



**Capitol Market**  
**Building an online community:**  
**A comprehensive social media campaign**

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## **Executive Summary**

Capitol Market is a locally owned small business in Charleston, W.Va. The market is not only a year-round farmers market; it also sells wares from local businesses. Through an analysis of the market's current social media use, it was determined Capitol Market is not realizing the potential of the social space.

This social media campaign seeks to reach that potential through several tactics designed to launch new social media accounts, generate followers on those accounts and build engagement with those followers. This plan was developed taking into account the Capitol Market's overall philosophy, target audience, and how the market's main competitor, Kroger, is using social networks.

This social media plan will use Facebook, Twitter, Foursquare and Instagram to build awareness, promote engagement and encourage consumers to make purchases and tell their friends and family about Capitol Market's shopping opportunities.

Quantitative, qualitative and ROI metrics will be used to determine whether this social media plan has successfully met its objectives.

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## **Opportunity pitch**

The Capitol Market in Charleston, W.Va., is all about creating a community in Charleston. Comprised of a year-round outdoor market -- which sells fresh produce, flowers, pumpkins, or Christmas trees, depending on the season -- as well as several indoor shops that offer everything from fresh produce, cheese, wine, meat, fish and chocolates, the market has been a social and shopping hub since its inception in 1997. According to the market's website, "Capitol Market is an old friend now, helping to anchor our city and giving us a place to share our very best with each other and with our visiting neighbors. Capitol Market is our Main Street. It is our gathering place, our daily meeting space; where we greet our friends, build each other up and take our out-of-town guests when we want to show off Charleston" (Capitol Market). With the market's emphasis on a physical community, it only makes sense to grow this community in the social media market, as well. Just as the market provides a place for community members to catch up, make new friends and showcase what makes Charleston great, its social networks have the potential to extend that community, reaching more people than those who currently visit the market and its shops.

However, so far the market has not utilized the full potential of social media. Capitol Market is a local business, which means it is competing with big retailers such as Kroger and Walmart. These corporations are using social networks to broadcast sales and create brand recognition. With the right social media presence, Capitol Market could become even more competitive with the big box retailers in the area.

## **Social Media Assessment**

Currently, the only social media network Capitol Market and its individual retailers have utilized is Facebook. Capitol Market's Facebook page is active, and sees a lot of success. The market's account has 5,102 likes, and posts several times a week. Posts include both photos and statuses about what's happening at the market. Fans frequently post to the market's wall with photos, reviews and questions. The Capitol Market engages in conversation with its customers through Facebook postings, both by prompting response on its own posts or responding to posts on its wall. Based on the success evident through Facebook, there is an opportunity for Capitol market to create a community on other popular social channels.

The Capitol Market's Facebook page focuses solely on its open-air market. However, the Capitol Market is also comprised of individual retailers -- Holl's Swiss Chocolatier, Johnnie's Fresh Meat Market, Soho's Italian Restaurant, The Fresh Seafood Co. and Market, The Purple Onion, The Wine and Cheese shop and West Virginia Marketplace. Of these individual retailers, only Johnnie's, Soho's and the Wine and Cheese shop utilize Facebook. These retailers have significantly fewer likes on Facebook, resulting in a much smaller reach than the market's page. They post more infrequently, but still engage with customers often. Customers utilize the Facebook page to ask questions about sales, and the retailer responds. Holl's has a website, but no social media presence, and the seafood company, Purple Onion and Marketplace have no web or social media presence outside of a small "About Us" blurb on the Capitol Market website. In this day of digital marketing, it is necessary for companies of all sizes to market themselves on the web, either through a website or social media.

## Objectives

- Develop a presence for each entity of Capitol Market on two additional social media networks, which should include Facebook and Twitter, within two months.
- Generate at least 2,000 new Facebook likes and 1,000 Twitter followers over six-month period for each account.
- Attract 100 visitors who live at least 60 miles from Capitol Market to market during each month between May and October.

## Audience

The target audience for the proposed Capitol Market social media campaign is women in the United States between the ages of 25-34 and 35-49. These women are professionals who are married and have one or two children. The targeted women have an average family income of at least \$50,000, and own homes as opposed to renting. These women are used to being constantly connected through smartphones and tablets, and are frequent online shoppers.

Of these women, social usage varies with age group, with the younger women being more involved in creating and consuming social content. However, the majority of these women are involved in social consumption in some manner.

For this campaign, the most important data is the target audience's involvement in joining social networks and consuming social content created by others. Of the women surveyed by Forrester, 74 percent of women ages 25-34; 57 percent of women ages 35-44; and 39 percent of women ages 45-54 are joiners, in that they join, maintain a profile and visit social networks like Facebook. The spectators category – those that consume social content like blogs, tweets and customer reviews – has the biggest involvement for

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the target audience. Seventy-eight percent of women ages 25-34, 70 percent of women ages 35-44, and 73 percent of women ages 45-54 reported consuming social content.

According to the data, 31 percent of women ages 25-34 are creators who generate the social content (photos, videos, blogs) consumed by others. Of women ages 35-44, only 22 percent are creators, and for women ages 45-54, 19 percent are creators.

Forty-three percent of women ages 25-34 are critics who post reviews, comment on blogs and participate in forums. Only 31 percent of women ages 35-44, and 39 percent of women ages 45-54, write reviews and comments.

The number of women who organize content for themselves through RSS feeds and tags decreases by age group, as well, with 24 percent of women ages 25-34, 17 percent of women ages 35-44, and 15 percent of women ages 45-54 participating in collecting.

The oldest age group in this profile, women ages 45-54, were the most inactive, with 21 percent reporting not being involved in any social consumption. Eighteen percent of women ages 35-44 and 10 percent of women ages 25-34 also reported as being inactive.

The target demographic can be easily reached via smartphones. According to Pew Research, half of all women (53 percent) own a smartphone. By age, 80 percent of 18-29-year-olds own a smartphone, and 67 percent of 30-49-year-olds own a smartphone (Brenner 2013).

## **Channels**

This social media plan will use Facebook, Twitter, Foursquare and Instagram to build awareness, promote engagement and encourage consumers to make purchases and tell their friends and family about Capitol Market's shopping opportunities.

### **Facebook**

Facebook is a good fit with Capitol Market's current marketing efforts because Facebook emphasizes relationships in a community, and Capitol Market is marketing the community atmosphere it offers. Through Facebook, Capitol Market and its individual retailers could create engaging conversation and ask followers to share their best recipes, photos, or ideas on the Facebook page. By building a broader Facebook community, Capitol Market will be able to expand its Facebook reach, and continue to grow its following.

Facebook's pros include the number of users on the network. Facebook is one of the most popular social networks, with "1.06 billion monthly active users. In addition to a 25 percent increase in monthly users from last year and a 28 percent rise in daily users, Facebook saw 57 percent growth in mobile monthly users" (Tam 2013). Facebook is especially popular with the target audience. Pew Research found: "Facebook remains the most-used social networking platform, as two-thirds of online adults say that they are Facebook users. Women are more likely than men to be Facebook users, and Facebook use is especially common among younger adults" (Brenner & Duggan 2013).

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However, the sheer volume of Facebook use also is a con. It is difficult for companies to ensure their messages are being displayed in their fans' news feeds. Facebook's formula is based on engagement, so in order for small businesses like Capitol Market to compete with larger corporations, they need to find ways to maximize engagement for Facebook to be an effective marketing tool.

Kroger, a chain store that is one of Capitol Market's competitors, has more than 514,000 fans on Facebook. Kroger uses its Facebook page to share photos of specials, meals with links to recipes or just general news about its products.

### **Twitter**

Twitter is growing in popularity, and as a result, has the potential to reach a different audience. While Facebook emphasizes building a community, Twitter focuses on sharing information quickly and efficiently. For Capitol Market, this network can help spread the word about sales and promotions, and simply about the unique shopping opportunity that exists in Charleston. By using Twitter to attract the attention of news outlets and other organizations that promote the capital city, Capitol Market could build awareness.

The pro to Twitter for Capitol Market is the ability to disseminate information efficiently through short tweets, links to a website or via photos or videos. Twitter can also be used to build publicity, through mentions and retweets of other Twitter accounts.

The con is that Twitter is still gaining popularity. Twitter is popular with those younger than 50, and especially those 18-29. Twitter is used by 17 percent of men and 15 percent of women, and by 27 percent of the 18-29 age group (Brenner & Duggan). Twitter

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doesn't have the reach of Facebook, and therefore there's no guarantee Capitol Market's message will reach as many people. Also, Capitol Market will be starting from scratch building a following on Twitter, which can be a slow process.

Kroger uses its Twitter account to post information similar to its posts on Facebook. However, Kroger is also very successful in using hashtags and mentions to boost engagement. Almost every tweet includes one or the other. Using hashtags and mentions boosts the number of people who might possibly see the tweet. Kroger also uses its Twitter to engage with its customers, responding to questions and complaints publically on Twitter.

### **Foursquare**

Foursquare is a location-based social networking tool that offers marketing opportunities, especially for a company like Capitol Market that wants to increase awareness and spur consumers to make purchases. Foursquare would enable Capitol Market to offer incentives to consumers who check in, and reward consumers for frequent visits.

The pro is that Foursquare would target consumers who are near Capitol Market, so they likely already have an interest in the merchants.

The con is that Foursquare doesn't have the popularity of other social networks. This reduces the number of consumers who can be reached. Also, Foursquare includes privacy concerns, as many consumers don't want to have their location accessible on their mobile devices. This further limits the reach of Foursquare marketing efforts.

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Kroger doesn't do anything to encourage its visitors to check in or reward frequent check ins.

### **Instagram**

Instagram is a photo-based social network, and as the saying goes, a picture speaks 1,000 words. "With Instagram, marketers have access to a huge audience of 100 million active users snapping over 40 million photos per day and posting 1000 comments per second" (Zsigmond 2013). By using Instagram to display the products available at Capitol Market, the business could entice consumers to make purchases and share their own photos from Capitol Market, whether it is while shopping there or of a meal made from products purchased at Capitol Market. "Food porn" is especially popular on Instagram, with users taking photos of both home-cooked meals and meals from restaurants. Capitol Market could benefit from both angles of this trend.

The pro of Instagram is its visual nature. By solely focusing on pictures, Capitol Market can use Instagram to showcase its products. The con of Instagram is that because it relies solely on photos, it limits what can be shared. Marketers can't share links on Instagram like they can on Facebook or Twitter, so photos have to say everything.

Women are more likely to use the photo-sharing network Instagram, as are those under 50. For the target demographic, 28 percent of users between 18 and 29, and 14 percent of users between 30 and 49, use the site (Brenner & Duggan).

Kroger doesn't use Instagram at all.

## Tactics

In order to meet this campaign's objectives and maximize the use of social media, a variety of tactics will be used to expand Capitol Market's reach and customer base.

### 1.) Gift card giveaway promotions

Frequent, photo-based promotions will help build the Facebook presence for each specialty shop in Capitol Market, as well as bring customers into the market. Holl's, the Fresh Seafood Co., Purple Onion and Marketplace need to develop Facebook pages, and Johnnie's, Soho's and the Wine Cheese Shop's need to enhance the pages that have already been established. Capitol Market's page already has a strong following, but there is room for improvement.

To build an initial fan base, each individual retailer will run a 30-day promotion simultaneously with one another. Each person who likes a retailer's Facebook page will be entered into a drawing to win a \$20 gift card to that retailer. Customers are eligible to win on each specialty shop's page, so they are not limited to only liking one of the specialty shops. At the end of the 30 days, one Facebook fan from each shop will be awarded the gift card.



**Like our page for a chance  
to win a \$20 gift card.**

To maintain engagement, each shop, as well as Capitol Market, will run periodical promotions. Four times a year, the specialty shops will ask for readers to share

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a photo promoting that retailer or a specific product the retailer offers. Every share will mean one entry into a drawing for a \$20 gift card. The retailers should run these promotions on different schedules, so there is always a promotion going on for one of the retailers, with some months having overlapping promotions.



By offering gift cards to the retailers, the market is encouraging customers to come into the market, where they might be enticed to buy from somewhere other than that particular shop. The share method will increase the reach of the brand by requiring engagement, and will build awareness for the retailer, and in turn, the market.

### **2. #wvfresh**

The second social media network created for each shop should be Twitter, and since Capitol Market already has a successful Facebook page, the market should develop an Instagram account to meet the objective of adding two successful networks.

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Both these networks use hashtags to sort posts, and Capitol Market will use the same hashtag on both networks for this effort. The #wvfresh tag correlates with the market's mission statement: FRESH (Family-owned business, renew, event center, sustainable, home).

Capitol Market already posts recipes to its website; the #wvfresh tag will take this a step further by sharing recipes on Twitter and Instagram. Consumers are also encouraged to share their own recipes or pictures of their own creations using #wvfresh, thus building a following for the Twitter and Instagram accounts.

The #wvfresh campaign will be promoted through in-store recipe cards. When a shopper purchases from any specialty shop, they will receive a recipe card, with suggested recipes and also details on #wvfresh. For example, someone purchasing from the Johnnie's will receive recipe suggestions for meat entrees, while purchases from the Purple Onion will be accompanied by side dish recipes.

Each specialty shop will use its own Twitter account to share recipes or cooking suggestions for its products, as well as promoting special offers, news related to its products and anything else relevant. However, #wvfresh will be reserved for tweets and photos relating to recipes or meal suggestions.

In order to encourage participation in #wvfresh, each month one person who shared a recipe or photo of a meal made with Capitol Market products on either Twitter or Instagram will be selected to receive a meal-prep kit, complete with all the ingredients necessary to make a Capitol Market meal. This will further build awareness and use of Capitol Market's products, as well as promote the market's fresh food philosophy.

### **3. “How far will you travel?”**

The Charleston Convention and Visitors Bureau is currently running an “I am Charlie West” campaign to distinguish the city as a hip place for visitors. For this tactic, Capitol Market will connect itself with this campaign, as the market’s current marketing strategy is aligned with this idea of a fun, hip shopping community.

The Charlie West campaign features short video clips with residents who describe how they epitomize ‘Charlie West.’ The market will create its own video promotion, describing how “The Capitol Market is Charlie West” and showcasing some of the unique features and products it offers. The video should conclude with the line “How far would you travel for fun, hip shopping?” The market will work with the CVB to promote this video on YouTube, the CVB website and social media accounts, as well as the market’s website and social media accounts.

The video’s message about encouraging travel to the market will encompass a “Market traveler” campaign. Using Facebook, Twitter, Instagram, its website and the store, Capitol Market will document the distance traveled by customers. A map hanging in the store will have pushpins with photos of each customer, detailing their hometowns and distance traveled. The photos will also be posted on social networks and on an interactive map for the website. At the end of October, the person who has traveled the farthest will be sent a Capitol Market gift basket.

Promoting the campaign across every possible outlet will help it gain attention, and it will make it easier for people to encourage family and friends living in other states to visit Charleston and make sure they take in the Capitol Market. By working with the CVB, the market will enhance its standing as a tourist destination in Charleston.

#### **4. Small Business partnerships with American Express**

Credit card company American Express encourages cardholders to shop at local small businesses by offering incentives through its Small Business Saturday and Shop Local campaigns. Currently, only the Purple Onion and Johnnie's Fresh Meat Market participate in Shop Local.

By teaming up with a major corporation like American Express, Capitol Market will build awareness for itself and attract more customers to make the specialty shops their shopping destination. American Express' campaign is Facebook and Twitter driven, so the partnership will extend to the social space.

American Express' Shop Local strategy is also powered by Foursquare. Capitol Market could leverage this partnership by offering a discount to anyone who checks in on Foursquare and uses their American Express card. Anyone who spends \$10 at any Capitol Market shop using their American Express card will receive a \$5 credit on their account.

Capitol Market should also offer an incentive to the mayor of Foursquare, such as a discount off his or her purchase. This will encourage repeat visits to the market as customers try to maintain or steal the mayorship. To build awareness for the Foursquare mayorship competition, the market should promote the Foursquare account across Facebook and Twitter.

## **Measurement**

### **Quantitative metrics**

To determine whether this campaign has achieved its objective of generating at least 2,000 Facebook likes and 1,000 Twitter followers, the easiest way to measure this will be to look at the total number of likes at the end of a six-month period. For successful measurement, note should be made of the number of fans initially, and then six months later. While it is likely that the Capitol Market and its retailers may both gain and lose fans during this time frame, as long as the number increases over six months by the desired amount, that objective will have been met. While creating a sheer increase in Facebook or Twitter fans isn't always the best strategy, it is important in this situation because these retailers don't have a strong Facebook presence. Measuring the growth in fans will be strong indicator if Capitol Market is successfully marketing itself through social channels.

However, engagement is also important. As Steven Sefton says, "If you do the right things like create engaging content and follow the right strategy, fans will inevitably come" (2013). To determine the engagement of the Facebook photo contests, as well overall Facebook fan engagement, the Facebook reach should be measured. Facebook reach is the number of people who saw a particular post. The more engaged fans are with a post, the more people will see it. "The plan should be to engage users with relevant content that your fans love to share. If you do, reach will increase naturally" (Sefton). Every time a post is shared, for example, the reach increases because more people saw it. For Capitol Market, an average reach of 1,000 would be considered a success on an everyday post; for the promotional photo contests, a successful reach should be more than

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3,000. This is because the promotional posts are designed specifically to generate shares; therefore, a bigger reach should be expected. With the low number of fans Capitol Market and its retailers have, especially initially, a larger reach would be unrealistic on daily posts.

### **Qualitative metrics**

To determine what is being said about Capitol Market, this campaign needs to measure the comments being made at and about the market and its retailers on social networks. In addition to monitoring and measuring comments made directly via Facebook wall posts and comments on statuses, or Tweets that used the markets' Twitter handles, this campaign should also routinely run searches on social networks for Capitol Market and its entities. Frequently monitoring public comment will help Capitol Market assess how successful the market is doing at making and keeping customers happy, as well as whether Capitol Market is building a name for itself. Measuring conversation is important for this campaign because social media is being used to build brand recognition and loyalty. Complaints in the public sphere about the market need to be addressed, and positive reviews should be recognized and publically appreciated. This will increase the market's standing on social networks.

This campaign uses the hashtag #wvfresh to curate content from customers. In order to determine the effectiveness of this campaign, it is necessary to measure the submissions across both Instagram and Twitter. Because this is a new campaign, there is no standard for which to measure success. Therefore, success should be based on improving the response rate each month for the duration of the campaign. As long as the number of submissions to #wvfresh increase each month, this aspect of the campaign can

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be considered a success. It is important to measure the responses to ensure that quality submissions are being received. If the #wvfresh hashtag is being misused, not generating quality entries, or not being used at all, Capitol Market will need to rethink its strategy when it comes to this element of the campaign.

### **ROI metrics**

By giving away gift cards throughout the year for Capitol Market's retailers, this campaign aims to draw customers into the market. Ideally, customers who come in to redeem a gift card will spend more than the gift card amount, and return for future visits. So in addition to measuring whether the gift cards are redeemed, the biggest way to measure the success of this marketing campaign will be to measure sales over a year. The premise of this campaign is to gain publicity for Capitol Market and its retailers, and use social media campaigns to draw customers into the stores. In order to see if the social networks are doing their job, the campaign needs to measure whether the Capitol Market and its retailers are seeing an increase in sales. While profit is harder to determine because of changing overhead or supply costs, the retailers can compare sales receipts over a year to determine whether there was an increase in customers.

This campaign partners with American Express to promote shopping local. By using Foursquare and American Express to offer incentives for customers to visit Capitol Market, the market should see an increase in the number of transactions on American Express cards. If the market sees a noticeable increase in American Express card transactions, this aspect of the campaign can be considered a success. By offering a year-round promotion that provides a discount for American Express usage, in addition to a Small Business Saturday incentive, the retailers should see an increase in overall

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American Express transactions. The market should also measure whether there is an increase in sales on Small Business Saturday, which could be attributed to the promotion.

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