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# SWEET SUCCESS PR CAMPAIGN PROPOSAL

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## Introduction

This proposed public relations campaign is for a prospective business called Sweet Success. It is a small baking business that will operate from my home in Livonia, Michigan. The company will sell baked goods like cupcakes, cookies, and sometimes cakes to interested customers near Livonia, Michigan. The boss of the business is me, Natalie Pritula. I am a sophomore student in the honors college. I'm interested in creating this business because I love baking. It brings me happiness to make treats for my family and friends. I put a lot of time and effort into everything I bake to make it look pretty. This is how I treat my education, putting lots of time and effort into my classes. Hence the name, Sweet Success! The company uses taglines like "clever cupcakes" and "smart cookies" for people to order. I've been told by a few people that I should start a side gig making desserts. I've always been intimidated by that thought, but this project seemed like the perfect opportunity to test the waters and see how it goes.

This is a brand-new company, so there are no previous campaigns done for this product. However, I have posted about my baked goods on my social media accounts. I have used #chefnmp3 on Instagram to show everything I've baked or cooked. There is a local small business called Baked With Clare in Livonia, MI. There is a Facebook page for this business and a hashtag on Instagram. The Facebook page posts about the different treats made and the customer orders (Baked With Clare, 2015). The #bakedwithclare has been used five times. There is no account on Instagram for this company; the hashtag was last used in 2017.



## Research (SWOT Analysis)

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Good at baking</li> <li>• Have the tools already</li> <li>• Good with social media</li> <li>• Have a reputation to bake a lot</li> </ul>	<ul style="list-style-type: none"> <li>• Wouldn't be able to do this full time</li> <li>• Small budget</li> <li>• New business</li> <li>• First time running a business</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• High School graduates in May &amp; June</li> <li>• Summer means more get-togethers</li> <li>• People will be on social media more</li> </ul>	<ul style="list-style-type: none"> <li>• Other baking businesses nearby</li> <li>• High costs of ingredients</li> <li>• People on diets for the summer</li> </ul>

Since I love to bake and do it often, I have become a great amateur baker. Every time I go home from college, I make something. With my practice and passion, my treats look appetizing. This could entice more people to try my products. I have already invested in baking tools over the years. I have a collection of piping tips, bags, and cupcake sprinkles. This will help save a little bit of money and help keep the desserts nice looking. I'm good with social media; I use it every day. I can watch for trends and ways to promote my brand better. Lastly, I use social media to show my friends and family the items that I make. It would not surprise my followers if I mentioned anything about a new baking business. I've already established a reputation to be an

amateur at-home chef. This would help people be interested in trying my treats because many don't get to try them. They only see photos of my desserts.

As for weaknesses, I cannot devote 100 percent of my attention to this company. I will most likely be working another job at the same time. This would only allow a few orders a week. If customers were interested, but I didn't have the time available, that would lose customers. It could also give the business a bad reputation. The company would only operate in the summer because I am a full-time student during the rest of the year. Making treats in the dorm would not be ideal, and I don't have a car to use at school. So I would not be able to deliver to customers. I do not have a large budget for this company. The packaging might not look the best at the beginning. Probably a plain white box with cupcakes or cookies on the inside. Another weakness is that this is the very start of the business. Sometimes it can be a little risky to buy from a company that has just started. This may deter potential customers away from buying my products. Lastly, this is the first time I will be running a business. It may be hard for me to manage everything and bake the items. It could be a little overwhelming to oversee everything.

Since this company would open during the late spring and early summer months, it might attract lots of customers. There could be graduation parties interested in buying lots of desserts. They might buy a good number of cupcakes to make sure that there are enough for every guest. This would also introduce my company to guests attending the event, which could attract more customers. With the company running in the summer, more people will be out of school or work. They will have more get-togethers and need a sweet treat. Hosting events in the summer could be a great opportunity for more people to buy my products. Also, during the summer months, more people are scrolling the internet. People will spend more time on social media than during the

school year because they have more free time. This could allow me to have more engagement and more prospective customers.

Some threats to my baking business are the other local bakeries. They have established names and reputations. People may gravitate towards these places instead since they have already been around for a while. These competitors may offer a wide variety of options or unique specialty items. Another threat could be the high costs of ingredients and packaging supplies. If the prices increase, then I could lose money. Losing money would not be good as it would impact my ability to purchase supplies. Lastly, some people may diet in the summer to try and stay fit. There may only be a few people that do this, but it would impact the number of customers.

## Objectives

The objectives of this campaign are informational. The first objective is to introduce the new baking business, Sweet Success, to prospective customers through social media apps, posters, and stickers. The media campaign would begin around the end of March and continue until the end of April. The business would then open around the beginning of May. The campaign should grow the audience by 20 prospective customers. It follows the SMART model to keep everything realistic and easy to understand. There is a timeline to follow, it's relevant, measurable, relevant, and specific.

The second objective of this PR campaign is to increase social media engagement with the Sweet Success socials. From the beginning of May until the end of summer, the goal is to gain ten more followers and have three more comments on each post on Instagram and Facebook. This can be done by asking the followers questions on each post or talking about new items for sale. The increase in engagement can be measured through the app analytics for

Instagram and Facebook. This objective aims to increase awareness, but it is after the company has opened and is ready for business. The goal is specific, measurable, achievable, relevant, and time-specific, all aspects of the SMART model.



## Audience

The primary target audience for this baking company is parents. It does not matter if they are relatively younger parents or older parents. However, the parents should have kids ranging from the ages of 3-19. These are school-aged children that will likely still have parties with a large family or friend attendance. The target audience of parents will be all genders and all races. They should have extra money to purchase and indulge in the company's sweets. The parents can be of any education level as well. The parents should live in or close to Livonia, MI. Due to Michigan Cottage Food Law, "delivery of product be face to face in order to assure that the consumer can discuss any questions or concerns that they may have with the Cottage Food operator about the food that they are purchasing" (Michigan Cottage Foods Information, n.d.). I

shouldn't have to travel super far to deliver the treats. Parents should also have a sweet tooth and would enjoy eating the desserts.

The secondary target audience for the Sweet Success business would be elders. This age range would be from 65 to 85. This would relate to the primary audience because many elders have grandchildren. They would likely get an invitation to the parties and get-togethers. They could be a possible word-of-mouth customer at the party if they ask where the treats are from. This audience would, again, not be one specific race. I think grandmothers would be more likely to compliment the treats and ask the host where they are from. The older audience should have extra money to purchase sweets. They should also live near Livonia, Michigan for easy delivery. It isn't needed, but if the older target audience hosts events at their house for friends or family, that could help the company get more business.

The current mindset of Americans is that they are very likely to support a small local business. An article from NerdWallet states, "More than 9 in 10 Americans say they support small businesses" (Renter, 2022). So, they would be willing to support a small Livonia bakery that caters to the community. Many people also like to eat sweets and occasionally enjoy having a specially made sweet. According to the Institute of Food Technologists, "Fifty-seven percent of adults eat dessert after a meal at least once a week" (What, When, Where America Eats, 2018). This is a great mindset to start with. The desired mindset is to keep the support for local small businesses. If people are willing to support my business, I can stay open. The audience should want to support a college student who is doing a side baking business. The audience should also continue to like sweet desserts, especially cupcakes. That would be the first product offered and is the thing that I most enjoy making. There isn't much to change about the audience's mindset. They should continue with their current mindset.



## Strategy

One of the strategies of the company is to explain the start-up of the business. The company is run by a college student who achieves great grades. The name, Sweet Success plays off the fact that the business is run by an educated college student. The cupcakes will be marketed as “clever cupcakes” and the cookies as “smart cookies.” The success also relates to the treats turning out well and tasting good. These tidbits might draw more attention to the company. The other strategy is to engage with the audience. Having a prominent presence on social media will help people feel connected to the company. Also, establishing a presence in the physical world is a strategy. Overall, the strategies are to inform the audience about the company and do so on multiple platforms. This way when the business opens, it has interested customers who already know about the company. These connect to the objectives of informing the audience about the new business and increasing the follower counts.

## Tactics

One tactic for this campaign will be using social media to connect with the audience. The social media used in this campaign will be Instagram and Facebook. Another tactic used will be putting up posters around the town. The third tactic used will be handing out stickers to family and friends. These tactics will help achieve the set objectives for the PR campaign.

The plan to use social media begins on Instagram and Facebook. The photos posted will be of the items that are for sale or what I have baking of recently. The pictures should look pleasing to the eye. Meaning good lighting and the treats look neatly put together. The captions on the photos should inform the audience about what the item is, if it is for sale, and ask a question. This will hopefully increase engagement of likes and comments, one of the objectives.

Another use of this social media tactic is to post music every week that I have been listening to while I bake. This can help people feel a stronger connection to the company if they see a song they also like. I think it's a unique feature that would distinguish my account from other baking social media accounts. It would be entertaining to show the audience two things I love: music and baking.

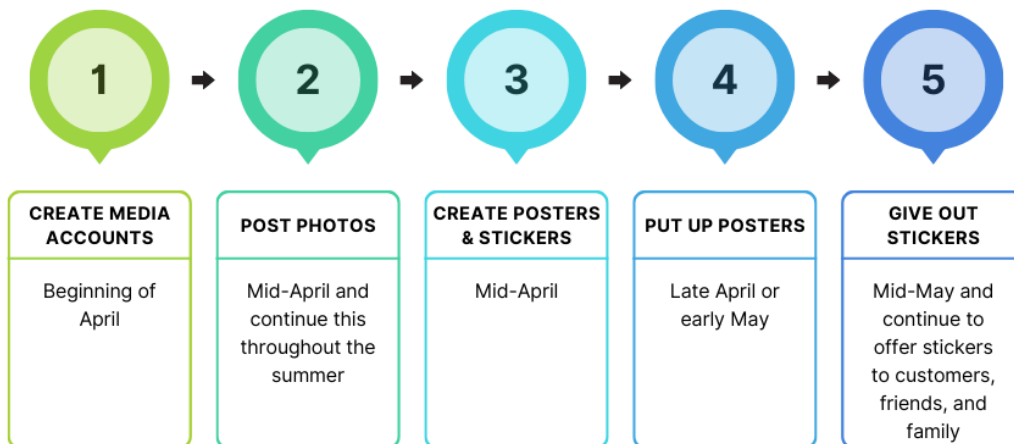
The second tactic used is putting posters up around my town. This would help increase awareness of my company in a public space. The poster would have a cute design with a cartoon cupcake. It would also include the company's name, Sweet Success. The letters would be big enough for someone to see if they were in a car or quickly passing by. The color scheme would be purple with accents of pink, blue, and green. The poster would have my email and socials for interested people to contact me. The flyers would help get the company out and into the city. It could increase the number of people who know about the business. It connects to the objectives this way aiming to raise awareness.

The third tactic used will be creating and handing out stickers. The sticker would look like mini versions of the posters. The same cartoon cupcake would be on it, and the business title. The sticker would be smaller and would not contain an email. However, the at-handle for the social media accounts could be on the sticker towards the bottom. It would be smaller, so it doesn't take away from the cuteness of the sticker. The sticker would be given to family and friends to help advertise the company. This could help the company gain awareness through word of mouth as well. If someone sees the sticker, then they could ask what it is. The person with the sticker would tell them about the business, and then they might be interested in buying items from me. This tactic and the others will help increase awareness of the company and increase interested customers.



## Timetable

### Tactics Timeline



The beginning of brand awareness would start by creating social media accounts for the Sweet Success business. This would kick off at the start of April. Then the plan would be to introduce the company on my social media accounts soon after. That way the company would be shown to friends and family. Photos would be posted on the accounts bi-weekly throughout the summer, showing the products for sale and other items that have been made recently. The designs for the stickers and posters would be made in mid-April. They would take time to design and get the hard copies of each. Once the stickers and posters are ready, they can be passed out. The flyers would be hung around my city in late April or early May. They shouldn't go up too early because the business won't be available for orders until mid-May. The stickers would get

passed out to family and friends in mid-May. This can help provoke conversation about the business with others. The stickers could get put in each order for the customer to have. People like to collect stickers and put them on water bottles, laptops, or phones. Posting pictures and interacting with followers, giving out stickers, and word-of-mouth tactics would continue throughout the summer. They would continue until the business closes in the fall.

## Evaluation

The ways to evaluate the success of this PR campaign would be quantitative measures. This can help gather the audience's behaviors and see what attracts people to the Sweet Success socials. The mechanism that can be used is digital analytics. On a public Instagram account, you can use tools that give you information about your audience. It can show how many people have viewed your profile or found one of your photos on the explore page. There are plenty of the same tools available on Facebook as well. These tools would be helpful to measure the amount of awareness for the company. The data shows all the information it gathers, meaning it doesn't delete the analytics over a set time. So, I can look at the numbers over the summer and see if the PR campaign has worked. Digital analytics can also show the number of followers gained over time. This helps measure the second objective of the campaign, which was to increase the company's social media presence. You can also look at the likes and comments on posts to see if there is more engagement. There are outside tools that measure social media impact, like the website Hootsuite. This website can help track trends, your followers, views, etc. It's another option to measure the success of awareness of the company, just a paid version. The success of the campaign through the described tactics would be measured by digital analysis.

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