



# ATHENS BAGEL COMPANY

Alexa Chesser, Alison Haynie, Grace Johnston,  
Madeline Murray, Paige DeVelvis, Sydney  
Dangremond & Susy Viera-DiMarco





ATHENS  
**ABC**  
BAGEL CO.





# ATHENS BAGEL COMPANY

Athens Bagel Company, known as "ABC" to Athens locals, was founded in April 2012. They pride themselves in being the only New York styled bakery downtown, by kettle-boiling their bagels every morning and ensuring excellent and consistent quality. They offer a variety of breakfast sandwiches and bagels, as well as providing catering services.

# CURRENT ADVERTISING PLATFORMS



## FACEBOOK



Ave. Rating: 4.4/5 Stars  
2300+ Page Likes



## INSTAGRAM

1500+ Followers



## TWITTER

1500+ Followers

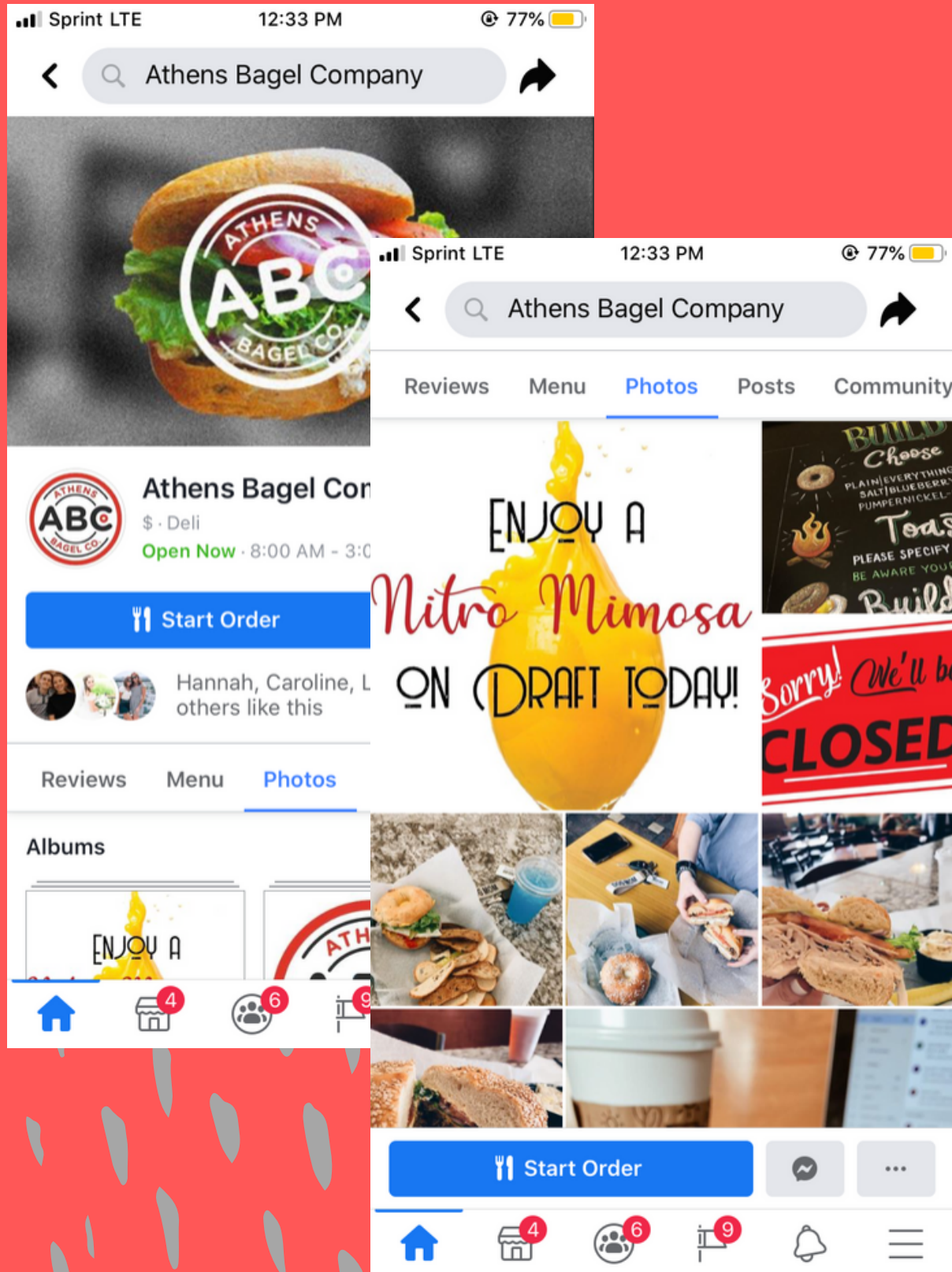


## WEBSITE

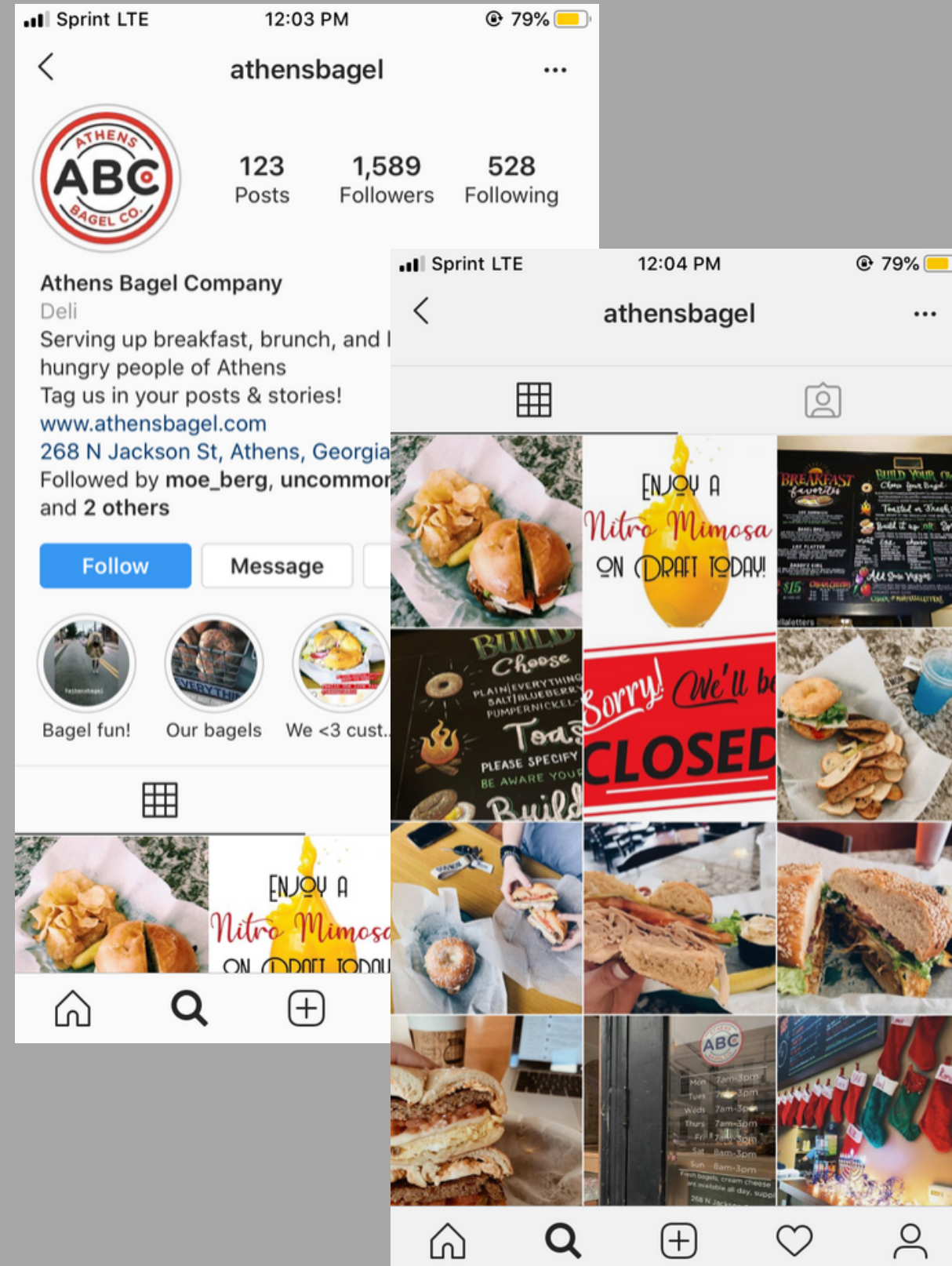
Includes menu, catering orders, online orders, and sponsorship



# FACEBOOK



# INSTAGRAM



# TWITTER

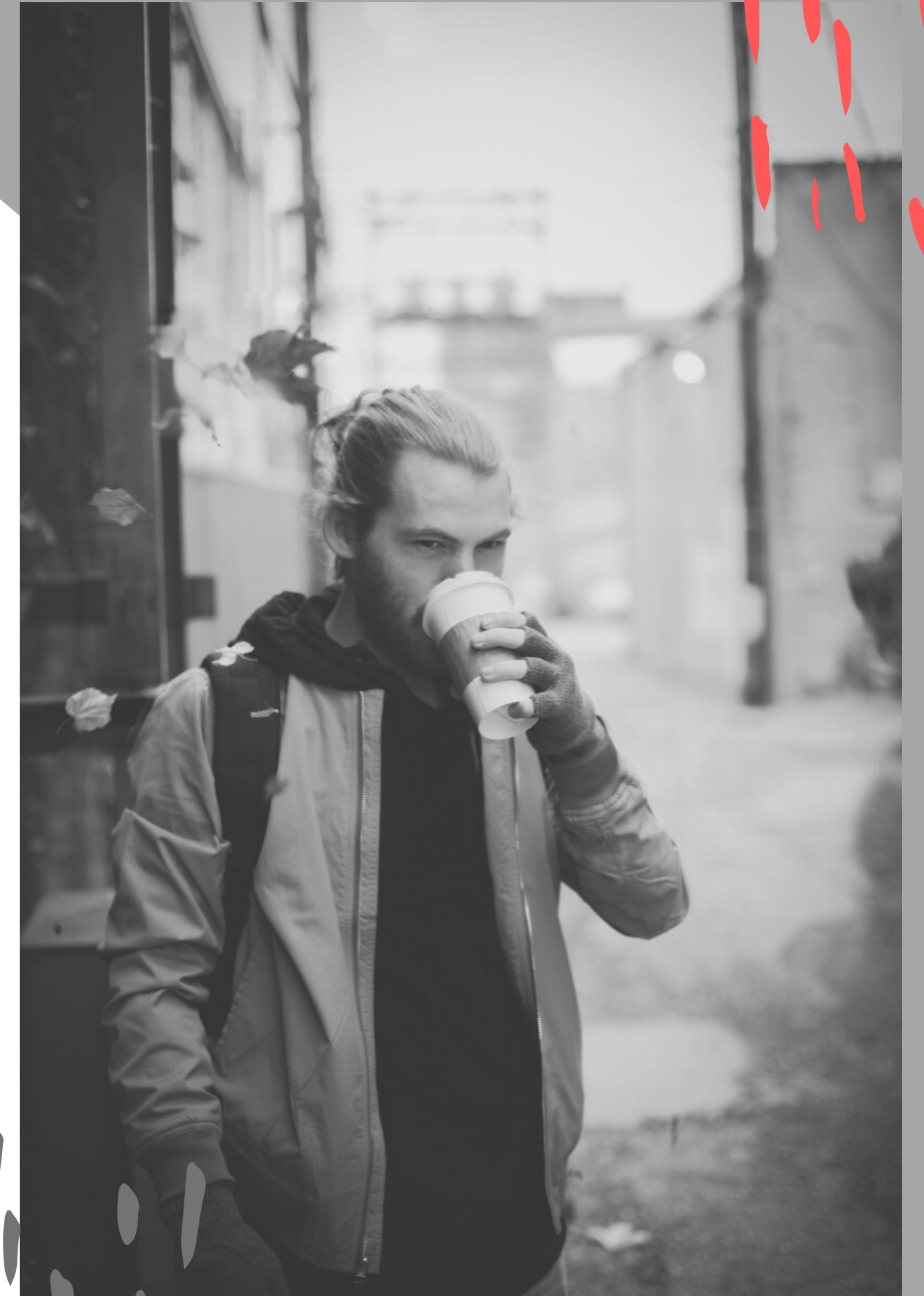




# TARGET AUDIENCE

## PRIMARY AUDIENCE: ATHENS LOCALS

- Foodie Frank
  - Frank is a 32-year-old Athens local who loves starting his day with a filling breakfast before work. He loves supporting the local businesses in his hometown and values a strong sense of community. Frank seeks out a sense of familiarity in his hometown and he enjoys spending quality time with his wife and son by spending the weekends in downtown Athens.





# TARGET AUDIENCE

## SECONDARY AUDIENCE: COLLEGE STUDENTS

- Studious Sally
  - Sally is a 20-year-old student at the University of Georgia. She enjoys grabbing breakfast to-go before starting her busy day on UGA's campus. Sally also frequently goes out to eat with her friends as a form of social outings. Sally enjoys seeing the friendly faces of her peers around Athens, and gravitates towards student-friendly atmospheres.



# MARKET ASSESSMENT



- Mostly competing against local and downtown breakfast restaurants
- There are not many, non-chain breakfast locales in downtown Athens
- The breakfast market of Athens is very broad
- It's the most important meal of the day so breakfast does not necessarily favor any one demographic over another



# SWOT ANALYSIS

## STRENGTHS

- Downtown location
- Many menu options
- Take-out, dine-in or catering
- Not a franchise, the only New York style bakery in Athens
- Bagels sold on UGA's campus, in local hotels and restaurants
- Appeals to all ages
- Listed first on Google search

## WEAKNESSES

- Storefront lacks color and curb appeal
- Expensive price point
- Small dine-in area, long wait times
- No diversification on social media
- Lack of parking
- Lack of awareness about catering

## OPPORTUNITIES

- Local partnerships and campus organizations
- Large market
- Catering for tailgates, business meetings, campus events, and school events
- Gluten free options and healthy menu choices
- Uber Eats, Post Mates

## THREATS

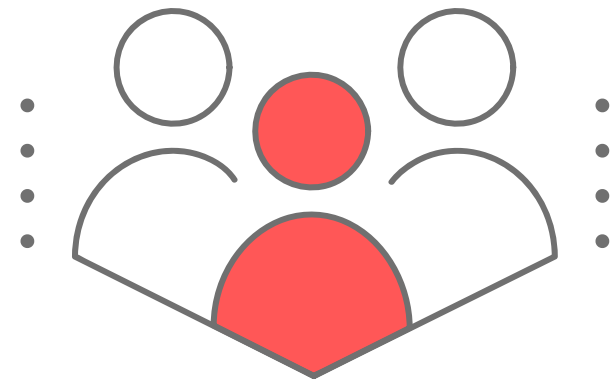
- Fad diets, New Year's Resolutions creating more health conscious eaters
- Saturated market for bagels and breakfast restaurants
- On-campus coffee shops threaten secondary audience
- Students gone all summer and most of December

# COMPETITIVE ANALYSIS

	Website	Email	Facebook Likes	Facebook Rating	Instagram Followers	Yelp Reviews	Google Reviews
<b>Athens Bagel Company</b>	Yes	No	2,387	4.4	1,591	3.5	4.5
<b>Ideal Bagel</b>	No	No	1,236	4.8	N/A	4.5	4.7
<b>Walkers</b>	Yes	No	3,543	4.6	866	4	4.6
<b>Mayflower Restaurant</b>	Yes	No	294	4.1	N/A	3.5	4.1
<b>Starbucks</b>	Yes	Yes	36m	N/A	18.4m	3.5	4.3



# POSITIONING



**COMMUNITY  
FOCUSED**



**AWARD WINNING  
NEW YORK  
STYLE BAGELS**



**FRESH & LOCAL  
INGREDIENTS**

Athens Bagel Company has positioned itself as a New York style bakery located in the heart of downtown Athens, where breakfast lovers can enjoy freshly made bagels. They promise to be your friendly neighbor while serving you, your family, and friends delicious fresh bagels exactly how you like them.

**"Nothing Classic About These Bagels"  
#knowyourABCs**

# GOALS

- Increase brand awareness (through recall) and positive brand attitude among both our primary and secondary target audiences
- Increase engagement on social media platforms
- Improve total sales and profits

# OBJECTIVES

- Grow social media following by 15%
  - Facebook
    - +372 followers
    - Increase followers from 2,484 → 2,856
  - Instagram
    - + 239 followers
    - Increase followers from 1,590 → 1,829
- Collect 100 email addresses for monthly newsletter database
- Increase website traffic by 15%



# 1. SOCIAL MEDIA

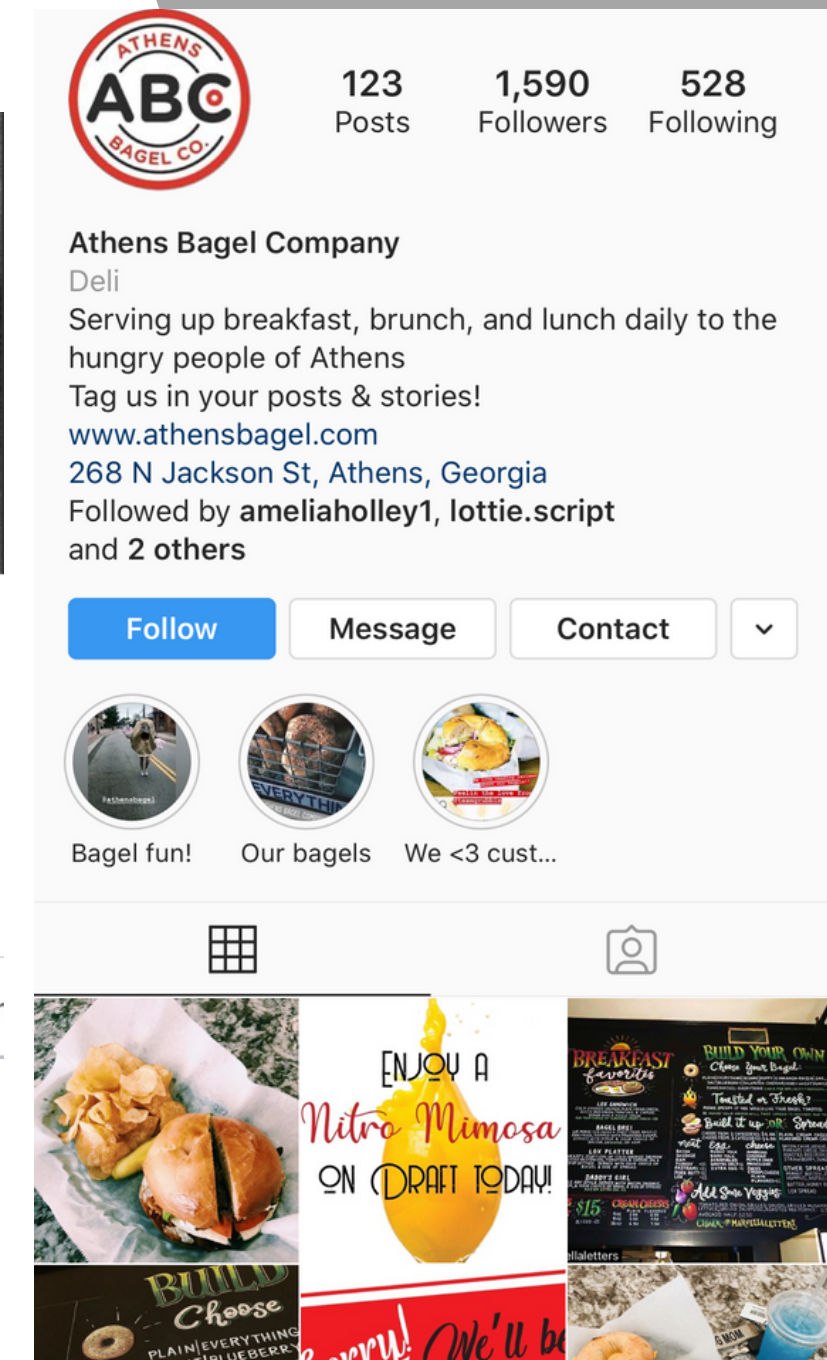
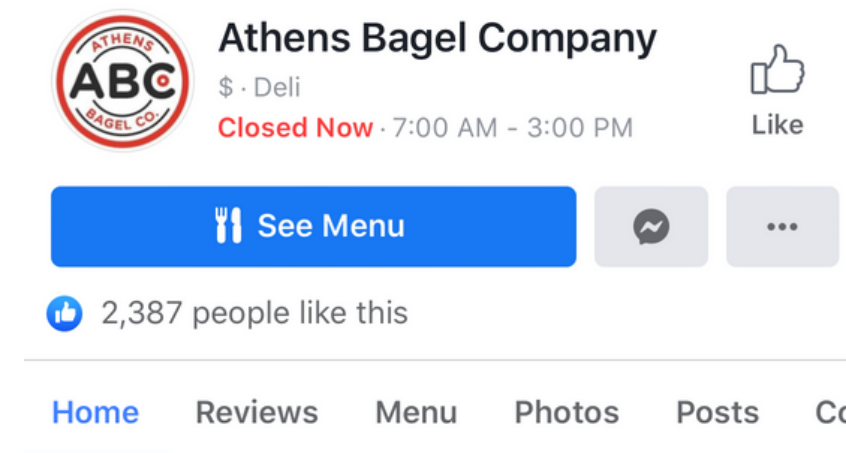
## FACEBOOK AND INSTAGRAM

### PROS

- Meet target audience where they already are
- Reshare and utilize user-generated content
- Cost effective
- Measurability

### CONS

- Truly need to understand target audience to ensure our content "speaks to them"
- Targeting the appropriate audience at the right time



#KnowYourABCs

# FACEBOOK

## IMPLEMENT A POSTING CADENCE OF SIX POSTS PER MONTH

- 4 posts will feature aesthetic photos
- At least 2 events
- Potential Post Content:
  1. Resharing user-generated content
  2. Sharing details for events they're hosting/catering
  3. Informing their followers of the philanthropic organizations they support
  4. Sharing Facebook "events" they have each month

KPIs: page likes, post likes, comments, shares, impressions, post reach



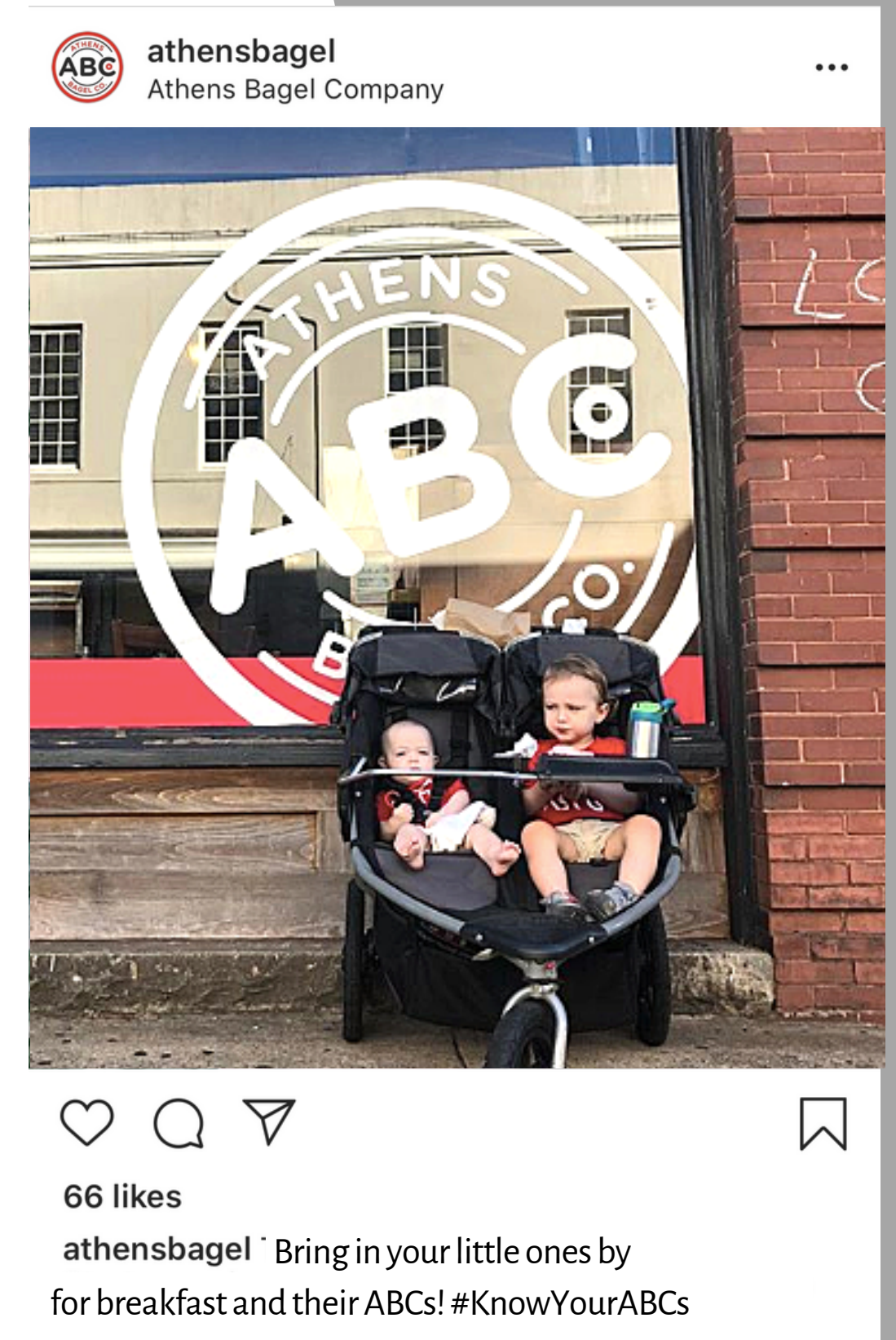


# INSTAGRAM

## IMPLEMENT A POSTING CADENCE OF ONE POST AND STORY PER WEEK AND BUILD THE "AESTHETIC" ON THEIR PAGE

- Post Content:
  1. Image of the bagel of the month
  2. Philanthropic affiliated post
  3. User-generated content
  4. Restaurant/in-house image
- Highlight Content:
  1. Fun bagel creations
  2. Boomerang of customers or employees in the restaurant
  3. Pictures at a community event ABC is attending

KPIs: follows, post likes, comments, shares, impressions, post reach



# 2. EMAIL MARKETING

## FEATURES 3 CONTENT BUCKETS

1. Bagel of the Month
2. Better Together
3. Watch for Us

## PROS

- Low cost - free Mailchimp plan
- Measurability
- Strong potential for growth
- Collect additional customer data

## CONS

- Time required to create monthly newsletter email template
- Building out database of customer emails

KPIs: open rate, delivery rate, scroll tracking





# 3. GOOGLE ADS

## GOOGLE ADS CAMPAIGNS

1. Promote in-store traffic
2. Promote catering

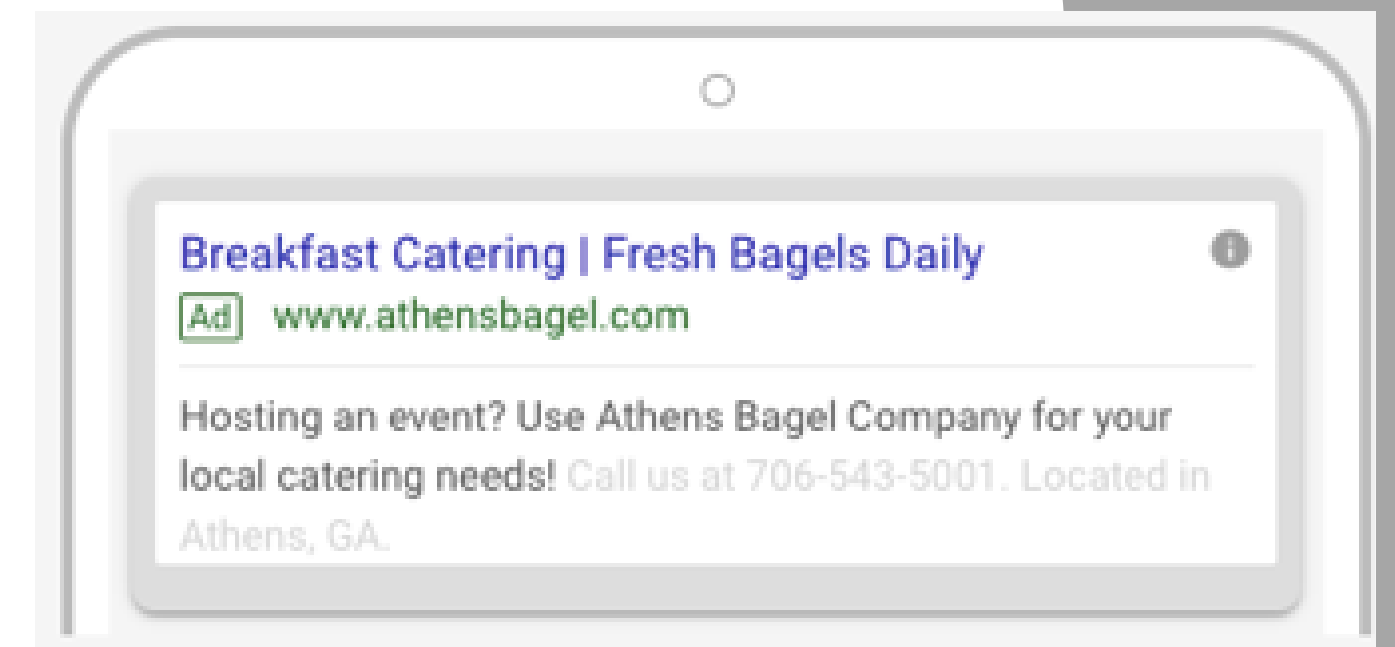
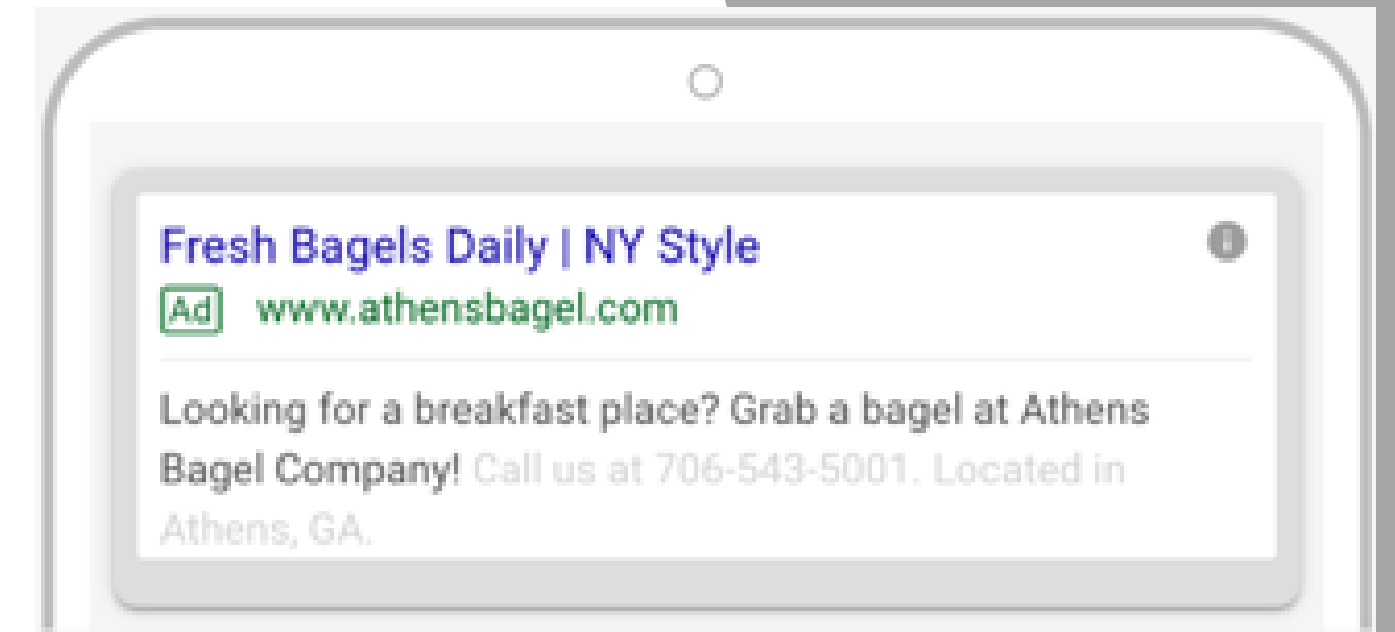
## PROS

- Large Reach of Google
- Easy use of analytics provided by Google to track the progress of both campaigns
- Flexibility Google provides for running campaigns

## CONS

- Needed keywords could be expensive due to high competition
- If campaign is not properly set up, the budget can be wasted in a few days, instead of lasting all month

KPIs: Impressions, CTR, CPC, average position



# 4. WEBSITE

## CHANGES

- New pictures throughout site
- Advertise Bulldawg Food
- Include organizations they sponsor
- Advertise Bulldawg food for delivery

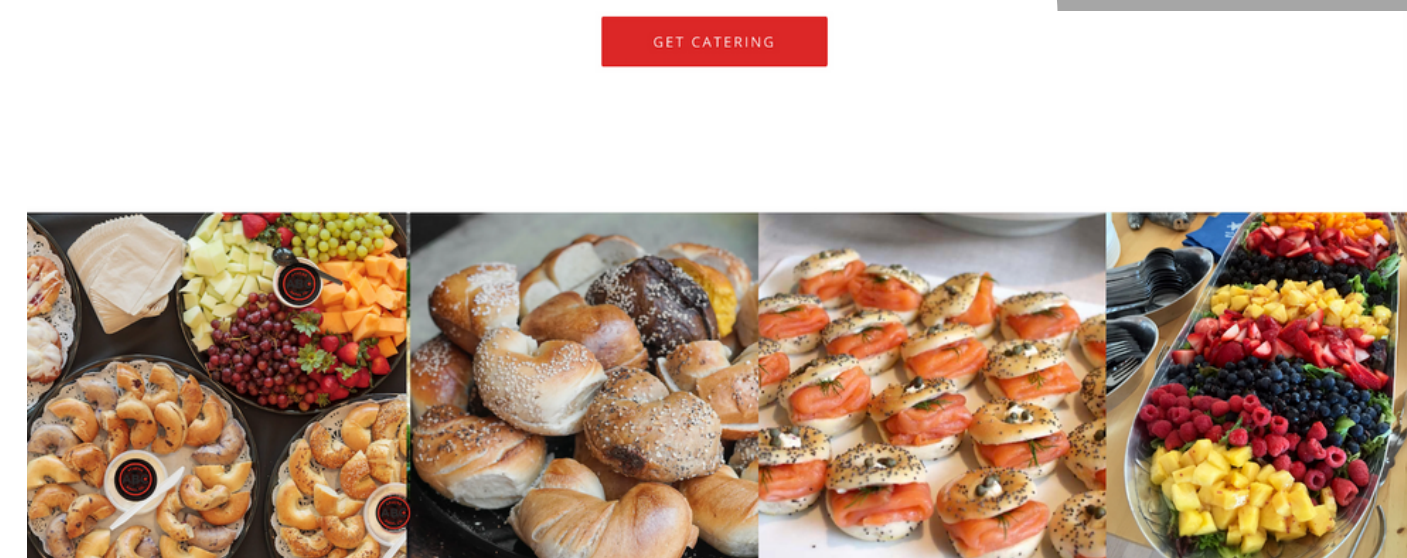
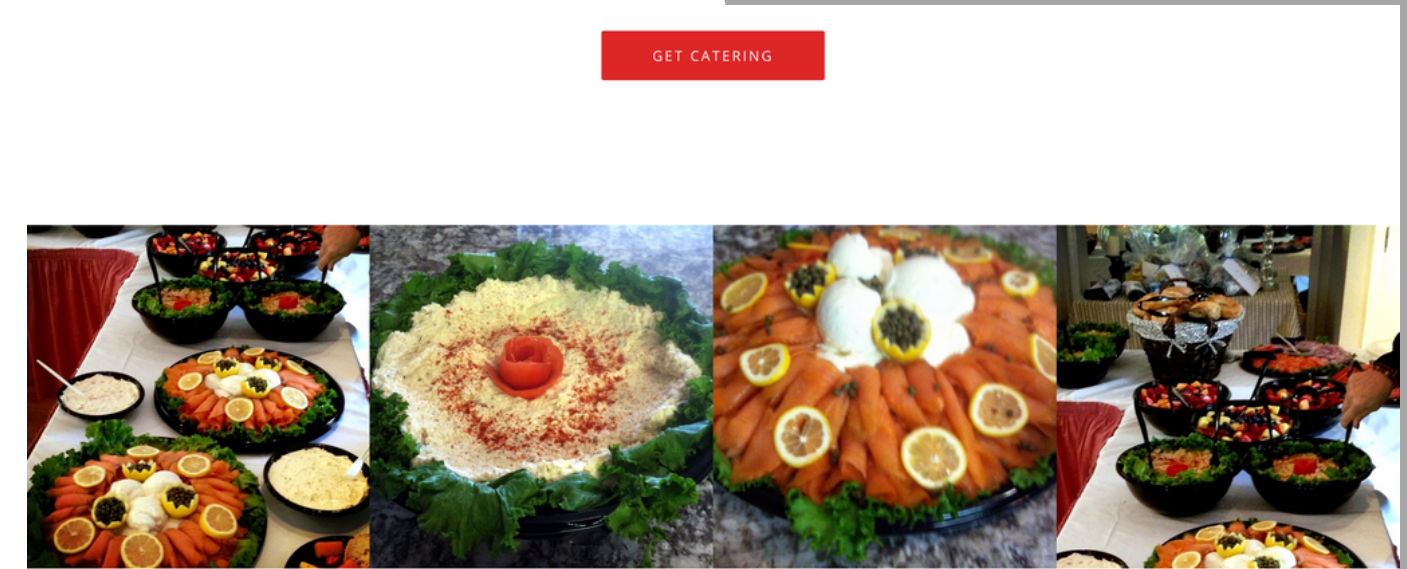
## PROS

- Including a delivery option will drive sales
- Displaying organizations ABC sponsors will build community advocacy and demonstrate ABC's commitment to local partnerships
- Upgrading website images will improve the brand's catering perception

## CONS

- Time and resources required to prep catering platters for photoshoot
- Time required to take new photos for the website
- Time required to update the photos on the webpage

KPIs: unique visitors, sessions, avg. session duration, bounce rate





# 5. INFLUENCERS

## MICRO INFLUENCERS

- Partner with local accounts such as @athensfoodie, @downtownathensga, @plateathens
- Use our hashtag #knowyourABCs

## PROS

- Reaches Instagram users not following Athens Bagel
- Generates word of mouth, cost-efficient
- Drives store traffic

## CONS

- Could be unreliable
- Both target audiences may not follow these accounts

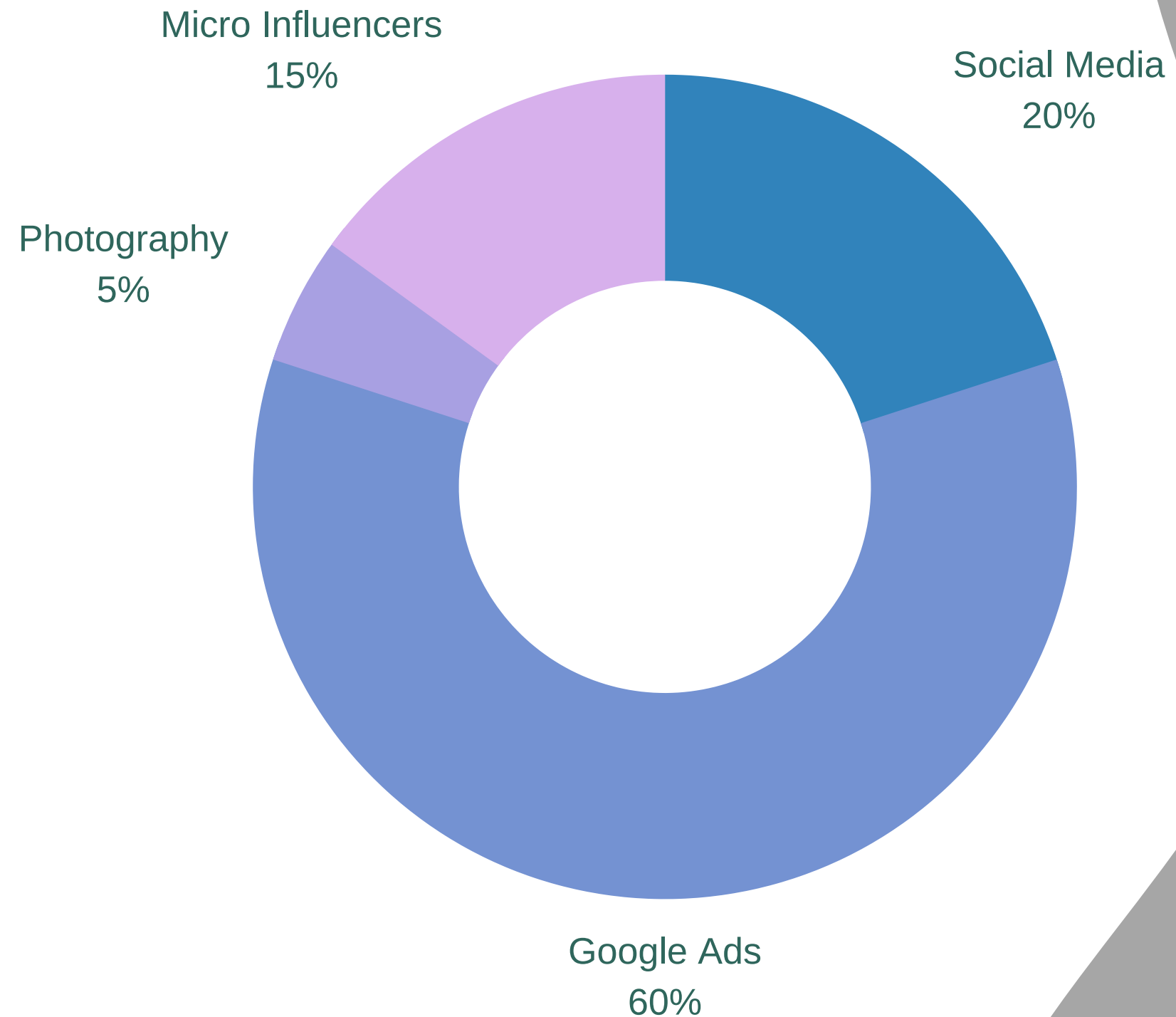
KPIs: Influencer's posts engagement (likes, comments, shares)



# BUDGET BREAKDOWN

## 3 MONTH CAMPAIGN

- Social Media: \$450
  - \$150/month
- Google Ads: \$1200
  - \$400/month
  - Daily budget: ~\$13/day
- Photography: \$100
- Micro Influencers: \$300



**TOTAL: \$2050**



**THANK YOU**