



**START**

***ATHENS***  
***RUNNING***  
***COMPANY***

***ALLY HUIZER***  
***ADPR 5920***  
***FALL 2021***

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# CLIENT HISTORY

## ATHENS RUNNING COMPANY



**2010**

Athens running Company started their Thursday night group runs



**2010**

Mark Schroeder and David Laggis opened Athens Running Company in The Bottleworks near downtown Athens



**2015**

Athens Running Company moved to their current location positioned on the corner of the historic Five Points district



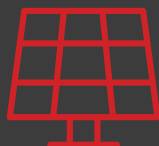
**2013**

Athens Running Company moved to their first storefront in Five points located in Hodgson Terrace



**2015**

Athens Running Company installed a free filtered water station to ensure easy access to clean filtered water for all runners



**2019**

Athens Running Company installed a 7.8kwh solar array that directly sources 90% of their electricity

# MEET THE TEAM

## ATHENS RUNNING COMPANY



**MARK SCHROEDER**  
**FOUNDER**

Mark Schroeder opened Athens Running Company in 2010 with David Laggis, his close friend since middle school. Mark's goal is to treat every customer like family. Since opening, he has cultivated an atmosphere where everyone of all running experience backgrounds, body types and personal goals feels accepted. His passion is helping "average joes" achieve their personal fitness goals.

**BRAD FRINK**  
**STORE MANAGER**

Brad Frink entered and won his first ultramarathon race in 2017 and has been hooked on running ever since. Brad always goes out of his way to extend any knowledge he may have gained from his running experiences. He takes pride in helping customers run injury-free. At the moment, his favorite shoe is any Altra running shoe.



# MEET THE TEAM

## ATHENS RUNNING COMPANY



**CERA JONES**  
TEAM MEMBER



**BEAU HODGSON**  
TEAM MEMBER



**MADISON MESSER**  
TEAM MEMBER



**SARA CRANSTON**  
TEAM MEMBER

# MARKET

The fitness industry is saturated in Athens, Georgia, with a wide variety of local gyms and yoga studios. Contributing to the growing market, there are a handful of athletic apparel and footwear retailers. Larger franchises, such as Academy Sports + Outdoors and Dick's Sporting Goods, offer a range of products for a variety of activities. Stores including the New Balance store and Lululemon are more targeted offering a smaller range of products that promote an active lifestyle. Athens Running Company's primary competition in the running shoe industry is Fleet Feet. Both of these companies are running specialty stores and target the same audiences.

# COMPETITION



Fleet Feet is a retail chain stocking athletic shoes, apparel and accessories geared towards runners. Fleet Feet has expanded to more than 180 stores across the country with each store being locally owned and operated. They offer a welcoming environment where runners, walkers and fitness enthusiasts of all abilities receive exceptional service and support. The Fleet Feet outfitting process helps customers select a shoe that offers the best fit and function by evaluating their foot's gait and natural biomechanics. Fleet Feet is committed to enhancing and growing their local running and walking communities and offering training resources to assist them in achieving their fitness goals.



New Balance is one of the world's major sports footwear and apparel manufacturers. They manufacture a range of shoes for runners, other athletes and non-athletes offering products with a blend of function and fashion. New Balance's job is to help aid athletes in their pursuits, whether that means helping professional athletes set records or encouraging everyday athletes to live a more healthy and active lifestyle. New Balance has retail stores in over 130 locations across the United States with trained Fit Specialists that help determine the best New Balance style for you.



Academy Sports + Outdoors is one of the nation's largest sporting goods and outdoor recreation retailers. Academy offers a variety of hunting, fishing and camping gear, along with sports products, footwear and apparel. Their vision is to provide fun for all through strong assortments, value and experience. Even though they offer products beyond traditional sporting goods and apparel offerings, Academy has a wide range of popular running and walking shoes similar to Athens Running Company's options.

# TARGET AUDIENCES

## BUSY BETHANY

- FEMALE
- 25-30 YEARS OLD
- MARRIED
- UGA ALUMNI
- \$65,000 YEARLY INCOME
- BUSY SCHEDULE
- COMMUTES TO METRO ATLANTA
- PRIORITIZES EXERCISE
- EATS WELL-BALANCED MEALS
- TRAINING FOR ATHALF MARATHON



Bethany is a 26-year-old University of Georgia alumni. She is staying in Athens, Georgia, as her husband finishes up his Master's degree. She commutes to metro Atlanta every morning for her 9 to 5 sales job. As a sales representative, she struggles finding a healthy work-life balance and always has a busy schedule. Even though her job takes up much of her time, Bethany goes to the gym every morning before work and meal preps on Sunday nights for the week ahead. She loves staying active and is currently training for the Athalf marathon.

# TARGET AUDIENCES

## SPORTY SARAH

- FEMALE
- 18-22 YEARS OLD
- UNDERGRADUATE AT UGA
- RAN CROSS COUNTRY IN HIGH SCHOOL
- RUNS 4+ HOURS A WEEK
- MAINLY WEARS ATHLEISURE
- FOLLOWS FASHION TRENDS
- \$250,000 YEARLY FAMILY INCOME
- CONSUMES MEDIA PRIMARILY THROUGH INSTAGRAM



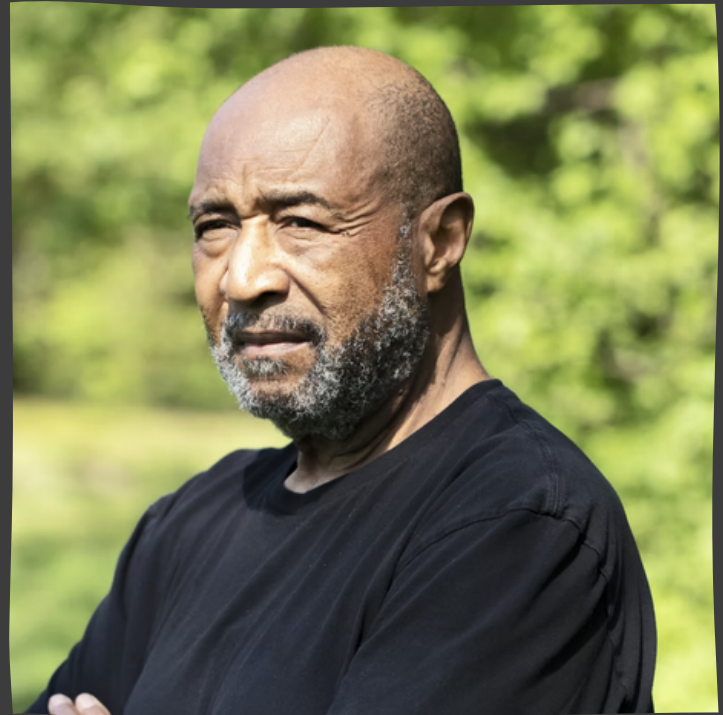
Sarah is a 20-year-old student at the University of Georgia. She ran cross country in high school and still runs for at least four hours a week. Her friends would describe her as sporty and athletic. When she isn't studying or working out, she's scrolling through Instagram staying up-to date on the latest fashion trends. She loves to wear athleisure and finds herself splurging on cute athletic wear. Her go-to outfit is anything Lululemon and her trusty pair of Hoka running shoes.



# TARGET AUDIENCES

## BEGINNER BRIAN

- MALE
- 50-55 YEARS OLD
- WORKS IN WATKINSVILLE, GA
- \$70,000 YEARLY INCOME
- WALKS 1-2 MILES A WEEK
- LOOKING TO GET IN SHAPE
- PARTICIPANT OF COUCH TO 5K PROGRAM



Brian is a 52-year-old construction worker in Watkinsville, Georgia. He works early mornings and late nights, so he doesn't have much time to make healthy meals and exercise consistently. He tries to walk at least one mile a week, but he recently decided to seriously start trying to get in shape. Brian doesn't know much about exercising and the proper gear he'll need, but he's eager to learn more and invest in a good pair of athletic shoes. He made it his goal to run a 5K by the end of the year, so he signed up for the Couch to 5K program.

# SWOT ANALYSIS

## ATHENS RUNNING COMPANY

**S**

- Prime location
- Positive local reputation
- Strong management team

**W**

- Lack of event planning
- Lack of social media engagement
- Limited product range

**O**

- Strengthen existing relationship with college students
- Local business partnerships
- New technology

**T**

- Strong local competition
- Supply chain issues
- Uncertain COVID-19 regulations

# ***STRENGTHS***

## ***PRIME LOCATION***

Athens Running Company is located on the corner of the historic Five Points district in Athens, Georgia. Their past two locations were difficult to find in lesser known areas and were attached to other stores instead of being a stand-alone building. Five Points is a high-traffic area, and many people pass the large Athens Running Company sign on a daily basis. Located in a storefront with high visibility, ARC has no need to spend money on advertising.

## ***POSITIVE LOCAL REPUTATION***

Athens Running Company is a well-known local brand. They set themselves apart by being the only locally owned, non-franchised running specialty store in Athens. ARC garners the support of the local running community by providing quality service and organizing weekly group runs.

## ***STRONG MANAGEMENT TEAM***

Athens Running Company's team is composed of long-term employees who are committed to the success and growth of the company. With a low turnover rate, the ARC team is knowledgeable with a great deal of insight and expertise in the running shoe industry. A team of only six people allows for a more personable and thorough fitting process experience with guests.

# WEAKNESSES

## **LACK OF EVENT PLANNING**

Athens Running Company hosts weekly group runs, but that is the only event they consistently organize. ARC is one of the few running speciality stores in Athens, so they have a fair amount of local awareness. However, increased community involvement could help them reach their target audiences and increase sales.

## **LACK OF SOCIAL MEDIA ENGAGEMENT**

Athens Running Company has accounts on Instagram, Facebook and Twitter, but they are only active on Instagram and Twitter. They post around 2-3 times a month, but the content doesn't receive much engagement. With more engaging and consistent content and higher quality photos, Athens Running Company can improve their online presence and increase engagement with their social media accounts.

## **LIMITED PRODUCT RANGE**

Athens Running Company is a local small business, and with a small business usually comes a smaller budget than most franchised companies. For that reason, the product range Athens Running Company chooses to sell is limited. The size of ARC's storefront factors into this weakness as well. Their current location is a small building that doesn't have much storage. Therefore, they can only offer what they have in-store unless a customer wants to wait for an order. If a guest can't find what they're looking for, they might walk over to Fleet Feet or go to a retailer that has a more diverse range of products.

# OPPORTUNITIES

## **STRENGTHEN EXISTING RELATIONSHIPS**

A great opportunity for Athens Running Company would be strengthening their existing relationship with college students. Incorporating college student discounts and a group run night just for college students could help increase brand awareness. By promoting in-style shoe brands, such as Hoka, and trendy activewear lines, such as Lululemon, more college students would be inclined to check out Athens Running Company's products as well.

## **LOCAL BUSINESS PARTNERSHIPS**

To increase community involvement and gain brand awareness, Athens Running Company could partner with a local business. One potential partnership could be The Hub Bicycles, a bicycle shop located in walking distance from ARC. Both companies exist in the local fitness market and are trying to reach similar audiences.

## **NEW TECHNOLOGY**

As customer preferences change, products are increasingly being bought online, and more customers are embracing new technology. Athens Running Company is more traditional, however incorporating new technology might appeal to more customers. ARC now has an e-commerce site, and they will soon be implementing the Albert 2 Pro 3D foot scanner in their three-step fitting process.

# THREATS

## **STRONG LOCAL COMPETITION**

Running shoe retailers including Fleet Feet, New Balance and Academy are strong local competitors. All of these competitors have a much bigger reach than Athens Running Company due to the fact that they are franchises and are not just located in Georgia. Because of this, these competitors have a larger budget to spend on marketing, community outreach and a diverse range of products. Fleet Feet located within walking distance to Athens Running Company poses a threat as well.

## **SUPPLY CHAIN ISSUES**

Supply chain issues are plaguing business throughout the United States. These issues are especially impacting small businesses considering owners can't always order in bulk or in advance like larger companies. Global supply chain issues are leaving business owners questioning if they will receive enough product from the brands to meet the demand. Rising costs are a concerning effect of these issues as well. Majority of running shoes will get hit with an increase in prices which raises concerns for shoppers.

## **UNCERTAIN COVID-19 REGULATIONS**

Athens Running Company closed their doors for a couple months in 2019 because of the COVID-19 pandemic. Since then, ARC has reopened and continues to follow safety regulations. With the emergence of new variants, such as the Delta and Omicron variant, countries in Europe have begun shutting down travel and returning to strict regulations. The uncertainty of new variants places a threat on Athens Running Company as it could cause another store shutdown resulting in a loss of business.



# ***DELIVERABLES***

# ***ITEM DESCRIPTIONS***

## ***PRESS RELEASE***

A press release is a newsworthy story or announcement sent to media outlets or reporters on behalf of a client. Press releases are essential to public relations because it is a cost-effective way to outline and promote a client's key messages. Press releases are considered a credible source and remain an important form of content for journalists and bloggers. We were tasked with creating a press release for our chosen client that accurately represents the brand and offers interesting information to their target audiences. I decided to write a press release about the implementation of a new 3D foot scanning technology at Athens Running Company. Since my client is more traditional in how they do business, I found it important to highlight a new and exciting technology that would elevate their shoe-fitting process.

## ***MEDIA LIST***

A media list is a document with a list of relevant media contacts including journalists, bloggers and influencers, who would be interested in stories about your client. Media lists are an essential way to ensure your material is being received by the right media outlets and target audiences. Platforms such as Muck Rack and Cision provide easy access to media outlet information, however it is valuable to practice creating media lists without these resources. We were instructed to create a detailed media list for our chosen organization by identifying three traditional media outlets and two social media influencers. I developed a media list of local writers and influencers and justified my decisions by explaining the value they would provide for my client.



# ITEM DESCRIPTIONS

## **PITCH**

A pitch is an email, phone call or social media message that proposes a story concept to journalists, bloggers and influencers in hopes that they will publish your content. Pitching is important to public relations because it allows you to tailor your information to specific media contacts and explain why your content is important to them and their audience. We had to develop an email pitch for one of our traditional media sources and a social media pitch for one of our digital media influencers. I created an email pitch for Mike Wooten, Director of Communications for UGA's College of Engineering and author for UGA Today, that emphasized the artificial intelligence aspect and 3D technology of the new foot scanner. I produced a social media pitch to Rachael Whittenburg, founder of Healthy Celebrations which is a local running club for college students. Since her followers understand the significance of staying active and investing in proper running gear, I proposed a social media collab where Rachael gets fit by the foot scanner.

## **SOCIAL MEDIA**

Social media continues to grow in popularity as scrolling through various social media platforms has become a primary activity for many. Social media has become increasingly more accessible and more likely to inspire consumer purchases. By consistently posting on social media, businesses are able to increase brand awareness and track data and social media metrics that provide insight on their performance. For the social media plan, we had to analyze our client's social media platforms and provide rationale for why each platform benefits them. Based off of initial research, we then had to create three social media posts for three social media platforms: Facebook, Instagram and Twitter. My posts highlight different features of each platform, such as Instagram stories, Facebook events and Twitter polls, and include creative content that would boost engagement for my client's social media accounts.

# ***ITEM DESCRIPTIONS***

## ***BLOG***

Blog content is less formal communication ranging from feature stories to how to/tutorials that provide helpful and insightful information to readers. Organizations can post their own views and position themselves as thought leaders. Blogs are simple to start and a cost-effective way to connect with your audience in a more personal format. Blogs are an easy way to build a company's reputation and increase brand awareness and exposure. We were tasked with developing a blog on behalf of our client that considers their industry and appeals to their target audiences. I drafted a blog about essential running gear for winter training. The blog highlights five different products that are all sold at Athens Running Company.

# PRESS RELEASE



For Release On: Dec. 1, 2021

Ally Huizer  
(678) 780-2634  
aeh57129@uga.edu

Athens Running Company to introduce 3D foot scanning technology

ATHENS (Ga.), Oct. 13, 2021 – Starting in late December, Athens Running Company will offer the Albert 2 Pro Scanner as an additional step in their fit process. The comprehensive 3D foot scanner utilizes artificial intelligence fit technology to help customers find the right fit on the first try.

The Albert 2 Pro Scanner is an all-in-one foot scanning system released by Aetrex in February 2021. It was designed to create authentic, personalized fitting solutions for customers. Throughout the 20-second scan process, 3D depth cameras capture key foot data, such as length, width, in-step, arch height and pressure points.

“Even though we like to keep it old school, we wanted to bring in the scanner to offer a high-tech component to our fit process,” said store manager, Brad Frink. “The scanner does not change our ability to do our job, but it will further enhance the customer experience, which is ultimately what we strive to do.”

Aetrex’s FitGenius AI platform provides custom recommendations based on an individual’s 3D foot profile. With a voice activation feature, the scanner allows customers to ask Albert any questions they may have about their feet. Customers are then able to try out the recommended Aetrex orthotics or running shoes that Athens Running Company carries in store.

Customers will now have the option to step on the 3D foot scanner during the company’s three-step fit process to learn about their unique foot data and view personalized recommendations.

For more information about the Albert 2 Pro Scanner, please visit <https://aetrex.com/albert-foot-scanner>.

## **About Athens Running Company:**

Athens Running Company, founded in 2010, is located in the historic Five Points district of Athens, Georgia. ARC carries a variety of footwear, apparel and accessories to best serve a community of all body types and experience levels. For more information, visit [athensrun.com](http://athensrun.com) and follow ARC on [Instagram](#), [Facebook](#) and [Twitter](#).

###

# MEDIA LIST

## ATHENS RUNNING COMPANY

| OUTLET | CONTACT | TITLE | EMAIL | PHONE | SOCIAL | CATEGORY |
|--------|---------|-------|-------|-------|--------|----------|
|--------|---------|-------|-------|-------|--------|----------|

### TRADITIONAL

|                 |                  |                             |                            |     |                            |            |
|-----------------|------------------|-----------------------------|----------------------------|-----|----------------------------|------------|
| ONLINE ATHENS   | ANDREW SHEARER   | MULTIMEDIA JOURNALIST       | ASHEARER@ONLINEATHENS.COM  | N/A | TWITTER: @CINEM ANDREW     | CULTURE    |
| UGA TODAY       | MIKE WOOTEN      | AUTHOR                      | MWOOTEN@UGA.EDU            | N/A | TWITTER: @MIKEWOOTEN UGA94 | TECHNOLOGY |
| THE RED & BLACK | MCGREGOR ROWLAND | SPORTS WRITER & CONTRIBUTOR | MCGREGOR ROWLAND@GMAIL.COM | N/A | TWITTER: @MAC ROWLAND10    | SPORTS     |

### DIGITAL

|                       |                     |                                    |                        |                  |  |        |
|-----------------------|---------------------|------------------------------------|------------------------|------------------|--|--------|
| @MATTHEW BOLING       | MATTHEW BOLING      | UGA TRACK & FIELD STUDENT ATHELETE | TEAMBOLING@EXCELSM.COM | N/A              | INSTAGRAM: @MATTHEW_BOLING1<br>TIK TOK: @MATTHEWBOLING | SPORTS |
| @HEALTHY CELEBRATIONS | RACHAEL WHITTENBURG | FOUNDER OF HEALTHY CELEBRATIONS    | RWITTENBURG@ME.COM     | (512) 497 - 0970 | INSTAGRAM: @HEALTHY CELEBRATIONS                       | SPORTS |

# MEDIA LIST

## TRADITIONAL

### ANDREW SHEARER



Andrew Shearer is a multimedia journalist for Online Athens, the online publication for Athens Banner-Herald. Andrew writes about Athens culture ranging from Athens' music and film scene to local small businesses. He wrote past stories highlighting [local business updates](#) and improvements, and I think writing about Athens Running Company's new technology arrival is in his wheelhouse. Also, Online Athens already published a local business spotlight about ARC in 2015.

### MIKE WOOTEN



Mike Wooten is the Director of Communications for UGA's College of Engineering as well as an author for UGA Today, where he focuses on science and technology news. Mike writes about [UGA engineering research](#) and other [technological innovations](#) impacting the community. With a new technology being introduced into a local business, I think Mike will be interested in the engineering aspect of the 3D foot scanner and how it will benefit the Athens community.

### MCGREGOR ROWLAND



McGregor Rowland is a Journalism student at UGA who works as a Sports Writer and Contributor for The Red & Black. McGregor covers local sports news about [football](#), [softball](#) and [track and field](#) with the majority of his stories written about [cross country](#) and running. The arrival of the latest 3D foot scanner at a local running store will optimize one's running experience and accurately recommend the right fitting footwear. I think the potential impact the scanner will have on the local running community is something McGregor will want to take note of. Also, The Red & Black already published articles about Athens Running Company in 2015 and 2017 about their [location change](#) and [group run events](#).

# MEDIA LIST

## DIGITAL

### **MATTHEW BOLING**



Matthew Boling is a UGA track & field student athlete and NCAA 200-meter run National Champion. Matthew has a following primarily composed of UGA students and people interested in the national running community with 208,000 followers on [Instagram](#) and 947,000 on [Tik Tok](#). Aside from personal content, most of his posts are related to his running career. I think posting about running shoes and a technology that could enhance running performance is on brand for the content he creates. Also, his audience is the exact audience Athens Running Company wants to reach: UGA students and Athens locals who are a part of the running community.

### **RACHAEL WHITTENBURG**



Rachael Whittenburg is a current UGA student and founder of Healthy Celebrations, a running club for college students based in Athens, Georgia. Their weekly group runs formerly took place at Athens Running Company but now start at Fleet Feet. The Healthy Celebrations [Instagram](#) has 1,470 followers with content including giveaways and group run photos featured on their account. Healthy Celebrations' followers mainly consist of UGA students that are interested in running and staying active. I think Athens Running Company could reach out to Rachael about featuring the 3D foot scanner on Healthy Celebrations' Instagram story with a potential giveaway involved.

# **PITCH**

## **TRADITIONAL MEDIA**

To: mwooten@uga.edu

Cc: N/A

Subject: Pitch – Athens Running Company To Implement AI Technology

From: aeh57129@uga.edu

Hi Mike,

I'm reaching out to see if you would be interested in writing an article about a 3D foot scanning system Athens Running Company will be implementing into their shoe fitting process. The Albert 2 Pro Scanner calculates customers' 3D foot measurements in less than 20 seconds and features an AI platform that matches customers' unique foot data with the ideal footwear on the first try.

I have been reading your past articles published on UGA Today, and I specifically enjoyed your article about the soft robotic gripper developed by UGA engineers. Since you write regularly about high-tech developments, I knew you would be interested in the all-in-one 3D foot scanner created by Aetrex. By integrating AI platforms and software to develop a 3D fit experience, this technology has the potential to revolutionize the process of recommending proper footwear. I think your audience will be intrigued with these new technologies and how they will benefit the community.

If interested, I can provide the press release that goes further in depth about the implementation of the Albert 2 Pro Scanner at Athens Running Company. Please let me know if this is something you would be interested in writing about.

Thank you for your time, and I look forward to hearing from you!

Thanks,

Ally Huizer  
Public Relations Student  
Grady College of Journalism & Mass Communication  
678.780.2634 | aeh57129@uga.edu



**UNIVERSITY OF  
GEORGIA**

# PITCH

## DIGITAL MEDIA

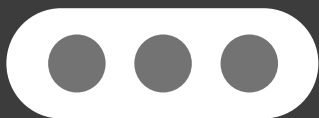
Hi Rachael! I would love for Healthy Celebrations to be involved in the launch of the new 3D foot scanning system at Athens Running Company.

With an audience who prioritizes staying active, I think your followers will be interested in learning about their unique foot data that will determine which running shoe is the perfect fit for them. I would love for you to get fit in a pair of shoes by the 3D scanner and share the experience with your audience. We could include a giveaway featuring some of Athens Running Company's products as well.

Let me know if you would be interested!



@healthycelebrations





# SOCIAL MEDIA PLAN

## FACEBOOK

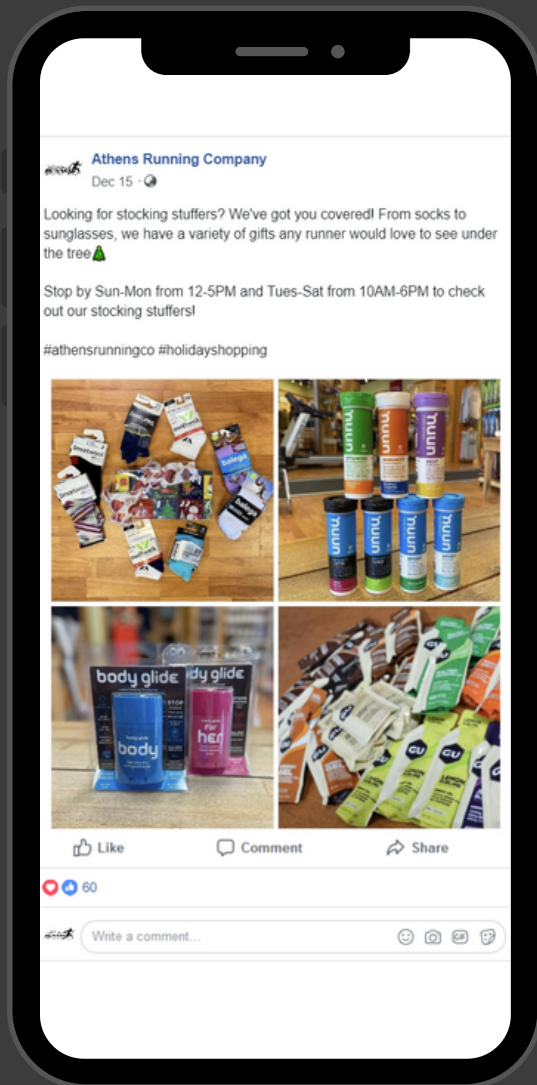
With over 3,000 followers on their page, Athens Running Company has a large following on **Facebook**. In the past 20 weeks, they received an average of seven reactions per post. Since joining the platform in 2010, ARC only posts two or three times a month and could be doing more on the platform to increase engagement.

In order to increase engagement on their Facebook page, my client should post more frequently and post different content from their other social platforms. Product features or new shoe updates with an engaging caption would be an example of both educational and entertaining content they could post. Also, it is important that they are utilizing all of Facebook's various features. ARC could promote events by creating a Facebook event, posting stories throughout the week or streaming one of their yoga session events on Facebook live. Lastly, an Athens Running Company Facebook group would be a great forum for the store to post updates or promote events and local runners to have a space to connect with their community.

Athens Running Company's key audience for Facebook includes a mix of different groups. Since Facebook is where they post store updates and share events, it is important for all shoppers to follow their page in order to stay informed. Their followers range from 18-22 year olds to 50-55 year olds. To appeal to their Gen X audience, ARC could post relatable running quotes or memes that this audience would identify with. Sharing curated content, such as how-to guides or blogs, would increase engagement with Gen X users who enjoy filling up their timeline with articles and photos relating to their interests. Majority of Gen Z's media consumption is through Instagram, however it is still important to try to reach them through Facebook as well.

# SOCIAL MEDIA PLAN

## POST #1

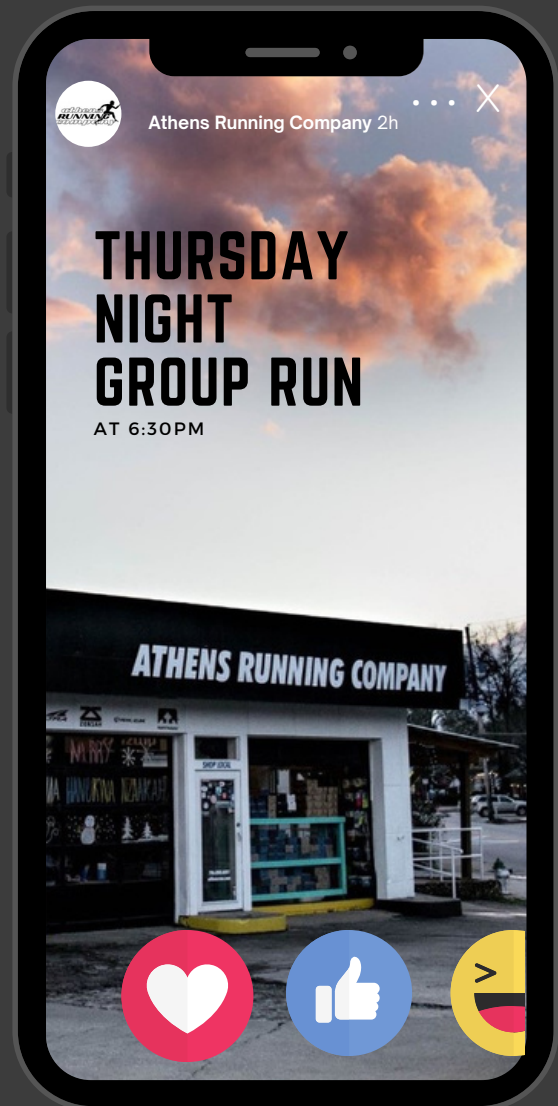


Post 1 is a Facebook post with pictures of Athens Running Company's products that could be bought as stocking stuffers. ARC doesn't post much about their products on social media, however it is crucial that their followers know what products they offer. By posting creative and curated content, followers will be more inclined to stop by the store and check out these products.

# SOCIAL MEDIA PLAN

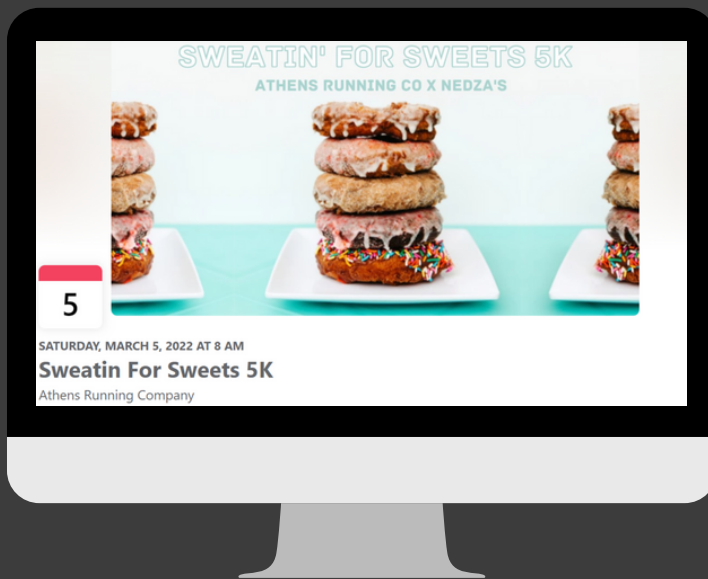
## POST #2

Post 2 is a Facebook story about Athens Running Company's weekly Thursday night group runs. Similar to Instagram stories, this is an effective way to remind your followers and gain awareness about upcoming events. Since Facebook stories only last for 24 hours, my client can post weekly updates about their group runs instead of individually posting reminders that will clutter up their Facebook page.



# SOCIAL MEDIA PLAN

## POST #3



Post 3 is a Facebook event for the Sweatin' For Sweets 5K. This is not a real 5K, however it would be a great way to foster community relationships by partnering with Nedza's and raising money for local high school cross country teams. As Facebook events are becoming more popular, Athens Running Company can promote their upcoming 5K in an easy and accessible way that sends interested readers directly to the registration link.

### Details

- 1 person responded
- Event by Athens Running Company
- Athens Running Company
- Public · Anyone on or off Facebook

Join us for the first ever Sweatin' For Sweets 5K on March 5th!  
Beginning at Athens Running Company located on the corner of Five Points, the race takes you down Milledge through the University of Georgia campus and finishes at Nedza's for a sweet post-race treat.  
All proceeds will benefit local high school cross country programs.  
For more information, go to: <https://athensrun.com/> See less

# **SOCIAL MEDIA PLAN**

## **INSTAGRAM**

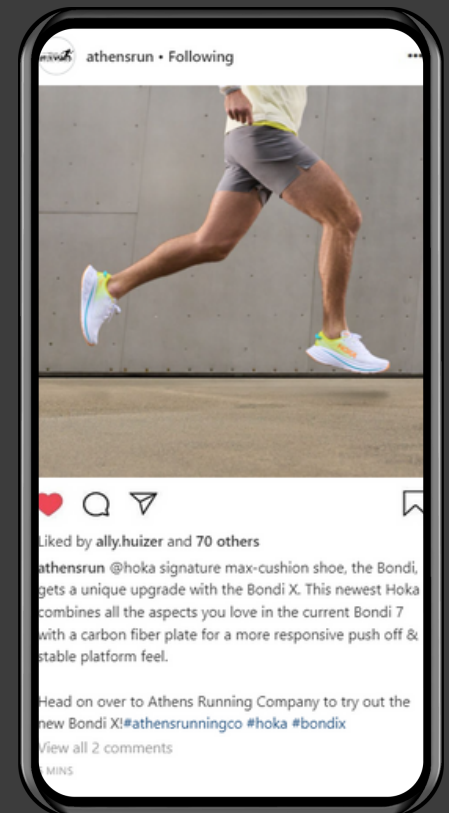
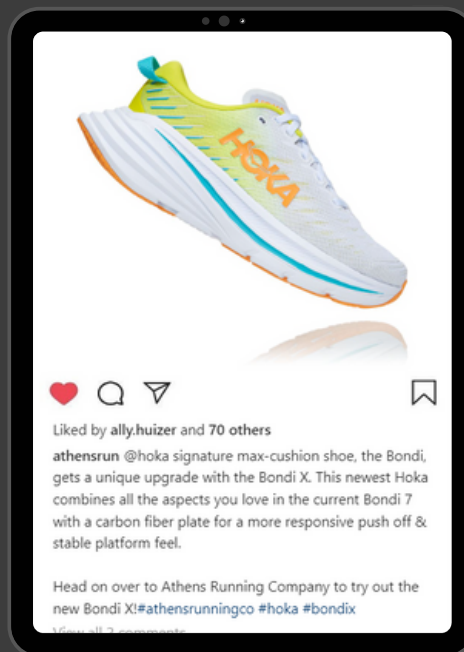
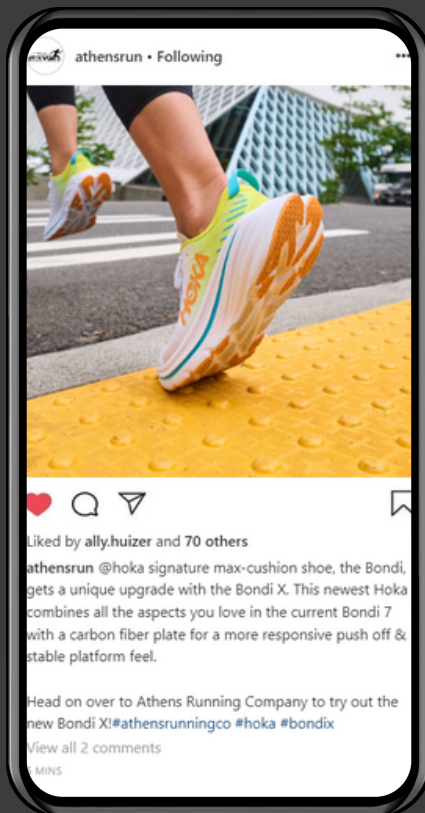
Athens Running Company is most active on **Instagram** with 1,142 followers and 111 posts. Posting around three times a month, they receive an average of 47 likes per post. This platform allows my client to connect with the local community by sharing pictures from their events and engaging with followers. To increase engagement, ARC should post more frequently with more consistent content.

By utilizing all of Instagram's features, such as stories, highlights and reels, followers will have a variety of different forms of content to interact with. Athens Running Company can promote events like their weekly group runs as Instagram stories and share new products and running related posts on their feed. Creating Instagram reels is a great way for ARC to connect with their audience and humanize their brand. Potential reels could include product features or group run vlogs. They already have their website linked in their bio, but adding a LinkTree link would allow them to link their other social media pages, their website and other important links.

Athens Running Company's main audience on Instagram is Athens community members with a large portion being college students. To appeal to a younger audience, they should create video content similar to Tik Tok and interactive Instagram stories that Gen Z has popularized. While speaking with Athens Running Company's store manager, he told me that many college students come in already knowing which trendy pair of shoes they want to purchase. By posting about in-style shoe brands, such as Hoka, and trendy activewear lines, such as Lululemon, more college students would be inclined to check out Athens Running Company's products.

# SOCIAL MEDIA PLAN

## POST #1

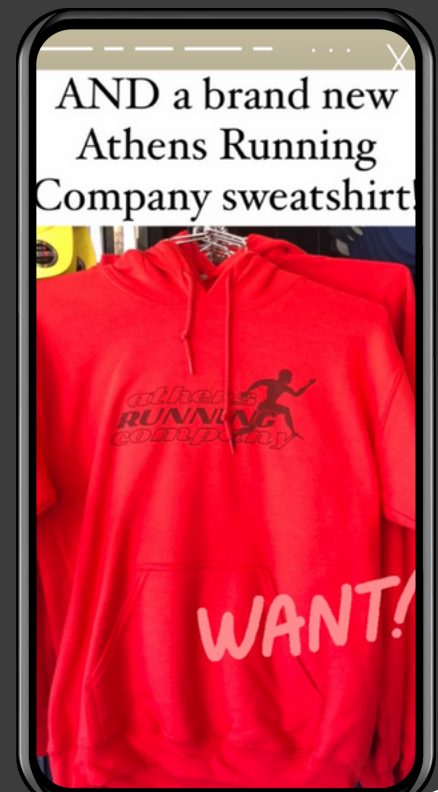


Post 1 is an Instagram post highlighting the release of a new product, Hoka's Bondi X. In the past, Athens Running Company has posted product features on their Instagram, however the captions aren't super engaging, and the product photos are low quality. A high-resolution product photo and a detailed yet digestible caption will spark interest in their followers causing more people to visit the store and try on shoes. Frequently posting product features will keep customers aware of what ARC offers and informed on the newest running industry technologies.

# SOCIAL MEDIA PLAN

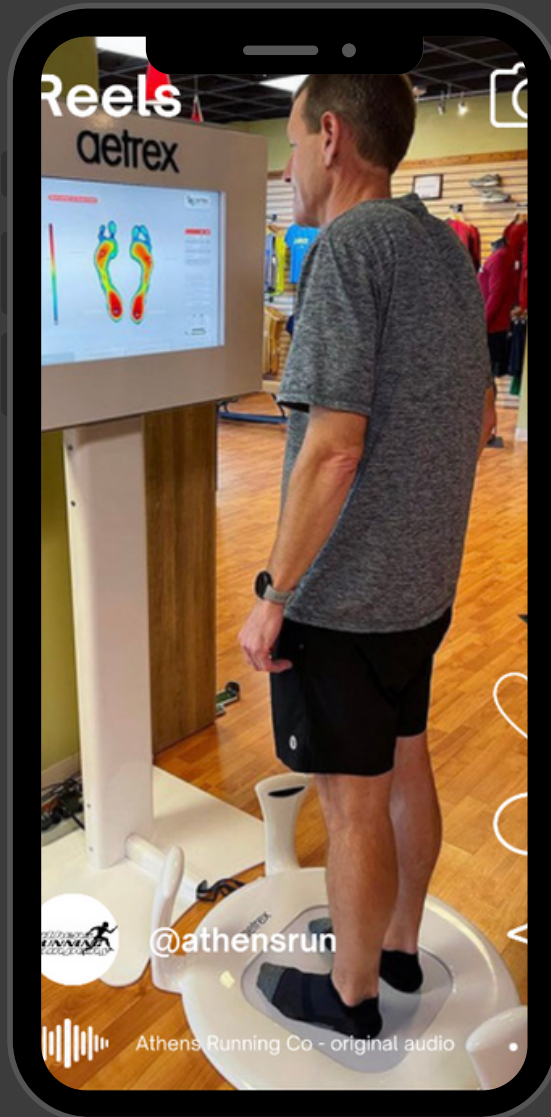
## POST #2

Post 2 is an Instagram story showcasing new Athens Running Company merchandise. I have included two options: a **video** including all the new additions and a series of photos showing the individual pieces of new merchandise. My client doesn't really utilize the story feature on Instagram, but it is a quick and creative way to share new products with their followers. When a follower views this story, they are able to share the video or photos with friends, repost the story to their account or comment on the story if they have any questions about the merch. This feature is a great tool for increasing content reach and engagement.



# SOCIAL MEDIA PLAN

## POST #3



Post 3 is an Instagram Reels video featuring the new Albert 2 Pro 3D Scanner that Athens Running Company will have in their store. The minute-long video would show a team member stepping on the 3D scanner with a voiceover explaining the various features and personalized fitting solutions it offers. The video would start with a team member describing what the 3D scanner is. Then, they would step on the scanner showing their unique foot data and their custom recommendations. After, the team member would be shown trying on the recommended pair of shoes and speaking about their experience using the scanner. By showing each step of the process, viewers will have a better idea of what to expect when trying the 3D scanner. Creating a short video could answer any questions customers might have about the process and allow them to share the video quickly and easily with others.



# SOCIAL MEDIA PLAN

## TWITTER

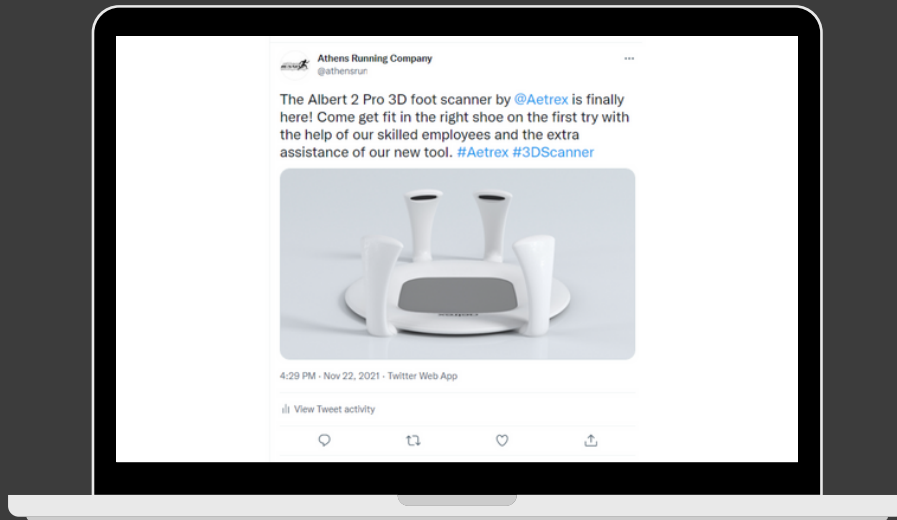
Athens Running Company is not very active on **Twitter** considering they haven't tweeted anything since 2017. Their Twitter account currently has 222 followers. Since 2011, ARC has created 148 tweets averaging 1.6 likes per tweet. Although there isn't much engagement on their account, Twitter would be a great platform to connect with the community, increase brand awareness and establish their brand voice.

In past tweets, they promoted their store events, which they should continue to do with a slight change. Including captivating images, captions with emojis and helpful links would help increase engagement with their tweets. It would be a good idea to promote local races as well, including registration links. Aside from promoting upcoming events, ARC could lean into the playful and witty tone they introduced in their past tweets. A tweet from 2017 said, "It's a scientific fact that people who shop with us are smarter and better looking than people who don't. Just thought you should know."

In terms of reach, Athens Running Company could continue establishing the playful and relatable content mentioned above and include relevant gifs or memes about running to attract more of a Gen Z or Millennial audience. Also, Twitter is a great way to connect with the local community, runners or not. Interacting with other Athens small businesses as well as engaging with local runners on Twitter would increase brand awareness. It would be beneficial to include a Linktree in their bio that can direct followers to their other socials, their website and any other important links.

# SOCIAL MEDIA PLAN

## POST #1

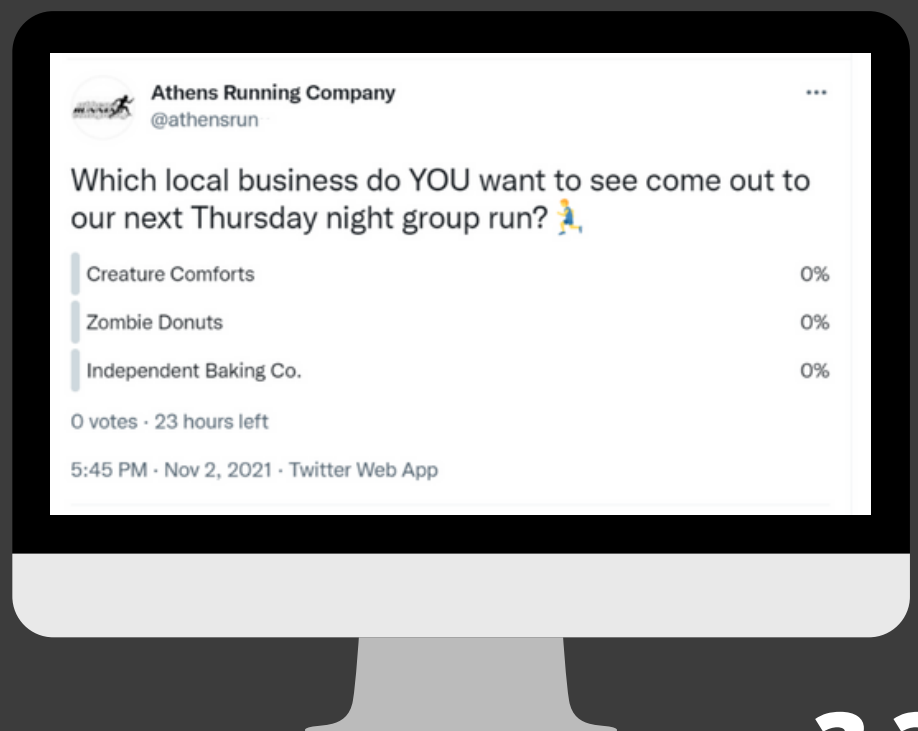


Post 1 is a tweet introducing the launch of Aetrex's 3D foot scanner at Athens Running Company including an image of what the scanner looks like. This tweet encourages followers to try out the new tool and keeps them in the loop about store updates. Although not included in the tweet below, it would be beneficial to include a link to learn more about the 3D scanner. It is necessary to add that the tweet reflects the store's mindset about the new technology explaining that it is a helpful addition to the fit process but does not replace their knowledgeable employees.

# SOCIAL MEDIA PLAN

## POST #2

Post 2 is a Twitter poll asking which local business should table at Athens Running Company's next group run. A couple times a month, they will invite brand representatives or local businesses to set up a table at their group run to hand out samples and talk about their products. It would be a great idea to regularly invite local businesses to these runs to strengthen community relations. Creating a Twitter poll allows followers to choose who they are most interested in seeing at a group run. This will help increase engagement with ARC's Twitter profile.



# SOCIAL MEDIA PLAN

## POST #3



Post 3 is a tweet promoting a local Thanksgiving day 5K race. It makes sense to advertise local races to Athens Running Company's followers, especially races that benefit the community, since most of them enjoy running and live in Athens. Attaching a link to the tweet makes finding out more information and registering for the race a lot easier.

# BLOG

## **FIVE RUNNING GEAR ESSENTIALS THAT WILL ELEVATE YOUR WINTER TRAINING**

Like most runners, we don't handle the cold too well - even though we don't **really** know what truly cold winters are like living in Athens, Georgia. At Athens Running Company, we believe that just because the temperature is dropping doesn't mean you have to stop running. You just need the **right** winter running gear. While finding motivation to run in the cold can be a difficult challenge, the truth is that by gearing up you can run just as easily during the winter as any other time of the year.

Here are five of our favorite winter running gear essentials that will keep you running in the colder months:

### **LULULEMON BASE LAYER TOP**

This is one of the most important pieces of winter running gear you'll want to own. A base layer is the first layer that you put on your upper body. Whether it is a short-sleeved or long-sleeved top, you want something that isn't too thick and will wick away sweat. The **Lululemon Swiftly Tech Long Sleeve Shirt 2.0** for women and the **Metal Vent Tech Long Sleeve Shirt 2.0** for men are both made out of sweat-wicking and breathable mesh that performs well in the cold and would make a great base layer.



*W Swiftly Tech Long Sleeve Shirt 2.0 (\$78)*



*M Metal Vent Tech Long Sleeve Shirt 2.0 (\$88)*

# BLOG

## ZENSAH THERMAL GLOVES

Every runner needs a solid set of gloves. Even in moderate temperatures, your hands can still get cold when you first begin a run, so it is important to invest in running gloves. The touchscreen-compatible **Zensah Smart Running Gloves** offer full mobility as well as breathability and comfort that will keep your hands warm without overheating them. With a great pair of thermal gloves, you'll be ready to knock out those cold winter miles!

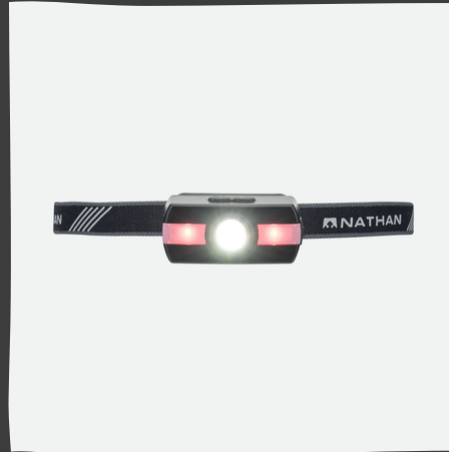


*Zensah Smart Running Gloves (\$30)*

## NATHAN RUNNING VISIBILITY ACCESSORIES

As the clocks go back, short days and long nights leave many regular running routes in darkness. It is imperative to wear high-visibility reflective gear during this time. Running with a headlamp or a reflective vest ensures safety on your daily jogs. The **Nathan Neutron Fire RX Headlamp** is multi-beam, lightweight and built to last in all weather conditions with up to 25 hours of burn time. The **Nathan Vibe Reflective Vest** and **LED Safety Clip** are minimal and easily adjustable accessories that increase the reflectivity of any winter running fit.

# BLOG



*Neutron Fire RX Runners' Headlamp (\$55)*



*Vibe Reflective Vest (\$25)*



*Strobe Light LED Safety Light Clip (\$10)*

## **NATHAN HANDHELD WATERBOTTLES**

Even though you aren't dripping in sweat after every run, it is equally if not more important to **stay hydrated during the winter** than in hotter months. The double-wall insulated **Nathan SpeedShot Plus Flask** offers hands-free hydration with a natural grip and expandable zippered pocket. If you're training in preparation for a spring marathon, you'll especially want to stay hydrated, so reach for this insulated bottle.

# BLOG



*SpeedDraw Plus Insulated Flask (\$37)*

## **AFTERSHOKZ BONE CONDUCTION HEADPHONES**

Making sure you are aware of your surroundings is key for runners year round, however it is even more important with dark winter mornings and nights. The **Aftershokz Aeropex Headphones** use **bone conduction technology** to play music through your cheekbones, so you can still hear the noise of the road, pedestrians and cyclists. Along with being cordless and waterproof, these headphones make running in general much safer.



*Aeropex Open-Ear Endurance Headphones (\$159.95)*



# BLOG

Winter running is not for everyone, but is any running really? Don't let the cold hold you back. We offer all of these products in store for you to try out before purchasing, so come on over to [Athens Running Company](#). We'll be happy to help you gear up for the winter!



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**FINISH**

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