Team Members

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The Small Business Advisory group is comprised of Franklin Pierce Students who partner with the New Hampshire Small Business Development Center, in helping organizations and start up companies develop business initiatives.
The Monadnock Lodging Association is a non-profit organization based in the Southwestern region of New Hampshire. MLA is comprised of approximately 15 to 20 innkeepers operating Bed & Breakfasts and Inns in the region. MLA seeks to act as a resource to visitors and promote all the Monadnock region has to offer.
The Franklin Pierce University Small Business Advisory Group (SBA) proposed to Carole Beckwith (president) and Rob Fox (treasurer) to develop several marketing deliverables. The SBA proposed that this project would be an academic semester-long project, to be concluded by April 25, 2014. The entirety of the project would be completed in one phase, which would strive to establish a brand and marketing plan.
This included the following tasks:

• 3-5 logo options
• Website Templates (Incorporate Trip Advisor, Facebook, PAII)
• Newly Designed Rack Cards (Include QR Code)
• Rack card placement
• A budget
• Update event calendars on Website
• Update Facebook page
• A new slogan
• A YouTube video for the website
LOGOS & RACK CARD DESIGN
Logo Options
• During the month of March the SBA group reviewed all of the original logos and narrowed it down to one.
• We then gave feedback on what could be changed to this logo.
• We decided that the mountains on the logo need to be flattened to represent Mt. Monadnock

• On April 8th, Ashley and Alesia started to design & layout the rack card on the computer. While designing the card they decided that another logo might be better for the rack card

![Logo Image]
The Monadnock Region offers you an exit ramp off the superhighway of today's fast-paced lifestyle! The many Inns and Bed and Breakfasts in the region provide a welcome respite with modern amenities, while retaining the best of the past. The Innkeepers are warm and welcoming in that "Yankee" sort of way. They are eager to share their favorite places for hiking, dining, shopping, or just relaxing.

Whether you are travelling for business or pleasure, the variety of accommodations ensures you will find the perfect place for your stay.

WE HOPE YOU STAY AWHILE!

There are many activities to do in the Monadnock Region!

- Golfing
- Hiking
- Orchards
- Skiing
- Birding
- Antiquing

With easy access from Route 91, it is your first stop in New Hampshire. With all there is to do here, you may not want to travel any farther!
SLOGANS
Options

- Home away from home
- Feels like coming home
- It’s not like a hotel… It’s like home
- They’ll never forget… and neither will you
- Have your stories begin at home
- Broaden your horizon
- Open your eyes to the New England Region
- Open your eyes to new experiences
- Open your eyes to the unseen
- Open your eyes to the unknown
- Quite yet adventurist escape
While thinking of ideas for slogans, we wanted to incorporate the ideas of home, new explorations, as well as the New England Region. As a team, we picked slogans that were not only catchy, but also fit the business well.

• Explore your new backyard
• Have your stories begin at home
RACK CARD PLACEMENT
- We have spoken to local and state owned establishments including state rest areas
- Many locations are willing to allow MLA to place cards in their shops or buildings
- Need to see sample size and will determine a fee at that time (Feb 6 talked to Jamie from State Rest Area Headquarters)
- The fee is relatively small, but won’t have exact price until rack card sample can be presented.
Locations

- NH rest stops
- Kent Falls State Park, Connecticut
- Baxter State Park, Maine
- Mount Greylock State Reservation, Massachusetts
- Franconia Notch State Park, New Hampshire
- Burton Island State Park, Vermont
- Sugarbush Ski Resort, Vermont
- Sugarloaf Ski Resort, Maine
- Cannon Mountain Ski Resort, New Hampshire
- Sunday River Ski Resort, Maine
- Jiminy Peak Ski Resort, Massachusetts
On March 26th, we contacted Carole and before we make changes on their already established Facebook page they want to see what changes we suggest. If they approve of them then we will be able to change things around ourselves or assist them in the process.
Suggestions

• Need organization name as header on all pages
• Text:
  – Remove all bold copy
  – Remove lines between sections
  – Establish headlines to classify sections
• Body: Remove dark green headers and pale yellow backgrounds
• Charts: Alternate shades of grey, and remove green
• Pages:
  – Move the Regional Map page to Find a B&B page
  – Use updated calendar
  – Update or remove Availability page
• Links: All links should lead off the website
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Process

- Traveled to each house to shoot pictures for the video
- Shot pictures at each site
- Took pictures of the signs if innkeepers weren’t home
- Edited pictures
- Determined final images
- Compiled images in FinalCut Pro
- Determined image order
- Listened to and chose background music
Google Calendar

- Simple to use and simple to navigate
- Free account
- Good thing to have for a business that works a lot with tourists but also locals who would like to attend all the different events. We have added such events as concerts, hiking, acting performances and much more
- Embeddable to website
Advantages

• Google Calendar allows you to see your schedule even if you do not have access to the internet. With offline access, you can view a read-only version of your calendar no matter where you are.

• Google Calendar has customizable reminders so you will never forget a meeting or an event.

• You choose to receive your event reminders via SMS messages, emails, or popups within Google Calendar itself.
Key Features

• You can view the calendar by day, week, or month depending on your preference and all views are easy to use. There's also a way to view your calendars by 4 days and as an agenda.

• Google Calendar is also available on the iPhone, Android phones, and the Blackberry.

• It's easy to sync Google Calendar with Microsoft Outlook, Apple iCal, and Mozilla Sunbird.
• Monadnockevents.com
• Wide variety of events and all type of activities
• Best source around Monadnock area where we focused
• Browser app
• App will add a tab for the user to quickly and easily add events to their Google calendar
• Its simple interface and free use make it ideal for the client to use since they will rarely have to go straight to Google calendar
• Just add the events as you see them various regional websites
VistaPrint

- Quantity: 50, 100, 250, 500, 750
- Price: $15 (50), $25 (100), $55 (250), $95 (500), $130 (750)
- Features include: glossy, recycled matte (extra cost of $7), premium white matte stock (extra cost of $9), Black and white back side, blank back side, color back side (extra cost of $5), and PDF proof

Overnight Prints

- Quantity: Ranges from 25 up to 5,000 rackcards
- Prices: Vary from $8.25 for 25 cards all the way up to $219.05 for 5,000 cards
- Features include: Full color 4:4 printing, 15pt cards stock, gloss UV coating
Print Runner

- Quantity: Ranges from 100 to 50,000 rackcards
- Prices: Start at $0.85 per card. Vary from $84.95 for 100 to $1699.95 for 50,000
- Features include: glossy or matte finish, three color options, including 4/0 – color on front, blank back, 4/1 – color on front, black back, and 4/4 – color on both sides, paper size of 14 pt. C2S, and a matte coating on both sides

PsPrint

- Quantity: Ranges from 500 to 50,000 rackcards
- Prices: Cards start at $0.35 each. Vary from $175.00 for 500 to $6,105.00 for 50,000
- Features include: top quality offset printing, premium 14 pt. gloss, 16 pt. C2S, and 15 pt. velvet finish paper stocks
Jak Prints

- Quantity: Ranges from 100 to 20,000 rackcards
- Prices: Vary from $90.00 for 100 to $910.00 for 20,000 cards
- Features include: full color printing, full bleed, and double sided. Stock options include 12 pt. gloss, 12 pt. uncoated, 16 pt. gloss, 13 pt. uncoated, 16 pt. soft touch, and 34 pt. uncoated
- Note: be aware that prices vary when using different stock options
Placemat Ads

• Based out of Troy, New Hampshire
• Provides disposable placemats for three restaurants and dinners in the area (including Mamadukes & Hometown Diner)
• Time: Cycle period 6 months
• Number: 30,000 mats are made
• Cost: $209 (6 month period)
• Artwork: 300 dpi grey scale jpeg, 2.875 x 2” in size
AdWords Express

• Overview:
  – Google AdWords is Google's advertising system in which advertisers bid on certain keywords in order for their clickable ads to appear in Google's search results.

• How it Works:
  – People search on Google for products and services that you have to offer.
  – Google will only show your ad to people if they search in your area. A marker on Google Maps helps your business stand out even more.
  – When people click on your ad, Google will take them to your website. They can also call your business directly.
AdWords Costs

• Costs:
  – With AdWords Express, you control how much you spend by setting a budget. To make sure you see results from your campaign, a budget range will be recommended when you sign up

• Only Pay For Results:
  – You only pay when potential customers click on your ad for more information. There are no additional fees so your budget is spent entirely on finding new customers

• Set Your Budget:
  – You can adjust your budget and start, stop, or change your ads at any time. To give you an estimate on how much you should spend, Google will recommend a budget based on your business category and location when you sign up for AdWords Express
AdWords FAQs

• Where Will My Ad Show?
  – Your ad will show next to Google search results on the web, mobile phones, Google Maps, and relevant partner websites

• Where Geographically Will People See My Ad?
  – Your ad can show when people anywhere include your location in their searches (ex: “pizza San Francisco”) or when people are already in your geographic area and simply search for your product or service (ex: “pizza parlor”)
Success Story
References