

SPRING 2022 INTEGRATED
MARKETING COMMUNICATIONS
REPORT



P O W E R .

A N Y T H I N G .

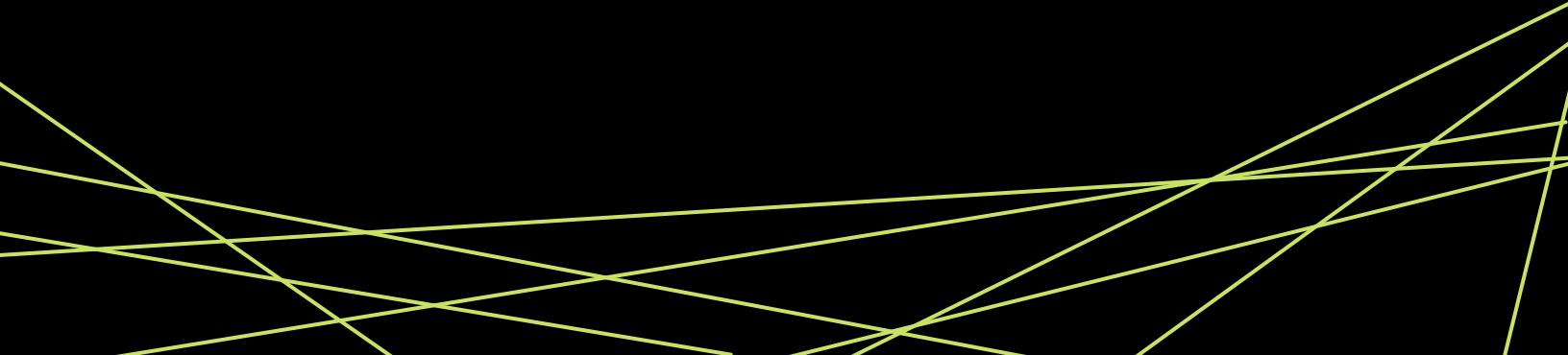
A N Y W H E R E .

TABLE OF CONTENTS

PG. 5	EXECUTIVE SUMMARY
PG. 6	WHO WE ARE
PG. 7	OUR JOURNEY
PG. 8	COMPANY IMAGE
PG. 9	COMPETITORS
PG. 10	TARGET MARKET
PG. 11-12	NEW TARGET MARKET
PG. 13-14	PERSONAS
PG. 15	OTHER MARKET SEGMENTS
PG. 16	COMPETITOR TARGET MARKET
PG. 17	OUR MARKETING
PG. 18	ALTERNATIVE

TABLE OF CONTENTS

PG. 19	SOCIAL
PG. 20	DIGITAL
PG. 21	NEW ADVERTISING EFFECTS
PG. 22-23	INTEGRATED COMMUNICATIONS
PG. 24-25	PROMOTIONAL TOOLS
PG. 26	TIMELINE
PG. 27-28	PLAN COSTS
PG. 29-30	EVALUATION
PG. 31-32	PUBLIC RELATIONS
PG. 33	LEGAL / ETHICS
PG. 34-36	REFERENCES



EXECUTIVE SUMMARY

Goal Zero empowers people to live life to the fullest by producing solar power charging stations for their consumers. Their products offer essential energy to allow its users the ability to live off the grid carefree from their electronic devices running out of battery.

Our team developed this integrated marketing strategy that consists of research on Goal Zero's competitors and an overview of our company image. We examined our existing target market, created a new target market then analyzed two potential markets we wish to reach with our products. Additionally, we developed a marketing campaign that consists of utilizing an alternative, social media, and digital marketing.

Our main objective is to raise brand awareness and improve the company's image with this integrated marketing strategy. We designed this report with integrated communications, which allowed us to create a marketing strategy that would strengthen brand loyalty. Moreover, while constructing our plan, we made sure to address any legal or ethical issues that may arise during the launch of our marketing campaign. We aim to increase Goal Zero's market presence by gaining our consumer's trust and sharing our story.

WHO WE ARE

OUR MISSION:

We are an NRG energy company specialized in providing solar collecting power stations that are convenient wherever and whenever. Our products can be used for both indoors or outdoors, from refrigerators to technical devices.

Since the beginning of our journey with just a battery, solar panel, and LED light with the mission of providing the necessities of energy. Today, we achieve success in providing a wide range of solar power stations, and in our determination to identify and solve realistic and current-day electrical-related problems that put society at disadvantages.

EST. 2009; Founded By: Zero Apathy, Zero Boundaries, Zero Regrets

Company Size: 115 Persons

#PowerAnythingAnywhere

OUR JOURNEY

June 2009:

Goal Zero is launched as an official LLC by founder and CEO, Robert Workman.



December 2012:

The first version of the Yeti power station line is unveiled, with the Yeti 1250.



August 2014:

The company is acquired by U.S energy giant, NRG Energy, and incorporated into their NRG Home sector.



December 2018:

The Yeti product line is enhanced with digital features, such as WIFI compatibility and remote control access, in addition to the Yeti Home Integration kit.



August 2020:

The Yeti X line is introduced with products featuring the largest power capacities the company has yet to offer.



COMPANY IMAGE



Goal Zero's customers view our products as lifesavers and a fantastic solution to off-grid emergency situations and demands for alternative energy. Customers comment on how portable and versatile our products are when used for traveling, especially due to the efficiency they provide users with its mobile device control and accessibility in addition to solar power charging capabilities. Numerous customers claim Goal Zero's products are the best investment because of how reliable they are, how they charge quickly, offer a long lasting charge, and easily power life necessities. Goal Zero is also a prime contributor of humanitarian relief in societies struggling to attain basic power needs. Overall, Goal Zero has a positive company image and a loyal consumer base, driven by the mission to cater to individuals seeking to power anything, anywhere.

"I purchased my Yeti 200x [...] and it has been my workhorse for portable power ever since. I keep it in my home office to charge all of my regular electronics on a daily basis, but it is always ready to go outside for camping and travel. Most importantly, I have it ready to work on cars or shop work, providing lighting and portable power [...]."



- MisterJ

COMPETITORS



Bluetti offers a series of portable solar power stations. It was founded in 1991, now with 30-years of expertise in power storage systems. Bluetti's products are famous for their quality builds made from extremely durable materials such as cast aluminum. This company includes a plethora of safety features in its products including battery management systems to safeguard their machines from voltage variation issues. Their products also consist of an advanced MPPT solar charge controller which makes solar charging a faster experience.



Jackery, founded by a former Apple battery engineer in 2012, is one of Goal Zero's greatest threats with its series of substantial engineered solar power stations. Jackery has over 9 years of experience in the field and is a global energy leader, in addition to being the number one producer of portable power. Jackery power stations share a universal design and form factor much like the Goal Zero Yeti series.



EcoFlow was founded in 2017 by a group of drone battery engineers. EcoFlow has a collection of solar power stations that are considered to be stylish, modern, and are reliable solutions for energy needs. EcoFlow produces portable home, outdoor, and professional batteries, while providing battery management systems and other solutions. They are most famous for their Delta and updated River power stations.

TARGET MARKET

PRIMARY TARGET MARKET

Goal Zero's primary target market are those ages 25-44 or millennial consumers, who enjoy being outdoors. The company mainly targets those in the United States and Europe, where a majority of the distribution are from popular retailers in the United States such as REI, Bass Pro, and Best Buy. This audience partakes in tailgating, hunting, camping, fishing and more outdoor oriented activities. Our products are listed at a high price, which is a factor for our target audience ages of 25-44 representing people of higher income brackets and outdoor enthusiasts.

CHOOSING THIS TARGET MARKET

Goal Zero chooses this target market because there is more demand for their products from people that are doing outdoor activities and seek a reliable source of power. In addition, our products come at a high price and millennials are a majority of the outdoor activity participants in the U.S. We believe this is the best target market for showing revenue growth year over year because Goal Zero is the current market leader in personal solar power stations. Additionally, in 2020, 7.1 million more Americans were involved in outdoor recreation in 2020 than in the year before, which indicates an upward trend in outdoor participation in the United States. Roughly one in four Americans are homeowners, but every American has a need for personal energy free from the necessity of a home. Goal Zero products are designed for people to have the freedom to be anywhere they want regardless of battery life.

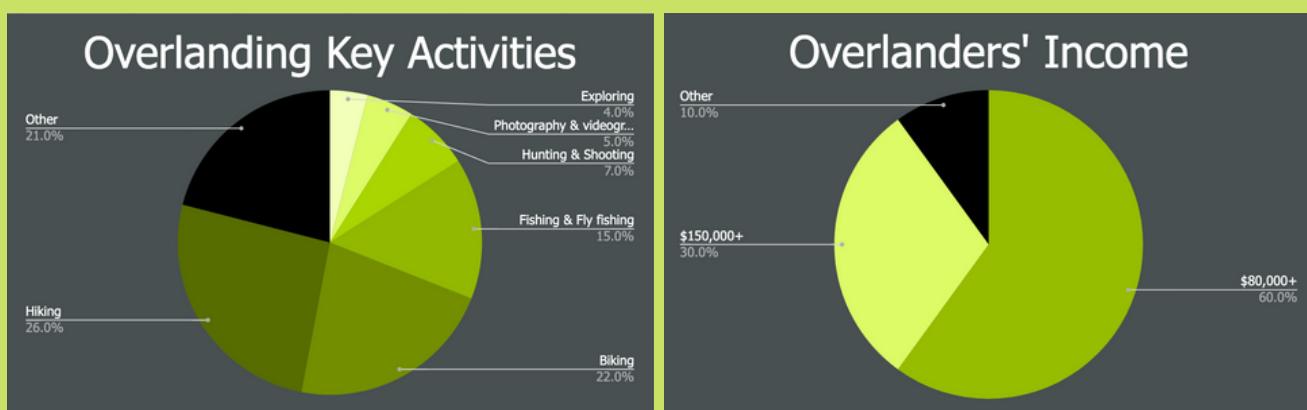
NEW TARGET MARKET

OVERLANDERS: WHO ARE THEY?

Goal Zero aims to reach a new target market of overlanders, who enjoy traveling off-the-grid for long periods of time, ranging from days to years, to explore the extremities of nature.

The majority of the overlanding industry consists of males ages 25 to mid 40 year olds. According to statistics from Overland Expo, an event catered to "adventure-travel enthusiasts," 26% of their audience fell in between 25 to 44 years of age, while 28% fell in between 45 to 54 years of age. For the millennial generation ages 22 to 27, individuals valued overlanding for the experiences and journey gained along the way. As for Baby Boomers ages 54 to 72, individuals enjoyed overlanding in comparison to typical motorhomes because of the former's efficiency and budget friendliness. Income wise, Overland Expo in 2017 recorded 60% of attendees with individual annual incomes greater than \$80,000, while 30% had individual annual incomes greater than \$150,000.

Given overlanding demographics, Goal Zero aims to target overlanders 25 to 40 years old with average incomes of \$80,000 to \$120,000. This target market have occupations that require online work or are fully online. This target market also take special consideration in their purchases; they strive to maximize their spendings through research and consideration of the fit between the product and themselves.



NEW TARGET MARKET

WHY THIS TARGET MARKET?

Market and Industry

Ever since 2012, Northwest's NW Overland Rally (NWOR), an event to showcase overlanding equipment, demonstrations, and classes, witnessed a 20% increase in attendance, contributing to the latest total of 2,300 attendees. In addition, from 2009 to 2021, Overland Expo Mountain West recorded an increase from 500 to 75,000 attendees. Industry wise, from 2017 to 2020, there was a steady 5-10% annual increase of overlanding equipment at the Specialty Equipment Market Association (SEMA). In 2021 alone, 32% of SEMA's companies manufactured regularly used overlanding equipment and is projected for continuous growth.

Covid-19 and Online Working

Due to Covid-19, a surge in online working developed, allowing individuals the greater ability to adapt their working lives to their adventurous lifestyles. Upwork estimated a total of 22% or 3.2M American workers will be working from home by 2025, which is an 87% increase compared to pre-pandemic times. Working industry wise, trends depict 61.9% companies are planning for greater remote work, in response to the Covid-19 pandemic. As a result, the increase in overlanding has been accompanied by an increase of working while overlanding.

To accommodate for this increase, the need for electricity while overlanding is more important than ever. Goal Zero's products conveniently provide the exact needs for individuals who value outdoors adventuring and their personal work.

Demographics

Ages 25 to 40 years old were chosen, as they align with the current ages of Millennials. Combined with Overlanding Expo statistics that demonstrate 60% attendees have incomes larger than \$80,000, Goal Zero chooses to target those with incomes between \$80,000 and \$120,000.

PERSONAS

SHAUN WILLIAMS



Age: 30 years

Sex: Male

Marital Status: Married

Children: 2

Location: Palo Alto, CA

Salary: \$80,000/yr

Social Class: Middle-Upper
Middle Class

Education & Work:

Shaun attended San Francisco State University, with a Bachelor's degree in Environmental Studies and Graduate Degree in Environmental Management. With that, he has earned a job at his alma mater, teaching a global studies course.

Lifestyle & Values:

He teaches online courses 3 days of the week. For the remaining days, he enjoys activities with his family, such as gardening and walks at local trails. Shaun greatly values maintaining work-life balance to spend quality time with family without distractions. He likes to plan road trips and outings to Lake Tahoe or Yosemite, with the long term aspiration of visiting America's natural landmarks. He is also an active user of social media platforms, utilizing Instagram and his own family lifestyle blog as outlets of communication. Being immersed in environmental studies, he wants to show his children the natural side of the world and how one should respect it.

Buying Behavior:

Shaun conducts thorough research of products and brands before making purchases. He isn't easily swayed by luxury or well known names, and prefers to weigh the cost and benefits of transactions based on his own findings. Shaun is not an impulsive buyer, and prefers to buy products he views as essential and to his lifestyle.

Post-purchase Behavior:

Shaun is a brutally honest reviewer of products, especially through their family blog. He compliments and criticizes at face value mostly through their family website and social media. He's accumulated a following for his travel tips and tricks, in which he's viewed in a favorable light for having the "ideal," active family lifestyle.

PERSONAS

TERRY SMITH



Age: 37 years
Sex: Male
Marital Status: Single
Children: 0

Location: Sacramento, CA
Salary: \$100,000/yr
Social Class: Upper Class

Education & Work:

Terry obtained his Bachelor's degree in Business at the University of California Merced, which he utilized to achieve an upper level position at Facebook.

Lifestyle & Values:

He often works 40+ hour weeks. Since the pandemic, he does not commute to Silicon Valley as frequently, opting to a hybrid work schedule. Due to a busy work schedule, he enjoys free time during weekends to relax. Terry likes spending down times outdoors for a change of scenery from his everyday life. He frequently goes hiking and camping on his own, which increased his environmental conscious. Terry aspires to have a sphere of life away from the office, where he can be undisturbed, and simply focus on recuperating.

Buying Behaviors:

Terry has disposable income available for larger purchases. He's willing to pay for higher priced goods he knows he can maximize use of. Terry considers what values are promoted by brands and how well they align with his own beliefs, before he makes purchases. Once he forms a liking towards a brand, he becomes a loyal consumer of the brand, often eager for their new product launches.

Post-purchase Behavior:

Terry enjoys documenting experiences through photos and videos for personal memorabilia and Facebook. He's an active reviewer of purchased products, which he shares on official brand websites, online forums, and his Facebook page to be seen by his network of friends and family.

OTHER MARKET SEGMENTS

REMOTE WORKERS

With the introduction of Covid-19, the possibility to work remotely has increased, and with Goal Zero products, they'll be able to power their electronic gadgets anywhere there isn't access to electricity. Remote employees will be able to establish a workstation outside of their home to take advantage of Goal Zero's power stations because Goal Zero offers devices that charge using solar panels. Remote employees can use ultra-portable usb power banks to keep their smart devices charged so they can respond to an urgent email or join a Zoom meeting. This will also help the remote worker to pack light and not have to worry about hauling too much gear around with them while on the go.

NATURAL DISASTER LOCATIONS

Consumers who reside in areas where natural disasters occur are more likely to benefit from Goal Zero's products' reliable power supply. Goal Zero delivers home energy storage that combines with your home's energy storage and gives power to customers who have lost power. Wisconsin, Texas, and California are the states with the most power disruptions. Consumers were without power for 1.33 billion hours in 2020, according to reports. The Lighthouse 600 lantern from Goal Zero can be recharged by a hand crank and provides 10 minutes of light for every minute of cranking.

COMPETITOR TARGET MARKET



Jackery's target market consists of individuals who are nature oriented and environmentally conscious, commonly associating themselves with ideas of "going green." These individuals remain in touch with their sense of outdoor adventure, often seeking for ways to immerse themselves in nature's offerings. They most closely align themselves with the concept of ruggedness, as defined by their desire for adventure. They prefer to maintain active lifestyles that permit them to experience exploration. To complement this desire, they place significant emphasis on values of practicality and usability, especially when it comes to the possessions they use on a frequent basis. Their target market is concentrated primarily within the United States.



Bluetti's target market consists of individuals who value preparedness and aspire for ease when it comes to maintaining their accustomed lifestyles. This market of individuals are looking to better the quality of their life, especially through the everyday essential objects they use. They value practicality in combination with style. When it comes to the stylistic preferences of their belongings, they opt for minimalism that can simultaneously fulfill their functional purposes. These individuals also appreciate the outdoor setting, wanting to incorporate outdoor activities into their lifestyles. They enjoy taking part in outdoor leisure activities such as RV camping and boat fishing. Their target market is much more expansive, branching outside of the United States to Canada, Europe, Australia, Spain, U.K, and Japan.

OUR MARKETING

ALTERNATIVE
SOCIAL MEDIA
DIGITAL

ALTERNATIVE

OVERLANDING EXPO

We will use brand ambassadors to put up exhibits at the world's premier Overland Expo to raise customer knowledge of Goal Zero's products as a form of buzz marketing. The Overland Expo takes place in four sites across the United States, gathering together thousands of overlanding fans to learn about overlanding, adventure travel, camping, and new equipment at the trade exhibition. In particular, the Overland Expo organizes evening events such as happy hour, a film festival, and parties. The exhibit will run fully on Goal Zero solar panels and power stations, demonstrating to all expo visitors how reliable our products are once the evening partying begins. Our brand ambassadors will have the opportunity to talk about their experiences with Goal Zero products and why they enjoy them. They'll give demonstrations and explain how our goods can help them on their next excursion in the wild. Finally, our brand ambassadors will share our mission of empowering people with a bright, safe, connected, and sustainable future by delivering smart, portable power solutions designed for everyone, everywhere. Our participation at the Overlanding Expo will also portray the common theme of "opening doors to new adventures."



SOCIAL MEDIA

INSTAGRAM CAMPAIGNS

This social media campaign will launch a series of featured influencers who are known for living adventurous, nature-centric lifestyles, with a specific emphasis on those who actively portray their interests in overlanding, such as the full time overlanding couple behind @overlandtheamericas. The campaign will include both Instagram stories and posts on Goal Zero's official page. An introductory image of the brand's newest collaboration with the influencers will kick start the campaign, captioned by the phrase, "Opening doors to new adventures with @overlandtheamericas," to signal a shift in increased focus towards this new target market. Instagram stories will include day in the life clips of the influencers as they embark on their everyday travels, where they can showcase and narrate how they utilize Goal Zero's products for their varying needs while in the outdoors.

This Instagram campaign will emphasize a more realistic, first hand perspective of how Goal Zero can be incorporated into the overlanding lifestyle. Utilizing influencers who are recognized as official overlanders in this campaign opens up the doors for communication with their specific follower bases who presumably value and share the same interests as the respected influencers. In doing so, the brand also builds on its credibility, especially through the eyes of consumers whose exposure to the brand is fairly recent and limited.



DIGITAL

30-SEC YOUTUBE ADVERTISEMENT

We will emphasize the advantages and applicability of Goal Zero's products through 30-second Youtube advertisements placed at the beginning of videos related to outlander activities. These clips will be part of a series that tell the stories of work-from-home adults who've lost interest in their repetitive daily work schedules without excitement. However, as these individuals discover Goal Zero products at their local Home Depots, they desire to take the risk of becoming outlanders, whilst working from their workplace devices that receive power from Goal Zero products. These individuals purchase Goal Zero products, ditch the work-from-home lifestyle, and adventure into nature to meet excitement while delegating time to work from their devices powered by Goal Zero. This advertisement will emphasize the excitement Goal Zero provides, even if individuals have busy working lives. As a closing statement, the words "Opening New Doors to New Adventures" will be displayed and narrated to emphasize the links between our other campaigns and Expo



Scene 1: Tired work-from-home worker who has grown to be bored of their working life.

Scene 2: Going to Home Depot and discovering Goal Zero's range of products that provide adventure and sustainability.

Scene 3: Purchasing and using Goal Zero on a first trip and discovering its power in providing efficient energy.



Scene 4: Taking a first outlanding journey and feeling free from the boredom of typical at-home work days.



Scene 5: Enjoying outlanding & remote-work lifestyle Realizing one can maintain their professional life while having adventure, while staying sustainable, with Goal Zero.

NEW ADVERTISING EFFECTS

BRAND MANAGEMENT

Our new line of advertisements help increase the perceived value associated with Goal Zero's products in supporting a specific lifestyle. The marketing campaign involves both in person and virtual communication that intends to spread brand awareness within communities of consumers who share mutual interests in overlanding. These advertisements seek to equate the Goal Zero brand and its products as a necessity to the achievement of a lifestyle that consumers wish to achieve for themselves. Seeing the brand interconnected with official overlanding events, influencers, and promotions of related interests, helps mold the brand's image to be fitting with the particular needs of overlanders, thus increasing its appeal.

THE DECISION MAKING PROCESS

The series of advertisements aid the decision making process by showcasing how the brand is capable of aligning with and thus satisfying the particular needs of overlanding enthusiasts. These advertisements communicate how Goal Zero's products can be utilized to solve specific needs that arise for consumers within their personal lives, and thus increase reasoning for consumers to act upon such realizations. As our marketing campaigns significantly rely on emphasizing brand awareness and brand association between Goal Zero and overloading, consumers are encouraged to delve deeper into the tangible offerings that can optimize personal satisfaction.

INTEGRATED COMMUNICATIONS

COGNITIVE

We provide the consumer with a problem that can be resolved with our products. This way the consumer has some knowledge about our products and the situations in which our products are useful.

AFFECTIVE

We focus on the consumer's lifestyle, where we target mostly people in the outdoors, our products are aimed to achieve a solution, something that consumers will appreciate about our brand.

CONATIVE

Display a problem and we provide a solution with our products. Push the narrative about how our solar power Yeti stations are different from others, (clean, silent, powerful). We provide our consumers with a one-year warranty for any product and open box items will receive a 6-month warranty to prevent any defects on their products. As well as a 30-day money-back guarantee policy. This provides our consumers with reassurance about any concerns or differences about our products before use.

INTEGRATED COMMUNICATIONS

- APPEALS -

Fear Appeals:

Inform/remind audience about global warming and raise awareness about the imminent consequences if actions are not taken soon.

Emotional Appeal:

Build reliability and trust with customers by ensuring that Goal Zero can make a difference in the environment. Providing this trust will hopefully spread word of mouth and raise brand awareness.

Scarcity Appeal:

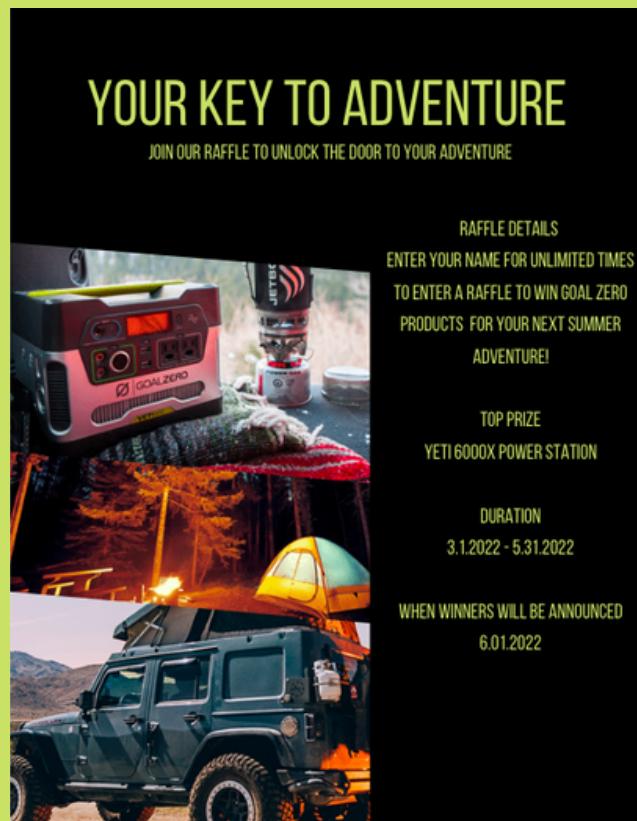
Building on our fear appeal, drive home the importance of taking action now and not later - "do something before it's too late."

- PERSONAL VALUES -

Connect to the personal values of environmentalists and individuals who want to make a difference in the world. Perhaps even 20 -30 year olds starting a family and hoping to leave a livable environment for their children down the line.

PROMOTIONAL TOOLS CONTESTS

Goal Zero consumers and potential customers will be able to participate in a raffle contest to win a Goal Zero YETI 6000X power station and other Goal Zero products. The contest will take place through Instagram and attendees of our exhibit at the Overlanding Expo. In order to participate in our raffle, the participants must fill in either a digital or physical copy of the ticket with their information on where we can send the prize if they win. The winner will be picked randomly live on Instagram to keep the integrity of the contest. The contest will take place in the beginning of March and end in the beginning of June so the winner will get a chance to use our product before their next summer adventure. This strategy will help spread brand awareness and provide a chance for a new customer to own our product.



PROMOTIONAL TOOLS

COUPONS

Coupons will be utilized in combination with the social media campaigns. Promotion posts will be showcased on both the influencers' and Goal Zero's pages. Featured influencers will have special 15% discount codes, which users can employ for online purchases of Goal Zero's products, given that they follow certain procedures such as following the brand's official page, and sharing the promotion post on their own Instagram story. Proof of action will be required on a separate entry form to gain access to the unique discount codes. In doing so, awareness of Goal Zero amongst the influencers' niche scope of followers also increases. Traffic and engagement associated with the brand and its official page is emphasized with this strategy. Using coupons as a promotion scheme act as the first step in introducing the brand to consumers who may lack familiarity. This strategy also serves as further incentive to explore Goal Zero's offerings, especially in the face of hesitancy.



TIMELINE

February 14, 2022 - February 28, 2022

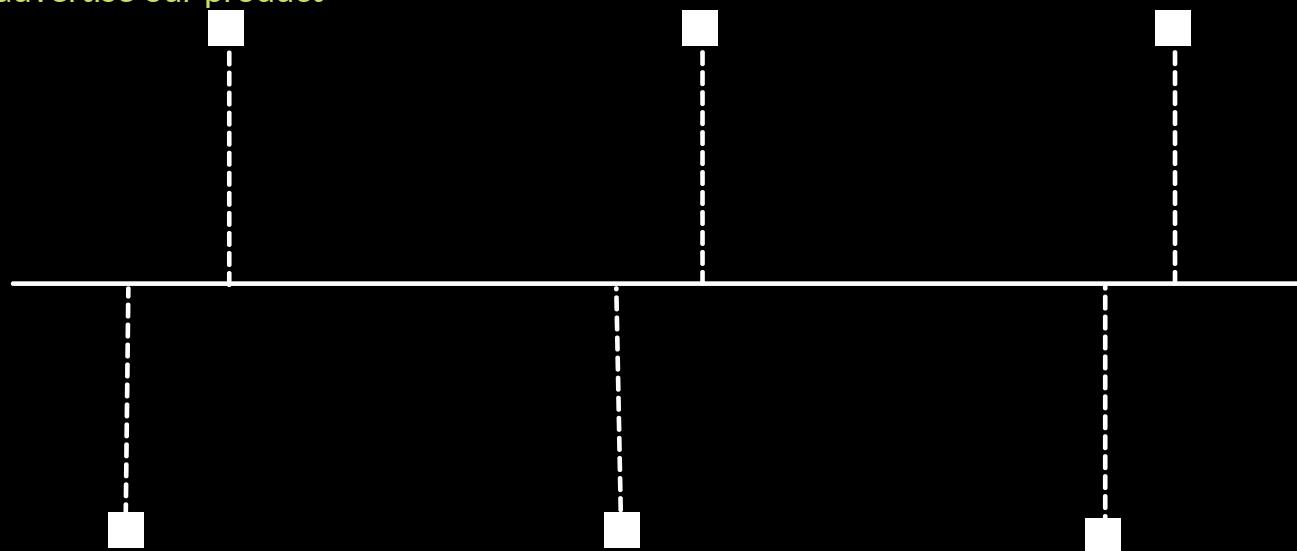
Begin to implement and utilize Social Media ad campaigns. These will include both Instagram stories and posts on GoalZeros official Instagram page and hire social media influencers to advertise our product

March 1, 2022 - May 31, 2022

Overlanding Expo will take place in 4 sites in the United States

June 2, 2022 - July 14, 2022

Continue to offer coupons to loyal customers and keep increasing sales and WOM



February 1, 2022 - February 15, 2022

Begin to show 30 second youtube advertisements, in the beginning of *outlander* genre YouTube videos

February 27, 2022 - June 1, 2022

Goal Zero consumers and potential customers will be able to participate in a raffle contest to win a Goal Zero YETI 6000X power station and other Goal Zero products.

June 1, 2022

Raffle winners announced

The contest will take place through Instagram and attendees of our exhibit at the Overlanding Expo

PLAN COSTS

OVERLANDING EXPO

Micoinfluencers, with a following of up to 100,000, have average rates of \$100-500, per engagement, adjusted depending on the size of their following (ICSTD, 2022). For the attendance of influencers such as @overlandtheamericas, we want to allocate a \$1,000 budget to the base fee of \$500, along with additional costs of their participation covering travel and lodging. While there are no exact prices disclosed concerning the price of vendoring at the Overlanding Expo, the average cost of booth space charged by trade shows ranges is \$21/square foot (Mod Displays, 2019). For the occupation of a 10x10 foot space fitting for brand's presentation and display, the cost would amount to approximately \$2,100. The Overlanding Expo takes place in 4 locations across the country, the cost of influencer participation amounts to \$4,000 with vendor costs totaling to \$8,400, bringing the overall cost to \$12,400.

YOUTUBE ADS

Businesses start off with an average daily budget of \$10-50 for running Youtube ad campaigns, fluctuating depending on the target audience and specific ad type (Heitman, 2022). This campaign will run as we are seeking to implement pre-roll video ads, we intent to allocate \$50 for the ads which will run 5 times a week for a month. The weekly budget for our Youtube ads will be \$250, for a grant total of \$1,000 for the entire month.

PLAN COSTS

INSTAGRAM CAMPAIGN

On average, a common standard for pricing campaigns involving influencers, is one cent per follower or \$100 for every 10,000 followers (Carbone, 2019). The proposed influencers @overlandtheamericas, has approximately 50,000 followers. Since this campaign follows a month long schedule, with a featured weekly post and story takeover, we intend to devote \$500 per Instagram post and story, for a weekly budget of \$1,000. For their participation in our coupon promotional scheme, an additional \$500 will be allotted. The month long campaign which will also feature the discount codes as a means of promotion, will have a total budget of \$4,500.

CONTEST

The contest will include ticket forms in both digital and physical forms. Physical copies of the registration form for the raffle will be distributed at the Overlanding Expo. It costs approximately \$180 to print out a bulk batch of 13,000 fliers (Print Runner, 2022). The number of physical fliers corresponds to the expected amount of visitors at the Overlanding Expo, based on past visitor records (Overland Expo, 2019). Since there are 4 locations of the expo, about 50,000 fliers would be needed, totaling \$720 for just the printing costs. The prize giveaway features Goal Zero's product lines, including the Goal Zero Yeti 6000x. The cost of the contest prizes amounts to a maximum of \$10,000 worth of products. With so, the total budget that will be devoted to this promotional tactic is \$10,720.

Total Cost of Marketing Campaign:\$28,620

EVALUATION

Alternative

Intent

We aim to create buzz marketing that directs attention to how powerful Goal Zero products are, as they are powering the exhibit. We will also establish brand credibility through ambassadors talking about their experiences with Goal Zero.

Measure

We will include a QR code, which allows exhibit visitors to sign up for automatic emails regarding Goal Zero's products website. Creating access for potential customers to access Goal Zero's products site, we will measure increase in Goal Zero's website visits and compare it to number of visits prior to tabling at Overlanding Expo. We will also keep count of increase in product sales and compare it to counts prior to Overlanding Expo.

Social Media

We aim to target an audience that has interest in overlanding, adventure, and nature-centric lives. By showcasing respectable influencers personal experiences, our target audience will have increased Goal Zero brand recognition and credibility.

We will take note of the increase in the following Goal Zero's Instagram profile logistics: net follower count, post likes, story post likes, story engagement, post comments, post saves, forwards, and direct messages. We will compare the net increases in these values to those prior to the Instagram Campaign launch. In addition, we will keep track of mutual followers with influencers we use to see the correlation of influencer impact on Goal Zero's increase in brand awareness.

EVALUATION

Digital

Intent

We will create a relationship between sustainability, remote working, and overlanding adventures. This 30-second YouTube advertisement will allow viewers to recognize the boredom that comes with remote working, and the endless excitement that can occur when overlanding. In addition, this advertisement will allow viewers to recognize how useful Goal Zero products are when satisfying excitements.

Measure

As a link to our Goal Zero shopping website is displayed on the bottom left corner of the YouTube advertisement, we will keep track of how many new site visitors are received after the advertisements begin. In addition, we will correlate this number to increase in sales throughout a one month period. We will take note of a negative or positive correlation of how many new websites visits and increase in sales, and the value's magnitude.

PUBLIC RELATIONS

STAKEHOLDERS

The impacts of our marketing plan will allow Goal Zero to engage socially and build trustworthy relationships with stakeholders. Our utilization of social platforms such as Instagram and YouTube, allows Goal Zero to build its reputation through social capital which indirectly improves Goal Zero's performance following our marketing plan. Our overall marketing efforts, may bring a fundamental change in Goal Zero's processes such as a mental and management shift.

Our main stakeholders: customers, will be exposed to more engagement from our Goal Zero marketing campaign through traditional and social marketing strategies, which all pertain to their personal hobbies and lifestyles. Furthermore, stakeholders will be able to learn new opportunities like our contest and Overlanding Expo to increase engagement through our campaign.

SOCIAL RESPONSIBILITY

Our proposed marketing campaign intends to take on a more neutral position that does not produce an immediate impact in terms of its social responsibilities. While Goal Zero as a brand advocates for increased environmental and social awareness through their humanitarian efforts and energy efficient solutions, this specific campaign focuses on targeting consumers based on their personal hobbies and lifestyle.

PUBLIC RELATIONS

SOCIAL RECOVERY / CONTINGENCY PLAN

Lack of Integration

Within our marketing plans, there is a lack of correlation between online workers who are seeking adventure and those who value sustainability. As a company who values both, we do not execute including both aspects in each of our marketing plans.

Solution; YouTube Include a scene, in which customer is walking throughout Home Depot, feeling overwhelmed while browsing the endless energy saving and sustainable alternatives (solar panels, geothermal units, etc.). Once spotting Goal Zero, the customer realizes it's a simple and compact sustainable unit addition to a way they can achieve their adventures.

How does this help? Including a scene with sustainable alternatives energy sources will help execute the intention to target those who appreciate sustainability. This advertisement will address remote online workers who value sustainability in addition to adventure.

Solution; Instagram When overlanding influencers introduce themselves, we will require them to make personal statements regarding their stance on the current Earth, in terms of environmental degradation and sustainability.

How does this help? While speaking on overlanding, influencer statements regarding sustainability will allow Instagram users to understand both major benefits of using Goal Zero: gaining environmental consciousness and the ability to adventure and achieve excitement outside of the house.

Social Recovery

Goal Zero's new marketing plan will not likely cause harmful controversies. However, if such controversies are to occur, Goal Zero plans to immediately address the problems on an individual scale and wide scale. Individual wise, we plan to directly contact the impacted consumer to understand their side of the situation and provide clarification and apologies on our end. Wide scale wise, we will release official statements on our social medias to address the issue that happened, apologize, and what we promise to fix and take into account in the future.

LEGAL / ETHICS

Goal Zero will have some difficulties concerning our advertising strategies to comply with legal and ethical restrictions. Our most difficult part would be to ensure our full transparency with our consumers which will be a part of our alternative and social media advertising. Our plan for participants at the Overlanding Expo would be to communicate our brand ambassador's relationship with Goal Zero. Our strategy would be to have our brand ambassadors disclose that they are at the event as a representative of Goal Zero to increase brand awareness and sales of their products. Also, our team would need to get permission to use photos used on our social media pages from participants from the Overlanding Expo and Instagram campaign. To overcome any ethical issues during our Instagram campaigns we will make sure to have our influencers post their relationship with Goal Zero and that their posts are paid advertisements. Last, during our YouTube, we would need to address any copyright infringement on music that would be used in our advertisement.



REFERENCES

"A Record-Setting Number of Adventure-Seekers Converge at Overland Expo East's New Venue. "Overland Expo®, www.overlandexpo.com/compass/expo-east-recap. Accessed 3 May 2022.

"BLUETTI: Portable Power Station, Solar Generator Kit." *Bluettipower-US*, www.bluettipower.com. Accessed 28 Mar. 2022.

Berg, Meredith Derby. "Study Shows Participation in Outdoor Sports up Sharply in 2020, but Will the Trend Continue?" *Footwear News*, Footwear News, 23 June 2021,<https://footwearnews.com/2021/business/athletic-outdoor/outdoor-sports-participation-1203152560/>.

Carbone, Lexie. "This Is How Much Instagram Influencers Really Cost." *LaterBlog*, 10 Apr. 2019, later.com/blog/instagram-influencers-costs.

Chang, Andrea. "Meet Overlanding, the Love Child of off-Roading and #Vanlife." *Los Angeles Times*, Los Angeles Times, 9 Sept. 2021, <https://www.latimes.com/business/story/2021-09-09/meet-overlanding-the-love-child-of-offroading-and-vanlife>.

Charles, Gerald. "Breaking Down the Overlanding Scene." *The Engine Block*, 16 Jan. 2019,<https://www.theengineblock.com/overlanders-vs-off-roaders-vs-campers-whats-what/>.

Couillard, Jami, and Overlandsite. "How to Make Money While Overlanding or Vanlife-ing." *Overlandsite*, 12 Feb. 2022, <https://www.overlandsite.com/overlanding/how-to-make-money-while-overlanding/>.

Courtney, Emily. "Remote Work Statistics: Navigating the New Normal." *FlexJobs Job Search Tips and Blog*, FlexJobs.com, <https://www.flexjobs.com/blog/post/remote-work-statistics/>.

Duffy, Tyler. "14 Essential Pieces of Gear for Overland Adventures." *Gear Patrol*, 17 Mar. 2022, <https://www.gearpatrol.com/cars/g33625869/best-overlanding-gear/>.

Freeskier. "Editor's Review: Goal Zero Portable Power Station and Solar Panel Kit." *FREESKIER*, 1 Aug. 2017, <https://freeskier.com/stories/editors-review-goal-zero-portable-power-station-solar-panel-kit>.

"Goal Zero Yeti Gives You Hours of Power with Zero Emissions ." *Dallas News*, 25 Aug. 2019, <https://www.dallasnews.com/business/technology/2017/05/06/goal-zero-yeti-gives-you-hours-of-power-with-zero-emissions/>.

Hanson, Jonathan. "Energy Independence . . . for Your Overland Vehicle." *Exploring Overland*, Exploring Overland, 27 June 2015, <https://www.exploringoverland.com/overland-tech-travel/2015/6/27/energy-independence-for-your-overland-vehicle>.

REFERENCES

"Heitman, Stephanie. "Starter Guide to YouTube Advertising Costs in 2022 (+5 Ways to Spend Less)." LOCALiQ, 12 Apr. 2022, localiq.com/blog/youtube-advertising-cost.

HomeDepot. "Onboarding on the Go: Mobile Application Enhances Associate Training." The Home Depot, 8 Mar. 2018, <https://corporate.homedepot.com/newsroom/onboarding-go-mobile-application-enhances-associate-training>.

"How Much Does A Brand Partnership Cost? – Icts.Org." ICTSD, www.ictsd.org/how-much-does-a-brand-partnership-cost.

Imlay, Mike. "The Rise of the Overlanders Who Are They and What Are They Searching For?" Specialty Equipment Market Association (SEMA), 2 Dec. 2021, <https://www.sema.org/news-media/magazine/2021/12/rise-overlanders>.

Meisner, Erik. "Overlanders Holiday Shopping Guide: Best Deals of the Season." The Gear Bunker, 17 Nov. 2021, <https://www.thegearbunker.com/holiday-shopping-guide-best-deals-of-the-season/>

MODdisplays. "How to Create a Trade Show Budget." MOD Blog, 25 Aug. 2021, www.moddisplays.com/post/how-to-create-a-trade-show-budget.

"NRG Reaches Agreement to Acquire Goal Zero, the Market Leader in Personal Solar Products." NRG Reaches Agreement to Acquire Goal Zero, the Market Leader in Personal Solar Products | Business Wire, 14 Aug. 2014, <https://www.businesswire.com/news/home/20140814005155/en/NRG-Reaches-Agreement-to-Acquire-Goal-Zero-the-Market-Leader-in-Personal-Solar-Products>.

Overland Expo®. (2022, April 15). Overland Expo® – The World's Premier Event Series for Adventure Travel Enthusiasts. <https://www.overlandexpo.com/>

"Overlanding in a Jeep Wrangler." Miami Lakes Jeep Blog, 1 Jan. 2019, <https://www.miamilakesautomall.com/jeep-blog/overlanding-in-a-jEEP-wRangler/>.

"Overland The Americas – Overland Adventures in North, Central and South America." Overland the Americas, overlandtheamericas.com.

"Portable Power Station, Power Outdoors." Jackery, www.jackery.com. Accessed 28 Mar. 2022.

Print Runner. www.prinrunner.com.

Segura, Eleonor. "Overlanding: A Quick Rundown of What It Is, and Why It's Cool." MotorTrend, MotorTrend, 12 Nov. 2020, <https://www motortrend com/news/what-is-overlanding/>.

REFERENCES

“Statistics on Remote Workers That Will Surprise You (2022).” Apollo Technical LLC, 16 Jan. 2022, <https://www.apollotechnical.com/statistics-on-remote-workers/>.

Systems, G. I. P. (2021). Generac Power Systems | Power Outage Tracker. Copyright 2022 Generac Power Systems, Inc. All Rights Reserved. <https://www.generac.com/outages>

US power outages jumped 73% in 2020 amid extreme weather events. (2020).

S&P Global Market Intelligence. <https://www.spglobal.com/marketintelligence/en/news-insights/latest-news-headlines/us-power-outages-jumped-73-in-2020-amid-extreme-weather-events-62181994>

Taisa, Ernesto &Amp; “The Journey of a Lifetime: Road Trippin’ from the USA to South America.” Magnificent World, 28 Mar. 2022, www.magnificentworld.com/usa-to-south-america-road-trip.

Weaver, Shaye. “18 Best Places for Camping near NYC.” Time Out New York, Time Out, 21 Feb. 2022, <https://www.timeout.com/newyork/things-to-do/rediscover-nature-at-these-10-awesome-new-york-campgrounds>.

Zahair, Akeela. “Keeping Your Team Connected and Beating Work from Home Fatigue.” CEO Review, CEO Review, 11 Nov. 2021, <https://www.ceo-review.com/keeping-your-team-connected-and-beating-work-from-home-fatigue/>.

ZumMallen, Ryan. “5 Reasons Overland-Style Adventure Travel Is Hot Right Now.” Trucks.com, 23 May 2018, <https://www.trucks.com/2018/05/23/5-reasons-overland-adventure-travel>