

ForeFind Marketing Proposal

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FOREFIND

THE LAST BALL YOU'LL BUY

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Introduction

Description

ForeFind is a company that I designed. It is a golf company that has a product that stands out from the rest. Not only are we making a golf ball that has a GPS chip in it, but we are making other golf-related items as well. Playing golf is very difficult as it is. Then you add on having to purchase multiple golf balls a week and if you are a golfer that has a low handicap, or you enjoy playing quality golf balls then you are looking at spending 50+ dollars on a dozen golf balls. Our golf balls will come in sleeves. A sleeve is three golf balls in one package. We will not sell our golf balls by the dozen because you won't need a dozen when you don't lose golf balls.

Mission Statement

To be a world-class organization, and help bring innovative ways of golfing to all ages. Create technological advancements and design breakthrough technology for the golf world.

Goals and Objectives

Goal 1 - Be top 3 in sales for golf companies.

Objective 1 - Design new technology for golfers

Objective 2 - Prioritize the customer's wants and needs

Goal 2 - Bring new innovative ways to golf

Objective 1 - Come out with new products every 3 months

Objective 2 - Design product mixes

Objective 3 - Design product line extensions outside the original GPS golf ball

Objective 4 - Work on designing new technology in the club heads of golf clubs

Goal 3 - Become one of the top golf brands in the world

Objective 1 - Improve sales by 3 percent every year

Objective 2 - Create a new way of playing golf

Objective 3 - Continue to innovate all golf technology

Data Analysis

Vision Statement

To revolutionize the game of golf. Bringing innovative technology to golfers of all ages.

Culture of the Company

This is a new idea that has not been made yet in the world of golf. Golf is a game that is always changing and always innovating. Our goal it to be the most innovative golf company in the world. That is why we are going to make something that has never been made before. Something completely new.

External Environments

This would be our competition. At the time there was no competition for this product because no one has successfully made this product. That is why we are looking to revolutionize the game. No other company has made a product like this but when we release our product, we expect that there will be more companies coming up with similar products to give us competition. Another factor would be the market for this product. Our slogan is “Why spend money on golf balls if you only need one”. Analyzing the numbers we believe that the market will enjoy our product because you will be

saving lots of money on golf balls in the long run. Although the market changes constantly, that is why it is an external factor.

SWOT Analysis

Strengths - No other golf company has this product. It allows golfers to find their golf balls from anywhere.

Weakness - The golf ball has GPS so if it goes in the woods it is fine. If you hit the ball in the water, then you can't get it back. This is something that we will work on improving.

Opportunities - There is a lot of growth for this product. Since no other company has a product like this, there will be a high demand.

Threats - Software updates on the product could be expensive and hard to do. The overall production cost of the product as well. Possible malfunctions with the product from overuse. Other companies make the same product for competition.

Target Markets

ForeFind will have a target market directed toward the game of golf. We are going to promote golfers of all ages. Attract customers by marketing our products online, on T.V., and even at the PGA shows all around the United States. The primary goal is to reach the largest amount of people while promoting our brand as well. Work with the customers to find out what they would like to see come out of the company. By knowing what the customers' wants and needs are, you are able to establish a good marketing plan for implementation. Customers' wants and needs

are the most important thing.

Target Market Segmentation

Our target market will be broken up into the different levels of golfers. Not necessarily based on handicap alone, but it will be based on handicap and age as well.

Market Strategy

ForeFind will have a marketing plan directed toward the game of golf. We are going to promote golfers of all ages. Attract customers by marketing our products online, on T.V., and even at the PGA shows all around the United States. The primary goal is to reach the largest amount of people while promoting our brand as well. Work with the customers to find out what they would like to see come out of the company. By knowing what the customers' wants and needs are, you are able to establish a good marketing plan for implementation. Customers' wants and needs are the most important thing.

ForeFind will use online advertisements, television, in-person advertising (PGA shows), and the most significant is social media. Social media is exponentially growing. If ForeFind is able to take advantage of that, they would be able to market their product to numerous people all at once. There are so many good platforms to boost a product off of. Such as TikTok for example. The beauty of TikTok is that they have an algorithm so that your videos will reach the people that would be interested in your product. So if I post about our new product then chances are it will pop up on the for you page of a lot of golfers and then they would spread the word with their friends, then our product would be trending. If they are able to gain a large following

on social media then they can promote their products through posts on social media but also by word of mouth. If people see a product that they enjoy or find useful then they will spread the word about that product with their friends which will eventually get you more sales.

Product

ForeFind is a golf company that has a product that stands out from the rest. Our product is a golf ball that has a GPS chip in it. This is unique because no other company has made a product like this. Not only are we making a golf ball that has a GPS chip in it, but we are making other golf-related items as well. Playing golf is very difficult as it is. Then you add on having to purchase multiple golf balls a week and if you are a golfer that has a low handicap, or you enjoy playing quality golf balls then you are looking at spending 50+ dollars on a dozen golf balls. We would like to limit the number of golf purchases you have to make. Our golf balls will come in sleeves. A sleeve is three golf balls in one package. We will not sell our golf balls by the dozen because you won't need a dozen when you don't lose golf balls. All other golf companies sell their golf balls in dozens because of the fact that golf is a difficult sport so losing golf balls is just a normal thing to happen. Although with ours, you will not lose them.



Pricing

The pricing for the ForeFind sleeve of golf balls is 23 dollars. A normal sleeve of golf balls is around 14 dollars. The reason that ForeFind golf balls are more expensive is that there is a microchip in them. That is going to cost more to produce therefore the price of the golf ball will rise with the rising costs. We also say that you should not lose a golf ball again. So when you pay extra for a ForeFind sleeve, it is going to last longer than a normal sleeve of golf balls.

Production of our golf balls is about 4 dollars a golf ball. Golf balls from other rival companies such as Titleist and Callaway cost about \$0.90 per ball. The reason for this difference in price is because of the microchip embedded in our golf ball. It brings the cost of production up, so naturally the price per sleeve goes up as well. The price for our sleeve is going to be 25 dollars per sleeve.

Promotion

There are many ways to go about promotion but in the golf, world things work a little differently. In baseball, for instance, you would use commercials or promotions during the game on the jumbotron in order to get your product out there. In golf, there are a few key ways to get your product to be seen. One is at PGA Tour events, two is at the PGA show, and three are at golf stores around the United States. Golf is not as easily watched on television so instead of making commercials or getting promoted on the jumbotron we have to do things a bit differently.

Place

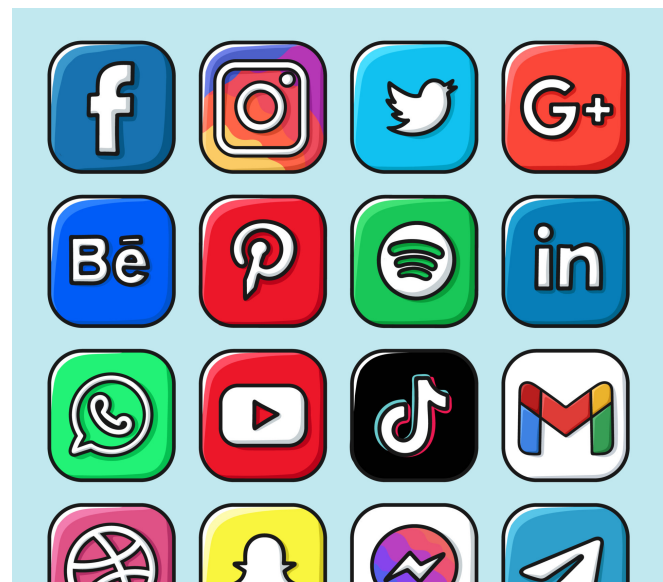
The PGA Tour is where all golf fans go to watch golf and enjoy the game. There is no better place to showcase a new product than at a PGA Tour event. This would allow people to come and enjoy a golf-filled day while also getting to learn more about a new product and purchase them if they would like. There are always numerous fans that come out to the PGA Tour events.

The PGA Tour SuperStores are the largest golf stores in the country. There are 18 locations all across the United States. This is a store chain that showcases lots of new golf products. These stores are enormous, so they show off a lot of golf equipment, and they are able to distribute plenty of products as well.

The PGA Show is the best place to showcase new products because that is what it is. The PGA Show is a conference that is a few days long, and it is golf companies showcasing all of their new products. This allows companies to get their name out there and generate more customers.

Public Relations

We will work closely with our consumers in order to get feedback from them so we can make improvements to the product. Since this is such a new product, feedback is always good so you can learn what to improve on. We will also be working closely with PGA Tour players in order to get feedback and promote our product as well. It is like when people see Tiger Woods wear Nike and swing Taylormade clubs, it makes them want to do the



same. If people see Tour professionals use our golf ball then it will make them want to use it as well. We will work primarily on social media in order to streamline all of our information and company updates as well. This is a tool that is being used everywhere right now so we are looking to take advantage of this tool.

Implementation

The implementation stage involves putting the marketing strategy into action. This is going to be done by a number of tasks that will be executed based on a chosen timeline by the company and the marketing team. We will work towards our chosen target market as well as other markets where our product could be successful as well.

Tasks

One of the main tasks is social media. Social media is going to be the main source of promotion for the company. A social media manager is going to be needed in order to keep up with the social media presence that our company is going to need to have in order to be successful.

Another task is keeping a good presence with the public. We do not want to have any slip-ups in the company that the media is able to get a hold of and control the story before we can. That is why social media is such a useful tool because you are able to expand your information to a broad audience in a short amount of time.

Another task would be the pricing strategy for the company. Although our product is similar to the other golf companies, it is vastly different on the inside. That is why our pricing is going to be different, so the task is going to be to figure out how

to strategize our pricing in a way that is appealing to the consumers.

Task Execution

Task number one is going to be our social media manager. Our promotional presence is primarily on social media so we need to have a manager specifically for this position and allow them to control all things social media. This allows them to focus on one thing and one thing only.

Task number two will be our public relations manager. Public relations is extremely important, especially when it pertains to new companies. You have to make sure to keep up appearances for the public in order to give them confidence in your company. The public relations manager and social media manager will be working closely in order to solve problems together when needed.

Task number three will be our finance department. Pricing is key when it comes to new companies and products. You have to choose the correct price so that you can make the product seem the most appealing to the public. The finance department will be in charge of making this happen.

All of these tasks are ongoing processes. The pricing will come first because you have to know the price before you can start promoting it to the public. The social media manager will come next with the promotion of the product and the pricing for the product. The public relations manager will come last. They are there in order to keep things in line and make sure that there are no issues or issues that could arise for the company. If an issue does come up then they are there to solve the problem as quickly and easily as possible.

Social Media Strategy

Social Media is so important in the world today. Everyone has social media. Social media is such an important tool that can be used in order to help your company. For start-up companies, social media is used to get their name out there and allow people to understand who they are. One of the more useful social media platforms is TikTok. TikTok just blew up and became one of the biggest platforms out there. TikTok is so useful because it allows you to direct your content toward a target market. Your content will only go out to people who are interested in similar things so which allows you to reach more people within your target market (Smith, 2021). Our strategy is to use social media in a way that can help us with public relations. Social media is the quickest way to reach a group of people possible. So if there is an issue in the company that is going to cause problems for the consumer then you will be able to use social media and let your consumers know about the problem right away. We are a new company so we will also be using TikTok in order to access our target market and get our product known by people worldwide.

Social Media Platforms

There are many social media platforms now. The most popular for our use will be TikTok and Instagram. These are the best platforms for our company. When it comes to golf products, you have a specific target market. In that case, we need social media platforms that will allow us to access those platforms the easiest and that is TikTok and Instagram (Smith, 2021).

Collecting and Using Feedback

We will have a close relationship with our consumers through social media. This will allow us to monitor what people are thinking and gather feedback on our product. This will allow us to learn from them and make improvements to the product based on the thought of our consumers. People can be brutally honest on social media, we will use that to our advantage and learn from the comments that are being made.

Public Relations

Public relations is very similar to data collection. The key to public relations and creating your own narrative. If something happens in the company then you have to be able to create the story and not let the story control you. That is where social media is useful. You are able to get information out to a group of people quickly and efficiently, this will help you build the narrative and control the story. Do not allow reporters to make up the story for you with false facts.

Evaluations

What are our current products, and who are our customers?

Our current product is a golf ball with a microchip in it. This golf ball will be used to find the ball anywhere on the golf course. Golf can get expensive, this allows golf to be a little cheaper with not having to pay for golf balls every round. Our customers are golfers of all ages. Anybody who plays golf and would like to test out a new product in order to lose less golf balls.

What are our external considerations?

This would be our competition. At the time there was no competition for this product because no one has successfully made this product. That is why we are looking to revolutionize the game. No other company has made a product like this but when we release our product, we expect that there will be more companies coming up with similar products to give us competition. Another factor would be the market for this product. Our slogan is “Why spend money on golf balls if you only need one”. Analyzing the numbers we believe that the market will enjoy our product because you will be saving lots of money on golf balls in the long run. Although the market changes constantly, that is why it is an external factor.

How can we assess our strengths, weaknesses, opportunities, and threats?

These can be assessed quarterly. We will always have a good idea of what they are but they will be assessed each quarter in order to make sure that all things are still aligned with what we are thinking. SWOT analysis is important because it allows you to get a better idea of what to look for in employees and the overall numbers at each quarter.

Who are our target markets, and how can we describe them?

ForeFind will have a target market directed toward the game of golf. We are going to promote golfers of all ages. Attract customers by marketing our products online, on T.V., and even at the PGA shows all around the United States. The primary goal is to reach the largest amount of people while promoting our brand as well. Work with the customers to find out what they would like to see come out of the company. By knowing what the customers’ wants and needs are, you are able to establish a good marketing plan for implementation. Customers’ wants and needs

are the most important thing. I would describe them as golfers. Golfers is the best way to describe them because that is who we are targeting. You will not see a non golfer using our product.

Who is responsible for executing each task?

Task number one is going to be our social media manager. Our promotional presence is primarily on social media so we need to have a manager specifically for this position and allow them to control all things social media. This allows them to focus on one thing and one thing only.

Task number two will be our public relations manager. Public relations is extremely important, especially when it pertains to new companies. You have to make sure to keep up appearances for the public in order to give them confidence in your company. The public relations manager and social media manager will be working closely in order to solve problems together when needed.

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