

Peak PR

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**The Watauga County Farmers' Market:
Celebrating 50 Years of Farm-to-Community**

Table of Contents

Client Letter.....	2
Phase 1. Research.....	4
Phase 2. Strategy.....	10
Phase 3. Tactics.....	14
Phase 4. Evaluation.....	18
Appendix.....	21

Client Letter:

To: Watauga County Farmers' Market

From: Peak PR

Date: December 9, 2022

Re: COM 4318 - Public Relations Campaigns, Fall 2022

Project Expectations: Peak PR has created a comprehensive Public Relations campaign plan for the Watauga County Farmers Market to be implemented in early 2023. Deliverables include this campaign book and a USB drive with all files related to the campaign.

To create this campaign, our student agency was responsible for:

- Conducting research related to the primary client goal(s).
- Developing clear, measurable campaign objectives.
- Establishing a proposed campaign schedule.
- Providing sample tactics and messages to support the proposed campaign.
- Creating an evaluation plan to measure the success of the proposed tactics and campaign.

Objectives: Based upon the organization's current public relations needs and business goals communicated during the client briefing, our student agency developed the following objectives for this campaign:

1. Encourage action among students to engage with the market with a 20% increase in interaction by November 2023.
2. To have an effect on the awareness of community members on the benefits of buying organically sourced ingredients. (20% awareness increase by November 2023).
3. To increase awareness of the market as a vital part of the High Country among visitors and residents (50% increase in virtual traffic; 20% increase in weekly attendance by November 2023.)

Strategy: Additionally, our student agency worked collaboratively on research conducted for this project. Key findings from our research indicated that many Boone residents are aware of the market but don't often attend. Therefore, we recommend that the Watauga Farmers' Market implement this campaign based on that research and tested public relations theory to accomplish

your goals and to also increase action and engagement at the market as well as establish it as a necessary activity in the community.

This campaign plan follows a four-phase organizational model of campaign development starting with a report on the primary research conducted. This plan describes the strategic approach of the campaign (based on that research) and provides examples of tactics and messages to use to reach and engage targeted publics. Finally, the campaign evaluation plan includes a project timeline and estimated budget.

Peak PR believes that this campaign will help you meet your goals and we are happy to answer any follow up questions you may have as you begin implementation. We have enjoyed working with you during this semester and appreciate your willingness to partner with our PR Campaigns class!

Regards,

Laura Voytko, Alexis Handler, Tiffany Postell, Sam Duggan

Phase 1: Research

Founded in 1974, The Watauga County Farmers' Market (WCFM) has been a vital point of connection between growers and consumers of the High Country for exactly half a century this year. Nestled away in Horn in the West, this 100%-producer-only market operates every Saturday morning from April through November, from 8 a.m. to 1 p.m. Regional producers of fruit, flowers, fungi and so much more gather every week to sell their own goods directly to the members of the greater Boone community.

As of 2021, there were 76 consistent vendors present at the market. With this number of sellers, it only makes sense that there is a true variety of what a patron can find at the market. Blue Ridge Apiaries sells honey and beeswax products. Fiddler Forge is a blacksmithing company based out of Todd, N.C. High Country Fungi grows gourmet fungi with extreme care. One can almost stock their entire pantry with all of the hand-produced goods found here, not to mention the allure of fresh, local, and seasonal produce.

Further proving the market's commitment to being a 100% producer-only organization, Michelle Dineen of Sunshine Cove Farms acts as general manager of operations. Aside from her passion for micro-greens and quail eggs, her vision for the market is big. Moving forward, the market will seek to grow its audience within the Boone community and foster intentionality in their messaging strategies.

With its fiftieth anniversary on the horizon, this is the most opportune time to refresh strategy and move forward. Implementing the strategies and tactics of this campaign will assist the Watauga County Farmers' Market in positioning itself as an accessible, affordable, and family-friendly grocery option, where shoppers get to meet growers face to face.

Situational Analysis

Background

Watauga County Farmers' Market (WCFM) first opened in 1974, and has been providing fresh and local produce for all community members ever since. The market has an annual fundraising budget of \$5,000, and they are currently looking to expand its outreach to younger audiences, particularly college students. The market currently has various vendors who provide home-grown or hand-made products. The success of the market is very important to these vendors because it is their source of income.

Importance

WCFM provides a variety of home-grown fruits, vegetables, herbs and flowers to the community. They have a vision to "encourage and promote local agriculture, horticulture, value added, and craft industries in Watauga County and the adjacent area; to provide producers a site to market their goods directly to the consumer; and to provide consumers a market to obtain quality goods directly from local producers," according to the market's home webpage. The market is a strong symbol for community togetherness and supporting local vendors and they rely on high participation rates to ensure that sales goals are met.

Consequences

Currently, WCFM depends on one person for outreach and social media development. There are many limitations to be found in social media outreach when only one person is creating all the materials. The market relies heavily on community involvement and participation. It is open once a week on Saturdays from 8 a.m. - 1 p.m., which is very limiting to students who may not want to make a trip that early. The facility contains limited parking space, which makes it challenging for many people to visit the market, especially during busy hours. The existence of the market in a college town with a high concentration of sports fans poses many difficulties as far as people's motivation to go out during times when traffic is an issue.

Resolution

To garner more interaction, WCFM seeks to expand its outreach to more college students, as well as those who are unaware of the market. The client expressed interest in the potential benefits of educating the public on the importance of buying organic foods via outreach on social media. The market also plans to combat the issue of parking at the facility by collaborating with the Appalcart to provide a route that takes people directly to the market.

Competitors

WCFM is home to an array of vendors who self-produce the items they sell. The market is 100% producer-only, giving them an advantage over regular grocers in the area. Many large grocery stores such as Earth Fare, Lowe's Foods, Publix, etc. have the capacity for expansion of their brand since they are more prominent organizations with larger budgets. Educating buyers on why shopping local and purchasing organic products can be beneficial and may garner more involvement with the market.

Organizational Analysis

Internal Analysis

The main stakeholders of the Watauga County Farmers' Market (WCFM) are the farmers and artisans themselves. They operate with a democratically elected board that makes decisions and is a unique farmer-run market. Michelle Dineen is the manager who also does most of the promotion. The officers are Matt Cooper, Andy Bryant, Genevieve Sanders and Will Thomas. The board of directors currently includes Stephanie Shipley, Devin Lacey, Cole Avery, Meghan O'Neill and Avery Hughes. This board is made up of farmers and producers that can be found at the market every week, so they are very involved and care strongly about the decisions made.

This group makes decisions for the market together, but Dineen handles most of the work. In the client meeting, Dineen told us one of her main struggles is running things and putting out all the promotional material almost entirely herself. They have a \$5,000-a-year budget for marketing which has been used on radio advertising, an Appalcart ad and boosting social media accounts which is their primary form of advertising.

External Analysis

WCFM's main competitors are the grocery stores in Boone. Grocery stores like Earth Fare, Lowe's Foods, Publix, etc. try to advertise that they are sourcing local foods, which is the main problem for the farmers' market. If potential farmers' market customers believe they can get local produce at more accessible places, they will no longer need to go to the farmers' market each week. However, according to Michelle Dineen during the client discovery meeting, the market does have many dedicated shoppers that show up weekly, often with their own baskets and a list of what they are looking for. These shoppers are often educated on the benefits of buying organic or have a solid dedication to shopping sustainably and supporting local vendors.

Public Perceptions

Many people seem to be aware of WCFM; that being said, only specific demographics appear to interact on a more regular basis. Locals who have been in Boone for a while, older people in the community, educators, sustainable development students, and young families all make up the market's following. These are people who are already invested in the farmers' market mission and are likely aware of it for that reason. Many younger students and tourists that visit Boone do not know anything about the market.

The market has garnered many positive reviews over the years; however, many visitors think the market should be more upfront about pet policies. According to a review on their Google reviews page, one user says, "Fine market but not pet friendly. No dogs allowed. Does not make sense- outdoor event at a park.". This comment addresses the need for further amplification of pet policies and their importance at the market, which is only stated briefly in the market's FAQ section of the webpage.

Limitations of Current Public Relations Program

The most significant limitation of the WCFM's current public relations program is a lack of resources. Michelle Dineen reported that she has to do most of the social media and marketing tactics herself. This creates a significant amount of work for Dineen, and with her expertise being primarily within marketing, it's imperative that WCFM is supported with the PR resources they need to be successful.

Current Tactics

Currently, the most significant resource the WCFM has to reach audiences is their social media. Their Instagram has 7,063 followers, their Twitter has 1,742, and their Facebook page has 1,152 likes. This is how they reach the majority of their audiences, but they also use radio advertisements and bus advertisements to reach people that may not know about the market. The market receives sponsorship from the Watauga County Arts Council to provide live music every Saturday at the market, which may encourage attendance. WCFM also offers the opportunity for those who receive EBT to double the amount they receive from EBT to use at the market, which provides an incentive to shoppers who are limited by the amount they receive in EBT.

Public Analysis

Through research findings, Peak PR identified three key publics for the Watauga County Farmers' Market.

Target Public: Watauga County Residents

The first key public is the local, year-round residents of Watauga County. Research showed that these members tend to be older in age demographics, and very loyal to WCFM due to high awareness of their story and initiatives. They are also known to shop earlier in the morning, and usually have a set idea of what they want to purchase. This is a very reliable public for WCFM, as they remain dedicated to the market and show up throughout the season to show support. Residents are also likely to utilize home and kitchen space, which makes them a strong option through which the market can promote new recipe ideas, seasonal products and locally sourced options.

Target Public: Appalachian State Students

The second key public is the students at Appalachian State University, which can be divided between upperclassmen and underclassmen. Research showed that upperclassmen are more likely to be aware of the farmers' market, and therefore support it in a greater quantity than underclassmen. These students also purchase more at the market, as their living conditions allow for them to utilize a kitchen space, and therefore open up more opportunities to support vendors. Underclassmen, due to their inexperience within the local community, are less likely to be aware of WCFM, but for this reason, they offer great potential through which the market can advertise itself and gain new clientele. Students are additionally more likely to prioritize sustainability and supporting small businesses, which allows the market to connect with them in promoting fresh produce and homemade products. Furthermore, the client confirmed that students are more likely to engage with social media endeavors, which helps prioritize the best avenues to connect with key publics.

Target Public: Tourists

The third key public for WCFM is the tourists who come to Boone and Watauga County to vacation and immerse themselves in local culture. This includes families of Appalachian students, distant relatives of local residents as well as those who visit on their own time and with no connection to the area. These people tend to be unaware of the market due to their separation from the local community, but are passionate about the cause and interested in supporting local businesses and vendors. Through this public, WCFM can further advertise their crafts and souvenirs as keepsakes and reminders of a satisfying experience.

Audience Research Methods

For this campaign, Peak PR studied three specific audiences that the Watauga Farmers' Market should target. These audiences included students at Appalachian State University, residents of Watauga County and visitors and tourists looking for a new experience.

Peak PR collected data on the three publics using a voluntary, mixed-method survey via Qualtrics, which was then distributed online. This allowed the reach to extend past both the Appalachian State community and Watauga County, allowing for past and potential visitors to contribute as well.

The survey link was posted on various social media platforms to gather participants, including Instagram, Snapchat and Facebook. Through this, Peak PR was able to collect specific information about all three demographics, their respective awareness levels of the farmers' market, their shopping habits, access to transportation and feedback as to what would make the market more or less appealing to visit. With this information, the campaign is able to be based and supported on the voices of the audiences targeted, allowing it to be better tailored to their wants and needs.

Research Results

The survey responses allow for a deeper understanding of the audiences that the market seeks to tap into. Without this valuable information, one might assume that students are simply unaware of the market. The majority of survey respondents (n=67) are students at Appalachian State University (85%). It was found that 88% of total respondents, including these students, are aware of the farmers' market. With this knowledge, it is understood that students know about the market and therefore should be encouraged to take action and make a purchase.

In asking what has prevented respondents from supporting the farmers market, many claim that the early hours on Saturdays presents a conflict. The most optimal time to visit the market varies among the majority of participants who responded to the question about the farmers market hours (n=49). The highest percentage (41%) said that mid-day would be best. The next highest percentage (31%) said afternoon. The morning was preferred for 18% of respondents, and the last 10% said evenings would be the most convenient time to go.

These findings tell us that midday and afternoon attendance would be the highest, but a reasonable number of customers would still show up early in the morning. This also suggests that any special events or performances that are a part of the campaign should be scheduled for the midday or afternoon instead of the morning so that higher attendance is more likely. Similar to the time conflict, transportation and parking are also concerns reported by survey participants. Of all of the responses to the question about transportation (n = 49), 78% of people reported that they primarily rely on their own personal vehicle as their main mode of transportation. For the rest of the respondents, 12% reported that they prefer to walk as their main mode of transportation as opposed to using public transportation, which was only reported by 8% of the respondents.

This suggests that the market is frequently visited by people with their own cars, who would therefore need safe and reliable areas to park their vehicles while shopping. With fewer patrons using public transport, there is a need for the market to either refigure their parking to make space for more people or incentivize patrons to use alternative means of getting to the market.

Phase 2: Strategy

Introduction

Some of the findings from the research survey showed that though many students in Boone are aware of the market, they do not often attend for a variety of reasons. Reasons given for not attending the market included the time being too early and limited, the products being too expensive, being unaware of the actual location or lacking the transportation to get there. Since it is clear students are already aware of the market, the focus should instead be on getting students to take action and interact with the market.

The reasons given by respondents who do not attend the market will help inform what messages to put out about the market. With these reasons in mind the focus should be on the accessibility of the market, in terms of both getting to the market and affording to purchase things there. Finding that many respondents do not know much about the function of the market, including what is sold, where it is, what the hours are, etc. means one of the goals should also focus on the awareness of the market in the region. This awareness should expand beyond general knowledge of its existence and should spread more concrete information about the market and its mission.

Goals and Objectives

GOAL: Increase student engagement with the market.

OBJECTIVE: Encourage action among students to engage with the market with a 20% increase in interaction by November 2023.

The client expressed interest in encouraging more students to attend the market. The research showed that most students are aware of the market already, but they find it too difficult or unnecessary to go. This is why the objective for this goal focuses on action and getting students to engage with the market more than they already do.

GOAL: Position the market as a one-stop shop for all of the community's grocery needs.

OBJECTIVE: To have an effect on the awareness of community members on the benefits of buying organically sourced ingredients. (20% awareness increase by November 2023).

The client noted that many of the people who attend the market use it as a supplement to their other grocery shopping. They want people to treat the market as their main source of groceries since they are able to provide so many goods. This is why the local public is the target audience to convince them that it would be beneficial to start doing more of their shopping at the market.

GOAL: Increase organizational awareness in the region.

OBJECTIVE: To increase awareness of the market as a vital part of the High Country among visitors and residents (50% increase in virtual traffic; 20% increase in weekly attendance by November 2023.)

The client mentioned that they do not notice a lot of residents and visitors that think of the market as one of the essential activities in Boone. This is why the market should be better established in the region which will gain more traction from not only local residents but visiting tourists.

Strategies

OBJECTIVE: Encourage action among students to engage with the market with a 20% increase in interaction by November 2023.

STRATEGY 1: Promote the market by following a formal social media outreach plan.

STRATEGY 2: Get local creatives involved with the market.

STRATEGY 3: Do more interpersonal outreach on-campus by hosting live or in-person events.

These strategies will work well for a student audience because based on the research done, many students use social media platforms such as Instagram, TikTok and Facebook. The main source people used was Instagram. 33 out of 67 people said that they used Instagram to gather news.

85% of people who responded to the survey said that they go to Appalachian State University, so hosting events on campus would greatly increase student attendance. Inspiring people to get creatively involved provides an incentive for participation.

OBJECTIVE: To have an effect on the awareness of community members on the benefits of buying organically sourced ingredients. (20% awareness increase by November 2023.)

STRATEGY 1: Social media outreach focused on vendors and farmers.

STRATEGY 2: Promote available products through print media to post around Boone. Community outreach

These strategies work well for community members because based on the research done, many locals want to be heavily involved in their community. There are currently 15.3k followers on the “Watauga County in The Know” group Facebook page. Emphasizing farmers and vendors’ perspectives on social media would encourage interaction and raise awareness of the variety that the market provides. Print media posted around town will increase community members’ exposure to the market and encourage them to attend.

OBJECTIVE: To increase awareness of the market as a vital part of the High Country among visitors and residents (50% increase in virtual traffic; 20% increase in weekly attendance by November 2023).

STRATEGY 1: Use outdoor promotion and print media to post around Boone during the market's season and attract potential visitors.

STRATEGY 2: Generate excitement around “Watauga County Farmers’ Market 50th Anniversary” through event programming.

These types of strategies will work well for this audience because they appeal to both people who live in Watauga County and those visiting. In the survey, no one said that they did not use social media in the results, so promoting the market on social media will increase engagement, especially on pages related to Watauga County. Visitors will see outdoor advertising as they explore Boone, which makes this an efficient strategy.

Message Strategies

Through the aforementioned strategies, Peak PR will spread awareness of the farmers’ market as well as push audiences into further engaging with the organization. The strategic approach to tapping into the student population is through using emotional appeals.

Example message strategy: “Decorate your dorm with handmade products! Visit the Watauga County Farmers’ Market on Saturdays from 8 a.m. - 1 p.m. and bring out your inner interior designer!”

This campaign will also make use of nutritional as well as economic data to support message claims in favor of locally-sourced produce. In using logic to support the message claims, the community can learn the importance of eating a balanced and nutritious diet as well as supporting the local economy. Seeing as the market has been part of the community for half a century, there is also room to appeal to the local demographic’s emotions.

Example message strategy: “One of Boone’s hidden gems has been right under your nose this whole time. Come join your community at the Watauga County Farmers’ Market on Saturdays from 8 a.m. - 1 p.m.”

To appeal to tourists an emotional appeal would be the most effective. With a demographic that will only be in the area for a limited time it is important to catch their attention, which emotion often does.

Example message strategy: “Want to take more away from Boone than photos of the parkway? Support local artists at the Watauga Farmers’ Market and learn what makes Boone so unique!”

Phase 3: Tactics

Introduction

This phase will outline the specific tactics recommended by Peak PR in order to meet the campaign's overall strategies and objectives, as well as provide a potential implementation schedule. Through these tactics, the Watauga Farmers' Market will have a variety of channels through which to connect with target audiences and promote themselves. Each highlighted tactic is both explained in wording and represented with a visual example to apply the same ideas. Peak PR then went on to create an implementation timeline, using the market's upcoming season to show where and how the tactics may be utilized throughout the campaign. Finally, Peak PR established a clear budget that effectively utilizes the market's funds to make each tactic possible.

From this, the goal is for the Watauga Farmers' Market to have a clear vision of how the campaign will unfold in real time. The information presented in this phase will give the market the tools necessary to achieve their overall goals in a concrete, logical and realistic manner, through which the campaign can be implemented with little confusion or setbacks.

Tactics

Peak PR chose to organize the following tactics based on their method of delivery and outreach to the public. By organizing the tactics among their methods of delivery, more room is created to appeal to multiple target audiences, as resources can be more liberally allocated. Additionally, this method of separating tactics will make the budgeting process easier, as it emphasizes the needed channels and materials for distribution to the public. Each tactic supports at least one of the campaign's strategies, and the individual connections may be found in the description of the tactics for the utmost convenience.

Print Media

TACTIC 1: Encourage participation for a contest for student artwork inspired by the market's 50th anniversary (to be displayed on the market's promotion flyers).

The end goal is to use the artwork and create promotional flyers for the 50th anniversary. However, by turning it into a contest, it also creates an opportunity to immerse students into the endeavors of the farmers' market and learn more about it. Implementing this tactic would support the strategies of getting local creatives involved with the market and generating excitement around the 50th anniversary through event planning.

TACTIC 2: Print promotional materials showcasing all the different goods available at the market to post around Boone that emphasize how the farmers market carries all people's needs.

This tactic gives the market an alternative route to promote their products and visually appeal to the public. It also caters to the target audiences of Boone locals and tourists that may not be familiar with social media or the market. By putting up promotional flyers around town, it further associates the market with what makes Boone unique; something that is more than enough to draw in new faces. This also supports the strategy of using outdoor promotion and print media to post around Boone during the market's season and attract potential visitors.

Campus Outreach - Interpersonal

TACTIC 3: Host a monthly campus pop-up shop that is easily accessible to students.

This tactic implies that the farmers' market would set up a small, temporary space on campus to sell miscellaneous products to students as they pass by. Doing this would allow the market to sell more products, interact with students face-to-face and raise awareness across campus.

TACTIC 4: Organize an education outreach event at Appalachian State with local farmers who produce and sell products at the market and encourage students to come with questions.

This tactic focuses on having vendors and direct representatives of the market go on campus to educate and meet students. Having farmers come to campus would allow students to see the market through a different perspective, and would emphasize its qualities of being locally owned, sourced and produced. It would also give students the chance to ask questions about the market or the importance of consuming organically grown products. Overall, this also contributes to the strategy of doing more interpersonal outreach on campus by hosting live and in-person events.

TACTIC 5: Have special activities offered at the market centered around "Watauga County Farmers' Market 50th Anniversary."

This tactic suggests that the market plans special, live events on site to attract and entertain visitors. This may involve inviting local bands to play music, having local artists do commissions or even partnering with other businesses to promote one another. Having a fun, lively space will help to both retain current supporters and attract new ones, as well as supply the market with local connections across the community. Overall, this tactic supports the strategies of getting local creatives involved with the market and generating excitement about the 50th anniversary through event programming.

Social Media

TACTIC 6: Post recipes and farmer highlights to social media in order to give a voice to vendors as well as highlight their special goods.

This tactic places an emphasis on using social media to give all parts of the market a greater voice throughout the community. Content posted may include easy, dorm-friendly recipes to make with featured products, farmer takeovers to show viewers a day in the life or vendor highlights to promote special items. The idea with this tactic is to take advantage of the greatest possible outreach and use it to pique the interest of the public, supporting the strategy of promoting the market by following a formal social media outreach plan.

TACTIC 7: Highlight seasonal products via social media posts, featuring the health benefits of them, creative recipes or crafts that can be made with them and why buying them is beneficial to customers.

This tactic would use social media to inform the public about available seasonal products, as well as how to use them. Through this, both new and old visitors may feel inspired to try a new product, recreate a fun recipe or project, further research health benefits or share the ideas with a friend. Because of this, using this tactic would also support the strategy of promoting the market by following a formal social media outreach plan.

Mass Media

TACTIC 8: Record and release a PSA for WASU promoting the market and what it provides.

This tactic would provide the market with another channel to connect with potential visitors, as people that use the radio to obtain information may not overlap with those who prefer the aforementioned sources. Because WASU is a local radio station, shared information about the market would easily reach both students and locals, even while on the go. This will support the strategies of generating excitement for the 50th anniversary and promoting the market through various methods of outreach.

Phase 4: Evaluation

This section will explain how Peak PR advises that the campaign be evaluated. Using the following methods will help determine whether or not the campaign's objectives were achieved and will show the Watauga Farmers' Market how much of an impression was made. In order to determine the effectiveness of the campaign, the metrics collected for consideration should include but are not limited to:

- Number of attendees at the market each week.
- Number of attendees and participants at planned events.
- Number of followers on social media platforms.
- Social media and radio statistics and insights. (Followers, likes, shares, etc.)

The objectives of this campaign were to encourage students to engage with the market, make community members more aware of the benefits of the market and to increase awareness of the market throughout the region. To measure these objectives, various evaluation methods will need to be employed.

It would be best to use the before-and-after study model to evaluate the campaigns success. Prior to the campaign, a survey was sent out to understand the awareness that students and residents have of the Watauga County Farmers' Market. The survey included questions covering how people heard of the market, how often they shop there, how they view buying organic and local products and general demographic information. Because of this, conducting another survey through the same process after the campaign ends would be a valuable tool in determining how many more people were made aware of the market, or furthermore, how many people went on to support the market actively. This would also help evaluate whether certain strategies, such as the posters and social media posts, were effective.

Judgmental assessment may also be used to determine whether certain campaign components worked. For example, personal judgment can be used by observing the public's reaction to the materials produced. Progress reports should be utilized monthly throughout the duration of the campaign to be sure that goals are met, and should conclude with a final report at the end of the campaign.

The campaign will make use of various digital media management services, namely Hootsuite and iContact, in order to effectively measure and monitor the digital footprint of the campaign. In subscribing to these services, several analytics tools become available.

Hootsuite allows one to manage across several platforms (Facebook, Instagram,) but more importantly, the professional service helps measure post performance, audience engagement, and even offers recommendations in order to continue to drive successful management.

A professional subscription to Hootsuite.com costs about \$49 per month, totaling in at \$588.00 every year. Similarly, iContact - an email marketing service- will total at \$276.00 per year (at \$23 a month.) It is worth investing in these services as they avail several management tools to a user- and most importantly, grants access to many digital media metrics.

Within the implementation timeline, Peak PR worked in specific evaluation checkpoints throughout the campaign, beginning on April 30 and continuing on the last weekday of each month until the market closes in November. These benchmarks allow the campaign to evaluate

social media engagement through Hootsuite as well as the number of attendees recorded at the market. On the last checkpoint of November 30, all collected data throughout the campaign should be analyzed, and a replication of Peak PR's original research survey will be conducted to record any changes.

By using these different methods of evaluation including the before-and-after study model, judgemental assessment, and digital media management services Peak PR will be able to determine the efficacy of this campaign. Using these tools both throughout and after the campaign will make the results more comprehensive. With this plan for evaluation Peak PR will be able to see if the campaign increased student engagement with the market, increased community member awareness of the benefits of the market, and increased general awareness of the market in the region, which were the campaigns original goals.

Appendix

Implementation Timeline

December: Work on hiring two interns for the spring semester to implement this campaign.

January 9: Establish which farmers are interested in selling on campus and create sign ups for each week the booth will be there.

January 11: Draft design for flyer/post about the artist poster contest.

January 16: Ask farmers about their interest in creating recipes and highlights on them. From there, create a schedule of who is highlighted and when.

January 18: Reach out to the necessary people about getting the downtown flags up.

January 25: Draft downtown flag design.

January 30: Start contacting necessary people for anniversary events (music, activities).

February 1: Post about the anniversary poster contest on Instagram and Facebook, put flyers around town and in the art and communication buildings.

February 9: Plan on-campus farmer booths, draft announcement post/flyer.

February 8: Plan the speaker event, start drafting flyers/posts for event.

February 15: Finalize plan for 50th anniversary and draft posts/flyers.

March 1: Post on social media and put flyers around town about special 50th anniversary event.

March 3: Anniversary poster contest winner announced, start working with them on the final product.

March 10: Get anniversary posters printed.

March 15: Distribute anniversary posters around Boone and campus, get downtown flags up, start promoting on campus pop-up booth.

March 20: Draft first farmer highlight post, figure out a general template.

March 27: First farmer highlight post, **continue every other Monday** if possible.

March 28: Draft available products post.

March 31: Post available product post, **continue once a month** or according to large product changes.

April 1: 50th Anniversary season kickoff event!

April 5: First day of on campus booth- **continue first Wednesday** of each month.

April 7: Post about the first speaker event.

April 14: First speaker event, **continue second Friday** of each month.

April 30: Checkpoint- evaluate social media engagement according to plan. Analyze monthly participation according to tracking.

May 1: Draft benefits of buying from the market flyers and posts.

May 8: Finalize benefits of buying from the market flyers and posts.

May 15: Post on social media and put up physical flyers around campus and around town about benefits of buying from the market.

May 31: Checkpoint- evaluate social media engagement according to plan. Analyze monthly participation according to tracking.

June 5: Draft radio PSA.

June 12: Finalize radio PSA and send out to selected radio stations.

June 30: Checkpoint- evaluate social media engagement according to plan. Analyze monthly participation according to tracking. Continue each month.

November 30: Checkpoint- evaluate social media engagement according to plan. Analyze monthly participation according to tracking. End of campaign, combine all evaluations together to analyze.

Budget

WCFM 2023 Season Promotional Budget			
Revenue:	Repeat?	Budget:	
Marketing			
Promotional Revenue		\$5,000.00	
Total Revenue:		\$5,000.00	
Expenses:			
Printing			
Posters	Yes	\$ 500.00	
Flyers	Yes	\$ 500.00	
Pole Banners	No	\$1,000.00	
Stickers	Yes	\$ 500.00	
Misc	No		
Total Printing:		\$2,000.00	
Radio			
Radio: WNCW/Other	Yes	\$ 500.00	
Radio: WASU	Yes	\$ 500.00	
Total Radio Promotion:		\$1,000.00	
Digital Promotion			
Digital: HCP			
Digital: HCM			
Digital: Icontact	Yes	\$ 280.00	
Digital: Facebook/Instagram	Yes	\$ 400.00	
Hootsuite Pro Acct	Yes	\$ 590.00	
Digital: Other			
Total Digital:		\$1,270.00	
		Grand Total:	\$4,270

Examples of Tactics

TACTIC 1: Encourage participation for a contest for student artwork inspired by the market's 50th anniversary (to be displayed on the market's promotion flyers).



The poster features a green background with a white rectangular frame. At the top, the text "50TH ANNIVERSARY ART CONTEST" is written in a large, serif font, centered within a horizontal line. Below this, there is a stylized illustration of an easel holding a canvas. The canvas displays the letters "Si" in a colorful, brush-stroke font, with a few small dots above them. To the right of the canvas is a yellow cup containing several paintbrushes of different sizes. In front of the easel, on the floor, are two small paint cans, one yellow and one red. Below the illustration, the text "WATAUGA COUNTY FARMERS' MARKET" is written in a serif font, centered. At the bottom, there is a line of text: "Do you want an outlet for your creativity? We are looking for student artwork inspired by Watauga County Farmers' Market's 50th Anniversary to feature in our promotional materials. The winner will receive \$50 of market credit!" followed by "SEND SUBMISSIONS TO" and the email address "WATAUGACOUNTYFARMERSMARKET@GMAIL.COM".

TACTIC 2: Create flyers that promote all the different goods available at the market to post around Boone that emphasize how the farmers market carries all people's needs.

The Watauga County Farmers Market

Saturdays
April-Nov. | 8-1 p.m.
Horn in the West
Parking Lot

Fresh Fruit
Seasonal Veggies
Homemade Dry Goods
Handmade Crafts

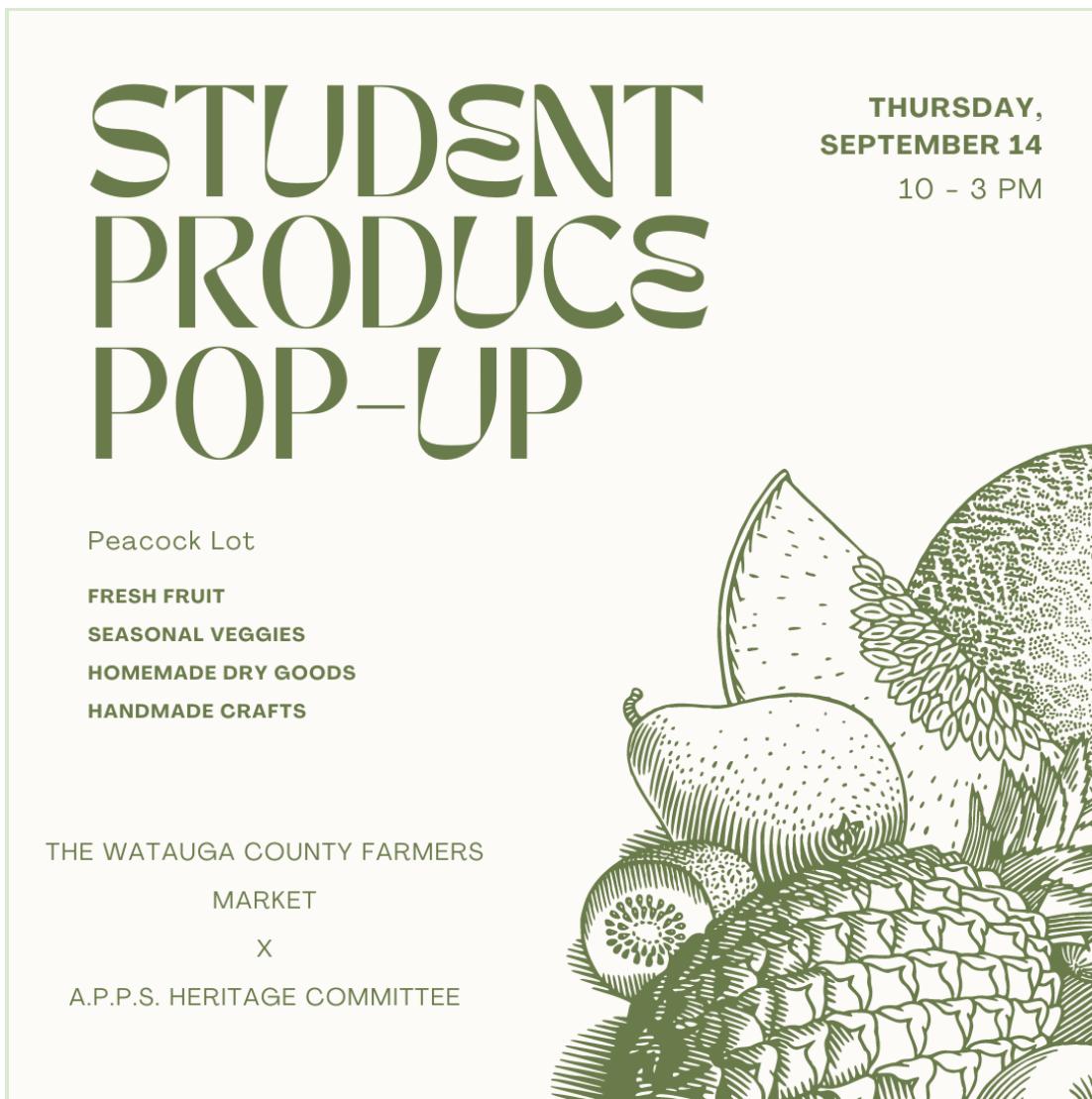
\$5 Credit
at any vendor!

Let's Grow Together - WCFM

Visit www.wataugacountyfarmersmarket.com

The Watauga County Farmers Market
Est. 1973

TACTIC 3: Host a monthly pop-up shop on ASU's campus that is easily accessible to students; Instagram post and poster:



TACTIC 4: Organize a speaker event at Appalachian State with local farmers who produce and sell products at the market and encourage students to come with questions

SPEAKER EVENT

**FRIDAY APRIL 14TH
AT 5:00 PM.**

**Michelle Dineen From Sunshine Cove
Farm.**



THE WATAUGA COUNTY FARMERS' MARKET

Have you ever wondered how your food is grown or where it comes from? Join us for a speaker series featuring vendors at the Watauga County Farmers' Market

This month's guest speaker is Michelle Dineen of Sunshine Cove Farm in Valle Crucis, NC. Their farm specializes in growing a large variety of food on a very small amount of land. They offer things like microgreens, veggies, edible flowers and even quail eggs! Join us for an educational chat with Michelle about the benefits of buying local and a glimpse at what it is like to run a farm.

VISIT WATAUGACOUNTYFARMERSMARKET.ORG FOR MORE INFO.

TACTIC 5: Have special activities offered at the market centered around “Watauga County Farmers’ Market 50th Anniversary.”

Instagram post:



Poster:



TACTIC 6: Post recipes and farmer highlights to social media in order to give a voice to vendors as well as highlight their special goods.



TACTIC 7: Highlight seasonal products via social media posts, featuring the health benefits of them, creative recipes or crafts that can be made with them and why buying them is beneficial to customers.

Poster:



JOIN US AT WATAUGA COUNTY FARMERS' MARKET

Saturdays 8 AM - 12 PM

DID YOU KNOW?

There are many benefits to buying your produce locally!

According to a report from Michigan State University, locally grown food just tastes better! Since it is picked when it is ripe and sold immediately, you can ensure you are getting the best quality of produce! Nutrient value decreases in produce over time. Because local produce goes almost immediately from farm to table, the nutrient value is much higher than produce in grocery stores. Other than all the benefits it offers to your health, buying local also boosts the local economy and allows you to support your community!

FOR MORE INFO VISIT
WATAUGACOUNTYFARMERSMARKET.ORG

The poster features a collage of fresh produce: oranges and lemons on the left, and carrots on the bottom left. The main text is in a bold, sans-serif font, with the "DID YOU KNOW?" section in a larger, yellow, stylized font. The background is a solid green color.

Instagram post:

PURPLE CORN IS A-MAIZE-ING!



Did you know there are other varieties of corn that aren't yellow? This produce was a staple in the diets of ancient civilizations more than 2,000 years ago! Purple corn (also known as blue corn) has many health benefits including being an anti-inflammatory, supporting eye health and even lowering blood pressure! It can be used for a variety of things like pizza crusts, tortillas, purple grits, and drinks like Chicha Morada.

**VISIT WATAUGA COUNTY FARMERS' MARKET TO
PICK SOME UP! OPEN SATURDAYS 8 AM - 1 PM**

TACTIC 8: Record and release a PSA for WASU promoting the market and what it provides and emphasizing the 50th anniversary.

November 17, 2022

Contact:

Peak PR
Public Relations Company
980-285-0698
postelltd@appstate.edu

Air Dates:

Monday, April 21 through Friday, April 25

Watauga County Farmers' Market Benefits of Buying Local PSA (30 seconds)

SFX: *Birds chirping for 1.5 seconds. The sound of someone yawning and waking up plays, then a knock on the door.*

V/O1: Stacy, wake up! It's a beautiful morning and I was about to head to the Watauga County Farmers' Market! Wanna join me?

V/O2: I would.. But my bed is so cozy!

V/O1: Oh come on, you have to go! You know how you told me you've been wanting to eat healthier? The market offers a lot of healthy and local produce!

V/O2: Really?

V/O1: Yes! And there are so many benefits to buying directly from farmers. The produce is fresher because it's fresh from the vine and packed with nutrients. Buying local also helps stimulate the local economy! Oh, and they have really cool art for purchase like earrings and wool hats!

V/O2: Woah, I didn't know they had so much to offer! Let me get ready and we can hit the market!

Announcer: This message is brought to you by the Watauga County Farmers' Market. To learn more visit wataugacountyfarmersmarket.org.

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