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Launching a Sustainable Living Store in Kamloops, B.C.

Overview

I myself would like to welcome you to the creative idea of ***Freshouse***. A sustainable home decor store in downtown Kamloops that will be opening on March 1, 2024. This store is a minimalistic, eco-friendly homeware shop that specializes in the idea of living a greener lifestyle for a healthier tomorrow. Throughout this document, you will find all of the plans that Freshouse has for social media, our press releases and the overall strategies we harbor to create a new successful staple of a store in Kamloops. Freshouse sticks out from other sustainable living stores for the appeal it has to students and adults ranging from ages 25-35 due to its minimalistic and trendy style of creation.

Company Name: *Freshouse*

- Combining Fresh + House, using a positive, environmental sounding word with the word house creates a catchy, brandable company name.

Mission Statement: Our mission at Freshouse is to provide our eco-conscious customers with innovative, environmentally-friendly household products that not only reduce our carbon footprint but also support and celebrate the wisdom and heritage of the local Indigenous communities. We are dedicated to crafting a greener future for our planet while holding meaningful connections with the land and the people who have nurtured it for generations. We at Freshouse strive for a more sustainable tomorrow, one conscious choice at a time, as we bridge the gap between eco-conscious consumerism and indigenous learning, enriching lives and protecting our precious natural resources.

Public Information: Our public information on social media should include simplistic biographies to the accounts. Nothing wordy should be used as losing the attention of our target audience is not something we want to happen. The profile photo that we use should just be a dark green to light green spell out of “Freshouse”, as that especially goes with the simplistic atmosphere we are going for. Nowadays, minimalism and organization is not only popular, but very important as well. I am a firm believer also that when we use ONLY TikTok and Instagram, we should use the exact same logo on both social media accounts. This displays organization perfectly to any customers viewing the pages. In both bios to the social media pages, the website link should be posted into a linktree, which is a middle-man website that provides all links on a page to other social media, our website and a phone number to reach Freshouse.



Create a brand logo

Create a bio for social media platforms

"🌿 Embrace Sustainability, Celebrate Culture 🌍

Eco-conscious products for a greener world, rooted in Indigenous wisdom. 🌿

Join us in Kamloops, BC, on the journey to sustainable living! ✨ #GreenLiving #SupportIndigenous"

(linktree to our website and other social media pages provided here)

Content Strategy

1. Content Categories
 - Throughout the Instagram and TikTok of Freshhouse, content should be directed towards how our products are usable in customer's households. Along with that, we will also get in-store interviews on how customers feel about the store and the vibe of it for the content. Positive responses will display that Freshhouse is a calm and welcoming atmosphere to be joining.
2. Posting Schedule
 - Posting throughout the week days will be very important, especially doing it right at lunchtime when everyone is scrolling their social media. We will also take an analysis on what days our engagement is best and use that to our advantage. Finding different timespots to post will be a work in progress, but as we analyze the best times and days to post for proper engagement, we will start posting reels at those certain times. On TikTok, the algorithm moves so fast that any video can blow up at any time. Frequent posting, once every day or two will help garner eyes towards our opening.
3. Engagement Strategies
 - Doing Instagram Lives to answer questions will be a great idea to connect with our community of sustainable living inspired customers. Also responding to Instagram and TikTok comments will show that we enjoy engaging with our customers on a daily basis.

Create 3 Posts for each of the social media platforms to promote the opening of Freshhouse

TikTok

With TikTok, we will be able to use more photo and video techniques to get into contact and hold views from customers. Especially with the TikTok algorithm, we would follow different trendy video ideas to reach out to a younger audience to promote environmental home decor.

1. Q&A Video
 - Before we open the store, we will talk to people downtown Kamloops in a short interview style video, asking what they look for in home decor, and how important environmental sustainability and indigenous awareness is in their lives. At the end of the short interview video, I will compile all the reactions we get to telling the people that Freshhouse opens downtown Kamloops and is on the mission to create a more sustainable source of household ware.
2. Tip Videos
 - Geared to our utmost important customers, Freshhouse's TikTok will release a video on important, sustainable living tips for your house that involve our products. That will bring in the promotion to our store, and we will post a link to where you can buy the exact product in the description.
3. Student Discounts
 - It is understood that our target audience is a bit out of the TRU range of student ages, but having a student discount will show that we are focused on helping younger people become more eco-friendly in their future, and create habits to grow the idea of sustainability as time goes on. Making TikToks about

students who use Freshhouse products in their dorm rooms with the information about the student discount at the end is a great idea to show TRU students they have an eco-friendly option for home decor.

Instagram

Using Instagram will be a very helpful tool when it comes to posting about the different updates that are being made to the store. Being able to post photos of the inside of the location will help build up to the unveiling of Freshhouse. The usage of Instagram is very important because of the algorithm and how well it works when connecting with people in Kamloops. Hashtags make a huge difference when creating posts on Instagram, as it helps people in certain communities find their interests in various posts.

1. Behind the Scenes photos

- Going onto the Freshhouse Instagram should be a way to really get to know the business. When a customer is taking the time to research the social media of a business, I believe they should be able to see how the business is running behind the scenes as well. In this case where Freshhouse has not been opened to the public yet, the Freshhouse Instagram account will have photos of items being moved in, and different parts of the store being set up in a hint style to build up hype towards the launch of Freshhouse.

2. Meet the Team!

- While looking at the Instagram page, there will be biographies to staff members who work in the store alongside their photo. These posts will be written by them in a “Hi! My name is ____” style. These biographies should bring some feelings of welcomeness to any customers who follow the page and are interested in coming into the store. Making sure that the customers feel welcome on the premises is very important, and using Instagram to do that is the perfect example of social media PR.

3. New Offers and Discounts

- Once the store has been set up and opened to the public in March of 2024, we will use Instagram to market the new offers and in-store discounts that happen for a limited time. This can also be used to make posts about the student discount that will be offered in the store as well. New offers will include bundles of sustainable home decor which will have their own small press releases to build up hype for their release. They would generally happen around holidays.

Press Release for Two Months Before Opening

Freshouse Announces Grand Opening: A Sustainable Haven for Eco-Conscious Consumers

DOWNTOWN KAMLOOPS: Freshhouse, a new and environmentally-conscious household products store, is excited to announce its grand opening on March 1st of 2024. Freshhouse is dedicated to providing eco-conscious customers with a wide range of sustainable and locally sourced household products that will revolutionize the way we live, while also supporting and celebrating the wisdom of Indigenous communities. Freshhouse was founded with a clear mission: to bridge the gap between eco-conscious consumerism and Indigenous learning, thus furthering the learning about the land of Kamloops and providing eco-friendly decor. With a commitment to reducing our carbon footprint and holding meaningful connections with the unceded lands we live on, Freshhouse is poised to become a beacon of sustainable living in our community.

What Sets Freshhouse Apart:

- **Environmentally-Friendly Products:** Freshhouse offers a curated selection of household products that are environmentally friendly, sustainable, and ethically sourced. From cleaning supplies to home decor, every product on our shelves is chosen with the utmost consideration for its ecological footprint.
- **Indigenous Connection:** Freshhouse proudly supports and celebrates the wisdom and heritage of local Indigenous communities. A portion of our proceeds will be directed toward initiatives that empower Indigenous peoples and protect their lands.
- **Educational Workshops:** Freshhouse will host regular workshops and events that focus on sustainability, Indigenous culture, and eco-conscious living. These events will provide an opportunity for our customers to engage with the community and learn from experts in the field.
- **Community Engagement:** Freshhouse is committed to actively engaging with our community to raise awareness about the importance of sustainable living and the contributions of Indigenous communities to environmental stewardship.

Join us at the Freshhouse grand opening on March 1st, 2024 and be among the first to experience the future of eco-conscious living. At the event, customers will have the opportunity to meet the Freshhouse team, learn about our product offerings, and participate in interactive workshops. In addition, the first 100 customers will receive a special gift as a token of our appreciation. Freshhouse is not just a store; it's a movement towards a more sustainable and connected world. Together, we can make a difference, one conscious choice at a time.

For more information about Freshhouse and the grand opening event, please visit our website at

www.freshhouse.com

Press Release for a Week Before Opening

Freshouse Set to Open Its Doors in One Week: A Sustainable Shopping Experience Is One Week Away!!

DOWNTOWN KAMLOOPS: The countdown is on as Freshouse, your go-to destination for sustainable household products, prepares to open its doors to the public in just one week! Freshouse is all set to revolutionize your shopping experience with an array of environmentally-friendly and locally sourced products that align with your eco-conscious lifestyle. Freshouse has a clear mission: to make sustainable living accessible and enjoyable while fostering connections with the wisdom and heritage of Indigenous communities. We are dedicated to being your partner in creating a greener future for our planet. In less than a week, Freshouse will be on the market to serve all of your sustainable household needs towards living an all around greener lifestyle!

What to Expect at Freshouse:

- **Eco-Friendly Products:** Freshouse offers an extensive range of eco-conscious household products. From kitchen essentials to personal care items, our store is your one-stop shop for sustainable living.
- **Indigenous Heritage:** As Kamloops sits on the unceded land of the Secwépemc Nation, Freshouse proudly stands with local Indigenous communities. A portion of our sales goes toward initiatives that empower and protect Indigenous peoples and their heritage.
- **Community Engagement:** Freshouse is committed to actively engaging with our community. We believe that by working together, we can make a bigger impact on our environment and society.

Us at Freshouse welcome all to join us on March 1st 2024 for a grand opening, where hot drinks and snacks will be served as a tour of the store is unveiled. As we prepare to open our doors, we want to express our gratitude to the community for their support. Freshouse is not just a store; it's a movement toward a more sustainable and connected world. Together, we can make a positive change, one conscious choice at a time.

For more information about Freshouse and the grand opening event, please visit our website at www.freshouse.com.

Media and Influencer List

Being able to use the media in Kamloops is very important, but we especially want to use this to attract the right demographic of the age group 25-35.

1. Kamloops This Week

- A free newspaper that posts twice a week. Being able to enter Freshhouse into this newspaper in any way possible could definitely help bring some traction to the opening of the store. Freshhouse wants to enter their name all around Kamloops as much as possible, so when people drive by the store downtown, they know exactly what the store is about, but do not know enough to the point it sparks curiosity.

2. April Jordan

- A Vancouver-based sustainability enthusiast who shares information on fair-trade coffee, organic mattresses, and waste reduction on Instagram. I believe that reaching out to a blogger from Vancouver to talk about an out of town option for sustainability will spread the name of Freshhouse outside of just Kamloops.

3. Tara McKenna

- Being among some of the top sustainability influencers in Canada, Tara has immersed over 300,000+ followers into the world of eco-friendly lifestyles. On her Instagram @zero.waste.collective, we can reach out, looking for a partnership; sending her free items to review on her instagram in front of her followers.