



Jones421
Marketing Promotions Plan
“One Place to Be”

Table of Contents

Executive Summary	2
SWOT Analysis	3
Market Analysis	4
Market Research	5
Promtion Strategy	6
Step One- Logo and Name Change	6
Step Two- Digital Presence	6
Step Three- Staging and Decor	7
Step Four- Events	8
Step Five- Intern	9
Measurement of Plan Success	10
Budget Analysis	11
Appendix A	14
Appendix B	14
Appendix C	14
Appendix D	15
Appendix E	16
Appendix F	17
Appendix G	22

Executive Summary

This promotion plan for Jones421 will explain the steps we suggest that Jones421 take to accomplish the goals laid before our team. The campaign goals are:

1. Increase Awareness of Jones421
 - a. Experience of shopping, dining and socializing
 - b. Variety of options of places to visit
 - c. Place to go to get a gift – one stop shop
2. Increase Interest in Visiting
 - a. Shops are interesting – they all have a story
 - b. Collection of shops is interesting
 - c. Historic Building
3. Increase in Traffic
 - a. Through the corridors
 - b. Reduce confusion with floor plan and seating
 - c. Encourage lingering
 - d. Outdoor area
4. Increase Sales Through
 - a. Events
 - b. Promotions

This plan will run from January to August 2019 when the Levitt Center opens. The goal is to increase brand awareness of Jones421 prior to the opening of the Levitt Center so that Jones421 becomes a stop for Levitt Center goers, too. This plan will be implemented in five steps:

1. Logo and Name Change
2. Digital Presence
3. Staging and Decor
4. Events
5. Intern

The contents of this plan will further explain the research behind the project, each step, as well as examples of some of the propositions. This plan's success will be measured incrementally and as a whole. The opening of the Levitt Center will offer an opportunity to develop a new plan.

SWOT Analysis

Strengths:

1. Location between downtown and uptown, near the Falls and across the street from the future Levitt venue
2. Strong landlord-tenant relationship
3. Common outdoor access to seating area
4. Sharing customer and cross-promoting other retail clients
5. Safe, clean environment

Weaknesses:

1. No web page or consistent Facebook presence
2. No common hours for retail tenants
3. Building retail space is not fully occupied
4. The shape of the building is confusing to new customers
5. Building acoustics are not ideal

Opportunities:

1. Levitt at The Falls music venue is being built just north of building in Falls Park. It will open in 2019 with 50 free concerts per year. First concert performance announced
2. Cross collaboration
3. Exciting new area of Sioux Falls

Threats:

1. Lack of awareness of Jones Seed Co. and confusion about what to call the building
2. Ongoing street work
3. Little available parking during day, and overall lack of knowledge of parking options/regulations
4. Retailers are in the infancy of creating his/her brand/business, leaving little time to work together to pursue joint efforts

Market Analysis

Market Research

In order to find out who the target market should be for this marketing plan, we did some research. First, we wanted to discover who was living downtown Sioux Falls. We believed that this group of people would be the best to target because they would be able to access Jones421 the easiest. We found information that was available to us online from Downtown Sioux Falls as well as the City of Sioux Falls. The data that we found can be noted in Appendix A. According to the data that we found from these sources, Millennials made up the largest group of people living downtown, nearly 40%, followed by Gen X and Baby Boomers, which made up another roughly 40%. Next, we looked at the average income levels for people living downtown. We noted that in order to go to Jones421, some disposable income would be necessary. These three generations, are all either newer into the workforce, or have established themselves, and would have some extra spending money. This led us to the conclusion that these three generations would be a part of our target market. In order to understand these groups better, we did some more research to better understand our market.

Millennials are Americans born during 1981 and 1996. They are 22 to 37 years old. These people have grown up with technology all of their lives, most notably, a mobile device. They use their cellphones constantly, whether it is to communicate or to look things up online for more information. Millennials are newer to the workforce, but we believe that they have enough disposable income that they would be interested in Jones421 and the multiple retail options it has to offer. Since nearly 40% of the people living downtown are Millennials, they have easier access to Jones421 and its unique experience.

The second generation that we did more research on was the Gen X group. These people were born in 1961 to 1981 and are 37 to 57 years old. This group makes up 18.2% of the population living downtown Sioux Falls. They are often referred to the “Latchkey Generation” due to being brought up in a society with changing values. This group has established themselves into the workforce. They would be interested in Jones421 as a place where they could spend time with family, friends, or to have a unique shopping experience.

The last group that we did more research on was the Baby Boomers. This group was born between the years 1946 and 1964 and are 54 to 72 years old. Nearly 20 percent of the current

downtown population are Baby Boomers. These people would be interested in coming to Jones421 to shop with their, family, friends, and even grandkids. Since this generation is on the older side, they have more leisure time from retirement and have disposable income if they are still working.

Survey

Once we had a better idea of our target market, we elected to create a survey to get some more information on these demographic groups, mostly the Millennials, because they are the largest group of consumers. We were interested in the reasons they were going downtown as well as shopping habits they have as a generation. We created a brief, seven-question survey that we sent to the Young Professionals Network of Sioux Falls to gain some more insight. We were able to get in contact with one of the leaders of the YPN group and she posted a link to our survey in their Facebook group. In order to convince members to answer our survey, we offered a \$25 gift card to The Source to one respondent. From the survey, we learned that many Millennials work downtown, or enjoy being downtown for a dining or shopping experience. Another thing Millennials report they enjoy is having drinks with friends. This survey confirmed that Jones421 is a great destination for Millennials as it offers the experiences they seek. After this survey was conducted, we put together two different shopper profiles as representative of our target market. The idea arose from an Empire Mall study that was done a few years ago. We created these profiles because we wanted to make our target market come to life as we devised ways to communicate with them. One profile was a Millennial, and why they would like going to Jones421. The second profile grouped together the GenX and Baby Boomers and included why this group of people would be interested in the unique experience Jones421 has to offer. The survey and its results, as well as the two shopper profiles, can be found in Appendix A.

Promotion Strategy

The promotion strategy of this plan consists of five steps. In order to take on all of the elements of this promotion plan, the use of steps will help plan for financial and implementation realities. The first step is a name change from Jones Seed Company to Jones421. The second step is creating a digital presence for Jones421. The third step addresses staging and decor within the building. The fourth step is hosting new events at Jones421. The fifth step is the implementation of an internship program for Jones421 and retailers located within the building.

Step One- Logo and Name Change

The use of both Jones Seed Company for the retail area and Jones421 for the condos above created confusion among consumers. With the use of both names, as well as the names of businesses within the building, a logo was also hard to develop and use consistently. For these reasons, our team recommends the use of Jones421 as the name for the retail space as well as the condos located above. Jones421 reduces confusion among consumers, and is a clean, trendy, and easy-to-remember name. The logo was designed with the history of Jones Seed Company and the future of Jones421 in mind. The colors that are used in the logo are based on the iconic green doors outside of Bella Rosa as well as the colors used in the interior of the building. This two-color scheme is less expensive to produce. The established date of Jones Seed Company is included to convey that there is a history of the building, and still plenty of growth into the future.

These changes appeal greatly to the target market as they are modern, easy to remember, and easy to hashtag in social media posts. Millennials are the largest population living downtown so our team aims to appeal to their tastes. A logo redesign is included in this plan in Appendix B.

Step Two- Digital

The second step of the promotion plan is to create and maintain a digital presence for Jones421. This will take the forms of a website, social media, and paid social media advertising. The website was designed and coded by a member of the team and will be available to be placed with a web host. The intention of a website is for consumers to be able to see the retailers at Jones421, get a sense of the building and be able to view retailers' hours prior to arrival. The website will include a welcome/home page to give consumers more information about the

building itself. The website will also have a history page to tell consumers about the history of the building and also the reconstruction process. There will also be an events page that will have a calendar that is maintained through Google Calendar so each individual business can show their events and consumers are able to view building-wide events. Finally, there is a contact page where visitors can get in touch with Jones421 and see the location on Google Maps. The website has a footer that can be seen on all pages with links to take visitors to Jones421 social media pages as well as an option to opt-in to a Jones421 newsletter.

The website will be hosted and maintained by Leigh McCoy's husband. He can use the design and code as a template to turn into a website. Our team suggests using jones421.com as a web address. Our team also suggests using SquareSpace for the website host as it is user-friendly.

The second component to the digital strategy is to establish a social media presence for Jones421. This will be done through a Facebook page and an Instagram account. Facebook and Instagram will be used to post content about Jones421 as a whole, promoting building events, and promoting individual businesses. A content calendar is provided in Appendix C.

The third component of this step is paid social media advertising. Paid advertising will be used to inform new customers, as well as returning customers, of the experience Jones421 has to offer. Paid social media advertising would also be used to drive traffic to the Jones421 website. Examples of paid social media advertising content can be found in Appendix D.

Step Three- Staging and décor

The third step is to bring the brand of Jones421 into the building as well as add some decorative interest to the space. The main foci are the Jones Common Area, Harvest Table, ATM Area, available retail spaces, and spots to make Jones421 Instagrammable. The goal of decor is to create space where customers want to come, sit and stay awhile. Images and details are included in Appendix E.

To begin, the wall at the end of the corridor on the Bella Rosa side will be used to display either local art or art work from local elementary school kids from either Sioux Falls Christian or Christ The King Elementary School. Private schools offer more flexibility in curriculum so the team selected these schools based on the freedom to participate.

The Harvest Table area will include wall decor encouraging customers to sit and stay awhile at Jones421. It will invite people to grab a cup of coffee, do some work, meet with friends, etc. The longer patrons are there, the more stores they will frequent. The Harvest Table area will include various wall art pieces -- local art could also be used -- as well as more outlets for computer users.

The ATM area will include lockers, a little free library or a wall of sticky notes to encourage customers to respond to a question. The Little Free Library encourages people to stay a little longer at Jones421 while drinking their coffee, or provides a place for condo tenants to try a new book. Another possibility is to include lockers next to the ATM. For those wanting to play a game at Game Chest or shop around, customers don't have to worry about their belongings and can relax and enjoy.

The Jones Common Area will be decorated with a mixture of local art and old prints from Jones Seed Company as a way to tell the history of the building. Old photos are included in Appendix E. The mixture of new local art and old prints will exhibit the history, as well as the future of the building.

There are a lot of Instagrammable spots in Jones421 already. The walls are beautiful colors, there is a lot of natural light, and the design of the building creates an Instagram haven. Some Instagrammable spots include: the green doors outside of Bella Rosa, 421 tiles on the steps, window looking into Boki Gelato, Swamp Daddy's yellow wall, window looking into The Source, and the outdoor area. To capitalize on these already Instagrammable spaces, the team proposes that more wall art be included. Examples are included in Appendix E.

Step Four- Events

Step Four of the plan includes new events to bring new customers to Jones421. The five proposed events are Girls Night Out, Spring Fling, Beer Crawl, Easter at Jones421, and Summer Kick-Off. Promotional material examples are included in Appendix F.

Girls Night Out is planned for January 2019 and includes a fun night filled with shopping, food, and other activities offered by the businesses of Jones421. Along with food offered from the restaurants in Jones421, there will be a wine tasting offered through either The Source or Prairie Berry. Along with shopping at the stores in Jones421, Bella Rosa will be offering a flower arranging class in the common area outside their store.

Spring Fling is scheduled for March 2019. Spring Fling will be a family-friendly event with fun activities for all ages including games, food, and shopping. This event is meant for the whole family and will include bringing in other food vendors (food trucks) along with showcasing the restaurants located in Jones421. There will be a musician to perform in the outdoor common space and fun activities will be hosted throughout the day. Activities will include carnival games, an art station and a balloon squad to make balloon animals for the kids.

The Beer Crawl will take place on National Beer Day, April 7, 2019. To celebrate this national holiday, downtown Sioux Falls will hold a craft beer pub crawl within the Jones421 building. This pub crawl will feature several licensed craft beer establishments from around the Sioux Falls Area. Due to the nature of South Dakota liquor laws, the breweries will not be able to sell their beer at this event. However, through networking and partnership, they may be able to be offered at The Source. The open space of the building (and weather permitting, outdoors) will require wristbands upon participation. Paid entry is optional and up to the discretion of the event managers. Larger numbers of participants are suitable for the building based upon the size of Jones421 and the touch-to-charge payment method offered at the Source.

Celebrate Easter at Jones421 will take place on April 20, 2019. Celebrate Easter at Jones421 is a family event where all ages can partake in what Jones421 has to offer. This will be a time where sales are offered by the different stores, which will intrigue many buyers. The kids will be able to play games at the Game Chest along with enjoying an Easter egg hunt that includes candy and other prizes (most notably coupons and clearance items from favorite stores like the The Source, Lavender Skies, MK Threads and Bella Rosa. The decor will be created with bright colors and bright lighting to make it as friendly and Easter-like as we can.

Summer Kick-Off will be held in June 2019. This event will have activities for all ages including live music, food, games, and shopping. We will be bringing in a few different local musicians to showcase throughout the evening located in the outdoor courtyard. We will also showcase the restaurants located in Jones 421 with the possibility of bringing in outdoor vendors. A great way to start summer off is with a s'more; customers will have the opportunity to make their first s'more of the season at a s'mores bar at the fire pits in the courtyard. Other activities include yard games such as cornhole, and bocce ball.

Step Five- Intern

Step Five is the implementation of an internship program to aid all of the efforts at Jones421 as well as aspects of this promotion plan. The intern will provide merchants a “go-to” person for problems and suggestions. The intern will ease responsibilities from merchants’ and managers’ workloads. The intern will also provide consumer insight for events and other promotions.

The intern must have the following qualities:

- Pursuing a Bachelor’s Degree in Business Administration or related field
- Experience in social media management
- Capability to build strong partnerships and to work collaboratively to achieve goals
- Established time management skills
- Demonstrated interpersonal, written, and verbal communication skills
- Demonstrated problem solving and critical thinking skills

The intern will hold the following responsibilities:

- Post content on social media
- Help manage and organize events throughout the spring
- Assist in maintaining communications with business tenants within the building
- Update and send out newsletters

The intern program will run from January to May with the intention to carry through the summer. The intern would be expected to work 10 - 15 hours per week, depending on workload and tasks. The intern will be paid \$11 per hour. A document laying out this information is included in Appendix G.

Measurement of Plan Success

The goal of this plan is to increase awareness of Jones421, and, in turn, to increase sales of each individual retailer. The plan can be implemented in steps, allowing for reflection of each step's success, and with the implementation of an intern, there will be extra hands to keep records and analyze data. Due to the digital aspects and events of this plan, measuring success can be done digitally for awareness via the website and social media, as well as keeping a record of event attendees. Sales will be recorded and tracked by each retailer.

To measure success of awareness, the intern can use data gathered and compiled through paid advertising, as well as organic content on social media. Facebook offers weekly reports on posts. The intern can then analyze data on which posts were driving traffic to the Jones421 social media, as well as the Jones421 website.

Events will also be used as an indicator of increased awareness. Retailers and the intern will keep their best records of event attendees through either sales or another mode. Sales will predominantly be the best indicator of event attendance and awareness of Jones421.

Budget Analysis

January	February	March	April	May	June	July	August	Total
\$1,796.00	\$1,371.07	\$1,314.00	\$1,212.00	\$872.00	\$322.00	\$322.00	\$322.00	\$7,531.07

Description	Purpose	Cost/month or Cost		
Digital				
Squarespace	Website Hosting and Design	\$12.00		
MailChimp Subscription	Email Management	\$10.00		
Facebook Advertising	Social Media	\$300.00		
	Total:	\$322.00		
Staging and Decor				
9 11 x 16 Frames - Walmart	Wall for elementary art	\$35.55		
Golden State Art, Pack of 10 11x14 White Picture Mats with White Core Bevel Cut for 8x10 Pictures	Wall for elementary art	\$13.95		
Stay Awhile Sign, 12"x3.5"-Etsy	Gives home feeling	\$19.95		
Sticky Notes, Pack of 100 12 pads per pack- Office Supply	Wall for ATM area	\$1.25		
Lockers, 9 H35.5" x W35.5" x D17.7"-Amazon Metal Kids Locker	Storage	\$195.99		
Clock- Sterling & Noble Wood and Rope Numbers Wall Clock	Cover up blank space	\$29.99		
Outlets- Amazon SAFEMORE USB Power Strip 8 Outlet	Charging station for people doing work	\$26.99		
Bookcase- Home Depot Hampton Bay Black 3 Shelf Bookcase	Free mini library	\$17.04		

Chalkboard,36"x48" - Hobby Lobby	Cover up blank space	\$34.99		
	Total:	\$375.61		
Events				
Cornhole Boards	Entertainment	\$51.99		
Jumbo Jenga	Entertainment	\$63.28		
LED Rope Light	Decor	\$55.95		
			\$141.22	Spring Fling
Candy:	Supplies			
	Starbursts			
	Chocolate Eggs			
	Jelly Beans			
	Allotted Total:	\$50.00		
Easter Eggs	-	\$22.99		
Cookies (6 Doz.)	Refreshment	\$5.50 / \$33.00		
Photo Booth Decor	Social Media	\$200.00		
			\$305.99	Easter
Musician	Entertainment	\$1,500.00		
Smores	Supplies			
	Graham Crackers			
	Chocolate			
	Marshmallows			
	Reese's PB Cups			
	Starbursts			
	Allotted Total:	\$200.00		
			\$1,700.00	Summer Kickoff
Wine Vendor		TBD		
Flowers		TBD		
Photo Booth Decor		TBD		

			TBD	Girl's Night Out
		Total:	\$2,147.21	
Intern				
\$11/hour				
10 hours/week x 5 months	\$2,200.00			
15 hours/week x 5 months	\$3,300.00			
10 hours/week monthly	\$440.00			
15 hours/week monthly	\$660.00			
Average Cost/mo.		\$550.00		

Links to Products:

Staging and Decor:

http://www.papertraildesign.com/free-printable-scrabble-letter-tiles-sign/#_a5y_p=6723261

<https://www.walmart.com/ip/Mainstays-12x16-Format-Picture-Frame-Set-of-3/23708456>

[https://www.amazon.com/Golden-State-Art-Picture-](https://www.amazon.com/Golden-State-Art-Picture-Mattes/dp/B00M3IRW94/ref=sr_1_9?ie=UTF8&qid=1542734030&sr=8-9&keywords=11%2Bx%2B16%2Bpaper&th=1)

Mattes/dp/B00M3IRW94/ref=sr_1_9?ie=UTF8&qid=1542734030&sr=8-9&keywords=11%2Bx%2B16%2Bpaper&th=1

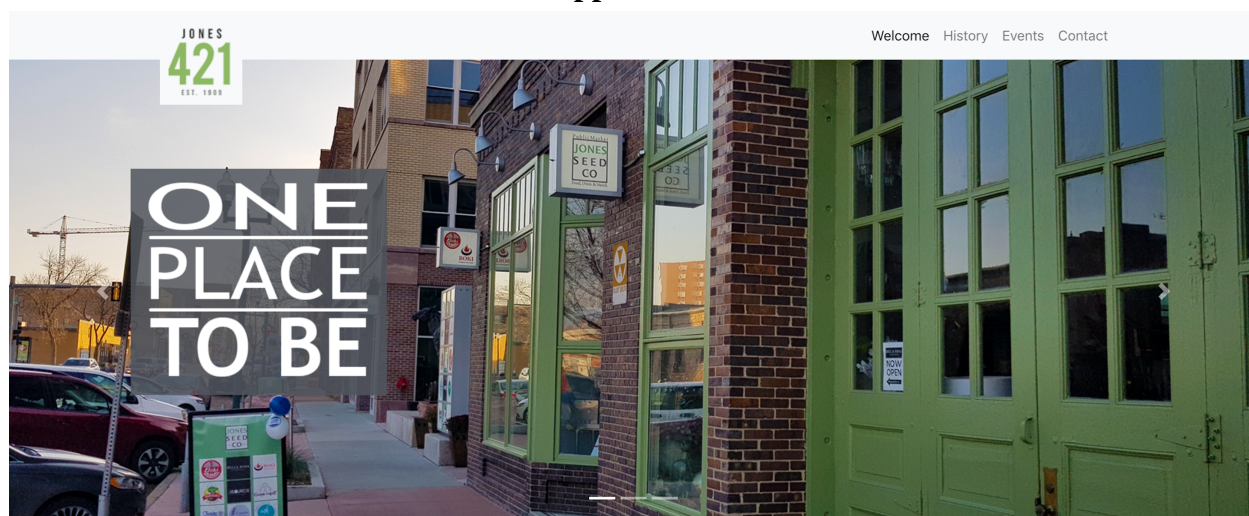
Appendix A

Attached Document

Appendix B

JONES
421
EST. 1909

Appendix C



News

Appendix D



Stop into Jones421 today and get some great coffee while meeting some great people and get a first-hand experience of downtown life in Sioux Falls!



WWW.JONES421.COM
One Place To Be

[Learn More](#)



Stop by Jones421 on 421 N Phillips Ave Sioux Falls, SD for a wholesome downtown Sioux Falls experience!



WWW.JONES421.COM

One Place To Be

[Contact Us](#)



Do you want authentic cajun food? Come down to Jones421 and check out Swamp Daddy's, Sioux Falls' authentic Louisiana cuisine!



WWW.JONES421.COM

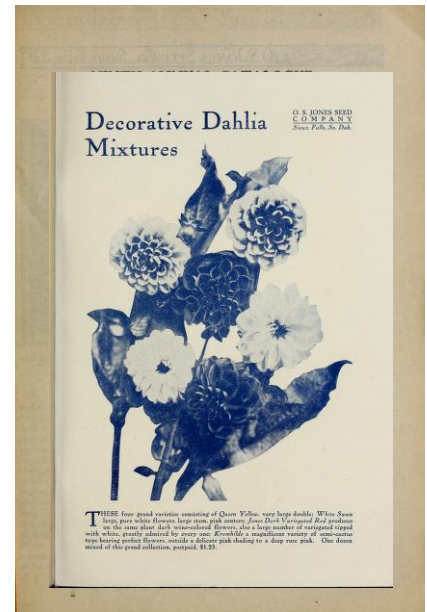
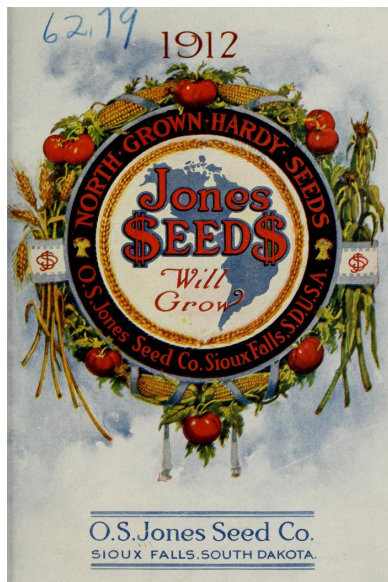
One Place To Be

[Learn More](#)



Appendix E

Staging and Decor Plan Attached

[illegible]

Appendix F

COME CELEBRATE

Easter at Jones 421

Easter Egg Hunt • Refreshments • Games

APRIL 20TH 2019 • 9-11AM

Jones421
421 N. Phillips Ave. Sioux Falls



JONES
421
EST. 1909

COME CELEBRATE ON
JANUARY 18TH, 2019
5-9PM

GIRLS NIGHT OUT

WINE TASTING AND FLORAL ARRANGEMENTS

Located at Jones421
421 N Phillips Ave. Sioux Falls

JONES
421
EST. 1909

March 16th, 2019; 2pm-8pm!

SPRING FLING

Family, Fun, and Games

JONES421
421 N PHILLIPS AVE

Visit [website](#) for more details

JONES
421
EST. 1909



CHEERS & BEERS THE NATIONAL HOLLIDAY

PARTY WITH US IN A UNIQUE
DOWNTOWN VENUE AT JONES421

APRIL 7: 2019

12PM - 5PM 421 N PHILLIPS AVE



JONES421 PRESENTS THE

SUMMER KICK-OFF

Food & Drinks • Games • Live Music

JUNE 15 2019 • 5-10 PM

JONES 421

421 N. PHILLIPS AVE.

JONES
421
EST. 1909



Appendix G

SPRING INTERN WANTED

JONES421

421 N Phillips Avenue Sioux Falls, SD 57104



OVERVIEW

1. Description

 Jones421 is a retail center located in the heart of downtown Sioux Falls. With businesses ranging from a coffee shop, to Louisiana Cajun food, to a massage studio, Jones421 has something for everyone. We are looking for a college student who is ready to immerse himself or herself in a fast-paced business environment. Over the course of five months, you'll engage in marketing and management activities, produce meaningful work that directly impacts Jones421, and so much more. This is a paid position that begins in January and will take place at the address listed above.

2. Qualifications

- 
- Pursuing a Bachelor's Degree in Business Administration or a related field
 - Must have a minimum cumulative GPA of 3.0
 - Experience in Social Media Management
 - Capability to build strong partnerships and to work collaboratively to achieve goals
 - Established time management and organization skills
 - Demonstrated interpersonal, written, and verbal communication skills
 - Demonstrated problem solving and critical thinking skills
 - Must be able to find personal housing accommodations within a commutable distance to Sioux Falls, SD
 - Must have reliable transportation for the duration of the internship

3. Responsibilities

- 
- Post content on social media
 - Help manage and organize four events throughout the spring
 - Assist in maintaining communications with business tenants within the building
 - Work with building owner to generate interest among potential business tenants