WOODCHUCK USA’S INSTAGRAM MARKETING STRATEGY FOR 2019: PARTNERSHIPS WITH NATURE-RELATED BRAND AMBASSADORS FOR MONTHLY “OPERATION: TREE-HUGGER” COMPETITIONS TO INCREASE WEBSITE TRAFFIC AND INSTAGRAM POPULARITY

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9 NOVEMBER 2018
Instagram Marketing Plan to Grow Woodchuck USA to Individual Consumer Market

November 9, 2018

Ben Vandenwyymelenberg and John Guenveur
Woodchuck USA
610 9th St SE Suite #100
Minneapolis, MN 55414

Dear Mr. Vandenwymelenberg and Mr. Guenveur:

Here is the report you requested on October 4, 2018. Your new marketing plan has been created to differentiate your company in the luxury wood product marketplace. Marketing on Instagram through brand ambassadors, competitions, and discounts will expand Woodchuck USA’s market to Generation Z and Millennial consumers.

Our research indicates that Generation Z and Millennial consumers heavily engage with brands that post Instagram competitions. Additionally, these consumers are likely to purchase products that are discounted on Instagram. By targeting them with Instagram competitions and discounts, your growing company will expand into the individual consumer market very quickly. Our calculations show that together, these posts will also significantly raise profits and brand awareness for Woodchuck USA.

Please email us at premioconsulting@iu.edu with any follow-up questions you may have. The Woodchuck USA team has been exciting to work with, and we look forward to more excitement with your company in the future. Can’t look forward to the past as it continues to grow. Your energy and passion for the Woodchuck USA mission, partnered with this new marketing plan, will boost the company to a new level of #beastmode. Also mention upcoming face-to-face presentation.

Sincerely,

Premio Consulting
Cole Barr
Danny Leuenberger
Catherine McGibbon
Mikayla Ortell
Vijay Tewari
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EXECUTIVE SUMMARY

Purpose of the Report

The purpose of this report is to recommend targeting Generation Z and Millennial consumers through Instagram brand ambassadors and competitions in order to increase market share and differentiate the Woodchuck USA brand. Review the intro in the report…the client’s problem and purpose….a clear strategic differentiation plan…(use client’s words).

Target Generation Z and Millennials to Maximize New Consumer Buying Power but how? What is the BIG idea? Brand ambassadors with Instagram competition! Operation Tree Hugger…that is what will get client’s attention.

Generation Z and Millennials are becoming the most valuable target market in terms of buying power, thus making these age ranges the ideal target for expanding to the individual consumer. This market makes up nearly 42% of the total population. Social media marketing actively influences 45% of these consumers, which makes them the best demographic for Woodchuck USA to increase market share, potential profits, and brand engagement.

Market through Instagram to Attract the Most Active Users

Targeting Instagram users will be the most effective way to reach the target market, as 71% of Generation Z and Millennial consumers actively use Instagram, with a large percentage influenced by the shopping recommendations of Instagram influencers. Woodchuck USA’s 14.4k followers on Instagram serve as a baseline for a new Instagram marketing strategy, which will be expanded through the engagement of following audiences of brand ambassadors.

Increase Engagement through Brand Ambassadors and Instagram Competitions

Using brand ambassadors will increase click-through rates to Woodchuck USA’s website three times as much as typical Instagram advertisements, while incurring over 30% less advertising costs. These brand ambassadors will advertise Woodchuck USA’s brand-new competition called “Operation: Tree Hugger.” Brand ambassadors will be compensated per post and receive a commission on products purchased with their custom discount code. This will encourage brand ambassadors to persuade their followers to purchase Woodchuck USA products, rather than purely supporting the brand. Utilizing internal marketing strengths in the form of existing employees will also maintain cost-effectiveness without reducing those employees’ current productivity.

The “Operation: Tree Hugger” competition posts will increase follower growth over 70% faster than typical posts. The “Operation: Tree Hugger” campaign will also strategically utilize hashtags and actively engage with participating users through comments to promote participation and further boost follower growth. Increasing Woodchuck USA’s follower count and consumers’ active engagement will improve click-through rates and individual purchases.

Woodchuck USA will Increase Individual Engagement and Overall Market Share
Woodchuck USA’s Instagram marketing strategy will target the most profitable market with cost-effective brand ambassadors and growth-encouraging competitions which will set the company apart from competitors and expand the individual consumer market for Woodchuck USA products.
WOODCHUCK USA’S INSTAGRAM MARKETING STRATEGY FOR 2019: PARTNERSHIPS WITH NATURE-RELATED BRAND AMBASSADORS FOR MONTHLY “OPERATION: TREE-HUGGER” COMPETITIONS TO INCREASE WEBSITE TRAFFIC AND INSTAGRAM POPULARITY

INTRODUCTION

Problem and Purpose

Problem: Woodchuck USA needs to differentiate itself and increase market share in the specialty gifts industry. A strategic differentiation plan must be implemented to drive the growth of Woodchuck USA.

Purpose: The purpose of this report is to develop and effectively communicate a clear strategic differentiation plan that will help Woodchuck USA drive a sustainable competitive advantage in the specialty gifts industry, keeping in mind the scale of the current company. Woodchuck USA’s differentiation plan will be focused around a social media marketing plan that will be executed by a marketing team of current employees to draw in a new consumer audience.

Scope and Limitations

Woodchuck USA is a privately-owned company, so complete financial reports are only available to the company. Therefore, all financial data in this report are projected based upon industry reports and primary research. For example, discounts on products are approximations rather than calculations based on Woodchuck USA’s profit margins.

Report Preview

This report follows the Minto Pyramid format of report writing (“Organize Your Complex Argument”). First, the recommendation is introduced and summarized. Afterwards, the research behind why the recommendation will help Woodchuck USA increase market share in a competitive environment is presented. Finally, the specifics of how the recommendation will be implemented are detailed.

CREATE INSTAGRAM PARTNERSHIPS WITH BRAND AMBASSADORS

Having an effective marketing campaign while keeping the integrity of the company’s nature-focused attitude is essential. This can be accomplished by reaching out to the individual consumer through Instagram brand ambassadors with nature-related competitions and promotions.

Reach Out to Popular Nature Enthusiast Instagram Accounts

To build a larger social media presence, Woodchuck USA will create a new Instagram brand ambassador1 program. Influencer marketing posts deliver 11 times higher return on investment than traditional forms of digital marketing (Nielsen Catalina Solutions).

1 A brand ambassador is defined as “a special type of marketing campaign that puts the company's message in the hands of influencers with a certain goal in mind, such as improving sales, brand recognition, or reputation” (Rivera).
To build an effective brand ambassador program, Woodchuck USA will contact specific Instagram pages that have a wide range in follower counts. Woodchuck USA needs to work with companies both small and large, because the size of following does not matter. Review basic comma rules… It everybody checked for fillers? is the engagement of those followers that matters (Rivera).

Examples of pages to partner with (See Appendix A for extended list of accounts):

**SMALL**
- @suzieszterhas (12.9k)
- @johannesnollmeyer (23.1k)
- @dag.ole.nordhaug (28k)

**LARGE**
- @theplanetd (224k)
- @ryan.abernathy (60.1k)
- @gess8 (107k)

**Expand to Individual Consumers Through Social Media Brand Ambassadors**

Ambassadors will expand to the individual consumer demographic of Generation Z and Millennials age 25-34 by posting on Instagram (See Page 3). Posts will include monthly “Operation: Tree-Hugger” competitions and discounts on Woodchuck USA’s products (See Page 5). Additionally, Woodchuck USA will improve its own Instagram page with a website link in the biography, popular hashtags, and frequent comments (See Page 7) to retain the consumers gained from competitions and discounts.

**Advertise Monthly “Operation: Tree-Hugger” Competition**

Instagram brand ambassadors will upload an “Operation: Tree-Hugger” competition post on the first of every month, thereby igniting the monthly competition. A social media competition is most successful when the announcement post includes clear rules for the competition, a hashtag that represents the competition, and a prize for the winner (Rhodes). The brand ambassador’s post will therefore include:

1. the rules for the competition,
2. the hashtag that participants will use, and
3. the reward(s) for the winners of the competition. (See Appendix B for Competition Guidelines)

This competition improves upon past competition methods used by Woodchuck USA and will outpace other competition methods in terms of overall engagement (Christopher).

**Provide Discount Codes to Consumers Through Ambassadors**

In addition to posting about the competition, Instagram brand ambassadors will post discount codes to consumers each month for products chosen by Woodchuck USA. In June 2014, a Mintel study conducted by Mintel showed that 21% of social media users have used social media discounts to purchase products (Harland). Additionally, 28% of all social media users and 41% within the targeted 25-34 age range engage more with posts that have discount incentives (Hulkower). Thus, discount codes will drive popularity on Instagram and increase overall brand recognition.

**Revamp Woodchuck USA’s Current Instagram For New Consumers**

To retain the consumers gained from competitions and discounts, Woodchuck USA will revamp its own Instagram page. The updated Instagram will include the Woodchuck
USA website link in the biography, shown below in Figure 1, and personal communication with the consumers through hashtags and comments, shown in Figure 2. (See Appendix C for Woodchuck USA employee responsible for updating Instagram.)

### Woodchuck USA’s Instagram with Website Link

**Figure 1**

![Instagram Profile](https://example.com/instagram-profile)

**Follow**

<table>
<thead>
<tr>
<th>Posts</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>424</td>
<td>14.3K</td>
</tr>
<tr>
<td>7,038</td>
<td></td>
</tr>
</tbody>
</table>

**WOODCHUCK USA**

Product/Service:

BUY ONE, PLANT ONE. 🌳 One tree planted for every wood product purchased. Authentic. Made in USA. #WOODCHUCKUSA #BuyOnePlantOne www.woodchuckusa.com

### Woodchuck USA’s Instagram with Added Hashtags

**Figure 2**

![Instagram Post](https://example.com/instagram-post)

Message:

Hey St. Cloud. Exciting news! You can now get your favorite Woodchuck products at your local sheet store. Wash, repeat! Help us plant some trees. 🌳🌳 #BuyOnePlantOne #Sheets #Forest #Nature #OperationTreeHugger #WoodChucks #PromoCodes #Nature #BrandonBassado #AmericanMade #Minnesota Wood

**Add a comment...**

Attract Adult Generation Z and Millennial Consumers

Adult Generation Z (Gen Z) and Millennial Consumers are the most valuable age range to market toward and are the most receptive to social media engagement (Hulkower; Macke, “Marketing to the iGeneration…”; Macke, “Marketing to Millennials…”). Sustainability-directed social media marketing will be the most effective for these influenceable and profitable target age ranges (See Appendix D). Targeting these age groups allows further expansion to the individual consumer market, as stated by John Guenveur, to be a future goal for the company.

**Target Instagram Above Other Social Media Platforms**

Instagram does not have the highest number of users, but it does have a higher probability of active users and a purpose more closely aligned with Woodchuck USA’s product base (Smith). YouTube has more users, but the platform caters to “how-to” product content, which does not showcase Woodchuck USA products as well as photography (Hulkower). Woodchuck USA also has a wider audience through Instagram, with 14.4k followers on Instagram and only 101 subscribers on YouTube (See Appendix E).
Increase Website Traffic Through Instagram Influencers

Generation Z and Millennials tend to make purchases based on internet influence.

1. **31%** of Gen Z shop based on recommendations online
2. **72%** of Millennials have made purchases based on suggestions from influencers on Instagram (Arnold)

Instagram calls-to-action and contests have also increased click-through rates for companies over time, which increases overall profits (Talbot).

High Quantity of Active Generation Z and Millennial Users

Instagram is used by **71%** of adult Generation Z and Millennial Americans (Smith), with **56%** of Gen Z and **36%** of Millennials visiting at least once per day (Hulkower). These generations also have the highest percentage of active social media users engaging with brands through social media (Hulkower). Based on these demographics, Instagram is the ideal platform for Woodchuck USA’s social media marketing.

Because **62%** of Millennials are influenced more by sincere engagement than pure advertising, Instagram will be a stronger platform for Woodchuck USA outreach than YouTube or Facebook (Arnold). Instagram has more active users, as described by Mintel Social Media report, “While [Facebook and YouTube] offer access to the broadest group of adults in total, smaller sites carry a larger share of the most active users, increasing the likelihood of content being spread without the need for ad budgets.”

Improve Follower Growth Rates Through Instagram Competitions

Hosting competitions on Instagram, like the “Operation: Tree-Hugger” Competition, increase follower growth **70%** faster than average pages without these competitions. They also gain approximately **64 times** more comments and **3.5 times** more likes than average posts (Christopher). This makes the “Operation: Tree-Hugger” Competition an ideal strategy to grow the individual consumer base and attract more activity to both Woodchuck USA’s Instagram and main website.

Manage Cost Effectiveness Through Partnerships with Brand Ambassadors

Internet marketing using brand ambassadors will be less costly than using traditional internet ads. The cost of internet marketing is subjective as it is based on an assortment of factors such as the size of the company, its following, and what the company wants. Generally, the more money spent on advertising, the more consumer engagement, however some platforms are more successful and/or expensive than others.

Instagram brand ambassadors have a higher click-through rate \(^2\) (2.34%) than traditional ads on Twitter (0.8%), Facebook (0.9%), Instagram (0.8%), or a search engine (1.9%). Brand ambassadors also have a higher conversion rate (1.73%) than traditional ads on Twitter (0.77%) and Instagram (1.08%) (See Appendix F).

Higher click-through rates gained by the Instagram ambassadors paired with the cost effectiveness of this marketing channel makes Instagram ideal to promote Woodchuck USA products in an effective way.

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\(^2\) Click Through Rate – the rate at which an ad is clicked relative to that ad being seen
**DRIVE INSTAGRAM POPULARITY THROUGH COMPETITIONS AND PROMOTIONS**

Marketing Woodchuck USA products through the “Operation: Tree-Hugger” competition and ambassador promotions will boost Instagram popularity and total website traffic.

**Appoint a Marketing Team from Existing Employees to Oversee the Initiative**

For “Operation: Tree-Hugger” to be a success, a marketing team is needed to execute the initiative (See Appendix G). A high-profile marketing director in Minnesota can cost on average $84,236 per year, so the most cost-effective way to create this personalized marketing team is to appoint one internally (“Director of Marketing…”).

Wendy Sorquist (Marketing Director) and Aaron Rickard (Digital Manager) will be appointed internally, however review comma rules, their new responsibilities are minimal and will not overwhelm current duties (See Appendix C). Appendices need to be referred to in alphabetical order.

**Promote “Operation: Tree-Hugger” Competitions Monthly**

Competitions will engage with ambassadors’ followers and increase viewership through more effective hashtag use and active communications with the community (See Appendix B for Competition Guidelines).

**Encourage Ambassadors to Promote Competitions**

Ambassadors will be given promotional competition materials each month. These ambassadors’ followers serve as low-cost advertising for Woodchuck USA products through their user-generated content (Christopher). Examples of pictures and captions that the new brand ambassadors will post are shown in Figures 3 and 4:

![Operation: Tree-Hugger Example Post 1](Shutterstock)


![Operation: Tree-Hugger Example Post 2](Coppell)

Raffle Rewards for Images Posted with #operationtreehugger

Attaching a hashtag to this competition will increase the viewership of Woodchuck USA’s competition and its products. Posts with 11 or more relevant hashtags get nearly 80% more interaction compared to those with only 2 (Duran).

Posts will include the following hashtags:

- #operationtreehugger (to qualify for the competition and keep competition posts grouped together)
- #woodchuckusa (to associate the posts directly with Woodchuck USA)

And a selection of popular hashtags related to nature and Woodchuck USA:

- #woodchuckusa, #nature, #naturehub, #naturelover, #igersnature, #hiking, #planetearth, #treehugging, #wildlife, #beastmode, #buyoneplantone, #trees, #AmericanMade, #wood

(“10 Of the Best…”)

Providing winners of this competition with Woodchuck USA store credit will create resources for peer-to-peer product suggestions, which influence purchasing decisions of Gen Z by 51% and Millennials by 44% (Macke, “Marketing to the iGeneration…”).

Feature Winners on Woodchuck USA’s Instagram

Featuring winners of this competition on the Woodchuck USA Instagram incentivizes Instagrammers who want more publicity to enter the contest. Submitted posts also serve as easy-to-find user-generated content at no cost (Christopher). Winners will have their #operationtreehugger photo reposted on the Instagram with a congratulatory message for the winner.

**Brand Ambassador Pay Structure**

After conducting tighten wording Interviews with two brand ambassadors with followers under 50,000, revealed reported payments were found to range from approximately $50-$200 per post (Carlson). The number of followers an account has will decide the size of the payment the account will receive. By targeting 2.5 million followers using different sized accounts, the projected cost would be $5,000 per month. These 2.5 million followers can be targeted through different strategies. One strategy, for example, is to use 50 different accounts that each have 50,000 followers to reach 2.5 million consumers at a cost of $5,000.

**Standard Yearly Ambassador Pay**

Each of Woodchuck USA’s ambassadors will be paid a base pay every month by the number of followers they have. The base pay covers the two minimum posts Woodchuck USA will require them to post each month. The pay scale is shown below in Figure 5.

**Yearly Pay According to Follower Count**

<table>
<thead>
<tr>
<th>Followers</th>
<th>Under 50,000</th>
<th>50,000-100,000</th>
<th>100,000-500,000</th>
<th>500,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay</td>
<td>$100</td>
<td>$150</td>
<td>$500</td>
<td>$1000</td>
</tr>
</tbody>
</table>
Give Ambassadors Commission on Discount Code Purchases

In addition to the base pay, the ambassadors will also be paid a commission for the revenues that they generate. The brand ambassador’s Instagram posts will include discount codes to incentivize the followers to purchase the products that the ambassadors are advertising. A suggested discount of 10% can be given on the product advertised (Auldstone) (see Appendix H for additional discount options). When customers receive discounts, they feel more relaxed about buying a product, especially a more expensive one, which will increase sales (Roque).

As an incentive for the brand ambassadors to sell more products, they will receive a commission from the already discounted product sale price. Giving brand ambassadors commission makes them work harder to get more sales since they are getting money from the sales they make. The company 828United, one of the most successful brand ambassador companies, uses a 10% commission on the sales made from the ambassadors (828United). These discounts and commissions will allow Woodchuck USA to sell more products which will result in a higher revenue (See Appendix I for Profitability).

Examples of Product Discount Posts are shown in Figures 6 and 7:

Product Discount Example Post 1
Figure 7

Product Discount Example Post 2
Figure 8

Update Woodchuck USA’s Instagram
Increasing Woodchuck USA’s follower count is valuable, as 60% of millennials say they are more likely to buy from an Instagram account that they follow (York). Strategies to attract and sustain this target audience on Instagram will refine the cosmetic appearance and functionality of Woodchuck USA’s Instagram to increase activity.

In addition to adding the website link (See Figure 1), the following minor updates will need to be made:

- Announce #operationtreehugger contest and include hashtag in biography.
- Post pictures with 11 or more hashtags to earn up to 75% more follower engagement (Potratz).
- Interact with audience by commenting back to users on personal posts and start following other customers and similar organizations and increase comment and liking activity.

LOGISTICS

Timeline

Woodchuck USA’s Instagram social media strategy will be implemented following the four-phase timeline shown in Figure 8:

![Woodchuck USA Instagram Initiative Timeline](Figure 8)

Risks and Mitigation

Social media overhauls come with challenges; however, these challenges are surmountable. Challenges that may ensue, along with the new social media plan and methods to overcome them are:

Negative Publicity

- **Risk:** Negative publicity includes consumers who protest posts, loss of consumers due to posts, and loss of intellectual property (Khanna and Mishra).
- **Mitigation:** The appointed marketing team will monitor brand ambassadors and their posts. If a brand ambassador’s post content could potentially aggravate
consumers or expose intellectual property, then the appointed marketing team will contact the brand ambassador.

Resource Expenditure

- **Risk:** This social media plan will require significant resource expenditure (Khanna and Mishra). Existing employees must take time away from their current jobs to create the appointed marketing team. Additionally, brand ambassadors must be paid for promoting Woodchuck USA.

- **Mitigation:** Although existing employees will monitor social media, their time expenditure will be minimal because most of the work will be outsourced to brand ambassadors. Additionally, the commission-based pay to brand ambassadors naturally resolves the issue of payments because they are paid a percentage of their sales.

Security

- **Risk:** Malware, viruses, and spyware can distress companies with heavy social media usage (Khanna and Mishra).

- **Mitigation:** Woodchuck USA will use one iPhone that contains no valuable company data to monitor all its Instagram activities. Therefore, if any viruses enter the iPhone, no valuable company data will be breached.

Procedural control

- **Risk:** Companies who use social media frequently do not have proper instructions for dealing with problems when they arise (Munnukka and Järvi).

- **Mitigation:** The appointed marketing team will need to thoroughly document each problem that arises. Eventually, the team will have a manual of steps to quickly resolve the most common problems.

Definition of Success

To measure the success of the social media campaign, quantitative and qualitative metrics must be considered. The key success metrics for the marketing plan are:

**Quantitative**

- **Number of followers:** The number of Instagram followers will increase from currently 14.4K to 20K (McCann and Barlow).

- **Number of likes and comments:** The average number of likes and comments will increase by 40% (McCann and Barlow).

- **Instagram as source of traffic to website:** The number of consumers who visit the website after viewing Woodchuck USA’s Instagram will increase by 40% (McCann and Barlow).

**Qualitative**

- **Comments:** Consumer comments on Instagram posts will become significantly more positive (McCann and Barlow).

- **Brand awareness:** Significantly more consumers will become aware of Woodchuck USA’s brand (McCann and Barlow).
Follow-Up

Woodchuck USA will track click-through rates and ambassador activity during each month and will have a progress report at the end of every month. This progress report will show the change in click-through rates, sales using ambassador codes, total sales, and activity on Woodchuck USA’s Instagram. The milestones for success (See Definitions of Success, Page 9) will be checked and progress towards them tracked. When these milestones are met, the plan will be considered a success.

CONCLUSION

The purpose of this report was to develop a strategic plan for Woodchuck USA to differentiate itself from competitors. Developing Instagram partnerships with brand ambassadors coupled with competitions and discount posts will effectively accomplish this goal. As a result, Woodchuck USA’s net income will increase by at least $235,000 per year (See Appendix I). Additionally, Woodchuck USA will continue to benefit from this campaign with a following of consumers that will sustain growth in the long-term.
BIBLIOGRAPHY


“Brand Ambassador Program.” *828United Marketing & Designer Apparel*.


Talbot, Kate. “How to Drive Website Traffic with Instagram.” Social Media Examiner, 29 Sept. 2015.


APPENDIX A

List of Nature Instagram Pages to Reach Out To

@travisburkephotography  @difruscia
@everchanginghorizon  @albertdrosphotography
@infarawayland  @clintburkinshaw
@brendanvanson  @enrico.fossati
@daniel_ernst  @viktoriahaack
@zmelhus  @givebacktonature
@tiffpenguin  @franllanophotography
@rachelbarkman  @denemiles
@dansmoe  @everlook_photography
@rachel_jones_ross  @davidthompsonphotography
APPENDIX B

Competition Guidelines

The original competition post will follow the design template of Figures 3 and 4 (See Page 5).

In addition to this content, it will include the rules of the post in a comment just below the original post description. This is to keep the original content short and eye-catching, while preventing the longer more logistical information from blocking the more exciting content.

To Enter the Operation: Tree-Hugger Competition:

1. Follow Woodchuck USA and like this post
2. Post a photo of you hugging a tree!
3. Tag @woodchuckusa in your photo and include #operationtreehugger
4. Tag two friends in your photo, sharing your #operationtreehugger spirit!

The winner of this competition will be chosen at random and will receive $100 credit for the Woodchuck USA online store!

Show your #beastmode and get out there to hug some trees!

This competition will end January 31st and the winner will be announced February 1st, so get hugging!

The competition will open on the first day of the month and will close on the last day of the month. The winner of the competition will be announced on the first of the next month, when the next month’s competition begins.

Ex. The January competition is open from January 1st through January 31st. The winner will be announced on February 1st, the same day the February competition begins.

To choose winners, a random winner generator, for example like ShortStack, which is a free competition tracker, can be used to pick a random winner that has met all the competition’s qualifications.

ShortStack: https://www.shortstack.com/features/
APPENDIX C

Responsibilities of Newly Appointed Marketing Team Members

As the bulk of the work for this initiative is in the planning stages of creating the competition guidelines and the materials for the brand ambassadors to post, the added responsibilities of the newly appointed Marketing Team Members are limited.

Wendy Sorquist: Team Leader and Instagram-Initiative Manager

With her specialties in Project Management, Timing and Action, and Cross-Functional Team Work, Wendy Sorquist is highly qualified to run this marketing project (Sorquist). Wendy has experience is social media channels and knows the context surrounding them. Her responsibilities will include:

- Defining company marketing goals of this social media initiative
- Identifying future Instagram targets
- Aligning social media content to business strategy
- Managing the brand ambassadors – their topics, timing and performance

Aaron Rickard: Social Media Plan Designer and Executor

Instagram ad content consists of digital photos pinned with creative captions that are designed to entice the user to click on links. These are strategies that come easy with IT and social media expertise. Aaron Rickard’s HubSpot certifications and background in social media will prove valuable for this initiative (Rickard). His responsibilities will include:

- Designing future posts that will attract Gen Z and Millennials
- Managing and executing Woodchuck USA’s Instagram posting schedule
- Reporting analytics, search engine optimization and metrics to supervisor
## APPENDIX D

Comparative Statistics on Adult Generation Z and Millennials

<table>
<thead>
<tr>
<th>Adult Generation Z (18-24 years old)</th>
<th>Millennials (25-41 years old)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Macke, “Marketing to the iGeneration...”; Macke, “Attitudes toward Corporate...”)</td>
<td>(Macke, “Marketing to Millennials...”; Macke, “Attitudes toward Corporate...”; Arnold; Coughlin)</td>
</tr>
<tr>
<td>Make up about 17% of the total population</td>
<td>Make up nearly 25% of the total population</td>
</tr>
<tr>
<td>43% of users age 18-24 have purchased a product they first learned about on social media (compared to 13% of adults 55+)</td>
<td>45% say social media posts encourage them to make purchases; they are 56% more likely than the average person to make purchases based on social media</td>
</tr>
<tr>
<td>67% expect brands to be a force for positive change (compared to 55% on average)</td>
<td>26% of males and 19% of females always make purchases based on the brand’s reputation for ethical business practices</td>
</tr>
<tr>
<td>“[Generation Z] are more likely to trust small brands to do the right thing, compared to big brands. This provides for a lot of opportunity among small, up-and-coming brands, with a strong digital presence.”</td>
<td>“People are seeking to make a difference through their purchases. This is specifically relevant to the Millennial consumer, as their expectations for brand altruism is higher than other generations’.”</td>
</tr>
<tr>
<td>29% search for products that are environmentally friendly, and 13% search for products associated with a charity</td>
<td>84% of Millennials are likely to be influenced to make a purchase based upon user generated content that is created by strangers</td>
</tr>
<tr>
<td>55% are most worried about climate change (a desire that can be targeted by Woodchuck USA’s Buy-One-Plant-One)</td>
<td>59% of Millennials claim that they are more concerned about saving the environment than people 60+ years old</td>
</tr>
</tbody>
</table>
APPENDIX E

Social Media Activity Among U.S. Adults

This chart shows the quantity of social media users on various sites in 2018. Instagram has the third highest number of users and the highest number of active users (Arnold).

% of U.S. Adults Who Use the Following Social Media Sites in 2018

Source: Pew Research Center
APPENDIX F

Comparative Click-Through Rates for Advertising Methods

Costs of traditional internet advertising, along with the click through rates (CTR) and the conversion rates are shown in the table below. Brand ambassadors have a higher engagement rate than other forms of advertising and are on the higher end of the rate at which the engagement converts to a sale.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Click through rate</th>
<th>Pay per click rate</th>
<th>Conversion rate</th>
<th>Approximate cost per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>General ad on a website or search engine</td>
<td>1.9% (Boyle)</td>
<td>Range: $1-$20</td>
<td>2.19% (Boyle)</td>
<td>$30,305</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Avg: $2.32</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>.8% (Boyle)</td>
<td>Range: $0.50-$4.00</td>
<td>.77% (Boyle)</td>
<td>$3200</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Avg: $0.80</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook</td>
<td>.9% (Boyle)</td>
<td>Range: $0.30-$3</td>
<td>1.85% (Boyle)</td>
<td>$7740</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Avg: $1.72</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td>.8% (Patel)</td>
<td>Range: $0.20-$4</td>
<td>1.08% (Patel)</td>
<td>$8800</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Avg: $2.20</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Woodchuck USA’s Brand Ambassadors</td>
<td>2.34% (Laird)</td>
<td>None</td>
<td>1.73% (Laird)</td>
<td>N/a</td>
</tr>
</tbody>
</table>
APPENDIX G

The Need for a Personalized Marketing Team

Marketing and Sales have an inverse relationship, which means that they complement and rely on each other in order to function successfully. According to Benji Hyam, “When there is good marketing strategy and execution happening in a company, sales typically will have the support material needed to close deals.” The two departments often compete rather than collaborate with each other, and in Woodchuck USA’s case, for “Operation: Tree-Hugger” to get the attention it needs in order to drive Instagram popularity and eventually increase sales, the initiative needs a Marketing team who is dedicated to the project, and who will execute the project appropriately.
APPENDIX H

Discount Percentage Based on Gross Margins

<table>
<thead>
<tr>
<th>If you cut your prices by…</th>
<th>0%</th>
<th>15%</th>
<th>20%</th>
<th>25%</th>
<th>30%</th>
<th>35%</th>
<th>40%</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>50.0%</td>
<td>33.3%</td>
<td>25.0%</td>
<td>20.0%</td>
<td>16.7%</td>
<td>14.3%</td>
<td></td>
</tr>
<tr>
<td>6%</td>
<td>150.0%</td>
<td>66.7%</td>
<td>42.9%</td>
<td>31.6%</td>
<td>25.0%</td>
<td>20.7%</td>
<td>17.6%</td>
</tr>
<tr>
<td>8%</td>
<td>400.0%</td>
<td>114.3%</td>
<td>66.7%</td>
<td>47.1%</td>
<td>36.4%</td>
<td>29.6%</td>
<td>25.0%</td>
</tr>
<tr>
<td>10%</td>
<td>200.0%</td>
<td>100.0%</td>
<td>66.7%</td>
<td>50.0%</td>
<td>40.0%</td>
<td>33.3%</td>
<td></td>
</tr>
<tr>
<td>12%</td>
<td>400.0%</td>
<td>150.0%</td>
<td>92.3%</td>
<td>66.7%</td>
<td>52.2%</td>
<td>42.9%</td>
<td></td>
</tr>
<tr>
<td>15%</td>
<td>300.0%</td>
<td>150.0%</td>
<td>100.0%</td>
<td>75.0%</td>
<td>60.0%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The percent change in sales needed to make a profit is represented by the highlighted section (Auldstone). Woodchuck USA can tailor the ambassadors’ discount codes to fit products with high margins to continue making high profits. The suggested discount that Woodchuck USA will offer is 10%, however, this percentage discount can be changed based on existing gross margin percentages. Each Instagram page will have its own code so Woodchuck USA will know exactly which sales came from what Instagram page.
APPENDIX I

Profitability of Normal Instagram Ads vs. Brand Ambassador for Woodchuck USA

<table>
<thead>
<tr>
<th></th>
<th>Normal Instagram Ads</th>
<th>Instagram Brand Ambassador</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Followers</td>
<td>2,500,000</td>
<td>2,500,000</td>
</tr>
<tr>
<td>Pay to Ambassadors</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Posts/Month</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Commission From Post</td>
<td>$291.60</td>
<td>$1,366.27</td>
</tr>
<tr>
<td>Views</td>
<td>2,500,000</td>
<td>2,500,000</td>
</tr>
<tr>
<td>Links Clicked Through</td>
<td>20,000</td>
<td>58,500</td>
</tr>
<tr>
<td>Products Bought</td>
<td>216</td>
<td>1012.05</td>
</tr>
<tr>
<td>Average Product Price</td>
<td>$30.00</td>
<td>$30.00</td>
</tr>
<tr>
<td>Total Revenue</td>
<td>$6,480.00</td>
<td>$30,361.50</td>
</tr>
<tr>
<td>After Discount</td>
<td>$5,832.00</td>
<td>$27,325.35</td>
</tr>
<tr>
<td>Net Income</td>
<td>$248.80</td>
<td>$19,592.82</td>
</tr>
<tr>
<td>NI/Year</td>
<td>$2,985.60</td>
<td>$235,113.78</td>
</tr>
</tbody>
</table>
APPENDIX J

Pre-SWOT

Strengths

- Philanthropic companies not only turn profit, but have a greater value of benefiting people and the planet
- “Find My Tree” technology proves social responsibility accountability
- The manufacturer building has industrial elements from the previous business that draw in millennial employees by providing them with a unique energy that sustains an inspiring work environment
- Gifts that are made in the USA are popular at the moment
- Customizable gifts capture 70% of corporate gift-givers

Weaknesses

- Unsuccessful in the past in big-box stores
- Many people believe the social responsibility of a company is important, but not as many let that affect their purchasing decisions
- The One-for-One marketing strategy is no longer unique
- Profits are cut down by planting trees
- With manufacturing using more AI and automation, less jobs are needed and so less jobs for local Americans

Opportunities

- Younger generations are becoming more socially conscious, drawn towards corporate social responsibility
- Demand for customizable gift options increasing
- Manufacturing is the nation's largest private sector employer, providing one in four jobs
- Consumer spending in wood products is expected to increase in 2019
- Rising use of ecommerce are triggering a growth rate of the global personalized gifts market

Threats

- Decrease in percentage of companies investing in corporate gift-giving decreases the potential for consumers in their biggest revenue pool
- Imports of lower-cost materials are increasing with billions of dollars in imports every year
- Ecofriendly movement- lots of organizations are joining in the movement
- Unexpected wood supply shortage due to natural disaster of drought and/or fire
- WeWOOD makes watches and other accessories with custom engravings. It also plants a tree for every watch sold
APPENDIX K

Post-SWOT

Strengths

- Philanthropic companies not only turn profit, but have a greater value of benefiting people and the planet
- “Find My Tree” technology proves social responsibility accountability
- Strong marketing presence on Instagram
- Brand ambassador advertising is more cost effective than traditional advertising
- Brand ambassador advertising has a higher rate of engagement with the consumer

Weaknesses

- Reliance on Instagram
- Many people believe the social responsibility of a company is important, but not as many let that affect their purchasing decisions
- The One-for-One marketing strategy is no longer unique
- Profits are cut down by planting trees
- Reliant on people outside the company

Opportunities

- Younger generations are becoming more socially conscious, drawn towards corporate social responsibility
- Expand company with increased revenue
- Expand brand ambassadors to other social media platforms
- Consumer spending in wood products is expected to increase in 2019
- Rising use of ecommerce are triggering a growth rate of the global personalized gifts market

Threats

- Invention of a new social media platform that could take away the popularity of Instagram
- Imports of lower-cost materials are increasing with billions of dollars in imports every year
- Ecofriendly movement- lots of organizations are joining in the movement
- Unexpected wood supply shortage due to natural disaster of drought and/or fire
- WeWOOD makes watches and other accessories with custom engravings. It also plants a tree for every watch sold