



1.0 Background:

Bo's N' Mine is a bar and grill on Main Street in River Falls, Wisconsin. Like many of the bars and grills in River Falls, it is within three blocks of the University of Wisconsin- River Falls (UWRF). Over the past few years, Bo's N' Mine has gone through a variety of owners. It is now owned by Andrew Schultz, who proudly owns several other bars in Wisconsin and Minnesota.

Bo's N' Mine has always been a welcoming family oriented bar and grill that gives off its charm from the staffs enthusiastic vibes, home-like menu, and sports bar appeal. The menu is well-known for a variety appetizers, ½ pound burgers, house designed wraps, and hot and cold sandwiches. Since being under new ownership, the menu has expanded with intentions to reach the interest of more people.

Aside from the dining experience, Bo's N' Mine provides a fun and safe atmosphere for families to enjoy outside of their home. Age and gender neutral games have recently been added to the establishment along with weekly activities such as bingo, bar trivia, and free arcade game night. Bo's N Mine also hosts Dart Night for dart leagues that bounce around bars around River Falls.

Bo's N' Mine currently uses a webpage and Facebook profile to communicate with the community about their weekly specials, activities, and community event involvement.

2.0 Research:

2.1 Website

Bo's N Mine uses a website (Bosnmine.net) to provide potential customers with easy access to background information pertaining to the bar and grill. You can also find their menu, happy hours, daily specials, contact information, and an event calendar. The option to branch off to their only used social media, Facebook, is also offered on the main page.

However, despite the convenience of the website, it has been commented that there are older websites that were used by past owners that inquiring guests are still coming in contact with when searching for the new and improved Bo's N Mine online. Therefore, when using the option to call in for takeout orders, people are referring to the wrong menu, specials, and events.

2.2 Facebook Page

Bo's N Mine uses one social networking platform; Facebook (facebook.com/bosnmine). Their Facebook page goes more in depth than the website and is more informational for those who follow (like) the page. It also is a place where people rate their experience by highlighting 1-5 stars (one being poor and five excellent). Bo's N Mine promotes food and drink specials through posts by creating visuals of employees holding what is on special for the day or evening.



2.3 Employee Communication (Internal)

The establishment does not have any form of employee communication. The schedule for employees is posted every Sunday night in the back in paper form. Employees interact with one another through text message.

Gathered through further research, other bars and grills often have a Facebook page that is specifically used for employees only. This page is where they can engage with one another in regards to finding quick shift coverage, post photos, express concerns, and remind each other of upcoming events. Smartphone applications such as “When I Work” is also used for scheduling, requesting off, and shift swapping/dropping with manager approval.



Figure 1.0- “Facebook Employee Page”

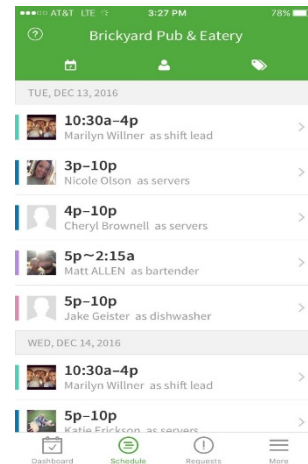


Figure 2.0- “When I Work App”

2.4 Community Involvement

Bo’s N Mine is occasionally involved in the community of River Falls which includes UWRF. UWRF involvement includes Week of Welcome (WOW) and Taste of the Town. Community involvement includes Bacon Bash, River Dazzle, River Falls Days, Ladies Night Out, and Art on the Kinni.

3.0 Competitors

3.1 Broz Sports Bar and Grill

There are many bar and grills located on the same street as Bo’s N’ Mine that are valued by college students. The first main competitor is Broz Sports Bar and Grill, they are described on their website (www.brozrf.com) as “the home of 2-for-1’s”. They serve lunch, evening dinner, and at 10 PM it turns into a college night bar with a DJ and many drink and shot specials. Students (specifically UWRF) are offered 15% off their meal with their student ID available.



Broz is not only similar to Bo's N Mine because of their full bar, but they also offer a full menu. Items on the menu include a variety of appetizers (onion rings, nachos, wings and shrimp, etc.), burgers, wraps and sandwiches, flatbreads, soups and salads, and a children's menu. The menu can be found on their main website and their Facebook page (www.facebook.com/brozbarandgrill/).

Lastly, Broz offers weekly specials, another commonality with Bo's N Mine. Along with food and drink specials they host nightly activities such as Mug Club, Bar Bingo, Dart Night, and Karaoke. Each of these events typically starts no earlier than 4 PM and ends at midnight.

3.2 Mainstreeters Bar and Grill

The second main competitor to Bo's N Mine is Mainstreeters Bar and Grill, which is also located on Main Street. According to Mainstreeters website, mainstreetersbarandgrill.net, they describe their establishment to be a relaxed setting that is surrounded by friendly staff and wide screen TV's, a place where you will always feel comfortable and welcome.

Mainstreeters offers a full bar and menu as well as community engaging activities. Starting with the menu, Mainstreeters offers a variety of appetizers, soups and salads, burgers, sandwiches and wraps, other entrees (fish dinner, steak, etc.), and a children's menu.

Mainstreeters isn't your typical college bar, in comparison to Broz, but offers just as much as Bo's N Mine does in regards to the bar and menu. There are activities that the community can join in the evening, but it singles down to Karaoke.

The graph below is a visual aid that layouts what each bar and grill provides in terms of external communication and events.

Restaurant	Social Media	Weekly Events
Bo's N Mine	Website Facebook	Bar Bingo Trivia Night Free Game Night
Broz Sports Bar and Grill	Website Facebook Instagram Twitter	Mug Night Karaoke Dart Night DJ
Mainstreeters	Website Facebook	None

Figure 3.0- "Social Media and Event Comparisons"



4.0 Analysis

4.1 Communication Objectives

Guest Visits

To increase the amount of guests that visit each month by 30%

Social Media Communications Management

To diversify the content of what the Facebook page provides by updating it more frequently with activity turn outs, customer spotlights, and seasonal taps and generate 20 more followers each month starting January 1, 2017 and ending December 31, 2018.

To implement a tag line such as “#gottagotobos” to all social media platforms to start a trend with the goal of generating more followers.

Networking

To use the guerrilla marketing tactic and create more goodwill towards the company by participating in a minimum of three community events per year and hosting one UWRP organization event per month.

5.0 Audience

5.1 Primary Audience

The primary audience we are targeting are college students that attend UWRP and Chippewa Valley Tech College (CVTC). Our reasoning for this is because as of right now, the new owner bought Bo's N Mine with intentions of creating more of a college atmosphere. Surrounding bars such as Broz, Mainstreeters, Johnnies, Mavericks and Moonshiners are all very common stops to this audience in which Bo's N Mine would like to be.

Aside from the college students, our other primary audience is the local people of River Falls. This audience includes individuals (people that dine by themselves), families, and those who prefer takeout (being in a different location other than the actual restaurant). Many frequent diners are taken by surprise of the new changes that have been applied to the bar and grill. There are many frequently asked questions regarding menu changes, price adjustments, happy hours, and activity night features.

5.2 Secondary Audience

We would like to see Bo's N Mine become known in neighboring towns such as Hudson, Ellsworth, Roberts, Spring Valley, Prescott and Stillwater because these towns are relatively close to River Falls and have many highly populated residential areas.



6.0 Stakeholders

6.1 Bo's N Mine

In order for our communications plan to become and remain effective, Bo's N Mine would have to consider hiring someone to specialize in social media marketing. Another option, with the same concept, would be to promote the job to one of the already hired staff. With these two options in mind, each will involve an adjustment to their wage; whether that be rehiring and creating a new salary or increasing a salary.

The option of hiring someone who can be at Bo's N Mine regularly would be of benefit for the position because they can first-hand collect photos, engage with guests, and be available for instant updates. Having close connections with the managers and employees would help the social media marketer to be able to effectively keep up on social media blasts.

6.2 Promoted Employee

Promoting an already employed employee to be a social media marketer would probably be the easiest route to take, but this puts a lot of stress on the current employee who is already juggling a schedule at the establishment. Most of the staff that works as Bo's N Mine are college students or full time somewhere else, therefore they have another schedule to work around.

A benefit for this employee would be a higher up position and a pay raise. It would also benefit Bo's N Mine because it would relieve the stresses of hiring someone new.

6.3 Owner of Bo's N Mine

With goals to increase the overall guest rate and the social media appearance, Bo's N Mine would be becoming more known in the community. This would be of benefit to the owner but also could require more personal time invested into the establishment. In order to keep guests coming back, the establishment needs to keep new things frequently coming to the bar and grill. This means hosting more events (bands, UWRP events, night activities, etc.), becoming more active in the community, changing specials more frequently, and offering loyalty cards or coupons for those who return regularly.

While all of these options aren't impossible to do, there would be a new financial situation that the owner would have to consider in order to adequately continue making a profit all while meeting these new needs of the establishment.

6.4 Bo's N Mine Guests

By improving the external communication of the establishment, this would positively affect the guests of Bo's N Mine and inquiring guests because they would become more aware of the offers that the bar and grill provides.



7.0 SWOT Analysis

7.1 Strengths

Bo's N Mine has many strengths that allows them to have a competitive edge with other bar and grills in the River Falls area, as well as setting them apart. The restaurant name is well known by the college in River Falls and the community. If someone doesn't know about or has never heard of Bo's N Mine then they most likely are from out of town and not familiar with the area at all.

An extreme value asset that Bo's has is that they hold strong relationships with their current customers, resulting in regulars or customers who return frequently. Holding relationships with customers can be very tricky, the fact that they have this particular skill mastered shows that they are good at communicating with customers and providing a likeable atmosphere for all who may encounter it.

They do a fabulous job of reaching the taste buds of many people with their menu. Compared to other businesses in the industry they have a large menu with a variety of food to offer to their customers. Not only is the menu large but it is also well written and organized to communicate exactly what each beverage, appetizer, side, entrée, etc. will consist of. They provide people with just the right amount of information to give them a good idea of what they are choosing off of the menu and fully understand what they will be receiving after ordering their desired purchase. They display their menu in a few different places, one being at the bar and grill itself. It can also be found on their website and Facebook page. In many situations an employee is able to answer a guests question regarding the menu and more, right on the spot.

Advertising done directly at Bo's N Mine is done extremely well. Once in the bar and grill, a customer will notice many flyers posted on the walls. These flyers advertise many of their tap beers, special offers, and details on upcoming events. In the back of the bar, there is a decent sized community board hung on the wall where many local businesses, campus organizations, and personal flyers are posted. By having a strong internal communication, Bo's N Mine keeps the current guests informed.

7.2 Weaknesses

Every business has its weaknesses some more than others. In Bo's N Mines case, one of their main weaknesses, in comparison to other local bars and grills, is their usage of trending social media's (Twitter and Instagram). As of right now, Bo's N Mine is only active on Facebook. Currently, the Facebook posts are often very repetitive. For example, every day they do the same type of post to advertise their specials. These posts includes a picture of an employee holding the item on special along with a description.

A form of false advertisement was witnessed in a post regarding the "double up for a buck" special that is offered 3 PM to 6 PM weekdays and again 9 PM to midnight. This special is specifically for most pint sized tap beers and rail drinks. The idea of the special is that the diner



purchases one beverage at its original price and the second for one dollar. Rail drinks are drinks that are not top shelf liquors (off names). Liquors such as Jose Cuervo, Grey Goose, and Kettle One would not be included in this special. What was advertised in the photograph was an employee holding a drink with a few of the mentioned liquor bottles on the edge of the bar. The caption of the photo was highlighting the happy hour deal.

Bo's N Mine often gets confused with Broz Sports Bar and Grill, due to the fact that a majority of people refer to each bar either as "Bo's" or "Broz". Considering Bo's N Mine has kept its name through many owners and is a historical landmark of River Falls, the name cannot be changed.

When looking at the flyers that are made for Bo's N Mine regarding an event, it is most commonly only seen sitting in the bar and grill. The flyer is typically black and white and looks as though it was made using a software such as Word. This isn't the worst way to make a flyer, but there is nothing unique about the flyer which makes it unappealing to the eye.



Figure 4.0 "2016 Flyer Examples"

Internal communications between managers, employees, and owners is often misunderstood or not relayed correctly. This causes many issues between coworkers mainly between managers and wait staff.

7.3 Opportunities

There are many community events that are well known in River Falls. River Falls Days, Pub Crawls, Bacon Bash, River Dazzle, Ladies Night Out, and Art on the Kinni are just a few. Bo's N Mine is offered a great opportunity to network with the community at such events.

Aside from River Fall's events, there are a handful of UWRF events which include Homecoming, Week of Welcome, Finals Fest, Graduation, and UWRF home sporting events. A lot of students are in classes that include event planning and are required to find a place outside of school to host. Bo's N Mine has an adequately large banquet area that could be advertised for



student use. This would lead to not only improving the attendance of Bo's N Mine game nights but also drawing in a new diverse crowd of people.

Occasionally offering great deals and promotions communicates to potential customers that Bo's N Mine exists to serve them and wants to give them the best deals. By offering these deals and promotions they are able to draw in more people and generate a higher revenue.

River Falls has a community journal called the River Falls Journal that many small businesses around town submit reviews, editorials, and even coupons to. Bo's N Mine could use this as an opportunity to highlight a new menu item, event, or something as simple as an employee highlight.

7.4 Threats

Bo's N Mines biggest threat is definitely surrounding businesses, with River Falls being a college town bars come a dime a dozen, putting them in a very competitive and large market. There are many different forms of advertisement around the small town that people are drawn to. Noted before, a lot of these bars and grills share many similarities in terms of hosting activities. A lot of people base where they go off of where they hear from other people (their experience, offers, etc.).

Just like any other type of business, bad reviews can ruin the reputation of the bar. One bad review can detour multiple customers which can become economically crimping whether the negative review was true or not. Bo's has reviews on Facebook and Yelp.com.

The fact that they have encountered so many different owners over the past few years there could end up being too much change, effecting the communication between Bo's N Mine, and their employees along with guests. The changes could include the menu, prices, management, staff, customer crowd, and the overall theme of the bar. Too much change can lead to an unstable customer base (problems keeping business), trouble keeping employees, and the uncertainty in the purpose of the business.

A majority of the staff at Bo's N Mine are college students so employees come and go due to students going home for summer and winter break, graduating, and getting a different job. The frequent employee turnover could lead to low quality workers depending on the training received when entering a position at Bo's. Having to train employees in its self is a lot of work. Losing well liked employees can hurt business as well because of the bond that those employees have made with customers. Once that well like employee that had ties with many of the customers is gone it leaves big shoes for the business to fill.

When it comes to the amount of business flowing in directly from the community the changing of seasons has a huge effect. Restaurants and bars seem to be extremely busy during the summer months because of the warm weather and the extra free time that many people have. Then when winter rolls around the business tends to slow down because it's cold and people are usually a lot busier with work.



8.0 Key messages

“Bo’s N Mine is yours”.

Bo’s N Mine is more than just a bar and grill, it’s a place that many call *home*. Employees work hard to make everyone who visits Bo’s N Mine feel welcome and that they belong. Their goal is to make their customers feel like Bo’s is more than just a bar and grill but a home away from home.

Sick of the same old same old?

Bo’s N Mine is just the place for you. They have a new owner which means new food. Bo’s has added pizza to their menu and not just any pizza, but a pizza that they invented and protected themselves.

Large appetite? Large Menu!

Bo’s N Mine has a lot to offer with their diverse menu that can fulfill almost anyone’s food needs and wants. Not only is the menu big but, every item listed is prepared well with the intention to meet each customer’s satisfaction.

“Food, Family, and Friend’s”

The three F’s that Bo’s N Mine lives by. Offering great food and a good atmosphere to amazing people is something they strive for.

9.0 Strategies

- To expand their communicational reach by utilizing social media platforms to virtually promote weekly specials and events that occur throughout the year.
- Offer more promotional initiatives by hosting sweepstakes, coupons, guest engaging events, and shout outs via social media.
- To invite local bands to play at Bo’s N Mine on the new patio during the summer. This would be an event strategy, but would reach people through another voice (the bands).
- Expand the communication base by a radius of 25 miles to make Bo’s N Mine more well-known in surrounding communities.
- Produce other forms of communication by implementing different public relations tools



10.0 Action

Strategy	Tactics	Budget	Date Completed
External Communication/ Expansion of Social Media Usage	<ul style="list-style-type: none"> • Create a Twitter and Instagram account specifically for Bo's N Mine's use • Post photos with engaging captions of events taking place at Bo's N Mine • Generate a monthly event calendar that can be posted to each social media platforms • Create the hashtag "#gottagotobos" so guests can link their photo or shout out of an experience back to Bo's N Mine • When at events, offer free hand outs (free drink token, 15% off coupons, buy-one-get-one coupons, shirts, hats...) to people who like one of the social media pages on the spot • Based on how many of the social media accounts someone follows, Bo's N Mine will reward them with a gift: <ul style="list-style-type: none"> - 1 account: one small prize - 2 accounts: two prizes (25% off coupon and free beverage) - 3 accounts: Bo's N Mine merchandise 		
Promotional Incentives	<ul style="list-style-type: none"> • Submit 1-2 coupons per month to a select medium such as the River Falls Journal, Chamber of Commerce Catalog, and a limited time printable coupon on social media. • Attend college and community events and giveaway 25% off coupons • Post exclusive coupons on Facebook, Instagram, and Twitter for easy access to followers • For Week of Welcome, set up a booth at Taste of the Town that will help introduce the bar and grill to the incoming students at UWRF. At the booth, have visuals including a picture of Bo's N Mine and also its location. Have a spin wheel labeled with different prizes at the table to draw students 		



	<p>to the booth and get them to interact. Have at least five different give a ways for participating in the spin wheel game. Also have a drawing for a 25 dollar gift card to eat at and Bo's N Mine. Require students to like and follow the Facebook, Instagram and Twitter pages in order to enter the drawing.</p> <ul style="list-style-type: none"> • During finals fest hold a special offer of 35% off entire purchase for all college students. Require students to show their UWRF ID's in order to receive the 35% off. Advertise this on flyers at the school and at Bo's. Also announce it on social media platforms and on the website. • Sponsor graduation and hold a special offer of one free appetizer with a purchase of any entrée for the students who will be graduating. Require them to provide proof of their graduation with a picture of their diploma before ordering. 		
Event Strategies	<ul style="list-style-type: none"> • Search for local bands to perform on the patio • Bring in other organizations such as Toys for Tots, Big Brothers Big Sisters, and other non-profits to fundraise • Set up a monthly calendar of bands that will be playing, including fees (if any), age requirements, times, and specials. • Participate in the UWRF homecoming by entering a float into the parade. Make a float that advertises Bo's and shows falcon spirit and support at the same time. Give away Frisbees with business information to increase advertisement. • During entertainment events that take place on the patio, implement a mobile bar for easy access to beverages. • Host a party to celebrate the start of summer. The event would be called Bo's Beach Bash, it would consist of a cook out with a live band starting around 3 p.m. and then would develop into a campfire later that night. At the event employees would hand out fliers listing all of the special events that would be taking place at Bo's the rest of the summer. 		



Expand Bo's N Mine's Name (External)	<ul style="list-style-type: none"> • Volunteer as a sponsor or vendor at surrounding community events such as Ellsworth Days, Hudson Days, Pepper Days (etc.). • Advertise social media pages on community boards outside of River Falls • Expand the radius of online purchased ads to 25 miles • Promote advertisement at the River Falls Cinema • Donate 300 popcorn bags to the UWRF concession stands. Information on the bag should consist of Bo's N Mine's logo, contact information and a quote that says "Bo's is a falcon fan too". This will target both college students and Falcon fans (parents, alumni, staff, etc.). This will increase brand awareness and show that they are Falcon supporters. 		
Media	<ul style="list-style-type: none"> • Form a media outlet spreadsheet that is easily accessible • Send press releases to the River Falls journal for unique events that are going to be hosted at Bo' N Mine • Create a PDF that shows Bo's N Mine's logo a long with slogan and give it to the River Falls Cinema to use on their screen before movies are shown • Invite UWRF Student Voice students to cover and review events that are hosted for college students in the banquet room • Sponsor the UWRF radio station • Hold a resume building workshop put on by Career Services in the banquet room • Connect with different media outlets in the community through LinkedIn • Join the Chamber of Commerce Committee 		
Web Development	<ul style="list-style-type: none"> • Review 3 to 5 different website pages and find 5 things that could be added or changed to make Bo's N Mine's site more engaging. • Make ordering food online, especially pizza available and set a goal to average at least 20 online orders within the first month of it being available. 		



	<ul style="list-style-type: none"> • Change the domain name completely for the website to prevent old websites from appearing when being searched by viewers. 		
Employee Communication (Internal)	<ul style="list-style-type: none"> • Post schedules online for employees to look at by purchasing Shiftboard software. Shiftboard is an online scheduling system that allows employees to view the schedule on both their smartphones and computers at home. This will allow them to easily have access to the schedule instead of having to come in and check it or rely on others to let them know. It also lets them request of and see shifts that are available that others can't take anymore or are looking to trade. • Implement an employee newsletter every two weeks. The newsletter would include upcoming specials, concerns, birthdays, a request off section, and any other ideas management would like to share with the employees. • Create a group on Facebook for employees only 		

11.0 Evaluation

11.1 New Guest Engagement

Success will be measured through social media platforms based on the number of shares, likes, and views of posts that were generated monthly. Using analytic tools (back-office), each point of measurement will be evaluated on a monthly basis, the outcomes will be tracked by using an Excel spreadsheet for future comparison.

Month, Date, Year

	Shares	Likes	Views
Facebook			
Twitter			
Instagram			

Figure 5.0- "Example Excel Tracking Sheet"

11.2 Social Media Communications Management

Success will be measured of the content that is used on Facebook by creating a folder each year with titled and dated photos that were uploaded to the page. The diversity of the posts on different media platforms will be measured by using Sproutsocial.com where we can also track the trends in the platforms. New followers will be measured by using back-office tools and



Google Analytics. These will be used to measure the views, shares, and likes of each post and recorded in the generated Excel Tracking Sheet.

11.3 Networking

Success will be measured of guerilla marketing tactics by using the website Wiggo.com to track engagement with organizations monthly and to make sure we are meeting our set goals. The website also allows for organization to check-in and sign-up, so we can keep record of when each event is taking place.