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Marketing, Media, and Communication II  
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### Prince Pückler's Media Map

Prince Pückler's is in a unique place in their media in that they have good business, but most of it seems to come from the immense history they have in the community and the word of mouth that has built up from there. There is a lot of potential to further grow their reach with the implementation of an intentional media plan, and they already have the foundation set up to be even more successful than they already are. With a combination of branching out to new media channels as well as updating how they use some of their existing channels, there are many places they could go.

What they're already using:

- Facebook – Their Facebook page features all of their normal store information as well as photos of special products and some notifications of special deals and discounts. They post about once every two or three weeks: consistent but not particularly robust.
- Website – Their site is simple and clean containing only the necessary information like their menu, location, hours, and contact info. It is uncluttered and pretty appealing.
- Twitter – They use twitter a little more often than they use Facebook, and they seem to use it with a bit more savvy, too. They occasionally retweet other users and they have a lot of photos. Its looks good and active.

Breakdown of the channels they should expand on or to:

- Facebook – Something that Facebook can better than most any other media channel is build community. Organizations can use it to establish an identity, people can then begin a relationship with that organization that transcends the sort of transactional relationship that might exist if someone were to just come into the shop and buy ice cream. It gives institutions a way to engage with their audience/customers outside of the time that those people are consuming whatever product the institution puts out. Something else that is somewhat unique to Facebook is ads. It is pretty cheap to buy ad space on Facebook and the advertiser can specify demographics and interests of the people who see the ads. This is a powerful tool that should be approached with caution because people are already very wary of online ads; they would have to be memorable, yet unobtrusive. These days, so many people are on Facebook across almost ages and demographics. With that, though, some younger people are spending more of their social media efforts elsewhere

because some view Facebook as the “has been” of social media. With its ubiquity, though, it’s pretty much impossible not to have one.

- Twitter – To me, Twitter’s main advantage is that it’s easy. With the character limitation, it is a no-frills way for people to convey quick anecdotes to each other. Like Facebook, organizations can use it to build a sort of identity, though it’s not as easy because you can’t say all that much. It also builds community like Facebook, though it goes about it in a different way. Twitter allows for more individualized mini-conversations between people and organizations, which can add to an organization’s identity if it has enough of them apparent on their feed. A drawback to Twitter is that organizations have to be very careful what they say because anything posted especially there can get blown out of proportion (though that is true of all media channels; Twitter just seems like the main venue for foibles). This channel seems to appeal more to younger people, though there are some older people that use Twitter to follow businesses and organizations without engaging too much.
- Instagram – Instagram is a great way to build an identity/story around photos. It is particularly well suited to organizations or businesses that have good-looking products that they can snap a shot of. It is a bit similar to Twitter in the manner of tagging other people and having conversations and it’s a bit like Facebook on the comments on photos. Plus, it has its followers who swear by it more than any other media channel and use it to great effect, which helps gets the word out if any of those people happen like your page. A number of people also have their Instagram linked to their Facebook, which makes it possible to kill two social media birds with one stone. Again, Instagram’s demographics skew a little younger, but there is powerful potential in this platform.
- Email – The power of the email newsletter is not one to be underestimated. The previous three platforms skew to a younger audience, but older folks really love email opportunities. The advantage of this is the ability to make people feel like they are VIPs to you. If done effectively, special discounts and deals can go a long way in making people come in much more often. There is a danger of overdoing it, and training your audience/customers to only come in once you’ve emailed them a deal. When used enough, but not too much, this channel has the ability to yield great results. Plus, it’s a good way to engage regularly with people who aren’t on the other media channels.

#### Prince Pückler’s Plan:

- Facebook – The first that Prince Pückler’s should do is take out ads that target people going to UO and NCU so all of those students know that there is an ice cream shop just a block away from campus. Ads could also target other key populations like people with children or even people who just say that they like ice cream. They should then work on posting more frequently with content that’s not just about the ice cream shop, but perhaps relevant (and light-hearted) videos, comics, or photos. Everyone

loves ice cream, so there is sure to be a goldmine of famous people saying as much in clever ways. Finally, Facebook would give them a good way to connect with other food businesses in the area and start conversations (e.g. "Congrats to Belly Downtown for the great review in the Register Guard), which will make them look inviting and hopefully start other restaurants and shops doing the same thing.

- Twitter – Like I said before, they're already using Twitter pretty well, but one thing they could capitalize on even more is people tagging them. They could have a day once a week (or two weeks, or month) where if people come in and show that they took a picture of something in or around the shop and posted it on Twitter having tagged Prince Pückler's, then they get some sort of discount. It would be a great way to get more people in while simultaneously having other people spread the word online. Plus, given their proximity to the University, there would be a lot of willing parties to participate in a promotion like this.
- Instagram – Most basically, they need to create an Instagram. They have a product that is perfect for the medium and they could go a long way just taking nice looking pictures of their scoops, sundaes, and cakes. If they combine the strategies for Facebook and Twitter, too, then they could get even more yield from this platform. Many people really love to take pictures of their food, so Prince Pückler's might as well capitalize on that.
- Email – Through these various media channels and in store, start collecting people who are interested in signing up for online deals. These can go out once a month (at most) and only last for a certain time during a certain day, but it would be a good way to tuck some special product information and the like in there with the deal. The two main things to keep in mind with this one is how to do the outreach so that people not plugged into social media might get word of it and how much is too much (both in frequency and in discount amount).

Administratively, what would need to happen would be to have whoever is doing the social media now commit to doing it even more (or hiring someone to do it). Then it would be important to create language that is standard so the business's image is consistent across all channels. It should be pre-determined what kinds of things are and aren't acceptable (memes? Youtube videos? Referencing current events?) so to keep all potential controversy to a minimum and to keep the message relatively focused.

Overall, though, there's a lot already there with Prince Pückler's, but they can take it even farther with some relatively simple expansions to their media.