

# THE FARMETTE AT 4424

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A THESIS PRESENTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS  
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## EXECUTIVE SUMMARY

The client is the Farmette At 4424 ("Farmette"). Todd Bauer is a personal trainer, holistic health coach, and owner of the Farmette. Bauer's personal training career began over 13 years ago. After years spent working in a commercial gym setting, Bauer decided to fuse the passion for the outdoors, with the traditional work indoors, creating a space that not only was a representation of both Bauer and spouse Liz's lifestyle but one that clients could escape to and enjoy, as well, Farmette is a retreat away from the everyday hustle and bustle of life's daily grind. The Farmette is located in Glen Arm, Maryland, and has been in business since 2015, and offers an array of services from personal training, group sessions, nutrition counseling, and more.

When the public relations campaign was first implemented, the specific goals were to increase brand awareness on social media and to increase following and traffic on Facebook, Instagram, and Farmette's website. In order to achieve these goals, the campaign strategically focused on increasing engagement with followers on social media, delivering content to followers that they requested to see, and posting regularly on social media to stay current. The campaign concluded after six months, and the detailed results were inconclusive. The results of the campaign were positive nonetheless because Farmette gained new clients and saw an increase in social media activity and engagement.

## SITUATION ANALYSIS

### Company Overview

Todd Bauer is a personal trainer, holistic health coach, and owner of the Farmette At 4424 ("Farmette"). Bauer's personal training career began over 13 years ago. After years spent working in a commercial gym setting, Bauer decided to fuse the passion for the outdoors, with the traditional work indoors, creating a space that not only was a representation of both Bauer and spouse Liz's lifestyle but one that clients could escape to and enjoy as well. A retreat away from the everyday hustle and bustle of life's daily grind. The Farmette is located in Glen Arm, Maryland and has been in business since 2015. The Farmette offers an array of services from personal training, group sessions, nutrition counseling, and more.

The Farmette currently has a great relationship with its target market and customers. The Farmette remains well respected in the community. There are no known historical Public Relations issues for this Client.

The Farmette currently uses paid social media ads via Google to boost traffic. Primarily though, word-of-mouth promotion is the primary source of outreach and engagement. Facebook and Instagram channels exist but are lacking in consistency and engagement with their followers. The Farmette also uses Mailchimp to send out e-mail updates to members of its mailing list. The current image and reputation of the Farmette is clean and in good standing. Numerous testimonials on the company's website and social media reviews support that reputation. The Farmette does not show any record of past public relations efforts. Its current messaging strategy occurs by e-

mail, social media, and word-of-mouth. Its effectiveness varied from time to time, but currently, it is not resulting in the amount of traffic to the website or follows on social media.

### **Competitive Analysis**

One of Farmette's main competitors is WSA (Work, Sweat, Achieve) Fitness in Towson, another well-to-do suburb of Baltimore, Maryland. The two gyms are similar in size and pull from the same population. Both of the owners grew up in Parkville, Maryland, and attended the same high school. They have similar education and training and many friends in common. While they have much in common, their approach and social media presence are very different.

The focus at WSA Fitness is their 6-week starter challenge. (WSA Fitness, 2019, second paragraph) In many cases, it is offered as free, but through further investigation, a few reviews say that was not entirely true. Their focus appears to be on weight loss as opposed to wellness. They offer customized nutrition, but that comes in the form of meals from an outside source that are delivered to the gym by Territory Foods. " (WSA Fitness, 2019, para 2)

WSA has a very aggressive approach to reaching clients. The Farmette has a much more low-key approach. Maintaining that approach is important, but increasing their social media activity and presence is of the utmost importance. The Farmette really needs to emphasize how beautiful their setting is both inside the gym and the surrounding acres. Emphasizing the nutrition program is a priority as well. The Farmette "offers organic eggs from the chickens raised on site. They also raise their own produce

which is available to their clients.” (The Farmette At 4424, 2019, The Gardens)

Emphasis should be placed on the fact that they not only offer healthy foods, they will teach you how to cook them. The holistic approach to health in a retreat-like setting should be emphasized at every opportunity.

### SWOT Analysis

<b>Strengths</b> <ul style="list-style-type: none"><li>• Personal touch</li><li>• Holistic approach</li><li>• Peaceful setting</li><li>• Combination of fitness &amp; nutrition</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Smaller scale facility</li><li>• Location is off the main roads</li><li>• Social media interaction</li><li>• Lack of traffic to website</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• More outreach</li><li>• Growth – especially with the increase in clean eating and fitness trends</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Large clubs offer pools &amp; include summer swim clubs</li><li>• Large clubs can offer a more extensive variety of classes with a varied schedule</li></ul>

The personal touch, holistic approach, and combination of fitness and nutrition education are undeniable strengths of the Farmette At 4424. These strengths will be highlighted and serve as one of the pillars of the impending social media campaign. The

holistic approach to fitness and nutrition is the Farmette At 4424's biggest strength and unique selling points that set it apart from competitors.

Despite the three-acre property, the Farmette is a smaller scale facility with just one location. Unlike large, national fitness facilities located in big, open areas, the Farmette is off of the main roads. It is a rural area with a lot of land off the beaten path. While the Farmette uses this to its advantage as much as possible, it still is viewed as a weakness in terms of exposure. Additionally, the Farmette's biggest weakness is social media engagement and lack of traffic to the website. These weaknesses impact the campaign, but uncertainty surrounds whether or not those weaknesses affect the campaign positively or negatively. This campaign attempts to address these weaknesses and ultimately turn them into a strength by implementing a strong social media campaign designed to increase followers and engagement on the Farmette's existing social media channels on Facebook and Instagram.

The Farmette's opportunities are for outreach and growth. The social media campaign certainly leverages these opportunities. More activity and engagement across The Farmette's Facebook and Instagram should lead to increased traffic to the website.

Threats to Farmette are large fitness facilities. Large clubs offer pools and include summer swim clubs. Large clubs can offer a more extensive variety of classes with a varied schedule.

## RESEARCH PLAN

### Secondary Research Report

The scope of the personal training and physical wellness industry has changed dramatically in the last several years. “The nation’s obesity rate is approaching 40 percent after holding around 34–35 percent between 2005 and 2012”, (Henry, 2018). As a result, personal training and wellness have experienced a boom. With each passing day, it seems as though someone is completing a 30-day body transformation, cleanse, or something similar. Gym memberships, CrossFit competitions, and Instagram "fitspo" are in vogue. The root cause of this boom appears multifactorial. One only needs to turn on the television or look at social media to realize that Americans are obsessed with weight loss and fitness.

Research shows that the fitness industry has been growing at a rate of “3 to 4 % annually for the last ten years” (Midgley, 2018, para. 1). This boom is undoubtedly fueled by the desire to get in shape and lose weight, but there are other factors as well. Employers and insurance companies are encouraging healthy lifestyles by subsidizing gym memberships. (Mehlman, 2016, first paragraph) Smartphone apps on phones and wearable technology provide biometric feedback which often motivates people to get more steps and improve their overall health (Jones, 2013, para 5). Often healthy eating and exercise go hand-in-hand. Research (Nielsen, 2014) now shows that consumer trends away from processed food in favor of healthier organic choices are usually followed by more interest in fitness. Fitness clubs were once thought of as a luxury for the rich, but they are now becoming much more affordable. Two new trends that are

fueling the boom in the fitness industry are streaming exercise classes and outdoor obstacle courses (Midgley, 2018, para.11). The Farmette is in perfect alignment to take advantage of these trends to increase their client base.

Streaming classes are one of the reasons for the boom in fitness, but streaming can be used to attract new clients as well. Short how-to videos and interviews can be used on social media to reach potential members. Social media posts, in general, can be used to reach prospective clients. These posts should be geotargeted to reach people in your target area. Private social media groups should be created for current members with settings that allow them to share your message with friends who are potential clients. Instant messaging is also an important platform to incorporate into your social media presence. According to Dan Salcumbé (2018), chatbots may be the next big thing in marketing.

Converting clients to a holistic, healthy lifestyle may be the biggest challenge in the fitness industry. Change is often hard for people. A holistic health coach has to help change "negative social, psychological, spiritual, and physical habits" (Occhipinti, 2018, para. 3). This is a tall order. Holistic health coaches must be motivators, promoting a positive mindset while helping their client reverse bad habits. They must be committed to a healthy lifestyle. As discussed in the Situation Analysis, The Farmette At 4424's foundation and core values are built on this premise.

Many of the Farmette's competitors are large gyms. In fitness, bigger is not always better. In fact, small gyms might provide quality over quantity (Frederick, 2017, para. 4). Small, personal gyms like the Farmette emphasize total body health. Unlike the big box gyms that sign members to long term deals and then hope that they drop

out quickly, small gyms take a real personal interest in their clients. Farmette, like many small studios, offers "a high-quality environment and aesthetic" (Frederick, 2018, para. 4). Small gyms are also usually more welcoming and inclusive. A smaller gym usually indicates a smaller staff, but they are usually more knowledgeable. In large studios, clients and personal trainers are often matched by the compatibility of schedules where in small studios they are matched by compatibility. Many people think small studios are more expensive, but that is not necessarily true. Clients need to do their homework to see where they get more bang for their buck.

The most important thing to remember is that they are not all alike even as we lump them into a target audience. It is essential to know the values of the target audience in your geographical location. One must also delineate by age as they try to target the older, wealthier segment of the target group. Once a person does an analysis of his or her social media, they are now able to post targeted messages on the most popular social media platforms and incorporate the use of streaming.

(See Appendix D, Infographics 1 and 2).

### **Primary Research Design**

Millennials desire for efficiency and brevity is met by online research that "allows for direct responses and immediate feedback. It allows for the same interchange of information as in-person surveys without the logistical hassle" (McNeill, 2016, para.11) Based on this information, a short online survey is sufficient.

The primary research findings for the Farmette are gathered via distribution of an online survey on Survey Planet. The reasoning behind this primary research is to learn more about the customers of the Farmette. This research studies the social media preferences and habits of the Farmette's customers including how often they visit social media sites throughout a typical day and their favorite social media channel to use. The relevant secondary research that has bearing on the primary research is how much time is spent on social media and how to connect with millennials on social media. This is vital information because of the shift in the personal training industry thanks in part to the ability to stream fitness classes and technology advancements such as smartphone apps and wearable technology encouraging physical activity.

Distribution of the survey was executed via the Farmette's existing social media channels and the Farmette's e-mail list using Mailchimp.

The survey consisted of both multiple-choice and fill-in-the-blank options. The survey contained the following questions:

1. Please select your gender

Male, Female, Other, Prefer not to answer

2. Please select your age group

25 - 34 years old, 35 - 44 years old, 45 - 54 years old, Other

3. How long have you been a customer of The Farmette at 4424?

0-6 months

1 year

2-3 years

4-5 years

Farmette original

Other

4. What is your preferred method of getting fitness news and recipes?

Fill-in-the-blank

5. What is your favorite social media platform?

Facebook

Instagram

Twitter

Other

6. During an average day, how many times do you visit social networking sites like

Facebook, Twitter, Instagram?

Fill-in-the-blank

7. Is there anything else you'd like to share about your experiences with social networking websites?

Fill-in-the-blank

8. What information are you looking forward to the most this year?

Fitness

Nutrition

Farm news/pictures

9. Who do you follow on social media for fitness & nutrition?

Fill-in-the-blank

10. What service are you most likely to refer us for?

Fitness

Nutrition

Health Coaching

The method of gathering this primary research and its subsequent findings was not done traditionally. Meaning, there were no specific focus groups or specific participants. Instead, current subscribers of the Farmette's mailing list and Facebook followers were sent a link and asked to participate.

Between April 17 and 30, 2019, 42 responses were tallied. The primary research was conducted without incident.

### **Primary Research Results and Report**

The results of the survey were gathered differently depending upon the type of question. Multiple choice questions were automatically calculated by Survey Planet. The results of the fill-in-the-blank questions were manually tallied by Farmette staff. The data gathered as a result of the primary research was statistically significant in some aspects but not all that surprising. The statistics gathered generally fell in line with the previously established target market of the Farmette. The make-up of the respondents were 61.9% female and 38.1% male. All participants were located on the east coast of the United States divided between Maryland, Washington, DC, Virginia, New York, and Pennsylvania.

The relevant findings of the primary research consisted of the male-to-female ratio of the survey participants plus the age ranges of all 42 participants. The primary

research also provided insight into the preferred social media platform of the Farmette members who participated in the survey. (See Appendix D, Infographic 3).

As shown in Infographic 3 in Appendix D, out of the 42 survey participants, 72.5% prefer Instagram and 20% prefer Facebook. Twitter and other platforms only made up 5% and 2.5% respectively. In addition to finding out the preferred social media platform of survey participants, the primary research provided data on how many times during a typical day the participants visited social media. The most common responses were 5-to-10 times daily.

The relevant findings of the primary research continued when the participants indicated what they were most looking forward to from the Farmette over the coming year.

Infographic 4 in Appendix D articulates what customers of the Farmette are looking forward to most. Results showed 44.7% are looking forward to nutrition information while 36.8% are looking for more fitness information. Conversely, 18.4% are looking forward to pictures and news of the happenings at the Farmette. The last piece of relevant findings came when survey participants were asked what service they were likely to refer others to the Farmette for. 47.4% of participants are likely to refer others to the Farmette for fitness, 39.5% for health coaching, and 13.2% for nutrition.

Based on this information, Farmette would benefit from more targeted material on Facebook and Instagram. The majority of Farmette customers are looking for fitness information and health coaching advice. Disseminating more information like this across Facebook and Instagram would give customers more of the content they want and also help Farmette achieve their goals of growing its social media audience. Additionally,

including live streams of events and classes would be a great way to generate interest in the Farmette by driving traffic to the website and social media channels.

## CAMPAIGN PLAN

### Goals and Objectives

From the outset of the campaign, goals were outlined in collaboration with Farmette owner Todd Bauer. The first goal is to increase social media followers and engagement on Facebook and Instagram. The objective for achieving this goal is to increase Facebook and Instagram followers by a minimum of 100 on each channel by November 2019.

The second goal is to drive traffic to the website from Facebook and Instagram. The objective for achieving that goal is to run a series of three different ads on Facebook and Instagram encouraging followers to visit the Farmette website.

The third goal is to improve engagement and activity across all social channels. The objective for achieving that goal is to post on social media a minimum of every other day using Hootsuite and Later.

### Strategies and Tactics

In order for Todd and the Farmette to reach their goals, several strategies and tactics were put into place. In order to learn more about its customers, an online survey was developed and used to help determine content preferences and social media habits. A concentrated effort will be made to increase engagement by using Facebook Live to stream a few select classes each month. This will increase engagement with and among followers and increase online promotion. Events will be hosted on-site like the sound meditation, boot camps, and nutrition education events the Farmette hosted a recently.

### **Target Market and Audience**

The primary target market for the Farmette is those living within 20 miles of the Farmette location in Glen Arm, Maryland, ages 40-to-50 years old with an income level of between \$75,000 and \$100,000, though the percentage of the target market is 60-to-70% women. According to Becknell (2016) from the National Federation of Professional Trainers “30 year olds tend not to be using trainers....However we get to the gold spot, the middle-aged who does not care about splashing a bit of money on a trainer to achieve their results being that they have a generous disposable income and that they have passed the phase of being too proud” (para. 6) The target market outspends everyone else when it comes to food and apparel including footwear (Marketing Charts, 2018). They spend a high percentage of their income on housing. They are the target market for many marketing campaigns. Though the Farmette does have a good word-of-mouth base, this has a limited market reach that could be gained through multiple marketing channels.

### **Buyer Persona**

Rachel Sanderson is a 42-year-old who has built a successful career in corporate sales at Verizon Wireless. Rachel is not rich by any means but lives comfortably making an average of \$75,000 per year. Rachel is a homeowner living in Baltimore City. When Rachel is not busy working, her hobbies include attending casual athletic events, live sports, traveling, time on the beach and occasionally attending happy hour with friends

or coworkers. Rachel is driven by her career success and her physical fitness. Unlike most people these days, Rachel is not a huge social media user. The only social media accounts Rachel currently has are Instagram and LinkedIn. Rachel utilizes the Farmette for personal training with Todd Bauer and health coaching.

### **Publics and Stakeholders**

There are a few stakeholders involved with the Farmette At 4424, both internally and externally. Within the company, the owner, staff, contractors, and public relations have direct involvement with corporate communication. The community, clients, and media all impact the reputation of Farmette. Maroon PR will be consulting and controlling messaging in the event of a crisis. Collectively, these individuals are important to the success of the Farmette.

### **Timeline**

<b>Dates/Weeks/ Months</b>	<b>Task</b>	<b>Medium</b>	<b>Vehicle</b>
<b>May</b>			
Week 1	Move of the Week	Video	Instagram
Week 2	Move of the Week	Video	Instagram
Week 3	Move of the Week	Video	Instagram
Week 4	Move of the Week	Video	Instagram
<b>June</b>			
Week 1	Current Projects at The Farmette	Pictures	Facebook, Instagram

Week 2	Current Projects at The Farmette	Pictures	Facebook, Instagram
Week 3	Current Projects at The Farmette	Pictures	Facebook, Instagram
Week 4	Current Projects at The Farmette	Pictures	Facebook, Instagram
<b>July</b>			
	Social Media Cross-Promotion	Internet	Facebook, Instagram
<b>August</b>			
Week 1	Athlete of the Week	Video	Facebook, Instagram
Week 2	Athlete of the Week	Video	Facebook, Instagram
Week 3	Athlete of the Week	Video	Facebook, Instagram
Week 4	Athlete of the Week	Video	Facebook, Instagram
<b>September</b>			
Week 1	Move of the Week	Video	Instagram
Week 2	Move of the Week	Video	Instagram
Week 3	Move of the Week	Video	Instagram
Week 4	Move of the Week	Video	Instagram

### **Budget**

The client did not outline a budget for the campaign. It was decided that the strategies could be completed without an allowance. There are no costs associated with increasing engagement, delivering content to the followers that they requested to see, or posting daily across channels.

The tactics were essentially cost-free as well. Those included creating a survey and promotional video, responding to comments, boosting Facebook posts, and using social media calendars. The one element that generally costs money is boosting Facebook posts. In this case it was not included in the budget because the client had pre-loaded money onto Facebook and Instagram prior to the campaign.

### **Campaign Results**

It is difficult to measure the success of the campaign because the Farmette did not provide access to the backend of Facebook Insights. As previously stated, first goal is to increase social media followers and engagement on Facebook and Instagram. The objective for achieving this goal is to increase Facebook and Instagram followers by a minimum of 100 on each channel. The second goal is to drive traffic to website from Facebook and Instagram. The objective for achieving that goal is to run a series of ads on Facebook and Instagram encouraging followers to visit the Farmette website. The third goal is to improve engagement and activity across all social channels. The objective for achieving that goal is to post on social media a minimum of every other day using Hootsuite and Later.

Despite not having access to the metrics, engagement increased on both Facebook and Instagram. For example, Facebook comments and shares increased by ten per month between June and August of 2019. Facebook page likes did not meet the intended goal of the campaign. While the number of Instagram followers received a significant increase, it remains inconclusive whether or not the intended goal of 100 new followers was actually met. Without access to the analytics, it is difficult to accurately measure the progress of the campaign. If given access to the metrics, the campaign's progress could have been tracked more accurately. Measuring the reach and interactions with each post as well as the number of likes would have helped supply a more accurate measure of success for the campaign.

Farmette plans to move forward with a lot of the strategies and tactics used during the campaign. However, they will not continue the working relationship with this firm.

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## APPENDIX A:

### PRESS RELEASES



FARMETTE AT 4424  
4424 LANGTRY DRIVE  
GLEN ARM, MD 21057  
[www.thefarmetteat4424.com](http://www.thefarmetteat4424.com)

#### News Release

**Contact Name:** Sean Napfel  
**Contact Email:** [SANapfel@student.fullsail.edu](mailto:SANapfel@student.fullsail.edu)  
**Contact Phone Number:** 410-382-7970

#### **Farmette At 4424 Announces New Trainer, Massage Therapy**

**Glen Arm, MD, May 19, 2019 – The Farmette At 4424** is proud to announce the addition of a new personal trainer to our team, Sofia Barone! Sofia's personal journey towards optimal health fuels her ambitions in supporting women from all walks of life to do the same. Her 10+ women's only boot camp classes are the definition of supported, sweat therapy. Reserve your spot in one of Sofia's boot camp classes, or, work with her privately by e-mailing Sofia at [fitwithfi@gmail.com](mailto:fitwithfi@gmail.com).

Also, the Farmette At 4424 is excited to announce the addition of massage therapy in our new treatment room, as well as a full bathroom available for clients! **Renovations for the year will be completed on or before June 15, 2019.**

Farmette At 4424 owner and lead trainer Todd Bauer, said of the Farmette: "For me, it's a visual and feeling of what real health is. As we get further and further from our food source (meal delivery kits, fast food, etc.) kids, and even most adults don't know how to grow their own food or understand what it looks like anymore. The Farmette At 4424 is here to change that".

###

#### **About the FARMETTE AT 4424**

Todd and his wife Liz purchased the farmette with their dream in mind; to show clients what true health looks like day-to-day. Growing their own organic produce and cooking healthy and delicious food, to having a private atmosphere to train clients while immersed in nature. After years spent working in a commercial gym setting, Todd decided he wanted to fuse his passion for the outdoors, with his work indoors, creating a space that not only was a representation of both Todd & Liz's lifestyle, but one clients could escape to and enjoy as well.

Our three-acre property features a 250 sq. foot private training facility, with commercial fitness equipment. Our gardens contain 100% organic produce. For more information, please visit [www.thefarmetteat4424.com](http://www.thefarmetteat4424.com) We encourage you to connect with us on [Facebook](#) and [Instagram](#).

## APPENDIX B:

## MEDIA LIST

**MRL Assignment 1 - Media List**

<b>Name</b>		<b>Sean Napfel</b>				
<b>Email Address</b>		<a href="mailto:snapfel@student.fullsail.edu">snapfel@student.fullsail.edu</a>				
#	Name	Position	Outlet	Email	Phone	Twitter
1	Andrea Balzano Tucker	Health Coach/Blogger	<a href="https://baltimoregluten.com">https://baltimoregluten.com</a>	<a href="mailto:contact@baltimoregluten.com">contact@baltimoregluten.com</a>	N/A	@BaltGF
2	Amanda Brown	Director of Marketing and	Baltimore Magazine	<a href="mailto:bamanda@baltimoremagazine.net">bamanda@baltimoremagazine.net</a>	(443) 980-8898	N/A
3	Libby Solomon	Contract Reporter	Towson Times (Baltimore)	<a href="mailto:asolomon@baltsun.com">asolomon@baltsun.com</a>	N/A	@libsolomon
4	Lee Bell	Freelance journalist	Forbes, Metro, Mirror, AFAA.com, FitnessTestDrive.com	<a href="mailto:leebell@outlook.com">leebell@outlook.com</a>	N/A	@leebell
5	Amanda Vogel	Fitness writer/blogger, fitness		<a href="mailto:amanda@fitness-testdrive.com">amanda@fitness-testdrive.com</a>	N/A	@amandavogel
6	Jennifer Franciotti	News reporter and anchor	WBAL-TV in Baltimore	<a href="mailto:jfranciotti@hearst.com">jfranciotti@hearst.com</a>	N/A	@wbaltfro
7	Garnet Henderson	Writer, choreographer, journalist, body-positive personal trainer	Magazine, Guardian US, Quartz, Dance Magazine	<a href="mailto:garnet.henderson@gmail.com">garnet.henderson@gmail.com</a>	N/A	@garnethenderson
8	Ed Norris	Writer, author, radio host, former police commissioner	105.7 The Fan/WJZ-FM	<a href="mailto:ed@1057thefan.com">ed@1057thefan.com</a>	N/A	@ednorris
9	Lindsay Berra	Freelance Writer	Softball America, sports	<a href="mailto:lindsayberra@gmail.com">lindsayberra@gmail.com</a>	N/A	@lindsayberra
10	Rick Bause	Writer/Blogger	<a href="https://sportslifer.wordpress.com">https://sportslifer.wordpress.com</a>	<a href="mailto:rbause@yahoo.com">rbause@yahoo.com</a>	N/A	@sportslifer
11	Michael Gelman	TV Producer	Live With Kelly & Ryan	N/A	N/A	@GELMANLIVE
12	Mark Viviano	Sports Director/Reporter	WJZ-TV Baltimore	<a href="mailto:mviviano@wjz.com">mviviano@wjz.com</a>	N/A	@MarkWJZ
13	Dr. Sanjay Gupta	Neurosurgeon, Medical correspondent	Emory Clinic, CNN	N/A	N/A	@drsanjaygupta
14	Lem Satterfield	Sports Reporter	Premier Boxing Champions	<a href="mailto:webeditor@premierboxingchampions.com">webeditor@premierboxingchampions.com</a>	N/A	@satterfield_lem
15	Maggie Fazeli Fard	Writer/Blogger Senior Fitness	Experience Life	<a href="mailto:mfazelifard@experience-life.com">mfazelifard@experience-life.com</a>	N/A	@maggiefazeli
16	Kathryn Romeyn	Writer	Vogue, AFAR, Architectural Digest	N/A	N/A	@katromeyn
17	Franziska Spritzler	Writer, Author	<a href="http://www.lowcarb.com">http://www.lowcarb.com</a>	N/A	N/A	@LowCarbRD
18	Elly McGuinness	Blogger	<a href="https://ellymcguinness.com">https://ellymcguinness.com</a>	N/A	N/A	@EllyMcGuinness
19	Anjula Razdan	Writer/Blogger Senior Fitness	Natural Awakenings	N/A	N/A	@AnjulaRazdan
20	Amber Dodzweit Riposta	Personal trainer, cover model	<a href="http://www.builtforher.com">www.builtforher.com</a>	<a href="mailto:coach@builtforher.com">coach@builtforher.com</a>	N/A	@amberdodzweit

## APPENDIX C:

### MEDIA KIT

#### QUICK FACTS

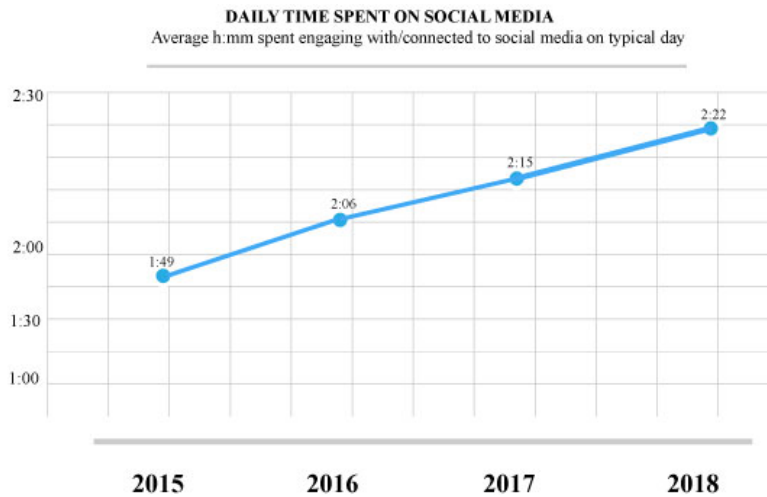
1. The Farmette At 4424 has been in business since 2015.
2. The Farmette At 4424 provides its clients with a private, immersive health experience, both mental and physical. We've built our 3-acre farmette to showcase what true health looks and feels like.
3. The Farmette At 4424's "style" of coaching is not only customized but is designed to give you maximum benefit in the shortest period of time.
4. Whether you're looking to rehabilitate, build muscle, shred unwanted weight, or just stay on top of your health day to day, we've got you covered.
5. The Farmette At 4424 is located in Glen Arm, Maryland
6. The Farmette At 4424 offers an array of services from personal training, group sessions, nutrition counseling, and more.
7. The Farmette At 4424's staff consists of 6 members
8. Each trainer at The Farmette At 4424 is nationally certified and holds at least one other health coaching certification, ensuring you get both a physical and mental sweat.
9. All services provided by the Farmette At 4424 range from \$15-49.95.
10. The Farmette At 4424 will begin to offer massage therapy on June 15, 2019.



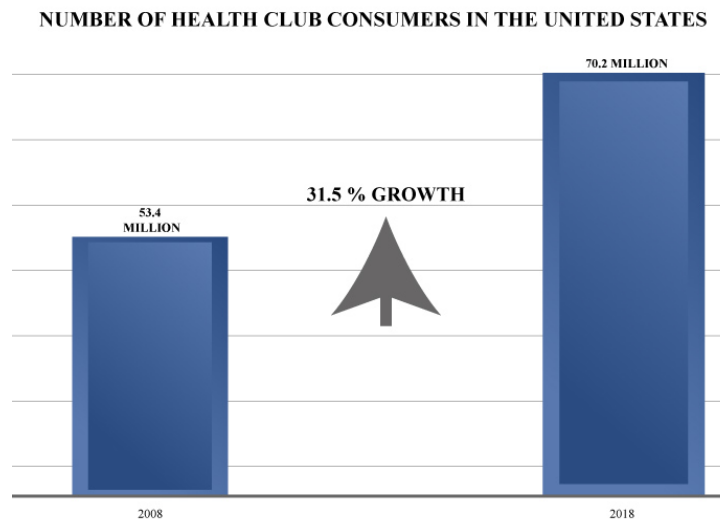
## APPENDIX D:

## Infographics

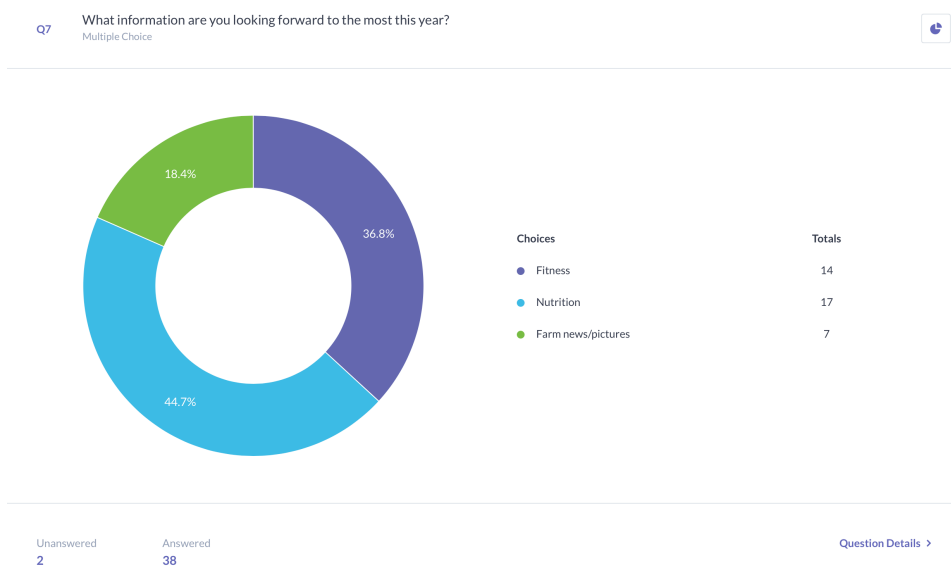
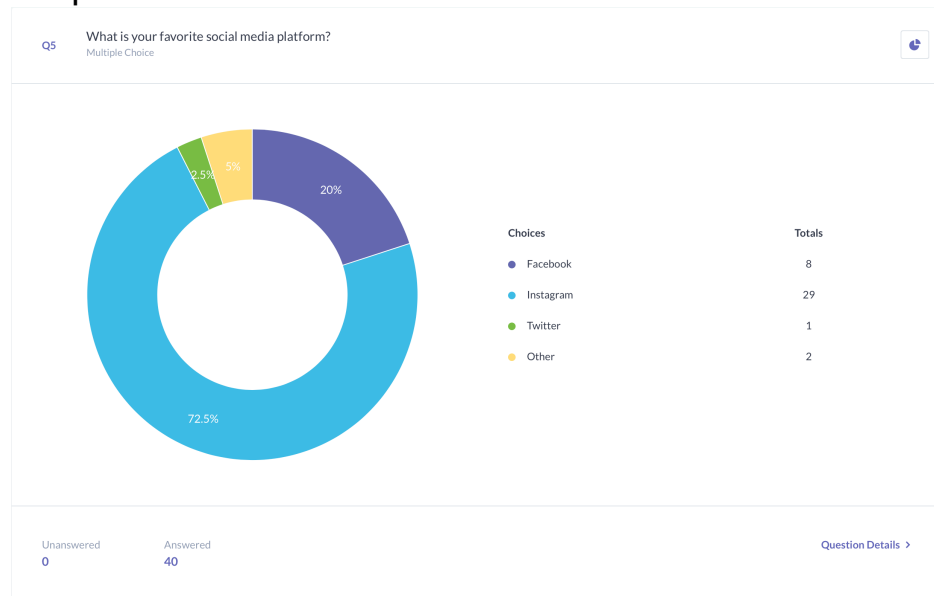
## Infographic One: Daily time spent on social media



## Infographic Two: Number of health club users in the United States



### Infographic Three: Online survey question number 5: What is your favorite social media platform?



### Infographic Four: Online survey question number 7: What information are you looking forward to most this year?

## APPENDIX E:

## Farmette Article

### The Farmette At 4424's commitment to optimal health

**L**ocated in Glen Arm, Maryland, the primary goal of the Farmette At 4424 is to show clients what true health looks like day-to-day from growing their own organic produce and cooking healthy and delicious food, to having a private atmosphere to train clients while immersed in nature.

The Farmette At 4424 offers an array of services from personal training, group sessions, nutrition counseling, and more.

The personal touch, holistic approach, and combination of fitness and nutrition education are undeniable strengths of the Farmette At 4424. The holistic approach to fitness and nutrition is the Farmette At 4424's biggest strength and unique selling points that set it apart from competitors.

*"For me, it's a visual and feeling of what real health is. As we get further and further from our food source (meal delivery kits, fast food, etc.) kids, and even most adults don't know how to grow their own food. or understand what it looks like anymore. The Farmette At 4424 is here to change that".*

Farmette At 4424 owner and lead trainer Todd Bauer

The Farmette At 4424's newest trainer, Sofia Barone loves the versatility that the farmette provides.

*"I love the space and the ability to kind of do whatever works for us. Whether that be outside or a different training style, it really fits you uniquely. [the farmette] really provides a safe space and I like to say, a safe haven and freedom to really come as you are and have a group of people who can meet you where you're at."*

Sofia Barone

<https://preview.shorthand.com/geVtQPi5EUIJpGTp>