

Marketing Proposal for



Edmond FFA Chapter OK0122 2023

CROSSTIMBERS  MARKETING

**Delphia Howell, Grayson Crum, Emmavieve
Fasching**

BRIEF DESCRIPTION OF PRODUCT

Oklahoma Whitetail Wellness is a wildlife feed, seed and supply company located in Edmond, Oklahoma. You opened in 2019 with the goal of providing high quality food plot seed blends to improve the overall herd health of whitetail deer. **Oklahoma Whitetail Wellness** focuses on providing seed blends that emphasize nutrient density and palatability to promote healthy deer populations on private lands for hunters and wildlife enthusiasts. You purchase your seeds from regional farmers and create customized rations. You previously handled most aspects of their company, from research and purchasing to sales and marketing. You had sales points online and in their retail store in Edmond, Oklahoma. You have many regional competitors including: Buck Seduction, Eagle Seed, and Johnston Seed Company. Unfortunately, the company went out of business as a result of the national shutdown in 2020. **Oklahoma Whitetail Wellness** has recently decided to rebuild their inventory for a company relaunch in the Spring of 2024, and has enlisted the help of Crosstimbers Marketing to ensure success in their second attempt. We believe this can be done through improved branding, creating a sustainable web presence, increasing the customer base, improving retail presence, and implementing new marketing strategies to increase sales.

MARKET ANALYSIS

Oklahoma Whitetail Wellness is located in Edmond, Oklahoma and you offer high quality food plot seed rations. Although the business started in 2019, you are relaunching their company in 2024 after going out of business in 2020. Currently, the business is operated out of a commercial facility, where you handle all aspects of the business. Before the company went out of business in 2020, you sold your products at a local feed store and online, but most of your sales were direct to the customer from their facilities. To this point, your only marketing strategy has been advertising on social media. Generally, your customers are primarily interested in improving whitetail deer herd health through supplementation with the end goal of producing higher scoring deer on private properties, and a secondary interest is encouraging deer to create predictable feeding habits. Customers also primarily purchase their product on a seasonal basis, right before planting season begins. You previously offered 2 different food plot seed blends in 25 pound bags. These products range in price from \$64.99 to \$84.99. Your competitors, including Buck Seduction, Eagle Seed, and Johnston Seed Company, are positioned in the market because of their customer base, scale, product variety, current marketing strategies and current sales points.

The trends below helped us identify opportunities in this industry:

Outdoor Recreation Trends:

- The valuation of the American hunting/wildlife industry is expected to increase to \$38.26 billion by 2030.⁶
- 40% of US population participates in wildlife activities yearly.⁶
- Since 2020, there has been a 25% increase in new hunters year over year.⁵
- Nearly 62% of all sales in this industry happen in retail stores.³

Outdoor Recreation Marketing Trends:

- Podcasting, TikToks, YouTube, and other forms of social media have seen substantial growth in users interested in hunting, outdoor recreation and other wildlife activities.³
- Hunters are interested in **short video media, compelling stories, how to videos, and education.**⁴
- **75% of hunters utilize social media when making purchases.**²

Customer Preference Trends:

- 80% of hunters are interested in **lowering overall costs** of feeding deer.¹
- **Nearly 40% of all hunters utilize deer attractants, and 80% of those hunters utilize food plots.**¹
- Customers expect online points of sale for all businesses.⁴
- Hunters want high quality attractants to improve deer herd health.²
- Planting perennials is growing in popularity as an attractant amongst hunters.²

Our projections lead us to believe the following about **Oklahoma Whitetail Wellness** customers are outdoor and wildlife conservationist who will utilize **OWW's** products as a deer attractant and nutritional supplement, and want a product that will improve the overall health of deer herds. This company went out of business 2 years ago, and because of that, there is no customer loyalty. Even though many customers are interested in similar products on the market, many customers desire to purchase food plot seed locally and in retail stores on a seasonal basis, during planting season. **Oklahoma Whitetail Wellness** customer market segments are whitetail deer enthusiasts, hunters, retail store purchasing agents, outdoor recreational land renters and landowners with wildlife populations. Other demographics/behaviors are listed on the next page.

CLIENT'S
STATUS IN
CURRENT
MARKET

INDUSTRY
TRENDS

BUYER
PROFILE &
BEHAVIOR

1. Howard, A. 2017. Food Plots are Becoming More Popular Among Hunters. *Grand View Outdoors*.
2. D'Angelo, G. 2015. Evaluating Competing Preferences of Hunters and Landowners. *Minnesota Department of Natural Resources*.
3. Hill, B. 2021. How to Develop Marketing Strategies in the Hunting Industry. *Small Business Strategies at Chron*.
4. Smith, R. 2018. The Fundamentals of Digital Marketing for the Outdoor Industry. *The Digital Outdoorsman*.
5. Grandview Resarch. 2021. Hunting Equipment and Accessories Marketing Size, Share and Trends Analysis Report.
6. Mormann, B. 2019. Food Plot Economics: The Dollars and Sense of Food Plots. *GameKeepers: Farming for Wildlife Magazine*.

BUYING ROLES	BUYING BEHAVIOR	BUYER DECISION MAKING PROCESS			
		<i>Desire to improve herd health, & chooses attractants that increase deer predictability</i>	<i>Wants quality products at affordable price.</i>	<i>Susceptible to trends</i>	<i>Preferences towards purchasing in retail stores</i>
INITIATOR	<i>Customers see a need to improve herd health</i>	🦌	🦌		🦌
INFLUENCER	<i>Buying decisions are impacted by personal views, influencers, social media, and cultural influencers</i>	🦌		🦌	
DECIDER	<i>They decide to buy feed plot seed as an attractant</i>	🦌		🦌	
BUYER	<i>Customers choose to purchase these products in retail stores</i>	🦌	🦌		🦌
USER	<i>They utilize the seed blends to attract deer to their property</i>	🦌		🦌	

Behaviors: Customers are interested in improving herd health; Typically purchase during planting seasons; Preferences towards retail store purchasing; There is an increased interest in lowering costs; Food plots are increasing in popularity; Hunters make buying decisions greatly influenced by social media and other forms of media

Demographics: Hunters and wildlife watchers; Landowners and recreational land hunters; Average household income >\$60,000/year; Ages 21-50; 62% male; 41% have less than 10 years of hunting experience; 80% of hunters utilize social media regularly

SWOT ANALYSIS (COMPETITION AND CLIENT)



- Sold in 20+ retail stores in regional market, western OK
- Advertisement strategies, including videos and social media posts, appeal to large sector of hunting population
- Apparel aligns with customer expectations
- Website offers product information and sales points

- High product diversity aligns with current customer wants/needs, including glyphosate ready seed
- Highly rated product with customer testimonials
- Easy-to-navigate website
- Customer service hotline allows you to talk directly with qualified consultants

- Offers lower pricing than competitors
- Older company with loyal customer base
- Active on social media
- Location allows for faster and easier shipping
- Sold online

- High quality product that exceeds customer expectations
- Convenient location
- Knowledgeable staff
- Branding aligns with industry standards/customer expectations

- Focus on corn amendments, instead of emphasizing food plot blends and other attractants, limits product diversity
- Only 5 products available for purchase, and only 2 of those products are deer attractants
- Limited partnership with retail stores

- No online sales points, must call/email to purchase directly through them
- Weak social media presence
- Only 4 stores in OK carry their product
- Food plot seed blends are much pricier than competition
- Seed blends are only sold in 1 size

- Limited retail store presence in region
- Low product diversity, doesn't align with new customer wants/needs
- Advertisements don't align with market trends and customer wants/needs

- Relaunching a failed company carries inherent risk
- Weak social media presence
- Can only buy online
- Low brand awareness
- Little product variety
- Low customer loyalty

- Limited eastern OK exposure, providing opportunities to increase retail presence in this high-hunter population area
- Offering more food plot seed blends could increase market penetration because of product diversity
- Endcap and poster displays could increase recognition in retail stores

- Selling in more retail stores & online will reach more customers
- Developing a social media plan can improve customer interactions
- Offering a variety of product sizes could increase customer base

- Offering updated and a wider range of products could reach more customers
- Improved marketing strategies that emphasize animal nutrition could increase changing customer base
- Improved retail store presence will increase regional share

- Selling in retail stores/online will reach more customers
- Developing a social media plan can improve interactions
- Offer larger variety of products
- Signage/apparel will improve brand awareness

- Regulations regarding attractants prevent sales in certain areas
- Supply chain issues impact purchasing power, increasing costs
- Customer wants/needs is evolving as average age lowers

- Increased competition
- New-to-hunting customers have evolving desires
- Regulations restrict sales of products in certain areas in market
- Supply chain issues cause delays in shipping

- Increased competition, other companies appeal to new hunters
- Fair chase laws and regulations impacted by wildlife disease could affect product usage

- High levels of competition
- Regulations restrict the sale of products in certain areas
- Evolving customer needs means stagnant product line could lead to lower sales

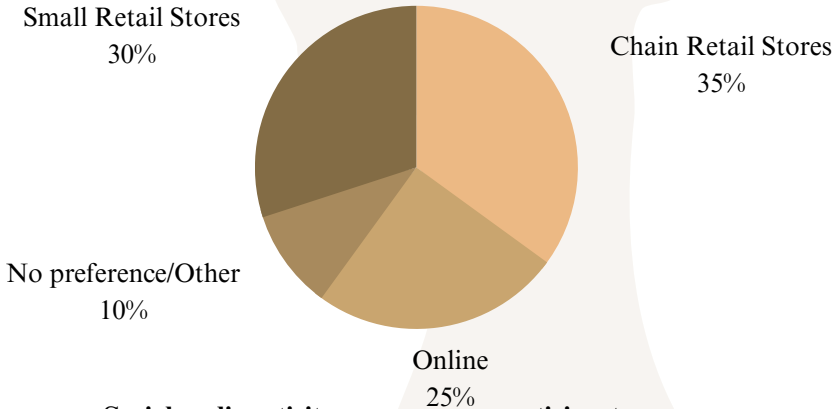


PRIMARY RESEARCH RESULTS

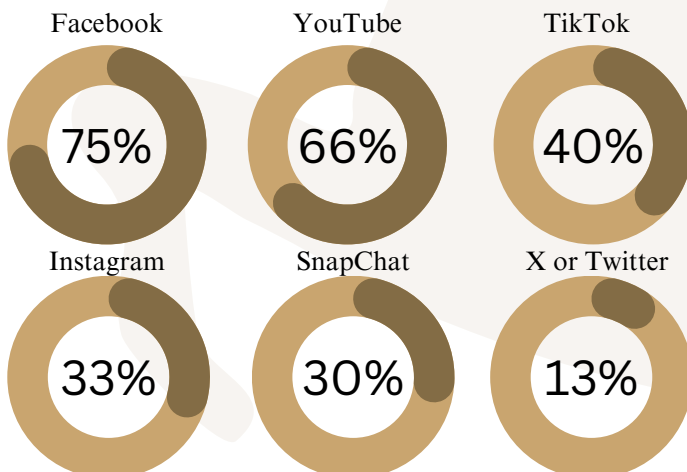
Surveys: Crosstimbers Marketing Firm collected 307 surveys of wildlife conservationists with interests in hunting supplies and whom utilize deer attractants in central Oklahoma. 2% of those surveyed were previous customers of **OWW**. The surveys were posted to social media websites and distributed at networking events for hunting interest groups. A 5 Point Likert scale was the instrument utilized. Statements were ranked 1-5, with 1 being "least important" and 5 being "most important."

- **80%** of respondents **utilize deer attractants** like feed plots or corn feeders, **85%** of those respondents utilize food plots or are interested in using them in the future
- **73%** participants who utilized deer attractants are **willing to spend more than \$500/year** on proven attractant products
- **68%** **wear apparel** from hunting supply companies they've purchased products from; **59%** **seek out apparel** from these companies
- **65%** prefer making purchases in person, but **81%** **said they utilize social media** when making purchasing decisions related to hunting products

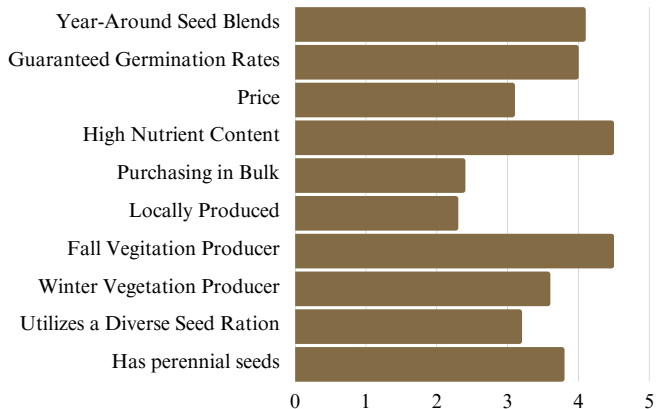
Purchasing Preferences of Wildlife Conservations



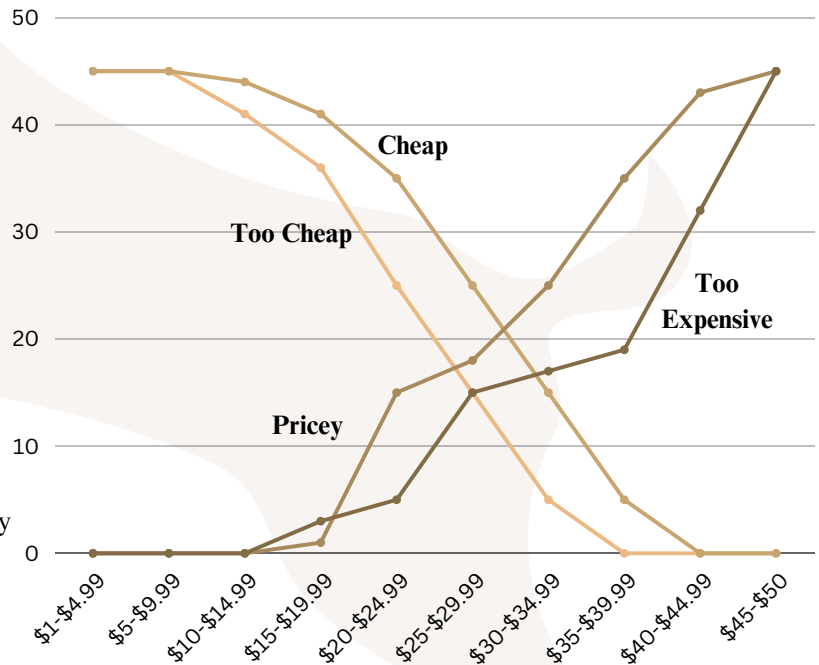
Social media activity among survey participants



Mean Values of Food Plot Preferences and Considerations



Pricing Sensitivity Meter



Van Westendorp's Pricing Sensitivity Meter: Data was collected from 45 participants utilizing Van Westendorp's Pricing Sensitivity Meter. The chart to the right outlines the number of participants (Y axis) who viewed each price point (X axis) as "too cheap," "cheap," "pricey," or "too pricey." The data collected was used to inform the recommended pricing structure on page 6.

Focus Group: After analyzing the survey results, we created a focus group of 9 people. All 9 were between the ages of 18-50. There were 6 males and 3 females. Everyone surveyed aligned with projected customer demographics including household income, years of hunting experience, and either currently own or rent wildlife recreation land. 1 was a previous customer, and 2 don't currently utilize food plots as a deer attractant. The focus group was a forum with open-ended questioning and comparing/contrasting exercises.

- **78%** of the focus group agreed that brand apparel and social media are both useful marketing tools in this industry.
- All 9 participants desired to have deer attractants that are palatable and nutrient dense as to maximize the deer on their property.
- **The following recommendations were given:** sell and give away apparel, offer products online and in retail stores, create educational video content on benefits of food plots and other deer attractants, offer products primarily in retail stores, create shade, winter, and a perennial seed rations, offer increased product sizing, and run test plots and post results on social media to showcase blends throughout the year.

Interviews: We interviewed purchasing agents of local and target retail stores to gather more information about their wants/needs. This led to the following recommendations:

- Improving the retail pricing structure and providing continuity between them and online sales, improve the pricing structure, provide signage and advertisements for retail partners, and sending template social media messaging for retail partners.

BUSINESS PROPOSAL

MISSION STATEMENT

Oklahoma Whitetail Wellness is dedicated to its motto: *Total Nutrition, Maximum Growth* by improving whitetail deer herd health in Oklahoma by creating the highest quality and nutrient dense feed plot seed ration in the region. We strive to provide our customers with an experience that will help them accomplish their land and wildlife management goals.

KEY PLANNING ASSUMPTIONS

1. **Wildlife conservationists make purchases with consideration to deer health.** Validation: Primary research indicated that having a nutrient dense seed ration is of high importance.^{1,2,3, 7}
2. **High quality deer attractants are a priority for wildlife and land managers.** Validation: Primary/Secondary research discovered hunters are willing to pay more for products labeled "high protein."^{1,2,3, 7}
3. **Although this group prefers to purchase products in retail stores, they expect online and convenient points of sale.** Validation: Secondary research shows that a majority of wildlife conservationists prefer to make purchases in person, but the number of hunters who shop online is increasing.^{1,2,3, 7}
4. **Food plots are growing in popularity amongst most hunters, but there is a desire to customize ration to fit individual needs.** Validation: Primary/Secondary research indicated that a wider variety of rations, and customized rations is of high priority.^{1,2,3, 7}
5. **Most hunters gain most information on products through online sources, including social media.** Validation: Primary/Secondary research: TikTok and YouTube are both popular in the hunting industry, and provide opportunities to education and inform potential customers.^{1,2,3, 5, 7}
6. **Apparel in this industry is a powerful advertisement and marketing tool.** Validation: Primary/Secondary research showcased that a high percentage of hunters proudly wear brands they use, and that it is an effective advertisement tool.^{1,2,3, 5, 7}

SHORT AND LONG TERM GOALS

Short-Term Goals

- Relaunch company website with a point of sale by 5/1/24
- Make content weekly for social media, emphasizing product effectiveness and education by 5/1/24
- Be under contract with 3 hunting social media influencers by 5/1/24
- Post signage/advertisements with all retail partners by 5/1/24
- Sell personalized apparel in retail stores by 7/1/24
- Develop video series campaign and release by 7/1/24
- Start hashtag promotional for hunting season by 10/1/24
- Have 1 retail partner in 5 regions of Oklahoma by 7/1/24
- Release the 3 new products, *Shady 580*, *Winter Is Coming*, and *Perennial Powerhouse*, available for purchase by 7/1/24
- Have 5000 unique visitors to the website by 7/1/25
- Have more than 4000 followers on social media by 7/1/25

Long-Term goals

- Expand your current retail facilities to include hunting supplies by 1/1/28
- Have 2 retail partners in each region of Oklahoma by 3/1/28
- Create videos and posts for social media platforms on a weekly basis until 7/1/28
- Review/Assess/Develop rations on yearly basis until 7/1/28
- Add more apparel products on a yearly basis until 7/1/28

TARGET MARKET

Secondary Target Market:

- Hunters who utilize attractant to promote deer herds
- All hunters and wildlife conservationists in Oklahoma
- Hunters utilizing social media

Sales Goals

Sales Goals					
Units Sold Per Year					
Sales Point	2024	2025	2026	2027	2028
Online	500	750	1000	1500	2250
Atwoods/Tractor Supply	1550	2000	2800	3750	5000
Independent Retailers - Central	900	1000	1500	1750	2250
Independent Retailers - Northwest	350	500	750	925	1000
Independent Retailers - Northeast	600	800	1100	1400	1750
Independent Retailers - Southwest	500	700	1000	1100	1300
Independent Retailers - Southeast	750	900	1250	1500	2000
Total Sales to Stores	4650	5900	8400	10225	13200
Total Units:	4450	6650	9400	11725	15450

A list of independent retailers is listed under "Place" on page 6

Primary Target Market:

- Wildlife conservationists, with an income greater than \$60,000 annually, ages 21-50, in Oklahoma
- Recreational land owners, or recreational land renters
- "Trophy hunters" or those with land management goals of improving whitetail deer herds
- Hunters who utilize food plots as an attractant

1. Howard, A. 2017. Food Plots are Becoming More Popular Among Hunters. Grand View Outdoors.
2. D'Angelo, G. 2015. Evaluating Competing Preferences of Hunters and Landowners. Minnesota Department of Natural Resources.
3. Hill, B. 2021. How to Develop Marketing Strategies in the Hunting Industry. Small Business Strategies at Chron.
4. Smith, R. 2018. The Fundamentals of Digital Marketing for the Outdoor Industry. The Digital Outdoorsman.
5. Grandview Resarch. 2021. Hunting Equipment and Accessories Marketing Size, Share and Trends Analysis Report.
6. Mormann, B. 2019. Food Plot Economics: The Dollars and Sense of Food Plots. GameKeepers: Farming for Wildlife Magazine.
7. Results from primary research, including focus group and surveys

STRATEGIES AND ACTION PLAN

PRODUCT

Oklahoma Whitetail Wellness currently offers 2 products, and we recommend launching 3 more seed rations based on primary and secondary research, and 2 apparel items. Your products improve whitetail herd health by utilizing nutrient dense and palatable plant seed rations. Your rations are a combination of clover varieties, brassica varieties, native grasses, and forb varieties proven to provide a high protein diet, increase palatability, and are highly desirable by whitetail deer and other native ruminants. Your seeds have a guaranteed germination of 92% if following the guidelines provided on the packaging. All products will be packaging in both 10 lbs and 25 lbs seed bags with new designs that emphasize germination, protein and palatability. Your description of each product is listed below.

ORIGINAL BLEND

A universal mix of clover and brassicas with early to mid season hunters in mind
Up to 33% Protein
Seeding rates= 10 lbs/acre
Minimal tillage

SWOLE PATROL

A brassica-emphasized ration that produces high protein content
Up to 44% Protein
Seeding rates= 12lbs/acre
Minimal tillage

SHADY 580

A mix of clover, greens & tubers that works great in the shade
Up to 35% Protein
Seeding rates= 9lbs/acre
Minimal tillage

WINTER IS COMING

A ration created with late season hunters in mind, heavy on greens.
Up to 33% Protein
Seeding rates= 10lbs/acre
Minimal tillage

PERENNIAL POWERHOUSE

A universal perennial ration that will last up to 5 years.
Up to 35% Protein
Seeding rates= 12lbs/acre
Minimal tillage

APPAREL

Apparel will include camouflage, blaze orange and charcoal grey Richardson 112 hats, & camouflage and light grey tri-blend shirts.

PRICE

Primary/secondary research suggest customers in the target market are willing to pay more for a high quality product. However, new-to-hunting customers and those who aren't familiar with feed plots might be hesitant to purchase higher priced products.

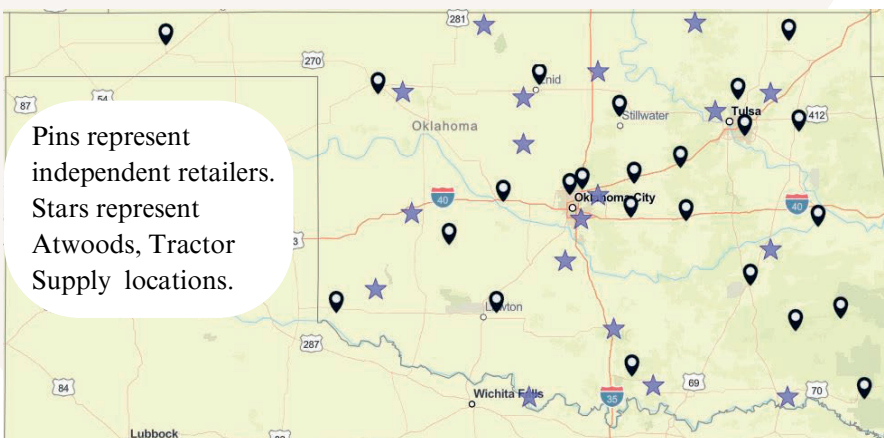
Crosstimbers Marketing Firm recommends the following pricing structure in two different sizes to meet the needs of both groups:

PRODUCT	COST TO PRODUCE	WHOLESALE	RETAIL PRICING
Original Blend	10 lbs: \$7.43; 25 lbs: \$22.08	10 lbs: \$16.99; 25 lbs: \$39.99	10 lbs: \$23.99; 25 lbs: \$54.99
Swole Patrol	10 lbs: \$12.13; 25 lbs: \$28.25	10 lbs: \$21.99; 25 lbs: \$44.99	10 lbs: \$31.99; 25 lbs: \$64.99
Shady 580	10 lbs: \$8.04; 25 lbs: \$23.74	10 lbs: \$17.99; 25 lbs: \$41.99	10 lbs: \$25.99; 25 lbs: \$59.99
Winter is Coming	10 lbs: \$6.99; 25 lbs: \$21.98	10 lbs: \$16.99; 25 lbs: \$39.99	10 lbs: \$23.99; 25 lbs: \$54.99
Perennial Powerhouse	10 lbs: \$14.87; 25 lbs: \$34.88	10 lbs: \$26.99; 25 lbs: \$55.99	10 lbs: \$35.99; 25 lbs: \$74.99
T-shirts	\$8.75	\$11.75	\$15.00
Hats	\$9.07	\$15.07	\$22.99

Cost to produce prices are not inclusive to fixed/variable operating costs like rent, utilities and salaries

PLACE

We recommend selling your products through your website, independently-owned retail stores, Atwoods, and Tractor Supply farm and home retail stores. Your website will inform customers about your products and provide sales point.



Independent Retailer	City
Lone Wolf Outdoors	Weatherford
Mike's Outdoor Store	Muskogee
Backwater Firearms&Supplies	Eufaula
Bruton's Outdoors	Talequah
Pawhuska Feed	Pawhuska
Panhandle Deer Supply	Guymon
Southern Okie's	Ardmore
Woodward Farm Supply	Woodward
AM Feed	Stillwater

Independent Retailer	City
Lincoln County Farm Center	Chandler
Willoughby's	Guthrie
Shawnee Feed	Shawnee
Newman's Feed	Tulsa
Great Outdoors Broken Bow	Broken Bow
KaCee Outdoors	Oklahoma City
Patriot Deer	Lawton
White Eagle	Hobart
Grit and Grace	McAlester
Lone Wolf Outdoors	Weatherford

PROMOTION

Social Media Promotion (TikTok, Instagram, Facebook, YouTube)

- Launch a documentary style video campaign titled "Whitetail Wellness" that will be posted longform on YouTube, with short, 30 second videos on Instagram and TikTok
 - **Goal:** Educate potential customers on food plots, deer nutrition and your company
- Create an advertisement campaign that increases page views from potential customers in the target market for Instagram, TikTok and YouTube
 - Advertisements should focus on keywords, demographics and factors describing target market
- Create promotional contests and giveaway for free apparel when customers tag #whitetailwellness on Instagram, Facebook
- Post weekly on Instagram and Facebook with product updates, promoting retail partnerships, and encouraging interactions
- Hire hunter influencers to utilize your products and create content advertising your product
- Create template social media messaging for your retail partners to utilize when promoting your product



Deer Nutrition - What does a deer's diet consist of?



All Other Promotions (Logo design, trade shows, posters, apparel, roadside signage, print media advertisements,)

- We have simplified your logo to be more attractive by industry standards. This simplified logo will present better on apparel and on the product bags themselves.
- **Oklahoma Whitetail Wellness** should attend the following trade shows to display their product, visit with potential customers and promote your company to retail stores: Backwoods Hunting and Fishing Expo, ODWC Wildlife Expo, Outdoor Nation Expo, Tulsa Outdoor Sporting Expo.
- We recommend utilizing the poster designs we created by placing them in all retail stores featuring your product. This will advertise your product, and create brand recognition among potential customers and your target market.
- The t-shirts and hats with the updated logo will not only provide incentives to loyal customers, but will also effectively showcase your product to a market that is susceptible to industry influencers and apparel trends.
- To reach potential customers who do not utilize social media, we recommend taking out advertisement space in the following magazines and newspapers: *Oklahoma Living* and *Oklahoma Outdoors*.



POSITION

Oklahoma Whitetail Wellness will establish itself as a premier provider of evidence based, research driven food plot seed rations in Oklahoma. Through the advertisement and marketing strategies we've discussed, your company will continue to grow and gain popularity throughout Oklahoma. By offering new products, improved online marketing strategies, apparel, and directly working with retail stores, you will be uniquely positioned to serve as an ambassador of the hunting and wildlife conservation lifestyle.

BUDGET

	2024	2026	2028
<i>Pro Forma Income Statement</i>			
Online Sales	\$10,000.00	\$20,000.00	\$45,000.00
Retail Sales	\$55,800.00	\$102,000.00	\$158,400.00
Gross Income	\$65,800.00	\$122,000.00	\$203,400.00
<i>Expenses to New Marketing Efforts</i>			
Marketing Fees	\$2,500.00	\$3,500.00	\$5,000.00
Website	\$2,000.00	\$2,000.00	\$2,000.00
Social Media Advertisements	\$2,000.00	\$4,000.00	\$10,000.00
Posters/Signage	\$1,000.00	\$2,750.00	\$4,500.00
Influencer Pay	\$3,000.00	\$5,000.00	\$8,000.00
Advertisements in Magazines	\$250.00	\$500.00	\$750.00
Videography	\$4,000.00	\$4,000.00	\$4,000.00
Apparel/Giveaways	\$2,000.00	\$4,000.00	\$6,250.00
Trade Shows	\$1,500.00	\$2,250.00	\$3,500.00
Expenses to New Efforts	\$18,250.00	\$28,000.00	\$44,000.00
Operational Expenses	\$14,500.00	\$31,000.00	\$55,000.00
Total Expenses	\$32,750.00	\$59,000.00	\$99,000.00
Expected Net Profit	\$33,050.00	\$63,000.00	\$104,400.00
Return on Investment	General: 45% Marketing: 260%	General: 55% Marketing: 336%	General: 47% Marketing: 270%

EVALUATION

BENCHMARKS

Tools Utilized to Measure Success of Goals:

To accomplish goals related to social media, online promotion, and website, we recommend utilizing the analytical application on the company's website and social media analytics application. Monthly data should be taken on: a) unique and returning visitors to the website, b) followers on social media, c) views, and d) interactions. Furthermore, surveys and focus group data should be collected after completion of the video series campaign. Quarterly reports of retail sales and retail partnerships should be collected to measure success of the retail sales goals. Data and other information should be collected from retail partners to encourage a long-term relationship with each retail store. Apparel goals will be met by meeting with Simpson T-Shirt Company on a bi-monthly basis to ensure your needs are being met. To ensure social media influencers are advertising your product effectively, you should visit with them regularly. Lastly, we recommend continuing to utilize *Quickbooks* as your accounting software to ensure your goals are being met.

Benchmarks:

- To meet the retail store goals, 4 retail stores should be added to your partner portfolio every year until year 2028.
- To complete the video series, a consultation with a videographer should occur by May 1, scripts completed by May 20, and recording should be completed by June 15.
- All posters, signage and other designs should be sent to print every year at least 3 months before the start of a season.
- Every year, you should continue to see an increase in the number of unique visitors to your website. A benchmark for this is: 1000 unique visitors each year.
- 900 new followers should be added to each social media accounts ever year to meet your social media follower goals.

If goals and Benchmarks are Not Being Met:

If marketing, sales, retail sales, or other goals are not being met, we can recommend the following adjustments:

- Increasing the marketing effort monetarily by sponsoring more influencers, increasing advertisement monies, and printing more signage. We recommend adjusting keywords and target market characteristic as needed, and visiting with focus groups regularly to ensure quality control.
- Adjust product pricing to incentivize new-to-hunting hunters who view price as a barrier to entry.