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Dr. C

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NAME OF CLIENT:

Antique Garden

CLIENT DESCRIPTION:

Antique Garden is a locally owned home and clothing boutique located on Campus Corner in Norman, OK.

EMPATHY HACK

Experience a different way of shopping with local collections and unique products in a relaxed and loving environment.

Client Planning Outline

Client/Project:

Antique Garden/FAQs

Problem to be Solved:

(WILL VARY)

Come up with a strong list of frequently asked questions for my client.

Public Relations Goal (s) [3As-Awareness, Attitude and/or Action]:

The overall goal for Antique Garden is ultimately awareness. They are only a local business, so I want to keep their name alive and broaden it.

Target Public(s):

The target publics are extremely wide. I would say the primary target is focused on women, middle-aged. Antique Garden has products for all kinds of people, though. Most of their products are focused on women, but men could be a secondary target because many men come in shopping for their wives/significant others.

Appeals to be Used [Facts (logos), Ideals (ethos), or Emotions (pathos]:

I will use mostly pathos in this case because I think being a locally owned store creates a lot of emotion. There are customers who have been shopping at the store for all 20 years of its existence. There are a lot of memories tied with the store which creates a lot of emotion as well.

Key Message(s):

Antique Garden is a locally owned home and clothing boutique located on Campus Corner in Norman, OK.

Potential Communication Channels:

Social Media platforms such as Instagram, Facebook and Pinterest, their online store, local articles, bloggers

So What?:

This all matters because Antique Garden has been around too long for it to go. It is a place of familiarity for many locals in Norman.

FAQs

DRAFT/IDEAS

* How many years have you been in business?
* How did you come up with the idea for your business?
* How do you keep your business alive?
* What makes your business successful?
* How did you get your business name out there?
* What were the steps in making your business a reality?
* When is the busiest time of the year?
* When is the slowest time of the year?
* How did you know how to run a successful business?
* How did you get to be in such a great location?
* What is the return policy?
* What if something I buy breaks before I use it?
* What pay methods do you take?
* How do I sign up for an account online?
* How do I get on the e-mail list?
* Do you have sales?
* Do you have any special discounts?

BEST FAQs

* What year did your business begin?
* How have you kept your small, local business successful and alive?
* What were the best ways to get your business name out there when it first started?
* Did you have prior experience in running a business?
* What is your return policy? On clothes? Home décor? Furniture?
* How do I set up an online account?
* Do you have special discounts?