



334

PUBLIC RELATIONS

Final Campaign Proposal

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Introduction

334 PR is a student led full-service creative Public Relations Agency. We focus on better connecting our clients' with their target audiences through brand awareness and effective communication strategies. This might involve conducting market research to understand the client's audience better, crafting compelling messaging tailored to that audience, and leveraging various channels to reach them effectively. By focusing on brand awareness and effective communication strategies, 334 PR aims to not only help its clients increase their visibility but also to build long-term relationships with their audiences.

This campaign was created by four public relations students at Auburn University for a semester-long project in a public relations campaign class. This project is designed to empower students to develop authentic campaigns for local businesses in the Auburn-Opelika area, aligning closely with each organization's unique needs. Through hands-on engagement, students gain practical experience while offering their chosen business partners fresh insights and innovative strategies to enhance their brand. After months of dedicated collaboration with our client, Swanson Diamond Center, we're thrilled to witness the materialization of our ideas.

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About Us

334 Public Relations is managed by a team of five aspiring public relations professionals, who are pursuing degrees in Public Relations at Auburn University. We are dedicated to empowering businesses by embracing the unfamiliar, navigating challenges, and fostering resilience. Our mission is to guide our clients towards growth and success through strategic communication, innovation, and a commitment to embrace change as an opportunity for growth. Through continuous learning and a resilient spirit, we strive to lead with creativity and flexibility, ensuring long term success and making a positive impact on local businesses throughout our community

At 334 Public Relations, our vision is to empower businesses to get comfortable with the uncomfortable. In order to empower businesses, we encourage our clients to embrace challenges and take calculated risks and foster open communication, continuous learning and adapting.

Client Overview

For over 16 years, Swanson Diamond Center has been one of the most trusted jewelry stores in the Auburn area. Swanson is a well-established jewelry store that has grown with the Auburn community from a small store to a multiple brand jewelry retailer. They have served generations of families as their trusted jeweler for brilliant diamonds, beautiful fine jewelry, elegant watches, treasured gifts, custom made styles and expert jewelry repairs. Swanson Diamond Center is committed to make every customer "feel at home" with their personalized service and their classic to cutting edge jewelry designs.

Swanson Diamond Center has employed us to increase their social media and online presence, as well as, help increase their in-store foot traffic. Throughout the semester, 334 PR has conducted primary and secondary research on Swanson's strengths, weaknesses, opportunities, threats, and target audience. Our campaign proposal incorporates traditional PR strategies and social media planning, creation, and execution.

SWOT Analysis

Introduction

Swanson Diamond Center is a family-owned jewelry store that has been in business for over 35 years. They are a small business located in the heart of Auburn, Alabama. Swanson Diamond Center values customer service and prioritizes serving the Auburn Community through a tradition of trust, high ethical standards, and knowledge of the services and products offered.

Strengths

Swanson Diamond Center carries a variety of strengths that help its business grow and prosper in the Auburn community. The first strength Swanson Diamond Center has is being a member of the Auburn Chamber of Commerce. The Auburn Chamber of Commerce serves as a connector among businesses across Auburn and helps expand businesses networks and relationships. Anyone who ventures into the Auburn Chamber website can click on the Shopping/Retail tab and find Swanson Diamond Center. This is a strength because being a member of the chamber provides an extra resource and opens doors in the business community. On the social side, a huge strength the Swanson Diamond Center has is its education tab on their website. This specific tab can help customers become more aware of the jewelry they are wanting to purchase. It educates them on the history of diamonds, directs you to learn more about your birthstone, and can help you decide on what size you are. There is a section where it provides tips on buying and includes various jewelry education tabs so that the customer can become familiar with the product before entering the store. This is a strength because it puts everything out there and provides the customer with everything they need to begin to form a positive relationship with Swanson Diamond Center. Another strength is Swanson Diamond Center's employment turnover. Turnover measures how often employees leave a company, and

Swanson Diamond Center does not seem to have that problem. One woman has been a part of the company for 25 years, and the other two main sales associates have been with the Diamond Center for 12 years. This is an economic strength because it shows that the organization takes care of their people; they care about providing the best working environment so that the workers can provide the best to the outside community. After taking a deep dive into Swanson Diamond Center's Facebook profile, we discovered that they congratulate couples on their engagements. The company takes a customer's pictures and posts a special feature that wishes them a lifetime of happiness. This is a technological strength because, after a customer buys a piece of jewelry, dedicating a post to the particular person creates more of an intimate relationship. By doing this, Swanson Diamond Center is engaging with their customers and emphasizing that they will always be there to support them and that they want to keep up with the relationship.

Weaknesses

Swanson Diamond Center is a family-owned local small business in Auburn, AL. With that being said, there are weaknesses that are prohibiting this small business from flourishing. One of the weaknesses would be having a limited online media presence and engagement. In today's world, having a strong online presence is crucial for any business. As technology is constantly advancing, business strategies and tactics need to be constantly advancing as well. Swanson Diamond Center may be missing out on potential customers by not effectively leveraging new strategies or technologies, which limits their online presence. This could restrict their ability to reach customers beyond their physical location and compete with online jewelry retailers. Because it is a small, family-owned business, not that many people outside of Auburn, AL, know about the store. It will be important to have a strong online presence in this situation, where others can easily gain information on them and the products they offer. For example,

Swanson Diamond Center currently has 28 Google reviews; although they are good reviews, people prefer to visit stores with over 100 reviews.

Another weakness that Swanson Diamond Center faces is outdated marketing tactics. Swanson Diamond Center is relying on traditional marketing methods that are no longer as effective in today's world. Today, consumers rely on multiple digital channels, such as social media pages, updated websites, and emails. Social media is an easy way for consumers to consume your content. People want to be able to do a quick online search for the company. According to Adobe.com, "Over 2 in 5 Americans use TikTok as a search engine. Nearly 1 in 10 Gen Zers are more likely to rely on TikTok than Google as a search engine. More than half of business owners (54%) use TikTok to promote their businesses, posting an average of nine times per month. 1 in 4 small business owners use TikTok influencers for product sales or promotions."

With that being said, most people go to TikTok to look at places they've never been to or want to try out. While looking at their TikTok page, there was not a lot of content, and it was not regularly updated. While doing this social media audit, their use of social media is not engaging with the audience. For example, you can engage with the audience by posting a TikTok video, wearing multiple engagement rings, and asking the audience which one their dream engagement ring is. Besides their social media, looking at their website, there are multiple outdated photos, and some of the information is also outdated.

Another weakness for Swanson Diamond Center is that they have a limited marketing budget. As a small business, they do not have unlimited funds or high dollar amounts for marketing. This limits them because they cannot do targeted paid ads, invest in big marketing campaigns, or compete with franchise jewelers who have a whole marketing team and a significantly higher budget.

Another weakness could be that Swanson Diamond Center is not adapting to changing consumer patterns and trends. For example, they could fail to recognize new trends and preferences, such as sustainable and ethically sourced products or experiences, that people are interested in nowadays. Without effectively responding to changing social trends and consumer behaviors, they could risk losing relevance.

Opportunities

There are many opportunities for Swanson Diamond Center to leverage themselves through political, social, economical, and technological advancements. Politically, the Diamond Center can form a relationship with Auburn/Opelika Tourism. As mentioned previously, the diamond center is part of the Auburn Chambers of Commerce, which allows them to network with other Auburn businesses. The diamond center can take an extra step by also being part of Auburn/Opelika Tourism. Being involved in both of these communities can allow for double the relationships, partnerships, and networking opportunities. Socially, Swanson Diamond Center can enhance its visibility and reputation through partnerships with college students and businesses. With it being a locally owned business, this provides a unique selling position for students who are first-time buyers or for those who do not have any knowledge of jewelry. Overall, the partnerships made can allow relationships, loyalty, and tons of advertisement for the business. The diamond center has been in the heart of Auburn for nearly 16 years providing excellent service, knowledge, and high-quality jewelry and experiencing steady growth throughout the years. The diamond center can capitalize on this economic prosperity by targeting locals who may be in the market for luxury jewelry items. Improving marketing efforts toward other businesses or large organizations on Auburn's campus such as sororities, fraternities, and church groups can boost profits and secure high revenue. It is of great importance to continue the

growth and expansion of the business. Utilizing social media platforms which reach a younger audience is paramount. Additionally, creating a more visually, eye-catching website could further increase traffic to the store. Having a strong online presence is very important when targeting your audience, but can be difficult at times to keep up with all social media platforms and the content posted to them. Swanson Diamond Center has endless opportunities it can act on to better not only the business itself, but its customers and community as well.

Threats

With a variety of jewelry stores in the Auburn-Opelika area, Swanson Diamond Center must be aware of threats to their business. Regarding local politics, Swanson Diamond Center is not the only jewelry business in the Auburn Chamber of Commerce. Dianne's Jewelry, Marqurette's Exquisite Jewelry, Ware jewelers and Ware Jewelers-Tigertown are also members, giving them the same networking and relationship building opportunities as Swanson Diamond Center ("Shopping/Retail"). Another political threat to the business is the Auburn Downtown Merchants Association, supporting businesses in downtown Auburn. The association just executed their Mardi Gras parade and bar crawl fundraiser, giving proceeds back to downtown businesses ("Mardi Gras Parade"). Since Swanson Diamond Center is not located downtown, they are not members of the association and therefore do not benefit from the fundraiser. However, Ware Jewelers is part of the organization, and offered a discount on Mardi Gras colored jewelry during the event to bring in customers to their downtown location.

Social threats to Swanson Diamond Center regard their potential customers' budget and knowledge of their business. Their target audience include college aged students, who might not have a large budget to spend on expensive jewelry. Additionally, new residents in the area, including students, might not be aware of Swanson Diamond Center's presence due to their

location. They might be more likely to learn about and visit Ware Jewelers because of their convenient downtown Auburn location, down the street from Toomer's Corner.

The continuation of rising prices in retail is an economic threat to Swanson Diamond Center. The U.S. Bureau of Labor Statistics reported that the Consumer Price Index for Urban Consumers in the southern region of the U.S. rose 0.6 percent in January 2024. All items excluding food and energy increased 4.3 percent over the past year. The food index rose .02 percent in January as well ("Consumer Price Index"). As prices continue to rise not just in food but in other item categories as well, potential customers might have to adjust their budget in order to afford spending money on groceries and other items. This could force them to either spend less on jewelry or not purchase products or services from a jeweler.

There are also multiple technological threats to Swanson Diamond Center. When conducting a Google search for "jewelry stores in Auburn Alabama", Swanson Diamond center is listed as the ninth search result. This means the business is not properly utilizing marketing tactics such as search engine optimization, leading customers straight to their competitors' websites. Based on the Auburn location of Ware Jewelers, along with their three other Alabama locations, it can be assumed they are a main competitor of Swanson Diamond Center. Ware Jewelers has a clean website with organized tabs for their products and services. They also have pictures of specific items on the home page with a "buy now" button making it easy for potential customers to shop (*Ware Jewelers*). Swanson Diamond Center's website has a lot of information on the home page, making it a little overwhelming compared to the Ware Jewelers website (*Swanson Diamond Center*). In terms of social media comparisons between Swanson Diamond Center and Ware Jewelers, follower counts and engagement look similar, except for Facebook. On Facebook, Swanson Diamond Center has 3.9K followers and likes, whereas Ware Jewelers

has 46K followers and likes (*Facebook*). This count is a huge threat to Swanson Diamond Center, as older demographics from their target audience, with more money to spend on jewelry, are on Facebook. While Swanson Diamond Center does have threats to their business, none are so extreme that they would put the store in jeopardy of closing.

Conclusion

After reviewing the multiple strengths, weaknesses, opportunities, and threats of Swanson Diamond Center, we now have a better understanding of their business as well as their local jewelry store competitors and the jewelry market. Conducting internal and external research relevant to our client's business and surrounding factors allowed us to create a cohesive analysis, which will be used to further our research and campaign for Swanson Diamond Center.

Social Media Audit

Current State

1) Which social networks are being used, and how:

Network	How Active	What Types of Activity
Instagram	2-3 posts a week	Posts highlighted available inventory or successful engagements from clients that purchased a ring from SDC
Facebook	2-3 posts a week	Posts highlighted available inventory or successful engagements from clients that purchased a ring from SDC
Pinterest	Not active	No activity
YouTube	Not Active	No activity
TikTok	1 video every two weeks	Posts highlighted available inventory
Website Ad's	Advertisement banners appear on local Auburn news websites	1-2 times a week

Performance

1) Engagement metrics:

Network	Engagement Metrics
Instagram	Averages 26 new followers per month, 20-80 likes per post, 0-3 comments per post, and 0-2 replies per post
Facebook	Averages 30 new followers per month, 20-60 likes per post, 0-15 comments per post, and 2-10 shares per post
TikTok	Averages 1 new follower per week, 6-12 likes per post, 0 comments or shares a week, and 2-6 saves per post

2) Sentiment metrics:

Network	Sentiment Metrics
Instagram	Majority Positive, engagement pictures from clients that purchased their ring from SDC. Negative, the most positive responses are towards posts that include real life customers that got engaged using SDC products (most likes, comments, and sends).
Facebook	Majority Positive, engagement pictures from clients that purchased their ring from SDC.

	Negative, the most positive responses are towards posts that include real life customers that got engaged using SDC products (most likes, comments, and sends).
TikTok	Neither positive nor negative, very little activity or audience

Opportunities

1) Profile improvements:

Network	Business Metrics
Instagram	- Turn account into business account so that the offered metrics can be taken advantage of
Facebook	- Turn account into business account so that the offered metrics can be taken advantage of
TikTok	- Link website in profile - Match username with Instagram and Facebook - Turn account into business account so that the offered metrics can be taken advantage of

2) Social activity improvements:

Network	Business Metrics
Instagram	<ul style="list-style-type: none"> - More consistent inventory pictures that match feed - Better quality pictures - Better use of communication, captions could be more professional and appealing
Facebook	<ul style="list-style-type: none"> - More consistent inventory pictures that match feed - Better quality pictures - Better use of communication, captions could be more professional and appealing
TikTok	<ul style="list-style-type: none"> - Make more informational videos about the details of each ring that is featured, including setting, carat size, etc..

3) Competitors and profiles to watch:

Profile to Watch	Reason
Instagram - Dianne's Jewelry	<p>One of SDC's largest competitors only get roughly 2x more engagement than us, but dominates the other half of the Auburn community. The competition is split right down the middle. They get more likes than Swanson Diamond Center on customer success stories. They also have an Instagram shop set up that allows their customers to buy online through Instagram.</p>

<p>Facebook - Dianne's Jewelry</p>	<p>One of SDC's largest competitors only get roughly 2x more engagement than us, but dominates the other half of the Auburn community. The competition is split right down the middle. They get more likes than Swanson Diamond Center on customer success stories. They also have an Instagram, @diannesjewelry which is an account that allows their customers to buy online through Instagram.</p>
<p>TikTok - Princess Bride Diamonds</p>	<p>Within the Auburn community, there are no leading competitors when it comes to having a Tik Tok presence. One business SDC could strive to be like on Tik Tok could be Princess Bride Diamonds. They have 159.9k followers, averaging about 8.6 millions total likes. Instagram: @princessbridediamonds</p>

Situation Analysis

Problem Statement

Swanson Diamond center does not reach all of its target audiences throughout the use of media platforms from lack of consistency and progressiveness of today's technology trends.

Mission Statement

The mission of Swanson Diamond Center has always been a tradition of trust, high ethical standards, knowledge of their jewelry products, fair pricing and value to their customers. They focus on satisfying customer needs through service and long-term relationships. This is reflected in their straightforward mission statement, “to provide the highest quality jewelry for the best price.”

Existing Strategies and Activities

Swanson Diamond Center has many existing media strategies that have proven to be effective in the past, but recently have struggled with the progression of today's new technologies and trends. This has set them back in comparison with other competing businesses and has left them with a lot of room for improvement.

Swanson Diamond Center currently has an active presence on Facebook, Instagram, and Tiktok. Despite this, they are not utilizing these platforms to their full potential. The main improvements would include a more consistent and professional social media plan. Integrating an intentional social media calendar with strategically planned posts would help create a more memorable social presence and influence engagement from their following. Currently, Swanson Diamond Center highlights couples who have gotten engaged with a Swanson ring and use the hashtag #shesaidyes (*Swanson*). These posts seem to get more likes and overall engagement from their other posts. Including more client testimonials in the form of successful engagement or ring

shopping videos would be a great way to expand on their existing strategy. Additionally, Swanson Diamond Center showcases their jewelry repair services on their website (Swanson Diamond Center). Adding in informational videos about what else is offered at Swanson Diamond Center, such as jewelry repairs would be another way to enhance their website strategy.

Radio and billboards are two other forms of media that are also already being utilized by the business. They have an advertisement on a local Auburn radio station as well as a local billboard, both of which have been successful in driving foot traffic to the store. We believe an updated script for the radio ad could entice more people to stop by, as well as a more compelling billboard graphic to grab people's attention.

Through using radio ads and billboards Swanson Diamond Center has successfully reached the audience that ranges between 50-80 years old. With the addition of a strong and updated social media strategy, Swanson Diamond Center would have the potential to reach their younger audience range, between 18-50 years old. Through prioritizing a successful and consistent social media presence, their audiences will be more inclined to stay engaged with the company and go to them for any jewelry purchases and services.

Background Research

Swanson Diamond Center faces challenges in reaching its full target audience across social media platforms and in being aware of current marketing technologies and trends. Because of these challenges, we decided to take a look at some successful social media campaigns from other jewelry businesses. For example, Pandora launched a user-generated content campaign in 2016, aimed at engaging customers and enhancing brand connections. Under the hashtag #MyPandoraStyle, customers shared their personalized Pandora jewelry pieces (*Pandora*). By prompting customers to showcase themselves wearing Pandora jewelry on popular platforms

such as Instagram, Facebook, and Twitter, the campaign fostered increased customer interactions with the company and significant awareness of Pandora's offerings and services.

Staying on top of the latest technologies and trends is vital in today's marketing landscape, including the jewelry industry. One campaign exemplifying this approach is the Tiffany & Co. Instagram Live Series. In an era where brands are increasingly incorporating interactive elements into their strategies, Tiffany & Co. created a compelling video campaign in 2020, leveraging Instagram's live feature to engage viewers actively. This innovative initiative aimed to spotlight their latest collection, with the first installment unveiling rose-gold designs and a luxurious necklace, while the remaining pieces were scheduled throughout the year (Johnson). Another example of a successful strategy was when Tiffany created the hashtag #ATiffanyHoliday for their 2021 holiday season content. The strategy behind using this hashtag was to give their audience a chance to interact in the campaign and find posts easily (Barnett). By embracing Instagram Live and the use of campaign-specific hashtags, Tiffany & Co. not only captivated their audience but also delivered valuable insights and product details, elevating the brand's engagement and relevance in the eyes of their audience.

In the Auburn community, Swanson Diamond Center has a tough competitor: Ware Jewelers. Established in 1946 as a family-owned establishment, the store on College Street has cultivated a reputation for its exceptional customer engagement and marketing strategies. On their social media platforms, Ware Jewelers strategically tailors its content to resonate with the college-aged demographic, effectively widening its reach. An example is a video they posted on Facebook featuring the Diamond Dolls of Auburn Baseball wearing Ware jewelry pieces (*Ware Jewelers*). By tapping into their target audience's interests and engaging with the Auburn community, Ware Jewelers demonstrates their relationship with their community, as well as their

college-aged audience. Ware Jewelers is utilizing their social media platforms to extend purchases past the transaction and share customer stories as well. Building upon their commitment to community, Ware Jewelers recently went even further by offering complimentary parking at their premises for a week—a gesture that fosters connections and shows loyalty within the Auburn community. In their social media posts, Ware Jewelers extends a welcoming invitation for locals to visit, emphasizing inclusivity in their brand. This strategic tactic not only fosters stronger bonds within the Auburn community but also presents an opportunity to captivate diverse audiences.

Based on the examples above, targeted social media content enhanced engagement with the business's target audiences. With the use of hashtags, video series, and community engagement integrated into social media campaigns, Pandora, Tiffany & Co. and Ware Jewelers were able to complete campaigns and bring social media success. These are strategies that Swanson Diamond Center can learn from and apply to their business and target audience to reach their mission and improve their marketing and outreach efforts.

Stakeholders' and Publics' Perception of the Issue

Identifying the stakeholders and publics for Swanson Diamond Center involves understanding the audience it aims to engage. College-aged men and women, along with middle-aged and older men seeking jewelry for their significant others, form the main stakeholders and publics of Swanson Diamond Center. As noted in our primary research findings, these publics are largely not aware of Swanson Diamond Center and the products and services it offers. To address these issues, it is ideal to reassess the current marketing tactics and create campaigns tailored to their publics. By implementing updated strategies, we aim to increase foot traffic and enhance overall brand recognition.

Primary Research

Primary research was conducted on Swanson Diamond Center, through the use of a survey to get a better understanding of the college student segment of the business's target audience. We created the survey using Qualtrics Survey Software. The survey was released on Tuesday, Feb 27, 2024, and stayed active until Tuesday, Mar. 12, 2023. Over the course of this timeline, we collected a total of 75 responses.

The Qualtrics survey was targeted to college-aged men and women, a key audience of Swanson Diamond Center. The goal of our survey was to gain insight on college-aged couples, how long they have been dating, the likelihood of engagement in the near future, and visibility of Swanson Diamond Center advertisements. As the jewelry store is located in Auburn, AL, the culture of getting married while still in college is very popular and sometimes expected, influencing the target audience of the business. We included an introduction, two screener questions, and six additional questions followed by a concluding statement. The questions included a combination of multiple choice and likert-type questions. (See Appendix A for complete results).

Given these results from our survey, it is important to analyze our data so we can effectively integrate it into our campaign.

This is what we analyzed from the survey results:

- Both male and female respondents predominantly belong to the 18-24 age group, indicating that the survey captures mainly young adults.
- While a higher percentage of male respondents are in serious relationships compared to female respondents, both genders show a majority of those in long-term relationships.

This could suggest that marriage and engagement are relevant for both groups.

- Both male and female respondents show a considerable interest in engagement, with a large proportion considering it likely or very likely in the next two years. This indicates a potential market for engagement rings and services.
- A majority of male and female respondents prefer independent jewelry stores over franchises, indicating a preference for personalized or unique products rather than mass-produced options.
- Over half of the female respondents and about one-fifth of the male respondents revealed they do not see ads from Swanson Diamond Center, proving the business needs to put more attention into their advertisements so they can reach their college aged audience.

Overall, the survey results inform us that there is a large market for engagement rings and services among college-aged young adults, with a significant amount considering engagement in the near future. Independent jewelry stores seem to have a competitive advantage over franchises in this. Understanding these preferences and behaviors can help us use targeted marketing strategies.

Issues That Affect the Problem

Swanson Diamond Center's main goals are to promote awareness and to increase foot traffic within their store. However, there are a few issues that prevent them from reaching these goals. The first is the lack of social media knowledge. Since Swanson Diamond Center is run by non-tech-savvy adults, the lack of knowledge on the importance of social media creates a large barrier. To reach their younger target audience, having a strong social media presence on multiple platforms is vital. To fix this, they can create a content calendar that will help organize and execute social media accounts to create a strong and consistent brand presence.

Another issue is customers and potential customers not knowing what Swanson Diamond Center offers in comparison to other jewelry franchises in Auburn. We concluded from our research that people would like to buy from independent jewelry stores. However, people do not know what independent jewelry stores offer in reference to big franchise stores. For example, Swanson Diamond Center is committed to having fair prices for their jewelry, compared to other jewelry stores that raise their prices more than they should. Exposing different pieces, services, and personal experience stories will ultimately help increase foot traffic in the family-owned store.

Organizations and Other Publics To Address the Issue

A beneficial key public of Swanson Diamond Center is the Auburn Chamber of Commerce. The Chamber of Commerce is important because it provides aid to businesses in the Auburn area by enhancing their presence in the community, facilitating opportunities for networking, and establishing credibility for their brand.

Additionally, Auburn/Opelika Tourism and Auburn Plainsmen could be very beneficial in addressing the marketing and foot traffic issues at Swanson Diamond Center. Joining these forces will allow Swanson Diamond Center to reach more of their target audiences through social media and earned media exposure to middle-aged and college-aged students.

Collaborating with these three outlets will be able to allow the diamond center to effectively reach all of its target audiences.

Conclusion

The research our agency conducted, along with proper analysis, allowed us to confirm what areas we need to focus on during our campaign. The survey responses gave us insight into

key audience perspectives and existing disconnect in the spread of their mission. Moving forward, we can focus on ensuring our client's mission is efficiently conducted to help reach their goals. Additionally, our background research from other jewelry companies and franchises provided us with successful campaign examples we can learn from and build similar strategies for Swanson Diamond Center. Overall, the research conducted has informed us that the business needs to direct their attention to the college-aged demographic of their key publics and build connections with them. With this in mind, we feel prepared to support our client to help them increase their awareness in Auburn as well as foot traffic into their storefront.

Goals and Objectives

Goal 1: To increase foot traffic of Generation Y and Z.

1. *Objective 1:* Increase in-store foot traffic by 15% by December 2024.
2. *Objective 2:* Increase in-store purchases by 10% by December 2024.

Goal 2: To expand our online and social media presence.

1. *Objective 1:* Increase engagement by 20% across all social media platforms by December 2024.
2. *Objective 2:* Gain 500 followers on our Instagram and TikTok by December 2024.

Execution

Goal 1: To increase foot traffic of Generation Y and Z.

- **Objective:** Increase in-store foot traffic by 15% by December 2024.
 - Strategy 1: Revise current paid media outlets to better resonate with target audiences.
 - Tactic 1: Update current billboard with new photos, formatting and including our new creative hashtag, #ForeverHasANiceRingToIt. See Appendix B.
 - Strategy 2: Generate earned media by collaborating with local media networks to create lasting relationships and increase visibility.
 - Tactic 2: Pitch to the Auburn Opelika Tourism page to include Swanson Diamond Center in an article or blog posted and listed on the website. See Appendix C.

Goal 2: To expand our online and social media presence.

- **Objective:** Increase engagement by 20% across all social media platforms by December 2024.
 - Strategy 1: Using owned media, produce informational videos and photos, including specific details about products.
 - Tactic 1: Post videos and photos to Instagram and Facebook, including #KnowBeforeYouBuy in the caption. See Appendix E.
 - Strategy 2: With owned media, create social media posts showcasing jewelry customization.
 - Tactic 2: Create an Instagram and Facebook post, showing before and after jewelry customization. See Appendix F.

Measurable Results

Paid Media:

Objective: Increase in-store foot traffic by 15% by December 2024.

Tactic: Update current billboard with new photos, formatting and including our new creative hashtag, #ForeverHasANiceRingToIt.

- Measure the number of how many people viewed the billboard, by using traffic camera footage from Opelika Rd, counting the average number of cars on the road each day.
- Measure the results by seeing how many people visited the store or visited the website, and asking customers if the billboard convinced them to come to the store.

Earned Media

Objective: Increase in-store foot traffic by 15% by December 2024.

Tactic: Pitch to the Auburn Opelika Tourism page to include Swanson Diamond Center in an article or blog posted and listed on the website.

- Measure exposure through impressions and click-through rates on AO Tourism website, compared to the amount of people who come to the store.
- Measure engagement by counting URL visits on AP Tourism's website and Swanson Diamond Center's website.

Shared Media

Objective: Increase engagement by 20% across all social media platforms by December 2024.

Tactic: Post videos and photos to Instagram and Facebook, including #KnowBeforeYouBuy in the caption.

- Measure social media engagement, such as number of followers, likes and shares, by utilizing Facebook and Instagram metrics.

- Measure the increase in social media engagement compared to the amount of store visits, website visits and purchased products from Swanson Diamond Center.

Owned Media

Objective: Increase engagement by 20% across all social media platforms by December 2024.

Tactic: Consistently updating the website to ensure information is accurate with updated pictures

- Measure views of the home page of the website and compare with social media metrics.
- Measure the duration of time on the website and amount of return visits.
- Measure the number of URL visits and compare them to the number of in-store visits.

Recommendations

After assessing Swanson Diamond Center, our team has come up with a few recommendations to help improve their business and brand. Our first recommendation would be to engage with their audience by conducting several social media strategies. Jewelry is a highly visual product, so focusing on high-quality visual content that showcases your products in various settings is a great first step. Engaging with their audience by replying back to comments, messages, and mentions promptly fosters a stronger connection towards brand loyalty. They can use social media to their advantage and show off the pieces they offer, focusing on TikTok and Instagram. Creating more content that focuses on the user is another recommendation we have for Swanson Diamond Center. Reposting photos of customers and highlighting customers wearing their jewelry not only amplifies brand authenticity but also strengthens the bond between the brand and clientele.

After evaluating their online and in-person presence, another recommendation would be to explore lower-cost marketing options by collaborating with students from Auburn University. They can create a partnership with the students at the Harbert College of Business or reach out to other local businesses to collaborate. An example of this would be that students would be required to create an in-feed post promoting Swanson Diamond Center in exchange for a small amount of money or in-store credit. Alongside creating an in-feed post, they would also add a sticker onto their laptops promoting our business everyday on campus. This will result in our name becoming more well-known within the Auburn community.

Conclusion

In summary, 334 PR is confident in Swanson Diamond Center's potential to significantly elevate its brand presence and influence within the Auburn-Opelika community. Throughout our engagement we've cultivated a strong connection with Swanson Diamond Center, understanding and addressing their specific needs. Our comprehensive campaign proposal integrates traditional PR, media relations, and social media marketing strategies to drive tangible results and foster growth. Extensive primary and secondary research supports our approach, solidifying our key objectives. By implementing the recommendations and tactics outlined, we firmly believe that Swanson Diamond Center can effectively engage its target audience, boost foot traffic, and amplify overall brand visibility.

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Appendix A: Survey Results

Figure 1

Q1 - Do you consent to participating in this survey?

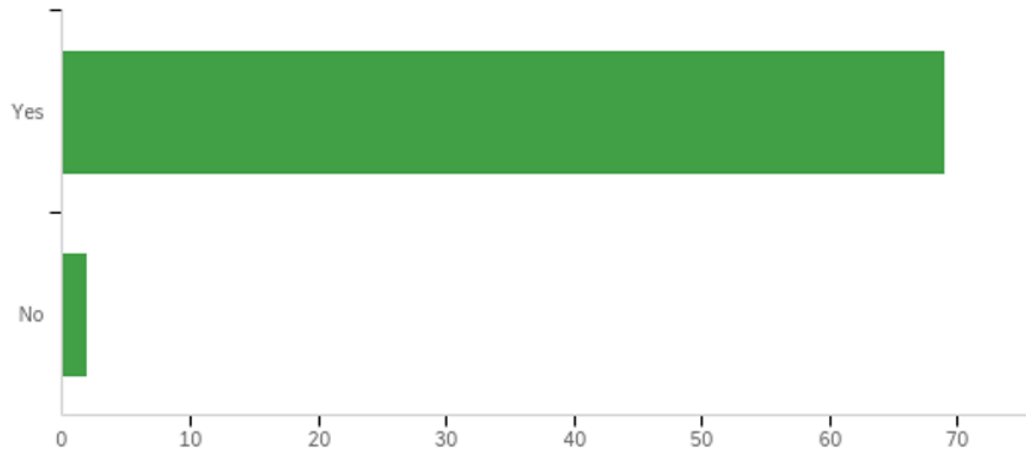


Figure 2

Q2 - Are you male or female?



Figure 3

Q3 - What is your age?

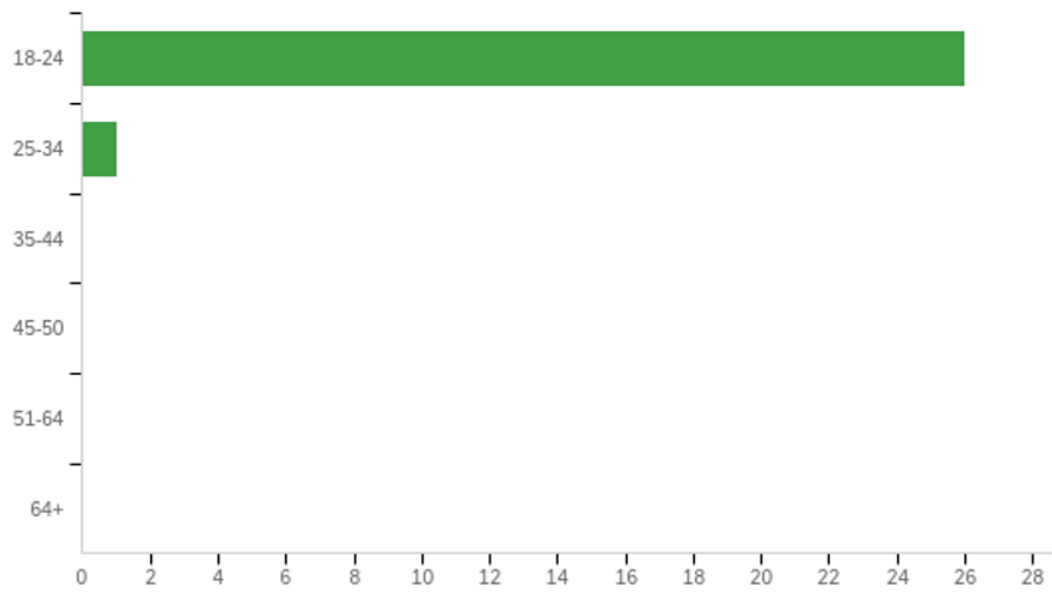


Figure 4

Q4 - Are you currently in a serious relationship?

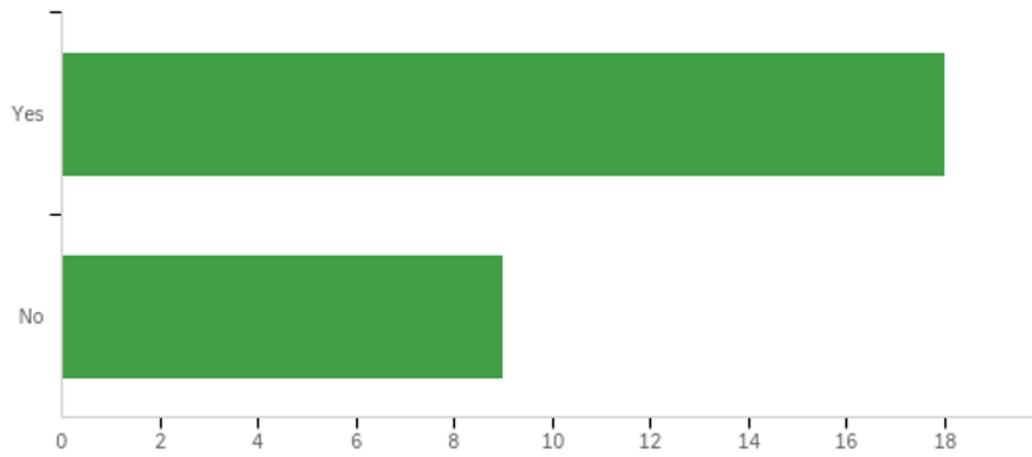


Figure 5

Q5 - If yes, how long have you been dating for?

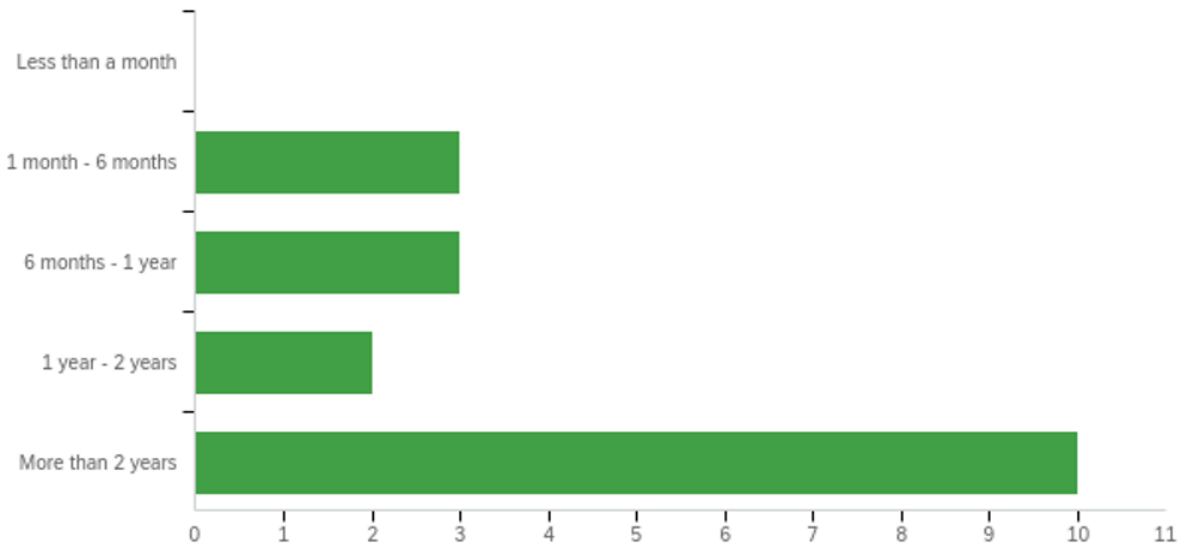


Figure 6

Q6 - How likely are you to consider getting engaged in the next 2 years?

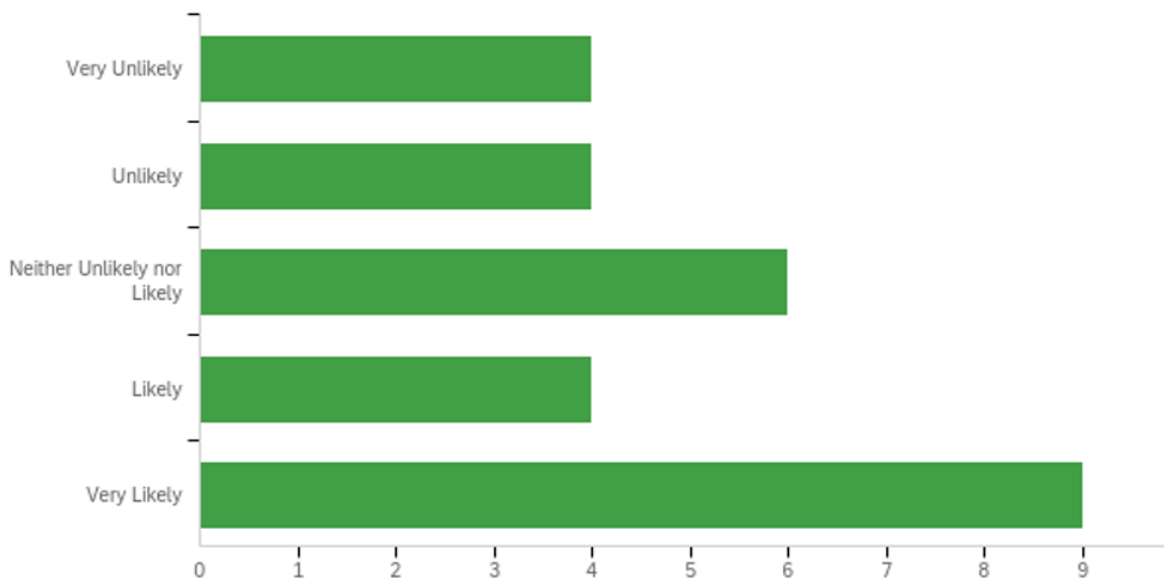


Figure 7

Q7 - Would you rather buy an engagement ring from an independent jewelry store (ex. Swanson Diamond Center) or from a franchise (ex. KAY Jewelers)?



Figure 8

Q8 - What form of media do you see the most ads from Swanson Diamond Center?

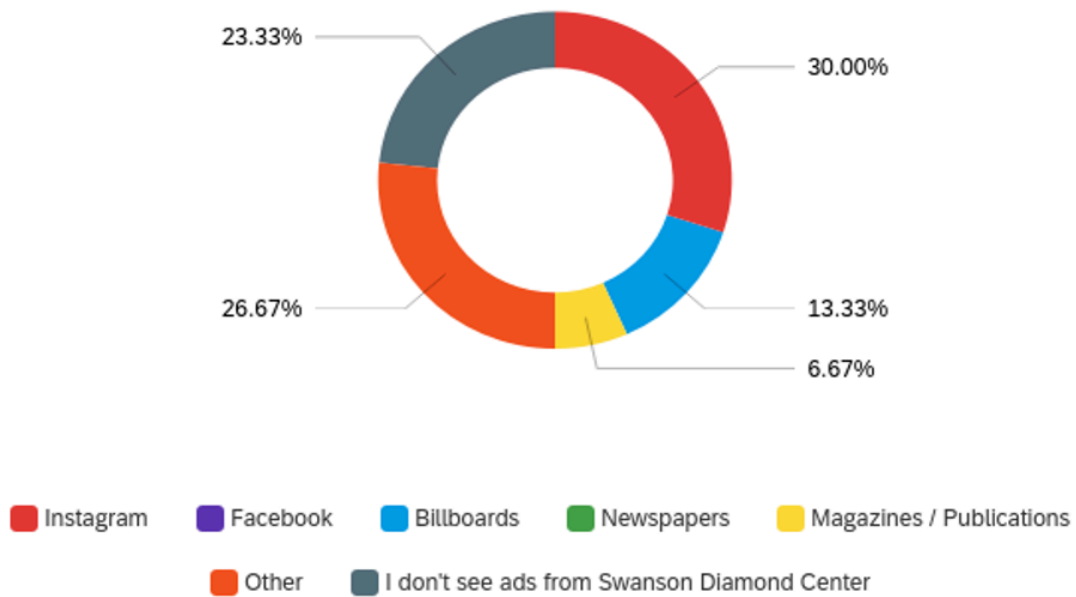


Figure 9

Q9 - What is your age?

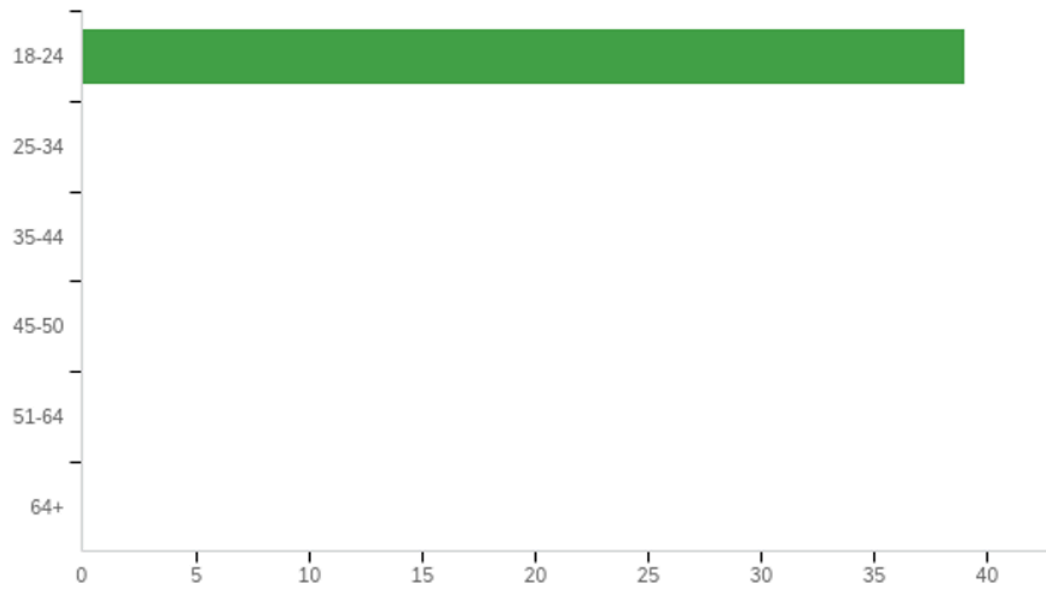


Figure 10

Q10 - Are you currently in a serious relationship?

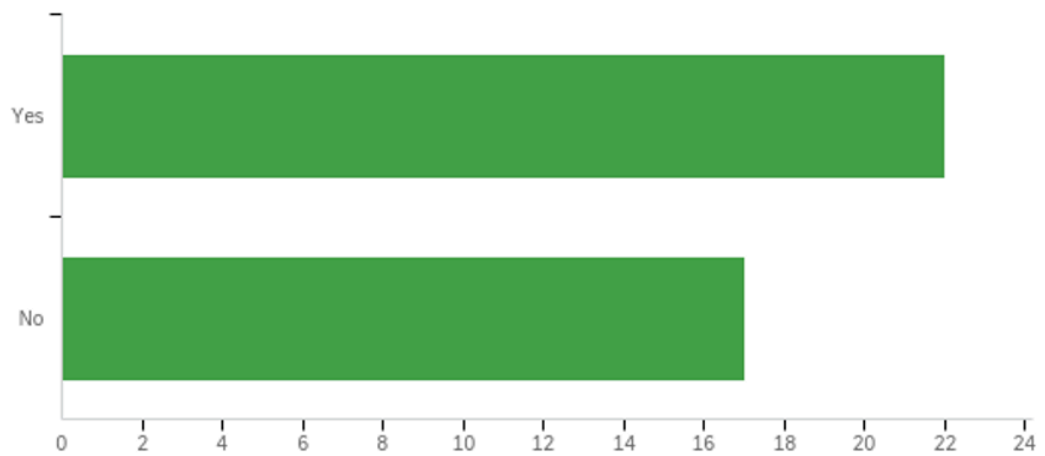


Figure 11

Q11 - If yes, how long have you been dating for?

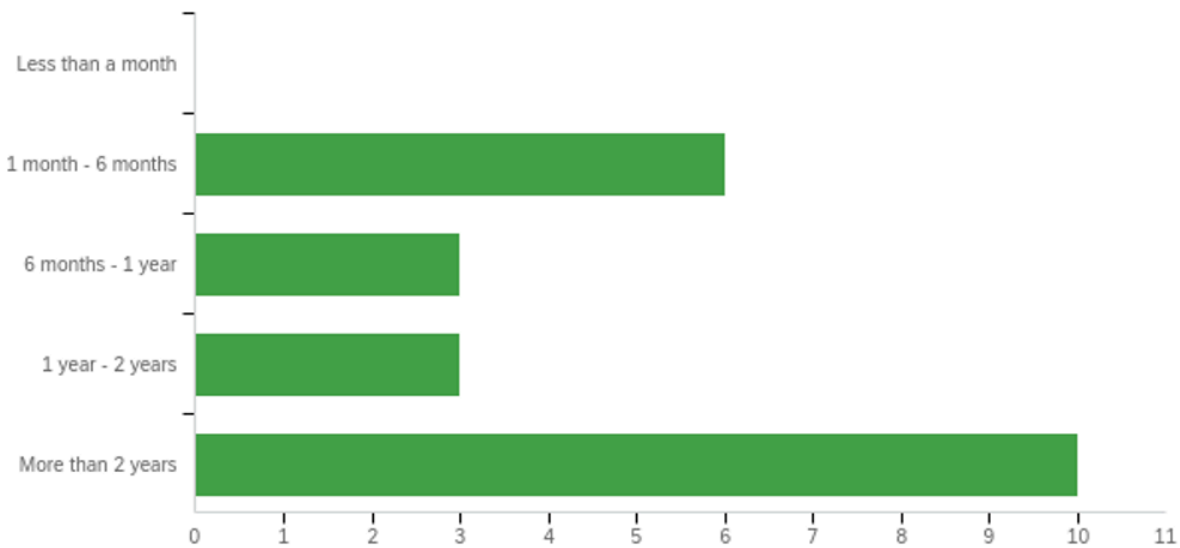


Figure 12

Q12 - How likely are you to consider getting engaged in the next 2 years?

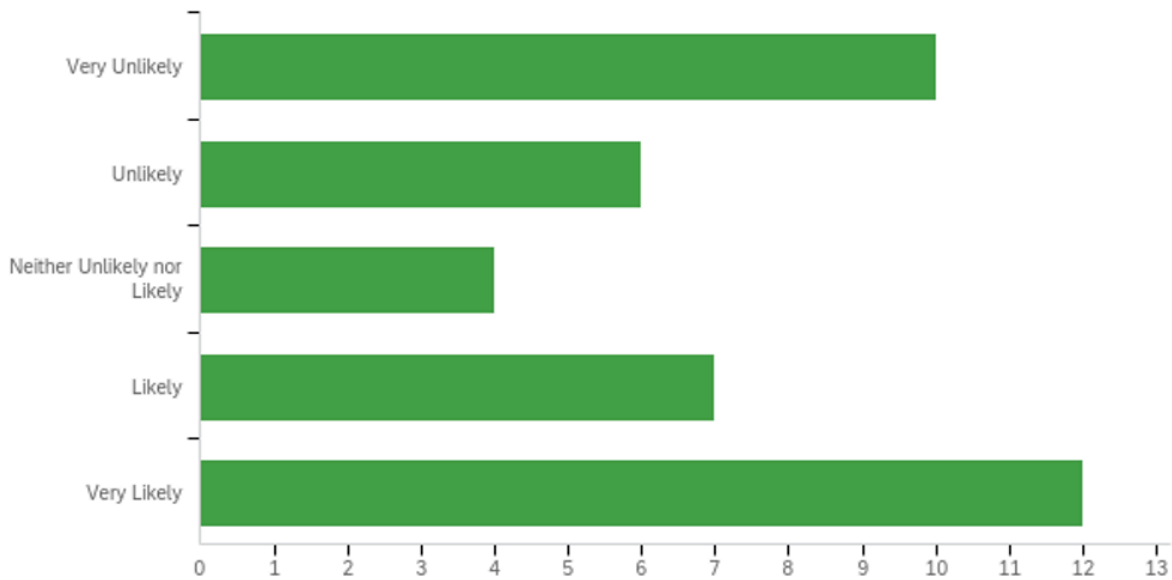


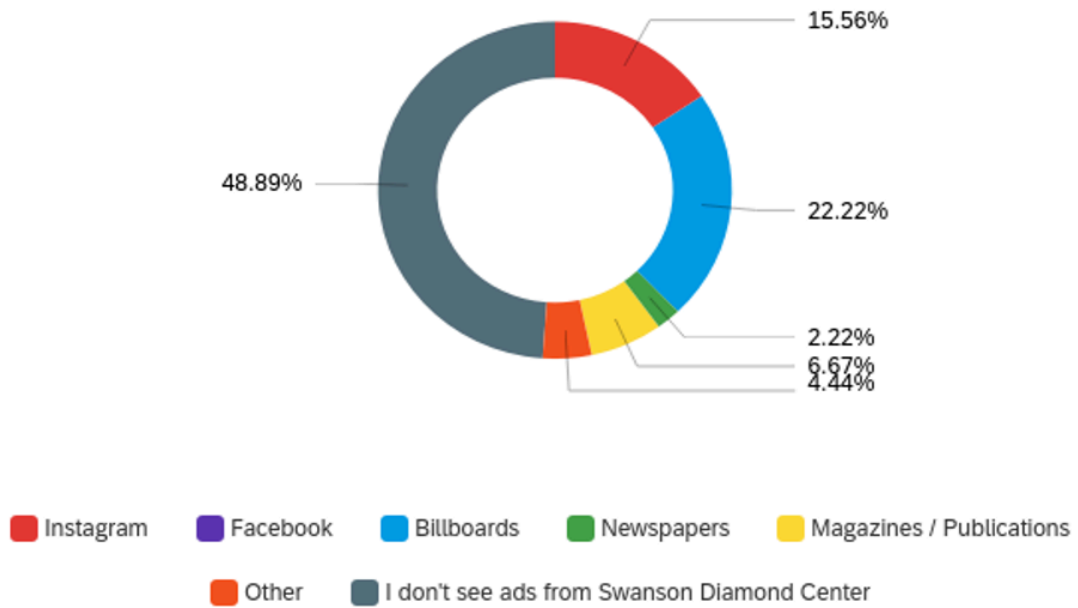
Figure 13

Q13 - Would you rather buy an engagement ring from an independent jewelry store (ex. Swanson Diamond Center) or from a franchise (ex. KAY Jewelers)?



Figure 14

Q14 - What form of media do you see the most ads from Swanson Diamond Center?



Appendix B: Updated Billboard

Engagement Rings, Custom Jewelry, Repairs and more!

FOREVER HAS A NICE
RING
TO IT

SWANSON
DIAMOND CENTER (334) 826-1890 • 920 Opelika Rd Suite A, Auburn, AL • Swansondiamondcenter.com



Appendix C: Pitch to Auburn Opelika Tourism

Dear Auburn Opelika Tourism Team,

I am writing on behalf of Swanson Diamond Center, a small family-owned business located on Opelika Road. As a long-standing member of the Auburn community for 30 years, we have been serving the community with our jewelry and fine diamonds that showcase our craftsmanship.

We would be honored to be included on your website under the ‘Shopping’ tab. Here are some reasons as to why Swanson Diamond Center would be a valuable addition to your website:

1. **Local Loyalty:** Our presence in the Auburn community spans over 30 years. We are deeply rooted in the local culture and traditions, offering a personalized touch to every customer to continue to build onto the Auburn family.
2. **High-Quality Products:** As a family owned business, we have the passion to ensure that every customer receives a quality product. We offer a large selection of fine diamonds and jewelry for any occasion.
3. **Exceptional Customer Service:** Being part of the Auburn community requires certain responsibilities– building community and relationships. We prioritize building relationships with our customers and providing an outstanding shopping experience tailored to each individual’s needs.

By including Swanson Diamond Center on your website, you will not only feature a loved local business, but also give tourists and others a chance to discover the best of Auburn's shopping scene.

We would appreciate the opportunity to work with you and share our passion for the Auburn family and for our jewelry. Thank you for considering our request. We look forward to the possibility of contributing to the Auburn Opelika experience.

Thank you,

Swanson Diamond Center

Contact: Paula Swanson, 6swansons@gmail.com

Appendix D: Blog Post for Auburn Opelika Tourism

Unveiling Auburn's Hidden Gem: Swanson Diamond Center

Nestled in the heart of Auburn, Alabama, lies a hidden gem that sparkles with elegance and tradition. Welcome to Swanson Diamond Center, where dreams are turned into realities, and every piece tells a story of love, commitment, and timeless beauty.



Legacy of Excellence

Founded over three decades ago, Swanson Diamond Center has been a beacon of excellence in the world of fine jewelry. Family-owned and operated, this boutique establishment has created a reputation for unique craftsmanship, personalized service, and an exquisite selection that caters to every taste and occasion.

**“Our passion is diamonds our mission is to provide
the highest quality jewelry for the lowest price”**

The Art of Craftsmanship


Step into Swanson Diamond Center, and you'll be transported into a world where craftsmanship reigns supreme. Each piece of jewelry is meticulously crafted by skilled artisans who pour their passion and expertise into every design. Whether it's a classic solitaire engagement ring, a vibrant array of colored gemstones, or a custom creation designed exclusively for you, Swanson Diamond Center ensures that every detail is perfected to perfection.


Beyond the Jewelry


But Swanson Diamond Center is more than just a store of fine jewelry; it's a place where memories are made and cherished for a lifetime. Their team of knowledgeable and friendly experts is dedicated to guiding you through every step of your journey, whether you're selecting the perfect engagement ring or restoring a cherished family heirloom. With a commitment to exceptional service and a passion for exceeding expectations, Swanson Diamond Center ensures that your experience is nothing short of extraordinary.

**“At Swanson Diamond Center our mission has always
been a tradition of trust, high ethical standards,
knowledge of jewelry products and services, fair pricing
and value to our customers.”**


Appendix E: Instagram and Facebook Post


 Swanson Diamond Center




Wanting to pop the big question but don't know where to start? Come visit us today to talk about building a custom piece that is guaranteed to leave your significant other speechless. Here at Swanson Diamond center, we believe that your forever person deserves a #foreverring! 

Appendix F: Before and After Jewelry Customization Post

 Swanson Diamond Center



One of our beautiful custom designs! This black onyx pear ring is a reworking of two different pieces that we turned into a one-of-a-kind ring. Contact us to turn some of your outdated or passed down jewelry into something you'll never take off! 

Appendix G: Informational Post



Swanson Diamond Center



This stunning elongated cushion cut engagement ring could be yours today! All details are included below so that you can #knowbeforeyoubuy. Want something a little different? DM us to talk about our custom jewelry options so that we can assist you in creating the ring of your dreams!



Carrot size: 1.5

Style: Elongated Cushion

Metal Type: 14k Yellow Gold

Setting: Solitaire

Appendix H: Content Calendar

Apr-24						KEY:
						Paid Media
						Radio Ad
						Updated Billboard Ad
						Earned Media
						Media Pitch AO Tourism
						Shared Media
						Instagram Post
						Facebook Post
						TikTok Post
						Owned Media
						Website Update
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Instagram Post	Radio Ad	TikTok Post	Radio Ad	Instagram Post	
	Facebook Post	Updated Billboard Ad	Radio Ad	Updated Billboard Ad	Facebook Post	
	Radio Ad		Updated Billboard Ad		Radio Ad	
	Updated Billboard Ad				Updated Billboard Ad	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Instagram Post	Radio Ad	TikTok Post	Radio Ad	Instagram Post	
	Facebook Post	Updated Billboard Ad	Radio Ad	Updated Billboard Ad	Facebook Post	
	Radio Ad		Updated Billboard Ad		Radio Ad	
	Updated Billboard Ad				Updated Billboard Ad	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Instagram Post	Radio Ad	TikTok Post	Radio Ad	Instagram Post	
	Facebook Post	Updated Billboard Ad	Radio Ad	Updated Billboard Ad	Facebook Post	
	Radio Ad		Updated Billboard Ad		Radio Ad	
	Updated Billboard Ad				Updated Billboard Ad	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Instagram Post	Radio Ad	TikTok Post	Radio Ad	Instagram Post	
	Facebook Post	Media Pitch AO Tourism	Radio Ad	Updated Billboard Ad	Facebook Post	
	Radio Ad	Updated Billboard Ad	Updated Billboard Ad		Radio Ad	
	Updated Billboard Ad				Updated Billboard Ad	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Instagram Post	Radio Ad	TikTok Post	Radio Ad	Instagram Post	
	Facebook Post	Updated Billboard Ad	Radio Ad	Website Update	Facebook Post	
	Radio Ad		Updated Billboard Ad	Updated Billboard Ad	Radio Ad	
	Updated Billboard Ad				Updated Billboard Ad	

Appendix J: Contact/Media List

MEDIA NAME: Auburn Opelika Tourism

Contact name: Cat Bobo

Phone: 334.501.3281

Email: cat@aotourism.com

MEDIA NAME: Opelika Chamber of Commerce

Contact Name: Lenzi Womack

Phone: (334) 745-4861

Email: lenzi@opelikachamber.com

MEDIA NAME: Opelika-Auburn News

Contact Name: Brionna McCall

Email: bmccall@oanow.com

Contact Name: Dimon Kendrick-Holmes

Email: dkendrick-Holmes@oanow.com

Appendix K: Personas

EAGER EDDIE

SENIOR IN COLLEGE



JEWELRY WANTS:

Eddie wants an engagement Ring that his girlfriend would love without going over his budget.

JEWELRY BUDGET:

\$1,500 - \$2,500

BIO

Eddie is a senior at Auburn University studying mechanical engineering. He has been dating his girlfriend for three years and plans on proposing the summer after he graduates.

MOTIVATION

- He wants to settle down after graduation.
- He has strong religious beliefs.
- He wants to start a family soon.

SOCIAL MEDIA USAGE



GOALS

Securing future with girlfriend



Career



Financially stable



PROBLEMS

- He's paying for his fraternity bills, and does not have enough money saved.
- He doesn't have a job, because he is a full time student.
- His parents don't agree with this young marriage.

MARRIED MICHAEL

MIDDLE-AGED MAN



JEWELRY WANTS:

He wants a new ring for his wife's birthday that will match her wedding and engagement rings.

JEWELRY BUDGET:

\$4,000 - \$5,000

BIO

Michael is a married middle-aged man. He met his wife at Auburn and they have 3 children. On the weekends he loves to grill on the Blackstone for his family. Michael works in finance and posts tips on LinkedIn. He is so in love with his wife and will do anything to make her happy.

MOTIVATION

- His wife's birthday is approaching.
- His love language is gift giving.
- He wants to show his kids a healthy relationship.

SOCIAL MEDIA USAGE



GOALS

Save for retirement



Happy wife, happy life



Financially conscious



PROBLEMS

- He doesn't know what she likes.
- He is not knowledgeable about jewelry.
- He isn't aware of the jewelry businesses around Auburn.

MARRIAGE-SEEKING MACEY

COLLEGE GIRL



JEWELRY WANTS:

She wants her dream engagement ring, which must be a square-cut diamond in a gold ring

JEWELRY BUDGET:

\$2,500-\$4,000

BIO

Macey is a senior in college studying Nursing. Macey has been in a serious relationship since her freshmen year of college. She hopes her long-term boyfriend proposes before they both graduate. She wants to go ring shopping and find her dream ring.

MOTIVATION

- She wants to start a family at a young age.
- She is religious and believes that marriage should happen at a young age.
- She is in love and has been committed for a while.

SOCIAL MEDIA USAGE



GOALS

Graduate Summa Cum Laude

Pass the NCLEX Exam

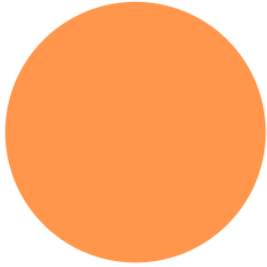
Get a Ring by Spring

PROBLEMS

- She wants her dream ring but doesn't want her boyfriend to lose his financial stability.
- She is concerned about managing her work-life balance.
- She doesn't know where she can get custom jewelry in her price range.

Appendix L: Website Branding Suite

BRANDING SUITE

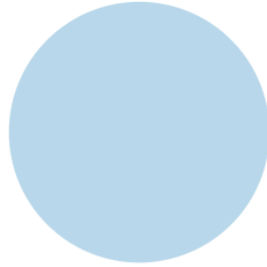


#FF994B

R: 225

G: 153

B: 75



#B9DBEB

R: 185

G: 219

B: 235



#FDFBF9

R: 253

G: 251

B: 249

Montserrat
Gloock



334

PUBLIC RELATIONS

Appendix M: Website

<https://victoriatran.wixsite.com/334pr>



Appendix N: AI Explanation

The authors acknowledge the use of [ChatGPT], a language model developed by [Open AI], in the preparation of parts of this assignment. ChatGPT was used in the following way(s) in this assignment: Was used to develop our mission statement and motto on our website.

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