

double scoop /  
Seasonal Sundae MP  
one pints !!

espresso J  
Latte 45° affogato  
hot chocolate 42°



# Improving Fluvanna Commerce

Delivering critical support for small businesses in Fluvanna

# Our Team



Nikolas Almaas



Jewel Simon



Joey Elsisi

# Agenda

- I. Background
- II. Recommendation
- III. Business Directory
- IV. Advertising Plan
- V. Implementation and Risks
- VI. Summary and Question

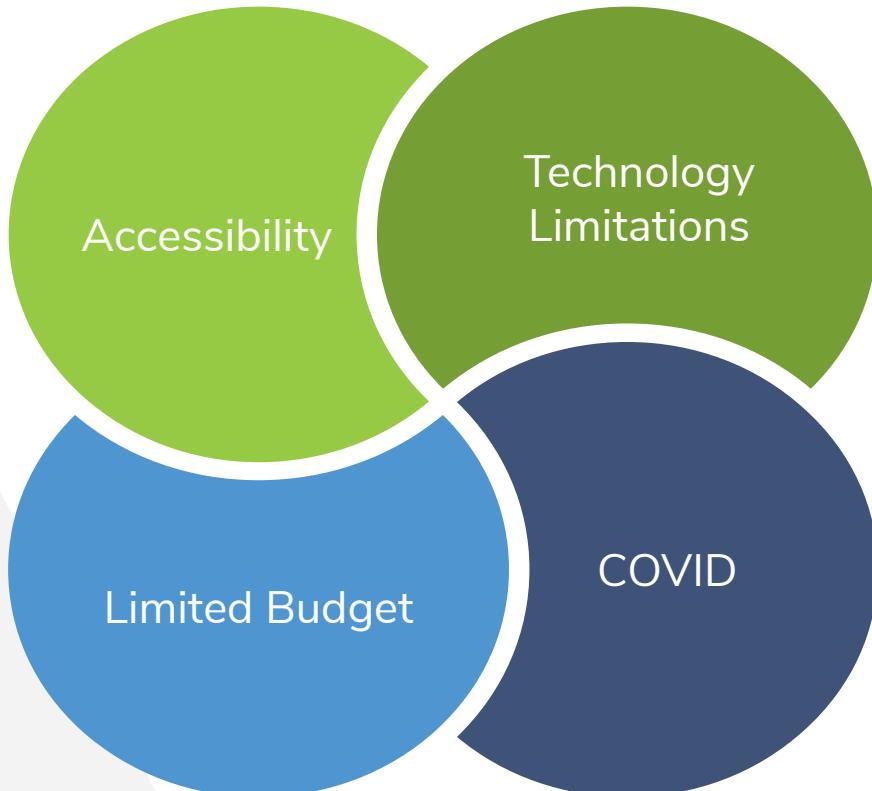


1.

# Background

Where we started

## Background



# Assignment

- ▶ Create an online website solution and implementation strategy

The objective of the platform is to increase businesses' online presence in the county and drive commerce.



2.

# Recommendation

A two-fold solution

## Recommendation

# Drive Commerce in Fluvanna

Q3 2020 TO Q4 2021



Build a web platform



Implement a targeted marketing strategy

3.

# Business Directory

Website development

# Initial Site Content

HOME

HELP

COMMUNITY

ADD A LISTING

Business Directory

Why Fluvanna?

FromFluvanna.org content

Contact Web Admin

Search Engine

SBDC Resources

Community Members Feed

Business Form to Link Sites,  
Location, Socials, Description

Featured Businesses

Exhaustive Step-by-Step List

News + Articles

Social Media Previews

# Creating long term users

## Market Place

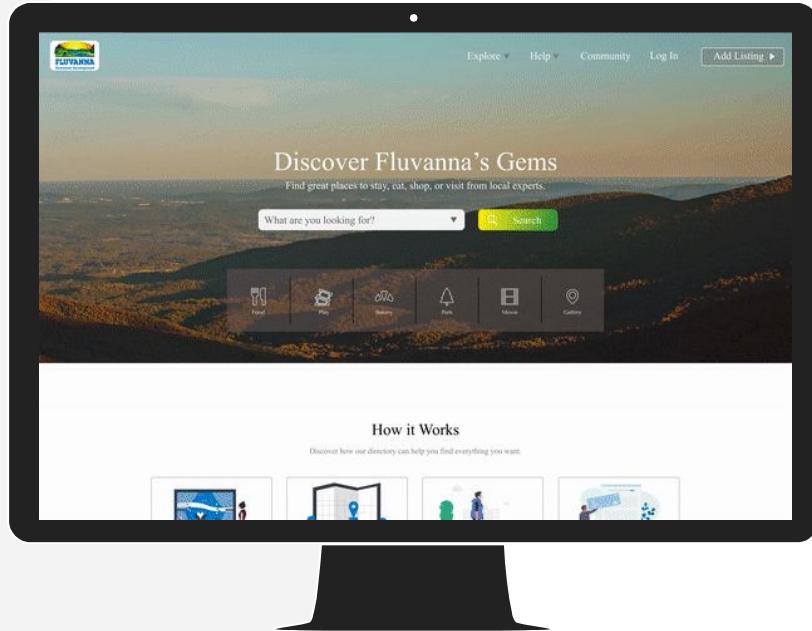


## Calendar



## Intern





## WEB-DEV PLAN

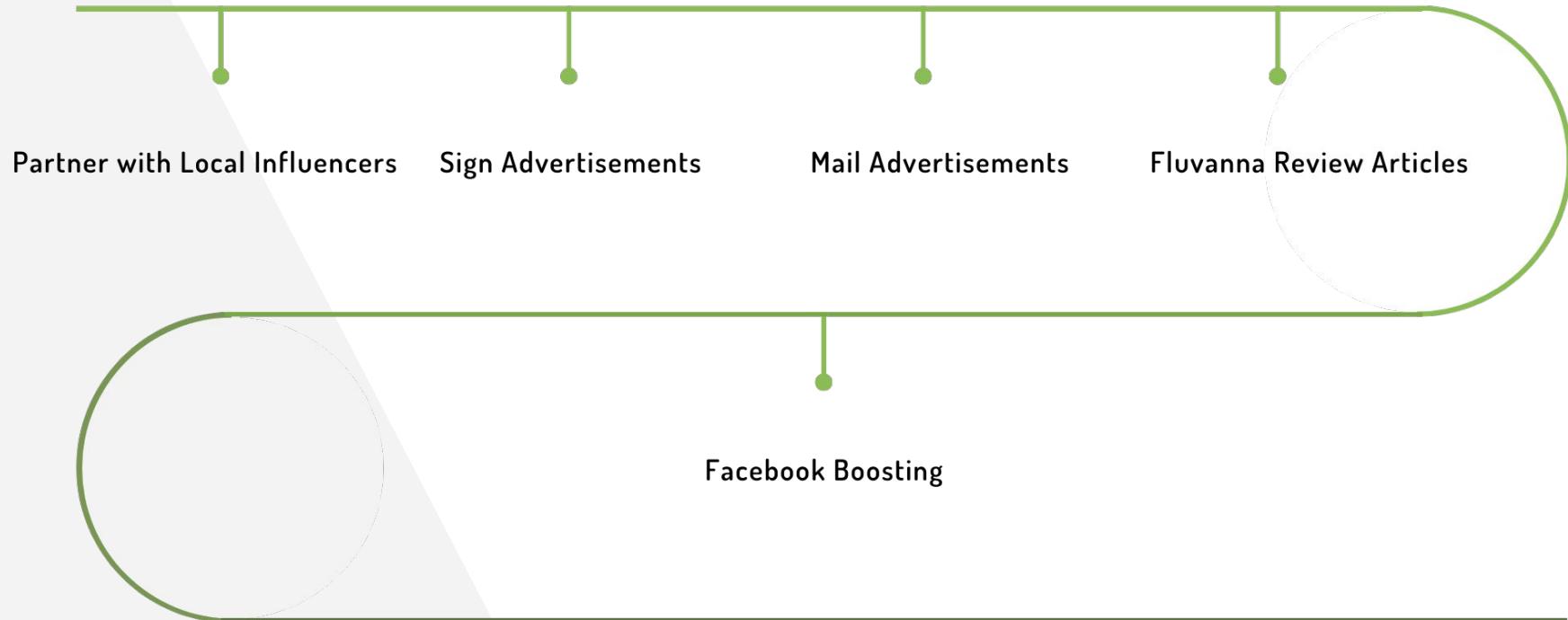
- ▶ WordPress
- ▶ Business Directory Themes (Listable)

# 4.

# Advertising Plan

## Communications strategy

# Advertising Plan

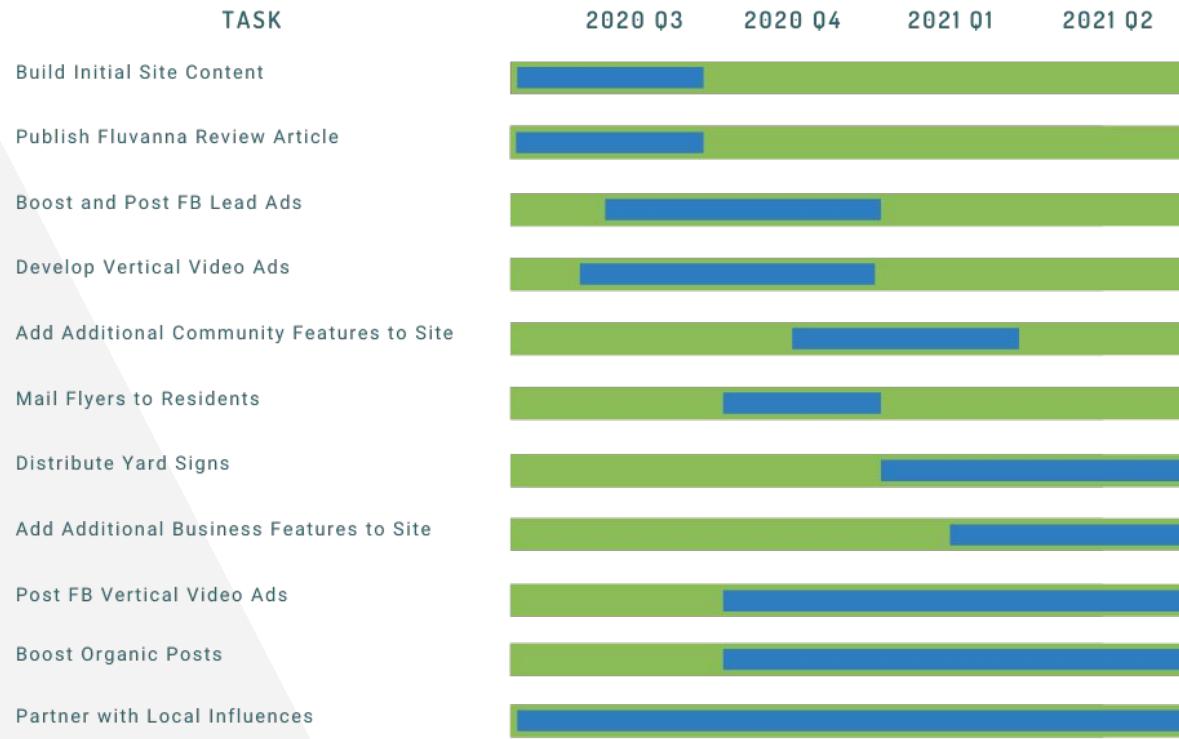


5.

# Implementation and Risks

How to implement and mitigate risks

# Implementation



# Risks & Mitigations

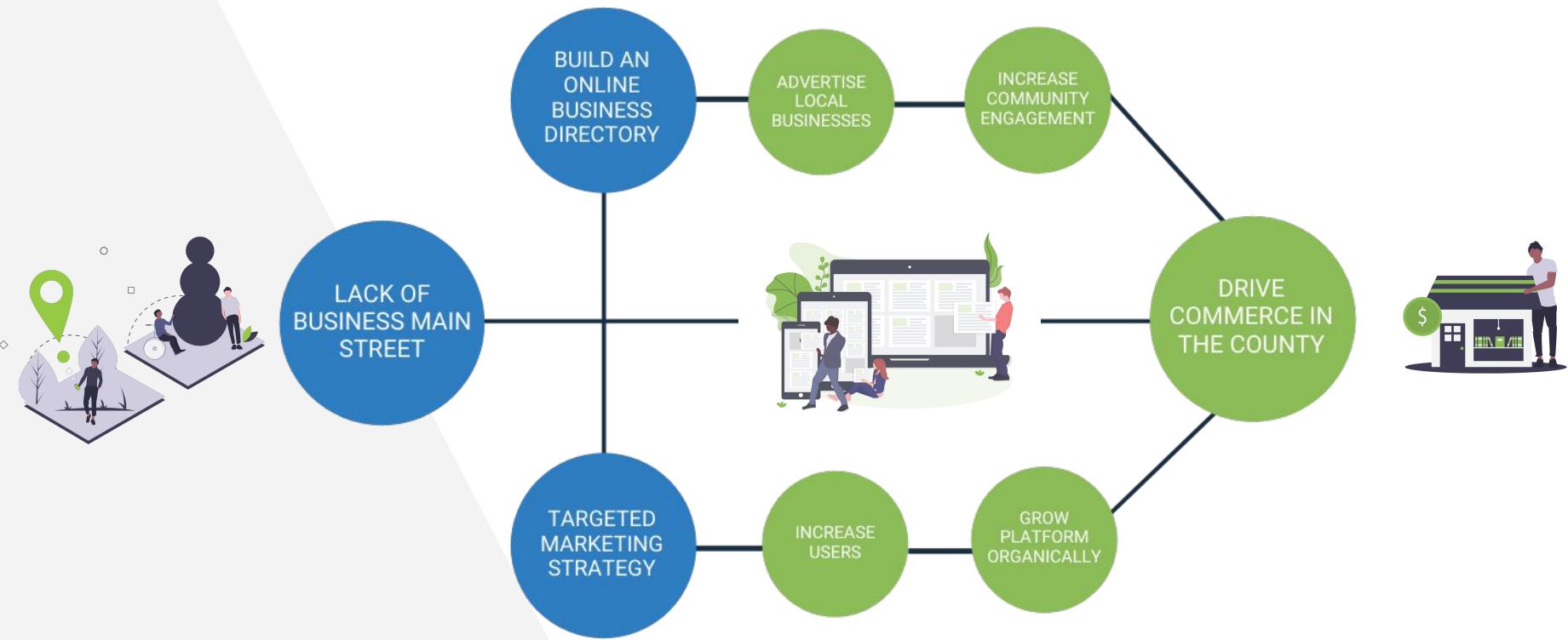
|        |  |   |
|--------|--|---|
| 0<br>1 | <b>HIGH BOUNCE RATE</b>                  | Strong blog content, email lists, constant reorganizing of business layout and promotions |
| 0<br>2 | <b>FALLING BEHIND ON SCHEDULE</b>        | Hiring a part time intern reduces workload  |
| 0<br>3 | <b>LOCAL ADS ARE EXPENSIVE AND RISKY</b> | Can be mitigated through a well-crafted CTA   |
| 0<br>4 | <b>ONLINE ALGORITHM CHANGES</b>          | Partner with local influencers to expand reach  |

6.

# Summary and Questions

Conclusion

# Summary



# THANKS!

Questions?

# Master Budget

## FromFluvanna

| Line Items               | 2020 Q2     | 2020 Q3      | 2020 Q4        | 2021 Q1      | 2021 Q2      | Total          |
|--------------------------|-------------|--------------|----------------|--------------|--------------|----------------|
|                          | Act         | Fcst         | Fcst           | Fcst         | Fcst         |                |
| Web Hosting Services     | \$41        | \$12         | \$12           | \$12         | \$12         | \$88           |
| Templates                | 0           | 32           | 0              | 0            | 0            | 32             |
| Domain Name              | 5           | 4            | 4              | 4            | 4            | 20             |
| Multi Vendor Integration | 0           | 18           | 18             | 18           | 18           | 70             |
| Facebook Boosting        | 40          | 39           | 41             | 43           | 44           | 207            |
| Yard Sign Giveaway       | 0           | 24           | 48             | 72           | 96           | 240            |
| Mail Advertising         | 0           | 0            | 586            | 0            | 0            | 586            |
| Roadside Advertising     | 0           | 0            | 700            | 0            | 0            | 700            |
| <b>Total</b>             | <b>\$86</b> | <b>\$128</b> | <b>\$1,408</b> | <b>\$148</b> | <b>\$173</b> | <b>\$1,942</b> |

\*Assumes Base Case Expenditure for Every Line Item. [Link](#).

# Appendix Slides

## OVERALL STRATEGY MAIN

[Our Team](#)  
[Background](#)  
[Assignment](#)  
[Recommendation](#)  
[Business Directory](#)  
[Advertising Plan](#)  
[Implementation and Risks](#)  
[Summary and Questions](#)  
[Master Budget](#)

## WEBSITE

[Hiring an intern](#)  
[Creating long-term users](#)  
[Resources for building your business in fluvanna](#)  
[Site features](#)  
[Journey Map](#)  
[Resources for building site on wordpress](#)  
[Website budget](#)

## ADVERTISEMENTS

[Influencer marketing](#)  
[Mail advertisements](#)  
[How to use EDMM](#)  
[Yard sign advertisements](#)  
[Road sign advertisements](#)  
[Fluvanna Review article](#)  
[Facebook lead advertisement](#)  
[Facebook vertical video advertisement](#)  
[Marketing budget](#)  
[Additional marketing mockups 1](#)  
[Additional marketing mockups 2](#)  
[Additional marketing mockups 3](#)

## Hiring an Intern

Most wordpress templates have developer support. Discovering and setting up new features for the site while monitoring it can be time consuming. This is why we recommend hiring a part time intern.

It's as easy as emailing Heather Palmer, UVA's assistant director of Career Development at [hrr5j@virginia.edu](mailto:hrr5j@virginia.edu). She will include the opportunity in UVA's engineering newsletter, with or without a Handshake listing.

Listing on Handshake is important as it will broaden your reach beyond UVA and is a more confident source for students. Email Courtney Harris, UVA's associate director of employer relations at [charris@virginia.edu](mailto:charris@virginia.edu), and she will have your internship listed within 24-48 hours.

They are both excited about this potential opportunity.

# Creating long-term Users

[Google analytics](#) is a must. Good quality user data helps make better informed decisions.

Make the website [addicting](#). Large media companies employ several different tactics to keep users coming back. More [interesting design choices](#).

Make the website exhaustive of anything a resident might need in the county. The more the site has to offer, the less likely they will go to google, craigslist or facebook. [Seek out competitors and squash them](#). [Nextdoor](#) is a site with lots of good features.

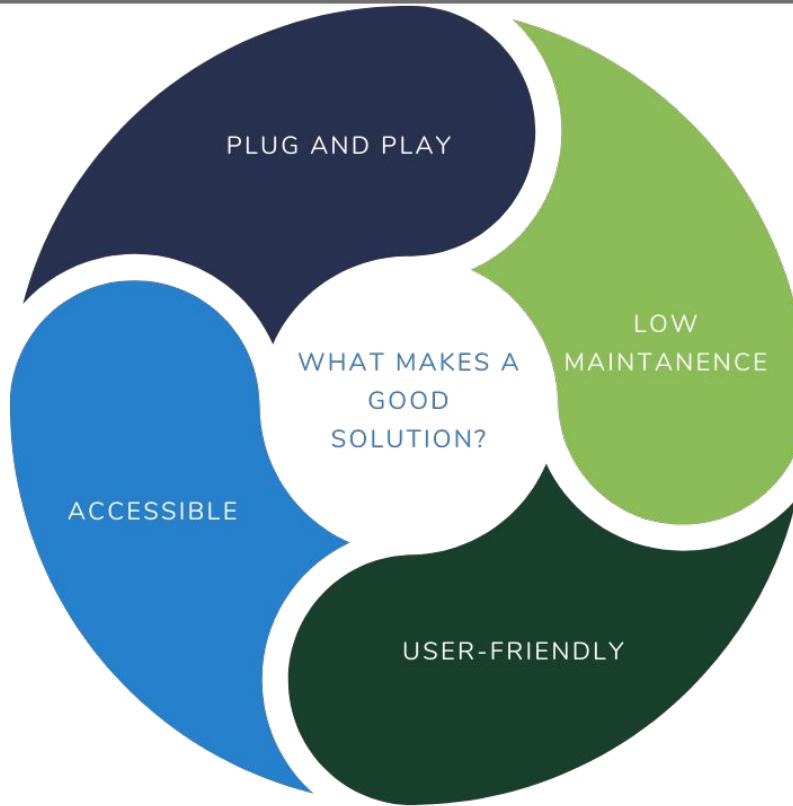
[Optimize the site for search engines](#).

# Resources for Building Your Business in Fluvanna

Important material for prospective business owners in Fluvanna:

- First mention [Why Fluvanna?](#)
- Include a [thorough checklist](#)(too much info out there, not in one spot):
  - Conduct market research
  - Write your business plan
  - Fund your business
  - Pick your business location ([in Fluvanna](#))
  - Choose a business structure
  - Choose your business name
  - Register your business
  - [Get federal and state tax ids](#)
  - Apply for licenses and permits
  - Open a business bank account
  - Set up [google maps](#) and [yelp pages](#)
  - Build a website with wix/squarespace/shopify or build a storefront with us
- Include courses, examples from the [SBA](#) and [Austin, Texas.](#)
- [Additional resources.](#)

# Site Features



# Journey Map



## BUSINESS OWNER

|             | BACKGROUND                   | MARKETING                  | SALES   |
|-------------|------------------------------|----------------------------|---|
| ACTIVITIES  | Second career                | Facebook and Google Ads    | Phone Calls (2-3 per customer), Walk-ins, online reservations |
| MOTIVATIONS | Complement Lifestyle         | Print ads too expensive    | Sustain business  |
| EMOTIONS    | Excited/Passionate           | Frustrated                 | Excited   |
| BARRIERS    | Competition/Growing Business | No background in marketing | Hard to find platforms that fulfill all business needs        |

# Resources for Building Site on WordPress

- [Figma Wireframes](#)
- [WordPress Themes for Directory Listings to Get Started](#)
- [Web Hosting with WordPress](#)
- [Resources for “Add a Listing Page” \(Listable Theme\)](#)
- [WooCommerce plugin for setting up a marketplace](#)
- [Plugin for scheduling appointments](#)

# Website Budget

## Website

| <b>Advertising Strategy</b> | <b>2020 Q2</b> | <b>2020 Q3</b> | <b>2020 Q4</b> | <b>2021 Q1</b> | <b>2021 Q2</b> |
|-----------------------------|----------------|----------------|----------------|----------------|----------------|
|                             | <b>Act</b>     | <b>Fcst</b>    | <b>Fcst</b>    | <b>Fcst</b>    | <b>Fcst</b>    |
| Web Hosting Services        | \$41           | \$12           | \$12           | \$12           | \$12           |
| Templates                   | 0              | 32             | 0              | 0              | 0              |
| Domain Name                 | 5              | 4              | 4              | 4              | 4              |
| Multi Vendor Integration    | 0              | 18             | 18             | 18             | 18             |
| <b>Total</b>                | <b>\$46</b>    | <b>\$47</b>    | <b>\$16</b>    | <b>\$16</b>    | <b>\$16</b>    |

\*Assumes Base Case Expenditure for Every Line Item.

# Influencer Marketing

"For government agencies... an influencer component is still the exception rather than the rule. But expect the trend to accelerate. More and more socially savvy agencies will embrace social programs that proactively tap influencers in the name of better serving constituents—whether as a key component in crisis communications, to inform and engage citizens in everyday life, or as a recruitment tool."

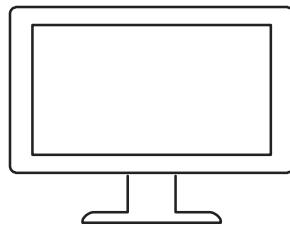
- [Ben Cathers, Principal Government Solutions Consultant](#)

Debbie Deal from Cunningham Creek Winery and Erika Mitchell from Sweet Art Emporium agreed to be brand ambassadors.

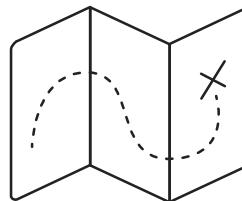
Use [social listening tools](#) to understand marketing objectives and to find local influencers.

[Millennials rank word-of-mouth as number one](#) in purchasing decisions.

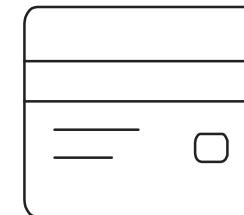
# How to Use EDDM



Register [Online](#) and Enter the Required Information.



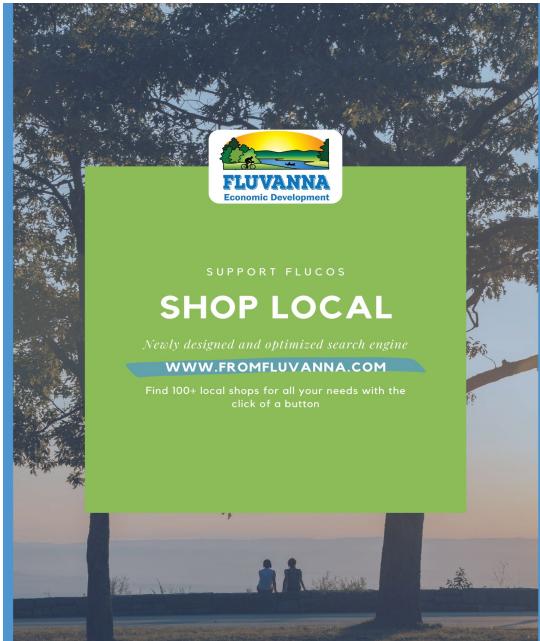
Choose a Starting Location by Inputting ZIP Codes and Choose Routes.



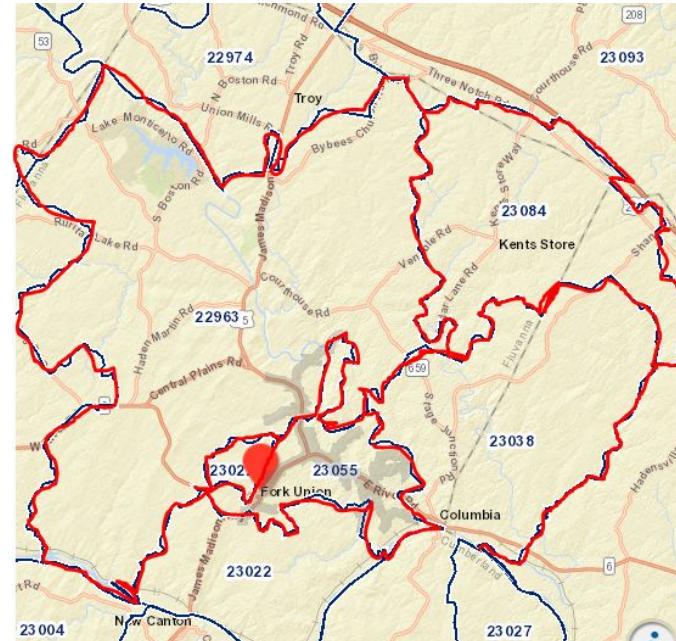
Select Drop-Off & Payment Options.

Further instructions can be found [here](#).

# Mail Advertisements



Mock Up of Advertising Flyer 8x8 in.



Source: Every Door Direct Mail

# Yard Sign Advertisements

The Rule of 7 states that “it takes at least 7 exposures to your marketing message before a prospect would make a purchase.”

Very cost effective to market and can be very effective when combined with other forms of marketing.

Place the signs in a targeted area near Columbia, Kents Store, Dixie and Fork Union where USPS EDDM is unavailable.

“Lawn signs are “on par with other low-tech campaign tactics such as direct mail that generate ... effects that tend to be small in magnitude.”



*Mock up of lawn sign advertisements*

# Road Sign Advertisements



Sample road sign



Locations for road signs

# Fluvanna Review Article

## **3 Students from UVA Plan to Transform Fluvanna Ecommerce**

Imagine possessing the power to readily access all of Fluvanna's businesses from your fingertips.

That is the plan 3 students from the University of Virginia have set in motion. This summer, the students pursued an internship with the Economic Development Office to document a strategy for an ecommerce project that will support small businesses in Fluvanna.

The solution will be web-based in nature and is set to release in the Fall of 2020. Businesses will be able to list their details on the website for residents to see, and link to their digital storefronts. The platform will also provide links to resources for how to transition online for businesses with a physical storefront only.

In the long-term, the Economic Development Office believes this platform can serve as the Main Street of Fluvanna. Additionally, residents in neighbouring counties can easily enjoy the products and services Fluvanna has to offer.

The Economic Development Office believes this solution can revolutionize commerce in the county, and we are excited to launch the website in the coming weeks.

# Facebook Lead Advertisement

"A lead advertisement is used to offer valuable content for your target audience to gather lead information."

You get their email address and then deliver content via mail.

You will have to set up a landing page to feature an opt-in form that Fluvanna residents fill in.

The idea is to make an email listserv for the platform early on and update as progress continues.

A Facebook lead advertisement for Fluvanna County, VA - Government. The post is sponsored and features a photo of several brown paper shopping bags with the Fluvanna Economic Development logo and the hashtag #SHOP LOCAL. The caption reads: "Imagine possessing the power to readily access all of Fluvanna's businesses from your fingertips." Below the post is a landing page for FromFluvanna.org, which encourages users to subscribe to the newsletter and shop locally online. It includes a "Sign Up" button and social sharing options.

# Facebook Vertical Video Advertisement

The EDO should focus more on visual content that is captured on mobile devices and can be consumed on the go.

987% increase in consumption and creation of swipeable, vertical video montages every day across Instagram, Snapchat, WhatsApp, Snapchat and Facebook.

The format had a growth rate 15 times higher than Feeds on major social platforms from Q2 2016 through Q3 2017.



# Marketing Budget

## Advertising

| Advertising Strategy | 2020 Q2     |             | 2020 Q3        |              | 2020 Q4      |      | 2021 Q1 |      | 2021 Q2 |      |
|----------------------|-------------|-------------|----------------|--------------|--------------|------|---------|------|---------|------|
|                      | Act         | Fcst        | Fcst           | Fcst         | Fcst         | Fcst | Fcst    | Fcst | Fcst    | Fcst |
| Facebook Boosting    | \$40        | \$39        | \$41           | \$43         | \$44         |      |         |      |         |      |
| Yard Sign Giveaway   | 0           | 24          | 48             | 72           | 96           |      |         |      |         |      |
| Mail Advertising     | 0           | 0           | 586            | 0            | 0            |      |         |      |         |      |
| Roadside Advertising | 0           | 0           | 700            | 0            | 0            |      |         |      |         |      |
| <b>Total</b>         | <b>\$40</b> | <b>\$63</b> | <b>\$1,374</b> | <b>\$115</b> | <b>\$140</b> |      |         |      |         |      |

\*Assumes minimum advertising expenditure per quarter in each category. [Link](#).

# Additional Marketing Mockups 1



# Additional Marketing Mockups 2



# Additional Marketing Mockups 3



Search



FIND LOCAL SHOPS NEAR YOU FOR ALL YOUR NEEDS

***FromFluvanna.com***

***FromFluvanna.com***

Support Flucos, Shop Locally

