

The Great 8 Agency
Integrated Marketing Communications
Spring 2023

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Executive Summary & Project Overview

The purpose of this integrated marketing campaign is to introduce an effective marketing plan to improve the consistency of the brand image of Turner's Ridge Wood Workz. As a new business Turner's Ridge Wood Workz has a need for creating awareness surrounding their products. Research indicates that indirect competitors pose a significant threat to woodworking, middle aged women make up much of the market for these products, and significant opportunity exists for further development of products and product lines. Ultimately, our marketing plan seeks to grow their social media presence and drive traffic to their website.

SWOT Analysis



Background & Campaign Objectives

Campaign Objectives

- Increase brand awareness.
- Develop consistency of brand image.
- Increase foot traffic to online site.
- Drive sales to other outlets including the ecommerce site.

Background

Turners Ridge Wood Workz was founded in 2019 by David Pehl and his son David Jr. Through learning early on about his passion and talent when it comes to woodwork, David Jr. was able to start a small business with his dad as the manager and himself as the creator. TRWW focuses on exceptional woodworking using quality materials. Currently focusing on smaller wood creations, (e.g., hardwood cutting boards, other custom orders) and intend to expand into wooden furniture, their goal is to provide unique, lasting creations; “when you buy from artisans like us, you are getting a piece of our soul in each item we make.” (Pehl, 2023).

Competitive Environment

Key and direct competitors for this segment primarily include hobbyists with a small range of product offerings. These individuals are local and provide woodworking on a smaller scale and not for the purpose of making an income. **Indirect competitors** include any producers of wooden art. Including retail giants like Walmart and Target, etc. that produce wooden products including but not limited to cutting boards among other household products and décor. Concerns in the competitive market arise with the growing number of substitute products.



Research

A lot of our research came from secondary research sites.

The bulk of the research was found using online reports and articles to get the surface information.

Then we looked deeper cross-referencing things we learned from TRWW to these articles and reports that we had already analyzed.

Research Interpretation & Key Insights

Audience Persona

Primarily looking for millennial women who attend trade shows and/or use Etsy

“Females make up ~ 60% of the Millennials who attend trade shows”

The Millennial age range is 27-42

86% of Etsy sellers were women

Target Audience

Primarily we want to target the Lower/Upper middle-class market in the local and Midwest region for people

The lower and upper middle class make up 44% of the US population

Our Model Customer

Hi, my name is Heather, and I am a 29-year-old woman who lives in La Crosse, Wisconsin.

My interests include wine tasting, travel, and handcrafted creations.

Scrolling through Etsy is one of my favorite pastimes, but I love when I can get out of the house and attend trade shows!



Creative Brief

Handcrafted Artisan Wood Creations

Bringing Creative Visions to Life

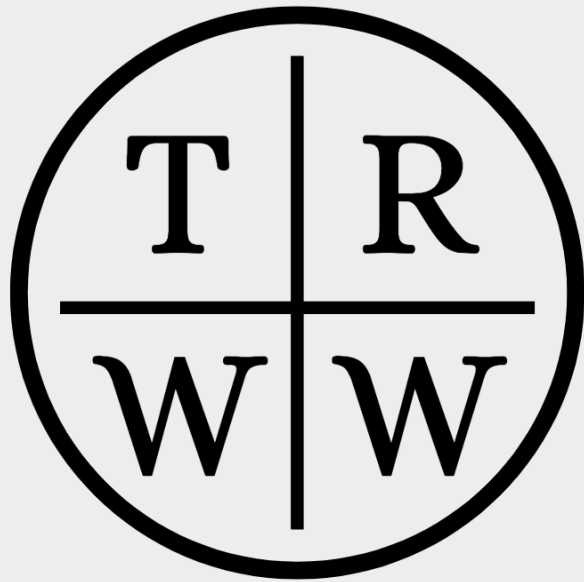
The campaign theme is “Handcrafted Artisan Wood Creations” and will emphasize the artistry of the products.
The tagline “Bringing Creative Visions to Life” highlights the value created by the unique products of Turner’s Ridge Wood Workz.

Communication Objectives of
Creative Executions

Create Brand
Awareness

Develop
Brand Image

Logos



Website Graphics



About us



Handmade in the driftless region of western Wisconsin



Quality work with quality materials



Unique, lasting creations

About us Services E-commerce Testimonials Contact

E-Commerce



Hardwood Cutting Boards

Color  (4 available)

Wood  (4 available)

Custom 
 • Email us to discuss custom boards



Hardwood Crosses

Color  (4 available)

Wood  (4 available)

Custom 
 • Email us to discuss custom crosses




Custom Creations

Custom 


We would love to work together with you to design and build a custom item to your liking







Facebook


 <https://www.turnersridgewoodworkz.com/about-us> Sponsored · 🌐

Hardwood Cutting Boards are available now at our online shop





 [HTTPS://WWW.TURNERSRIDGEWOODWORKZ.COM...](https://www.turnersridgewoodworkz.com/)
Turners Ridge Wood Workz [Learn](#)




 Like  Comment  Share

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Hardwood Cutting Boards are available now at our online shop




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


Facebook/Seasonal


 <https://www.turnersridgewoodworkz.com/services> ⋮
Sponsored · 🌐

See our hand-crafted creations at the "Market on the Mississippi"




[HTTPS://WWW.TURNERSRIDGEWOODWORKZ.COM...](https://www.turnersridgewoodworkz.com...)
Turners Ridge Wood Workz [Learn](#)




 Like  Comment  Share

 <https://www.turnersridgewoodworkz.com/services> ⋮
Sponsored · 🌐


Celebrate Easter with TRWW new creations





[HTTPS://WWW.TURNERSRIDGEWOODWORKZ.COM...](https://www.turnersridgewoodworkz.com...)
Turners Ridge Wood Workz [Learn](#)

 Like  Comment  Share




Instagram

 **Turners Ridge Wood Workz**
Sponsored ⋮







Shop Now ➤

   🔖

89 views
<https://www.turnersridgewoodworkz.com/shop> Artisan quality wood cutting boards available at our shop!
[View all 14 comments](#)

Instagram/Seasonal

 **Turners Ridge Wood Workz**
Sponsored



Shop Now >

♡ 💬 📌

89 views

<https://www.turnersridgewoodworkz.com> See our seasonal creations now available on our website

View all 14 comments

Commercial



Direct Mail



Turners Ridge Wood Workz provides artisan quality household pieces. Our hand-crafted creations make for the perfect housewarming gift for new homeowners.

**Contact us to learn more
about a partnership:**

Phone - (608)518-8147

Email - turnersridgewoodart@gmail.com

**1573 Irish Lane,
La Crosse, WI
54601**

Media Budget

Budget:
\$60,000

Campaign Impression Goal	Total Impressions	Total Response Rate	Conversion Rate
1709097	1689097	3.01%	2.62%

Total Conversions	Total Cost	Cost per Impression	Cost per Response	Cost per Conversion
1332	\$59,999.99	\$0.04	\$1.18	45.03

Media Budget: Social Media



IMPRESS.	FIX COST	ESTI. RESPONSE RATE	EST. % OF RESPONDERS THAT CONVERT	NO. OF RESPONSES	NO. OF CONVERSIONS	TOTAL COST	COST PER IMPRESSION	COST PER RESPONSE	COST PER CONVERSION
912500	\$21,000.00	3.00%	2.00%	27375.0	547.5	\$21,000.00	\$ 0.02	\$ 0.77	\$ 38.36

ESTIMATED NO. OF IMPRESSIONS	FIXED COST FOR THIS MEDIA	ESTIMATED RESPONSE RATE	EST. % OF RESPONDERS THAT WILL CONVERT	NO. OF RESPONSES	NO. OF CONVERSIONS	TOTAL COST	COST PER IMPRESSION	COST PER RESPONSE	COST PER CONVERSION
709500	\$15,000.00	2.50%	2.00%	17737.5	354.8	\$15,000.00	\$ 0.02	\$ 0.85	\$ 42.28



Media Budget

MEDIA TYPE	IMPRESSIONS		COSTS		RESPONSE & CONVERSION		PROJECTED OUTCOME			COST PROJECTIONS		
	ESTIMATED NO. OF IMPRESSIONS	COST PER IMPRESSION	FIXED COST FOR THIS MEDIA	ESTIMATED RESPONSE RATE	EST. % OF RESPONDERS THAT WILL CONVERT	NO. OF RESPONSES	NO. OF CONVERSIONS	TOTAL COST	COST PER IMPRESSION	COST PER RESPONSE	COST PER CONVERSION	
SOCIAL MEDIA												
Facebook	912500		\$ 21,000.00	3.00%	2.00%	27375.0	547.5	\$ 21,000.00	\$ 0.02	\$ 0.77	\$ 38.36	
Instagram	709500		\$ 15,000.00	2.50%	2.00%	17737.5	354.8	\$ 15,000.00	\$ 0.02	\$ 0.85	\$ 42.28	
ONLINE												
Email campaigns: realtor			\$ 2,500.00			0.0	0.0	\$ 2,500.00				
Organic search (SEOs)				4.00%		0.0	0.0	\$ -				
Paid search	50000		\$ 10,000.00	10.00%	8.00%	5000.0	400.0	\$ 10,000.00	\$ 0.20	\$ 2.00	\$ 25.00	
EVENTS												
Fall Market on the Mississippi	2000	\$ -	\$ 200.00	7.00%	4.00%	140.0	5.6	\$ 200.00	\$ 0.10	\$ 1.43	\$ 35.71	
Holiday Fair - La Crosse Center	10000	\$ -	\$ 200.00	6.00%	4.00%	600.0	24.0	\$ 200.00	\$ 0.02	\$ 0.33	\$ 8.33	
DIRECT MAIL												
Type A : Real Estate Agents	97		\$ 126.99	1.00%	62.00%	1.0	0.6	\$ 126.99	\$ 1.31	\$ 130.92	\$ 211.65	
TRADITIONAL MEDIA												
Television:	5000		\$ 10,973.00			0.0	0.0	\$ 10,973.00	\$ 2.19			

Media Flowchart

Media	July	August	September	October	November	December	January	February	March	April	May	June
SOCIAL MEDIA												
Facebook	■	■	■	■	■	■	■	■	■	■	■	■
Instagram	■	■	■	■	■	■	■	■	■	■	■	■
ONLINE												
Paid search	■	■	■	■	■	■	■	■	■	■	■	■
EVENTS												
Fall Market on the Mississippi			■									
Holiday Fair La Crosse Center					■							
DIRECT MAIL												
Real Estate Agents			■						■			
TRADITIONAL MEDIA												
Television	■	■	■	■	■	■	■	■	■	■	■	■

Evaluation Plan

Campaign Pre-tests:

Post Exposure Focus Groups
Consumer will be exposed to two products (one TRWW one competition) and asked various of questions regarding the product

Random Sample (Target Audience)
Participants shown TRWW's current website vs. Mock of the new possible website then asked A) which website looks more trustworthy and B) which website they would rather buy from

Benchmark Metrics:

Facebook: 600
Instagram: 79



Increase by 2.0% per Month

Thank you!

The Great 8 Agency

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