

THE
RIVER
SIDE
SEARCY, ARKANSAS

IMC PLAN | 6W1M

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EXECUTIVE SUMMARY

The Riverside has been a long time coming. For years, the park and surrounding areas have been underutilized. But no longer. This rebrand will turn Riverside Park's old reputation on its head and introduce a new mode of fun and relaxation to Searcy.

We have two goals: to better the community and to attract outside tourists. These objectives are equal in importance but not in execution. We believe in order for The Riverside to be successful, we must first have support from the citizens of Searcy. Once we build a strong core of local supporters, people will want to come see what we're all about.

By building a lodge with a rentable event space, we will set up a profit-generating system to sustain the park indefinitely. Additionally, we will provide several activities and events that also have the potential to create revenue and opportunities to partner with other companies.

We will use several forms of promotion before and after the implementation of the rebrand. Our primary advertising mediums will be social media, television, magazines, and billboards. We will also incorporate the use of search engine optimization and print advertisements. Ultimately, if we fulfill our brand promise to our customers, their word-of-mouth recommendations will serve as our best marketing tools.

We strive to create a sense of wonder, a contagious curiosity that makes people want to come back again and again. We aren't satisfied with satisfaction. We want to exceed expectations and set the bar higher with each visit.

SWOT ANALYSIS

S

STRENGTHS

- Location next to the river
- Natural beauty of the area
- Exposure from Small Business Revolution

W

WEAKNESSES

- Current negative reputation of Riverside Park
- Unsafe and poorly lit area
- Searcy's lack of tourism

O

OPPORTUNITIES

- Current gap in the market
- Recent acquisition of additional land
- Major annual events in Searcy

T

THREATS

- Insufficient funds to maintain park
- Public apathy
- Vandalism

DEMOGRAPHICS

We want to cater to both the citizens of Searcy and outside visitors. However, we believe for The Riverside to be successful, initial community support is absolutely necessary. So, we will consider the demographics of the surrounding area.

Searcy is a rural area predominantly populated by “down-home folks.” The demographics and psychographics listed are not representative of every individual in Searcy, but form a general picture of the populace.



POPULATION
23,853



MEDIAN HOUSEHOLD INCOME
\$40,044



POVERTY RATE
20.5%



EMPLOYMENT RATE
50.7%

Age and Sex

28.7 +/- 1.4

Median age in Searcy city, Arkansas

37.9 +/- 0.1

Median age in the United States

Table: DP05
Table Survey/Program: 2018
American Community Survey 5-Year
Estimates

Courtesy of data.census.gov

Population by Age Range in Searcy city, Arkansas

Under 5 years - 7.3%

18 years and older - 78.6%

65 years and older - 15.3%



We are trying to attract people who love:

Fun | Relaxation | Adventure | Community | Family

TARGET MARKET

Segment 1: “Homeschool Moms”

- Female
- Ages 28-45
- Plan family activities/vacations

Persona 1: Amanda Miller

- Female
- Age 34
- Married with three homeschooled children
- Looks for active and educational ways to entertain her kids
- Spreads word-of-mouth to other moms

Target with Facebook ads/boosted posts



“Finding educational ways to entertain my kids is so important to me. I was running out of creative ideas until The Riverside opened up. Now, learning and fun go together perfectly, and the opportunities are endless.”

Segment 2: “Cycling Enthusiasts”

- Male or female
- Ages 30-49
- Physically active
- Enjoy biking as a hobby or sport



Persona 2: Paul Anderson

- Male
- Age 33
- Member of the Mello Velo Cycling Club
- Loves to explore new bike trails
- Organizes and participates in many major cycling events
- Spreads word-of-mouth to other cyclists and outdoorsy people

Target with Facebook ads/boosted posts and niche magazines

“I’m always looking for new trails, so I was ecstatic when The Riverside opened up. The rides are incredible. The scenery is gorgeous. It’s my favorite place to bring my biking buddies.”

Segment 3: “Young Planners”

- Male or female
- Ages 18-22
- Organizer of events (weddings, club functions, etc.)

Persona 3: Laurel Beshirs

- Female
- Age 21
- Activities Director for HU women’s social club
- Needs to rent a venue for formal
- Spreads word-of-mouth to other college students and family

Target with Instagram ads/posts and search engine optimization



Segment 4: “Empty Nesters”

- Male or female
- Ages 55 and up
- Visits kids and/or grandkids in Searcy
- Enjoys laid-back travel

Persona 4: Gary & Helen Summers

- Ages 73 and 68
- Retired and financially secure
- Grandchildren attend Harding
- Like to take lots of relaxing vacations
- Spread word-of-mouth to older generations

Target with television ads



“Haven & Hive really came in clutch. It was the perfect place to host my club’s formal. Everyone was blown away by the magical atmosphere of the event space. I wouldn’t be surprised if it became the new hotspot for club functions.”

“When we travel, we like to stop and smell the roses. The Riverside allows us to go at our own pace and just enjoy being together. This place is truly a hidden gem.”

UNIQUE SELLING PROPOSITION

Why should people come to The Riverside? Why not go somewhere else?

Simple. We've got what they need. At least one or more facets of The Riverside has been specifically targeted to each of our personas.

Homeschool Moms are going to love the nature walks and the education room in the lodge. They'll bring their kids to our park because no one else in the area does what we do.

Biking is a surprisingly popular sport and hobby, and **Cycling Enthusiasts** will travel long distances to visit our beautiful biking trails.

The venues in the Searcy area have been exhausted, and **Young Planners** are itching for something new. The Haven & Hive event space is sure to make a splash.

Empty Nesters will flock to The Riverside for a relaxing vacation at the Haven & Hive lodge. They have the time and money to take things slow and soak up the whimsical experience we provide.

PRICING

Searcy is not a must-see destination, nor is it a wealthy area. However, our brand leans towards luxury. Therefore, we're going to keep our prices at the upper end of reasonable.

Many of the park features, such as the playgrounds and trails, will be free to use. Other activities, such as the zipline, will have to cost money in order for the park to be sustainable.

Our biggest breadwinner will be our lodge and event space, also known as Haven & Hive. We will provide a variety of different packages for the event space, ranging from \$1500 to \$3000. We'll also offer four different types of rooms in the lodge: king (\$119), double (\$139), suite (\$169), and tree house (\$199).

HAVEN
& HIVE
LODGING AND EVENTS



PROMOTION

The somewhat obvious goal of our promotion is to attract people to The Riverside. We want every promotional piece to resonate with our target market so that no advertising dollars are wasted. All of our content will be catered to at least one or more of our personas.

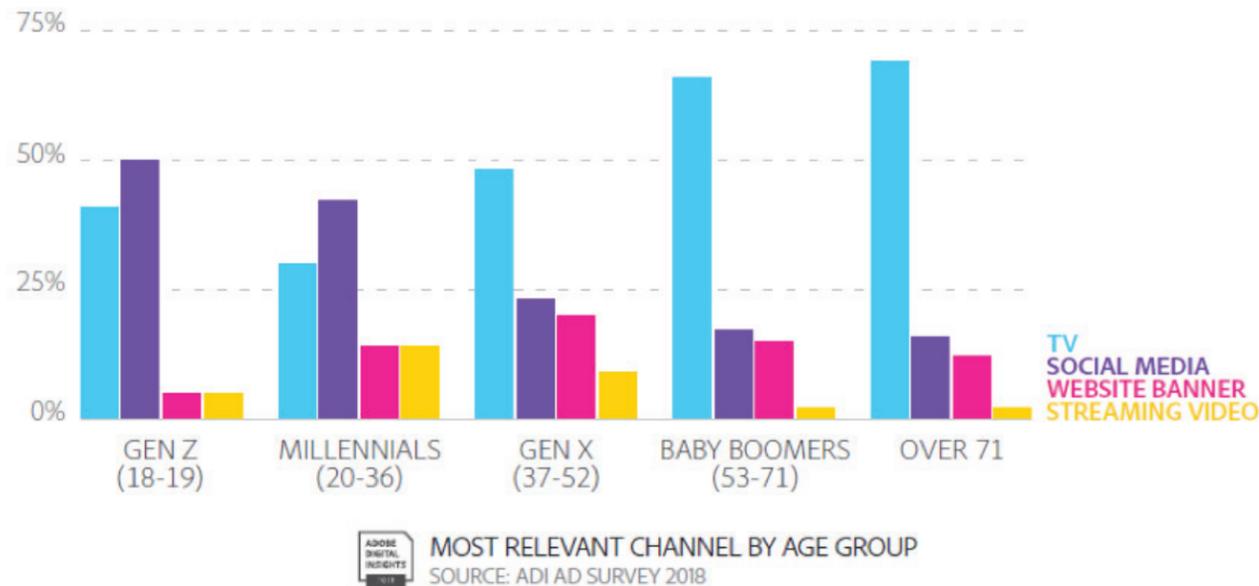
Social media will be our primary medium to draw in the younger demographic.

Television ads can be used to reach the older generations.

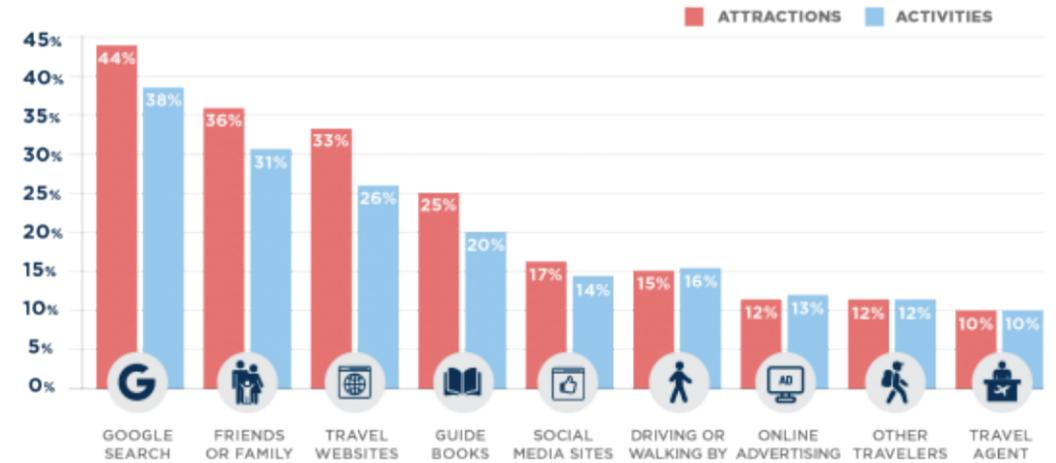
Magazines will allow us to target niche interests, such as cycling and vacationing.

Billboards will establish a brand presence in the Central Arkansas area.

We will also judiciously and frugally implement some traditional print advertising, such as flyers, posters, and newspaper ads, in local areas.



INSPIRATION - HOW TRAVELERS LEARN ABOUT ATTRACTIONS AND ACTIVITIES

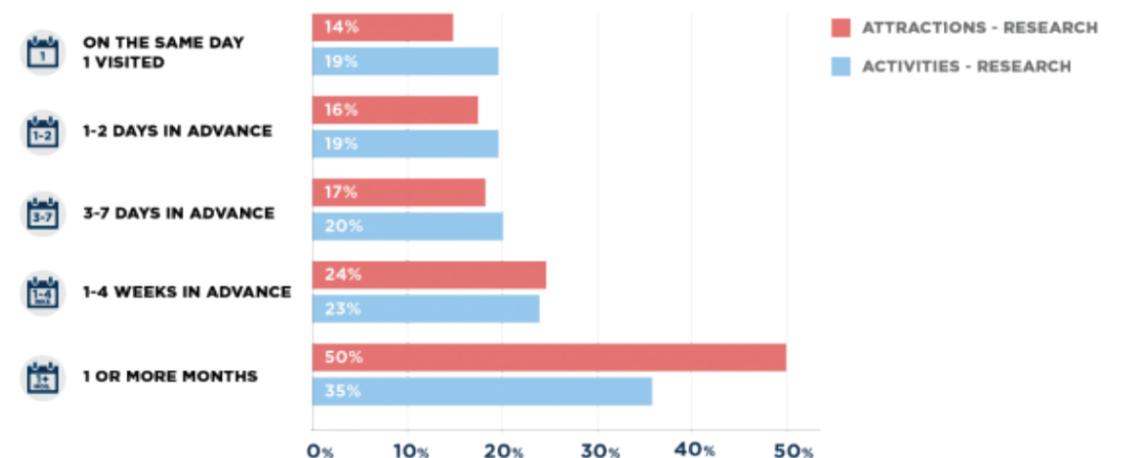


SOURCE: Arival's 2019 State of In-Destination: Active travelers: US - 574, UK - 169, FR - 112, DE - 122; August 2018

In addition, we will use search engine optimization to bump our listings to the top of search queries. By partnering with travel websites and online influencers, our credibility will skyrocket. Word-of-mouth advertising will be our best friend.

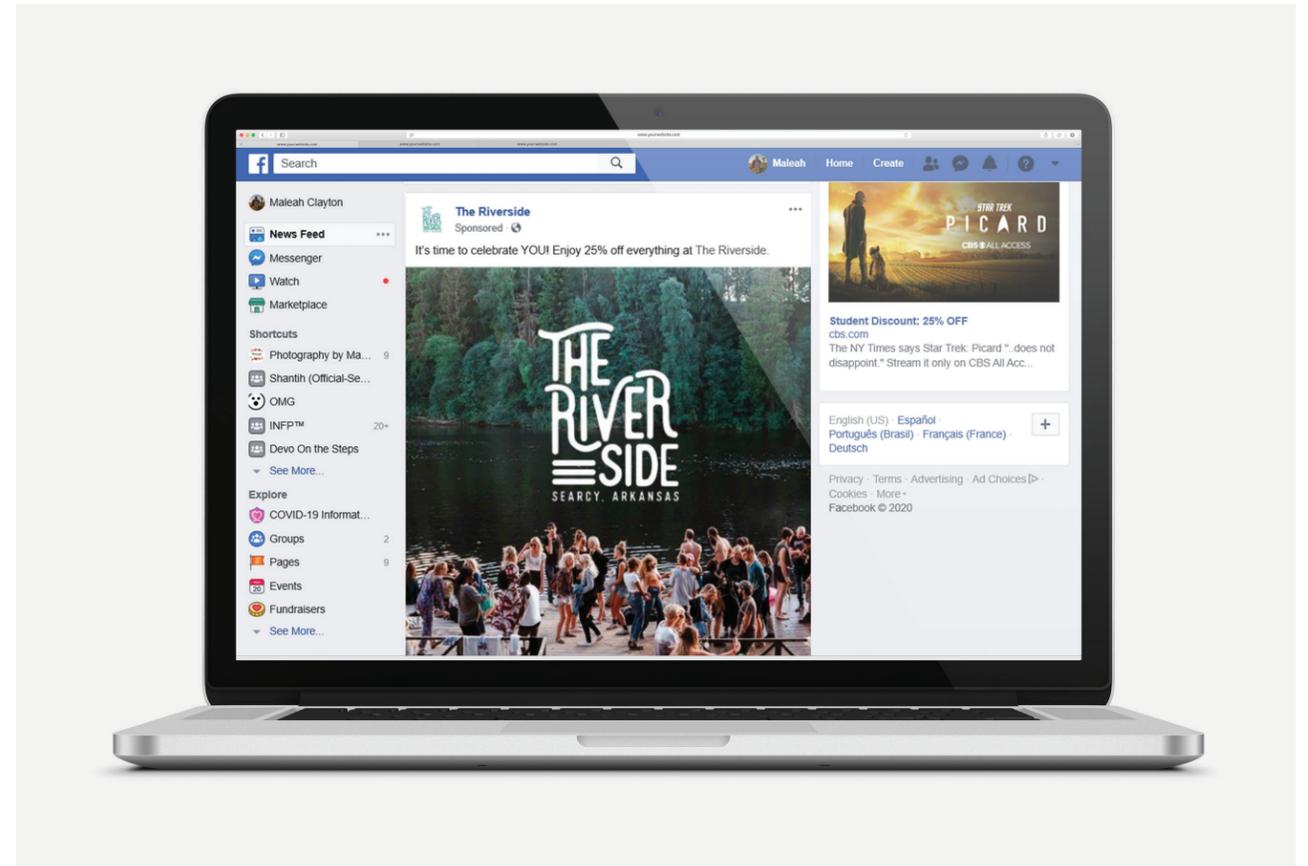
Because most vacationers plan in advance, we will begin our social media promotion several months before the park reopens.

RESEARCH WINDOWS FOR ATTRACTIONS AND ACTIVITIES, ALL MARKETS



SOURCE: Arival's 2019 State of In-Destination: Active travelers: US - 574, UK - 169, FR - 112, DE - 122; August 2018

Social Media



Magazines

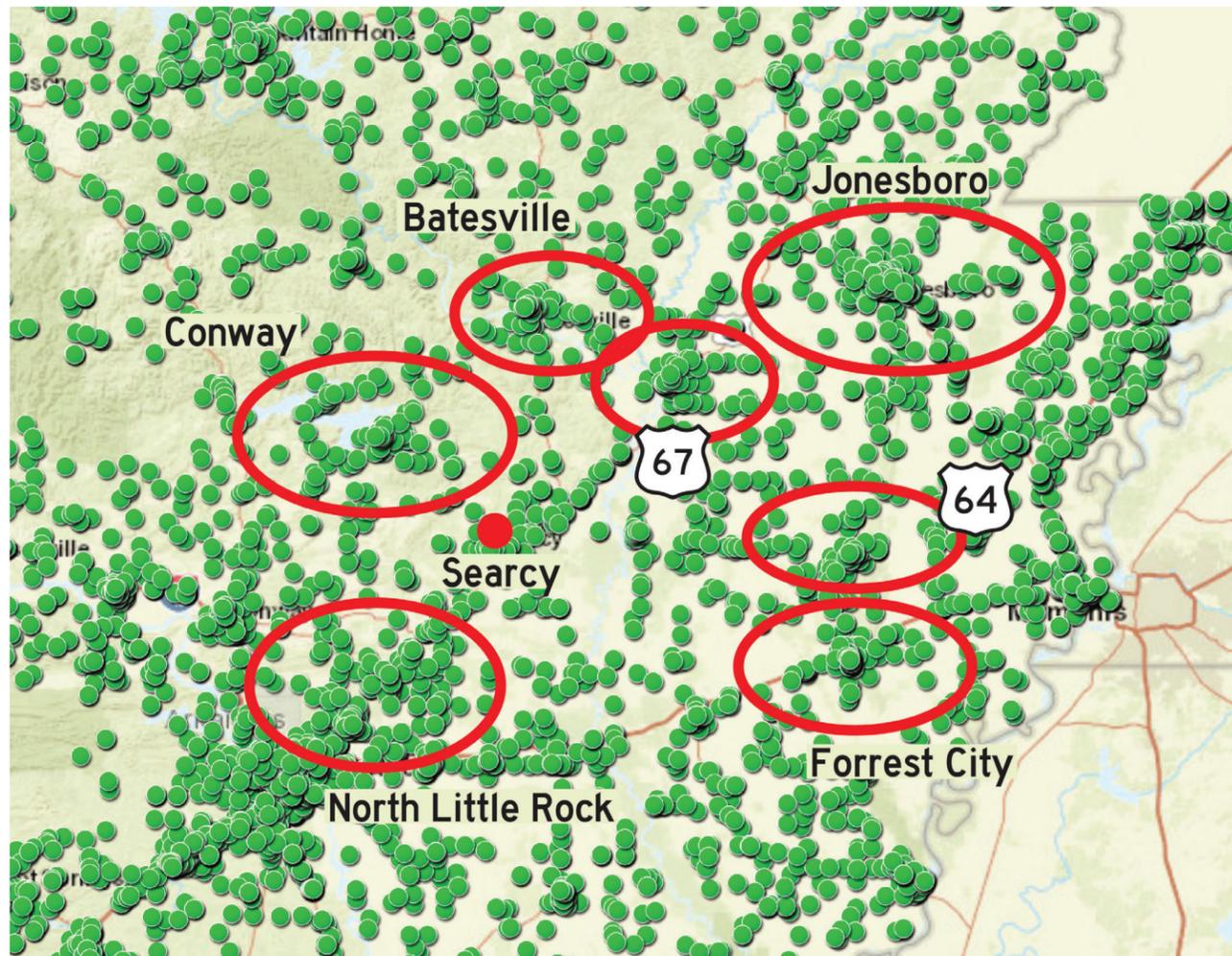


Billboards

While not our primary advertising focus, billboards will help establish a brand presence in the area. They will serve as a reminder and reinforcer to our target market to take action.

Initially, we will put billboard advertisements along the bypass (AR 13) to direct people to the new entrance. Then, we will expand to the rest of White County and eventually the entire Central Arkansas area. There are several high traffic spots that should provide us with immense reach.

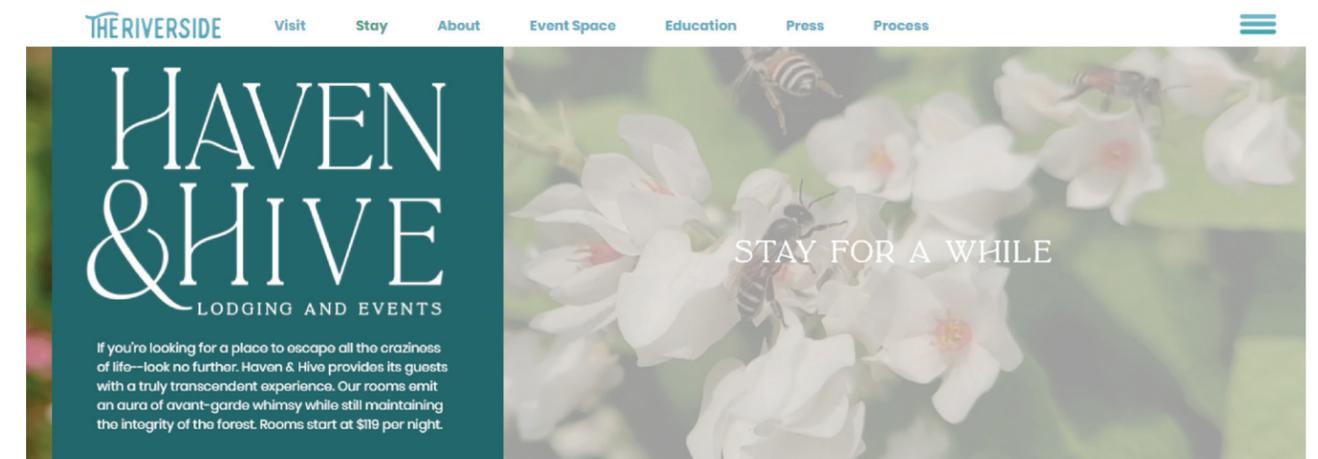
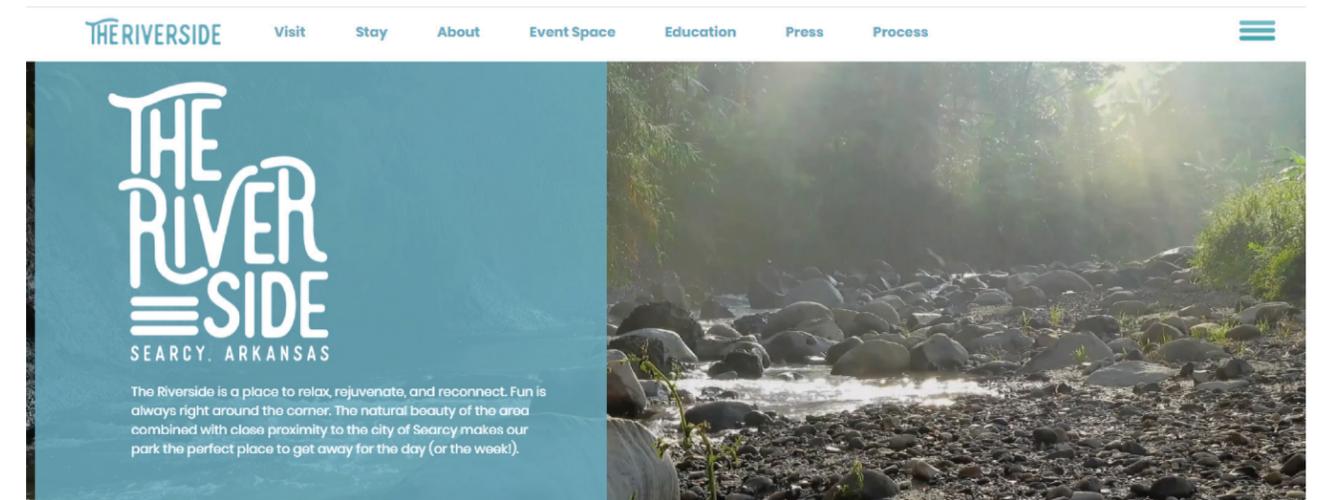
We want to dominate Central Arkansas. When people drive through the middle of the state, we want them to know they're in The Riverside area.



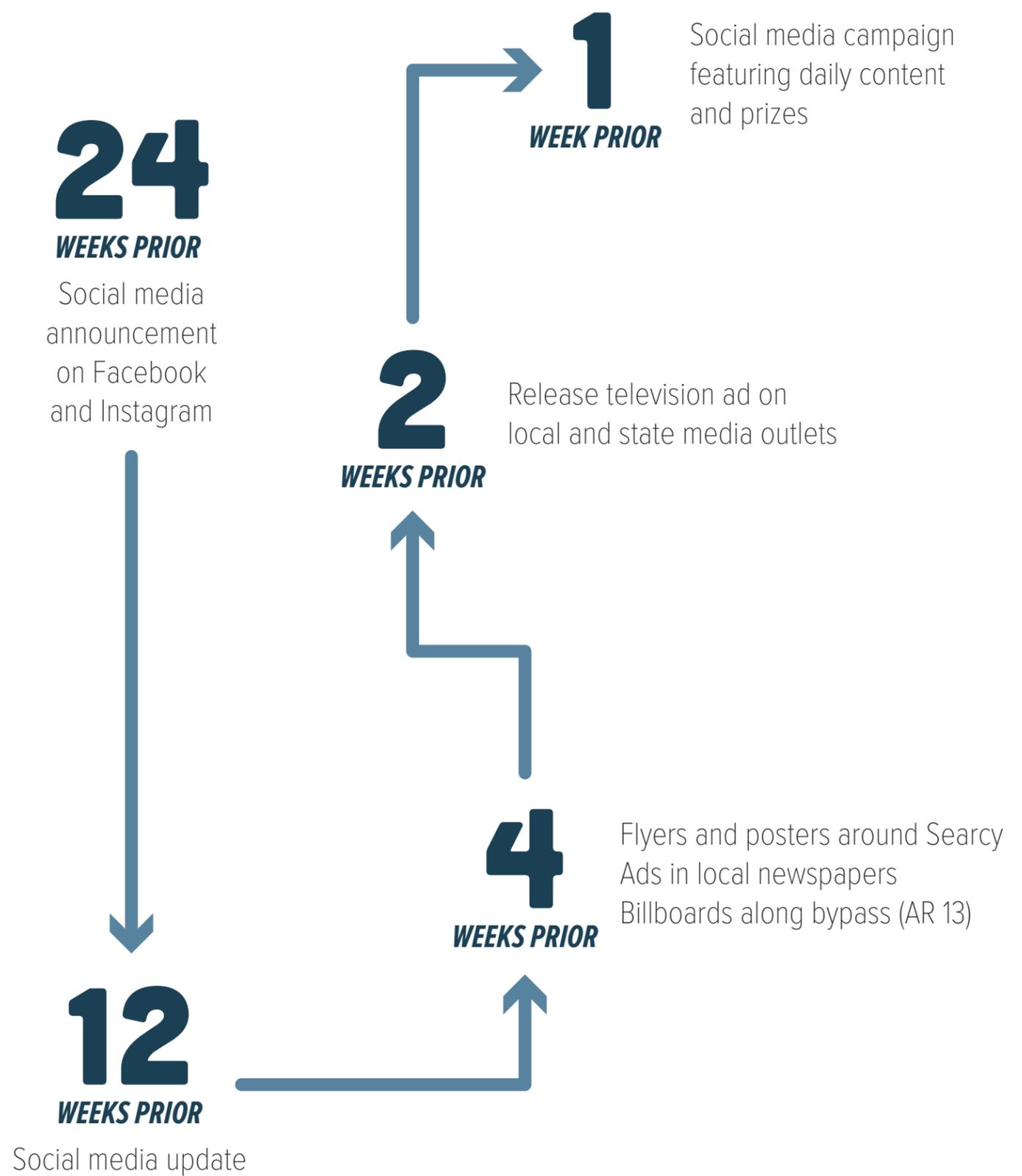
Website

All of our promotion will direct viewers to our website, which provides in-depth details about the park, lodge, and event space.

The vibe of the website reflects the adventurous whimsy that our brand emits. However, we tried to balance aesthetic appeal with practicality so that each of our personas could easily operate the website.

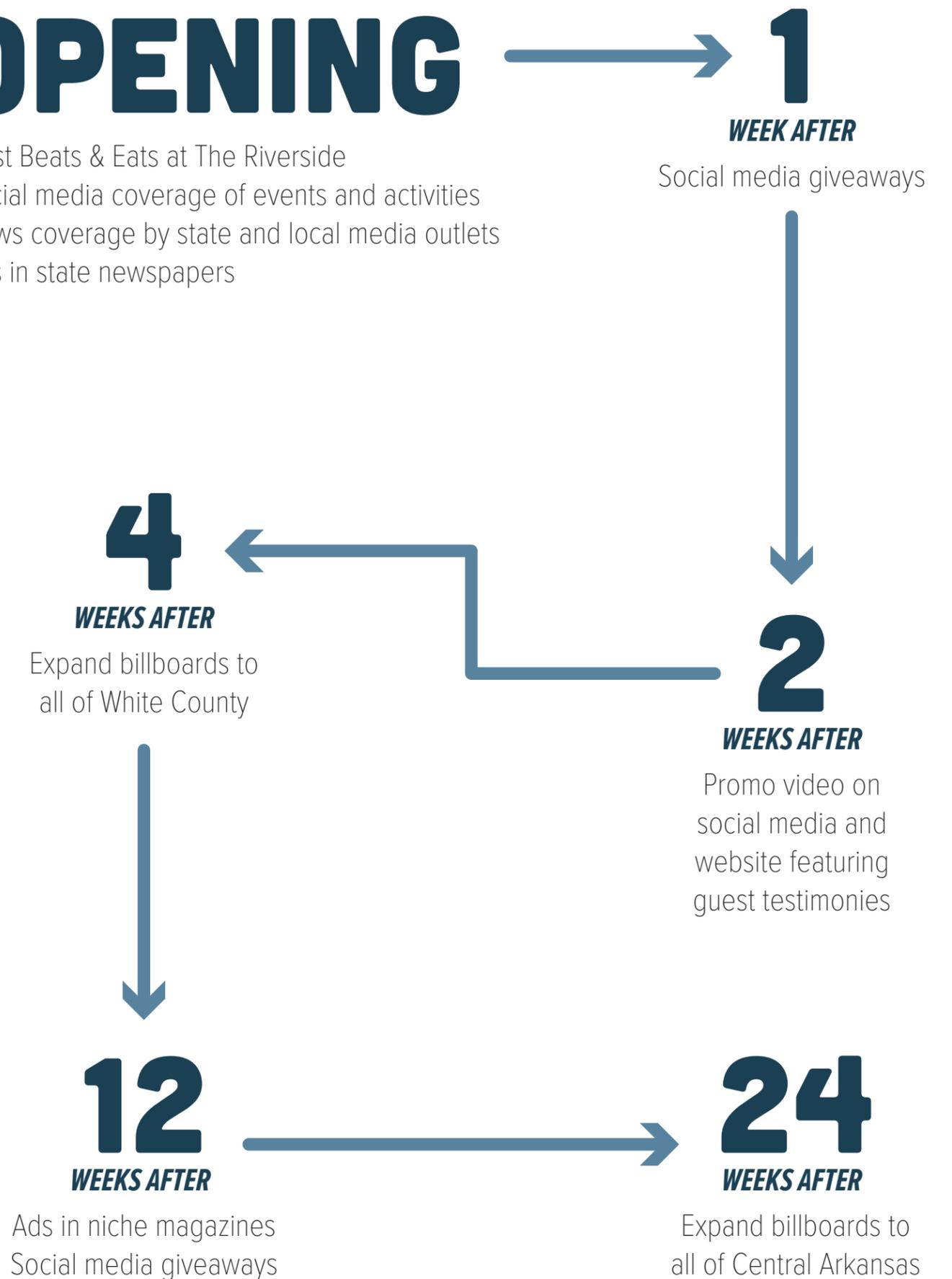


STRATEGY



OPENING

Host Beats & Eats at The Riverside
Social media coverage of events and activities
News coverage by state and local media outlets
Ads in state newspapers



PARTNERSHIPS

Harding University: professors teach nature classes

Academy Sports: provides binoculars and bikes

Little Rock Zoo: provides discount tickets for event prizes

Trout Magnet (Jeff Smith): provides discounted fishing tours

Ozark Mountain Ziplines: operates and manages zipline

Little Red Outfitters: operates canoe and boat rentals

Glenn's Smokehouse: provides gift cards for event prizes

Wild Sweet Williams: provides gift cards for event prizes

Beyond Boundaries: sells The Riverside t-shirts at lodge and in store

Natural Food Store: sells our local honey and soap

Think Idea Studio: features The Riverside mural in Art Alley

TOUCHPOINTS

The first interaction people have with The Riverside is through one of our various modes of advertisements or social media, which directs them to our website.

Our website features an easy booking system and contact information. When people call with questions, they are always answered by a pleasant and patient receptionist.

On their drive to The Riverside, visitors see billboard advertisements serving as guiding landmarks to the park. The entrances and signage are whimsical yet practical, directing guests to where they need to go.

Upon check-in to the Haven & Hive lodge, guests can choose between paper and paperless options. All necessary functions can be completed through our app, including unlocking lodge room doors. Guests can also use the app to sign up for classes and reserve equipment for activities. The digital map with GPS helps visitors navigate the park and surrounding area. Checking out from the lodge is as simple as pressing a button.

A few days after their stay, guests receive a follow-up survey via email asking them for feedback. A month after their stay, guests receive a promo code for a 10% discount to stay in the lodge again. Return visits are simple and easy since the app saves guest information and preferences.

BRAND PROMISE

We strive to create
a ***sense of wonder***,
a ***contagious curiosity***
that makes people
want to come back
again and again.

6W1M TEAM

6 WOMEN, 1 MAN

Interior Design

Jennifer Arlt

Kaela Stitt

Mikaela Malec

Graphic Design

Ellie Turner

Maleah Clayton

Marguerite Guan

Integrated Marketing Communication

John David Stewart