



# Greenwood

WINERY & BISTRO

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# Meet the Team

## Gigi Kawar



Gigi is a senior at Syracuse University pursuing a dual degree in Public Relations at the S.I. Newhouse School of Public Communications and Psychology at the College of Arts and Sciences. She currently works as a public relations and graphic design freelancer for restaurant and bar owners and jewelry owners. She is expected to graduate in December 2018.

## Monica Nowicki



Monica is a Syracuse University senior from Andover, Massachusetts. She is currently studying public relations at the S.I. Newhouse School of Communications and pursuing a minor in business management at the Whitman School of Management. Monica is a member of Delta Gamma, Director of Public Relations for an oncampus magazine, and Account Supervisor for Hill Communications.

## Tom Hoare



Tom is a current senior studying public relations and psychology at the S.I. Newhouse School of Public Communications from Boston, Massachusetts. He is active in the Syracuse chapter of Public Relations Student Society of America serving as firm director at Hill Communications.

## Connor Smith



Connor is a senior at Syracuse University from Scotch Plains, New Jersey. He is a public relations major with a minor in sport management. He is a media relations intern on campus in the Syracuse University Athletic Communications office, where he works for the men's basketball, lacrosse and football teams.



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# Problem and Opportunity

Greenwood Winery & Bistro is a restaurant and winery in Dewitt, New York. For the last six years, Greenwood has provided an extensive variety of food and wines using New York-sourced ingredients (T. Greenwood, personal communication, September 4, 2018). Greenwood “believe[s] in bringing nothing but home-grown, fresh foods and wines from [their] farm to your table, whether it’s in [its] Tasting Room, Bistro, Event Center, or at your own home” (Greenwood Winery & Bistro, 2018). Greenwood prides itself on its cozy atmosphere, 20 varieties of wine, live music and quality food (T. Greenwood, personal communication, September 4, 2018).

Greenwood struggles in hosting events with high turnouts and creating a strong presence in the Syracuse area (T. Greenwood, personal communication, September 4, 2018). This problem stems from several different areas including the lack of digital management, since the owner, Tom Greenwood, entirely runs the digital side himself. Additionally, staffing has been an ongoing issue due to high employee turnover rates, as well as lack of employees taking over offsite events (T. Greenwood, personal communication, September 4, 2018). Greenwood must address these issues to create a stronger reputation in the Syracuse area and increase its client base. Through research and detailed planning, this campaign intends to raise awareness, organize events more frequently, increase attendance at Greenwood Winery & Bistro and improve the overall quality of events. These objectives will be completed through social media development, taking part in offsite events, offering promotions to the public, collecting feedback from customers and establishing a more cohesive training program thus achieving a more consistent brand.



# Situation Analysis

## Internal Factors

### Local Food/Ingredients

Suppliers in New York State source all ingredients Greenwood Winery & Bistro use (T. Greenwood, personal communication, September 4, 2018). Additionally, Greenwood updates the menu every two months, which provides him with the ability to serve quality food throughout the year, regardless of the season (T. Greenwood, personal communication, September 4, 2018). Greenwood Winery & Bistro prides itself on offering fresh food and new recipes for its customers. While it is true that seasonal ingredients ensure quality food from season to season, Greenwood Winery & Bistro would benefit from a finalized year-round menu as well as a seasonal listing. On the Greenwood Winery & Bistro website, there are four menu options including a bistro, kids, take-out and catering menu. Greenwood tends to offer an overwhelming amount of food options, as "The Dinner Entree menu is served after 5 p.m. in addition to the regular menu and daily specials" (Greenwood Winery & Bistro, 2018). Having a high number of options may create indecisiveness when customers choose their meals. According to an article published on the Entrepreneur by Margalit (2014), people believe in having more options; however, the more choices people have, the harder it is to come to a decision. A more consolidated dinner menu would establish more certainty for customers.

### Live Music

According to Greenwood, live music nights are Greenwood Winery & Bistro's most significant revenue drivers (T. Greenwood, personal communication, September 4, 2018). On Friday nights, Greenwood Winery & Bistro has a \$5 cover charge for its weekly live music show (Greenwood Winery & Bistro, 2018). Greenwood personally communicates with musicians and performers and makes an effort to hire professional performers to play a variety of music every week (T. Greenwood, personal communication, September 4, 2018). For example, on July 6, 2018, Greenwood hired "Hard driving vocal 60's and 70's rock band members, Tony Masterpol, Jim Murphy, Mark Wentworth, Tim Ryan, Tim "Sullyfong" Sullivan, and John Gilmour" (Greenwood Winery & Bistro Events, 2018) to perform for his customers with a \$5 cover charge.



# Situation Analysis

## Internal Factors

### Employees

According to Greenwood, employee turnover rates are incredibly high (T. Greenwood, personal communication, September 4, 2018). Additionally, online reviews and customer feedback show that current and previous employees perform in an unprofessional and unreliable manner (T. Greenwood, personal communication, September 4, 2018). For example, one review on Tripadvisor states, "I have given this place a few tries. Each time I've been there the service has been slow and poor even when it's empty. The staff is not pleasant and I have had my order messed up every time. My last meal [was] expensive and poor quality. Would not recommend" (Tripadvisor, 2018). Moreover, another reviewer said, "The service was deplorable from start to finish. We had water refilled only once during the 2 ½ hour time frame we were there and even then they only filled half the table and left when they ran out of water and never came back with more" (Tripadvisor, 2018). If Greenwood does not solve this issue, the winery and bistro will struggle in developing relationships with current and potential loyal customers, as well as face difficulty in maintaining a professional reputation. Moreover, high employee turnover rates and lack of employee training may lead to unsuccessful event nights with diminished customer satisfaction and service problems.

### Social Media

Greenwood Winery & Bistro does not have a strong social media presence. Currently, Greenwood manages the digital aspect himself, including social media platforms such as Facebook, Instagram and Twitter (T. Greenwood, personal communication, September 4, 2018). Currently, Greenwood Winery & Bistro has two Instagram accounts, @greenwoodwineryandbistro and @greenwood\_winery. The latter account has only three posts and 217 followers, whereas the former account has 94 posts and 704 followers. Greenwood Winery & Bistro is most active on its Facebook page with 4,707 followers and 3.8 out of 5 ratings. It is imperative to the success of the winery and bistro that the brand becomes more unified. Lack of consistency online may lead to fewer clients and less opportunity for expansion. If Greenwood does not attempt to combat this obstacle, it may affect his goal of raising awareness and increasing his client base.

### Space

Greenwood Winery & Bistro has an appropriate location for hosting public and private events. With that said, it has a considerable amount of space and rooms such as an indoor private dining room, which fits approximately 10 to 15 guests for a small event and people seeking a "lovely ambiance, quiet and personal" (Greenwood Winery & Bistro Events, 2018); an indoor terrace room, which is suitable for a larger event and fits up to 52 persons; an outdoor pavilion, which fits 90 guests and is intended for wedding receptions, fundraisers, family reunions, music acts and other large parties; and an indoor barrel room, which fits up to 50 people and offers a casual and open space for fundraisers, special events, bachelorette parties, corporate events and more (Greenwood, 2018).



# Situation Analysis

## External Factors

### Lack of Awareness

Given that Greenwood Winery & Bistro is only five years old, it is not as well-known as other wineries in Central New York, such as Lakeland Winery or Owera Vineyards (T. Greenwood, personal communication, September 4, 2018). Greenwood also emphasized the struggle in creating a successful restaurant and winery, thus making it imperative to gain awareness in the area (T. Greenwood, personal communication, September 4, 2018). Currently, Greenwood Winery & Bistro is active on social media, including Facebook, Instagram and Twitter, as well as a website and an automated email list. However, Greenwood lacks the utilization of other promotional platforms, both social and traditional, such as on-campus events, flyers, videos and more. With that being said, it is critical for Greenwood to focus on raising awareness to increase his client base and host more live events, noting that events are one of Greenwood Winery & Bistro's primary revenue driver.

### Weather

The Winter season in the Syracuse area is incredibly harsh. Temperature levels in this area often drop to sub-zero and there are hundreds of inches of snowfall every Winter. Greenwood Winery & Bistro customers drastically decrease from October to May due to unbearable weather conditions (T. Greenwood, personal communication, September 4, 2018). Weather conditions do not only affect customer attendance, but can also negatively impact the process of growing grapes, which is essential to the success of the winery.

### Upstate New York

Out of the 62 counties in New York, Onondaga County ranked 12 in visitors and revenues brought in through tourism (Huynh, 2018). Neighboring county, Oneida, ranked eight (Huynh, 2018). The incredible foliage in the fall, sporting, foods and drinks are driving tourists out of the city and into the county. Additionally, Upstate New York is one of the biggest producers of wine in the United States (DeLaski, 2016). The Finger Lakes region is a leading producer of fine wines in the United States (DeLaski, 2016), therefore, it is imperative to capitalize on the closer, more convenient location to Syracuse. Given that Greenwood Winery & Bistro is located in Onondaga County, it is guaranteed to benefit in the Upstate New York environment.



# Target Publics

## Fresh Graduates and Entry-level Employees

### Demographics

Greenwood Winery & Bistro's first target audience consists of fresh graduates and entry-level employees who fall between the ages of 22 through 30. According to the United States Census Bureau (2018) for Syracuse, New York, 26.8 percent of individuals who are 25 years old and above have a Bachelor's degree or higher. Moreover, statistics demonstrate that 55.3 percent of the population are white alone and 29 percent are black or African American alone (United States Census Bureau, 2018). Noting that the Syracuse area has the highest percentages of whites and blacks or African Americans consequently, we will focus on these races.

### Psychographics

Fresh graduates and entry-level employees are interested in what Greenwood Winery & Bistro has to offer. According to a survey conducted by the National Agriculture Statistics Service and United States Department of Agriculture (2008), "visitation to all New York wineries jumped 21 percent from 2003 to 2008 with just under 5.0 million estimated visitors." Moreover, according to an article published by Wine Opinions (2015), 86 percent of millennials would buy a bottle or a glass of wine they have never tried before (Teague, 2015). Based on an article by Tulp (2017), 51 percent of people who fall between the ages of 22 to 37 go to a bar at least once a week, and 54 percent of them eat out at least three times a week. Regarding live events, an Eventbrite (2017) research study illustrated that 29 percent, up from 17 percent, of the same age group enjoy attending live music events (Grate, 2017).

### Influentials

The identified age group spends most of its time online. A study conducted by the Pew Research Center (2018) has depicted that 88 percent of people between the ages of 18 through 29 use social media. Additionally, research by Bright Local (2017) shows that 97 percent of consumers search online for a local business, and 85 percent of them make decisions based on online reviews. More in-depth, 73 percent of consumers build trust on positive reviews, and 49 percent require at least a four-star rating with Yelp and Facebook being the most trusted review sites (Bright Local, 2017). Other than online reviews being a significant influence, fresh graduates and entry-level employees influence each other. Reference groups consisting of family, friends and work, influence consumers' attitudes and behaviors. In addition, situational influences such as location, layout and music, and cultural factors, including shared interests, jobs, religion, ethnic backgrounds and other factors, all affect consumer decisions (University of Minnesota, 2010).

### Media Habits

As briefly mentioned before, fresh graduates and entry-level employees are highly dependable on social media. With that being said, YouTube, 95 percent, and Facebook, 79 percent, are the most commonly used platforms in the United States, followed by Snapchat, 78 percent, Instagram, 71 percent, and Twitter, 45 percent (Pew Research Center, 2018). The identified age group spends most of its time on social media, and people within that group use their smartphones 45 times a day on average (Wade, 2017).



# Target Publics

## Parents and Professionals

### Demographics

Greenwood Winery & Bistro's second target audience consists of parents and professionals that fall between the ages of 31 through 50. According to the World Population Review (2018), the average age of the Syracuse population is 30.6, and 67.5 percent of households in the area have a family and children. As Greenwood stated, the preferred target audience is individuals that are 30-years-old and above (T. Greenwood, personal communication, September 4, 2018).

### Psychographics

Greenwood has previously mentioned that customers who dine out or attend live events are those in the described demographics; therefore, the identified group is interested in what Greenwood Winery & Bistro has to offer. With that said, 20 percent of families eat at a restaurant at least once a week (The Statistics Portal, 2016), because "parents perceived cooking at home was more expensive when food was wasted, due to picky eating or family members not wanting what was cooked at home" (Robson, Crosby, & Stark, 2015). Moreover, 78 percent of the identified age group like to prioritize eating as a family (Refrigerator & Frozen Foods, 2016). Despite these statistics, many people believe that it is important to dine together as a family, thus providing an opportunity for Greenwood Winery & Bistro to cater to those needs. On a separate note, according to Tetreault and Beltis (2018), 52 percent of parents and professionals are interested in expanding their options of ethnic cuisine, and it is predicted in 2020 that future food trends will feature local sourcing, fresh produce, healthy eating and authentic items.

### Influentials

Many things may influence the identified age group. Professionals work hard, and they look to excel in their careers; however, some may find it difficult to find time for socializing. When they do, they fear of not having a good time. Moreover, most parents and professionals have families with children, making it difficult for them to enjoy a night out. An article published by Arsenault (2018) showed that 30 percent of parents had not been out on a date for more than six months, and 66 percent of parents wish to plan more dates. Other than family and career needs, parents and professionals worry about financing and expenses, making it difficult to find the budget for dining out regularly (USC Marshall, 2018). On a separate note, people in the identified age group influence each other in making consumer decisions, and they are also affected by online reviews, just like fresh graduates and entry-level professionals.

### Media Habits

According to the Pew Research Center (2018), 78 percent of people ages 30 to 49 are active on social media, and 75 percent use social media for parenting advice and social support. As previously mentioned, parents and professionals not only influence each other but also greatly rely on social media for information. In fact, 94 percent of parents who have a Facebook account are active, in that they often share, post and comment, with 70 percent of them doing so "frequently" or "sometimes" (Pew Research Center, 2018).



# Goals, Objectives and Strategies

## Goal 1

Goal 1 (Relationship): Increase the turnout rate of events hosted by Greenwood Winery & Bistro.

Objective 1 (Informational): Establish solidified theme nights such as Wine Wednesdays and Burger Night Thursdays within the next six months.

Messages: Greenwood Winery & Bistro provides affordable, dependable and quality entertainment for the public four nights a week.

- Burger Night Thursdays offer discounted prices on all burgers.
- According to research, most adults enjoy drinking wine on a Wednesday night.
- Greenwood Winery & Bistro is one of the only two wineries in the heart of Syracuse, New York.

Target Publics: Parents and professionals

Strategy: Establish a strong base for weekly theme nights by creating a fixed discounted menus for Wine Wednesdays and Burger Night Thursdays that will be promoted through sponsored social media posts, on Greenwood Winery & Bistro's website, physical advertisement in the restaurant and other methods.

Objective 2 (Motivational): Increase customer turnout rate during the weekends by 40 percent within the next six months.

Messages: Greenwood Winery & Bistro offers a relaxed family atmosphere with popular theme nights on Wednesdays and Thursdays.

- Wine Wednesdays and Burger Night Thursdays will provide fairly priced food and drink with the highest quality of ingredients.
- Greenwood Winery and Bistro has a vast selection of wines that customers can choose from.
- Whether you're looking for a quiet, intimate space, or a public, lively space, Greenwood Winery & Bistro has the proper accommodations.

Target Publics: Fresh graduates and entry-level employees

Strategy: Create excitement-building content on multiple social media platforms to increase consumer demand for Greenwood Winery & Bistro's featured theme nights, which will increase customer turnout rate and sales.



# Goals, Objectives and Strategies

## Goal 2

Goal 2 (Management): Improve internal management and planning to ensure a more successful operation.

Objective 1 (Motivational): Improve internal management by providing mandatory training sessions in areas like customer service, etiquette and wine education.

Messages: Greenwood Winery & Bistro operates smoothly to ensure an enjoyable and pleasant dining experience.

- When employees come to work, they leave personal concerns at the door and focus on providing exceptional customer service.
- At any moment customers walk into Greenwood Winery & Bistro, employees treat guests as if they are part of the Greenwood family.

Target Publics: Parents and professionals

Strategy: Through outsourced training sessions and guidance from Greenwood himself, employees will foster a strong sense of company culture that will improve customer experience as soon as guests walk through the doors of Greenwood Winery & Bistro.

Objective 2 (Informational): Revamp Greenwood Winery & Bistro's social media by bringing in a qualified professional to handle all digital aspects.

Messages: Guests can get the same great experience from Greenwood Winery & Bistro's digital presence as they can from an on-site visit.

- Greenwood Winery & Bistro's digital accounts portray a casual yet refined establishment that anyone can enjoy.
- Greenwood Winery & Bistro's social media platforms showcase all of the weekly specials and events.
- Greenwood Winery & Bistro's social media platforms are flourished with content attributing to wine selections, venue options, food collections, drink pairings and much more!

Target Publics: Fresh graduates and entry-level employees

Strategy: Create and share content appealing to our target audience across all social media platforms to allow them to feel a part of the content-creation process, which will increase Greenwood Winery & Bistro's exposure.



# Tactics, Budget and Timeline

## Tactics

**Strategy:** Establish a strong base for weekly theme nights by creating a fixed discounted menus for Wine Wednesdays and Burger Night Thursdays that will be promoted through sponsored social media posts, on Greenwood Winery & Bistro's website, physical advertisement in the restaurant and other methods.

**Posters:** Designing posters for both print and social media is an effective method to develop a robust base for Wine Wednesdays and Burger Night Thursdays. The posters created emphasize the particular events and discounts that will be offered at Greenwood Winery & Bistro. Greenwood stated that events are one of the most successful drivers at Greenwood Winery & Bistro; therefore, the designed posters intend to introduce new events and further promote them to achieve greater attendance rate and sales.

**Webpage redesign:** To establish a strong base for weekly theme nights, we created a webpage redesign for Greenwood Winery & Bistro. This is intended to improve the overall website design to attract more customers. The photos currently being used need adjustment, which encouraged the team to visit and take new, professional photographs. It is essential that Greenwood Winery & Bistro stresses social media during the redesign period. Moreover, the webpage redesign will include sharable links of Facebook and Instagram on all navigation pages, which will allow guests to learn about the events taking place at the winery and bistro.

**Strategy:** Create excitement-building content on multiple social media platforms to increase consumer demand for Greenwood Winery & Bistro's featured theme nights, which will increase customer turnout rate and sales.

**Blog posts:** Well-known micro-influencers in the Upstate New York food sphere have the ability to obtain meaningful coverage for Greenwood Winery & Bistro. Influencers such as Margaret McCormack, a freelance writer and editor, are considered experts to their following and have the power to promote Greenwood Winery & Bistro's business and encourage customers to visit (Syracuse New Times, 2018). Noting that blogs exist digitally, they are easily shared for further organic and earned coverage.

**Social media posts:** Social media posts put a face to any brand, which is a great method to promote the beauty of the food and location of Greenwood Winery & Bistro. The social media posts feature food and drinks, which prompts people to visit Greenwood Winery & Bistro. Promotional materials include pictures, videos, and shared content that relates to wine and food. The various forms of content are shared on Instagram, Facebook, and Greenwood Winery & Bistro's personal website.



# Tactics, Budget and Timeline

## Tactics

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**Strategy:** Through outsourced training sessions and guidance from Greenwood himself, employees will foster a strong sense of company culture that will improve customer experience as soon as guests walk through the doors of Greenwood Winery & Bistro.

**Employee newsletter:** Creating an internal newsletter is an effective way to communicate with all employees. These letters promote new goals, changes to the menu, information about wine, and essential dates for employee training sessions among other aspects. Through this direct form of communication, the internal newsletter establishes a more unified and knowledgeable staff. The newsletters are sent via email on a monthly basis and include videos, infographics, and other information.

**Guest speaker talking points:** Talking points are proven effective in mapping out presentations. The talking points we have created focus on customer service and employee performance. At Greenwood Winery & Bistro, employee professionalism and promotion are some of the greatest concerns, according to Greenwood. To enhance these areas, the talking points highlight the main areas that employees need consider. The key points provided by our time include "the behavior we want to see and promote the winery and bistro," and "wine and food knowledge." The key points are given to all employees going through staff training, as well as the leaders of the training session. This will clearly distinguish the main objectives of Greenwood Winery & Bistro.

**Strategy:** Create and share content appealing to our target audience across all social media platforms to allow them to feel a part of the content-creation process, which will increase Greenwood Winery & Bistro's exposure.

**Social media stories:** Social media stories allows people to view events happening on-the-spot. Posting videos and images on Facebook and Instagram stories will provide the public with information regarding when, where, and how events take place. Moreover, the creation of Instagram stories will further promote Greenwood Winery & Bistro's weekly events by creating "story highlights," which elongate the time period of published stories.

**Video:** To create and share content that appeals to Greenwood Winery & Bistro's target audience, we created a video that highlights the winery and bistro's most successful drivers. For instance, the video includes information about Wine Wednesdays and Burger Night Thursdays, as well as the most popular foods and images of the location. Moreover, the video includes contact information, address, and social media accounts, which will prompt customers to call, visit, and follow.



# Tactics, Budget and Timeline

## Tactic Samples (Posters)

GREENWOOD WINERY & BISTRO BRINGS YOU

# BURGER NIGHT

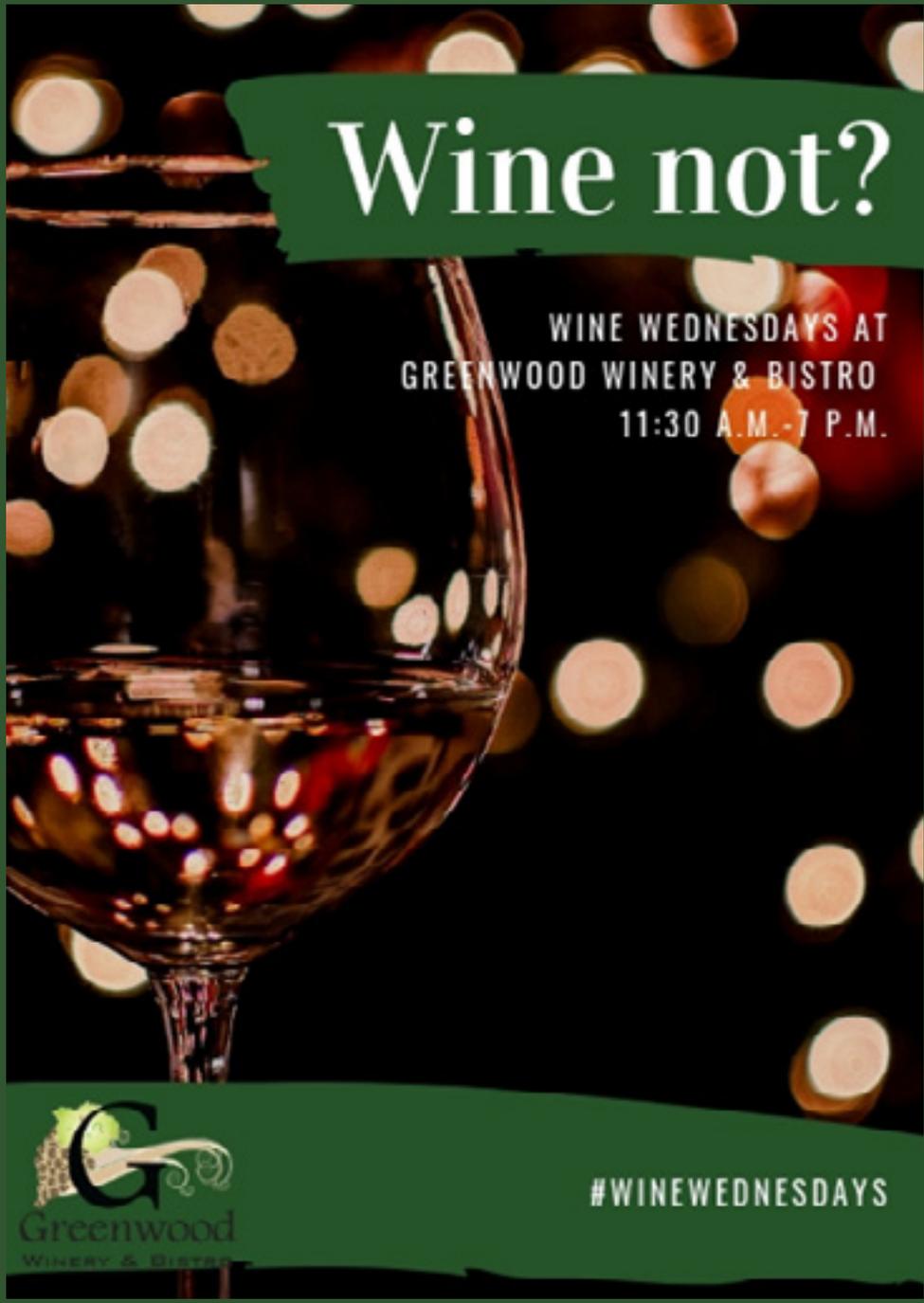
Enjoy our discounted offers on all our burgers!

 Every Thursday | 11:30 a.m. - 7 p.m.  
Greenwood Winery & Bistro



# Tactics, Budget and Timeline

## Tactic Samples (Posters)





# Tactics, Budget and Timeline

## Tactic Samples (Webpage Redesign)

Menu  
Winery  
Your Visit





# Tactics, Budget and Timeline

## Tactic Samples (Blog Posts)

T Margaret McCormack - 2 days ago · 1 min read

### My Trip To Greenwood Winery & Bistro

Updated: a minute ago



Garlic Pizza

A tranquil and beautiful space placed conveniently just outside Syracuse, NY, Greenwood Winery & Bistro is a hidden gem. Upon arrival, I was greeted by a warm and welcoming atmosphere that made me feel more like a guest than a customer. The food and wine is all sourced locally from New York State and there is even a winery in the backyard available for tours and during harvest season, guests are invited to help out (what a great date idea!).

I ordered the garlic pizza, an amazing white pizza topped with garlic and red pepper flakes, that I paired with a glass of the house cabernet sauvignon. The pizza was delicious and the red pepper flakes brought just the right amount of heat to strike through the garlic. The wine was full bodied and dry with hints of cherry and black pepper. Usually, I pair pizza with a slightly lighter wine, but this bottle looked too good to pass up!

I chatted briefly with the owner, Tom Greenwood, about why he chose to set up shop. The answer was just as honest as the food: to bring a sophisticated yet convenient, delicious yet inexpensive and relaxed yet fun experience to a much more local area.

Stop in to say hi and get some great food like this!

#CNYFood #Wine



# Tactics, Budget and Timeline

## Tactic Samples (Social Media Posts)

 **Greenwood Winery & Bistro** Like Page  
 Sponsored

The only thing better than a pizza is one with a good glass of wine on the side! #WineWednesdays #WineTime #HalfWayToFriday



**Visit us!**  
 Join us in our cozy atmosphere, along with private venue space in our bistro or winery for your next visit!

#GREENWOODWINERY&BISTRO Contact Us

42 3 Comments 1 Shares

Like Comment Share

Instagram

 Greenwood Winery & Bistro Sponsored



[Learn More](#)

♥ 41 likes

Greenwood Winery &... Our house special burger topped with aged NYS cheddar, sautéed mushrooms, Applewood bacon, lettuce, tomato, and red onion on ... more



# Tactics, Budget and Timeline

## Tactic Samples (Instagram Stories)





# Tactics, Budget and Timeline

## Tactic Samples (Employee Newsletter)



**STAFF, LET'S PUT OUR BEST FOOT FORWARD**

**FOOD.**

At Greenwood Winery & Spirits, we strive to provide quality customer service, delicious food and an overall welcoming experience that will keep our customers coming back for more. Your key to success is through our fundamental values including home-grown, fresh foods and wines from our farm to your table, whether it's in our Tasting Room, Store, or Event Center.



**Food.**

It's important to know our menu in-depth. When customers have specific questions or concerns about what we offer, you should be able to provide information about pricing, ingredients and the cooking process.



**Wine.**

At Greenwood we offer a wide selection of 23 different wines. As a server, your job is to help our visitors find the best option based on their taste palate. It is imperative that you can accurately explain wines based on fruit flavors or other preferences like body and tannins.



**You are all important pieces to the puzzle.**

Without your teamwork we don't have a successful establishment. From the moment you walk into the door embody what it means to be a member of the Greenwood family. Help others when they need, talk issues through and ask questions. In addition, treat our visitors with respect, they are our number one priority around all of our efforts.

**Mandatory training session.**

On **March 15, 2023** we will have our first employee training program. Tom Greenwood will go into detail on the wine selection, the chefs will go into detail on the food offered and an experienced trainer will go over customer service and restaurant management.

Everyone must be in attendance and if there are any conflicts, inform Tom by February 1st via email [tom@greenwoodwinery.com](mailto:tom@greenwoodwinery.com).



# Tactics, Budget and Timeline

## Tactic Samples (Guest Speaker Talking Points)

### TALKING POINTS

- **THE BEHAVIOR WE WANT TO SEE**

- COME INTO WORK WITH A SMILE & GOOD ATTITUDE.
- LEAVE ALL DRAMA AT HOME.
- HAVE FUN WITH YOUR STAFF MEMBERS.
- RESPECT EACH OTHER. COMMUNICATION IS KEY.

- **PROMOTE THE WINERY & BISTRO**

- BOTH IN & OUT OF THE WORKPLACE YOU REPRESENT OUR BUSINESS.
- FOLLOW OUR SOCIAL MEDIA HANDLES. SHARE IT WITH FRIENDS & FAMILY.
- THERE IS A NEW SUGGESTION BOX. IF YOU HAVE IDEAS ABOUT THE MENU, PROMOTIONAL OR ANY OPINIONS IN GENERAL, SUBMIT YOUR IDEAS.

- **WINE & FOOD KNOWLEDGE**

- UNDERSTAND THE ABV, TASTE, BODY & CREATION PROCESS OF OUR WINES
- STUDY THE MENU FOR A GENERAL UNDERSTANDING OF EVERYTHING WE OFFER INCLUDING PRICING, INGREDIENTS AND FLAVORS





# Tactics, Budget and Timeline

## Timeline

We have created a timeline to outline when each tactic is intended to take place. Promoting the posters both online and traditionally will begin on January 1, 2019, and end June 30, 2019. Posters are developed every week, depending on the events. Social media posts will also be uploaded between January and June of 2019; however, depending on the circumstances, Instagram stories will be published on the day of the event; promotional event posts will be uploaded before the event; and post-event pictures will be posted the next day. The website redesign will take place January 1, 2019, through January 31, 2018. This will include photograph updates on the website that highlights food and drinks, and hyperlinks that connect to other social media channels.

We suggest that Greenwood Winery & Bistro pitch to food and wine influencers at least once per month between January 1, 2019, through March 30, 2019. Moreover, it is essential that Greenwood Winery & Bistro employees write about the events taking place on their personal blogs or social media platforms. This is intended to take place from April 1, 2019, to June 30, 2019. Greenwood Winery & Bistro's promotional video is to be created, developed, and shared between February 1, 2019, and February 28, 2019. The employee newsletter is to be sent out every month until June 30, 2019. Finally, Greenwood Winery & Bistro guest speaker and training session are intended to take place on March 15, 2019.

Key Activities	Specific Actions	Start Date	End Date	Jan. '19	Feb. '19	March '19	April '19	May '19	June '19
Poster Advertising new Greenwood events		Jan. 1	30-Jun	[Green bar]					
	Post them in other local businesses Post them in the restaurant								
Social Media Posts during the new events		Jan. 1	30-Jun	[Green bar]					
	Post Instagram stories during events Post on Facebook and Instagram the day before the events Post other pictures of food or wine that looks good								
Website Redesign		Jan. 1	Jan. 31	[Green bar]					
	Update the pictures on the website to highlight the food Link the website to the social media channels								
Blog Posts		Jan. 1	30-Jun						
	Pitch Greenwood to food and wine influencers, once per month Have Greenwood employees write about what's happening at the Bistro	Jan. 1	30-Mar	[Green bar]					
Sponsored Social Media Posts		1-Apr	30-Jun				[Green bar]		
	Sponsor Facebook and Instagram posts every week before events	Jan. 1	30-Jun	[Green bar]					
Video		Feb. 1	Feb. 28		[Green bar]				
	Create a promotional video for Greenwood Winery & Bistro	Jan. 1	30-Jun	[Green bar]					
Employee Newsletter		Jan. 1	30-Jun						
	Send a monthly newsletter updating employees on any new Bistro updates Provide tips for employees to improve service								
Guest Speaker		Mar. 15				[Green bar]			
	Bring in a guest speaker to talk to Greenwood employees Guest speaker will be a management professional specializing in employee relations Will help Greenwood employees provide outstanding service to guests								



# Tactics, Budget and Timeline

## Budget

Below is a layout of the campaign budget. This budget report provides an approximate idea concerning the cost of the tactics. The numbers below have been obtained from secondary research and previous experiences, which can be found in the references section.



## BUDGET REPORT

**COMPANY NAME** GREENWOOD WINERY & BISTRO

**SUPERVISOR** TOM GREENWOOD

TACTIC	EXPENSE	AMOUNT
EVENT POSTERS	DESIGN OF WINE WEDNESDAY POSTER	\$250
	PRINT OF WINE WEDNESDAY POSTER	\$150
	DESIGN OF BURGER THURSDAY POSTER	\$250
	PRINT OF BURGER THURSDAY POSTER	\$150
INSTAGRAM STORIES	PROFESSIONAL STORY DESIGN	\$75
	ON-THE SPOT STORY PHOTOS	\$0
WEBPAGE REDESIGN	PROFESSIONAL WEB DESIGNER	\$1,320
BRAND INFLUENCERS	PAYMENT PER BLOG POST	\$87
	COST OF FREE GLASS OF WINE (PER VISIT)	\$7
	TOTAL INFLUENCER COST	\$94
SPONSORED SOCIAL MEDIA	TOTAL PROMOTED SOCIAL MEDIA POSTS	\$520
PROMOTIONAL VIDEO PRODUCTION	TOTAL PROMOTED SOCIAL MEDIA POSTS	\$1,200
EMPLOYEE NEWSLETTER	WEEKLY EMAILED NEWSLETTERS FOR INTERNAL MANAGEMENT	\$0
DISCUSSION POINTS FOR GUEST SPEAKER	WEEKLY EMAILED NEWSLETTERS FOR INTERNAL MANAGEMENT	\$1,500
TRAINING SESSION	ONE-DAY TRAINING SESSION FOR FOUR HOURS	\$350
<b>TOTAL</b>		<b>\$5,859</b>



# Evaluation

## Goal 1 Objective 1

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In order to measure whether Greenwood Winery & Bistro established a strong base for weekly theme nights, we will measure the average number of people who come for lunch and dinner on Wednesdays and Thursdays. After the campaign we will get a new average and see if it has increased. In addition we will monitor engagement on social media, specifically clicks on advertisements.

## Goal 1 Objective 2

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To measure customer turnout rate during the weekdays, we will monitor the trends of the number of people who attend the weekly themed nights for up to four weeks after the campaign to ensure it was effective. Moreover, we will be using Google Analytics to evaluate whether there is an increase in followers, likes, comments and shares of social media posts. If the number is increasing we will be reassured that the content we are sharing is engaging, excitement-building content that is in touch with the Greenwood Winery & Bistro brand.

## Goal 2 Objective 1

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To evaluate whether the employee training sessions and newsletters were a success, we will survey employees before and after training sessions to determine whether or not there was an increase in the overall sentiment of the work environment at Greenwood Winery & Bistro. We will also offer a percentage off for customers 'next visit to the restaurant or winery if they complete a customer service survey on employee performance. These will be distributed three weeks before and three weeks after the employee training sessions.

## Goal 2 Objective 2

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To assess the success of our social media strategies, we will use Google Analytics to measure the numbers of followers, likes, comments and shares of social media posts. If the number is increasing, we will be reassured that the content we are sharing is engaging and excitement-building. In addition, we will count the number of posts that tag Greenwood Winery & Bistro as well as mentions in their captions to see if customers are taking part in the content creation process.



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