



TEAM AMAZING
PRESENTS

CITY-WIDE
*garage*SALE®

EXECUTIVE SUMMARY

"Everything old is [actually] new again."

The global resurgence of vintage is a fascinating and constantly evolving trend, which, quite simply, makes the term difficult to precisely define. To wine connoisseurs, vintage describes a wine's specific production year. To younger generations, vintage refers to anything from bygone popular culture. And to Austinites, particularly those aged 18-34, vintage has become a thriving cultural phenomenon as interest is skyrocketing for these bygone popular culture items.

City-Wide Garage Sale (CWGS), a forty-year-old byproduct of the 1977 gasoline shortage, is one of Austin's thirty plus vintage marketplaces that welcomes those who like "old stuff and like to dig." The CWGS business model is unique as participants are unaware of the items that will be available at each event. Thus, CWGS thrives on its unpredictable nature.

With so many other vintage shops in the area, it has become increasingly difficult for CWGS to break through the clutter. Various aspects of the brand's communication methods are outdated and out of touch with its Austin audience. Its relevancy: diminishing.

But Austin is experiencing an immense population boom and just recently surpassed two million residents in 2016. Austin's suburbs have seen the most growth over the years; however, "the reason Austin [remains] No. 1 on so many [people's] lists is because of what is happening inside the city."¹

Much has changed since 1977, though. The Austinite population is skewing younger than ever before. Residents are constantly exploring the city's vast offerings. And the world has become much more digitally focused, which is exactly why CWGS must adapt and incorporate the emerging marketing trends into its communication efforts.

It's time to recapture City-Wide Garage Sale's novelty.

Team Amazing has analyzed, researched, and compared consumer experiences to craft a thorough and relevant communications plan. Incorporated are the following six media buckets: Owned Media, Search & Display, Social, Terrestrial, and eCommerce. What's important here, however, is that each effort isn't separate. Instead, everything will build upon one another, linking back to CWGS's home base: Owned Media.

Throughout this media proposal plan, new connections will be made and recommendations will be put forward to address the current and immediate needs, while guaranteeing longevity and a promising future for CWGS.

Let's break it down.

1. <https://www.bizjournals.com/austin/news/2016/05/19/atxsubcounty-population-growth.html>

#iVintager

Millennial who is digitally connected and "embraces the unusual, the bargain, and the downright weird."

WHO ARE THEY?

THE SAVVY SHOPPER

18-24 year olds
Student
It's complicated
Zip Code: 78705
Still dependent

THIRTY, THRIFTY, AND THRIVING

25-34 year olds
Newly established Austinite
Single, or just married
Zip Codes: 78701, 78704
Average income: \$32,991 - \$48,763

CHARACTERISTICS¹

DIGITALLY DRIVEN

Connect with brands via social media and conduct research prior to purchases

EMPHASIZE INDIVIDUALITY

Seek experiences to express themselves

FIERCELY INDEPENDENT

Not brand loyal

EMBRACE NEW TRENDS

Searching for the up-and-coming

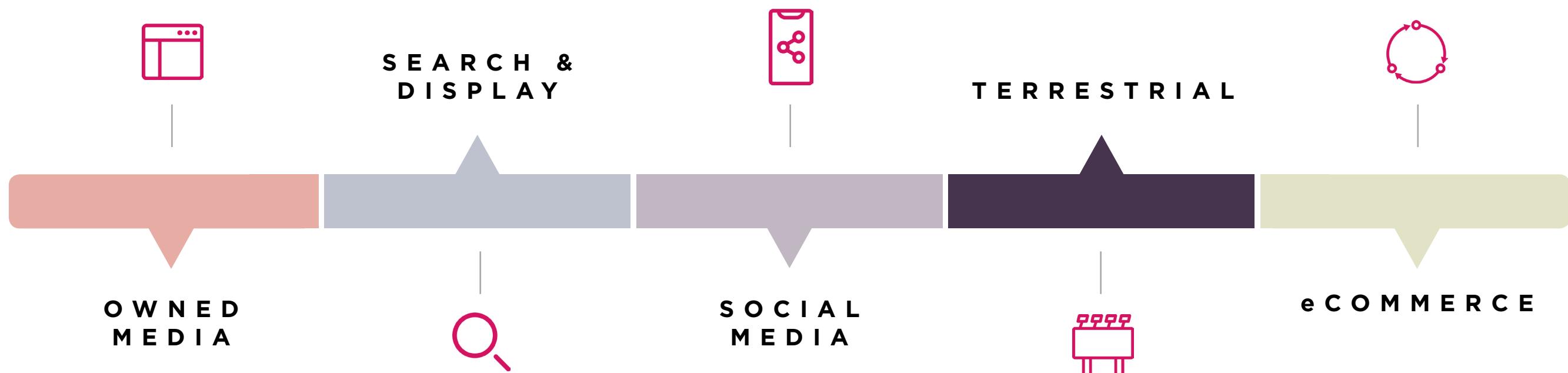
DIYers

Prominent leaders of the do-it-yourself movement



AT A GLANCE

A visual look at each effort in tandem





THE CURRENT STATE

Perhaps the most critical extension of a company, particularly one that dabbles in the retail space, is its website. It is often a brand's first point of contact with the consumer. And nothing is more important than a good first impression. Consider the website as CWGS's digital showroom—a tool intended to spark consumer interest.

CWGS's website attracts new visitors primarily based in or around the Austin area; however, these same visitors are not remaining on the site long. Of the 1,198 new site visitors, 909 remained on the site for 0-10 seconds and 946 never returned. Conducting a Google Analytics report on the website showed an unusually high bounce rate and low average session duration among new visitors.

75%

Bounce Rate

00:36

New User
Average Session Duration

65%

View Homepage Only

The site is accessed the most via mobile devices (58%), followed by desktops (36%) and tablets (6%), respectively. The Apple iPhone is the leading mobile device used to visit CWGS. Take note how the device used reinforces the newly defined target: the #iVintagers.

The majority of visitors (65%) did not explore beyond the homepage. The next page most visited was the 'Event Calendar' section (14%). Very few of the site's other pages were visited.

*Analytical data from September 28 - October 4, 2017.

A CLOSER LOOK



39% of consumers stop engaging with a website if images do not load.¹



73% of Millennials prefer to view beautifully designed web content.²



Millennials use smartphones to consume content more than any other generation.³



Too much information on a landing page creates consumer confusion.⁴



Consumers will leave websites in 8 seconds unless they read a compelling headline.⁵

1. <http://wwwimages.adobe.com/www.adobe.com/content/dam/acom/en/max/2015/pdfs/state-of-content-oct.pdf>

2. Ibid.

3. Ibid.

4. <https://marketingexperiments.com/lead-generation/registration-form-optimization-steps>

5. <http://www.interactivemarketinginc.com/landing-pages.html>

THE GAME PLAN

The CWGS website is not lacking in information; however, the user interface (UI) and user experience designs (UX) do not possess the same technological prowess as some of its competitors' websites. These gaps are problematic, but can be remedied.

Team Amazing conducted primary research on the current situation. Here's what we found:

- Majority of visitors failed to scroll to the bottom of the website
- Majority of visitors prioritize aesthetic over content

Team Amazing urges CWGS to hire a new website designer to carry out the following:

1

Move all social media buttons to the top of the horizontal navigation menu.

- Site visitors should not have to scroll to the bottom of the page for the company's social channels links.¹

2

Consolidate and reorder the top-level horizontal navigation menu.

- Reordering the navigation menu is important for SEO because fewer internal links lends the website more 'authority' with search engines. Too many links can reduce this 'authority.' A good rule of thumb is no more than seven links.
- A noteworthy term: serial position effect, which is based on the concepts of primacy and recency. Items that appear first or last on a list are typically the most effective links.²

3

Optimize mobile website.

- The CWGS site is 'mobile friendly,' meaning the site's content displays accurately between desktop/laptop computer and mobile device. CWGS should consider making its website 'mobile optimized,' which would automatically reformat the content in a way that is optimal for that specific mobile device. This includes larger navigation buttons, reformatted content, and optimized images.³

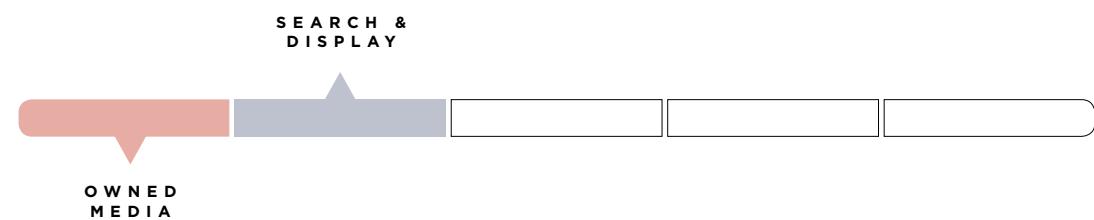
*See appendix for further details.

BENCHMARKS

- Reduce the website bounce rate to 40-60%
- Increase the average website session duration from 00:54 to 02:00

1. <https://prolificmarketing.org/the-importance-of-a-quality-website/>
2. <https://blog.kissmetrics.com/common-website-navigation-mistakes/>
3. <http://compulse.com/mobile-responsive-vs-optimized-vs-friendly-whats-difference/>

SEARCH & DISPLAY



SEARCH

This is daunting. So hold on.

First, the basics. A search ad is a text-based advertisement that appears when users search terms related to one of a brand's relevant keywords. Team Amazing will utilize the Google Search Network, the premier Search Engine Marketing platform, to connect CWGS with #iVintagers.

Second time's the charm.

This time around, efforts cannot be short-lived. Team Amazing will incorporate a re-optimized Search campaign to increase ad relevance and optimize the landing page experience.



DISPLAY

Online. Visual. Limitless potential.

A display ad is a visual advertisement placed on related websites to efficiently increase brand awareness and website traffic. The Google Display Network is a specialized way of targeting 90% of all online users.

Two is better than one.

Display campaigns perform even better when used in tandem with a search campaign to drive traffic to a website. These ads can be tailored to appear on specific websites when the search matches the relevancy of the keywords. Imagine that success, multiplied.

THE GAME PLAN

It takes two to tango.

CWGS has already implemented a key element of Display effectively, acquiring 90,410 impressions by running a two-week promotion on Do512.com. To reignite and expand this effort further, Team Amazing will use Google AdWords to create a three stage Search and Display Network strategy.

The following is a base framework of the Search and Display campaign. See appendix for detailed explanations.

The first half.

Connection: Implementing foundational efforts to ignite campaign (2-3 months).

Search – *Setting keywords* (see appendix for list) linking users back to the CWGS website. This effort emphasizes *creating new connections* with the brand.

Display – *Building upon keywords* and *redirecting target market segments* to the CWGS website.

The second half.

Escalation: Integrating new platforms to create further interactions (3 months).

Search – *Assessing feedback* from Search Term Reports to *disassociate negative keywords* from the website, *further optimize landing pages, refine ad copy* to further increase relevance.

Display – *Expanding into mobile apps* that are *relevant to CWGS*, such as Uber and Yelp.

Overtime.

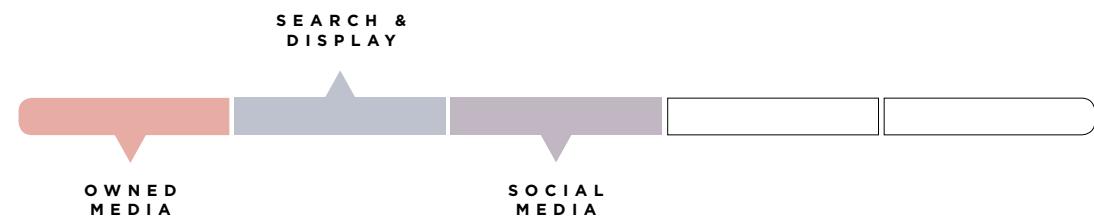
Expansion: Optimizing feedback from previous steps to discover new targeting segments and markets (a future effort).

Search – *Continuing optimization* from detailed website analytics to *identify potential* for new, future efforts.

Display – *Broadening market reach* into *further future platforms and softwares*. For example, third party ticket providers include Eventbrite and StubHub.

ON YOUR MARK. GET SET. GO.

SOCIAL MEDIA





THE CURRENT STATE

No longer secondary.

It is now a brand's most engaging consumer experience channel. A presence on social media has become an 'expected requirement.' Just like how a few clicks connect friends, relatives, and global audiences, businesses are increasingly utilizing this powerful tool to create an association between users and their brand.

CWGS's events attract over 2,000 attendees in one weekend. It would be impossible to have physical conversations with each person in that time. Social media makes these interactions possible.

Broken down further.

Facebook is the primary channel for current and potential consumers to directly communicate with CWGS outside of the actual event. Instagram creates the visual aesthetic that aims to inspire audiences towards the brand. Twitter will be added to the social media mix to create faster, real-time conversations with followers.

Team Amazing's recommendation for a more cohesive and integrated presence across multiple social media platforms will serve as the primary effort to emphasizing CWGS's brand personality.

THE GAME PLAN

1

Create a brand personality.

Lead with a human side. Users don't want to feel like they are interacting with a corporation. Instead, focus on emulating a real conversation with the following brand tone: excited & approachable, informative & clear, current & cool.

2

Curate content.

Messy content loses engagement. Maintaining a unified aesthetic across the different platforms are key in building an organic and vast following online, creating buzz for CWGS's live events.

3

Seek out valuable influencers.

Word-of-mouth advertising is powerful, yet, the most difficult to generate. Partnering with an influencer and harnessing the size of their following serves as a catalyst to jump start impactful conversations regarding CWGS.

4

Monitor analytics.

Each social media platform offers analytics to business pages. Analyzing these insights will allow CWGS to discover effective messaging strategies and how to best engage with their audience.

Competitor Analysis Breakdown

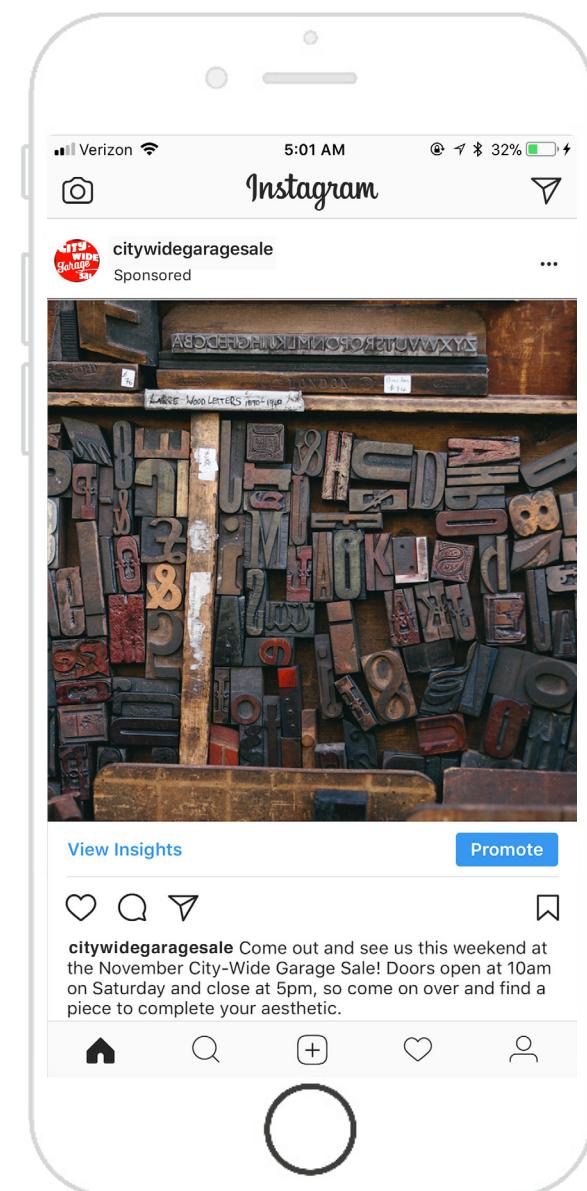
The following examines CWGS's social media performance in comparison to competitors. The table highlights key areas of strength and weaknesses of the current social standing.

	CITY-WIDE Garage Sale	Vintage Market Days	Round Top Antiques Fair
Social Media Presence	Low Involvement	High Involvement	High Involvement
Online Content Quality	Low	High	Moderate
Owned Media Development	Basic	Advanced	Moderate
Item Selection & Value	Unique & Well-Crafted	Basic & Moderate Value	High Quality & Large Selection
Geographic Location	Prime	Prime	Rural
Merchandise	None	Very High	None
Brand Image	Medium	Strong	Strong

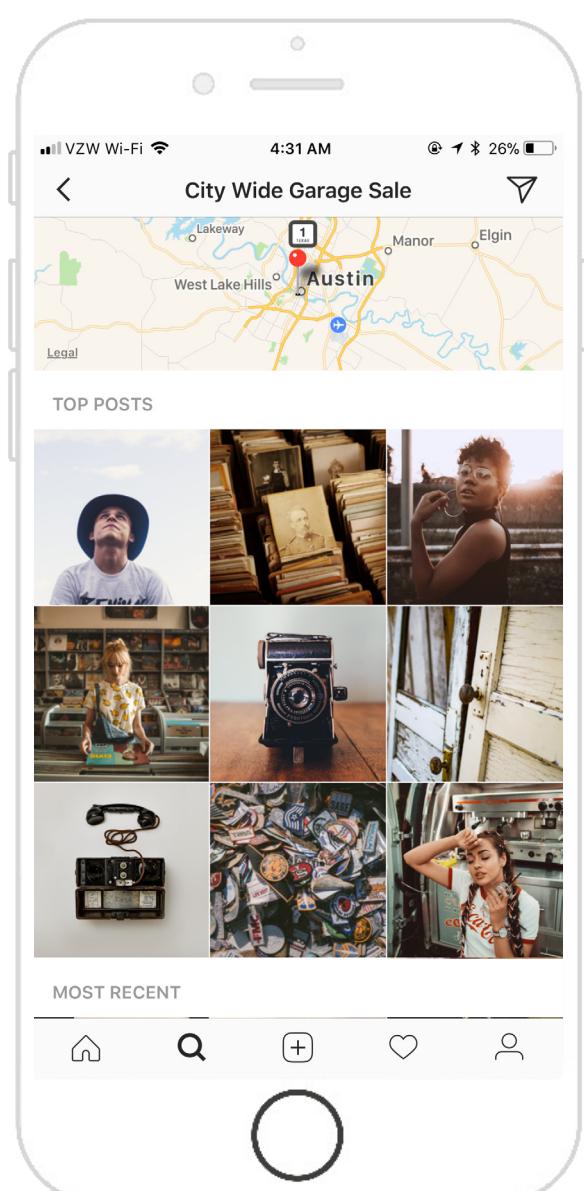
This table explains the strengths and weaknesses of CWGS and its main competitors.



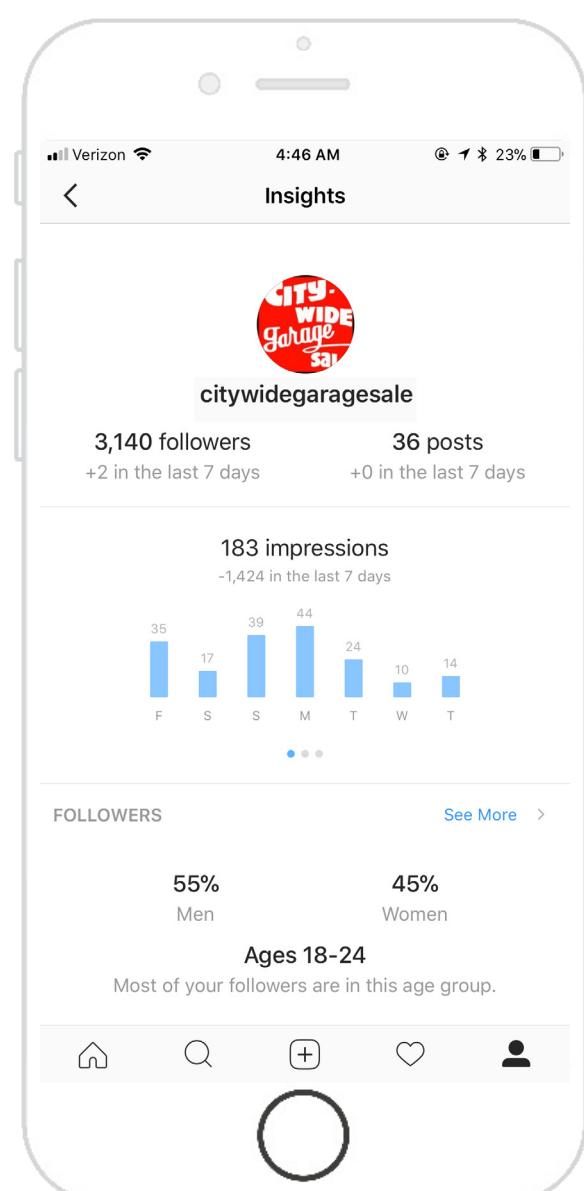
SOCIAL IMPACT



Sponsored Posts

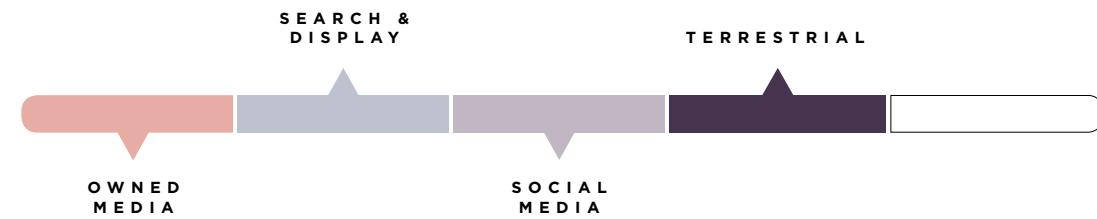


Geotagging



Instagram Insights

TERRESTRIAL



THE CURRENT STATE

Terrestrial is an advertising classic.

Best of both worlds.

It's a tried and true method that is increasingly interacting and merging with the online world. Digital advertising is engaging, but intangible. Consumers still place value in these tangible experiences. CWGS should not neglect this traditional form of advertising, as it is still a primary method to engage loyal fans and reach new ones.

Where they are, we go.

A key to success with terrestrial channels is following our audience across each platform. This means making sure that each effort is in sync with the consumer journey. CWGS has successfully implemented efforts that target both new and existing audiences.

For example, radio efforts from KGSR, with more than 40% of their audience under 44, effectively reaches the target market of #iVintagers. Meanwhile KLBJ, with more than 80% of listeners above the age of 34, maintain a conversation with CWGS's existing audience. By taking into account each demographics' habits and patterns, Team Amazing has come up with a new, reoptimized strategy for CWGS's terrestrial advertising.¹

The following is a further breakdown of the strategy.

1. SRDS.



THE GAME PLAN

1

Readjusting.

To form an effort in alignment with digital efforts, it is essential to reallocate the funds being used for radio, television, and print. Team Amazing recommends each of CWGS's advertising dollars be placed based on the following strategies:

- *Increase efficiency* by moving efforts away from the 3 backpage ads in the Austin Chronicle and *focusing on the full page ad*.
- *Synchronize television with AM radio* by keeping television during pre-commute hours and radio during the target's commute to work, *ensuring relevance* with the consumer journey.¹
- Audiences are *most engaged two days prior* to an event. Efforts for FM radio will start a day later, on Thursday, to *ensure continuity* in messaging for the event.²

2

Adding a pillar.

To ensure further success in CWGS's terrestrial efforts, Team Amazing will use print flyers to target localized areas unique to each target market segment. Each promotional print flyer will include tear-off tabs featuring the existing \$1 off CWGS entrance coupon. To ensure success, the following strategies will be implemented:

- *Increase awareness* in local colleges and universities within the 78705 area, *directly targeting* The Savvy Shopper.
- *Create a connection* by placing flyers in local record shops and vintage stores around the 78701 and 78704 area, *creating buzz* within the Thirty, Thrifty, and Thriving target market segment.

3

A constant reminder.

Sidewalk sticker advertisements are a unique, engaging way to interact with potential consumers and drive traffic back to the CWGS landing page. Although a similar messaging from the previous recommendation is being used, each effort has the potential to obtain a high reach and maintain a moderate level of frequency.³

- When placed around college and university campuses: it encourages students to visit the website.
- When placed in close proximity to Palmer Events Center: it leads pedestrians to the CWGS event entrance.

1. NielsenAudio.

2. Meltwater.

3. <https://emerging-advertising-media.wikispaces.com/Sidewalk+Advertising>