**Marketing Plan**  
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**Introduction:**  
Based in Eugene, JJames Designs LLC is a locally owned company that began in 2013, and specializes in professional wall finishes. With its past rooted in the community, it has evolved from the previously known company Rio, and will offer custom wall designs through fresco materials including wax and custom pigment. The owner, Julie James, is a textbook of cultural architecture and art, and has a wealth of reference material for any type of wall finish. A bit more about the company, all of the pigments and wax finishes are imported directly from the source, in Italy. The best pigments are from the ochre mines in the south of France. Julie has personal connections with the group responsible for making the waxes, and through this relationship, acquires many new and improved waxes hardly on the European market. Being flexible with her time, Julie balances the paperwork as well as the labor, all the while managing the company out of a little studio in South Eugene.

Marketing goals for this company are primarily to get a solid base of advertising. Being a new company, setting a solid foundation of collateral to display publically will serve to visually promote the product, and Julie herself. By establishing this media groundwork, JJ Designs will begin to integrate more into the community, and be able to enter into the public sphere. Currently, word of mouth is the company’s only source of marketing. JJD has established a logo and brand identity in order to utilize this collateral within the city. Social media and a website will be used to further the reach of the company, as it is always good to visually represent something!

Proposed strategies are generally localized. Julie runs her own business and preferably would like to stay within city limits, but travelling to Portland or other cities of the like is negotiable. With the advent of the website as well as the influx of social media information, hopefully word of mouth will continue to be one of the methods of communications involving JJ Designs.

**Situational Analysis:**  
**SWOC analysis:**

**Strengths:** JJames Designs is a business based on creating elegance in the home. One of the most intriguing ideas of this company is the revitalization of an older form of art and incorporating historical architectural components into modern-day styles and decor. The wall finishes are some of the most beautifully diverse walls available in the marketplace. They have a lifetime guarantee and combine textures with varying color that is unique and appealing. Traditionally, frescos were used to reinforce the wall structure, which provides an additional use for getting this type of wall finish. This method will be outlined in the history section on the website.

**Weakness:** The largest weakness is the price-point. The cost of creating a fresco is quite expensive because plastering the walls and finishing with wax not only takes a lot of time and material, it is labor intensive and requires many years of acquired skill. JJames Designs prices a standard room, 300 square foot room, the way that frescos are traditionally done, around $10,000 to $20,000 in cost, but pricing always depends on the client. There is a whole process when finishing a wall. The pigment, depending on how the wax is worked into the plaster [to seal it], can be manipulated in
ways to make it darker or brighter, which highlight the need for a skilled craftsman and the time it takes to complete a room, therefore increasing cost. Another major weakness for the company is the lack of knowledge, presumably, of the nature of Julie’s work. Since frescoing is not in the general market, it is hard for potential clients to see the need or desire to have this type of work done in their home or business. Lastly, since this type of work is costly, consumers may stray from this type of work because they do not know what the market is for this, they may not know that this is even available to them. This type of work may be seen as purely decorative, yet it functions as a long lasting finish, but do people see this as a value?

**Opportunities:** JJJames Designs has a few opportunities that may help to gain more of a presence in the community and surrounding cities. That might include doing demos for students or art schools, events, or trade and home & garden shows. Also, having an up-to-date website is going to do wonders for the company’s outreach. Sending a direct mailpiece or flyers may increase visibility as well. Community interfacing with local businesses, for example, Maude Kern Gallery on campus, would gain that interaction to be seen in the public arts sector.

**Challenges:** Many of the challenges reflect the weaknesses in the preceding section. The ability to meet expectations of the client is always a challenge. Also, the ability to get members of the community to see the value of frescoed walls. People don’t prefer to have this type of feature on their walls. Local hardware stores may offer a class that offers creation of this type of wall finish for less. Customers may not have expendable income and so cannot afford this method.

**Audience Analysis:**
The audience JJJames Designs attracts are those that have an affinity towards decorative and historical walls that create a vibrant atmosphere, and also those that like well made walls that are structurally sound. Having a fresco in the home also makes a visible piece of history that is seen everyday; it can be a timepiece reflecting older civilizations and how humanity has evolved. Of course, that may be a bit of a deep assessment. Target audience opportunities could be toward youth or those that are educated in the process. It is my hope that through home and garden shows as well as trade shows that JJ Designs will attract more individuals who may not know that fresco finishes exist and turn them over to the dark side!

**SCHEME:**

**Economic Scan:**
Since JJJames Designs is a new company, its financial health is yet to be established, and so there are no budgetary concerns. The price of having one job undertaken would pay for the materials and labor with profit to spare. The only aid that might be made from the government or other local sources would be through partnerships with local hardware stores or local businesses. Prices for her materials may fluctuate depending on international concerns, and so this may affect her total price.

**Demographic Scan:**
The audiences that this company works to be attractive to are those who appreciate finer quality home decor, and more specifically an emphasis in wall design. Julie’s work mimics the ancient frescos of Europe, and may not suit everyone’s taste. The age group that JJ Designs caters toward would be those be those of a particular age to enjoy the beauty of frescoed walls, perhaps ages 30 to 80, and also namely, those that are able to afford the cost of such an enjoyment.

**Cultural Scan:**
The company is made up of Julie, the owner, whom makes up the entirety of JJames Designs. She is in charge of the financials and handling the tasks and labor herself.
She runs the company out of her home and uses her own vehicle for transport. There are some elements that inspire local participation, as many of her past clients are from town and Julie herself has lived in the area for over 25 years. Another unique feature about this company is that because it specializes in wall and wall finishes, Julie is essentially able to view a wall as a canvas and transform the walls into specifically what the client wants. Eugene has a style all its own, which can be reflected in Julies custom designs that represents its spunky-ness. JJames Designs is well aware of the new influx of technology and plans on implementing several social media outlets for her business.

**Environmental Elements:**
Some external factors when thinking about the dynamics of JJames Designs are when looking at the types of wax used that can be used. JJD uses wax imported from Italy, and the pigments are mined directly from the source in various places of Europe. International Market changes such as prices or shipping regulations, even taxes, will affect how Julie is able to import her product. Another environmental factor are the weather conditions during the frescoing process as moisture content (or lack thereof) of the air can have unduly drying effects on the plaster, which may effect the finish of the walls, and thusly the finished wall product.

**Three Strategies:**
**Website**
Having a website available for consumers is perhaps the most effective way JJames Designs can be marketed. This website would showcase the work that JJ Designs offers its clients, both from a past perspective as well as future clientele, and will offer a valuable insight to the company’s services, environment, and expectations. Julie endured a nonprofessional experience with her past company’s Rio’s website, so it is crucial, moving forward, that JJ Designs have a well-represented online presence with a professionally hired website contractor. Julie would like to be in charge of the content on the website and the ability to create one for a reasonable amount of expense. She hopes to utilize the craftsmanship experiences and aesthetics to influence the look of the site and to enlist a local company to help create her vision of a website.

Julie could easily manage what is shown on her site and how to make it aesthetically appealing and suitable to her tastes. The website would be a window into the quality of her work as a contractor and artist. The art of fresco is an early wall constructing practice that is seemingly lost to the general public, and as such, is not a well-known process for those people looking to refinish their home or business. JJ Designs’ website would introduce all of the styles and history of fresco and would introduce it in Julie’s unique style and knowledge. A fresh look at an old process combined with how the fresco process works would be such a dynamic way for the view of the public! I envision the website being styled after Roman architecture, with a modern twist of font and site layout and navigation, of course, with natural pigment colors matching the company’s graphic standards.

Having an online presence also makes JJames Designs easily searchable. This is a great opportunity for the company to potentially branch out to Angie’s List, Yelp, BBB, or other sites that maintain the interfacing of businesses throughout the local region (which would also be a great way for Julie’s customers to write public reviews!). The site is for long-term use, and one that will be linked to other craftsmanship style work sites, locally as well as nationally. Her idea is to gather fine craftsmen across Oregon and hopefully beyond, and have an online forum for artisan workers.
Social Media: Facebook

My second strategy for marketing JJJames Designs to the public would be through social media. One of the avenues I would consider would be Facebook. JJJames Designs would thrive on this site, and it could even be linked to Instagram. Keeping both current and updated always helps potential visitors to see the new trends and have this sense of currency. Her work is best viewed, and utilizing this social media service would be a great way to highlight her walls. I think a good way to keep showing trends and make the page lively would be to set up a composition to highlight the quality of the walls. Setting up a still-life composition that encompassed the beauty of a frescoed wall would emphasize the rich quality of the atmosphere, and surrounded by furniture of a home would create an atmosphere people can or want to relate to! It would be reminiscent of a magazine ad, but digital.

Facebook would also, like the website, be utilized as a well-developed timeline of events and images. It is my hope that through Facebook and the ‘status updates’ we are all familiar with, that Julie can post links to her favorite things and images of her working, etc. It would build the company environment in a new and hopefully exciting way. A benefit of having Facebook display these statuses and updates is that it can be a cheap marketing strategy to share pictures and videos from her business. I also like the customer service perspective because Facebook is so accessible, Julie can respond to questions or inquiries with relative ease and time.

In the future, Twitter may be a good avenue to go down as well as LinkedIn or other sites that promote the value of companies. She doesn’t have the resources available currently to provide the attention needed to have this really work in the ‘twitter space’ and beyond. Baby steps. Social media sites need time and space to develop and so maybe more of a social media campaign may be worthy of attention several years down the road; especially in attracting new and potentially younger audience members.

Trade and Home & Garden Shows

Presenting her work at trade or home & garden shows, Julie can showcase her talents as a craftsman (craftswoman) and interact with other craft-people, in and out of her trade. Trade shows are the ‘meet and greet’ of varying crafts and it can be a very important first impression for those unfamiliar with JJ’s product. Shows can be very effective in getting her work in front of potential customers and prospects. Networking is a major part of the business, and with so many businesses representing their wares at a show, it becomes an easy market to showcase talents and materials. JJ Designs would bring materials needed for fresco, including pigments, lime, and wax, and do some demos on the process before an audience. Shows are held year round, depending on the location; the largest ones are held in Portland, relative to Eugene.

These shows would also be used to showcase the fine products used in creating the fresco, and would be another good opportunity to enlighten those who do not know of the process. Showing samples, doing demos, and displaying the finished product would do well in this type of setting. Handouts and business cards explaining the process and having contact information would be of value as well, though anything printed is going to add to the entire cost. Budgetary concerns come into play when attending trade or home & garden shows, so making sure that the company can handle to excess on a yearly basis is important.

Evaluation Plan

Evaluating the success of JJD means measuring quantitative and qualitative results, that will be done by looking at yearly revenue, number of clientele, and traffic on Facebook. In the same way that architects and craftsmen obtain their personal and
professional clients, Julie will receive word of mouth appraisals and testimonies for her business evaluation. Future marketing tactics are to maintain the social media sites. It can be tricky because as Julie considers herself a craftsman, and craftsmen do not really market themselves. This is why word of mouth for JJames Designs works, because it fits the mold of traditional craftsmen. That being said, social media, trade shows, and the website will be good reflections of the company and be able to maintain that idea of word of mouth, without being too overbearing.

Implementation Timeline: 2 years
See attached PDF Timeline
Also attached, Media Inventory Infographic