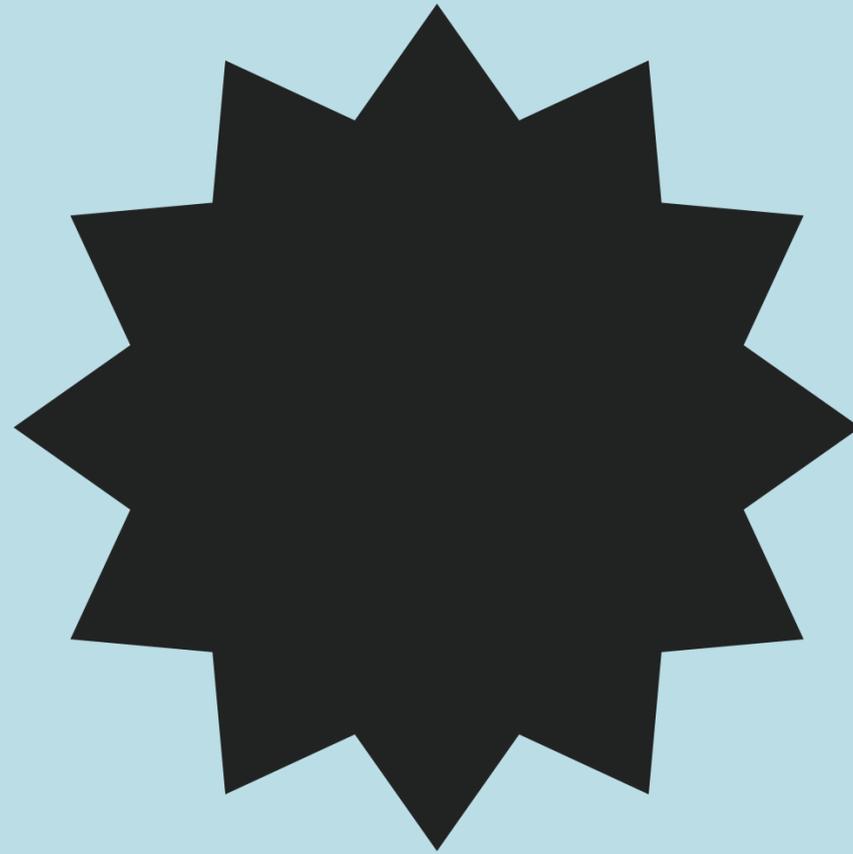


# THE LOCAL SOCIAL

FICTIONAL MARKETING CAMPAIGN



# WHAT'S INSIDE

1. The Goal
2. The Audience
3. The How
4. The Visuals
5. The Copy
6. The Why



# THE GOAL

The Local Social is striving to create a sense of community in the town of Woodstock, GA. They are searching for a way to create a close-knit community out of their current and future clients, while promoting their wine sells.



# THE GOAL

This campaign will seek to draw attention and customers to the Local Social's new open mic nights. The hope is that the Local Social can become a hub for young adults to have date nights and engage with their community!



# THE GOAL

By marketing the open mic nights as the perfect date night location and pushing the wine sells at the event, this campaign will draw in customers, help to build community, and finally increase wine sells.



# THE GOAL

Success will be measured by:

- attendance at events
- amount of wine sold
- social media engagement
- retention and growth of customers

# THE AUDIENCE

## Local Demographics

Total Population of 35,065

53.1% female

Median household income of \$100,913

Median age of 36

(Woodstock, Georgia Population 2021 (Demographics, Maps, Graphs), n.d.)

## Target Audience

Gender: Married Male

Age: 32-35

Income: \$90,000-\$100,000 family income

# THE AUDIENCE

John and Kate Myers are young parents in search of some fun date night ideas. They both love creativity and want to build greater community in their hometown.



**John & Kate Myers**

## Demographics

- 35 and 33 years old
- Woodstock locals
- John is a mechanical engineer and Kate is an elementary school teacher
- \$100,000 yearly family salary
- 2 young daughters

## Psychographics

- Now that their daughters are old enough to stay home with a babysitter, they want to be intentional about going on dates
- Want to grow their community in Woodstock

## Ethnographic Behavior

- Have a love and appreciation for creativity
- Value spending time with each other
- Value investing time in their community

## Purchase Habits

- Want to support small businesses
- Want to invest in local businesses seeking to better their town



# THE HOW

The idea is to host a monthly open mic night to draw some fresh excitement to the Local Social, especially during their afternoon and evening hours. The mic will be open for anything from musical performances, to comedy acts, to poetry.



# THE HOW

In order to promote community at the Local Social, baristas will take turns MCing the Open Mics. This will give customers the opportunity to get to know the people preparing their coffee and pouring their wine!



# THE HOW

Baristas who are MCing will encourage customers to enjoy some wine, as well as providing space for mingling. The goal is to make the Local Social community feel like one big family.



# THE HOW

This campaign will run primarily through Instagram with the use of posts, reels, stories, and hashtags.



# THE HOW

The barista who is MCing will do an “Instagram takeover” where they introduce themselves and some of the performers via stories, as well as update followers throughout the night and provide some behind the scenes content.



# THE HOW

Instagram has been pushing reels, so by following trends the Local Social will promote the open mic nights. These don't need to be high production, the goal is to appear as authentic and inviting as possible. Make people want to be a part of the night!



# THE HOW

The Local Social will also utilize graphics promoting these events. These graphics will be used primarily for static Instagram posts featuring all the details for the night.



# THE HOW

Finally, the hashtag #LocalMicNights will be utilized. This hashtag can be used both by the Local Social when promoting the events as well as by customers. In order to encourage them to share, the Local Social will repost content shared with the hashtag to their Instagram.

# THE VISUALS



PROUDLY PRESENTS

SCRIPT FONT NO. 287

# Hagles

VINTAGE BOLD SCRIPT FONT  
MANUFACTURED BY VULTYPE CO.



# Dripp

## OPEN MIC

APRIL 25, FROM 7-10 PM

SIGN-UPS BEGIN AT 6 PM



# OPEN MIC

night

When: Saturday May 30th  
Where: Drift Coffee & Kitchen  
Time: 7:00pm  
Sign up here: driftcoffeehouse@gmail.com  
20 W. Second St., Ocracoke, NC



AUTHENTIC & VERSATILE

INTRODUCING TRADEMARK

CAREFULLY CRAFTED

# Hundergrad

SCRIPT FONT

WITH REGULAR & ROUGH STYLES

YK CITY INA

20 22



## OPEN MIC

VALENTINE'S DAY / LEAVE YOUR HEART ON THE STAGE

MUSIC • COMEDY • POETRY

SIGN UP AT 7PM SHOW STARTS AT 8PM

THURSDAY, FEBRUARY 13

FREE TERRACE/MSC

# THE COPY

The voice should be casual and inviting. It should feel like your really cool friend is inviting you to be a part of something just outside of your comfort zone, but in a way that makes you comfortable enough to go! Like you're being invited into a family!

# THE COPY

#LocalMicNights

“A Toast to Talent”

Repeated Invitations like “Come join us!”

# THE WHY

The open mic nights will be effective because they provide a unique opportunity that is not often found in the Woodstock area. They encourage locals to both perform and to be a part of the audience, in turn increasing the connectivity of the town! This will be the perfect date night spot for young adults, and overtime will become the place to be as word spreads!

# THE WHY

The primary target audience is millennials, and 71% of millennials are active Instagram users. The intentionality of the posts and the space provided at the open mic nights will manufacture a close-knit community and familiarity at the Local Social, all while encouraging the purchase of wine!

**THANKS**