

# **GreenTrail Outdoors Promotional Strategy Presentation**

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## **Slide 1 — Title Slide**

**Optimizing GreenTrail's Promotional Strategy through Data & Sustainability**

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## **Slide 2 — Executive Overview**

- Promotion data from 25 stores analyzed
  - Special Events outperform other promotions
  - Clear differences between urban vs. suburban stores
  - Sustainability-aligned campaigns show strongest customer engagement
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## **Slide 3 — Key Insight**

**Special Events = The Most Impactful Promotion**

- Highest sales uplift (+36%)
  - Highest customer visits (+32%)
  - Strong emotional + sustainability connection
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## Slide 4 — Urban vs. Suburban Strategy

### Urban Stores

- Respond to experiences
- Sustainability-driven behavior
- Large traffic jumps

### Suburban Stores

- Price-sensitive
  - Discounts work best
  - BOGO produces moderate benefits
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## Slide 5 — Recommended Strategy

- ✓ Prioritize Special Events
  - ✓ Use Discounts for Suburban Markets
  - ✓ Redesign BOGO
    - “Buy One, Plant One”
    - “Buy One, Donate One”
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## Slide 6 — Test Duration

- 6–8 weeks testing cycle

- Midpoint review at week 3–4
  - 4 weeks post-promotion evaluation
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## Slide 7 — Final Takeaway

GreenTrail can strengthen both **sales performance** and **sustainability impact** by focusing on:

- Experience-driven promotions
- Location-based strategies
- Purpose-aligned value campaigns