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INTRODUCTION

SAGAH Agency is a public relations agency developed by five Auburn University students majoring in public relations. SAGAH was formed for the university's public relations campaigns class, the final class of the major instructed by Terri Knight. This course is designed to help prepare students to work with real clients and do all the necessary steps of a public relations campaign. The purpose of the course is to not only showcase but combine all the skills that students have gained throughout their four years studying at Auburn University. In order to do so, our group has developed, planned and completed a campaign for a selected client. This involved research, objectives, strategies, and tactics. We hope our goals will be met for this campaign.

Our client for this course has been The Collegiate Hotel, a boutique hotel close to Auburn University's campus. This campaign was designed to help increase public awareness of The Collegiate Hotel and increase the number of bookings through events and advertisements. We are hoping our campaign can help our client have an increased number of stays and connect with more potential customers.



TABLE OF CONTENTS

Overview.....	4
SWOT Analysis	5
Social Media Analysis	10
Situational Analysis	16
Goals and Objectives	22
Execution	23
Measurable Results	24
Recommendations and Conclusion	25
Reference Page	26
Appendices Table of Contents	27
Appendix A) Personas.....	28
Appendix B) Social Media: Instagram and Facebook Posts.....	29
Appendix C) Ad in The Plainsman.....	31
Appendix D) Camp War Eagle Email.....	32
Appendix E) Facebook Ad.....	33
Appendix F) Flier.....	32
Appendix G) Newsletter.....	33
Appendix H) Survey Graphics.....	34
Appendix I) Instagram Story.....	44
Appendix J) Tweet.....	45
Appendix K) Event Checklist.....	46
Appendix L) Content Calendar.....	48
Appendix M) Timetable.....	50
Appendix N) Budget.....	51
Appendix O) Website Link.....	52

OVERVIEW



The Collegiate Hotel, also referred to as 'CoHo', is a luxurious forty-room boutique-style hotel located in the center of Auburn, AL. It is easily one of the most excellent and unique places to stay while visiting the loveliest village on the plains. Before it was transformed into a hotel, the building structure was used as a women's dormitory, Wittel Dorm, back in the 1940s. Today, The Collegiate Hotel is one of many hotels located in the Auburn area where students, former students, future students, families and travelers can stay when they visit this great university. The CoHo also has meeting spaces, venue areas, a rooftop and lobby bar. The rooftop bar is a highlight of the hotel because of its view of Samford Hall and the front of campus.

The campaign we have developed is designed to help promote our client's stand to show people how unique they are in comparison to potential competitors. We want to increase the public's awareness of the CoHo and the amenities the hotel has to offer such as their rooftop and lobby bar. They want to make people want to stay at the hotel because of its location and what is included with the hotel as competition is growing with another similar hotel being built in downtown Auburn in a few years. People who go to or live in Auburn are aware of the hotel, but we want to reach people who are visiting Auburn. We also want to plan special events for graduation and other important times for Auburn visitors to increase desire to stay at the CoHo.

SWOT ANALYSIS



Introduction:

The Collegiate Hotel, often referred to as 'CoHo,' is a forty-room luxurious, boutique-style hotel. Located in Auburn, AL, the hotel is less than half a mile from downtown Auburn and the campus of Auburn University. The Collegiate offers luxury stay options as well as events and entertainment options. The structure of the hotel was first built in the 1940s, where it was used as a dormitory, Wittel Hall, for the women who were attending the local university. Today, The Collegiate Hotel is one of many hotels located in Auburn where students, alumni, families, and visitors can stay when traveling to this great town.

Owned by two Auburn University Alumni, Brian and Kim Wirth, the structure of Wittel Hall was transformed into a uniquely styled hotel which was then opened to the public in the spring of 2018. This unique hotel offers many services such as valet parking, pet-friendly rooms, and reasonable walking distance to campus. The Collegiate also offers many amenities such as the rooftop bar and patio, famous for hosting weddings and boozie bubbles, heated and furnished six-person tents. This hotel also has a large spacious wrap-around front porch that can accommodate 60 people for various events. In addition, the hotel offers a fun, relaxing vacation stay as well as an academic one with their very own fully furnished sixteen-person boardroom. Lastly, besides having a lovely and spacious rooftop, this location also offers an eagle-eye view of Auburn that includes the famous oak trees fans roll when Auburn wins a victory in any sport.

Internal Analysis:

Strengths:

Political: The Collegiate is a smaller, homier building located near downtown Auburn. Over the past few years, several more significant commercial apartment buildings have been built to house the massive numbers of incoming students. While this has been great for Auburn's economy, many community residents want Auburn to stay smaller and hold true to the name "loveliest village on the plains,." The Collegiate has the advantage of appealing to those residents as well as accommodating the more luxurious lifestyle many Auburn students and their families are accustomed to.

Social: One of the unique qualities the hotel possesses is the rooftop bar which can be used to cater social events and entertainment for visitors. This is a factor that separates The Collegiate Hotel from other competitors. By possessing this area and offering food and drink options, the hotel becomes more appealing to customers. The hotel sits less than a mile from Downtown Auburn and Auburn University, which allows guests to travel to and from with ease. The unique boutique styled decor and atmosphere makes for a great wedding venue, and an advantageous location for parents of prospective students and their child or children to stay in when visiting campus. It is not only just for college tours, but also a sought after place to stay during football season or even a simple weekend getaway.



Although the luxuries that are included in staying at The Collegiate Hotel, like the use of the rooftop bar may be perceived as only available to those staying at the hotel, it is open to anyone who wishes to enjoy. Many students at Auburn enjoy going to The Collegiate's bar for special events such as formals, social events, birthdays, or just as a place to hang out with friends. Their menu of craft cocktails is well decorated and many people post pictures of the drinks on social media because they are so beautifully presented. People also enjoy taking pictures on the roof because of the view and tag their location, reaching even more people who want to visit the hotel's two bars. Posting pictures to social media promotes the hotel's bar without involving the hotel's actions. This is more word-of-mouth style advertising, which The Collegiate Hotel is very good at.

Economic: Staying in Auburn for a game day weekend is not an easy task. To stay at the Auburn Hotel and many other hotels in Auburn, you must buy a package and come to multiple games. The Collegiate Hotel does not require any form of packages that would potentially defer your stay at the hotel further than your desired days or weekends. By not requiring these packages, The Collegiate is a more appealing option from a financial point of view.

Technological: Their Instagram has a strong presence with multiple posts a week highlighting the hotel, events they host, and their amenities. They also offer many technological features within the hotel, such as mobile check-in and TVs in each room with streaming services and cable. Their website is very well designed and easy to find what you are looking for. They provide the story of how the hotel started and all information someone visiting would want to know, including pictures. They have a blog as well and provide information about Auburn. The website has a form to fill out to join their newsletter, including information about special events progress and exclusive deals. In addition, the website has links to campus tours for people visiting the school and campus highlights. They also offer frequent visitor loyalty programs, including room upgrades, check-in/out time changes, and venue rental discounts.

Weaknesses:

Political: In Auburn, AL there is a law in place which limits the height of buildings in various areas of the town. It is believed that if buildings continue to be built to higher levels, the skyline of Auburn will be tarnished and the motto of "loveliest village on the plains" will no longer apply. The height requirement for buildings was originally 75 feet, but has since been reduced to 65 feet. In order to follow these rules, The Collegiate Hotel height falls within the boundaries listed. Since the builders of The Collegiate's structure listened to this rule, the hotel is unable to be built any taller, which ultimately prevents it from providing anymore rooms to its current 40 room status.

Social: When searching The Collegiate Hotel across the Internet and social media platforms, it does not appear as often as other hotels in the Auburn area do. Although the business holds a great reputation with the people in the surrounding community, many people from outside do not know that it exists when they visit Auburn for the first time. This is due to the fact that when searching across the internet, people are more likely to



click on the first thing they see rather than continuing their research, the less work an individual has to do the better. If The Collegiate Hotel was able to appear first in a search over competitors, those who do not know of the hotel from out-of-town will be more likely to be aware of the business and its qualities. Increasing their earned or paid media can help them appear in more searches and/or advertise themselves to those coming to visit.

Economic: Owning a building in downtown Auburn is not cheap. To keep up with the price of the building, they cannot afford to offer rates lower than they do. The maintenance fee of the building, including the rooftop bar, flowers, furniture and digital devices, will be a considerable number for a small business like The Collegiate.

Technological: The hotel lacks a presence on several popular social media platforms including Twitter, Facebook, Pinterest, and Youtube. Although they do hold a presence on Instagram, the average age present on this app differs from others. On Instagram, the most common user is between the ages of 21 and 34, whereas the average Facebook user is between the ages of 40 and 50 years old. In order to increase the hotel's awareness among those a part of the older age group, it is key that they cater to the platforms in which they are more likely to reach them. They have very limited or next to no posts on these platforms for months. It is important for a business to withhold an even presence among all platforms when working with social media, which is currently a weakness for the hotel. The Collegiate at Auburn currently does not have any partnerships with online booking platforms. Also, the hotel did not put price/night for references online for viewers to consider. While using filters to select the price range, the hotel will not show up in the search result.



External Analysis:

Opportunities:

Political: The Collegiate Hotel is not currently a member of the Auburn or Opelika Chamber of Commerce. Both of the Chamber of Commerces are an excellent way for small businesses in Auburn and Opelika to connect within the community and grow together. Joining this would help them build connections with other businesses, getting them more visitors or people to use their meeting facilities. Many other hotels in the Auburn-Opelika area are part of the chamber, including the popular brand chains. Being a boutique hotel, they are different from the others. When searching for somewhere to stay in Auburn a future visitor may end up on the Chamber's site, and having their name listed when searching for hotels would get their name out even more.

Social: Auburn is a growing college town. Having strong sports teams with fans from across the country increases visitors. The location of the Collegiate Hotel is also perfect for those who want to visit downtown and campus. It is not as well known as The Auburn Hotel, so advertising themselves to people visiting can increase their number of stays. Auburn is growing, and the student population increases every year, bringing in more visitors.

Economic: The Collegiate Hotel currently offers a special for fall break. This special includes a free golf cart tour included with your stay, brought to you by students of Auburn University. There are opportunities for growth in doing more specials like this, especially in the summer during Camp War Eagle for parents or high school siblings wanting to visit campus. Another opportunity to increase traffic at the hotel's bars would be offering a happy hour or drink specials for those staying at the hotel.

Technological: People are more commonly booking hotels through online booking sights. The Collegiate does not currently do this, but partnering with a few can increase their bookings because many people prefer to book their stay this way. Many other popular hotels in Auburn are popular chain brands such as Marriott. The Collegiate Hotel having its own Instagram as well as accounts on other social media platforms is an opportunity to grow within its community. The Collegiate Hotel also needs to keep up with different trends that competitors may be using to benefit themselves. Besides Instagram, The Collegiate has a very weak social media presence. They post next to nothing on Twitter, Facebook, Youtube, and Pinterest. While their Instagram has amassed a following of over 6,000 people, their other social media follower count is 10 and 3. This is a threat to the hotel and their brand as they are not utilizing all of their social media platforms to reach prospective customers and therefore lose potential exposure. Their website includes a section that lists their social media platforms with links but does not include Pinterest and youtube, so those should be added.

Threats:

Political: Auburn University has approved and begun construction on a new university facility across the street from Collegiate. It is taller than the Collegiate as laws for height have changed, and it is a university project. This is in the way of the view of campus from



the rooftop. This is a threat not only because of the future limited view from the rooftop but from the prospect that people will not notice the Collegiate because it is so much smaller than surrounding buildings and therefore go to a more prominent place that can be seen like The Hotel at Auburn University.

Social: Being such a smaller hotel, The Collegiate mainly relies on word of mouth and their social media platforms to gain attention and future bookings for the hotel. This is a threat because many people who are unaware of the hotel have no way of learning about it while bigger chain hotels have more reach and an already established household reputation. It is also a threat because they mainly use Instagram without posting on all social media platforms.

Economic: The country is experiencing inflation due to the state of the economy left over from the pandemic, unemployment from the university being closed, as well as the pandemic closing businesses for an unprecedented period of time. Auburn is constantly expanding for its population increase and increase of visitors. This has led to other hotels being built in Auburn that may offer lower rates than The Collegiate Hotel. These are threats because with the pandemic still a factor in people's decision making, they are less likely to pick a more expensive place to stay just for the amenities.

Technological: Small businesses like The Collegiate usually won't have a department that customizes the OA (Office Automation) system for the company. The best choice for them would be purchasing a third party made, one-time, paid OA system. However, there are potential problems. First, it is hard to guarantee that the system is 100% safe, small businesses might have to take the risk of information leak. Second, the usual usage time of an OA system is about five years, and small businesses like COHO may lack the budget to update the system, which may cause inconvenience in the future.

Conclusion:

In conclusion, The Collegiate Hotel has many strengths and opportunities to grow. Any business has opportunities to grow themselves depending on changes in the market and overall trends. There is a lot of competition between hotels in Auburn, but The Collegiate Hotel has done a great job differentiating itself from its competitors. Their competitive advantages include their location, hotel amenities such as bars and meeting rooms, and their choice of decor. They are boutique hotels, while most hotels in Auburn are chains of popular brands. Connecting with other businesses in the area will help them grow as well as their social media engagement. The hotel's location is part of what makes them the ideal choice for customers as well as availability. The growing town of Auburn needs more hotels or ones that have better locations as visitors don't always have cars. Auburn's expansion is a benefit to the Collegiate and a threat because of their limited rooms number and availability since it is known that it is difficult to book a room at this hotel. The Collegiate is doing great in the ways that can benefit them, but there is always more they can do to improve their customer's experience and get more customers as in stays, bar attendees, or people hosting events.

SOCIAL MEDIA ANALYSIS



Which social networks are being used, and how:

Network	How Active	Type of Activity
Facebook	Average 2 posts per week.	Posts are used to promote specials the hotel is offering as well as events and possible deals
Instagram	Average 2 posts per week.	Similar content as to what is seen on Facebook. Posts are made to promote specials, events, and deals.
Twitter	Rarely post on this platform. Last post was made Feb.2, 2022, but before that the latest post was Nov. 2, 2020	Last post was a comedy focused "meme" that showed the company's support for Auburn's Basketball Team. This may not be the best platform to use for The CoHo.
Youtube	Rarely posts on this platform. Last post was made April 23, 2021 with consecutive posts every two days before that starting from April 14, 2021.	Last post was a room tour of their "King Room" that showed the interior of the room including the bed and bathroom. This could be a great platform if they used it more regularly.
Pinterest	Rarely posts any pins on this platform, has a total of 19 pins with a total of 336 views of all the pins. No recorded date of when pins were added or created.	Uploads include images of hotel rooms and furniture decorations. This is not the best platform for The CoHo as they do not post regularly.

Performance

Engagement Metrics:

Network	Engagement Metrics
Facebook	Total number of followers is 6,663, average 1-2 posts every 2-3 days, average over a hundred likes per post, average 200 likes per day. Avg of 3-4 comments per day.
Instagram	Total number of followers is 4,532, 2-3 posts a week, Avg 15 likes per post, average 2 shares per post. No comments recorded on any post.
Twitter	Total number of followers is 224, average 3-4 likes per post, average 2 retweets per every post. Averages around 3-5 likes from when they first started posting on the social media platform on Nov 19, 2018 to today.
Youtube	.13 videos posted in total, 3 subscribers. All videos posted in April 2021. Avg. of 70-100 views per video. No comments, likes, or shares on any of the videos.
Pinterest	19 images/pins in total, 10 followers. No recorded date on when the hotel uploaded each image. No comments or likes on any of the CoHo's pins.

Sentiment Metrics:

Network	Engagement Metrics
Instagram	<p>Although the number of comments below their Instagram posts are unstable, they are overall positive and supporting. By looking through their comment section in the last six months, there were no negative responses. In their recent post that has most comments, one of the most positive post is: "I'm ready to go back! Love to stay at the Coho and (blue heart) the rooftop bar!! (tiger emoji) (eagle emoji)"</p>
Facebook	<p>Content on their Facebook page is basically the same compared to their instagram, but they receive even less comments on Facebook. However, they registered as retailers (Hotel) on Facebook so they are open for review. Most reviews are positive but there are some negative comments. The overall rate of the hotel is 4.8/5 The best review: "Perfect in every way! Amazingly clean, adorable design, friendly and helpful staff. Love it so much!" One of the negative reviews: "Booked a stay here to celebrate my husbands birthday. Had a room on the first floor...all the way at the end. We heard EVERY conversation at the lobby bar. There is no door to separate the lobby and the guest rooms. If we were to stay here in the future, I'd need a room on a higher floor away from the bar. In spite of the noisy room, the hotel is beautiful and the staff is super friendly"</p>
Twitter	<p>CoHo did not put a lot of effort on their twitter account. And they receive almost no comments on the platform. So there was no real positive or negative feedback on this platform.</p>
Youtube	<p>They received no comments on this social platform.</p>
Pinterest	<p>They have received no comments on this social media platform, positive or negative.</p>

Opportunities

Profile Improvements:

Network	Business Metrics
Facebook	Because Facebook is a convenient platform, which helps organize most information about the hotel, there is limited space for improvement. Longer description could be used for the "About" section.
Instagram	The description contains too much information, which is overwhelming. A suggestion would be to use shorter phrases to describe the hotel, instead of a long paragraph
Twitter	Uses this platform very infrequently as of late, add blog link to increase interest in hotel, including images of room layouts.
Youtube	Put other social media links onto their Youtube about page and use the description section under the video wisely to promote themselves.
Pinterest	Uses this platform very infrequently. Would suggest adding into their bio the links to other social media sites so that people interested in them can take a look at their more in depth social media platforms like instagram. Also change the profile picture to match the ones used on other social media platforms this way there won't be a disconnect between the CoHo on one platform as opposed to another.

Social Activity Improvements:

Network	Business Metrics
Facebook	Contents on Facebook should be separated from what is on Instagram. Hiring post used on their Instagram could be posted on their Facebook instead of Instagram.
Instagram	Their caption could be more organized by making it into shorter phrases in different lines.
Twitter	Shorter posts are fine, but at least keep a 2 post per week routine. Inform followers about what's new about the hotel and their other platforms. They could use 1 headline and link below style to organize their posts.
Youtube	Upload videos (Don't have to be long, it could also be in the YouTube Story style) constantly. Content could include touring vlogs form travelers/parents or a night at the rooftop bar.
Pinterest	Create and pin images such as theme ideas for weddings that the hotel could host, add more photos of the amenities they offer like the bar and rooftop. Add more images of not just the rooms of the hotel, but of the hotel as a whole. Add their pinterest account to their social media section on their website so that people can easily access it or know about it.

Competitors and Profiles to Watch:

Profile	Reason
The Hotel at Auburn University on Facebook	One of the biggest hotels in the Central Auburn area. They have roughly double the follower count and almost 10 times the amount of people who check in. Uses the site more with an avg of 1-2 posts every 3 days.
The Hotel at Auburn University on Youtube	They have approximately 10x the subscriber count as opposed to the Collegiate. This could be because their videos are more exciting and touch on not only the hotel itself, but on what goes on around Auburn like the Oktoberfest and employee events.
The Hotel at Auburn University on Pinterest	They have over 800 more followers than CoHo does on this social media platform and over 2000 more views. This is because their pinterest is more active with over 144 pins including various and well shot photos of the set up for their events. These images are eye-catching and because of that they catch a lot of attention and are more engaging.
The Hotel at Auburn University on Twitter	This profile has more than 5x the followers that The Collegiate's profile currently has. This can be due to the fact that the profile presented is more eye-catching. It is important to have a profile that is eye-catching because that will increase the chances of a user interested to learn more through the page. Along with this, the platform is used to engage with their audience. Most of the content delivered through this page is a response to current events happening in Auburn, or responses to customers. By doing this, The Hotel at Auburn is interacting with customers, increasing their awareness and building relationships.
Pinterest	This profile has more than 5x the followers that The Collegiate's profile currently has. This can be due to the fact that the profile presented is more eye-catching. It is important to have a profile that is eye-catching because that will increase the chances of a user interested to learn more through the page. Along with this, the platform is used to engage with their audience. Most of the content delivered through this page is a response to current events happening in Auburn, or responses to customers. By doing this, The Hotel at Auburn is interacting with customers, increasing their awareness and building relationships.
The Hotel at Auburn University on Instagram	They have 2,000 less followers than The Collegiate, but get around the same number of likes and comments. Auburn Hotel's instagram is more centered around events they are hosting or just hosted, while the Collegiate is pictures of people enjoying their amenities, campus, and their events. Similar story highlights on both accounts. CoHo's posts seem to be brighter and have more variety compared to Auburn Hotel. Both were easy to find on the app.

SITUATIONAL ANALYSIS



Problem Statement: The Collegiate Hotel mostly uses word-of-mouth advertising, and they are missing out on opportunities to get more people from outside of Auburn to visit and use their facilities.

Mission Statement: The mission of The Collegiate Hotel is to be “A place to gather and appreciate the beauty of Auburn and enjoy conversation and connection with others is the goal.”

Background/Secondary Research:

Through discussions with our client, The Collegiate Hotel, and research, we have identified a few strategies that the hotel has tried to implement and use to garner exposure for The CoHo. These strategies have been focused solely on creating interactions with potential customers through various forms of communication channels.

Unlike most hotels, The Collegiate Hotel does not use typical advertising methods to seem more authentic, but this has hurt them in the long run. Instead, the CoHo relies solely on word-of-mouth, which can only get them so far. They count on residents and current Auburn University students and families to spread the word of their hotel. Still, after those students graduate they will have to start over and build new relationships with students all over again. This is not an effective method and will not grow the hotel's presence nor the possibility of reaching more potential customers.

Another strategy the hotel uses to garner exposure is using multiple social media platforms, but they only prioritize Instagram for it is the site they engage with the most. The CoHo does a great job at posting regularly and consistently to give their followers a glimpse of what the hotel is all about. The posts are also very pertinent as they include images of past and upcoming events, the hotel's amenities, and hiring opportunities. Not only does the hotel regularly post updates for the public, but their engagement back is relatively steady. However, their follower count dramatically outweighs the number of people actively engaging with their posts. This approach seems to be working now, but in the long term the hotel needs to think about what they could add to their Instagram to encourage the public to interact with their posts more. This could include adding more short videos, raffle contests, and links in their image descriptions to get the public to look at the hotel and the surrounding area. While The CoHo has amassed a respectful following through Instagram, they should not solely rely on one social media platform. Suppose they only rely on one form of social media such as Instagram. In that case, they will lose the potential exposure from the use of other popular social media platforms such as Twitter, Tiktok, and Facebook. To gain more of a presence on social media, the hotel needs to revamp its Youtube and Pinterest pages or get rid of them altogether because they are not helping grow the awareness of the hotel to areas outside of Auburn.

The CoHo's website is a very effective and well-implemented strategy that they have maintained with all the information a guest would need to stay at the hotel. The website includes descriptions of the amenities it offers and tips about Auburn. This is highly beneficial to people who have never visited Auburn or are unfamiliar with the area. The hotel's website also includes helpful blog posts about housing and the differences between living on campus and off and advice for students planning a college visit. Finally, the website acts as a place to go and book your room and a place that can give additional



information about the beautiful place Auburn and Auburn University are. Their website so far is a very effective strategy to help people learn about the hotel and what they have to offer, and about life at Auburn for parents and students.

Each of these strategies has helped The CoHo grow to where they are today, and hopefully, with some more work, they can boost their presence even farther than they already have.

Background/Secondary Existing Research:

The Collegiate Hotel has a severe lack of exposure because of its lack of a variety of advertising methods. The hotel's advertising methods aren't enough as they solely focus on one social media platform and word-of-mouth advertising. The best way for the hotel to rectify this situation is to look at other hotels that have implemented campaigns that have increased their social media presence and exposure to potential customers. One of these is The Peaks and Telluride Spa located in Colorado. They participated in a Telluride Storytelling Contest in 2016 which encouraged followers to submit stories of their own experience at Telluride and get their friends to vote on who would win the contest.

Because the contest was from a voting system instead of a random draw like some other social media contests, it made it that much more desirable to sign up for as your friends could help you win. This contest garnered a lot of attention with many entries. The voting brought so much attention to the hotel itself and more people who visited their website and raised awareness for the Peaks brand. This type of contest not only gained a large following, but because of the unique concept of sending in one's own stories, this created a bond between Telluride and its potential customers (Rodley).

A website is just as important as social media for any business. With a well-created and effective website, organizations can increase the likelihood of potential customers. Also, adding a unique concept to attract attention to an organization can be an effective way for potential customers to learn about the organization and spread the word about it. The Hoxton Hotel Group around the world is a pet-friendly hotel chain that has been growing in popularity over the years. In order to promote this aspect, Hoxton created a web hub just for dogs. This hub includes the criteria for a pet to stay at the hotel, including max pet weight and additional fees for a pet's stay. This website also includes cute canine designs and has a page dedicated to dog language that can be translated into humans. This website catches the eyes of curious owners and appeals to pet owners everywhere. The use of a unique concept on Hoxton's website has appealed to many potential customers and adds a uniqueness not found on many hotel websites (Gilliland). This campaign shows that organizations can have a bit of fun with what they create for potential customers to look at their site and spread the word, and this concept does just that.

Formal Research: Stakeholders and Publics

Before conducting our research through constructing and distributing a survey form, our agency predicted The Collegiate Hotel's publics to consist of residents within the Auburn area, Auburn students, and their families. From conducting a survey, we can gather more research and determine the dominant public and the public that we need to reach more of. Since The Collegiate Hotel is not a part of a hotel franchise, a factor that comes with many benefits such as excellent brand recognition, being recognized online can be difficult. Although the decision to stand as an independent hotel rather than a part of a



franchise can be seen as a negative, the decision to remain independent was intended to keep the hotel “authentic.” With this being said, The Collegiate Hotel relies on ‘word of mouth and social media to increase awareness among its public.

Primary Research:

In an effort to gather further research on our client’s audience and their awareness level, we created and distributed a survey. The survey was open from March 14th and closed March 20th. The survey created consisted of fourteen questions, all used on behalf of our client, The Collegiate Hotel. Once entirely created, the survey was distributed by members of SAGAH Agency to residents of the Auburn community, Auburn University students, Auburn families, and potential customers and visitors of the hotel. Listed questions were used to gain data on demographics, awareness, satisfaction, and more. This research was conducted from March 14-20, 2022.

In order to better understand the demographic, with a focus on age and location, of the individuals participating in the survey process, the following questions were used:

- How old are you?
- What state are you from?
- Are you a college student?
- Are you the parent of a college student?

The goal of incorporating these questions into the survey was to determine where participants were from and see what age groups were most likely to visit The Collegiate Hotel. From the results of these questions, we can better evaluate our clients’ audience. Although we can see our client’s audience through the results of these questions, we can also see the audience that should be engaged with more.

Following the questions used to target the demographic, questions were used to determine the awareness level of The Collegiate Hotel among participants. These questions included:

- Do you know about The Collegiate Hotel in Auburn, AL?
- Where did you hear about The Collegiate Hotel?
- What services at The Collegiate Hotel are you most likely to use?
- How likely are you to visit The Collegiate Hotel?

By using these questions within the survey, we can better understand and evaluate how aware participants are of The Collegiate Hotel and where they heard of them.

From the results of where participants heard of our client, we can understand how our client reaches most of their customers. From these results, we can also see areas in The Collegiate Hotel could improve.

Lastly, we included questions to ask what participants looked for when selecting a hotel to stay at and their overall opinion of The Collegiate Hotel. These questions included:

What factor are you most likely to look for when deciding on a hotel to stay at?

Have you ever booked a room at The Collegiate Hotel? If so, why?

How likely are you to visit The Collegiate Hotel?

What services at The Collegiate Hotel are you most likely to use?

On a scale from 1-5, with one being very bad and five being very good, how would you rate your experience at The Collegiate Hotel?

Based on these listed questions, we can better understand what factors participants believe to be important when selecting a hotel to stay at. From these results, we are not



only able to better evaluate our client's offers but also use these results when comparing our client to potential customers.

Results of Survey:

The survey had a total of 78 responses for every question. We began our survey with demographic questions about our participants followed by more specific questions about our client. In the beginning and end of the survey we asked participants for their permission to use their answers in the survey and all 78 answers said yes to both. It is important to note that not all participants had answered all questions, and some only had 76 results.

Our first question asked on the survey was the participants' age. Most people who took our survey were in the 20-34 age range with 42 answers, and second was 45-54 with 16, then 19 or younger with 9, followed by 55-65 with 7, and finally 65+ with 1 answer. The 20-34 age range had the majority of our survey takers at about 54%. The other ranges were not as large as this majority. It is important that we have results from different age groups, and we were able to tell that this age group distinction did not influence much of our survey results. The easiest group to reach as college students was the 20-34 age so it was important to get other age ranges for our data.

The next question was asking participants what state they are from. Most of the survey results were from the southeast. Out of the 78 people that took this survey, 31 answered Georgia, 28 answered Alabama, 4 answered South Carolina, 4 answered Texas, 3 answered North Carolina, 2 answered Virginia, 1 answered Vermont, 1 answered New Hampshire, 1 answered Ohio, 1 answered New Jersey, 1 answered Pennsylvania, and 1 answered Tennessee. It is expected to have most answers from Alabama and its surrounding states due to the location of Auburn.

Next, we asked if the participant was a college student. Out of the 78 people that took this survey, 55.13% (43) answered yes and 44.87% (35) answered no. We then asked if the participant is a parent of a college student. Most were not with 66.67% (52) and 33.33% (26) saying yes.

Next, we asked more questions to get information about our client and relating to the Collegiate Hotel. Out of the 78 people that took this survey, 89.74% (70) answered Yes and 10.26% (8) said No. We also asked if they have ever visited The Collegiate Hotel. Out of the 78 people that took this survey, 60.26% (47) answered yes and 38.74% (31) answered no. The next question was asking how they hear about The Collegiate Hotel. 11.54% (9) answered social media, 5.13% (4) answered the internet, 66.67% (52) answered Word-Of-Mouth, 10.26% (8) answered I have never heard of The Collegiate Hotel and 6.41% (5) answered Other. Most people heard about our client through word-of-mouth by a large majority, followed by social media, never heard of The Collegiate Hotel, other, and the internet with the least results.

The following question was asking what services at The Collegiate Hotel they are most likely to use. Majority answered the rooftop patio and bar with 58.97% (46), and in descending order next were hotel stay with 29.49% (23), none at 6.41% (5), event space with 3.85% (3), and lastly other with one response who said dining maybe.

After that the question was asking how likely the participants are to visit the collegiate hotel. Out of the 78 people that took this survey, 5.13% (4) answered extremely unlikely,



8.97% (7) answered Somewhat unlikely, 8.97% (7) answered Neither likely nor Unlikely, 48.72% (38) answered Somewhat Likely, and 28.21% (22) answered Extremely Likely. Most participants were somewhat likely to visit The Collegiate hotel.

The next question was asking what factor participants are most likely to look for when deciding what hotel to stay at. Out of the 78 people that took this survey, 37.18% (29) answered Location, 6.41% (5) answered Room Options, 24.36% (19) answered Amenities, 21.79% (17) answered Environment, 5.13% (4) answered Hotel Offers, and 5.13% (4) answered Other with 2 people answering Cost and 2 Answering Price. It is important to note that most people would pick their hotel based on location, followed by amenities and environment.

The following question asked was asking if the participant has ever booked a room at The Collegiate Hotel and if so why. Out of the 78 people that took this survey, 10.26%(8) answered Campus Visit, 12.82% (10) answered Visiting someone who attends the university, 6.41% (5) answered Sporting Event, 69.23% (54) answered I have never stayed at The Collegiate Hotel, 1.28% (1) answered Other with the fill in of Parents Weekend. Majority of participants have not stayed at The Collegiate Hotel.

Next, we asked with a Likert Scale from 1-5 how they would rate their experience at The Collegiate Hotel. Of the 76 people that took this survey, 39.47% (30) answered Never Been, 0 answered Very Bad, 0 answered Bad, 1.32% (1) answered Okay, 22.37% (17) answered Good, and 36.84% (28) answered Very Good. Most answered that they have never been, followed by very good, and no responses for bad or very bad.

Lastly, we asked a series of questions based on their social media usage. We asked about 5 different popular social media apps. Instagram had 5.26% (4) who answered Never, 11.84% (9) answered Sometimes, 11.84% (n=9) answered Somewhat Often, 30.26% (23) answered Often, and 40.79% (31) answered Very Often. Instagram had the most people answer very often to this series. Next was about usage of Facebook. 19.74% (15) answered Never, 23.68% (18) answered Sometimes, 17.11% (13) answered Somewhat Often, 18.42% (14) answered Often, and 21.05% (16) answered Very Often. Next was Twitter; 31.58% (n=24) answered Never, 27.63% (21) answered Sometimes, 19.74% (15) answered Somewhat Often, 7.89% (6) answered Often, and 13.16% (n=10) answered Very Often. After that was TikTok and 25.00% (n=19) answered Never, 18.42% (n=14) answered Sometimes, 11.84% (9) answered Somewhat Often, 14.47 (n=11) answered Often, and 30.26% (23) answered Very Often. Lastly, we asked about Snapchat. 39.47% (30) answered Never, 7.89% (6) answered Sometimes, 7.89% (6) answered Somewhat Often, 14.47% (11) answered Often, and 30.26% (23) answered Very Often.

Cause of Problem:

Word-Of-Mouth can only take a business so far, especially a hotel. Hotels usually thrive off integrated communication such as billboards or commercials on television/radio. While The CoHo wants to remain an authentic and down-to-earth local hotel, its lack of integrated communication has hurt its business growth. Another reason for this problem, as stated earlier, is that most students are only here for 4-6 years, and then when those students graduate the hotel must start over with a loyal customer base. They want to reach more parents of students and middle-aged clientele who are not the primary users of their social media advertising of choice.

The Collegiate Hotel has relied heavily on word of mouth advertising in gaining



clients and customers, which can also lead to a stunt in business growth. The world of advertising and marketing is constantly growing and changing and expanding, so businesses must be open to doing the same. The CoHo can still hold on to their authentic and humble approach to hospitality and business while exploring more effective means of getting their name into the public's ears and hearts. They can simultaneously gain a more significant customer base that they won't have to start over with every 4-6 years.

GOALS & OBJECTIVES



Overall Goal:

Increase awareness of the hotels' facilities and availability from individuals outside the Auburn community

Goals #1:

Increase the number of stays and visitors

Objectives #1:

Increase the number of reservations made by 10% by June 2022.

Increase the number of stays by 10% with young visitors through special offers and discounts by August 2022.

Goal #2:

Build better relationships with visitors to create long term customer loyalty

Objectives #2

Increase the number of catering events by 15% by October 2022.

Increase engagement on social media platforms by 5 posts per month by August 2022.



EXECUTION

Goal:

Increase the number of stays and visitors

Objective:

Increase the number of reservations made by 10% by June 2022.

Strategies:

We will hire Auburn University students to represent The Collegiate Hotel as a “brand ambassador” and post on their own social media platforms in order to promote hotel offers, specials, events, etc.

Increase social media following and engagement by holding a giveaway contest on Instagram.

Tactics:

Have the students interested in the job create a mock post promoting the hotel and submit it along with their application and resume. The hotel will then sift through the posts and pick candidates who best match the hotels intended brand and image likeness. (See Appendix B).

Create a post for Instagram in order to promote a giveaway. In order to enter the contest to win, individuals must share the post on their Instagram story, follow The Collegiate Hotel’s account, and tag three people in the comment section within 48 hours of the initial giveaway post. Winner of the giveaway will be notified within 72 hours and rewarded with a \$100 tab at the hotel’s rooftop bar. (See Appendix B)

Goal:

Build better relationships with visitors to create long term customer loyalty

Objective:

Increase engagement on social media platforms by 20% by August 2022.

Strategies:

Increase activity on social media platforms, with a focus on both Facebook and Instagram, for football season.

Promote staying at The Collegiate Hotel to the parents of students attending Camp War Eagle.

Tactics:

Create Instagram posts to be displayed on feed to advertise the hotel and encourage individuals to stay during football season. (See Appendix B)

We will have The Collegiate Hotel featured in the Camp War Eagle confirmation email to parents, listed under “suggested places to stay” for people traveling from out of town. (See Appendix D)

Create an ad promoting staying at The Collegiate Hotel during Camp War Eagle in The Plainsman (See Appendix C).

MEASURABLE RESULTS



Social Media

Instagram:

Instagram is the leading social media platform that The Collegiate Hotel uses to interact with the public. To measure the results on Instagram, we plan to look closely at the likes and comments that each post receives. This way, we can see what types of posts encourage followers' interactions and which do not. We will also look at follower count. This can help us determine if our content encourages people who visit The CoHo Instagram to follow and keep up to date on what the CoHo is doing. We will also begin incorporating "brand ambassador" takeovers to see if their insights into the hotel and their daily lives in the auburn area attract viewers.

Facebook:

Facebook is a great social media platform to reach those not on Instagram, primarily parents, one of our target audiences. We can use Facebook to promote staying at the CoHo for Camp War Eagle before, during, and after it has happened. We can measure results through likes, follows, shares, and comments on our posts. We can use geofencing advertising to send out ads to those who attended Camp War Eagle and give them CoHo ads after their visit. Finally, can also create a hashtag such as #CampWarEagleCoHo to track people who post about staying there or people interested in the option.

Website:

We can also track the engagement on the company's website through clicks and page visits. We can see how long people stay on the website and which pages they are visiting and interacting with. With this information, we can learn if our website is impacting the public. We can also know what pages the public is not visiting, and we can rework those pages accordingly to make the website more attractive to viewers.

Follow up survey:

Before creating this campaign, we sent out a survey to evaluate the public's knowledge about the CoHo, what it was, what it offered, and where those people were located. After this campaign has concluded, CoHo needs to send out another survey to see if that will reflect the public's knowledge of The CoHo. By doing this, we hope to increase the awareness and exposure of the CoHo and be able to compare it to our previous survey to see the results.

Conclusion

Overall we will focus our efforts on making our social media and website more desirable to viewers. Our main goal is for more people to know about The Collegiate Hotel and what they have to offer. Our website can also help us reach viewers, and those could potentially be different viewers than social media ones. The survey will allow us to determine if our efforts have worked and, if parts have not, what we need to focus on enhancing in another campaign.



RECOMMENDATIONS

After working with The Collegiate Hotel throughout the semester, The SAGAH Agency has some recommendations that the hotel could use to increase exposure, visitors, and sales. The SAGAH agency firmly believes that social media is one of the best tools for The CoHo to improve the hotel's exposure. Posting each day or every other day will help bring in more exposure, visitors, and sales. Social media is also an effective way to interact with the public, so using it more frequently and on multiple platforms would help get the word out about the hotel. Utilizing Instagram stories by doing brand ambassadors takeovers would be a good way for hotel employees to interact with the public, show them what the hotel is like, and even answer their questions. These stories could also promote the amenities and perks that the hotel offers.

The CoHo also needs to focus its efforts on Instagram and other social media platforms like Facebook. Regularly posting at least twice a week would be a significant improvement over the limited activity they have on the platform right now. In addition, the CoHo could use Facebook ads to increase the exposure of websites and hotels. For example, an ad could include golf cart tours that the hotel offers during fall break and staying at the hotel to visit campus.

Twitter can also be an excellent platform to use for quick updates. For example, the hotel could send out short little tweets every time they have a special at their rooftop bar.

Regarding reaching beyond social media, the hotel could have fliers promoting staying at their hotel or visiting their rooftop bar and putting them around town, sending them in the mail, and having them posted on Auburn's campus. We believe if students can see not only a digital but physical ad for the hotel, they are more likely to do research and visit the hotel as well.

CONCLUSION

This semester, SAGAH Agency has loved working with The Collegiate Hotel. With them we have been able to learn how to plan, prepare and execute a public relations campaign. In order to increase awareness of the business to those outside of the local community, we recommend that The Collegiate Hotel implement our campaign. By adopting the strategies and tactics we believe that our client will be very successful moving forward.

REFERENCE PAGE



Gilliland, Nikki. "Seven Examples of Hotel Content Marketing Campaigns."
Econsultancy, 10 Mar. 2022,

<https://econsultancy.com/seven-examples-of-hotel-content-marketing-examples-campaigns/>

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APPENDICES



Appendix A) Personas.....	28
Appendix B) Social Media: Instagram and Facebook Posts.....	29
Appendix C) Ad in The Plainsman.....	31
Appendix D) Camp War Eagle Email.....	32
Appendix E) Facebook Ad.....	33
Appendix F) Flier.....	32
Appendix G) Newsletter.....	33
Appendix H) Survey Graphics.....	34
Appendix I) Instagram Story.....	44
Appendix J) Tweet.....	45
Appendix K) Event Checklist.....	46
Appendix L) Timetable.....	48
Appendix M) Budget.....	51
Appendix N) Website Link.....	52

APPENDIX A1 PERSONAS

Lisa



Bio:

- 45 years old.
- Auburn Alumni
- Married mother of 2 sons
- Creates and sells jewelry on Etsy.
- Lives in Chicago, Illinois.

Motivations:

- Empty nester who wants to see her sons do well in college.

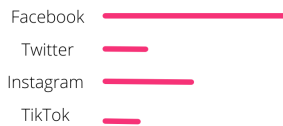
Problems:

- Does not have a lot of available time to visit her sons due to busy schedule.

Goals:

- Enjoys spending time in Auburn
- Wishes for her sons to move closer to home following their graduation.

Social Media Usage



Ernest



Bio:

- 65 years old professor who was offered a job at Auburn University
- PhD in Philosophy
- Avid Auburn sports fan
- Post daily fun facts on twitter.
- Owns a small dog, Yorkie named Aubie

Motivations:

- Considering to move and looking for an area to live in Auburn.
- Wants to tour campus and enjoy different restaurants downtown

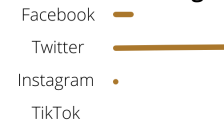
Problems:

- Old age
- Can not walk too far or stand for extended time.
- His daughter set up his Facebook, but he doesn't know how to use it.

Goals:

- Learn how to use social media.
- Eventually wants to retire in Auburn.

Social Media Usage



Liv



Bio:

- 19 years old
- Freshman at Auburn University
- Was born into the Auburn family
- From Birmingham, AL

Motivations:

- Study Hard
- Have a memorable first year of college.
- Visit her family

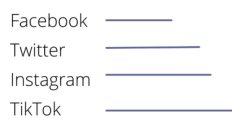
Problems

- Gets homesick often.
- Does not have many friends or relatives in Auburn

Goals

- Make new friends
- Study hard
- Have her friends and family come visit her

Social Media Usage



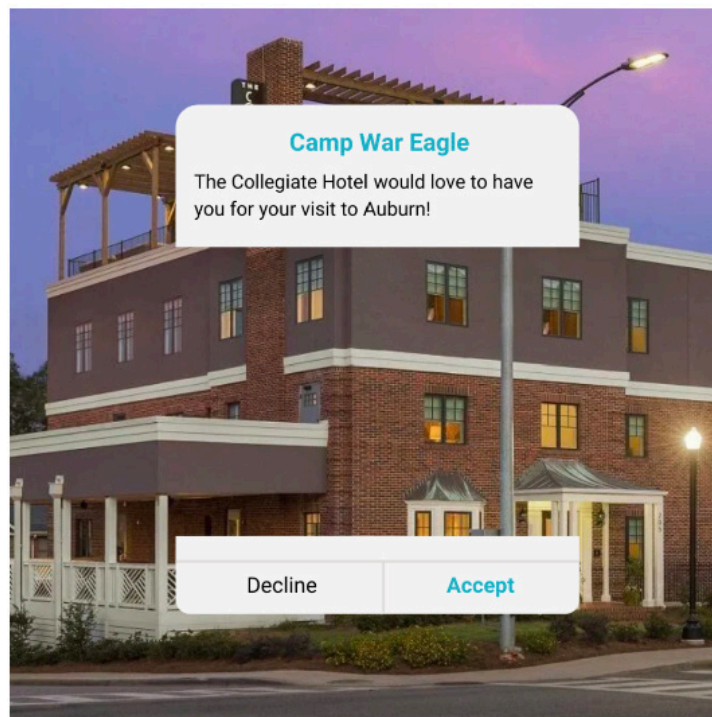
APPENDIX B1 SOCIAL MEDIA POSTS



THE COLLEGIATE HOTEL WOULD LOVE TO HAVE YOU FOR YOUR VISIT TO AUBURN!

This is a post for instagram for @staycohoauburn to be posted in July to attract visitors for the football season.

Caption: Need a place to stay for the 2022 football season? Stay with us at The Collegiate Hotel! #staycoho #wareagle #AuburnTigers



Facebook post for The Collegiate Hotel to post in April for Camp War Eagle
Caption: Come join us at The Collegiate Hotel prospective students and parents for Camp War Eagle! #staycoho #CampWarEagle #AuburnTigers



Visiting Auburn?

Stay at The
Collegiate Hotel!
Located in downtown
Auburn and right across
the street from campus.





APPENDIX D1 CAMP WAR EAGLE EMAIL

Dear future students and parents,

Congratulations on your acceptance to Auburn University! We are more than happy to welcome you to join the Tiger family.

Camp War Eagle will be a great experience for you to get familiar with your future college life!

- During CAMP WAR EAGLE, you can:
- Meet your CWE Camp Counselor and other incoming freshman students while you learn more about Auburn.
- Discover campus resources and departments to help you succeed at Auburn.
- Connect with your academic advisor and prepare to register for classes.

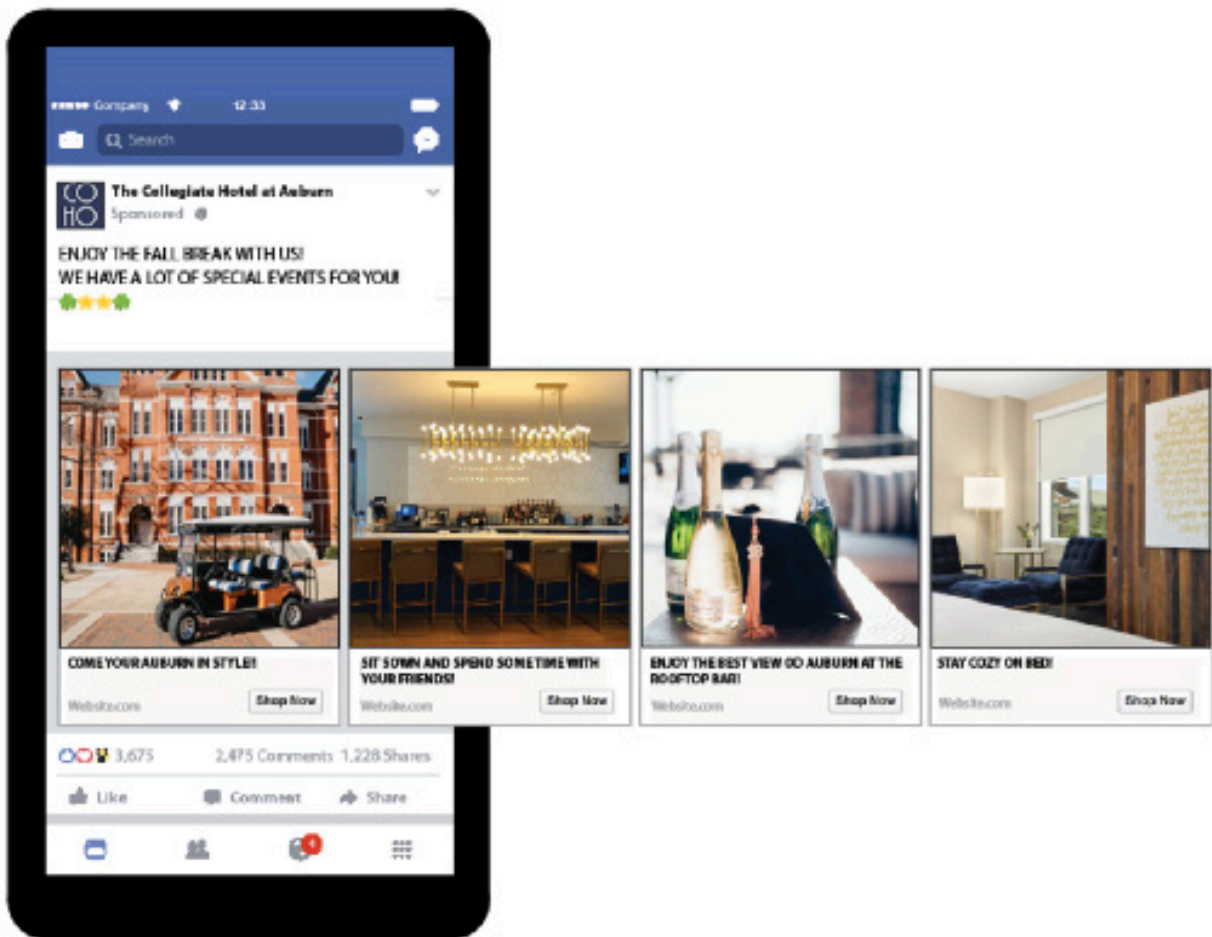
You might already plan to move into your dorm, but if you haven't, here are some options for you to stay before the semester start:

The Collegiate Hotel at Auburn
Address: 205 S Gay St, Auburn, AL 36830
Phone: (334) 821-2646

A LUXURY 40-ROOM BOUTIQUE HOTEL IN THE HEART OF AUBURN, AL.

The Collegiate Hotel is where Southern comfort meets Southern style to celebrate history, hospitality, and cherished traditions. The Collegiate Hotel, easily one of the best places to stay in Auburn, is nestled across from Auburn University's campus in Wittel Hall.

APPENDIX E1 FACEBOOK ADS



APPENDIX F1 FLIER

THE COLLEGIATE HOTEL AT AUBURN

THE COLLEGIATE HOTEL

A LUXURY 40-ROOM BOUTIQUE HOTEL IN THE HEART OF AUBURN, AL

205 South Gay Street | (334) 821-2646 | manager@staycoho.com

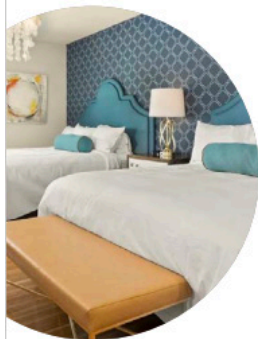
FOR MORE INFO PLEASE VISIT: www.staycoho.com

APPENDIX of NEWSLETTER



WELCOME TO AUBURN

The Collegiate Hotel is where Southern comfort meets Southern style to celebrate history, hospitality, and cherished traditions. The Collegiate Hotel, easily one of the best places to stay in Auburn, is nestled across from Auburn University's campus in Wittel Hall, a former women's dormitory undergoing a multi-million-dollar renovation. This historic property was built in 1940 with additions made after World War II to house Auburn's burgeoning enrollment of female students. The Collegiate is now one of the many hotels near Auburn University where parents, future students, and travelers stay to visit the University.



ROOM #1 THE SAMFORD BALCONY SUITES

If you want high style and exclusive views from your own balcony, look no further than our Samford suites. Inspired by delicate shades of pink and blue, each suite provides 380 square feet of southern comfort and style. With two king beds, an in-room sitting area, a complimentary bottle of wine, little luxuries abound.

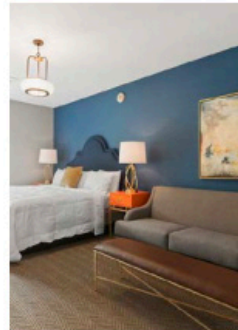
[MORE INFO >](#)

ROOM #2

THE SPIRIT SUITE

On our top floor, you will find a room with soaring views of Samford Hall. This stylish space is the Spirit Suite, featuring two king beds and Auburn inspired artwork and luxury amenities. What makes this room truly unique is the ability to transform this 300 square foot space into a 500 square foot, two-bedroom, two bath, three king, private suite.

[MORE INFO >](#)



ROOM #3

LUXE KING JUNIOR SUITE

With a little extra space to relax or entertain, our Luxe King Junior Suite features a king bed and separate sitting area with a queen sleeper sofa. With no metal bars or springs, this patented sleeper features a true queen sized plush mattress, creating a superior sleeping experience.

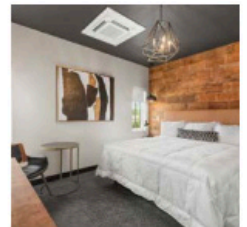
[MORE INFO >](#)

ROOM #4

LUXE COHO KING ROOM

Our CoHo King rooms exude character and charm. Exposed beams and reclaimed wood from the dorm's transformation anchor the walls and ceiling in these cozy 180-235 square foot rooms. With a king bed and our luxurious amenities, stay in a room with style and historic character.

[MORE INFO >](#)





UPCOMING EVENT

CAMP WAR EAGLE

Peribus dero blaboris exera volupta tempori ssimillore et fugit officat iun-
tur aritatus im a dis atur, ipsam enditatio doluptae eniatios ut paritaque adi-
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[MORE INFO >](#)

UPCOMING EVENT

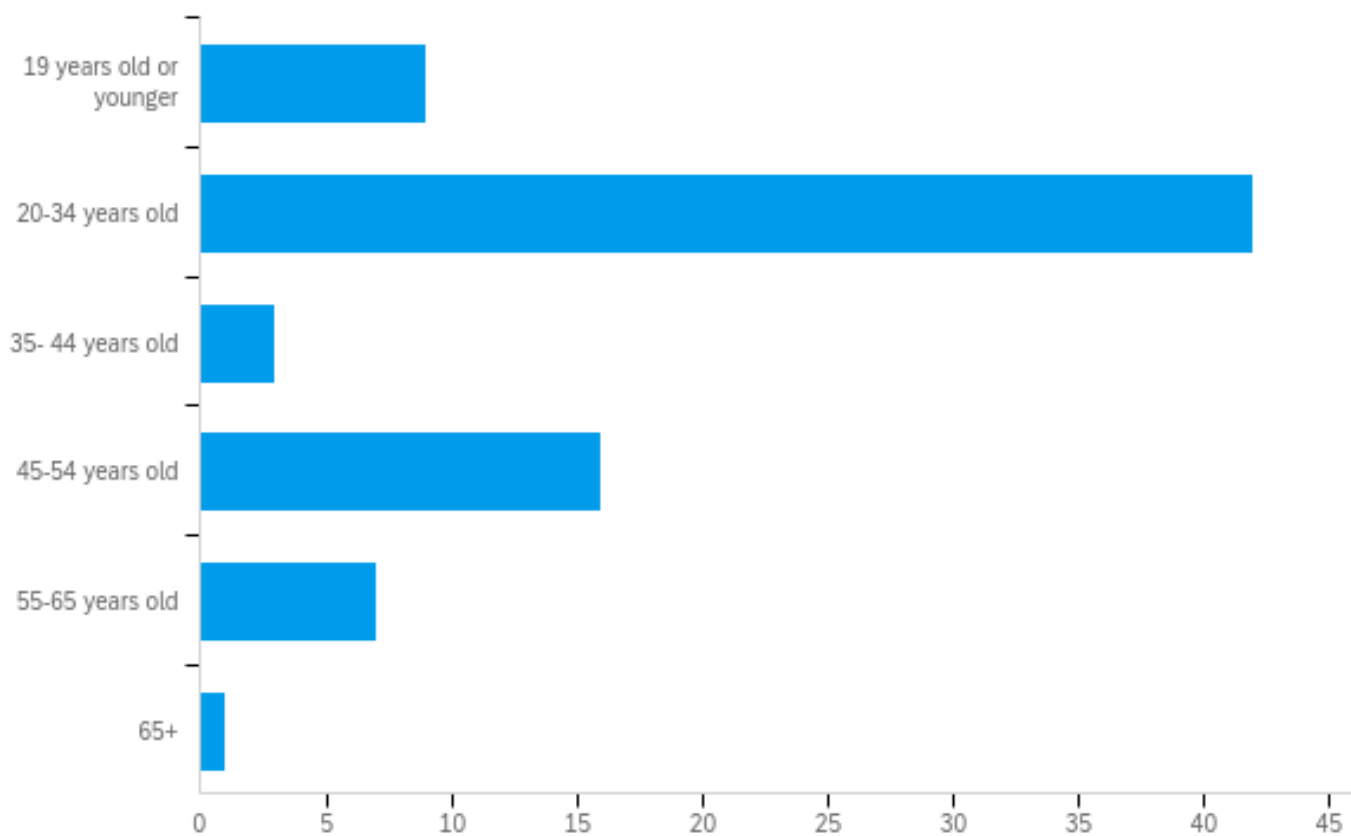
GRADUATION PARTY

Peribus dero blaboris exera volupta tempori ssimillore et fugit officat iun-
tur aritatus im a dis atur, ipsam enditatio doluptae eniatios ut paritaque adi-
tius dus, odit Xerrovid quiatur. Quiamenda soluptae labor molecab.

[MORE INFO >](#)

APPENDIX HI SURVEY GRAPHICS

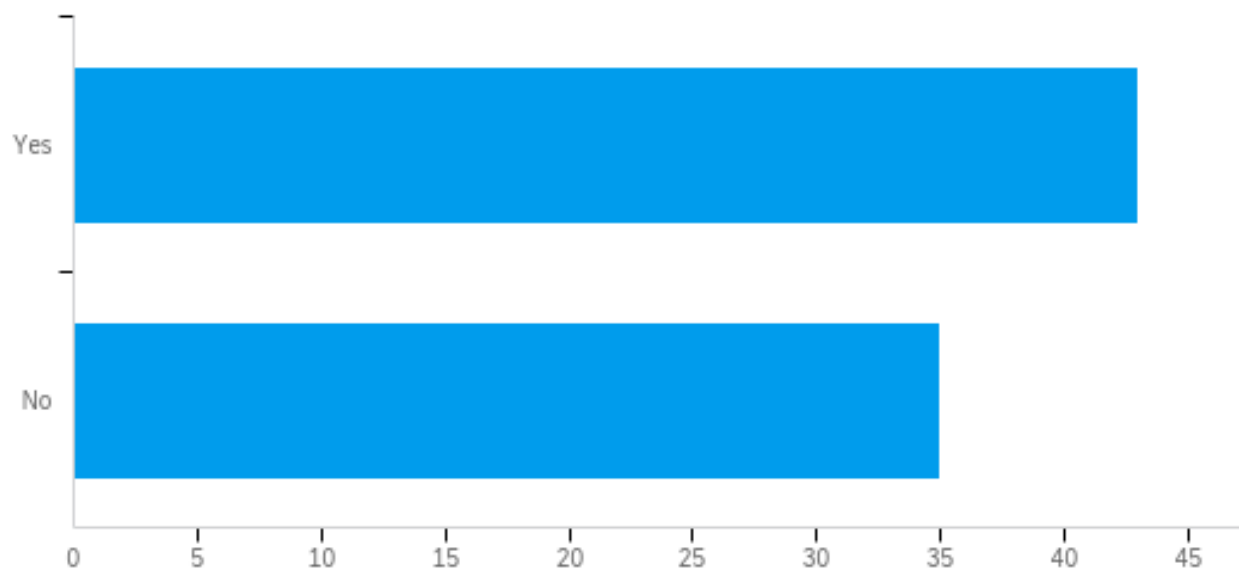
Q: How old are you?



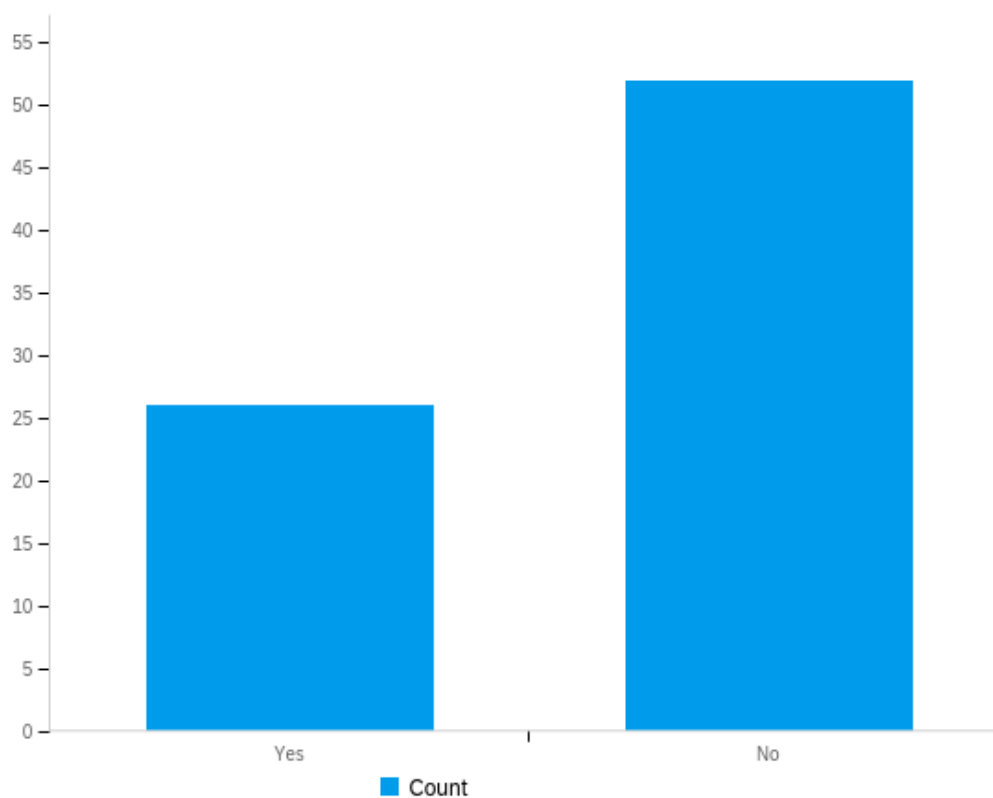
Q: What state are you from?

- Alabama (28)
- Georgia (30)
- South Carolina (4)
- Texas (4)
- North Carolina (3)
- Virginia (2)
- Vermont (1)
- Tennessee (1)
- New Hampshire (1)
- Pennsylvania (1)
- Ohio (1)
- New Jersey (1)

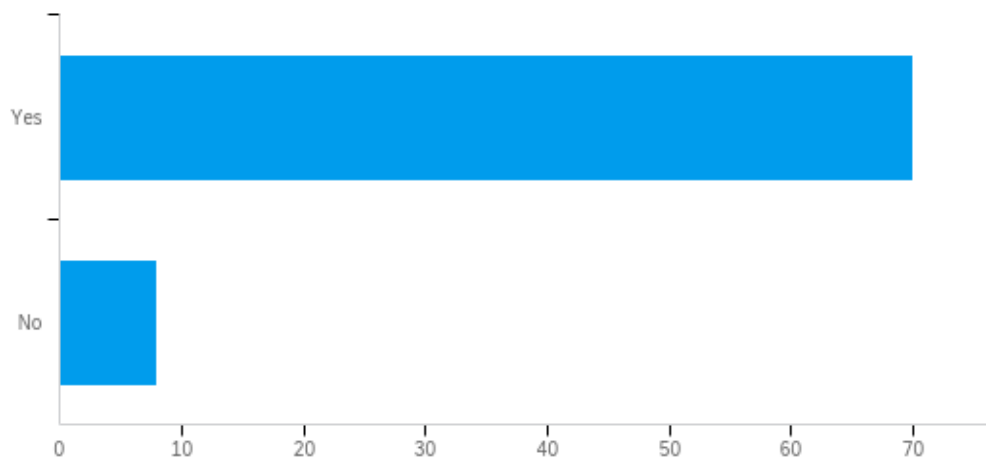
Q: Are you a college student?



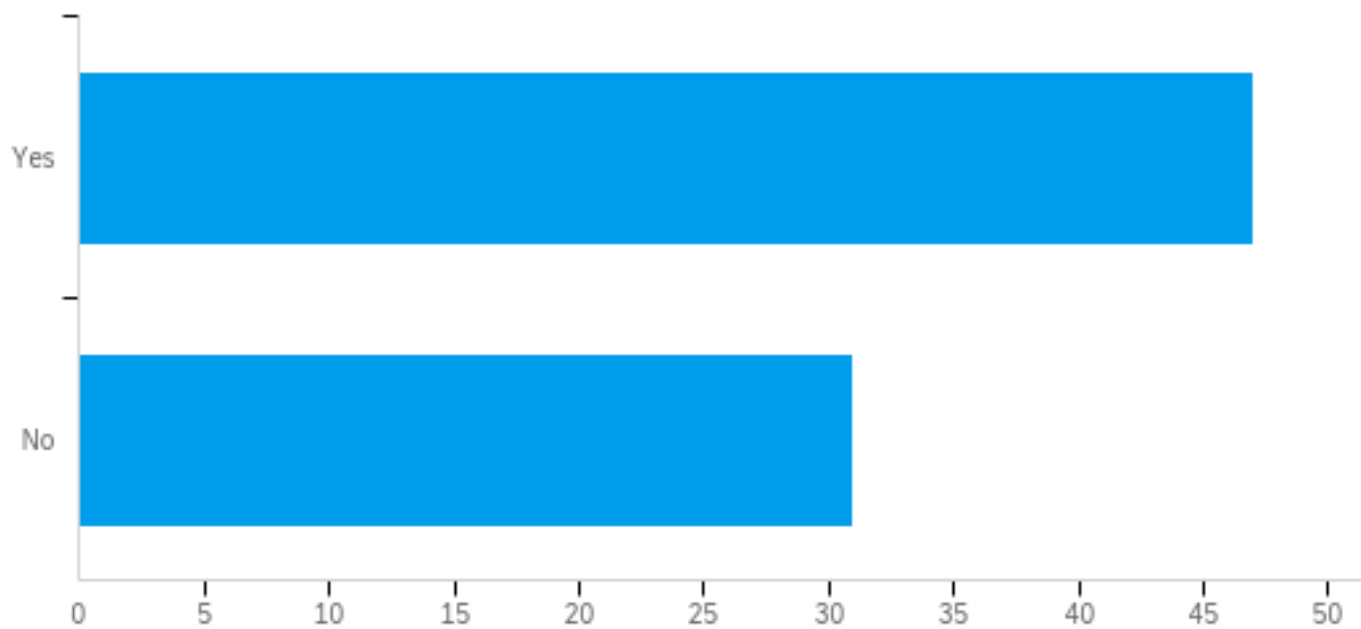
Q: Are you the parent of a college student?



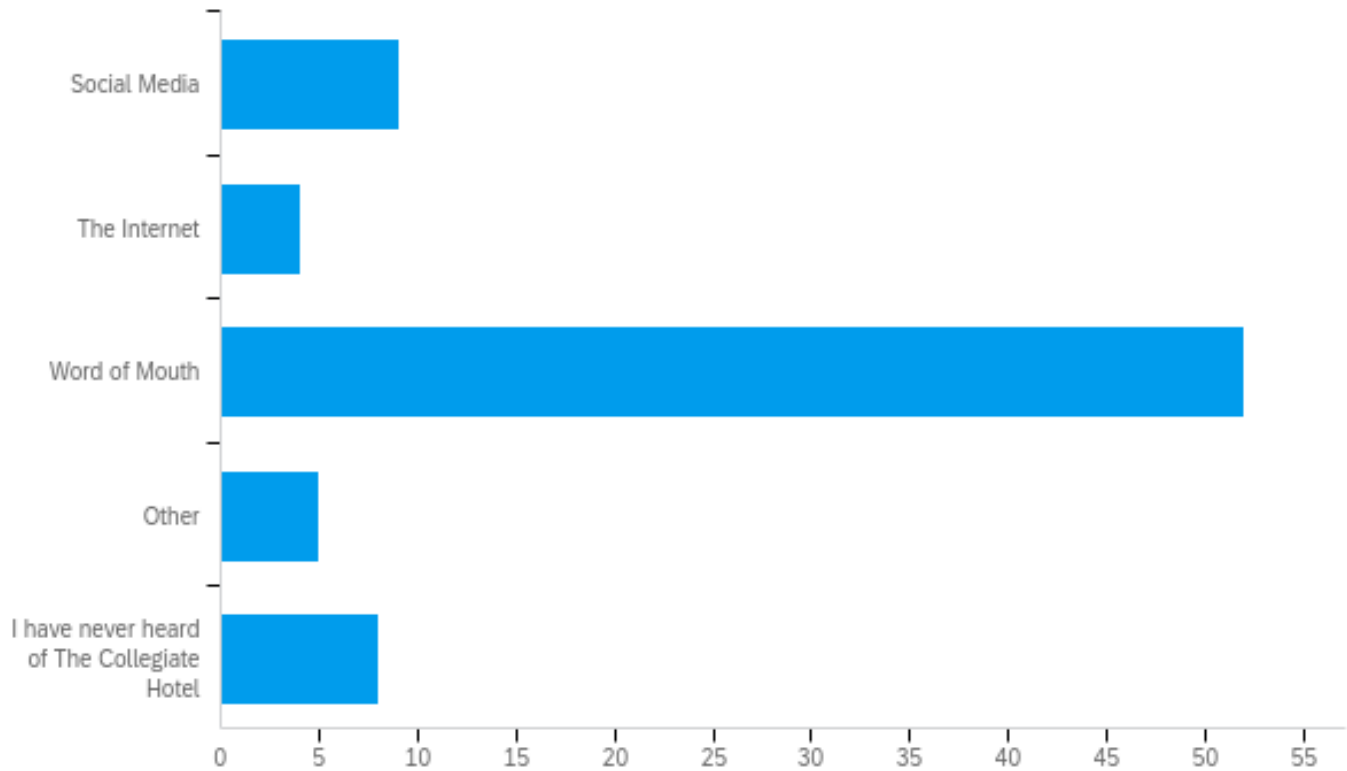
Q: Do you know about The Collegiate Hotel in Auburn, AL?



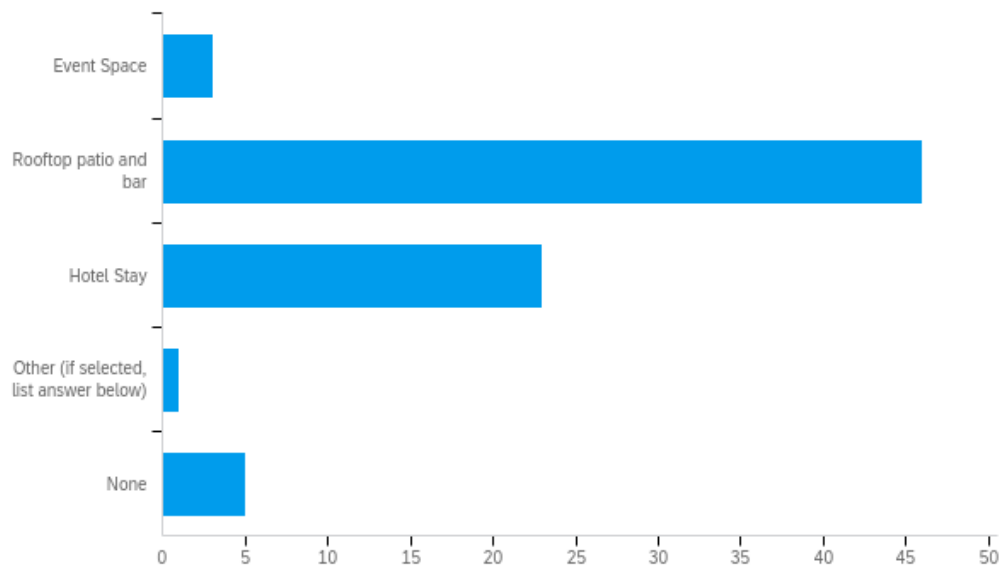
Q: Have you ever visited The Collegiate Hotel?



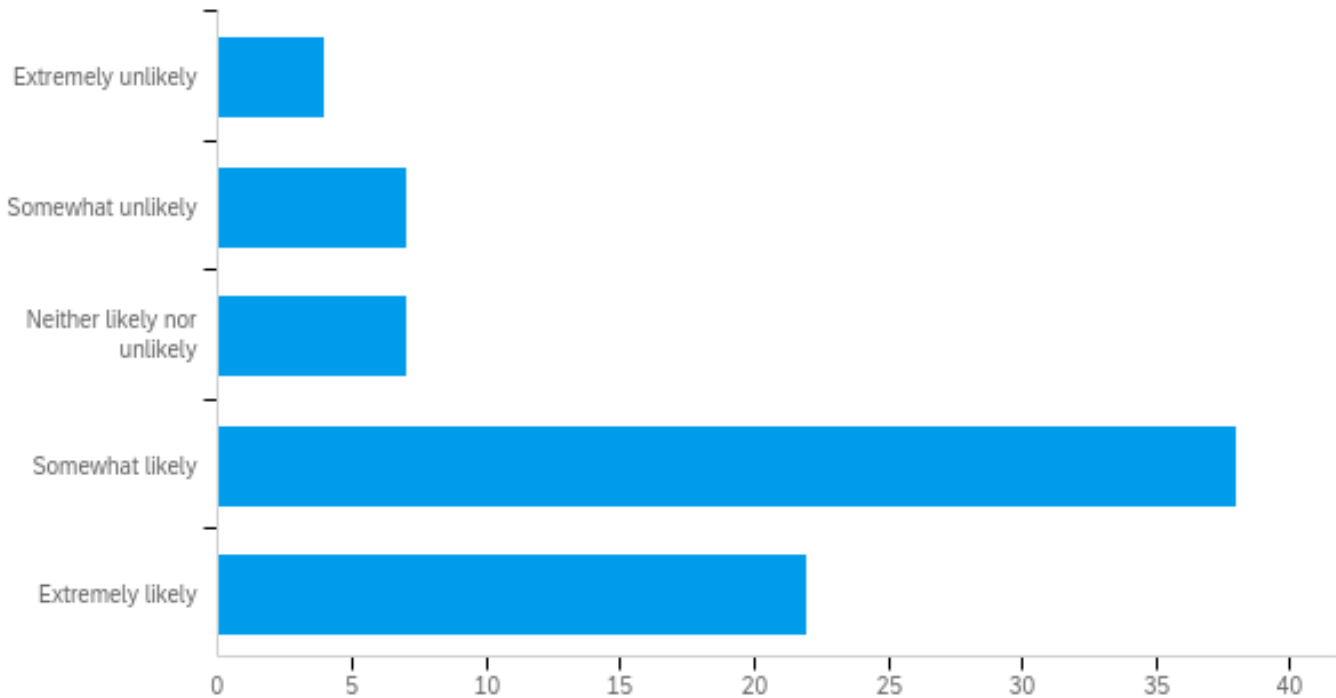
Q: Where did you hear about The Collegiate Hotel?



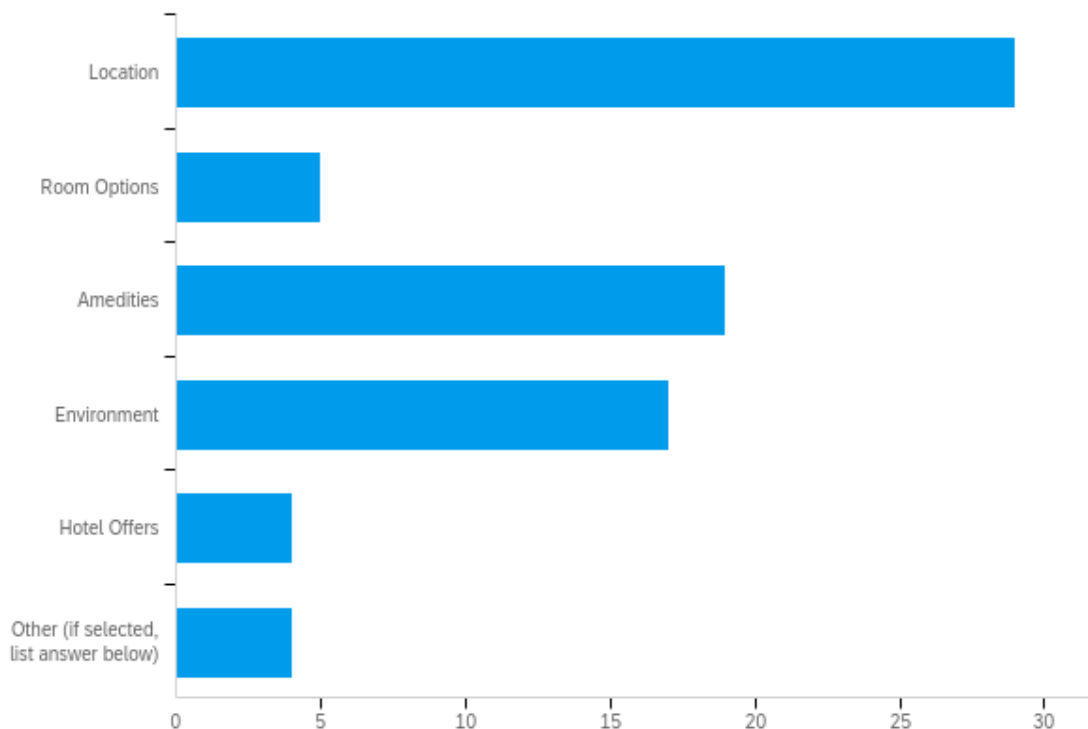
Q: What services at The Collegiate Hotel are you most likely to use?



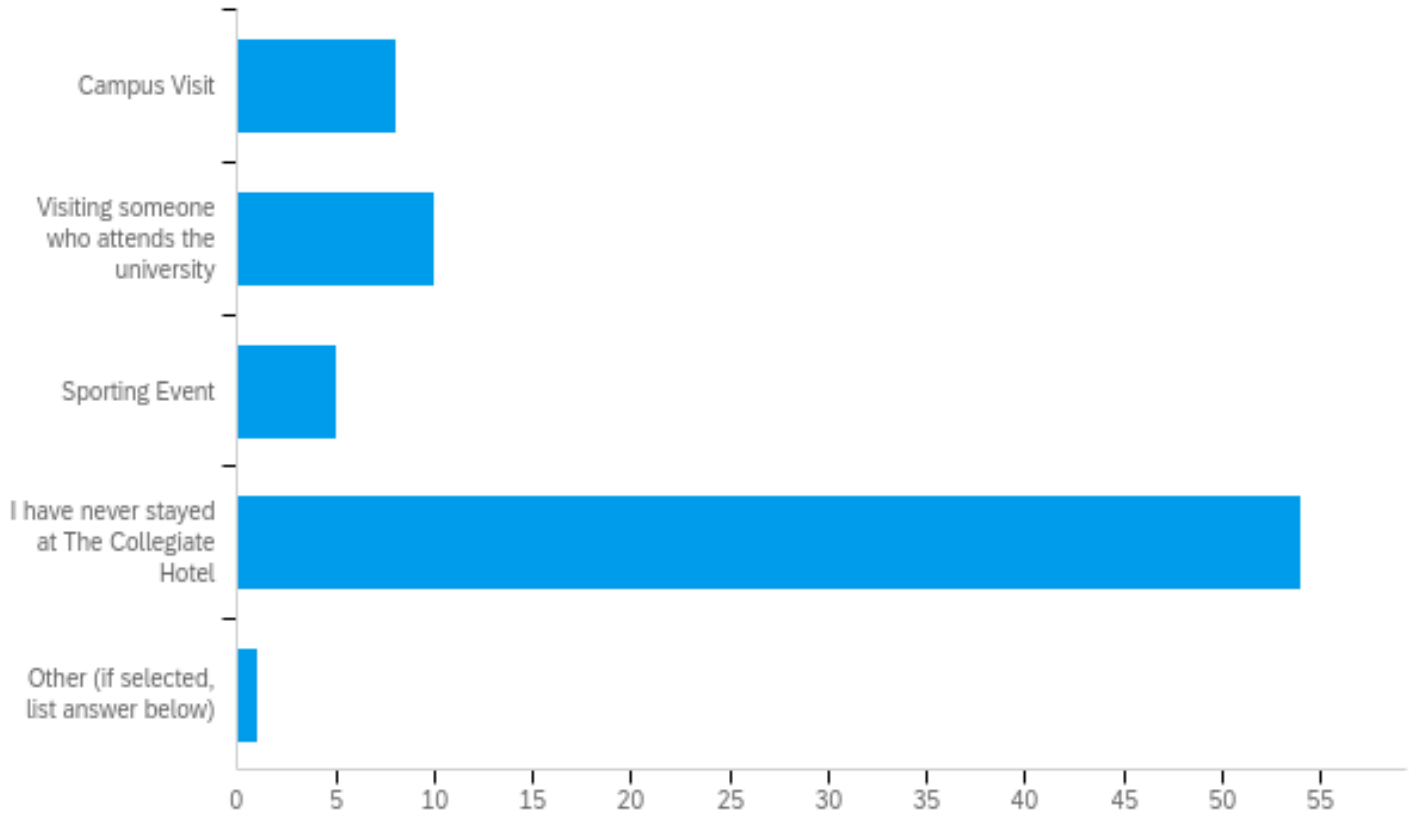
Q: How likely are you to visit The Collegiate Hotel?



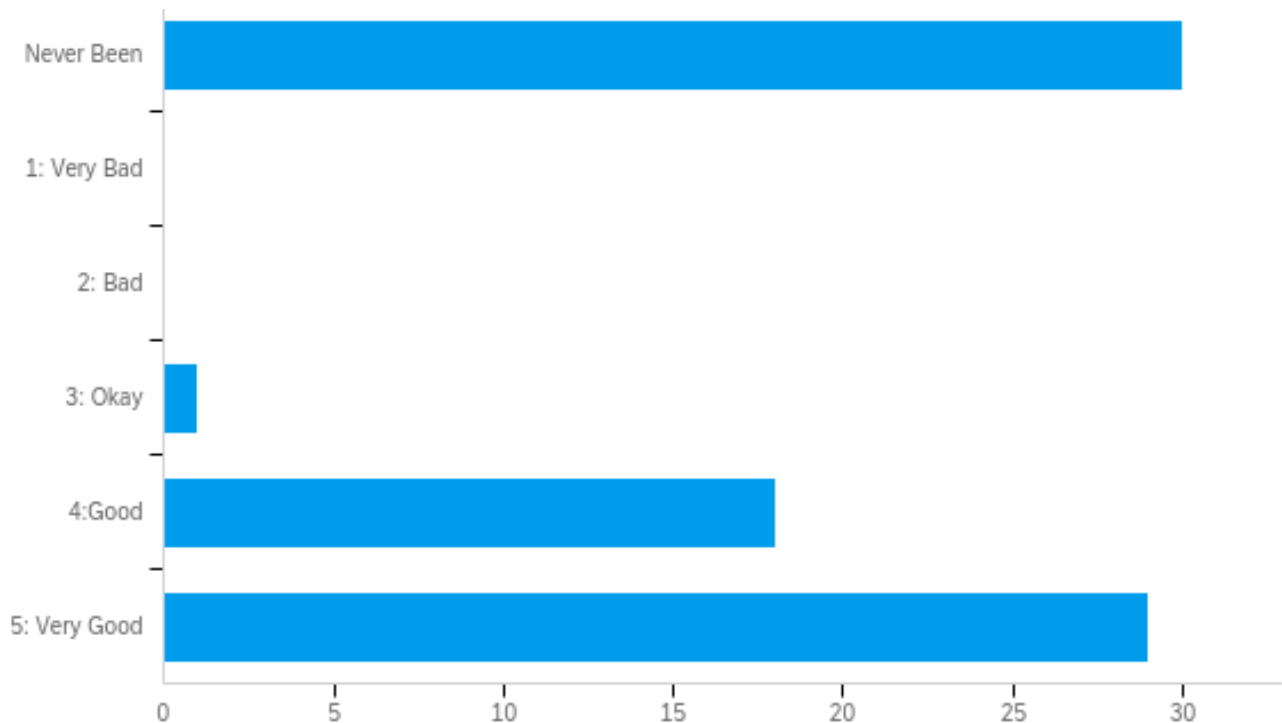
Q: What factor are you most likely to look for when deciding on a hotel to stay at?



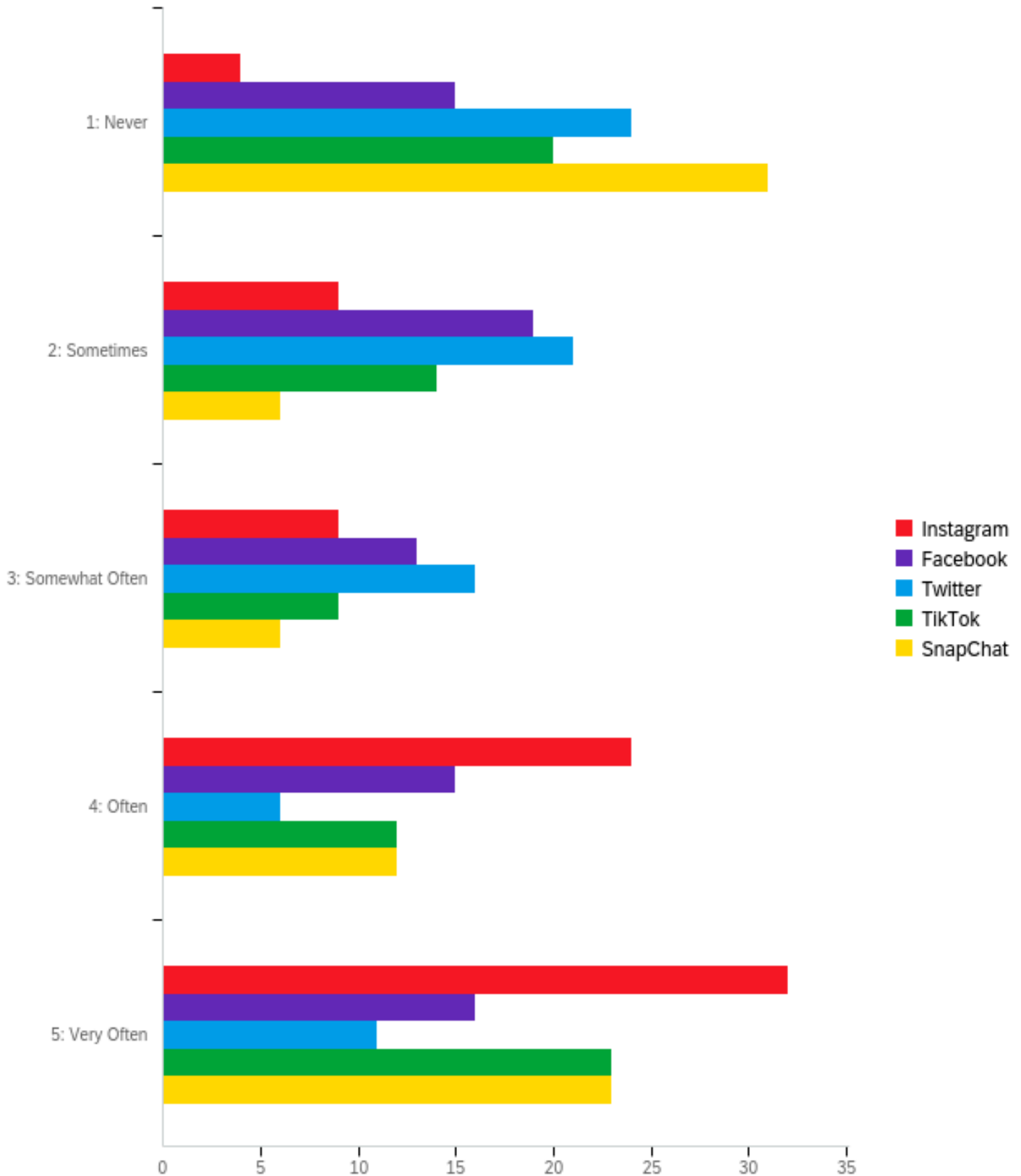
Q: Have you ever booked a room at The Collegiate Hotel? If so, why?



Q: On a scale 1-5, one being very bad and five being very good, how would you rate your experience at The Collegiate Hotel?



Q: On a scale from 1-5, one being never and five being very often, how active are you on the social media platform listed?



APPENDIX II INSTAGRAM STORY



emma

BRAND AMBASSADOR

JOIN ONE OF OUR BRAND
AMBASSADORS AT 10 AM
CDT FOR ALL THINGS ABOUT
THE COHO

@Emma.coho



@staycohoauburn

APPENDIX JI TWEET



Tweet us!

10% off all drinks at
the rooftop bar at The
CoHo this weekend !

@staycohoAuburn



APPENDIX KI EVENT CHECKLIST

Purpose:

Show Auburn graduates staying at the Collegiate Hotel its amenities for future visits to Auburn as alumni and celebrate graduation.

Guests:

All Auburn Spring 2022 graduates that have family staying at The Collegiate hotel the weekend of graduation (May 6-8). Maximum 180 ppl

Number:

Each hotel guest (parents) can bring up to 4 other guests, such as friends and other family staying elsewhere this weekend.

Style:

Come as you are (on graduation day, expected participants in graduation attire), Auburn graduation themed

Venue:

Collegiate Hotel of Auburn's rooftop bar

Food/Refreshments:

Appetizers, insomnia cookies, and drinks from the bar

Drinks:

At bar, including COHO's cocktails and other usual drinks served at the hotel

Music:

No live music, completely pre-recorded music only

Furniture:

Furniture at the rooftop will remain, including high top chairs and tables and some outdoor couches.

Décor:

Auburn themed, blue and orange balloons, photo wall, navy tablecloths outside, orange plates, string lights, and cut out of Aubie for picture opportunities

Staffing:

Usual COHO staff, 2 shifts throughout the day
2-3 bartenders, 7-8 servers

Security:

2 Securities at the front door



Licenses & Permissions:

Alcohol permit and license (already obtained by COHO)

Other [e.g. transport, parking, cleaning etc]:

Auburn University Transportation Service:

Fine Arts Line Stop: Cambridge Residence Hall

Magnolia Line Stop: Burton House, Terra Nova Apts., Cavell Court Apartments

Face mask required. Policy may vary according to Auburn University. See website below:
<https://auburn.edu/covid-resource-center/policies/safe-practices/#:~:text=Effective%20February%2023%2C%202022%2C%20face,requirement%20in%20the%20course%20syllabus>

APPENDIX L CONTENT CALENDAR



MAY, 2023						KEY:
						Shared
						Earned
						Paid
						Owned
SUNDAY	MONDAY 1	TUESDAY 2	WEDNESDAY 3	THURSDAY 4	FRIDAY 5	SATURDAY 6
			Conclude/continue carousel social media ads based on data from the month of April	Begin Decorating	Auburn Commencement	EVENT
SUNDAY 7	MONDAY 8	TUESDAY 9	WEDNESDAY 10	THURSDAY 11	FRIDAY 12	SATURDAY 13
EVENT						
SUNDAY 14	MONDAY 15	TUESDAY 16	WEDNESDAY 17	THURSDAY 18	FRIDAY 19	SATURDAY 20
SUNDAY 21	MONDAY 22	TUESDAY 23	WEDNESDAY 24	THURSDAY 25	FRIDAY 26	SATURDAY 27
SUNDAY 28	MONDAY 29	TUESDAY 30	WEDNESDAY 31			



APRIL 2023

KEY:
Shared
Earned
Paid
Owned

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY 11
	FB about blog post including brief description and photos in the blog				Get data back from carousel ads about reach	
SUNDAY 2	MONDAY 3	TUESDAY 4	WEDNESDAY 5	THURSDAY 6	FRIDAY 7	SATURDAY 8
		Post on Facebook about Rooftop bar		Post on Instagram pics of rooftop bar		
SUNDAY 9	MONDAY 10	TUESDAY 11	WEDNESDAY 12	THURSDAY 13	FRIDAY 14	SATURDAY 15
	Finalize event plan including food, décor, music, etc,		Contact event vendors			
SUNDAY 16	MONDAY 17	TUESDAY 18	WEDNESDAY 19	THURSDAY 20	FRIDAY 21	SATURDAY 22
	Blog post #2 about things to do in Auburn while visiting campus such as activities/restaurants downtown		Post on Instagram and FB about blog post including brief description and photos in the blog		Post graphic on FB and Instagram with all services provided by hotel	
SUNDAY 23	MONDAY 24	TUESDAY 25	WEDNESDAY 26	THURSDAY 27	FRIDAY 28	SATURDAY 29
SUNDAY 30						
Post on Instagram about Wedding Venue option						



MAY, 2023

KEY:
Shared
Earned
Paid
Owned

SUNDAY	MONDAY 1	TUESDAY 2	WEDNESDAY 3	THURSDAY 4	FRIDAY 5	SATURDAY 6
			Conclude/continue carousel social media ads based on data from the month of April	Begin Decorating	Auburn Commencement	EVENT
SUNDAY 7	MONDAY 8	TUESDAY 9	WEDNESDAY 10	THURSDAY 11	FRIDAY 12	SATURDAY 13
EVENT						
SUNDAY 14	MONDAY 15	TUESDAY 16	WEDNESDAY 17	THURSDAY 18	FRIDAY 19	SATURDAY 20
SUNDAY 21	MONDAY 22	TUESDAY 23	WEDNESDAY 24	THURSDAY 25	FRIDAY 26	SATURDAY 27
SUNDAY 28	MONDAY 29	TUESDAY 30	WEDNESDAY 31			

APPENDIX w/ BUDGET



PR CAMPAIGN BUDGET PLAN

Projected Subtotal to date:

CAMPAIGN TYPE	QTY	PROJECTED COST PER UNIT	PROJECTED SUBTOTAL	COMMENTS
Production Costs				
			SUBTOTAL	#REF!
In-Show/Local Marketing				
			SUBTOTAL	#REF!
Public Relations				
Events	1		\$ 1,000.00	graduation event
			\$ -	
			SUBTOTAL \$	1,000.00
Social Media				
Instagram	35		\$ 540.00	boosted social media posts each month, \$15 each
			SUBTOTAL \$	540.00
Digital (Other)				
Blog/website			\$ 180.00	square space subscription
Photography	3		\$ 600.00	photoshoots, \$200 each
			SUBTOTAL \$	780.00
Traditional Advertising				
			\$ -	
			SUBTOTAL \$	-
Other				
carrel ads			\$ 300.00	used to raise public awareness. Set of ads to fill different transportation platforms
			SUBTOTAL \$	300.00
TOTAL CAMPAIGN BUDGET			\$ 1,000.00	

APPENDIX M WEBSITE LINK



The link to our website for this campaign is <https://sagahpr.wixsite.com/my-site>.