



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 Status	35.9%	60.7%

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.

Market Evaluation



Strengths:

- Unique services in area
- No direct competition
- More aligned audience
- Proven programs

Weakness:

- New in area
- Limited immediate network

Opportunities:

- Grand Opening Event May
- Schools
- Parallel Business networking
- Hyperlocal groups/events
- Earned media
- Large religious community
- City vs. Country getaway

Threats:

- Accelerated timeline
- Larger area/more marketing noise





Our Plan

Phase 1:

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 2:

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

Phase I Program Goals



Equine Therapy

- Establish eight Therapy Clients by 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

Equine Therapy



Audience

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.



USP

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

Audience

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



USP

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 feature days.

Network with schools/ paid advertising in school newsletters

SUMMER CAMPS

Paid social media marketing: Facebook and Instagram

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

Google paid ads "summer camp"

Google paid ads "trail rides" "riding lessons"

Roadside signs



Boarding

Audience

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.



USP

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



USP

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

All Together Now

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