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INDUSTRY SILO BRANDING ANALYSIS

RURAL DEVELOPMENT

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The National Rural Development Partnership with the United States Department of Agriculture was created through the Rural Development Act of 1972. This program was put into place in order to improve the economy and quality of life in rural America.

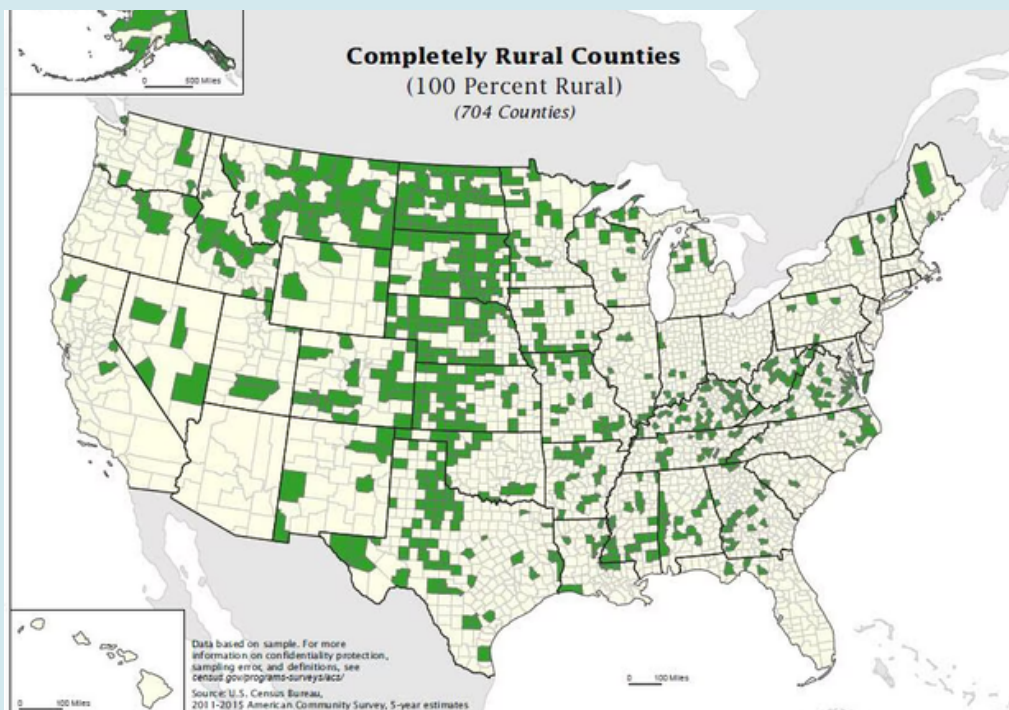
The USDA offers loans and grants to create jobs, economic development, and essential services such as housing, health care, water and electric.

A unique aspect about the USDA Rural development program is that they provide local businesses with loans and grants to get started and build their businesses. This does not just help the business itself, but also the community surrounding the area.

At the beginning of the 21st century, rural areas consisted of 2,305 counties in the U.S. This is nearly 80% of the nation's land.

Today, most rural areas depend on tourism, retirement and land manufacturing rather than farming. About 56 million people inhabit rural areas in the U.S. and the number is growing rapidly. This is due to immigration and high birth rates.

Another important aspect of rural development is education. With educational upgrades, the economy of rural areas will reflect changing market conditions and innovative marketing strategies to attract people and jobs.

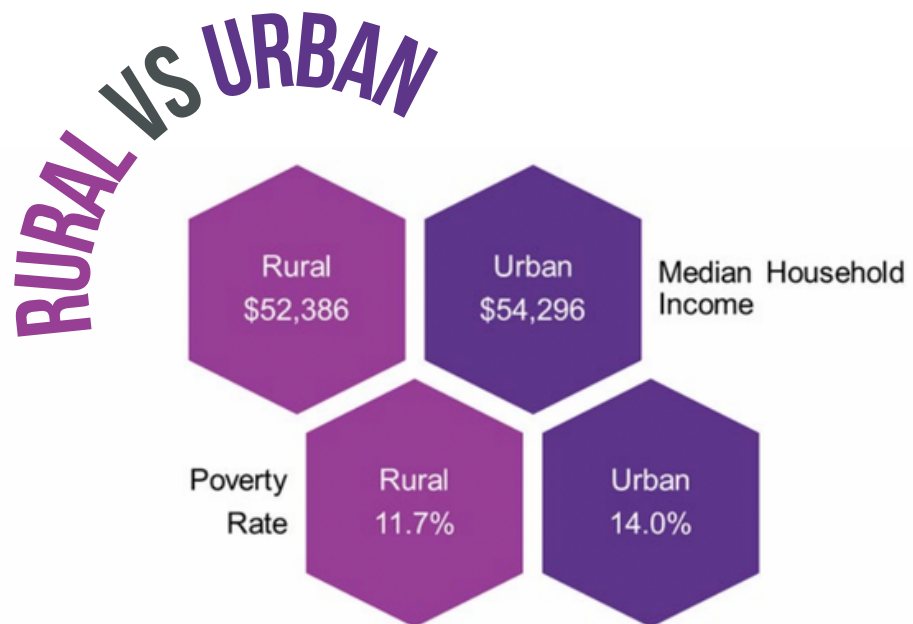


RURAL LIFESTYLES

Rural Americans are "less than half as likely as the average to say they have good job opportunities in their area." Thus, although Rural Americans face advantages of more private living and accessible resources, there are disadvantages such as decreased job opportunities. And even then, the "rural population is significantly less likely than the average to say there is a nearby grocery store or lots of good restaurants where they live."

Income is directly proportional to success and opportunity in rural environments. Although rural housing is more affordable for residents, there remains a high level of disconnect with available job opportunities in the area. Statistics suggest that "Rural Americans reporting a household income of \$75K+ are still less likely than urban adults at any income level to say there are good job opportunities where they live."

There's also a familial draw to urban communities. Studies state how "more than half of rural residents aged 18-34 say that they've lived in their area their whole life and that their family lives close by." This is most likely not the case for older people (ages 35+), particularly due to the old-town, traditional feel of rural living.



SHOPPING SMALL BUSINESSES

It is important to shop small. Small businesses provide jobs, circulate money in the community, support community initiatives and provide eco-friendlier shopping options.

"According to the Small Business Association (SBA), a 'small business' is one that is independently owned and operated, exerts little influence in its industry and (with a few exceptions) has fewer than 500 employees" (University of Minnesota Libraries Publishing, 2010).

"Small business constitute a major force in the U.S. economy. There are more than 27 million small businesses in this country, and they generate about 50% of our gross domestic product (GDP)" (University of Minnesota Libraries Publishing, 2010).

In a post COVID-19 society, small businesses have been the backbone of economic development and growth (Treece, 2023). In the first half of 2020, the SBA estimated about 9.1 million jobs were lost (Treece, 2023).

"According to the SBA, small businesses created a net 12.9 million new jobs in the last 25 years, which accounts for roughly 66% of all jobs created in that span. In the same period, large businesses only added a net 6.7 million jobs, the SBA reports" (Treece, 2023).

Small businesses contribute substantially to society through creating jobs, sparking innovation and providing more opportunities for women and minorities to achieve financial independence (University of Minnesota Libraries Publishing, 2010).

CITY OF LORENA, TEXAS

Population: 1,791 (2021)

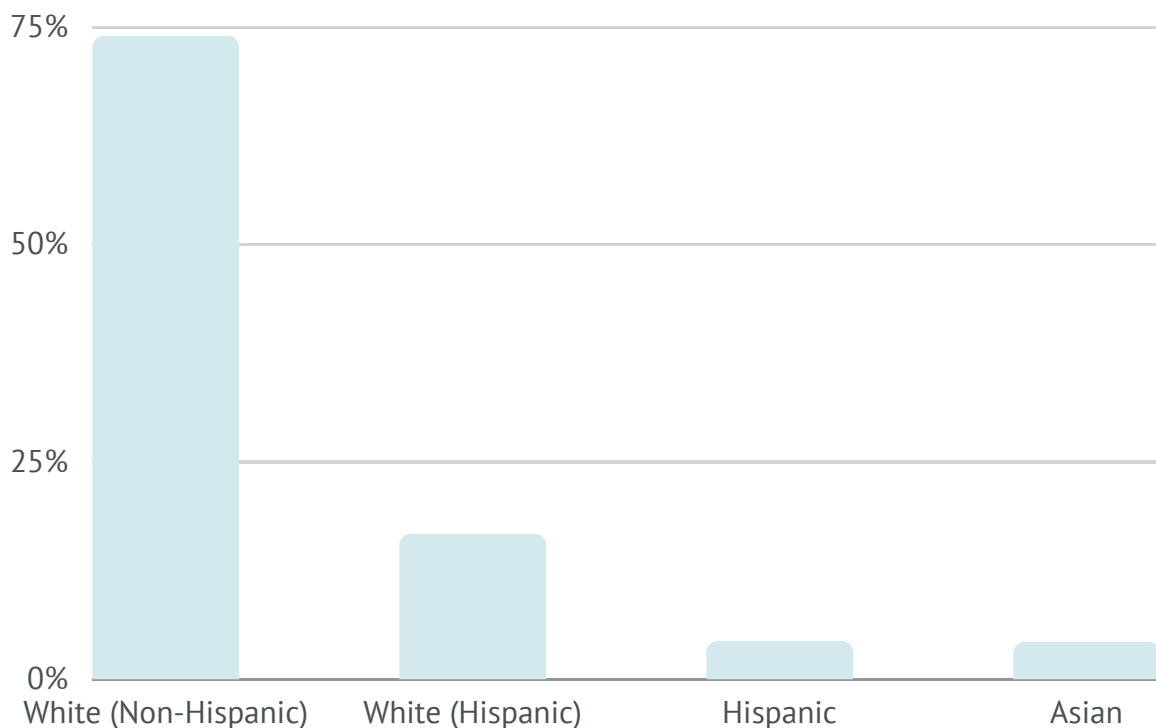
Average Income: \$43,264 (2020)

number of families: 535

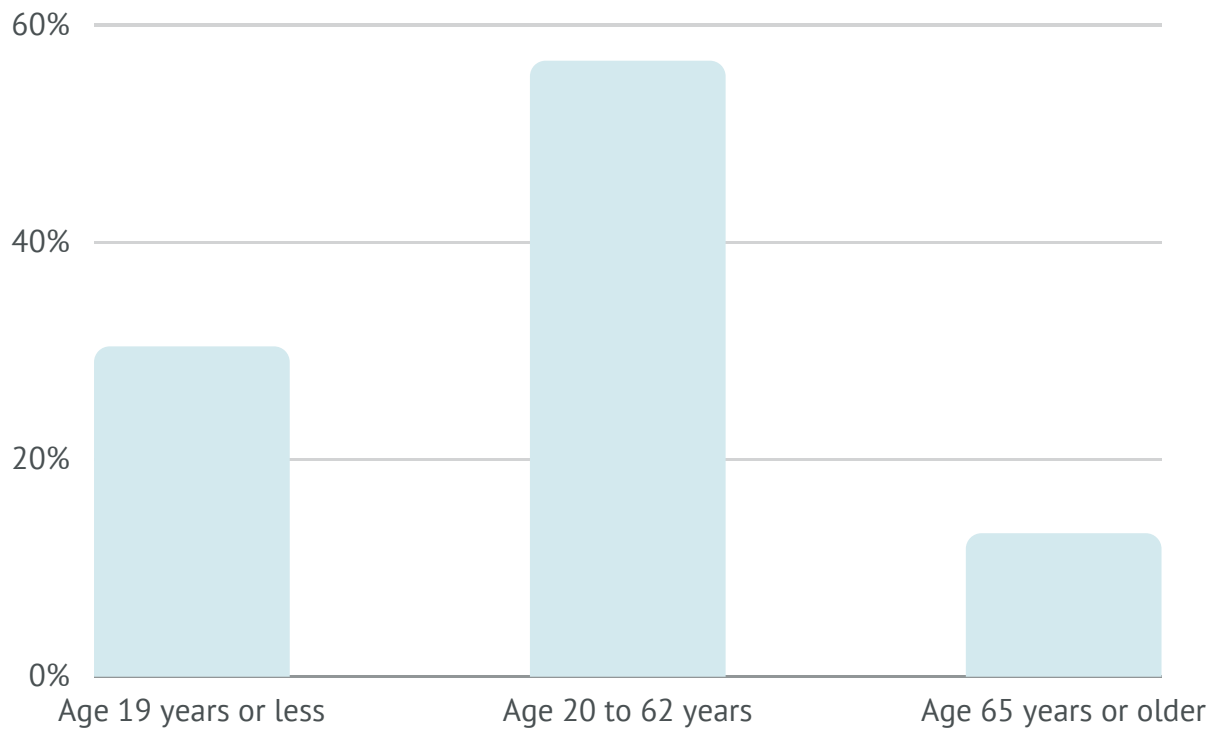
Amount Spent per Household on Food Away from Home
\$3,600

Local Businesses: Altos De Jalisco, Center Street Antique Mall, Christie's Antiques, Jannan's Creations, Ken Sanders Jewelers, Just For You Antiques & Interiors, Ta Dah Salon, The Pizza House, The Village Lamplighter, Carla Pendergraft Associates, Boujee Bean, Three Horse Home Coffee & Tea.

5 LARGEST ETHNIC GROUPS IN LORENA



LORENA AGE DISTRIBUTION



M E D I A N A G E : 4 2 - 4 6

TARGET MARKET:

GEOGRAPHICS

- Texas
- South
- Waco and surrounding areas
- Rural areas
- Pop: >35,000

DEMOGRAPHICS

- Age: 16-85
- Gender: primarily female, but male too.
- Language: Mainly English and Spanish.

PSYCHOGRAPHICS

- Values: small town lifestyle, silence, peace
- Traditional
- Enjoys shopping locally

BEHAVIOR

- Social Media users
- High levels of media consumption

COMPETITOR ANALYSIS

of Lorena

As Lorena is a small town, there's no direct competition like in local businesses. However, Lorena competes with other small towns in the region for tourism. These towns include Robinson, Clifton, McGregor, Temple and Woodway.

Each of these towns have higher-quality websites, which could be more engaging to potential tourists. Lorena lacks digital presence, setting itself back significantly. Lorena is also the smallest among its competitors, being roughly half the size of the next smallest town. It does boast an array of interesting stores to reel in consumers throughout the region (the Village Lamplighter, Boujee Bean, Country Cuts, Ta Dah Salon).

09 TECH TRENDS

As we have recently seen, there has been a rise in social media and different forms of social media. Incorporating our group's advertising plan into this, we need to evaluate which trends are appealing to the different set of age groups/generations we are targeting.

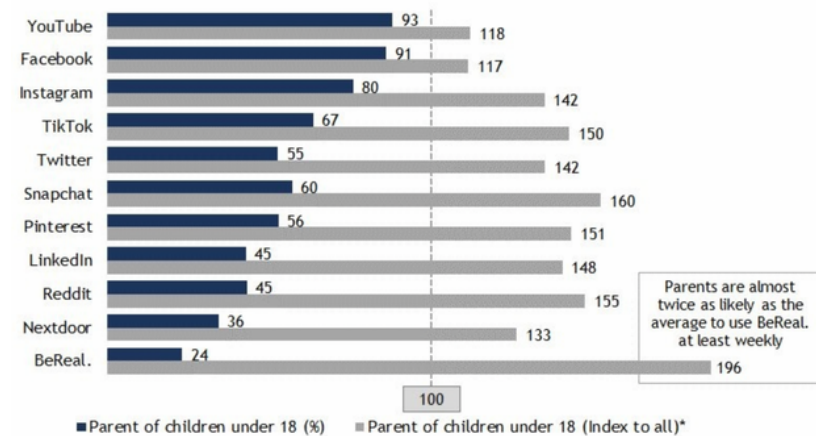
Older parents have been downloading social media platforms originally for protecting their children, but have found themselves enjoying it and engaging as consumers.

With this in mind, as social media is quickly trending amongst older adults, our group can show this research to our clients, inform them about how older Individuals are beginning to engage with various forms of social media, and help them formulate their own platforms to help grow their business.

Figure 25: Social media sites visited at least weekly, by parental status and index to all, 2022

Base: 2,000 internet users aged 18+

"How often do you visit the following social media sites or apps?" [At least weekly]



*an index of 100 is average. At an index value of 196, parents are 96% more likely than the average to visit BeReal at least weekly.

Source: Kantar Profiles/Mintel, December 2022

Parents are almost twice as likely as the average to use BeReal. at least weekly

RECOMMENDATIONS

SMALL BUSINESSES ARE CRITICAL TO THE HEALTH OF THEIR COMMUNITIES, SO THEY NEED TO BE ABLE TO ADJUST TO THE CONSTANT CHANGES TECHNOLOGY AND THE ECONOMY BRING IN ORDER TO STAY IN BUSINESS.
HERE ARE SOME OF OUR IDEAS:

Increase Brand Awareness and target the right audience

- **Create an Instagram account**

- 2 billion monthly users
- Targets younger demographic
- 63% of U.S. users access the social platform daily and 97% use it monthly
- Free advertising
 - Display products in pictures
 - Demo products in videos or stories
 - Use hashtags to reach more target customers
- Gather free insights about your target audience
 - Instagram insights provides pertinent information about followers (age location, etc) and your products featured in posts

- **Invest in Facebook advertisements**

- Create awareness without additional work
- Develop a strong brand image
- Targets younger and older demographic

- **Create a website for your business**

- Target audience will consider your business as an option when searching on google.
- 97% of search engine users search online to find a local business
- Develops your brand image and the tone you want to create

- **Stay involved in Lorena community events**

- Increases word of mouth advertising
- Builds brand reputation
- Attend the Lorena farmer market

GOALS

THE TOWN OF LORENA HAS THE SMALL BUSINESSES TO GARNER TOURISM, BUT LACKS DIGITAL PRESENCE AND REVOLUTIONARY APPROACH

- *Improve social media to increase consumer interest*
- *Bring e-commerce to aging small businesses*
- *Introduce new functions to small businesses to further local communities*

Implementing social media to merge old-town nostalgia with new approaches to marketing can produce significant gains in tourism and consumer interest.

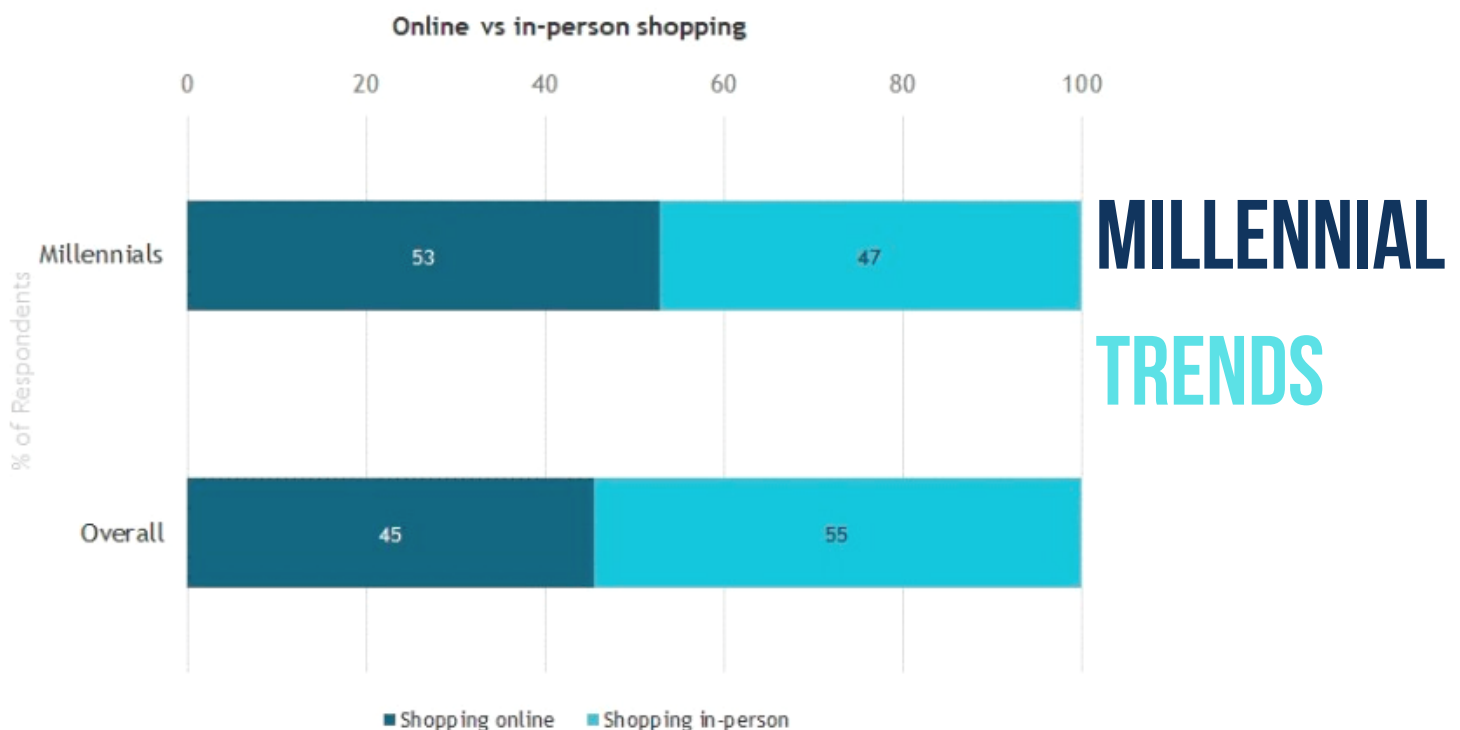
The small town lifestyle brings with it a small market. To overcome this, integrating Lorena's small businesses with e-commerce can generate greater profitability.

Adding new dimensions to current businesses in Lorena can provide a stronger draw to the small town for consumers. Leveraging current spaces, resources and partnerships to create new experiences for the customer will advance Lorena.

MARKETING IN RURAL COMMUNITIES

Marketing in rural communities needs to remain strategic. As studies show, "millennials from rural locations are most likely to purchase local at 46%, compared to Millennial city dwellers at 32%." While this seems like an obvious observation, when it comes to marketing, it changes things. When marketing for these small businesses, to gain consumer traction, the company must collaborate with local businesses to create a larger campaign.

With the help of larger companies through encouraging their customers to shop locally, share donations, etc., this will not only boost sales, but increase credibility.



SWOT ANALYSIS

For rural areas and small businesses

Strengths

- Cheaper living costs
- Private communities
- Tourist draw increasing
- Appeal of small town lifestyle

Weaknesses

- Decreased job opportunities
- Far distance from hubs of corporations
- Small marketing budget

Opportunities

- Potential for growing local businesses
- Improve content on social media
- Space to raise families and build close community
- Old-town style nostalgic feel

Threats

- Lower-income environment which makes resources limited

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