



# BELLA OTTER

## MARKETING PLAN



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# INTRODUCTION

Introducing Bella Otter, a rising star in the world of archery and a proud member of the 2022 Archery World Cup, where she represented the USA among 3 professional female archers. Born and raised in Atascadero, Bella is drawn to the beauty of the outdoors. Her passion for archery started young, quickly launching her into competitive leagues, and many brand deals, as she grew in experience.



Bella has a warm personality. She is optimistic, grateful, and passionately lifts up others. Bella's approach to archery, marked by being process oriented rather than outcome-oriented, reflects her philosophy of letting go of control over the outcome and focusing on executing shots regardless of the circumstances.



# BIOGRAPHY

Growing up on the central coast of California, Bella developed a love for the outdoors very early on. Bella has built a life centered around helping others while she focuses her family, friends, and career, competing as a professional archer during her tenure as a student at Cal Poly SLO, and earning herself a spot on Team USA at a very young age!



## ACCOMPLISHMENTS & AWARDS

- 1st place - USAT SoCal Showdown - U21
- 1st place - Easton Collegiate Trophy Tourney (Lancaster)
- 1st place - California Indoor State Championships - U21
- 2nd place - USA Archery Indoor Nationals - U21
- 2nd place - USA Archery JOAD INdoor Nationals - U21
- 3rd place - NFAA Outdoor Field Nationals - Pro Female
- 3rd place - USAT Gator Cup - U21
- Ranked 2nd in USA Archery U@! NRS, qualifying for the 2024 Compound U21 USAT Team
- Set 5 new state records for the state indoor and JOAD 18m round, FITA round, and double rounds
- Had an incredibly successful elk hunt in New Mexico



# ABOUT BELLA

Bella's passion doesn't stop with competing, she is an avid member of her community. She currently works at Central Coast Archery and has the opportunity to work with adults and children learning to shoot. In addition, she is involved with Break the Barriers, which is an organization focused on "celebrating awareness and victories of all abilities, ethnicities, and ages". Helping and teaching others is Bella's true passion.



## CURRENT SPONSORSHIPS



- PSE - Precision Shooting Equipment
  - Bows
- Victory Archery
  - Arrows
- AAE - Arizona Archery Enterprises
  - Arrow rest and fletchings
- GAS Bowstrings
  - Bowstrings
- B-Stingers
  - Stabilizers
- T.R.U. Ball / Axcel
  - Sight and release
- Zeiss
  - Optics (binoculars and spotting scope)
- Montana Knife Company
  - Hunting knives
- Central Coast Archery

# STRENGTHS & OPPORTUNITIES



## STRENGTHS

- Positive Personality
- Athletically Talented
- Strong Athletic History
- Family Oriented
- Emerging Professional Status



## OPPORTUNITIES

- Social Media Presence Growth
- Non-archery brand partnerships
- Educational Content Creation for Archers
- Community Events
- Product Endorsements

# POSITIONING & BRAND

Bella has already established her personal brand well, leveraging her consistent authenticity. Further development will likely occur as the next steps are followed.



## Web Presence



- **Optimize Social Media:** complete, professional, and aligned with brand.
- **Content Strategy:** Adhere to regular, engaging content that shows personality, achievements, and skills.
- **Social Recommendations:** Relevant platforms like TikTok, YouTube, Snapchat may be worth utilizing to expand your reach.

## Networking



- **Connect with Other Influencers:** Make connections with students of different sports with similar interests, students also pursuing NIL deals, and influencers with a further developed personal brand than your own.
- **Participate in Online Conversations:** Join online groups, forums, conversations, etc.. This helps grow awareness, leading to partnerships.

## Outreach



- **Create a Pitch:** If not done already, compile personality and experience components into a concise, compelling, personal pitch.
- **Email Outreach:** Personal emails to multiple sponsors, brands, or collaborators is a great way to get the ball rolling.
- **Cal Poly Career Resources:** Cal Poly has connections that you can leverage.

## Analyze



- **Track Analytics:** Consistently review social media to understand what content your audience resonates with and make adjustments as needed / desired.
- **Adapt the Overall Communication Strategy:** As experiences add up, these next steps will change. Adapting processes is expected in NIL endeavors.

# PLATFORM FOCUS

## INSPIRATIONAL QUOTES

Your chance to inspire others and encourage optimism, gratitude, and your view on the importance of mentality.



## FRIENDS AND FAMILY

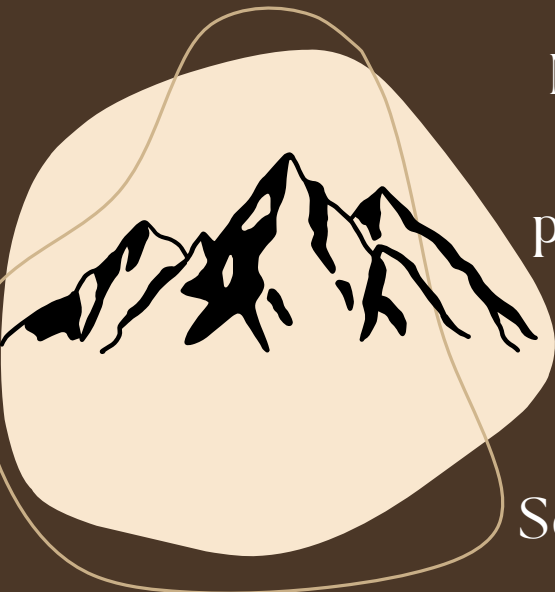
This might include updates on family trips, friendship shout-outs where you highlight what you admire in a friend, and an opportunity to post content on any influencer collaborations.

## THE OUTDOORS

Nature shots, videos, highlights of what you love best will characterize your personal brand further and attract other outdoor-related brand opportunities.

## PRODUCTS / PROMOTIONS

Sort of a “no-brainer,” but continue to post positive reviews on sponsor-related products. Consider upbeat, brief product descriptions, unboxings, product-in-action, and more.







# SOCIAL SCHEDULE

MON	TUE	WED
<p><b>MENTALITY MONDAYS</b></p> <p>Inspirational quote and encouraging caption.</p>	<p><b>TRY IT TUESDAYS</b></p> <p>Sponsor products, services, misc. gear promotion. Future sponsors will see value in this routine.</p>	<p><b>WIN WEDNESDAYS</b></p> <p>Archery competitions, game statistics, areas for improvement, everything archery.</p>
THU	FRI	
<p><b>THANKFUL THURSDAYS</b></p> <p>A great day to highlight friends, family, and things you're grateful for.</p>	<p><b>FEATURE FRIDAYS</b></p> <p>Something personal, exciting, new, and / or unexpected. Still consistent with personal brand image</p>	

# PARTNER OUTREACH

## REI

Contact REI using their advertising email. Consider contributing to their Journal to build your NIL résumé.



## LULULEMON

Become a Brand Ambassador: Must visit their local store to discuss the possibility. Ambassadors “receive development tools and experiences, get product to test, meet a network of like-minded people, and score a humongous cheer squad.

## THE PAD: CLIMBING

Linked [here](#) is a form to apply for a partnership with The Pad. Using the techniques described above and those you’ve acquired, consider applying.



# CONTENT SAMPLES



## MENTALITY MONDAY

Bella shares the mental strategy and lifestyle approach she uses to achieve her positive mindset!

## TRY IT TUESDAY

Bella inspires her followers to branch out and try something new every week! Great opportunity to organically feature new non-archery sponsorships!



## WIN WEDNESDAY

Bella announces or reflects on meaningful victories as a career archer!



# CONTENT SAMPLES

(CONTINUED)



## THANKFUL THURSDAY

As a person who loves her people and treats everyone as family, Bella creates an appreciation post for an especially important relationship, and encourages her followers to be thankful.

## FEATURE FRIDAY

Bella has many hobbies and appreciates many aspects of life. She selects an exciting aspect of life to feature every week, whether it be climbing, hunting, spending time with a mentor, or competing!

