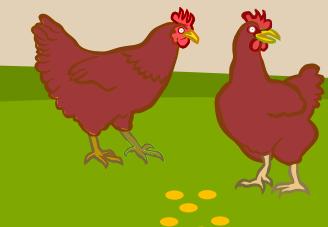


# Peak PR x WCFM

“Going Back To Our Roots: A Celebration of the Market’s 50th Anniversary.”



# I. Research



# Organizational Analysis

## Main Stakeholders

Farmers and artisans

## Main Competition

Grocery retailers (Publix, Harris Teeter, Food Lion)

## Budget

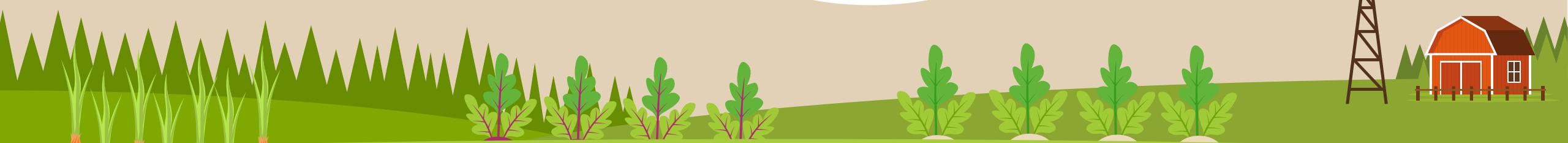
\$5,000

## Best engagement point

Social media

## Weakness

HR stretched too thin!



# TARGET PUBLICS



## 1. Boone Full-Time Residents

- Older in age
- Loyal to the market
- Shop early in the morning
- Families and Households

## 2. Appalachian State University Students

- Upperclassmen more likely to be aware
- Underclassmen are new arrivals to community
- Prioritize sustainability and small businesses

## 3. Tourists

- Related to App State/Boone community
- Skiers/Leafers/Summerers/Outdoorsmen

## KEY FINDINGS

88%

Awareness of market

41%

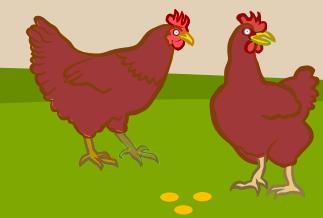
Midday is best time  
for a market

78%

Use personal  
vehicles as main  
transport

Total Respondents (N) = 67

# III. Strategy



# Student Engagement

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.



# Community Outreach

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.

# Organizational Awareness

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.

# Message Strategies

## Students

"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!"

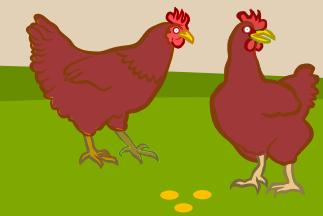
## Full-Time Residents

"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."

## Tourists

"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!"

# III. Tactics



# 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).



## Tactic 1 Example:

# 50TH ANNIVERSARY ART CONTEST



## WATAUGA COUNTY FARMERS' MARKET

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!

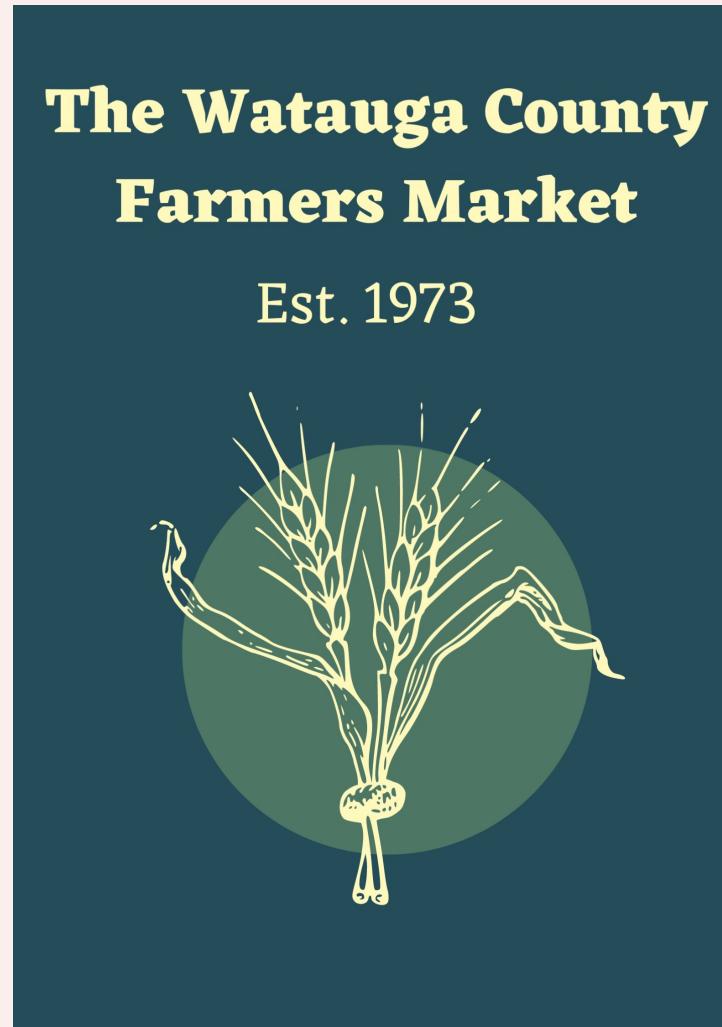
SEND SUBMISSIONS TO  
[WATAUGACOUNTYFARMERSMARKET@GMAIL.COM](mailto:WATAUGACOUNTYFARMERSMARKET@GMAIL.COM)

# Print Media

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.



## Tactic 2 Example:



# 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

Visit  
[www.wataugacountyfarmersmarket.com](http://www.wataugacountyfarmersmarket.com)

**\$5 Credit  
at any vendor!**

Let's Grow Together  
- WCFM

# Campus Outreach/Interpersonal

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



## Tactic 3 Example:

**STUDENT  
PRODUCS  
POP-UP**

Peacock Lot

**FRESH FRUIT**

**SEASONAL VEGGIES**

**HOMEMADE DRY GOODS**

**HANDMADE CRAFTS**

THE WATAUGA COUNTY FARMERS  
MARKET

X

A.P.P.S. HERITAGE COMMITTEE

THURSDAY,  
SEPTEMBER 14  
10 - 3 PM



# Campus Outreach/Interpersonal

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.



## Tactic 4 Example:

“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.”

# 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](http://WATAUGACOUNTYFARMERSMARKET.ORG) FOR MORE INFO.

# Campus Outreach/Interpersonal

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

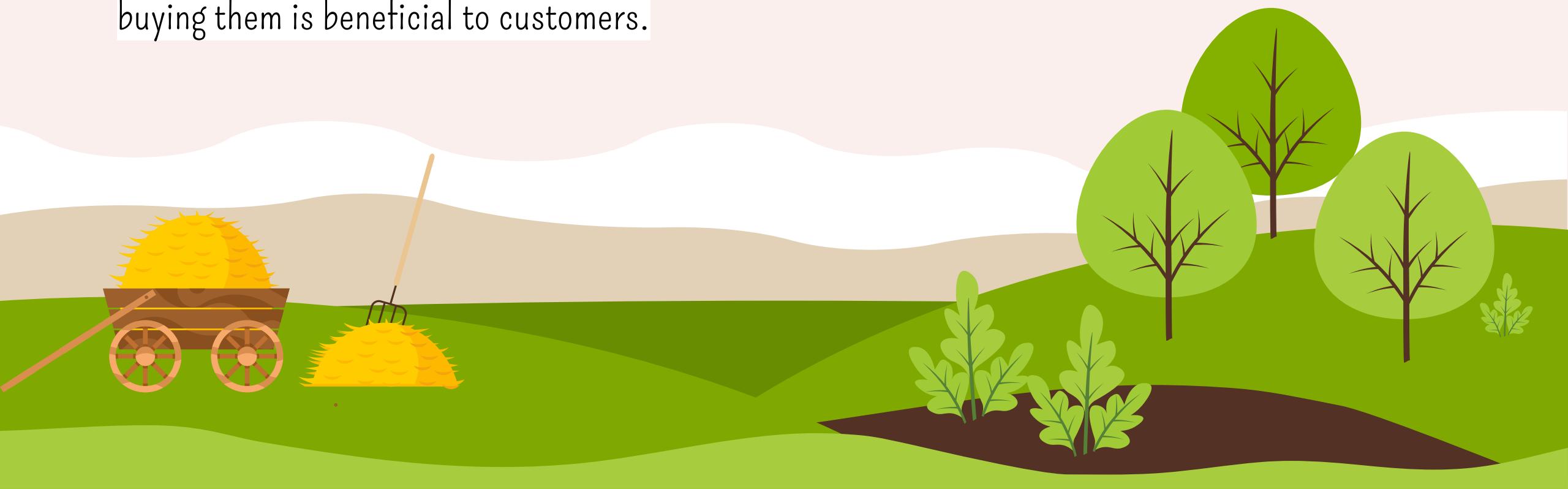


## Tactic 5 Examples:



# Tactics - Social Media

TACTIC 6: 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.



# Tactic 6 Examples:



## 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**

## 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**

# Implementation Timeline

**December 18:** Hire two interns

**January 25:** Draft downtown flag design.

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

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

**April 1:** 50th Anniversary season kickoff event!

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

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



**BUDGET**

# Budget - Print Media

Expenses:	REPEAT?	
<b>Printing</b>		
Posters	Yes	\$ 500.00
Flyers	Yes	\$ 500.00
Pole Banners	No	\$1,000.00
Stickers	Yes	\$ 500.00
Misc	No	
<b>Total Printing:</b>		<b>\$2,000.00</b>

# Budget - Radio

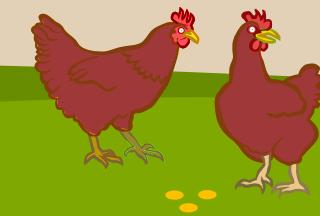
<b>Radio</b>	<b>REPEAT?</b>	
Radio: WNCW/Other	Yes	\$ 500.00
Radio: WASU	Yes	\$ 500.00
<b>Total Radio Promotion:</b>		<b>\$1,000.00</b>

# Budget - Digital

<b>Digital Promotion</b>	<b>REPEAT?</b>	
Digital: HCP		
Digital: HCM		
Digital: Icontact	Yes	\$ 280.00
Digital: Facebook/Instagram	Yes	\$ 400.00
Hootsuite Pro Acct	Yes	\$ 590.00
Digital: Other		
<b>Total Digital:</b>		<b>\$1,270.00</b>

\$4,270 Grand Total

# IV. Evaluation



# Metrics

- 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 (streams, likes, shares, etc.)

# Measurement Methods

- Before and after survey (via Qualtrics)
- Hootsuite and iContact
- Progress reports and evaluation checkpoints to collect data monthly, final report to assess all data

# Thank You!