



# Hearts of Clay

**Pottery Painting Studio**

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## **BUSINESS PROPOSAL**


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### **Executive Summary**

Hearts of Clay, a family-owned pottery studio in Spartanburg, South Carolina, has been fostering creativity and community for 26 years through its paint-your-own pottery experiences, classes, and workshops. Despite its strong community ties, the studio faces challenges in expanding its brand awareness and increasing social media engagement. Currently, the business relies heavily on word-of-mouth referrals and repeat customers, with inconsistent marketing efforts limiting its ability to attract new patrons. To address these challenges, Hearts of Clay has set clear objectives to attract 150 new customers and increase social media engagement by achieving an average of 20-25 likes per post within four months.

To meet these goals, a comprehensive marketing strategy is recommended, starting with digital marketing enhancements. This includes implementing SEO strategies to improve online visibility, creating a segmented email marketing campaign tailored to customer behavior, and developing a structured social media content calendar to ensure consistent and engaging posts. Interactive content such as polls, Q&A sessions, and customer showcases will boost engagement, while collaborations with local influencers and targeted ads will expand the studio's reach. Additionally, traditional marketing efforts, such as installing physical signage in high-traffic areas, distributing flyers at local businesses, and placing ads in community publications, will increase visibility among offline audiences.

Community engagement will also play a pivotal role in Hearts of Clay's growth. Partnerships with local schools, organizations, and small businesses will allow the studio to host collaborative events, such as art workshops and pottery demonstrations, fostering stronger community ties. A website revamp is also recommended, with a focus on mobile responsiveness, intuitive navigation, and high-quality visuals, complemented by the integration of Google Analytics to track customer behavior and marketing performance. Developing a professional logo that reflects the studio's creative and welcoming identity will enhance brand recognition across all platforms. The six-month plan has a modest budget of \$405, with \$210 allocated to digital marketing, \$140 to traditional marketing, and \$55 to customer experience improvements. These efforts aim to create a balanced approach that builds brand visibility, enhances customer experience, and strengthens local engagement. Success will be measured through metrics such as social media

interactions, customer reviews, website traffic, and repeat customer rates, alongside financial performance indicators and qualitative community feedback.

By implementing these strategies, Hearts of Clay can address its marketing challenges and establish a stronger presence in Spartanburg. Enhancing both digital and traditional marketing efforts, improving customer experiences, and fostering local partnerships will help the studio attract new customers, retain loyal patrons, and reinforce its reputation as a beloved creative hub. This plan not only meets short-term objectives but also sets the stage for long-term growth and community impact.



## **Introduction**

The business we have chosen to do is Hearts of Clay. They are located at 660 Spartan Boulevard in Spartanburg, SC. It has been a paint-your-own pottery studio since 1998. They are a walk-in studio where you can use clay to create anything your heart desires. They also have glass fusion, canvas painting, and board art, so you always have new art to make. You never need a reservation to come in and make art. They offer classes in pottery painting, pottery wheel, clay, and canvas painting. When painting pottery, you can choose from banks, boxes, letters, plates, bowls, mugs, platters, figurines, plaques, coasters, vases, picture frames, and more! After painting, the pieces are glazed and fired, which takes about a week before they are ready for pick-up. This process allows customers to create lasting, custom artwork. They make their prices affordable, so the shop welcomes all families. The environment is welcoming and encourages creativity for families, friends, and even corporate groups seeking a fun and relaxing activity. Their goal is to contribute to South and North Carolina communities by providing a wholesome family activity that is enriching and fun. They were originally called “Flying Saucers” in 1998 but decided to have a different name and new ownership. This family-owned business has been open for 25 years now with everyone from kids, adults, and seniors coming in to enjoy the exciting environment. The studio is known for its inviting atmosphere, knowledgeable staff, and family-friendly environment. No matter if you don’t know what you’re doing, the employees will walk you step by step to help you. Hearts of Clay also hosts special events, including birthday parties, team-building activities, and seasonal workshops, making it a convenient venue for gatherings of all kinds. The business has a Facebook and Instagram page, where they show off their customer's work while getting the opportunity to advertise their shop. At Hearts of Clay, every piece painted becomes more than just art, it’s a shared memory.



## **Problem Summary & Objectives**

### Brand Awareness

1. Hearts of Clay has been established for 26 years and still has a limited number of people that know about them. Even though they may have strong community ties and offerings, the business faces challenges in expanding its customer base. Hearts of Clay's main challenge is how to attract new customers and retain existing ones. Their current marketing efforts through social media and emails lack consistency and structure that are necessary in attracting new customers. There is also limited outreach beyond the existing customer base, leaving potential new customer unaware of their offerings.
2. First, with Hearts of Clay's limited reach to new customers, they are missing an opportunity to target potential customers in the Spartanburg and nearby areas. Without effective brand awareness campaigns, they ultimately end up relying on word of mouth and repeat customers. This hinders their growth potential. Many prospective customers may not be aware of the studio's offerings as a result of their limited outreach. Secondly, they have underutilized email marketing efforts that are not fully refined for engagement. Emails are not personalized nor segmented on customer preferences leading to a low open and click-through rate. There is also a lack of incentive-driven campaigns to convert email subscribers into active participants. Thirdly, there is a lack of local partnerships and community involvement. Hearts of Clay has an opportunity to boost its visibility through local partnerships with schools or community organizations. This could help increase their customer base and increase their local brand recognition. Lastly, there is minimal traditional marketing efforts where Hearts of Clay mostly relies on digital marketing and word of mouth. However, traditional marketing efforts can include using physical signs, community build boards, flyers, and local print ads.
3. Solutions, include targeting social media content, strengthening email marketing efforts, engaging in local community, and enhancing traditional marketing efforts. First, A consistent strategy needs to be implemented through all digital platforms. Secondly, or email marketing campaigns, it is important to create a segmented list based on customer

behavior and send tailored content to each group. The segmented list can consist of new customers, frequent visitors, and event attendees. These emails can also offer exclusive promotions to email subscribers such as “Bring a Friend” discounts or early registration to workshops. This would encourage customers to return and refer others. Thirdly, engaging with the local community could consist of partnering with local schools for art-related projects or offering pottery demonstrations at local events. Hearts of Clay can host joint events at art galleries. Collaborating with other small businesses for cross-promotions or joint events will also help to increase their customer base. Community involvement will help their brand reach a wider audience. Lastly, enhancing traditional marketing efforts would help to increase Hearts of Clay’s brand awareness to the local community. Outdoor signage can be used by placing a well-designed sign of the business name near the main street and high traffic areas. Currently, there is no sign for the store near the main street making onlookers unaware of the store’s presence. High traffic areas for other signs to be placed includes near busy intersections, schools, libraries, or main streets. This signage would direct the attention to the studio, especially for people interested in pottery. Other traditional marketing efforts include flyers and local print ads. The flyers could be distributed at coffee shops, local events, or community centers. It would provide information about upcoming events and promotions to draw interest. Then the print ads could be placed in local newspapers or community magazines. Targeting residents who prefer traditional media consumption can help reach demographics that are not active online.

4. Overall, while digital marketing remains important for Hearts of Clay’s brand awareness, traditional marketing strategies also help to offer a valuable approach. By taking these steps through social media engagement, expanding email marketing, actively participating in local partnerships, and implementing traditional marketing strategies the business can attract new customers while retaining its existing customers. These changes will help to build a stronger presence and drive growth for their studio.

## Social Media

1. Hearts of Clay mission is to support and promote local customers through ceramic arts, but the organization is struggling to utilize social media platforms efficiently to attract new customers, engage with the community, and make their company more known. Hearts of Clay primarily uses Facebook and Instagram, with a larger following on Facebook currently at 7.7k followers, however their posts receive minimal engagement. This issue is partly due to the insufficient time and resources allocated to marketing efforts.
2. First, Hearts of Clay's social media accounts have low engagement rates with an average of about 2 likes per post. Their website gives a "welcome all feeling" that is lacking on its social media platform as well as struggling to find their target audience. Secondly, they are lacking a cohesive posting schedule, which can lead to losing followers and decreasing their visibility. The company offers weekly specials, book club painting nights, pottery wheel classes, and many more promotions that fail to highlight how they impact the community. Thirdly, with an advertising budget of \$100 they are not dedicating enough time or resources to its marketing efforts. This can also cause staff members to concentrate more on day-to-day operations rather than developing and implementing a strong social media strategy.
3. Solutions, include creating a structured content calendar, utilizing interactive content, dedication more marketing time, and investing in targeted social media campaigns. First, planning in advance will help maintain a steady flow of engaging content. Creating a structured content calendar can ensure consistent posting and it can include a mix of artist spotlights, event announcements, and community stories. Secondly, interactive post like polls and Q&A sessions, using hashtags, and live streams can increase engagement. Finding ways to engage more with the Spartanburg community can help foster a stronger connection within and potentially increase their target audience. Thirdly, hiring a dedicated staff for marketing and social media management can ensure that these certain tasks are getting the attention they need. Social media has so many new tools on these platforms where you can monitor engagement and track what type of content performs best. Potentially partnering with local influencers around the community can also increase reach and credibility. Lastly, investing in targeted advertising and their highest platforms can reach a broader audience. Social media campaigns can be tailored to attracting new followers and promoting specific events.



4. Overall, Hearts of Clay's social media problems come from not having a clear plan for marketing. By creating a better content plan, increasing interaction, putting more effort into marketing, and using data, they can improve their social media presence and connect more with the Spartanburg community. Fixing these issues is important for increasing visibility and supporting local artists.
5. Examples, add more authentic posts with less flyers. Photos of the owners and background of company. More engagements on authentic posts, so post more on pottery, people painting, and store photos. Instead of flyers, photo with content on it. Add meta pixel onto website to help run retargeted ads.

## Objectives:

1. Increase brand awareness by attracting 150 new customers within the next 4 months.
2. Increase social media engagements per post by 20-25 likes per post within the next 4 months.



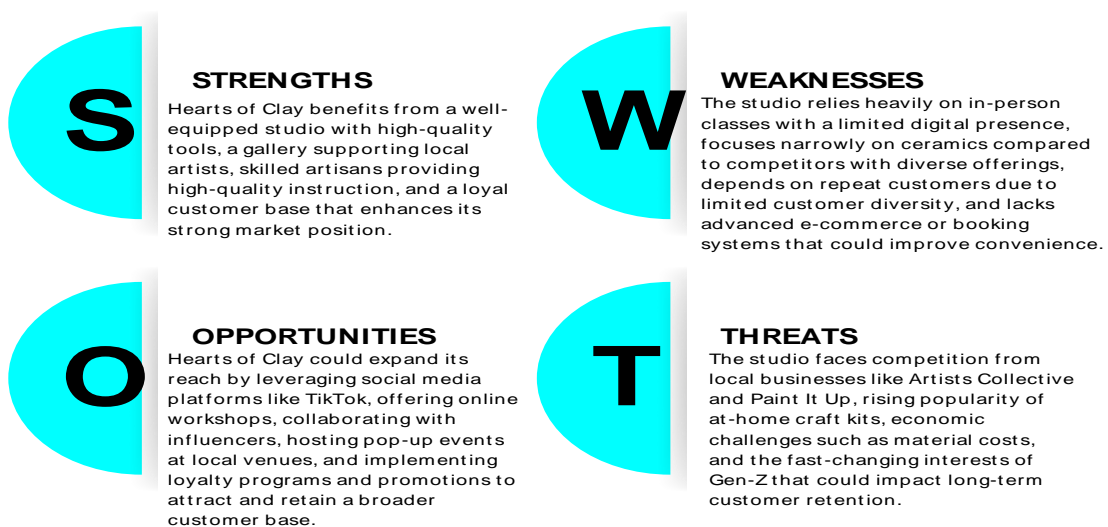
**SWOT**

- Strengths:** Hearts of Clay has several strengths that give it a strong position in the market. One of its main assets is its well-equipped pottery studio, which includes high-quality ceramic tools and kilns. The studio also features a gallery where local artists can display and sell their work, providing both visibility and support for the local art community. By focusing exclusively on ceramics, Hearts of Clay offers a more specialized experience compared to competitors that cover a range of art forms. The skilled local artisans who work at the studio contribute to both the creative atmosphere and high-quality instruction, making them a valuable resource. Although the studio lacks exclusive supplier relationships, its partnerships with local artists allow it to offer unique, handcrafted pieces that stand out in the market. The technical expertise of its staff in areas like glaze chemistry, wheel-throwing, and kiln operations further differentiates Hearts of Clay from other studios. With a loyal customer base made up of art enthusiasts and families, the business is well-regarded for its personalized instruction and supportive environment. If the staff holds professional certifications, it only adds to the studio's credibility. While it lacks proprietary technology, its expertise in pottery serves as a form of intellectual property. Additionally, the studio's advanced equipment and its prime location in downtown Spartanburg give it an edge in terms of visibility and accessibility.
- Weaknesses:** Hearts of Clay has some areas where it could improve to strengthen its business. For one, its focus on in-person classes and local sales limits its reach. Expanding into online workshops or offering shipping for its products could help the studio grow its customer base beyond the local community. Additionally, the business could improve its digital marketing, especially on social media, to attract a younger audience and increase visibility. While Hearts of Clay's focus on ceramics is a strength, it might also limit its appeal to people looking for a broader range of art experiences. Competitors that offer a variety of classes, like painting or mixed media, may be more attractive to a wider group of customers. Moreover, competitors with better e-commerce platforms or easier online booking systems offer more convenience, which is a big advantage in today's tech-driven market. Another potential issue is the business's reliance on a core group of repeat customers. If those customers were to stop coming, Hearts of Clay might struggle due to a lack of customers diversity. Lastly, while the studio's equipment, like its kilns and pottery wheels, work fine, upgrading them could improve the overall customer

experience. Updating its digital tools, like an online booking system or e-commerce platform, would also make the business more convenient and help it stay competitive.

3. **Opportunities:** Hearts of Clay has significant marketing opportunities to expand its reach and attract new customers. By promoting its fun activities like customizable pottery painting, seasonal workshops, and group events through social media such as tiktok, the studio can engage a broader audience like schools, and local businesses. Collaborations with local influencers and community groups can also help raise brand awareness. Offering promotions, loyalty programs, or special packages for group events and holidays can further enhance visibility and encourage repeat customers, strengthening the studio's community presence and brand loyalty. They can also host pop up events at local festivals, malls, or farmer's markets to attract a wider audience.
4. **Threats:** Hearts of clay have many threats in the market. These threats include, “Artists Collective”, Mayfair Art Studios”, “Paint it up”, and etc. These are many competitions in the local area. The growing trend of digital and at-home craft kits also offers a convenient alternative to visiting in-person studios, especially post-pandemic. Economic factors, such as rising costs for materials or living could also pose challenges. One of the last threats is the ongoing change in Gen-z interests. Since an item or activity gets so much attention very fast, it also makes people lose interest and move on to something new very fast. This causes businesses to lose customers.

## SWOT ANALYSIS

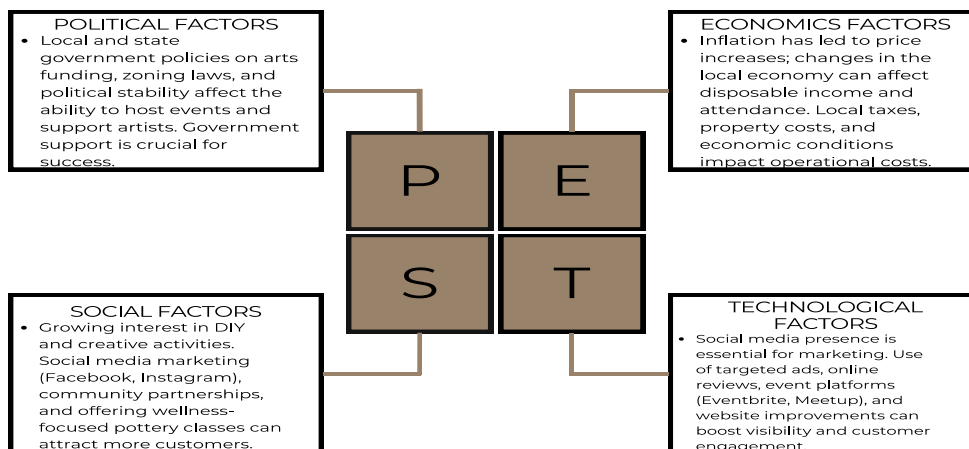


## PEST

- Political:** Hearts of Clay political factors can greatly affect its company. Changes in local and state government policies on arts funding could impact their finances, possibly limiting their ability to host events or support artists. Local zoning laws might also affect their ability to hold exhibitions or workshops. Political stability and local government support for the arts are important for the companies' success.
- Economic:** Hearts of Clay has had to raise its prices due to inflation, leading to some complaints. The starting price for pottery painting is \$7, but it varies depending on the pottery chosen. Their budget includes costs for supplies like paint, which also depends on the type of pottery selected. Economic conditions in Spartanburg and the wider South Carolina area can impact Hearts of Clay significantly. During economic downturns, people may have less disposable income, which could reduce event attendance and store purchases. Although their busiest times are during seasonal times and weekends. Conversely, a strong local economy might boost community support. Changes in local property taxes or utility costs could also affect their operational expenses. Local economic development efforts, such as promoting cultural tourism could either benefit or challenge their company. Tax policies and funding opportunities can further influence their finances, so staying informed and engaged with local policymakers is a key for managing these factors effectively.

### PEST

Analysis of the market influences



3. **Social:** There is a growing interest in DIY and creative activities. This trend gives room for posting content on behind-the-scenes footage, customer testimonials, pottery tips, and demonstrations. In order for more people to see this content, Hearts of Clay can attempt to do paid advertising campaigns on Facebook and Instagram targeting audiences within a 20-mile radius of Spartanburg. These advertisements can highlight unique offerings like group classes, personalized pottery, and seasonal workshops. The goal would be to attract people who would be interested in creative, hands-on, and social activities. Themed classes can also be offered as holiday decorations or family-friendly workshops. Hearts of Clay can also encourage customer-generated content by asking customers to tag the studio for photos of their pottery. Also, with the community centered culture in Spartanburg, Hearts of Clay can capitalize on this by partnering with local schools, community organizations, art galleries, and small businesses for workshops or events. This would help to further establish itself within the community. By offering special community events or classes, it can also boost participation. There has also been a shift in health and wellness with people seeking activities that contribute to their mental and emotional well-being. Pottery is seen as a calming, stress-relieving activity helping people destress. By promoting pottery as a form of mindfulness, mental health break, and stress relief, Hearts of Clay can attract people seeking wellness-focused and therapeutic activities.
4. **Technological:** There is an increase in social media usage making it critical for businesses to market on promoting their services. Hearts of Clay can enhance its social media presence by consistently posting visually appealing content like customer projects and pottery process videos. Engaging with followers through stories, comments, and polls can help to foster a stronger connection with the community and encourage more word-of-mouth marketing. They can utilize tools like Instagram insights and Facebook Ads Manager to have targeted ads. There is also a large influence of online reviews for potential customers. Many customers rely on online reviews when deciding where to spend their time and money. Hearts of Clay can encourage satisfied customers to leave a positive review on platforms like Google and Facebook. Hearts of Clay can also integrate with event management platforms like Eventbrite or Meetup. These could help to manage and promote events more efficiently. It will also help to reach a broader audience making it easier to find potential attendees. Incorporating these technological factors can help Hearts of Clay with their operations and improve user experience on its website.

### Target Market Research

- 1. Children:** Targeting children, ages 4-12, for Hearts of Clay should focus on engaging them through creative, hands-on experiences that capture their imagination while also appealing to parents. The strategic nature of clay modeling, combined with the in-store painting experience, provides children with a fun, sensory activity that allows them to express their creativity and personalize their projects. It also provides a break from screen time helping engage the children in more social activities. Marketing should highlight the educational benefits, such as motor skill development and cognitive growth, to attract parents who prioritize learning through play. Emphasizing the non-toxic, easy to clean, and safe materials will reassure parents, while the interactive in-store experience will create memorable, repeatable moments that encourage return visits and build brand loyalty. Experiential marketing can also be used by creating online tutorials for how the clay is made or painted allowing them to experience the products firsthand. This type of marketing also helps build an emotional connection in turn showcasing its value. Overall, advertising Hearts of Clay as a place for fun artistic expression will help to position its brand and drive repeat visits.
- 2. Young Adults:** Young adults aged 18-34 are a key audience for the business. Targeting those who appreciate unique, handmade products that reflect creativity and personal touch. They are influenced by social media, especially platforms like Instagram and TikTok, where visuals and community engagement play a big role in their buying choices. Additionally, this age group often seeks experiences over just products, indicating that workshops or interactive events could strengthen their connection to the brand. Local markets and community festivals provide great opportunities for Hearts of Clay to engage with young adults. This audience is not only interested in buying products but also in participating in events that promote creativity and community. By aligning marketing efforts with local happenings and offering hands-on experiences, Hearts of Clay can effectively attract young adults. Working with local influencers and taking part in community events will help boost brand visibility and connect with the values of this target market.

## Competitor Research

- 1. Hollowed Earth Potter:** Hollowed Earth Potter is a direct competitor to Hearts of Clay pottery shop, as both businesses specialize in creating handcrafted pottery. Located in the same region, Hollowed Earth Pottery offers a diverse range of ceramics, including functional dinnerware and decorative pieces that appeal to similar customer demographics. The proximity of the two shops allows customers to easily compare products and prices, which intensifies competition. To remain competitive, Hearts of Clay must focus on its unique artistic vision, customer engagement, and offer exclusive designs or experiences that differentiate it from Hollowed Earth Potter.
- 2. Artists Collective | Spartanburg:** Artists Collective | Spartanburg serves as an indirect competitor to Hearts of Clay pottery shop by promoting a broader array of art forms, including pottery, painting, and mixed media. While not solely focused on pottery, the collective features work from various local artists, including ceramicists who may attract customers interested in handmade art and home decor. This creates an alternative shopping destination for art enthusiasts, which can draw potential customers away from Hearts of Clay. To effectively compete, Hearts of Clay can highlight its specialized expertise in pottery and emphasize the unique stories behind its creations, appealing to those specifically seeking authentic pottery pieces.
- 3. Southern Fired Pottery:** Southern Fired Pottery presents a strong competitive presence for Hearts of Clay by offering both handmade pottery and pottery painting experiences. Known for its customizable ceramic pieces and interactive workshops, Southern Fired Pottery attracts a wide audience, including families, hobbyists, and tourists seeking hands-on creative experiences. Their emphasis on community engagement through pottery classes and events makes them a popular destination for those looking to participate in the creative process. To stay competitive, Hearts of Clay could expand its workshop offerings or introduce unique interactive experiences, such as themed pottery nights or collaborative art projects, to foster deeper customer connections and differentiate itself in the local market.

## Marketing Mix

### Product

Paint-Your-Own Pottery: Customers choose and paint pre-made ceramic items, such as plates, mugs, figurines, or seasonal decor. Hearts of Clay provides various pottery styles and a wide range of paint colors and tools.

Special Events and Workshops: Classes for beginners, themed nights (like ladies' night, kids' events, or holiday workshops), and private events for birthdays or team-building.

Seasonal and Themed Collections: Rotating inventory to match current holidays, trends, or local themes (like Fall pumpkins or Christmas ornaments).

Personalized Pottery Pieces: Opportunities for customization and commission-based work, such as commemorative items or gifts.

### Price

Paint-Your-Own Pottery: Prices range from \$8 to \$200 depending on the size and complexity of the pottery piece you selected to paint.

Pottery Classes: Classes range from \$5 to \$60 based on the type of class you'd like to attend.

Intro to Glassblowing Class: They offer a intro to glass blowing class and it is \$60 to attend.

### Place

Physical Location: Hearts of Clay is located in Spartanburg, SC, offering a central and convenient spot for families and groups in the community.

Online Presence: The business uses its website and social media platforms to showcase products, promote events, and allow customers to book sessions.

Accessibility: Lots of parking, walk-in options, and a welcoming environment make it an easy-to-visit destination.

### Promotion

Social Media Marketing: Hearts of Clay can use Instagram, Facebook, and Pinterest to share photos of customer artwork, behind-the-scenes looks, and upcoming events. Encouraging customers to share their pottery and tag the business helps increase visibility and build a



community. Social media ads can target local people who are interested in art, crafts, and family activities, helping to attract new customers and keep followers engaged.

Seasonal Promotions: Seasonal promotions can help boost sales during holidays like Christmas or Valentine’s Day. Special deals, such as "Buy One, Get One Free," create excitement and encourage customers to visit. Promoting holiday-themed pottery collections, like Halloween mugs or Christmas ornaments, on social media and in the store helps attract customers looking for unique gifts and seasonal items.

Email Marketing & Newsletters: Sending regular emails keeps customers updated on upcoming classes, events, and special offers. A monthly or bi-monthly newsletter can highlight new products and promotions, so customers stay informed. Offering special discounts or early access to sales for email subscribers makes them feel valued and encourages them to return for future visits.

Events & Community Engagement: Hosting fun events, like "Paint & Sip" nights or themed workshops, helps introduce new customers to the studio. Events like "Ladies’ Night" or "Family Fun Day" can attract different groups of people and encourage them to visit. Partnering with local businesses for events, such as a “Pottery & Coffee” day, helps reach new customers and strengthens ties within the community.



## Current Strategy with Problem & Objectives

### Problem Part 1

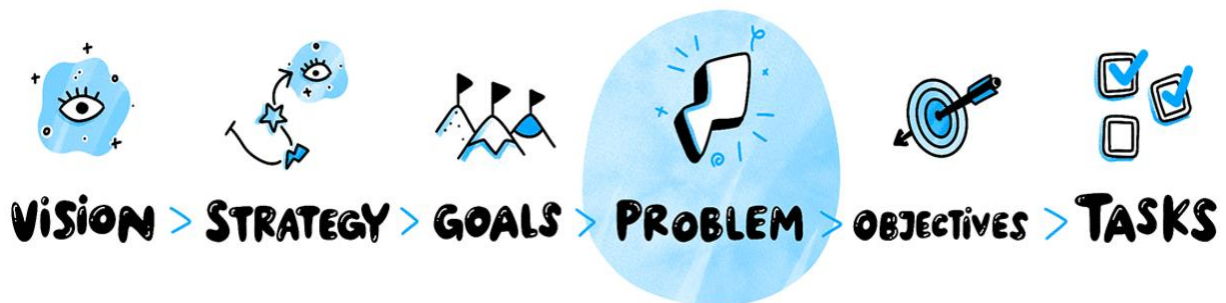
Brand Awareness: Hearts of Clay, despite being established for 26 years, faces challenges in expanding its customer base beyond repeat clients and word-of-mouth referrals. The business has strong community ties, yet their brand awareness remains limited due to underutilized marketing efforts. Their current approach—focused primarily on social media and email marketing—lacks consistency and structure, preventing effective outreach to potential new customers. Email marketing is not personalized or segmented, which results in low engagement rates. Furthermore, Hearts of Clay has minimal traditional marketing efforts, such as physical signage, flyers, or local print ads, which could help attract customers from outside their existing network. Without these efforts, they miss opportunities to engage with new customers in the Spartanburg area. To address these issues, a more structured, consistent marketing strategy needs to be implemented across digital platforms, email campaigns, local partnerships, and traditional marketing channels to enhance brand visibility and drive growth.

### Problem Part 2

Social Media: Hearts of Clay struggles to effectively utilize social media to attract new customers, engage with the local community, and raise brand awareness. Although the business has a solid following on Facebook, engagement rates are low, with minimal interaction on posts. The absence of a cohesive content strategy and posting schedule further contributes to a lack of visibility. The business offers various promotions and events, but they often go unnoticed due to poor social media management and inconsistent posting. The limited marketing budget and resources also hinder their ability to prioritize social media efforts, leaving staff members more focused on daily operations than developing a robust marketing plan. To improve, Hearts of Clay needs to create a structured content calendar, increase interactivity through polls and live streams, and dedicate more resources to social media management. Partnering with local influencers and investing in targeted ads could also help extend their reach and engagement within the community.

Objectives: Hearts of Clay has two primary objectives to improve their brand presence and engagement over the next four months. The first objective is to increase brand awareness by

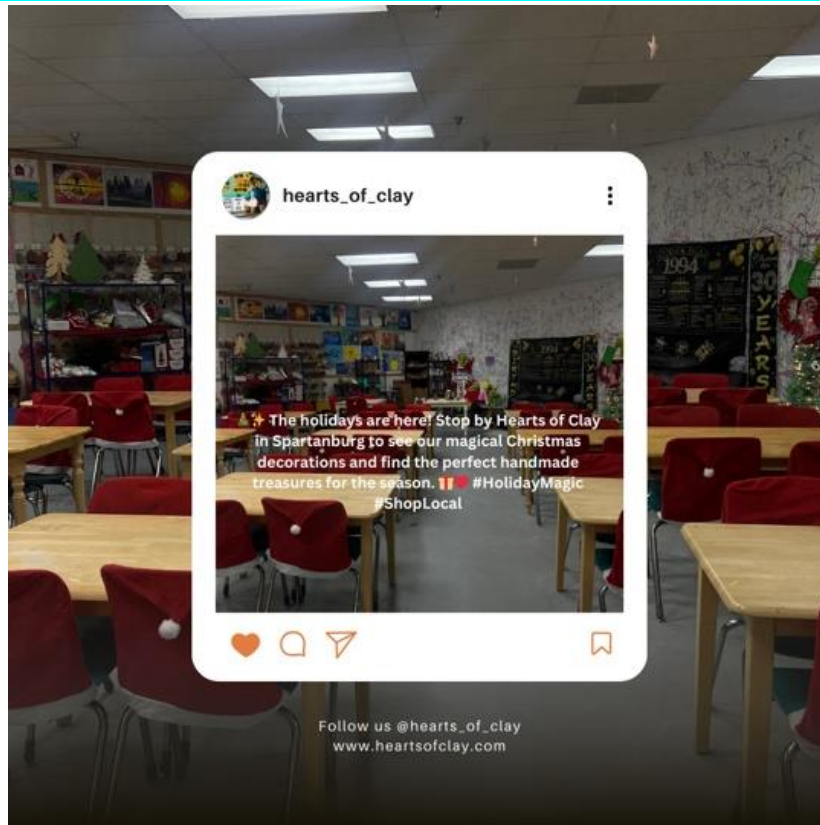
attracting 150 new customers. To achieve this, the business needs to expand its outreach through a more consistent marketing strategy, including social media engagement, local partnerships, and traditional marketing methods. The second objective is to increase social media engagement by raising the average number of likes per post by 20-25. By implementing a structured posting schedule, using interactive content, and promoting local community events, Hearts of Clay can foster stronger connections with their audience and achieve higher engagement levels. Both objectives are interlinked, with successful implementation of the strategies leading to both an expanded customer base and more active social media presence.




## Strategy/Recommendations

### Digital Marketing

1. Search Engine Optimization: To boost online visibility, start with keyword research using tools like Moz Bar to find relevant phrases related to pottery and local art. Use these keywords in your website's content, especially in titles, headings, and descriptions. Make sure each page has unique and interesting descriptions that highlight what Hearts of Clay offers. Local SEO is important for attracting customers nearby. Claim and update your Google My Business listing with accurate details, good photos, and customer reviews. Use local keywords in your website and blog content to improve your search rankings. Partnering with local businesses and media can also help you earn backlinks, which improves the website's authority and visibility.
2. Email Marketing: Building a good email list is key for connecting with our audience. Collect emails through your website, events, and in-store visits. Offering discounts or special content can encourage people to sign up. A strong email list lets you reach out directly to both potential and existing customers, strengthening your community ties. Segment your audience based on their interests to personalize your emails. Regular newsletters can keep subscribers updated on upcoming classes, share helpful pottery tips, and highlight community stories. Include special offers in these newsletters to drive traffic and encourage participation, making your emails informative and engaging.
3. Social Media Marketing (Sample Posts): Focus on visually appealing platforms like Instagram and Facebook, which are perfect for showcasing pottery. Share high-quality images and behind-the-scenes content that showcase the artistry at Hearts of Clay. Use stories and short videos to engage your audience and promote live classes and events. Encourage your students to share their pottery creations and tag Hearts of Clay. Highlight these posts to build community and strengthen customer relationships. Using local hashtags will help you reach a wider audience interested in pottery and local art. Regularly engaging with your followers will build loyalty and increase brand awareness.



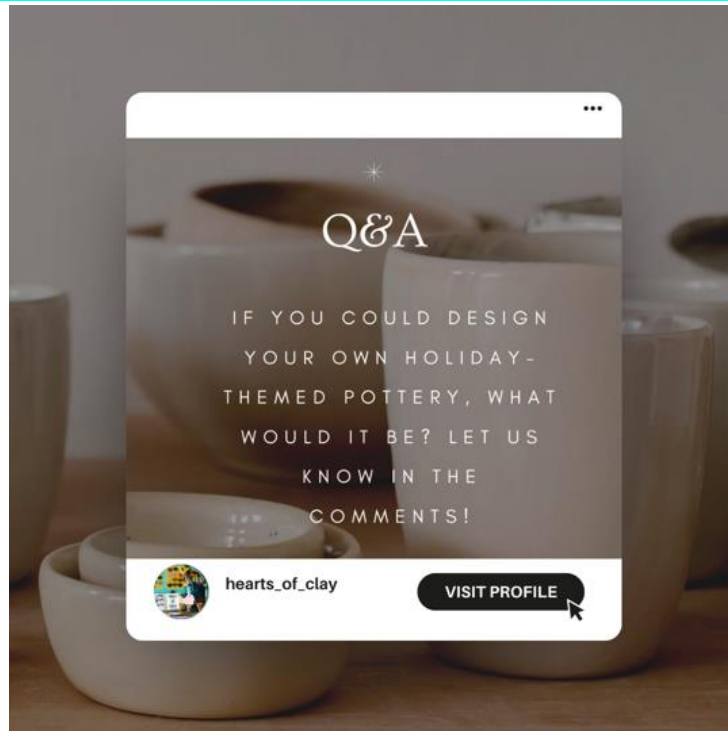
## Customer Reviews



**Michelle P** ★★★★★  
Had such a fun time at Hearts of Clay with my friends! We painted the cutest Christmas ornaments, and the staff was so friendly and helpful.

**Svetlana S** ★★★★★  
What a blast at Hearts of Clay! My friends and I made some adorable ornaments, and the vibe was so relaxing and creative. Can't wait to come back for more!

@hearts\_of\_clay



## Traditional Marketing

1. Physical Signage (Near store's road):



A road sign such as this one increases the chances of new potential customers. Signs can guide customers to where the location is at. An attractive sign can also make people want to go to the business.



2. Bill boards:



Billboards reach a large new audience which makes them effective for local advertising. They help enforce brand identity through consistent messaging and visuals (Digital billboards).

### 3. Flyers, Local Print Ads, & Business Cards:



These provide a way to communicate specific messages, promotions, and events directly to potential customers. These are more affordable than other advertising methods. Place it inside of Joans and local cafes.

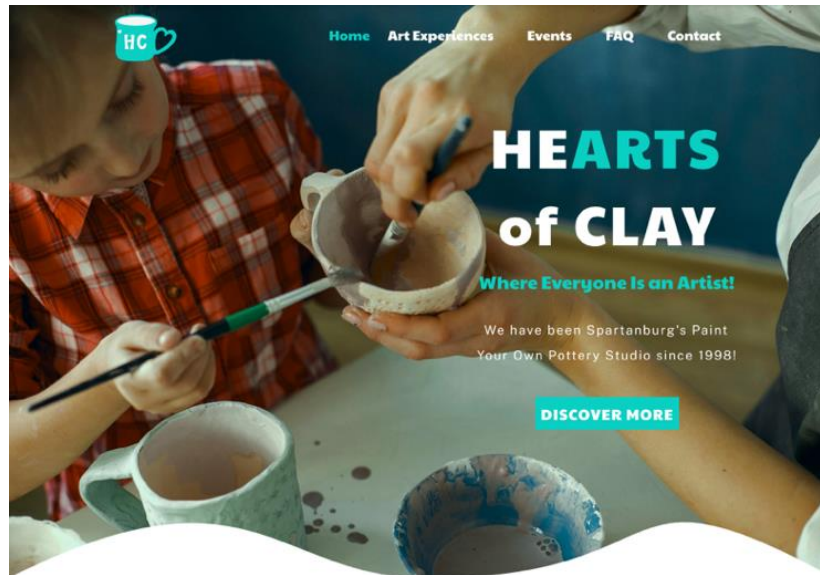
### **Customer Experience**

- Website Revamp: WordPress is a great and easy to use website builder that provides content changes for existing platforms. It should be used to create visually appealing and intuitive layouts that have easy navigation to provide information quickly. It should be mobile responsive with enhanced content using high-quality images with engaging descriptions that tell a brand story to help connect customers. There needs to be clear call-to-actions throughout the site to guide desired actions to visiting the store, building brand awareness, and signing up for the newsletter. Overall, a well-designed website will help to improve the customer experience while also increasing engagements and higher sales. An engaging and informative website will also build trust and brand loyalty.



-> Navigation bar with drop down Art Exp (Selections & Stuff a Stuffy) then Events (General, Camps, & Parties)

Scroll #1-



## About Us

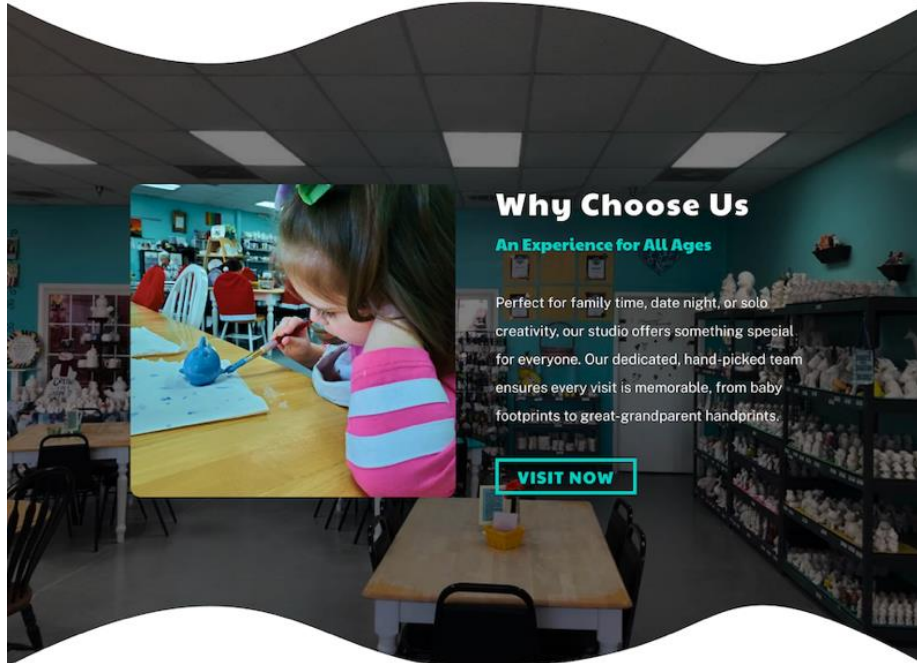
Where Family and Creativity Come Together

Family-owned and rooted in Spartanburg since 2010, Hearts of Clay offers pottery painting, canvas art, and monthly clay hand-building and glass fusion days. Originally known as Flying Saucers, our studio welcomes all ages to enjoy a warm, creative environment.

LEARN MORE



## Website Revamp Continued: Scroll #2-



### Why Choose Us

#### An Experience for All Ages

Perfect for family time, date night, or solo creativity, our studio offers something special for everyone. Our dedicated, hand-picked team ensures every visit is memorable, from baby footprints to great-grandparent handprints.

[VISIT NOW](#)

## Upcoming Events

Join Us for Creative Fun All Year Long!

Family-owned and rooted in Spartanburg since 2010, Hearts of Clay offers pottery painting, canvas art, and monthly clay hand-building and glass fusion days. Originally known as Flying Saucers, our studio welcomes all ages to enjoy a warm, creative environment.



Nov 8 @5:30 PM

#### Book Club Paint Night

Join us for our November Book Club Paint Night inspired by Twilight, featuring painting, trivia, and snacks — reserve your spot for \$25!

[JOIN US](#)



Nov 14 @1:00 PM

#### Home School Art

Join us for Home School Art, where kids K5 and up can create clay ornaments monthly on Thursdays from 1 pm to 2 pm — \$14 per child!

[JOIN US](#)



Dec 13 @6:00 PM

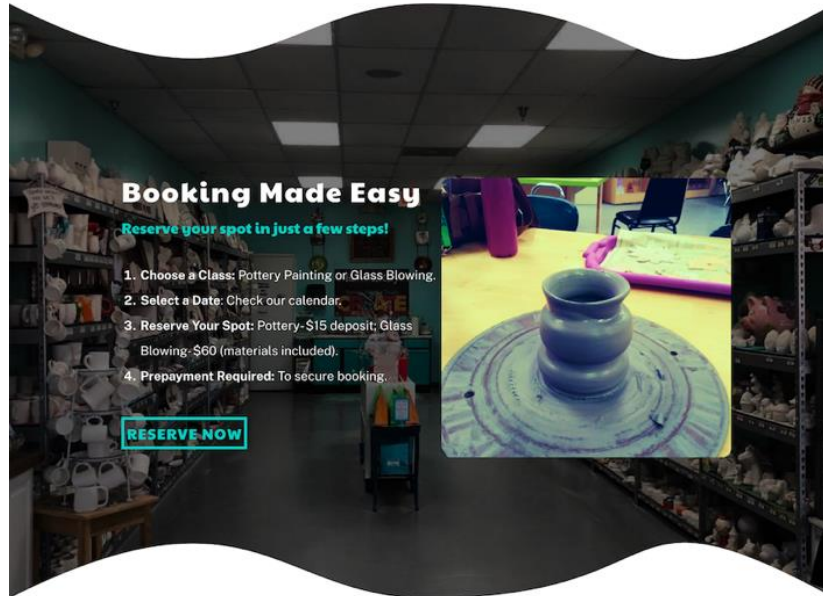
#### Bingo Paint Night-Grinch

Join us for our Bingo Paint Night featuring a Grinch theme, where you can enjoy snacks, play bingo, and paint pottery — reserve your spot for \$20!

[JOIN US](#)

## Website Revamp Continued:

### Scroll #3-



### Booking Made Easy

Reserve your spot in just a few steps!

1. Choose a Class: Pottery Painting or Glass Blowing.
2. Select a Date: Check our calendar.
3. Reserve Your Spot: Pottery- \$15 deposit; Glass Blowing- \$60 (materials included).
4. Prepayment Required: To secure booking.

[RESERVE NOW](#)



### Visit Us Today

We look forward to seeing you!

Whether you're looking to paint pottery, try your hand at glass blowing, or participate in our special events, we have something for everyone!

#### Hours of Operation:

Monday - Thursday: 10 AM - 7 PM

Friday - Saturday: 10 AM - 9 PM

Sunday: 1 PM - 6 PM

[SHOP NOW](#)

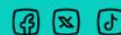
[NEWSLETTER](#)

#### Contact Us

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864-576-2228

#### Follow Us



- Create Logo: A logo is crucial for all businesses, especially for brand identity. It represents the brand's identity, personality, and values. Hearts of Clay needs a logo that shows qualities like artistry, pottery, and authenticity. It establishes brand identity across all social media, websites, and marketing platforms making the business instantly recognizable. It also provides memorability helping the business compete. A professional logo gives a brand customer trust with its eye-catching, polished logo. Incorporating an emotional connection is important because logos evoke emotions that can relate to customers. It is especially important for Hearts of Clay to do so offering creative products. These elements can symbolize love and art, like having a heart or earthy tones. This helps to create value and craftsmanship. Overall, a carefully designed logo provides a first impression for the customers and gives a consistent reminder of the brand's unique offerings.



- Google Analytics:** There is tracking that can be used by website owner. Google Analytics helps provide extensive insights into website traffic and customer behavior. Tracking visitor behavior will help us understand how the user interacts with the website, including what pages they visit, how long they stay, and when they leave the website. It is also important to identify demographics through analyzing data of the audience’s age, location, and interests. Also, measuring marketing campaigns helps to evaluate the conversions, enabling better decision-making for future decisions. Overall, tracking google analytics helps to understand the customer behavior to make data-driven decisions enhancing website marketing efforts. It will also help to better target the audience for creating more relevant content and promotional strategies. Measuring the success of campaigns will help to effectively use resources for full return on investment.
- Keyword optimization:** SEMrush or Keyword Tools can be used for free keyword planning. It will in turn help to optimize website content incrementally. Researching and implementing relevant keywords throughout the website’s content, such as product descriptions and meta tags, will help to improve organic search rankings. Also, as content is created, targeted keywords should be incorporated to provide more value to customers, driving more traffic to the site. Optimizing product titles and descriptions with keywords will bring more potential customers. Overall, keyword optimization improves search engine visibility, leading to increased traffic and attracting more qualified leads. An enhanced online presence will help the brand stand out from competitors and make it easier for customers to discover the brand.

For example, Pottery Barn is ranked top for keywords and is known for home furnishings. It can be applied through emphasizing “handcrafted pottery” or “artisan ceramics.” For optimizing the web, use words like Spartanburg “Pottery Classes” or “Pottery Painting.”

All keywords: 408,640 Total Volume: 9,408,000 Average KD: 21%

[+ Add to keyword list](#) [Update metrics](#) [7/10](#) [Export](#)

Keyword	Intent	Volume	KD %	CPC (USD)	SERP Features	Updated
pottery barn	N	1,500,000	85	1.05	+5	Last week
pottery barn kids	N C	368,000	71	2.14	+6	Last week
pottery barn teen	N	165,000	52	1.03	+7	Last week
pottery	C	74,000	95	1.07	+4	Last week
old time pottery	N	60,500	51	1.86	+5	Last week
pottery barn outlet	N	60,500	40	1.18	+3	Last week
pottery classes near me	T	60,500	47	0.99		Last week
pottery near me	T	33,100	34	1.00		Last week
pottery painting near me	T	33,100	42	0.78		Last week



- **Link Building:** It involves building backlinks from other websites to your own to improve your domain authority and SEO ranking. Using this method will help users to navigate between pages on the internet, and search engines use these links to help crawl the web. In turn it helps to improve your site's authority by signaling to search engines that the links are from reputable websites making your content valuable. The links can also drive traffic to your site from the referring site. Search engines also consider the quantity and quality of links when looking at the page's ranking in search results. Strategies used to help implement this include guest blogging, content marketing, networking, and directory submissions. For guest blogging, it simply requires writing articles for other blogs with a link to your site. Content marketing is creating shareable content that naturally attracts links. Networking involves building relationships with other bloggers and influencers for the niche and directory submissions is where you submit your site to relevant directories online. Overall, link building will help to build the brand's authority and visibility simply through reaching out to bloggers or other websites asking for a link.

### **Budget**

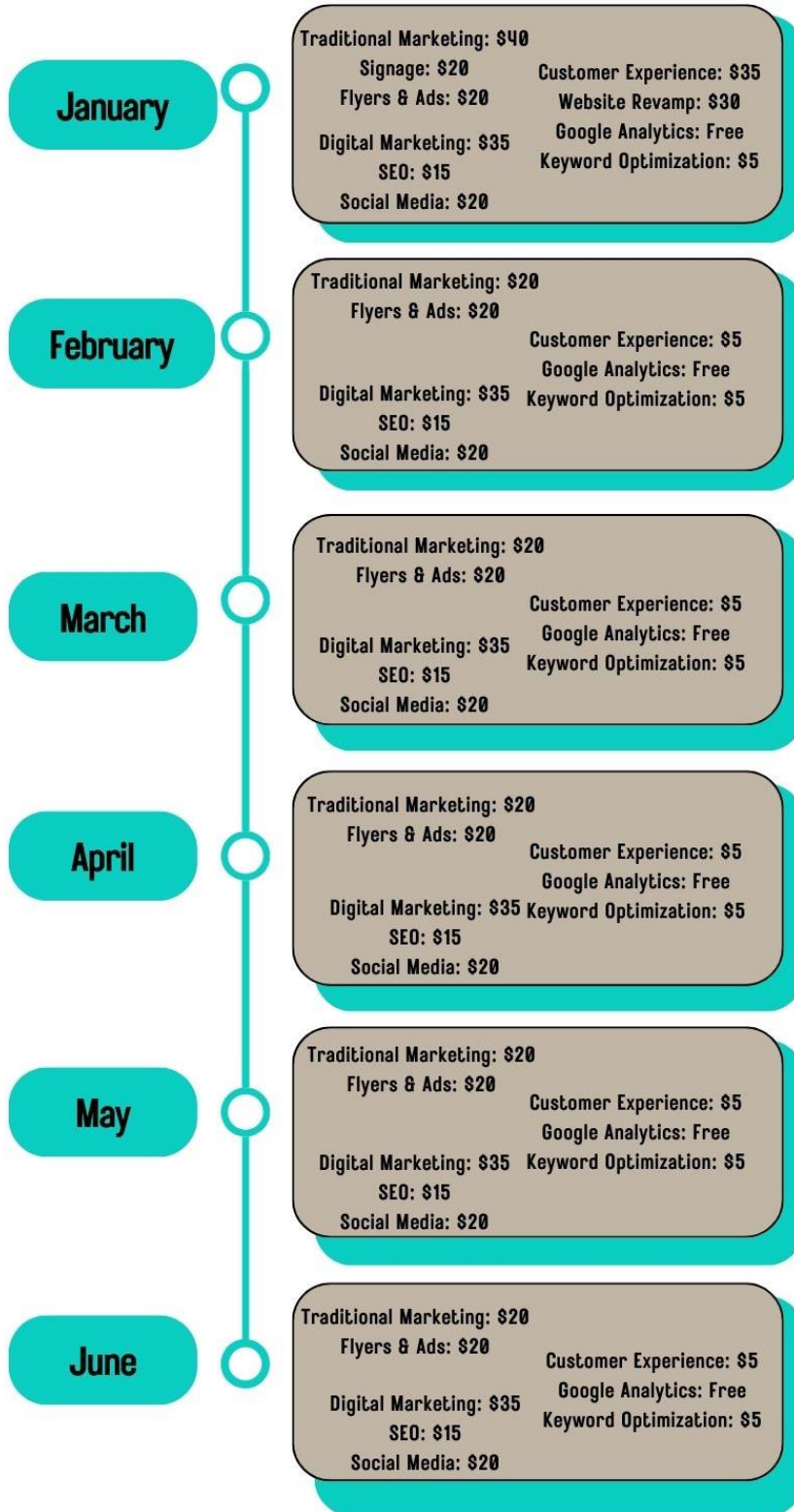
This six-month marketing budget is structured to build a solid foundation for digital visibility, local reach, and customer engagement with a total investment of \$405. Digital Marketing, with an allocation of \$210, focuses on consistent SEO and social media efforts to increase online presence and attract customers through search engines and social platforms. This monthly investment enables the brand to stay visible and adapt its digital strategy based on performance and engagement, ensuring that the online reach continues to grow.

Traditional Marketing and Customer Experience are allocated \$140 and \$55, respectively. The Traditional Marketing budget emphasizes physical visibility through signage and local print ads, specifically targeting the community to drive in-store visits. The Customer Experience portion focuses on website enhancement and keyword optimization, with Google Analytics providing ongoing insights into visitor behavior. Together, these three areas offer a balanced approach to establishing brand presence, enhancing customer experience, and building local awareness—all while remaining within a carefully planned budget.

6-Month Summary: Total for 6 Months: \$405

- **Digital Marketing (SEO and Social Media):** \$210
- **Traditional Marketing (Signage, Flyers, Print Ads):** \$140
- **Customer Experience (Website Revamp, Google Analytics, Keyword Optimization):** \$55

## Timeline



## **Evaluation of the Plan**

### **Customer Engagement and Satisfaction**

Track customer reviews, Net Promoter Score (NPS), and social media engagement. Success is reflected in higher ratings, positive feedback, and increased interaction. Monitoring in-store interactions, such as customer participation in workshops and their feedback on the painting experience, provides valuable insights into engagement levels. Hosting surveys or casual conversations can also help gauge satisfaction and uncover opportunities for improvement."

### **Sales and Revenue Growth**

Measure monthly sales, product performance, and event bookings. An increase in revenue and popular workshops indicates effective strategies. Tracking seasonal trends and the success of holiday-themed products or events can provide deeper insights into revenue drivers and help refine future offerings.

### **Customer Retention and Loyalty**

Monitor repeat customer rates and loyalty program engagement. A growing base of return visitors signifies strong customer loyalty. Offering exclusive perks, such as discounts for frequent visitors or early access to special workshops, can further encourage customer loyalty and repeat visits.

### **Community Involvement**

Evaluate attendance at community events and the success of school partnerships. Repeat collaborations and positive community feedback show strong local engagement. Building relationships with local artists and hosting collaborative events can enhance community connections and foster a sense of shared creativity, further strengthening local support.

### **Brand Awareness and Online Presence**

Analyze website traffic, online bookings, social media growth, and email marketing metrics. Higher numbers in these areas suggest effective marketing efforts. Tracking customer



engagement with online content such as blog posts, tutorials, and user-generated content can help gauge the reach and impact of marketing campaigns, providing insights into brand visibility.

## Financial Metrics

Review profit margins and compare costs to revenue. A favorable cost-to-revenue ratio confirms the plan's financial success. Monitoring cash flow, seasonal fluctuations in revenue, and expenses related to events or new product lines will also help assess financial health and ensure sustainable growth.

## Qualitative Metrics

Collect customer testimonials and gauge community sentiment. Positive stories and recognition as a local creative hub indicate brand impact. Tracking media mentions, local awards, and word-of-mouth referrals can provide further insight into the emotional connection customers have with Hearts of Clay and its reputation within the community."



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 **Hearts of Clay** 

**Pottery Painting Studio**

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THANK YOU