



I Like You

Capstone Research and Planning Report
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Introduction

The Northeast Minneapolis shop I Like You is a well-known destination for handmade jewelry, cards, T-shirts, kitchenware, and more from 250 local artists. Despite its very positive customer reviews, I Like You hasn't bounced back to pre-pandemic annual sales. I Like You's purpose is to offer customers a selection of unique and fun handmade goods created by Minnesota artists while also putting money back into the local arts community. Its goal is to drive sales by ensuring products in the store match the target customer, which can be determined through sales analysis, in-person and social media interactions with customers, and qualitative research.

Situation Analysis

As an artist, I know the passion and deep meaning creating something means to me and how it can impact others positively. And as a feminist and lover of Minneapolis, it was a natural fit for me to take on a store I've shopped at for years and recommended to friends and family for my Capstone. I wanted to help this woman-owned shop continue to flourish and be successful using qualitative research interviews, secondary environmental scanning, a SWOT analysis, defining I Like You's value proposition, and creating a strong brand narrative to inform my communications strategy.

In February, I spoke to owners Sarah Sweet and Angela Lessman to learn more about I Like You's annual sales. The owners asked me to remove details about the annual numbers from 2019-2021, but I will dig into other details within the report. The

2020 numbers were lowest, and 2021 recouped some of the annual loss from 2020, but sales are still lagging from pre-pandemic levels.

In-store shopping restrictions contributed to 2020's numbers, and the 2021 sales were likely affected when the shop moved from its iconic Northeast Minneapolis location to a spot deeper into the Northeast neighborhood on Johnson Street. The move also coincided around a neighborhood construction project that rerouted traffic on the streets surrounding I Like You.

Another factor could be that Sweet and Lessman admit to not doing annual forecasting, planning, or budgeting. While those tools support the business and can be an asset, the better solution for Sweet and Lessman may be to play to their strengths: visuals and a friendly repertoire with their customers through a strategic communications plan. Below, I've recapped the business problem and briefly described the capstone goal, which solves the business problem through an informed strategic communications and marketing plan. The following pages will detail additional research insights and situation analysis, and ultimately define the three communications goals and objectives I will focus on.

Business problem: I Like You's annual sales are still down (about \$200,000) from pre-pandemic levels, while other local retailers have recouped these slumps and are expanding locations.

Capstone Goal: I Like You can increase its annual sales through a strategic communications and marketing plan, which will focus on customer engagement through

digital media, content strategy and measurement, and defining the shop's brand narrative. I will detail the communications goal and objectives later in this report.

Background

The Twin Cities is known for its vibrant arts scene, and Northeast Minneapolis is loaded with artist studios and even has a devoted Arts District. Each year the Northeast Minneapolis Arts Association (NEMAA) holds the country's largest open-studio tour, Art-A-Whirl (Art-A-Whirl Listing, n.d.). In 2007, friends Sarah Sweet and Angela Lessman, who are fierce supporters of the local arts community, decided to hang up their serving aprons and open a shop called, I Like You, which is stocked with items from more than 250 local artists (Mikeworth Consulting, n.d.).

“Coming from backgrounds of being artists and crafters, we wanted an everyday and year-round place for others to sell their work,” Lessman says. “We love seeing people's hobbies thriving and sometimes become a way they make their living. Having a business that helps the local community by putting the profits directly back to the individuals who live here.” The first 10 years I Like You was in business, it brought \$2 million into the pockets of local artists (Lauer, 2017). And this is the value proposition that differentiates I Like You from other similar retailers, it has a direct impact on the local arts community.

In 2009, I Like You moved from its original location in South Minneapolis to the corner of NE 5th Street and 1st Avenue NE, positioning itself near the bustling Northeast Minneapolis downtown area and nearby neighborhood Arts District. However, downtown Northeast Minneapolis has seen tremendous growth in the past 5 years: Sky-

high condominiums and chic modern storefronts have replaced the longtime independent shops and foodie haunts like Nye's Polanaise Supper Club and Ginger Hop.

By 2021, the rent was high for residents and businesses, and I Like You was still recovering from the impact of the pandemic. So, Lessman and Sweet packed up their beloved location on NE 5th Street and moved deeper into Northeast Minneapolis on Johnson Street. Not all local businesses were facing the same plight.

Longtime Twin Cities shop, Patina, has seen an increase in sales. "We're surpassing our numbers in 2020, and we were up 35 percent in 2021 (from pre-pandemic numbers)," says Rick Haase, Patina co-founder and co-owner. Haase says optimizing Patina's website with full inventory and ecommerce, offering curbside pickup, and consistently posting inventory updates or curated collections to Instagram stories was key to Patina's success.

Since the 2021 numbers were up, Patina has expanded in the past few months – adding space to its Golden Valley location and packing up its Northeast Minneapolis spot for a larger space in Roseville. Patina isn't the only local shop expanding, Edina-based women's shop Evereve is also adding new locations and expanding its flagship store (Kaplan, 2021).

I Like You, and its second location, I Like You Too (located in Saint Paul), share both owners and a staff of five full-time and one part-time employee. A well-researched communications strategy could help I Like You bolster its brand within the community, revamp its social media strategy, and ultimately boost annual sales to get back to pre-pandemic levels.

While business strategy may not be their strength, Lessman and Sweet have built a positive reputation within the community and I Like You is one of the first Google results when searching local Minneapolis stores, so it's positioned to be successful with some changes. "I love I Like You's curated selection of birthday and greeting cards," says Saint Paul shopper Kara. "It's nice to get something unique you won't find at Target."

Additionally, Sweet and Lessman have a strong relationship with the artists they work with, including frequent communication about what pieces the shop can expect or if there are any inventory issues with an artist's pieces. Inventory is typically not impacted by international or long-distance supply chain issues since inventory is supplied through local artists with minimal third-party supply chain interaction.

Local artist Debra Wolk has been selling her hand-painted ceramics at I Like You for two months, "Sarah and Angela have been more organized and communicative than other retailers I work with, and I especially like their portal to check my sales," she says.

Interviews and Methodology

Starting in February, I focused on qualitative research through one-on-one interviews via phone, email, and in-person. I tailored questions to each person I spoke to based on what I needed to learn from their area of expertise: Artists who sell at I Like You, I Like You shoppers, the Northeast Minneapolis Arts Association (NEMAA) to understand the local artist commerce scene, a merchandising expert to consult on merchandise curation, and another Minnesota-founded shop owner to compare business strategy during- and post-pandemic.

This research provided additional information about I Like You through customers and the artists who work with I Like You to sell their locally made goods. Additionally, I wanted an industry perspective from another local shop to see how its business was doing post-pandemic and what changes have been made since. Next, I spoke with the local artist membership association to have a deeper understanding of the arts community, how artists sell wares and if there are any gaps in how artists can benefit from local businesses. Finally, I consulted with a merchandising expert on the best practices for curating merchandise tables of goods around themes/ideas. As a communicator, the more time I spend talking to a business owner(s), its customers, learning about its products and environment, the more credible my found metrics, analytics, and eventual strategic plan can be (Ragas & Culp, 139-140). Primary and secondary research is a critical part of strategic planning and formulating the eventual communications plan.

My interview subjects are described below, including a few questions and answers, and key findings for each.

Interview 1 – Debra Wolk, artist (selling with I Like You for 2 months)

Question: What is the experience like as an artist who sells work to shops?

Answer: They have been more organized and communicative than other retailers that I work with. I especially like the portal to check my sales.

Question: What are the benefits for you to sell with I like you?

Answer: An opportunity to expose my work to a different audience. It has boosted my confidence and legitimized me as an artist.

Key finding: New artists have a favorable opinion of I Like You, viewing the owners as more organized and communicative than other retailers. Benefit for the artist is to sell wares at a second location and capture new audiences.

Interview 2 – Sarah Morrow, artist (selling with I Like You for six months)

Question: What is the experience like as an artist who sells work to shops?

Answer: I have found that I Like You is very aligned with many other retail shops, taking 40% of the sales. The other shops I work with take anywhere from 35-50%. I Like You pays me monthly, which is the most common frequency to be paid. However, I have to come into the store to get my check and if I don't, the payment rolls into the next month. I live 20-30 minutes away so it would be ideal if they used Venmo or mailed checks. It's not a big deal though.

Question: What are the benefits for you to sell with I like you?

Answer: I Like You is a well-known and established gift shop in the Twin Cities - so I feel like it's a great way for my brand to have better exposure to shoppers in the Twin Cities. I Like You allows me to pick out the styles I'd like to have in their stores (they will let me know when they need new products - but essentially, I'll pick which exact ones I bring to the store. This sends me the message that they trust what I will bring to the shop will jive with their customers.) The staff is amazing to work with. Their communication has always been clear and timely. They are SO NICE. I have always had great interactions with the staff.

Key finding: I Like You is aligned with comparable shops in the commission they take from each artist sale, with a monthly payout to artists via a paper check. While this is ideal frequency, the payment method could be electronic so it's more accessible for artists.

Interview 3 – Marion Robison, artist (selling with I Like You since 2009)

Question: What is the experience like as an artist who sells work to shops?

Answer: I visit I Like You once a month to pick up my check and bring by new items that I have created. They decide what is a good fit for their store. My share is 55% of each item that has sold. I Like You is prompt with payment and accurate. I never have any worries.

Question : What are the benefits for you to sell with I like you?

Answer: It has helped me to stay creative. They sell a lot of my art, especially around the holidays. I have so much fun making mostly silly art that brings smiles to people's faces. Seeing other people enjoy my creations as much as I enjoy making them is wonderful.

Key finding: Artist who has worked with I Like You for 13 years has only positive feedback: Fair commission from the shop, fast accurate payment, and consistency with how often they reach out for new pieces to sell at the store.

Interview 4 – Brian Wagner, operations coordinator at Northeast Minneapolis Arts Association (NEMAA)

Question: How many artists would you estimate sell only from their studios, only at local shops, or a combination of both?

Answer: NEMAA has over 1,000 members – individual artists, galleries, and cooperative studios. Many if not all artists sell from their studios, but I would estimate about 400 sell in consignment shops or other suppliers across Minneapolis.

Question: How can Northeast Minneapolis businesses help local artists?

Answer: Many Northeast and other Minneapolis breweries, restaurants, and businesses are active members of NEMAA, so we work with them year-round to promote their events. We also have an Art-A-Whirl adjacent event in the fall

called Art Attack that we partner with local businesses as well. NEMAA keeps an ever-growing database of events and opportunities for artists to access through their membership, including weekly artists opportunities (calls for art, grants, exhibitions, and job postings).

Question: Why do you think it's beneficial for artists to work with consignment shops to sell their work?

Answer: I think while it's beneficial for artists to sell and show out of their studios or their own platform, other local shops can provide visibility for artists who otherwise might have trouble promoting their art. It also fosters a strong relationship across the NE MPLS community, arts and otherwise, which I believe we desperately need after the last couple years.

Key finding: There are more than 1,000 artists who are members of Northeast Minneapolis Arts Association (NEMAA). A little less than half of these artists sell their art at consignment shops as well as their own studios. NEMAA partners with many Northeast Minneapolis businesses throughout the year to boost the art scene.

Interview 5 – Andrea L., shopper (State Fair I Like You booth)

Question: How would you describe the shopping experience at the I Like You booth at the State Fair?

Answer: I feel like they get me because the T-shirt sayings are so hyperlocal and optimistic. It's like being part of a club where every Minnesotan is welcome! And the sales lady at the State Fair booth was knowledgeable about stock, sizes, etc.

Question: How would you improve the shopping experience?

Answer: I would love to see more baby and kid attire, as well as matching family attire. When we went to the booth at the State Fair last year there was a coupon and we loved that – we told three other people to definitely check it out!

Key finding: Overall positive experience at the State Fair booth with high likelihood to return and continue to suggest it to others. Effective coupon campaign to get foot traffic at the State Fair booth.

Interview 6 – Kara E., shopper (Saint Paul's, I Like You Too)

Question: What do you think the store does really well/better than other stores?

Answer: I like their curated section of birthday/greeting cards. It's nice to get something unique that you wouldn't find at Target. I've only been there once about a month ago but would go back the next time I need greeting cards or a unique gift. (My husband also went there once to get an "All Are Welcome Here" sign for our yard.)

Question: How do you feel I Like You prices compare to other shops?

Answer: I do a lot of Target shopping, so obviously their prices are a bit higher. But it's worth it for the unique shopping experience, curated assortment, supporting a local business, etc.

Question: Are there any products you wish I Like You carried that they currently do not?

Answer: More dude-focused greeting cards! They have some but could use more that aren't quite as feminine.

Key finding: An average Twin Cities Target shopper prefers going to I Like You for unique cards and signs not found at big retail shops. Willing to pay a little more per item to support a local business with curated locally made goods.

Interview 7 – John E., shopper (Northeast Minneapolis I Like You)

Question: What does I Like You do well?

Answer: They stick to their commitment of supporting and showcasing local artists.

Question: What are the opportunities to improve the shopper experience?

Answer: Lower prices within the retail store. The retail location has a much wider variety of goods for sale compared to the State Fair. The State Fair merchandise is fairly priced, but other items in the retail store are stunningly expensive. The

retail location also seems a bit cluttered, if there were slightly more space there I would feel more comfortable shopping.

Key finding: Likely not I Like You's target customer – thinks that I Like You prices are too high but still wants to support local artists. The Northeast Minneapolis location (pre-2021 move) is too cluttered.

Interview 8 – Colleen K., shopper (Saint Paul, I Like You Too)

Question: What do you think I Like You does well or better than other stores?

Answer: Their pricing is done really well. If they discontinue an item at the store (like my favorite Sobesta roller perfume) and I buy directly from the artist, the price is the same. I never feel like they're price-gouging me.

Question: What opportunities are there to improve your customer experience?

Answer: They're really good about refreshing holiday cards but whenever I go into the store – a few times a month – I feel like the inventory is the same as it was six months ago. Christmastime is an exception because they sprinkle ornaments in and there are display changes.

Question: What has your social media experience been with I Like You?

Answer: I follow them on Instagram and I've purchased a lot through their stories.

I love the Maker Mondays and swipe-up to purchase. It's nice to be able to buy

online and pick up at the Saint Paul location, which is close to where I live. When I pick up, I can also walk through the store to see what's new.

Key finding: I Like You has fair pricing and a favorable purchase experience through Instagram. The store could be better about getting new merchandise or curating existing merchandise in new ways so it appears fresh and new.

Interview 9 – Rick Haase, co-owner and co-founder of Patina stores

Question: Since 1993 Patina has made a name for itself in the Twin Cities and has several locations, what do you attribute to that success?

Answer: Our model has always been slow controlled growth, we don't go off and open five stores in one year or go too far ahead of ourselves. When we first started we got the advice to not assume too much debt, you can't let your emotional content get too far ahead of your checkbook. Understand that whenever you assume debt you're paying interest and losing more margin for the things you could be using for the store. Look at what is sustainable.

Question: As a longtime retailer, what can you say about the Minnesota customer?

Answer: Minnesotans are a little more state-loyal than a lot of other states. Our state shape is so uniquely identifiable and it resonates with a lot of people and is part of our culture. So using the state shape on shirts or for casserole dishes are popular ways to celebrate Minnesota. Also, our winters can be long so people

are used to indoor hobbies like crafting and art – that is in our roots and our heritage. People appreciate the arts and crafts here because so many are born with that talent.

Question: What have you learned from the pandemic as a store owner?

Answer: Initially, we learned about face masks early on and replaced our candy bar by the checkout area with dozens of face masks. Our website was not right for the business to sell before the pandemic – if customers come into the store they can get the texture and emotive quality of our items. So we started to use Instagram stories to bridge the content we were getting in since people could not come into the stores and then we revamped the website and optimized it for commerce. We added curbside pickup options and kept employees safe by limiting the amount of employees in each store and adding safety measures while they worked. We were resilient and that was key.

Key finding: Resiliency during hard times is important, a robust Instagram presence and optimized website for e-commerce can boost sales during a pandemic, and Minnesotans are crafty and loyal and want the same in what they buy.

Interview 10 – Shawn C., merchandising expert

Question: What are three-to-five tips you have for a shop that wants to create a table/corner/area of curated items?

Answer: Don't hesitate to tell people what ties the items together or why they are special. Perhaps give an extra level of detail to frequent or loyal customers – like a presale email. Make sure the display is well lit.

Question: As a merchandising expert, how impactful do you think it is for a shop to curate merchandise as a refresh instead of getting rid of or revamping merchandise?

Answer: Themes are good, especially if they show people how the products can be worn or used. I love the bundle idea. Make sure the bundle fits your target customers' purchase habits, especially with the dollar amounts. I've always liked the 'Show us how you use or wear our products' campaigns. Or where you wear them, it gives people ideas, inspiration, and can be aspirational.

Question: What are a few "don't" tips you have for not creating a section like this in a store or online?

Answer: Don't forget who the target customer is because it isn't everyone. And commit to the theme/section idea, even as the display changes so over time customers understand that this is the spot in the store for awesome finds. Think about the value of the space, set measures for success – like, you average \$100 per square foot per day, this space needs to average more than that at \$110-\$120. And curation needs to tell a story – what's the elevator pitch for your customers.

Key finding: In-store merchandise curation needs to tell a story, and an elevator pitch to customers would be the best way to utilize text with a story or post on social media to help sell a piece/bundle of items. The elevator pitch is also a great way for store employees to talk to customers about items. It's important to also show how a product can be used in posts and social stories. No matter what approach the shop takes, consistency is key.

Secondary Research Insights Summary

Yelp reviews and environmental scanning through news, articles and other online research helped me determine the questions I asked in my interviews. This information gave me a deeper understanding of local commerce and how the public views I Like You. It was key in determining my target audience and personas, which is detailed later in the report.

Yelp Reviews

1. Michele B., Minneapolis, Minnesota, Dec. 8, 2020, 5/5 stars

Love this place for unique homemade Minnesota gifts! T-shirts, cards, mugs, glasses, pins, jewelry, cooking spices, cards, so much stuff to choose from. And their wrapping? Beyond precious! Purchase gifts here for your friends and family just so they will wrap it for you! Unique and fabulous! I could spend hours just looking around this shop! They have a great Instagram account highlighting all of their unique, fun items. They even have a shop in St. Paul too! If you have someone on your shopping list that is hard to buy for you will find something for them here. Probably a punch of things! Go check them out!

2. Kara D., Twin Cities, Minnesota, Oct. 24, 2016. 4/5 stars

I Like You is a freaking adorable and hip shop full of treats from local artists. It's a great place to head to when you want Midwest-centric gifts for out-of-towners and fellow Twin Citians alike. Let's see, upon my last visit I saw: rad pins, cards, spices, pottery, T-shirts, jewelry, woodwork, printed decorations, children's clothes and toys, glassware, and assorted quirky art. It's one of those places

where you don't just go to grab something, you get lost in staring at all the handmade goodness. I often reflect on how talented the (arts) community is and how lazy and untalented I am. The staff is friendly and passionate too – no surprise there! But since I usually come here to curate a gift bag, I wish they had gift wrap, bags, and tissue paper for sale. Some local chocolate and candy would be a great addition someday too!

3. Angie S., Minneapolis, Minnesota, Nov. 11, 2015. 5/5 stars

Please shop here and spend your money locally! This place shares my MN love and appreciation. I kinda think the name should be I Love You! You can find just about anything representing Minnesota, Minneapolis, or St. Paul. Local artists have their craft of choice on display for sale. So, you are also giving back to the community by purchasing. I usually go here to pick up a gift for someone yet walk out with a few things for me! Plan to spend an hour searching, reading, touching, oohing and awing over the options. The staff here are so friendly and they often have ideas if you are stumped. Enjoy!

Key finding: I Like You has a 4.75 (out of 5 stars) average star rating on Yelp, via 153 reviews. Shop owners and employees are very friendly and helpful, the store is adequately stocked with merchandise, people enjoy supporting local artists as well as I Like You as an independent local shop. Most reviewers stop in to I Like You for gifts or gift bags, and some wish the shop sold wrapping paper, bags, and tissue paper regularly (the store does gift wrap during the holidays). Another reviewer thinks having locally made chocolate or candies would be a nice addition to the shop for people

looking to make gift bags.

Environmental Scanning and Research Insights

1. Local competitor shops Patina and Evereve have bounced back in sales since the pandemic and have also expanded existing locations and are adding more locations (Kaplan, 2021).
2. Northeast Minneapolis has a vibrant arts scene, with more than 1,000 artists who are members of the NEMAA, which means I Like You has a cushion of artists to pitch to or work with if it wanted to expand merchandise (Northeast Minneapolis Arts Association, n.d.).
3. The State Fair is a lucrative place to have a Minnesota shop, and I Like You has learned to position the booth size and location to make the best profits (Kaplan, 2019).
4. The I Like You booth at the State Fair does best with sales on T-shirts, Minnesota trinkets and fair-only items (Kaplan, 2019).
5. The Minnesota Daily reported that the first 10 years I Like You was in business, it put more than \$2 million back into the local artist community (Lauer, 2017).

SWOT Analysis

Internal	Strengths	Weaknesses
	<ul style="list-style-type: none"> - Owners who love operating their stores/online shop - Focused on supporting local artist community by selling their wares - Partner with more than 250 artists to stock the shop - Friendly warm attitude of the staff to customers - Instagram sales are favorable with customers - Customers can purchase online and pick-up at a store - Artists feel their payments are fast and fair - Unique items not found at large retailers - Inventory is not impacted by global supply chain issues - Gorgeous, compelling photos shared on social media 	<ul style="list-style-type: none"> - Owners do not forecast or project sales or inventory - Small staff could be problematic if someone quits - Inventory does not change much, which is not ideal for sales - No clear mission, vision, or values on the website, hard to attract new customers or explain what the store is - Outdated Instagram handle linked on the store website and a Twitter account last updated in 2019, which is easily fixable but discredits the brand when it's not
External	Opportunities	Threats
	<ul style="list-style-type: none"> - Customers want variety of merchandise or curation of goods - Have more coupons to bring customers to the pop-ups or booths -- since the State Fair booth was popular - Revamping the website with better images and ways to pay for/shop the selection - Having a stronger connection with NEMAA to share store info with artists or non-artists who follow NEMAA - Partner with nearby businesses to strengthen the sense of neighborhood/local atmosphere 	<ul style="list-style-type: none"> - Continued construction around the new NE store, which can contribute to sales slump - Another pandemic/safety regulations could impact sales if the website is not better optimized

SWOT Summary of Insights

Strengths: I Like You owners love working with and supporting local artists, the artists in the community see the benefit of working with them, inventory is not impacted by global supply chain issues, inventory is unique compared to big-box shops, customers love their experience at I Like You, and Instagram is the favored social media site to engage with customers and sell items online.

Weaknesses: Owners do not do business planning for budgets and inventory, inventory appears stagnant to customers, there is no clear mission, vision or values statement on the website so attracting new customers or artists may be difficult, outdated social media information on the website discredits the brand.

Opportunities: Customers want more variety in merchandise available for sale, coupons, or sales around events like the State Fair can boost foot traffic to the store as well, revamping and updating the About page on the website will strengthen the brand and provide a better online experience for customers. Strengthening the connection between I Like You and its new business neighbors and NEMAA can expand clientele.

Threats: Construction around the new store can impact sales again this summer, another pandemic or restriction of in-store shopping will negatively impact sales since not much has changed with how business is conducted since the last pandemic where sales were impacted.

Communications Goal and Objectives

To get I Like You sales back to pre-pandemic levels by the end of 2022 or first quarter of 2023, I am focusing on three communications objectives to build brand awareness and loyalty, ensure customers know how and where to shop I Like You, and strengthen the brand:

1. **Customer Engagement via Digital Media.** Engage with customers on Instagram and Facebook regularly. This can be achieved through strategic content or campaigns, including ways to shop with a swipe-up link. I Like You could also start a monthly Patreon subscription where they offer Patreon-only deals, early access to new merchandise, personalized full-service shopping. Customer engagement using strategic communications and campaigns will strengthen the brand, its recognition and loyalty to customers/community, and is a way to shop online that is pandemic proof.
2. **Content Strategy and Measurement.** I Like You could use a content calendar for Instagram and Facebook, which includes a mix of content: artist interviews, how-to style/wear/use items from the store, photos, and videos of curated items for holidays or events like weddings and parties, and existing recurring content like artist birthdays and Maker Mondays. Track the success of the content through promotions with promo codes on specific stories or photos and social media analytics tools and social listening.
3. **Clarify Brand Narrative.** Strengthen the authority of I Like You's brand by helping the shop, its employees, customers, and media understand how to talk about I Like You. In addition to the brand narrative, I would recommend a clear

mission, vision, and values statement on the About page, get rid of outdated information, and ensure all content is clear and focused.

Future outlook: Why it works. If I Like You implements the communications goals and strategies I've outlined above (and will detail in the following pages), the brand would be stronger internally (shop owners and employees) and externally (community, customers), the boost in social media engagement would increase the number of followers to I Like You's Instagram and Facebook pages, and could lead to an increase in sales and foot traffic in the shop. The addition of a Patreon subscription for customers who want exclusive deals/early access to merchandise would add to the monthly sales goals and contribute to the overall business goal of getting sales back on track post-pandemic.

Planning

Brand Narrative

After analyzing key findings, I Like You would benefit from a brand narrative. This will provide the framework for communications and marketing initiatives, and also help employees at the shop understand how to talk about I Like You to customers and artists who may want to partner with the shop, as well as how to talk about the brand on social media. I've created this brand narrative for I Like You:

I Like You's shop philosophy is simple: We **like** local artists and want to share their **handmade eclectic jewelry, funny T-shirts, sassy (and classy) cards, and other creative colorful goods** with the world. Take I Like You along for the **good stuff** in life.

When Sweet and Lessman conceptualized the I Like You, they wanted all people to feel welcome in the store, no matter their age, gender, sexuality, religion, race, etc. And the owners *really like* artists – well, it's safe to say they love artists and makers, but to play on the shop's name, I thought, "We *like* local artists..." was a way to tie-in the shop name with the brand story. I also wanted to demonstrate what people can expect from the shop's merchandise categories and how to apply it to their own lives – I Like You merchandise is perfect for all the occasions, holidays, and everything between.

Sender-Message-Channel-Receiver (SMCR) Analysis

Carl Hovland created the Sender-Message-Channel-Receiver (SMCR) model to understand how manipulating each of the variables in the model impacts attitude change in receivers of the messaging. While the SMCR model is a useful tool, I also like

to examine the persuasiveness in the messages using the Stages of Persuasion (Maguire, 1989). Maguire’s Stages of Persuasion use these stages from easiest to hardest: Exposure/presentation, attention/awareness, comprehension/understanding, acceptance, retention, and action.

I Like You would want to achieve the action – a purchase – from the messaging, which will be the hardest type of persuasion. Applying this to the SMCR model, I’ll analyze I Like You’s current communications and recommend strategic communication ideas to strengthen the brand and position the messaging to target audiences.

Communication is not just about changing behavior, it’s also a way to engage and build relationships with customers. Currently, I Like You does not send out newsletters, which is a choice Lessman and Sweet have made after trying it when the shop was in its infancy. The duo didn’t feel comfortable using the newsletter software and didn’t think it brought in any dollars. I Like You’s current communication is via Facebook and Instagram posts and stories, which is where I will focus my analysis using the SMCR model.

Sender	Message	Channel	Receiver
- I Like You: As composed by owners or employees of the shop	-Maker Mondays: Showcasing an artist (tagged) and their work for sale at the shop -Birthday shoutouts for artists (tagged) and their work for sale -Holiday ornament campaign -Shop hours changes/closures - Stories with sound on Instagram	- Facebook - Instagram - The text is typically the same for birthday shoutouts and Maker Mondays. - The images are gorgeous and colorful and definitely compelling to click/share	- Customers who follow the shop on Instagram and Facebook -People with friends/connections who like/share/comment on I Like You posts so it shows up in their social feed as a suggestion

Sender: I Like You communicates to its customers using Facebook and Instagram, and this is typically a one-way conversation. For example, when I Like You posts a picture with text, the shop only replies to comments that ask questions about the product or artist or likes/loves the comments. Typically, there is not a lengthy communication exchange with customers. A strength is that I Like You posts nearly daily, sometimes multiple times a day, which touches on exposure/presentation and attention/awareness. Recommendation: I Like You could use the personas outlined in this report to understand the target audiences, which details challenges and psychographics.

Message: I Like You messaging falls into four content categories: Maker Mondays, Birthday Shoutouts, Seasonal Content, and Shop Hours. The first three content buckets include artist tags and information about products, but do not usually contain prices or a click-to-buy/swipe-up link option. The fourth bucket is just content around unexpected shop hours of operation changes or holiday closures

Recommendation: Despite consistent posting (exposure/presentation), the current communication buckets have become monotonous and may not be getting the same level of engagement they used to. This messaging fails to be accepted (read/shared/liked/commented on), retained (ignoring the posts) and definitely would not lead to action (a purchase). Content that feels the same each day or week is creating a disservice for the I Like You brand by not expressing its fun and eclectic personality through the posts, which starts to take away some of the persuasion the brand initially built with its customers (comprehension/understanding and attention/awareness) if

posts are ignored. I Like You is known for its splashy colors and patterns, and the photos and videos on its social pages are high-quality. The text accompanying these posts, however, have come a bit redundant and could use a refresh. This is where a content calendar could solve for last-minute creative blocks when needing to post for the day.

For social media communication to be effective in persuading consumers to change their behavior from liking or sharing I Like You content to ultimately purchasing items from I Like You, the communications campaigns must be clear, strategically considering the target audience, and using best practices for the platform (Instagram stories and reels, Facebook may have longer text accompanying photos or videos).

Channel: I Like You prefers not to use newsletters to communicate to its customers.

Lessman and Sweet are not familiar with CMS platforms or HTML to create newsletters with images and do not feel comfortable creating messaging within a newsletter that will boost sales. This is where key messaging and persuasion come into play.

Recommendation: Uses and Gratifications Theory says consumers gravitate toward whatever satisfies their needs.

In my research, customers expressed wanting exclusive access to I Like You merchandise, early access to sales or new artist wares, and VIP deals, which makes the case for a monthly Patreon subscription where people can sign up and pay a small monthly fee to have VIP access to exclusive I Like You content, deals and merchandise. Uses and Gratifications Theory perfectly translates the data collected from one-on-one interviews and secondary research into a tangible idea.

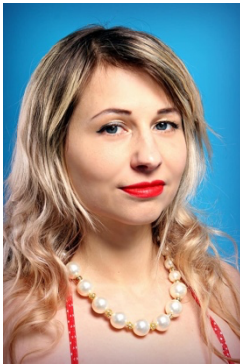
Receiver: Customers of I Like You, friends/followers of people who follow I Like You on social media and it comes up as a suggestion to follow, local artists (those who work with the shop and those who don't but may want to), and anyone who follows the artist who is tagged in a post.

Recommendation: While interviewing customers and reading Yelp reviews to learn more about the average receiver of I Like You's current messaging, I thought about Maslow's Hierarchy of Needs. In the context of consumerism, the pyramid's tiers of needs can be translated into customers – or personas, which will guide a brand's messaging to ensure each piece of the pyramid from bottom to top is met. The existing SMCR model for I Like You focuses on Instagram and Facebook communication, but Maslow's theory can be useful when crafting key messaging, big ideas, and communication campaigns.

Target Audiences

After conducting interviews with a handful of I Like You customers, interviewing the owners about their typical customer, and reading Yelp reviews, I've come up with a few personas to illustrate I Like You's target audiences.

1. Trendy Amy, Northeast Minneapolis resident in her 20s



Amy is fashionable, loves to experiment with patterns and color in what she wears, and is passionate about supporting local businesses and local artists. Typically, Amy stops at I Like You to find gifts for family and friends, oftentimes this consists of an item or two (jewelry, T-shirts, mugs, or stickers) and a funny/sassy card.

She enjoys connecting with friends and family on Facebook and Instagram. Amy follows I Like You because the photos are beautiful to look at and share on her social media pages, and it inspires her to go to the store to make a purchase. While creative on her own, Amy could use more inspiration from I Like You through curated content, demonstrating ways to use or wear products at I Like You or how to group a few items together to make a hostess gift basket or a fun friend or family gift. Since Amy lives near the shop, she passes it most days when she takes a walk and would be motivated to stop in more often to purchase something if the merchandise felt refreshed more often.

2. Eclectic Alexis, Twin Cities woman in her 40s-50s



Alexis expresses herself through fashion. Her outgoing personality and large friend group give her plenty of reasons to stop in to I Like You for a gift or a card. Alexis loves the assortment of sassy cards because it matches her personality and makes her feel like she wrote and designed the card for her friends. Since she loves accessories: headbands, funky earrings, delicate and costume rings, Alexis loves to treat herself to new things when she can afford it. But she doesn't want to show up to the same event wearing an accessory that someone else is wearing. The same Cosmic Brownie earrings? No way! Alexis doesn't mind spending an extra \$5 per month for an I Like You Patreon account where she has VIP/exclusive access to new artist items or a preview of items coming soon. If I Like You created a Patreon, Alexis would be more motivated to share posts from I Like You or tag the shop in her own content when she posts about what she's wearing or gifts she's purchased for friends and family.

3. Busy Mom Mary, Northeast Minneapolis 45-year-old woman



Between kid sports games, high school dances, and dates with her husband, Mary doesn't always have time to shop for unique gifts. But she definitely wants her friends and family to think she created gift baskets and bags just for them. Mary and her family value

supporting local businesses, and before she had kids, Mary and her husband would attend local festivals and pop-up booths with locally made goods. Since they rarely have time to attend these festivals and pop-ups, Mary and her family rely on I Like You to see what new local art has been created and to support the arts community. Mary's challenges are finding unique and fun gifts for friends and family when she doesn't have time to stop in to I Like You's shops, and she wants to find more kid-friendly games and cards for all the upcoming kid birthday parties she has on her schedule. Mary stays in touch with her friends and family through Instagram and Facebook, and she does follow I Like You. Since she doesn't have a lot of time to spend on her phone, she doesn't engage much with social media.

Key Messages

1. **Fashionable Fridays** – I Like You would take photos and videos for Instagram and Facebook of T-shirts, rings, necklaces, and other wearable goods and how each piece can be used to style as part of an outfit. While I Like You may not

have dresses or pants, this key messaging could easily be executed through hairstyle/accessories and jewelry, and/or T-shirts. Each week would demonstrate a fun new theme – Cosmic Brownie earrings, a colorful scarf tied into a playful hair braid, and gold rings and bracelets.

Goal: This key message would help customers who are not at the store understand the look, feel and function of merchandise as well as inspire multiple purchases to create a specific look.

- 2. New Artist Spotlight** – When new artists start working with I Like You or if I Like You chooses to work with new artists for one month as part of a rotating artist spotlight, I Like You could take photos and videos of the products. In addition, the shop could ask each artist 5 questions – “Five Questions with (insert new artist name)” to include throughout the month.

Goal: Customers who care about supporting local artists will appreciate the attention to and details about new artists (especially up-and-coming artists) or rotating artists (where the shop and the artist can decide if a long-term fit would be a good idea). This content will strengthen the brand narrative and mission of the shop, to support local and the arts community. And nod to the shop’s differentiation factor, that they only stock the shop with local artist wares.

- 3. Seasonal Campaigns** – This is a broad approach to seasonal content, where traditional seasonal content (fall, Halloween, Thanksgiving, Christmas, etc.) could feature bundles of products in videos and photos on Instagram and Facebook with the ability to purchase the bundle with an easy click on the website.

Goal: This helps busy parents or busy people who can’t make it to the store get

amazing gifts for family and friends without going into the store and struggling to come up with a good gift.

Why this works: I am still working on the details of my key messaging and plan to connect with Scott next week. However, the above key messages would work to engage I Like You customers and build a stronger relationship between the brand and its customers, showcase new merchandise and how to use/wear it, which could lead to purchases, and adding a Patreon subscription to communicate exclusive deals or feature content about paying for a personalized shopper (I Like You employee who can curate a gift bundle) would boost monthly sales. These concepts also strengthen the overall I Like You brand to internal and external audiences, which is important for long-term growth and success.

Implementation

These three communications objectives will build brand awareness and loyalty, ensure customers know how and where to shop I Like You, and strengthen the brand – which will support the business goal of increasing sales to pre-pandemic levels. The PESO model and brand best practices are implemented within these recommendations, which are outlined in a table and in detail in text.

1. Customer Engagement via Digital Media.

Tactic	Create a monthly subscription option via Patreon, offer exclusive products, discounts, offers, and personal shopping.
Timing	Anytime
Budget implications	Patreon Lite subscription is free to sign up but takes 5% of all monthly sales. Other subscription levels are not recommended for I Like You’s needs.
Proposed staff	No new staff, existing staff can divide the content/workload.

Tactic: I Like You has a strong Facebook and Instagram presence, which creates customer loyalty and engagement. Aside from the campaign ideas I list in the next section, I Like You could set up a monthly paid subscriber Patreon account. I Like You Patreon monthly subscribers would have early or exclusive access to sales, products, and new artist products. I Like You could also offer personal shopping, which could be a mix of fashion items, gifts, or even party decorations/favors.

Customer feedback was to have more variety of products in the store, which could be solved through this Patreon account as well. Existing artists could release I

Like You-only or collaborative products (special coffee mugs, ornaments, or a line of greeting cards) only available to the Patreon subscribers. Additionally, I Like You could test-drive new artists by seeing how well the products do with the Patreon subscribers to see if there's interest in ordering more for the shop.

Facebook and Instagram are great places for the shop to advertise via owned media through compelling images and link to subscribe to Patreon. Artists who are working with I Like You through Patreon could share that they have exclusive products available on their own social channels (shared media). I Like You could partner with local shopping/style influencers who utilize the shopping service through Patreon – I Like You could offer these influencers a complimentary year of Patreon in exchange for posting testimonials about the products and services they used, tagging I Like You for a set number of posts (paid media).

Since I Like You owners do not want to utilize a newsletter, a standard email template could be available so I Like You staff could email their Patreon supporters with discount codes, upcoming sales, events, etc. This would require having someone create a template where only a photo and text need to be dropped in each time, and all Patreon supporter email addresses are stored on Patreon so it would be easy to send the email out to only those who pay the monthly fee. This strategy speaks to the customer desire to have exclusive/VIP status with the shop, be more connected to the art community by having early access to new artist wares.

Timing: Patreon would be accessible daily but could be pushed on social media during certain times of the month or year around sales, holidays, or initiatives.

Budget implications: Patreon offers three pricing plans, but I Like You would only need to utilize the Lite plan, which offers easy-to-use tools to supplement the plan above and Patreon would take 5% of each sale (membership). Since Patreon would be capturing a supplemental audience and would not require additional staff to support this initiative, it would just be making money for the shop.

If budget were available, it would be ideal to invest in local influencers to talk about the Patreon, share special promo codes that I Like You could use to inform which influencers were most successful to continue working with them. Budget could also be used to create a few ads for social media – videos specifically, to showcase what the Patreon is and how personal shopping works and what the cost would be.

Proposed staff: No additional staff would be needed. However, there would be time involved to work on Patreon tasks, which could be incorporated into daily shifts. A consideration for I Like You owners would be if they wanted a designated stylist or shopper who would handle all of those requests or if anyone at the shop could help.

2. Content Strategy and Measurement.

Tactic	Create a content calendar and come up with campaigns around holidays/events.
Timing	Anytime.
Budget implications:	Free. Unless I Like You wanted to eventually pay for social media ads, this option utilizes free social media listening tools and analytics to inform strategy and change course.

Proposed staff:	No new staff is needed, but an extra 10-15 hours of work would need to be added to the budget for planning and executing the content calendar's daily posts.
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Tactic: Create a content calendar with campaign ideas and social media posts. Right now, I Like You consistently posts on social media, but the posts are mostly birthday shoutouts for its artists, which don't get much engagement. Instead, creating a content calendar with social media post ideas, or setting up campaigns around upcoming holidays/special events, would ensure I Like You customers stay engaged with the shop's social media through likes, comments, and shares. The increased engagement will also expose I Like You's social media pages to new followers, which the store could convert into customers through compelling content.

Content ideas could be artist interviews ("5 Questions with..." or use a cool quote along with the usual birthday shoutout), videos on how-to style/wear/use items from the store, images of curated items around themes/holidays (for example: "Wedding season is here, don't forget to snag these funky earrings, a congratulations card, and some gift ideas,") and fold in existing content like artist birthdays and Maker Mondays.

Sarah Sweet and Angela Lessman have a fun sense of style in their clothing and accessories that's obvious when you're around them at the shop. Sweet and Lessman could be successful with a weekly Fashion Friday post showing how to wear different accessories – rings on their colorful nails, earrings dangling from a head of pink hair, how to layer necklaces, and more. Another idea is to capitalize on the ornament sale around the holiday since so many customers remember this. The campaign could

feature different ornament artists, include store events: if there is a shop tree an official tree lighting could kick things off, Patreon subscribers could be invited to a holiday preview night where they could shop ornaments early, and I Like You could partner with Northeast Minneapolis Arts Association to put a call out specifically for holiday-themed products from new artists, partner with artists for just the holiday season to see if the partnership is a good fit, or even create I Like You-branded ornaments. This would provide the desired variety of products customers crave and give the shop different items to sell

Timing: I Like You has a social media person and a strong presence, so with a little planning this could be implemented right away. I Like You already has compelling imagery so creating videos would be easy and could be shared on Instagram and Facebook.

Budget implications: If I Like You does not want to spend money for ads, it could leverage its social media followers and depend on shares and likes. While the existing staff posts on social media, there would need to be another 10-15 hours per month added to the budget to accommodate planning for the content calendar, interviewing artists (this could also be done via email), and prepping for/and taking videos. It could be worthwhile to purchase social media ads around holidays or when I Like You has made content changes to its social media for at least a few months.

Aside from the staffing hours, if there were a marketing budget to use for this initiative it could be used for campaigns. Even a modest budget of \$10,000-\$15,000 could be used in this initiative. Since I Like You is local, ads on billboards, at local shops, and in local print/digital publications would be effective. Another option is to push

social media ads – ideally around the holidays or special events. Since I Like You does have non-Minnesota shoppers, a Google analytics sweep, and social media location analytics could show I Like You where its followers/customers are located – then purchase ads in those locations that push to the website and ease of online shopping. These ads would be especially useful during the holidays when people may want unique gifts.

Proposed staff: The existing staff could execute the content calendar and social media posts as outlined above. There is no need to add additional staff, however about 10-15 hours may need to be added to the monthly budget.

July 2022	Sunday	Monday	Tuesday	I Like You Content Calendar Wednesday	Thursday	Friday	Saturday
Week 1						Facebook: Post a photo of an American-inspired product, and ask followers to post their favorite way to celebrate the Fourth of July.	Instagram: Share a sassy card about the outdoors for the weekend! (Bonus: Ask followers to tag their favorite sassy friend in the comments.)
Week 2	Schedule a Facebook post or Instagram post	Facebook and Instagram: Post about the Fourth of July and share anything red, white and blue and/or any artist products that relate to the holiday. (Bonus: In a second post, use the poll function on Facebook to ask customers what their favorite way to celebrate the Fourth is.)	Instagram story: Post a video sharing date-night jewelry -- from earrings, rings, to necklaces. Include swipe-up link to shop for each product/slide.	Facebook and Instagram: Post about candles, tarot cards and constellation jewelry. Ask followers their astrological sign or their favorite candle scent.	Instagram: Share a post about Minnesota summers at the lake -- add tees, coffee mugs, sassy outdoorsy cards, and anything else related to the outdoors. Ask followers to share the post to their story and tag their favorite camping buddy -- the winner gets two coozies to use on their next adventure.	Instagram: Post a collage of pint glasses "Cheers to the weekend!" (Bonus: You could ask people to share their favorite place to grab a drink. This would help other local businesses follow your account.)	Facebook: Artist spotlight -- post an image with a few products from an artist and in the text area, include a few Q&As from the artist. Such as, "What was your inspiration for creating these pieces?" or "How do you hope people will use these products?"

The figure above is an example of a content calendar for I Like You.

3. Strengthen Brand and Clarify Brand Narrative.

Tactics	Create purpose, potential and promise statements. Update About section on the website.
Timing	Anytime, but sooner rather than later is recommended.
Budget implications	Free.

Proposed staff	No new staff is required, but additional time (less than 5 hours) would be necessary to complete the proposed changes.
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Tactic: Strengthen the authority of I Like You’s brand by updating the About page with a fresh mission, vision, and values (referring to it instead as purpose, potential, and promise – this would be more approachable language for a local artsy shop), fix outdated social media information, and ensure content is clear and focused.

A new purpose (mission) statement: To celebrate and support local artists.

A new potential (vision) statement: To support local artists by exclusively selling their handmade unique, colorful, and sassy tees, cards, jewelry, and more.

A new promise (values) statement: At I Like You, all are welcome – we like the funky, quirky, quiet, loud, and everyone between – and our shop is stocked with jewelry, tees, cards, and more all made by local artists. When you shop here, you support Minnesota artists.

Cleaning up the About page would be to add the purpose, potential and promise values statements – and consider keeping the purpose statement as part of the header or footer. It would be important to remove the Twitter and Pinterest account from the page (and delete the I Like You Twitter page and Pinterest if it is not being used anymore). The linked Instagram handle is incorrect, so it needs to be updated.

Timing: This could be done anytime, but ideally sooner than later. These changes would only need to be updated if there was an interest in refreshing it. The shop could take my suggestions or create its own, but it would not take much time.

Budget implications: There is no additional cost if the shop chooses to use the purpose, potential and promise statements I have already provided. And it would not take much time to delete the unused Twitter and Pinterest accounts and update the About page.

If budget were available, I Like You could hire a brand strategist on a project basis to interview the owners, learn about the customers, and analyze the products and market to create a different proposal than the one I have researched and proposed. This could be done for about \$1,000.

Proposed staff: No additional staff is needed. The work could be rolled into the owners' workday as time permits.

Evaluation

In this final section, I will reiterate the business problem and the solution, and finally go into each communication objective and how it should be measured and evaluated.

Business problem: I Like You's annual sales are still down (about \$200,000) from pre-pandemic levels, while other local retailers have recouped these slumps and are expanding locations.

The solution: A strategic communications and marketing plan, which will focus on customer engagement through digital media, content strategy and measurement, and defining the shop's brand narrative.

Objective #1: Customer Engagement via Digital Media

Measurement

Analyze Patreon subscriptions/funds each quarter and break down memberships with the extra personal shopping fees. Analyze Patreon-only coupon codes and if sales have been impacted by Patreon. Use Facebook and Instagram analytics tools to measure engagement, reach, and followers each quarter.

Results

Form/shape opinions: I Like You would solidify itself in the marketplace with a Patreon account and exclusive deals, sales, and personal shopping, which would make customers feel like they are getting something unique/special/extra.

Change behavior: If Patreon is successful, shopping behavior could change:

customers could be buying more items or using personal shopping than before.

Lessons: If Patreon is successful, it's a low fee to use and would boost sales with minimal required time to maintain.

Objective #2: Create a Content Calendar and Campaigns

Measurement

Facebook and Instagram analytics tools to measure social engagement on posts – measure this each month to start and then quarterly. If implementing a campaign, measure weekly to start and then by month as the campaign continues. Measure using promo codes, Google analytics tools (display ads could determine where people are located when they shop) and any print/OOH messaging through QR codes or print-specific promo codes. Track earned media through unique campaign hashtags. Paid media could be tracked with PPC links and paid social media posts, and posts by influencers/experts.

Either of these campaigns could utilize Facebook and Instagram (videos and photos) using earned and owned media, OOH advertising with flyers up at local shops in the area since I Like You is hyper local, and as Christmas gets closer it could utilize paid ads on Google in locations where customers search for ornaments or are finding I Like You in search results.

Results

Form/shape opinions: If I Like You sees a bump in social media engagement and sales, it could logically assume that consumers were influenced in a positive way to engage or shop. To determine attitude change, I Like You could conduct a survey with

its consumers via a Likert scale to measure level of engagement (or favorability, from strongly agree to strongly disagree, for example). Attitude could also be measured through a survey in which customers are asked a series of questions via a link that keeps participants anonymous. I Like You would want to ensure it has a mix of locals and those who shop from out of state as well as a variety of ages/backgrounds to have a fair sampling of consumers.

Behavior change: I Like You is positioned to easily see if behaviors are shaped – through its sales. If a campaign is successful, the amount of money spent will be much less than the overall amount of money earned.

Lessons: The findings from social media and campaign analytics, as well as interviews and surveys would help I Like You determine its 2023 annual budget. It may learn to do more campaigns, and it may see value in increasing engagement and sales through an organized content calendar.

Objective #3: Strengthen Brand and Clarify Brand Narrative

Measurement

Since I Like You is a local shop with a solid reputation, it can rely on that as it refines its brand, which will help employees and the public understand what the shop's purpose, values and intentions are. Without much additional budget, I Like You can set its brand, content, and design up for long-term success and be the place people think of when they want to support local, enjoy artist products, and contribute to a woman-operated business that has beliefs the public identifies with. Social listening tools, Google alerts

for mentions, reading social media comments and shop reviews can determine if the brand updates have been successful.

Behavior change: If the I Like You website analytics show traffic clicking out to the corrected social media handles (and increase in followers/engagement) and if people on social media or in reviews mention that they support I Like You because of something mentioned on the About page (its stance on equality, BLM, human rights, etc.), this shows that people are reading, absorbing and establishing behaviors based on that page.

Lessons: Recommended updates to the brand narrative, purpose, potential, promise and the About page are important to long-term brand health for a local business. If I Like You uses my suggestions, there isn't much time and no money spent in making these changes. If they would like to hire a brand consultant, they could consider a larger undertaking and overhaul of the brand, including logo, color, typography, and other changes.

I Like You could also use Survey Monkey or another anonymous questionnaire to find out what people think I Like You's values are, if people have heard of the shop, and what they think is sold there. This would be most effective as a sampling of Twin Cities residents from an ad on a local newspaper Facebook page or website.

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