

5 ESSENTIAL TIPS FOR CREATING AN EFFECTIVE MARKETING PLAN

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5/25/2023

NSSF[®]
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Trade Association

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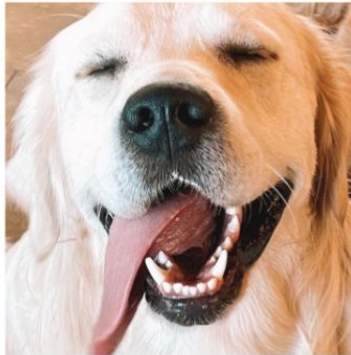
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My Story in 30 seconds:



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Navigators | ΔΔΔ | Student Body President



Elevate Ranges

A few client we've been proud to serve:



OUR WEBINAR TOPIC TODAY:

5 ESSENTIAL TIPS FOR CREATING AN EFFECTIVE MARKETING PLAN

OVERVIEW:

1. Create and Develop a Brand that Lasts
2. Websites: The Foundation of any Marketing Plan
3. Creating Content
4. Promote
5. How Each Department Plays a Role in a Marketing Plan

5 ESSENTIAL TIPS FOR CREATING AN EFFECTIVE MARKETING PLAN

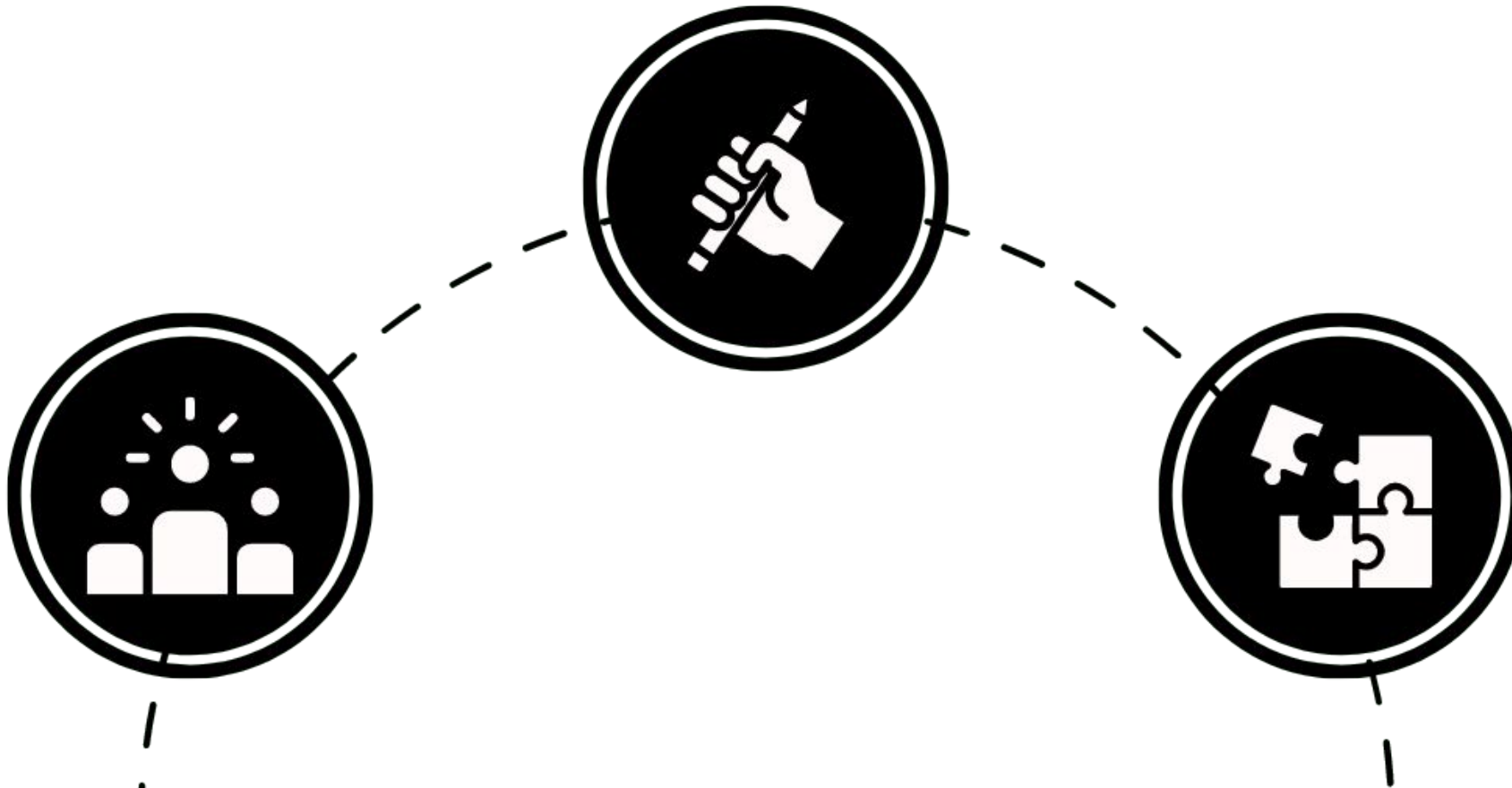
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- 1. Create and develop a brand that lasts**
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TIP #1 - CREATE & DEVELOP A BRAND THAT LASTS

5 Essential Tips for Creating an Effective Marketing Plan

- Definition of “brand” - what is it?



TIP #1 - CREATE & DEVELOP A BRAND THAT LASTS

5 Essential Tips for Creating an Effective Marketing Plan

- Key Branding Element #1: **Logo & Graphics**
 - First Impressions
 - Visually appealing
 - Memorable
 - Represents the brand
 - Welcoming to all audience types
 - Be Consistent!

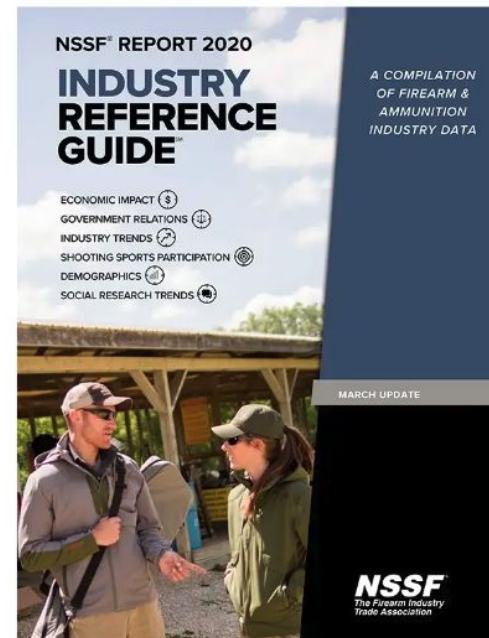


Clean, High-End

TIP #1 - CREATE & DEVELOP A BRAND THAT LASTS

5 Essential Tips for Creating an Effective Marketing Plan

- Key Branding Element #2: **Tagline & Messaging**
 - How your brand should speak to your customers
 - [Free online tool to help with messaging](#)
 - mystorybrand.com
 - [NSSF Market Reports](#)
 - Demographic information
 - Household trend
 - Effective buying income
 - Area shooters “potential market”



TIP #1 - CREATE & DEVELOP A BRAND THAT LASTS

5 Essential Tips for Creating an Effective Marketing Plan

- Key Branding Element #3: **Consistent Touchpoints**
 - Consistent Customer touchpoints and the importance of resonating with your customers



TIP #1 - CREATE & DEVELOP A BRAND THAT LASTS

5 Essential Tips for Creating an Effective Marketing Plan

· Practical Next Steps:

· #1 | ASSESS your current brand

- 1. Who are you as an organization?
- 2. Who are your customers?
- 3. How do your products or services solve their problems or fulfill their needs?
- 4. What touchpoints do you have with your customers?

· #2 | TAKE ACTION in areas of improvement

- Complete a FREE storybrandsript -> mystorybrand.com
- Create clear customer-centric message that talks to your customer's pain points, aspirations and your Range/Retail unique selling propositions
- Increase the number of touchpoints to get this message across
- Put it into action. Get your whole team on board. Write it down where everyone can see it

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TIP #2 - WEBSITE: THE FOUNDATION OF ANY MARKETING PLAN

5 Essential Tips for Creating an Effective Marketing Plan

- The Foundation
- Your website is a 24/7 salesperson
- 2023 Evolving Website Stats:
 - 57% of users won't recommend a business with a poorly designed website
 - 38% of users won't engage with a website if its layout is unattractive
 - Almost half (48%) say the number one way they decide on the credibility of a business is determined by the web design
 - Users form an opinion about a website in seconds

TIP #2 - WEBSITE: THE FOUNDATION OF ANY MARKETING PLAN

5 Essential Tips for Creating an Effective Marketing Plan

- **Key elements of an effective website:**

- [Clear and intuitive navigation](#) - EXAMPLE
- [Compelling visuals and design](#) - EXAMPLE
- [Informative and engaging content](#) - EXAMPLE
- Mobile optimization
 - In North America 51.2% of web traffic comes from mobile devices [Statistica]

TIP #2 - WEBSITE: THE FOUNDATION OF ANY MARKETING PLAN

5 Essential Tips for Creating an Effective Marketing Plan

- Simple way to generate more Range, Retail, Memberships & Training sales through your website:
 - Call-to-Actions (CTA)
 - 70% of small business websites don't include a call to action
 - Can customers purchase from you online?
 - 28% of business across all industries is conducted online
 - CTA: Book Range Time
 - CTA on Range Page: Want unlimited Range Time? Buy a Membership.
 - Transitional CTAs
 - Email Newsletter Signup
 - Download this guide "Top 3 handguns for new shooters"

TIP #2 - WEBSITE: THE FOUNDATION OF ANY MARKETING PLAN

5 Essential Tips for Creating an Effective Marketing Plan

• Practical Next Steps:

- **#1 | ASSESS** your current website
 - Is it clear and intuitive to navigate?
 - Does it have compelling visuals and design?
 - Is it informative? Does it have engaging content? Use messaging from your brand exercise here.
 - Is it mobile optimized?
- **#2 | TAKE ACTION** in areas of improvement
 - Implement changes yourself
 - Hire a website specialist within the industry

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TIP #3 - CREATING CONTENT

5 Essential Tips for Creating an Effective Marketing Plan

- Why content matters:
 - Content plays a crucial role in educating, engaging, and persuading your target audience.
 - Develop high-quality content that aligns with your brand's messaging and resonates with your audience's needs and interests.



TIP #3 - CREATING CONTENT

5 Essential Tips for Creating an Effective Marketing Plan

- Best practices when creating content:
 - **#1 Create a strategy around your profit centers**

#1 Promotions (Retail)



Business Objective: Increase traffic to the website, ultimately leading to sales, brand awareness and trust.
Execution: Content for these promotions should be specific and detailed, reducing confusion on how to take the next step if interested.

#2 Education (Training/Range)



Business Objective: Educate the public on firearm safety, relevance of firearms, showcase training classes and the proper use of situational awareness with a firearm.
Execution: Showcase the knowledge of the Experts within the business, create short videos giving the rundown of a few details from the blog, directly from the expert. Make this a series.

#3 Community (Membership)



Business Objective: Personalize your business. Create a community, provide customer service and provide a fun experience for customers to engage with one another.
Execution: Creating content that shows people and invites people to be a part of something bigger. Promote events and the people that support your Range/Retail on a frequent basis. Showcase the people inside your Range/Retail (staff members, RSO's or new Members).

TIP #3 - CREATING CONTENT - EXAMPLE

5 Essential Tips for Creating an Effective Marketing Plan

SHOT LIST!

Photo/Video	Complete	Subject	Description	Camera	Area
Photo	<input type="checkbox"/>	Full Kit/Setup	Pick your favorite setup: Three separate images of each kit/setup + one image of them all together if possible	Overhead Shots	Retail
Photo	<input type="checkbox"/>	Targets	Shot grouping - before + after images of target using a gun a gunsmith worked and modified/improved (ex. correcting bore obstructions on shotgun)	Straight On/Facing Camera	Range
Photo	<input type="checkbox"/>	Person	Best shooter of the month (MAY) (what their stats were) and what gun they used	Straight On/Facing Camera (Medium/Waist up)	Range
Video	<input type="checkbox"/>	Person	<p>Script / Can be ad-libbed - "This is the ONLY place you can purchase a firearm warranty!! A warranty sustains, safeguards, and secures.</p> <ol style="list-style-type: none"> 1. Our warranty keeps your firearm professionally maintained so you can rely on it when you need it. 2. Safeguards against risk that anything would happen to your firearm investment. 3. And protects what you own today and your legacy firearms! <p>Protect your investment 👉 Get a Firearm Warranty</p>	Straight On/Facing Camera (Medium/Waist up)	ANY
Video	<input type="checkbox"/>	Gun / Hands of gunsmith	Gunsmith working - simple fix	Overhead (preferable), table height (secondary)	Gunsmith
Photo	<input type="checkbox"/>	People	Lunch Time Drills	Wide / Hip Level	Range
Photo	<input type="checkbox"/>	Gun	Featured Gun of the Month	ANY	Retail
Video	<input type="checkbox"/>	Gun Rental Feature	<p>Short video clips:</p> <ol style="list-style-type: none"> 1. Up close shots of the gun 2. Employee explaining why they like this gun 3. "Let's go shoot" (video clip of them shooting the gun on the range) 4. Video of target / how it shot 	Straight On/Facing Camera (Medium/Waist up)	Retail

TIP #3 - CREATING CONTENT - EXAMPLE

5 Essential Tips for Creating an Effective Marketing Plan

SOCIAL CONTENT CALENDAR

SOCIAL MEDIA CAL				
TRAINING POST	RANGE POST	REEL TRAINING POST	TRAINING STORY POST	TRAINING STORY POST
CAPTION	CAPTION	CAPTION	LINK TEXT	LINK TEXT
HASHTAGS	HASHTAGS	HASHTAGS		
POST LINKS	POST LINKS	POST LINKS	POST LINKS	POST LINKS
POST DATE 5/17/23 11:00 AM MST	POST DATE 5/18/23 7:45 AM MST	5/22/23 3:00 PM MST	5/16/23 7:00 PM MST	5/22/23 3:00 PM MST
APPROVED <input type="checkbox"/>	APPROVED <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NOTES	NOTES	NOTES	NOTES	NOTES

TIP #3 - CREATING CONTENT

5 Essential Tips for Creating an Effective Marketing Plan

- Best practices when creating content:
 - Use a mix of formats
 - Blog posts, videos, photos, infographics, stories, and case studies.
 - Keep it simple
 - Maintain consistency and relevance
 - Ensure consistency in tone, style, and messaging across all content.



TIP #3 - CREATING CONTENT

5 Essential Tips for Creating an Effective Marketing Plan

- Leverage your content across various platforms:
 - Repurpose and distribute your content across different marketing channels to maximize its reach and impact.
 - **Training Content Example**
 - [Social Media](#)
 - [Blog/ Website](#)
 - [Email](#)

TIP #3 - CREATING CONTENT

5 Essential Tips for Creating an Effective Marketing Plan

· Practical Next Steps:

· **#1 | ASSESS** your content

- Photos, Videos, Blogs, Emails, Guides, E-Books, Webinars, Social (Stories)
- Analyze content performance using metrics like engagement, shares, and conversions to refine your strategy

· **#2 | TAKE ACTION** in areas for growth

- Develop a content strategy that aligns with your marketing goals and target audience.
- Plan Ahead! Create an editorial calendar to plan and organize your content production and distribution.
- If you need a template, email me at oliver@whyelevate.com

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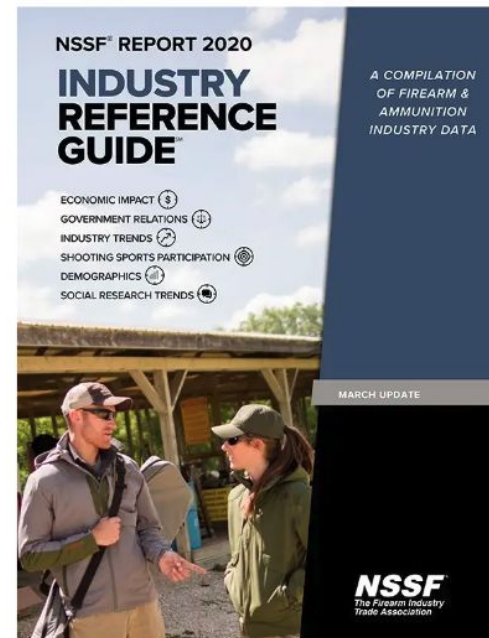
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TIP #4 - PROMOTE

5 Essential Tips for Creating an Effective Marketing Plan

- Define your audience
 - [Free online tool](#)
 - [mystorybrand.com](#)
 - [NSSF Market Reports](#)
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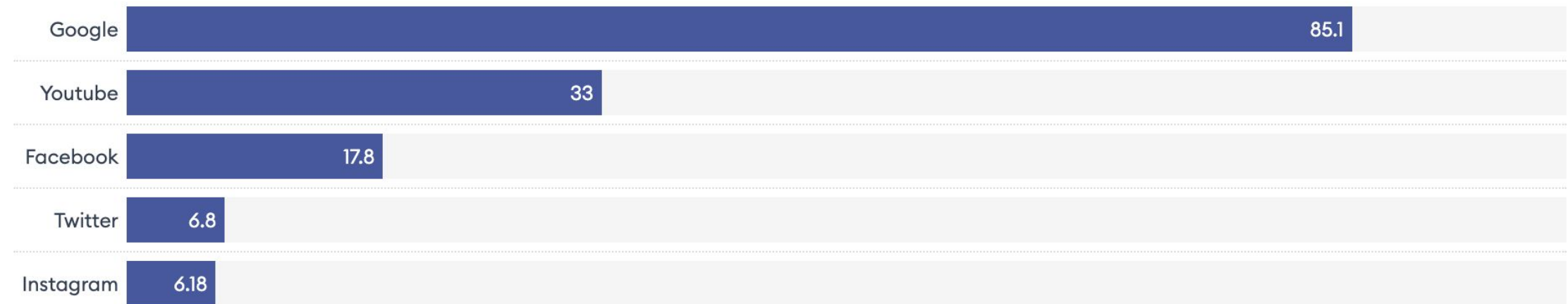
TIP #4 - PROMOTE

5 Essential Tips for Creating an Effective Marketing Plan

- Select platforms that align with your target audience

The Most Visited Websites in 2023

Visitors in billions (Source: Visual Capitalist)



Source: Forbes Advisor • Embed

Forbes ADVISOR

TIP #4 - PROMOTE

5 Essential Tips for Creating an Effective Marketing Plan

- Introduction to SEO and its significance
 - Search Engine Optimization (SEO) = improving your website's visibility in search engine results
 - Easy Ways to improve your SEO
 - Keyword Research
 - [Use free tools like Google Trends](#)
 - Paid options
 - Add content on your website around researched Keywords
 - Blogs
 - Landing Pages
 - [Example](#)

TIP #4 - PROMOTE

5 Essential Tips for Creating an Effective Marketing Plan

- Social media best practices for your Range/Retail:
 - Participate in conversations
 - Build relationships with your followers
 - Include Music in your social posts
 - Utilize Closed Captions in your social posts
 - Utilize paid advertising options on social media to reach a wider audience
 - Create engaging content around pop culture and trends
 - May the 4th be with you [Example](#)

TIP #4 - PROMOTE

5 Essential Tips for Creating an Effective Marketing Plan

- The importance of email marketing
 - Maintaining a consistent touchpoint
 - Use data to segment your audiences
 - Retail
 - [Example](#)
 - Members only
 - [Example](#)
 - Events
 - [Example](#) - May the 4th be with you
 - Training
 - [Example](#)
 - Personalize your messages to enhance engagement and retention

TIP #4 - PROMOTE

5 Essential Tips for Creating an Effective Marketing Plan

· Practical Next Steps:

- **#1 | ASSESS** your current marketing channels
 - What are all the channels you are on?
 - Where does my audience engage?
- **#2 | TAKE ACTION** in areas of growth
 - What audiences have you not tapped into?
 - Consider various channels and tactics
 - Create a content calendar for marketing campaigns, social media posts and email marketing campaigns
 - Allocate a budget for paid advertising and explore cost-effective options for maximizing reach

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TIP #5 - HOW EACH DEPARTMENT PLAYS A ROLE IN A MARKETING PLAN

5 Essential Tips for Creating an Effective Marketing Plan

- The role of each department plays in achieving marketing goals:
 - **Range**
 - Creates a positive shooting experience
 - Most photos are in the range. Make sure it feels safe and well-maintained
 - Ensure customers enjoy their shooting experiences
 - **Retail**
 - Focuses on product assortment, pricing, and promotions
 - Key role in understanding customer preferences, managing inventory, and driving sales
 - **Memberships**
 - Focuses on building and retaining a loyal customer base
 - Develop membership programs, benefits, and incentives to encourage repeat business and foster a sense of community
 - **Training**
 - Offers educational programs, courses, and certifications to enhance the skills and knowledge of your customers
 - Contribute to brand loyalty and customer satisfaction by providing valuable training experiences

TIP #5 - HOW EACH DEPARTMENT PLAYS A ROLE IN A MARKETING PLAN

5 Essential Tips for Creating an Effective Marketing Plan

- Make space for collaboration
 - Recognize that different departments within your organization contribute to the overall success of your marketing efforts
 - Collaboration and alignment between these departments are crucial for achieving growth targets
- Inform
 - Example - Internal Email



TIP #5 - HOW EACH DEPARTMENT PLAYS A ROLE IN A MARKETING PLAN

5 Essential Tips for Creating an Effective Marketing Plan

· Practical Next Steps:

- **#1** | Foster communication and collaboration through regular meetings and shared goals.
- **#2** | Develop promotions that leverage the strengths of each department.
- **#3** | Allocate resources and budget to support the marketing efforts of all departments.
- **#4** | Measure and evaluate the impact of each department's contributions to the overall marketing plan.

5 ESSENTIAL TIPS FOR CREATING AN EFFECTIVE MARKETING PLAN

- 1. Create and Develop a Brand that Lasts**
 - a. Create consistent messaging with graphics catered toward your audience.
- 2. Websites: The Foundation of any Marketing Plan**
 - a. Make clear, informative, intuitive and compelling. Increase those CTAs!
- 3. Creating Content**
 - a. Plan. Experiment! Keep it simple. Be consistent.
- 4. Promote**
 - a. Promote where your audience is engaging. SEO, Email Marketing, Social
- 5. How Each Department Plays a Role in a Marketing Plan**
 - a. Create a collaborative space, empower each department, communicate

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Q&A

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