

## **Integrated Marketing Communication Plan: BR Live Oak Quarter Horses**

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*COMM 623: Strategic Integrated Marketing Communications*

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March 16, 2025

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# Client Engagement and Market Research

The following information is provided to Matt and Liz Brown to be used as an Integrated Marketing Plan for the BR Live Oak Quarter Horses boarding facility. BR Live Oak is located in Tickfaw, Louisiana, and has been in operation since the 1990s. It started as a breeding barn for Quarter Horses with the original owners, Barbara and Richard, but switched to a full-time boarding stable in 2015. Liz and Matt took over what her parents started once they retired and wanted to focus their efforts on filling the stalls once more. With the overall goal being to increase clients at the barn to a maximum of 21 horses, we plan to focus our efforts on social media, events within the community, and promotional merchandise.

## Client Profile

### Values

It's important for clients to understand the value they bring to the consumer market. In this instance, we are focusing on the equestrian service market, specifically boarding and training services. The values outlined below were provided by Matt and Liz, the owners of BR Live Oak:

**Camaraderie//Companionship** – Have strong personal connections with each client, providing them with how their horse is doing, personal suggestions to improve the well-being of the horse, and how each client can improve as an equestrian overall

**Teamwork** – Work with each client as well as the rest of the barn to provide excellent care for each horse

**Honesty** – Give honest and helpful tips on how to improve the behavior of a horse with its owner or within the herd. Transparent about the facility and services offered.

**Integrity** – Hold themselves to a higher standard by maintaining ethical practices and the highest form of care for each horse, while prioritizing each horse's needs and well-being above personal desires.

## Mission Statement

A mission statement is “something that states the purpose or goal of a business or organization” (Merriam-Webster). It’s important to have one outlined to reflect the overall purpose of an organization, to guide its actions with clients, motivate employees, and to communicate its core values to those invested in its success. This also gives the company a feeling of longevity (Investopedia). By meeting with the owners to gather information about the business, researching equestrian boarding stables, and having an inside look at how the horses are maintained, the following mission statement was crafted for suggested use:

"At BR Live Oak, we treat every horse and owner as part of our family. Our mission is to partner with equestrians of all disciplines and skill levels to deepen their knowledge, strengthen their bond with their horse, and grow together as a team. Through affordable boarding, reputable and transparent training, and compassionate care, we prioritize each horse's well-being and happiness. Whether you're boarding for a short stay or a lasting partnership, you and your horse are home."

This statement has the values the owners would like to give off (integrity, camaraderie, and vision of BR Live Oak in mind. It shows the companionship/camaraderie by emphasizing personal connection and the unique bond horses have with humans. It also emphasizes teamwork and shared growth, communicates professionalism and trust, and ends on an invitation to join the family.

## Target Audiences

BR Live Oak values those hard-working and dedicated clients who put time and dedication into their horses. However, the owners know not all horse enthusiasts have the ability to be at the barn daily due to time constraints from work, family, or other endeavors. With this in mind, they have decided to target three specific audiences: busy professionals, families with horse lovers, and Horse Show Competitors. We discussed this in detail, and "due to the broadening of equestrian sport to include new and mostly inexperienced target groups, such as adult beginners or 'weekend leisure riders' (Gille, Claudia et al.), we decided on three target audiences. The details for each target audience are outlined below.

### ❖ **Busy Professionals**

#### ➤ **Demographics:**

- Millennials (29-44)
- **Employment:** Full-time
- **Marital:** Single or Married
- **Education Level:** Tech School or College Education
- **Location:** Tangipahoa or Livingston Parish towns near Tickfaw, LA
- **Income:** \$40-80k
- **Gender:** Female

➤ **Characteristics:** Constantly has a packed schedule, is always on the go, and requires full-board care. Enjoy coming out to the barn on the weekends to spend time with their horse by riding or simply brushing. Their career is the most important aspect of their life. Enjoy riding or find horse ownership therapeutic and rewarding. See the barn as a place to escape to when they need relaxation time.

➤ **Motivation:** Require full-care boarding solutions to meet their horses' needs and ensure they are properly cared for. Look for professionalism in the handlers of

their horse. Wants to have full confidence that their horse will be well taken care of.

#### ❖ Horse Show Competitors

- **Demographics:** young adults; this includes students
  - Gen Z (18-28)
  - **Employment:** Part-time or full-time
  - **Marital:** Single or Married
  - **Education Level:** High School or Some college
  - **Location:** Tangipahoa or Livingston Parish towns near Tickfaw, LA
  - **Income:** \$20-50k
  - **Gender:** Female
- **Characteristics:** competitive individuals who are always looking for arenas to train in. Travel a lot due to going to shows in and out of state.
- **Motivation:** May or may not require full-boarding care, mostly depending on their schedule. Look for professionalism in the handlers of their horse. Willing to come out and clean the stalls themselves, as they want to be out at the barn daily. A place to park their trailer is a plus.

#### ❖ Families with Horse Lovers

- **Demographics:**
  - Millennials (30-44)
  - **Marital:** Married
  - **Education Level:** Tech School or College Education
  - **Location:** Tangipahoa or Livingston Parish
  - **Income:** \$40-80k
  - **Gender:** No preference

- **Characteristics:** Has a grade school horse lover who has been begging for horse lessons. Love their child and want to help them have a new hobby to look forward to after school or to do on the weekends. Can't quite afford horse ownership or have limited time or space, but want the horse ownership experience.
- **Motivation:** Looking for a professional, reliable, and fully knowledgeable trainer whom they can trust their child to be with in case an accident occurs. Want to teach their children about what it means to be responsible and respectful of animals

Using the information learned from each target audience, BR Live Oak can tailor each marketing campaign to focus on one target audience. If the stall space is full, they can focus their efforts on getting information to local families in or outside the community to take training lessons. This will give them a reason to constantly keep their brand on the community's mind as well as increase monthly profit.

## Marketing Goals & Objectives

- Board all available stalls by the end of Summer 2025
  - **Strategy:** Run a Summer promo that gives new clients 10-15% off their first month of boarding if booked by a certain date. You can also offer current boarders a discount/gift card if they refer a new client who will board for at least 3 months.
- Boost User Engagement
  - **Strategy:** Highlight a Horse at the barn as "Horse of the Week" using photos or short videos of the horse.
- Increase traffic to the Facebook page

- **Strategy:** Join local Facebook groups to share relevant updates, lesson info, or event invites in groups such as “Tangipahoa Parish Events,” “Louisiana Horse Community,” and “Horse Boarding Near Baton Rouge.” Should also include keywords such as “horse boarding” and “training” in the bio and About Me section of the Facebook page
- Increase Word of Mouth marketing through t-shirt sales, cups, koozies, etc.
  - **Strategy:** Sell or gift branded merch, gift clients free merch to wear at shows and local events, and encourage clients to post pics on Facebook and Instagram in the BR Live Oak merchandise to show off the new gear and spread brand awareness.

## Market Research

### Situational Analysis

BR Live Oak's current stable space is nearly full, with 15 stalls occupied. The full limit of stable space is 20 stalls. Most of their customers live within a 15-mile radius of the barn and reside in Tangipahoa Parish. The closest cities in Tangipahoa are Folsom, Amite, and Independence; some residential areas in Albany, Holden, and Springfield of Livingston Parish are also within driving distance.

With BR Live Oak wanting to focus its efforts on affordable marketing techniques, I suggest putting more effort into its social media presence. They are currently on one social media platform, Facebook, and have made themselves searchable on Google by having a Google My Business. The Facebook page, titled BR Live Oak Quarter Horses LLC, has 49 likes and 105 followers. It was created in October of 2023, showing that growth on the platform has been steady, but could use improvement. The Google My Business profile has 5-star reviews

that total 4 positive words from clients. It is labeled appropriately as a 'Horse Boarding Stable,' but lacks an address to show potential customers where the stable is located.

## SWOT Analysis

SWOT Analysis, which stands for Strengths, Weaknesses, Opportunities, and Threats, helps lay out a small business's future by looking at all angles of the business (**BUSINESSNEWSDAILY**). It takes an extensive look at all internal and external resources and threats. This is done in four steps that allow business owners to understand and embrace their current situation and future potential.

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. Decades of experience</li> <li>2. Active Facebook page</li> <li>3. Deep roots in Tangipahoa Parish</li> <li>4. Walker and 2 arenas to exercise horses</li> <li>5. Affordable boarding pricing</li> <li>6. Offers pasture and stable boarding opportunities</li> <li>7. Has Google My Business set up with high-rated reviews</li> <li>8. Does everything with love and compassion</li> <li>9. Do short-term or long-term boarding</li> </ol>	<ol style="list-style-type: none"> <li>1. No website is available to house all their information</li> <li>2. Small budget compared to larger competitors, which leads to limited outreach for marketing purposes</li> <li>3. Finding customers</li> <li>4. High overhead cost</li> <li>5. Sizing issues as it cannot expand (only on 9 acres)</li> <li>6. Weather-related challenges (snow, flooding, mud)</li> <li>7. Lack of brand recognition</li> <li>8. Limit of services</li> </ol>

<p>10. Large stable space and multiple-sized stalls (12 x 12 and 12 x 24)</p> <p>11. 2 Arenas, one partly covered</p> <p>12. Tack room</p> <p>13. Walker</p> <p>14. Pasture space is available for cheaper options</p>	<p>9. Limited equipment for English riders</p> <p>10. No trails for customers to go down</p>
<b>Opportunities</b>	<b>Threats</b>
<p>1. Tangipahoa's growing population presents an opportunity for increased stable occupants</p> <p>2. Promote the Google My Business link to increase SEO and add more photos to give those who search for BR an opportunity to see what the facility looks like</p> <p>3. Increasing posts on events clients attend will increase visibility</p> <p>4. Creating an Instagram page can attract a younger audience, especially with Gen Z and Millennials</p> <p>5. Hosting events at the barn for clients and outside customers can add extra income to the facility</p>	<p>1. Recession or economic instability leading clients to cut back on non-essential spending, which would include horse care services</p> <p>2. New boarding barns are opening in the area</p> <p>3. Natural disasters such as hurricanes and floods could put a strain on resources and increase animal intake</p> <p>4. Rising cost of operation, such as feed, hay, vet care, and maintenance</p> <p>5. Outbreak of equine diseases within the barn</p> <p>6. Less visibility to potential clients due to the ever-changing landscape of digital marketing</p>

<ul style="list-style-type: none"><li>6. Having a newsletter that users can subscribe to via email can help foster that connection to the community</li><li>7. Adding “Boarding” to the name/logo in order to attract those looking to house their horses and increase SEO</li><li>8. More Facebook posts of the facility</li></ul>	
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## Customer Personas

Marketing has different aspects to it when it comes to finding who your target audience is. Since we established that we want to target specific audiences, it's important to understand the best ways to tailor the marketing to each generation. For example, Gen Z values and personalities are different compared to those of Millennials or Gen Xers. Millennials, for example, “are the most educated generation yet” (**Forbes**) with 34% of them having earned at least a bachelor’s degree. This shows they are very keen on learning new things, and is a great advantage to have when creating content for them. Example content pieces would be How to Properly Care for Your Horse, The Best Hair Products to Use, or What Tack Brand is the Best. These are great educational content ideas to get started with. A similarity between Gen Z and Millennials is that they both have financial insecurities, with Forbes noting that about half of workers under the age of 45 are barely making it by. With this in mind, I would consider showing the low price of the stalls, specifically the pasture stalls. These are very affordable for new horse owners just starting. Showing your clients on social media and asking them to review their experience at the barn is also a great idea, as this gives them a real testimonial as opposed to a sales-like post.

Gen Z has grown with the rise of the internet and are able to point out digital dishonesty more easily than other generations. We need to make sure each post sounds authentic and represents the values and mission of BR Live Oak. This generation values a more direct and upfront approach. When posting content that deals with the brand's story, be sure to keep the story concise and, most importantly, honest. Focusing on telling the story of how BR Live Oak came to be and where it's headed is a great way to show the brand's personality and values. Showing your passion for horses and thorough care of them is sure to turn Gen Z into customers.

Finally, Generation Xers are in their prime spending years as they have settled into their careers, homes, and families. They spent most of their years without technology and were only exposed to it during their teenage years or 20s and 30s. With Facebook being BR Live Oak's main form of communication, this is great for targeting Gen X, as that is one platform many are on. This generation also enjoys educational content much like millennials, but they also love how-to content and nostalgic posts that remind them of their younger days. Offering rewards such as a free t-shirt to new customers or 15% off their first month of boarding are great incentives to get this generation through the door.

Below, I have created two different personas that represent an ideal client for BR Live Oak. Busy Bella is part of the Millennial generation, while Barrel Racing Jess is part of Gen Z. Read below to find out more information about these generations.

## Persona 1

**Persona Name:** Busy Bella

### **Demographics:**

- **Age:** 35 years old
- **Gender:** Female
- **Marital Status:** Married with 2 children

- **Location:** Albany, Louisiana
- **Education Level:** Associate's Degree in Veterinary Science
- **Income Level:** Middle-income household with \$80,000 made annually

### **Psychographics:**

- **Background:** Raised in a rural community and has been around horses since she was a child. Has a busy professional career as a Vet Tech and is raising two children with her husband.
- **Interests:** Barrel Racing, Trail riding, and equine health and wellness
- **Values:** High-quality horse care, safety, affordability, and a strong community of fellow equestrians.
- **Challenges/Pain Points:** Struggles to balance work, family, and time for riding; Looking for a well-maintained and secure boarding stable that has riding arenas and training support.
- **Social Media & Online Habits:** Active on Facebook and Instagram, follows equestrian pages and local horse groups to stay updated on events and boarding options.

### **Needs & Expectations:**

- Reliable and well-maintained boarding facility that offers flexible feeding and care options
- Daily exercise for her horse, as she is unable to make it out to the barn as much as she'd like
- A safe and encouraging environment for training and potentially riding lessons for her and her children
- Access to training facilities, fun barn activities, and a supportive horse owner community
- Affordable pricing

- Trustworthy and responsible staff who show compassion and care for the welfare of the horses

## Persona 2

**Persona Name:** Barrel Racing Jess

### **Demographics:**

- **Age:** 25
- **Gender:** Female
- **Marital Status:** Single
- **Location:** Tickfaw, Louisiana
- **Education Level:** High School Diploma and Rodeo Experience
- **Income Level:** \$40,000

### **Psychographics:**

- **Background:** Has grown up in the rodeo scene with family and started barrel racing at the age of 9. Jess has been competing at local, regional, and national events ever since.
- **Interests:** barrel racing, rodeo culture, training young horses, and networking with other competitors.
- **Values:** Well-managed and thorough daily horse care, access to top-tier training facilities, and a reliable support network for competitive riders.
- **Challenges/Pain Points:** Looking for a quality equestrian center that caters to competition horses and has proper arenas and space for barrel racing drills. Needs flexibility in scheduling due to traveling for yearly events.
- **Social Media & Online Habits:** Active on Instagram and Facebook, frequently sharing race times, training clips, and competition highlights. Follows top barrel racing trainers.

### **Needs & Expectations:**

- **Professional Boarding with Custom Care** – A facility that understands the dietary, exercise, and recovery needs of high-performance barrel horses.
- **High-Quality Riding Arenas** – Well-maintained facilities to prevent injuries, proper lighting for night training, and an open layout for barrel racing drills
- **Flexibility for Travel** – A stable that allows for customizable care when away at rodeos, with staff making sure horses stay in peak condition.
- **Networking & Training Community** – Opportunities to connect with other riders, participate in local shows, and access trainers who specialize in speed events

## Competitor Analysis

The competitors for BR Live Oak are limited to Tangipahoa and St. Tammany Parishes. During my research, I was able to find barns in Folsom, Amite, and Ponchatoula that should be on the radar.

### Warrior Sport Horses

Folsom, LA

Website: [warriorsporthorses.com](http://warriorsporthorses.com)

Warrior Sport Horses is an established equestrian facility located in Folsom, Louisiana. It specializes in sport horse development and provides breeding for American Saddlebreds. Their services include full-care boarding, professional training, riding lessons, and sale-quality horses. The farm's efforts are in thorough and performance-based approaches with the main focus in dressage and eventing disciplines. For boarding, they offer 12 x 12 matted stalls, daily turnout with customizable plans, high-quality feed and hay programs, a lit arena, on-site trainers, and individual training programs. They also have tack rooms, wash racks, and secure fencing. Their primary target audience is competitive riders, amateur equestrians, and horse owners who are

focused on sport horse disciplines. This facility appeals to clients seeking professional training environments and performance-based care. Warrior Sport Horse positions itself as a premier destination for riders who want to break out into event disciplines. However, they may not fully meet the needs of casual or western-focused riders, which contrasts with BR Live Oak's broad appeal to both casual and competitive riders. BR Live Oak can emphasize their personalized care, inclusive and welcoming environment, and diverse training offerings that caters more to Western, casual, or youth riders. In addition, BR's branding and digital presence can appeal more to local audiences that are looking for a balanced and community-focused equestrian experience.

## Rawhide Blackwell Quarter Horses

Amite, LA

Website: [rawhideblackwell.com](http://rawhideblackwell.com)

[Facebook](#)

Rawhide Blackwell is a Western-focused horse training and boarding facility based in Amite, Louisiana. Operated by Clay "Rawhide" Blackwell, a seasoned trainer with a strong reputation in the Louisiana equestrian community, the facility specializes in developing top-tier Western pleasure show horses. The stable offers a wide range of services, including boarding, riding lessons, horse sales, and breeding. Rawhide Blackwell Show Horses offers an extensive and personalized approach to horse care and training. The program is deeply rooted in traditional horsemanship, emphasizing quality, consistency, and results in the show ring.

The facility operates on a modest yet well-maintained property that provides ample turnout and focused care. Their online presence is limited, but the operation benefits from its longstanding word-of-mouth credibility and community ties within the Western show circuit. Rawhide Blackwell appeals the most to riders and horse owners looking for specialized Western pleasure training in a hands-on professional environment. This stable is a direct competitor in

the Western riding with Br Live Oak, particularly for clients interested in Western pleasure. BR can differentiate from this competitor by emphasizing broader training disciplines such as trail, barrels, or youth programs; having more digital engagement and a community-oriented atmosphere will also help improve their positioning compared to Rawhide. BR can position itself as an adaptable, welcoming option for both competitive and recreational riders in Southeast Louisiana.

## Rivers Of Living Water Ranch

Ponchatoula, LA

[Facebook](#)

Rivers of Living Water Ranch is a family-oriented equestrian facility located in Ponchatoula, Louisiana. The ranch offers a variety of services, including horse boarding, riding lessons, groundwork training, and arena riding. Additionally, they host events such as birthday parties, emphasizing a community-centered approach to equestrian activities. The facility is designed mainly to cater to novice or experienced riders and provide a welcoming environment for individuals and families interested in horseback riding and horse care. They focus on personalized services and community engagement, which makes them a notable presence in the local equestrian scene. River of Living Water offers boarding, lessons, groundwork training, arena riding, and event hosting (for example, birthday parties). Living Water Ranch focuses mainly on recreational riding and community events. While it is not a direct competitor in the show training arena, their presence in the local equestrian community is notable. BR Live Oak can differentiate itself by highlighting its specialization in competitive training and professional development for riders and horses.

## Brand Identity

Currently, BR Live Oak has one logo that is trademarked. The logo consists of a recognizable silhouette of a horse in front of a tree positioned inside a circle that represents a setting sun. The owners wish to keep the original logo design and the two colors used: Auburn (#AA3F39) and Cocoa Brown (#DF741B). However, the original file was not retrievable as the logo was created over 30 years ago, before the advancement of graphic design tools like Adobe Illustrator and Canva. Since the image on the logo is trademarked and has been a recognizable brand identity within the community of Tickfaw, LA, keeping this original design is the best option for the owners and honors their wishes. I wanted to allow them the option to add a digital mark of the logo to their Facebook page and future website. Thus, while keeping in mind design principles, **hierarchy**, and color theory. I recreated the brand mark.

## Logos

Logos were invented to allow companies and organizations to add a voice and personality to their product or services. Most brands are purchased because their logo is memorable and has a good reputation. BR Live Oak has one of those logos. With this in mind, I decided to focus on creating a brand mark for the organization. A brand mark is a symbol, mark, or image representing a brand that helps instantly identify a specific company (Elementor). These are used to show your company's message or representation by stripping away letters, words, and all text from a logo. A brand mark is a great asset if you want to create a sustainable brand image. With over half of today's consumers being visual learners, this is critical to have if you want to make a lasting impression in the fast-paced world we live in today.

Below is the logo that one of the owners, Matt, created decades ago when the business was first established. As stated earlier, it is trademarked, so it would not be beneficial to change

the overall look. However, I want BR to be able to use their trademarked and easily recognizable brand mark in their marketing. For this to be done, I recreated the logo and made it digital.



### New Brandmark Options

The brandmark retains the trademarked shape that has represented BR Live Oak for decades and successfully showcases their specialization: horses. This brandmark can be used across all marketing efforts: business merchandise to advertise, such as t-shirts, hats, koozies, etc., Facebook profile picture, the header on a website, or at the end of a video advertisement. The possibilities are endless.

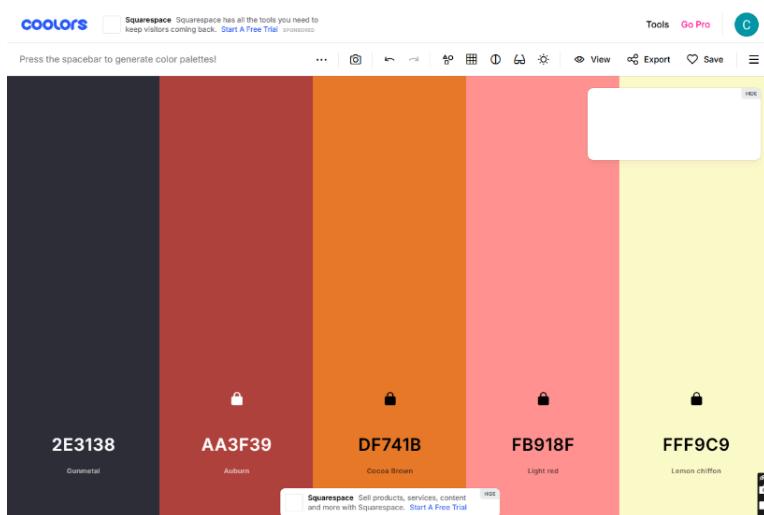
## Colors

For choosing the best colors, I struggled to find 3 colors that worked well with the original colors used on the sign outside of the gate. The main colors already established by the original owner, Barbara, are Auburn (hex code: **#AA3F39**) and Cocoa Brown (hex code: **#DF741B**). With these colors representing the peace and mindfulness that the setting sun behind a horse brings to equestrians, this was a strong starting point. From there, I went to [Colors.com](https://www.colors.com), a

great tool to have for any branding specialist or graphic designer. I used the color generator tool and a little help from ChatGPT to find colors I felt would reflect the value and personality of BR Live Oak. These are the colors I came up with:

### Colors and Hex Codes

- Gunmetal - #2E3138
- Auburn - #AA3F39
- Cocoa Brown - #DF741B
- Light Red - #FB918F
- Lemon Chiffon - FFF9C9



I felt these colors would work best as they're versatile and are easy to read if placed on one print or digital piece, which was confirmed by using the color checker tool that scores readability. Readability on screens is determined by the contrast of the color combinations used and must meet the Web Content Accessibility Guidelines (WCAG). It's also great to keep in mind those who have poor vision. For the best colors to pair, see the chart below:

Highest Readability Pairs <b>(High Contrast)</b>	Medium Readability Pairs <b>(Use with Care)</b>	Low Contrast Pairs <b>(Avoid for Text and graphics)</b>
<p><b>Gunmetal (#2E3138)</b> text on <b>Auburn (#AA3F39)</b> background</p> <ul style="list-style-type: none"> <li>Good contrast, but better for <b>short headers or buttons</b>, not large body text.</li> <li><b>Auburn (#AA3F39)</b> is soft enough to give dark Gunmetal a pop.</li> </ul>	<p><b>Gunmetal (#2E3138)</b> on <b>Cocoa Brown (#DF741B)</b></p> <ul style="list-style-type: none"> <li>Okay contrast, but not as high as Lemon Chiffon.</li> <li>Use for bold headers or logos, not fine text.</li> </ul>	<p><b>Light Red (#FB918F)</b> on <b>Lemon Chiffon (#FFF9C9)</b></p>
<p><b>Auburn (#AA3F39)</b> text on <b>Lemon Chiffon (#FFF9C9)</b> background</p> <ul style="list-style-type: none"> <li>Strong contrast, especially for headings or</li> </ul>	<p><b>Auburn (#AA3F39)</b> on <b>Light Red (#FB918F)</b></p> <ul style="list-style-type: none"> <li>Borderline contrast.</li> <li>It could be used in larger text or design</li> </ul>	<p><b>Cocoa Brown (#DF741B)</b> on <b>Light Red (#FB918F)</b></p>

<p>emphasis.</p> <ul style="list-style-type: none"> <li>• Works well for buttons or callouts.</li> </ul>	<p>elements, but not ideal for readability.</p> <ul style="list-style-type: none"> <li>•</li> </ul>	
<p><b>Gunmetal (#2E3138)</b> text on <b>Light Red (#FB918F)</b> background</p> <ul style="list-style-type: none"> <li>• Good contrast, but best for short headers or buttons, not large body text.</li> <li>• Light Red is soft enough to give dark Gunmetal a pop.</li> </ul>		<p><b>Auburn (#AA3F39)</b> on <b>Cocoa Brown (#DF741B)</b></p>

With 5 options to choose from depending on the use for the brand color, the creativity can take place as far as screens and digital content go. For print media, it's also good to keep these guidelines in mind for the best readability and visually appealing advertisements, flyers, or merchandise.

## Fonts

In terms of fonts chosen to be used for the brand, I decided on Minion Variable Concept and Raleway. These fonts work well together because they balance each other out while keeping that professional, modern look that BR Live Oak wants to give off. Minion Variable is what I used to recreate the logo in Adobe Illustrator that Mr. Matt created for the company to have a digital version of it to use online, such as social graphics, or on print media like t-shirts, cups, koozies, etc. It gives off the personality of tradition, trust, and craftsmanship, which aligns great with BR Live Oak's brand. While Minion Variable is not an option in [Canva.com](https://www.canva.com) to use for print media and social posts, I found a similar font there to use instead: Cormorant Garamond. For subheadings and body text, Raleway is great in not taking away from the serif fonts Minion and Comorant, and brings in that warm and accessible style that the brand wants to give off. These pair well visually as Comorant/Minion draws the eye first in headers, while Raleway ensures a smooth reading experience for the rest of the content.

## Fonts to Use

### MINION VARIABLE CONCEPT

(Display; Bold)

or

### COMORANT GARAMOND

(Bold) on Canva.com

### Raleway

(Subheading; Bold)

### Raleway

(Body text; regular)

## Brand Personality

Having a brand personality is what makes your brand stand out amongst the crowd of competitors. “A brand’s personality has those human personality traits that companies carefully associate with a particular brand.” (Smith, Zook Ch. 2). Tailoring the voice, tone, visuals, and core values to fit the brand personality is like giving BR Live Oak a soul; this is how people emotionally connect with your business. “Brands must adopt a clearly defined personality because people have relationships with brands. If a brand has no personality or soul, then customers won’t have a relationship with it.” (Smith, Zook Ch. 2). We want to invoke brand loyalty in your customers. This is the “pinnacle of brand relationships because these brand relationships allow [you] to nurture lifetime customers” (Smith, Zook Ch.2). The best way to do this is to know your audience deeply, treat the brand like a person, and overall, breathe life into it. The tone for BR Live Oak’s brand voice should be warm, knowledgeable, welcoming, down-to-earth, and most importantly, community-focused. Here are the voice traits that BR Live Oak should have when communicating with the public:

- **Friendly & Approachable:** Speaks like a neighbor or trusted mentor in the equestrian world. Uses casual, southern warmth while maintaining professionalism
- **Trustworth & Transparent:** Clear about what the barn offers and does not overpromise. A brand that believes in letting the environment and experience speak for itself.
- **Passionate & Horse-Centric:** Shows deep care for horses and their well-being in every piece of communication.
- **Supportive & Inclusive:** Encourages all equestrian skill levels, from show competitors to weekend riders and first-time parents of horse-loving children.

- **Empowering & Educational:** Offering helpful tips, honest insights, and useful content; this is especially important for busy professionals and aspiring riders.

This voice works for BR Live Oak because it reflects the values of camaraderie, honesty, teamwork, and integrity. These traits also resonate with the three core audiences we're focusing on (busy professionals, competitive riders, and families). Using this style of voice also differentiates BR from commercial competitors like Warrior Sport Horses and Rawhide Blackwell by focusing on personal connection, trust, and authenticity. Lastly, these match the setting and heritage of Tickfaw, Louisiana, while adding a modern spin to it. Below are some examples of using the voice in action:

- **Website/About Section:** “We believe horses bring out the best in everyone, and BR Live Oak is here to return the favor. We combine decades of experience with love and compassion. Whether you’re here to chase barrels or find a place to escape, you and your horse are home.”
- **Social Post Example (Busy Bella):** “We get that in today’s world, time is precious. That’s why our full-care board is designed to give you everything you need, even when you’re stuck at the office. We want you to be worry-free and enjoy your experience when you make it out to the barn. BR Live Oak wants you to feel like you’re coming home.”
- **Social Post Example (Barrel Racing Jess):** “She’s fast, she’s fierce, and she needs a space to train hard. Great thing BR Live Oak’s got two arenas, trailer parking, and a crew who knows exactly what a competitive horse needs!”

#### Writing Style Guidelines:

Do's	Don'ts
Use second-person voice (“you” and “your”) to connect with readers.	Use jargon that only seasoned riders understand without explanation.
Keep the tone warm and authentic—like you’re talking to a barn friend.	Over-promise or exaggerate what the barn offers.

Highlight values: care, honesty, teamwork, family feel.	Be too formal or corporate. BR is about real people and real horses.
Use equestrian terms correctly, but make sure newbies can follow.	Talk more about the barn than the people and horses it serves.
Stay conversational, even in professional copy.	

## Creative Content Development

Creative content is posts created within a person's, business's, or organization's social media page. BR Live Oak's current content is getting relatively good engagement. On average, they receive at least 10 reactions per post. Their highest-performing content is those posted during the snow days of 2025, a rare experience for us in Southeast Louisiana. The horses in a snow-filled field performed the best, reaching 18 reactions and 1 share. However, their content tends to get lost in the page feed due to sharing posts from other creators.

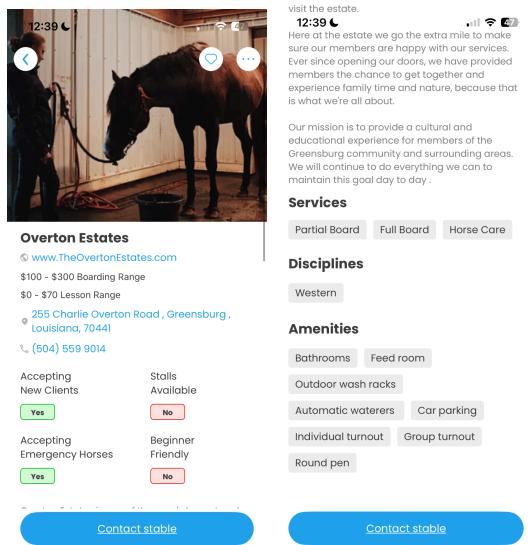
## Recommendations

My advice to BR is to refrain from sharing too many outside content posts in their business page's feed to continue gaining traction on older posts. Users are also more likely to follow pages that post original content as opposed to outside content due to these reasons:

1. Original content receives higher engagement rates than reposts, with photo albums promoting the best, videos next, and link posts performing the least well
2. Facebook algorithm prefers original content that keeps users engaged with the platform, especially videos

3. Shows the brand's unique voice, expertise, and personality that consumers may resonate with, building trust with the community, and may result in new followers or page likes.

I think the stable should also consider joining the app, LiveEQ. This is a great way to gain exposure with Millennials and Gen Z, and can showcase important information about what BR Live Oak offers. Here is an example of what a stable on the platform looks like:



The screenshot shows a mobile application interface for a stable named "Overton Estates". At the top, there is a photo of a horse being led by a person. Below the photo are several small icons: a blue heart, a white circle with a plus sign, and a three-dot menu. The time is 12:39. The battery icon shows it is charging. The text "visit the estate." is followed by a detailed description: "Here at the estate we go the extra mile to make sure our members are happy with our services. Ever since opening our doors, we have provided members the chance to get together and experience family time and nature, because that is what we're all about. Our mission is to provide a cultural and educational experience for members of the Greensburg community and surrounding areas. We will continue to do everything we can to maintain this goal day to day." Below this is a "Services" section with buttons for "Partial Board", "Full Board", and "Horse Care". The "Disciplines" section shows "Western". The "Amenities" section lists "Bathrooms", "Feed room", "Outdoor wash racks", "Automatic waterers", "Car parking", "Individual turnout", "Group turnout", and "Round pen". On the left, there are two sections: "Accepting New Clients" (Yes) and "Accepting Emergency Horses" (Yes). On the right, there are two sections: "Stalls Available" (No) and "Beginner Friendly" (No). At the bottom, there are two large blue buttons with white text: "Contact stable".

## Suggested Facebook Posts



### **Caption:**

Meet Journey!

He's one of our geldings who is a pasture boy! Some fun facts about Journey are:

- He's the head honcho of the gelding pasture!
- Loves to get attention
- He is a huge fan of shady oak trees



### **Caption:**

Time to meet another member of our herd! Meet Dora!

She's one of our beautiful palominos and a sweet, older, quarter horse mare (especially if there's a treat in your hand)! Dora has a 12x12 stall inside our big barn. Some fun facts about Dora are:

- Still has a lot of "giddy up" in her step
- Her owner calls her Dorie
- Inhales Alfalfa cubes



**Caption:**

Happy Monday y'all! We're peekin' into this week's plans. Looking to schedule a lesson? Give us a call today to schedule one! We offer discounts for those who bring their own horse 😊

[Video Post One](#)

**Caption:**

Training is a big part of what we do here at BR Live Oak! Whether it's our clients training their own horses or a lesson happening with Mrs. Liz, our horses are getting worked. What is your favorite way to work your horse?

Comment below!

### [Video Post Two](#)

**Caption:**

Ole' Girly has still got it! Our training horse is the perfect companion for your little rider to experience horseback riding with! Do you have a future equestrian in the works? Book a lesson today to get your child's training started!

Give us a call at (xxx)-xxx-xxxx to find out more information!

## KPI and Analytics Planning

<https://www.kpi.org/kpi-basics/>

<https://online.hbs.edu/blog/post/marketing-kpis>

Key Point Indicators (KPI) are “critical quantifiable indicators of progress toward an intended result” (**KPI.Org**). These analytical tools allow businesses and organizations to measure how well their marketing is performing to help make future decisions about marketing efforts and what areas are performing best. Digital campaign KPIs are no different; they are crucial to your digital plan as they show how effective your current strategy is (**HARVARD REFERENCE**). For the marketing plan, I suggest BR Live Oak continue their efforts through

organic posting on Facebook and Google My Business to stay within their budget this year. Each Content can range from in-feed advertisements seen as 'sponsored' content within any user's feed or organic content, which is content that audiences find on their own accord that doesn't rely on paid marketing techniques, such as sponsored ads on Facebook (Knezevic, Semrush). With their target audiences being mostly older Gen Z and Millennials, I recommend keeping their current efforts on the platform Facebook and eventually expanding to Instagram as it also falls under the same Meta umbrella; this allows BR Live Oak to cross-post their content easily and efficiently by posting first on Instagram and clicking the option to post/show the said content on Facebook as well. The great thing about using Meta (Facebook and Instagram) is the Meta Business Suite and the Professional Dashboard. The professional dashboard gives you an overview of how well your content and Business Page are performing. The Professional Dashboard can be accessed on the left-hand side bar when you are viewing Facebook on a computer (must be viewing your business page feed, not your own Facebook page). Businesses can view the overview of their page from the last 28 days, while being able to see analytic insights such as page views, reach (how many people have seen the content), content interactions (shares, likes, and comments), and who follows your page.

Caroline Creative  
**Professional dashboard**

**Weekly challenges**

0% complete

**Page overview**

Last 28 days

Views 840 Reach 381 Content interactions 15 Follows 0

**Recent content**

Last 28 days

Thanks to my lovely clients Morgan Sloan & Cypress Break Skull Mounts, we were able to raise \$90 for Child Advocacy CASA and CAC in Hammond! Thank you so much to you guys for helping keep the memory of Brendan Jr. alive. 29

Views 800 Reach 380 Interactions 6

See more

**To grow your audience, finish setting up your Page**

Adding more details can help more people connect with you.

11 of 13 steps completed

Completed: Establish your Page's identity

1 step left: Provide info and preferences

1 step left: Introduce your Page

**New Pages guide**

Easily switch between your Page and profile

You're now switched into Caroline Creative, allowing you to interact as the Page and get everything done. Switch back into your profile at any time.

Learn how to switch

**Frequently Asked Questions**

Answers to common questions about the new Facebook dashboard

Businesses can also see how well individual content pieces are performing in order to see what type of content the business should focus on. I highly recommend exploring the Professional Dashboard to see what all Facebook offers businesses that is free to use.

Caroline Creative  
**Professional dashboard**

**Facebook story insights**

Turn on

Create post

Last 90 Days

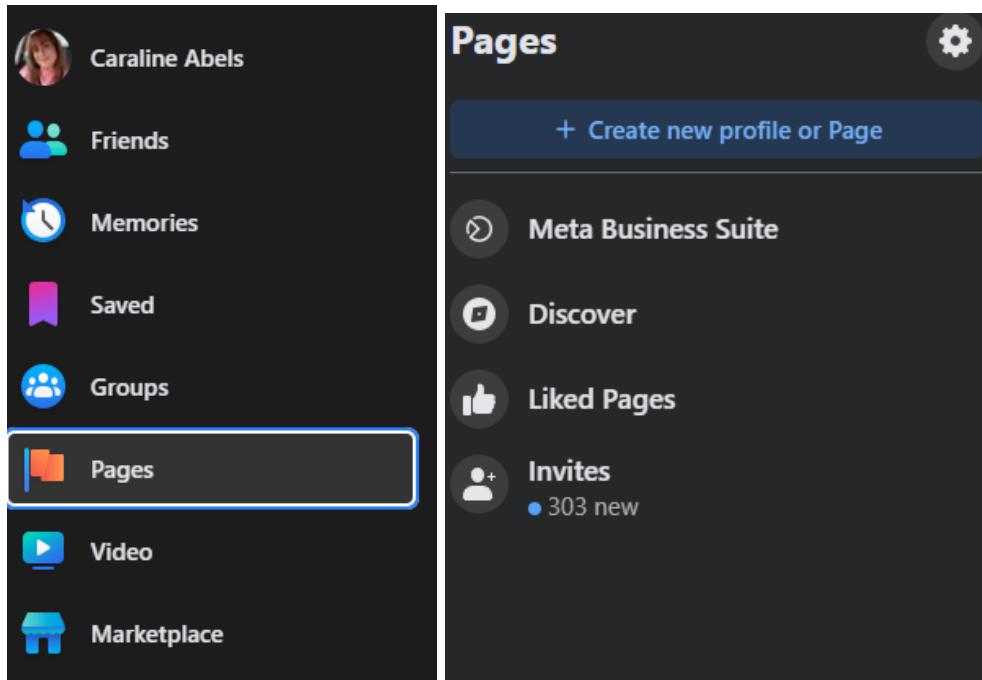
Thanks to my lovely clients Morgan Sloan & Cypress Break Skull Mounts, we were able to raise \$90 for Child Advocacy CASA and CAC in Hammond! Thank you so much to you guys for helping keep the memory of Brendan Jr. alive. 29

Views 800 Reach 380 Interactions 6

Are having a BLAST in this winter wonderland of South LA! Current weather forecast: blizzard status ☃️. I do love this weather over the typical rainy days ☔️. How's everyone else enjoying this lovely Tuesday? 21

Views 145 Reach 30 Interactions 1

Another great feature Meta offers is Meta Business Suite. This can be accessed by clicking “pages” on the left-hand side of your individual Facebook homepage. From there you will be brought to a list of pages you manage, and can click “Meta Business Suite” to be brought to a page that allows you to manage both your Facebook and Instagram pages.



Below is an example of how viewing Meta Business Suite will look like:

## Homepage

Content

Schedule, publish and manage posts and stories, and more.

Posts & reels

Stories

A/B tests

Feed & grid

Mentions & tags

Clips

Views are now available

We've added a views metric so you can better understand how your content is performing on Facebook and Instagram.

Published Scheduled Drafts

Post type Filter Clear

Last 90 days: Jan 14, 2025 – Apr 13, 2025

Columns

Title Date published Status Reach

Photo - Caraline Creative

Photo - Caraline Creative

Reel - caralinecreative

## Content Tab

Insights

Review performance results and more.

Facebook

Views are now available

We've added a views metric so you can better understand how your content is performing on Facebook and Instagram.

Overview

Plan

Results

Audience

Messaging

Benchmarking

Content

Earnings

Weekly plan 5 days left

Set your business up for success by completing recommended tasks.

Complete at least 5 tasks to finish this plan.

1 of 7 tasks completed

Weekly goal

See full plan

Performance

March 17, 2025 - April 13, 2025

Views

840 ↑ 2.5%

From followers 20% ↑ 566.7%

From non-followers 80% ↓ 17.5%

Reach

381 ↑ 3.4K%

From followers 41 —

From non-followers 340 ↑ 3.0%

Interactions

15 ↑ 100%

From followers 9 —

From non-followers 6 —

Follows

0 0%

Unfollows 0 0%

Net follows 0 0%

## Insights Tab

Meta Business is a great and useful tool to use if you want to start promoting advertising for your business (which is very affordable and can be done with as little as a \$30 budget; great to use to

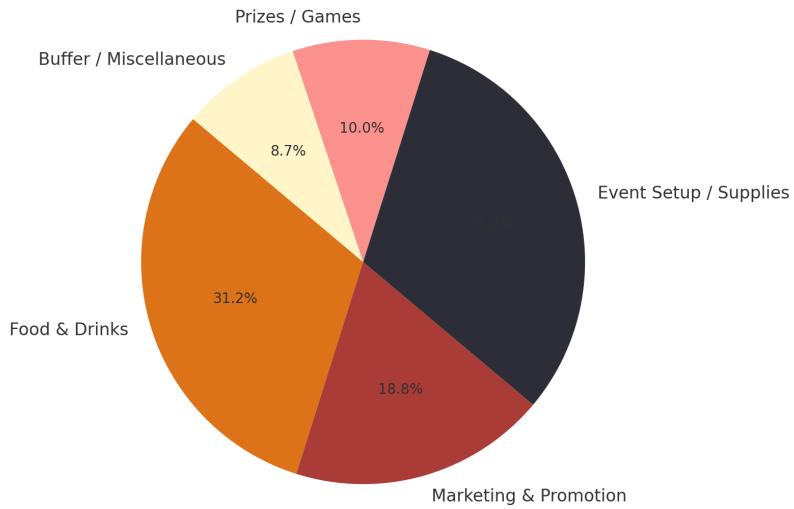
fill open stalls), view all Meta content in one place, and see how well your content is performing across platforms.

## Event and Campaign Budget

**Note:** The budget below is a **rough estimate** of how much this event will cost. Also, keep in mind there is an entry fee, which will help cover the funds spent and go toward operational costs. All categories below can also be written off on tax deductions due to it being an event for the business. **Remember to save all receipts!**

Category	Estimated Cost
Food & Drinks (Hotdogs, chili, buns, condiments, tea, and water. Consider buying bulk items from Sam's or Walmart.)	\$125
Marketing & Promotion (Use Canva, Meta Ads (boost posts), and local Facebook groups. Prioritize digital over print.)	\$75
Event Setup / Supplies Hay bales for seating, signage, trash bins, extension cords, etc.	\$125
Prizes / Games (Small games for kids or simple rodeo-style events (barrel races, pole bending). Prize ideas: ribbons, horse treats, local gift cards.)	\$40
Buffer / Miscellaneous (For any surprise needs—like extra ice, first-aid supplies, or cleanup gear.)	\$35
<b>Total</b>	<b>\$400</b>

## BR Live Oak Spring Rodeo Party – Event Budget Breakdown

**Event Flyer Design****Print Version**

## Ethical AI Integration

AI is a fairly new, innovative way to run any business. “AI and data analytics help marketing to reach more customers and stakeholders, create better customer experiences and improve efficiency and effectiveness in so many new ways today”

(Smith, Zook, Ch. 1). These AI chatbots will help you 24/7/365, remember your name, needs and any issues; AI can also make helpful suggestions throughout the customer's life. Users must remember to check for errors, bias, and unintended consequences (Smith, Zook pg 18). However, there are some things to consider when using AI, specifically whether or not it's ethical. While AI does raise some ethical challenges, such as using it to create AI art to sell for a profit, there are ways to use it to any business owner's advantage.

## Market Research

AI tools like ChatGPT have made researching a target market more efficient as opposed to traditional data collection on Google or Google Scholar. It's always important to have research to back up one's claims, but it is important to consider whether or not that research is reliable. Users need to be as specific as possible when typing in prompts for OpenAI's ChatGPT. I recommend ChatGPT because it is not only the most popular chatbot on the market right now, but it also has free options available. While the subscription price is affordable for small business owners, it is not necessary to achieve the goals for the barn. One reason to add ChatGPT to the marketing workflow is it can provide Matt and Liz with details about the ideal client they're looking for.

I was able to gather necessary information for the company's target audiences by using ChatGPT, which took a deep dive into all content and websites across the web and assisted me in tailoring the perfect target audience for BR Live Oak. Using my own knowledge of being a client at the barn, research from ChatGPT, and meeting with the owners personally helped successfully find what type of customers BR Live Oak wants to attract.

## Content Creation

Many people nowadays have become experts at creating images and videos with AI. However, AI does pull its creative content from previously created pieces that are all combined to make your graphic, video, or photo. This also means that you cannot claim this as your own creation; anyone can take the newly created content and claim it as their own. Some social media platforms, such as TikTok, have updated their privacy policies so that all content created with the use of AI must be labeled as such. This may deter users from thinking your content is authentic and may hurt the brand's image. While AI creates amazing and unique content experiences, not all people are completely on board with it, so it is important to determine whether or not the target audience would be affected by the use of AI. For comparison, if the target audience is primary school-aged children, AI would be more acceptable as opposed to an older target audience, such as retirees. “People like people and customers can resonate or connect with a brand's personality. This helps create an emotional connection between the brand and its customers.” (Smith, Zook Ch. 2). Keeping this in mind, I recommend only using AI for research, analyzing data analytics on Facebook and Meta Suite, and figuring out the best ways to word content without losing the brand personality.

## Conclusion

This Integrated Marketing Plan is a great starting point for BR Live Oak to refresh their marketing, have insight into who their competitors are and what they're doing successfully, lays out the Branding BR was already successfully doing, content recommendations, and so much more. Backed by research, if BR Live Oak chooses to use the suggestions in this IMC plan, they are sure to see positive results for their company and increase Return on Investment as far as Marketing efforts go.

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