

Brand Identity & Social Media Strategy Plan

For: North Coast Event Charters

Including

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Created by: *Allie Illuminates*

Brand Identity

Company Profile

Digital Presence:

Website: (not created yet) northcoasteventcharters.com / nceventcharters.com

Facebook: (not created yet) @nceventcharters

Brand Story

A brand story is a cohesive narrative that encompasses the facts and feelings that are created by your brand (or business, if you prefer). Unlike traditional advertising, which is about showing and telling about your brand, a story must inspire an emotional reaction. This concise content positions the potential customer as the “hero” of the story and you as the competent and understanding guide, there to help them achieve their dreams. This content may not explicitly be seen by clients, but serves as a guide for your marketing.

A CHARACTER	A fun-loving Humboldt resident planning an event they want to remember for the rest of their lives. They want to go all out for their event from start to finish with VIP treatment.
WITH A PROBLEM	External: They need transportation from Point A to Point B for a large group of their friends. Internal: They don't want anyone to get left out of the party, but they want a ride that matches the classy event they're headed to. Philosophical: They also don't want to have to worry about the details, directions, or logistics of the day.
MEETS A GUIDE	North Coast Event Charters helps you arrive in style. The 10-passenger Mercedes-Benz limo van is equipped with top-of-the-line luxury features and comfortable seating. Owner Steven Bohle offers professional and accommodating service, offering peace of mind by handling all the details so you can focus on your big day.
WHO HAS A PLAN	We promise to take care of all the details and logistics for you, so you can have a fun and stress-free event. We promise to treat you like a VIP, providing an upscale and memorable experience from start to finish. We promise to provide safe and professional services, while also customizing the experience to your personal needs and desires.

WITH A CALL TO ACTION	Make your reservation today!
RESULTS IF THEY SUCCEED	<p>Transform your event into an unforgettable experience from start to finish.</p> <p>Treat yourself and your guests to VIP treatment.</p> <p>Get to and from your event safely, without having to worry about the logistics.</p>
CONSEQUENCES IF THEY FAIL	<p>Most of the time we don't think of the ride to the event at all. It's unremarkable. A necessity, but boring.</p> <p>Don't get stuck with dirty, inconvenient passenger vans to transport your guests.</p> <p>Worst-case scenario—drunk driving, getting lost or arriving late, having the stress of trying to find parking or having to walk in the rain.</p>

Value Offered:

(Highlight all that apply)

Functional	Emotional	Life Changing	Social Impact
<ul style="list-style-type: none"> • Reduces effort • Avoids hassles • Reduces cost • Quality • Variety • Sensory Appeal • Informs • Saves Time • Simplifies • Makes Money • Reduces Risk • Organizes • Integrates • Connects 	<ul style="list-style-type: none"> • Wellness • Therapeutic Value • Fun/Entertainment • Attractiveness • Provides Access • Reduces Anxiety • Rewards Me • Nostalgia • Design/Aesthetics • Badge Value 	<p>Provides Hope</p> <p>Self-Actualization</p> <p>Motivation</p> <p>Heirloom</p> <p>Affiliation/Belonging</p>	<p>Self-Transcendence</p>

Roles/Titles:

About

(Short description that shows up in meta-description)

North Coast Event Charters provides luxury transportation for some of life's biggest moments. Our 10-passenger Mercedes-Benz Executive Sprinter Van offers a red-carpet entertainment experience for weddings, corporate events, tourism, and more.

Company Overview

(Longer description of company)

North Coast Event Charters provides luxury transportation for some of life's biggest moments. We offer more than just a ride—we invite you into a red-carpet entertainment experience while also getting you to your destination safe and on time.

With the Mercedes-Benz 2500 Executive Sprinter Van, you get the prestige of a limousine, but with the added benefits of full standing head room, easy vehicle access through convenient sliding van doors, and a superiorly smooth ride. Luxury is built into every detail, from the full-length mirrored ceiling with ambient lighting to the plush leather wrap-around seating for up to 10 passengers. Make it a party with the surround-sound speakers and convenient auxiliary cords, 2 TV monitors, 2 touchscreen control panels, USB and electrical outlets. And enjoy the illuminated solid-wood bar with complimentary champagne, ice, sodas and water, or bring your own clear beverages to sip on.

Whether it's your wedding day, prom night, a corporate event, or your bucket-list trip through the Redwoods, North Coast Event Charters offers a fun and unforgettable experience. Every ride is customized to your personal needs, and you never have to worry about directions or how to find your destination. As your personal chauffeur, we'll take care of all the details to make sure you are safe and arrive on time. Just hop in, sit back, relax with a drink, and enjoy the ride. With North Coast Event Charters, you'll always arrive in style.

Bio

(still working on this)

Mission Statement

Providing luxury transportation for some of life's biggest moments.

Tagline

Humboldt's Premier Charter Service

Core Values:

- TBD

Key Messaging

- Fun Red-Carpet Experience
 - North Coast Event Charters offers luxury transportation for some of life's biggest moments. Make your event remarkable from start to finish with a luxury transportation service. Our limo van makes getting from point A to point B an absolute blast, with wow-factor entertainment options and a

comfortable ride for up to ten of your closest friends. We treat every guest like the VIP they are, with a true red-carpet experience.

- Upscale Luxury Features
 - With the Mercedes-Benz 2500 Executive Sprinter Van, you get the prestige of a limousine, but with the added benefits of full standing head room, easy vehicle access through convenient sliding van doors, and a superiorly smooth ride. Luxury is built into every detail, from the full-length mirrored ceiling with ambient lighting to the plush leather wrap-around seating for up to 10 passengers. Make it a party with the surround-sound speakers and convenient auxiliary cords, 2 TV monitors, 2 touchscreen control panels, USB and electrical outlets. And enjoy the illuminated solid-wood bar with complimentary champagne, ice, sodas and water, or bring your own clear beverages to sip on.
- Flexible, Customized Service
 - It's your big day. We're here to enhance your event and make it everything you hoped it would be. Which is why every ride is customized to your personal needs, and we go above and beyond to make the chauffeur experience streamlined and stress free. Want to take the scenic route to your destination, or decide to make a detour on the night of the event? No problem. We're flexible, and we promise to do what we can to make it happen!
- Professional, accommodating, and reliable service
 - We're really offering more than a ride. We're offering peace of mind. We'll take care of the logistics and details so you can focus on enjoying your day. As your personal chauffeur, we'll make sure you are safe and arrive on time. Just hop in, sit back, relax with a drink, and enjoy the ride. With North Coast Event Charters, you'll always arrive in style.

Brand Voice

Tone:

- *Warm and friendly, yet professional (You're first priority is safe transportation, but you are accommodating and hospitable.)*
- *Customer-Centered, yet clear about boundaries (You're up front about what's ok and not ok, but it's evident that you're goal is to make the customer happy)*
- *Classy, but not stuffy (This is an upscale experience, but in true Humboldt form, you're ready to have a fun time!)*
- Refer to customer directly (you, your, etc.) and refer to North Coast Event Charters as "We" (even though it's just Steven right now)
- Refer to vehicle as:
 - Primary name: Executive Sprinter

- Full Name: Mercedes-Benz 2500 Executive Sprinter Van
 - Abbreviated full name: Mercedes-Benz Executive Sprinter
- Refer to Steven as
 - Driver
 - Head Driver
 - Chauffeur
- Refer to passengers as
 - Guests
 - VIP Guests

Punctuation notes:

- Add Oxford Comma
- Capitalize Executive Sprinter

Market Research

Current Best Practices Include:

From Marketing 360 Limousine Service Marketing Strategy

Recommendations for website:

Limousine service websites need to do several things well:

- Have a clean, simple design that's easy to navigate.
- Promote a professional, classy image people expect from limo services.
- Make it easy to book a service or contact a rep.
- Be mobile friendly so all of the above is also achieved on a phone.

According to Luxury Coach Transportation, values your clients are looking for:

- Warm, friendly responses
- To feel important
- Consistency
- Reliability
- Peace of Mind

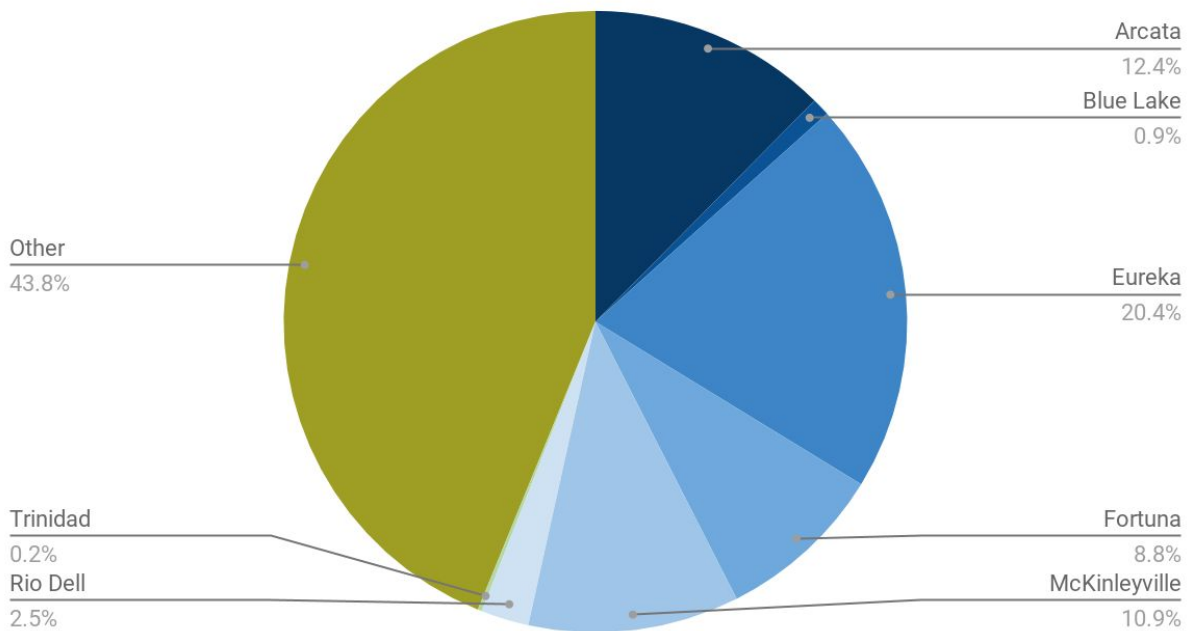
According to SmallBusiness Chron, some events and places to advertise for you business:

- Prom and Homecoming
 - Ads in Yearbooks
 - Sponsor in Sports Programs
 - Free Rides for Honors Students etc.
- Wedding Season
 - Advertise with local formal wear businesses

- Be a vendor at wedding shows
- Advertise in local wedding magazines
- Create referral system with other brides
- Airport Transportation
 - Have ad at airport
 - Leave brochures with concierge
- Lodging
 - Brochures at local hotels, inns, etc.
 - Network with Humboldt Lodging Alliance
 - Network with Vacation Rental companies
- Tourism
 - Brochures at Visitor Centers
 - Advertise in publications such as 101 Things to Do and Insider Magazine
 - Network with Casinos
- VIP/Celebrities
 - Network with city officials/Development Department
 - Network with Humboldt/Del Norte Film Commission
 - Network with HSU leadership

Target Market Research

Humboldt County Population



- 2017 population of Humboldt County is 136,754, a 1.4 increase over 2010
- Low population density, low traffic congestion
- 90% of the population has high school diploma or GED, 28% have bachelor's degree or higher

According to 70 stakeholder interviews and 18,000 surveys, the following goals were set for Humboldt County:

- Support efforts to address infrastructure needs, especially for **Transportation** and Broadband
- Reframe community narrative to refocus attention on community strengths and decrease the prevalence of negative messaging on social media and in the community—**to inspire pride and investment and make the area more inviting to incoming workforce.**

Competitive Analysis

A Better Choice Limousine

Description: “A Better Choice Limousine, the premier ground limousine company in Eureka, CA is a full service luxury chauffeured transportation provider.” Owned by Sheila, she is currently the only luxury transportation provider in the area. Her limo is older, and she has some mixed reviews online.

- She promotes her business for events and airport transportation
- Her online presence is dated and not active.
- Facebook: 6 followers, not much engagement
- Instagram: Not present

Takeaways: There is enough need for transportation in Humboldt County that A Better Limousine is not really competition. There is enough business for both. And yet, you are offering a much more upscale transportation experience, and your online presence will speak to that.

Audience

You have a variety of target markets with your business. When engaging on social media, you want to speak directly to your ideal customers. Rather than thinking in generalities, a good strategy is to tailor posts to specific people. Below are profiles of imaginary but very real people that you want to be doing business with. We will keep them in mind as we post, share, and promote!

Ideal Client A: Ashley (Bride to be in Eureka)

Demographics:

- Late 20's, Early 30's
- Grew up in LA, came her for HSU
- Works a 9 to 5 job in Eureka, earns \$40,000- \$50,000 annually
- Getting married in late summer

Psychographics

- Entertainer Personality (ESFP)
 - Fun loving, easy going, extrovert

- Drawn to classy aesthetics and novelty—the details matter
- Doesn't want to focus on details
- Puts a lot of effort into coming up with group experiences her friends will enjoy—has a “let's go all out” mentality to wedding planning
- Desires
 - An Unforgettable Experience
 - Feeling like a VIP
 - A stress-free wedding day
- Pain Points
 - Stressed and bored by all the nitty-gritty details of wedding planning
 - Unresponsive or unreliable service
 - Conflict or issues happening on the day of her event
- Opportunities
 - Offer a bundled package for Bachelorette Party and Wedding day Services (or a weekend package with picking guests up from the airport, bachelorette party, wedding party shuttle service, and getaway car for the newlyweds at the end of the day)
 - Build up positive reviews online, the first place Ashley will look
 - Offer reservations online to make the process easy for Ashley (Google, Yelp, TheKnot.com, etc.)
 - Suggest having a separate responsible point person (i.e., her maid of honor) to coordinate details on the day of the event

Customer Experience Map:

This table highlights the process of interacting with your business from start to finish from the customer's perspective, and then highlights marketing opportunities to surprise and delight her.

What Ashley is Doing	What You're Doing
Engagement	
Ashley's boyfriend proposes to her, she says yes	
They set a date and book the venue for the wedding and reception	Have brochures, business cards, and information ready for wedding planners and at key venues in the area
Research	
Ashley begins wedding plans with her detail-oriented maid of honor.	Have a Search-Engine Optimized Presence (Google Verified, on Yelp, Chamber of

	Commerce, Facebook, and Mobile Friendly Website)
She finds North Coast Event Charters Online and looks through your website.	Create a website that is easy to navigate and highlights the values she's looking for (a fun and upscale experience with reliable and professional service)
She searches online for reviews of your service.	Encourage people to write reviews online
She looks online to see if her date is free to book with you, and fills out the contact information to give you a call.	Have a calendar on your site that allows people to see when you're available
Decision	
She talks with you on the phone and confirms the date	Take the time to congratulate her on her engagement and get to know a bit about her wedding day hopes.
You send a follow up email with a form she needs to fill out and an online deposit payment option	Create an automated email, personalized to her with all of the forms and info she needs to fill out along with payment options
Pre Event	
Ashley sends the deposit money and fills out all of the needed information	You send a prompt reply, thanking her for sending the information, and letting her know clear next steps leading up to the event. CC her main point of contact (her maid of honor) so she has the details as well
Ashley and maid of honor are getting ready for the main event, and feel confident that you are reliable and going to take care of all of the transportation details.	One week before the event, call the main contact person and ask if there are any changes to the guest list, and talk through the details of the event.
Ashley and maid of honor let you know if they have any last minute changes and confirm your plans.	The day before, send a text (or call if that is the client's preferred communication) to let them know your arrival time and location.
Day of Event	
	You go above and beyond to make sure the limo van is clean, stocked, and ready to go.

	You arrive at the location 30 minutes early.
Main contact gets van ready for wedding party, confirms any last minute changes and the itinerary for the day.	<p>You connect with the main contact person (maid of honor or other guest riding in the limo van) and give them a quick tutorial of the van features.</p> <p>Allow them to stock the van with any beverages they have.</p> <p>Let main contact person know about your social media accounts and invite them to share any wedding day photos with you, tagging any photos from in the van with your hashtag or handle</p>
Guests enjoy an amazing day	You provide professional, flexible, safe service to all guests.
After the Event	
Guests write a rave review online about your service and tell all their friends about you.	<p>A few days after the event, send a follow up email, thanking the wedding party for their business and congratulating the wedding couple.</p> <p>Send a follow up customer review, with a simple 5 to 10 question survey. Encourage them to share any positive reviews online by providing links for them.</p>
Wedding party guest post photos online of the wedding day, including photos inside the limo van, (hopefully tagging you)	Go online and look up your hashtags or any photos you've been tagged in. Personally comment on each one, thanking them for sharing pictures of you.

Marketing Strategy Plan

In Person Marketing Strategy

1. Join Key Networking Groups
 - a. BNI
 - b. Eureka Chamber of Commerce
 - c. Arcata Chamber of Commerce

- d. Others?
- 2. Offer your Chauffeur Services to Key Community Leaders and Organizations
 - a. Offer free rides to high school students that the school wants to recognize in some way
 - b. Offer rides to city officials in Eureka, Arcata, or County wide officials
 - c. Humboldt Film Commission
 - d. Chamber of Commerce
 - e. Wedding Networking Group (event planners and venue organizers in specific)
- 3. Set up Limo Van outside of festivals, fairs, and other community events, where people can check out the inside of the van and get business cards from you. (Have promotional video playing on TVs)
 - a. Friday Night Market
 - b. Eureka Street Art Festival
 - c. Oscar Watch Party (hosted by Film Commission)
 - d. Chamber Mixers
 - e. HSU Visitor Days
 - f. Oyster Festival
- 4. Reach out to local businesses or nonprofits to see if they want to surprise their employees with an afternoon of VIP treatment
 - a. Teacher Appreciation Week
 - b. Big Brothers Big Sisters (or any other nonprofits you want to promote or recognize in the community)
 - c. City of Eureka (or other cities)
 - d. BNI
- 5. Offer Limo Rides as a raffle or auction item at local fundraisers
 - a. Chamber Annual Dinners
 - b. Women's Club

Online Marketing Strategy

- 1. Search Engine Optimization
 - a. Be Verified on Google
 - b. Have a Facebook Business Page
 - c. Be listed in the business directory for the local chamber of commerce
 - d. Have a mobile-friendly site
- 2. Keywords
 - a. Limo service Humboldt County
 - b. Limousine near me
 - c. Professional Chauffeur Service
 - d. Party Bus (use in keyword search, not in content)
 - e. Shuttle service
 - f. Event Transportation
 - g. Wedding Transportation
 - h. Tourist Shuttle Service

- i. Arcata airport professional transportation
3. Be present on Service Search Sites and Apps
 - a. Yelp
 - b. Trip Advisor
 - c. TheKnot.com
4. Social Media
 - a. Have a Facebook Business Page and an Instagram account
 - b. Consider using @nceventcharters as your handle (as @northcoasteventcharters is a bit long)
 - c. Fill out all Company Information, in line with key brand messaging
 - d. Post 3-5 times a week
 - i. Professional photos of the limo van
 - ii. Professional photos of you
 - iii. Videos showing features of the limo van
 - iv. Repost any photos that guests post while in your limo van
 - v. Highlight other Humboldt Businesses, organizations, and events that you want to partner with
 - e. Hashtag Options
 - i. Location Specific: #humboldt #howihumboldt #pnw #theradwoodcoast #humboldtbasecamp #ilikeeureka
 - ii. Industry Specific: #wesaidyes #wedding #limo #luxurytravel #luxurylimo #mercedes #mercedesbenz
 - iii. Business Specific: #nceventcharters #HumboldtVIP
 - f. Comment and respond to any engagement from your followers
 - g. Use a scheduling platform, such as Later.com to plan and pre-schedule all posts
 - h. Note: Allie Illuminates will be developing a social media plan in Phase 3 of this project)

Website Recommendations

1. (Allie to add later)

Print Marketing Recommendations

1. (Allie to add later)