting the B&Bs, enjoying themselves, and explaining the benefits of their stay.
  - **Tactic 1:** Create videos for each client that tell a story of a couple booking their stay, exploring locally, and going to bed happy.
  - **Tactic 2:** Create a photo with a couple enjoying a picnic, with leaves falling, showing the season change.
  - **Tactic 3:** Create multiple clips of past B&B visitors explaining why they loved their stay and what they did while visiting.
- **Strategy 2:** Run an ad campaign using emotional and humorous appeals through Facebook reels. Reels will be posted at least once a week on clients' Facebook pages and will include entertaining music and an appealing front cover, created through slice-of-life advertising. The reels will exhibit various parts of a typical weekend stay with "day in the life" stories, showing couples who are at the B&Bs answering funny questions, taste testing the food and wine, and dancing with the B&B hosts.
  - **Tactic 1:** Run a slice-of-life video to use in Facebook reels that shows couples enjoying their stay at one of the B&Bs. Speed up the video and show clips of the couple getting up, receiving breakfast, exploring Waynesboro, and going to bed satisfied. Then, show the couples answering questions like, "Why did you choose to stay here" and "What is your favorite part of the B&B."
  - **Tactic 2:** Create a humorous video of the B&B hosts asking couples if they want to participate in an activity. Then, have the couples do a scavenger hunt around the B&Bs and show them finding seasonal objects (a funny Santa figure, for example), running around the property, and dancing after completing the hunt. Add compelling music to entertain viewers.
  - **Tactic 3:** Create a wine-tasting demo video where the hosts serve wine, and the guests are happy and smiling from the tasting. Everyone cheers their glass at once. Show that drinking wine is elegant and classy.

# SOCIAL MEDIA MARKETING BUDGET

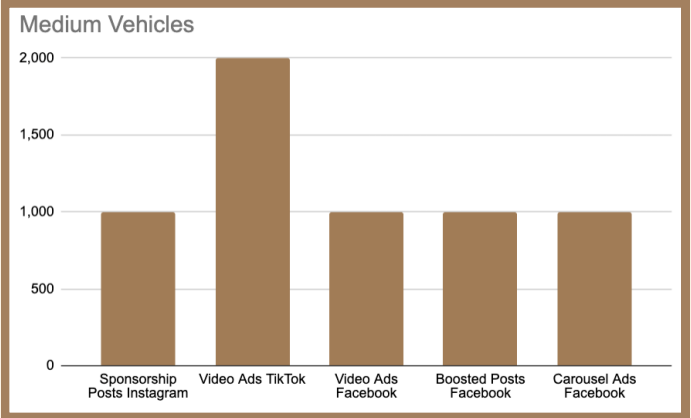
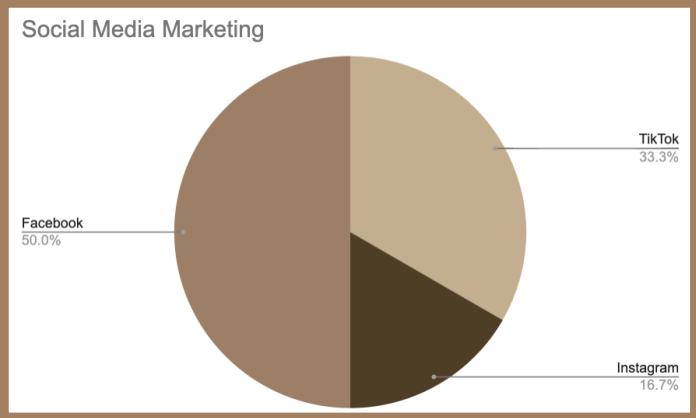
**Total dollar amount: \$6,000**  
**Percentage of total budget: 24%**

**By Medium:**  
**Instagram: \$1,000 - 4%**  
**TikTok: \$2,000 - 8%**  
**Facebook: \$3,000 - 12%**

**By Medium Vehicle Instagram:**  
**Sponsored Posts: \$1,000 - 4%**

**By Medium Vehicle TikTok:**  
**Video Ads: \$2,000 - 8%**


**By Medium Vehicle Facebook:**  
**Video Ads: \$1,000 - 4%**  
**Boosted Posts: \$1,000 - 4%**  
**Carousel Ads: \$1,000 - 4%**




# SOCIAL MEDIA EXECUTIONS/DELIVERABLES

DISCOVER THE *Heart* OF HOSPITALITY


INSPIRING SCENES,  
INVALUABLE MEMORIES



THE BOWMAN HOUSE






THE CIDER HOUSE



HERITAGE HILL

BED AND BREAKFASTS IN  
WAYNESBORO, VA

LEARN MORE



The  
Shenandoah  
Valley is a  
Magical  
Place in the  
Fall.



Heritage Hill  
BED & BREAKFAST



CIDER HOUSE  
BED & BREAKFAST  
Cider House B&B



Bowman House B&B

Visit [WaynesboroBNB.com](http://WaynesboroBNB.com) to book your stay.

# SOCIAL MEDIA RECOMMENDATIONS AND RATIONALE

The decision to allocate funds across social media marketing channels through TikTok and Facebook was based on research conducted on all channels. These will be valuable applications for advertising to the target audience.

The first decision was to have a **\$6,000** budget coming from **24%** of the advertising budget to all the social media marketing across two mediums. This would allow for **\$3,000 for Facebook** which is **12%** of the total marketing budget, **\$2,000 for TikTok (8%), and \$1,000 for Instagram (4%)**. This is less of an allowance than other advertising types due to a number of reasons explained below.

Research has shown that Instagram inspires travel and exploration. Middle-aged couples often have more disposable income and are looking for travel experiences that align with their aspirations. Instagram's platform makes a great place for sharing content to showcase the B&B's offerings. Instagram also allows targeting options for advertising, which then allows B&Bs to reach the ideal demographics. Through demographics and targeting, the B&Bs can tailor content and advertisements specifically to middle-aged couples living in Shenandoah who are interested in travel. As Hotel Propeller stated, "You can target people with a wide range of demographics to get your advertisements in front of the right people. Not only will you gain new followers, but you're likely to gain new customers for your bed and breakfast as well." Additionally, making use of user-generated content that involves guests posting about their experiences at the B&Bs will benefit the overall IMC goal. People looking for places to stay tend to trust reviews and recommendations from peers. This will build trust and attract more future guests to B&Bs.

TikTok's user base has been steadily growing and diversifying. Research has shown that the platform is increasingly popular among adults, including middle-aged couples. As the user demographic evolves, it becomes a valuable space to reach a target. TikTok's short video format encourages engaging content. For the primary target market with busy lives, these videos are more appealing than longer-form content. The B&Bs can use TikTok to create visually appealing videos highlighting the property's unique features. TikTok is also known for viral trends. If the B&Bs can participate in relevant trends this will encourage the target to engage with the content and, in turn, with their brand. TikTok's "stitch" features allow for creative storytelling. B&Bs can tell compelling narratives about the history, charm, location, and romantic aspects of the property, capturing the imagination of middle-aged couples.

In summary, Instagram and TikTok will be valuable platforms for targeting both of the target markets in the Shenandoah and Northern Virginia areas. These platforms can promote travel to the bed and breakfast establishments, provided that B&Bs adapt their content strategies to suit each platform for content and videos. As the user base continues to grow, Instagram and TikTok offer a unique opportunity to capture the attention of the demographic. The visual appeal, user-generated content, and targeting options make these valuable tools for the B&Bs to attract new guests.



# INTRODUCTION TO SUPPORT MEDIA

Carrier Creations has developed multiple support media channels that the Cider House, Heritage Hill, and Bowman House Bed & Breakfasts can implement to reinforce their messages. The objective is to increase the number of consumers in the primary target market (couples ages 40-60, from the Shenandoah Valley area who enjoy nature and history) and the secondary target market (couples ages 25-40, from Northern Virginia who want to explore rural areas) who are aware of the clients by 20% by December 2024 using **promotional products** and **billboards**.

Promotional products, coffee mugs, and tote bags will be imprinted with the clients' logos and a combined message that supports the campaign theme **"Discover the Heart of Hospitality."** Rooms will be provided with **tote bags** ahead of the guests' arrival. This can be presented as a welcome gift to the guests upon arrival setting a positive tone for their stay and enhancing their overall experience. They can be stuffed with other complimentary items, such as toiletries and snacks, to make a great first impression that will be representative of the communication efforts of the B&Bs. **Coffee mugs** will also be provided during guests' first morning for use throughout and after their stay. These products serve as a token of appreciation for staying with the clients to foster emotional connections between guests and services.

Couples of middle to high-income status make up the target markets, and they expect intricate marketing support and personalization as they are greeted at the door. Emotional and personal appeals will be used for promotional product marketing to encourage prospects and guests to cultivate a strong connection with the clients and their commitment to providing a unique hospitality experience.

Billboards featuring engaging advertisements will be used with the key focus being location-based targeting. Billboards will be found along Interstate 81 near the Waynesboro exit and an exit in Arlington, VA. These can also be placed to coincide with other local attractions that require lodging.

Recommendations to use promotional products and billboard ads for Cider House, Heritage Hill, and Bowman House Bed & Breakfasts will generate greater brand awareness and positive word-of-mouth among both target markets.

# SUPPORT MEDIA #1: PROMOTIONAL PRODUCTS

**Objective 1:** Increase the percentage of consumers in the primary target marketing (couples ages 40-60, from the Shenandoah Valley area who enjoy nature and history) and the secondary target market (couples ages 25-40, from Northern Virginia who want to explore rural areas) who are aware of Cider House, Heritage Hill and Bowman House Bed and Breakfasts by 20% by December 2024 using promotional products: tote bags and mugs, with designs that reinforce the campaign theme of “Discover the Heart of Hospitality” to reach 10,000 people, using a continuous strategy.

- **Strategy 1:** Create a tote bag with the clients’ logos and provide each room with a bag ahead of the guests’ arrival. Make sure the tote bags match the color scheme of each bed and breakfast and include a positive message to encourage people to visit again. Guests can use the bags throughout their trip and are encouraged to post on social media with it.
  - **Tactic 1:** Inform customers that if they use their tote bag while staying at one of the B&Bs and post it on social media, they can receive 15% off a specialty food package. (include a condition that the post should clearly show the B&B’s logo and remain on the guest’s social media page for a specified amount of time)
  - **Tactic 2:** Hosts can provide complementary items for use during the guests’ stay, such as toiletries and snacks in the tote bags. The items included in the bags are complementary, and the bags themselves will be offered for guests to keep; this will be a kind welcome and appreciated gesture.
  - **Tactic 3:** This strategy can be combined with sponsorship efforts. These branded tote bags can be given out as free promotional items at local events, such as farmer’s markets and sporting events. This will contribute to raising local awareness of the B&Bs.
  
- **Strategy 2:** Use coffee mugs with the B&B’s logos and the words, “Discover the Heart of Hospitality” when breakfast is served to guests. The hosts will wash the mugs and inform the guests that they can keep them. This will lead to increased brand awareness in the households of the guests of the B&Bs.
  - **Tactic 1:** Take a photo of every guest with their mug and place it in a scrapbook of the B&Bs. Place the scrapbook visibly in the B&B’s main vicinity, displaying images of past guests smiling happily with their mugs.
  - **Tactic 2:** Recipes for drinks, such as hot chocolate and tea, can be shared on social media and in person during the guest’s stay. The guests can then be encouraged to make those recipes in the mugs that they were given, thus incentivizing the guests to continue using the branded mugs.
  - **Tactic 3:** Call to action on mugs with a QR code that directs guests to the B&B’s website. These mugs can be given out at local sporting events and farmer’s markets to generate awareness of the B&Bs’ brands. Will have a call to action on mugs with a QR code that takes you to the website.

# SUPPORT MEDIA #2: BILLBOARDS

**Objective 2:** Increase the percentage of consumers in the primary target market (couples ages 40-60, from the Shenandoah Valley area who enjoy nature and history) and the secondary target market (couples ages 25-40, from Northern Virginia who want to explore rural areas) who are aware of Cider House, Heritage Hill and Bowman House Bed and Breakfasts by 20% by December 2024 using billboard ads which will be up for 3 months prior to the spring season to reach 20,000.

- **Strategy 1:** Develop billboard advertisements that will be placed in the Waynesboro area. These advertisements will depict attractive images of the B&Bs, along with the headline “Discover the Heart of Hospitality”. The subheading will show the collective website’s URL, waynesborobnb.com, and QR code that makes it user-friendly access to the website.
  - **Tactic 1:** Create a slice-of-life ad to show on the billboard. Show a happy couple enjoying their time at one of the bed and breakfasts and use a call-to-action.
  - **Tactic 2:** Run a billboard advertisement with an emotional appeal offering 10% off if booked within the month.
  - **Tactic 3:** Reference the bed and breakfasts’ websites on billboards using a QR code to increase interest in booking.
  
- **Strategy 2:** Develop billboard advertisements to be placed in the northern Virginia areas. These ads should highlight the B&B and amenities offered. They should all incorporate the theme, “Discover the Heart of Hospitality” to increase awareness of the B&Bs.
  - **Tactic 1:** Create a slice-of-life ad of young couples exploring nature and enjoying a breakfast at one of the B&Bs.
  - **Tactic 2:** Using a humor appeal, run an ad that shows an alpaca (referring to Cider House), and state, “you could stay at a regular hotel... but hotels don’t have alpacas.”
  - **Tactic 3:** Reference the northern Virginia events that the bed and breakfasts are sponsoring on the billboard ad.

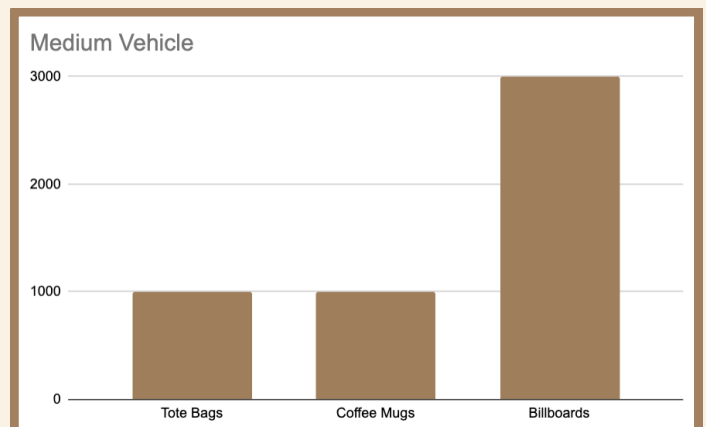
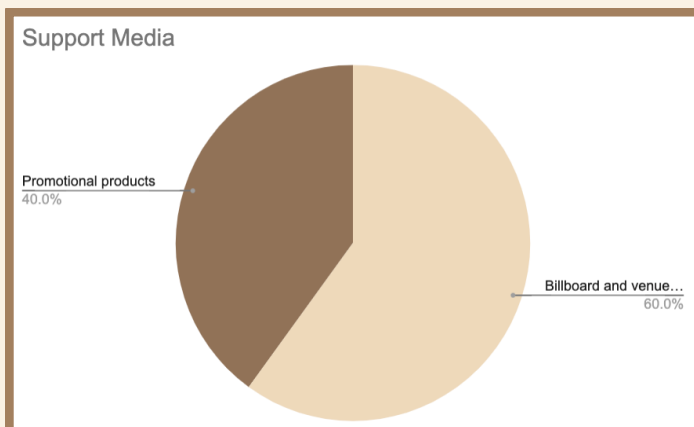
# SUPPORT MEDIA BUDGET

**Total Dollar Amount:** \$5,000  
**Percentage of total budget:** 20%

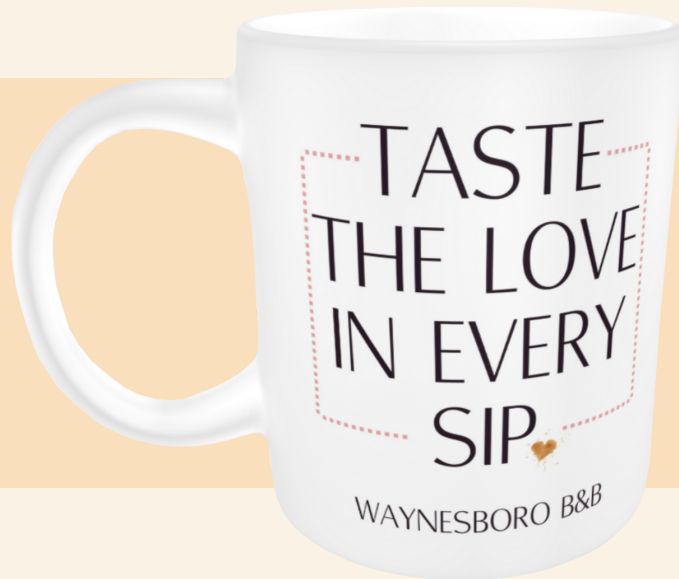
**By Medium:**  
**Promotional Products:** \$2,000 - 8%  
**Billboards:** \$3,000 - 6%

**By Media Vehicle:**  
**Tote Bags:** \$1,000 - 4%  
**Coffee Mugs:** \$1,000 - 4%

**By Media Vehicle:**  
**Billboards:** \$3,000 - 12%



# SUPPORT MEDIA EXECUTIONS/DELIVERABLES



Waynesboro, VA

## BREAKFAST

DISCOUNT UP TO 30%  
by booking a stay before 10/26/24

**Heritage Hill** BED AND BREAKFAST  
**CIDER HOUSE** COUNTRY B&B  
**THE BOWMAN HOUSE**

The graphic is a rectangular banner with a light beige background. On the left side, there are two vertical images: a sunset over a mountain range and a top-down view of a breakfast meal on a white tablecloth. On the right side, there is text and three logos. The text includes "Waynesboro, VA", "BREAKFAST" in large bold letters with a coffee bean icon, and "DISCOUNT UP TO 30% by booking a stay before 10/26/24". The logos at the bottom are for "Heritage Hill BED AND BREAKFAST", "CIDER HOUSE COUNTRY B&B", and "THE BOWMAN HOUSE".

# SUPPORT MEDIA

## RECOMMENDATIONS & RATIONALE

The decision to allocate **\$5,000** to the budget coming from **20%** of the advertising budget for support media across **promotional products** and **billboards** was decided based on research conducted into what channels would work best for the bed and breakfast clients. These choices would be the most effective to reach the primary and secondary target markets.

Research has been conducted by Georgia Southern University showing that promotional products have a positive impact on brand images. This in turn can lead to a positive perception of the B&Bs and a higher likelihood of recommending the businesses to people they know through word-of-mouth communication. According to the textbook, when using promotional products 83% of people recall the advertiser's name and 53% of those use the promotional products once a week. This demonstrates the effectiveness of promotional products in increasing awareness.

Custom **tote bags** and **coffee mugs** with a logo, name, and unique design that reflects the B&Bs will be perfect for the primary and target market to serve not only as practical tools during the stay but also as souvenirs that guests can take home. These products will evoke feelings of the bed and breakfasts and guests will be reminded of the trip once they have returned to their usual routine. By integrating these items into the B&B experience, there can be a lasting impression while fostering guest loyalty, leading to return visits and word-of-mouth recommendations.

Using **billboard advertisements**, the bed and breakfasts can enhance their message in higher traffic areas. Research shows that 75% of people driving, walking, or riding do look at billboard ads (14 Benefits of Billboard Advertising, 2020). Billboard advertising would be an effective way for the bed and breakfasts to increase their brand awareness. Including the theme, "Discover the Heart of Hospitality", will allow for individuals to associate the campaign theme with each bed and breakfast. This exposure, in turn, will likely change individuals' mindsets to begin connecting luxury and hospitality with Waynesboro Bed and Breakfasts.

The Bed and Breakfasts will be able to execute their message in a clear, enticing way on billboards. Placing signage advertisements at local sporting events and fields, such as Waynesboro Youth Baseball and Softball, will attract the attention of the primary target audience. Incorporating the theme, "**Discover the Heart of Hospitality**", along with using emotional appeals, such as asking viewers why they have not visited a Waynesboro B&B yet, will generate interest and word of mouth. On each sign, the B&Bs' logo should appear to reinforce the brand.

# INTRODUCTION TO SPONSORSHIP

Carrier Creations has developed a set of sponsorship recommendations for Cider House, Heritage Hill, and Bowman House Bed and Breakfasts. The objective is to increase the percentage of consumers in the primary target marketing (couples aged 40-60 from the Shenandoah Valley area who enjoy nature and history) and the secondary target market (couples ages 25-40 from Northern Virginia who want to explore rural areas) who are aware of Cider House, Heritage Hill and Bowman House Bed and Breakfasts by 20% by December 2024 using **sponsorships**.

To achieve this objective, the campaign will prioritize the theme of “**Discover the Heart of Hospitality**”, highlighting what each B&B has to offer while raising awareness in the Shenandoah Valley and Northern VA communities. These sponsorships will differ in location, activity, and company to achieve a greater reach towards both target markets.

Sponsorships of local, **annual festivals** and **fairs** will cater to those who are active in the community by offering a “Spin to Win” to entice potential guests with rewards such as promotional products, discounts, and baked goods in exchange for joining the clients’ mailing list. This will serve to increase engagement with the general, targeted communities. More specific targeting efforts can be made by sponsoring specific events of **local businesses** that are of interest to the target markets, such as **Wine and Watercolors** and **Think and Drink Trivia**. Exclusive opportunities or rewards can also be implemented in these events to encourage regular involvement and word-of-mouth communication.

It is important that the clients determine what other organizations are sponsoring an event to ensure that the correct audience is being targeted. Long-term opportunities like events that have returning sponsors should also be explored to secure consistent representation in the target communities.

In summary, the sponsorship marketing strategy will be a great way to target both primary and secondary markets that are involved in the community. Emphasizing the message of “Discover the Heart of Hospitality” while speaking with individuals in person will strengthen awareness and interest in the B&Bs, further encouraging individuals to book a stay at Cider House, Heritage Hill, and Bowman House Bed and Breakfasts.

# SPONSORSHIP #1: FESTIVALS, FAIRS & ANNUAL EVENTS

**Objective 1:** Increase the percentage of consumers in the primary target market (couples ages 40-60, from the Shenandoah Valley area who enjoy nature and history) and the secondary target market (couples ages 25-40, from Northern Virginia who want to explore rural areas) who are aware of Cider House, Heritage Hill and Bowman House Bed and Breakfasts by 20% by December 2024 using festivals, fairs, and annual events.

- **Strategy 1:** Setting up booths at festivals and annual events will help draw attention and expose both primary and secondary markets to the clients. Setting up events like these will benefit the B&Bs as they will be present in the community with logos and tangible objects such as mugs and stickers that will be distributed. Sponsoring the event will make sure the B&Bs' name is exposed to the public. This will attract the primary target market in Waynesboro VA between the 40-60s that attend popular local events in the local area. Choose the Augusta Expo which shows the unique opportunity to shop around with everyone you love.
  - **Tactic 1:** Have a wheel where individuals can spin and receive a certain reward in exchange for joining the mailing list or answering a short questionnaire. Rewards could include discounts for anytime stay, free special food packages upon staying, promotional products, or discount codes for holiday stays.
  - **Tactic 2:** Set up an interactive photo booth using props and backdrops that reflect the unique features of the B&Bs. Provide physical prints of the photos as well as digital copies and encourage attendees to share. Photos could also be posted on clients' social media pages.
  - **Tactic 3:** Partner with local artisans to create exclusive branded products representing the different B&Bs. Set up a booth showcasing the locally crafted items and offer special promotions/discounts for bookings made during the event.
  
- **Strategy 2:** Sell the tote bags and coffee mugs during the Army 10 miler in Washington, D.C. This is great for the secondary target market as it is one of the biggest races in the secondary target market's geographic area, Northern Virginia. This will target the 25-40 age range, when people are the most active in their lives, as these individuals would attend race events to stay active and social.
  - **Tactic 1:** Run a slice-of-life advertisement that they will be attending the Army 10 Miler so that customers know where to find them at the race and can purchase one of the tote bags or coffee mugs.
  - **Tactic 2:** Have a prize wheel where guests can spin a wheel to get certain deals. Example: "10% off next stay at Cider House" or "5% off if you book within the next two weeks."
  - **Tactic 3:** End with a call to action at the race that you can get all the information to book on the website [WaynesboroBNB.com](http://WaynesboroBNB.com)



# SPONSORSHIP #2: LOCAL BUSINESSES/RESTAURANTS

**Objective 2:** Increase the percentage of consumers in the primary target market (couples ages 40-60, from the Shenandoah Valley area who enjoy nature and history) and the secondary target market (couples ages 25-40, from Northern Virginia who want to explore rural areas) who are aware of Cider House, Heritage Hill and Bowman House Bed and Breakfasts by 20% by December 2024 using businesses/restaurants in the local areas.

- **Strategy 1:** Sponsoring class events - buying into events at restaurants for the B&B clients would work best through existing events. This provides stepping stones where the clients can use existing customers for the existing events that are present in the target markets to deliver a message.
  - **Tactic 1:** Wine and Watercolors in Waynesboro, VA is a very popular event that aligns with the identified target markets and takes place at 5:00 pm every Friday. The clients could sponsor this event once a month or every other month to gain traction from potential guests within the community. This would promote the clients among the target markets as well as advertise to people who are spending money to enjoy the activities they want to do.
  - **Tactic 2:** Implement joint promotions such as offering a discounted stay at one of the B&Bs after a specific number of classes have been attended.
  - **Tactic 3:** Provide complimentary homemade food for the class attendees to try. This provides potential guests with a trial of one of the clients' core service provisions to increase interest and desire.
- **Strategy 2:** Sponsoring a trivia night will create traction for the clients as well as the existing events, where both can bring past and future guests who are interested in mutual things.
  - **Tactic 1:** Think and Drink Trivia hosted by the Alamo Drafthouse every Thursday at 7:00 p.m. would be a great event to sponsor where many people go with their significant others or create teams with their friends. The clients could host once a month or every other month to gain new customers.
  - **Tactic 2:** Include questions specific to trivia on the clients' properties and the B&B industry in general to increase awareness and interest among the target markets.
  - **Tactic 3:** Provide promotional products or discounts as rewards for winners.

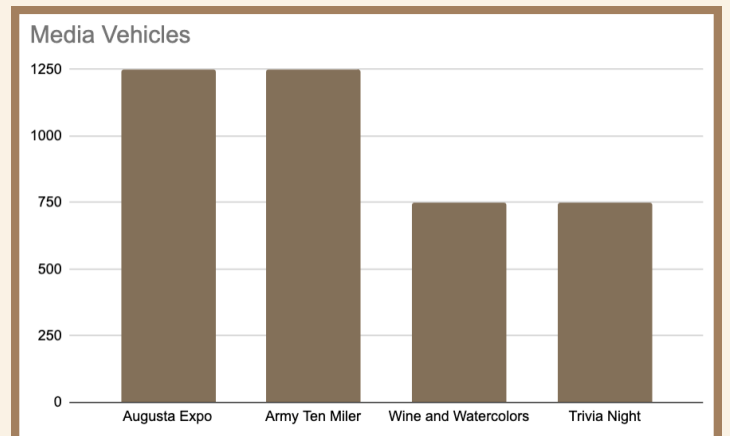
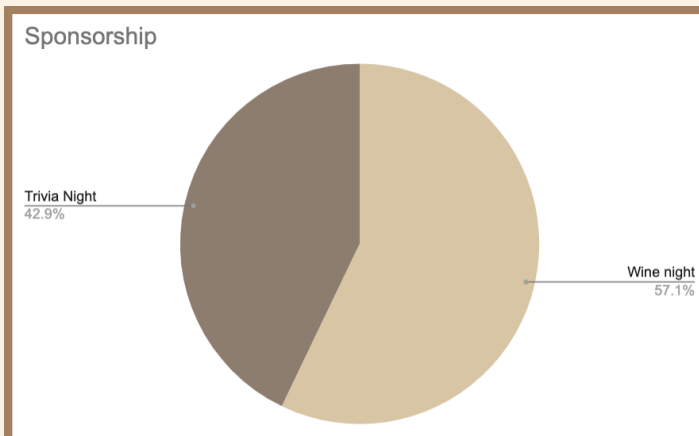
# SPONSORSHIP BUDGET

**Total Dollar Amount:** \$4,000  
**Percentage of total budget:** 16%

**By Medium:**  
**Festivals / Fairs / Events:** \$2,500 - 10%  
**Local Businesses:** \$1,500 - 6%

**By Media Vehicle:**  
**Augusta Expo:** \$1,250 - 5%  
**Army Ten Miler:** \$1,250 - 5%

**By Media Vehicle:**  
**Wine and Watercolors:** \$750 - 3%  
**Trivia Night:** \$750 - 3%



# SPONSORSHIP EXECUTIONS/DELIVERABLES

## WINE & WATERCOLORS



JOIN US THIS FRIDAY!  
5 PM  
1121 KING STREET

Sponsored by Waynesboro  
Bed & Breakfasts



## Waynesboro B&B

Fill Out a Short Questionnaire  
AND  
Spin to Win!



# SPONSORSHIP RECOMMENDATIONS & RATIONALE

The decision to allocate **\$4,000** to the sponsorship budget coming from **16%** of the advertising budget across the two mediums was made based on research conducted into what channels would work best for the bed and breakfast clients. These choices would be the most effective to reach our primary and secondary target markets.

Brand alignment is crucial when selecting events for the clients to sponsor. Sponsoring events like wine tastings and trivia nights present a valuable, cost-effective opportunity for the clients to build brand awareness, enhance their reputation, and connect with their audience on a deeper level. Research indicates that these types of events draw a crowd that aligns perfectly with the specified target markets, which includes individuals seeking leisurely and unique experiences. **Wine tastings** are known to attract outgoing enthusiasts, while **trivia nights** appeal to a wide demographic interested in social engagement.

By sponsoring such events, the B&Bs can position themselves as local businesses that value community involvement and provide a taste of the experiences they offer, thereby fostering a strong sense of connection with potential guests. Experiential marketing is very impactful in the hospitality industry, as engaging with potential customers in real-life settings significantly influences their decision-making process.

This strategy also garners word-of-mouth marketing. According to McKinsey & Co and BCG, word of mouth is the primary factor behind 20-50% of all purchasing decisions and is 2-10 times more effective than paid ads. Word-of-mouth creates buzz with B&Bs which helps reach new audiences and create a positive brand reputation.

To maximize the impact for the clients, post-event research should be conducted on the effectiveness of events. Follow-up surveys where guests share their experiences at the event will be helpful in increasing engagement of future events and provide an opportunity for the clients to inquire about future booking plans. This is a proven method to convert their interest into booking and begin fostering a long-term relationship.

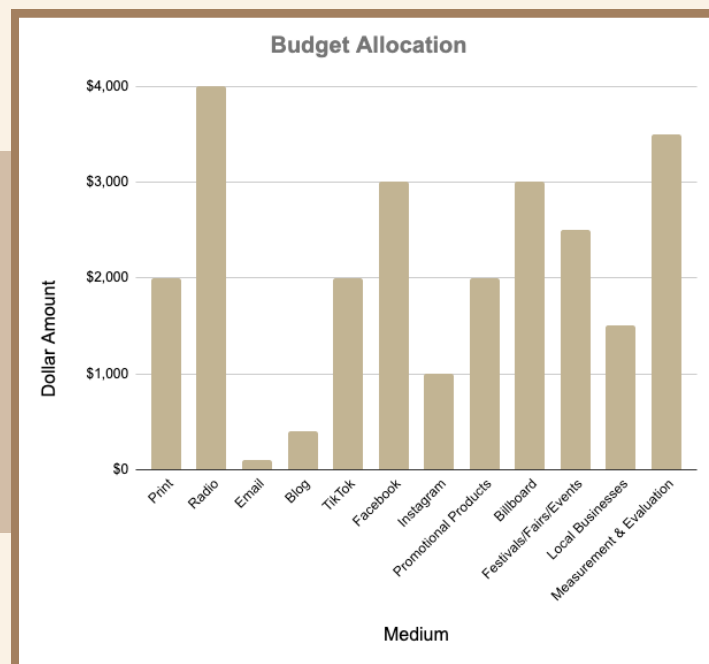
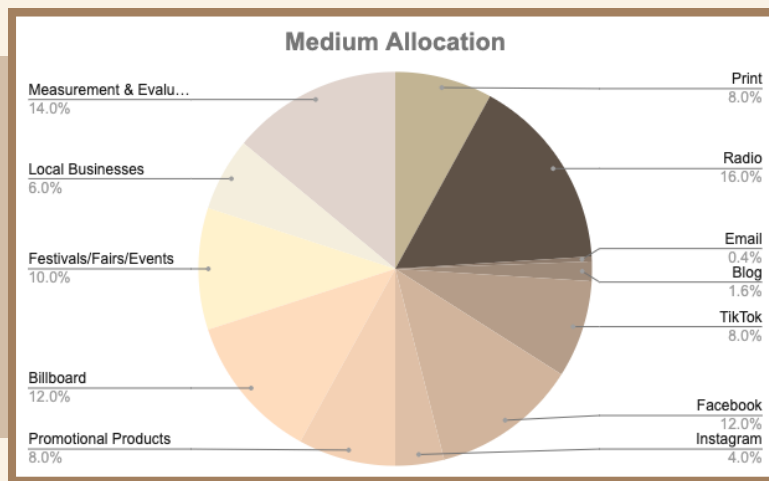
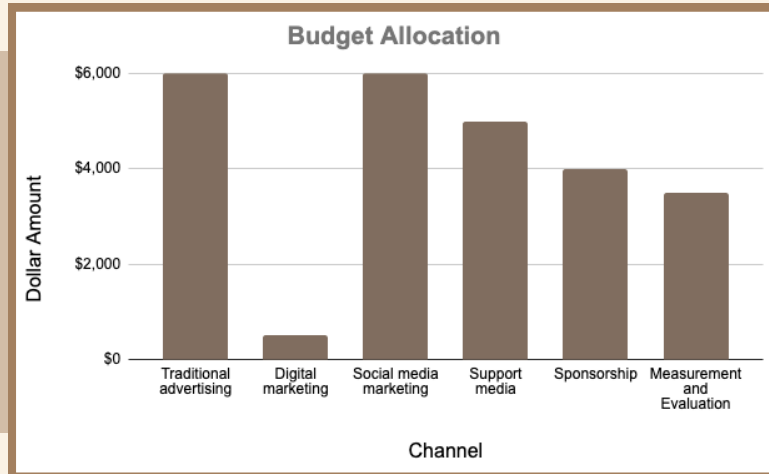
While 88% of Consumers trust word of mouth that sponsoring such events will be crucial. Ultimately, using sponsorships informed by research, wine night, and trivia night can effectively capture the attention of the demographic and encourage customers to consider the B&Bs for their next travel experience.



# BUDGET BREAKDOWN

Channels	Medium	Medium Vehicle	Dollar Amount		% Budget
			Medium Vehicle	Medium	
<b>Traditional Advertising</b>			\$6,000		24.00%
	<b>Print</b>			\$2,000	8.00%
		<b>Magazine Ads</b>	\$1,800		7.20%
		<b>Rack Card</b>	\$200		0.80%
	<b>Radio</b>			\$4,000	16.00%
		94.3 WTON - \$58 per ad (30 sec)	\$2,320		9.28%
		97.5 WWWV - \$25 per ad (30 sec)	\$1,680		6.72%
		99.5 WIHT - \$396 per ad (30 sec)	\$800		3.20%
<b>Digital Marketing</b>			\$500		2.00%
	<b>Email</b>			\$100	0.40%
		<b>B&amp;Bs Email</b>	\$100		0.40%
	<b>Blog</b>			\$400	1.60%
		<b>B&amp;Bs Websites</b>	\$400		1.60%
<b>Social Media Marketing</b>			\$6,000		24.00%
	<b>Instagram</b>			\$1,000	4.00%
		<b>Sponsored Posts</b>	\$1,000		4.00%
	<b>Tiktok</b>			\$2,000	8.00%
		<b>Video Ads</b>	\$2,000		8.00%
	<b>Facebook</b>			\$3,000	12.00%
		<b>Video Ads</b>	\$1,000		4.00%
		<b>Boosted Posts</b>	\$1,000		4.00%
		<b>Carousel Ads</b>	\$1,000		4.00%
<b>Support Media</b>			\$5,000		20.00%
	<b>Promotional Products</b>			\$2,000	8.00%
		<b>Tote Bags</b>	\$1,000		4.00%
		<b>Coffee Mugs</b>	\$1,000		4.00%
	<b>Billboard</b>			\$3,000	12.00%
<b>Sponsorship</b>			\$4,000		16.00%
	<b>Festivals/Fairs/Events</b>			\$2,500	10.00%
		<b>Augusta Expo</b>	\$1,250		5.00%
		<b>Army Ten Miler</b>	\$1,250		5.00%
	<b>Local Businesses</b>			\$1,500	6.00%
		<b>Wine and Watercolors</b>	\$750		3.00%
		<b>Trivia Night</b>	\$750		3.00%
<b>Measurement &amp; Evaluation</b>			\$3,500		14.00%
<b>Total Budget:</b>			\$25,000		100.00%

# BUDGET BREAKDOWN



# BUDGET SUMMARY

Budgeting is a crucial aspect of fulfilling the discussed marketing efforts. The budget must be detailed and specify how the money will be distributed through the various marketing channels. It is important to have a thorough and detailed budget because it allows finance and marketing goals to be aligned. A comprehensive budget makes it easy to evaluate and understand where the money is going. The total budget of **\$25,000** was distributed among traditional advertising, digital marketing, social media marketing, support media, sponsorship efforts as well as measurement and evaluation tactics. The traditional advertising budget is **\$6,000, 24%** of the total budget. This will account for print ads, including rack cards and magazine ads, and radio stations popular among the target markets, 94.3 WTON, 97.5 WWWV, and 99.5 WIHT. **\$2,000** will be designated for print, with **\$1,800** towards magazine ads and **\$200** towards rack cards. Magazines are highly effective in reaching the identified markets because of their continuous ability to reach niche audiences. Regarding radio, for a 30-second ad, WTON, WWWV, and WIHT charge \$58, \$25, and \$396 respectively. These stations were chosen based on insights gained from the Audienzenet and Music Business Association, and they will achieve the most reach between the hours of 7 am and 1 pm. It is suggested that the clients advertise moderately throughout the year on the radio with a pulse in April of the first quarter, so the budget had to be allocated accordingly. Based on the research on the target markets, traditional advertising would be cost-effective and provide a good reach per dollar. The digital marketing budget is only **\$500, 2%** of the total budget, due to the inexpensive nature of email and blog campaigns. The majority of this budget, **\$400**, will be provided for blog posts, with the remaining **\$100** for email. This will be sufficient to keep up with the continuous email schedule and monthly blog uploads. The social media budget is **\$6,000, 24%** of the total budget, and will go towards Instagram sponsored posts, TikTok video ads, and Facebook video, boosted, and carousel ads. **\$6,000** was allocated to social media to effectively achieve the goal of increasing brand awareness. In consideration of the target audience, it was apparent that a good portion of the budget should go into social media. The support media budget was allocated **\$5,000, 20%** of the total budget, with **\$2,000** dedicated to promotional products, split evenly between producing tote bags and coffee mugs, and the remaining **\$3,000** to billboard ads. The decision to allocate 20% of the budget was to achieve the goal of creating personal gifts and memories with promotional items. The billboards need \$3,000 to sustain the blitzing through March through May. The final effort, sponsorship, will have a **\$4,000** budget, **16%** of the total budget. This will be divided among annual events and local business events with \$2,500 and \$1,500 provided, respectively. The Augusta Expo near Waynesboro and the Army Ten Miler in Northern Virginia are two annual events that the clients can take advantage of to reach the primary and secondary target markets. Wine & Watercolors and Think & Drink Trivia are events hosted by businesses in the targeted localities that the clients can sponsor to increase awareness and cultivate interest. Lastly, a vital component of the IMC plan, measurement, and evaluation will be given **\$3,500, 14%** of the total budget. The money will be used for A/B testing and incentives for survey participants. Ultimately, this budget, with continuous monitoring, will effectively support the marketing goals.



# MEASUREMENTS & EVALUATION

The testing will be conducted throughout the duration of the campaign, as well as at the end. The testing will be conducted via mobile phone, where individuals can sign in, book trips, and sign out of the websites. The testing will analyze the performance and quality stay of the bed and breakfast locations using social media and consumer surveys.

## Evaluation of Marketing Goals

The marketing and IMC goal is to increase the clients' sales by 20% from January 1, 2024, through December 31st, 2024. Since this is the main objective, evaluating this goal is more straightforward than others. Each bed and breakfast will compare their sales records from previous years with their current sales. The B&Bs can then determine whether bookings have increased by the desired amount.

## Evaluation of Communication Objectives

The communication objectives include increasing awareness, interest, and desire in Cider House, Heritage Hill, and Bowman House bed and breakfasts. To accomplish these objectives, the bed and breakfasts will use various promotions, social media, traditional marketing efforts, support media, and more. For each marketing strategy, there will be specific goals linked to the objectives. Setting these goals will allow the bed and breakfasts to track and quantify the success and results of each communication objective. It is recommended that the bed and breakfasts gather detailed data from advertising by using tools like Google Analytics. With this data, Cider House, Heritage Hill, and Bowman House will have the ability to track positive and negative trends regarding their campaign and advertising tactics.

## Evaluation of Traditional Advertising

There are several testing recommendations to measure the effectiveness of traditional advertising. First, using GRP metrics, the bed and breakfasts can assess their reach and frequency. For radio ads, specifically, once they are in use, the bed and breakfasts can consistently monitor the performance of the ads, based on reach and frequency. The bed and breakfasts should set a GRP goal, and if not achieving their objective, should consider changing the time of air. Bed and breakfasts can also hold focus groups or conduct surveys for those exposed to radio advertisements. Focus groups, an inexpensive and fast option, could provide valuable insight into the average bed and breakfast visitor and the types of radio ads that most appeal to them. Lastly, for radio ads, the bed and breakfasts are recommended to track the response rates of the call-to-action. As for print advertisements, QR codes can be used to measure their effectiveness. B&Bs can compare the click-through rates from different types of QR codes on different flyers and posters. While some print ads incorporate discount and coupon codes, bed and breakfasts are recommended to track how often these are used. These methods are low in cost and will help the bed and breakfasts understand which traditional ads are most effective.

# MEASUREMENTS & EVALUATION

## Evaluation of Direct Marketing

To guarantee the effectiveness of direct marketing, it is essential that strategies and tactics align with specific objectives. Email marketing can be an effective way to directly reach potential clients, and can increase customer motivation to act upon a message, especially if it is personalized to the bed and breakfast companies. Incorporating appropriate marketing appeals and imagery in these compelling and informational emails will remind individuals of the welcoming Waynesboro bed and breakfasts. Direct marketing emails will be mass-sent, containing stay information and seasonal deals. For email marketing, it is also recommended for the B&Bs to use A/B testing, which involves sending different versions of an email to different market segments on the list, and measuring how the different segments interact with the email. When sending special holiday or anniversary notes via email, bed and breakfasts can test the click-through rates of these personalized messages, and can see the total percentage of subscribers who clicked into the email, as well as open rate, bounce rate, and unsubscribes. Post-survey tests will occur throughout the year, where guests use their mobile devices to evaluate their overall stay and experience at the bed and breakfast before departure.

The publication of a new blog can be incorporated into direct email marketing. The blogs will use appeal factors to encourage more visitors and will discuss rotating topics to create seasonal demand and entice guests. To measure the effectiveness of these blog posts, tests will be conducted throughout the year. First, the B&Bs should track each blog posts' number of page views using Google Analytics. They should also track their unique visitors or number of people visiting the site for the first time. Obtaining this data will allow the bed and breakfasts to better understand how impactful blog posts are on current prospects or future ones. These tests will be on the bed and breakfasts' website to see the site traffic metrics with the overall usage of the guests using the blog page on the website.

## Evaluation of Social Media

Measuring the impact of social media marketing within the IMC program requires a multifaceted approach. First, leveraging platform-specific analytical tools such as Facebook Insights, Instagram Analytics, and TikTok Analytics is essential to track quantitative metrics such as reach, impressions, engagement rate, likes, shares, comments, and click-through rates. Analysis of these metrics provides a greater understanding of audience behavior and content performance. Additionally, conducting periodic surveys and actively seeking feedback directly from social media followers through polls, comments, and direct messages would allow for qualitative insights into audience perceptions and preferences. The evaluation process should also analyze the performance of different content types (photos, videos, etc.) to optimize the content strategy based on engagement levels. In addition, the B&Bs should implement conversion tracking tools and UTM parameters to help measure the impact of social media on website visits and bookings, as well as monitor mentions and hashtags related to clients. Social listening tools would also help monitor discussions surrounding the bed and breakfasts and provide real-time insights for responsive strategies. Finally, bed and breakfasts should utilize benchmarking to obtain valuable context about industry competitors in order to optimize their social media efforts. This comprehensive evaluation approach ensures that the B&Bs' social media marketing aligns with the overall IMC goals and facilitates continuous strategic improvement.

# MEASUREMENTS & EVALUATION

## Evaluation of Social Media

Measuring the impact of social media marketing within the IMC program requires a multifaceted approach. First, leveraging platform-specific analytical tools such as Facebook Insights, Instagram Analytics, and TikTok Analytics is essential to track quantitative metrics such as reach, impressions, engagement rate, likes, shares, comments, and click-through rates. Analysis of these metrics provides a greater understanding of audience behavior and content performance. Additionally, conducting periodic surveys and actively seeking feedback directly from social media followers through polls, comments, and direct messages would allow for qualitative insights into audience perceptions and preferences. The evaluation process should also analyze the performance of different content types (photos, videos, etc.) to optimize the content strategy based on engagement levels. In addition, the B&Bs should implement conversion tracking tools and UTM parameters to help measure the impact of social media on website visits and bookings, as well as monitor mentions and hashtags related to clients. Social listening tools would also help monitor discussions surrounding the bed and breakfasts and provide real-time insights for responsive strategies. Finally, bed and breakfasts should utilize benchmarking to obtain valuable context about industry competitors in order to optimize their social media efforts. This comprehensive evaluation approach ensures that the B&Bs' social media marketing aligns with the overall IMC goals and facilitates continuous strategic improvement.

## Evaluation of Support Media

To measure the effectiveness of support media elements used for the Cider House, Heritage Hill, and Bowman House campaigns, monitoring and evaluations will be in effect throughout the year. The bed and breakfasts will be using billboards as promotional products with multiple methods to test before, during, and after the year ends. For the first objective, pertaining to middle-upper-aged couples in the Shenandoah Valley area, tests will be conducted to measure the increase in awareness of the three bed and breakfasts. Post-stay surveys can be conducted for bed and breakfast visitors. These surveys can ask questions that evaluate how much visitors enjoy their promotional products: tote bags and/or coffee mugs. It is recommended that the bed and breakfasts also analyze how many customers are posting on social media with the promotional products. The second objective will be to use billboards. To test the effectiveness of billboard advertising, recall testing can be used. To test for an increase in brand awareness, the bed and breakfasts can ask their visitors if they remember seeing billboard ads, and can compare recall rates among the different target markets. Competitor benchmarking can also be used for the bed and breakfasts to compare the performance of the billboard ads to competitors' ads within the same area.

## Evaluation of Sponsorship

To ensure the efficiency of sponsorships, the bed and breakfasts can employ conversion rates tied to specific objectives. When sponsors post on their social media platforms, they can tag Cider House, Heritage Hill, and Bowman House. These "clicks" on posts can be measured to quantify how many of the sponsor's followers go to the bed and breakfast pages from there. Quantifying these clicks will be a great way to test and analyze if the sponsorships are benefiting the clients. Also, by having a prize wheel at the Augusta Expo and the Army Ten Miler, customers can input their contact information. Obtaining customers' contact information will allow the bed and breakfasts to understand how many people were reached at these events. This will allow tracking how many people used the interactive photo booth with the B&Bs' contact information. Cider House, Heritage Hill, and Bowman House can use these insights to see how many individuals used the booths and viewed the social media platforms. Using these tests, the bed and breakfasts can evaluate how consumer brand awareness and desire increased after these events.

# CONCLUSION

This comprehensive Integrated Marketing Communications (IMC) plan for Carrier Creations has carefully crafted a strategic guideline to elevate the brand presence and market visibility of Bowman House, Heritage Hill, and Cider House Bed and Breakfasts. With the central theme of "Discover the Heart of Hospitality," Carrier Creations aims to capture the essence of the B&Bs, emphasizing a warm and welcoming atmosphere that extends beyond basic accommodation.

The plan strategically aligns marketing communication strategies, defines target audiences, establishes key messages, and utilizes appropriate channels to effectively reach and engage customers. "Discover the Heart of Hospitality" resonates as a powerful narrative that not only communicates the unique selling proposition of each B&B, but also fosters an emotional connection with the target markets.

The focus on creating a unified brand image, coupled with the theme's emphasis on discovery, aligns seamlessly with the nature of the bed and breakfast experiences. In addition to conveying the concrete features of each establishment, it also portrays the sentimental qualities that differentiate these bed and breakfasts in the hospitality industry.

The plan integrates traditional advertising, direct marketing, social media, support media, and other communication channels to create a cohesive and consistent brand message. Evaluation strategies used throughout the plan, including the use of QR codes, GRP metrics, A/B testing, UTM parameters, and monitoring social media analytics, provide effective procedures for real-time assessment and continuous adjustment.

One notable strength of this plan is its adaptability to the diverse needs of both primary and secondary target markets. By recognizing the importance of engaging couples in both age ranges through various channels, the plan ensures a broad and inclusive reach, encouraging both segments to "Discover the Heart of Hospitality" at Bowman House, Heritage Hill, and Cider House.

For the future, it is recommended that Carrier Creations remains vigilant in consistently implementing the campaign theme across all touchpoints. Strengthening online presence through increased customer engagement on social media and other digital platforms will further enhance the theme of heartfelt hospitality. Continuous monitoring and evaluation of costs and benefits are recommended to ensure the efficacy of marketing efforts in the hospitality industry.

In summary, this IMC plan, supported by the theme "Discover the Heart of Hospitality," is sure to elevate the brand visibility of Bowman House, Heritage Hill, and Cider House Bed and Breakfasts. Its comprehensive approach, heartfelt theme, and innovative evaluation strategies position Carrier Creations to create memorable experiences and guide sustained growth in the competitive environment of the hospitality sector.

# APPENDICES

## Traditional Advertising - Radio Scripts

Item	Description
Gender	Female
Length	:30
Target Demographic	Middle-upper age couples, with or without kids, looking for relaxation
Character / Narrator	Travel Guide
Vocal Direction	Energized, matter of fact, direct
Suggested Music	Popular, upbeat
Suggested Sound Effects	Birds chirping, food being set on table, glasses clinking, keys jingling, breakfast cooking

Item	Description
Gender	Male
Length	:30
Target Demographic	Middle-upper age couples, with or without kids, looking for relaxation
Character / Narrator	Travel Guide
Vocal Direction	Enthusiastic, Light, Crisp
Suggested Music	Emotional music, then upbeat music
Suggested Sound Effects	Cups clinking, sighing, excitement cheer at the end

Narrator: "Ready to get away from home, even if it's just for a few nights, and a few hours away? Come discover the heart of hospitality at one of Waynesboro's local bed and breakfasts. With options available for stay like Cider House, Heritage Hill, and Bowman House, you can take full advantage of nearby attractions, special room packages, homemade breakfast, a friendly host, and more. After all, why not choose to relax in a homey, calm environment with lots to do all around you. Book a stay today: [www.visitwaynesboro.com](http://www.visitwaynesboro.com)... and all of your dreams will come true."

[Narrator] Hey you! (Pause) Yeah you! Are you tired? In need of a break? How does a nice hot cup of coffee and waffles sound right now? Right when you wake up? If you said yes to any of these questions the answer to your problems is bed and breakfast! Explore the City of Waynesboro and discover the heart of hospitality at Cider House, Heritage Hill, and The Bowman House.

# APPENDICES

## Traditional Advertising - Radio Scripts (cont.)

Item	Description
Gender	Male or female
Length	1:00
Target demographic	Men and women ages 25-60
Character/Narrator	Announcer
Vocal Direction	Calm, relaxing
Suggested Music	Soft, inviting music
Suggested Sound Effects	Sounds of birds chirping, gentle waves

“Escape the ordinary and embrace the extraordinary with Waynesboro B&B – your passport to enchanting bed and breakfast getaways. Picture waking up to the charm of a uniquely crafted retreat, where every detail is an adventure waiting to be discovered. The B&Bs offer more than just a stay – they guarantee an experience like no other. From cozy abodes to scenic views, each destination is a chapter in your personalized travel story. Ready to embark on a journey filled with charm and warmth. Visit [WaynesboroBNB.com](http://WaynesboroBNB.com) or call 555-1234 to explore our B&B trio. Waynesboro B&B – Discover the Heart of Hospitality.”

Item	Description
Gender	Female
Length	30 seconds
Target Demographic	Families in their 30-40s that are looking to get away from the fast life of raising children – middle to high income and live around the area of Northern, VA
Character / Narrator	One of the Bed and Breakfast owners – in their 50s with a neighborly / friendly voice
Vocal Direction	Relaxing, natural sounds, trusted person, happy
Suggested Music	Natural, earthy, meditating, calming
Suggested Sound Effect	Coffee pouring, bacon on pan, fireplace cracking, birds chirping, couples laughing

Narrator - “Do you hear that? (silence with birds chirping in the background and no children). That is the sound of a much-needed vacation! After a long week of cleaning up after the kids, this is perfect for you. Look no further than the charming and cozy Bowman, Heritage, and Cider houses that can cure all. Taking in the scenic beauty while being served farm styled breakfast every morning of your stay. (pouring coffee with fireplace crackling). Book your stay today and experience the HEART of HOSPITALITY at our bed and breakfast. Visit our website [WWW.WaynesboroVAB&B.com](http://WWW.WaynesboroVAB&B.com) to reserve your perfect getaway.”

# APPENDICES

## Traditional Advertising - Print Ads

DISCOVER THE HEART OF HOSPITALITY  
BOOK A STAY IN THE HEART OF THE SHENANDOAH VALLEY

Heritage Hill  
CIDER HOUSE  
The Bowman House

WAYNESBOROBNB.COM 540-577-7725

Carrier Creations

Discover the Heart of Hospitality

Why Choose Us  
Imagine you go to bed after a long, stressful week. You go to sleep fantasizing about your ideal getaway, but wake up in your bed wishing it were a reality. Make your dreams come true with Carrier Creations.

Our Clients

Heritage Hill CIDER HOUSE The Bowman House

Contact Us  
+125-456-7890  
www.carriercreations.com

DISCOVER THE HEART OF HOSPITALITY

Good morning!

Heritage Hill CIDER HOUSE The Bowman House

Reviews

5.0 5 stars We would 100% recommend staying here during your trip to Waynesboro, VA and for the best of both worlds, including outdoor and family. The provider's location and suggestions regarding local restaurants are excellent. We will be back soon.

5.0 5 stars Wonderful stay at Heritage Hill. Great and the breakfast was an excellent addition. Great service, open arrival and the most incredible breakfast ever enjoyed! Thank you for your hospitality!

Need a break?

Contact Info: 611 S. Warm Avenue, Waynesboro, Virginia, 22980 USA, WAYNESBORO.VA@gmail.com, 250-347-2021

Price Info: Waynesboroprices@gmail.com

DWELL IN RELAXATION, DISCOVER THE HEART OF HOSPITALITY.

Wake up. Eat. Relax. Explore. Repeat

Come stay with us!  
www.visitwaynesboro.com


Heritage Hill CIDER HOUSE  
- BED AND BREAKFAST -

# APPENDICES

## Digital Marketing

Waynesboro, VA  
**SEARCH FOR BETTER VACATION OPTIONS**

Discover the Heart of Hospitality  
**SEARCH B&B**  
www.waynesboroB&B.com  
Cider House, Heritage Hill, and Bowman House

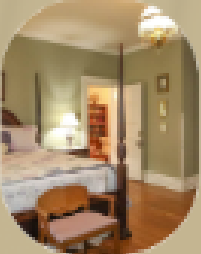





**END OF FALL**  
sale  
**UP TO 20% OFF**  
If you stay once & refer a friend



WWW.THEBOWMANHOUSEVA.COM  
WWW.CIDERHOUSEB&BVA.COM  
WWW.HERITAGEHILLVA.COM

EMAIL NEWSLETTER  
**CARRIER CREATIONS**




Discover the Heart of Hospitality

Book now and receive 10% off your online stay

www.carriercreations.com

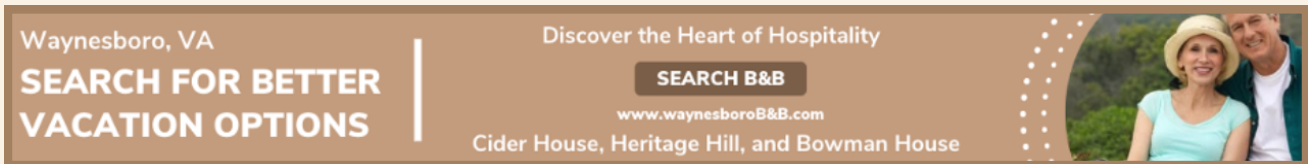
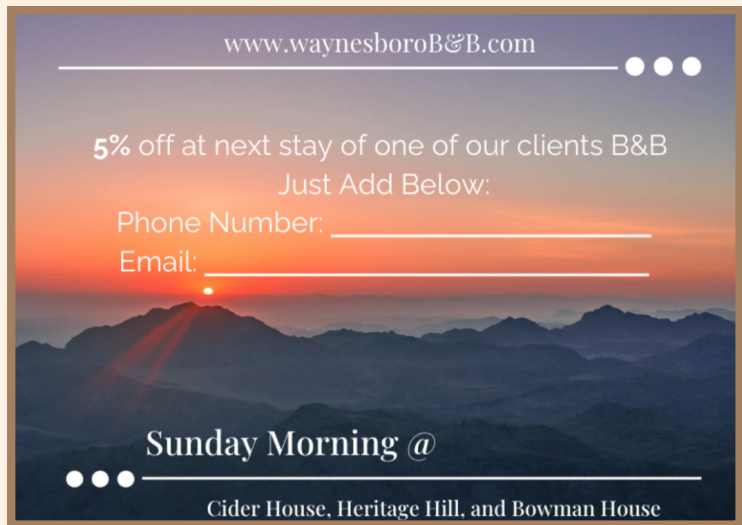
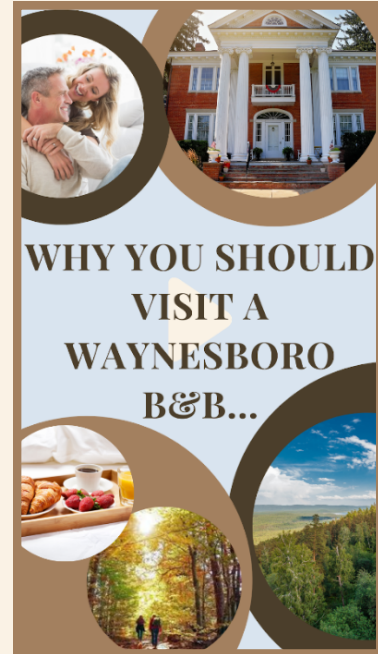
Discover the **Heart of Hospitality**  
WAYNESBOROBNB.COM • 540-577-7725





# APPENDICES

## Social Media



# APPENDICES

## Support Media



# APPENDICES

## Sponsorships





TRIVIA NIGHT  
[www.waynesboroba.com](http://www.waynesboroba.com)  
**DISCOVER THE HEART OF HOSPITALITY**  
 7:00 PM - 8:00 PM  
 ALAMO DRAFTHOUSE  
 SIGN UP TODAY:



### Campfire Night!

7 PM at Blue Ridge Tunnel Trail









Waynesboro BNB  
**WINE TASTING NIGHT**


Come for a chance to win a discount on your next stay!






### Waynesboro B&B

A Proud Sponsor of



*Discover the Heart of Hospitality*





VISIT [WAYNESBOROBNB.COM](http://WAYNESBOROBNB.COM) TO BOOK YOUR STAY

# APPENDICES

## Storyboards

COMMERICAL LAYOUT  
DISCOVER THE HEART OF HOSPITALITY  
@ WAYNESBORO BED AND BREAKFASTS







**SCENE: 1**  
**SHOT OF THE BED AND BREAKFAST**

*Introducing the bed and breakfast In Waynesboro, VA*



**SCENE: 2**  
**SHOT OF THE LAND THAT B&BS ARE ON**

*An appealing shot of what views you can be a part of while staying*



**SCENE: 3**  
**WIDER SHOT OF THE BREAKFAST**

*Sharing the breakfast that guests will receive every morning*



**SCENE: 4**  
**FULL SHOT, WAYNESBORO, VA**

*Introducing the area the Bed and Breakfast that guests can explore*



**SCENE: 5**  
**WIDE SHOT: PICTURE OF THE ROOMS**

*Bring back to where guests will be staying in their unique rooms*



**SCENE: 6**  
**LONG SHOT, AREA / LAND**

*The beauty of the area with a happy couple as our target*

DISCOVER THE  OF HOSPITALITY

**Book your stay today!**  
[www.visitwaynesboro.com](http://www.visitwaynesboro.com)



**SCENE: 1**  
**LONG SHOT, B&BS**

*An appealing shot of all three B&Bs with couple walking around*



**SCENE: 2**  
**MEDIUM SHOT, INDOOR**

*Couple is greeted by B&B host, is told about local attractions*



**SCENE: 3**  
**MEDIUM SHOT, INDOOR**

*Couple goes to hike in the Blue Ridge Mountains*



**SCENE: 4**  
**CLOSE UP SHOT, INDOOR**

*Couple returns to B&B special packages*



**SCENE: 5**  
**CLOSE UP SHOT, INDOOR**

*Happy couple gets ready for bed after a long day of fun*



**SCENE: 6**  
**FULL SHOT, INDOOR**

*Happy couple books a stay at one of the B&Bs after realizing it was all a dream*





# APPENDICES

## Storyboards (cont.)

### WAYNESBORO B&B DIGITAL AD STORYBOARD

Theme of Advertisement:  
Discover the Heart of Hospitality



A couple has a hectic & stressful day with home tasks/chores.



The couple lays down in bed & stares at the ceiling. The wife states her desire for a peaceful getaway.



After falling asleep, they dream about walking through nature, exploring the town, petting alpacas, and drinking wine on the patio.



They wake up in bed, look at each other, and smile. No dialogue.



While drinking coffee, they sit in front of a laptop and book their stay at the B&B.



The ad ends with the couple closing the laptop and smiling at each other. The Waynesboro B&B URL and B&B logos appear on screen.

Narrator: "Visit (website) to book your stay today."

### STORYBOARD: YOUR GETAWAY IS A REALITY







**Scene 1: Shot of drained couple**

- Couple is tired of mundane work routine.
- Sound effect: annoying sounds (car horns in traffic, alarms going off)



**Scene 2: Shot of couple stumped on computer**

- Couple has trouble finding a getaway.
- Sound effect: crickets



**Scene 3: Shot of couple going to bed**

- Couple goes to bed after a long, draining week.
- Sound effect: fantastical (going to dreamscape)



**Scene 4: Shot of couple at B&B in dream**

- Couple enjoy a served, homemade breakfast and a peaceful day.
- Sound effect: birds chirping, light peaceful music



**Scene 5: Shot of couple in bed looking at each other**

- Couple waking up in bed looking at each other, realizing they shared a dream.
- Sound effect: fantastical (back to reality); light peaceful music continues



**Scene 6: Shot of couple at computer**

- Couple excitedly booking a stay at a B&B in Waynesboro, VA
- Sound effect: music picks up in excitement

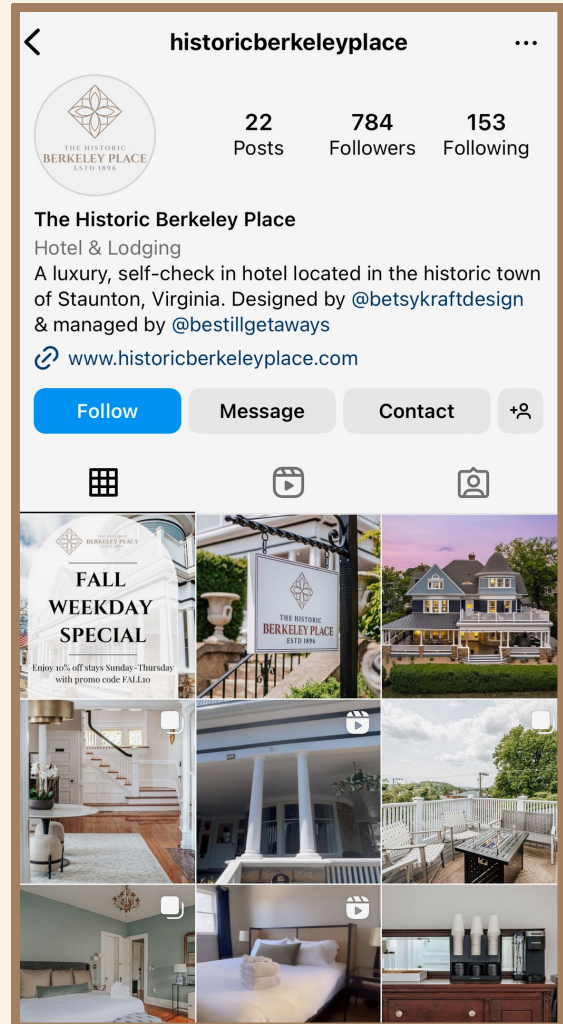
# APPENDICES

## Direct Competitor Advertisements

### Iris Inn



### The Historic Berkeley Place



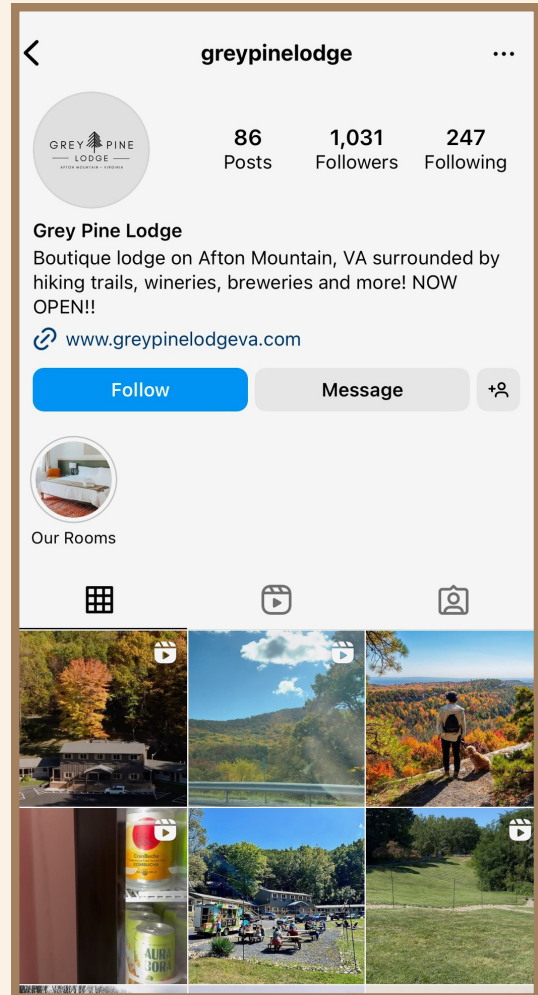
# APPENDICES

## Indirect Competitor Advertisements

### Hotel 24 South



### Grey Pine Lodge



# REFERENCES

- Army Ten Miler. (2023). Retrieved from <https://www.armytenmiler.com/>
- Berkeley Place. (2023). Retrieved from <https://www.historicberkeleyplace.com/>
- Bmedia. (2020, October 31). 14 Benefits of Billboard Advertising. Retrieved from <https://www.bmediagroup.com/news/14-benefits-of-billboard-advertising/>
- Bowman House. (2022). Rooms and Rates. Retrieved from <https://thebowmanhouseva.com/rooms-and-rates/>
- Cider House. (2023). Rooms and Rates. Retrieved from <https://ciderhousebedandbreakfast.com/rooms-and-rates>
- Claritas. (2023). Upscale Older Mostly w/o Kids [Data segment]. Retrieved from <https://claritas360.claritas.com/mybestsegments/#segDetail/PZP/24>
- Claritas. (2019, July). Hotel Alternatives. Retrieved from <https://reports-mintel-com.eu1.proxy.openathens.net/display/967444?fromSearch=%3Ffreetext%3D%2522bed%2520and%2520breakfast%2522%26resultPosition%3D3>
- Corey Wainwright. (2022, September 16). Why Blog? The Benefits of Blogging for Business and Marketing. HubSpot. Retrieved from <https://blog.hubspot.com/marketing/the-benefits-of-business-blogging-ht>
- Elphick, D. (2023, May 17). American Bed & Breakfast Inn Statistics. Retrieved from <https://www.littlehotelier.com/blog/running-your-property/american-bed-breakfast-inn-statistics/>
- Facebook. (2023). Cider House Bed and Breakfast [Facebook page]. Retrieved from <https://www.facebook.com/CiderHouseBedandBreakfast/>
- Facebook. (2023). The Bowman House [Facebook page]. Retrieved from <https://www.facebook.com/TheBowmanHouseVA/>
- Gaebler Ventures. (2023). WTON-FM VA Radio Advertising Costs. Retrieved from <https://www.gaebler.com/WTON-FM-VA-Radio-Advertising-Costs++24440>



# REFERENCES

- Google Reviews. (2023). Cider House Bed and Breakfast [Google review]. Retrieved from <https://shorturl.at/ehjsu>
- Google Reviews. (2023). Heritage Hill Bed and Breakfast [Google review]. Retrieved from <https://shorturl.at/acFS7>
- Heritage Hill. (2023). Blue Room. Retrieved from <https://heritagehillbnb.com/accommodation/blue-room/>
- Hotel 24 South. (2023). Retrieved from [https://www.hotel24south.com/?gad=1&gclid=Cj0KCQiAJMKqBhCgARIsAPDgWlx\\_P4WiXtOylgynMKY27hzdm\\_6Sza77Par9pBqq-bbT5VhWKjGYXd8aArJFEALw\\_wcB](https://www.hotel24south.com/?gad=1&gclid=Cj0KCQiAJMKqBhCgARIsAPDgWlx_P4WiXtOylgynMKY27hzdm_6Sza77Par9pBqq-bbT5VhWKjGYXd8aArJFEALw_wcB)
- IBISWorld. (2023). Industry Report 72119: Bed & Breakfast & Hostel Accommodations in the US. Retrieved from <https://my.ibisworld.com/us/en/industry/72119/>
- Iris Inn. (2023). Retrieved from <https://www.irisinn.com/>
- Kirsch, K. (2023, May 12). The Ultimate List of Email Marketing Stats for 2023. HubSpot. Retrieved from <https://shorturl.at/aciT8>
- LIS. (2022, January 1). 3VAC5-50-190. Bed and breakfast licenses; restrictions and conditions. Retrieved from <https://law.lis.virginia.gov/admincode/title3/agency5/chapter50/section190/>
- Luhn, B. (2022, December 21). Hospitality Study Reveals Link Between Anger and Job Reduction. Retrieved from <https://www.uh.edu/news-events/stories/2022-news-articles/december-2022/12212022-hospitality-anger-study.php>
- Mintel. (2019, July). Hotel Alternatives. Retrieved from <https://reports-mintel.com.eu1.proxy.openathens.net/display/967444?fromSearch=%3Ffreetext%3D%2522bed%2520and%2520breakfast%2522%26resultPosition%3D3>
- Statista. (2022, November 14). B&B and hostel industry market size in the U.S. 2012-2022. Retrieved from <https://www.statista.com/statistics/1174136/bed-and-breakfast-and-hostel-market-size-us/#:~:text=The%20market%20size%20of%20the,reach%202.55%20billion%20U.S.%20dollars.>

# REFERENCES

StayVa. (2023). Aspiring Innkeepers. Retrieved from <https://stayva.org/more-from-stayva/aspiring-innkeepers>

The Boutique Hub. (2023). 5 Reasons Why Signage Is Important for Your Business. Retrieved from <https://theboutiquehub.com/5-reasons-why-signage-is-important-for-your-business/>

Throne, K. (2023, January 27). Bed and Breakfast Trends for 2023. Retrieved from <https://www.bandbreakacademy.co.uk/blog/bed-and-breakfast-trends-for-2023#:~:text=Trend%20%20%2D2D%20Embrace%20technology,B%26B%20easier%20and%20more%20efficient>

Virginia Department of Health. (2018, September 17). Bed and Breakfast Facilities. Retrieved from <https://www.vdh.virginia.gov/environmentalhealth/touristlodging/bedandbreakfastfacilities/>

Yelp. (2023). Cider House Bed and Breakfast. Retrieved from <https://www.yelp.com/biz/cider-house-bed-and-breakfast-waynesboro>

Yelp. (2023). Heritage Hill Bed and Breakfast. Retrieved from <https://www.yelp.com/biz/heritage-hill-bed-and-breakfast-waynesboro>