

Beadology's Written Strategy

Executive Summary

In an age where social media has become such a central point of our lives, digital marketing efforts have proven more important than ever in ensuring the success of a company. Small businesses like Beadology Iowa especially could drastically increase their social media efforts to attract new clientele and generate further brand awareness before a customer even steps foot into the store. Currently, Beadology's online presence generally reaches the demographic of middle aged women with a passion for beading and receive minimal engagement on their social media platforms. In order to build their digital marketing efforts, we provided Beadology with the following recommendations that are listed in this report. We first discuss cleaning up their social media and content strategy, then go on to suggest how to improve their use of their mailing list and their campaigns, and finally promote partnering with university events and organizations. By implementing these strategies, Beadology should see their goals of reaching a younger demographic, increasing their engagement, and spreading their brand awareness.

Overview of Business

Beadology Iowa opened originally in 1987 as Dawn's Hide & Bead Away and was rebranded in 2008 as Beadology Iowa. Current owners Karen and Laurel Kubby have created an inclusive environment where those with a love of beading can shop beads from around the world, take a variety of classes, and take advantage of services ranging from repair work to custom designs. Their current target demographic consists of older, middle-class women (aged 40-70) with a passion for crafting.

Beadology Iowa, a local Iowa City beading craft and jewelry store, has three overarching business goals: build brand awareness, create better engagement with current customers, and reach a younger demographic. Within Beadology Iowa's business goals, there are digital

marketing goals. Currently, they reach 545 followers on Instagram and about 1,500 likes on Facebook. They seek a 30% growth on both platforms by the end of 2022. In addition, they seek to increase the engagement on these two platforms to 5-15 likes and 0-2 comments per post. To further create better engagement, Beadology would like to see a 12.5% and 15% growth rate in their current email list and open-rate, respectively. Lastly, they would like to see an increase in followers and engagement from the younger demographic on their social media.

Digital Marketing Audit

Beadology Iowa's Current Efforts: what they are doing well and where they fall short.

ONLINE ADVERTISING: Beadology is run by three women, Karen Lubby, Laurel Lubby, and Alyssa Jakowchuk. Alyssa is in charge of all marketing efforts for the company. Alyssa does not have much knowledge of digital marketing and also has not had much time to research effective online advertising campaigns. This also includes search engine optimization and search engine marketing, however, it could be noted that without any serious SEO/SEM strategies they are the first search result when somebody in the Iowa City area searches for "beading iowa city" and the first location that shows up when "beading" is Beadology's store. On Facebook, they have a yearly budget of \$100 to boost and promote posts that are for big events.

EMAIL: Beadology does have an email subscription people can sign up for on their website. One place they fall short, even with signing up, is that it is not clear what you are signing up for. There is just a box with the words "email address" and then you can type in your email and hit "SUBSCRIBE!" within their "contact us" page on the website. What emails will the consumer be sent? Why should they sign up? There are many unanswered questions. Another place they fall short is when you sign up, you don't receive a confirmation email, this leaves the consumer wondering if they did everything right.

Once you are a part of the subscription list, it isn't very interactive. After being signed up for at least four months, there has only been one email sent out. This is another place they could increase their email marketing- being more attentive to sending out emails weekly/biweekly. It's great that Beadology has an email subscription service set up for their digital marketing- but they are falling short in almost all the areas that come after the initial setup.

SOCIAL MEDIA: Beadology reaches its target market well with its decision on what social media sites to focus on. Currently, they are active on Facebook and Instagram. They stay connected and interact with their customers on Facebook by going live every Friday to share new details about classes opening up, new jewelry that is available to purchase, and updates that they think their customers would be interested in. They also post the events that are coming up in the store and there is a way for their followers to RSVP to the event. Whenever there is a comment on their page, they always make sure to respond using the commenter's name and making the response very personalized to create a relationship with the follower.

On their Instagram, they share almost all of the same things that are seen and shared on their Facebook. They repost their Facebook lives on Fridays and make them IGTVs, they share customer testimonials and stories and share the events that are occurring in their store. Beadology falls short with interactions on their social media. They have over 500 followers on Instagram and over 1500 followers on Facebook and they are only receiving 5-10 likes/interactions per post. Also, they are not reaching a younger audience with what they are posting and what platforms they are using.

WEBSITE: Beadologys website is very professional and a creative representation of what the company is. It is extremely personable by sharing stories about how all the employees became professional bead makers and how they found Beadology. They have all the necklaces/jewelry that is available to purchase easily accessible on the "store" page of the website. Finding their contact information is easy and clicking their email address creates a new

draft if your email is set up on your computer. Everything is simple to find and it is not overwhelming to look at.

COMPETITOR ANALYSIS: Beadology is the only beading store for 100 miles, so direct competition is less of an issue. The only potential competitors may be other crafts stores such as Michael's and Joann's fabric, which do sell small beading kits as well. They generally post crafts that were made by their customers using supplies purchased at their stores and get quite a bit of engagement on their posts as a result.

A potential competitor in Iowa City would be Home Ec Workshop. They may not do beading, but their business model is relatively similar to Beadology, with a variety of finished work to purchase, classes to take, events held, and crafting supplies to purchase. They could be taking crafty customers from Beadology seeking out a new hobby.

ONLINE LISTENING ANALYSIS SUMMARY: Beadology's online presence is primarily on Instagram with 543 followers, Facebook with 1.5k followers, and they utilize the Beadology website. Their online presence is primarily positive and brings together a community of people who are passionate about different types of beads and jewelry, looking to buy jewelry, or looking to learn how to make their own pieces. According to their analytics, they have been mentioned 154 times online by 33 users, and have a sentiment of 10:0. On Yelp, Beadology currently has a 5-star rating, although this is only among 6 users. These reviews are very thorough and show very strong loyalty, paying special attention to complimenting the quality of their products, the diversity of products available, the friendliness and professionalism of the staff, and the benefit of their classes. On Facebook, the Beadology page has 62 customer endorsements and recommendations, with further positive reviews on the staff and the selection of products available. There is no negative feedback on either of these pages, and Beadology is very responsive in monitoring both review platforms, responding to and thanking the customers who leave comments and reviews. On their website, they have a section for customer testimonials. All

of these comments are very beneficial to the online presence of Beadology. If someone were to go on the website and see these welcoming reviews it will help build the credibility and attitudes of the store. Beadology Iowa does not have a great number of people talking about them. According to BuzzSomo, their engagement averages one per piece of content. On average, five out of the seven days a week they have no engagement on their posts. Overall, our Online Listening strategies showed that Beadology has a very positive sentiment among a small audience.

Target Market Online

Beadology's target market is catered towards individuals between the ages of 40-and 70 years old, particularly white women with a middle-class income. This target market loves to share on Facebook with their friends about what they created and leaves very descriptive comments when someone asks how they created something. A search of "beading/jewelry making Facebook groups" online shows over one hundred different groups to join. These users are primarily using websites followed by Reddit, Facebook, Instagram, and LinkedIn to leave reviews and explore what Beadology has to offer.

Recommendations

RECOMMENDATION #1: Social Media

1. Updated Profile Photos/Highlights

First and foremost, Beadology should change its profile photos on its Facebook and Instagram accounts. To improve brand cohesion, they should use instead a high resolution graphic, either a JPEG or PNG, of the Beadology logo. This should be at minimum a 320 px by 320 px file. The tagline could also be removed from the logo, as at the size displayed on the platforms it won't be legible, and therefore only adds unnecessary clutter. To match the website, only purples and lime green should be used in the highlights, which will make it even more clear

that this profile is associated with beadologyiowa.com. Selecting and implementing specific brand colors, and recording the HEX and CMYK codes for these, will make the cohesion clear as well. These brand colors can then be used in design software like Canva, which has plenty of user-friendly easy-to-edit templates that are used to improve brand recognition and awareness. In order to improve the content visually on social media, we recommend following a simple list of requirements to ensure that the posts are of the highest possible quality. Items in photos should be staged and set up with a clean and intentional background, such as plants or little trays to hold accessories and no additional clutter. Natural lighting should also be used when possible to make sure that items are of the highest visibility and the photos are high quality, which should be easy to achieve with the high volume of natural light in Beadology's new location.

Goal achieved: Brand Awareness and Engagement with Current Customers: By making all platforms match and look cohesive, the brand is more easily identifiable. Since Beadology Iowa is not the only Beadology out there, having the Lime and Dark Purple, along with the logo, present on each profile quickly identifies them as the Beadology in Iowa City, and builds stronger brand recognition for new and current customers.

Goal achieved: Reaching Younger Demographics: Younger audience members pay strong attention to a brand's online aesthetic and image. By modernizing and cleaning up their social media, they will appear more attractive to the younger demographic.

2. Use a Social Media Planning Tool

Planning tools make it easier to implement a brand's aesthetic and engage with customers regularly. We recommended several options, each of which offers either a trial or free version that Beadology could test prior to investing money into any of the tools. There are also walkthroughs available, as well as the pros and cons list of each, to make the decision easier. The four that are compared in **Exhibit 2** include Hootsuite, Loomly, Buffer, and Planoly.

Goal achieved: Better Reach with Current Customers: Through planning social media content and coming up with a posting schedule, not only will Beadology be saving valuable time throughout the week, but they can plan ahead on what content to share to increase engagement (for example, planning on promoting their lives beforehand, planning on announcing a new release 5 days prior, etc).

3. Engaging with Customers through Captions and Content

The third recommendation pertaining to social media involves the way Beadology captions their photos. Asking customers questions in the caption could encourage further engagement and a higher volume of comments. Considering the current Beadology demographic, this strategy could definitely be effective, as they generally enjoy providing feedback and leaving comments. By asking for their opinion and providing prompts to respond to, they are encouraging engagement and are leaving a stronger, more positive sentiment among their audience. Additionally, using captions that encourage followers to “tag their friends” could lead to organic growth and wider reach as well. Below is a list of several potential questions to use within captions:

- "Which is your favorite?"
- "Tag a friend who would like this piece!"
- "What techniques do you want to see next?"
- "What classes would you be interested in taking with us?"

Another strategy to boost engagement would be featuring customer work and tagging them (with prior consent). Again, considering the current online habits of the audience, they enjoy sharing posts that include their interests, and a feature from a business they love could definitely constitute as something worthy of a reshare. This could also leave customers with a sense of pride of accomplishment, and give them the confidence to continue their craft knowing that the company values their work.

Goals achieved: Better Engagement with Current Customers and Higher Brand

Awareness: These simple adjustments to how Beadology posts should give customers more of a reason to comment and engage with the posts. Higher engagement means higher success in the social media algorithm, and therefore higher visibility on active platforms as well.

Measurement: With Beadology's goal of increasing its following on both Instagram and Facebook by 30%, the means of measuring the success of these new social media strategies would be (for recommendations parts 1 and 3) seeing a growth rate that is proportional to the desired goal of reaching 700 Instagram followers (about 20 new followers a month) and 2,000 Facebook likes (about 60 new likes monthly). The engagement on posts should also increase to an ideal amount of 4-5 comments per post, up from the 0-1 that are currently received. As for measuring the success of the planning tool implementation, this would be reflected in the amount of time spent each week planning social media and the efficiency in which it is planned, which would be determined by the satisfaction of the Beadology social media manager.

Plan adjustments: If the provided social media strategies are not resulting in the desired growth, try using some of the budget to promote posts that are doing well. If the budget allows for it, Beadology can also try to use control groups to see how effective their ads are, and if they are promoting interaction and conversions or if their ad campaigns are unsuccessful. If Beadology tries a planning tool and feels dissatisfied with it, they can try using one of the other suggested platforms. For this reason, we recommend testing the tools with the free trials prior to investing money into the monthly plans.

RECOMMENDATION #2: Email Marketing

1. Provide multiple means of subscribing to the email list

Currently, Beadology customers can subscribe to the email mailing list in one of two ways; directly on their website, or by signing up on a sheet in-store with pen and paper. The website could be a bit clearer in stating that the customers are signing up for their mailing list, as the current button simply says “subscribe” but doesn’t indicate what this is for. We suggest making the language here more direct and straightforward, by saying something along the lines of “Can’t get enough of Beadology? Subscribe to our email list here.” This language allows for zero confusion on the purpose of subscribing. The pen and paper method of signing up in stores allows for a delay in inputting the new customer into the mailing list and requires more work for the Beadology staff. For this reason, Beadology should create a scannable QR code that takes customers straight to the subscription sign-up, which is immediate and more efficient for both the staff and customers. This QR code is easily replicated and can be posted both in stores, at events, and on flyers. Another means of easy access to the subscription service would be through social media bios. With the popular service Linktree, businesses and creators can attach as many links as they want to their social media page, including their websites, other social media accounts, and in this case, their email subscription service. This allows for just another method that customers can easily sign up for in their newsletters. Beadology can sign up for Linktree with the following link: [LinkTree Registration Link](#).

Upon signing up for Beadology’s email list, there should be an automated welcome message that shows customers both that they followed the steps to subscribing correctly and that Beadology is excited to have them join their list, as customers want reassurance that their business is valuable to the companies they shop with.

Goal achieved: Brand awareness: Some people may not have been aware that there was an email subscription available. By improving the accessibility of their email list and the methods to sign up, Beadology Iowa is more likely to get more people added to their newsletters.

2. Improved Subject Lines

When drafting high quality subject lines, there are six general rules to follow. The first is that the message should be personalized to your brand and the context of the email rather than something generic that will blend in with the rest of the emails in the customer's inbox. However, it is preferable that the message conveyed is clear and creative, as getting too crafty with a subject can make it less interesting and more confusing, which can deter customers from opening the email. Emojis should only be used to accompany a message, and should be limited to one or two if used. Keep in mind that emojis display differently on different devices, so while one may look pleasing on an Apple device, the Android adaptation may not look the same and may change the message of the subject line. The subject line should be below 50 characters as well to prevent text getting cut off on mobile devices. A good subject line will also give customers the feeling that they are gaining something by reading the email, and that they could be missing out on a great offer or bit of information if they ignore it in their inbox. Finally, it is important to avoid spam words, as this could send the emails straight to the spam folder when the email service is filtering through the customer's inbox.

Spam words consist of words that make exaggerated claims and promises. These words will create unnecessary urgency and pressure for customers, and may look shady or unethical. Using different fonts or excess emojis especially can make an email look as though it was drafted by a bot. There are also tools that can scan subject lines and flag any words or content that may potentially send the email to the spam inbox. Attached is a guide to avoiding spam words: [Guide to Avoiding Spam Words](#).

Below is a list of potential subject lines that Beadology could use, each of which will provide a bit of context to the email while avoiding spam language.

- "Are you coming to Voices of the Stones?"
- "NEW inventory coming this weekend"
- "It's just around the corner! Mother's Day Inspo"

- “Don’t be late to class!”

Goal achieved: Better Reach with Current Customers: More engaging subject lines give customers higher incentive to open a company’s email. By advertising something they are interested in reading about in just a few eye-catching words, the open rate of the email should increase as well as the conversion rates.

3. Utilize MailChimp

MailChimp is a user-friendly tool that makes drafting and sending emails simple. Although Beadology has an account, they are not using it to its full potential. Since subscribing for the list in January, we have only received one or two emails from Beadology. The frequency of this could be increased to weekly or biweekly updates. MailChimp also comes with detailed reports on an email’s interaction rates and reach. Beadology could use these statistics to determine which emails were receiving the highest open and conversion rates, and decide what about these particular emails may have stood out as appealing to their customers.

The first step to utilizing MailChimp is to sort through the current email list. MailChimp allows the user to view specific information about each subscriber including their open rate. If the open rate is below 10%, Beadology could add a tag indicating those subscribers. After two or three months of consistent emails, Beadology can revisit its email list and unsubscribe customers with an open rate below 5% and continue to monitor any increase for those between 5-10%.

The second step is to create a drip campaign, or a “customer journey” as MailChimp refers to it as. Beadology can create a customer journey under the ‘Automations’ tab, but to put it in motion, Beadology would need to upgrade to the Essential plan (about \$34/month). The other option is to create the customer journey and use it as a guide when sending emails. The latter option would require more time for the staff to monitor what subscribers are doing with each email campaign - if they open it and what elements of the email they interact with. If Beadology

is unsure of whether to upgrade, they can test the second option for two or three months, then revisit the idea.

Lastly, Beadology can use tags to organize its email list and send personalized emails. These personalized emails don't need to be in every campaign, however, it can be beneficial to add one in the mix every so often. In addition, it could help Beadology evaluate if their efforts are working based on what tags are used. Beadology can watch a short tutorial explaining tags with the following link: [MailChimp Tags Tutorial](#).

Goal achieved: Better Reach with Current Customers: Using MailChimp analytics will give feedback on what the customers are responding well to and engaging with, which improves the reach with the current customers. Increasing the frequency of their emails will also inversely increase their potential to engage with their customers.

Measurement: Beadology can use tags to distinguish how customers are subscribing to their email list. Every 2-3 months, they can evaluate how effective each method is, then determine if their efforts need to be adjusted depending on the numbers. These numbers will help give Beadology an idea of how people are subscribing and the proportion. Overall, Beadology should aim to gain a net total of 35 contacts a month to reach their goal of 1,800 subscribers by the end of 2022.

To determine if the open-rates are improving, Beadology can compare their email campaigns. The main driver to a subscriber opening an email is the subject line, so Beadology should pay special attention to it. They can create two lists identifying the elements of effective email campaigns (open-rate $\geq 20\%$) and noneffective email campaigns (open rate $< 15\%$). The buffer space between 15-20% can be used to identify what elements it lacked to be effective. Comparing email campaigns can be done monthly or bimonthly. The two lists should accompany the staff when creating subject lines. Not every subject line needs to include every element from

the effective list. Beadology should strive to increase the average open-rate of all email campaigns by 2-3% each month.

Plan Adjustments: If Beadology is dissatisfied with the results of the adjusted email campaign (open rate not increasing, no increase in conversions), implement the use of a control group to test if sending emails less frequently makes a difference. MailChimp allows for custom lists, and creating a control that receives a different number of emails or different subject lines would allow for Beadology to compare data and see what factors increase or negatively impact the engagement with their emails.

RECOMMENDATION #3: University Partnered Events

Beadology's close proximity to the University of Iowa allows the potential for them to attract a demographic that they may not have seen much business from before. While geographically this is not an obstacle, the means of raising awareness among college students and getting them into the store is the challenge. This could be addressed by reaching out to organizations on campus and finding means of partnering with them for events.

Therefore, we're proposing that Beadology focuses on university events at The University of Iowa to increase awareness of Beadology among 18-24-year-olds by 10%. Our group has come up with four event proposals, to help Beadology implement this goal.

1. University Events

One potential new market could be within the University of Iowa's Fraternity and Sorority Life (FSL) community. These organizations frequently are looking for events to host within their chapters, and there are several events such as sisterhoods/ladies' weekend that could be excellent opportunities. By reaching out to these organizations and suggesting (if within the budget) a bundle deal or simply offering that they consider Beadology for their next event, they could be expanding into that new demographic and reaching new customers. Events could be

beginners classes, \$15 to craft an item from select beads (with opportunities to upgrade if desired), or whatever else Beadology would consider an event of interest for this demographic and their parents. Expanding to the FSL market brings in a large number of people who may not be familiar with Beadology. By having such a large group, Beadology could implement a group discount depending on the size of the party to incentivize more organizations to participate in a jewelry workshop like this in the future.

Our second and third university event proposals would be executed through the University's Campus Board of Activities (CAB). CAB provides a wide range of activities to students every week throughout the year. Beadology can host a sponsored event through CAB to create more awareness about their business with students on campus. An event we are suggesting is a jewelry-making workshop open to all students for free. Potential jewelry-making workshops could be a mothers day workshop or an earth day sustainable materials event. Where students will be instructed by one of the owners on making a beginner bracelet, all of the bracelets will be posted to CABS Instagram story as a poll, where students will vote on their favorite. The winner will receive a 50% discount on their next purchase from Beadology. The winning bracelet will be posted as an actual post to CABS account and Beadology's Instagram. Not only creating more buzz as Beadology is getting more promotion through Iowa's social media, but it creates an incentive for the winner to claim their promotion in Beadology's store. This event will be promoted through CAB's Instagram and Facebook social media platforms. It will also be added to the events calendar on their website, and a mass email will be sent to all students enrolled at The University of Iowa.

Our fourth and final event idea is the one we want to focus on, as we believe this event will have the most success in reaching the younger demographic. Beadology should participate in the annual OnIowa week with a jewelry-making event. OnIowa partners with many local businesses for a week of scheduled events to welcome the incoming freshman. Beadology can

host a Jewelry making competition where students will go into Beadology, and be instructed on how to make a bracelet. Once they're finished, students will post their bracelet creations to their personal Instagram stories and tag beadology to be entered into the competition. Beadology will repost all of the participants' designs, and use a caption such as "Comment below which one is your favorite, to help us select a winner!" The bracelet with the most comments will declare the winner. The winner will win a \$20 gift card to Beadology and will be posted with their finalized design on Beadology's Instagram page.

Goal achieved: Reaching younger demographics

2. *Increasing Instagram likes*

By organizing events in partnership with the University of Iowa, Beadology is expanding its reach into that younger demographic. Every event with each new organization is an opportunity to reach a new audience, and sharing their work on social media and encouraging them to reshare may allow for organic reach. Organizations also love sharing posts of them at their events with their followers, which would be a potential opportunity to receive shoutouts on social media as well for even wider reach.

Measurement: Beadology's audience primarily uses desktops that have decreased 57.75 and have 0 MOBILE USERS. Looking at age demographics specifically, they have no data available; however, as we previously mentioned, we know their target market is older women between ages 40-70, with a slim market in younger age groups, such as college students between the ages of 18-24.

To measure the success of the sponsored event between Beadology and Uiowa's Cab Board, we will have a QR code present linking them to a google form to collect the emails of individuals who participated in the jewelry workshop and track the engagement on Instagram posts related to the jewelry making workshop compared to Beadology's other Instagram content.

Currently, they have an average like count of 8 likes per. Our goal is to increase the average likes to 20 likes per post on average after this partnered event within the month of the event occurring. The google form will also contain a few questions to gauge people's familiarity and interest in Beadology. The google form will allow Beadology to access responses through a google sheet with participants' answers. **Exhibit 3** contains the questions we recommend for this form.

We will also measure the growth of Beadology's younger demographic through this google survey as they will have access to answers to the survey responses. In addition, Beadology will see how many people have discovered Beadology through CAB and who have already been aware and shopped with Beadology. As all survey participants' responses can be exported to a google sheet.

Plan adjustments: To measure the success of increasing Beadology's younger demographic, we recommend Beadology participate in one university event at the start of each semester and see how successful it was based on the number of people attending the event and the number of people who continue to shop with Beadology after the event. If our proposed University events are unsuccessful within Beadology's goal of increasing their younger demographic or Beadology sees the University events as too much of a risk and would prefer to not collaborate, we recommend Beadology invests in paid advertising towards the desired target market.

If the desired amount of likes is not being shown through Instagram and Beadology is not seeing an increase in the younger demographic among 18-to-24-year-olds, Beadology can work to promote content that catches viewers' attention. Content that gets shared holds a few of the following qualities: remarkable, extraordinary, and changing the norm. Some content ideas that Beadology could use for their own Instagram and Facebook account includes:

- A process video of how one of Beadology's pieces is made

- Engagement videos with different necklace options asking viewers to comment on their favorite necklace
- A tutorial showing how to make a complex bracelet

These all work for different reasons. Showing the process behind one of the pieces gives viewers a behind-the-scenes and creates curiosity. Asking for viewers' opinions increases engagement, and even gives people a better idea of what jewelry they personally like, that they may not have known about. Tutorials are great because they teach people how to make something. The best customer is someone who thinks they can do it themselves. However, the consumer realizes that it's easier to buy from Beadology rather than trying to make it themselves due to convenience or cost.

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If the survey is not increasing Beadology's Instagram likes, Beadology can implement paid advertising towards our desired age group, 18-24 year olds on Instagram through remarkable content. Beadology can also share their own content using jewelry Beadology sells to promote a consumer giveaway through paid advertising on Instagram and Facebook. The giveaway is up to Beadology's discretion, however a idea includes Beadology posting their jewelry along with the giveaway guidelines:

- Participants must follow Beadology's Instagram account
- Reshare the giveaway contest post to their individual stories

- Like and comment on the giveaway post

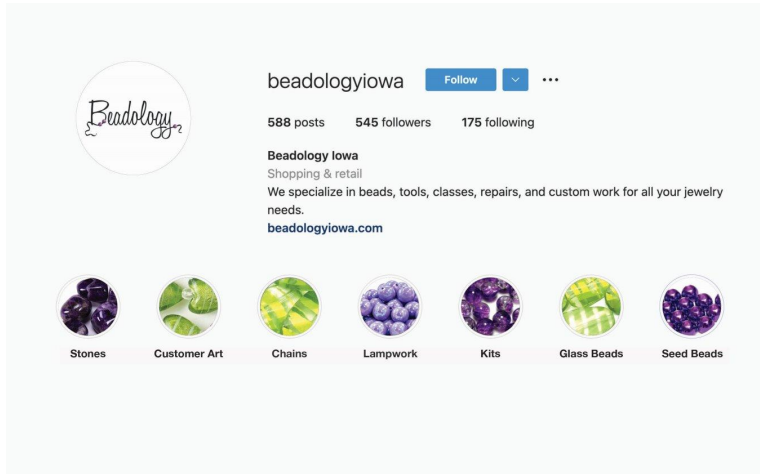
The winner can receive a promotion to Beadology, making them more eager to shop. The promotion could be a \$30 gift card to Beadology or the win of the jewelry that Beadology shared in the post.

Conclusion

Overall, Beadology is on the right path with their digital marketing. They have already set up social media accounts that they post on and they have an email subscription service set up. With our recommendations of creating more engaging content on their social media through cleaning up their profiles to look more aesthetically pleasing, using a social planner app to make sure they are staying consistent with their posting, and creating better content; utilizing their email subscription list by first cleaning out their list with emails that are not active any more and sending out emails more frequently, using an email subscription service, and creating better subject lines; and partnering with the University for creating events to promote the company as well as creating competitions on social media, Beadology will see improved success with reaching a younger demographic, creating more engagement with current customers and achieving a higher brand awareness within the residents of Iowa City.

Exhibits

Exhibit 1



Color Suggestions (HEX Codes for Canva): Dark Purple (#864674), tan (#DACDB7), lime green (#A8C037), black (#000000). **Exhibit 1** is an example Instagram with cohesive highlights, better profile picture, and brand-coloring.

Exhibit 2

Planoly (\$12.99/mo.) starter plan ▶ PLANOLY Instagram Planner 101: Everything You Need to Know to Get Started	
Pros	Cons
<ul style="list-style-type: none"> ● Analyze reports ● Drag & drop editor ● Hashtag library ● Weekly/monthly calendar views 	<ul style="list-style-type: none"> ● Only usable on Instagram & Pinterest ● Limited features compared to competitors ● Stories must be ready to go prior to upload, can't use Instagram's design features when scheduling

Buffer (\$15/mo.) pro plan ▶ Buffer Tutorial - Beginner's Training Guide	
Pros	Cons

<ul style="list-style-type: none"> ● 14-day free trial ● Manage 3 different social accounts ● Great planning tool on a budget ● Direct scheduling of posts on platforms ● Email notifications of successful posts, failed posts, & empty queue ● IG grid preview 	<ul style="list-style-type: none"> ● Complaints of crashing occasionally ● Can't schedule tagged posts ● Expensive add-ons for analytics ● Some complaints of competitors doing a better job
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Loomly (\$35/mo.) How To Get Started With Loomly?	
Pros	Cons
<ul style="list-style-type: none"> ● Rated best for collaboration ● Can create multiple calendars ● Works across multiple platforms (IG, FB, LinkedIn, Twitter) ● Monitor & respond to follower interactions directly 	<ul style="list-style-type: none"> ● Posts must be completely ready to go prior to scheduling to the calendar ● Less compatibility with Instagram (no stories, 1 photo per grid post) ● ●

Hootsuite (\$49/mo.) How to Use Hootsuite in 13 Minutes	
Pros	Cons
<ul style="list-style-type: none"> ● Rated best for analytics ● Manage 10 social profiles in 1 place ● Unlimited scheduling ● Publishing calendar ● 30-day free trial on premium plans ● Social inbox 	<ul style="list-style-type: none"> ● Free plans have limited tools ● Some analytics tools cost additional money ●

Exhibit 3

1. Are you a student at The University of Iowa?
A. Yes
B. No
2. How would you describe your experience after finishing the Jewelry Making Workshop event?

- A. Extremely Satisfied
- B. Somewhat Satisfied
- C. Neither satisfied nor dissatisfied
- D. Somewhat Dissatisfied
- E. Extremely Dissatisfied

3. How did you hear about Beadology?

- A. I've walked past the store
- B. Through CAB
- C. OnIowa!
- D. Email
- E. Friends and Family
- F. Online Advertising
- G. Other

If other, please share where:

4. Have you shopped with Beadology before either online or in-store?

- A. Yes
- B. No

5. How likely would you be to shop with Beadology after today's event?

- A. Extremely likely
- B. Somewhat likely
- C. Maybe
- D. Somewhat unlikely
- E. Extremely unlikely

Google Survey Link: <https://forms.gle/p2hFXzop6fQFtkG39>

Survey QR Code:



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