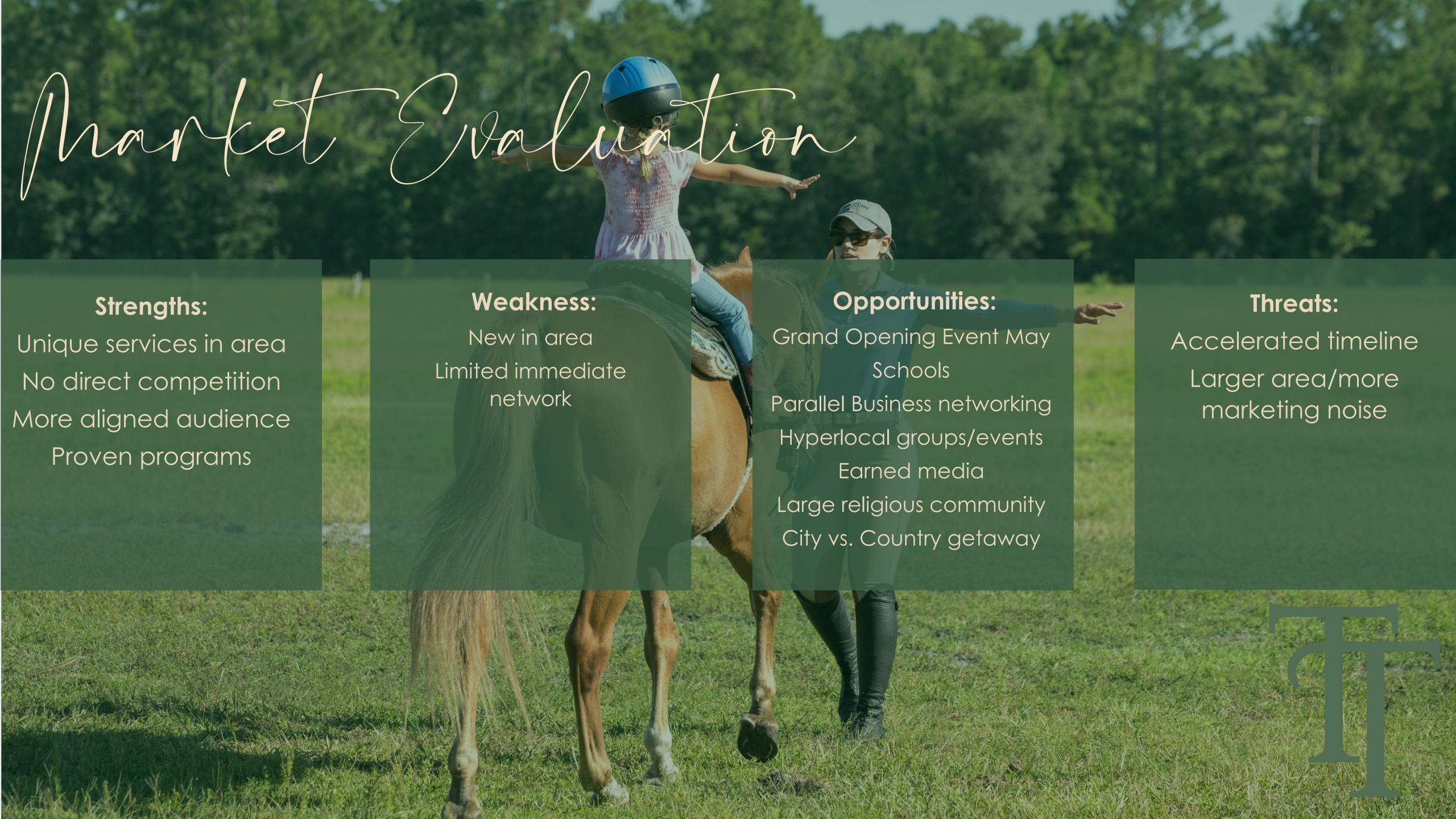


Marketing Strategy

A Tale of Two Cities

	St. Augustine, FL	Franklin, TN
Population	13,952	72,990
Median Age	42.1	37.3
Income	\$43,204	\$81,432
Industry	Sales, Office, Administrative	Management, Business, Finance
Religion	38.6%	65.2%
Marital	35.9%	60.7%
Status		

Franklin and the surrounding towns are overall wealthier, more educated, younger and slightly more diverse towns than St. Augustine. The area is home to more families with traditional values and serves as a bedroom community for Nashville.



Our Han

Dage!

This mission at Thompson Therapy has always been simple; to help people through the healing power of horses. Phase 1 will include relocation and building our core programs- the primary income sources for the business.



Phase two brings a focus on continued growth, onboarding employees, and the development of the Equine Academy post-graduate education program. With worldwide clients there is obvious interest in the distinctiveness of what TT has to offer.

Relocate

Boarding, camping, riding, therapy

Program Growth

Marketing, retreats, summer camps

Expand

Additional instructors, special events, hyperlocal marketing

Industry

Marketing and Recruiting

Strong Foundation

Focus on client growth in core programs

Establish

Rehab, workshops, wellness ride expansion

Equine Academy

Write and test curriculum

Thase I From Goals



Equine Therapy

- Establish eightTherapy Clientsby May
- Establish one group therapy program by August



Summer Camp & Riding

- Fill six camps with four students each in June and July, 2020
- Establish seven riding lesson clients by June



Boarding

Establish five boarded
 horses by June by
 acquiring 1.25 new
 boarded horses per
 month



Camping

Reserve four to six nights
 of camping per month for
 the first three months,
 followed by eight nights
 of camping the following
 three months

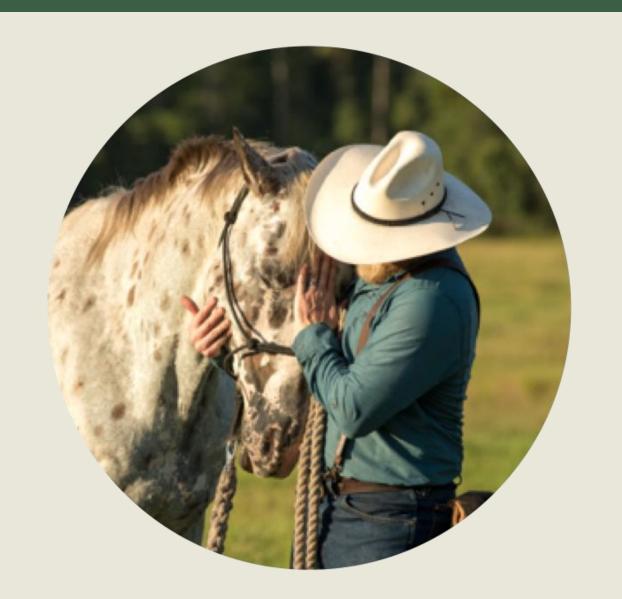
Prine Herry

Hudience

Primarily women 13-50 struggling with anxiety, depression and life transitions.

They are looking for a purpose, connections, and calling to connect with themselves and others.

Animal lovers who love the idea of outdoor therapy.



Safe therapy outdoors (COVID)
Only business serving "typical" therapy patients

Equine therapy speaks to purpose, direction, and connection in a way normal therapy doesn't

March

April

May

June

July

August

Fall

Make Contacts with and host healthcare and counseling professionals at the property. Targeting healing institutions: hospice, hospitals, faith-based counseling.

Networking with local vets, agility groups, and parallel equine/therapy businesses.

Paid social media marketing: Facebook and Instagram

Earned social marketing: Facebook, Instagram, Nextdoor, Craigslist

Mother's Day Special-Riding Earn local media- mental health awareness month

Paid local media/events

Summer Camp/ Riding

Hudience

feature days.

Primarily kids 8-12 years old, registered by **mothers** Kids that would be involved in other after school activities- dance, sports, riding, music lesson



Safe outdoors summer camp (COVID)

Not crowded, more than just a camp; life skills

Unforgettable experience

Hands-on learning

March April May June July August Fall
Network with churches for VBS Network with schools/ paid advertising in SUMMER CAMPS

Paid social media marketing: Facebook and Instagram

Earned social marketing: Facebook, Instagram, Nextdoor, Craigslist in hyperlocal groups

Google paid ads "summer camp"

school newsletters

Google paid ads "trail rides" "riding lessons"

Roadside signs

Boarding

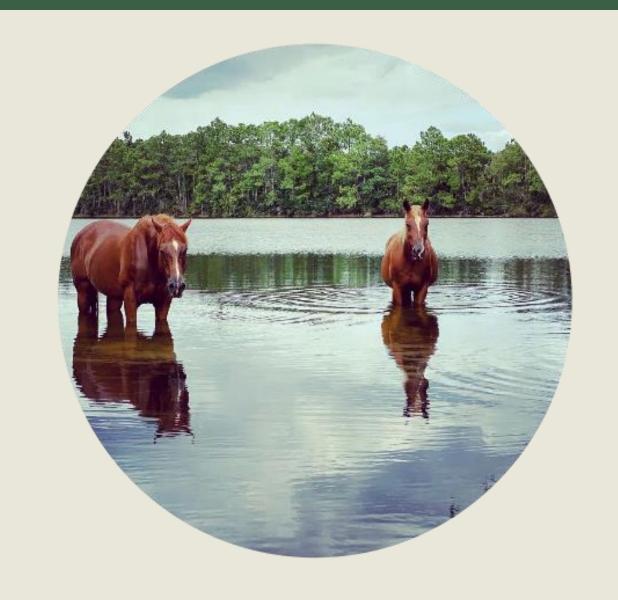
Hudience

Primarily working age women who are hobby equestrians.

Have families, husbands, boarding is a way to escape and have some alone time.

Upper middle class, like to feel elite.

Some boarders are generated from other programs.



Property owner on site- added safety and security

Huge amount of land and riding trails

Lots more amenities and programs for

comparable price

March April May June July August Fall

Network with local parallel businesses for flyers and business cards

Paid social media marketing: Facebook and Instagram

Earned social marketing: Facebook, Instagram, Nextdoor, Craigslist

Local paid advertising

Roadside signs

Camping



Audience

20-30 year old couples and young families

"Staycationers" semi-local

Nature lovers; granola

RV owners/trekkers



Safe outdoors (COVID)

Getaway without the hassle

Unique environment- private farm not a major campground

Hike, ride, explore, and commune with nature

March

April

May

June

July

August

Fall

Develop and Maintain a relationship with VisitFranklin- guest ops

Network with local businesses for guest "locals" guide/ look for places to reciprocate advertisements

Paid social media marketing: Facebook and Instagram

Earned social marketing: Facebook, Instagram, Nextdoor, Craigslist

Earned local media; blogs, articles, local influencers

Hell Together Wow

Prepare:

- Gather information for networking opportunities
- Build media/marketing library
- Research local events/media
- Request quotes for local marketing
- Build earned media relationships
- Brainstorm and budget promotional opportunities for referrals

Plan:

- Grand Opening Event: May
- Strategic networking/ outreach events
- Summer Camps
- Balance, focus, timing of paid marketing with promotions
- Earned media around local events or topics
- Balance schedule for growth and development and serving customers

Perform:

- Work closely with Ellis & Ellis LLC to continue branding, rollout, evaluation, and optimization of marketing, events, media and outreach
- Use Google Analytics, trackable links, and website behavior to understand and perform in new market
- Explore behavioral, retargeting, and geofencing in area