

**Strategic Communications Plan**

**White's Boots**

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November 22, 2020

# EXECUTIVE SUMMARY

White's Boots is a small company based in Spokane, Washington. They have over 100 years of boot making experience dating back to the Blue Ridge Mountains during the Pre-Civil War era. In July 2014, White's Boots was sold to Lacrosse Footwear of Portland, Oregon, which also owns Danner Boots (Wikipedia). This strategic communications plan outlines White's Boots' current situation in the market and outlines clear communications and marketing goals, strategies and tactics to increase brand awareness and gain market share in specific key geographical regions to specific audiences. Ultimately, by increasing market share, White's Boots will increase their revenue stream. White's has been making custom and durable boots for countless generations. With increased competition and new ways of digital marketing, White's Boots will need a specific communications plan to ensure their goals and strategies are clear, concise, measurable and executed properly.

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# CORPORATE HISTORY

White's Boots has a long history of making custom and durable work boots. John White started making work boots in Virginia in the Blue Ridge Mountains in the mid 1800s during the Civil War era. John and his son, Otto, moved to Idaho and ultimately settled in Spokane, Washington in 1915. They continued to make strong, durable and dependable custom work boots focusing their efforts on loggers and firefighters. While Otto passed away in 1972 and in July 2014, White's Boots was sold to Lacrosse Footwear of Portland, Oregon, which also owns Danner Boots. Lacrosse Footwear's chief financial officer, Kirk Layton, cited the made-in-America heritage of White's Boots as a motivating factor for the buyout. Lacrosse Footwear is itself owned by Tokyo-based retailer ABC-Mart (Wikipedia.org). Today, White's Boots and the legacy of their fine craftsmanship continues.

# WHITE'S®

# BACKGROUND INFORMATION

While now owned by a Japanese based company, White's Boots continues to operate semi-autonomously in Spokane, Washington. Their current CEO, Eric Kinney, is directly responsible for all operations and marketing efforts for White's Boots. Kinney and his team are currently seeking to enter the European market and the designer footwear market primarily utilizing social media communication efforts. White's Boots brand has focused on tough, durable and rebuildable boots for loggers, construction and firefighters. Their current website and brand has a strong and edgy feel focusing on tough and strong working men. The photography currently used fits their brand and can be used to continue building brand awareness. Shifting into the fashion industry or a shift into the women's market may take a new creative strategy. This strategic plan will consider and meet the desires and requests of Eric Kinney and his team and will provide concurrent communication strategies that will allow White's Boots to gain market share in specific and key markets.

# TARGET AUDIENCE

## TARGET AUDIENCE

Key publics/audiences will include:

1. Loggers, Firefighters and Construction personnel. (Primary and continuation)
2. Trail/Outdoor and nature enthusiasts and Hunters. (Primary and introduction)
3. Fashion enthusiasts/Millennial fashionistas. (Secondary and introduction)

## GEOGRAPHICAL TARGET

Geographical locations will include:

1. Pacific Northwest (Oregon, Washington, Idaho, N. Cal., Montana, Wyoming, Utah, Colorado and Alaska)
2. Germany (Other European countries to follow)
3. New Zealand

## KEY STAKEHOLDERS

White's Boots key stakeholders are as follows:

- ABC-Mart and Lacrosse. White's Boots' Owners
- Eric Kinney, White's Boots' CEO
- The executive team
- White's Boots' management and employees
- White's Boots' consumers
- White's Boots' vendors and suppliers
- White's Boots' distributors
- White's Boots' corporate partners

# TOWS ANALYSIS

## SITUATION ANALYSIS

White's Boots has done great work in creating a high quality boot for firefighters and loggers throughout the PNW. It appears that their marketing and public relations efforts may be minimal and there is immense potential for growth within their current market segments. After preliminary research through a small survey of PNW firefighters and hunters, we found that only 66% of firefighters surveyed have heard of or used White's Boots and only 50% of the hunters surveyed have heard of or used White's Boots. We believe there is market share to be gained within the PNW including California, Oregon, Washington, Idaho, Colorado, Montana, Wyoming and Alaska. The specific markets may include, but are not limited to firefighters and loggers, as well as hunters and trail enthusiasts. Our research indicates that White's Boots has tremendous opportunity and growth within for these two audiences/publics. We believe that we will be able to market concurrently to the PNW area within these niche markets AND introduce White's Boots effectively in the European (German) and New Zealand markets.

Another recommendation and opportunity for White's Boots may be in the organization's customer service plan and execution. While White's Boots manufacture the highest quality product, their customer service and follow up to product defects may be insufficient. Again, after initial and preliminary research in the customer service efforts of White's Boots, our research found that White's Boots may not be impeccable within the customer service arena. From a public relations standpoint, this may be an opportunity for White's Boots as well. We understand the need and desire to market and sell boots direct, rather than through second party distribution channels due to wholesale pricing, however, consumers may be hesitant to purchase a pair of \$300-\$450 boots without seeing, feeling and trying on the product. The return/exchange policy must be impeccable for this to be effective. Operations will be key in this component.

THREATS, OPPORTUNITIES, WEAKNESSES & STRENGTHS (TOWS) SUMMARY

|   |   |
|---|---|
| <p>Threats</p> <ul style="list-style-type: none"> <li>▪ Increased competition</li> <li>▪ Cost of labor in the USA</li> <li>▪ Shifting into foreign markets may weaken brand</li> <li>▪ Maintaining high quality products may be difficult to maintain as market share increases</li> <li>▪ Maintaining high quality employees AND maintaining high employee moral may be difficult as the company is owned by a parent company who owns White’s direct competition</li> </ul> | <p>Opportunities</p> <ul style="list-style-type: none"> <li>▪ Improved local distribution</li> <li>▪ Other key market segments (kids, hunters, industrial workers, military)</li> <li>▪ While online marketing efforts can be optimized, having local businesses throughout the PNW selling White’s Boots is essential to support online efforts</li> <li>▪ Wholesale pricing appears to be unfeasible. Competitive pricing analysis is recommended.</li> </ul> |
| <p>Weaknesses</p> <ul style="list-style-type: none"> <li>▪ Distribution Channels may not be optimized</li> <li>▪ Customer Service may need improvement</li> <li>▪ Strategic marketing efforts may be minimal and lack clear and concise direction from management</li> </ul>  | <p>Strengths</p> <ul style="list-style-type: none"> <li>▪ Strong Made in the USA brand and history</li> <li>▪ High quality product</li> <li>▪ Moderate brand awareness in local key audience (firefighters)</li> <li>▪ Manufacturing with proprietary equipment</li> </ul>  |

Table 1: TOWS Analysis

CORE PROBLEM/OPPORTUNITY

Within very preliminary research, White’s Boots appears to have a tremendous opportunity to gain market share in the local PNW within key market segments through online marketing efforts, word of mouth and niche distribution channels. In addition, while White’s Boots designs and manufactures high quality workman’s boots, their customer service efforts may fall short of their marketing objectives.



# MARKETING STRATEGIES & OBJECTIVES

## GOAL

Our goal is to meet the objective of White's Boots and enter the European market through effective and measurable online marketing tactics while also increasing our market share in the Pacific Northwest through niche communication efforts and strategic partner alliances.

## OBJECTIVES

Oftentimes, new ad and PR agencies want to redesign logos, taglines, artwork, etc. to make a new impact. Throughout generations, White's Boots has built a strong and recognizable brand in niche markets including loggers, firefighters and construction personnel. White's Boots tagline is strong:

Work Hard. Wear White's.

Made in America.

To meet the objectives of White's Boots, our goals are to:

Enter the European market (Germany) through online marketing efforts, specifically using social platforms. In time, we will also shift our communication efforts to other European countries such as the U.K., Switzerland, Amsterdam and Belgium. We recommend focusing on the cooler, rugged areas of Europe. General research indicates that European consumers may not that persuaded by Made in America, however, we believe through our niche marketing and public relations efforts, we can reach key publics cost effectively and meet the desires of those consumers by offering a high quality product made in the USA.

In addition, we will maintain and increase our presence in the Pacific Northwest by continuing to focus on the niche markets of loggers, firefighters and construction works and shift our communication efforts towards hunters and trail and outdoor enthusiasts. Based on the numbers provided from White's Boots' corporate financial statements, it appears that the wholesale pricing is far too low with a net price of nearly \$59.00 per pair of boots. A product price analysis is strongly recommended.

Finally, we will introduce White's Boots into the New Zealand market.

Specific and measurable objectives include:

1. Acquire 10 million click throughs onto the White's Boots' website through various communication tactics in specific geographical locations AND in specific key publics.
2. Obtain a conversion rate of .1% of click throughs into purchases. Total purchases through communication plan will be 10,000. Revenue based on \$450 for a pair of boots is \$4,500,000.

3. Gain 1% of the market share in the German (European market).
4. Gain 1% of the market share in the New Zealand market.
5. We would recommend pushing White's Boots through 2<sup>nd</sup> party distribution channels and niche sporting goods stores with a retail price matching the White's Boots website pricing. Price parity is crucial with wholesalers. However, the current net price of White's Boots is \$59.00. It is absolutely imperative that the net price of White's Boots sold to 2<sup>nd</sup> parties be renegotiated. Currently, White's Boots net price is far below market standards.
6. Sell 500 pairs of boots in the PNW direct through White's Boots website at \$450 per pair. Total revenue generated will be \$225,000.
7. Sell 100 pairs of women's and/or men's boots through the fashion market at \$450 per pair. Total revenue will be \$45,000.

Below is a table that outlines our key publics by geographically region:

| <b>Geographical Location</b>  | <b>Key Publics/Market Segment</b>   |
|---|---|
| <b>Pacific Northwest</b><br><b>(Oregon, Washington, N. California, Idaho, Montana, Wyoming, Colorado &amp; Alaska</b> | <ul style="list-style-type: none"> <li>• Firefighters, Loggers, Construction</li> <li>• Trail/Outdoor and nature enthusiasts &amp; Hunters</li> <li>• Fashionistas/Millennials</li> </ul> |
| <b>European Market</b><br><b>(Primary: Germany. Secondary: UK, Switzerland, Amsterdam and Belgium).</b>               | <ul style="list-style-type: none"> <li>• Firefighters, Loggers, Construction</li> <li>• Trail/Outdoor and nature enthusiasts &amp; Hunters</li> </ul>                                     |
| <b>New Zealand</b>  | <ul style="list-style-type: none"> <li>• Firefighters, Loggers, Construction</li> <li>• Trail/Outdoor and nature enthusiasts &amp; Hunters</li> </ul>                                     |

Table 2: Key Publics by Geographical Location

# INTEGRATED CREATIVE STRATEGY STATEMENT

Reinforce White's Boots' strong brand awareness while increasing market share through specific communication tactics and excellent customer service policies to increase revenue.

## PRIMARY MESSAGES

Work Hard. Wear White's.

Made in America.

## SECONDARY MESSAGES

White's Boots needs to continue to emphasize: strong, durable and high quality craftsman boots.

# MEDIA OBJECTIVES & STRATEGIES

Please refer to the Appendix section of this plan for the detailed Gantt schedule and calendar for greater details and timelines. The total marketing budget for 2020-2021 is \$250,000.

## ADVERTISING

Budget: \$105,000

General Media: Magazine, Podcasts, Online Banner Advertising, Search Engine Optimization, Social Media Platform Advertising

Specific Media: Newspaper, Radio, TV: None

Magazine: Seattle Magazine, Portland Magazine and Boise Magazine

Podcasts: None

Online Banner Advertising: Purchasing banner advertising on specific and relevant websites where White's consumers will see and engage with White's. Websites may include National Geographic, Discovery Channel, REI, etc.

Search Engine Optimization: SEO is ensuring that when consumers search for key and relevant terms, White's Boots has premium placement in the search. Examples of relevant searches may include: Danner's, work boots, hunting gear, custom work boots, etc. The key words are virtually endless.

Social Media Platforms: Advertising on social media platforms is probably one of the most important tactics within this strategic plan. Advertising on social media platforms such as YouTube, Twitter, Instagram, Facebook and Pinterest will allow White's to specifically target key and relevant audiences/publics.

Audience: Varies depending on advertng medium. See Gantt schedule for greater detail.

Rationale: By placing prominent print advertisements in affluent city magazines, White's Boots will capture the high-end affluent market. The niche markets will be firefighters, loggers and construction professionals. In addition, these magazines support high end fashion as well.

COLLATERAL

- Budget:** \$32,000
- General:** Collateral is considered to be brochures, stationary, maps, postcards, etc. Collateral creates and supports brand awareness.
- Specific Media:** We recommend that White's Boots invest in specific collateral which will include professional business stationary, promotional items and signage and displays. We will also have collateral under the direct response section.
- Audience:** All market segments/key publics will be targeted, including all stakeholders as well.
- Rationale:** White's Boots needs an impeccable customer service department and policies created and implemented in order to support direct sales through their website. Direct communication with potential consumers, thank you notes for current and past consumers will reinforce their brand, corporate integrity and potential future sales. Promotional items will be used for special events, trade shows, partner/coop events and thank you and holiday gifts.

DIRECT RESPONSE

- Budget:** \$12,500
- General:** Direct response allows companies to communication messages. Some direct response tactics allows for feedback while others do not. We feel that direct response campaigns are crucial for building relationships with the consumers of White's Boots. One of the greatest mistakes of companies to let a current customer leave and purchase from your competition.
- Specific Media:** We recommend launching specific direct response campaigns, such as Mahalo Events, Refer A Friend campaign or Love a Hunter/Firefighter event, direct response can assist with relationship building. They can be in the form of emails, postcards, or small gifts. We can launch referral campaigns and mahalo or thank you events. One of advantage of a parent company is to potentially tap into the other subsidiaries. In this case, Danner, White's Boots' competition is owned by the same parent company.
- Audience:** All market segments/key publics will be targeted with special emphasis on repeat consumers. Building a database will most likely take some time depending on how much data has been obtained by White's Boots.
- Rationale:** Once companies obtain and manage consumer data, the communication strategies and tactics are endless. White's Boots has a tremendous following. It's imperative that the company tap into this audience and resource to gain additional business from past consumers, as well as tap into new business.

## LOGO DESIGN

Oftentimes, when new strategic plans are implemented, the marketing personnel or outside consultants (PR agencies or advertising agencies) advise on a new logo design. We strongly discourage this. Various taglines can be created and implemented for specific campaigns, but we recommend that the logo remains consistent. Changing corporate logo designs should not be done lightly. We did notice that two logos exist. Further discussion with management is needed to understand the objective and need for the two current logos.

# WHITE'S®



## PHOTOGRAPHY AND PRODUCTION

Indicated on White's Boots' website, this company's photography library is extensive and well done. The photography is rhetorically drive with intense emotional appeal and is professionally taken. We have allocated some monies to photography and production for the possibility of opening into the women's fashion market. Currently, the photography library is nicely done and is aligned with White's Boots' brand of strength, durability and high quality. Stock photos may be an option for lifestyle shots to supplement what currently exists. \$5,000 has been allocated for addition photography and production costs if necessary.

## PUBLIC RELATIONS

Budget: \$2,500

General: Public relations costs are generally associated with retainers from consultants. The director of marketing should be handling all public relations efforts internally. However, we've allocated a small sum of money for public relations for special events.

Specific Media: Fashion Week in New York is approximately the first week of February. We recommend the possibility of hosting a small special event in honor of Fashion Week to introduce White's Boots into the fashion industry. Details will be determined.

In addition to a special event, we recommend really engaging in various public relations efforts. The customer service manager and director of marketing should be working collaboratively to build testimonials. These testimonials can come from individuals who use White's Boots and from organizations. Testimonials can be used in social media efforts and on the White's Boots' website.

Other public relations efforts can include working to get White's Boots on specific and relevant television shows by featuring White's Boots. Shows could include DIY construction and remodeling shows, wilderness and hunting shows and small business shows.

**Audience:** US and International markets in the fashion segment and other segments depending on television show demographics.

**Rationale:** Strategic and successful public relations tactics can create tremendous brand and product awareness and revenue instantly in many cases. Acquiring a spokesperson and having White's Boots' products featured on such reality shows and shows focusing on hunting, fishing, logging and the great outdoors can benefit the company.

### PROMOTIONAL EVENTS/PARTNERSHIPS

**Budget:** \$45,000

**General:** As part of the strategic communication plan targeting key publics, we recommend hosting various promotional events and partnering with key complementary companies to strengthen your brand, improve White's Boots' visibility and generate revenue.

**Specific Media:** We recommend hosting events for a few, very specific retail stores. Those stores include REI and Cabela's in the Pacific Northwest, Hunting & Fishing Outdoors in New Zealand and Weapons Ferkinghoff in Germany. White's Boots can host an employee event providing giveaways and educating these department stores on the White's Boots' products. After, White's can host consumer events featuring their products. The employees of the stores will be well versed and ready to sell the products. These stores target fishing, hunting and outdoor consumers.

Partnerships will focus on getting White's Boots introduced and ultimately create an alliance for promotional events and cross-marketing efforts. Companies that may complement White's Boots are Garmin®, Leatherman®, Browning®, Carhartt®, Drifire®, Crye Precision® and Smartwool®.

### WEBSITE AND CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM

**Budget:** \$23,000

**General:** Website development & hosting  
Customer Relationship Management System

**Specific Media:** Creating a strong, well-structured website is the first step to a successful online communications plan. White's Boots website and consumer shopping platform is aligned with White's Boots' brand and product line. The website is navigationally strong and user friendly. The photography, graphics, font and content reinforce White's Boots commitment to quality, strength and durability.

Costs to update the website are minimal as the majority, if not all, updates should be done by White's Boots' E-commerce development manager.

In addition to the website, we recommend investing in a customer relationship management system. Examples of these programs are Pipedrive®, Monday® and Capsule®. These programs will allow White's Boots to acquire, maintain, manage consumer data and analytics. This data can also be used by White's partnering organizations. A CRM system will allow White's to communicate and increase repeat business and garner new and additional business directly. Below is a diagram that outlines the process and benefits of a customer relationship management system.



Table 3: Benefits and Process of a CRM System

### CONTINGENCY

While the strategic marketing plan allows for a budget of \$250,000, our current budget has retained \$25,000 for contingency purposes. Throughout the calendar/budget year of 2021, we recommend weekly tactical marketing meetings, bi-weekly marketing management meetings and monthly strategic communications and budget meetings to monitor and evaluate all efforts, the cost of all tactics and the return on investment for each initiative. Please refer to Measurement and Evaluation section of this strategic plan for greater details.

### CALENDAR & BUDGET/GANTT SCHEDULE

Please refer to the attached Gantt schedule and budget in the Appendix section of this strategic plan.



# COMMUNICATION/ IMPLEMENTATION

## COMMUNICATION

While White's is requesting a four-month plan for their yearly \$250,000 budget, we have created and planned a 12-month plan. It is necessary to create the entire yearly plan prior to implementation. It is also crucial that a series of meetings be created and implemented to ensure the strategic communications plan is being executed, that costs are aligned with the budget and most importantly, that the tactics are being measured and are effective.

## QUALITY CONTROL

Quality control meetings will be put into place so that White's Boots has a clear understanding of the monies being spent and the ROI (return on investment) for each tactic. We recommend the following internal meeting schedule:

- Weekly sales & marketing meetings with all marketing and customer service decision makers
- Bi-weekly marketing updates with key management/executive committee
- Monthly strategic communications meetings with all top executives and director of marketing

Specific quality control measures will be implemented for all marketing communications tactics. The director of marketing will be ultimately responsible for the content and specifics of all tactics. If a contractor (ad agency or PR agency) is acquired, they will assist with this process. If all communication efforts are done internally, a checklist of 3-5 competent key personnel will be used for the quality control process. We recommend that all communication pieces be proofed and reviewed by three separate individuals. We recommend three individuals from three separate departments (for example: customer service manager, controller/accountant and possibly the human resource manager). These individuals will review for content and sign off the communication piece. This process takes place AFTER the marketing department has reviewed.

Quality control measures will include reviewing for content, spelling, message clarity, accuracy of quotes, is the message culturally sensitive and is the content/message appropriate for the medium and audience.

## STRATEGY BRIEFS

As mentioned above, strategy briefs will be held monthly in the strategic communications meetings with all top executives and the director of marketing. These briefs will be held in conjunction with the weekly and bi-weekly tactical communications meetings so that the followings objectives are met:

- All communication tactics are being implemented and evaluated
- All tactics are expensed and coded correctly and that all expenses are meeting the detailed communications budget
- Proper planning is in place to meet the next upcoming series of strategies and tactics

IMPLEMENTATION TASK LIST

Through our quality control meetings and processes, we will ensure that all content and communication messages are clear, concise, free from errors, readable, and socially and culturally appropriate. These messages will support and enhance White’s Boots powerful brand. Below is an example from the Content Marketing Institute. Something similar to this would be implemented at White’s Boot to ensure quality control.

## CREATING VALUABLE CONTENT™ A Step-By-Step Checklist

IS THE CONTENT:

DOES THE CONTENT INCLUDE:

**Findable**

Can the user find the content?

- An h1 tag
- At least two h2 tags
- Metadata, including title, descriptors & keywords
- Links to other related content
- Alt tags for images

**Readable**

Can the user read the content?

- An inverted pyramid writing style
- Chunking
- Bullets
- Numbered lists
- Following the style guide

**Understandable**

Can the user understand the content?

- An appropriate content type (text, video, etc.)
- Reflection that you considered the user personas
- Context
- Respect for the audience’s reading level
- Articulate an old idea in a new way

**Actionable**

Will the user want to take action?

- A call to action
- A place to comment
- An invitation to share
- Links to related content
- A direct summary of what to do

**Shareable**

Will the user share the content?

- Something to provoke an emotional response
- A reason to share
- An ask to share
- An easy way to share
- Personalization (add hashtags to tweets, etc.)

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Table 4: Quality Control Checklist

# MEASUREMENT, ANALYTICS & EVALUATION

## MEASURABLE TOOLS

One of the most important aspects of the strategic communications plan is the measurement and evaluation. Oftentimes in the past, measurement of marketing strategies and tactics were difficult because various tactics were implemented simultaneously and it was difficult to “pinpoint” one single effort of success or failure. Revenue may increase, but was it due to the promotional event last month or because of the SEO efforts? Today, analytics and measurement tools have improved drastically. Much of our communication efforts will be online. To monitor our online communications efforts, we recommend using Google Analytics. There will also be a data captured by our website’s hosting company, such as Go Daddy.

Google Analytics will provide an immense amount of data about where our customers are located, what search tools they are using, other products they may be purchasing, the effectiveness of our current site and even specifically, how our website and e-commerce/shopping cart section of our site is operating and whether it is effective.

In addition to Google Analytics for our online communication efforts, we will also measure and monitor all other communication tactics. We will evaluate when traditional print ads were placed and in what specific publications. We will watch revenue in the following months for peaks and valleys. In addition, when we place print advertisements in our city magazines, we can also use a specific URL into our website. This will track the volume of traffic coming onto White’s Boots website from that specific URL.

Promotional events can be measured through sales with our partners and distribution channels as well.

## EVALUATION

We will continually evaluate all communication efforts weekly, bi-weekly and monthly to ensure all monies are being allocated appropriately, the actual cost of all initiatives are within budget and finally, the effectiveness of all tactics, messages and delivery. Appropriate changes will be made monthly and quarterly in accordance with our findings.

# CONCLUSION

White's Boots has a tremendous legacy of building strong, durable and high quality craftsman work boots. White's Boots' history is invaluable and the products and product lines are simply the best. The competition is immense and White's needs to ensure that their brand is becoming more and more recognizable not only within their current niche market segments of firefighters, loggers and construction personnel, but also in new segments such as hunters and outdoor/trail enthusiasts. Entering the European (German) and New Zealand markets are much more attainable with globalization of online marketing efforts. White's Boots would also benefit greatly from partnerships with various complement companies.

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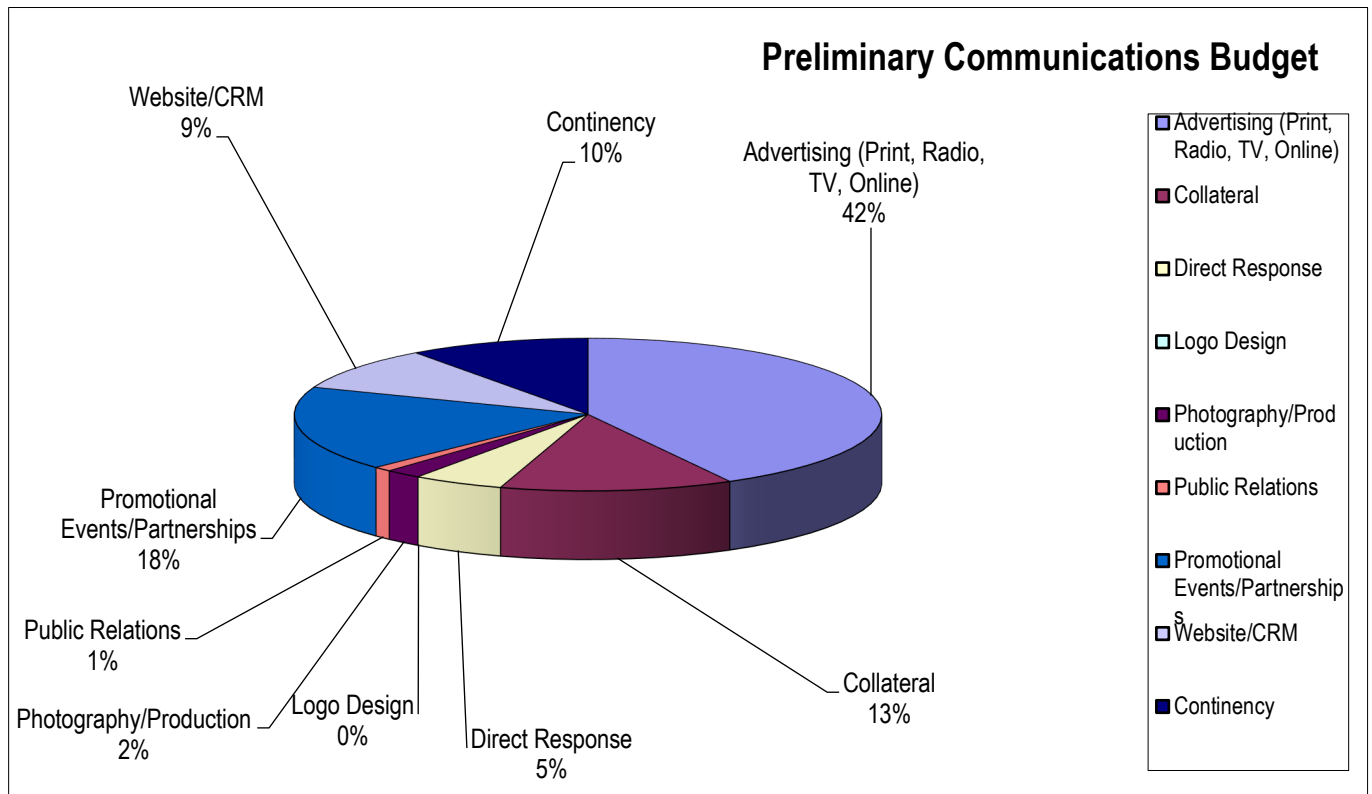
Proposed and Preliminary Marketing Communications Budget  
2021

| Marketing                              | Amount           | % of Budget |
|--|------------------|-------------|
| Advertising (Print, Radio, TV, Online) | \$105,000        | 42%         |
| Collateral                             | \$32,000         | 13%         |
| Direct Response                        | \$12,500         | 5%          |
| Logo Design                            | \$0              | 0%          |
| Photography/Production                 | \$5,000          | 2%          |
| Public Relations                       | \$2,500          | 1%          |
| Promotional Events/Partnerships        | \$45,000         | 18%         |
| Website/CRM                            | \$23,000         | 9%          |
| Contineny                              | \$25,000         | 10%         |
| <b>Total</b>                           | <b>\$250,000</b> | <b>100%</b> |

Jan-Dec 2021

12 Month Communications Plan

kah1120





| White's Boots<br>Proposed & Preliminary Communications Budget<br>2021 |  |           |                  |                  |
|---|--|-----------|------------------|------------------|
| Description   | Details                                      | Acc Codes | Subtotal         | TOTALS           |
| <b>ADVERTISING</b>  | Newspaper                                    | 10,13     | \$0              |                  |
|   | Magazine                                     | 12        | \$10,000         |                  |
|   | Radio  | 17        | \$0              |                  |
|   | TV   | 21        | \$0              |                  |
|   | Podcasts                                     | 10        | \$5,000          |                  |
|   | Online Banner Advertising                    | 27        | \$35,000         |                  |
|   | Search Engine Optimization                   | 27        | \$10,000         |                  |
|   | Social Media Platform Advertising            | 1         | \$45,000         |                  |
|   | <b>Subtotal</b>                              |           | <b>\$105,000</b> | <b>\$105,000</b> |
| <b>COLLATERAL</b>   | Business Stationary                          | 29        | \$2,000          |                  |
|   | Misc   | 4,9       | \$5,000          |                  |
|   | Promo Items                                  | 19        | \$10,000         |                  |
|   | Signage/Displays                             | 1,8,18    | \$15,000         |                  |
|   | <b>Subtotal</b>                              |           | <b>\$32,000</b>  | <b>\$32,000</b>  |
| <b>DIRECT RESPONSE</b>  | Thank you Postcards                          | 7,16      | \$4,000          |                  |
|   | Repeat Buyers                                | 7         | \$3,000          |                  |
|   | Referral Collateral                          | 7         | \$3,000          |                  |
|   | Postage                                      | 7         | \$2,500          |                  |
|   | <b>Subtotal</b>                              |           | <b>\$12,500</b>  | <b>\$12,500</b>  |
| <b>LOGO DESIGN</b>  | Logo Design                                  | 11        | \$0              |                  |
|   | <b>Subtotal</b>                              |           | <b>\$0</b>       | <b>\$0</b>       |
| <b>PHOTOGRAPHY/<br/>PRODUCTION</b>                                    | Photography/Stock Photos                     | 30        | \$3,000          |                  |
|   | Production                                   | 30        | \$2,000          |                  |
|   | <b>Subtotal</b>                              |           | <b>\$5,000</b>   | <b>\$5,000</b>   |
| <b>PR</b>   | Retainer                                     | 15        | \$0              |                  |
|   | Special Events                               | 15        | \$2,500          |                  |
|   | <b>Subtotal</b>                              |           | <b>\$2,500</b>   | <b>\$2,500</b>   |
| <b>PROMOTIONAL EVENTS/<br/>PARTNERSHIPS</b>                           | Special Events                               | 5,20,25   | \$15,000         |                  |
|   | Special Consumer Event                       | 20,25     | \$25,000         |                  |
|   | Amenities                                    | 14        | \$5,000          |                  |
|   | <b>Subtotal</b>                              |           | <b>\$45,000</b>  | <b>\$45,000</b>  |
| <b>WEBSITE</b>  | Development                                  | 23        | \$3,000          |                  |
|   | Hosting                                      | 24        | \$5,000          |                  |
|   | CRM Customer Relationship Management Program | 27        | \$15,000         |                  |
|   | <b>Subtotal</b>                              |           | <b>\$23,000</b>  | <b>\$23,000</b>  |
| <b>CONTINGENCY</b>  | Contingency                                  | 0         | \$25,000         |                  |
|   | <b>Subtotal</b>                              |           | <b>\$25,000</b>  | <b>\$25,000</b>  |
| <b>TOTAL</b>  |  |           |                  | <b>\$250,000</b> |

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