Marketing

Number of participants: **154**

Marketing Strategy: Our marketing strategies included, social media marketing, sponsorships, and local marketing. Our target market audience for our event was primarily families in the community. We kept our marketing youthful and fun as this would attract parents to bring their children to the event. We primarily used social media marketing as we posted on Instagram and Facebook multiple times a week leading up to the event. Our event was also posted to local calendars and social media group pages that are primarily for parents. Our team went around to local businesses asking for sponsorships to help promote our event as well as put posters up at these businesses to advertise to the community.


Pumpkin Palooza
OUR ACTIVITIES:
Chance to win prizes!
Candy Corn Ring Toss
Papa' s Pumpkin Package: Donuts, cider, hayride, and as many pumpkins as you can carry!
Bring your extra pumpkins for pumpkin smashing!!!
Photo Booth
Pumpkin Egg Hunt
Pumpkin Bowling
Plus: Sack races, corn hole, temporary tattoos, crafts, and coloring!

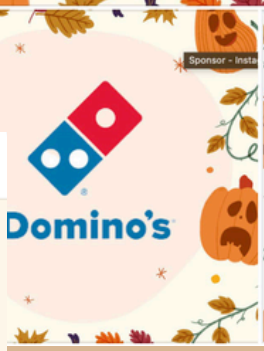

PUMPKIN
PALOOZA
Sunday November 10th
1-4 pm
Papa's Pumpkin Patch
3909 S Sumerton Rd. Mt. Pleasant MI 48858
pumpkinpalooza2024@gmail.com
@Pumpkin Palooza
@ pumpkin_palooza
GoFundMe!!
RECREATION, PARKS & LEISURE SERVICES ADMINISTRATION


2 DAYS!
PUMPKIN PALOOZA
PAPA'S PUMPKIN PATCH
RECREATION, PARKS & LEISURE SERVICES


Sponsor Highlight
ISABELLA BANK
PAPA'S PUMPKIN PATCH AND COUNTRY FARM MARKET
RECREATION, PARKS & LEISURE SERVICES ADMINISTRATION


SPONSOR
Highlight
Pumpkin Palooza
RECREATION, PARKS & LEISURE SERVICES ADMINISTRATION


Sponsor - Instagram Post
FAS
for arts sake


Sponsor - Insta
Domino's


Sponsor - Instagram Post
Moe & Locky's


Sponsor - Instagram Post
Main Street Audio Video


Pumpkin Palooza created an event.
October 23 ·
Sun, Nov 10
Pumpkin Palooza
Mount Pleasant, MI
Jacey, Raina and Ally
Going





Some of our Instagram stories









Individual Marketing Strategies

Raina:

Share with RSO (On The Rox) on Sunday, October 17th during rehearsal

Bring in a flier(s) to put in the break room at work and share with coworkers on Wednesday, October 16th during my shift

Share on my personal social media on Sunday, October 20th

Kylie:

Share with coworkers at both of my jobs, passing out flyers on October 16th

Share post on social media accounts on Wednesday October 16th

Give some flyers to the lady who coordinates children's events at the Mount Pleasant community church on October 17th

Emily:

Share with Coworkers at staff meeting on Sunday, October 13th

Put up flyers around work for customers to look at on Thursday, October 17th

Share our first post on personal social media when we get our accounts approved for the public

Ally:

Share on my personal social media starting on October 17th, and continue until after event

Share with friends and members of the Greek sorority/ fraternity community on campus on October 20th!

Give flyers to United Apartments leasing offices to hand out to families who may be renting through their properties on October 22nd

Gia:

Share on my personal social media pages and potentially the Communication Association's Instagram page, on October 17th

Talk to RA and East community directors about hanging flyers around the dorm hall and East complex, on October 17th

Share flyers and information at work, on October 15th and October 20th

Paityn:

Talk to RA's and Residence Hall Director to put flyers around dorm hall- October, 20th

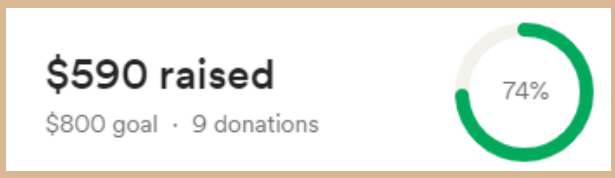
Share posters on my personal social media when approved- October 21st

Ask my director at First Impressions if I can put a flyer up in the store- October 16th

GoFundMe Spotlight

One of our main successful marketing strategies was GoFundMe. All team members posted the link with a script saying : “Hey everyone! I’m excited to announce my upcoming event, Pumpkin Palooza, hosted by CMU RPL 430 students! This fun-filled festival at papas pumpkin patch here in Mount Pleasant MI will take place on Sunday November 10th from 1-4pm and will feature fall themed games, activities, and, of course, plenty of pumpkins! To make this event a success, we're seeking donations to help cover supplies and activities. Your support, no matter the amount, will make a big difference! If you're interested in contributing please donate to our go fund me or if you would like more information about how to get involved, please feel free to reach out!! Thank you for helping us create a memorable experience for our community! Also Please follow our Facebook page Pumpkin Palooza and share!!!”. Team members then asked our friends and family to repost the link. Our team was very fortunate enough to have raised 74% of our goal of $800. These efforts not only raised us money for the event but helped market the event at the same time. We never really thought crowdfunding would help as much as it did and it showed us how strong of a strategy this can be.





Marketing Strategies



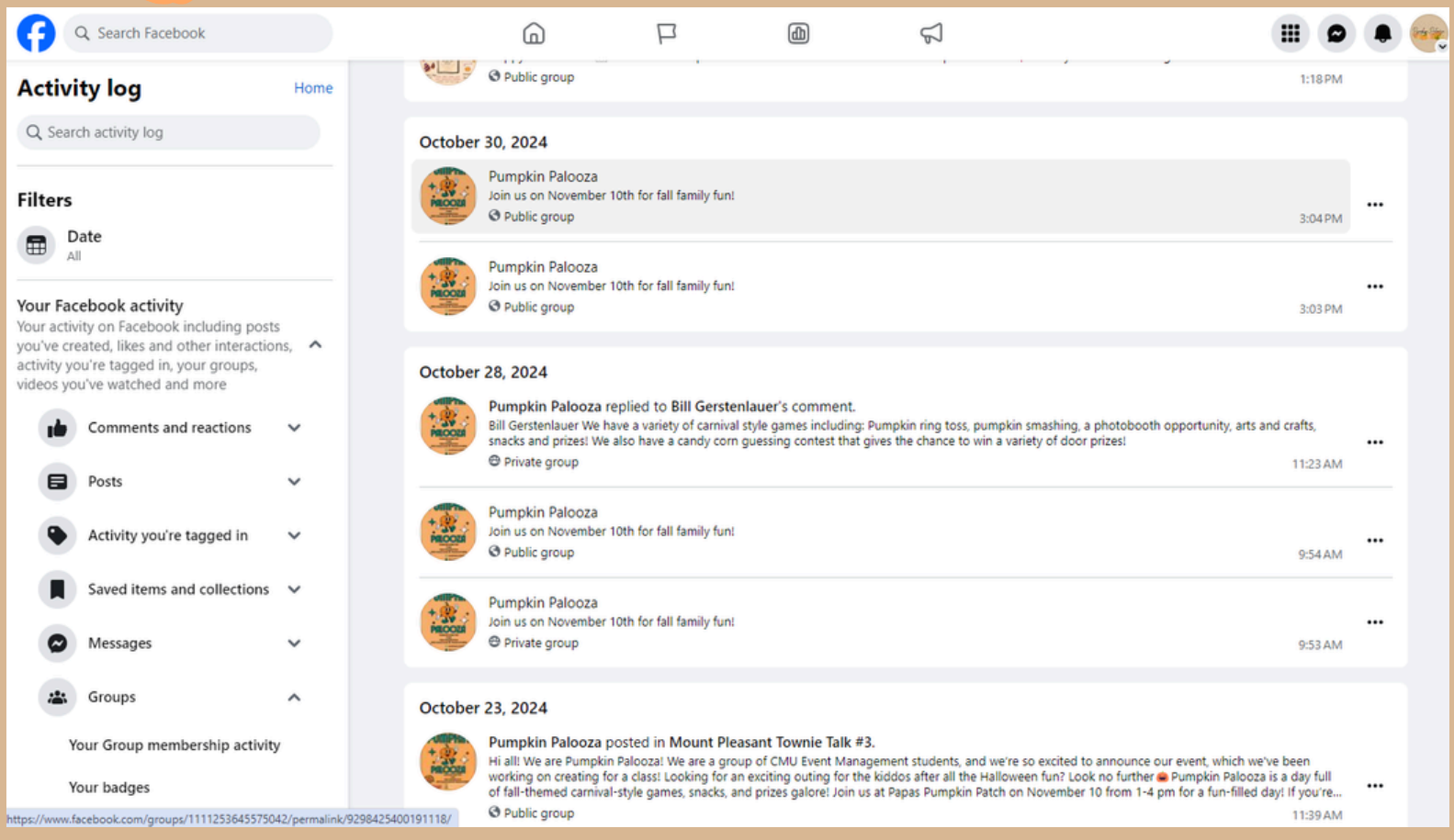
We submitted our event to the Meet Mt. Pleasant online, event calendar. This website engaged with our target market audience, allowing us to reach anyone in the Mt. Pleasant community looking for something to do on November 10th, 2024.

BUCK 92.3
AM 830
WHERE COUNTRY LEGENDS LIVE

While team members were out securing sponsorships and handing out sponsorship packets, Buck 92.3 was holding a live broadcasting event outside of Ric's food market. Our team members took them a sponsorship packet and they offered to shout us out and talk about the event on their radio show!

Marketing Analysis

The marketing aspect of this event was fun but it also included a lot of getting to know audiences and how to capture their attention. One of the struggles we ran into consisted of trying to figure out what Facebook groups to join to reach parents and older audiences. It was really easy to post to Instagram, but our target audience wasn't people our age, so Facebook was a learning curve. Overall we learned how to address different target audiences correctly through different marketing strategies.



Here is a little peek into all the posts we shared to Facebook to spread the word throughout the community.