

# Local Business Marketing Analysis Project

By Sophia Baillos, Brianne Rigby, Addison Sawyer, & Ashley  
Williams

# Falcon Art Supply



- **Location:** Main street Montevallo
  - **Business Type:** Retail art store
  - **Target Market:** Locals, college students, surrounding counties.
  - **Brief Background (history, mission, etc.):** Founded in 2012 by the Hurst family, this stores mission was to provide the local community with high quality art supplies. It has survived over a decade in business and continues to help support the community through not only its products but through helping with local festivals and events.
-



Suggestions for layout, ambiance, and service quality

**Layout:** Reorganizing shelves and removing outdated items can help.

**Ambiance:** Keeping window displays updated with new arrivals as this can boost customer interest.

**Service quality:** Adding a loyalty or points system could encourage repeat visits.





Ways to improve 1st impressions and Brand consistency

**1st impression:** Adding outdoor signage with current sales or new arrivals could help increase foot traffic.

**Consistency:** While the colors, mascot, and name are consistent across platforms, adding a mission statement or slogan could help attract new customers.

---

## Product

- Sells high-quality art supplies: paints, brushes, canvases, sketchbooks
- Offers custom framing and expert help for artists and students



\$\$\$\$\$\$\$\$

## Price

- Value-based pricing- higher quality, not the cheapest.
- Occasionally have student discounts and bundle deals

# Product & Price

# Place & Promotion

## Place

- Located at 623 Main Street, Montevallo
- Easy access for locals and UM students; in store, hand on shopping



## Promotion

- Uses social media, local ads, and community events
- Used to host workshops and has partners with the school to build engagement



# Online Presence at First Glance

All Mode **All** Shopping Images Maps Short videos News More ▾ Tools ▾

 Facebook · Falcon Art Supply  
1.3K+ followers

## Falcon Art Supply | Montevallo AL

Falcon art supply, conveniently located on Main Street in Historic downtown Montevallo offers fine art supplies & custom framing services.

4.9 ★★★★★ (20)



 Falcon Art Supply  
<http://www.falconartsupply.com>

## Falcon Art Supply

New Items Catalog Workshops Custom Framing Make A Payment via PayPal About Us Contact Us.



 Instagram · falconartsupply  
570+ followers

## Falcon Art Supply (@falconartsupply) · Montevallo, AL

574 followers · 320 posts · Falcon Art Supply, located in Historic Montevallo Alabama is a fine art supply & custom framing shop.



## Falcon Art Supply

5.0 ★★★★★ 59 Google reviews  
Small business · Art supply store in Montevallo, Alabama

 Directions

 Reviews

 Save

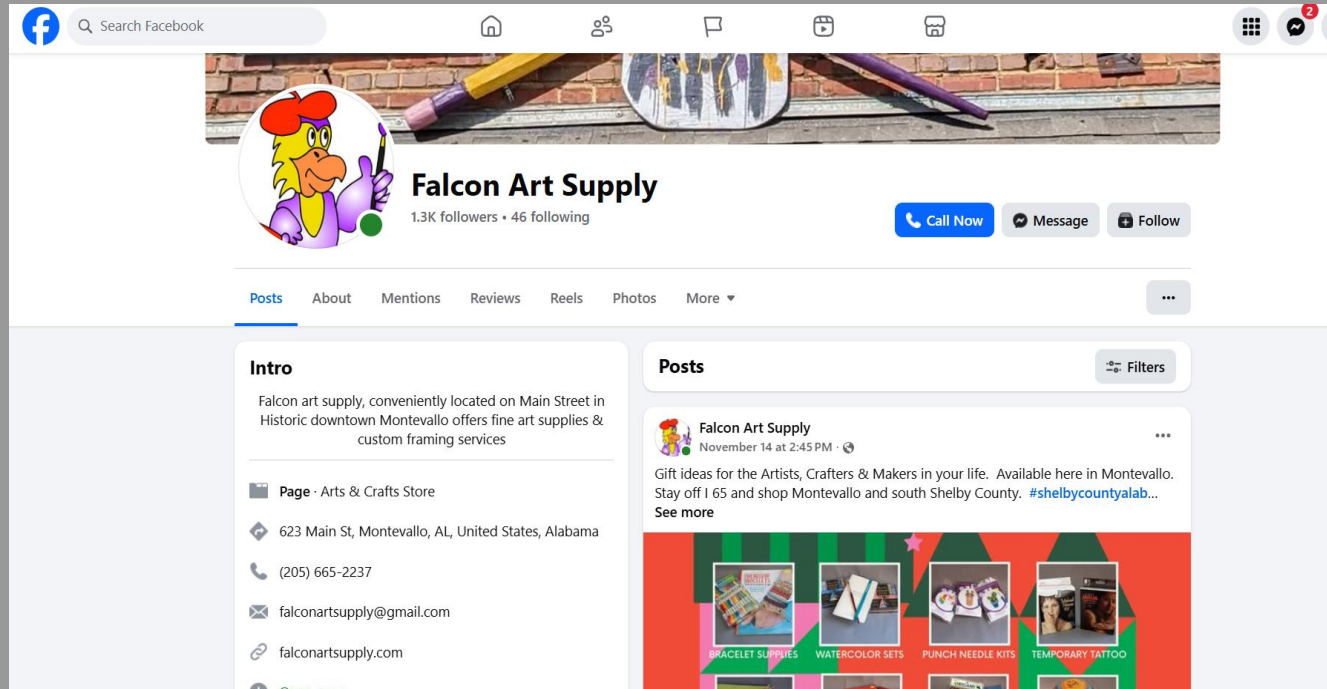
 Share

 Call

**Address:** 623 Main St, Montevallo, AL 35115

**Phone:** (205) 665-2237

# Social Media Presence (FACEBOOK)



This screenshot shows the desktop view of the Facebook profile for Falcon Art Supply. The profile picture is a cartoon falcon wearing a red beret and a purple shirt, holding a paintbrush. The cover photo shows various art supplies like pencils and brushes on a wooden surface. The page includes navigation tabs for Posts, About, Mentions, Reviews, Reels, Photos, and More. The 'Intro' section provides a description of the business and its location. The 'Posts' section shows a recent post from November 14, 2023, featuring a collage of art supplies.

**Falcon Art Supply**  
1.3K followers • 46 following

[Call Now](#) [Message](#) [Follow](#)

[Posts](#) [About](#) [Mentions](#) [Reviews](#) [Reels](#) [Photos](#) [More](#)

**Intro**

Falcon art supply, conveniently located on Main Street in Historic downtown Montevallo offers fine art supplies & custom framing services

**Page** · Arts & Crafts Store

623 Main St, Montevallo, AL, United States, Alabama

(205) 665-2237

falconartsupply@gmail.com

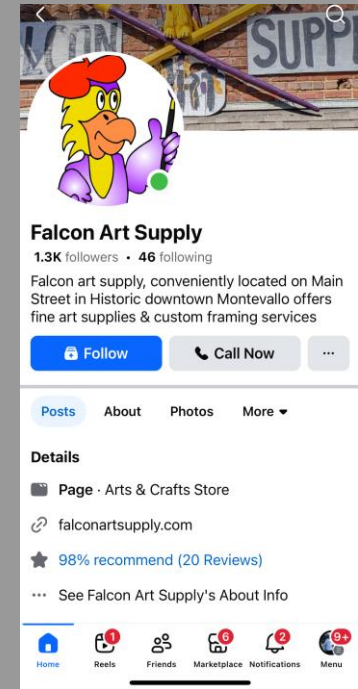
falconartsupply.com

**Posts** [Filters](#)

**Falcon Art Supply**  
November 14 at 2:45 PM · 🌐

Gift ideas for the Artists, Crafters & Makers in your life. Available here in Montevallo. Stay off I 65 and shop Montevallo and south Shelby County. [#shelbycountyalab...](#)  
[See more](#)

BRACELET SUPPLIES WATERCOLOR SETS PUNCH NEEDLE KITS TEMPORARY TATTOO



This screenshot shows the mobile view of the Facebook profile for Falcon Art Supply. The layout is optimized for a smaller screen, with the profile picture and cover photo at the top. The navigation tabs are located at the bottom of the screen. The 'Intro' and 'Posts' sections are visible, providing a concise overview of the business and its offerings.

**Falcon Art Supply**  
1.3K followers • 46 following

Falcon art supply, conveniently located on Main Street in Historic downtown Montevallo offers fine art supplies & custom framing services

[Follow](#) [Call Now](#) [...](#)

[Posts](#) [About](#) [Photos](#) [More](#)

**Details**

**Page** · Arts & Crafts Store

falconartsupply.com

★ 98% recommend (20 Reviews)

... See Falcon Art Supply's About Info

Home Reels Friends Marketplace Notifications Menu

# Social Media Presence Cont. (INSTAGRAM)

Instagram

Log In

Sign Up

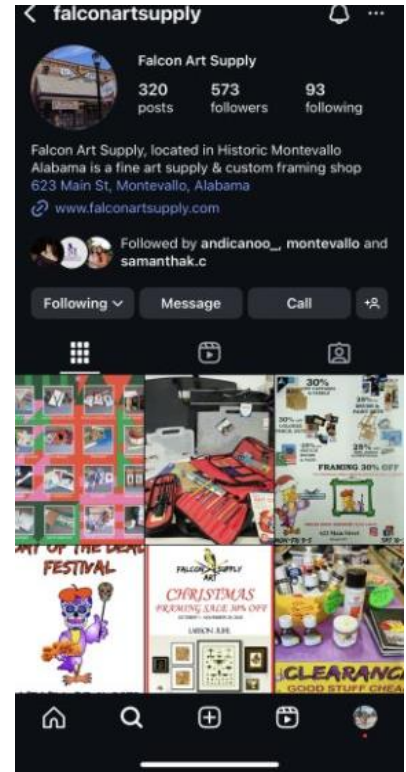


**falconartsupply**

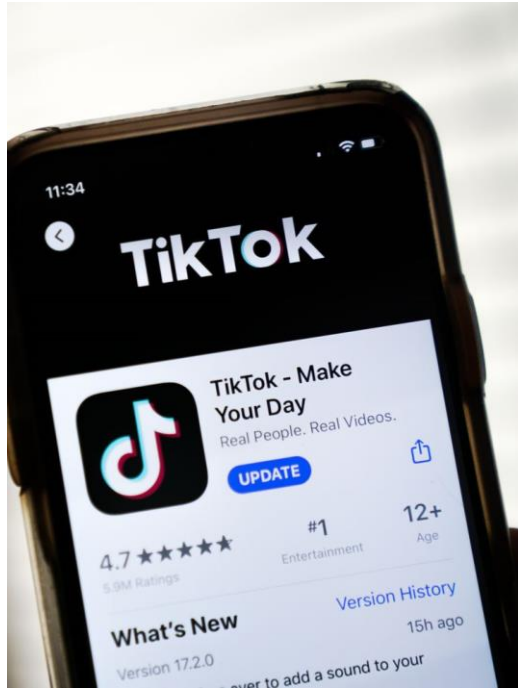
Falcon Art Supply

320 posts 573 followers 93 following

Falcon Art Supply, located in Historic Montevallo Alabama is a fine art supply & custom framing shop  
623 Main St, Montevallo, Alabama 35115



# Potential for TIKTOK



- Fast-growing platform for creative content.
- Ideal for art tutorials, behind-the-scenes, and product demos.
- High engagement potential with younger audiences
- Opportunity to collaborate with local artists and students.
- Easy to repurpose Instagram content into TIKTOK

# What Customers Are Saying

★★★★★ a year ago

Montevallo could be a small town but it has its own art supplies store and it is not small in variety of materials. You can find real artist quality supplies, equipment and framing. Check the constant offers and enjoy the attention when you go there.

★★★★★ 4 months ago

Honestly: I've been to art supply stores in NYC, Berlin, Milan, Venice, this store is better. It seems highly unlikely but it's true—compare their selection of Stabilo 68s or their amazing selection of mechanical pencils—in a small Southern town?! A great store.

★★★★★ 7 years ago

Excellent customer service to the point after a few visits they know your name. Probably my favorite small business in the area with great art deals for students. I've been going there for years and wouldn't have it any other way. If there's something you need they don't have they can order it for you.

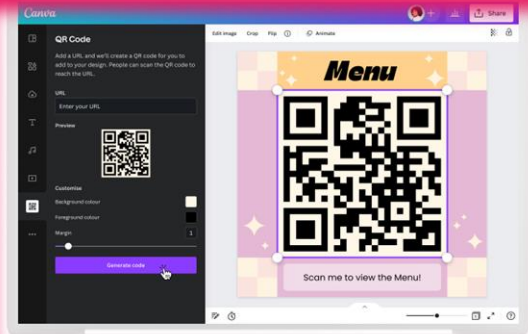
# Strengths

- Great customer service
- Offers custom framing, using high-quality materials (unlike her competitors such as Michael's)
- Updated business card and advertising graphics
- Has a Christmas sale going on



**Before** (left) and **After** (right)

# Suggestions



- Ms. Cox should **add her name** on the new business cards.
- She could also **add QR codes** on them, taking people to the store's social media accounts.
- **Wix, Adobe Express, and Canva**
- **Outdoor Advertising**



# Weaknesses & Threats

- Doesn't have a strong online presence
- Doesn't sell online at all
- Has many competitors
- Digital art is becoming more popular.
- A new Hobby Lobby is coming to Alabaster.



# Suggestions

## Social Media Calendar



- **Facebook:** 9 AM, 12 PM, and 3 PM; Monday & Friday (From HubSpot)
- **Instagram:** 12 PM-3 PM; Wednesday & Friday (From HubSpot)
- **Social Media Calendar:** Organizes and schedules social media posts.
- **Hootsuite, Brandwatch, & SocialBee**
- **Buy Online, Pick-up in Store (BOPIS)**
- **Benefits of BOPIS:** Offers convenience, reduces shipping costs, can boost in-store sales, and increase customer loyalty. (From [globalsources.com](http://globalsources.com))

\*Can track **engagement rates, impressions, clicks, conversion rates and audience growth.** (From *Small Biz Trends*)

# Opportunities

- Implement a **loyalty program**.
- Have **sweepstakes**, where people can enter their names to **win a free item** of the owner's choice.
- **Incorporate the dogs more** in her social media posts.
- Create shirts and other merchandise with the dogs on them.
- Make and sell art kits for children during the holidays.



# Ideas for Improvement

- **Sophia:** Utilizing Instagram Reels and TikTok to create tutorials, before-and-after framing videos, and product reviews is a simple, low production way to self-advertise to locals and beyond. Using a phone to create these videos would be simple and give opportunity for reach and to create an online customer-base.
- **Brianne:** Adding beginner bundle kits could bring in new customers. Having a theme such as beginner watercolor kits or beginner acrylic kits can help get customers the materials they need without the added stress of finding what materials they need.
- **Addison:** Partnering with schools, art clubs, or hosting competitions could strengthen ties to the community and attract new customers.
- **Ashley:** Cox could do **email marketing**. Just like how the college bookstore sends emails to college students and staff, offering deals and discounts, Falcon Art can try to do the same thing.



**Thank You!**