

GreenTrail Outdoors Promotional Strategy Presentation

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Slide 1 — Title Slide

Optimizing GreenTrail's Promotional Strategy through Data & Sustainability

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