



STRATEGIC PLAN

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ADPR 5910 | Fall 2024

INTRODUCTION

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MEET THE TEAM



MK



Grace



Lindsay



Brian



Sarah

GOAL

To position Athens Bagel Company as the top bagel shop choice for locals and UGA students seeking a memorable bagel experience in Athens.



Target Audiences



UGA Students

- 39,147 total students
- 27,888 undergraduates

Undergraduate breakdown:

- 58% female & 42% male
- Race/Ethnicity: 69% White, 11% Asian, 8% Black or African American, 6.4% Hispanic



Athens Locals

- Population of 129, 089 (2024)
- 52% female & 47% male
- Median Age: 28 years old
- Race/Ethnicity: White: 58.88%, Black or African American: 26.69%, Two or more races: 6.59%, Asian: 4.15%
- 53.6% non-family, 29.9% with family
- Education level: 18.66% high school graduate, 23.64% Graduate degree, 24.36% Bachelors degree

Athens Average Income by Household Type

NAME ^	MEDIAN	MEAN
Families	\$74,366	\$102,320
Households	\$47,798	\$71,919
Married Families	\$101,434	\$130,179
Non Families	\$32,402	\$43,714

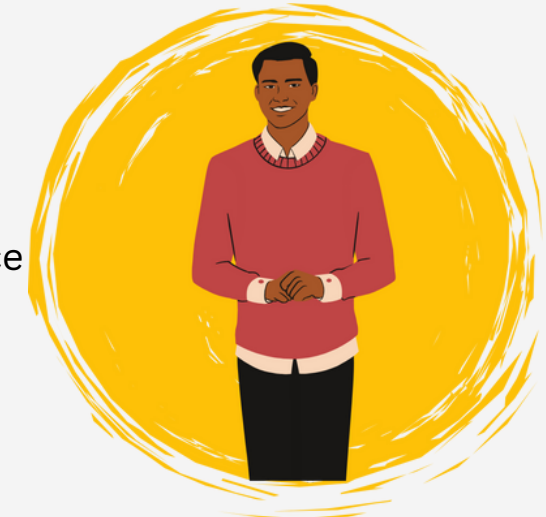
Personas

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- Undergrad student living down town
- Works part time job at the UGA Bookstore
- Regularly attends classes & social functions
- Frequents local coffee shops & cafes for study sessions
- Values quick, simple meals on-the-go

Carly is a 19 year-old UGA student who lives at The William apartment in downtown, Athens. She is a marketing major and works at her part time job at the UGA Bookstore. In her free time, she hosts her weekly book club, plays intramural sports, and enjoys listening to local artists. She is always on-the-go and values restaurants that offer meals that are simple and portable. She trusts the recommendations of influencers and friends when it comes to trying new places. Carly is more likely to try restaurants that are trendy and offer a variety of food options, considering she has a dairy allergy.



- Middle-age adult living with their family in Normaltown
- Middle/ Upperclass income
- Works close to down town
- Involved in community service such as volunteering at shelters and soup kitchens
- Values excellent customer service and local ingredients

Mark is a 28 year-old UGA alum who lives in Normaltown with his family. He works close to downtown Athens as a Senior Teller at Wells Fargo Bank. In his free time, he enjoys attending college football games, volunteering at soup kitchens, and spending time at Dudley Park with his family. He loves supporting businesses that lift up the local community and have locally sourced ingredients. He believes excellent customer service begins with friendly conversation and an inviting atmosphere.



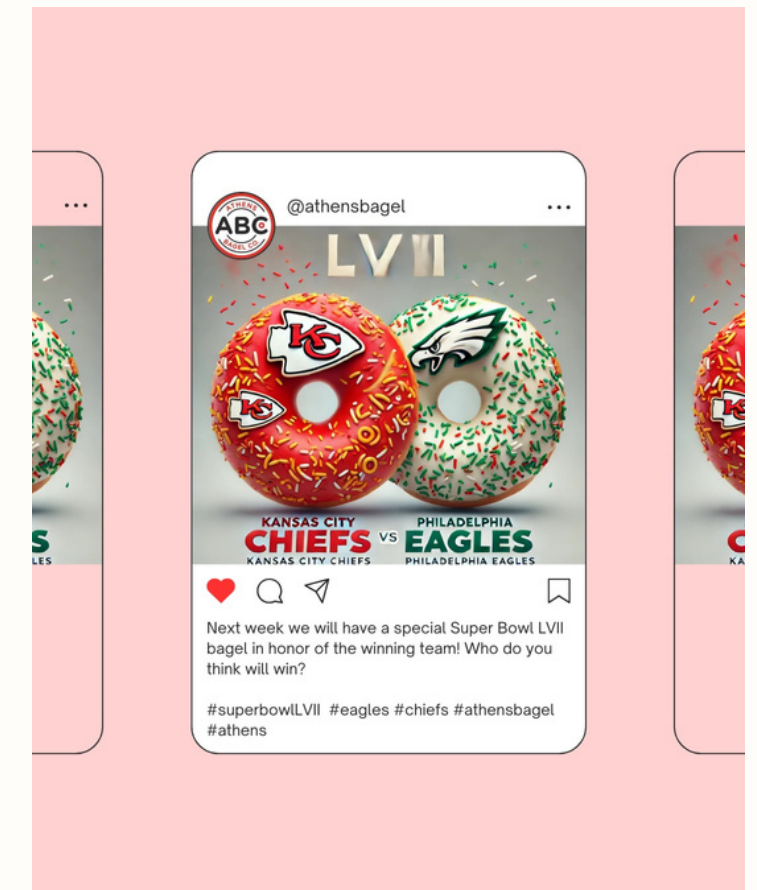
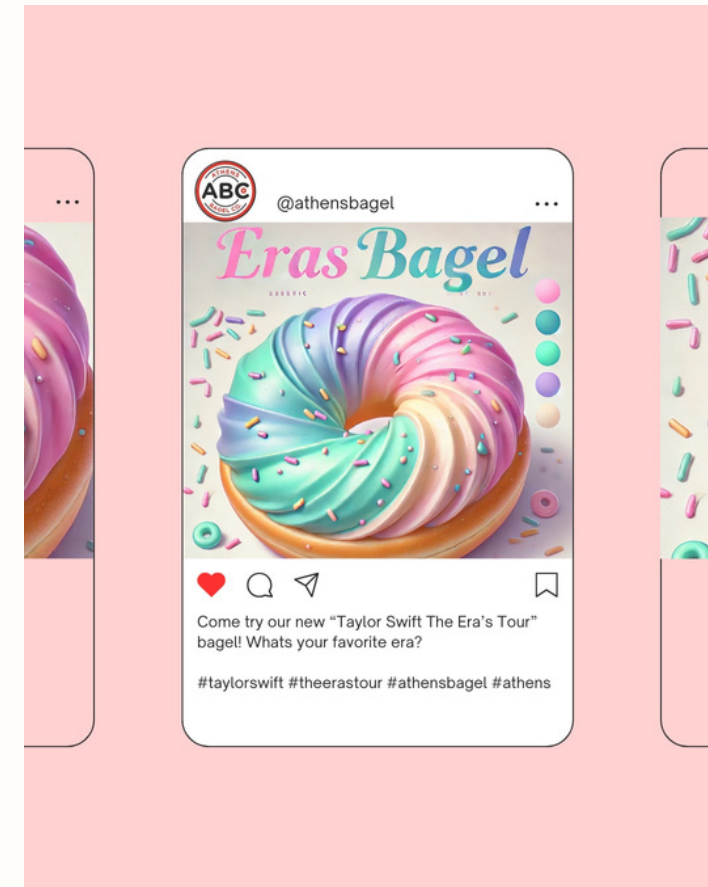
Objective #1

To increase engagement rates of Athens Bagel Company's Instagram content by 30% by December 31, 2025.

FIRST TACTIC

Posts with Trends

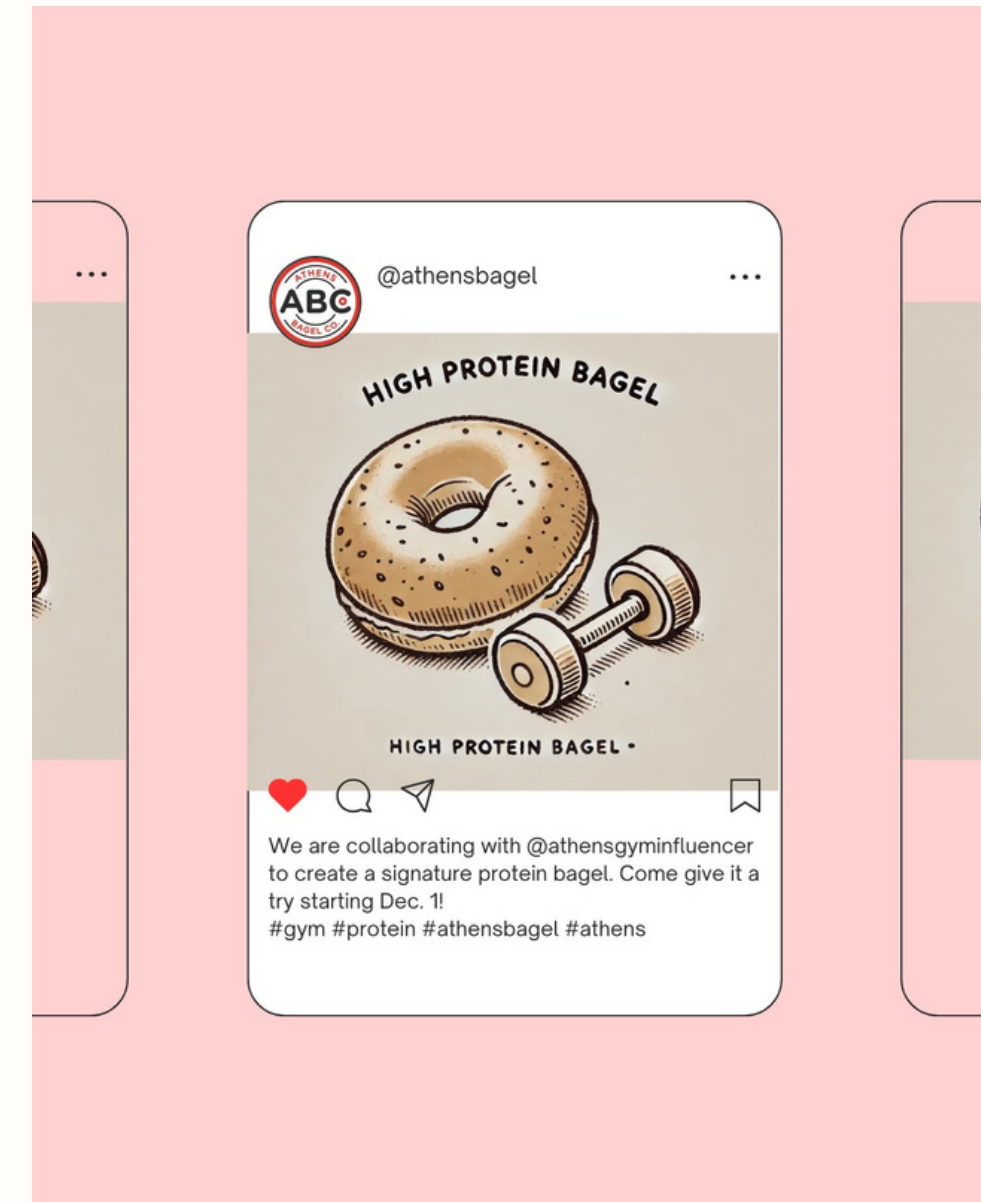
- Incorporate pop culture into bagel content
- Create posts inspired by trending topics, such as themed bagels for the Taylor Swift Eras Tour
- Tie content to major events by developing relatable posts centered on big moments like the Super Bowl
- Create content centered around holidays such as advertising a limited edition pumpkin spiced bagel for Thanksgiving



SECOND TACTIC

Influencer Collaborations

- Collaborate with Athens-based influencers to create their own signature bagel or drink
- These items will be creative, limited-edition and unique enough to get customers into the store to try them
- Advertise the bagel collaboration ABC's Instagram as well as the influencers Instagram for an increased reach
- For example, an influencer who is known for gym content might create a "post workout protein bagel"



KPIS

Instagram follower count

Average likes and comments on feed posts

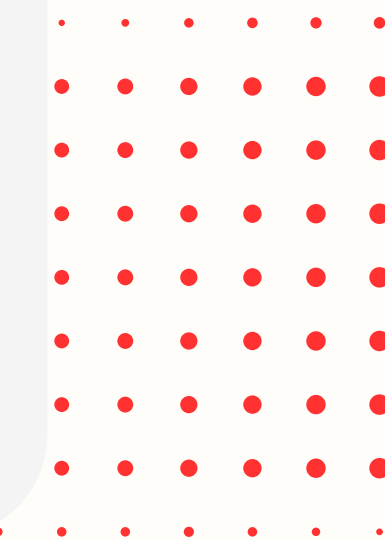
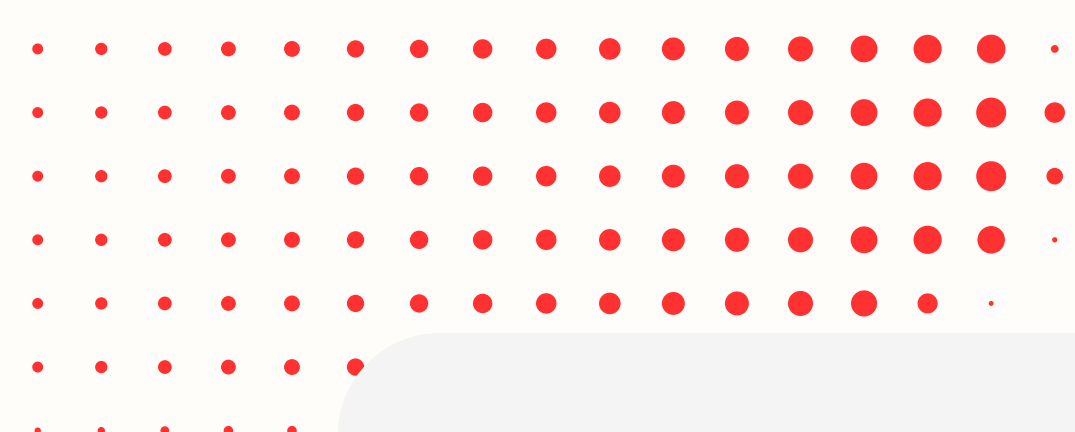
Reach and engagement rates on stories and reels

Frequency of shares and reposts of Athens Bagel content

Quantity of user posts using Athen Bagel hashtags

ACHEIVEMENTS

- Reinforce ABC as the go-to bagel shop by crafting a strong presence in the digital community.
- Focus content on relatability, pop culture trends and Athens pride to connect with key audiences.
- Achieve a 30% increase in Instagram engagement rates to position ABC as Athens' go-to bagel shop.



Objective #2

To be involved with at least ten UGA student body related events by May 15, 2025.

FIRST TACTIC

Class Collaborations

- Collaborate with UGA's culinary or nutrition classes
- Guest talks in class from Athens Bagel Company chefs or owner David Asman
- Invite students to shop for "make-your-own-bagel" classes, providing hands-on learning.



SECOND TACTIC

Bagels and Study Events

- Set up designated “study nights” with bagel deals during finals
- Encouraging students to visit for a study-friendly atmosphere and fueling them when they need a quick study comfort meal
- The hours of Athens Bagel Company would be extended to 12AM to support the late-night studying habits of college students
- Low lighting, quiet environment with calm instrumental music as background noise



THIRD TACTIC

Game Day Bagel

- Create bagel that is dyed red and black marble in honor of the UGA Bulldogs game day
- Offered only on Saturdays the UGA Bulldogs have a football game



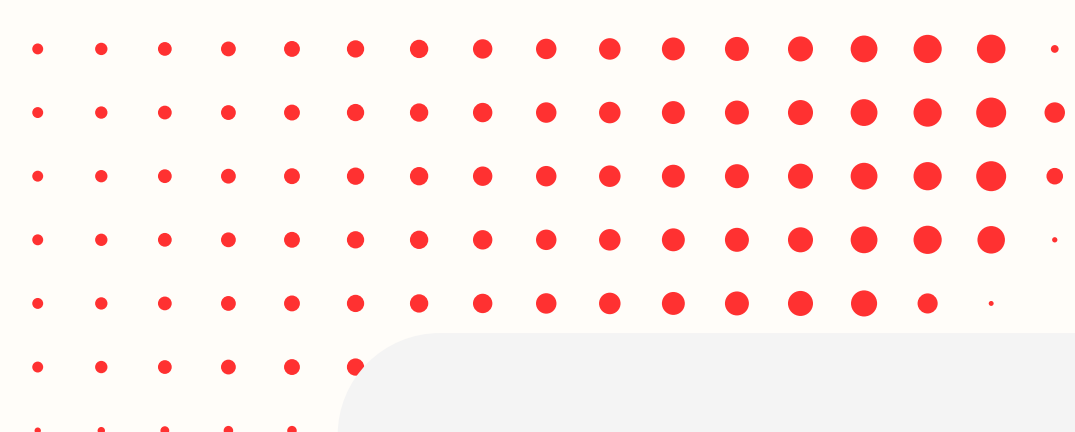
KPI

Amount of UGA student group participation



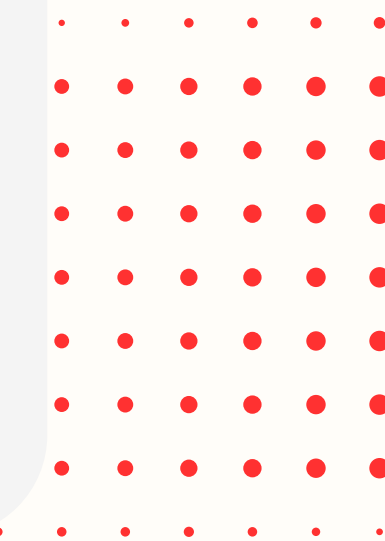
ACHEIVEMENTS

- **Integrate Athens Bagel Company into UGA student life, traditions and routines**
- **Connecting with students by meeting them where they already are**
- **Athens Bagel Company will be the most relevant and top of mind as the #1 bagel shop for UGA students**



Objective #3

To secure coverage in at least five unique earned media outlets in the Athens community by December 31, 2025.



FIRST & SECOND TACTIC

ABC Recipe Contest

- Annual Contest
- Invite community members to send in their own unique bagel recipe
- Winner receives a prize (like free bagels for a year) and their bagel is added the menu



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AthHalf Sponsorship/Station

- Bagel Recovery Station at finishline
- Runners can refuel with ABC bagels after race
- Offer branded gear to runners and encourage social media posts

THIRD TACTIC

Pitching/Inviting Media

- Pitch local bloggers, journalists, media outlets
- Invite media members to events from other tactics
- Aim for placements that reinforce ABC as the premier bagel shop in Athens



KPIS

Number of unique media mentions in local publications



The Red & Black

OnlineAthens

ATHENS BANNER-HERALD



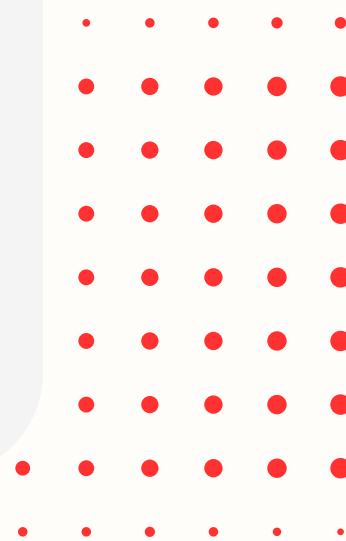
ACHEIVEMENTS

- **Increase visibility and prominence in the local community through hosting/participating in events and activities**
- **Strengthen connections with UGA Students and locals**
- **Reinforce reputation as the go-to Bagel Shop of Athens**



Objective #4

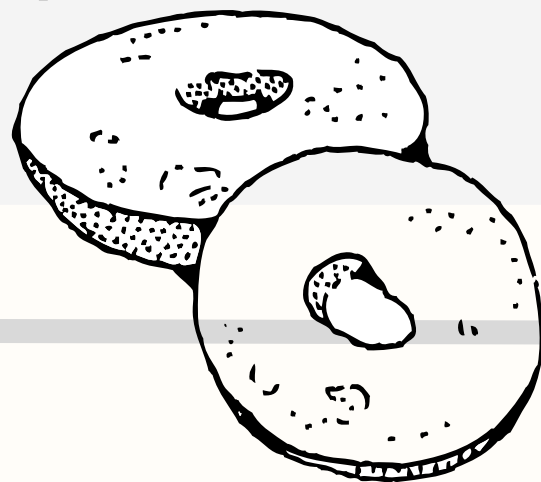
**To increase revenue sales on food by 20% by
December 31, 2025.**



FIRST & SECOND TACTIC

Catering orders for clubs and events

- Offer special catering packages for club meetings events
- Increase visibility among students
- Offer an opportunity for people to try the bagels who haven't already.



Bagel Making Workshop

- Host a hands-on, interactive experience where participants learn how to make bagels from scratch
- Guided by the Athens Bagel Company founder.
- Attendees get a discount goody bag after they leave

THIRD & FOURTH TACTIC

Punch Card

- For every qualifying purchase (ex: any bagel or combo deal), the customer gets one punch on their card.
- After 8 purchases, the customer gets any bagel free.



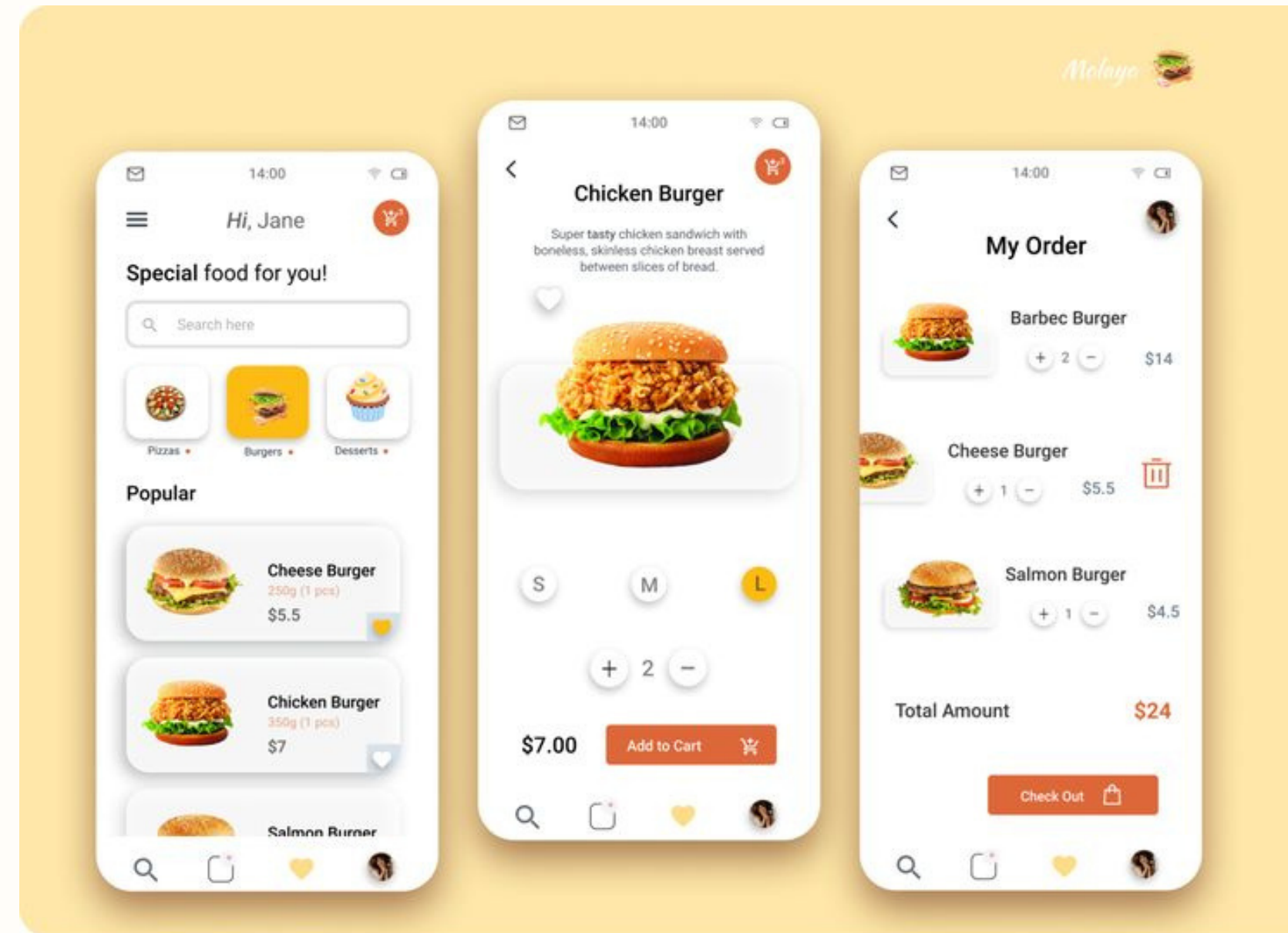
Weekly Special Offers

- Choose a date and time of the week (off-peak hours) to highlight special deals such as free coffee with purchase.

FIFTH TACTIC

Athens Bagel Company Mobile Ordering App

- Create app-exclusive offers for customers who order ahead.
- Add a delivery option for customers who can't make it to the restaurant in person.
- Rewards and points programs can be added to individuals' accounts with a special deal on their birthdays.



KPIS

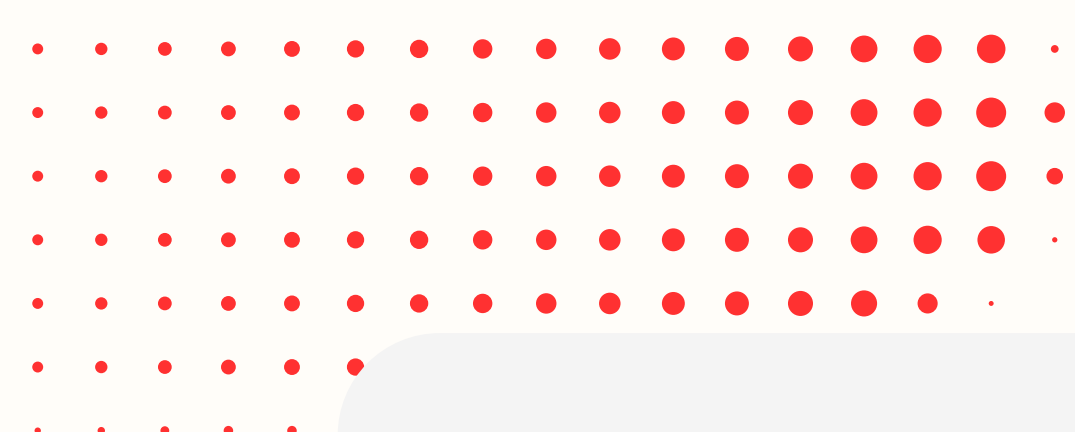
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Increase in Sales!



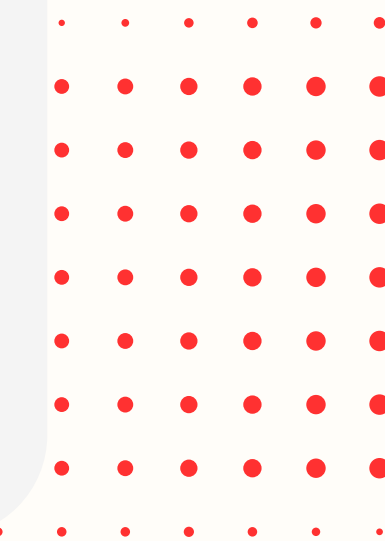
ACHEIVEMENTS

- **Increased revenue from increase in food sales**
- **Customer engagement and an increase in customer loyalty within local community**
- **Drive and maintain consistent sales growth**



Objective #5

To improve Athens Bagel Company's brand perception among Athens residents and UGA students, with 75% of surveyed customers rating the company as a "the #1 best bagel spot" by December 31, 2025.



FIRST & SECOND TACTIC

More Athens-related content

- Post images of Athens Bagel products in iconic local spots
- Create videos of enjoying a bagel while participating in local traditions in efforts to connect the brand with the community



Local Food truck

- Branded food truck to travel and stop by local events
 - Athfest, Twilight Criterium bike race, Porch Fest
- Increase community involvement & become more relevant at places with high foot traffic

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THIRD TACTIC

Personalized Customer Service

- Train staff to offer personalized experiences for regular customers
- Write encouraging messages on people's to-go orders
- Humanize the brand and build stronger relationships with local residents and students.



KPIS

32



% of customers who rate Athens Bagel Company the #1 "beloved local staple" in post-purchase surveys



% of Athens locals who rate Athens Bagel Company as the "go-to" bagel place in annual perception surveys from the email list



% of positive vs. negative mentions on social media platforms like Instagram



Growth in positive reviews or comments about Athens Bagel Company, specifically regarding its status as the #1 favorite



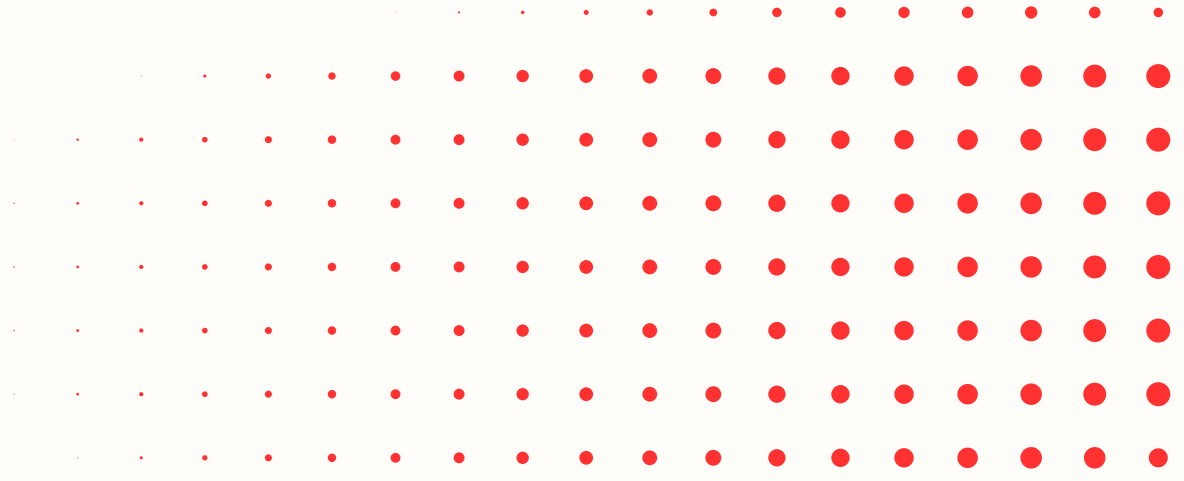
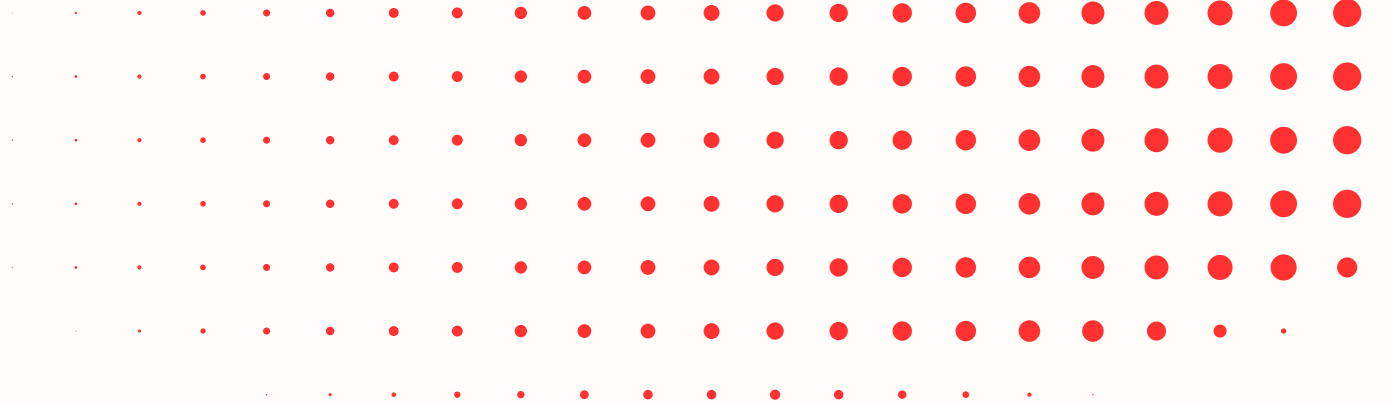
% of repeat customers, particularly those living in Athens as a local or UGA student, indicating strong brand loyalty.

ACHEIVEMENTS

- **Strengthen Athens Bagel Company's local presence and brand perception by connecting it with both the Athens community & UGA student body**
- **Enhance credibility, positioning the company as the top choice**
- **Build loyalty and emotional connections**

CONCLUSION

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THANK YOU

Please let us know if you have any questions!

REFERENCES

<https://www.collegefactual.com/colleges/university-of-georgia/student-life/diversity/>