

Staghorn Garage Marketing Plan



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03/11/17**

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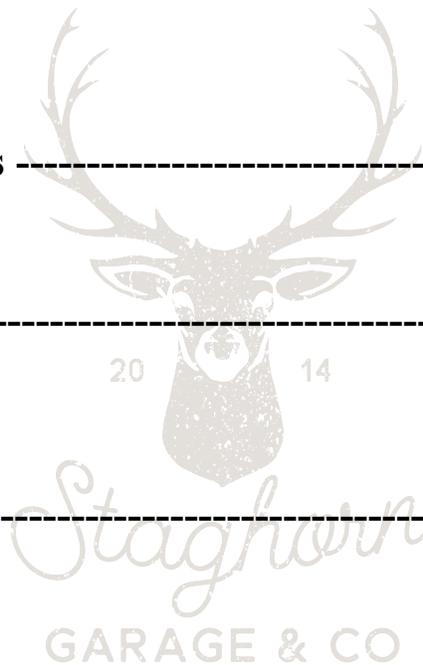
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I. Introduction and Overview of Strategies

Brief History of Staghorn Garage & Company:

Staghorn Garage & Company is a motorcycle and outdoor lifestyle company located in Bend, OR.

Established in Oregon...Created with the lost art of quality handmade goods in the shadow of corporations and waste, Staghorn is a product of adventure. *We explore the world around us, embrace the new, create by hand, and build "fun machines". Our products are built to last, made in the USA. Seek The Unknown.*

Founded in 2014, by friends Luke Jessiman and Hames Ellerbe, in a refurbished timber warehouse. The building was part of the large timber industry that thrived in Bend from its formation to until the early 1990's. Staghorn chose a structure that would deliver its' rugged but refined outdoor lifestyle, while embracing and embodying the surrounding community. Within the structure and online, a thriving community is found which encourages exploration of the outdoors, owning quality goods made in the USA, and involving oneself in the creation and enrichment of community.

Marketing Goals and Objectives (these goals are tied to each other and generate overall growth)

1. Develop a content/ brand strategy
 - Establishing a marketing **content/ brand strategy** will optimize and articulate a clear, succinct message to Staghorn's current and future markets. A cohesive brand strategy consists of creating a brand centric constitution (i.e. photos, video, marketing collateral, PR materials, etc.), which contains compelling, and aesthetic coherent materials to convey the mission of the company and specific campaigns. Applying the brand strategy to the recommended marketing procedures will create an effective foundation for present and future marketing endeavors.

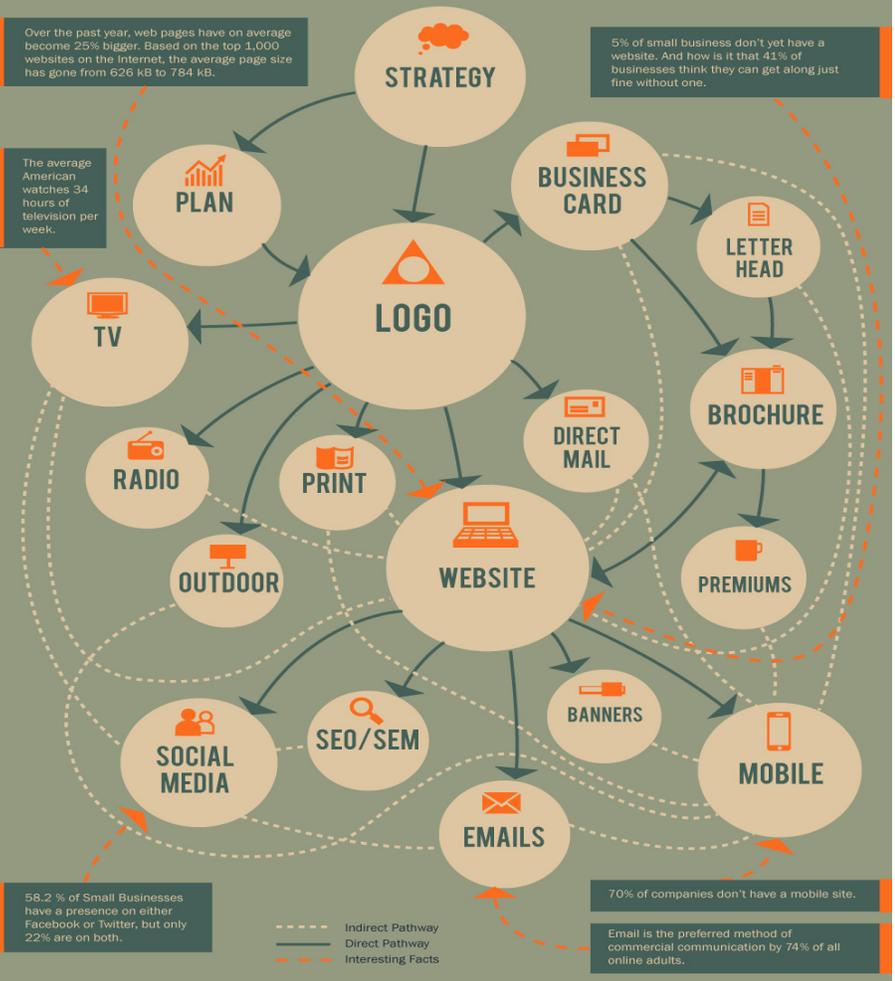
The Infographics below display the importance of a brand/ content strategy.

GARAGE & CO

STEPS OF THE BRANDING PROCESS *creatage*

FOR BOTH SMALL AND LARGE BUSINESSES

When creating a brand there is a logic to the set of branding process steps. Strategy is often the first step followed by the marketing plan. Once these two steps in the branding process are done you can move through the chart in developing visual branding and messaging that will carry through all your delivery vehicles.



Sources:

- <http://www.newser.com/story/108853/average-american-watches-34-hours-of-tv-a-week.html>
 - <http://royal.pingdom.com/2011/11/21/web-pages-getting-bloated-here-is-why/>
 - <http://searchengineland.com/report-58-of-smbs-on-social-media-sites-most-have-only-limited-engagement-86725>
 - <http://econsultancy.com/us/blog/8216-70-of-companies-yet-to-launch-a-mobile-site-survey>
- *View From the Digital Inbox 2011* (2011)

BRAND STRATEGY
THE KEY TO EVERYTHING

COMPETITIVE ANALYSIS
Who are your competitors, what can you learn and how can you do better?

WHY?
WHAT IS THE PURPOSE BEHIND THE ORGANIZATION?

Brand Architecture
How will the brand evolve over time?
Is the brand sustainable?

CREATIVE ELEMENTS
Everything you need to execute your brand across all channels, such as logo, typography, imagery, visual and verbal tone.

Position
What is the idea the organization owns in the consumer's mind?

Promise
What is the value promised to the public?

REASON TO BELIEVE
WHY WILL THE TARGET MARKET BELIEVE YOUR PROMISE?

MARKET OPPORTUNITY
WHAT IS THE OPPORTUNITY AVAILABLE?

Messages WHAT UNIQUE STORY IS WITHIN THE BRAND?

CONSUMER INSIGHTS
What does the consumer desire and how does the org. deliver?

3YEAR PLAN Hey, make a foreseeable future plan.

BARRIERS
what stands in the way of success?

CUSTOMER PROFILES
Who is the customer and how does brand relate?

CHARACTER What is the backbone?

PERSONALITY How do is the business presented?

BRAND EXPRESSION HOW DOES THE BRAND COME TO LIFE ACROSS DIFFERENT MEDIA?

2. Increase traffic both online and in store
 - Accomplishing this increase will grow customer retention and sales, both of which are important to the future vitality of the business. Expanding offerings for women will assist in providing an increase in traffic and broaden the clientele. Additionally, diversification of the target market through a variety of channels reaching both locals and tourists, will expand the traffic online and in store. This diversification is achieved by developing strong strategies in social media, event marketing, and content marketing.

3. Spread and grow community awareness of Staghorn, displaying what Staghorn offers and events hosted.
 - To achieve this, marketing strategies will display the company offerings, such as events, refreshments, soft goods, and hard goods. Allowing for demographic growth within and outside the related industry and the surrounding region. Upon doing this sales should raise, allowing for expansion in all areas.

Proposed Marketing Strategies

(These proposed strategies are meant to work concurrently with one another, providing a cohesive and effective marketing plan.)

Social Media/ Digital

- Instagram, Facebook, a Blog (Tumblr), and the website will be used in collaboration with each other to deliver a cohesive, brand centric online presence. The presence will be used to create a community outside of the physical space and spread the brand throughout online channels to increase traffic and sales.

Content Marketing

- A content marketing strategy will be used to create and share of brand materials, across channels, which will stimulate interest in the products and services sold at Staghorn. Again, the goal of this strategy will be to increase traffic, brand/ product awareness, and sales.

Event Marketing

-Events will be held to engage with the community, increase physical and online traffic, and encourage integration into the not only the associated niche, but overall town and regional community.

Desired Outcomes

These marketing strategies are designed to attract new clientele, increase sales, strengthen brand awareness, and strengthen the bond with current customers. A successful campaign in these areas will create more revenue for the business, which will be used to ascertain a broader customer base, expand employment, and increase regional presence. Staghorn is becoming known regionally for providing quality products and customer service, enthralling events, and creating a welcoming community space. Successful implementation of the strategies will provide a broader demographic, higher regional notoriety, and the possible Oregon expansion.

II. Situational Analysis

Environmental Scan

Economic Scan

1. *What economic factors are influencing the organization? Trends, Changes and Concerns:* Staghorn Garage and Company is a for profit business that has several earned income factors influencing the business, such as relying on retail sales, events, special events, and rented space.
2. *Earned income-* Retail sales, beverage sales, custom bike sales, events, and rented space.

Staghorn relies on retail and beverage sales, which range from \$1.50 for a 12oz pour over coffee to \$400 motorcycle and bike helmets. Currently the garage serves various coffee beverages, from pour over to espresso. Moreover, the garage serves a variety of beers and cider on tap beginning at \$4, which makes the range for income from early in the morning to late in the evening. The business also includes a significant retail sales selection, consisting of products for camping, high-end clothing, and quality boots.

Also Staghorn produces custom refurbished motorcycles and bikes, along with stock refurbished motorcycles for sale in the garage. These products can range from \$1000 for a custom bicycle to upwards of \$8000 for custom refurbishing.

Finally, the business holds frequent events and rents out the space for various private events, such as weddings and private parties. The events generally serve as a community gathering spot, where a movie or band will play. Furthermore, events increase the beverage sales substantially for their duration.

Organizational economic past and present –

1. *What is the general financial health of organization, any budgetary concerns?* Staghorn, just as any infant business, has had ups and downs, but has seen significant gains in the last year. The gains attributed to start up debt being paid off, business awareness, and support spreading throughout the community. Currently, Staghorn Garage is experiencing financial success, because of a significant growing community and customer support. The revenue is on an upswing that will increase budgetary operations, allowing for more employees, leading to more profit.
2. *Are there other economic factors that influence the organization's situation (touring trends, competition and other outside variables)?* Staghorn has little competition locally. The few competing businesses are, a men's clothing store, various bars and coffee shops. These competing businesses do not provide the same atmosphere and product as Staghorn, and in some instances work with Staghorn to create cross-cultural events. During the winter months Staghorn has to increase community events and produce engaging workshops to stay fiscally responsible. In the summer months a drastic swing in business occurs with the arrival of the tourist season. Bend strives on tourism; this is extremely prevalent in the summer and fall months when the town's population rises by 20,000 at any given time.

Demographic Scan

1. *What is the general audience or make up of the participants?* Staghorn's primary audience is outdoors aficionados, bike (Moto and Mountain Bike) enthusiasts, and coffee and beer devotees. The targeted age range of the business is 23 and up, but will include anyone with a passion or affection for the outdoors, coffee, beer, and bikes. Staghorn aims to promote the culture and lifestyle of these activities, which in turn promotes diversity, opening the doors to everyone.
2. *Any trends in sex, age, heritage, or education with participation level?* The customer base is male and female, with the majority leaning towards male. Age demographic

trends toward the late 20's to mid 40's. The overall customer demographic trends towards adventurous people who were brought up in an outdoor focused house hold or came to love adventure and the outdoors on their own.

3. *How do national trends compare to the organization's demographic trends?* This year, compared to previous years and 2014, when Staghorn was founded, similar businesses have been created across the nation. These businesses, while not as large in scope as Staghorn, have been capitalizing on the moto/bike lifestyle and cultural demographic trend. Because the nature of the existing lifestyles and cultures these companies support, many collaborate and partner with Staghorn to spread awareness of the respective brands. Local demographic trends stay the same and as national trends in diversity, sex, and age vary.
4. *What demographic characteristic is of most concern to the organization?* Staghorn strives to embrace their lifestyle and culture, and the customers that live by those. Diversity is very important to the business, and to promote a more varied customer base, Staghorn hosts a variety of events that embrace and encourage diversity. To broaden the demographic they will begin to carry women's clothing, as they have only been in the men's clothing demographic.

Cultural Scan

1. *What is the general culture of the organization and board?* Staghorn being a small business technically does not have a board. The business is a Limited Liability Corporation (LLC), with a partnership clause, which consists of the decision making process between the partners. Each partner is an expert in his own areas of the business. Within each area they inform and discuss with each other of major decisions and ask for input when necessary. The partners discuss major decisions and issues involving the overall business and come to a consensus to move forward. If the partners disagree, the silent investor has the ability to vote on issues to sway in the outcome a direction good for the business.
2. *What local cultural elements or social values encourage participation?* Staghorn values collaboration and diversity within the Bend, moto, bike, and outdoor communities. Currently Staghorn collaborates and with various local and national businesses to create products, and share services. Locally they embrace the culture of "Keep Bend Local" by providing a food cart space outside of the building and collaborating with other businesses to create unique kind products, such as knives, hats, or shirts. Additionally, events are regularly held, with music provided by local bands. The beer and coffee is provided from the many coffee roasters and breweries located in Central Oregon. Nationally, Staghorn collaborates with various clothing, skateboard, bike, and outdoor companies to create unique and useful products.
3. *What leisure trends influence the organization?* Staghorn regularly organizes local bike and motorcycle rides, camping trips, and events. These outdoor trends, as well as the handmade movement, greatly influence the organization and the culture of the organization. The business strives to provide U.S. or hand made quality goods. Also, Staghorn promotes the trends of spending time outdoors and embraces these ideas providing the aforementioned events.

4. *What popular culture elements influence the artistic offerings of the organization?* Staghorn embodies counter culture, while encouraging anything creative. Various popular culture elements influence artistic offerings of the business. The books, artwork, and even clothing Staghorn sells are greatly influenced by popular culture, as counter culture is a derivative of pop culture.
5. *How has the organization responded to the technology culture?* Staghorn embraces the technology culture available today. Adobe Creative Suite is an integral part to the business. The organization creates large amounts of graphics and logos for use on products, the web, social media, and various other collateral. Also the metrics used to measure beer and coffee consumption, various bike build troubleshooting, and overall business tracking are all rooted in the use of technology to create an efficient business.

Other Environmental Elements

Political

Political elements always factor into any business. Products and services provided by Staghorn are greatly influenced by politics, but generally business practices.

Other “X” factors specific to the organization and art form

The organization is focused mostly on state inclusion and state output. Their partnership with various nation wide companies, such as red wing, distributes knowledge of the organization, increasing online sales.

SWOC Analysis

Staghorn Garage and Company

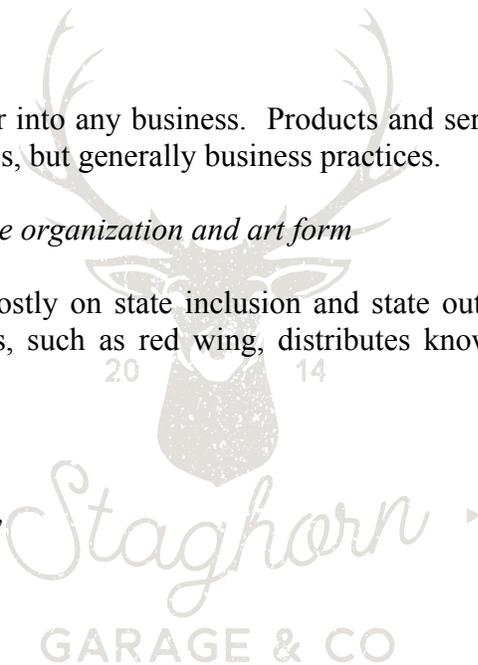
a. Cultural Product

Strengths

Staghorn Garage produces several types of art and community events in a year timeframe. They display various local and national artists throughout the year, highlighting counterculture movements, motorcycle, outdoor, and maker culture. They host various workshops in their D.I.Y. shop on bike repair, woodworking, and metalworking. The organization also hosts numerous events, such as bike gatherings, rides, and concerts. Also within the store is a pop up shop space to allow for local makers to sell their product. The business itself strives to be a community gathering location for people to discuss their interests.

Weaknesses

While the organization attempts to reach a broad audience, in reality the audience reached is not as broad reaching as possible. The shop can be intimidating if the customer is outside of the



targeted audience. Also while they have a wide scope, they could also add a few more areas of expertise to broaden their audience.

Opportunities

Staghorn has an opportunity to expand their area of expertise to skiing and snowboarding. While they do not need to sell actual boards they have the opportunity to embrace the culture, hosting various supporting events, and sponsoring industry interests. An opportunity is also available to host various food and beer events to expand awareness of the business and broaden their cultural reach.

Challenges

With the addition of these various events, more staff will be needed. Being a smaller business, they need to slowly work their way up to these goals, so they can stay fiscally responsible.

b. Pricing

Strengths

Staghorn offers many levels and variations of pricing to fit a variety of needs and budgets. Though there is a variety the cost is higher due to the handmade and US made products. The pricing tiers range from \$2 for coffee, to an \$8000 for custom refurbished motorcycles. Shop retail space is \$10 per hour with a 2-person limit capped at 8 hours. A separate negotiated monthly shop rental can be arranged for \$400. Classes are presented 2 times a week, with a pricing range of \$10 to \$30 per class, depending on the subject matter and resources used during the session.

Weaknesses

The organization wants to include a wide audience, but pricing is high. Many people cannot afford a \$150 pair of jeans or other higher priced products. While this limits to a certain customer base, the business does strive to provide higher quality products that will last, and for this cost is usually higher.

Opportunities

As they grow and gain more revenue each year, Staghorn prices can be reduced, offering a wider range of products but still adhering to the quality US made products. A membership shop rental fee could be created to broaden access to the shop rental space. Though the shop will need to be expanded before more space can be rented.

Challenges

The largest challenge is broadening their customer base and staying relevant with pricing as not to lose customers.

c. Place (Access)

Strengths

The location of Staghorn has many location strengths. Being a unique historical building, the organization does draw in numerous walk-ins with curious interests in the structure. The building has 2 entrances, along with 2 roll up garage doors to provide inviting access and light. The open floor plan increases flow throughout the space and provides a space that does not feel claustrophobic.

Weaknesses

While the building is intriguing to view, it is slightly off the beaten path. Most customers that will be passing by will likely be going to the popular Good Life Brewing Company or be going to Staghorn itself.

Opportunities

The opportunities for access to Staghorn lay in the vastly quick growing population of Bend. Due to the quick expansion of Bend a lot of opportunity to provide easier access and awareness will present itself in the future.

Challenges

With Staghorn's expansion challenges will arise. Other competing business could arise, and with the expansion surrounding Staghorn, they could be overshadowed by other businesses. Also, outside events could be impacted by businesses growing around Staghorn.

d. Promotional Efforts

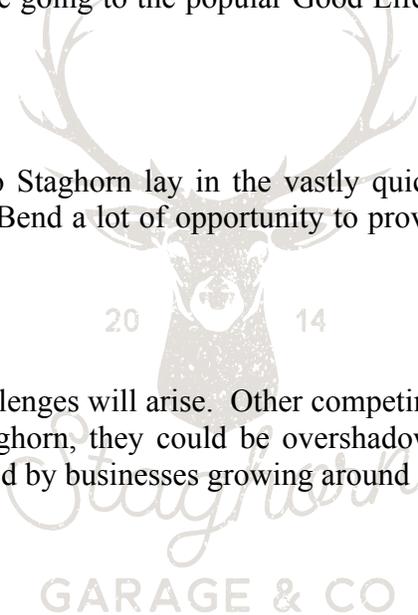
Strengths

Staghorn excels in promotional efforts, as one of the co-founders comes from a marketing background. The aforementioned events are a large success, as are social media campaigns. The company has created a strong brand on social media that exudes the culture of the Staghorn with consistent posting. Collaborating with various other companies and events provides awareness for Staghorn, and during these they are apt to hand out usable free collateral, such as koozies.

Weaknesses

Staghorn is limited in their finances for promotional activities. A lot of their efforts are focused towards gorilla marketing, lost cost marketing, and targeted marketing that will produce a return.

Opportunities



Opportunities always exist to expand promotional opportunities. Expansion in collaborations with companies locally and nationally will assist in promotional activities. Opportunities in event, print, and media expansion are areas that provide the most opportunity.

Challenges

Promotional efforts with Staghorn will always be a challenge until substantial financial stability will be achieved. As the market in the area and nationally grows, competitors could impede on the promotional opportunities available to Staghorn.

III. Scheme

1.) Social Media/ Digital Strategy Plan

Website:

Benefits:

- A professional, clear website will inform and educate the audience.
- A clear and concise format to convey large amounts of information.
- Creates a backbone for sales, while other digital formats can be used for sales, the website is the most effective.

Staghorn Garage serves the Bend area with a brick and mortar store front and world wide through clothing sales over the Internet. Staghorn promotes quality goods, the outdoors, adventurous lifestyle, and the fashion to accompany those channels. The website serves as the core for the online and digital presence for Staghorn, meaning the platform will be the most thorough and comprehensive platform, which all other digital platforms will direct to, providing the most complete digital presence. The website will be, as with all digital platforms, inline with the Staghorn brand. Furthermore, the site will feature easy and intuitive navigation, which will allow the reader to flow from one page to the next or find the desired page with ease. The home page will consist of appealing, brand consistent images and links directing the customer to each page. Once at the homepage, the visitors will delineate themselves to the desired page through the navigation bar, which will be divided into 6 landing buttons. These buttons will include, Shop, Lookbooks, Guides, Blog, Connect, and About.

1.) Shop - The slash page will consist of links and pictures of the most popular selling items, or sale items. The button will also have a drop down menu consisting of the many sub categories located in the shop. These will include, Clothing, Camping, Tools, Music, and many more. The shop page will also contain links to the various companies carried by Staghorn, as well a safe, easy, and comprehensive checkout for purchasing items from the store

2.) Lookbooks – The lookbooks page will consist compelling cover page links to each lookbook. The lookbooks consist of products made and sold by Staghorn, compiled into a photo album book highlighting the various styles and combinations displayed in a Staghorn Brand centric manner. Each image in the lookbooks will have links to the individual products to provide easy shopping for the product.

3.) Guides - The Guides page will consist of several links to subpages that provide a comprehensive guide to camping, biking, and riding across the west coast. The guides map out routes, campsites, trails, and things to do. While the guides consist of adventures across the west coast, most will be Oregon centric, due to the companies home being based in Bend, Oregon.

4.) Blog – The Blog link will direct visitors directly to the blog site, which consists of various product reviews, adventure stories, and photo essays.

5.) Connect - The connect page consists of descriptions and links to the various social media platforms that Staghorn takes part, as well as phone numbers, addresses, and email.

6.) About – Finally the “About” page will consist of description of the company. The description will include the mission, vision, and history of Staghorn.

Blog:

Benefits:

- Blog’s give a more personal view into company culture and lifestyle.
- A blog view can be informal and informative while still adhering to the brand.
- Can assist in bridging the gap from other digital outlets to the website.
- Multiple authors can give a variety of informative perspectives.

Staghorn’s blog will be brand consistent and provide insights into company culture, brand identity, and industry happenings, such as events, product reviews, and interesting facts. The content and marketing will be different and centric to each individual post and will sometimes crossover into the other forms of social media. Posting will be consistent, being no less than four per week, and may include curated videos, perspective written articles, photo essays, and various other compelling features.

Posts will include engaging content, meant to draw the customer’s attention and further explore the company by visiting the other social channels and the website.

Video - Videos may consist of various content ranging from trip documentaries, bike build time lapses, and short interviews with employees or customers.

Perspective Articles – Will consist of content written about various trips, products, or opinions in relation to the brand and its’ identity.

Photo Essays – Will provide brand centric content surrounding the various activities and lifestyle the company promotes. The photos will be taken with compelling subjects wearing and using products that can be found at Staghorn.

Facebook:

Benefits:

- Largest social network in the work, allowing for an incredible marketing reach to an almost unlimited audience.
- Posts can be sent to a very specific targeted audience, or a broad audience to increase brand awareness and profitability.
- Can be an excellent gateway to other forms of digital media, including guiding the audience to the website.
- The shop now button included by Facebook can lead customers directly to the shopping page of the website.
- Affordable marketing with an incredible reach.
- Can manage multiple social platforms through the Facebook Business Manager.

Staghorn’s Facebook page will again be curated to the brand identity, but will also be implemented to optimize each post and the other social platforms. The outlet will have planned post to optimize content. The posts will be planned a month in advance and will be carefully monitored to determine the effectiveness of the post. This social media outlet is designed to give the visitor a broader sense of the company and serve as bridge to the website from social media outlets. Facebook will be used to engage the audience with intriguing posts five times a week.

Postings will be consistent (minimum five times a week), boosted if necessary, and will consist of the following variety:

- Informational links guiding the audience to the blog, Instagram, or the website.
- Links providing company, related companies, or industry news.
- Video content relating to company brand and lifestyle.
- Pictures and profiles highlighting products, employees, or industry related figures.

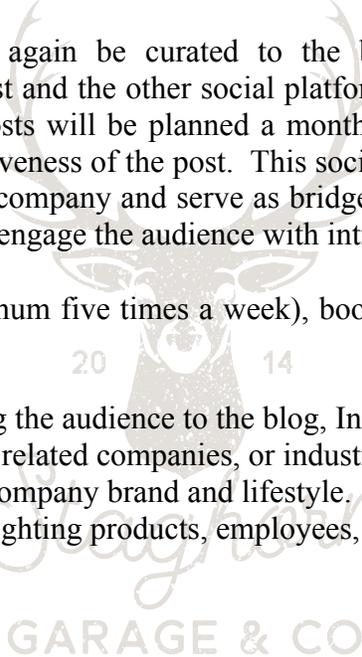
Instagram:

Benefits:

- Can portray the brand very effectively
- Can reach an audience through visually stimulating images that can crossover to a variety of lifestyles.
- Brand awareness can be gained through the use of hash tags, likes, and followers.
- Can bridge the gap to all other social media and website.
- A visual representation of the company. Basically a targeted online photo album.

Instagram is the most personal and vital platform for a company’s digital presence. Instagram will be used to portray the brand and lifestyle, enticing the audience to want to involve themselves in the lifestyle and brand.

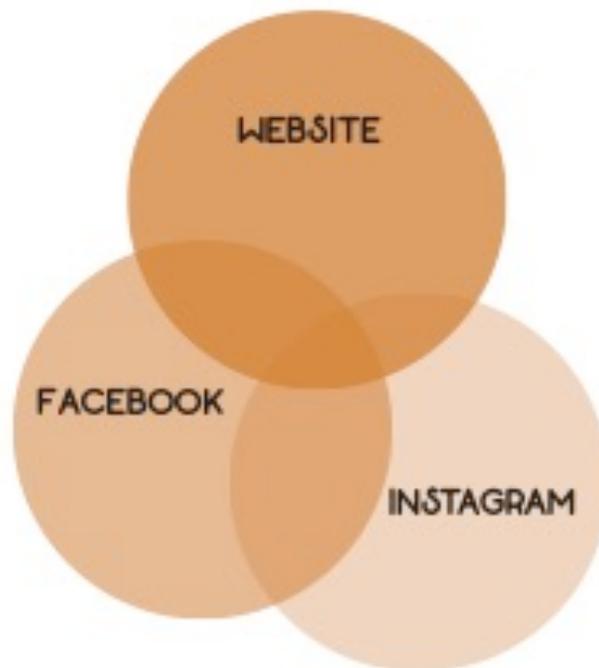
Media will include:



- Pictures that reflect the brand and lifestyle, including products, camping, bikes, people, and nature.
- Short videos containing the aforementioned content.
- Video and picture stories containing more informal brand centric content.

Implementation

Implementing the social media and digital will begin with the creation of the brand strategy mentioned in the marketing goals. The website will be concurrent with brand strategy, providing a base for the brand consistent content to be displayed. Built into to the site will be links to the various forms of social media and the blog. Instagram and Twitter will be the personal connection to the customer, displaying intriguing lifestyle focused content. The content provided by these platforms will entice the viewer to proceed further into the media of Staghorn. From the gateway of Instagram the viewer will proceed to the Facebook page or the blog, which will provide more in-depth content and information on the organization. The final step of the viewers online inquiry into Staghorn will take them to the website, where all company information can be found, along with online shopping. Content will promote seamless and informative movement between the platforms. See graphic



2.) Content Marketing

A content marketing campaign is well suited for a community, lifestyle driven organization. Through the content marketing campaign the organization will focus, not on marketing the brand, but marketing the lifestyle in which Staghorn encourages and participates. The content marketing strategy directly correlates with the social media and events strategies and could be imbedded into either.

Tactic 1- Across media platforms, Staghorn will promote and create various webinars involving a variety of skills pertinent to the lifestyle promoted by the company. Examples of these skills are, but not limited to, motorcycle repair, wilderness survival, camping essentials (fire starting, cooking, etc.), and many more. The engagement created through webinars delivers opportunities for viewers to engage with the organization while leaving a desire to discover more about Staghorn Garage.



Tactic 2 – Another powerful content marketing tactic will be to provide lifestyle stories through video across multiple channels and platforms. These short documentaries could include camping trips, motorcycle road trips, and mountain biking trips. Again these videos will market and promote the lifestyle in which Staghorn embraces and sales. Through these videos traffic should increase, which would be followed by an increase in sales.

Implementation

The content marketing strategy will be implemented in concurrence with the established social media and event strategies, and will be augmented by the social media strategy's application to the content campaign. The reason for this is provide additional established platforms for the strategy to utilize, rather than beginning with social media from the beginning. Established platforms provide a basis for the content strategy to be implemented.

WHERE TO TAKE YOUR CONTENT MARKETING IN 2017?

MORE CREATIVE CONTENT

STORYTELLING

Audiences are looking for value rather than content for content's sake

70%

Content marketers plan on creating more original content in 2017

Domination of VISUAL CONTENT

design
photography
videography
data visualisation

NICHE AUDIENCE AND PERSONALIZATION

FOCUS ON A SPECIFIC NICHE

Don't scratch the surface of an over-discussed topic

WHO IS YOUR AUDIENCE?

Target content down to individual preferences, desires and interests

CONTENT MARKETING OVER ADVERTISING

68% Consumers describe online ads as "annoying"

54% Consumers believe web banners never work

39% of marketers plan to increase their content marketing budget in 2017

CONSISTENT ENGAGEMENT

85% of top marketers consistently deliver content

NURTURE YOUR AUDIENCE

Content marketing is a long-term project, and if you want the audience to keep coming back, consistent content is your best friend

WELL-DEvised STRATEGY

Integrating content marketing into the overall business strategy

Defining business goals for content

Documenting content marketing strategy

Successful marketers are already doing it:

- 73%
- 54%
- 37%

EMAIL STILL GOING STRONG

77% Marketers use newsletter as one of their top tactics

91% Marketers believe newsletter can make or break their strategy

Supplement your regularly scheduled newsletters with behavior-based automations

3.) Events Marketing

An event marketing strategy would work concurrently with the aforementioned strategies, enhancing the strategies, and achieving the overall marketing goals. A lifestyle driven organization thrives through events, the organization can display and interact with consumers providing the lifestyle of Staghorn. Events create community involvement and engagement through hosting engaging proceedings, which display organizational values and culture. Creating a successful event involves providing an overall engaging headliner (band, performance, athlete, etc.), which is brand centric and supplementing this headliner with the appropriate categories to create an exciting and enthralling experience for the customer. Event marketing does not stop with providing the actual event, events need to be marketed to the public through social media outlets, websites, direct mail, cross promotional settings, and advertising. During the event content can be created and marketing through, hosting live Facebook or Instagram feeds, posting albums to Facebook and photos to Instagram, tweeting to followers, and providing an event follow-up blog post.



(An example of event planning and the correlation with social media)

Tactic 1 - A community outdoor expo and beer tasting event, consisting of a variety of how to tutorials, product demos, band, and beer tasting provided by local breweries. The event will be promoted through the local weekly culture newspaper, social media, website, flyers, and through cross promotion with local breweries.

Tactic 2 – A weekly music night, augmented by drink and clothing specials. This again would be promoted through the aforementioned channels, to optimize exposure. The goal would be to create a weekly community orientated event, which would encourage local participation, grow brand awareness, and increase sales.

Implementation

To implement the event strategy, both the social media and content marketing strategies will have been applied. Thorough planning needs to occur for a successful event to take place. After the completion of event budgets, coordination with event vendors and partners needs to take precedence, followed by establishing promotional materials, and finally implementation of those materials. The final outcome will be a successful, well-attended event, which will have increased awareness and sales.

IV. Implementation

The three marketing strategies presented will follow a conclusive timeline, which will optimize and establish an impact on Bend and the regional community. Correlating with the travel and outdoor season beginning in May the plan will be implemented immediately to optimize marketing opportunities. The strategies will begin implementation on the first of April and will

continue for four months, through the peak of the summer travel and outdoor season. This will create a sixteen-week timeline in which to implement the content/ brand strategy and the three marketing strategies. All strategies are designed to be consistent throughout the year and reevaluated before the next year begins to determine what will be the most optimal strategies for future markets. The marketing efforts for each strategy can be intensified during typically low traffic times such as early winter and spring. The timeline below depicts the strategies implemented beginning April first over the course of sixteen weeks.

Week 1 – Week 4 (04/01/2017-04/28/2017) Develop a content/ brand strategy which will blanket all marketing platforms and materials. Create compelling content through photo and video shoots (content library).

Social Media and Website

A Hootsuite and Iconosquare account will be created during this period to optimize and manage social media. Hiring a Digital and Event Marketing Coordinator will occur during this period. Also, it will be noted that all posts will be directed at a targeted audience. The audience is determined through Hootsuite, Iconosquare, Google, and Facebook analytics tools.

Website (improving on current site)

- Gather, assess and Design content for current pages:

Home

- Assess homepage, update layout and content to be more brand centric and contain updated compelling content.

About

- The “about” page consists of company history, the mission, vision, company overview. During the assessment process, this page will be reviewed to determine if the content is still correct and content, such as videos or photographs will be added.

Lookbook

- Lookbooks are catalogs highlighting company offerings and products in a curated company culture and lifestyle setting.
- The lookbook page will consist of an up to date portfolio mosaic page ranging from newest to oldest.

Shop

- This page will be reviewed to determine whether the goods provided are up to date with compelling and informative photos and descriptions. Also, the content will be reviewed to determine if all purchase links guide the customer to the correct page/ screen.
- The splash page under the shop link will consist of a slideshow of new goods in stock and sale items

Blog

- Clicking on the “blog” link directs viewers directly to the blog site, which is concurrent with Staghorn brand strategy.

Connect

- Review of the connect page will involve testing of all social media links, address, map, phone numbers, and email addresses.

Blog

- The blog will be consistently updated during this period, but also will be reviewed to determine if content is relevant to the brand strategy. A future blog post content plan will be determined at this time in concurrence with the content/ brand strategy.

Facebook

- During this period the Facebook page and content will be reviewed to determine if the information is consistent with the content and brand strategy.
- Updated content will be added from a library created during the content/ brand strategy-planning period.
- Posts will be aimed at a targeted audience, found through analytical data.
- Posts will be boosted after determining which posts are best suited for boosting through data analysis.

Instagram

- Consistently maintain the current Instagram account with curated content with planned posts, amounting to one per day and seven per week.
- Posts will be aimed at a targeted audience, found through analytical data.
- Posts will be boosted after determining which posts are best suited for boosting through data analysis.

Content Marketing

- During this period content will be created for future content marketing campaigns, featuring webinars and stories told through video and photo. The story campaign will appeal to the customer by being filmed from a first person perspective.

Events

- The planning period for events will be used to create event partners and coordinate event planning with those partners.
- Marketing and promotional plans for the events will be created during this period and if the event is two months or less away, marketing and promotional campaigns will be implemented through the appropriate channels to optimize event awareness.

Week 5 - 8 (04/29/2017 – 05/26/16)

Social Media and Web

Website

- During this period the improvements to the website will have been implemented, and the website will be updated with content as needed.
- The calendar under the connect page will be consistently updated with industry events and more importantly Staghorn events.

- The home splash page will be updated with a rotating slideshow of upcoming events and new content.

Blog

- Blog posts will continue with brand centric content, including photos, video, and stories. Also, the blog will be updated with pertinent industry related content and upcoming area events including, but not limited to Staghorn specific events.

Facebook

- During this period Facebook posts will be made and monitored through Hootsuite.
- The posts will consist of seventy percent industry pertinent news, twenty percent organic posts (such as photo albums and product specials), and ten percent Staghorn events.
- Facebook acts as a Segway between Instagram, twitter, the blog, and the website.
- Events will be created during this time and promoted through Facebook, as well as other outlets.
- Live webcasts will occasionally be held. (See Content Marketing below)
- Consistently maintain the current Instagram account with curated content with planned posts, amounting to one per day and seven per week.
- Posts will be aimed at a targeted audience, found through analytical data.
- Posts will be boosted after determining which posts are best suited for boosting through data analysis.
-

Instagram

- Monitoring through Iconosquare, optimal posting times and content will be determined.
- Posts will consist of a more personal nature, with limited hashtag use.
- The use of hashtags will be determined during the content strategy, and will be Staghorn and Industry specific, except on special occasions, such as Christmas.
- The use of Instagram stories will provide an even more personal look into life at Staghorn and activities participated in outside of Staghorn, but display the lifestyle.
- Consistently maintain the current Instagram account with curated content with planned posts, amounting to one per day and seven per week.
- Posts will be aimed at a targeted audience, found through analytical data.
- Posts will be boosted after determining which posts are best suited for boosting through data analysis.
-

Content Marketing

- The stories and webinar campaigns will begin during this time through the appropriate channels.
- Occasionally the live feature of both Instagram and Facebook will be used for impromptu webinars or stories, which otherwise would not have been documented.

Event Marketing

- Promotional efforts for upcoming events will be optimized during this time.
- Future events later in the season and into the fall will begin to be marketed.
- Logistical planning and execution will begin for events held during this time period. This will include, stage placement, banner placement, entry and exit points, and how security (if needed) distributed.

Week 9 -16 (05/27/2017 – 07/21/2017)

Social Media and Website

Website

- The calendar under the connect page will be consistently updated with industry events and more importantly Staghorn events.
- The home splash page will be updated with a rotating slideshow of upcoming events and new content.

Blog

- Blog posts will continue with brand centric content, including photos, video, and stories. Also, the blog will be updated with pertinent industry related content and upcoming area events including, but not limited to Staghorn specific events.

Facebook

- During this period Facebook posts will be made and monitored through Hootsuite.
- The posts will consist of seventy percent industry pertinent news, twenty percent organic posts (such as photo albums and product specials), and ten percent Staghorn events.
- Facebook acts as a Segway between Instagram, twitter, the blog, and the website.
- Events will be created during this time and promoted through Facebook, as well as other outlets.
- Live webcasts will occasionally be held. (See Content Marketing below)
- Consistently maintain the current Instagram account with curated content with planned posts, amounting to one per day and seven per week.
- Posts will be aimed at a targeted audience, found through analytical data.
- Posts will be boosted after determining which posts are best suited for boosting through data analysis.

Instagram

- Monitoring through Iconosquare, optimal posting times and content will be determined.
- Posts will continue to consist of a more personal nature, with limited hashtag use.
- The use of hashtags will be determined during the content strategy, and will be Staghorn and Industry specific, except on special occasions, such as Christmas.
- The use of Instagram stories will provide an even more personal look into life at Staghorn and activities participated in outside of Staghorn, but display the lifestyle.
- Consistently maintain the current Instagram account with curated content with planned posts, amounting to one per day and seven per week.
- Posts will be aimed at a targeted audience, found through analytical data.

- Posts will be boosted after determining which posts are best suited for boosting through data analysis.

Content Marketing

- The stories and webinar campaigns will continue during this time through the appropriate channels, to expand engagement.
- Occasionally the live feature of both Instagram and Facebook will be used for impromptu webinars or stories, which otherwise would not have been documented.
- The stories will take on a new life, as customers are encouraged to send their own “Staghorn” stories, which will be displayed.

Event Marketing

- Promotional efforts for upcoming events will continue to be optimized during this time.
- Future events later in the season and into the fall will continue to be marketed.
- Logistical planning and execution will begin for events held during this time period. This will include, stage placement, banner placement, entry and exit points, and how security (if needed) distributed.
- Current events will be executed and evaluated.

Overview of Plan

Resources

Personnel and Partnerships

The following social media/web channels are encouraged for us by Staghorn Garage & Co to enhance and broaden the company market. For this media map to be effective a digital marketing and events position must be created, or added to another position until company growth allows the budget to accommodate such a position. Staghorn hosts a variety of events, and is a very social and cultural company. Due to these factors the digital marketing and events position will constitute at least .5 FTE until budgetary needs are met, where in the position will become full time at 1.0 FTE. The Owners of Staghorn will also jointly participate in the marketing efforts, with Hames Ellerbe acting as the Marketing Director. For the marketing strategies to be successful, open communication between all employees in the small business is important to assist in determining the future direction. Partnerships with other regional, local, and national companies will be explored quickly, to optimize the marketing potential of such partnerships.

Materials and Budget

The following document details the materials and expenses needed to implement this plan.

Staghorn Garage Marketing Plan (2017-2018)

Resources, Materials and Expenses

Personnel	Materials	Subtotal
Digital Marketing Coordinator .5 FTE		\$14400/yr
	Adobe Creative Suite	\$900/yr
Event Staff (Security and Bartenders)		\$5000/yr
	Facebook/Hootsuite/Instagram	\$10000/yr

	Tents and banners	\$2000/yr
	Total	\$32,300/yr

V Evaluation

Evaluation involves taking both qualitative and quantitative assessments of the strategies to determine their effectiveness. Using the following methods to assess each of the three marketing strategies will provide an evaluation of the strategies effectiveness.

Quantitative

Website/Social Media

- Tracking the number of visitors to the website through Google Analytics and other analysis tools.
- Tracking number of visitors to Instagram and Facebook through Hootsuite, Facebook Analytics, and Iconosquare
- Tracking the reach, engagement, impressions, followers, and likes through Facebook analytics, Iconosquare, Hootsuite, and Google analytics.

Content Marketing

- Tracking the number of customers who have visited online and the physical store space.
- Tracking the number of customers that engaged with the stories and webinars.
- Tracking the reach, engagement, impressions, followers, and likes associated with the campaign through social media analytics.

Event Marketing

- Track the number of event attendees.
- Track the event through online social media engagement, through social media analytics.
- Measure how much profit was gained from the event.

Qualitative

Web/Social Media

- Track and access comments made to the blog, social media, and commentary through emails.
- Converse with clientele on the effectiveness of the Staghorn’s social media and website.

Content Marketing

- Survey customers through social media, email, and the blog on the effectiveness of the content marketing campaigns.
- Converse with customers who did participate and interact with the two campaigns, to determine their effectiveness with users.

Events Marketing

- Monitor comments made online through social media regarding the event.
- Track event reviews in local media outlets.
- Converse with event attendees through email mailing lists, with surveys.

The determining factor in evaluating the effectiveness of these strategies is the achievement of the marketing objectives of 1) increasing online and in store traffic, 2) creating a content/ brand strategy and 3) growing community and brand awareness of Staghorn Garage.

Recommendations for Future Marketing Plan Development

During the sixteen-week implementation period, the strategies should be evaluated while in use, and if deemed successful the plan should be repeated yearly. Only upon yearly review of the plan and with an adequate replacement, should the plan be altered. Consistently implementing these strategies at the beginning of each year will assist in the ultimate goal of continual company growth and brand awareness, which will successfully increase sales. The proposed marketing position will assist in the growth of the company by increasing online presence, brand awareness, and creating an online media persona, which will prompt awareness over many demographics.

Staghorn needs to continue to develop and explore strategies to set the tone regionally for the industry, and distinguish the company for similar competition. Staghorn has the unique ability to appeal to a variety of communities and demographics in closely and loosely related fields. This ability allows for engaging content marketing and event campaigns to be continually created, drawing engagement from many demographics across a variety of communities. With this successful implementation of strategies across demographics Staghorn will continue to grow and thrive.