



Magnolia PR



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Positions



Madison Miller | Agency Director

Jenna Teesdale | Copywriter & Editor

Jen Glasgow | Account Coordinator

Molly Regan | Creative Director

Mazie Barrett | Social Media Strategist

Introduction



This campaign was designed by a group of five young women pursuing a degree in Public Relations at Auburn University. The Public Relations Campaigns course, taught by Terri Knight, is one of the last classes students take before graduation. In this class, students work with clients to organize, design, maintain and evaluate a successful campaign. The overall goal of the course is to “apply the public relations process to a problem or an opportunity of a real client and develop a complete public relations plan to address that problem or opportunity.” Magnolia PR works with their client to provide a detailed organization of their public relations strategies and plans for success.

Magnolia PR enjoyed designing a creative, organized and strategic campaign proposal. The team conducted primary and secondary research and determined their goals, objectives, strategies and tactics to create a finalized campaign project. Magnolia PR hopes to be an excellent resource for Resting Pulse.

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Nestled in the heart of the Railroad Avenue Historic District, Resting Pulse provides customers with the opportunity to relax and spend time with friends and family while exploring new local craft beers. Upon retirement, Dave and Terri Plundo, two physicians who moved from outside of Philadelphia, decided they were ready to switch career paths. Terri had been wanting to open a restaurant, while Dave had ideas of opening a brewery. They quickly settled on a compromise of a brewery that serves food, and they soon found themselves leasing property in Opelika, Alabama. Once the vision was set, they combined their love of the medical field as well as beer and created their slogan: “find your resting pulse.”

In 2018, Resting Pulse opened its doors to the public. The brewery has only grown since; currently, it houses a dozen craft beers with seasonal flavors, as well as an extensive menu of pizza, sandwiches, nachos and more. Resting Pulse also allows customers to rent out the brewery as a venue. With an occupancy of 397, the brewery can host large group gatherings. The layout permits festivities such as sports viewing, concerts, and special parties. Throughout the week, they offer courses like cooking classes, painting lessons and flower arrangement lessons.

SWOT Analysis



By analyzing Resting Pulse's competitiveness in the market, Magnolia PR analyzes how the brewery uses its strengths to support its mission. They are looking to be a family-friendly brewery that appeals to all ages. This is one of the main reasons they opened in Opelika due to the close-knit community. Since opening their doors, the Plundos have seen great success with new brews, entertainment, and events being hosted at the brewery. They hope that all who have not visited Resting Pulse will walk through their doors and enjoy one of their specially made brews.

SWOT: Internal Analysis



Resting Pulse capitalizes on their variety in customers. Usually, breweries target an older and mature audiences. Resting Pulse maintains a mature environment while still advocating for a family-friendly atmosphere. They serve a large food menu consisting of over thirty items that entice families to come and enjoy dinner and a beverage. They are known for their pretzels, which appeal to children or their younger target audience. Although they have menu items some children enjoy, their food options are still restrictive to most children. Resting Pulse should aim to expand their menu to keep their current atmosphere. If they created a kid's menu, customers would recognize that all ages are welcome.

Resting Pulse has different strengths and weaknesses in their business strategies. The breweries strengths are factors or characteristics that serve as the basis of their mission and vision. Resting Pulse has a loyal customer base who enjoy visiting the brewery multiple times per month. Resting Pulse also has great community involvement; the Plundos love to host different businesses at their brewery—like sushi making or cookie decorating. Another strength is the small, local and family-run charm of Resting Pulse. Resting Pulse also has a variety of weaknesses that realistically limit the extend to which their mission may be accomplished. Resting Pulse has a limited media budget. David Plundo currently designs and posts the media content on their Instagram and Facebook accounts.

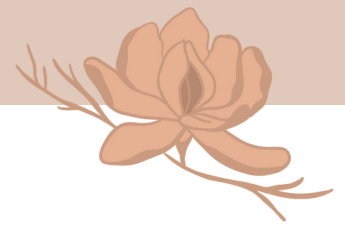
SWOT: Internal Analysis



David Plundo does not have any marketing or public relations background and struggles to design and consistently post on their accounts. Owner, David Plundo, described his frustration with Alabama's alcohol beverage control laws. One of Resting Pulse's biggest weakness is their social media presence. The Plundos struggle to promote their brewery's mission while following Alabama's alcohol laws.

Resting Pulse has many competitive advantages over other breweries. Terry and David Plundo are experienced brew masters. This is a key factor because most of the other breweries in the area are owned by mid-twenty-year-old's. The owners can explain the processes, answer questions and conduct the brewing in a professional manner, after having years of experience. Another advantage to their business is their location in downtown Opelika. There is plenty of parking across the street, along the street or in front of the brewery. The parking is a huge benefit because customers want easily accessible parking and entrances. Other breweries in the area require parking farther from the establishment. Resting Pulse also offers many different seating selections. For example, there is a long bar with stools, many small and large tables for groups, outdoor seating, and seating to watch the brewing process. The variety of seating and activities within the brewery allows customers to have a different experience at Resting Pulse each time they visit.

SWOT: External Analysis



We hope to expand Resting Pulse's business strategies to expand into other areas of the Opelika and Auburn communities. Auburn is home to Auburn University and the student population of 25,000. Resting Pulse Brewery could target more of the upperclassmen student population and connect with this younger age group. Greek life spends a large portion of their budget on social events, and we would encourage them to connect with the chapters at Auburn University. When Magnolia PR visited the brewery, we all tried different beers. Since then, many of us have returned to Resting Pulse with friends on Friday afternoon after class. Although Resting Pulse does not usually target a younger demographic, hosting a "college night" could help positively grow their sales.

One of the largest differentiating factors of Resting Pulse from other breweries is their family-friendly atmosphere. Events for families could sell tickets to reserve "spots" or chairs for families so they can purchase food and beverages from Resting Pulse. Right now, Resting Pulse is known for solely operating as a brewery, but not many people are aware of the spacious floor plan and outdoor area. Allowing companies to rent out specific spaces with a beverage spending requirement could be one way to encourage people to use this as a space.

SWOT: External Analysis



In addition to external opportunities, there are also external threats. Political, technological, social, and economic threats are parts of owning a business. Some political threats are stated by Alabama Alcoholic Beverage Control Board, or ABC, not allowing businesses to promote the consumption of alcohol. By law, there cannot be discounted prices or specials on drinks advertised to entice the public to come to the brewery. Many places ignore this, risking fine for their actions. Terry and David Plundo described their choice to strictly obey these laws. ABC can revoke beverage licenses for up to a year if these rules are broken.

Breweries are a larger target because their main product is alcohol. They cannot sell their product outside the brick-and-mortar establishment. As business owners, it is smart they are obeying the Alabama state laws, but it makes it difficult to position their brewery in the alcohol market. Most customers are drawn to specials and deals, but Resting Pulse cannot advertise any drink specials at any time of the day.

Unfortunately, there is not a solution to this issue, with their business being in Alabama and no plans of the laws being amended.

Another threat that Resting Pulse faces is a technological threat. Magnolia PR noticed the lack of social media usage by the brewery. The other three competitors in the area are using social media to promote their events, products, and business.

SWOT: External Analysis



The other competitors are using the three main platforms of Instagram, Twitter, and Facebook. Right now, there is low social media engagement, but if their captions were informative about their events, they would receive more engagement from their users.

Socially, Resting Pulse tries to capitalize on the mature young adult age group with families. Their current inconsistency in posting and hosting events makes it harder for consumers to follow patterns of their business. We would encourage them to have follow ABC laws that allow them to target the young adult age group to come more frequently and drink.

The last type of threat to analyze is economic threats. Economical threats deal with prices, discounts, and customer spending at the brewery. By law, alcoholic beverages have additional taxes that already make the product more expensive. The prices of alcohol are also higher due to inflation due to the pandemic and labor shortages with the shortage of worker. Although many breweries are facing this issue today, Resting Pulse should aim to make their pricing as inexpensive as possible. Their beers are all \$6, which is a great price for a craft beer. Magnolia PR hopes to discuss the possibility of lowering their food prices or offering more deals to the public.

SWOT: Conclusion



Although Resting Pulse is doing well financially, there are many changes that can be made by the business owners to improve overall attraction. We have narrowed down our SWOT analysis conclusions to the three categories: social media, threats, and consumer focus.

Users on Instagram, Facebook and Twitter like to see professionalism, creativity, and consistency throughout a brand's media platforms. To overcome threats from internal and external threats, we want Resting Pulse to capitalize on their advantages in the best way possible. Not only do we want to increase Resting Pulse's social media awareness, but we also hope Resting Pulse is as successful as possible in Opelika. Magnolia PR wants to remind Resting Pulse to cater to different audiences. Consumers already feel welcomed by the atmosphere and staff, but our agency hopes the brewery will look over this analysis to start thinking about new consumer tactics they think would be best.

Social Media Audit



Current State

Which social media networks are being used and how?

Network	How Active	What Types of Activity
Instagram	About 2-3 posts per week	Music lineup for the week; Classes (cookie decorating, sushi making, painting, etc.); food and drink specials; updates on the menu; updates about the brewery; fundraising events
Facebook	About 2-3 posts per week	Music lineup for the week; Classes (cookie decorating, sushi making, painting, etc.); food and drink specials; updates on menu; updates about the brewery; fundraising events
Twitter	Hasn't posted since December 12, 2018	Company introduction; events

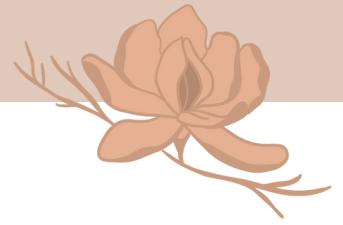
Social Media Audit



Performance: Engagement Metrics:

Network	Engagement Metrics
Instagram	2,199 followers averaging 20 likes per post. 0-3 comments per post
Facebook	2,545 likes, 2,764 followers, 2,093 checked in, 2-4 likes per post, 0 comments per post
Twitter	49 followers, 3 posts, 1.3 likes per post, 0 retweets per post, 0 comments per post
LinkedIn	0 likes, 0 employees, website and location linked

Social Media Audit



Sentiment Metrics:

Network	Sentiment Metrics
Instagram	<p>Neither positive nor negative. Most people tag friends in the comments of a post of a musician coming to the Brewery.</p> <p>This is the most common form of sentiment metrics.</p>
Instagram	<p>Latest post is a musician coming this Saturday beginning at 7 p.m. There is one comment that is a friend tagging another friend with a smiley face emoji. This is a positive example of sentiment metric.</p>
Facebook	<p>Not much interaction on the posts. The posts are the same from Instagram, but there are more shares on Facebook but no comments.</p> <p>These posts have no posts which does not allow us to have a sentiment metric for this due to no interaction.</p>
Twitter	<p>The sentiment analysis for the Twitter account is not available due to no interaction with the three posts on the account.</p> <p>The posts are from 2018.</p>

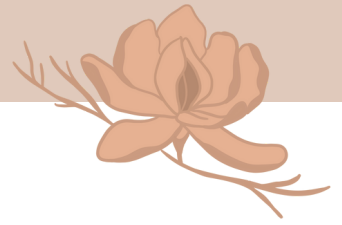
Social Media Audit



Opportunities: Profile Improvements:

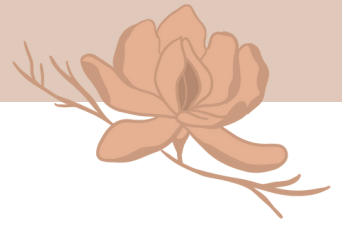
Network	Business Metrics
Instagram	Make Profile Picture Logo on each social media platform
Instagram	Establish common logo from the Facebook page
Instagram	Too many hashtags. Overwhelming to viewers and takes away from the focus of the picture
Instagram	Downloading an editing / filter app in order to create the same aesthetic when first glancing at Instagram
Instagram	Creating graphics in order to convey announcements so they grab more attention. Sharing on stories

Social Media Audit



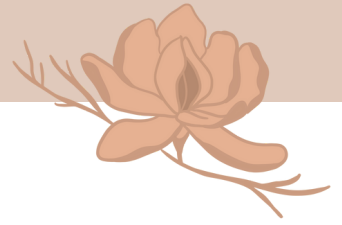
Network	Business Metrics
Facebook	Creating more content other than what was posted on Instagram
Facebook	Change Heading Photo to a more welcoming photo other than the layout of the brewery
Facebook	Photos that were posted on Instagram appear blurry on Facebook due to size of pixels not translating well
Facebook	To get more likes, promote or “boost” their page within demographics that apply to Resting Pulse (This will cost money)
Facebook/Instagram	The graphics that are posted do not go together and look as if the Event, Class, or Performer sent them to them
Twitter	Have not posted since 2018. Delete the account or use

Social Media Audit



Network	Business Metrics
Twitter	Post graphics so customers can repost for discounts, deals, or specials
Snapchat	Delete the snapchat since it is linked to the personal Snapchat
LinkedIn	They are dead. They have posted nothing and have not updated their profile

Social Media Audit



Social Activity Improvements:

Network	Business Metrics
Instagram	This social media platform has the most followers; therefore, the most engagement. There could be improvements with the photos they post as they usually post the same photos of the artists that perform regularly. They could also incorporate stories and possibly reels for more engaging videos.
Facebook	Their Facebook content provides the same posts/captions as their Instagram. Through their Facebook, they could post their upcoming events via their events tab. They could also switch up their Facebook by creating their own posts just for their Facebook platform.
Twitter	No activity since December 12, 2018

Social Media Audit



Competitors and Profiles to Watch:

Profile to Watch	Reason
Red Clay Brewery on Instagram	One of your largest food and beverage competitors is located right across the street. Red Clay gets the same amount of likes but more comments. They make their posts interactive by asking followers to tag friends. They also post more opportunities besides musical entertainment such as food trucks, events in Downtown Opelika, and employee spotlights.
Whistle Stop Bottle and Brew on Instagram	Another competitor that is new to the area is Whistle Stop Bottle and Brew. This brewery is trying to appeal to a younger crowd by having theme nights such as Mardi Gras Tuesdays throughout the months of March and February. They get near the same amount of likes and comments. Their aesthetic and posts lean towards more of a college age customer.
Sneak and Dawdle on Instagram	This customer is right across the street. They focus on being a “speak easy” but have a strong Instagram presence. They get twice the amount of likes and the same number of comments.
Sneak and Dawdle on Facebook	The Facebook posts are the same as their Instagram but receive more interaction and engagement with a higher number of comments and likes. Their graphics are more impressive and stick to the theme of being a speak easy.
Twitter	Not applicable

Situational Analysis



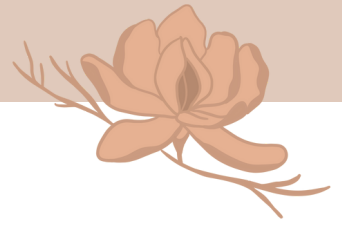
While interviewing the Plundo family, they expressed their concern about being “outdated” on social media platforms. They wanted help on how to update and modernize in ways that engage their followers while also increasing traffic on their pages. Our main focus on this campaign is to increase social media engagement by 20% by June 2022. The timeline was formed due to the neighboring Auburn University students leaving during the summer months. Resting Pulse can capitalize on the warm, spring months and try to promote their food and beverage on social media to increase brand awareness to the Auburn and Opelika areas. The Plundo’s main mission is to “create an environment where everyone can find their resting pulse while relaxing and spending time with friends and family while exploring new and exciting local craft beers and dishes.” They offer rotating seasonal craft beers along with food items that may surprise customers as they walk through the doors. Spreading their delicious food and beverages with the general area is their main goal. We want to help them achieve this by promoting their business in the most effective ways on all social media platforms. Magnolia PR hopes to revamp their Instagram, Facebook, Twitter, and website to have a consistent theme so customers can recognize their logo and be familiar with their brand.

Situational Analysis



Owner, Dave Plundo, runs all of his business's social media and website activities. Dave utilizes Instagram and Facebook as Resting Pulse's only social media interaction with their customers. Dave has tried using other platforms such as Twitter, but discontinued use of Twitter after seeing no benefit from the formatting. Because the amount of social media engagement from the business is low, the overall interaction through these accounts is low as well. Social media is an effective way to reach out to your target audience in new ways to find out what they want and like from your business, but Dave has been using both Instagram and Facebook to solely inform customers of live performances since the new year. Posts are identical to each other and are posted at the same time on each platform. The lack of creativity in posting is losing the business followers on their socials and engagement with their target audience.

Resting Pulse also uses their website, restingpulsebrewing.com, to promote the business and new brews they are creating. The website is run by Dave and Terri and is usually updated weekly. Most updates to the website consist of upcoming events, visiting artists, and new craft beers being added to the menu.



The website is clean and professional, but the photos are dated. Most of the photos on the website are from Resting Pulse's social media accounts and are repeated multiple times throughout the month. Photos are also an issue on social media as they are not original photos and most posts do not tag the artist or business being featured in the post. This is decreasing engagement and losing the ability to reach a larger audience.

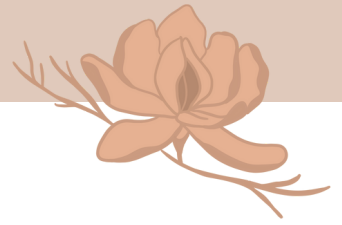
Resting Pulse should consider hiring an intern for their business to help keep up with their socials, their website, and photos. Having a younger eye can be useful in all things social media and extremely helpful in managing trends, weekly posting schedules, and even entertainment bookings. Resting Pulse wants to reach a wider audience and will only be able to do that by upgrading their current social posts, as well as capturing new photos for all platforms.

By researching alcohol regulation and sales laws, Magnolia PR can develop more effective campaign strategies. To learn more about the legality of selling alcohol, we analyzed the United States and Alabama's alcohol policies. The 21st Amendment of the United States Constitution gave states the authority to control which parties sell alcohol, how the distribution takes place and who is legally allowed to possess alcohol within the state.



The federal government describes an alcoholic beverage as any beverage that is over 0.5 percent alcohol per volume, but some states may define this differently. The federal government defined the minimum legal drinking age as 21 years old. Some states provide exceptions for this mandatory drinking age, but most states abide by the statute because they could risk losing federal funding (Alcohol Sales Laws & Regulating Bodies, 2020). Oftentimes, there are questions about the impact of the second sanction of the Twenty-First Amendment on the power of Congress “to regulate commerce.... Among the several states” in Article 1, Section 8 of the Constitution. The power of congress to overrule state regulatory policies is “narrower concerning alcohol than it is to other goods and services” (Interpretation: The Twenty-First Amendment | The National Constitution Center, 2022).

Each state has different policies and regulations regarding how alcohol is handled within its borders. Alabama ABC stands for Alabama Alcoholic Beverage Control Board. Alabama ABC has stricter rules than most states. This is done with the intention that alcohol consumption would be controlled heavily to avoid the potentially dangerous effects of excessive alcohol consumption. In ABC’s Administrative Letter, they lay out their mission statement with the following:



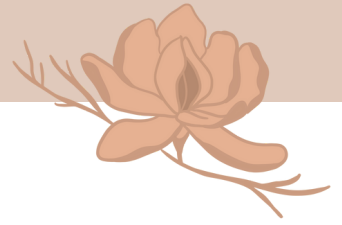
The mission of the Alabama ABC Board is to protect and support the public's health, safety, and welfare by regulating the distribution, import, manufacture, sale of alcoholic beverages demonstrated by professionalism, integrity, education, and transparency" (Gipson, 2021).

These effects are taking place through distribution, licensing, and enforcement. Many factors have to be taken into consideration when companies, such as Resting Pulse Brewing Company, are working to establish their brand with advertising and marketing efforts. ABC goes through extensive research regarding a company to make sure they are of "solid moral character and will ensure the laws of Alabama and rules of the Board are obeyed" (About Us | Alabama ABC Board, n.d.) To follow through with these rules, commercial firms must take into consideration the process of getting licensed to be able to move forward with selling alcohol at their establishment. Alongside this process, ABC also conducts audits, collects taxes, and pays out money from those taxes to different departments and funds. To apply for a license, a company must first apply, get their brand/label and promotions approved, and submit a territorial agreement.

Situational Analysis

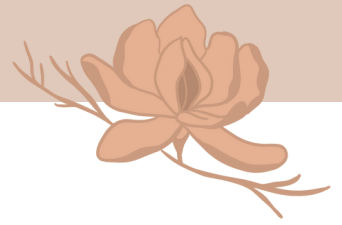


Many business owners in Alabama are frustrated by the unusually strict laws that Alabama ABC imposes, like the outdated minimum pricing laws, restricted alcohol delivery (must apply for an alcohol delivery license), and promotional approval. Businesses thrive off of their ability to sell their products well. They implement advertising and marketing tools to ensure they spread the word across to the consumer. Whether this is by traditional or digital advertising, companies incorporate social media, print advertising, billboards, and word of mouth to get their specials, promos, deals, etc. across. Resting Pulse Brewing Company has carefully followed these guidelines by advertising its food and beverages very minimally. By glancing at their social media pages, they have posted more about their artists/performers than anything else; however, they are a brewery. They need to better disseminate their information while still upholding these ABC laws. Some businesses around Auburn and Opelika either discretely promote their beverages or openly entice their customers with deals and pictures of alcoholic beverages. Magnolia PR has identified this issue but recognized that it is an issue that extends beyond factors we can control.



According to Alabama ABC's "How to Apply for Promotional Approval" page, proposing any advertising or promotion includes the following, "radio, television, newspapers, magazines, billboards, point-of-sale materials, novelty items, clothing, promotions and aerial displays" (How to Apply for Promotional Approval, n.d.). This strains a lot of advertising efforts as it makes promoting much more difficult, especially with frequent advertising. The owners of Resting Pulse stated that customers are allowed to walk out with a food or beverage item as long as their logo is visible. However, this is simply not enough. Though the process of getting promotional advertising approval can take up to two to three weeks for processing, some businesses choose to get around this. Resting Pulse Brewing Company needs a slight push, while still abiding by the rules, for them to better market via traditional and digital advertising.

Red Clay Brewing Company is the biggest competitor of Resting Pulse, but could also be their greatest motivator. Red Clay is located one block away from Resting Pulse in Opelika. They are both breweries, but each offers very different brews and an unique experience. Red Clay works alongside the city of Opelika to offer their beverages during city events and festivals, something Resting Pulse has been unable to participate in due to their lack of ABC approval and funding.



Red Clay has more frequent campaigns and most align with the Opelika community. For example, Red Clay did a campaign with The Girl Scouts of America this year that allowed the girl scouts to sell their cookies at the brewery. This increased their overall consumers because anyone, of any age, can eat cookies. The campaign also increased brew sales due to the increase in demand to come by the brewery. Although this campaign lasted no longer than a week, the brewery was able to gain new customers and work with an organization that stands for a greater cause. Resting Pulse and its owners could improve upon this campaign by teaming up with the local boy and girl scout troops, the Opelika Chamber of Commerce, or seeking other organizations for potential campaigns. (Red Clay Brewing, 2022).

In addition to the example above, another brewery that we have studied and researched is Snake River Brewery in Jackson Hole, Wyoming. Snake River Brewery is named after the Snake River which runs through the heart of Jackson Hole. Something that has benefitted the brewery is naming their brews after Jackson Hole's famous landmarks. For example, the Jenny Lake Lager is their most well-known beer. This beer is sold at the brewery but also has become so popular they have started to bottle it and sell it in surrounding areas.



In addition to naming this brew after a famous landmark, one dollar on every sale is donated to the Inspiring Journeys campaign for Jenny Lake which is part of the Grand Teton Foundation. Based on their website, this brew has received many awards, including The Best lager in the West, and the “Don’t Feel Guilty when Drinking because it's for a Good Cause” award given to a beverage that gives donations to a cause (Thought, 2022). Making their products personal and intimate draws in customers because they feel as if they are attached to them. It also allows for social media posts and recognitions due to the creativity, intentionality, and exclusivity the product has brought.

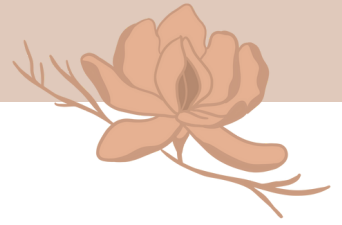
There has been little research done by other organizations or practitioners about Resting Pulse’s social media strategies. When Resting Pulse opened four years ago, they hired a PR agency to help post graphics and promote opening campaigns. The agency identified Resting Pulse’s organizational needs of increasing brand awareness and curating their target audience. After a couple of months in 2018 and 2019 of working with the PR agency, the Plundos decided to work independently in their marketing strategies.

When Magnolia PR met with the Plundos in January, the business owners described their two target audiences; Resting Pulse identified young professionals and middle-aged parents as their key stakeholders to their business.



The key publics identify their overall perceptions of the brewery's social media strategies. Auburn collegiate and graduate students are identified as active users of Instagram, Twitter, Tik Tok and Facebook and are drawn to interactive graphics, Instagram reels and bright colors. Resting Pulse's inconsistent posting on Instagram negatively affects the young professional idea of their brand. Students visit Resting Pulse's Instagram in hopes to learn more about seasonal flavors and business promotions. Currently, Resting Pulse's social media only highlights their weekly musicians. Students are less inclined to visit the brewery because of the unappealing posts across their media platforms. The brewery is not active on LinkedIn, Tik Tok, or Twitter, so students cannot engage with their brand on any platform besides Instagram and Facebook. The younger target audience enjoys following food and beverage accounts on social media platforms to curate an aesthetic feed (see Appendix A.2) Resting Pulse does not post visually appealing pictures of their food or beverages. An improved integrated marketing strategy and an organized social media schedule are critical for advertising to the younger demographic.

Middle-aged parents, men and women between the ages of 28 and 45, are the second audience identified by Resting Pulse. They are the largest audience who visit the brewery and enjoy attending seasonal classes.

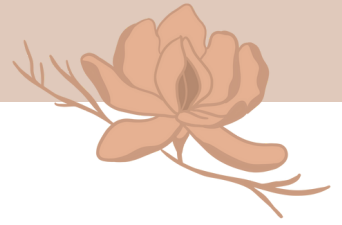


Specifically, the parents are young couples, ages 28 to 36, raising a family in the Auburn or Opelika area. They are active users on Facebook and visit business websites to receive news. Many middle-aged women tend to utilize Instagram for business updates and class offerings. Resting Pulse does not promote their menu updates or classes on its Instagram. Young parents turn to Facebook to receive simple, consistent and easy-to-read messages. Resting Pulse posts identical content on Instagram and Facebook. Although it is convenient for their business to link their content across media platforms, they do not curate content for Facebook. Their pictures are pixelated and the previous fifteen posts have not promoted food or beverages offered at their brewery. For users who are unaware that Resting Pulse is a brewery, their Instagram and Facebook appear as promotional spaces for musical artists. Young parents look for consistent messaging; Resting Pulse's inconsistent profile pictures confuse many users across media platforms. Although their website is informative of the brand's goals and mission, their website does not highlight class offerings and is not helpful for young parents hoping to attend a seasonal class (see Appendix A.3.) Magnolia Public Relations's specialized campaign is necessary to create brand recognition on social media platforms.



Magnolia PR conducted primary research through the use of a survey. We surveyed legal consumption age college students ranging from undergraduate juniors to graduate students. We also wanted to survey Resting Pulse's older demographic, so we released the survey on Facebook to more accurately reach our target audience. This form of interaction with our audience gave us a better understanding of the owner's main focus, middle-aged parents between the ages of 28 and 45. We received over 66 answers and were able to gather ample information from our results while the survey was open for a two week period (see Appendix N.)

Our questions started by addressing the overall age of participants, "Are you 21 years of age? (If not, please exit this survey.)" We then went on to ask a couple of questions that better assess the age of the participants, such as their age range and education level. After our initial demographic questions, we then asked for our participant's preferences. Our questions were accompanied by scales and multiple-choice to rate your answers. . To find out more about the target audience, we asked "Out of the following, rate your preference when considering somewhere to go for drinks/food/social setting." and "What is in your consideration set when determining the level of importance/appeal between a bar, brewery, and restaurant?"

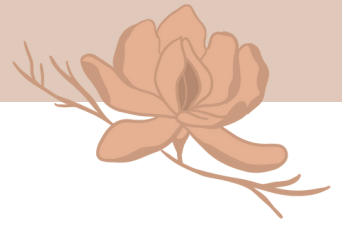


These two questions allowed Magnolia PR to approach the survey results with a better grasp on who would be willing to come to Resting Pulse (see Appendix N.)

After determining whether our participants were of age and willing to go to a brewery, we became more specific in our questions about Resting Pulse in particular. Our following questions addressed whether the participant had heard about or visited Resting Pulse, and if so how many times. Then, to gather more information on how to improve the business, we asked a variety of questions about what Resting Pulse can do to improve their business. Each question had a customized response for the most accurate answers possible. Question eight asks, “What could Resting Pulse do differently to increase visibility regarding the business? (Can answer more than one option)”, the answer was multiple choice and offered a “none of the above” and an “other” option. The last two questions allowed for participants to enter their answers in a text box. We chose to give our survey takers the chance to express their thoughts on menu items, as well as overall business improvement.

Magnolia PR’s survey showed that 100% of respondents stated they were 21+ and the average age range was 21-25. Since that was the age range answered the most, the option that best described the age group was college undergraduate.

Situational Analysis



When rating a preference of choosing between a bar, brewery, or restaurant, the responses were close, but the restaurant came on top. The atmosphere was the highest response for consideration set when it came to all three of the aforementioned places. It was about 50/50 when asking whether people had heard of the brewery or not. The responses varied when asking where people had heard of the brewery or not. These responses included, friends, relatives, being a local, and word of mouth. Hearing about the brewery through friends was written the most. They had an outstanding amount of people who answered that they had never been to the brewery.

When asked about what the brewery could do to increase visibility regarding the business, the response that was answered the most was to offer more promos and specials on food/drink. For the question regarding what Resting Pulse Brewing Company could add to their menu, the answers all varied in different ways. There wasn't a most prevalent answer, but most of the responses included, seltzers, sours, queso, chips and salsa, gluten-free options, and less heavy beers. For the last question asked about any further changes or comments about the brewery, most of the responses revolved around more music options, more media exposure, better advertising efforts, more activities, more collegiate events, and an overall presence in general. Answers regarding music seemed to be the most commonly answered.

Situational Analysis



Some issues that affect the survey would include the age of the consumers that enter Resting Pulse. The legal drinking age in the United States is 21. To sit at the bar in the brewery, customers must be of legal age. If one is not of legal age, this limits their reason to enter Resting Pulse. To compensate for this, Resting Pulse has decided to offer a large food menu that can appeal to younger customers, but also be paired with their craft beers. We did not give this as an option in our survey because the main public Resting Pulse targets are above the legal drinking age. Another problem based on survey results is overall awareness throughout the Auburn and Opelika area. Based on our survey results, over 35 people have never been or heard of Resting Pulse. This is an issue due to a lack of awareness on social media, event coverage, and name and image. One reason that our surveyors may not have heard of Resting Pulse is the twenty-one-minute drive from Auburn University's campus. Most legal-age students, graduate students, or Auburn families may not want to drive after drinking even one beverage. Resting Pulse could advertise in the downtown Auburn area, Auburn University's Greek life community, and graduate programs to promote their name, but also their location. Making their logo recognizable to the Auburn and Opelika communities would give Resting Pulse a better brand awareness in the target public's eyes.



To comply with the Alabama Alcoholic Beverage Control Board, consumers under the age of 21 can not sit at a bar with alcoholic beverages being served. To continue to follow this law, Resting Pulse has added non-bar seating, as well as food items to allow for a younger target audience. Breweries are not allowed to promote alcohol as a product, but having a large and diverse food menu allows Resting Pulse to promote other products to draw consumers. Including the younger demographic allows for children and teenagers to be able to “hang out” at Resting Pulse.

To fix their brand awareness problem, Resting Pulse should pair with different outsourced groups to create brand awareness. For example, pairing with the Student Affairs Department of Auburn University to host events for graduate schools, guest speakers, and university events in compliance with ABC’s laws. Hosting university-sponsored events, advertising in magazines, and creating relationships with other businesses around them would benefit Resting Pulse and let the communities of Auburn and Opelika become more aware of their brand and products. Due to Auburn University being such a large group in this area, reaching out to legal-age students, professors and guests would only benefit Resting Pulse.

Goals and Objectives



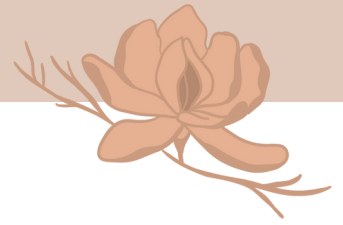
Goal Problem: There is not enough visibility regarding social media presence and engagement

Organizational Goal: To increase engagement through social media

- SMART Objective 1: To increase social media followers by 15% by May 2022
- SMART Objective 2: To increase comments/likes/shares by 20% by May 2022

Community goal: To increase awareness and foot traffic into Resting Pulse

- SMART Objective 1: Have more of an online presence (frequent updates on website and social media platforms), as well as investing in more traditional advertising (Outdoor: posters, signs, flyers, outreach, word-of-mouth)
- SMART Objective 2: Focus on a customer loyalty program (offering exclusive discounts, services, points, bonuses)



Target Audience:

- Young professionals (age 22-25) in school at Auburn University graduate programs. This audience is interested in meeting other students and relaxing on their days off studying. (see Appendix A)
 - Personality: Introverted
 - Values: Achievers
 - Need: Price/value of service
- Middle-aged parents (age 28-45) raising a family in the Auburn/Opelika area. These young couples are interested in meeting other families, trying new places and enjoying craft beer. (see Appendix A)
 - Personality: Extroverted, ambitious
 - Values: Experiencers
 - Need: Convenience



Objectives:

- Increase foot traffic of the brewery by 20% by August 2022
- Increase overall social media engagement by 15% June 2022

For Magnolia PR's objectives we have two strategies and two tactics. In total, we have four strategies and four tactics.

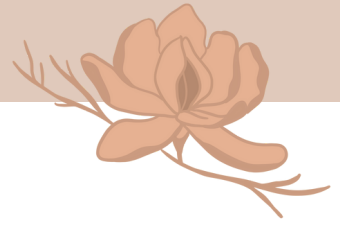
Increase foot traffic of the brewery by 20% by August 2022.

Strategies

- To incorporate traditional advertising
- To promote compelling food and drink offers through hands-on advertising (see Appendix G.1)

Tactics

- This can be by advertising with billboards, posters, and radio around the Auburn/Opelika area (appendix G.2)
- Hand out coupons around the town (including all the small businesses in Downtown Opelika and even on the Auburn University campus), spread the word (word-of-mouth), and do more outreach, collaborating with other businesses/companies



Increase overall social media engagement by 15% by June 2022.

Strategies:

- Engage with customers and followers on social media accounts
- Interact with followers through social media tools

Tactics:

- Create a Facebook or Instagram post that asks followers to recommend possible new entertainers to play at Resting Pulse through DM's, tagging or comments (see Appendix F.1, F.2)
- Create polls, stories, and posts that offer followers the ability to interact with Resting Pulse directly through their responses. This can be asking customers about possible new brews, sandwich of the week, or other communal questions.

Instagram Post for Brews and Blues event (see Appendix F.1)
Poster for Blues and Brews event (see Appendix G.2)

Measurable Results



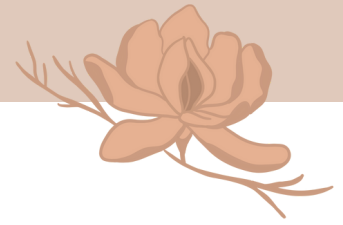
Paid Media

- Objective: Increase overall social media engagement by 15%
- Tactic: Create a Facebook campaign that can target middle-aged families (see Appendix F.2)
 - Exposure: Posting on Facebook / Instagram
 - Engagement: People taking the survey, likes, comments, shares, reshares
 - Influence: The post would increase social media engagement within the targeted audiences. We are hoping this can lead to more follows, comments, likes, and engagement.
 - Action: People responding and taking the survey, commenting on pictures, liking the post

Earned Media

- Objective: Spread overall awareness about the Resting Pulse Brewing to increase foot traffic in the brewery.
- Tactic: Send press release to Opelika Chamber of Commerce (see Appendix M.)
 - Exposure: Those who are subscribed to Opelika Chamber of Commerce
 - Engagement: People opening and reading the Opelika Chamber of Commerce newsletter with the event listed
 - Influence: Word-of-mouth/more responses/inquiries received
 - Action: More RSVPs for the event

Measurable Results

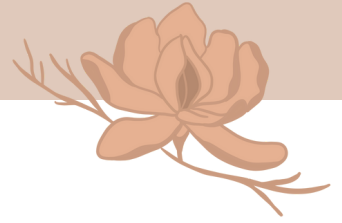


Shared Media

- Objective: Increase overall social media engagement by 15%
- Tactic: Spread the hashtag #MoreThanBrews with the incentive “Post with the hashtag for a free brew” (see Appendix F.1 for post; the hashtag would be in caption.)
 - Exposure: Attach the hashtag on all social media posts and platforms prior to the event
 - Engagement Customers use the hashtag when posting at the event, as well as customers not in attendance viewing the hashtag
 - Influence: Word of mouth, hashtags, and tagging
 - Action: More attraction to the business and more followers

Owned Media

- Objective: Spread overall awareness about the Resting Pulse Brewing to increase foot traffic in the brewery.
- Tactic: Create a MailChimp weekly newsletter for the subscribers that have submitted to explain discounts, coupons, live music, and events (see Appendix L)
 - Exposure: Those who are familiar with Resting Pulse and sign up to receive deals and coupons towards food items.
 - Engagement: People clicking the link to surveys, reading the email, and sharing feedback either in person / online
 - Influence: Word of mouth, through email, adding a little line that explains joining the newsletter at bottom of receipts
 - Action: More subscribers + more traffic at the Brewery



Over the past few months, Magnolia PR has worked closely with Resting Pulse Brewing Company owners, Dave and Terry, to determine which areas the business needs help in. We targeted the company's social media accounts for areas of improvement and established goals and objectives to boost the company's brand image within the local community. By compiling research, strategies, and tactics, we have created a campaign to develop a unique plan of action.

Social Media

Before our involvement within the company, Resting Pulse Brewing Company utilized both digital and traditional media in its advertising and marketing efforts. However, their focus was mainly on digital media advertising. Our goal was to incorporate more traditional media advertising for those who are not as familiar with social media. Social media could be an influential way to make Resting Pulse more prominent in the Auburn/Opelika area. Magnolia PR also recommends a yearly intern to help with their social media, website and marketing. An intern could help maintain a professional and consistent image for Resting Pulse.



We recommend Resting Pulse train each intern with a similar posting model to our content calendar (see Appendix B) and plan a large seasonal event like our Blues and Brews summer event (see Appendix D, E.) Our suggested Instagram and Facebook posts (see Appendix F) exemplify an informational and effective post for Resting Pulse.

Meetings and Traditional Media:

By meeting with the Opelika Chamber and other organizations, Resting Pulse can gain strategic partners to spread awareness. Magnolia PR has put together a flyer (see Appendix G.1), poster (see Appendix G.2) and newsletter (see Appendix L) to increase Resting Pulse's engagement. The monthly newsletter and flyers and posters around Opelika will encourage individuals and families to visit the brewery. Through our integrated approach, Resting Pulse Brewing Company will ultimately yield its desired results. In turn, the company will see an overall rise in awareness, foot traffic, and engagement within their target market/audience

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Magnolia PR



APPENDICES

Appendix A: Personas



Persona 1 (A.1)



Grandpa Greg

DEMOGRAPHICS

Age: 65
Hometown: Auburn, Alabama
Location: Auburn, Alabama
Education: Auburn University
Family: Widowed with a dog, kids and grandkids

SOCIAL MEDIA USE



GOALS

- Wants to find community
- Wants to learn about new opportunities (classes that they offer)
- Finding a dog friendly place

MOTIVATIONS

- Lost his wife and wants to be social
- Wants to have community
- Does not want to be alone
- Somewhere he can take his dog

PROBLEMS

- Does not know many people in Opelika area
- Does not go anywhere without his dog so must be dog friendly
- Does not have social media

Appendix A: Personas



Persona 2 (A.2)



Hipster Hannah

DEMOGRAPHICS

Age: 24
Hometown: Huntsville, Alabama
Location: Auburn, Alabama
Education: Attending Auburn University Vet School
Family: Single

GOALS

- To find new friends/ community
- To find a place to take her dog while socializing
- To raise awareness for pet adoption

MOTIVATIONS

- Wants to open her own vet clinic
- Balancing school and clinical hours
- Wants to spend most of her days outdoors
- Loves spending time with friends

PROBLEMS

- Stress with Vet school
- Balancing school and clinic hours
- Cat has cancer and wants to research more
- Struggles to meet new people because she is introverted and so busy

SOCIAL MEDIA USE



Appendix A: Personas



Persona 3 (A.3)



Brewery Brad

DEMOGRAPHICS

Age: 27
Hometown: Birmingham, Alabama
Location: Auburn, Alabama
Education: University of Georgia
Family: Married with daughter

GOALS

- To find new friends in the Auburn area
- To get his family plugged into the community

MOTIVATIONS

- Loves trying new craft beer
- Loves listening to live music
- Enjoys spending time with his family in nature
- Biking club is hosted at different breweries

PROBLEMS

- Misses the city life of Birmingham since they just moved to Auburn
- Misses his friends and wants a new young adult friend group
- Frustrated on how to meet people with a younger kid

SOCIAL MEDIA USE



Appendix B: Content Calendar



Content Calendar May 1 - June 4

KEY:

Paid Media

Earned Media

Owned Media

Shared Media

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 Instagram Ad Facebook Ad New Brews Alert	3 Instagram Ad Facebook Ad	4 Instagram Ad Facebook Ad Brewery Newsletter	5 Instagram Ad Facebook Ad Cinco De Mayo Specials Entertainment Announcement	6 Instagram Ad Facebook Ad Entertainment Announcement	7 Instagram Ad Facebook Ad Cooking Classes Announcement
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
8	9	10	11	12 Entertainment Announcement	13 Entertainment Announcement	14 Cooking Classes Announcement
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
15 Instagram Ad Facebook Ad	16 Girl Scouts of America Instagram Ad Facebook Ad	17 Instagram Ad Facebook Ad	18 Brewery Newsletter Instagram Ad Facebook Ad	19 Instagram Ad Facebook Ad Entertainment Announcement	20 Send Chamber Press Release Instagram Ad Facebook Ad Entertainment Announcement	21 Cooking Classes Announcement Instagram Ad Facebook Ad
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
22	23 Chamber Newsletter	24 Glass Designs Sponsorship	25 Blues & Brews Announcement Facebook Ad Radio Ad	26 Facebook Ad Entertainment Announcement	27 Facebook Ad Entertainment Announcement	28 Summer Kickoff Bash Facebook Ad Cooking Classes Announcement
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30 Memorial Day	31 Radio Ad	1 Brewery Newsletter New Brews Alert	2 Blues & Brews Reminder Entertainment Announcement	3 Blues & Brews Reminder Entertainment Announcement	4 Cooking Classes Announcement

Appendix C: Budget



Projected Subtotal to date: \$ 1,204.66

CAMPAIGN TYPE	QTY	PROJECTED COST PER UNIT	PROJECTED SUBTOTAL	COMMENTS
Production Costs				
Additional employees	3	\$ 50.00	\$ 150.00	Additional three employees working event
			SUBTOTAL \$ 150.00	
In-Store/Local Marketing				
Stickers	1000	\$ 0.15	\$ 66.00	Branded stickers for event
Koozies	125	\$ 1.00	\$ 125.00	Branded koozies for event
Plastic Beer Mugs	100	\$ 6.00	\$ 600.00	Branded plastic beer mugs for event
			SUBTOTAL \$ 791.00	
Public Relations				
Events	1	\$ 250.00	\$ 250.00	Blues & Brews event to promote seasonal flavors, June 3
Sponsorships	2	\$ 100.00	\$ 100.00	Girl Scouts of America, Glass Designs
Press Releases	1	\$ -	\$ -	Opelika Chamber of Commerce promoting Summer Bash
Webinars	0	\$ -	\$ -	n/a
Conferences	0	\$ -	\$ -	n/a
			\$ -	
			SUBTOTAL \$ 350.00	
Social Media				
Twitter			\$ -	
Facebook	14	\$ 2.00	\$ 28.00	May 1-7, May 15-21, May 25-28 focus on Facebook promotion, targeting Opelika/Auburn radius for the week. Promotes the account
Pinterest	0	\$ -	\$ -	n/a
Instagram	10	\$ 5.00	\$ 50.00	May 15 - 21, May 30 - 3 focus on Instagram promotion to boost posts and Resting Pulse Instagram account. Continue to link Instagram and
Google+	0	\$ -	\$ -	n/a
LinkedIn	0	\$ -	\$ -	Although they have a LinkedIn, we will not target advertisements on
			SUBTOTAL \$ 78.00	

Appendix C: Budget



Digital (Other)				
Blog	1	\$ 20.00	\$ 20.00	Paying for monthly blogging service, linking on website to personalize the brewery and their workers
Website	1	\$ 20.00	\$ 20.00	Website updates, promotion of Resting Pulse's website using SEO
Mobile App	0	\$ -	\$ -	n/a
Mobile Alerts	0	\$ -	\$ -	n/a
Email Newsletter	1	\$ 10.00	\$ 10.00	Newletter biweekly (first Wednesday, third Wednesday) promoting events, classes and business updates using Mailchimp
			SUBTOTAL \$ 50.00	
Traditional Advertising				
Print	50	\$ 0.50	\$ 25.00	Posting flyers in the Auburn/Opelika area promoting "Blues & Brews" event
Outdoor			\$ -	
Radio	2	\$ 15.00	\$ 30.00	2 radio advertisements, averaging \$15 per 60 second advertisement on popular Auburn radio stations, like 97.7 on May 15 and May 25
Television	0	\$ -	\$ -	n/a
			\$ -	
			SUBTOTAL \$ 55.00	
Other				
Opelika Chamber Membership	1	\$ 16.66	\$ 16.66	Costs \$200 per year to be a part of the Opelika Chamber, so only \$16.66 per month
Entertainment	1	\$ 300.00	\$ 300.00	Cameron DeBois, average cost per gig
			SUBTOTAL \$ 316.66	
			\$ -	
			\$ -	
TOTAL CAMPAIGN BUDGET			\$ 1,790.66	

Appendix D: Event



"Blues and Brews" Event

\$300-- Entertainment (Blues Singer)

\$30-- 200 Resting Pulse stickers

\$50-- 150 customized koozies

\$400-- 150 custom beer pints

\$100-- balloons

\$75-- photographer

Checklist

Purpose: The Annual Blues & Brews

Guests: Everyone within the Auburn/Opelika area, including college undergrads, post-grads, families, locals, etc. (Though this event is called “Blues & Brews”, this is an event open to anyone, and any age.) There are multiple fun activities for everyone to participate in and enjoy.

Number: 150

Style: Informal, warm and summer clothing for a summer relaxation theme

Venue: Resting Pulse Brewing Company (indoor/outdoor space)

Food: Resting Pulse Brewing Company’s own menu specialties, such as pretzels, sandwiches, nachos, hotdogs, and pizza

Drinks: Resting Pulse Brewing Company’s craft beers, including their new craft brews that will be featured exclusively for this event.

Music: Cameron DeBois

Appendix D: Event



Furniture: Resting Pulse Brewing Company provides their own furniture, which has plenty seating and space.

Décor: fun outdoor games, bright color decorations that match with the theme of the koozies/stickers

Budget: \$1,000

Staffing: They need full staff, around 6-10 employees

Security: Hire local security team, Buford Security Agency, to ensure beverages remain on the property and all guests are monitored. Also increased awareness of bartenders of intoxicated guests and review protocols.

Licenses & Permissions: Distributing licenses (may not need because it's their own beers?)

Agreements: ABC laws?

Other [e.g., transport, parking, cleaning etc.]:

Parking is accessible throughout downtown Opelika, we will not be accessing extra parking

Cleaning will be done by employees and the business owners

Appendix D: Event



Contacts

Function:

The Annual Blues and Brews Event

Date: June 6, 2022

Venue: Resting Pulse Brewery

Contact name: Dave Plundo

Tel: (334) 203-1364

Fax: N/A

Email: Terri@restingpulsebrewing.com

Caterer:

Resting Pulse

Contact name: Dave Plundo

Tel: (334) 203-1364

Fax: N/A

Email: Terri@restingpulsebrewing.com

Musicians:

Cameron DuBois

Contact Name: Bernard Porter BPM (Manager)

Tel: (615) 400-8321

Fax: N/A

Email: Bernard@pcgnashville.com

Other Suppliers:

Contact Name: Bufford Security Agency

Tel: (334) 246-7240

Fax: N/A

Email: Info@bufordsecurity.com

Other:

Appendix D: Event



Email to Opelika Chamber

Subject: Annual Brews & Blues Event in Opelika, AL
To: opelikachamber@opelikachamberofcommerce.com

Good morning,

To whom it may concern, I wanted to let you know about an event that is coming up, so you could put in any newsletter or post on social media.

Resting Pulse Brewery is hosting its first Annual Brews and Blues! This event starts at 6 p.m. on June 3, 2022. There will be bands, games, food and drink, and a food truck available for customers to purchase food outside of the venue. Come celebrate our new Summer 2022 craft brews with us!

Tickets will be available for purchase starting May 1, 2022. They will be available on June 3 at the door but will be a limited number.

For more information, visit our social media pages on Instagram, Facebook, and Twitter to keep up with us!

Thank you so much,
Mazie Barrett, Madison Miller, Molly Regan, Jenna Teesdale, and Jen Glasgow

Social Media Posts for Blues and Brews

Instagram Post (see Appendix F.1). Facebook Post (see Appendix F.2)

Appendix E: Event Calendar



Event Calendar May 1 - June 4

KEY:

Blues & Brews Event
Order Beer Mugs
Book Entertainment
Order Stickers & Coozies
Book Security
Book Photographer
Receive Beer Mugs, Stickers, Coozies
Confirm Entertainment
Confirm Security & Photographer

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

1

2

3

4

5

6

7

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

8

9

10

11

12

13

14

Order Beer Mugs
Order Stickers & Coozies

Book Entertainment
Book Security

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

15

16

17

18

19

20

21

Book Photographer

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

22

23

24

25

26

27

28

Confirm Entertainment
Confirm Security & Photographer

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

29

30

31

1

2

3

4

Receive Beer Mugs, Stickers, Coozies

Blues & Brews Event

Appendix F: Social Media Posts



Instagram Post (F.1)



Appendix F: Social Media Posts



Facebook Post (F.2)



Appendix G: Flyer



Blues and Brews Flyer (G.1)



FOR MORE INFORMATION, FOLLOW US ON SOCIAL MEDIA

Appendix G: Poster



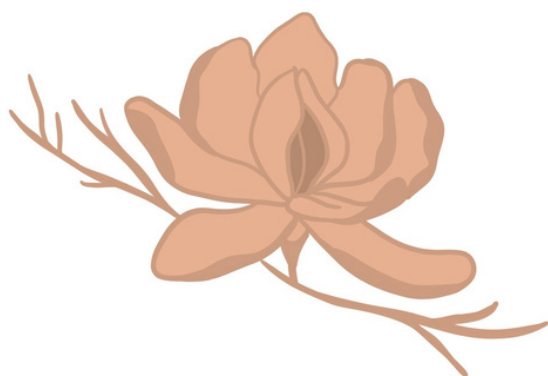
Blues and Brews Poster (G.2)



Appendix H: Magnolia PR Brand Guidelines



Magnolia PR



Basil

Natural and organic, an aromatic infusion of flavor

Agency

Smart and professional with a distinct sense of confidence



Appendix I: Website



Link to Magnolia PR Website

<https://mollyregan18.wixsite.com/website-1>

Meet Our Team!

Get In Touch



Our Mission Statement

Magnolia PR's mission statement is to deliver the highest level of communication, professionalism, experience, strategy, service, and creative advancements for our clients.



Resting Pulse Brewery

"Our vision for the Resting Pulse Brewing Company is to create an environment where you can come find your "resting pulse" - to relax and spend time with friends and family while exploring new and exciting local craft beers. We offer a variety of signature full-flavored craft beers, along with rotating seasonal and session offerings, including some that may surprise you along the way."

Appendix J: Girl Scout Email



Email to The Girl Scouts of America

To Girl Scout Troop 7139,

Good afternoon! My name is Mazie Barrett, and I am coming to you on behalf of Resting Pulse Brewery in Opelika, AL. Resting Pulse is nestled in the downtown of Opelika and attracts tourists from near and far. Resting Pulse is trying to focus more on being a family-friendly brewery. Saying this, we wanted to see if you all would want to partner with us and sell cookies outside our brewery on May 11th and 12th. If so, we would love to give a \$250 donation to your troop to help promote awareness for Girl Scouts of America.

Please let us know if this is something you would be interested in as soon as possible! We look forward to getting to know you and partnering with you to build and strengthen this relationship!

Thank you,
Resting Pulse Brewery

Appendix K: Glassware Email



Email to Glass Designs

Dear Glass Designs,

My name is Madison Miller, and I am coming to you on behalf of Resting Pulse Brewery in Opelika, AL. We wanted to inquire about an order for glass beer mugs/glasses for our sponsored event on June 3, 2022. We are promoting local new craft beers and wanted to promote a local glass bottling company as well. We are looking to order 100 mugs with Resting Pulse's logo on them to sell to customers on the night of our event. Please let us know what you all charge, and the best way to go about this.

Thank you so much and we look forward to connecting with y'all!
Madison Miller

Appendix L: Newsletter



Resting Pulse Newsletter

RESTING PULSE **BREWERY**

For the week of June 3, 2022, Resting Pulse Brewery will be hosting the annual Blues & Brews. This event starts at 6p.m. at Resting Pulse Brewery in Opelika AL.

The event will feature live music, food trucks, and entertainment in order to announce our new Summer 2022 Brew.



UPCOMING EVENTS

- Happy Hour Every Thursday at 5p.m.
- Brews & Blues on June 6, 2022 at 6 p.m.

NEW BREW ANNOUNCEMENT

- Continue to follow our social media pages on Facebook, Instagram, and Twitter in order to see the new brews

REMINDER

Please make sure to purchase your tickets to Brews & Blues before June 4, 2022.

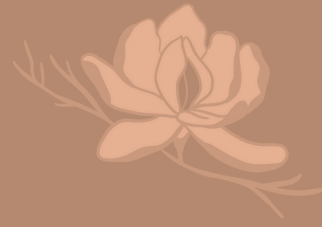
Tickets will be sold at the door as well, but are limited.



FOR MORE INFORMATION

restingpulsebrewery@gmail.com
Opelika, AL 36830

Appendix M: Press Release



Press Release Inquiry to Opelika Chamber

Dear Opelika Chamber of Commerce,

My name is Mazie Barrett, and I am coming to you on behalf of Resting Pulse Brewery. We are having our annual Blues & Brews event Friday, June 3, 2022. We were wondering if you would print our event in your next newsletter to help us spread the word to the Opelika community. We attached graphics, pictures, and our flyer from the event. Let us know if we can send the Opelika Chamber other information regarding the event.

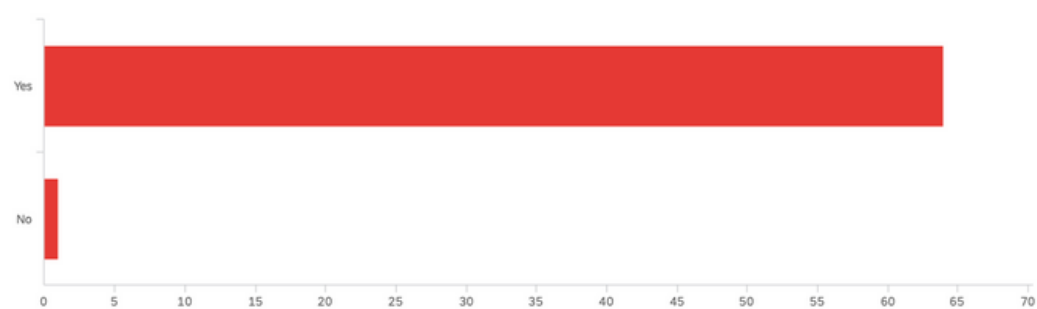
Thank you so much and we look forward to seeing you all on June 3rd!
Mazie Barrett + the Resting Pulse team

Appendix N: Survey Results



Primary Research Survey Data

Q1 - Are you 21 years of age? (If not, please exit this survey.)



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you 21 years of age? (If not, please exit this survey.)	1.00	2.00	1.02	0.12	0.02	65

#	Field	Choice	Count
1	Yes	98.46%	64
2	No	1.54%	1

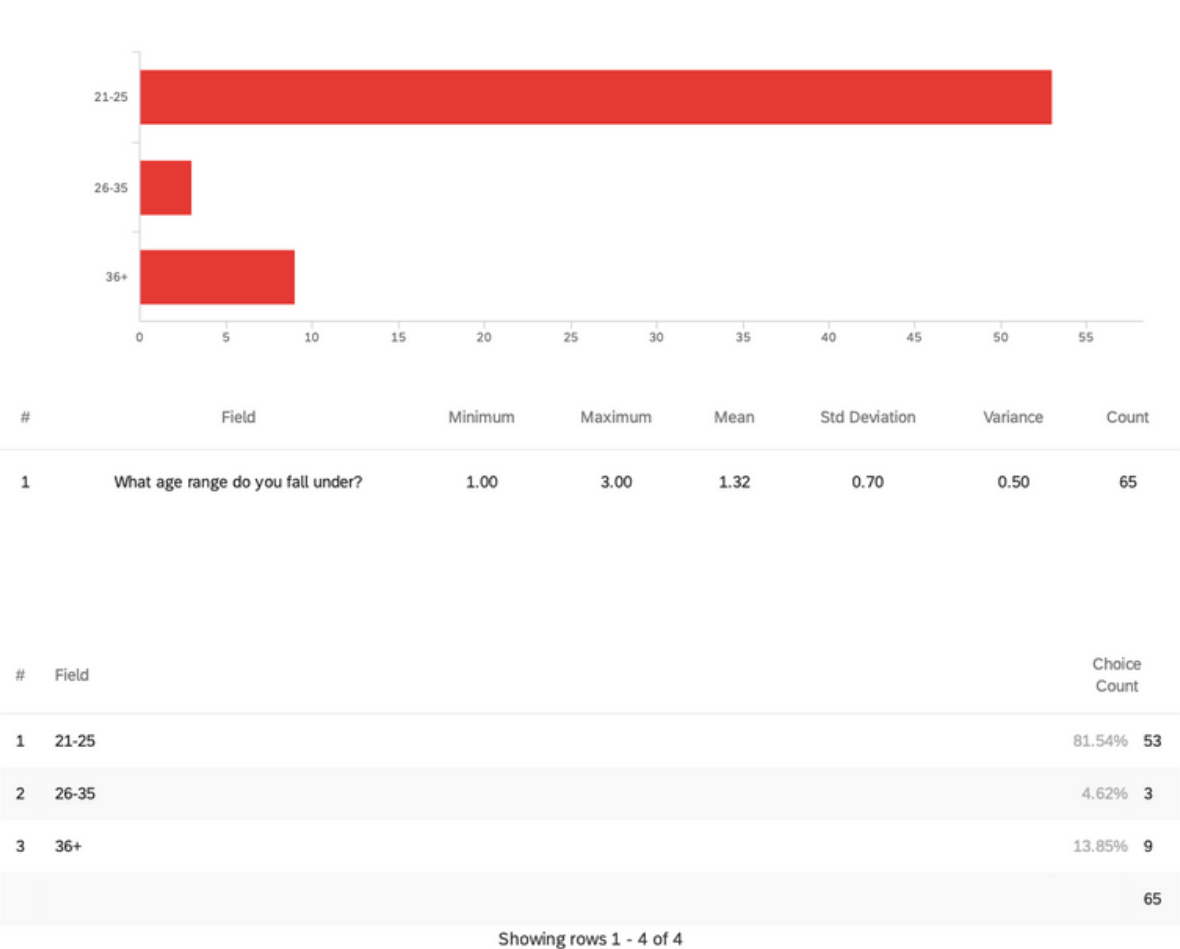
65

Showing rows 1 - 3 of 3

Appendix N: Survey Results



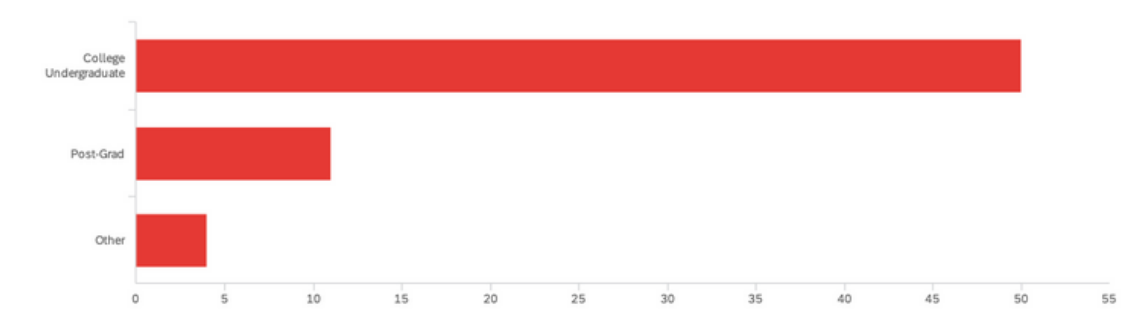
Q2 - What age range do you fall under?



Appendix N: Survey Results



Q3 - Which option best describes you currently?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Which option best describes you currently? - Selected Choice	1.00	3.00	1.29	0.57	0.33	65

#	Field	Choice Count
1	College Undergraduate	76.92% 50
2	Post-Grad	16.92% 11
3	Other	6.15% 4
		65

Showing rows 1 - 4 of 4

Q3_3_TEXT - Other

Other
Retired

Appendix N: Survey Results



Q4 - Out of the following, rate your preference when considering somewhere to go for drinks/food/social setting.

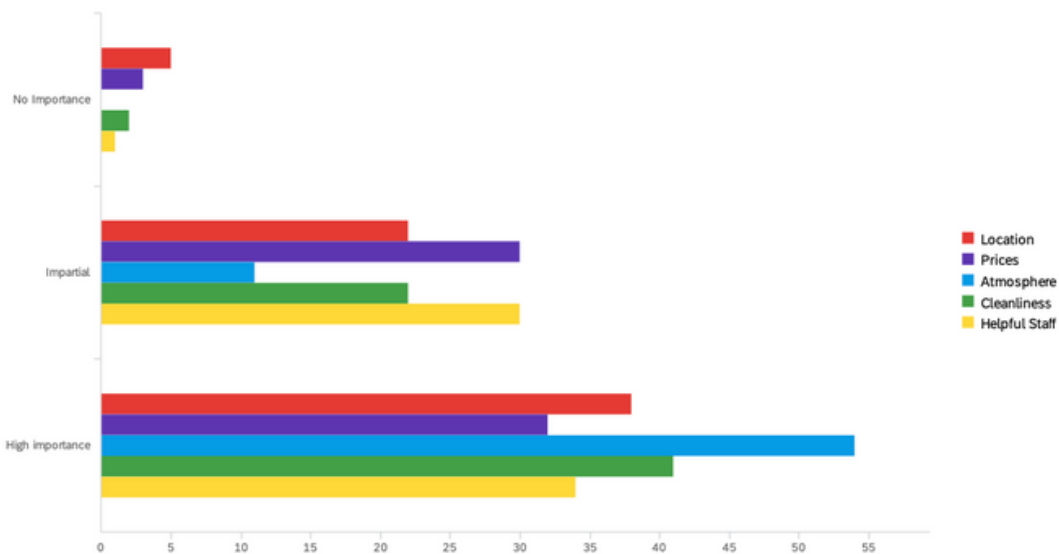
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Bar	0.00	100.00	63.95	26.86	721.36	64
2	Brewery	0.00	100.00	58.58	26.63	709.11	62
3	Restaurant	15.00	100.00	81.69	18.59	345.51	65

Appendix N: Survey Results



Q5 - What is in your consideration set when determining level of importance/appeal

between bar, brewery, and restaurant?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Location	1.00	3.00	2.51	0.64	0.40	65
2	Prices	1.00	3.00	2.45	0.58	0.34	65
3	Atmosphere	2.00	3.00	2.83	0.37	0.14	65
4	Cleanliness	1.00	3.00	2.60	0.55	0.30	65
5	Helpful Staff	1.00	3.00	2.51	0.53	0.28	65

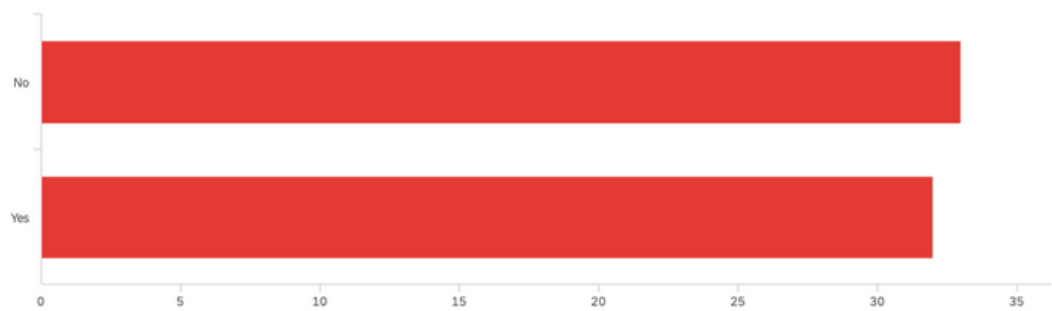
#	Field	No Importance		Impartial		High importance		Total
1	Location	7.69%	5	33.85%	22	58.46%	38	65
2	Prices	4.62%	3	46.15%	30	49.23%	32	65
3	Atmosphere	0.00%	0	16.92%	11	83.08%	54	65
4	Cleanliness	3.08%	2	33.85%	22	63.08%	41	65
5	Helpful Staff	1.54%	1	46.15%	30	52.31%	34	65

Showing rows 1 - 5 of 5

Appendix N: Survey Results



Q6 - Have you heard of Resting Pulse Brewing Company before? If so, how did you hear about the brewery?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have you heard of Resting Pulse Brewing Company before? If so, how did you hear about the brewery? - Selected Choice	1.00	2.00	1.49	0.50	0.25	65

#	Field	Choice Count
1	No	50.77% 33
2	Yes	49.23% 32
		65

Showing rows 1 - 3 of 3

Q6_2_TEXT - Yes

Yes
Friends
Friend recommendation
Through word of mouth
Friends who have been
From a friend

Appendix N: Survey Results



Yes

I'm a local

Relative

Friends

I use to work nearby

People from Auburn

Friend

Heard about it through friends

Friends

Colleague

Friend

Friend

Seen it in Opelika

Word of Mouth

friends

Passed it during a bike ride

Friends!

Drove by

Instagram

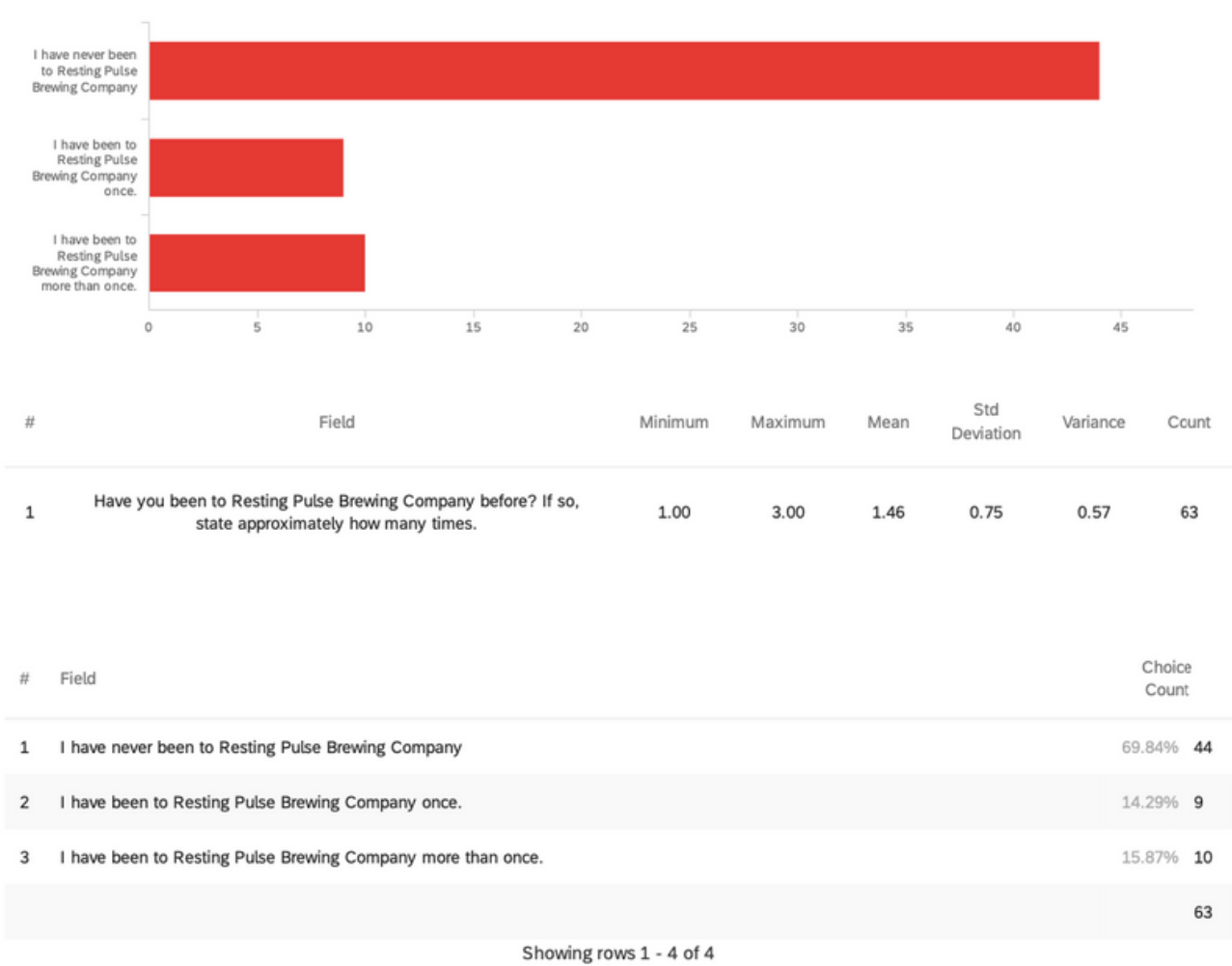
I have heard people talk about it

Friends

Appendix N: Survey Results



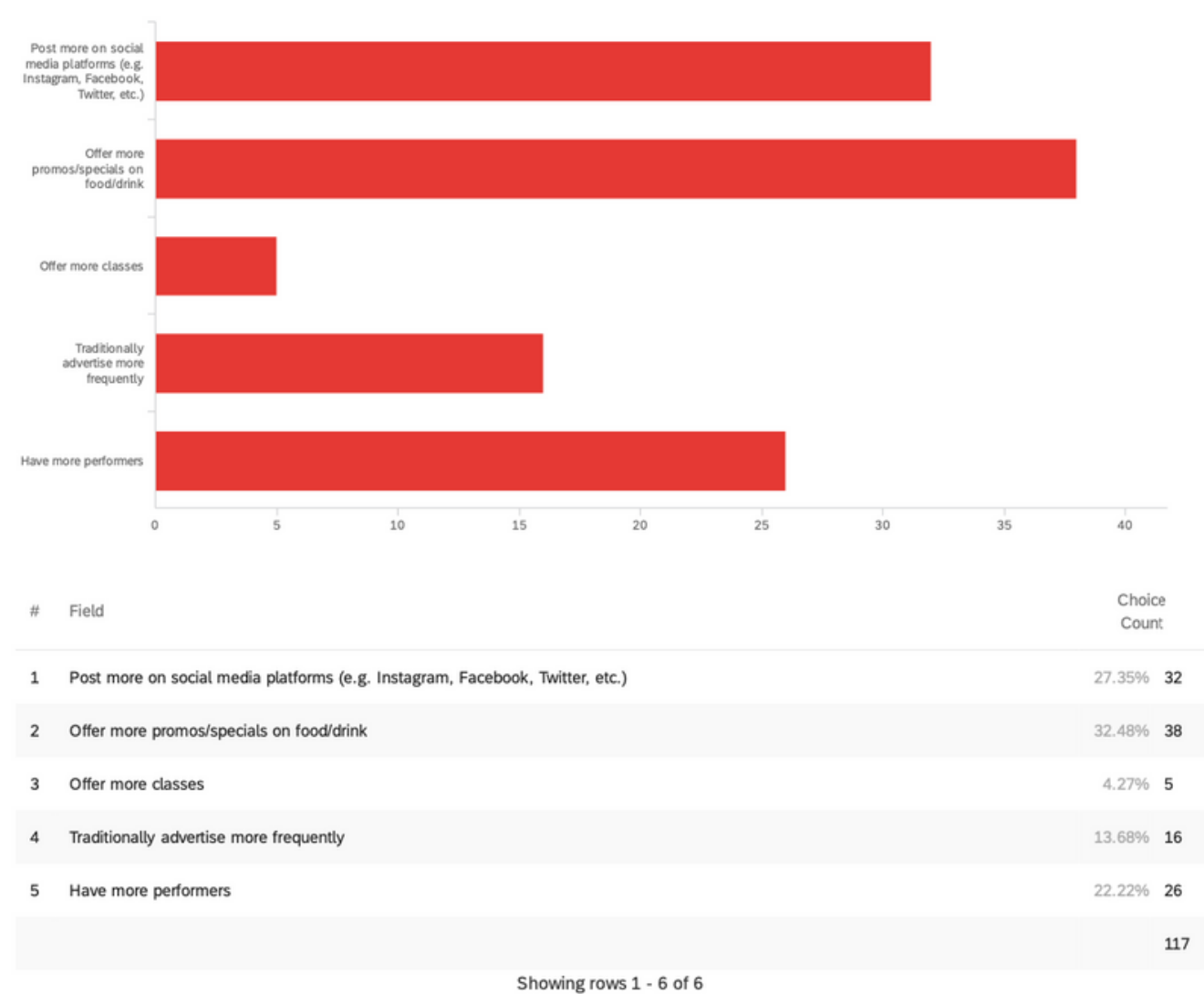
Q7 - Have you been to Resting Pulse Brewing Company before? If so, state approximately how many times.



Appendix N: Survey Results



Q8 - What could Resting Pulse do differently to increase visibility regarding the business? (Can answer more than one option)



Appendix N: Survey Results



Q9 - If Resting Pulse Brewing Company could offer any kind of special food item or craft beer flavor to their menu, what would you like to see added?

If Resting Pulse Brewing Company could offer any kind of special food item...

A cheaper beer option

Blonde

Wings

Oysters, wings

Seltzers!

sours

More sour beers

Tropical

Special on pitchers

Add wings to the menu

They should add some liquor drinks. I know it is a brewery but having a couple standard liquor options would be nice.

Bushwhacker

Appetizer Sampler

Less heavy beer. More normal easy food.

I would love a peach beer! I saw they used to have one but I would love for them to bring it back!

Free beer

Sours

Gluten free options

N/A

More gluten free items

Their menu is great as is!

Appendix N: Survey Results



If Resting Pulse Brewing Company could offer any kind of special food item...

Better food options

Chips and salsa

I don't like beer

A specialty cocktail

Seltzer

N/a

Im a fan of IPAs, ciders and anything fried

mozzarella sticks

Cheese curds

Queso

Not sure!

Appendix N: Survey Results



Q10 - Lastly, briefly explain any changes that Resting Pulse Brewing Company could make to better their business overall (i.g. social media presence, menu, music, hours, employment, etc.)

Lastly, briefly explain any changes that Resting Pulse Brewing Company coul...

Cheaper beer

Social media!

Good deals

Social media

Social media, big performers, interesting food specials, happy hours

Add more drinks to the drink menu. Beer is great but there are so many different styles to the traditional beer now!

Probably have more music and stir up excitement in students to go to it

Introduce musical performances alongside drink specials during those hours. Preferably not too late as students would want to a bar after.

Be more present in their advertising and offer more specials to draw in new crowds.

More private events

Menu and music

More media exposure

Music and menu

Bring back old flavors

More free beer

Specials and events

The live performances there are a great atmosphere so advertising more when someone is playing there would help a lot.

Wider selection of drinks, more social media advertising

music

Appendix N: Survey Results



Lastly, briefly explain any changes that Resting Pulse Brewing Company coul...

N/A

More food options

Social media presence

Presence in general

More stuff/activities

Social media presence, if the city of opelika had a social media page that showed local business in the entertainment district like auburn does (auburn pulse)

social media presence, specials, music

Host more collegiate events

Social media presscsnce

I've never been, so not sure!

End of Report

