



The Blue Quail Communications Plan

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Situation Analysis

Mission & Goals

The Blue Quail is a small business located in McMinnville, Ore., that is owned by Amanda Pewonka. The Blue Quail offers painting and cooking classes to anyone in the McMinnville area and Yamhill County. The mission of the business is “to help people live life through the little things.” This statement reflects the fun of learning how to paint and cook, and having these skills can help you get through life.

The Blue Quail has been renting out space at Jack Potter, a pottery studio in McMinnville, where they host painting classes and serve a complimentary glass of wine from local wineries. Two goals for this business are to make a profit and to open a brick-and-mortar store. Since this business has been open for only a year, another goal is to raise awareness of the business throughout Yamhill County.

External Environment

Since The Blue Quail is a newer business, many community members do not yet know about its services, so a public relations campaign is needed. This campaign will help The Blue Quail reach its target audience more effectively and build a stronger presence of the business and more name recognition online, as well as within the community. In McMinnville, there is a strong sense of community that supports small businesses. For example, there is an annual event called Small Business Saturday that encourages people to support local businesses. This event can help The Blue Quail because it invites people to walk around McMinnville and check out these small businesses that make up the town and offers exposure to new businesses that some people may not have heard of before. McMinnville is also a food town with lots of

restaurants, so most visitors or families that come to McMinnville are interested in eating good foods.

McMinnville is a small tight-knit community where everyone encourages and supports one another. For example, there is a McMinnville community board page on Facebook called Community Supported Parenting that is for members of the McMinnville community to join to see what is going on in town. Amanda is a member of this page because she has children of her own and it is a place where she can let others know what is going on with her business. This page can provide The Blue Quail with support and exposure because the community of small businesses within that group are able to support each other by cross-promoting each others products and services on Facebook. The McMinnville community is also supportive of the arts. There are several galleries and a monthly Art Walk in McMinnville and an organization called the Arts Alliance of Yamhill County that provides information about what is happening in the arts community. For example, on the organization's website there is information about different arts events and programs, volunteer opportunities, a newsletter, and a section for general inquiries about the arts. These events and this organization can help The Blue Quail because the business revolves around the arts. Connecting with other arts organizations throughout Yamhill County can make more people aware of the business.

The only threats to The Blue Quail are that 1) the business is fairly new, so not a lot of people are aware of it, and 2) there are two other art businesses called Splash Gallery, which opened recently, and Currents Gallery. Currents Gallery, which has been

open for many years, offers a variety of art classes. Splash Gallery provides painting classes and serves customers local wines and beers, like The Blue Quail.

Business Analysis

Amanda Pewonka is the owner of The Blue Quail. She has a private contractor who helps her with events and also helps gather material for marketing purposes. The Blue Quail offers both painting and cooking classes, which is unique in McMinnville. Other art businesses offer painting lessons, but not cooking classes. This provides an opportunity for The Blue Quail to attract more customers with its combined services. It also offers bookings for private parties and events. The painting classes are \$35 for a 2-hour session where Amanda teaches clients step-by-step through a specific painting from start to finish. For \$65, Amanda's husband Justin teaches a 3-hour cooking class where clients cook a three-course meal that they can enjoy at the end of the class. The Blue Quail offers more options and variety for people than the two galleries described above. Individuals have a choice of learning how to paint or cook with The Blue Quail and also have the option of booking parties for private in-home cooking and painting classes. These classes are mostly for entertainment as a fun activity to do with friends or family.

The Blue Quail's social media use is primarily through Facebook and Instagram. The business has 402 Facebook fans and 221 Instagram followers. Since the business is fairly new and the owner is in the process of constructing her new store, it does not have a lot of content posted about classes and events on its social media accounts. The

Instagram account has mostly photos of the process of the new store being built. Other photos show previews of art pieces that clients can sign up to paint, recipes, and updates about the business. Hashtags are utilized in the posts, which also have short, descriptive captions. The Facebook and Instagram accounts are linked, so whenever something is posted on Instagram, it gets posted to Facebook as well.

Target Audience

The target audience for The Blue Quail consists of males and females who are typically married, between the ages of 20 and 60, have a steady income, and live in Yamhill County. This audience is made up of Believers and Experiencers on the VALS Framework. Believers are those who rely on spirituality and faith to provide inspiration, believe in basic rights and wrongs to lead a good life, and want friendly communities. Experiencers are spontaneous, go against the current mainstream and have a heightened sense of visual stimulation. Members of this target audience may be motivated to take a class from The Blue Quail because it is something fun that can be done with friends. It gives them a new skill or helps improve an existing skill in painting and cooking, or it improves their health through the healthy-cooking classes. I think that The Blue Quail can cater to this audience well because it offers activities that people of all ages can do and enjoy.

Communications Plan

Goal

The goal for this standing communications plan is to raise awareness of The Blue Quail and increase the following of the business's social media accounts. This is the main goal because The Blue Quail is a newer business and not a lot of people are aware of its services yet.

Objective

The goal can be articulated as a measurable objective: To have 1,000 Facebook page likes and 400 followers on Instagram within 6 months after the start of the campaign. There are currently 402 fans on the Facebook page and 121 followers on Instagram. Increasing these numbers will provide more exposure for the name and business itself and provide more opportunities for people to view the business and share its content with others.

Strategies & Tactics

The first strategy to achieving more followers and page likes is to post frequently and interact with fans on social media. This will help raise awareness of The Blue Quail and strengthen relations with prospective and current clients. It is important for businesses to interact with customers because it makes them feel more connected to their favorite business and gives them the feeling that the business cares about its customers by taking time to respond to questions or comments from customers. The first tactic to achieving more followers and page likes is to create a social media guidebook, which will offer advice and best practices for using Facebook and Instagram to promote The Blue Quail. As a second tactic, I recommend setting up a Hootsuite account to manage and monitor the business's social media feeds and followers. Using this service can provide a better understanding of followers' engagement with the business and can also help schedule future posts.

A second strategy is to post more business-related content on The Blue Quail's social media platforms in order to help the public gain a better understanding of the business and view it as a credible business. A tactic for this strategy is to invest in a nice camera and take photos at every event and class put on by The Blue Quail. This will help build content for The Blue Quail so that there are a variety of images related to the business that can be shared on its social media platforms.

A third strategy to achieve the objective is to use controlled media to reach members of the target audience who are not already following The Blue Quail on social media. It is important to use different forms of communication when trying to grow a business, so a tactic for this is to create a brochure and distribute it at local events,

galleries and shops that participate in McMinnville's Art Walk. The brochure will contain information about The Blue Quail, including its social media handles to encourage potential clients to follow the business on Facebook and Instagram.