



MAJOR ART & HOBBY MARKETING PLAN

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Major
Art &
Hobby

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01

OVERVIEW

Major
Art &
Hobby



Overview of Major Art & Hobby

- Oldest hobby shop in the Quad City Area (Iowa)
 - In the family for 3 generations
- Hobby supplies
 - Radio-controlled (RC) cars
 - Model railroading supplies
- Framing services
 - Residential & commercial customers
- Pride themselves on customer service & ties to community



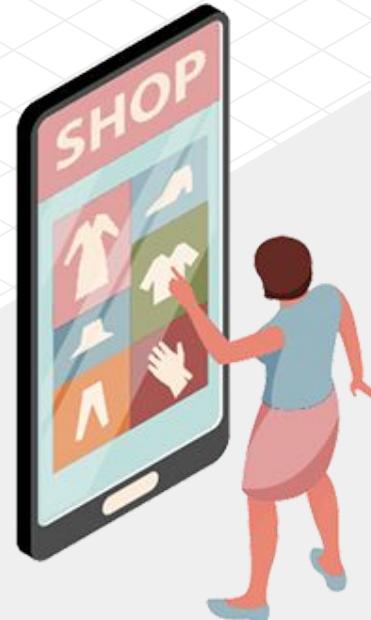
Business & Digital Marketing Goals

- Driving business and overall profit
- Foot traffic into store
- Interactions online and on social media platforms



02

BRAND ANALYSIS



STRENGTHS

- Word-of-Mouth Reputability
- Customer Service
- Product Knowledge

WEAKNESSES

- Lack of online marketing efforts
- Competition: Amazon, big box stores (i.e. Hobby Lobby, Michaels)

POSITIONING

Major Art & Hobby is the friendly, long-standing hobby shop for connoisseurs of collectables and individuals seeking locally sold hobby supplies

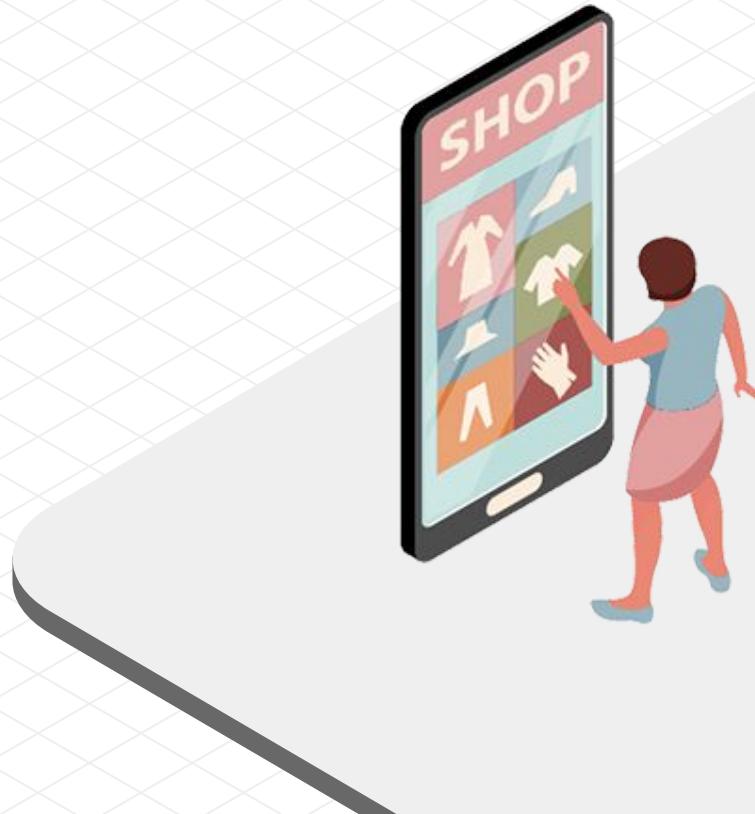
PERSONALITY

- Friendly, local hobby shop
- Family owned
- “Oldest Hobby shop in the QC area”

03

DIGITAL

AUDIT



Current Online Presence

OWNED CONTENT

- Website = inactive
- Instagram & Twitter
- Facebook



Major Art & Hobby Center

2K likes • 2.1K followers



EARNED CONTENT

- Google/Facebook Reviews
- Local Blogs



Jason Cox

Local Guide · 207 reviews · 725 photos

★★★★★ 6 months ago

Awesome place. Has everything for almost any hobby including rc trucks, boats, planes. Tons of other stuff. I just went in today needing some parts for my rc truck. They had everything and were able to answer every question I asked. Will be bringing my kids on Sunday soon to pick out a hobby we can work on.

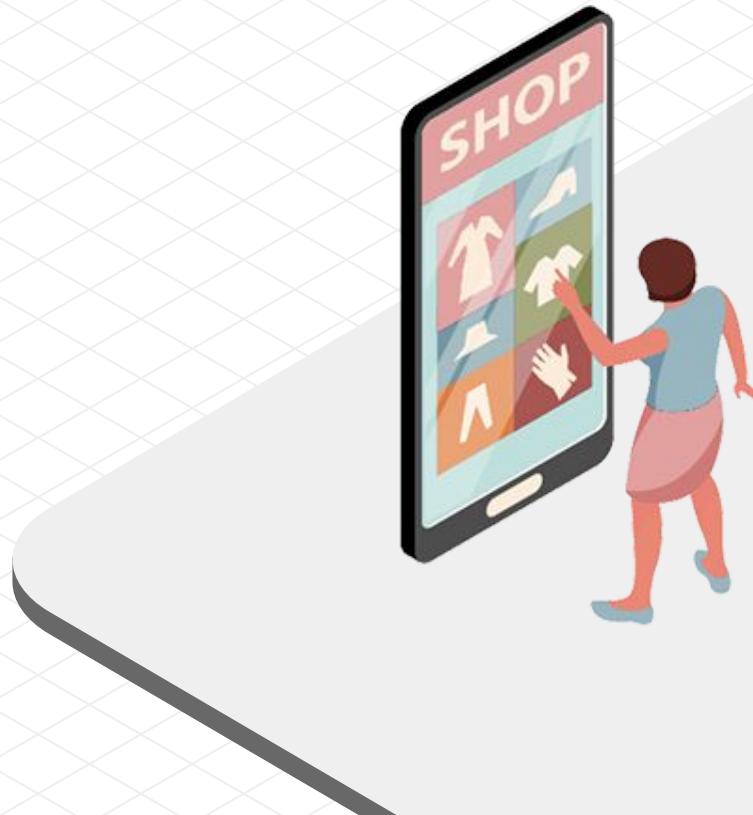


Like



04

TARGET MARKET



Hobbyist Hank

Largest market

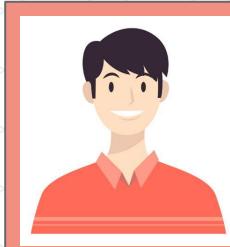


Age: 42
Single
IT Consultant

- Enjoys operating RC cars and planes
- Frequent customer, follows Facebook page for product drops
- Loyal customer and recommends company to other hobby enthusiasts

Parent Phil

Looking to expand



Age: 50
Married, 2 younger kids
Salesman

- Looking for something to do with his kids, values quality time
- Semi-frequent customer, but buys multiple products on visits
- Price conscious

Suburban Sally

Looking to expand

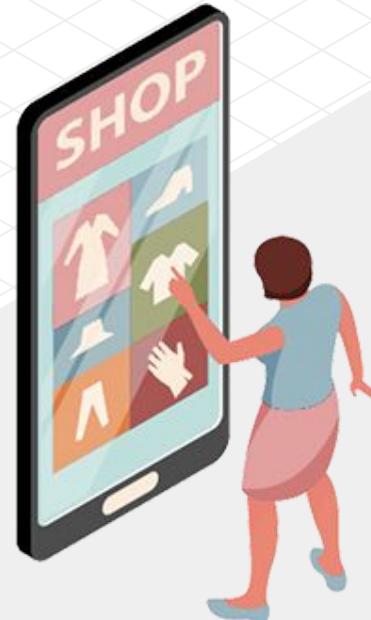


Age: 48
Married, 3 older kids
Mom

- Values local community & family, regularly uses Facebook & Instagram
- A regular customer of the framing services for art and certificates/degrees for her kids
- Looking for high quality

05

RECOMMENDATIONS



Recommendation #1: New Website



GOAL 1

Online to drive business to store



KEY ACTION 1

Organized site with all information & offerings in one place



KEY ACTION 2

SEO Optimization

1

2

3

4

Messages & Calendar on Homepage

Hours of operation
Upcoming Events

Navigation Bar

Pages = Framing Services, Radio Controlled Automobiles, Model Railroading Supplies, Blog and Hobby News, Contact Us

Hobby & Framing Keywords

Model Trains Davenport, RC cars near me, Custom framing Davenport, Best custom framing near me

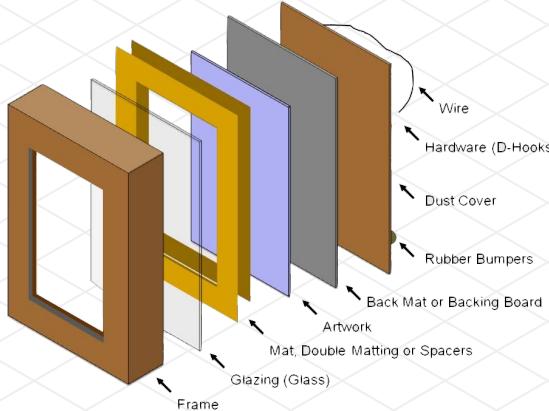
Shop Small Business Keywords

Things to do Downtown Davenport, Things to do in Quad Cities, Shop Small Davenport, Local art shops Davenport IA

WEB PAGE BREAKDOWN

1 Framing Services Page

- Samples
- Customer testimonials
- Professional quality, low price



2 RC Automobiles & Model Railroading Supplies

- Images, names, & prices of all items sold
- "Favorite" function
 - Account linked to email + phone number



3 Blog & News Page

- Blog posts written by owners
 - Extensive knowledge of framing and hobbies



Blog Examples

"What Types of Frame to Buy"

"What RC Car is Best For
Beginners?"

"Best RC Helicopters to Buy for
the Holidays"



STUDIO AND GENERAL

CHOOSING THE RIGHT FRAME FOR YOUR ARTWORK

23rd December 2020 by Daniel Brady 9

There are a number of points to consider when framing artwork. The purpose of a frame should be to focus the

How to Pick Out the Right R/C Vehicle

June 10, 2016 Brian Schneider



It can be tough to decide on what radio control vehicle is right for you. There are so many manufacturers and different types of cars, trucks, and buggies that finding the best product for your application can seem nearly impossible. While we can't narrow the field down to one vehicle for you without a one-on-one, face-to-face visit to our store, this guide *can* help you whittle out the ones that definitely *won't* be. We'll divide the various R/C surface vehicles into six categories: **Cars**, **Stadium Trucks**, **Short Course Trucks**, **Monster Trucks**, **Buggies**, and **Rock Crawlers**.



R/C Cars



R/C Stadium Trucks



R/C Short Course Trucks



R/C Monster Trucks



R/C Rock Crawlers



R/C Buggies

Recommendation #2: Email Marketing



GOALS

- Engage new and current customers
- Drive traffic to website, store, and social media platforms



NEWSLETTER

- Email newsletter
- Must sign up on website

1

New Product Arrivals

- Timely product arrivals
- Reminders of "like" products
- Offers and promotions

2

Framing Services

- Highlight services
- Target new market

3

Customer Spotlight

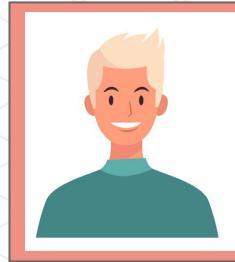
- Utilize customer relationships
- Draw customers to store

Recommendation #2: Email Marketing



New Product Arrivals

"Hey MAH enthusiasts! Happy Monday- Here is the latest drop for RC Cars. Make sure to stop buy before they're all gone! Call us with any questions! Don't forget to revisit your liked products from our site!"



Customer Spotlight:

"This week's customer spotlight is Hank! Hank has been a long time shopper at MAH and has known the Magers for a few years. Hank enjoys the RC cars, planes, and spending time outdoors. If you see Hank around make sure to say hi and ask him about his hobbies!"

Framing Services

"Looking for a meaningful and timeless gift for someone in your life? MAH has amazing and high quality framing services. Great for degrees, posters, and art! Check out the website for all the great options for frames, matboard and glass!"

Recommendation #3: Expanding Social Media

GOALS

- 1) Enhance current platforms
- 2) Establish a new platform
- 3) Precisely target consumer segments via social media platforms
- 4) Grow online and local community presence

Suggestions for Facebook



Current Opportunities

1

2

Market towards the hobby side

- Post shipment and inventory updates per usual
- Feature customer testimonials
 - Campaign subgroups

Feature More Owner Content

- Posts of owners working in store, interacting with customers
- Treat FB like a forum
 - Owner and customer forums

Suggestions for Instagram



Prospective Platform

- 1
- 2
- 3

Market towards the art and framing side

- Showcase products/services
- Feature framework by MAH
- Customer spotlight posts

Collaborate with local businesses

- Account takeovers
- Attract wider audience with event-based posts
 - Davenport RC Society, Iowa city Aerohawks RC airshow

Add LinkTr.ee in bio

- Redirect bottom-funnel customer activity to website

06

MEASUREMENT



Measuring Success



	Website	Email Marketing/ Social Media	Email Marketing 2	Social Media - Instagram	Social Media - Facebook
Main Goal	Increase Brand Awareness in the Quad Cities	Drive Traffic to website	Gain New Customers/ Engage Existing Customers	Expand framing customers	Engage the existing community
KPI benchmark	200 monthly unique site visitors	1% click through rate on emails 2% on social media	15 new email subscribers per month 25% open rate	300 followers by the end of 3 months	40 points per post: Like = 1 pt Comment = 5 pts Share = 10 pts
How to improve	Update product pages, add image alt text	Revise content strategy A/B testing CTA's	Website pop-up A/B test subject lines and email send time	Partner with Downtown Davenport for a feature	Adjust point system, create content with a focus on interactions



THANKS!

Questions?

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