

OLE DUB'S SEASONING

OLE
DUB'S
SEASONINGS

PR PLAN
CHANCEY CURTIS

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OLE DUB'S

Ole Dub's was originally started in the fall of 2022 by Wyatt Smith and his wife, Lilah. Ole Dub's was a childhood nickname given to Wyatt which presented itself as a viable name for their seasonings and it stuck. Since then the small business has grown little by little until they are at the point where they want to expand their business. Right now, they are in the process of rebranding for the start of the new year and are eager to improve their public relations and marketing strategies. The purpose of this project is to provide research and resources that can help Ole Dub's have a good start on important marketing, advertising and public relations strategies. This campaign, hand in hand with their rebranding efforts, will yield great results and boost their business.

GOALS

Ole Dub's main goal for this public relations campaign is to increase their online sales by 10% by the end of March 2023 through their website and social media efforts.

OBJECTIVES

Post a minimum of 3 times a week on social media to boost engagement.

Get 200 email subscribers.

Put out 12 ads during next quarter. (January to March)

SITUATION ANALYSIS

Strengths

Ole Dub's has the foundation and necessary structure to make a strong start on their goals. They have a website, social media accounts, products, and great ideas for what they want to do. They are also eager and excited to take their startup to the next level.

Opportunities

Ole Dub's is niche and there isn't much competition for the type of products that they are trying to sell. They have also been successful despite their lack of time and limited resources. This proves that they have a product that people want, now they just need to take the opportunity to improve their marketing and public relations.

Weaknesses

Ole Dub's has limited time, money and resources. Because Ole Dub's is a startup and began as a hobby the two people who started the small business don't have much business, marketing or public relations experience. On top of that, Lilah and Wyatt have been preoccupied with finishing their undergraduate degrees and have only been able to give part-time to helping business improve.

Threats

The biggest obstacle I see threatening the success of Ole Dub's and stopping Lilah and Wyatt from reaching their goals is a lack of time. Lilah and Wyatt are both finishing their degrees and will soon be working full time. This and their lack of business expertise could threaten their goals.

TARGET AUDIENCE

AUDIENCE #1

Men 18-50 & Women 25-50

Ole Dub's main target audience are adults ages 25 to 50 years old. Through their previous sales and social media engagement they have been able to narrow down this demographic as their primary audience. This is a fairly large target demographic, but the majority of business comes from this age group. In addition to this, the majority of sales are almost a fifty-fifty split between men and women, according to their available data.

AUDIENCE #2

Niche seasoning community

The secondary audience this campaign targets is the niche community of people who enjoy speciality and artisan seasonings. This target audience is harder to pin down, but there are a variety of ways to engage with this audience including various social media groups.

POSITIONING

Ole Dub's stands out from other seasoning companies because they make all of their products themselves, each seasoning is created for a specific food in mind, and the seasonings can't be found anywhere else. All of Ole Dub's seasoning is made by Lilah and Wyatt themselves. They grind their own herbs and spices to add to their seasonings.

They also create the seasonings with specific types of food in mind. For example one of the most popular seasonings is called Ole Dub's Pasta. It's similar to an Italian seasoning, but with an Ole Dub's twist. Because of these seasonings unique positioning it puts Ole Dub's in a prime position to target a niche group of people.

KEY MESSAGES

01

OLE DUB'S IS A SPECIALITY SEASONING BUSINESS.

02

OLE DUB'S SEASONING IS FOR ANYONE WHO ENJOYS FLAVORFUL FOOD AND UNIQUE BLENDS OF SPICES AND HERBS.

03

OLE DUB'S SEASONINGS ARE MUST-HAVE PRODUCTS.

04

OLE DUB'S SMALL-TOWN CUSTOMER SERVICE AND UNIQUE PRODUCTS FOSTER CUSTOMER LOYALTY.

RESEARCH METHODS

My research has been focused on what things improve website sales the most. The focus of this campaign is on social media, email campaigns and recipe blog posts. I will be backing up all of the objectives with sound research from reliable sources to show how and why these objectives will be successful. I will be getting information directly from Google Ads, Mailchimp, Instagram, Facebook and TikTok. I will also be using marketing and communications blogs like Hubspot and Hootsuite. These sources will help provide helpful data and information that will guide the direction of this public relations campaign.

TIMELINE

The timetable for these objectives and the rolling out of this public relations campaign will be at the start of 2023. Right now, they are working on rebranding to be more effective from a marketing standpoint.



STRATEGIES & TACTICS

STRATEGY 01

Increase traffic to Ole Dub's website.

TACTICS

1. Publish weekly blog posts as pillar content with popular recipes and email them to subscribers.
2. Create a lead magnet to help raise awareness of Ole Dub's brand and get emails to generate leads and increase conversion rate.
3. Create social media posts related to recipe blog posts to draw traffic to the website.

STRATEGY 02

Raise awareness of the Ole Dub's brand.

TACTICS

1. Using digital advertising through social media platforms use Facebook, Instagram and TikTok to advertise Ole Dub's.
2. Create an ebook to be used as a lead magnet for email marketing.
3. Use of marketing tools such as SEO research, Google Analytics, and email marketing tools.

ADVERTISING

FACEBOOK

- **Basic Demographics:**
 - Facebook is the most popular for people age 35-44.
 - 56.6% of Facebook users are men
 - Men aged 25-34 hold the [biggest share of advertising reach on Facebook](#)
- **Ad Information:** Facebook is the best social media platform for Ole Dub's target audience. The demographic of Facebook users is in line with the demographic of Ole Dub's consumers. I recommend using Facebook as the top priority for social media advertising as well as for posting content.
 - [General Information](#)

INSTAGRAM

- **Basic Demographics:**
 - [85.7% of the users are ages 18-54](#)
 - [49% female, 51% male](#)
- **Ad information:** Advertising on Instagram has many tools that allow for performance tracking and budget setting. I recommend this being the second priority for social media advertising.
 - [General Information](#)

GOOGLE ADS

Ad Bidding is the way that you can purchasing advertising through Google. There are a few different types of bidding that Google does for their advertising. For the purposes of the goals of this public relations campaign I recommend focusing on a [Search Campaign](#), focusing on Cost-Per-Click bidding and conversion tracking. Cost-Per-Click bidding means that you only pay for every time your ad generates a click to your website. [Conversion tracking](#) allows you to see what action customers take after coming to your website. This can be done by creating conversion actions in your Google Ads account.

- [Click here to learn more](#)
- [Click here](#) to go to Google Ads then click the "Start Now" button
- [FAQ's about Google Ads](#)
- [Comprehensive guide to Google Ads](#)

ARTICLES & SOCIAL MEDIA CONTENT

Below are 6 blog articles to be used as pillar content on Ole Dub's website. I did SEO and keyword research for each of the articles to ensure they get the most traffic possible. I also created recipe videos and social media posts as repurposed content for each article.

Recipes

1. [Breakfast Taquitos](#)
2. [Homemade Burger](#)
3. [Meatball Subs](#)
4. [BBQ Loaded Fries](#)
5. [Fajita-Style Tostadas](#)
6. [Pesto Chicken Sandwich](#)

Keywords

crockpot meatball subs	1000
crock pot meatball subs	1000
crockpot meatball subs with frozen meatballs	50
crockpot frozen meatball subs	50
easy meatball subs with frozen meatballs in crockpot	40
breakfast taquitos recipe	90
breakfast taquito recipe	90
homemade breakfast taquitos	20
baked breakfast taquitos	20
burger	low comp
burger recipes	49500
best burgers recipes	22200
best burger recipe	22200
homemade burger	27100
george foreman grill burger	720
george foreman grill burgers	720
juicy hamburgers	4400
homemade hamburger recipe	1900
hamburger recipe	165000
gourmet burgers	12100
unique burger recipes	1000
chicken sandwich with pesto	6600
chicken pesto sandwiches	6600
chicken pesto ciabatta sandwich	70
barbeque chicken nachos	2400
bbq chicken fries	1900
barbecue chicken fries	210
chicken loaded fries	320
tostada	low comp
loaded fries recipe	2900
loaded fry recipes	2900
loaded fries recipes	2900
recipe for loaded fries	2900
loaded cheese fries	1300
loaded fries ideas	390
loaded fries with chicken	210
loaded chicken fries	320
chicken tostadas	8100
chicken tostada recipe	1900
chicken tostadas recipe	1900
meatball subs	low comp
easy meatball subs	low comp
chicken pesto panini	low comp
chicken pesto	low comp

THE ARTICLE

Breakfast Taquitos

If you're sick of your typical breakfast burrito recipe this **breakfast taquitos recipe** is the perfect way to shake it up. This recipe has all your favorite breakfast items rolled into a delicious flour tortilla. The breakfast taquitos have cheese, scrambled eggs, hash browns, and, of course, bacon. Who wouldn't love all the best breakfast foods in a delicious Mexican-style taquito?

Breakfast Taquito Filling

Making the filling for these delicious taquitos is so easy. First, you'll make scrambled eggs however you like them. For us, that means we add salt, pepper, and a little bit of salsa. We like to use a salsa that has a little spice to it to add some flavor and heat. If that's not your speed, then no worries! Stick with what you like.

Next, you'll fry your bacon and crumble it up into smaller pieces. It doesn't matter what kind of bacon you use. Bacon is bacon, right?

Third, you'll make the hash browns. We usually just use frozen hash browns that have peppers and onions mixed in with Avocado Cream

This delicious sauce is the perfect pairing for these tasty **breakfast taquitos**. Get out a small mixing bowl and mix together the avocado, sour cream, lime, salt, and water until completely smooth. Set the bowl in the fridge until the taquitos are done.

Assembling the Breakfast Taquitos

Now that you've made the filling, get out a greased baking sheet, tortillas and cheese. We like to use flour taco tortillas instead of a smaller sized tortilla to make space for all the filling, but if you're gluten free then feel free to use corn tortillas instead!

Now that you've got everything ready, preheat the oven to 375°. Then take a tortilla and load it up with all of your filling. Make sure not to go overboard with the filling because if the tortillas are too full everything will fall out and they won't stay together. Top it off with a lot of cheese.

Once you've got the right amount of filling on your tortilla, roll your tortilla up. Since taquitos aren't wrapped like burritos the ends will be open, so be careful not to tip them over as you move them to the baking sheet.

Repeat the process until all your filling is gone. Then take the baking sheet and place it in the oven. Let the taquitos cook for about 10 minutes.

Once the **breakfast taquitos** are finished cooking, take them out of the oven and let them cool for about five minutes. Then get the avocado cream sauce and serve.

Keywords: breakfast taquitos, breakfast taquito, breakfast taquitos recipe,

BREAKFAST TAQUITOS

SOCIAL MEDIA POSTS



**BREAKFAST
TAQUITOS**

[Breakfast Taquitos social media materials link.](#)

HOMEMADE HAMBURGER

THE ARTICLE

The Best Homemade Burger

Everyone is always on the hunt for the best [burger recipes](#) and this is hands down one of our favorite burger recipes. It's perfect for a family burger night or a neighborhood barbecue. It's a [homemade hamburger recipe](#) so it's easy to throw together and is so delicious everyone will come back for seconds.

The Burger Patties

This [burger recipe](#) has all the classic elements you'd expect to find in a [hamburger recipe](#). First you'll need to get about one pound of ground hamburger. A couple of notes here: First of all, depending on the size of your patties, you can get anywhere from four to six hamburgers from that. We usually like to do quarter pound burger patties, so for us this [burger recipe](#) makes enough for about four people.

Second note, your burger is only going to be as good as the meat you get. We buy meat from a local butcher to make our burgers, but if that's not an option for you we recommend getting the best quality 80/20 ground chuck that you can find. This will add flavor to your burgers that you can't get by adding ingredients.

When you are making the burger meat, make sure that you are adding enough moisture. Our recipe calls for an egg to add moisture, but if you feel that your meat is too dry add a small amount of water until you feel your patties will be juicy enough. Moisture is key to making a good burger, so you want to make sure that the meat isn't going to dry out too much while it's cooking.

Aside from adding an egg to the ground beef, our recipe calls for breadcrumbs, parmesan cheese, minced garlic, salt, pepper, and [Ole Dub's Burger](#) seasoning. If you are gluten-free we've found that you can remove the breadcrumbs and the burgers will turn out fine. You can also substitute the breadcrumbs for gluten-free breadcrumbs. If you do that, we recommend using less than what is needed for this recipe because gluten-free breadcrumbs will absorb a lot of the burger's moisture.

Grilling the Burgers

During the summer we like to grill outside and really get a smoky flavor for our burgers, but once winter hits it becomes impossible to use our grill. While it's cold out, we like to use our George Foreman grill to make the burgers. Whichever option you want to use works just fine. Obviously if you have access to an outdoor grill these burgers will taste delicious, but we've found that when we use our George Foreman indoor grill these burgers are just as good.

Keywords: homemade burger, homemade hamburger recipe, burger recipe, hamburger recipe

HOMEMADE HAMBURGER

SOCIAL MEDIA POSTS



MOZZARELLA-STUFFED MEATBALL SUBS

THE ARTICLE

Mozzarella-Stuffed Meatball Subs (Crock Pot)

These tasty [crockpot meatball subs](#) are the perfect simple but delicious meal. Everybody loves a good [meatball sub](#) and this recipe is perfect for a family get-together or just a middle-of-the-week meal. We love it for just about anything!

These [easy meatball subs](#) are savory, flavorful and cheesy. A perfect combination no matter what your family likes. We love these [stuffed meatballs](#) because they add a little something extra to the typical [meatball sub](#). Plus, they are a huge crowd pleaser!

How To

To get started with your [meatball subs](#) you'll need to start with the meat. We like to use ground chuck for ours, but any kind of ground beef will do. We usually use around half a pound of meat for six sandwiches.

Add the meat and all the other meatball ingredients into one big bowl together and mix it. Keep in mind that adding too much of any of the ingredients can cause your meatballs to end up dried out. If you feel that your meat mixture is a little bit too dry after adding everything, add a little bit of water to the mixture.

We love to use our [Ole Dub's Pasta Seasoning](#) to season these delicious stuffed meatballs, but we've found that any other Italian seasoning will work. Our pasta seasoning just has a few delicious herbs that a typical Italian seasoning won't have.

After you've added all the ingredients and mixed them with the meat it's time to stuff the meatballs. Cut the 8 ounce mozzarella cheese block into small cubes. A half pound of meat usually makes about 18 meatballs so make sure that you make 18 cubes and leave enough mozzarella to use at the end on the subs.

Roll about 2 tablespoons of the meat mixture together and then flatten the meatball into your palm. Then place the mozzarella cheese cube in the center and roll the meat making sure that mozzarella cube is covered on all sides.

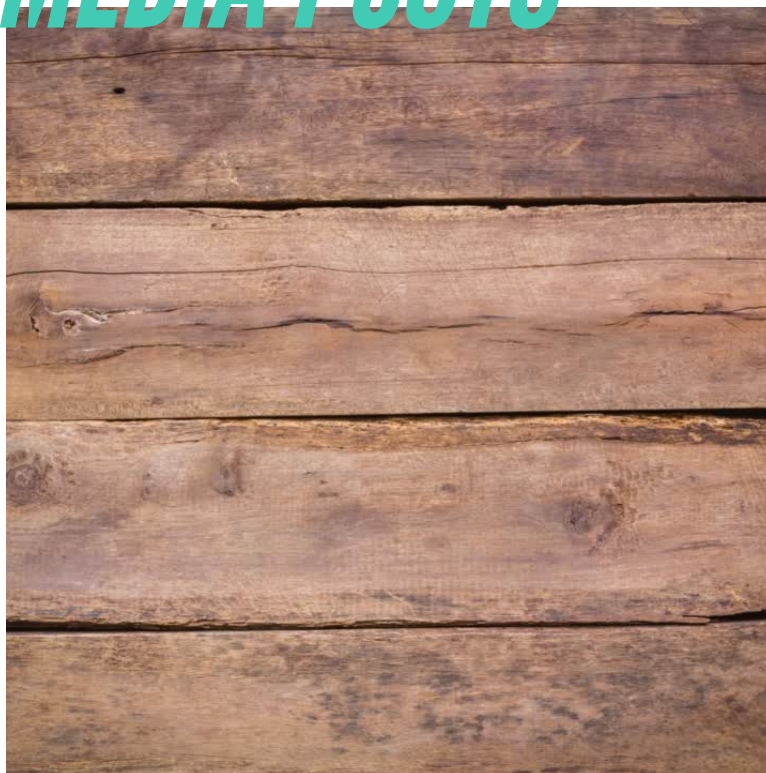
At this point you may feel like the meat mixture is a little too dry. Make sure that if you notice it being dry you add some extra moisture so that the meatballs stay together well while they are cooking.

Continue the process with all of the meat and mozzarella cubes and then set them aside while you prepare the crock pot. Spray the inside of the crockpot with a cooking spray. If the crockpot

Keywords: [crockpot meatball subs](#), [meatball sub](#), [stuffed meatballs](#),

MOZZARELLA-STUFFED MEATBALL SUBS

SOCIAL MEDIA POSTS



[Mozzarella-Stuffed Meatball Subs](#) social media materials link.

THE ARTICLE

Barbecue Chicken Loaded Fries

These **loaded fries** are the perfect side dish or game-day appetizer. They are great for a large group of people and leave everyone wanting more. We love to make these and set them out for people to munch on during parties. This barbecue chicken **loaded fry recipe** is a crowd pleaser and people will be begging you to give them the recipe once they've had a bite!

The Barbecue Chicken

The barbecue chicken for this **loaded fries recipe** is so easy. All you have to do is put 4 chicken breasts in the crockpot. Add a splash of olive oil and a dash of salt and pepper. Pour about half a cup of water into the bottom of the pot. You don't want the water to cover the chicken all the way. Adding water is crucial because it adds necessary moisture to your crockpot so that the chicken won't become dry and hardened. Set your crockpot to cook for 2 hours on low heat.

Once the chicken has finished cooking, remove it from the crockpot and place it on a cutting board or plate. Using two forks shred the chicken breasts.

Place the shredded chicken back in the crockpot then add about half a cup of your favorite barbecue sauce. We like to use [Sweet Baby Ray's Hickory and Brown Sugar](#) barbecue sauce, but any barbecue sauce will work well. After adding the barbecue sauce we like to add one tablespoon of our [Ole Dub's Quality Cow](#) seasoning in as well. Set your crockpot to the warming setting to keep the chicken warm until you need it.

The Fries

To keep things simple we like to get frozen steak french fries for this **loaded fry recipe**. You can use whatever type of fries you like best. We like fries that are thicker and easier to load up with lots of toppings.

To start, get out a large cookie sheet and cover it in tin foil. Use cooking spray to grease the tin foil-covered pan. Dump the whole bag of fries onto the pan and try to lay all of the fries flat. You don't want the fries laying on top of each other because it will make them cook unevenly. At this point, we like to cover the fries in our [Ole Dub's Stuff](#) seasoning. We like to season them before they cook so that the seasoning sticks to the fries as they cook.

Now, just follow the instructions on the bag of whatever frozen french fries you're using. We like our fries on the crunchy side so we like to cook them a little bit longer than the instructions suggest. We recommend taking the fries out halfway through and flipping them so that both sides get browned.

Keywords: loaded fries, loaded fry recipe, barbecue fries

BBQ LOADED FRIES

SOCIAL MEDIA POSTS



[Barbecue Loaded Fries](#) social media materials link.

INSTANT POT FAJITA CHICKEN TOSTADAS

THE ARTICLE

Instant Pot Fajita-Style Chicken Tostadas

If you're looking for an easy **Tex-Mex** recipe for your **Instant Pot**, you've come to the right place. This recipe combines fajitas and **chicken tostadas** into one mouth-watering dish that will make your taste buds explode. Everybody has a go-to Mexican food recipe that they do all the time and this chicken tostada recipe is it for us.

This fajita-style chicken tostada recipe is one of our favorites because it's a twist between a classic fajita and a **tostada** recipe. It's the perfect meal for a night when we're too busy to cook and want something quick, delicious and easy. You'll never try a **Tex-Mex** Instant Pot recipe that is so delicious and simple. This **chicken tostada recipe** basically makes itself!

To get started all you'll need is your Instant Pot. Once you've got it all set up, make sure to use cooking spray on the inside of the pot to ensure that the chicken won't stick as it cooks. If you don't spray it you may end up with chicken that's burnt and stuck to the pot.

Place the chicken breasts in the Instant Pot and cover them with salsa. We usually only use about 3 or 4 chicken breasts so one 24 ounce can of salsa usually covers all the chicken. If you're using more chicken than we do, you may want to use more salsa or add a little bit of water to add moisture and make sure that your chicken doesn't dry out while it's pressure cooking. Set your Instant Pot to high and cook it for 15 minutes.

While you're waiting for the chicken, grab your peppers and onions and prepare them. Slice them into long, thin pieces like you'd use for fajitas. Once you're done with that, grab a frying pan and sauté the peppers and onions. We like them to be soft on the outside and a little bit crunchy in the middle, so we like to sauté them on medium for about 5 minutes.

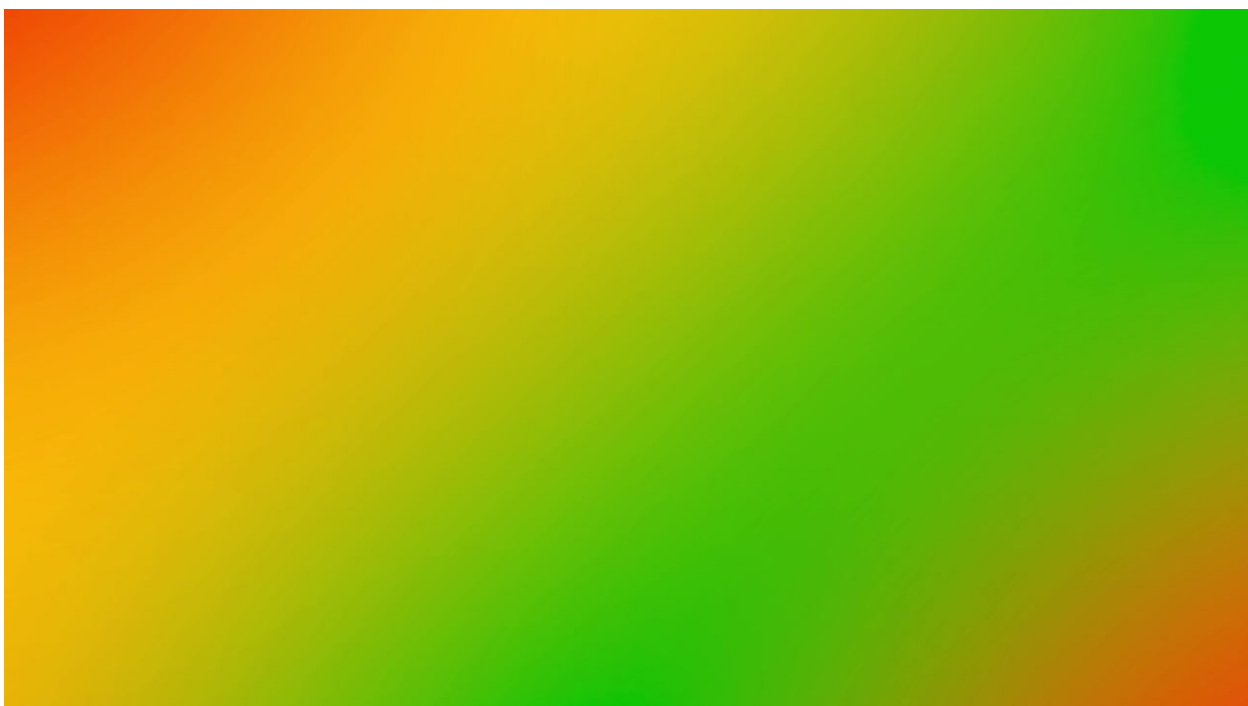
Once they are browned to your liking, take them off the burner and let them sit for a minute. At this point your chicken should be about done.

Once your Instant Pot finishes venting, take two forks and shred the chicken breasts. We like to do this inside the Instant Pot, but you can also remove the chicken breasts from the pot and place them on a plate or baking sheet to shred them. We prefer to use less dishes to make cleaning up easier!

Keywords: chicken tostadas, Tex-Mex, instant pot, tostadas, chicken tostada recipe

INSTANT POT FAJITA CHICKEN TOSTADAS

SOCIAL MEDIA POSTS



[Instant Pot Fajita-Style Tostadas](#) social media materials link.

CHICKEN PESTO SANDWICH

THE ARTICLE

Easy Chicken Pesto Sandwiches

When we first came up with this easy chicken pesto sandwich recipe we were hooked. It's one of the easiest chicken pesto recipes we've ever made. It's a cross between a [Cafe Zupas pesto chicken sandwich](#) and a chicken salad sandwich.

This chicken sandwich with pesto is made on ciabatta rolls with tomato, red onion and romaine lettuce. The pesto chicken stores very well so you can make and refrigerate it for up to a week. It's a great option for lunches during the week or a quick dinner.

The Chicken Pesto Filling

The [pesto chicken](#) filling for the sandwiches only has a few ingredients. To start, you'll need two large chicken breasts. Usually each chicken breast is enough for about two sandwiches, depending on the size of the bread that you use.

First, set up your George Foreman grill and get it heating. If you don't have a George Foreman you can use a grill or you can use a stovetop and frying pan to slowly cook each chicken breast. We like using a George Foreman grill because it creates a similar flavor as an actual grill, but any form of cooking the chicken will work for this recipe.

While it's heating, prepare the two chicken breasts. Sprinkle salt, pepper and [Ole Dubs Pasta](#) seasoning on each side. Once the George Foreman is heated, grill each chicken breast until they are cooked all the way through. It's important to not cook the chicken too long because it will dry out. To help with this we recommend not closing the George Foreman and instead leaving it open and flipping the chicken breasts halfway through cooking. This helps keep some of the moisture trapped in the chicken.

Once the chicken is cooked, remove it from the George Foreman grill and place it on a cutting board. Let the chicken rest for a few minutes so that it is easier to cut. Once it's sufficiently cool, dice the chicken into small pieces.

Place the diced chicken into a bowl. Now add the mayo and pesto into the bowl and mix it all together. Now you're ready to assemble your sandwiches.

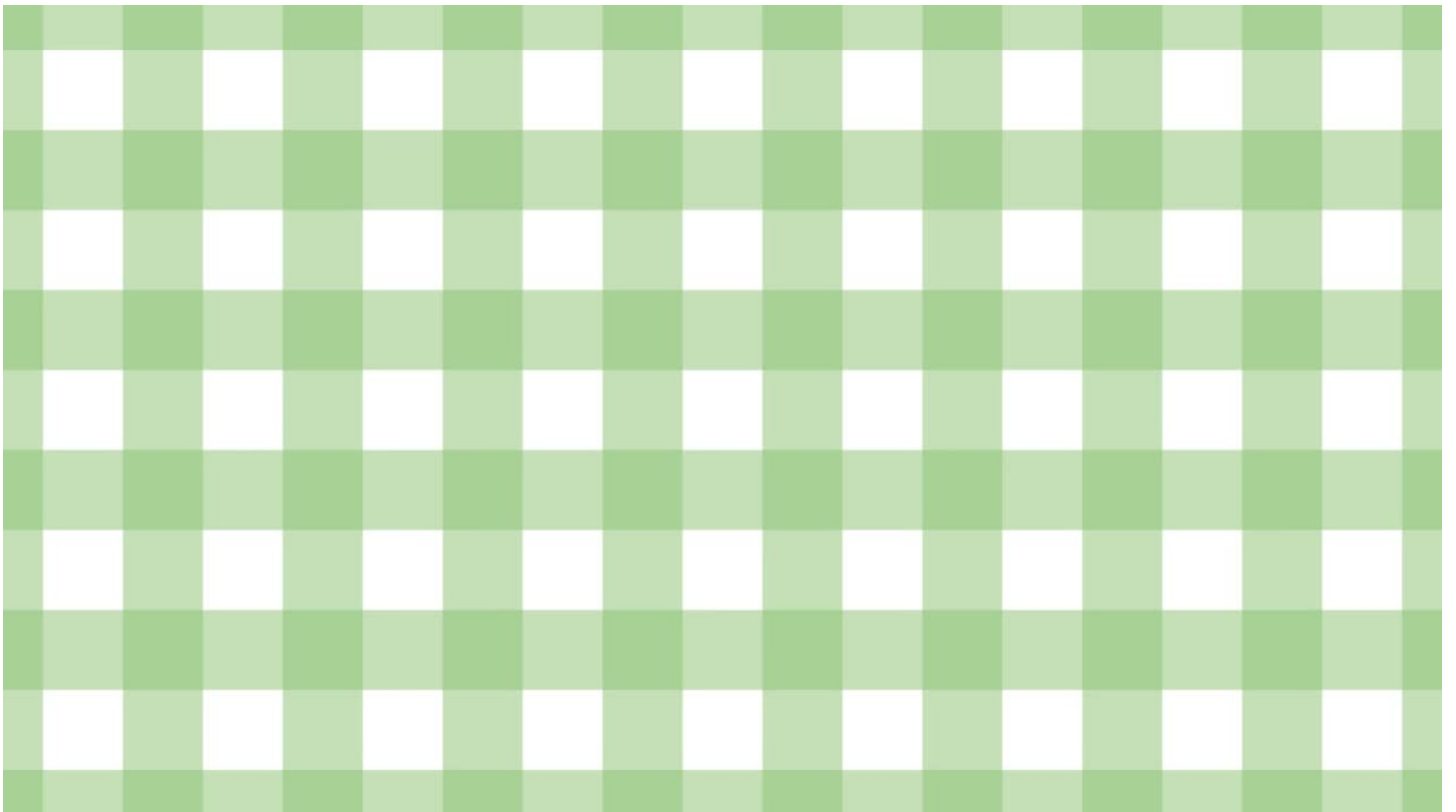
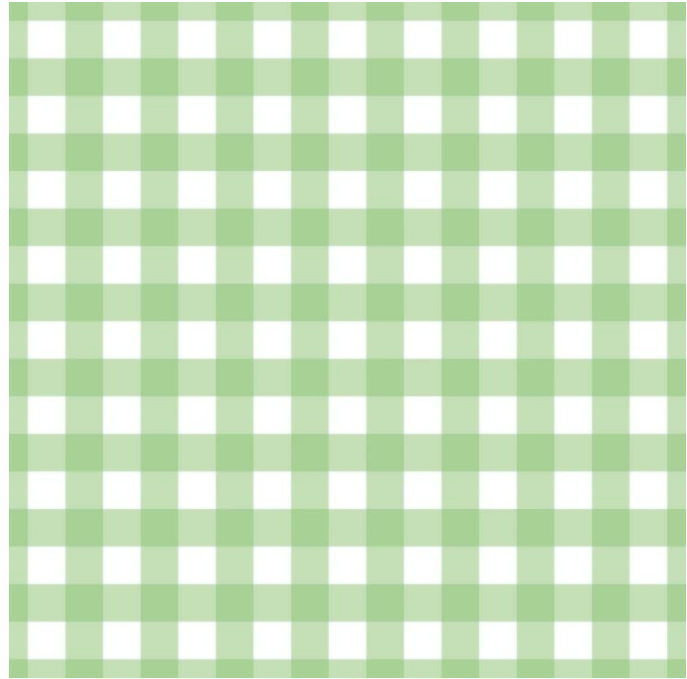
Assemble the Sandwiches

Get out your ciabatta rolls. You can use any type of bread for this recipe, but we recommend ciabatta for the best flavor pairing. We like to get the rolls from our local bakery. The fresher the bread the tastier the sandwich!

Keywords: chicken pesto sandwiches, Cafe Zupas pesto chicken sandwich, chicken pesto,

CHICKEN PESTO SANDWICH

SOCIAL MEDIA POSTS



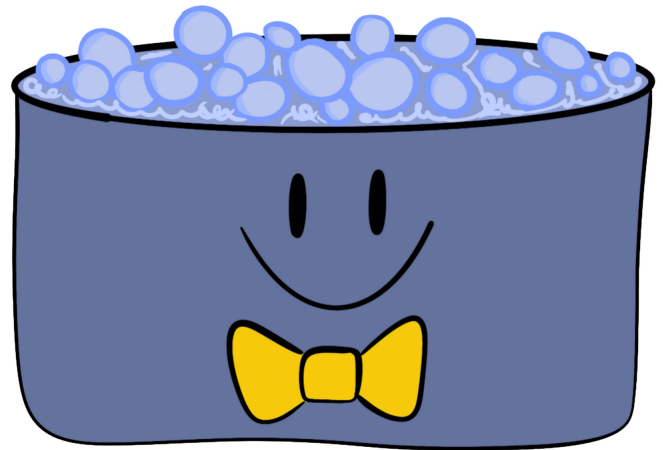
[Chicken Pesto Sandwiches](#) social media materials link.

LITTLE MISS AND MR. SOCIAL MEDIA POSTS

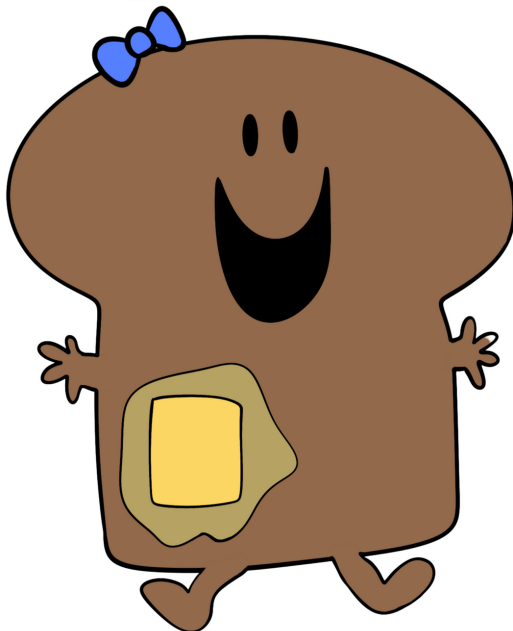
**LITTLE MISS
USES OLE DUBS
ON EVERYTHING**



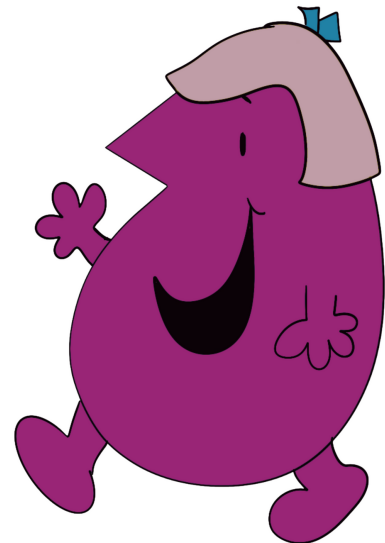
**MR. CAN'T
BOIL WATER**



**LITTLE MISS
BURNS EVERYTHING
BUT TOAST**



**LITTLE MISS
LOVES TO BAKE**



SEASONING FACEBOOK GROUPS TO JOIN

Food and Spice Facebook Group (1)

Seasoning CLUB Facebook Group

Food and Spice Facebook Group (2)

SMALL BUSINESS RESOURCES

Idaho Small Business Association

Utah Small Business Owners & Entrepreneurs Facebook Group

Utah Independent Business Coalition

Idaho Small Business Development Center

EMAIL CAMPAIGN

An email campaign is a great way to promote your business. This digital marketing tactic is most useful in generating leads and promoting sales on your website. In short, an email campaign allows people to subscribe to your newsletter and in return you get information from them, specifically their email. Once you have their email you are able to send them things.

These campaigns are very effective marketing tactics. [70% of small business owners say that their email marketing campaigns are very important to their business.](#) This tool can help take a small business to the next level. It's most effective when emails are sent out between once a week and once a month. For Ole Dub's, I would recommend sending out an email once every two weeks or once a month. This will help them start generating needs and also work within the time and resources that are available to them.

The main elements of the email campaign will be:

- Lead magnet: *8 Popular Ole Dub's Original Recipes*
- Weekly Newsletter: featuring sales, announcements and 2-4 recipes.

LEAD MAGNET

The lead magnet I created for this part of the email campaign is focused on original Ole Dub's recipes. There are 6 recipes in the ebook that are already available through Ole Dub's website, but at the end there is a template to add 2 new exclusive recipes that haven't been published anywhere else. Ole Dub's will have a sign-up for the ebook on their website that will ask people to give their email in return for receiving the free ebook. This will help generate leads and boost website traffic. Click [here](#) to view the template.

NEWSLETTER

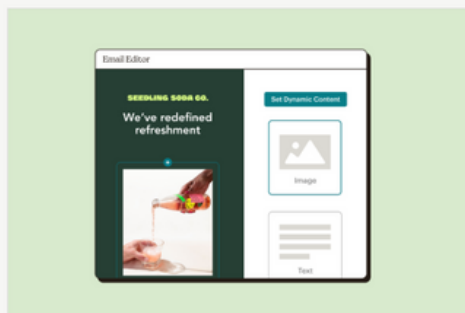
The newsletters will consist of a few different things like announcing giveaways and sales, but the primary focus on the emails will be on the weekly blog posts. Each blog post is a new recipe and recipe video. On the Ole Dub's website there will be a way to subscribe to the newsletter. This subscribe feature on their website will also help generate more website traffic.

EMAIL MARKETING TOOLS

There are many different kinds of tools that can be used to do email marketing, but for the purposes of Ole Dub's needs I would suggest using Mailchimp. Mailchimp is one of the popular email marketing tools and it has the option to use it for free. For the sake of Ole Dub's, I think that they will be able to use Mailchimp to meet their goals while staying within their budget.

Although Mailchimp is my recommendation I've also included an article that provides information about 6 other email marketing systems [here](#).

As part of this email campaign the following 3 elements will be most helpful. These three elements will help increase website traffic and sales.



Regular email

Use our email builder to launch a campaign in minutes.

[Design Email](#)



Landing page

Create a landing page that lets people sign up to receive product promotions or discounts.

[Build Landing Page](#)



Embedded form

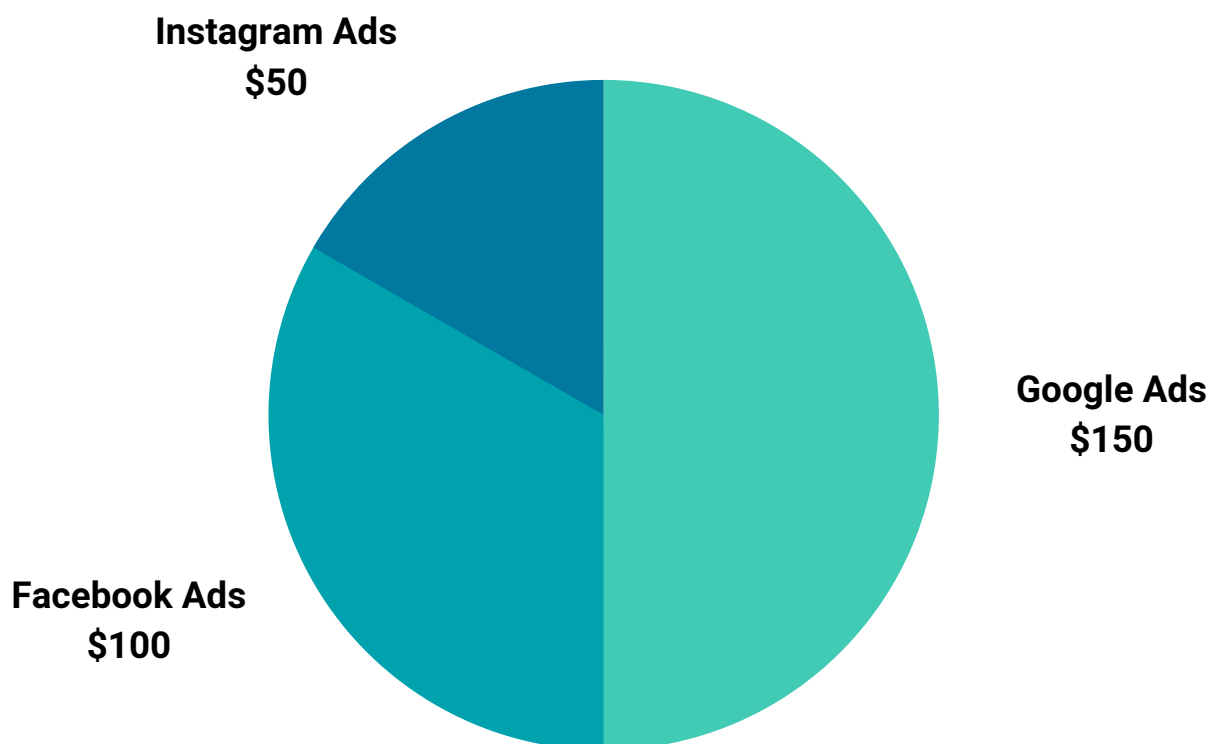
Capture contacts and collect the data you need to grow your Mailchimp audience.

[Create Form](#)

Image taken from Mailchimp website

ESTIMATED BUDGET

Ole Dub's has set a budget of no more than \$350 a month. While not an overly large budget to work with, there are still ways to work within that budget to promote business and reach Ole Dub's goals. Below is a chart showing what percent of the monthly budget I recommend be allocated to specific expenses.



GOOGLE ADS

Google Ads are one of the best ways to get traffic to your website. Especially if you use the features that allow for geographical specifications. For Ole Dub's goals, these types of ads will be the most essential.

SOCIAL MEDIA ADS

This will be important in raising awareness of the brand. My recommendation for fund allocation to Instagram and Facebook is based off of Ole Dub's primary target audience and social media platform demographics.

EVALUATION & STEWARDSHIP

To evaluate the success of this campaign it will be important to keep track of what changes are happening with each strategy that is implemented. This means paying close attention to website data. If this campaign succeeds the previously mentioned goals will be achieved by the end of next quarter, March 2023. In order to evaluate the effectiveness of this public relations campaign I suggest using the following resources and tools.

I will be continuing to work with Ole Dub's after this project and will continue to implement tactics from this campaign and monitoring their effectiveness through the tools outlined below. Currently Ole Dub's is not using any of these tools, so I will help them set them up and use them.

Google Analytics

Google Analytics is an essential tool in understanding what is happening on your website and how to improve your content. It tracks key indicators like bounce rate, user demographics, conversion rates and more.

- [Beginner Information on Google Analytics](#)

Meta Insights

Meta insights encompasses both Facebook and Instagram. Insights helps to understand engagement, content success and basic demographic information of followers.

- [Instagram Help Center](#)
- [Meta Business Center Help](#)

Wix Analytics

This is the web hosting platform that Ole Dub's uses. Built into Wix are internal analytics.

- [Wix Analytics Basic Information](#)