

# Communication Audit for Doc's Milledgeville

## Client Background Research Guide (for Situation Analysis)

### 1. Client Summary

- a. Name: Doc's
- b. Location: Milledgeville, Georgia
- c. Contact Info:
  - i. Restaurant phone number: 478-414-9397
  - ii. Restaurant website w/contact us section:  
[https://docsmilledgeville.com/?page\\_id=76](https://docsmilledgeville.com/?page_id=76)
- d. Principal Employees:
  - i. Social media team:
    - 1. Currently, the team consists of Sammy and his wife, Frances, as a means to keep the cost of social media advertising and online marketing lower.
    - 2. Open to hiring marketing team when the business has been open longer as they are currently saving on cost.
      - a. This would allow for a fresh perspective for Doc's marketing and promotional activities.
  - ii. Current methods of advertising:
    - 1. Word of mouth, flyers, tabling on campus, etc.
      - a. Look into tabling and campus promotions for Sammy – this is something Abigail has done previously. Add flyers to content to be created for strategic campaign to boost awareness of Doc's on campus.
  - iii. Current team is made up of 2 in back of house, 10 in front of house excluding Sammy, some part-time; 15 total employees. Has Front of House and Back of House managers that handles scheduling and buying food, dish washing, etc.
    - 1. Sammy does a bit of everything currently to cut costs.
- e. Brief History:
  - i. Docs began with a simple passion to create a place where friends and family could gather to enjoy great food in a warm, inviting atmosphere. The owner, Sammy Roberts was inspired by his knack for creating mouthwatering combinations. They use the finest locally sourced ingredients and a love of the craft. There are classic favorites

to unique creations, something for everyone to enjoy. They aspire to make every visit special within the local Milledgeville community. They want to ensure every guest feels right at home. They will always serve with a smile.

- f. Summary of Services:
  - i. Food and beverage service; draft beer, wine, sandwiches, salads.
- g. Service Area:
  - i. Food and beverage
- h. Known financial – operating budget, any other relevant info:
  - i. What is Doc's current operating budget?
    - 1. \$4,000-\$6,000, fluctuates with bills. Still building, so things will change. Weekends get lower, deposits are \$5-6k.
    - 2. Do you plan to have money set aside for marketing?
      - a. Yes, in the future.

## 2. Mandatories

- a. Does your client have a clear brand identity and creative continuity?
  - i. Social media/Canva for Doc's - Frances
    - 1. Abigail, the team's Art Director, is getting contact with her to get the specific logins for the social media.
    - 2. As of right now Doc's has a social media brand identity that is well established on Facebook, Instagram, and the business' website, with a majority of them being well designed Canva templates. However, the brand's colors could be more embellished within the content to make Doc's brand identity flow even more. Also, adding more aesthetically pleasing pictures that show the food the restaurant serves and what makes their restaurant unique.
    - 3. Contact Email: [franceshildenbrand@gmail.com](mailto:franceshildenbrand@gmail.com).
    - 4. Current brand color selection – hired friend to do logo, she may have chosen colors. Her email is [Ashleyreighcooper910@gmail.com](mailto:Ashleyreighcooper910@gmail.com). Colors are gold, burgundy, dark toned colors.
- b. Survey the client's:
  - i. Name: Doc's and Doc's Milledgeville (used interchangeably)
  - ii. Logo:



- iii. Taglines: None currently used.
- iv. Color scheme: Gold, burgundy, dark toned colors

**c.** Note any inconsistencies that you may need to address in the project.

- i. The use of “Doc’s” and “Doc’s Milledgeville” is used interchangeably on promotional activities and on website. This has the potential to be confusing to audiences, but not a big enough difference to be a larger issue.
- ii.** Lack of tagline or specific brand statement - Come up with a catchy tagline that will be good for Doc’s.

**3. Target Audience**

- a. Profile of client’s current stakeholders:
  - i. Employees: 15 currently, majority young adults.
  - ii. Customers:
    - 1. Focused on promoting to college students and young adults currently. Wants to expand into second and third audiences as well.
  - iii. Investor: 2 investors, one from Metropolis, and who wishes to remain anonymous.
- b. Primary and Secondary Audience:
  - i. Primary: College Students/Young Adults
  - ii. Secondary: 30-40s
- c. Who does the client want to target in the future?
  - i. Regulars from Metropolis – they miss this space.
  - ii. Seniors – discuss that time between places like Stacked closing and when people are leaving classes and work.
    - 1. Bingo (maybe music – decades) suggested to Sammy – 5:30 to 7:00 for current senior trivia to give them more time to wrap up what they are doing, and it is a good dinner time.
      - a. There is a pastor that does Metropolis trivia, he controlled the time slot.

**4. Seasonality and/or Purchase Cycle**

- a. Any seasonal shifts that take place for the organization’s products/services
  - i. There are no seasonal shifts for the holidays that have been talked about or presented yet since this is a new business. We will be sure to

stay in contact with Sammy about this and see if he will be open to any holiday ideas we do think of that they can do for the restaurant.

- b. Does the client's target audience have any predictable purchase behavior/cycle?
  - i. Expected to be old customers of Metropolis to come in. This is the college student target audience that they will become more attracted to the sandwiches.
- c. Are first-time customers likely to become repeat customers or loyal users?
  - i. Yes.
- d. Are there many first-time customers that the client doesn't see again?
  - i. If someone did not like the atmosphere or food served, then these would be first-time customers that Doc's may not see again.

## 5. Competition

- a. Client's direct competition:
  - i. Stacked, Firehouse Subs, The Goodie Gallery, etc. are direct competitors of Doc's as they offer similar products and target the same customer base and market segments in Milledgeville, Georgia.
- b. Client's indirect competition: Local Yokal, Taste & See, Buffington's, The Brick, Metropolis, etc. Are indirect competitors of Doc's as they target the same audience of college students and young adults.
- c. Revenue and Sales data:
  - i. Revenue & Sales: \$400 to \$700-800, around \$600. \$4000 on a slow week, \$5000-\$6000 on others.
    - 1. Carry draft beer and wine, has a liquor license for just those two – waiting for a bigger cooler.
- d. Discuss competition's marketing communications: Marketing communications include social media and the website, Instagram and Facebook.
- e. Client's digital footprint:
  - i. Website presence:
    - 1. Shaky design, growing presence since launch of business and the addition of liquor license and new event promotions. Has appetizing pictures of unique sandwiches, a link to their Instagram, and a link to Google Maps to help customers find them.
    - 2. Small Facebook and Instagram links atop website and a drop-down bar to find the menu or contact information are both good ideas. However, having the Instagram linked directly is

redundant, isolates their Facebook, and is implemented clunkily.

3. Hours are easy to find on the main page and having a similar section of the page for menu links could be useful as well.

ii. Social media channels presence:

1. Instagram:

- a. 22 posts and 312 followers (as of 9/16/24)
- b. Most recent post being about the UGA v. Kentucky game that did not have a strong response, 11 likes.
- c. Posts range from mid 20s to high 70s in likes and don't get comments often.

2. Facebook:

- a. 587 followers
- b. More posts than Instagram but similarly lower engagement.
- c. Some of the posts are just pictures without any caption or explanation.
- d. Logo overlap between their profile picture and their home page image creates an odd layering of the same logo in different coloration.

iii. Overall search engine prominence:

1. Good, but could be improved by including the next fun events that will be coming up, geo-tagged searches, and implementing SEO for keywords.
2. Main competition is Google Docs, looking up just "Doc's" only results with Google Doc links, but adding keywords such as 'sandwich', 'sandwich shop', or 'Milledgeville' will result in their website being atop the search results.
3. When looking up sandwich places in Milledgeville, Ga Doc's link is right around the tenth result and the business hasn't been open long enough to make Tripadvisor's list, but is listed third on Yelp's: 'The Best 10 Sandwich Shops near Milledgeville, GA'.

f. Competitions digital footprint:

i. Website presence:

1. Stacked has a simple yet colorful website focused on unspectacular but honest representations of their food.

2. Shows up before Doc's when searching for sandwiches in Milledgeville.
  3. Cravings doesn't have a website yet.
  4. McAlister's has a professional website with a Milledgeville restaurant order page but nothing specifically local.
- ii. Social media channels presence: Instagram and Facebook
    1. Stacked: 3.3k Facebook followers and 3k likes, 11 Instagram followers and only five posts. Instagram pretty much doesn't exist for them, but Facebook is far ahead of Doc's. Lots of food and employee posts, food has varying levels of presentability. Instagram is three weeks old.
    2. Cravings: 537 Instagram followers and 731 Facebook followers, only 705 likes on Facebook though. Similar engagement, but uninspiring content; mostly post plain Canva designs that aren't brand specific, use same post for both platforms as well.
    3. The Goodie Gallery has 2.7k followers and 2.6k likes on Facebook but no Instagram. Last post was in February and they post infrequently with low levels of engagement.
  - iii. Overall search engine prominence:
    1. Stacked seems to be the only website that shows up before Doc's consistently.
    2. McAlister's isn't atop Milledgeville specific searches, likely since it isn't local.

## 6. SWOT for client

### a. S- Strengths

- i. Doc's is in a well-known location: the old Metropolis spot.
- ii. Decent pricing for full meal.
- iii. Steady social media growth.
- iv. Events: trivia, etc.

### b. W- Weaknesses

- i. New business in the area.
- ii. Lacks a full liquor license, can only sell draft beer and wine.
- iii. Modest advertising budget being a new business.
- iv. Single location.

### c. O- Objectives

- i. Expanding customer base into 65+.
- ii. Expanding products, more specialized sandwiches.

- iii. Potential growth in awareness through social media.
- d. T- Threats
  - i. Competition: Not the only sandwich-based location in area.
  - ii. Licensing: Tough to get a full liquor licenses.

## Communication Audit

1. Who is my target audience? - College students and young adults are primary target audience. Secondary is 30-40s, those with families. Third audience is older generations, around 60 and above.
  - a. Who are you trying to reach with your communication?
    - i. The Milledgeville community and students throughout the college campus.
  - b. Target audience:
    - i. Ideal customer or constituent: A college student on the lookout for lunch before or after their long day of studying craving a unique sandwich close by to campus.
    - ii. The type of person who is most profitable or beneficial for your business: College students looking for a nostalgic and inviting atmosphere (considering the location was previously home to the well-loved Metropolis restaurant) to sit in and hang out with friends.
  - c. Primary Audience: College Students
    - i. Demographics/Psychographics: This is the group Sammy stated himself and makes a lot of sense to pursue in a smaller, college town.
      1. Age: 18-25, living in Milledgeville, and have some form of disposable income.
  - d. Secondary Audience: Parents/Families
    - i. Demographics/Psychographics: Three high schools nearby and the professors from both GCSU and GMC create a large group of potential clients.
      1. Age 26-40, living in/around Milledgeville, have disposable income, children not required.
  - e. Tertiary Audience: 'Silver' Crowd
    - i. Demographics/Psychographics: Older people who are more likely to have free time and interest in having themed nights. Age 40-45+, some disposable income, close to or removed from having dependent.

1. College students within employees and customers. Their attitudes reveal that they are interested in the unique creations of sandwiches and want to embellish that within the community.
2. Who are my publics?
  - a. Stakeholders (includes employees, shareholders, and board members):
    - i. Ownership is 3 ways:
      1. Sammy – managing operating owner
      2. The other two are financial backing and advisors.
        - a. Split at 33.33%, one of the others is the majority at 33.34%.
          - i. He wants to remain silent in partnership.
        - b. The other is from Metropolis.
      3. All provide financial backing and start up costs to get Doc's going, to get interest back at end of the year. Keep all of profit at the end of the year, they get loan back plus return.
    - ii. Rent building from David Simmons – owns most of the block.
    - iii. Evenly split partnership, employees don't have any shares.
    - iv. 3-year operating agreement/lease, contract to operate.
  - b. My Internal Publics:
    - i. The internal publics of Doc's are the employees, of which there are 15, the shareholders, of which are 3 including Sammy who are funding Doc's, and there are no board members.
  - c. My External Publics:
    - i. The external publics of Doc's are news media outlets, such as 13WMAZ, the Union Recorder, and Visit Milledgeville, the general public of customers and potential customers, of which comes from surrounding businesses and the college campuses, and the competition, which I discuss in more detail who they are below.
3. What is my message?
  - a. What do you do best?
    - i. Serve delicious, gourmet sandwiches in a warm and inviting atmosphere.
  - b. What makes you special or better than your competition?
    - i. The operational hours are later than competitors, such as Stacked, and Doc's offers a selection of alcoholic beverages and promotional events, such as bingo and trivia.
  - c. My brand positioning statement:



- i. "I would like people to see me as more of the urban/metro type experience, kind of like something on the belt line in Atlanta. I'm a far cry from that, but somewhere between that and your friendly neighborhood bar that has good food too."- Sammy, Doc's Owner

#### 4. Research Methods and Sources

- a. Internal: Looking to be a familiar, cozy place to casually eat good food. Lovable brand identity with a cute logo/brand character. Want to be involved in trends, but Sammy is also aware of potentially missing fads and possible negatives that come with being late to the curve.
  - i. Sources: Sammy and an employee
- b. External:
  - i. Reviews are within their Facebook page; opinions have been strong on the Cuban as most people say it is "Amazing!" There were also positive comments made on the fried chicken sandwich and fried okra strips. All are saying the service is great and they have to wait to be seated or greeted by anyone. The only critique shown on Facebook was adding a kid's menu to the menu, but Doc's replied to the comment and said they have updated their menu to add a grilled cheese for the kids.
    - 1. Sources: Yik Yak and conversation

#### 5. SWOT

- a. Previously mentioned above.

#### 6. Marketing Communication Materials

- a. Controlled or Owned Media – What marketing communication tools are you using?
  - i. Questions:
    - 1. Is there variation in brand identity?
      - a. There are consistent colors, more so variation in posts that brand inconsistencies.
    - 2. Is there variation in contact information?
      - a. No, all contact information is the same for the website, address, and phone number.
    - 3. Is there more than one iteration of each item?
      - a. Besides potential event reminders on social media, no there is not.
  - ii. Brochure: Not using.
    - 1. Notes: Not really needed for a restaurant besides for tourism purposes with Visit Milledgeville.

- iii. Fact Sheet: Not using.
  - 1. Notes: Not really a necessity for a restaurant.
- iv. Letterhead: Not using.
  - 1. Notes: Unknown if needed at all, besides for potential crisis communication purposes.
- v. Direct Mail: Not currently using.
  - 1. Notes: Could be used for promotional purposes in the future, unsure of likelihood.
- vi. Digital and Social Media: Heavily using Instagram, Facebook, and business website to promote business and events to audience.
  - 1. Notes: Potential use of Tik Tok for digital presence.
- vii. Other (specify): N/A
  - 1. Notes: N/A
- b. Earned Media – What other communication about your brand exists, but that you do not control?
  - i. Areas:
    - 1. Newspapers:
      - a. The Union Recorder – 1 mention.
    - 2. Magazines:
      - a. None.
    - 3. Broadcast Media:
      - a. 13 WMAZ – 2 mentions.
    - 4. Online news sites/blogs:
      - a. Visit Milledgeville – has a section on the tourism website.
      - b. 13 WMAZ – 2 mentions.
      - c. The Union-Recorder – 1 mention.
    - 5. Online review sites:
      - a. TripAdvisor
        - i. 2 reviews on this site.
      - b. Yelp
        - i. No reviews on this site.
    - 6. Other: None.
  - ii. Positive Coverage:
    - 1. Visit Milledgeville embellishes their unique creations of their sandwiches.
    - 2. The Union-Recorder calls Doc's

3. 13WMAZ wrote that “Stop by your favorite neighborhood spot” and called Doc’s a “cozy” spot for Baldwin County.

iii. Neutral Coverage:

1. No neutral coverage from what we can gather.

iv. Negative Coverage:

1. No negative coverage from what we can gather.

c. Summarize Your Situation

- i. Consistency: Is our brand message consistent across out-controlled communication channels? Is that same brand message consistently portrayed in the controlled media that is generated?

1. Yes.

- ii. Accuracy: Does the message we’re communicating outwardly match the message reflected in earned media? Is there a disconnect or misconception we need to address?

1. Yes.

- iii. ROI: Do you put out more controlled media messaging than you see in return? In other words, does it seem like you are shouting but no one is listening?

1. No, I do not feel this now.

7. Next Steps

a. Based on the audit, what needs to change?

- i. Reaching more ages needs to be the largest change for Doc’s as Sammy has expressed to us, he wants to hit the older generations within the community in Milledgeville and make them feel even more welcome.

b. Objectives:

- i. One to three specific, measurable and attainable objectives.
  1. Increase customer awareness of Doc’s brand presence by 20% in the next four months through promotional activities, such as campus tabling, and social media campaigns.
  2. Generate 5% of weekly revenue by promoting Doc’s later hours on Thursday, Friday, and Saturday each week to the primary target audience on social media with a clear call-to-action ...
  3. Gain 200 new followers on Instagram and Facebook within the next four months by posting high quality photos of Doc’s food, posting about upcoming events, and beginning an Instagram story campaign to increase customer engagement on social media.

- a. These initiatives may be focused on events, customer's favorite foods, and more depending on the owner's interests.
- ii. What should these goals achieve?
  - 1. More of the Milledgeville community will become aware of Doc's and what makes them unique and how they stand out amongst competitors. These goals would also be able to grow brand awareness across multiple audiences and age ranges, showing different events being promoted to these age groups. These goals will also increase Doc's digital footprint across social media and, overall, online to garner more mentions and coverage by interested media parties and customers.
- c. Strategies and Tactics:
  - i. Who will complete the tasks you outline?
    - 1. The capstone team will create all necessary promotional activities, such as social media content and traditional flyers, for the strategic campaign.
  - ii. What budget is there?
    - 1. Currently, a lack of budget for marketing with Doc's as the business is new. The traditional and digital marketing is currently being done by the owner, Sammy, and his wife, Frances.