**Legal Marketing Strategy Memo for GreenTrail**

**TO:** Emily, GreenTrail

**FROM:** Victoria Lee

**RE:** Legal Analysis of GreenTrail’s Store Data (Excel) and Marketing Strategy.

**DATE:** 3/21/2025

**Introduction**

This memorandum provides a comprehensive analysis of GreenTrail Outdoors’ promotional data and offers legal marketing strategies aligned with GreenTrail’s sustainability goals. With the in-store promotion data (excel or sheet) provided, the goal is to identify the most effective strategies to help GreenTrail improve its market share, customer engagement, and sales growth. These insights will be shared with Jordan, the Managing Consultant at Mastercard, to guide future marketing decisions for the company.

**Background and Context**

The Excel data provided will evaluate the past promotions across various GreenTrail stores and regions. By analyzing the impact of different promotional strategies on foot traffic, sales, and customer behavior, a solution can be found to find which approaches were most successful and where improvements are needed. Emily has tasked myself to find a new promotional strategy, focusing on eco-friendly product bundles and community-driven promotions that align with GreenTrail’s sustainability. Then, the plan will be monitored to ensure that these changes resonate with customer preferences. These changes should help GreenTrail enhance customer engagement, boost sales, and achieve sustainable growth.

The company GreenTrail’s situation that Emily has tasked me in is below:

* **Client:** GreenTrail Outdoors, a retailer specializing in sustainable outdoor equipment.
* **Main Issue:** Despite its goals on sustainability, GreenTrail is facing stagnation in the effectiveness of its in-store promotions.
  + **Other Issues/Concerns:**
    - GreenTrail’s leadership requires a measurable improvement in promotional effectiveness to reverse stagnation.
    - Marketing strategies must remain consistent with GreenTrail's sustainability ethos while boosting effectiveness.
* **Impact:** The inefficacy of current promotional strategies has led to a decline in both customer engagement and overall market share.
* **Objective:** The aim is to design a new marketing strategy that enhances sales and aligns with GreenTrail’s commitment to sustainability.

**My Data Analysis Overview**

Upon review of GreenTrail’s store data, it is clear that there are several types of promotions with varied outcomes across different locations. In the Excel data sheet, it has store ID, location, store size, type of promotion, promotion duration, and relevant sales metrics (before, during, and after the promotion). These are the data analysis of the data so far that is noticed.

* **Promotion Type Impact**:
  + **Discounts**: In urban locations like New York and San Diego, discount promotions have shown significant increases in weekly sales during the promotion period compared to before, e.g., New York's $30,000 to $50,000, indicating that discounts could drive traffic effectively in larger, high-traffic areas.
  + **Buy-One-Get-One**: This promotion type tends to be more effective in suburban locations, as evidenced by Los Angeles, where a slight increase in sales and customer visits was observed during the promotion.
  + **Special Events**: Special events generated consistent results, such as in Philadelphia, where weekly sales increased from $31,000 to $49,000, and customer visits also grew by 33%.
* **Store Size and Type**: Larger stores in urban areas tended to see a stronger positive impact from promotions, suggesting that larger stores can better leverage promotions to attract higher foot traffic. Smaller, suburban locations may require more targeted promotions.

**This is shown through the graphs below**:

**My Legal Marketing Strategies Proposal**

Based on the data analysis and GreenTrail’s sustainability goals, the following marketing strategies are recommended:

1. **Eco-Friendly Product Bundles (Test & Learn Approach)**:
   * GreenTrail should introduce eco-friendly product bundles in select stores, especially urban locations, to align with both sustainability goals and customer preferences for environmentally conscious products.
   * **Testing Duration**: A two-week test period, similar to the promotion windows in the data, should be sufficient to gauge the effectiveness of this strategy.
2. **Increased Focus on Special Events**:
   * Special events have demonstrated the ability to boost both sales and customer engagement, particularly in urban stores. GreenTrail should increase the frequency of special events like product launches, sustainability-themed workshops, or eco-tours to drive foot traffic and create a community feel around the brand.
   * **Event Focus**: These events should highlight GreenTrail’s commitment to sustainability, ensuring that the messaging is consistent with their brand ethos.
3. **Localized Discount Campaigns**:
   * Urban stores showed significant sales boosts during discount promotions. A similar strategy can be implemented for suburban locations but with more localized messaging to ensure the promotion resonates with the customer base in each region.
   * **Legal Considerations**: Discount promotions must comply with pricing laws and should not inadvertently create deceptive pricing practices. Proper terms and conditions must be clearly communicated in-store and online.
4. **Leveraging Customer Data for Personalized Marketing**:
   * GreenTrail could invest in a customer loyalty program that tracks purchasing behavior and allows for personalized promotional offers. This program should emphasize eco-friendly rewards or discounts, in line with GreenTrail’s sustainability values.
   * **Privacy Compliance**: GreenTrail should ensure that customer data is collected and used in compliance with applicable privacy laws such as the CCPA or GDPR.

**Control Group and Testing Methodology**

A control group consisting of stores that will not implement the new promotional strategies will help assess the impact of the proposed changes. The testing methodology will focus on key performance indicators (KPIs) such as:

* Weekly sales during promotion periods
* Average daily visits before, during, and after the promotion
* Customer engagement metrics (e.g., loyalty program sign-ups, event attendance)

See the Graphs previously to understand how the control and recommendations were decided included the excel table sheet data.

**Conclusion and Recommendations**

In conclusion, to address the stagnation in promotional effectiveness, the strategies proposed in this memorandum will provide GreenTrail with a data-driven approach that enhances customer engagement, sales growth, and brand reputation. Testing new strategies such as eco-friendly product bundles and increasing the frequency of special events, while ensuring legal compliance and sustainability alignment, will position GreenTrail for greater success in the marketplace.

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