Spring 2020

Marketing Proposal for Reunion Designs, LLC

Abby R. Madsen

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Introduction

Located in the small town of Hahira, Georgia, Reunion Designs is a family-owned business that specializes in designing and building custom furniture. Established less than one year ago, Reunion Designs is a young small business and because of its age, it has a modest social media presence. Although the company excels at producing quality goods and maintaining lasting relationships with clients, marketing efforts are not consistent and are solely active on their Facebook page. Such a marketing challenge is partly attributed to the size of the business, as John and Jessie Russell, the owners and operators, shoulder all aspects of the business themselves. Reunion Designs’ increase in brand awareness and niche distinction hinge on consistently utilizing both print and digital media. The proposal that follows aims to highlight a systematic approach to marketing via both print and digital avenues.

Current Situation

Because the Russells devote time and effort to forging lasting relationships with their clients, many crucial aspects of marketing and public relations are fringed due to time and financial constraints. Although the Russells are successfully networking and have laid the foundation for their media presence on Facebook, Reunion’s growth will be hindered without greater brand exposure. A simple, tiered marketing strategy will remove the guesswork and free the Russells to focus on building quality furniture and client relationships, while scheduling programs ensure consistent media output. The following tiered marketing plan encompasses the media opportunities present for Reunion Designs.

“Media opportunities” is a broad phrase that encapsulates both print and digital media. Despite the skyrocketing popularity of digital and social media, print media remains an effective marketing tactic. The first tier of the proposed plan involves print marketing which includes creating and posting flyers, purchasing newspaper ads, being featured in newspaper articles, and writing news releases. The first tier, along with an updated website and blog, leads to the second, digital media, which includes email campaigns and social media marketing. Implementing digital marketing takes the first tier’s efforts to the next level by introducing search-engine optimization (SEO), engaging a younger audience, and expanding brand awareness across the state and country. If Reunion Designs utilizes these tactics, they will reap greater brand awareness and marketing success. Thus, many marketing possibilities exist for Reunion Designs, and they all begin with print media.

Project Plan

Print Media

Print marketing includes traditional media such as flyers, newspaper ads, newspaper articles, and press releases. When branding Reunion Designs via print media, continually remind followers and viewers that this company is a small, local, family business. These three print media strategies must not be overlooked when marketing, as they are effective tactics to impress clients. In fact, the size and locality of Reunion should be prominent in all marketing endeavors.
Flyers
Although flyers can be perceived as a basic form of print media, when designed well and placed strategically, they are proven effective marketing tools. With many competing companies focusing on their online presence, utilizing print media goes against the grain to engage a different audience. According to an article featured on Opportunity Marketing, “we read more intensively on paper than we do on screen.” With content flooding the Internet, it is difficult to ensure that a young brand will be seen — even with great SEO. Print media provides a separate avenue for potential clients to learn more about Reunion Designs. Since Reunion is a local business and does not ship furniture, posting flyers in the Hahira area is crucial.

<table>
<thead>
<tr>
<th>Number on Map</th>
<th>Establishment</th>
<th>Miles from Reunion</th>
<th>Location (all located in Hahira)</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Miss Mother’s Kiddie Care</td>
<td>5.2</td>
<td>213 N. Nelson St.</td>
<td>(229) 794-3766</td>
</tr>
<tr>
<td>2</td>
<td>Salter Hahira Library</td>
<td>5.3</td>
<td>220 East Main St.</td>
<td>(229) 794-3063</td>
</tr>
<tr>
<td>3</td>
<td>The Looking Glass</td>
<td>5.6</td>
<td>209 W Main St.</td>
<td>(229) 794-9142</td>
</tr>
<tr>
<td>4</td>
<td>Johnson’s Frames &amp; More</td>
<td>5.6</td>
<td>103 N Lowndes St.</td>
<td>(229) 794-4090</td>
</tr>
<tr>
<td>5</td>
<td>Daylight Donuts</td>
<td>5.7</td>
<td>406 W Main St.</td>
<td>(229) 585-9301</td>
</tr>
<tr>
<td>6</td>
<td>Downhome Pizza</td>
<td>5.9</td>
<td>601 West Main St.</td>
<td>(229) 794-1888</td>
</tr>
<tr>
<td>7</td>
<td>North Lowndes Hardware</td>
<td>6.0</td>
<td>790 S Church St.</td>
<td>(229) 794-2555</td>
</tr>
</tbody>
</table>

Figure 1: Please note that the Reunion studio is marked by the green pin. Establishment #4 is shrouded by #3.

Figure 2
The map and table above (Figures 1 and 2) represent local businesses in the downtown Hahira area. Each of these businesses is included because of its locality, proximity to the Reunion Designs studio, popularity in the area (for example, Daylight Donuts is the only donut shop in town), or relevance to custom furniture (the hardware store, for instance). Each of these establishments is numbered based on its distance from the Reunion Designs shop, thus providing a simplified route to ask storeowners permission to hang flyers in their shops.

Phone numbers are included for ease of communication as well as a contact option for client preference. Posting flyers listed in Figure 2 will offer greater brand exposure and emphasize the pathos of the “small town community.”

Despite flyers’ effectiveness, there are financial costs associated with utilizing this method of print media, as different printing shops’ prices vary based on quality and quantity of the order. Although a multitude of printing shops are available, Vistaprint.com has proven reliable with excellent customer service. The link to their flyer pricing is included in Appendix B for reference. Additionally, another printing company to consider is the local Dunlap Printing. View the table below (Figure 3) for contact information. Dunlap Printing’s website link is also listed in Appendix B for research and navigational purposes.

<table>
<thead>
<tr>
<th>Company</th>
<th>Vistaprint</th>
<th>Dunlap Printing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>Available through their website 24/7</td>
<td><a href="mailto:jim@dunlapdesign.com">jim@dunlapdesign.com</a></td>
</tr>
<tr>
<td>Phone</td>
<td>1 - (866) 614.8002</td>
<td>(229) 253-1299</td>
</tr>
</tbody>
</table>

Akin to flyer marketing is newspaper marketing, which has stood the test of time. This proposal aims to streamline all newspaper advertising efforts by recommending two local newspapers and providing their contact information. This information is as follows.

**Newspaper Advertisements**

Although some newspapers have chosen to offer their news online or in a digital format, newspaper readership is too broad of an audience to ignore. Additionally, newspapers stir pathos and nostalgia which aligns with Reunion’s small-town appeal, making this marketing style the perfect marriage of message and medium.

Two newspapers present themselves as quality candidates for Reunion Designs advertising: *Adel News Tribune* and *The Valdosta Daily Times*. 
Newspaper Articles
A newspaper ad provides necessary brand exposure, but a newspaper *article* proves even more effective. Since articles possess a third-party characteristic, their journalistic style is more likely to resonate with readers than ads. It is crucial to frame Reunion’s activity as newsworthy, as composing and sending a news release to the previously-mentioned newspapers will stir intrigue and increase the likelihood of a Reunion-centered story appearing in the paper.

News Releases
A news release, an often-overlooked media outlet, is a powerful tool that often yields newspaper stories. Although writing news releases sounds daunting due to its strict adherence to Associated Press (AP) style formatting and writing, press releases “don’t take long to put together and yet, if done well, they can generate leads, create buzz and help you forge connections with influential media figures.” Because there are strict AP-style rules that accompany this genre, I have included a press release template as well as a sample press release that is tailored to Reunion Designs (see Appendix C).

News releases, although strong marketing tools, are meant to be used sparingly. Saving this media for genuinely newsworthy moments will establish Reunion’s ethos and avoid flooding the newspaper with daily news releases. Just because this one avenue must be practiced in moderation does not indicate that all media platforms require restraint. On the contrary, digital media invites consistent, even daily, posting.

Digital Media
Digital media presents a more cost-effective marketing option yet requires more of a time investment than the first-tier marketing strategies. Although time commitment is inevitable, programs such as Hootsuite and Facebook Scheduling offer posting options that may ease time-constraint tensions.

Website and Blog Updates
Before adding email campaigns or social media to the marketing plan, first ensure that the Reunion website and blog are regularly updated. Reviewing the website once per week ensures
that no information must be shared, no comments are waiting to be answered, and no new photographs need to be uploaded. Maintaining an updated website is vital but blogging regularly is perhaps even more important.

Blogging can be challenging, but with the following blogging formula guaranteed to entice readers, it just became much simpler. When titling blog posts, always follow the proven method of: **number + adjective + “approaches to” + ____**. For example, Reunion could post a blog about quarantining entitled: **14 Surprising Approaches to Enjoying Home Quarantine**. Readers respond positively to similar formulas because there is a guaranteed value (14 ways, for example) in the blog. Applying such formulas proves effective in email campaigns social media posts, and blog entries alike — across almost all posting topics.

Because blog posts indicate the date on which they were posted, they signify how active the Reunion website is. Wix.com, the website’s host, allows for blog post scheduling which, when properly utilized, becomes a coveted productivity tool. If a week’s worth of blog posts can be written at once and scheduled beforehand, the scheduling program automatically posts the blog content which removes one responsibility from the Russells’ extensive to-do list.

Many bloggers cement their blogging schedule to create consistency. Common blog posting days are Monday, Wednesday, and Friday. If posting three times per week is too involved, posting even once per week is a great way for Reunion to remain connected to its publics. With everyday blogging, topics to discuss may run scarce, so there is a content-generating link and pre-formatted title recommendations in Appendix D.
Another method of managing consistency is to utilize content-planning programs such as Hootsuite, Sprout Social, or Buffer. These programs do have associated costs, but their benefits may outweigh their fees. The following programs are organized from the least to most expensive (based on each basic package):

**Buffer**: Raises brand awareness by boosting followers’ engagement on social media.

Link: [https://buffer.com/pricing/publish](https://buffer.com/pricing/publish)

<table>
<thead>
<tr>
<th></th>
<th>Pro</th>
<th>Premium</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$15/month</td>
<td>$65/month</td>
<td>$99/month</td>
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**Hootsuite**: Links multiple platforms together on one social media dashboard to increase post consistency.

Link: [https://hootsuite.com/plans](https://hootsuite.com/plans)

<table>
<thead>
<tr>
<th></th>
<th>Professional</th>
<th>Team</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$29/month</td>
<td>$129/month</td>
<td>$599/month</td>
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**Sprout Social**: Offers an all-in-one social media management software that also tracks analytics.

Link: [https://sproutsocial.com/pricing/](https://sproutsocial.com/pricing/)

<table>
<thead>
<tr>
<th></th>
<th>Standard</th>
<th>Professional</th>
<th>Advanced</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$99/month</td>
<td>$149/month</td>
<td>$249/month</td>
</tr>
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When media scheduling, it is imperative to include email campaigns, as this media form is delivered directly to subscribers’ email inboxes and reminds them of Reunion Designs.

**Email Campaigns**

Reunion’s live website offers viewers the opportunity to subscribe to a mailing list. This mailing list which translates to contact list is vital to facilitate communication via email campaigns. Remaining in contact with subscribers not only promotes professionalism and communication but is also a method to provide information on general home design and maintenance. Writing copy that all home-owners value copy is paramount, as valued content dissuades email recipients from unsubscribing.

Wix.com, the same platform that houses the Reunion website, also offers an email campaign feature. This feature is available only with additional cost, but designing a similar style of

![Figure 6: A sample email campaign composed via the marketing feature on wix.com.](image)
email on Canva.com is free. For reference, review Figure 6, a prototype created to inform Reunion’s Facebook followers of the new, live website.

Despite the benefits of keeping contact with clients, try not to flood their email inboxes with too many emails, or the messages will become a nuisance. Sending an email once every month (preferably near holidays) is a good rule of thumb. While restraint is necessary with email campaigns and print media, post a minimum of once per day on social media platforms.

**Facebook**

Harnessing Facebook is the first step of the social media structure, as Reunion Designs is already somewhat active on its Facebook page. With approximately 2.45 billion monthly Facebook users worldwide, this platform translates to serious brand visibility if Reunion Designs utilizes the following Facebook recommendations. Scheduling Facebook posts, joining Facebook groups, and posting on Facebook stories are three simple methods of boosting engagement. Although implementing these new tactics sounds daunting, starting small is the easiest way to gain comfort with Facebook and post with confidence. One of the most vital components to Facebook success is **consistency**, and the easiest way to ensure consistency is to **schedule posts ahead of time**. Not only does this allow a full week of posts to be scheduled at once, it also provides the perfect platform for selecting the dates and times that are proven to promote the most engagement (see Figure 7). To schedule Facebook posts, simply follow the scheduling guide (Figure 8). In addition to scheduling posts, posting “stories” to Facebook will reach users—even those who are not on Facebook for longer periods of time.

**Facebook Stories**

Posting Facebook stories is a simple method of keeping followers informed on the goings-on in Reunion Designs. Here, posting the same content as on the regular Facebook feed is appropriate, but posting more day-to-day content of your daily lives as the owners of Reunion may even prove more engaging. For example, posting updates on custom furniture building, the dog sleeping in the Reunion studio, or even just clinking coffee mugs together at the start of another Reunion workday. Anything that brings attention back to the company in a positive manner is welcome on Facebook stories. Plus, Facebook stories are only visible for 24 hours, making them the perfect medium through which you can connect with your
audience and show behind-the-scenes content. Updating stories once per day is a great starting point.

**Facebook Groups**
According to my research, Reunion Designs is not a member of any Facebook Groups. Joining these online groups will define Reunion’s online niche, connect with like-minded entrepreneurs, and generate followers. Although many Facebook Groups have rules such as “no self-promotion,” group audiences still present a valuable platform for community engagement.

Consider joining and contributing to the following Facebook Groups, as they are ordered based on locality or specificity to the Hahira area.

- **Hahira Happenings**: A group of about 8.3K that share the goings-on of Hahira. A peripheral focus for the group is to highlight new or local business which presents many bases for engagement and brand exposure. [https://www.facebook.com/hahirahappenings/](https://www.facebook.com/hahirahappenings/)

- **Hahira Remembered**: Because this Facebook groups shares stories about living in Hahira, Reunion Designs could easily connect these anecdotes to the heirloom restoration aspect of their business. Hahira Remembered, at the time of drafting this proposal, includes approximately 1,000 members which would provide excellent exposure for Reunion. [https://www.facebook.com/groups/hahiraremembered/](https://www.facebook.com/groups/hahiraremembered/)

- **Follow the Valdosta Daily Times**: Although this particular Facebook page is not a “group” page, posting comments on this page would not only open the lines of communication with a popular newspaper but it would also increase the likelihood of other viewers noticing and interacting with Reunion. [https://www.facebook.com/TheValdostaDailyTimes/](https://www.facebook.com/TheValdostaDailyTimes/)

- **Woodworking Facebook Group**: [https://www.facebook.com/Woodworking-1634530940103144/](https://www.facebook.com/Woodworking-1634530940103144/)

- **A no-rules Small Business Facebook group**: Due to the “no rules” aspect of this Facebook group, self-promotion is not only allowed but *encouraged*. Such a platform could provide free advertising, networking, and increase brand awareness. [https://www.facebook.com/groups/2007337522887259/](https://www.facebook.com/groups/2007337522887259/)
**Instagram**

Instagram is a purely visual platform, boasting millions of images and videos. Although it may be more difficult for Reunion Designs to gain intense exposure on this platform, taking smaller steps to network and grow on this platform will prove helpful. According to my research, Reunion Designs currently has 43 followers and 7 posts; while this is a great place to start, their goal of reaching 200 followers over the next 6 months seems possible with the following strategies. Referring to the adjacent chart (Figure 9) will earn Reunion’s posts most visibility, as these days and times have been proven to be the most effective windows for posting Instagram content.

**Instagram Hashtags**

Utilizing hashtags not only clarifies Reunion’s custom-furniture niche on Instagram but also links like-minded users to Reunion’s profile. The following hashtags are not only relevant to the business, but they are also popular on Instagram, so including the following hashtags will allow the new business to gain exposure and better become catalogued via the Instagram algorithm:

#reuniondesigns #customfurniture #heirloomrestoration #interiordesign #home #homedecor #life #smallbusiness #shopsmall #localbusiness #handmade #madebyhand #local #familybusiness #furniture #wood #woodworking #woodshop #design #interior #georgia #hahira. Note also similar hashtags in figure 10.

It is undisputed that adding hashtags helps users find followers, but it may often go unsaid that flooding the caption space with hashtags annoys viewers. A simple solution emerged from this nuisance, as top Instagrammers comment on their own caption and include 3-4 circles with a “return” space between each. The hashtag comment resembles a vertical ellipsis leading to lines of hashtags. Figure 10 exemplifies such hashtag utilization.
**Instagram Stories**
Posting quality photos and videos on Instagram is surprisingly time-consuming, especially when commenting, networking, adding popular hashtags, tagging others, and replying to comments. One simpler and quicker method of reminding the public of the company is to post Instagram stories. Often, Instagram users post 2-3 stories per day, keeping their followers informed on their lives, projects, jobs, or even the thoughts they have while sipping their morning coffee. Reunion Designs could easily implement Instagram stories to earn more viewers, interact with similar businesses, and highlight the Russell family’s personality.

To begin posting Instagram stories, select the Reunions icon at the top bar, upload a photo or video, strategically utilize the stickers and gifs available, and continually add each day. After posting many Instagram stories, categorize and label stories to capture users’ attention and gain new followers. The following portion of the proposal details how adding Instagram story covers boost professionalism and engagement.

**Instagram Story Highlight Covers**
Instagram highlights provide followers or new viewers a brief overview about the business or profile. Instagram story highlight covers’ location at the top of an Instagram profile translates to high visibility, so established companies and personal profiles alike rely on story highlight covers to represent themselves to the public. In short, story highlight covers are just that — highlights of their personal Instagram stories over time. Categorizing these covers not only affects SEO but also aligns profiles’ stories with certain niches (see “furniture” in Figure 11). These covers are completely customizable; therefore, these covers have as much diversity and personality as the Instagram profile itself. Comparing Magnolia’s story covers to Habachy Designs’ exemplifies the range of creative liberty available with these elements.

One excellent resource for designing story highlight covers is Canva.com. This program offers free, customizable design templates and a swath of free images and illustrations. Of the utmost importance is design, as these covers will speak volumes about Reunion and ultimately encourage or dissuade users from interacting with the page. Reflecting the Reunion website’s simplicity and color scheme is imperative, as social media should mirror the business’s sense of professionalism and cohesion. Sample Reunion Designs highlight covers are in Appendix E.

**Pinterest**
Distinct from Facebook and Instagram’s more social aspects, Pinterest is a prized media known for generating blog viewers. A Pinterest post must be aesthetically appealing, as it will be competing for views with professional photographs. One method of ensuring that Reunion
Designs post receive views is to adhere to Pinterest size specifications, follow as many users per day as possible, and “claim your website.” With these three tactics, a Pinterest account will earn itself thousands of monthly viewers within a short time.

**Pinterest Pin Format**
To create effective pins, visit Canva.com, browse their templates, and customize the layout to fit Reunions’ branding. Experts recommend posting 10 original pins for each blog post authored, so relying on ready-made templates is a must to save time. Canva’s Pinterest templates are all longer in length than standard 8½ x 11” pages. The size is not formatted accidentally, as the longer a pin is, the more screen space is devoted to it. Design all Pinterest pins to be long, portrait oriented, visually pleasing images. Overlaying text on the images also creates intrigue and entices some audiences.

**Following Pinterest Users and Creating Boards**
According to a Pinterest marketing expert, creating 5 boards (labelled generically for SEO reasons) with 40 pins in each board will automatically raise the number of viewers. Although the Pinterest viewers will be interacting with others’ pins, when Reunion does post original material, there will be a larger audience to interact with Reunion’s pins. After these 5 boards of 40 pins are created, begin to follow your competitions’ followers; aim to follow 50 users per day.

**Claiming Reunion’s Website with Pinterest**
The tediousness of the following process is worthwhile, as Pinterest begins to trust your site and account after the website has been successfully claimed. Due to the depth of this step that include embedding a meta tag, it is most efficient to defer this description to an attached YouTube tutorial. The tutorial video is located in Appendix F.

**Costs and Benefits**
Minimizing financial burdens was a core consideration while drafting this proposal; therefore, most investments required to see this proposal through to fruition are soft costs. Such soft costs include time and effort, particularly when establishing consistency in social media and blog posts. Although these soft costs constitute the bulk of the proposed marketing implementations, there a small financial investment required when implementing flyers, as printing costs vary across printing companies.

Additionally, monetary costs increase if Reunion Designs decides to implement social media scheduling software such as Buffer, Hootsuite, or Sprout Social. Price varies widely depending on the Russells’ preferences. As with all opportunity costs, effort and time are at odds with money, so the Russells may discern which method of marketing to choose based on the type of cost they are willing to pay.

If Reunion Designs implements the proposed marketing strategies, they will dramatically increase their local and general brand awareness. Networking will also become natural and eased due to the DM/PM features available on Instagram and Facebook. The hard benefits of greater profit margins and the soft benefits of maintaining a positive brand image, remaining in contact with current and past clients, and highlighting the local and familial aspects of Reunion far outweigh the costs associated with adopting these proposed strategies.
Qualifications

Abby Madsen is a senior majoring in English with a concentration in writing and publication at the University of North Georgia. Her Public Relations minor harmonizes with her English pursuits and has prepared her to compose this proposal. More than an academic project, however, Reunion Designs’ marketing success is a personal matter to Abby. She has managed special projects for the company since its inception including creating the website, blog, and social media content. In addition to her personal investment in the company, this family business is her family’s business. The Russells, Abby’s parents, have devoted time and money into the business, and ensuring its success is of the utmost importance to her. Such investment has driven her to research extensively and compile the most effective marketing strategies to form this proposal document.

More than emotional involvement with Reunion Designs, Abby’s academic record justifies her position as a marketing consultant. Abby earned her associate degree in English and is currently pursuing her bachelor’s degree. While working towards her bachelor’s degree, Abby produced social media content for the University of North Georgia’s Admissions Office, various tutoring materials and media for the Writing Fellows Program, and has authored academic papers, public relations materials, and award-winning creative writing throughout her college career. Abby also has experience creating professional proposals, as she presented a collaborative advising proposal and presentation to the English faculty at UNG. Abby has produced work in a myriad of genres, proving her adaptability and research proficiency.

Conclusion

Although various media and marketing strategies were proposed in this document, implementing them with consistency and cohesion will undoubtedly increase brand awareness, networking possibilities, expand clientele, and, ultimately, put Reunion Designs on the map. By beginning with tier one of this proposal and working towards consistency in tier two, this family business will be marketing itself or be familiar with the necessary skill set should Reunion decide to hire a marketing professional. Reunion Designs corners the custom furniture market in Hahira, and after implementing this cohesive, consistent marketing plan, the margin of Reunion Designs’ success could be boundless.
Appendices

A: Works Referenced


“Create a Map.” Create a Map, www.mapcustomizer.com/.


“Get Started on Instagram for Businesses.” Instagram for Business, business.instagram.com/getting-started/.


“How to Use Pinterest to Drive Traffic to Your Blog.” Performance by Alex M Nerney, Create & Go, 2016. Youtube, www.youtube.com/watch?v=6X6gGU4R0kw&t=941s.


Moxley, Joe. “Proposals.” The Online Encyclopedia for Writers., writingcommons.org/article/proposals/.


B: Flyer Printing Information

Vistaprint Printing Information
Link: https://www.vistaprint.com/marketing-materials/flyers
Appendix B Continued: Dunlap Flyer Printing

Link: http://www.dunlapprinting.com/

Who Are We

We are a commercial printer & sign company since 1998

Our Mission

To provide our customers quality products & services at competitive prices.

What We Do

Graphic Design
Printing
Signs & Banners
T-Shirts & Embroidery

Our history

Dunlap Printing & Signs, LLC was initially Dunlap Design Studio established in 1998 as a design service bureau and consulting firm. In June of 2009 was incorporated and became a full commercial print and sign company. In 2011 Dunlap Printing & Signs added the production of wide format printing as well as t-shirts and embroidery.

Printing

Business Cards
Letterhead
Envelopes
Forms
Tickets
Auto-Numbering
Postcards
Flyers
Menus
Booklets

Signs & Banners

Banners
Retractable Banners
Backdrop Banners

Yard Signs
Posters
Business Signs
Form Letters
Menu Boards

Window Lettering
Vehicle Lettering
NEWS RELEASE TEMPLATE:

Contact Information:

{Small Business Name}
{Contact person and his/her info}

{Small Business} Offers {Product, Discounts, Event, etc.}

FOR IMMEDIATE RELEASE

{City, State} - Local business {name of business} is pleased to offer {product, discounts, event, etc.}, for {reason}, beginning {date}.

{Details about what the small business is offering}.

{More details, if necessary, perhaps including what benefit this offer will give to consumers}.

{Possible quote from someone in the business, and/or a customer benefitting from this offer}

{Boilerplate about small business, such as how long it's been in the area, what it has offered, etc.}.

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SAMPLE NEWS RELEASE:

The Valdosta Daily Times

Reunion Designs, LLC

John and Jessie Russell | (229) 588-1046

NEW SMALL BUSINESS OFFERS CUSTOM FURNITURE THE SAFE WAY AMID COVID-19 PANIC FOR IMMEDIATE RELEASE

HAHIRA, GA — Local business, Reunion Designs, has recently opened its doors for business while keeping social distance. During this uncertain time, Reunion Designs is pleased to announce that their workshop remains in full swing, as there are only two owners and operators.

Since this local business remains small, John and Jessie Russell, owners and operators, offer a safer way to transform your home amid COVID-19 concerns.

Although everyone at Reunion Designs is practicing social distancing, the Russells recommend thoroughly cleaning and sanitizing all surfaces of furniture before bringing it home.

“We are grateful to serve Hahira and the surrounding areas by doing what we love — making furniture by hand, restoring heirlooms, and curating interior spaces,” says Russell. “During this dangerous time though, we will be stalling all home consultations until it is safe to resume.”

Reunion Designs is a small workshop established in Hahira. All orders can be placed online at reuniondesigns.com or via the Reunion Designs Facebook page.

“My wife and I are truly blessed to serve your families, especially during this stressful time,” Russell adds. “Please stay safe out there.”

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D: Blog and Social Media Content Ideas
Link to Content Idea Generator: https://www.contentideagenerator.com/

Sample topics include:
NOTE: Be sure to utilize title case when writing these headings
• 7 Myths about Interior Design
• 5 Surprising Reasons to Restore your Furniture
• 3 Must-Have Resources for Antique Lovers
• Is your Style Trendy or Classic? Take our Quiz to Find Out…
• 3 Alternatives to the Stress of Living with Unused Furniture
• 7 of Our Craziest Interior Design Stories
• 4 Easy Ways to Prepare your Home for Summer
• 10 Things you Didn’t Know about the Reunion Designs Team
• 6 of our Favorite Paint Colors for Summer 2020
• 3 Simple Tricks to Hosting a Large Party in a Small House
E: Sample Instagram Story Highlight Covers
These sample story covers are meant to categorize possible story topics. The following topics are explained in more depth by category.

**Blog:** Include and link the Reunion website blog to this section of the Instagram highlight cover. Keep followers updated on all new blog posts and topics using this icon.

**Portfolio:** Include all Reunion photos, videos, and acts as a journal of all projects — past and present — under this icon.

**News:** Share all Reunion news here. Anything newsworthy including buying a new woodworking tool, sharing event dates, newspaper coverage, or new product offers should all be filed in this area.

**Coffee:** Add photos of coffee drinking, morning musings, a coffee cup in the Reunion studio. Coffee is a buzzing topic on Instagram, so the more coffee mentioned equates to more traffic.
F: Pinterest Website Claiming Tutorial
https://www.youtube.com/watch?v=sbBvIKal6zk