



# MAJOR ART & HOBBY MARKETING PLAN

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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



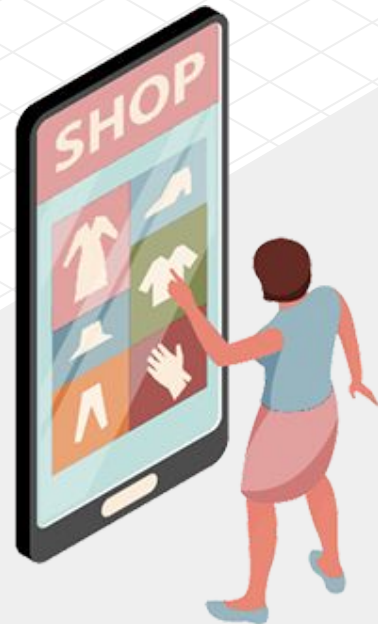
# Business & Digital Marketing Goals

- 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)

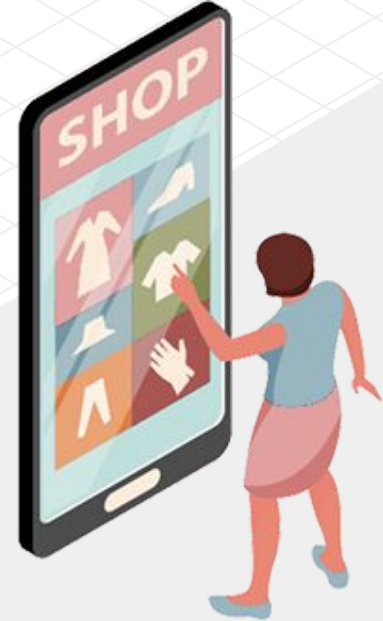
## POSITIONING

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

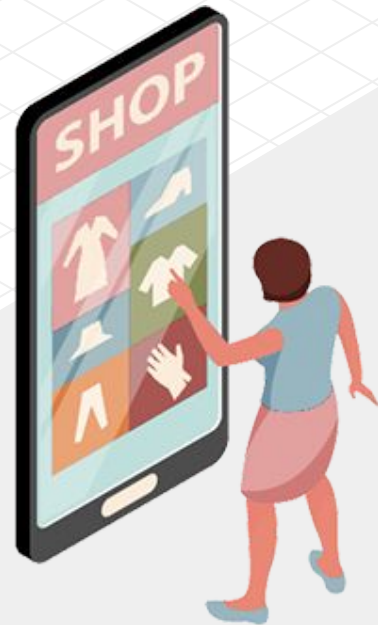
Awesome place. Has everything for almost any hobby including rc trucks, boats, planes. Tons of other stuff. I just went in today needing some parts for my rc truck. They had everything and were able to answer every question I asked. Will be bringing my kids on Sunday soon to pick out a hobby we can work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



Like



# 04 TARGET MARKET



# Hobbyist Hank

*Largest market*

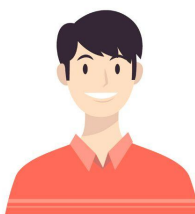


Age: 42  
Single  
IT Consultant

- 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*

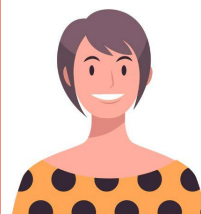


Age: 50  
Married, 2  
younger kids  
Salesman

- 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*

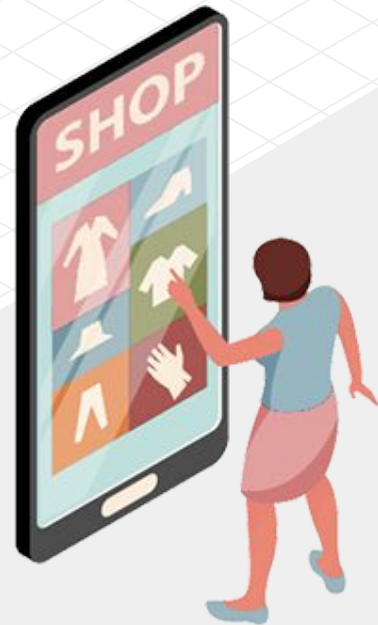


Age: 48  
Married, 3  
older kids  
Mom

- 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

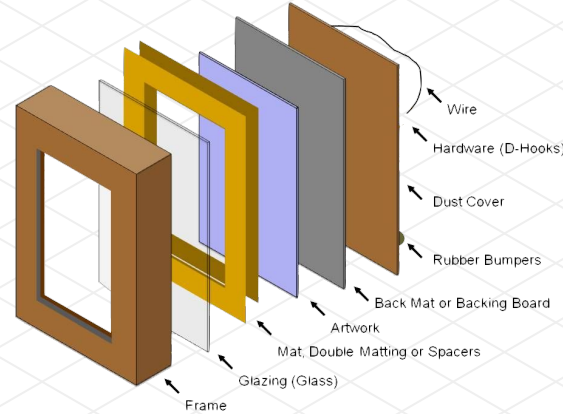


# WEB PAGE BREAKDOWN

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**.





# 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

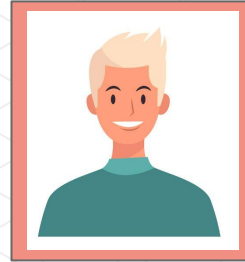
# Recommendation #2: Email Marketing

## 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

## Market towards the hobby side

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

2

## 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

## Market towards the art and framing side

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

2

## Collaborate with local businesses

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

3

## 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
<b>Main Goal</b>	Increase Brand Awareness in the Quad Cities	Drive Traffic to website	Gain New Customers/ Engage Existing Customers	Expand framing customers	Engage the existing community
<b>KPI benchmark</b>	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
<b>How to improve</b>	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?

*Major*  
Art &  
Hobby

