# SOCIAL MEDIA MARKETING STRATEGY

## BRYSON CITY OUTDOORS

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TABLE OF CONTENTS

# SOCIAL LISTENING STRATEGY

## BRYSON CITY OUTDOORS

# SOCIAL LISTENING STRATEGY

**OVERVIEW:**

The purpose of this section is to analyze, record, and present the online conversations that reflect people's thoughts and reactions about BC Outdoors. Below you will find three separate sections. The first section is the baseline audit. The audit is separated into three parts: brand/business conversations, industry insights, and competitor conversations. This section showcases examples of what was found through social listening and is presented through case examples.

Section 2 is step-by-step guide to effective social listening. This section features an overview of preparation tactics, an explanation on how to listen, where to listen, what to listen for as well as who should be doing the listening and how frequently. This section will briefly highlight practices used for this audit and offer a roadmap that can be used as an outline for continued social listening.

Lastly, section 3 is all about the keywords used for social listening. This section will highlight some of the most useful keywords for research based on volume, CPC (Cost Per Click), and paid + SEO (Search Engine Optimization) difficulty. This section will also list potentially useful keywords for future, more extensive research and listening.

## SECTION 1: BASELINE AUDIT

### PART 1 - BRAND/BUSINESS:

In this part, different examples of what was found through social listening specific to the brand is presented. Different platforms such as Yelp, Trip Advisor and Facebook have been represented as an example of the different locations you can look at when social listening.

This part has been split up into four different categories, showcasing the listening being done in a general sense as well as specifically to the different aspects of BC Outdoors' business plan: Gear, Beer and Service.
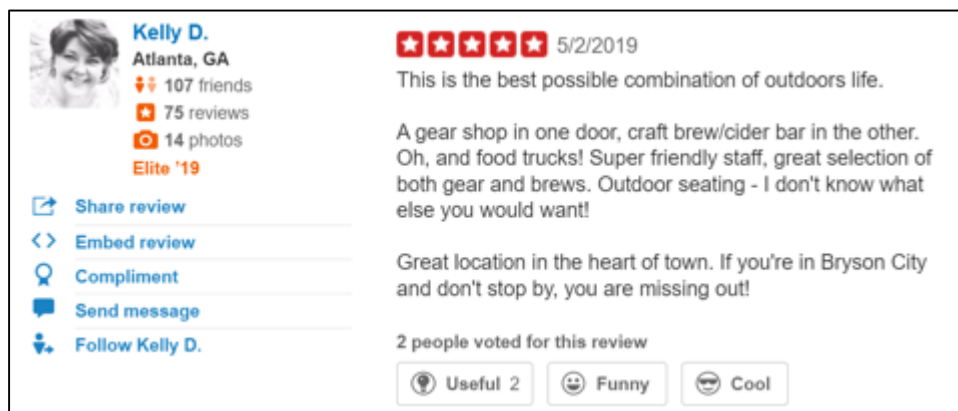
**BC OUTDOORS – GENERAL OVERVIEW:**



**FIGURE 1.1**

Bryson City Outdoors is described as the best of both worlds. A coalition of gear, equipment, and service makes BC Outdoors seem like the place to be in Western North Carolina.

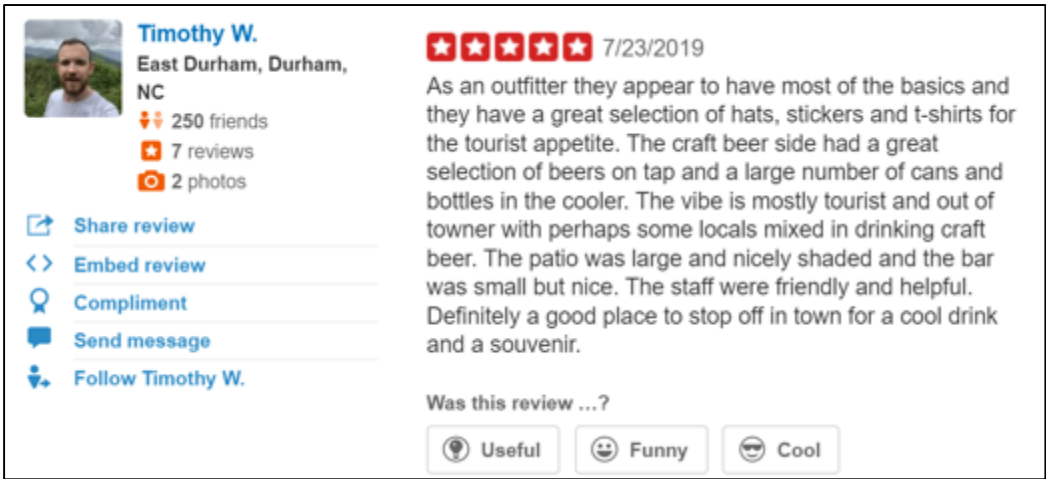This customer describes the overall setup and view of Bryson City Outdoors. He also states that most customers are visitors from out of town mixed with a few locals.

Joshua T. tackles each main component of BC Outdoors with raving reviews. He individually compliments the staff, even using a staff member's name. He talks about the quality of service and the knowledge that the staff member brought to the table.
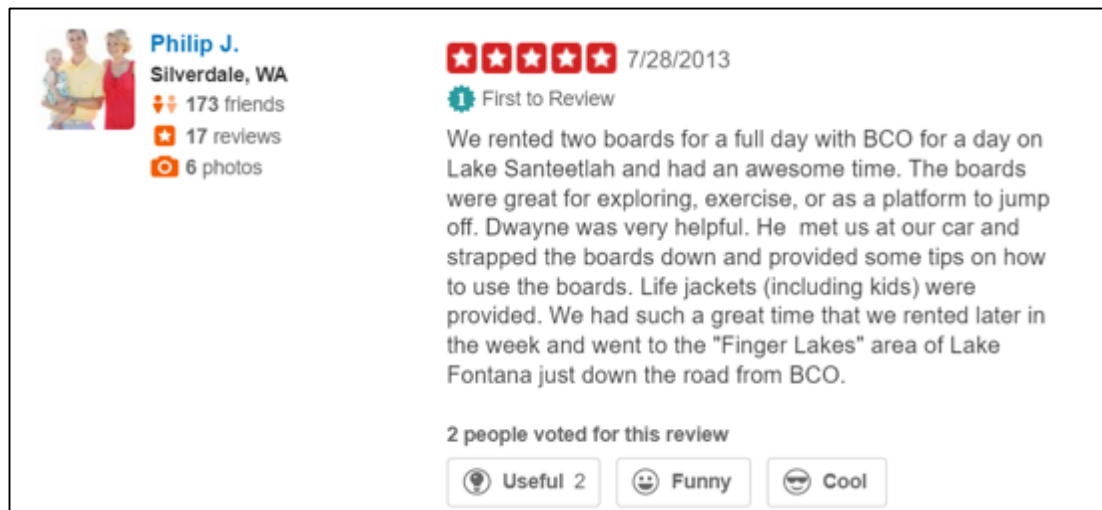
## GEAR/EQUIPMENT:



**FIGURE 1.4**

The gear at BC Outdoors is high quality along with good service. All the necessary equipment is ready and available for use for all the family fun.



**FIGURE 1.5**

All the equipment that is needed is provided with a wide range of selection, per Chris Foster.

**Excellent for Paddle Sport**

I rate "average" as an "outdoor shop" ....I might have given 4 or 5 stars as a "paddle sports shop." You will not find much equipment for hiking, camping, fishing, cycling, or other outdoor sports.

It is a very nice little shop if you are looking for paddle sports gear. Oh, and he offers an amazing collection craft beers at room temperature.

Show less

**Date of experience:** August 2017

See all 22 reviews by Merlin B for Bryson City
Ask Merlin B about Bryson City Outdoors

👍 Thank Merlin B

*This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.*

Mgmt28713, Owner at Bryson City Outdoors, responded to this review
Responded January 2, 2018

Merlin,

Thank you for stopping in and taking a look around. We feel like you may have missed part of the store though as we offer many items that are useful throughout many outdoor activities. Here are just a few examples that are great for hikers, backpackers, and campers: Tents, Backpacks (from 10 liters ups to 45 liters), Hiking Boots, Hiking Shoes, Trekking Poles, Dehydrated Food, Butane, Stoves, Dry Bags, Micro Dry Towels, Pillows, Hydration Packs, Hydration Bottles, Water Filters, Fire Starters, Repair Patches, Knifes, Sleeping Bags, Sleeping Pads, Socks, Rain Jackets, Headlamps, Hammocks, and many more things. If there is something that you are looking for specifically please reach out to us and we will look into carrying such items. However we do not carry Fishing or Cycling/Mtn Biking equipment in our store as there are two bike shops in Bryson City that can help with that and one Fly Fishing shop as well as a bait and tackle shop. Thank you for supporting your local shops!

**FIGURE 1.6**

The owner of BC Outdoors publicly responds to a customer that gave an average review based the equipment selection. The owner shows compassion and poise when mentioning the numerous items that relate to outdoor sports. The owner tries to solidify his compassion by asking the customer to specify what they feel that they need to have and acting upon the request.

**BEER:**

**FIGURE 1.7**

This person sorely reacted to the steep prices on local items, trying to ensure a profit. The customer even goes as far to say that they will never go back to the store because of the prices.

**FIGURE 1.8**

The initial first impression of BC Outdoors is that it is just an outdoor sports store. When this customer comes into the store, the focus shifts to the bar attached to the store.

## STAFF/SERVICE:
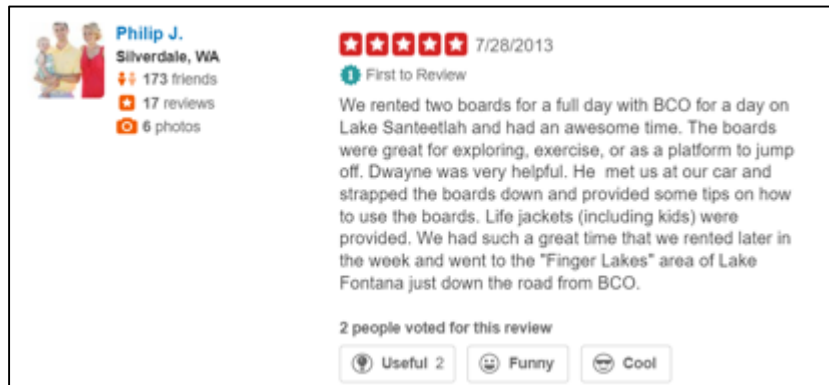
FIGURE 1.9

Another customer calls out a staff member by name, using them as an exceptional example for customer service. The customer explains that the staff member goes above and beyond to ensure a quality experience for this one family.

FIGURE 1.1O

In relation to the poor beer review, Bryson City Outdoors aimed to correct the mistake that was seen in the store. The owner of BC Outdoors called the critic personally to address the issues that the customer had, and in return, the customer changed his review from poor to raving.
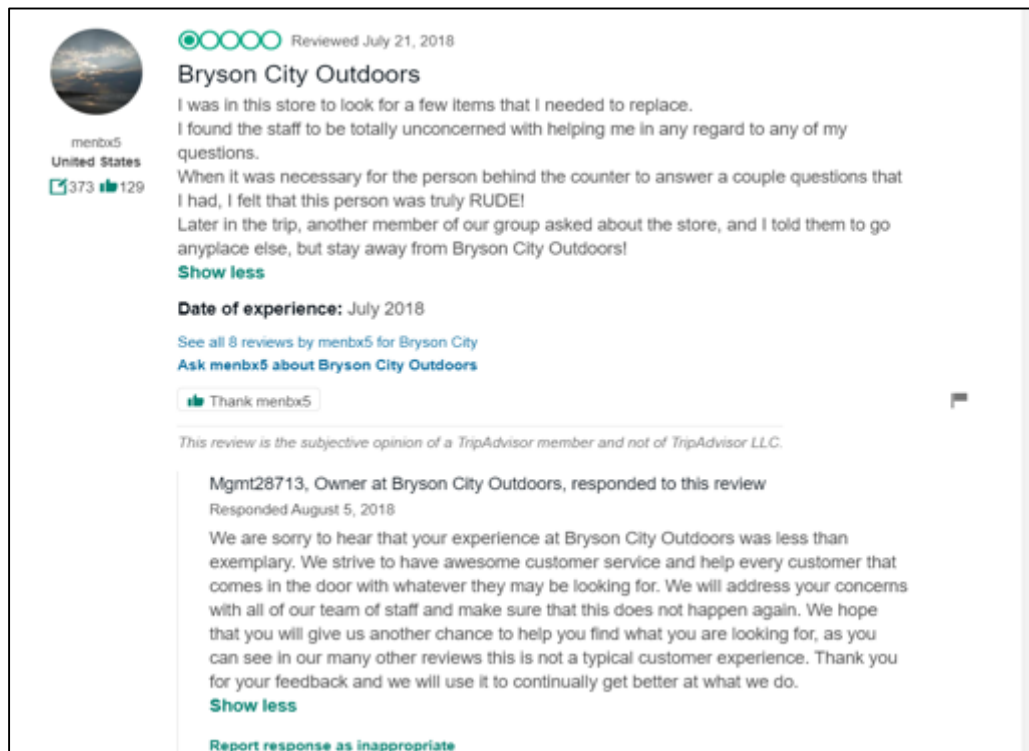
The owner of BC Outdoors acknowledges the customer's complaint and states the company's objective when it relates to customer service. The owner then responds that he/she is thankful for the feedback and wishes for a second chance to right their wrongs.

## PART 2 - INDUSTRY:

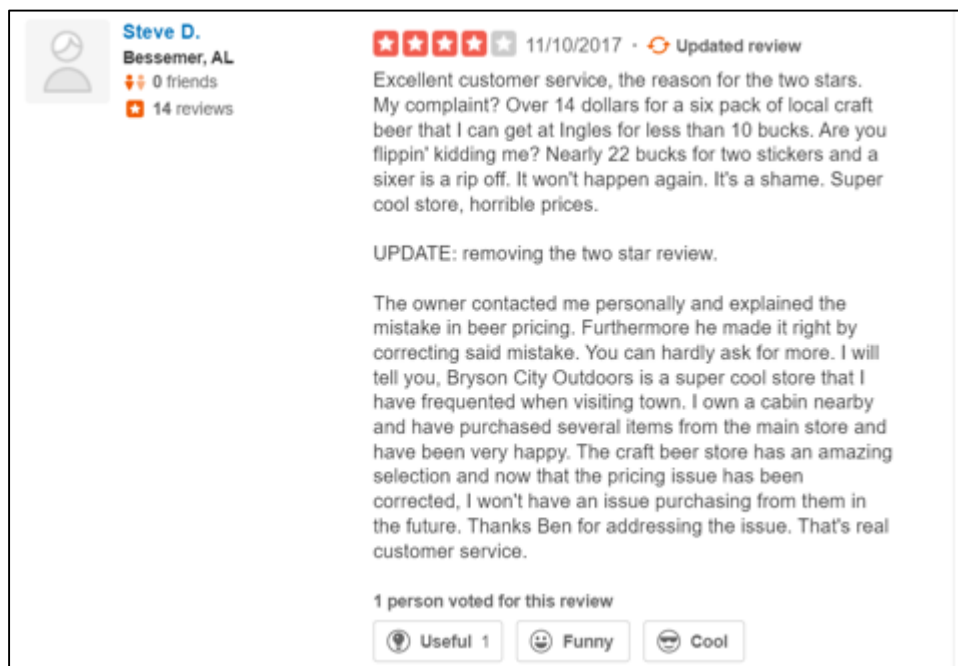The local, craft beer industry in North Carolina has been growing immensely in the past decade. The brewing industry has had a $3.8 billion-dollar economic impact in North Carolina. The number of breweries located in the Western North Carolina area has doubled since 2016. Understanding the industry and listening to what is happening around it can keep BC Outdoors up to date or ahead of trends.

### STATISTICS ON BREWERIES

For these statistics, breweries encompass cardboard box and container manufacturing, corn, wheat and soybean wholesaling, printing, sugar processing, wheat, Barley and Sorghum Farming, and glass product manufacturing.

**Key Statistics Snapshot**

Revenue
**$33.7bn**

Annual Growth 14–19
**-0.1%**

Annual Growth 19–24
**1.1%**

Profit
**$2.1bn**

Exports
**$3.4bn**

Businesses
**7,867**

**Market Share**
Anheuser-Busch InBev SA/NV
**39.7%**

Molson Coors Brewing Company
**21.7%**

**Key External Drivers**
Per capita expenditure on alcohol

Excise tax on beer

Consumer spending

Demand from wineries

Trade-weighted index

Revenue vs. employment growth

Per capita expenditure on alcohol

SOURCE: WWW.IBISWORLD.COM

Products and services segmentation (2019)

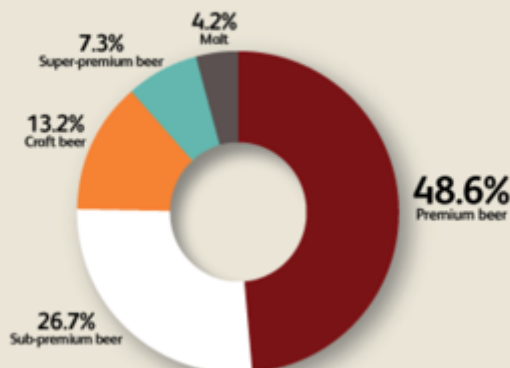7.3% Super-premium beer

4.2% Malt

13.2% Craft beer

48.6% Premium beer

26.7% Sub-premium beer

**FIGURE 1.12**

| | Revenue ($m) | IVA ($m) | Establishments (Units) | Enterprises (Units) | Employment (Units) | Exports ($m) | Imports ($m) | Wages ($m) | Domestic Demand ($m) | Per capita expenditure on alcohol ($) |
|---|---|---|---|---|---|---|---|---|---|---|
| 2010 | 28,281.3 | 5,548.8 | 963 | 932 | 24,920 | 2,301.7 | 4,164.7 | 1,645.9 | 30,144.3 | - |
| 2011 | 28,511.2 | 5,864.8 | 1,275 | 1,244 | 26,155 | 2,584.3 | 4,172.2 | 1,645.2 | 30,099.1 | - |
| 2012 | 32,144.9 | 5,790.5 | 1,659 | 1,622 | 28,519 | 2,888.1 | 4,271.4 | 1,708.0 | 33,528.2 | - |
| 2013 | 35,579.0 | 6,455.5 | 2,745 | 2,708 | 32,879 | 3,853.0 | 4,223.7 | 1,865.9 | 35,949.7 | - |
| 2014 | 33,820.6 | 6,659.6 | 3,030 | 2,989 | 39,258 | 3,820.1 | 4,619.0 | 2,127.5 | 34,619.5 | - |
| 2015 | 33,710.4 | 6,331.9 | 3,896 | 3,850 | 46,117 | 3,882.3 | 4,978.7 | 2,387.8 | 34,806.8 | - |
| 2016 | 33,380.3 | 6,527.3 | 4,724 | 4,675 | 56,993 | 2,957.4 | 5,242.8 | 2,755.3 | 35,665.7 | - |
| 2017 | 33,528.6 | 5,849.1 | 5,830 | 5,768 | 66,302 | 2,668.0 | 5,365.3 | 2,999.2 | 36,225.9 | - |
| 2018 | 33,527.5 | 7,297.7 | 6,889 | 6,779 | 75,791 | 3,290.5 | 5,529.2 | 3,274.3 | 35,766.2 | - |
| 2019 | 33,651.8 | 7,215.1 | 8,065 | 7,867 | 81,048 | 3,366.5 | 5,758.7 | 3,458.4 | 36,044.0 | - |
| 2020 | 34,040.4 | 7,457.0 | 9,377 | 9,084 | 86,870 | 3,469.2 | 5,683.7 | 3,665.2 | 36,254.9 | 717.5 |
| 2021 | 34,375.7 | 7,647.6 | 10,500 | 10,128 | 92,075 | 3,507.7 | 5,730.5 | 3,848.1 | 36,598.5 | 735.9 |
| 2022 | 34,751.8 | 7,827.8 | 11,776 | 11,347 | 97,334 | 3,566.4 | 5,750.2 | 4,032.3 | 36,935.6 | 754.8 |
| 2023 | 35,116.8 | 8,021.4 | 13,040 | 12,566 | 102,262 | 3,630.7 | 5,754.4 | 4,204.1 | 37,240.5 | 774.3 |
| 2024 | 35,471.9 | 8,177.5 | 14,319 | 13,805 | 106,688 | 3,683.7 | 5,779.2 | 4,358.2 | 37,567.4 | 794.4 |

**FIGURE 1.13**

Per this IBISWorld report, the amount of revenue in the brewing industry has continuously increased in the past nine years. The revenue is also projected to increase over the next 5 years along with establishments, enterprises, and overall wages. On top of just increasing, establishments alone are

predicted to nearly double within the next 5 years. Lombardo states that the boom in the brewing industry is a product of the growing popularity and consumption of craft beer.

> "Changing consumer preferences have shifted toward craft beer due to its attention to detail, range of beer styles, quality ingredients and a high degree of expertise," (Lombardo, 8).

Lombardo says that craft beer has emerged as the biggest craze in the alcoholic beverage sector. This is in part due to changes in consumer taste and changes in interstate alcohol retail laws. Small-scale breweries are the forerunners of this massive establishment growth and thus, numerous craft breweries have been emerging all around the US.

 IBISWorld projects the industry to experience steady revenue gains over the next five years until 2024.

## HIKING & OUTDOOR EQUIPMENT STORES

For these statistics, hiking and equipment stores encompasses athletic and sporting goods, footwear wholesaling, men's and boys' apparel wholesaling, sporting goods wholesaling, and women's and children's apparel wholesaling.

See data on following page:

## Key Statistics Snapshot

| | | |
|---|---|---|
| **Revenue** **$8.1bn** | **Annual Growth 14–19** **1.3%** | **Annual Growth 19–24** **1.2%** |
| **Profit** **$292.7m** | **Wages** **$906.1m** | **Businesses** **5,987** |

### Market Share
Recreational Equipment Inc. **27.1%**

VF Corporation **15.5%**

Patagonia **6.2%**

### Key External Drivers
External competition for the Sporting Goods Stores industry

Total recreation expenditure

Participation in sports

Per capita disposable income

**Revenue vs. employment growth**

**Total recreation expenditure**

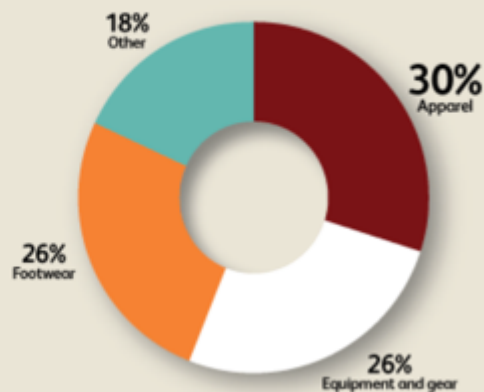SOURCE: WWW.IBISWORLD.COM

**Products and services segmentation (2019)**

- 18% Other
- 30% Apparel
- 26% Equipment and gear
- 26% Footwear

FIGURE 1.14

| | Revenue ($m) | IVA ($m) | Establishments (Units) | Enterprises (Units) | Employment (Units) | Exports ($m) | Imports ($m) | Wages ($m) | Domestic Demand ($m) | Participation in sports (%) |
|---|---|---|---|---|---|---|---|---|---|---|
| 2010 | 6,862.6 | 1,052.6 | 6,426 | 5,700 | 36,239 | - | - | 741.0 | - | 18.5 |
| 2011 | 7,013.2 | 1,102.7 | 6,429 | 5,707 | 36,417 | - | - | 761.1 | - | 18.6 |
| 2012 | 7,443.2 | 1,156.8 | 6,597 | 5,877 | 37,487 | - | - | 778.7 | - | 19.3 |
| 2013 | 7,709.1 | 1,193.8 | 6,713 | 5,944 | 40,586 | - | - | 836.9 | - | 18.6 |
| 2014 | 7,611.5 | 1,179.2 | 6,760 | 5,973 | 42,641 | - | - | 848.1 | - | 19.1 |
| 2015 | 7,800.4 | 1,253.1 | 6,725 | 5,932 | 44,387 | - | - | 895.8 | - | 20.4 |
| 2016 | 7,900.4 | 1,238.9 | 6,653 | 5,877 | 44,707 | - | - | 873.0 | - | 20.9 |
| 2017 | 7,886.6 | 1,231.7 | 6,665 | 5,888 | 44,917 | - | - | 876.0 | - | 19.0 |
| 2018 | 8,044.3 | 1,254.4 | 6,726 | 5,940 | 45,822 | - | - | 893.6 | - | 20.3 |
| 2019 | 8,129.5 | 1,269.3 | 6,781 | 5,987 | 46,497 | - | - | 906.1 | - | 20.5 |
| 2020 | 8,242.8 | 1,289.3 | 6,835 | 6,031 | 47,253 | - | - | 920.4 | - | 21.0 |
| 2021 | 8,289.5 | 1,299.3 | 6,861 | 6,053 | 47,658 | - | - | 927.7 | - | 20.7 |
| 2022 | 8,395.3 | 1,314.8 | 6,905 | 6,089 | 48,238 | - | - | 939.1 | - | 21.2 |
| 2023 | 8,516.8 | 1,332.1 | 6,961 | 6,136 | 48,850 | - | - | 951.4 | - | 21.8 |
| 2024 | 8,637.8 | 1,350.9 | 7,028 | 6,193 | 49,485 | - | - | 964.0 | - | 22.0 |

FIGURE 1.15

"Despite escalating competition, the Hiking and Outdoor Equipment Stores industry has benefited from the rising popularity of outdoor recreational activities over the five years to 2019. Per the Outdoor Foundation's research on overall participation in outdoor activities, hiking ranked among the top five most popular activities among all major demographics in 2017 (latest data available). Similarly, total recreation expenditure is anticipated to rise an annualized 2.0% over the five years to 2019, as an increasing number of health-conscious consumers engage in outdoor activities, such as hiking and running. Thus, industry revenue is estimated to increase at an annualized rate of 1.3% to $8.1 billion over the five years to 2019, which includes growth of 1.1% in 2019 alone," (Fernandez, 6).

The chart above illustrates many different statistics over the past 9 years and the next few upcoming years. Not only has the revenue continuously increased, but so has the establishments, enterprises, employment rates, and wages. As popularity grows, IBISWorld predicts so will competition until the industry reaches saturation.

## CONCLUSION: INDUSTRY

Per reports the two main industries that BC Outdoors has chosen to involve themselves with are both ones that are experiencing massive growth. BC Outdoors has chosen to align themselves as distributors and suppliers of local craft brews and hiking & outdoor equipment. These two industries are ones that are worth capitalizing on now due to popularity and growth.

However, to stay relevant BC Outdoors should keep an eye on future industry reports such as those released by IBISWorld to see areas that are growing and declining and change their priorities and outlook based on these.

## PART 3 - COMPETITION:

We have taken the liberty of dividing the main competition for BC Outdoors into three categories: craft breweries, local bars, and adventure outfitters. While BC Outdoors doesn't brew their own beer, craft breweries have been identified as a competition category because BC Outdoors serves craft beer and intends to capture a similar target market. Once we divided the competition into categories, we began to look at what's around town and came up with a few examples of competition in the area (see below). This list is non-exhaustive of course, but it gives a good idea of businesses to pay attention to when listening to/looking at competitors.

1. Craft Breweries
    - Innovation Brewing
    - Nantahala Brewing
    - Balsam Falls Brewing
    - Lazy Hiker Brewing
2. Local bars
    - 9Lives
    - O'Malley's
    - Chili's
    - The Cut Cocktail Lounge
3. Adventure outfitters
    - Tuskegee Fly Shop
    - Black Balsam Outdoors
    - REI

To create this specific list, we started by setting a few parameters. First, the businesses chosen as competitors would have to be within reasonable driving distance from the BC Outdoors location on campus. Second, competitors would also have to have products or similar products to the ones that BC Outdoors currently sells. Lastly, they would have to draw from the same consumer base as BC Outdoors.

## CRAFT BREWERIES

In and around the Asheville area there are plenty of local breweries and taprooms. But the ones closest to BC Outdoors on campus are where we are going to focus our attention for now. It's no secret that the biggest brewery in town is Innovation Brewing right in downtown Sylva. We can look at what people like most about Innovation and what draws people to it.

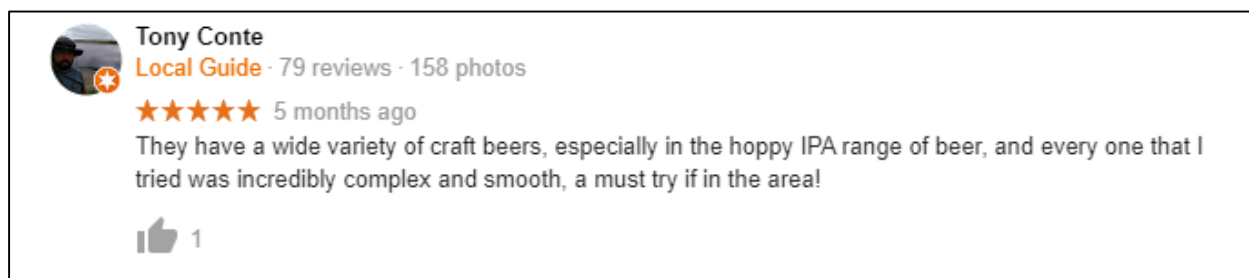### COMPETITION ANALYSIS: INNOVATION BREWING, SYLVA



**Tony Conte**
Local Guide · 79 reviews · 158 photos
★★★★★ 5 months ago
They have a wide variety of craft beers, especially in the hoppy IPA range of beer, and every one that I tried was incredibly complex and smooth, a must try if in the area!

👍 1

**FIGURE 1.16**

The first thing one can notice is a lot of people commenting on their wide variety of craft beer. Beer enthusiasts like to weigh out their options in terms of craft beer. Each person has different tastes especially when it comes to beer, so you must be prepared to accommodate all, which customers appreciate.
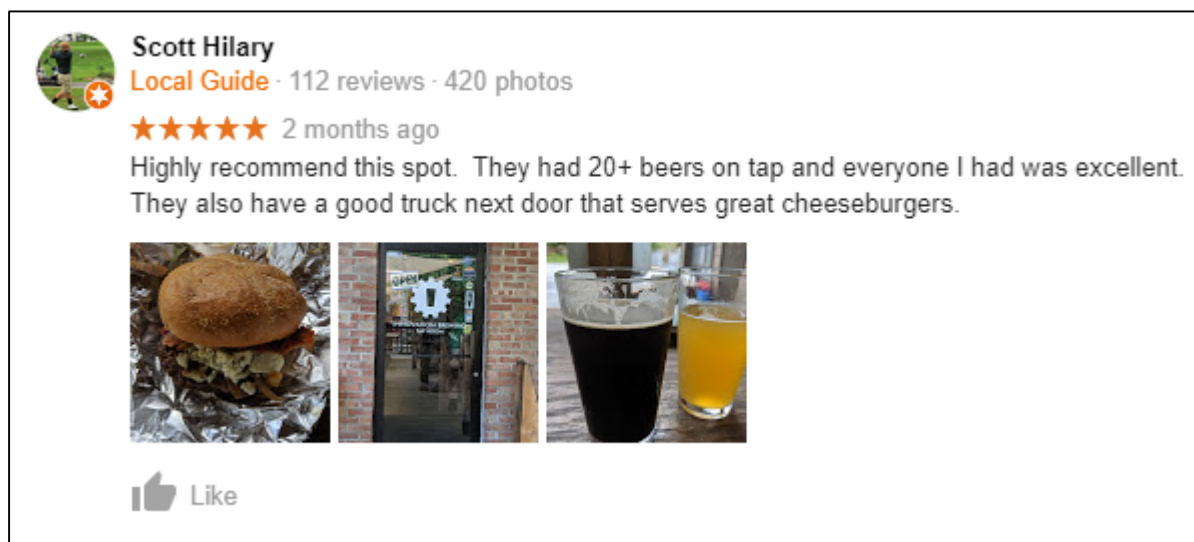


**Scott Hilary**
Local Guide · 112 reviews · 420 photos
★★★★★ 2 months ago
Highly recommend this spot. They had 20+ beers on tap and everyone I had was excellent. They also have a good truck next door that serves great cheeseburgers.

👍 Like

**FIGURE 1.17**

Figure 1.17 draws our attention to another detail people like about Innovation, the food! Something that adds to the experience is having a high-quality bite to eat from a food truck/trailer. This is

something that BC Outdoors on campus lacks. Having a food truck or food service coming through could keep customers in the store for longer periods of time could be something to keep in mind.
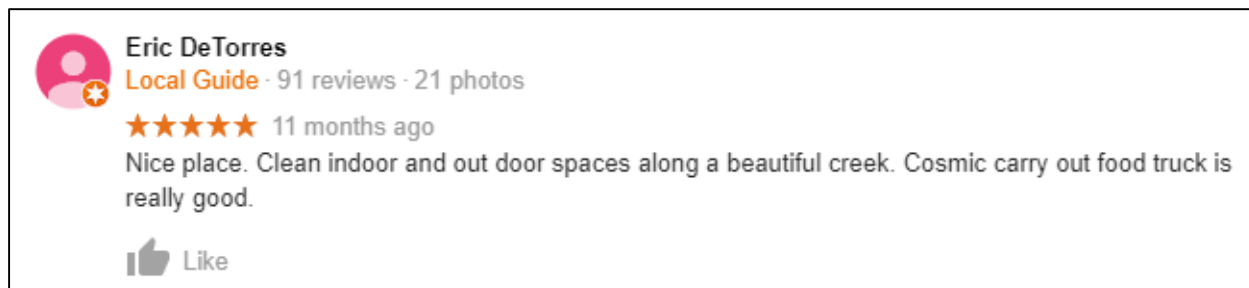


**FIGURE 1.18**



**FIGURE 1.19**

Knowledgeable and friendly staff is an important factor for Innovation Brewing. People who go there for the first time are unaware of each of their brews and rely on the bartenders to recommend and inform them about their variety of choices. People appreciate a staff that understands their company's product especially well enough to recommend based on individual likes. It's important for the staff at BC Outdoors to be knowledgeable, friendly, and attentive if they want to attract new business and retain repeat customers.



**FIGURE 1.20**

## LOCAL BARS

Bars differ from breweries in the sense that they cater to a different kind of audience. Typically, the people that would go to a bar to drink is the type of person who prefers a more affordable domestic beer rather than a local craft one. Most breweries don't even sell big brand domestic beers, rather they sell their own brews and vice versa. Bars typically have a kitchen and a lunch/dinner menu along with your typical full-size bar. Although bars cater to a different type of beer drinker and generally a different type of crowd all together, they do share some overlap with BC Outdoors, and it is important to see what places in the same market do to attract customers.
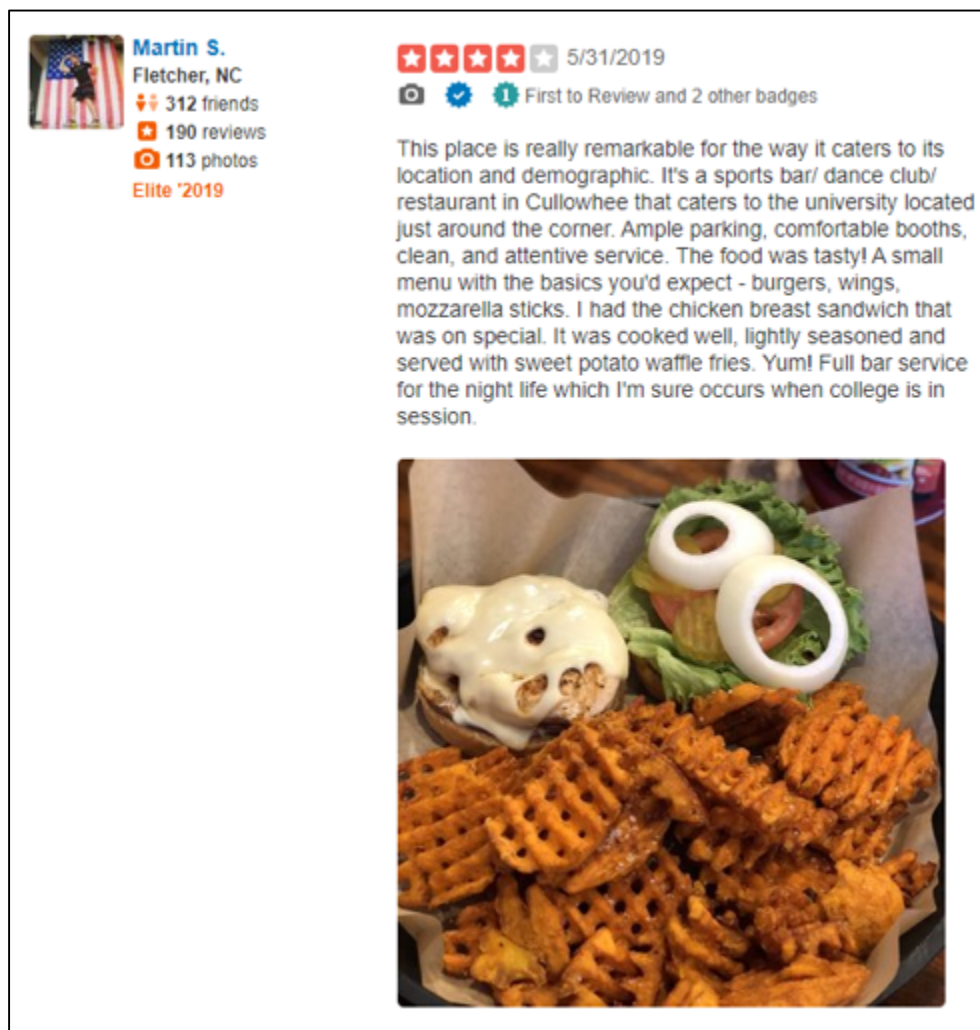
## COMPETITION ANALYSIS: 9LIVES, CULLOWHEE



**Martin S.**
Fletcher, NC
312 friends
190 reviews
113 photos
Elite '2019

★★★★☆ 5/31/2019

First to Review and 2 other badges

This place is really remarkable for the way it caters to its location and demographic. It's a sports bar/ dance club/ restaurant in Cullowhee that caters to the university located just around the corner. Ample parking, comfortable booths, clean, and attentive service. The food was tasty! A small menu with the basics you'd expect - burgers, wings, mozzarella sticks. I had the chicken breast sandwich that was on special. It was cooked well, lightly seasoned and served with sweet potato waffle fries. Yum! Full bar service for the night life which I'm sure occurs when college is in session.

**FIGURE 1.21**

When customers go to 9lives or any local bar they go for a few reasons, the first reason seems to be for the food. For a bar, food is important. It's what draws customers in and compliments an affordable domestic beer. Though BC Outdoors does not have a kitchen or sell food, this might be an avenue to investigate for the future.
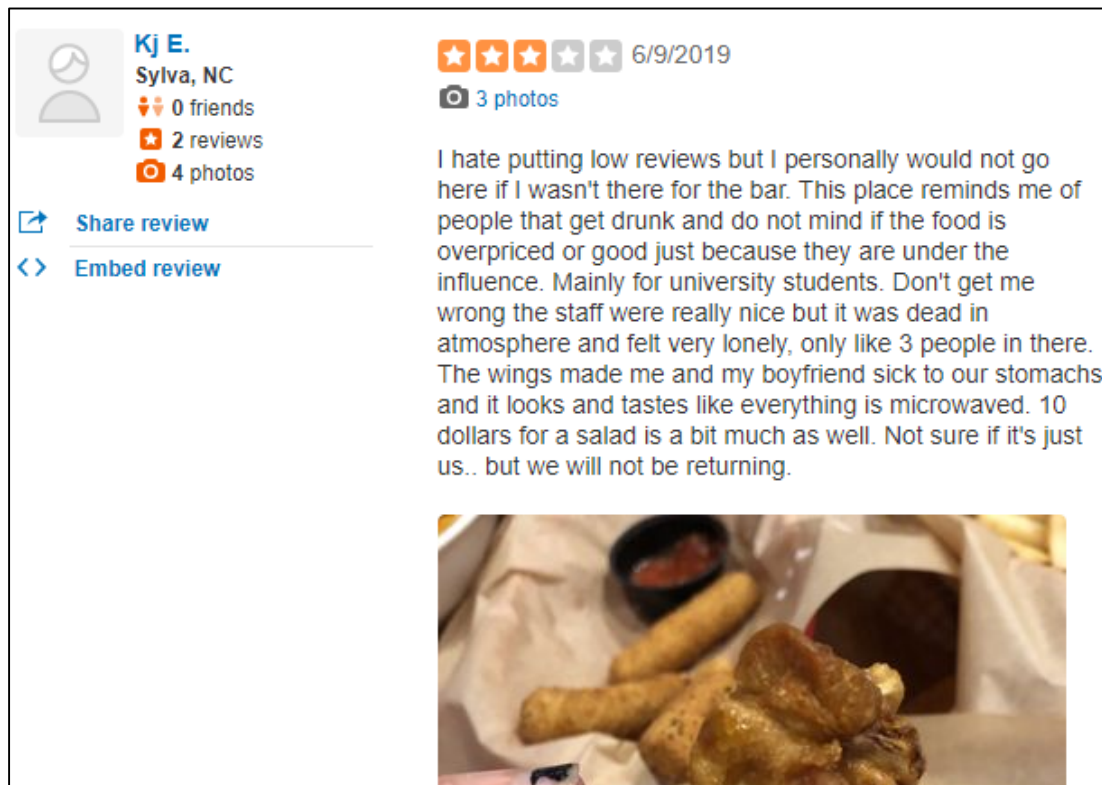
**FIGURE 1.22**

Price is a very important factor for any bar/restaurant. The key here is to understand your market, for 9lives it seems like they might not understand their customer base. Put simply, college students are cheap. They don't have a lot of money to spend on food, however students like to go out and grab a bite to eat with their friends frequently. The price of the food must be affordable enough for a college market but also quality enough to keep people coming back.



**FIGURE 1.23**

Atmosphere is important to any business, but it is especially important for bars and taprooms, which are more social environments. People like environments that feel lively and active, this is something 9lives seems to be lacking.

## ADVENTURE OUTFITTERS

We have come up with a category of business that encapsulates different types of outdoor gear suppliers which we have named adventure outfitters. These adventure outfitters sell different types of accessories, apparel, and equipment for different outdoor excursions. BC Outdoors is listed as an "outdoor sports store" in Google.

### COMPETITION ANALYSIS: TUCKASEEGEE FLY SHOP, SYLVA

It seems that with adventure outfitters the most important and glaring factor to their success is how well the employees can sell whatever product a customer wants. Much like at breweries, the service and knowledge they receive from an employee about a certain product is important to a customer in deciding whether to buy.
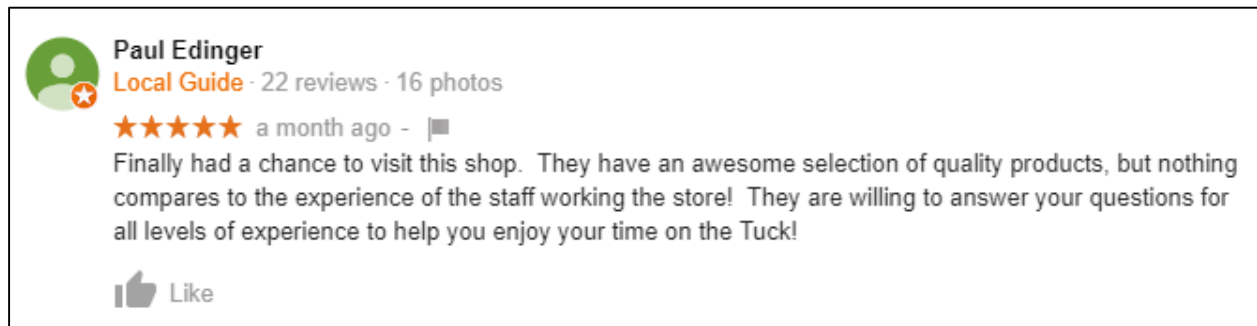


**FIGURE 1.24**

In the case of Tuckaseegee Fly Shop, a local fly-fishing shop in Sylva, the gear they sell is catered to a specific sport and crowd, but we can still learn about how they sell their equipment through the lens of an outfitter. In most people's cases their good reviews were chalked up to the staff being knowledgeable, approachable, and friendly. Customers who come to a gear shop expect employees to know the gear well enough to recommend and support them in purchasing decisions.
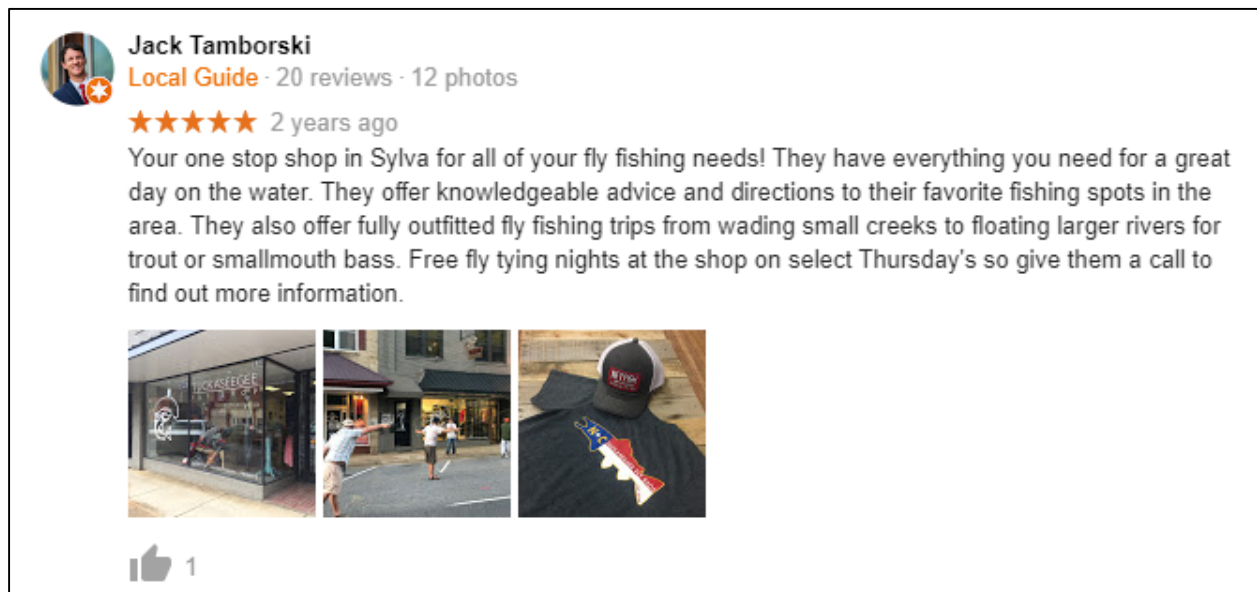


**FIGURE 1.25**

To compliment the service and knowledgeable staff, an outfitter must have a wide selection of equipment for customers to compare to make a purchasing decision. Customers at adventure outfitters like a variety of equipment/gear, they appreciate when employees can recommend based on their specific needs and to do that, they require a wide variety.

**FIGURE 1.26**

## CONCLUSION: COMPETITION

In terms of competition BC Outdoors seems to compare to their competitors well. So far, BC Outdoors has separated themselves from a regular bar by adding two additional elements to their business which is a craft beer taproom and an outdoors store. This is a unique addition, and one that compliments their market well, but it could be detrimental to business if BC Outdoors is not prepared to be the best that they can in all three of these aspects. BC Outdoors can prepare themselves by looking and understanding their local competition. There is plenty to learn from the competition in the area all you need to do is always keep your eyes and ears open.

Section 2: Step by Step Social Listening Guide on following page:

# SECTION 2: STEP BY STEP SOCIAL LISTENING GUIDE:

This guide will explain how to:

- Prepare for listening
- What tools should be used
- How to listen
- Where and how often listening should take place
- What to listen for
- Establish who should be doing the listening

## PREPARING:

Before you can begin listening, there are a few aspects that need to be addressed.

First, BC Outdoors needs to establish which features make their brand unique compared to competitors. The location, the combination of beer *and* gear and their unmatched customer service are all aspects of BC Outdoors that sets it apart from their competition. Understanding and establishing the uniqueness of the brand will clue you in to what consumers use to identify you compared to your competitors.

Second, BC Outdoors needs to establish which industry communication channels will provide the most applicable information pertaining to the services BC Outdoors offer. Some industry channels identified included the NC Craft Brewers Guild, Brewers Association and Industry on Tap. Keeping an eye on industry communications can provide a clue for upcoming trends and provide new or updated statutes that may affect the everyday practices of BC Outdoors.

Third, BC Outdoors needs to identify their competitors. BC Outdoors is unique in that it features three separate services which each have their own, separate competitors. The three categories include: craft breweries, local bars and taprooms and adventure outfitters. Specifically identified competitors include Innovation Brewing, 9Lives and Black Balsam Outdoors to name just a few. Keeping an eye on competitors can clue you in to what may or may not be working for them which can be applied or avoided at BC Outdoors.

## WHAT TOOLS TO USE:

**Google Reviews**: Google Reviews is a great resource for listening. It is one of the first places consumers and potential customers will go to seek the opinion of others when making the decision of whether to visit BC Outdoors. It is also a great place to receive feedback from that can be considered when making future business decisions. One great thing that BC Outdoors does is respond to every comment. This is a great practice that should be done as frequently as possible.
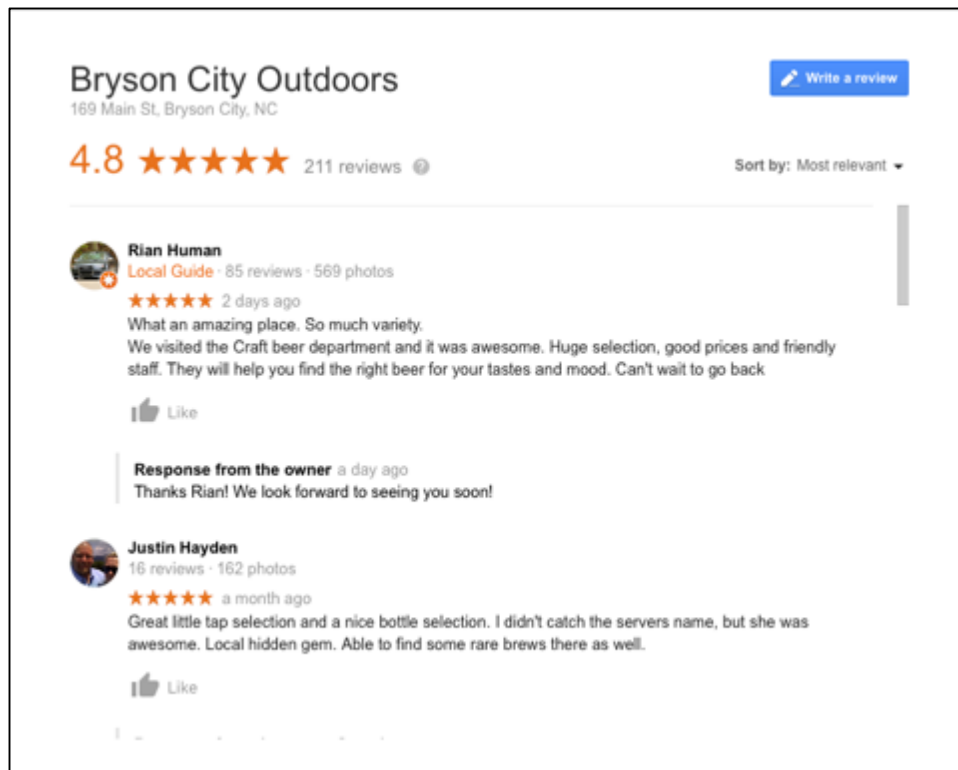
**FIGURE 2.1**

**Twitter Search (keywords and hashtags):** Searching on Twitter is a quick way to find out what's being said to you, about you and around you. You can search for yourself, competitors or terms in general using keywords or hashtags (essentially the same idea but without spaces). You can keep an eye on what's trending and can see what's being talked about specific to your geographic location. Twitter search is another great way to monitor compliments and complaints.
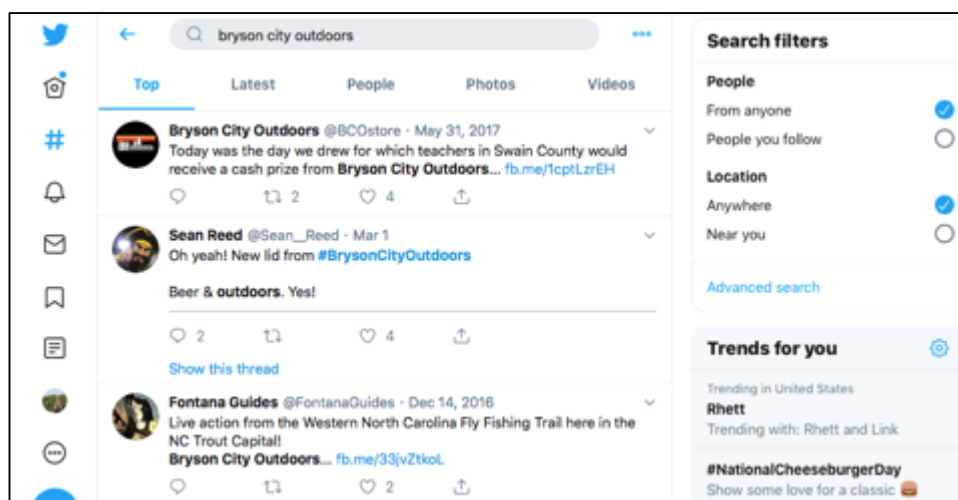


**FIGURE 2.2**

**Facebook Search/Reviews:** Facebook searching is very like Twitter but without the hashtags. You can find official pages, posts by BC Outdoors, posts from others that have tagged BC Outdoors. You can also keep an eye on related posts and engagement metrics.
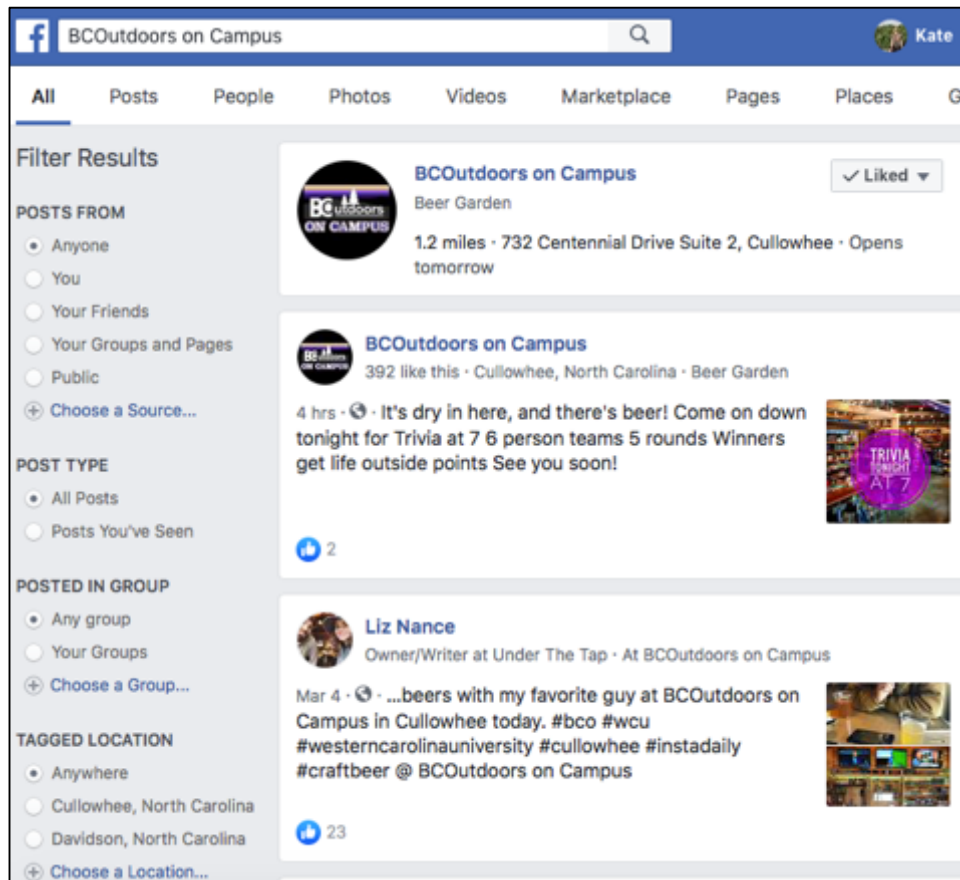
**Ubersuggest:** Ubersuggest is a great tool to use when you are social listening using specific keywords. We have included a basic, non-exhaustive list of search terms that can be plugged into this website in Section 3 of this deliverable. Ubersuggest offers data on how successful the keywords are themselves in terms of search-ability, click-rate and competition scores. This website would be helpful for seeing which terms they are using to find you and which terms BC Outdoors can take advantage of to make search-ability more successful.
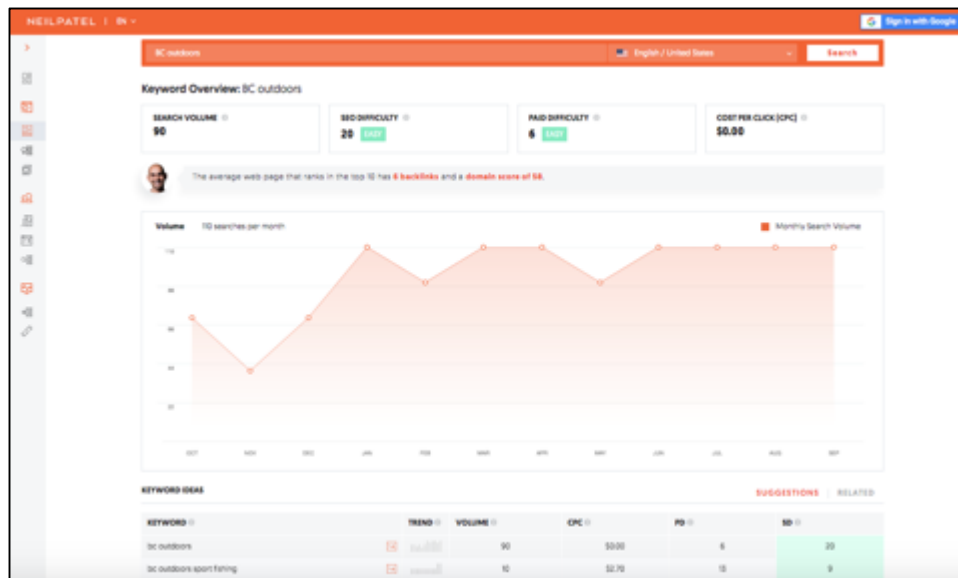
**FIGURE 2.4**

## HOW TO LISTEN:

1. Establish which features make their brand unique compared to competitors
2. Establish which industry communication channels will provide the most applicable information pertaining to the services offered
3. Identify competitors
4. Develop search terms related to the brand, product, competitors, and substitute and complimentary products
5. Use the above listed tools to search for:
    a. key terms
    b. industry and competition chatter
    c. Indirect and direct mentions
    d. compliments and complaints
    e. trends
6. Determine which search terms are more important and offer the best data depending on what metrics you're looking for (volume, cost per click, SEO difficulty which will all be addressed in the following section).
7. Decide how you're going to use them:
    a. Listen
    b. Advertise
8. Collect what you've found through listening and learn from it or build an advertising campaign around it!

## WHERE TO LOOK:

*Brand*: Google reviews, Facebook, Twitter, Ubersuggest, Yelp, TripAdvisor

*Industry*: NC Craft Brewers Guild, Brewers Association, Industry on Tap: U.S. Bureau of Labor Statistics, IBISWorld, Influencers (@NCBeerGuys, @BeerGuyTK), Facebook, Twitter

*Competition*: Competitors' websites and social media channels, competitors' Google reviews

**HOW OFTEN:**

With social media channels, it's very easy to quickly listen and we recommend scanning these channels as much as possible. We recommend specifically and intentionally listening at least three times per week from August to December and January to May (which correspond with Western Carolina University's semester schedule). In the remaining months, listening can be scaled back to once per week.

**WHAT TO LOOK FOR:**

- Direct and indirect mentions
- Reviews
- Competitor chatter and activity
    - Reviews of competitors' activity
- News regarding the industry
- Industry trends
- Complaints and Compliments

**WHO SHOULD BE LISTENING:**

Social listening can be done by anyone with a basic understanding of social media. Although, we recommend delegating a person with the sole role of communication, such as a Communications Director. This person would handle all forms of communication, including social listening, social media management, media relations, public relations and internal communication.

If a Communications Director can't be hired (we get it, that's another salary to pay), we recommend that a person who can make business decisions should monitor the social media. This way, they can quickly react to what is being said to adapt the business practices to match the needs or desires of the consumers.

# SECTION 3: BASELINE KEYWORDS:

The keywords below were ones that we found had the most value in our social listening. We have categorized the keywords into different types of terms including brand, product, competitor, substitute product, complimentary product and audience.

We recommend that you prioritize the research and investment considerations to brand, product and competitors' terms and with your remaining resources, trickledown through substitute product, complimentary product and audience terms. This is because the first three are more specific to BC Outdoors and offer the highest probability of turnover from search to purchase decisions. The remaining three types of terms are more general and have less likelihood of consumers finding BC Outdoors using those search terms.

The keyword analyzer we used is called Ubersuggest. It can be found at
https://neilpatel.com/ubersuggest/

**Meaning of terms to read the tables:**

- **Volume per month:** This is the number of clicks a keyword gets per month
- **Cost Per Click:** This is the average cost per click if you were to pay google to be an advertisement. Typically, the higher the cost per click, the more valuable the keyword is.
- **Paid Difficulty (PD):** This is the estimated competition in a paid search. The higher the number (1-100), the more competition it has.
- **SEO Difficulty (SD):** Search engine optimization difficulty is the estimated competition in organic search. Organic searches are based on unpaid algorithms based on the search tools. The higher the number, the more competitive it is.

## BRAND TERMS:

| KEYWORD | VOLUME PER MONTH | COST PER CLICK | PAID DIFFICULTY | SEO DIFFICULTY |
|---|---|---|---|---|
| BC OUTDOORS | 90 | $0.00 | 6 | 20 |
| BRYSON CITY OUTDOORS | 320 | $0.00 | 1 | 13 |
| BRYSON CITY OUTDOORS WCU | 0 | $0.00 | 1 | 4 |
| BC OUTDOORS WCU | 0 | $0.00 | 1 | 12 |
| BRYSON CITY OUTDOORS TAPROOM | 0 | $0.00 | 1 | 4 |

## PRODUCT TERMS:

| KEYWORD | VOLUME | COST PER CLICK | PAID DIFFICULTY | SEO DIFFICULTY |
|---|---|---|---|---|

| | | | | |
|---|---|---|---|---|
| TRUCKER HATS | 31,000 | $1.34 | 100 | 58 |
| ENO HAMMOCK | 31,000 | $0.53 | 100 | 58 |
| STICKERS | 201,000 | $2.65 | 100 | 91 |
| STICKERS ON LAPTOP | 40,500 | $1.02 | 100 | 56 |
| STICKERS FOR CARS | 33,100 | $1.23 | 100 | 53 |
| STICKER FOR WATER BOTTLES | 22,200 | $1.05 | 100 | 42 |
| CRAFT BEER | 60,500 | $2.43 | 19 | 42 |
| CRAFT BEER NEAR ME | 22,000 | $3.90 | 19 | 17 |
| MINI FILTRATION SYSTEM SAWYER | 170 | $0.89 | 100 | 36 |
| CAMPING STOVE | 33,100 | $0.62 | 100 | 58 |
| SLEEPING BAG | 74,000 | $0.59 | 100 | 71 |
| SLEEPING BAG FOR KIDS | 22,200 | $0.69 | 100 | 41 |
| HEADLAMP FOR CAMPING | 720 | $0.82 | 100 | 44 |
| PADDLE BOARD RENTAL | 18,100 | $1.53 | 13 | 22 |
| KAYAK RENTAL | 49,500 | $1.24 | 5 | 34 |

## COMPETITOR TERMS

| KEYWORD | VOLUME | COST PER CLICK | PAID DIFFICULTY | SEO DIFFICULTY |
|---|---|---|---|---|
| LAZY HIKER BREWERY | 590 | $0.00 | 1 | 14 |
| REI ASHEVILLE | 2,900 | $0.00 | 1 | 19 |
| BLACK BALSAM OUTDOORS | 40 | $0.00 | 6 | 15 |
| TUCKASEEGEE FLY SHOP | 320 | $2.02 | 8 | 16 |
| INNOVATION BREWING | 1,000 | $0.00 | 1 | 19 |
| | 390 | $0.00 | 5 | 15 |

| | 1,300 | $0.00 | 1 | 19 |

DIAMOND BRAND OUTDOORS

NANTAHALA BREWING

## SUBSTITUTE PRODUCT TERMS

| KEYWORD | VOLUME | COST PER CLICK | PAID DIFFICULTY | SEO DIFFICULTY |
|---|---|---|---|---|
| NANTAHALA OUTDOOR CENTER | 9,900 | $0.98 | 7 | 17 |
| RAFTING IN NANTAHALA | 2,400 | $3.51 | 34 | 24 |
| NANTAHALA PADDLE BOARDING | 0 | $0.00 | 1 | 12 |

## COMPLIMENTARY PRODUCT TERMS

| KEYWORD | VOLUME | COST PER CLICK | PAID DIFFICULTY | SEO DIFFICULTY |
|---|---|---|---|---|
| KOOZIE | 60,500 | $7.53 | 100 | 80 |
| KOOZIE FOR BEER | 12,100 | $3.51 | 100 | 47 |
| HYDRO FLASH FOR SALE | 49,500 | $0.37 | 100 | 50 |
| HYDRO FLASK WATER BOTTLE | 18,100 | $0.49 | 100 | 41 |
| TUMBLER FOR COFFEE | 6,600 | $1.47 | 100 | 45 |
| TUMBLER METAL | 1,300 | $1.20 | 100 | 49 |

## AUDIENCE TERMS

| KEYWORD | VOLUME | COST PER CLICK | PAID DIFFICULTY | SEO DIFFICULTY |
|---|---|---|---|---|
| CLIMBING | 40,500 | $0.74 | 31 | 53 |
| CAMPING | 550,000 | $0.94 | 9 | 63 |
| HIKING | 201,000 | $1.48 | 1 | 61 |
| OUTDOOR SPORTS | 4,400 | $0.92 | 35 | 30 |
| OUTDOOR APPAREL | 1,600 | $1.42 | 100 | 49 |
| TRIVIA | 110,000 | $0.30 | 9 | 63 |
| BACKPACKING | 550,000 | $0.92 | 100 | 91 |
| KAYAKING | 2.7 million | $0.22 | 67 | 80 |

## Location Terms

| KEYWORD | VOLUME | COST PER CLICK | PAID DIFFICULTY | SEO DIFFICULTY |
|---|---|---|---|---|
| SYLVA NORTH CAROLINA | 12,100 | $0.70 | 5 | 18 |
| WCU | 22,200 | $1.70 | 3 | 38 |
| WESTERN CAROLINA UNIVERSITY | 49,500 | $0.81 | 3 | 29 |
| BRYSON CITY NORTH CAROLINA | 27,100 | $0.84 | 12 | 17 |
| CULLOWHEE | 1,000 | $0.54 | 1 | 32 |
| CULLOWHEE NORTH CAROLINA | 6,600 | $1.05 | 3 | 15 |
| CULLOWHEE NC | 6,600 | $1.05 | 3 | 20 |
| BRYSON CITY NC | 27,100 | $1.17 | 13 | 25 |

# CONTENT STRATEGY

## BRYSON CITY OUTDOORS

# CONTENT STRATEGY

## OVERVIEW:

This section aims to provide a basic overview and head start on creating content for your customers. We have divided the deliverable into three main sections

- Section 1 is a 6-month publication schedule that has 4-5 topic ideas that can be used to create content.
- Section 2 is a content repository that has 6 blog posts, 3 videos and an audio clip already created.
- Section 3 is a step-by-step user guide for using the blog website and creating blogs, recording and editing audio, and recording and editing video.

## SECTION 1: 6-MONTH PUBLICATION SCHEDULE

The 6-month publication schedule will give you a list of topic ideas categorized by month. The topics are meant to be general and provide just enough detail to give you the idea but still be broad enough so you can tailor the idea to your exact needs. We have also added some basic keywords to give you an idea of what to attach to your content to improve its search-ability.

### JULY CONTENT OUTLINE:

Topic 1: BBQ's and Beer:

- Feature image/thumbnail: Family around a grill with beer cans in their hand
- Highlight that this is a great time for BBQ's and friend and family gatherings for the 4th of July celebrations. Can provide a list of the four top selling beers, or most popular red/amber ales to emphasize the 4th of July. May also choose to include a recipe for a BBQ beer marinade for meat.
- Keywords: beer, family, barbeque, 4th of July, Independence Day,

Topic 2: IPA's Around the Fire:

- Feature image/thumbnail: Campfire setting with beer cans
- Summer nights were meant for campfires. Can create a page on "How to Create the Perfect Campfire" along with the equipment/resources one will need. May also include how to make the perfect s'mores and the ingredients one will need. A suggested list of beers that pair well with chocolate can be provided as well.
- Keywords: outdoors, summer nights, guide, fire, hiking, bonfire, camping, camp fire, fire building, how-to

Topic 3: Hiking Bryson City

- Feature image/thumbnail: Someone hiking with a tent backpack
- Will provide a list of items that BC Outdoors sells to have a successful overnight hiking trip. Maps will be given along with popular hiking trails that are geared for the summer time hikers.
- Keywords: hiking, camping, gear, tent,

Topic 4: National Creative Ice Cream Flavor Day (July 1)

- Feature image/thumbnail: Bowl of ice cream with a beer bottle next to it

- Can highlight that it's national ice cream month, more specifically National Creative Ice Cream Flavor Day, by providing recipes readers can make. Have recipes listed for homemade beer ice cream such as a Maple Ale ice cream.
- Keywords: ice cream, beer, National holiday, homemade

## AUGUST CONTENT OUTLINE:

Topic 1: Beer festival guide in WNC

- Feature/image thumbnail: Food truck and local beer vendor logos/tap
- Highlight all the major beer festivals in Western NC in August. This would be a blog post or article with dates of events and their descriptions.
- Keywords: beer, beer festival WNC, outdoor beer festival, food truck

Topic 2: Back to school garage sale:

- Feature/image thumbnail: Graphic that says "garage sale" with the BC Outdoors logo in between with a surplus of outdoor gear and clothing lined up outside or inside store property or campus property.
- Social media content advertising the gear and fashion being sold at the garage sale. A blog post talking about and educating users on the effectiveness of their gear and design of the clothing they sell. Also, highlighting extremely cheap products for sale.
- Keywords: Cheap gear, cheap clothes, garage sale, WCU outdoors, catamount outdoors, outdoor gear for cheap, outdoor fashion for cheap, local outdoor sale

Topic 3: Stand up paddle board for beginners:

- Feature/image thumbnail: Picture of person on paddle board moving/family friendly paddle board picture
- Step by step picture with worded descriptions on how to stand, sit, get up and down, and paddle more efficiently on a paddle board. A blogpost could be the format for the guide on how to use a paddle board.
- Keywords: Paddle board, stand up paddle board for beginners, new to paddle boarding, how to paddle board, stand up paddle board, paddle board lesson WNC.

Topic 4: Kayaking guide near Bryson City

- Feature/image thumbnail: action shot of a whitewater kayaking and/or lake kayaking group to show the local kayaking scene.
- Post and article on where the best kayaking spots are for beginners, intermediate level, and advanced level kayakers near the Bryson City area. Also, include lake and stand still spots to bring a BC Outdoors rental or your own kayak. Information brochures and be made to extend an extra helping hand for customers.
- Keywords: kayak Bryson city, kayak Western North Carolina, kayak Nantahala, kayak Fontana, sit on top kayak, whitewater kayak.

Topic 5: WNC climbing guide

- Feature/image thumbnail: picture of someone scaling a rock wearing climbing gear.
- Blogpost on different spots to go climbing and bouldering locally, as well as local gyms. A brochure can be made to give all the information neatly to the customer.
- Keywords: climbing, rock climbing, outdoors, BC Outdoors, guide, map

**SEPTEMBER CONTENT OUTLINE:**

Topic 1: Quiz: What Hiking Shoe is Right for you?

- Feature image/thumbnail: A bunch of hiking shoes on top of each other
- A quiz/survey that potential customers can take to figure out the right style of hiking shoe for themselves. The quiz would ask questions about their lifestyle, hiking habits, length of hikes, etc. and at the end the responses would tally up and suggest a shoe based off their responses. This could be taken a step further by letting the customer see if the shoe is in stock at one of the stores.
- Keywords: BC Outdoors shoes, what hiking shoes to buy, hiking shoes for NC, hiking shoes, hiking boots

Topic 2: BCU Home-Brewing 101: How to Start your Own Homebrew

- Feature image/thumbnail: Picture of a home-brewing kit setup
- A blog post that would introduce and help potentially interested groups of people get into home-brewing. The blog post would act like a beginner's guide/how to set up, maintain, and create their own homebrewed beer.
- Keywords: how to start home-brewing, home-brewing kit, home-brewing, home-brewing supplies, home-brewing equipment

Topic 3: Fall 2020 NC Beer Guide

- Feature image/thumbnail: Picture of local beers lined up together
- The start of the Fall season in 2020 is September 22$^{nd}$, what comes with that is a lineup of seasonal local IPAs/lagers/porters etc. This topic would cover all the seasonal beer releases for the Western North Carolina area. It could cover most of the breweries in the area and lay out what they will be releasing.
- Keywords: local beer, Western North Carolina beer, Asheville beer, IPA's in Western North Carolina, Fall beer releases, seasonal beer

Topic 4: BCU Thru-Hiking 101: Introduction to Thru-Hiking

- Feature image/thumbnail: A person hiking a trail with a backpack
- A quick intro into the world of thru hiking. This article would provide a brief overview of the concept, equipment, and the "do's" and "don'ts" of thru-hiking the Appalachian trail. The post could also provide key places to stop by for food, views, or camping.
- Keywords: hiking, thru hiking, thru hiking Appalachian trail, how to thru hike

Topic 5: Hiking: Expectations vs Reality

- Feature image/thumbnail: A side by side comparison of an experience from the topic
- This would be a comical blog post coming from the experiences of hikers when they first started hiking and what they have experienced throughout multiple expeditions.
- Keywords: hiking, hiking memes, outdoors experience, outdoors memes, hiking Western North Carolina

## OCTOBER CONTENT OUTLINE

Topic 1: Leaves Changing/ Fall Weather: Hikes with best views

- Feature image/thumbnail: Mountains/Valleys with leaves change/colorful
- A synopsis of the science of the leaves changing colors along with the fall weather. The next few paragraphs would be about the best places to hike with a good lookout to exemplify the beauty of the leaves changing colors.
- Keywords: Fall, Leaves Changing, Hikes with beautiful views, cold weather,

Topic 2: Daylight Savings: Best Hiking times

- Feature image/thumbnail: Hiking sunrises/sunsets
- History and synopsis about daylights savings time and why it happens along with when to hike when daylights savings takes place. The best places in the country with good sunrise and sunset views will also be heavily focused on.
- Keywords: Daylight Savings, when does the sun rise/set in October, when should I hike, hikes with sunsets, hikes with sunrises

Topic 3: Oktoberfest

- Feature image/thumbnail: people smiling and enjoying Oktoberfest
- History about Oktoberfest and the wonderful aspects that come along with attending the world-known festival.
- Keywords:  Oktoberfest, what to wear for Oktoberfest, when is Oktoberfest, what to do at Oktoberfest, best beer at Oktoberfest, where is Oktoberfest, where to stay at Oktoberfest

Topic 4: Bonfires

- Feature image/thumbnail: Bonfire with everyone around the fire roasting marshmallows and drinking
- This article would quickly talk about the love of bonfires and the comradery that takes place when people roast marshmallows and have a couple of beers.
- Keywords: Bonfires, what to eat at bonfires, what to wear around bonfires, how to start a bonfire, how much wood do I need for a bonfire, where to start bonfires

## NOVEMBER CONTENT OUTLINE

Topic 1: Packing list for hunting

- Feature image/thumbnail: hunter in a tree stand
- Provide a packing list of essential equipment for a successful hunting trip
- Keywords: hunting, equipment, beer, Nalgene, Patagonia, outdoors, cold weather gear

Topic 2: Thanksgiving

- Feature image/thumbnail: family gathered around a big table with a turkey
- Provide recipes for traditional thanksgiving meals that use beer as an ingredient
- Keywords: Thanksgiving, turkey, recipes, thanksgiving recipes, beer, turkey day

Topic 3: Football ending

- Feature image/thumbnail: WCU Football team photo

- Recap the 2019 WCU football season, highlight the seniors and star players, hype up next year's team. Mention the weekly talks with Coach Speir and establish it's re-up for next year
- Keywords**:** WCU Athletics, football, college football, FBS, coach talks, Catamounts, Catamount football

Topic 4: Basketball starting

- Feature image/thumbnail: WCU men's and women's basketball team photos
- Preview the '19-'20 seasons for the men and women. Talk about their schedule and potential star players
- Keywords**:** WCU Athletics, basketball, college basketball, Catamounts, Catamount Basketball

## DECEMBER CONTENT OUTLINE

Topic 1: "Brews for Bushes": International Volunteer Day and World Soil Day (Dec. 5, 2020)

- Feature image/thumbnail: employees planting a tree on campus
- Provide a brief background of International Volunteer Day and World Soil day. Describe various volunteer ideas and initiatives available to locals with a focus on environmental opportunities.
  - plant and register a bush/tree/plant, come in and get $1 off a pint or 20 percent off gear
- Keywords: Bryson City Outdoors, Western Carolina University, craft beer, outdoors

Topic 2: Beer and Gear Gift Guide

- Feature image/thumbnail: basket filled with various gear with a bow on top
- Create 4-6 personas and create specific and individual lists of beer/gear items that may create a good holidays gift for each persona.
- Keywords: Bryson City Outdoors, Gear, Eno, Mugs, Trucker Hats

Topic 3: Winter Solstice Activity Guide (Dec. 21, 2020)

- Feature image/thumbnail: a couple hiking near a snowy overlook
- Highlight 5 local hiking/camping/skiing spots. Include unique features, why readers should visit and basic instructions on where it is or how to get there.
- Keywords: Bryson City Outdoors, hiking, skiing, outdoors, gear

Topic 4: End of Year Recap

- Feature image/thumbnail: picture of the BC Outdoors staff
- Talk about what BC Outdoors has done in the past year. Highlight community/volunteer efforts, successful programs and thank readers for their continued support
- Keywords: end of year, recap, thank you, BC Outdoors, new year

## WEEKLY CONTENT

Sticker of the week (#StickerSaturday)

Gear of the week

Beer of the week (#MotivationMonday)

Bi-weekly: How-to with products (#WisdomWednesday)

**MONTHLY CONTENT**

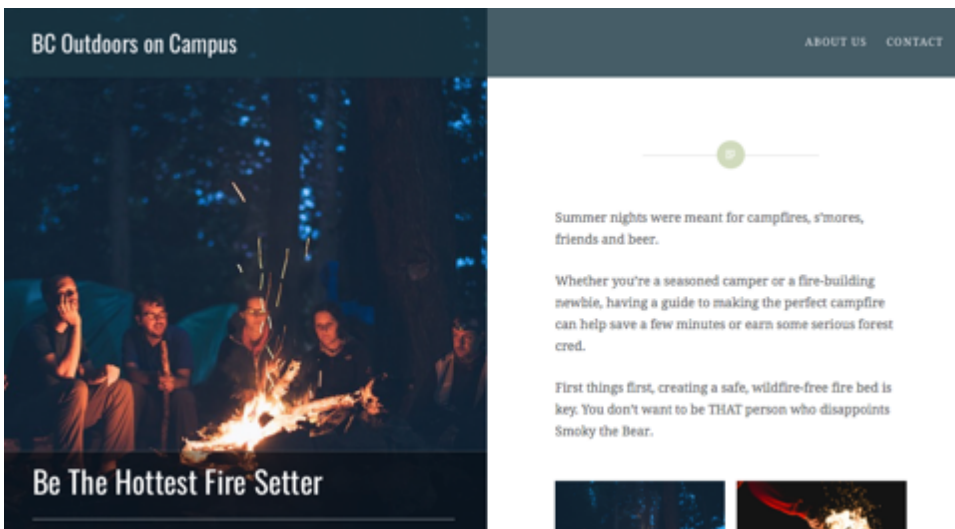Meet the brews: a monthly report on a featured beer.

## SECTION 2: CONTENT REPOSITORY

In this section, you will find a few select topic ideas from the first section expanded in the form of a blog post and or video/audio file.
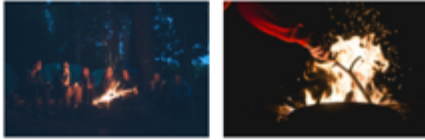
## JULY

### BE THE HOTTEST FIRE SETTER

https://BC Outdoorsutdoorsoncampus.wordpress.com/2019/10/19/be-the-hottest-fire-setter/

STEP 1: Create Fire Bed:
Select a site away from trees, bushes or other plants. Choose a plot that's bare earth or create your own by digging up the top layer of grass.

STEP 2: Gather Wood:
Pick three different types of wood: tinder, kindling and fuel wood.
**Tinder** includes dry leaves, dry bark, and dry grass that you can use to get your fire going.
**Kindling** is the in-between wood that is more substantial than tinder but not a large log like that of fuel wood. Kindling includes small twigs and branches (like the width of a pencil).
**Fuel Wood**: Once your fire is starting to gain some life, add larger branches and logs. Add slowly, as a piece too big too soon will smother your hard work.
All three types of wood should be dry and snap easily.

STEP 3: Start Building:
**Tepee Build**: Place tinder in the middle of your fire bed. Above the tinder, create a tepee shape using your kindling. As that begins to burn, create a larger tepee using thicker kindling and eventually fuel wood on top of your kindling tepee.



STEP 4: Enjoy!
As the fire continues to burn, slowly add more fuel wood to keep it hot and burning through the night. Grab some buddies, brews and 'mallows and enjoy your creation.

STEP 3: Start Building:
**Tepee Build**: Place tinder in the middle of your fire bed. Above the tinder, create a tepee shape using your kindling. As that begins to burn, create a larger tepee using thicker kindling and eventually fuel wood on top of your kindling tepee.



STEP 4: Enjoy!
As the fire continues to burn, slowly add more fuel wood to keep it hot and burning through the night. Grab some buddies, brews and 'mallows and enjoy your creation.

https://soundcloud.com/user-230262303/how-to-build-a-campfire-101

**BCOutdoors**  
30 seconds ago

**How To Build A Campfire 101**

3:34

Write a comment

More stats

Stand up paddle boarding (SUP) offers a unique way to glide across the water, being able to stand on top of the water, you can enjoy the view as well as see what is beneath you in the water.
Paddle boarding offers a unique array of activities such as recreational paddling, SUP yoga, surfing, racing, fishing, and more. We want to help you learn, so that
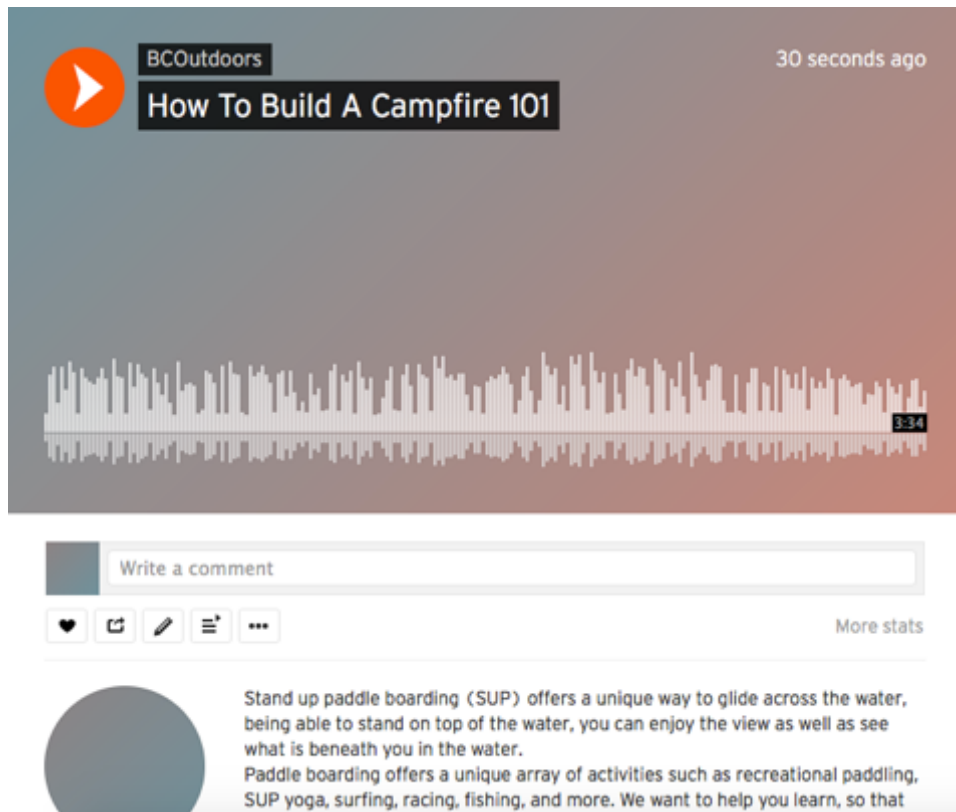
Summer nights were meant for campfires, s'mores, friends and beer.

Whether you're a seasoned camper or a fire-building newbie, having a guide to making the perfect campfire can help save a few minutes or earn some serious forest cred. The last thing you want is your friends and family staring at you because you can't start the campfire!

First things first, creating a safe, wildfire-free fire bed is key. You don't want to be THAT person who disappoints Smoky the Bear.

IMAGES

STEP 1: Create Fire Bed: Select a site away from trees, bushes or other plants. Choose a plot that's bare earth or create your own by digging up the top layer of grass.

STEP 2: Gather Wood:
Pick three different types of wood: tinder, kindling and fuel wood.
Tinder includes dry leaves, dry bark, and dry grass that you can use to get your fire going.
Kindling is the in-between wood that is more substantial than tinder but not a large log like that of fuel wood. Kindling includes small twigs and branches (like the width of a pencil).
Fuel Wood: Once your fire is starting to gain some life, add larger branches and logs. Add slowly, as a piece too big too soon will smother your hard work.
All three types of wood should be dry and snap easily.

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IMAGE

STEP 4: Enjoy!
As the fire continues to burn, slowly add more fuel wood to keep it hot and burning through the night. Grab some buddies, brews and 'mallows and enjoy your creation.

Now that you have the perfect fire started, all you need to do now is head to the store and buy graham crackers, marshmallows and chocolate bars!  Then decide how you're going to roast your marshmallows, light? Lightly brown all around? On fire?

There's only one way to make the campfire experience even better than the perfect fire and the perfect s'more, and that would be a beer from BC Outdoors.  There's plenty to choose from in the lineup of summer beers. There is a different beer for everyone that is set up around your fire!

As far as suggestions go for beer pairing with your s'mores around the fire, we have a few favorites. We would suggest stout beers because of the hint of coffee and chocolate in their flavors.  More specifically, we would recommend these with dark chocolate.  If you're more of a milk chocolate kind of person, any bitter ales like an IPA would be best for you.

Now that you know how to create the best fire, s'mores and beer pairings, go ahead and invite all your friends over for the perfect bonfire, s'mores and beer!

**Keywords:** campfire, camping, fire building, guide, hiking, how-to, how to build a fire, outdoors, summer night, summer

# AUGUST

## SUP (FOR) EVERYONE
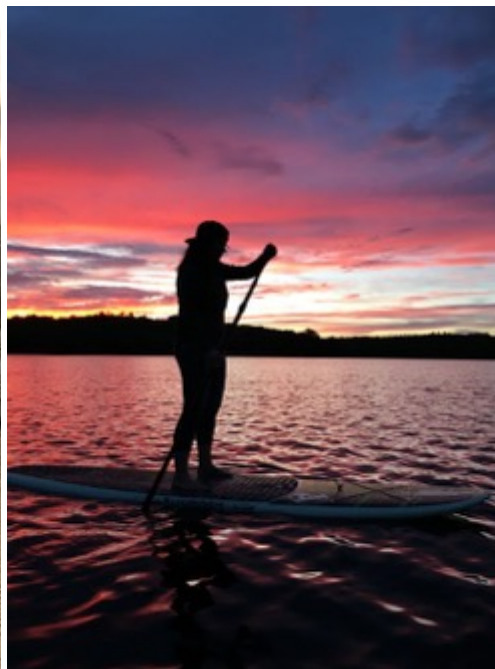
https://BC Outdoorsutdoorsoncampus.wordpress.com/2019/10/22/sup-for-everyone/

Stand up paddle boarding (SUP) offers a unique way to glide across the water, being able to stand on top of the water, you can enjoy the view as well as see what is beneath you in the water.

Paddle boarding offers a unique array of activities such as recreational paddling, SUP yoga, surfing, racing, fishing, and more. We want to help you learn, so that you can maximize your experience!

If you're interested in learning how to paddleboard, then you have come to the right place.

Before you head out into the water for the first time, we are going to help you know a little bit more about SUP gear and basic technique. To get started for your first paddle boarding adventure you will learn:

1. How to get prepared to paddle board. You will need a board, a paddle, and a few other essential items to paddle board.
2. The basic technique. You do not want to paddle tirelessly out of control
3. Lastly, we will give you some helpful extra tips to make your experience even better.

**Gearing up for your first trip**

You will need:

- **Stand up paddle board:** you may need to rent or borrow one. No worries, we have plenty available for your first try on the water!
- **Paddle:** The correct length for a paddle will hit your wrist if you stand the paddle up next to you with your arms raised above your head. There are adjustable length paddles to help you find your sweet spot. A larger size blade will pull more water and you will get more rom each stroke, however, if you have a small blade, it is easier to stroke through the water so it can be more efficient.
- **Flotation device:** Coast guard classifies a stand-up paddle board as a vessel, so it is required to get one. However, adults do not have to have one. Check the state age requirements for using a life vest.
- **Proper clothing and material for weather:** In August, shorts such as a swimsuit or board shorts are appropriate for guys. Women may wear a swimsuit or shorts as well. Bring a shirt to cover your body from extra sun exposure as well as sunscreen.
- **Leash:** A leash will attach the board to you, keeping it close by if you fall off the board.

**Technique**

**Standing up:** try first in knee-deep water. Hold the board on the edges and get on your knees on the board. You will find the center of the board by locating the carry handle.

- Keep hands in place on the board and move your feet up to where your knees were.
- Gradually stand up by raising your upper body first, followed by your legs in one motion. Chest up, then legs up!

**Balance:** It can be different for everyone, so here are a few tips!

- Keep feet parallel, centered, and hip-width apart.
- Keep a straight upper body posture, with your knees slightly bent, and your toes pointed forward.
- Try and look ahead of you instead of at your feet.

**Holding a paddle:**

- Make sure the blade is away from you and toward the nose of the board.

- When paddling on the left side of the board, your right hand will be used to grip the handle, and you will switch hands each time you change sides.

**Stand up strokes:**

- Put the paddle in the water around two feet forward and push the blade under the water, then move the paddle toward your ankle for the full stroke length.
- Keep your arms straight and twist from your torso rather than pulling the blade with your arms.
- You will need alternate strokes to go in a straight line (most likely).
- If you keep the paddle more vertical, then it will go straighter.

**Reverse:**

- Plant paddle behind you near the tail of the board with the blade all the way under the water.
- Use a similar stroke as a forward stroke, but just do it backwards.

**Sweep Stroke:**

- Rotate your shoulders forward
- Plant paddle in water in front of the board.
- Pull the paddle back in an arcing motion from the front of the board to the tail of the board using your torso as well as your hips.
- Sweeping to the right will pull the board to the left, and the left side stroke will pull it to the right.

**Falling out:**

- Fall into the water and not the board and try and hang on to your paddle.
- Position yourself near the center and grab the center handle with one hand.
- Let your legs float up behind you, then kick up while pulling yourself up with the handle.

**Final Tips:** Find a still body of water on a clear day with less wind. If it is windy, then try and let the wind push you. Go with a friend or a group for about an hour on your first outing. And most importantly, have fun!

**Keywords:** Paddle boarding, paddle boarding lessons, SUP, how to, guide, BC Outdoors, SUP lessons, paddle board online lesson

# SEPTEMBER

### HIKING BOOTS, HIKING SHOES??

https://BC Outdoorsutdoorsoncampus.wordpress.com/2019/10/20/hiking-boots-hiking-shoes/

Calling all hikers that need help choosing which hiking shoes will be best for your personal experiences and adventures! Having the wrong type of hiking shoe on can kill the mood on your hike.

Wearing a shoe with less support, not a lot of sole and isn't waterproof probably won't be your best option when you're going on an overnight hiking trip spanning across 15 miles with rivers involved. Just as wearing the thickest, sturdiest sole hiking shoes that weigh 5lbs each isn't going to be your best option for your weekly one-mile hike, that just wouldn't be necessary.

Okay, so there are a TON of hiking shoes on the market. Ones that look like not much more than running shoes to ones that look like they could make you climb Mt. Everest in two hours flat.

To find the ones that are right for you, we've created a guide to help you build your knowledge and make the right decision.

There are three primary types of hiking footwear: hiking shoes, day hiking boots and backpacking boots.

IMAGES

**Hiking Shoes**: these are typically lower cut, have flexible midsoles and are great for day hiking. They can often be run in and look like running shoes.
**Day Hiking Boots**: can be either mid or high cut and are intended for day hikes or short backpacking trips with light loads.
**Backpacking Boots**: almost exclusively high cut with major support in the ankle and arches. They have stiffer midsoles and are made to help you carry a heavier load.

Once you choose the type of boot, then you can decide the material. Do you want durable and warm or light and flexible? Do you want water resistant or waterproof? What about breathability or break-in time? Comparing the different materials and the benefits of them will help you choose which material is best for the usage you're planning.

At the end of the day, the best way to choose good hiking footwear is to go in and try on different options. If you have more questions, check out REI's how-to's or come into BC Outdoors and talk to one of our footwear specialists. We'd love to help you get set for your next adventure!
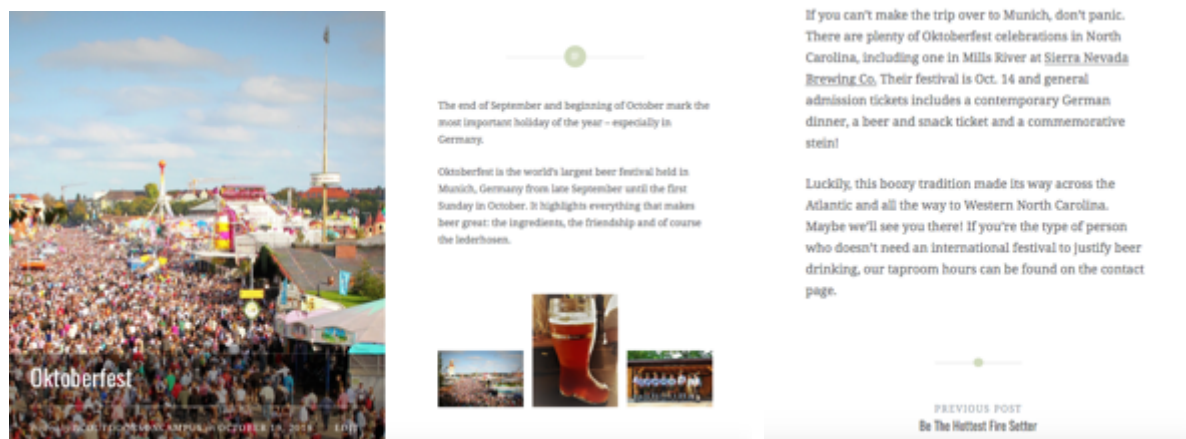
**Keywords**: backpacking, BC Outdoors, camping, fit guide, footwear, hiking, hiking boots, outdoors
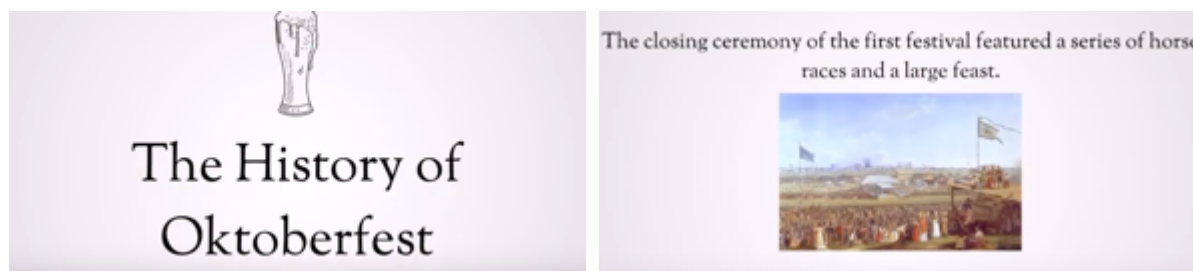
# October

## OKTOBERFEST

https://BC Outdoorsutdoorsoncampus.wordpress.com/2019/10/19/oktoberfest/



https://www.youtube.com/watch?v=QvvpzpRFnKs&feature=youtu.be



The end of September and beginning of October mark the most important holiday of the year - especially in Germany.

Oktoberfest is the world's largest beer festival held in Munich, Germany from late September until the first Sunday in October. It highlights everything that makes beer great: the ingredients, the friendship and of course the lederhosen.

Oktoberfest originally began in 1810 when King Ludwig I married Princess Therese of Saxe-Hildburghausen. All citizens of Munich where invited to a nearby field to celebrate the union.

In recent years, they have adapted the festival to make it friendlier to the elderly and those with families by creating two separate events, separated by the time of day. Any time before 6pm, the music is kept to a lower level and is the more traditional, German folk music with a focus on the traditional aspects of Oktoberfest. After 6pm, the music changes to a more modern electronic and a party-like atmosphere is adopted.

If you can't make the trip over to Munich, don't panic. There are plenty of Oktoberfest celebrations in North Carolina, including one in Mills River at Sierra Nevada Brewing Co. Their festival is Oct. 14 and general admission tickets includes a contemporary German dinner, a beer and snack ticket and a commemorative stein!

Oktoberfest is a time for good cheers with good people. Traditional food along with beer from across the world makes for a great opportunity to enjoy a small sample of the original festival held in Germany every year.

During Oktoberfest, there are many different food and drinks being served. There are two very different distinctions of beer that are classified. German-Style Oktoberfest/Wiesn and American-Style Marzen/Oktoberfest. The two different classifications basically separate the original/tradition beers served in Germany for Oktoberfest, and the American made beers that are used to mimic the originals.

The food is a main event during Oktoberfest, and it does not disappoint. The main dishes served during Oktoberfest includes:

- Schweinebraten (roast pork), which is a classic Bavarian dish and can be made with a variety of pork cuts, like shoulder or even loin.
- Schweinshaxe (roasted ham hock), a beloved beer hall classic, roasted ham hock or shank (pig knuckles) are crispy on the outside with tender meat.
- Steckerlfisch (grilled fish on a stick)
  Simple and self-explanatory, steckerlfisch is marinated, skewered and grilled fish typically made with local Bavarian fish, like bream, though it can also be made with trout or mackerel.
- Würstl (sausages)
  Würstl refers to a variety of classic Bavarian sausages. Try them at home sautéed in a skillet with bacon and apple sauerkraut. Serve with plenty of mustard.
- Brezen (pretzels)

- Knödel (potato or flour dumplings)
  These are large, dense, ultra-comforting dumplings, common in Central Europe. While these potato dumplings are technically Hungarian, the idea is the same.
- Käsespätzle (cheese noodles)
  This is a savory, cheesy version of spätzle, a traditional egg noodle. This recipe, made with small-curd cottage cheese, is topped with tangy quark, for a doubly cheesy dish.
- Reiberdatschi (potato pancakes)
  These potato pancakes are served both savory with a salad or sweet with apple sauce.
- Sauerkraut

- Obatzda (spiced cheese-butter spread), which is aged soft cheese, like Camembert, mixed with butter, a small amount of beer, and spices including paprika, salt, pepper and garlic.


Luckily, this boozy tradition made its way across the Atlantic and all the way to Western North Carolina. Maybe we'll see you there! If you're the type of person who doesn't need an international festival to justify beer drinking, our taproom hours can be found on the contact page.

**Keywords:** BC Outdoors, beer, drinking, festival, international festival, Oktoberfest, Sierra Nevada, Western North Carolina, Oktoberfest in North Carolina

# November

**BOOZY BAKED APPLES**

https://BC Outdoorsutdoorsoncampus.wordpress.com/2019/10/22/boozy-baked-apples/



**BC Outdoors on Campus**                    ABOUT US   CONTACT

## Boozy Baked Apples

*Posted by* BCOUTDOORSONCAMPUS *on* OCTOBER 22, 2019
EDIT

Need to spice up your Thanksgiving dessert? We've got you covered. Try these cider-soaked spiced and baked apples to really impress your friends and family.

**Instructions**

- Set oven to 425 degrees
- Peel, slice and core the apples
- Combine lemon juice and Hard Apple Cider
- Place the sliced apples in the lemon juice/cider mix and let marinate for 2 hours
- Toss marinated apples in butter, cinnamon and brown sugar
- Place seasoned apples into baking container and place in oven
- Bake for anywhere between 25-45 minutes depending on personal preference. Look for a soft apple with caramelization along the outsides.
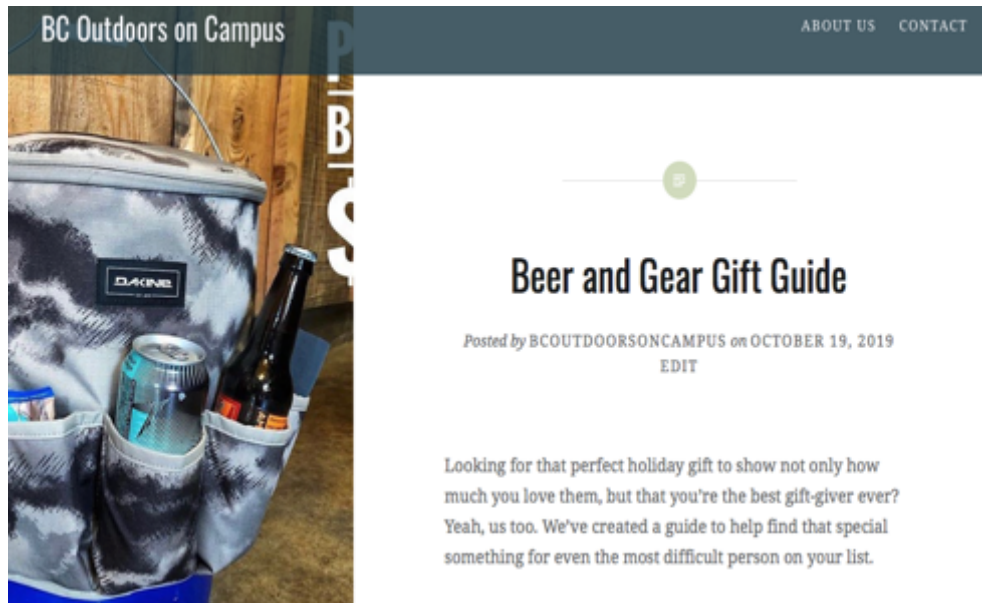
This recipe is quick, easy and has a lot of wiggle room for personal preferences. For example, if you want particularly sweet or spiced apples, add more sugar and cinnamon. If you want firmer apples, pull them out earlier. It's all up to you!

**Ingredients**

- 3-5 apples peeled, sliced and cored
- 16 oz Hard Apple Cider (we used Angry Orchard Crisp Apple Cider)
- 1/2 a lemon, juiced
- 2 tbsp butter
- Cinnamon and Brown Sugar to taste

**Instructions**

- Set oven to 425 degrees
- Peel, slice and core the apples
- Combine lemon juice and Hard Apple Cider

https://www.youtube.com/watch?v=MDdyE4ZDrSk

Need to spice up your Thanksgiving dessert? We've got you covered. Try these cider-soaked spiced and baked apples to impress your friends and family.

IMAGES

Ingredients

3-5 apples peeled, sliced and cored

16 oz Hard Apple Cider (we used Angry Orchard Crisp Apple Cider)

1/2 a lemon, juiced

2 tbsp butter

Cinnamon and Brown Sugar to taste

Instructions

Set the oven to 425 degrees

Peel, slice and core the apples

Combine lemon juice and Hard Apple Cider

Place the sliced apples in the lemon juice/cider mix and let marinate for 2 hours

Toss marinated apples in butter, cinnamon and brown sugar

Place seasoned apples into a baking container and place in the oven

Bake for anywhere between 25-45 minutes depending on personal preference. Look for a soft apple with caramelization along the outsides.

This recipe is quick, easy and has a lot of wiggle room for personal preferences. For example, if you want particularly sweet or spiced apples, add more sugar and cinnamon. If you want firmer apples, pull them out earlier. It's all up to you!

**Keywords:** Angry Orchard, apples, baked apples, baking, baking with beer, BC Outdoors, beer, beer baking, cider, dessert, hard cider, recipe, spiced apples, thanksgiving, thanksgiving dessert, thanksgiving food, thanksgiving recipe

# December

## BEER AND GEAR GIFT GUIDE

https://BC Outdoorsutdoorsoncampus.wordpress.com/2019/10/19/beer-and-gear-gift-guide/



BC Outdoors on Campus

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### Beer and Gear Gift Guide

Posted by BCOUTDOORSONCAMPUS on OCTOBER 19, 2019
EDIT

Looking for that perfect holiday gift to show not only how much you love them, but that you're the best gift-giver ever? Yeah, us too. We've created a guide to help find that special something for even the most difficult person on your list.

**For Those 21+**

1. Dakine Party Bucket
2. Stainless Steel Tumbler
3. Nite Ize S-Biner Bottle Opener

**For the Hiker:**

1. Shade Tree Farms Bug Spray (local and natural!)
2. Newest Merrell Hiking Boots
3. Hydroflask

**For the One Still in School**

1. Hydroflask
2. Adventurist Backpack
3. Shark Watch

We hope this guide helps get rid of that "let's just do a gift card" mentality. To make it even easier on you, BC Outdoors carries all of the products suggested in this guide!

Best of luck and happy holidays!

https://www.youtube.com/watch?reload=9&v=IT-fbeNbSvg&feature=youtu.be



Looking for that perfect holiday gift to show not only how much you love them, but that you're the best gift-giver ever? This is the place for you. We've created a guide to help find that special something for even the most difficult person on your list.

For those 21+:

IMAGES

1. Dakine Party Bucket
2. Stainless Steel Tumbler
3. Nite Ize S-Biner Bottle Opener

For the Hiker:

IMAGES

1. Shade Tree Farms Bug Spray (Natural and Local!!)
2. New Arrival Merrell Hiking Boots
3. Nalgene

For the "Save the Turtles" Person:

IMAGES

1. Reusable Straws
2. Hydroflask
3. Kavu Bags

For the One Still in School:

IMAGES

1. Stickers
2. Shark Watch
3. Adventurist Backpack

We hope this guide helps get rid of that "let's just do a gift card" mentality. To make it even easier on you, BC Outdoors carries all the products suggested in this guide!
Best of luck and happy holidays!

**Keywords/Tags:** beer, bottle opener, Christmas presents, Christmas shopping, gift guide, gifts, gifts for Dad, hiking, holiday shopping, Hydroflask, Kavu, Nalgene, tumbler, wish list

## SECTION 3: A STEP-BY-STEP CONTENT CREATION GUIDE

In this section, we will lay out the basics of three different types of content creation for you to get started. The first two will lay out how to navigate and use a Wordpress site as a blogging platform. The second part will explain how to use Audacity to import, edit, and export audio for a podcast. Finally, the last section will show you how to plan, shoot, and edit video with your smartphone.

### HOW TO USE THE WORDPRESS SITE

1. Log in to Wordpress
   a. https://BC Outdoorsutdoorsoncampus.wordpress.com
   b. Email: BC Outdoorsutdoorsoncampus@gmail.com
   c. Username: BC Outdoorsutdoorsoncampus
   d. Password: beerandgear
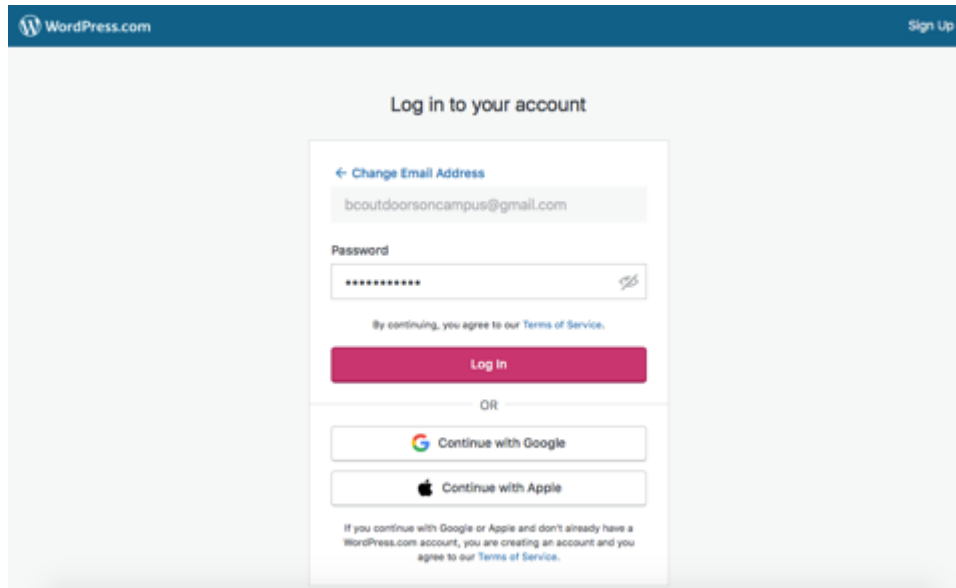
2. Click "My Site" which is in the top left corner
    a. There will be a column on the left with drop down menus that will allow you to customize the site.
    b. The "My Home" drop down will provide you with blocks of prompts that will help you decide what you would like to do
        i. Write a blog post
        ii. Add a page (landing pages such as an about us or contact page)
        iii. Change the theme
        iv. Add media
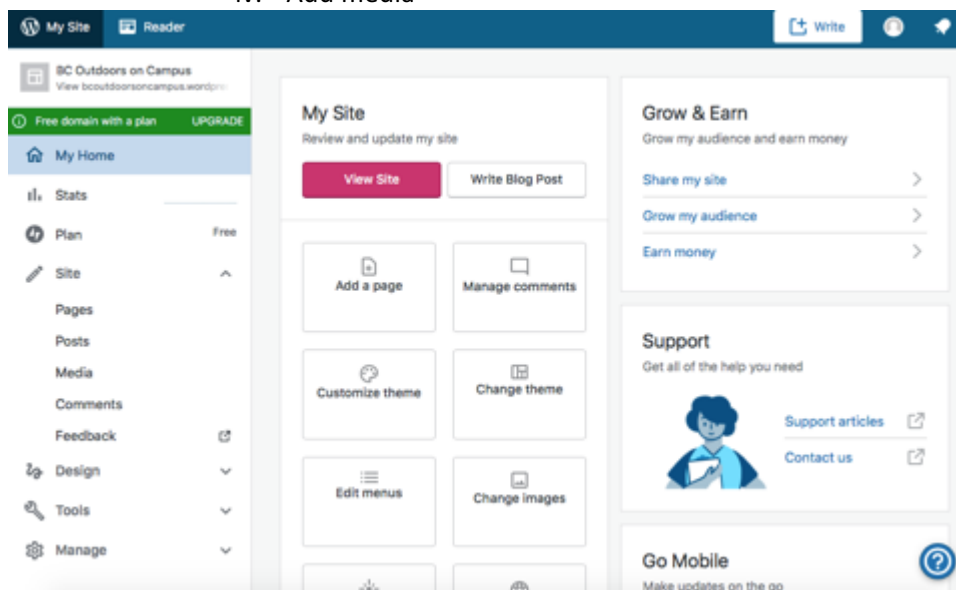


3. Follow these block prompts to edit and customize the site to your liking

## HOW TO WRITE A BLOG POST

1. From the My Site -> My Home menu as shown in the figure in step 2 of the "How to Use the Site" section above, click the "write Blog Post" button
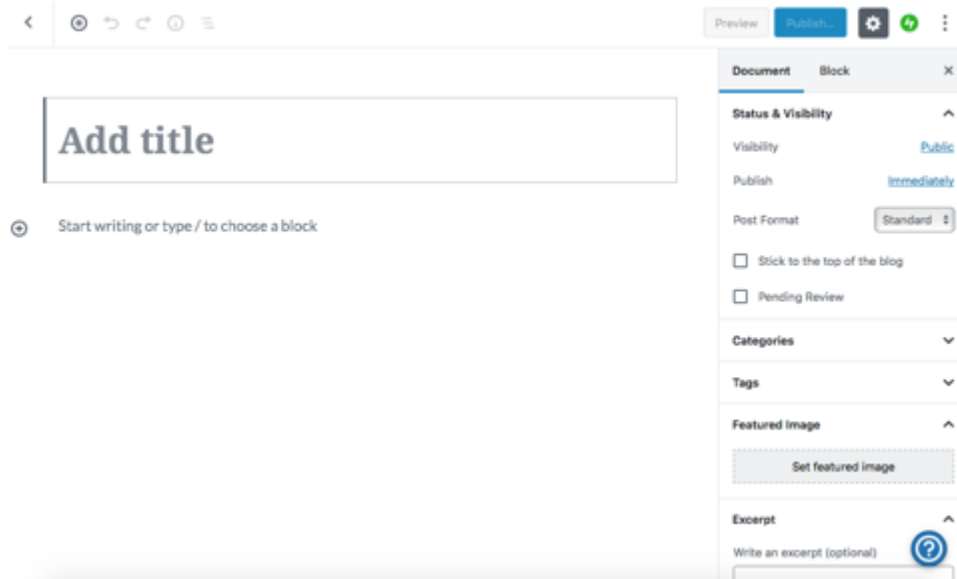


2. From here you can begin by adding a title by clicking where it says, "Add title" and begin typing.
    a. When you click enter, it automatically creates a new paragraph (aka block).
    b. The options to the right can be used to edit the blog as a whole
3. Click the plus sign to the left of where it says "Start writing or type/ to choose a block"
    a. A drop-down menu will show up which allows you to choose what type of block you want to use.
        i. Paragraphs, headings, lists, spacers, images, etc.
4. When you begin in a block that isn't the "Add Title" block, the options to the right will change, allowing you to edit the content for that specific block.
    a. Font size, color settings, etc.
    b. We recommend using:
        i. Medium font size and text color #5dac2b for topic headers within the post
        ii. The automated font size and text color for body text
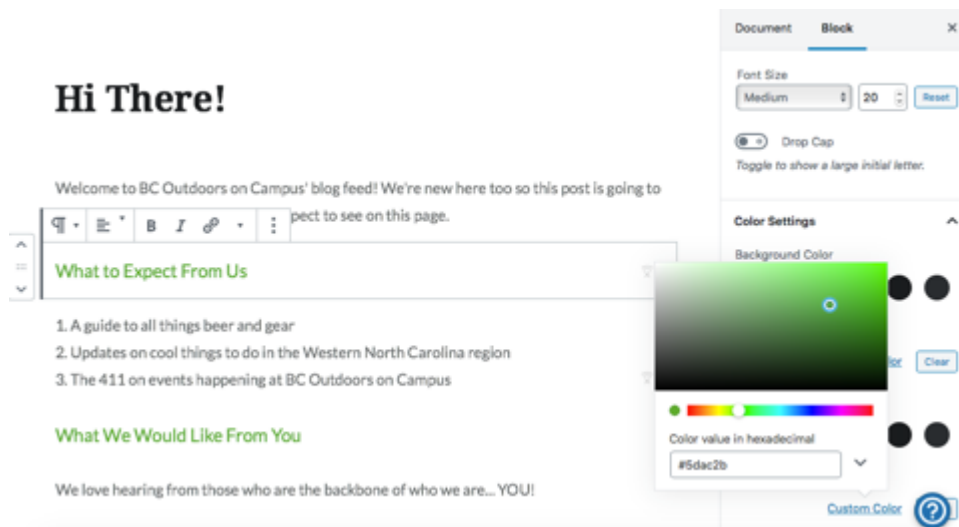
5. To edit the content within a block (such as font size and color settings) you simply choose from the drop-down menu on your right what you would like to change and change the settings.
    a. To change the color of the topic headers, open the Color Settings. Then under "Text Color" choose "Custom Color" then type in #5dac2b into the color value text box. This will select the green we recommend using to keep consistency throughout the blog feed.
6. Repeat these steps until you have completed your blog post!
7. When you have finished, in the top right corner, click "preview"
    a. This will show you what your post looks like to readers
    b. If you are happy with how this looks, continue to step 8
    c. If not, continue editing using the above steps
8. Click back on the title block
    a. In the options to the right, scroll down until you see "tags"
    b. Add keywords like those we provided in the listening guide, earlier in this handbook or any keywords that may be included within the post that can be used to describe the content of the blog post
9. After you have previewed the blog post, click the blue, "Publish" button in the top right-hand corner

**HOW TO RECORD AND EDIT A PODCAST**

## Step 1: Recording

You don't need fancy equipment to record a podcast. All you need to start is a smartphone that can transfer files to your computer.

1. Open/download a voice recorder app
2. Make sure your recording in a quiet/closed off space
3. Begin recording your podcast

Tips for recording:

- Lay out your topics/talking points before you begin
- Speak conversationally, do not read off a script
- Try to keep the length between 45-60 minutes
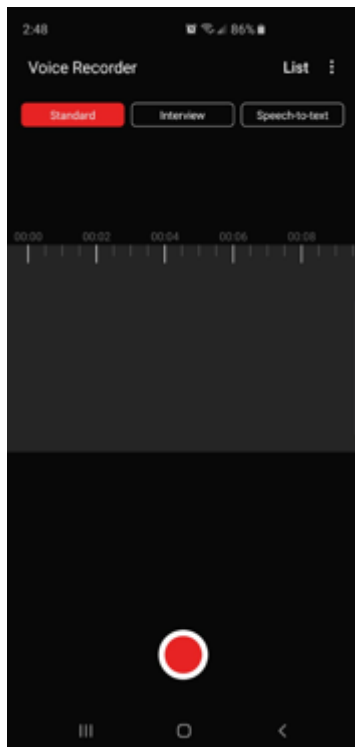
## Step 2: Editing Audio:

Much like recording audio, you don't need to break the bank to edit your podcast. We recommend **Audacity** to edit the audio in your podcasts. The best part about Audacity is that it is free; you can download Audacity through this link here: https://www.audacityteam.org/download/
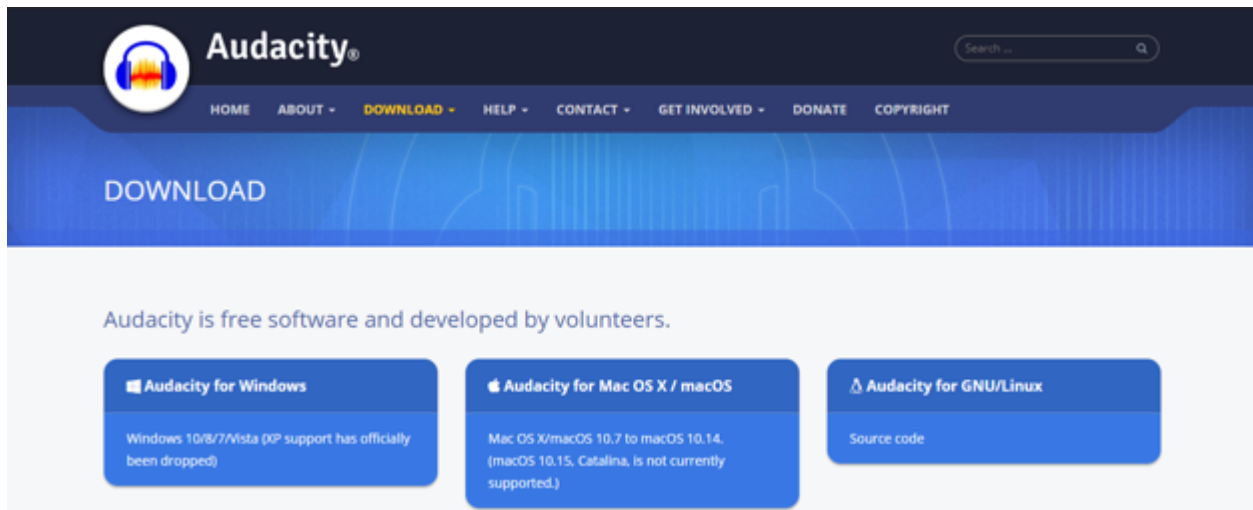


If you have an Adobe Creative Cloud subscription, most of this still applies to editing audio in Adobe Audition.

The first thing you want to do is transfer your audio file from your phone to your computer. The easiest way to do this is by attaching the .mp3/.m4a file from your phone to an email and sending it to yourself.

If that doesn't work, you can plug your phone's charging cable into your computer and transfer the audio file manually through your phone's directory to your computer.

Once audacity is installed and open, you can import your audio under **file -> import -> audio... (at the top left)** or **ctrl + shift + I**. You can create a multitrack by repeating this action with separate audio files. Once you have your audio imported you will see a waveform like this, this is your audio track visualized by the software. You can use the **spacebar** to **play/stop audio** where the track head is (the line in the waveform) and you can **move the track head** by simply **left clicking on the waveform**. You can **delete sections of audio** by **highlighting a section** on the waveform and **pressing backspace/delete**.
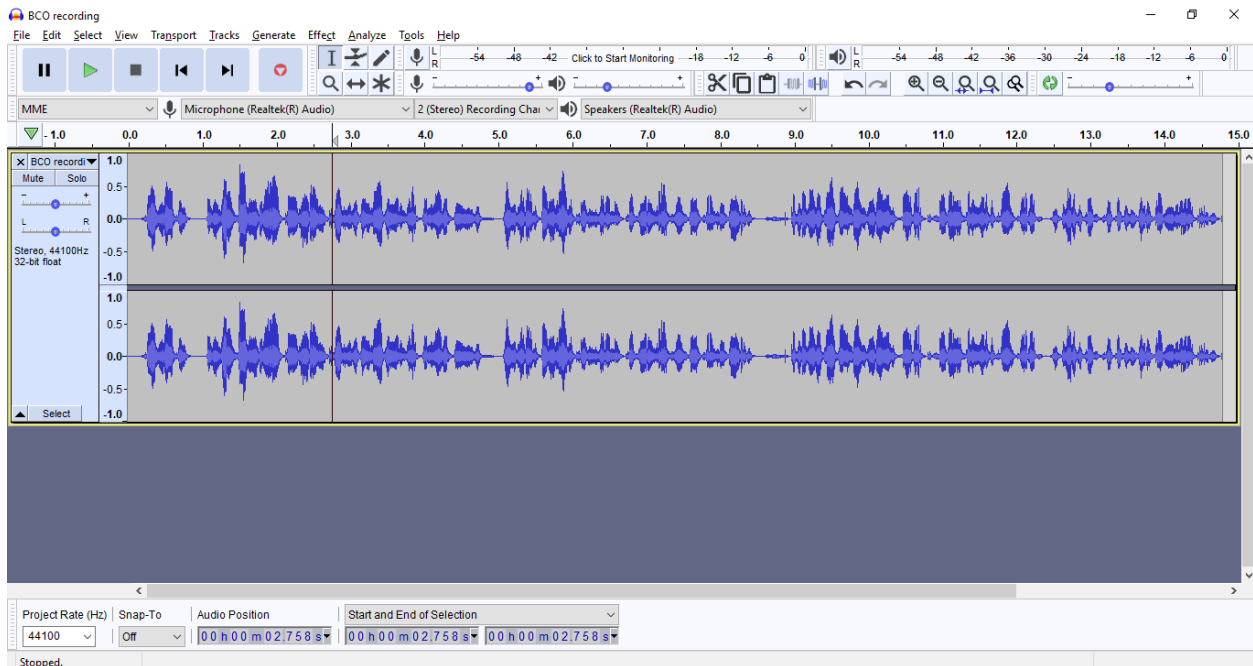


## Compressing Audio

Before getting into serious editing you might want to compress your audio so that its dynamic range is smaller. To do this, highlight your entire track by double-left clicking then go to **effect (at the top) -> compressor...** You will get a pop up like this:
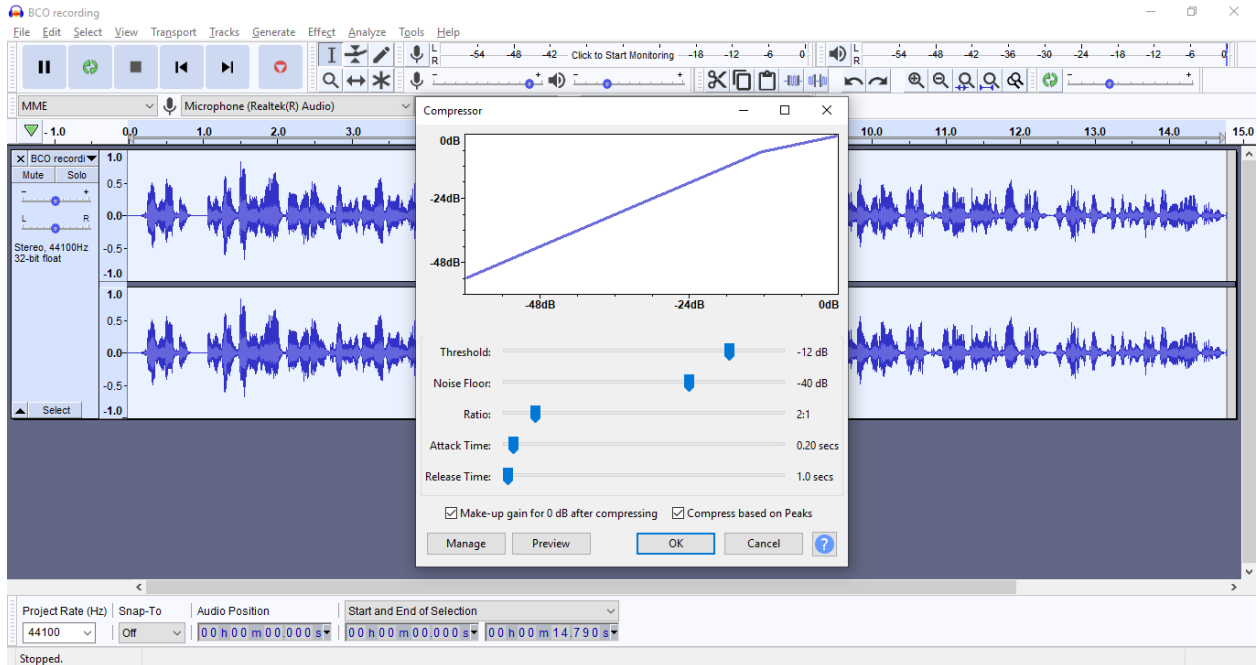
Make sure the box "compress based off peaks" is checked and hit ok. Once you hit ok your audio is compressed so that the quieter parts of the audio match the louder ones.

## Removing Background Noise

After compression, you may notice background noise in your audio is louder. Maybe your air conditioning was left on and now it's glaring in the audio. To remove background noise, highlight a specific section where the noise you want to remove is clear and isolated. While the section is highlighted, navigate to **effect -> noise reduction…** then click **get noise profile**
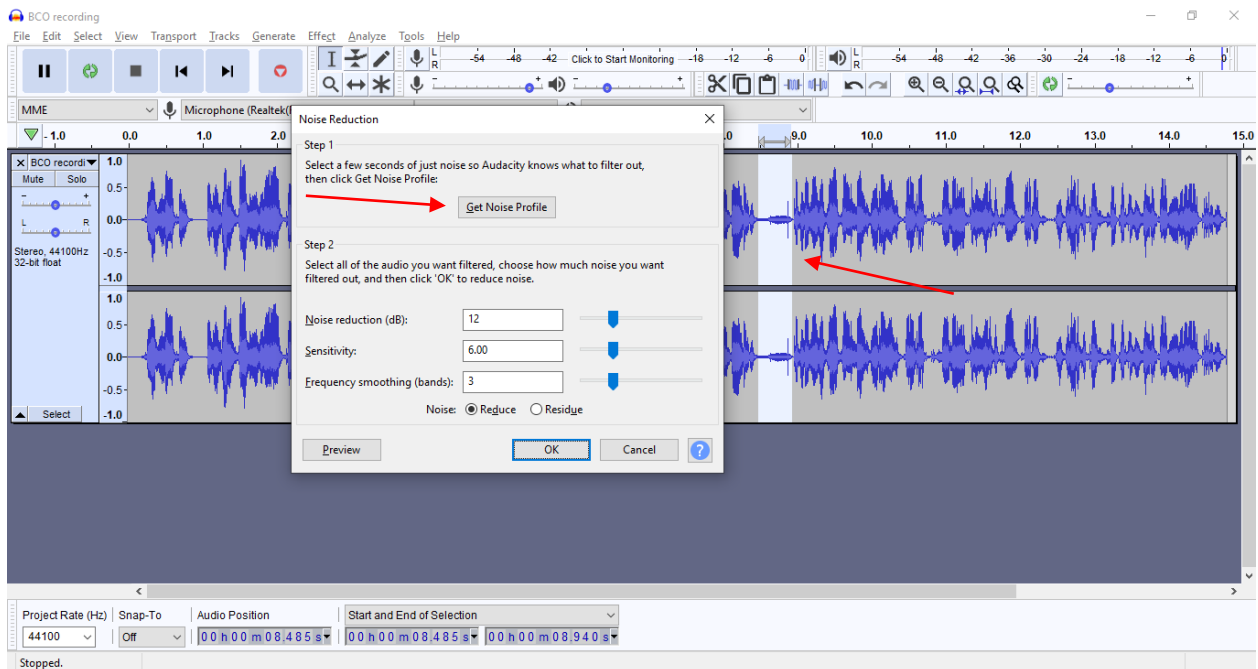
Once you've gotten a good noise profile, highlight the entire audio file by left clicking the waveform twice. With the whole waveform highlighted go back to **noise reduction** again but this time click on **ok**. Audacity will do its best to remove the sound in that section from the whole track.

## Step 3: Exporting Audio
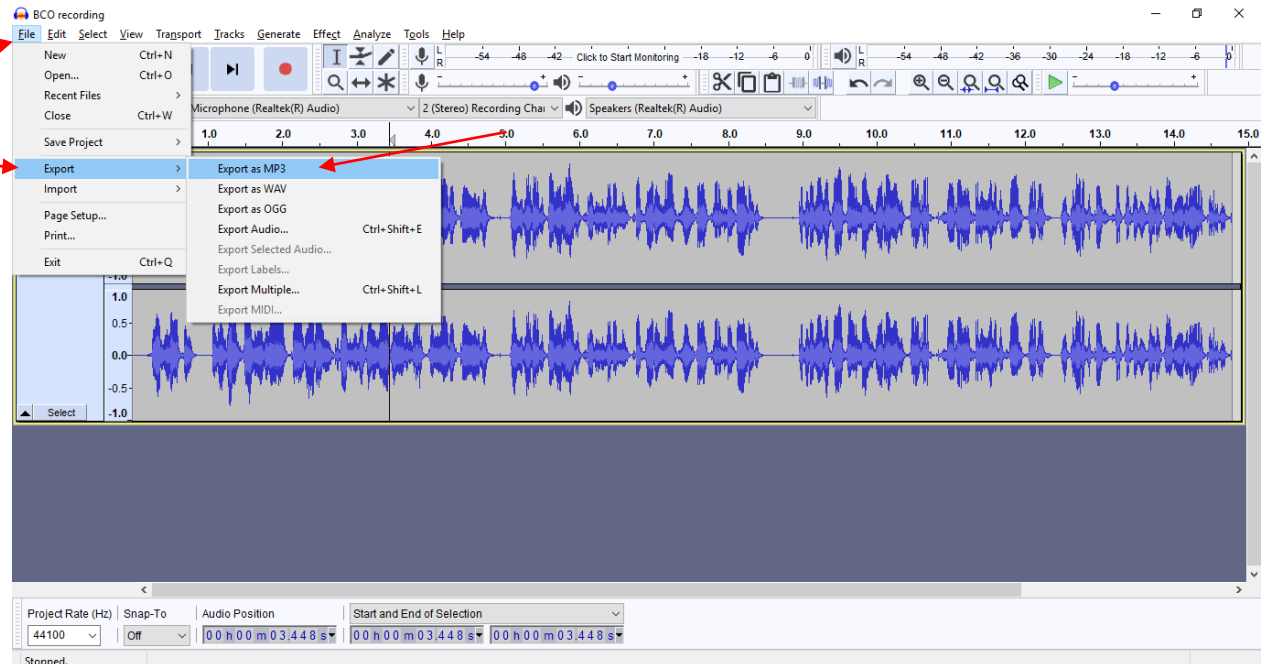


To export your audio, navigate to **File** at the top ribbon then **Export**. From here you can export your audio in different forms, we recommend **.mp3** because it is the most easily accessible audio format used by most platforms. But if you want to export in a specific format Audacity you can click **Export as MP3** then change the type under the **Save as type:** dropdown.
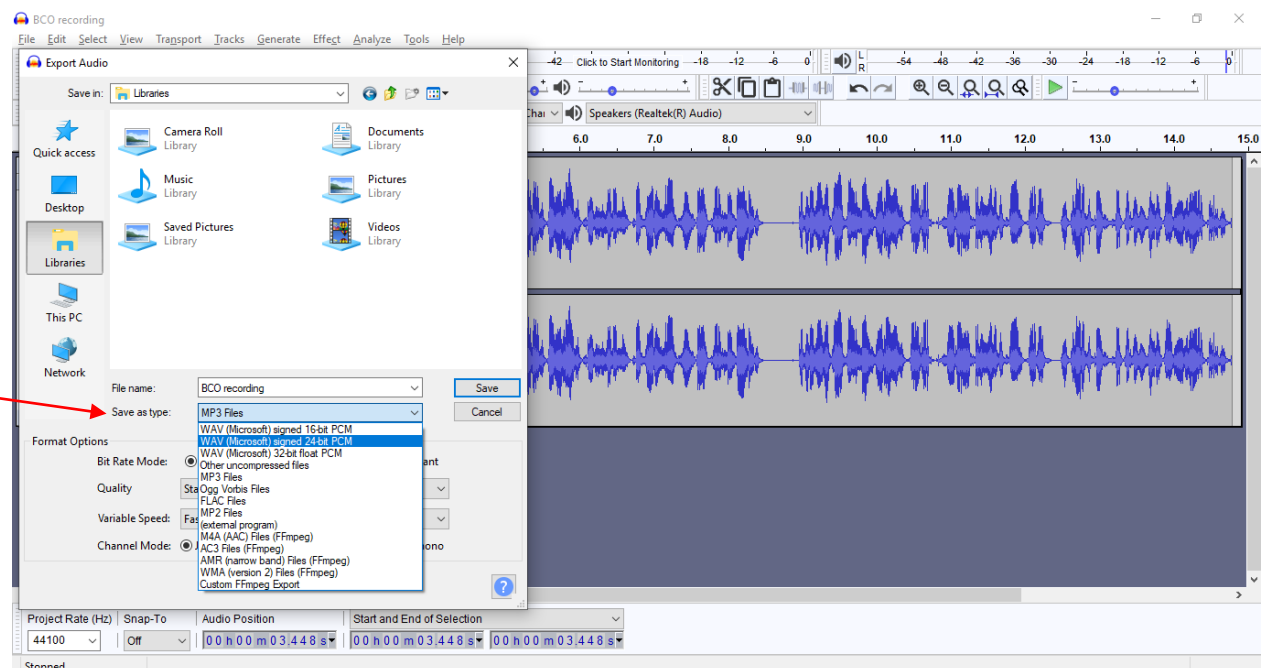
## **If You Are Recording Using an iPhone – Or Your Audio is not Importing **

If you use an iPhone to record your podcast audio you need to install the **FFmpeg library** for Audacity or else, you will not be able to import or export your audio. Most iPhones record audio in the .m4a (MPEG-4) file format, which is a file format designed by Apple to be the successor to .mp3. .m4a files are generally higher quality than .mp3 because of a higher bit rate but they are less compatible compared to .mp3's. You can **download** the **FFmpeg library** for Audacity free through the links below.

**Windows**: https://lame.buanzo.org/#lamewindl

**Mac**: https://lame.buanzo.org/#lameosx64bitdl

For easy installation use the recommended downloads/installers and follow directions. Once done you should be able to import and export .m4a files. Even if you don't have a device that records in MPEG-4, these libraries can still be useful to have just in case.

### HOW TO RECORD AND EDIT A VIDEO

Thanks to every new generation of smartphones, it is getting easier and easier to record and edit high quality videos right in the palm of your hand. Let's look at shooting video and then editing video from your phone.

## Step 1: Know Your Platform

Knowing beforehand what platform you are uploading your video to will help you in creating even better content for that platform. Here are some platforms you might upload your video to:

- Facebook
- Instagram
- YouTube
- Vimeo
- Snapchat
- Twitter

Knowing how your audience consumes content on these different platforms can help you tailor your experience to them. One of the biggest things to look out for is **video length.** A typical YouTube video is ~5-10 minutes long but the max length of an Instagram video in a regular post is 60 seconds and the max length of an Instagram story clip is 15 seconds.

On more scroll-worthy platforms like Twitter or Instagram you want to keep your video short, we recommend a max of ~30 seconds in length.

Also, keep in mind if people view video in portrait or landscape mode on the platform. With scroll-worthy platforms portrait mode is perfect. On platforms like Vimeo or YouTube, people watch videos in landscape mode. Choose an orientation for your video and **keep it consistent** throughout its entirety.

## Step 2: Shooting Tips

Shooting your video is for the most part straightforward. As mentioned above, one of the biggest things you need to do is make sure you keep your orientation consistent throughout the video.

Gathering b-roll is important to keeping viewers' attention, having a variety of different shots allows you to get more creative and practice a 'show don't tell' attitude toward creating videos. Most content creators use b-roll to supplement narration. Instead of

## Step 3: Editing

There is a plethora of free video editing software out there, but we think the best and easiest to use editing app for your phone is an app called **Quik**. Quik was developed by GoPro to be simple yet effective. You can do plenty of basic editing on Quik right on your phone after you've got all the shots you want, which makes it a perfect app for making videos for social media platforms.
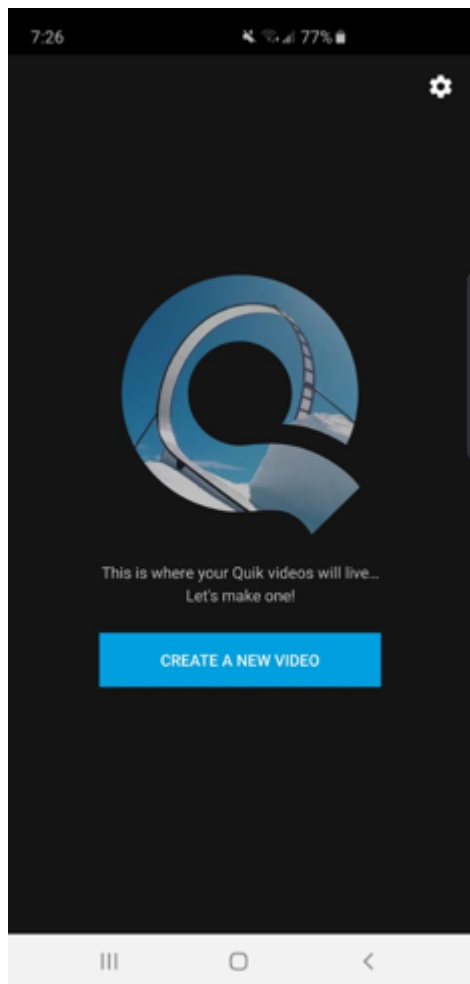


Keep in mind as we move forward that I am using Quik on an Android so the app might look a bit different in some areas.

Once you have Quik installed and have given it access to your phone's files. We can begin editing our shots together.  Click on "Create A New Video" to get started and you will get a screen that shows all your phone's images and videos. Simply tap on the footage you want to import and then tapping on the blue check mark on the bottom right corner of your screen.
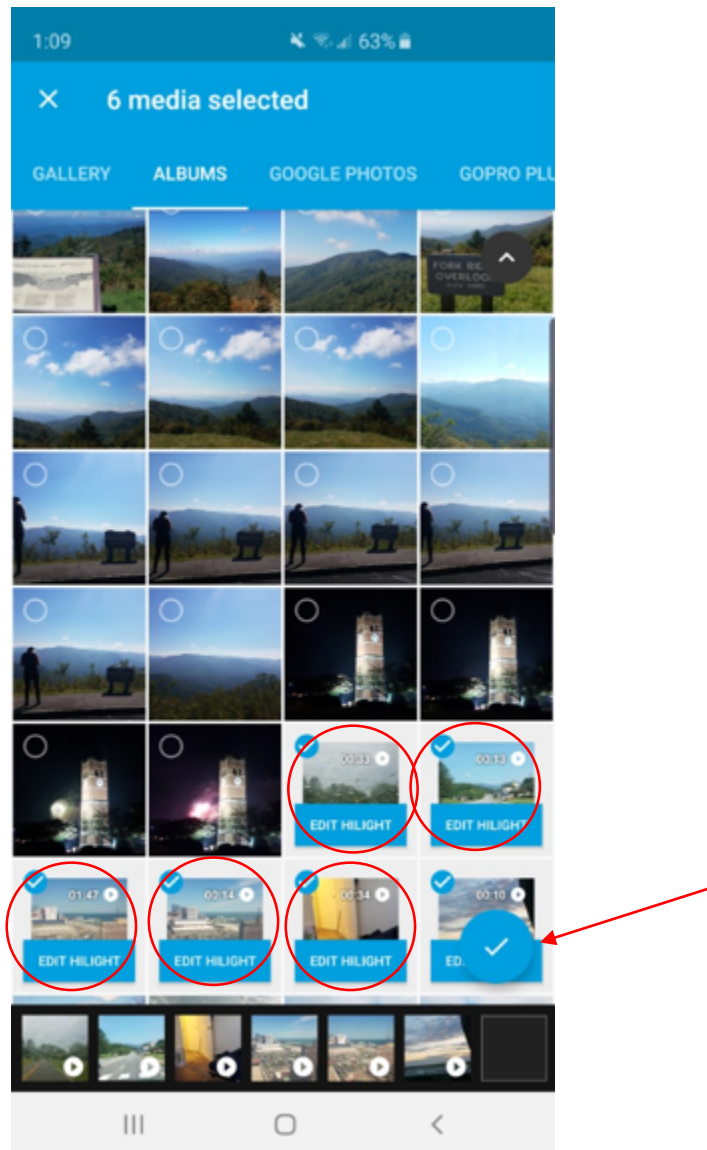
Once you've tapped on the blue checkmark, Quik will pull up a screen asking you to put in a title intro. This can be anything you want it to be, if you are making a how to video you can title it "how to __" or "ways to __". Generally, try to keep the title short and sweet. As always you can go back and change your title to something else later if you change your mind.
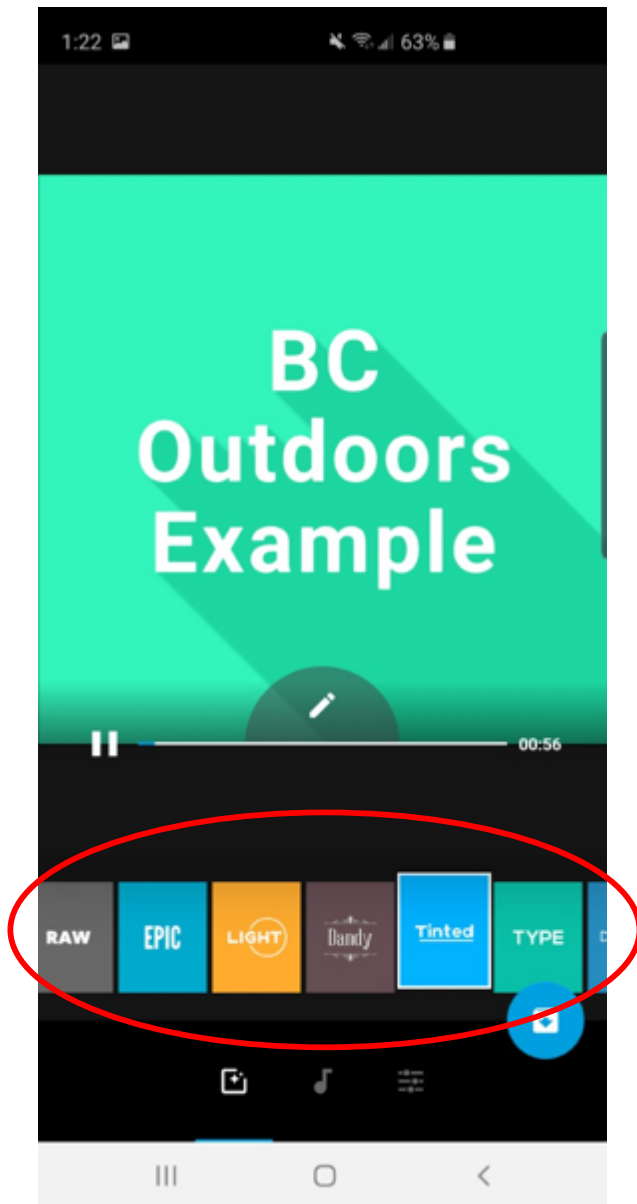
Once you have your title figured out you can add a plethora of different title card animations and styles.

By default, Quik will add some free music to your video. If you want to add your own, remove, or change the music from you can click on the music note at the bottom and then scroll left and right to cycle through your options.
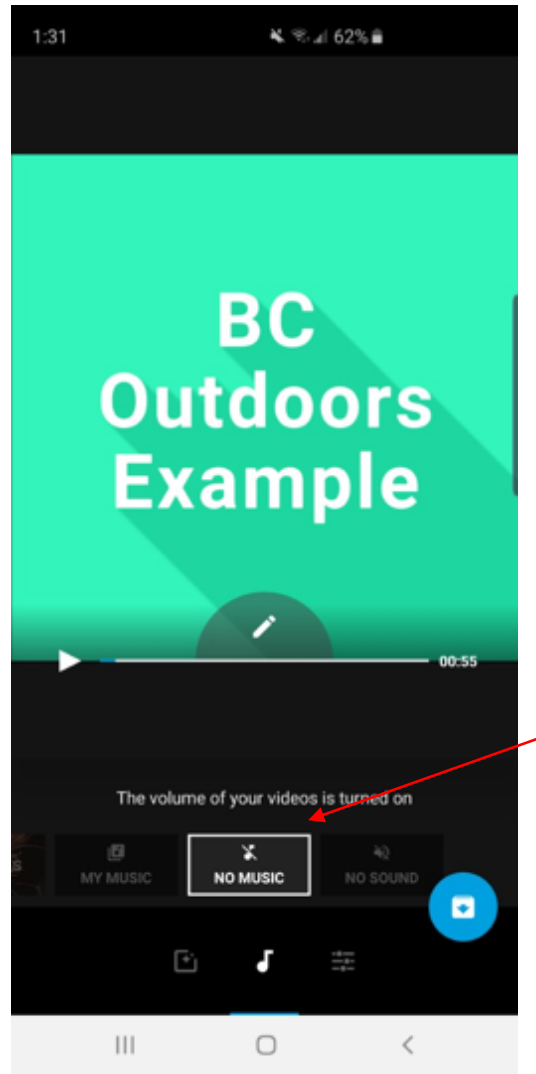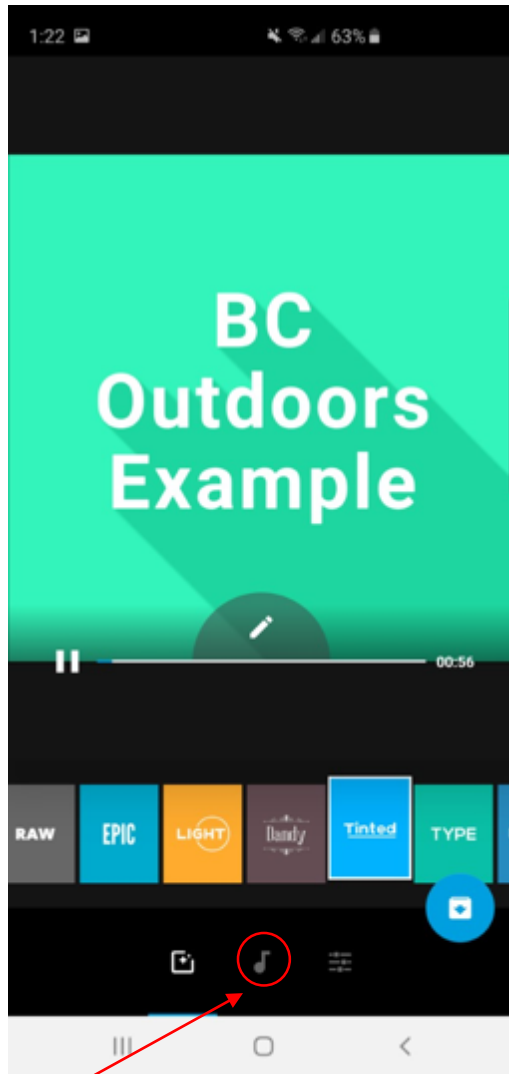
Now let's get into editing our footage. If you tap on the main screen of the video it will put a timeline or order of your shots at the bottom of the screen. You can move around and order your shots by holding and dragging them with the eight-dotted array below each clip.

Tap in the Center!!

Hold and Drag
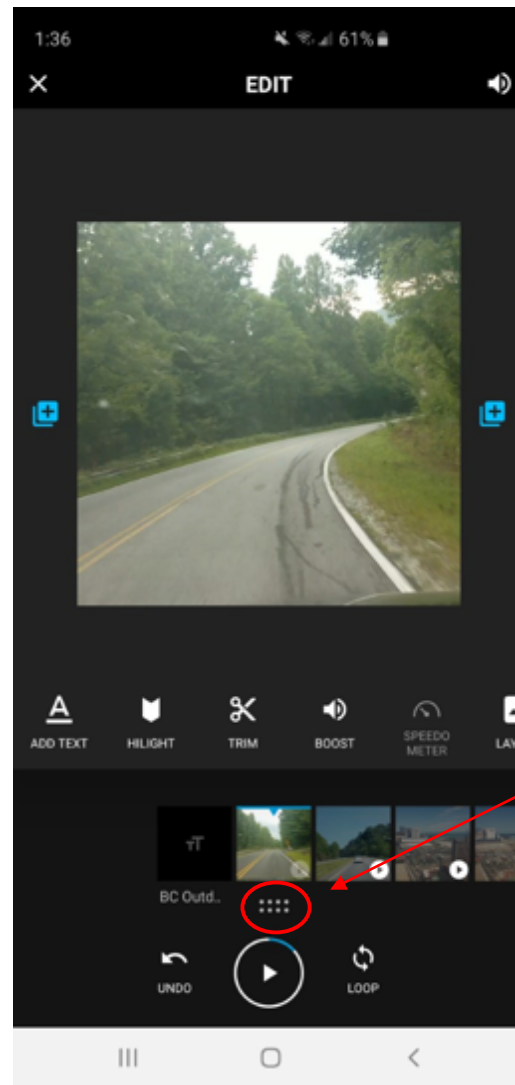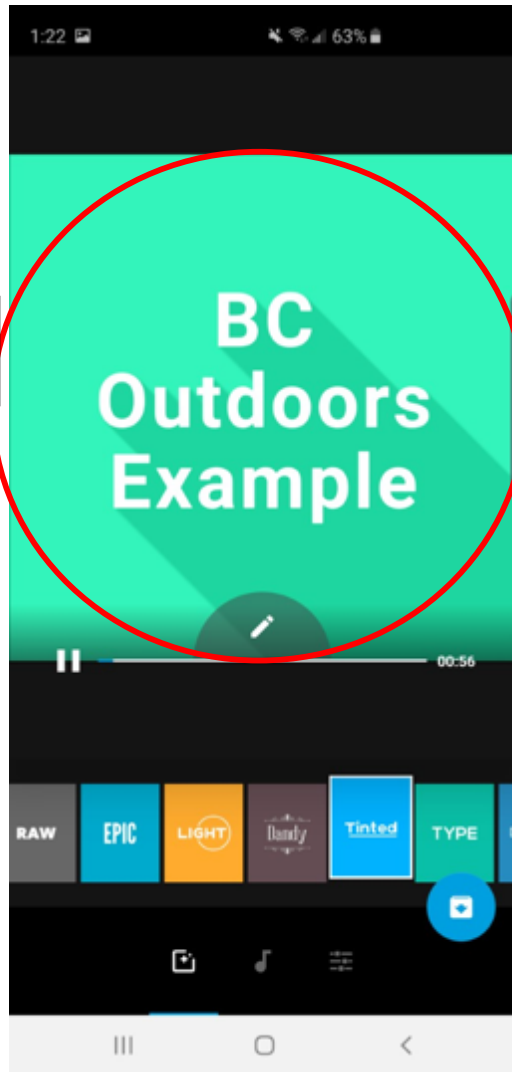
You may notice that your footage is being cut off seemingly at random. That's because Quik (for some reason) by default automatically trims your footage to find the most interesting parts. To turn this off and get the full length of your footage tap on the **trim** icon and then swipe over to the right to get to **manual** trimming, this will allow you to choose where your shot starts and ends so you can get the full length of the clip. Tap on the checkmark when done.
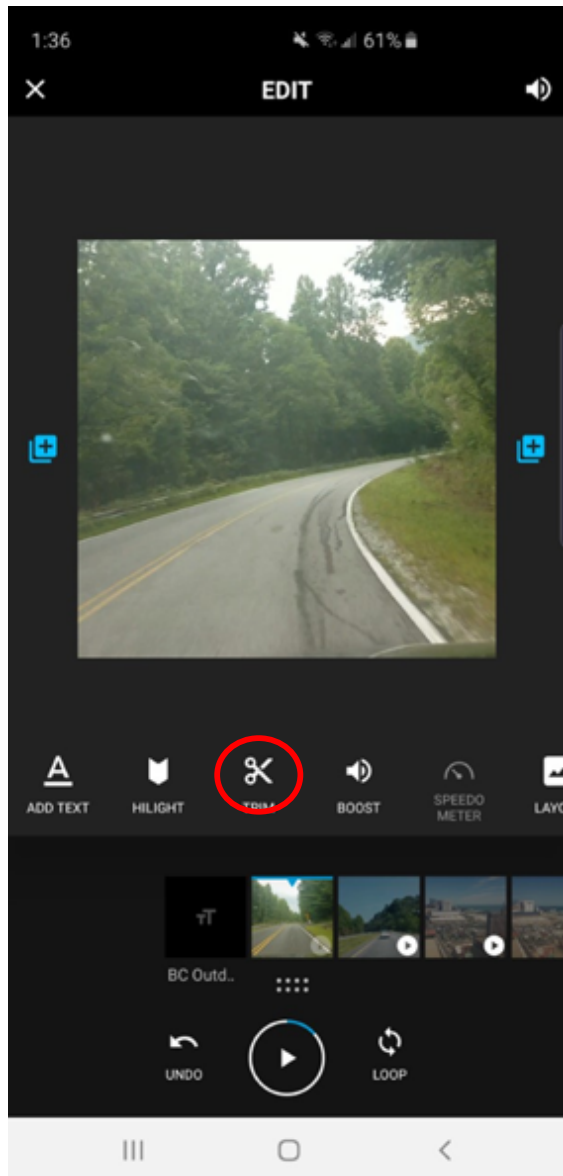
You can swap between editing the individual clips on the timeline and the video entirely by tapping on the footage at the center of the screen. Quik gives you plenty of options to play around with. You can change the aspect ratio to fit different platforms, add text to the whole video or certain clips, change the color palette, add filters, change font, the list goes on.

Play around with these features and experiment with them. Before saving your video make sure to turn off/delete the Quik outro at the end of your video.

# WEBSITE RECOMMENDATIONS

## BRYSON CITY OUTDOORS

# WEBSITE RECOMMENDATIONS

## OVERVIEW:

In this section, we will audit the BC Outdoors website and provide various recommendations for search engine optimization, including specific changes to the URL and website code, content keyword optimization and overall website usability. This deliverable first looks at and analyzes the practices already being used and provides recommendations for improvement.

## SECTION 1: SEO RECOMMENDATIONS

### SEO OVERVIEW:

Search engine optimization is essentially the various practices you can use within your website to encourage different search engines to rank your site higher on their search results pages. Some of these practices include adjusting the website's URL structure and various tags within the website's code. This section will address these various aspects of SEO that can be adjusted to help you rank better on the results pages.

### TERMS TO KNOW:

**URL:** Universal resource locator. This is important in marketing because it's the process of sending a site or page to another page. It acts as the unique source for the location of the website.

**HTML:** Hypertext markup language. This is the system for tagging text files to achieve fonts, colors, and the hyperlink effects on the website.

**SERP:** Search engine result page. These are the pages you would see on search engines with all the different results. There is usually ten per page or so. The higher you are ranked, preferably on the top of the first page, the better traffic you'll get to your website.

**Page (domain) Authority:** Score developed by Moz that predicts how well a specific page will rank on the SERPs. The scores are zero to one hundred and the higher the better.

### WHY USE SEO?

In today's highly competitive market, gaining the attention of consumers online is the goal which means SEO is increasingly important.

Search engine optimization is important because:

1. On a search engine result page (SERP), around ten results are typically included, but the clear majority (89 percent) of click traffic is captured on the first page, and the majority would prefer the top five results over the bottom results. 42 percent of click traffic is captured in the first result.
2. Users trust search engines and having a website in the top of a search engine result page improves the website's trust.
3. SEO is good for social promotion, because the people who search for and find your website online are more likely to promote it on social media platforms.

4. SEO can help vault you ahead of the competition as well. If two websites sell a similar product or compete in the same market, the website that utilizes SEO better is more likely to get more customers and make more sales.

## SEO FOR BEGINNERS:

To simplify everything for you to understand SEO better, if you utilize search engine optimization as well as you possibly can, SEO can help your website to appear near the top of the first page of a search engine such as Google or Yahoo.

Google has complex algorithms or search engine ranking factors to determine which websites will appear at the top of the search engine result pages.

Optimizing your website for search engines will give you an advantage over non-optimized websites and increase your chances to rank higher on the page.

## MAIN STAGES OF SEO OPTIMIZATION:

1. Technical SEO: you can make sure search engines crawl and index your website without a problem. It works with the configuration of the settings to make the search engine crawlers job easier, and nothing to do with the actual content of the webpage.

2. On-Site-SEO: This is related to the content you have on your website and if it is user friendly or not. The more user friendly and the more useful the content is, the better. The focus of this is to help the search engine crawlers understand the meaning and the context of your content. Search engines don't read like a human, so they are looking at signals to see what your webpage is about. Make sure your content is user friendly and credible!

3. Off-Site-SEO: This is the ways you can improve your website so that it will rank higher in the search results pages. You could call this stage link-building or website promotion. The number of incoming links or backlinks can also greatly affect your position on the page. If the links you are getting come from well know, more popular, and trusted sights, then your ranking will be positively affected. You will need to market for your website on social media such as LinkedIn and Facebook to gain more notoriety.
   a. What are the characteristics of good links?
      i. Comes from a related website
      ii. Not part of link exchanges
      iii. Typically, hard to get
      iv. Comes from a high authority website
      v. Appears in the main body of the webpage.

## OTHER SEO TIPS:

1. Business analysis:
   a. Website analysis: analysis of meta sets and keywords
   b. Competitive analysis of other websites and keywords
2. Keyword research:
   a. Keyword analysis: Identify the best targeted list of keywords to use.
   b. Use your baseline keywords and test. Use excel to help track the monthly progress of traffic to your website

3. Content optimization
   a. Create keyword-based titles
   b. Create meta tags: meta tags can influence the click rate, but not necessarily the ranking.
   c. Place search phrases on your webpage strategically: Use keywords on website source code and on the pages of the website containing content
4. Testing
   a. Continual testing will be key to see where you need to improve. Make sure to measure the strategies you've implemented.
   b. Maintenance: Continual improvement and modification of keywords and content will help you gauge where you need to make key changes to your website.

## WEBSITE & CODE AUDIT:

### DOMAIN NAME & URL STRUCTURE

The Domain Name is described as a sequence of usually alphanumeric characters that specifies a group of online resources that come together to form the parts needed to complete an Internet address.

Domain names have 3 levels/parts to the name that Google and other search engines use to rank people.

- The top-level domain is the 3 letters at the end of the domain name that is used to rank importance when keywords that your website has are being entered in search engines. Top-level domains that are top priority are .edu, .org, and .gov.
- The second-level domain is the part of the domain that should describe your company and should distinguish your company from all the others in the world.
- The Host/virtual domain name is the label assigned to a specific device and it is used to differentiate one device from another.

**Current Example:**
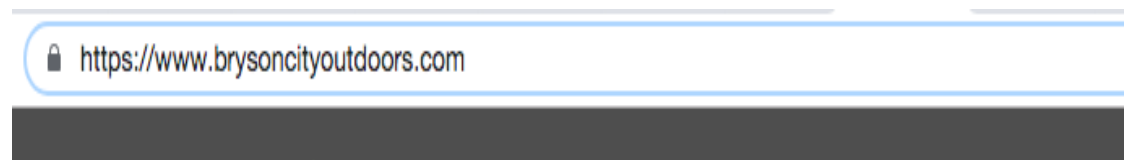


This screenshot portrays the domain of your company's website.

**Recommendation:**

Regarding the 3 levels of the domain name/URL, the top-level domain is not one of the three choices that Google prioritizes. The use of ".com" is very common and will not be able to garner top searches unless internet users are specifically looking for your product/services.

Your second-level domain is very good because it distinguishes your website from others. If people are looking for outdoor companies, they should be able to find you if they search within your location.

The host/virtual domain name is very generic and could use some improvement. "WWW" is a common and with a different name, more traffic could come to your website.

- A good suggestion for a new host name could be "shopping.brysoncityoutdoors.com" to show customers that you sell apparel and gear on your site. This host name could provide more serious customers who are looking to purchase outdoor equipment from a local company.

Tips to optimize the URL for SEO

- Readable
  - Making sure that your URL is readable to the average eye will attract more attention and more clicks.
- Organization
  - Organization of your URL is going to solidify
- Target keyword
  - Including a target keyword in your URL will help generate more web traffic due to your website becoming more of a prioritization.
- Lowercase letters
  - Always using lowercase letters and NEVER uppercase letters is key when making the URL.
- Mobile URL
  - Ensuring that your website can be readable and usable, especially when it pertains to mobile devices can help drive more traffic especially during a smartphone heavy era.
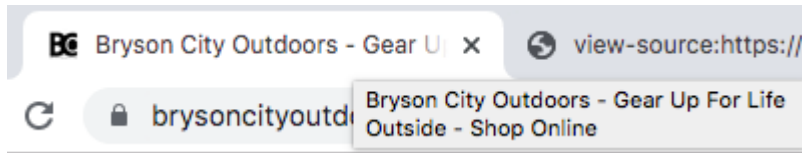

## TITLE & TITLE TAGS:

Title tags may not be the first thing you see on the webpage, it's arguably one of the most important tags for search engine optimization. The title is the information you see on the tab of the web browser, above the URL and near the exit, minimize and full screen buttons. The content between the title tags is what provides a brief description about what's on the webpage both to search engines and the user. Title tags are an asset for SEO as the terms used in the title are taken into consideration for search-ability.

**Current Example:**
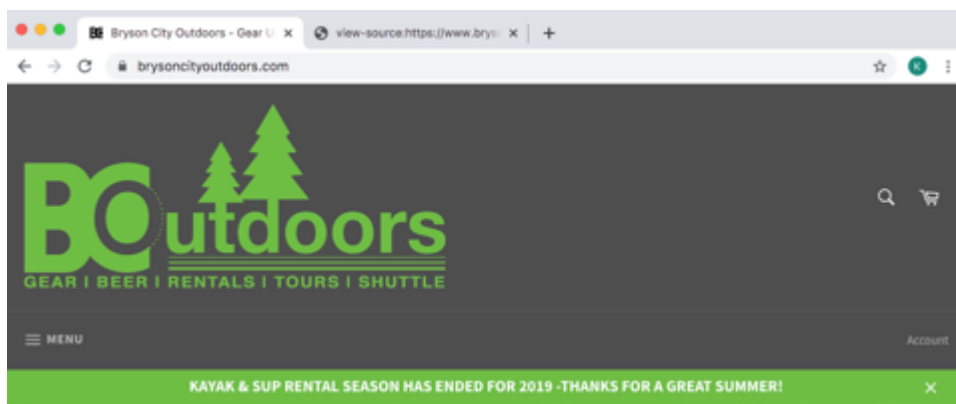


This screenshot depicts the landing page for BC Outdoors. As you can see on the tab, it shows, "Bryson City Outdoors- Gear U"

This screenshot depicts what happens when you hover your mouse over the tab/title tags. It provides the full title tag and the rest of the content that isn't within the first 28 or so characters.

Below is a screenshot that depicts the current code for the title tag:

```
<title>
Bryson City Outdoors - Gear Up For Life Outside - Shop Online
</title>
```

You may notice that after the opening <title> tag, the content matches that of what's shown when your mouse hovers the tag like in the previous screenshot. Following the content is the closing </title> tag, which tells the search engine that you've finished saying what you need to say.

**Recommendations:**

Here we will provide recommendations section by section for the content within the title tag.

"Bryson City Outdoors": While the inclusion of the brand name is a pretty good idea, we recommend placing it toward the end of the tag. That way, you can save the first 28 characters that will show on the tab without having to hover over it for more relevant and critical search terms that help answer the questions your searchers are looking for.

"Gear Up For Life Outside": Gear and Outside are great additions, as they are keywords you can try to rank for. While we don't recommend just keyword stuffing the title, the more relevant keywords you can add while still adding value for your searchers, the better. The "up for life", while it gives the keywords some context, it's taking up valuable real estate that can be better used to optimize your search engine optimization rankings.

"Shop Online": This is a great action tag that can help your site stay relevant as an online shopping destination. It may be a good idea to be more specific or replace these with long tail keywords. If you decide to keep this, it should be closer to the front of the tag.

We recommend that you adjust your title tags to be more specific and compliment the meta tags which will be discussed in the next section. Specifically, we recommend you use the following example:

```
<title> Outdoor Gear, Beer, Shopping For Life | Bryson City Outdoors </title>
```

## META TAGS:

Meta tags are a type of HTML tag that provide a description of a web page. Search engines like Google or Bing use the meta description tag to display underneath links on results pages. These description tags typically run around 160 characters in length. In terms of SEO meta description tags heavily influence click through rate for users. Visitors to the site do not see the information from meta tags, it is primarily used by search engines.

Your meta description on Google

Below is an example of how to code a meta description tag:

```
<head>
  <meta name="description" content="Bryson City Outdoors example for a
meta description. This is what shows up in search result pages">
</head>
```

With meta description tags your goal is to provide information and drive clicks. Google typically cuts off meta descriptions at around 150-160 characters in length even though descriptions can be any length. Keep your description anywhere between 60-160 characters in length.

It's important to note that meta tags **do not** influence/factor into Google's ranking algorithm. But they **do** drive a web page's **click through rate** (**CTR**) which can in turn factor into a page's ability to rank higher.

Let's have a look at your meta description tag taken from your website's source code:

```
<meta name="description" content="Shop for outdoor gear and
supplies as well as unique lifestyle hats, t-shirts, and
stickers designed for life outside by the team at Bryson City
Outdoors!">
```

Let's look at what Google is pulling up for your link description:

## Bryson City Outdoors - Gear Up For Life Outside - Shop Online
https://www.brysoncityoutdoors.com ▾

Shop for outdoor gear and supplies as well as unique lifestyle hats, t-shirts, and stickers designed for life ... **BCOutdoors** Arrow Tail Relaxed Snap Back Trucker.

Hats · T-Shirts · Craft Beer · Bryson City Taproom

Referencing the screenshot above Google is only picking up 109 characters from your meta description tag then cutting it off and replacing it with the words: *"BC OUTDOORSutdoors Arrow Tail Relaxed Snap Back Trucker".*

The reason for this is that sometimes Google will overrule the meta description from the page's HTML code. Google does this when it thinks that the existing meta description from the **webpage does not adequately answer a user's search query** and instead identifies snippets of information from the page that it thinks matches the query better.

Google thinks that the following text from your meta description: *"outside by the team at Bryson City Outdoors!"* **does not** match what users on Google are searching for.

**Recommendation:**

We recommend that you edit your meta description tag so it shows up in Google's search results page and helps improve your click through rate. Google is pulling a specific product from your website it thinks that suits user's search queries better than the ending of your meta description. Consider including either top products or brands you sell in place of "by the team at Bryson City Outdoors!". Add things that people would be searching for to buy.

Here's our edited version of your meta description tag:

```
<meta name="description" content="Shop for outdoor gear and
supplies as well as unique lifestyle hats, t-shirts, and
stickers designed for life. Shop Nalgene, Marmot, Eno, and other
top brands."
```

## HEADING TAGS:

Heading tags are the tags that distinguish the different section headers on the different webpages on your website. Search engines look at headings to determine what your page is about. There are different header tags that change the size of the header. For example, if you are using the tag <H1> the header is going to be the largest. <H2> will be formatted like a sub-header to <H1> making it a bit smaller. <H3> is smaller than <H2> and the pattern continues. You should stick to using a single <H1> and then you can use multiple <H2> and <H3> tags. The headings should be short and use important keywords that are relevant to the content that's on the webpage. The use of <H1> tags format the information in a way that follows the F Pattern, which is the shape in which user's eye tracking follows.

**Current Example:**

Landing Page:

```
<h1 style="text-align: center;"><span style="color: #6aa84f;">BRYSON CITY OUTDOORS</span></h1>
```

# BRYSON CITY OUTDOORS

Located in the center of downtown Bryson City our store and staff are all about adventure and living Life Outside! All of the designs you see on our hats, t-shirts, and stickers are designed in-house by one of our team members and help us to share our passion for the outdoors across the country! Looking for specific gear? We have a large selection of outdoors equipment and accessories from some of the most reputable brands in the industry! Outdoor equipment is ever-changing and improving so we may also have some awesome items that you have never seen before. We want to make sure we are filling our shelves with the best products to meet your needs no matter whether the brand is large or tiny! Our staff prides itself on being friendly and helpful, even if you are just looking for information on where to hike with your dog, where the best views are, or where to grab some grub....just ask! For more information on the many other things that we do please click on what you are searching for out of the below list.

# KAYAK RENTALS | SUP RENTALS

The first screenshot depicts the specific code that created the second screenshot which shows how humans would see the content. The information immediately after the <h1 but before the "Bryson City Outdoors" provides specific information for how the heading content should be styled.

Craft Beer:

```
<h1 class="small--text-center">Craft Beer</h1>
```



## CRAFT BEER

At BCOutdoors we love outdoors gear, and craft beer! We think they go great together! We have two locations now serving up a rotating selection of craft beer, cider, and wine for you to enjoy while you shop or just to enjoy after a long day out in the woods. Click on the links below to find out more about each locations offerings!

Not sure what to try...the team here at Bryson City Outdoors loves quality craft beer almost as much we love the out...

Once again, the first screenshot depicts the code for what the second screenshot will show to humans. In this <H1> tag, there is less detail about the styling of the header than in the landing page example. This is a prime example of a simple yet effective heading.

**Recommendation**

In this case, we are going to leave the "Craft Beer" tag as it is, although a slight change to the landing page's heading tags could increase your SEO and provide some clarity to both the search engines and your human users. We recommend you change the "Bryson City Outdoors" heading tag, to "About Us- BC Outdoors". This way you provide clarity as to what the following paragraph of text is about while also providing a point of reference for those who are trying to understand what you're about (human and search engines). Following is a screenshot of the new heading tag for the landing page. You'll notice that the only thing that changes is the content, this way the styling of the header remains the same.

```
<h1 style="text-align: center;"><span style="color: #6aa84f;">About Us - BC
        Outdoors</span></h1>
```

## CONTENT KEYWORD OPTIMIZATION:

### OVERVIEW:

Keywords are sort of the frontline for your webpage and SEO. Keywords define what the content on your site is about; they fill the gap between the person who is searching and your website. Keyword optimization in terms of SEO is about how you use and integrate your top keywords into your site's HTML code. We've already talked about keywords before but as a refresher remember you want to target **less competitive keywords**. Targeting lower competition keywords gives your website the opportunity to rank in those keyword categories instead of trying to compete and rank against the most popular keywords with sites that have already achieved supremacy of the results page.

Here are some of the ways you can implement keywords into your website:

1. Title Tag:
    o Your title tag should show your target keywords front and center. It's the main driving force to your website
2. Body Text:
    o Your target keywords ideally should be included in the body of your site if possible
3. Links:
    o Keywords should be implemented into all your links when possible
    o Use only topically relevant sources
4. Content:
    o The content that you create around your target keywords can be used on your site to help with SEO
    o Blogs, podcasts, videos, white papers, eBooks are all great content that can be hosted on your site to drive traffic
        • Avoid burying your content in rich media like Adobe Flash Player or JavaScript as crawlers might not be able to index these

- Produce regular content that matches what people are searching for
5. Image Tags:
    - Target keywords should be used in the alt text of the images on your site (see next section for further detail)
6. Meta Descriptions:
    - Having keyword rich (not stuffed) meta description can help produce more clicks and rank you higher for you target keywords
7. URL(s):
    - Keep your URL structure clean and keyword rich
    - Use your keywords to create human like URLs

Content is key here; you want your website content to be information rich for those searching for your keywords. BC Outdoors' target market is already very niche. The idea is a local outdoors brand that is creating clothing and stickers for those in and around the western NC and Bryson City area. This is a good start, however the content on the site for BC Outdoors' niche market is certainly lacking. There is a blog page on the website, but it's hidden behind this 'info' dropdown that is all the way to the right of the screen. Alongside that, as of today there is only one blog post from just over two years ago and no other posts.
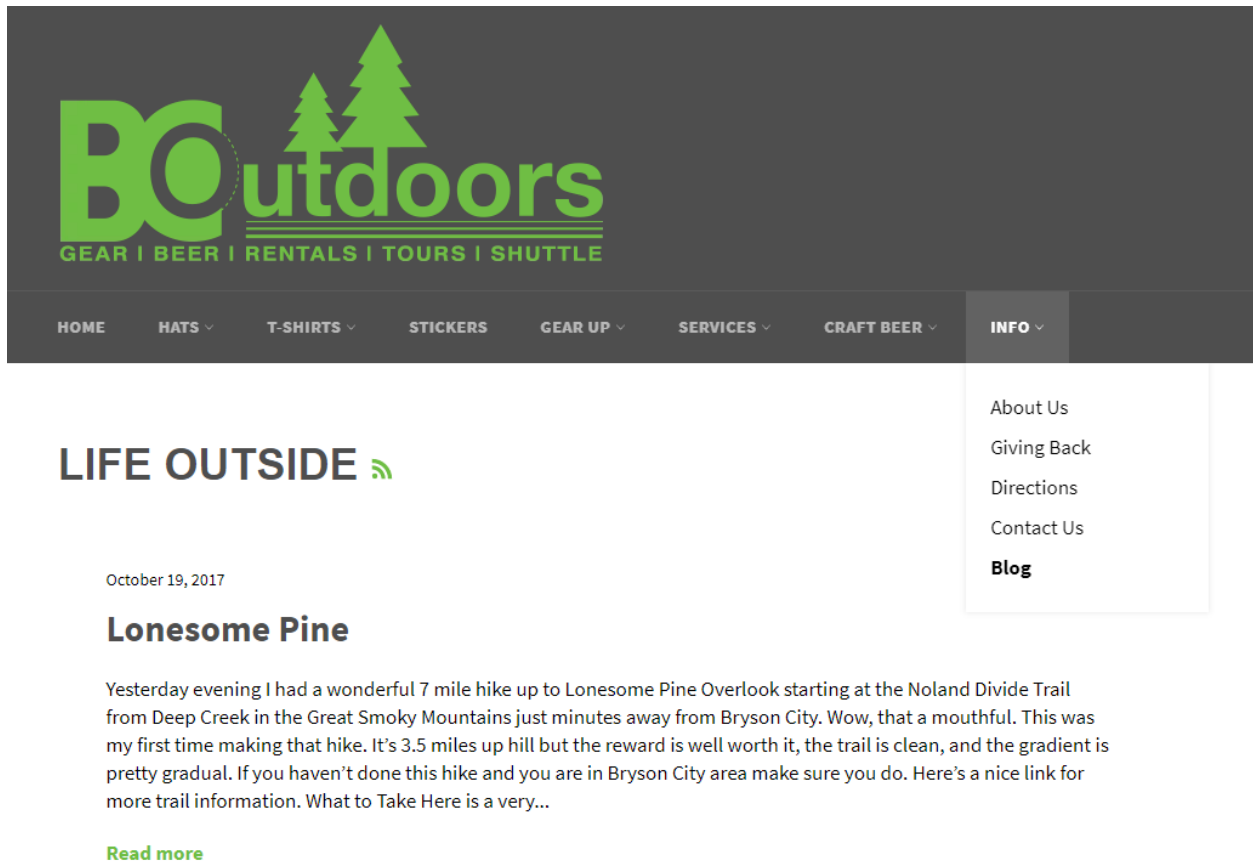


The post is great, it fits the market they are targeting, but it's not new and it's certainly not a part of a consistent lineup of blog posts.

Your website should be a tool to supplement sales through content creation.

**Recommendation:** Optimize target keywords and produce more website traffic by creating keyword rich, relevant content.  Aim to rank for less competitive, niche, keywords and optimize the site around them. Look to produce *fresh*, *informative,* and *consistent* content for those niche keywords through multimedia such as blog posts, videos, or podcasts.

The goal here, as mentioned above is about ranking for niche keywords that will drive more traffic to your site by creating content that's information rich and useful. The result will be more people coming to your website, supplement that content with your products and sales will eventually increase.

Add a blog tab **up front and center** and start creating consistent content for it. The blog should not be hidden behind a drop down, but rather be emphasized as an essential part of your website. The blog is the heart that pumps visitors throughout and around the site.

## IMAGE TAGS:

Image tags or *alt text* are used to give a back-end description of images on a website. They are primarily used for accessibility purposes. Blind or visually impaired visitors to your site using a narrator will be read the alt attribute when they mouse over an image. Simply put, image tags give a textual description of an image.

The importance of image tags is that they help web crawlers like Google index images since they cannot properly "see" them. When a search engine spots an image on a webpage without an alt attribute it does it's best to recognize the image itself through image recognition technology. The problem is that Google does not see images like a normal person does and it's possible that when it tries to recognize the image it miss-categorizes the image.

This means in terms of SEO is that you are potentially missing out on ranking for your keywords or possibly ranking for unintended keywords. Image tags offer your webpage the ability to increase your on-page keyword amount and help increase your search engine ranking.

Here's the basic format for an image tag:
```
<img src="BC OUTDOORShat.png" alt="Picture of a hat">
```

The alt text goes after the 'alt=' and **must** be contained in quotation marks.

The **best practice** for alt text descriptions in your image tags is all about being sufficiently descriptive but not being overly descriptive to stuff keywords in.

Here are a few tips for writing good alt text:
- Describe the image as specifically as possible
- Keep it short and sweet
- Use keywords when applicable
- Avoid keyword stuffing

Let's look at an image tag from BC Outdoors' website. We can look at the HTML of the image by right clicking on it and clicking on "**inspect element**" from the dropdown list.  I pulled the image tag for a hat on the website.

Here's the image of the hat

And here's the image tag and alt text for the same hat

```
<img src="//cdn.shopify.com/s/files/1/1426/2464/products/
IMG_0036_large.png?v=1570736866" alt="West of Asheville - Relaxed R-Active
Lite Hat" id="ProductPhotoImg"> == $0
```

We can see where the image is getting pulled from (shopify.com) followed by its alt text which is: *"West of Asheville – Relaxed R-Active Lite Hat"*

This is an example of a suboptimal alt text description. Think of it this way, if a visually impaired person hovered their mouse over this image and heard that, they would have no idea what that product is. Instead of the long, branded alt text try something like this instead:

```
<img src="//cdn.shopify.com/s/files…." alt="Purple relaxed fit hat
with West of Asheville embroidery">
```

**Recommendation:** Going on the example above and for the other products on your site; we recommend that you look at all the alt tags on your website and make sure they are more focused on describing the *product* in specific detail.  A good rule of thumb is if someone had their eyes closed and you read them the alt text for an image, could they picture other image relatively accurately in their head. If yes, then you're on the right track. But to most people they wouldn't know what a "West of Asheville Relaxed R-Active Lite Hat" would look like. And more importantly that's probably not what people are searching for in Google when looking to buying a hat.


## ANCHOR TAGS & ANCHOR TEXT

Anchor tags deal with the hypertext and hyperlinks on webpages. Hypertext are the words you click on while the hyperlinks are what takes you to the destination page. Hypertext are also known as anchor text and hyperlinks are also known as anchor links. Anchor tags can hyperlink to content within and across both webpages and websites. Anchor tags are important because they contain a description and a link to web content that matches the description which is a massive bonus for search engines and your optimization. It's a good idea to use keywords as the anchor text and adjust hyperlink URLs to contain similar keywords. That way you can clue the search engines in that both the sites are relevant to those keywords.

**Current Example:**

```html
<a href="/collections/hats/products/bryson-city-outdoors-arrow-tail-snap-back-trucker" class="product-card">
  <div class="product-card__image-wrapper">
    <img src="//cdn.shopify.com/s/files/1/1426/2464/products/arrow2_large.png?v=1520439374" alt="BCOutdoors Arrow Tail
Relaxed Snap Back Trucker" class="product-card__image">
  </div>
  <div class="product-card__info">

    <div class="product-card__name">BCOutdoors Arrow Tail Relaxed Snap Back Trucker</div>

    <div class="product-card__price">


        <span class="visually-hidden">Regular price</span>
        $25


    </div>

  </div>


  <div class="product-card__overlay">

    <span class="btn product-card__overlay-btn ">View</span>
  </div>
</a>
```
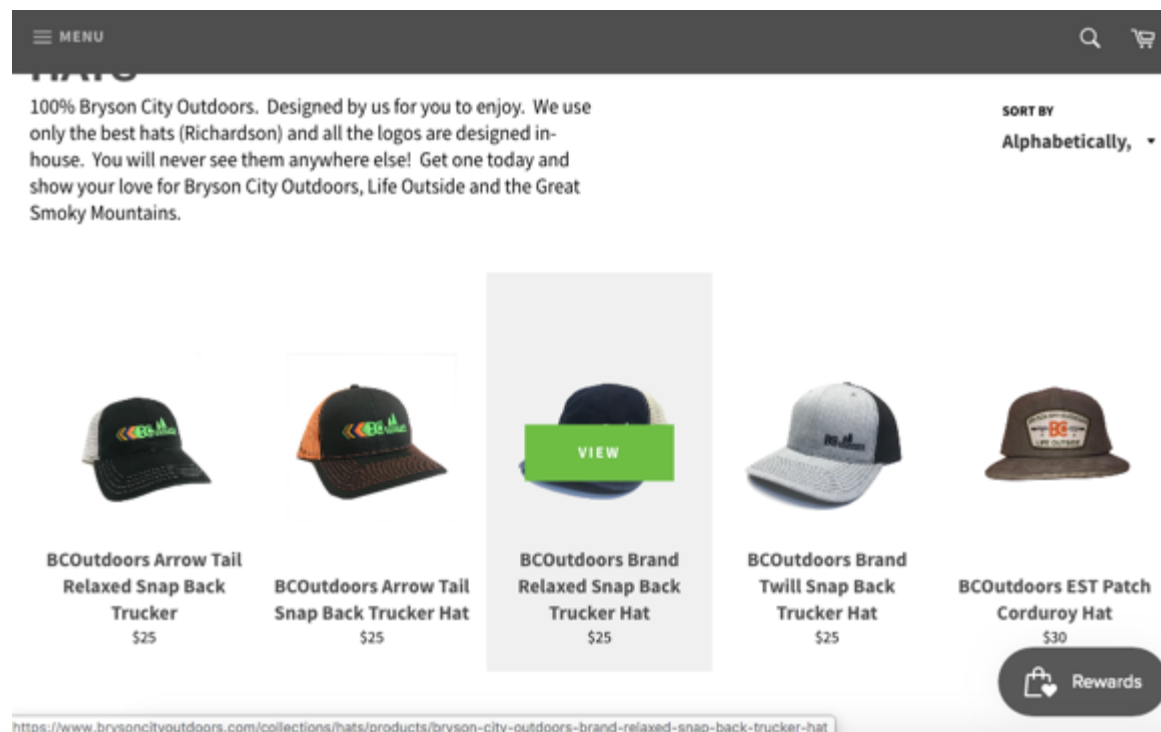


This website is loaded with anchor tags as it is used not only for information but for shopping as well. The website provides previews of products and product names that act as the anchor text. They each have a specific anchor link that takes them to that specific product's shopping page so that it can be purchased through a separate anchor link. This can be reached by hovering over a product preview image and clicking the highlighted are or the "view" button that appears.

You'll notice in the code that the first part of information within the <a tag shows the sections and subsections that you would have to go through to reach this webpage. The next part provides the anchor link to take you to the product page for the specific product. There is then the name of the product and the code to provide the preview image and other information on the page including the price.

**Recommendations:**

While the "View Now" button is a good aspect of the anchor text, it will help your SEO if you replace that with "Shop", since that is a search term you will want to rank for. The anchor links for the various products do a great job of including descriptions of the product in the URL itself. The only change we would make to the anchor link would be to place the "bryson-city-outdoors" parts of the URL *after* the product description. That way it will show up sooner in the anchor link preview and again help you rank for more search terms. The code should look as follows:

```
<a href="/collections/hats/products/bryson-city-outdoors-arrow-tail-snap-back-
        trucker" class="product-card">
  <div class="product-card__image-wrapper">
    <img src="//cdn.shopify.com/s/files/1/1426/2464/products/arrow2_large.png?
            v=1520439374" alt="BCOutdoors Arrow Tail Relaxed Snap Back Trucker"
            class="product-card__image">
  </div>
  <div class="product-card__info">

    <div class="product-card__name">BCOutdoors Arrow Tail Relaxed Snap Back
            Trucker</div>
      <div class="product-card__price"
            <span class="visually-hidden">Regular price</span>
            $25
      </div>
  </div>
    <div class="product-card__overlay">

    <span class="btn product-card__overlay-btn ">Shop</span>
  </div>
</a>
```

## SECTION 2: WEBSITE USABILITY AUDIT

In this section, we will provide an audit of the usability of Bryson City Outdoors' website. The landing page, sub-pages, navigation, general design and the call to action will all be analyzed and recommendations for each will be provided.

### LANDING & SUB-PAGES

The landing page for Bryson City Outdoors is lacking content when one first comes onto the website. As shown in the screenshot below, the only thing visible when first visiting the website are the sub-page tags, the logo and half of a photo. This is preventing most information from being seen since it is

getting pushed down and is not visible when first coming to the website. However, the picture on the landing page is good and very capturing about what BC Outdoors is all about.  The rewards button in the bottom right of the landing page is a great feature.  This allows the visitor to be able to click that and view their rewards program. Once the button is clicked there is an option to join.

Here are a few recommendations pertaining to the landing page:

- **Make the logo itself smaller:** This will create more room for other information and links to be visible for the initial visit to the website.
- **Bring the social buttons up to the top of the page:**  This will allow visitors to access the social media faster than looking through the website to find links to the social media.  Since it will be one of the first things someone sees when accessing the website, this can encourage them to click the buttons and follow BC Outdoors on social media.
- **Having a "chat" feature button:** Like the rewards button, there can be a chat button.  Clicking the chat button can lead them to someone who will talk to them about any questions they have.



The sub-page tabs have good visibility once on the website, and are correspondent to what pertains in them once clicked. There are a few things that can be done to improve the sub-pages.

Here are a few recommendations that pertain to the sub-pages:

- **Get pictures for all listed items:** As shown in the screenshot below, there are multiple products that don't have pictures to show what it is. Consumers looking to purchase these products are not going to know what the "BC Outdoors Single Wall Pint" looks like.
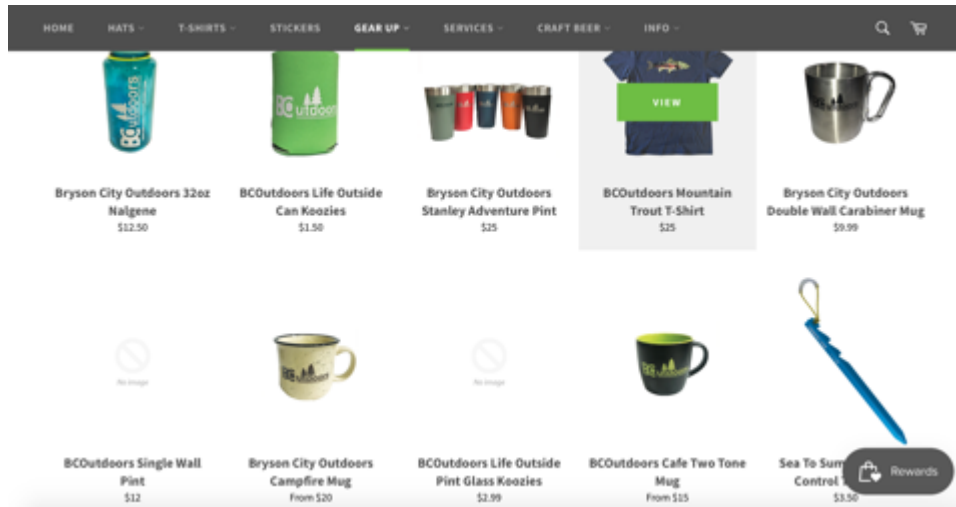
- **Stay consistent throughout the tabs:** Like mentioned above the tabs and titles of the sub-pages are great and display what is portrayed. However, "stickers" is the only tab without a drop-down option. Since there is an abundance of sticker options, ideas for a drop-down option for the stickers tab would be to group stickers alike. For example, under the sticker tab there can be the option for "Brand name stickers", "Life Outside stickers", "Animal stickers", and so on.
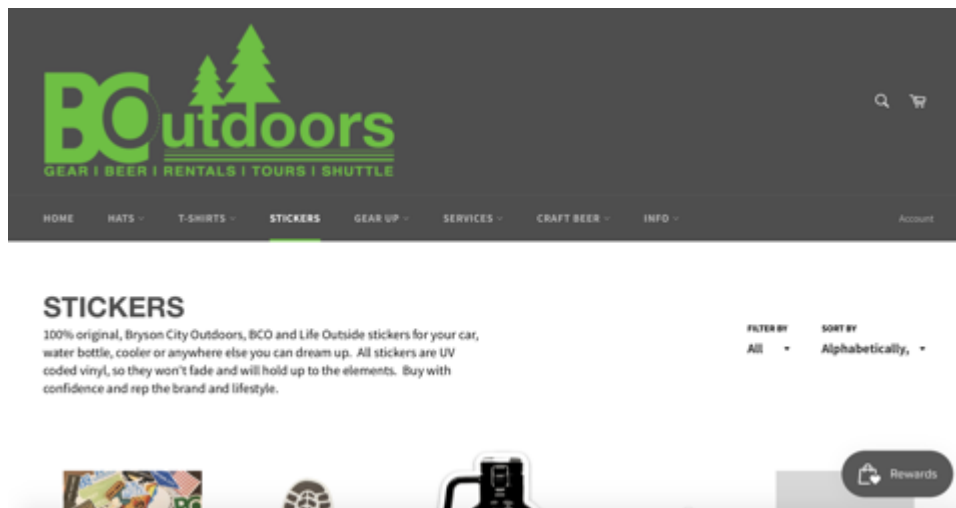


- **Consistency throughout the product titles:** The product titles all have either have "Bryson City Outdoors..." or "BC Outdoors..." in their product titles. Consistency in either one or the other will look cleaner than switching back and forth between the two ways to say the brand name.
- **Do without brand names in product titles or put them at the end:** When someone comes to shop here online they know that they are shopping for products produced by Bryson City Outdoors. However, if they still wanted their brand name in the title, we would suggest it goes at the end of the brand title name. It will take away less from the product.
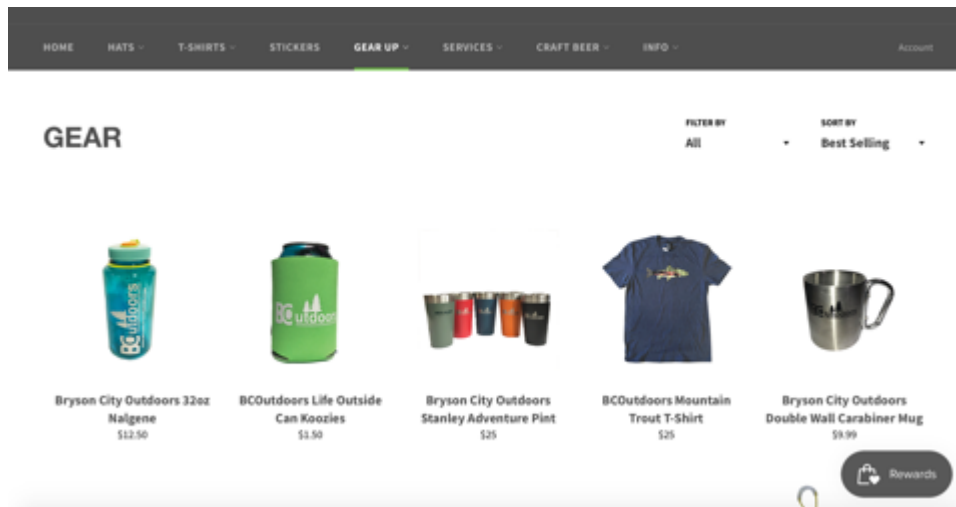
## NAVIGATION & REAL ESTATE

Navigation of a website can be determined on how easy it is to find certain things, how easily accessible different information is, and the different behavior patterns one must take to get there. Overall, navigation to get anywhere is easy and very accessible.  The tabs at the top are representative of the sub-pages in them and there are drop down tabs to further refine what one could be searching for.  On the landing page at the top is a search icon where one can search anything throughout the website. There is also the cart icon if one wanted to go straight to their online shopping cart.  The rewards button stays on the screen in the bottom right corner, therefore it is easy for one to know where to navigate if wanting to view the rewards option.  The social media buttons are on the website as well as a "Be in The Know", which makes it easy from someone to navigate their way to BC Outdoors' social media as well as joining the email list.
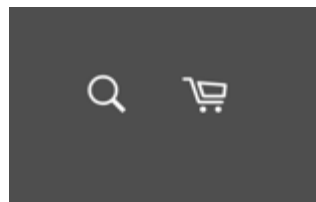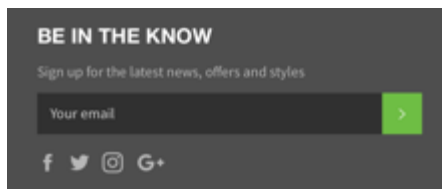


Real estate pertaining to a website can be described as how well they use the space on their pages. Like mentioned above in previous sections, BC Outdoors can use the space of their website more strategically.
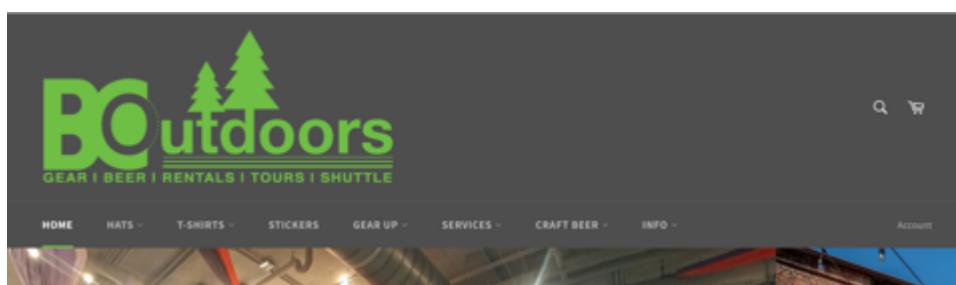


As seen above, the logo itself takes up about 1/3 of the landing page.

Suggestions to the above issue would be:

- **Shrink the size of the logo:** By shrinking the size of the logo, BC Outdoors will be able to fill in that empty space with important things that need to be on the landing page which right now they cannot fit.

## CALL TO ACTION

Call to actions are the statements that drive action from the users. There should be at least one call to action on each webpage and even more on the landing page. This way, the user has an idea of behaviors they can partake in and they will be encouraged to partake in those actions.
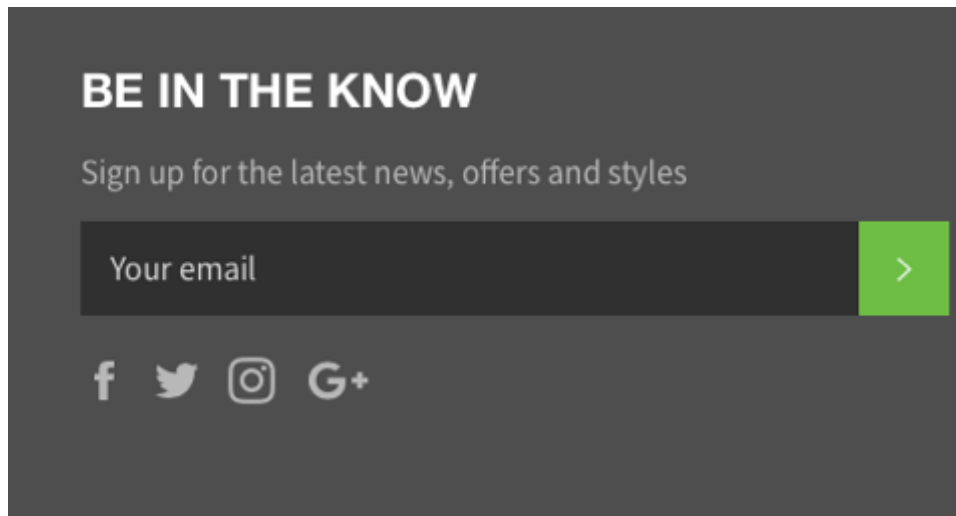
**Landing Page**



The first call to action you come across is attached to the scrolling images on the landing page. While the call to action and the information provided is great and incredibly helpful, it doesn't provide links to another webpage that could provide more information. In the screenshot above, you can see in the subtext the "Check Out...in the Bottom of Nobel Hall". This is good because it provides a clear action and provides a point of reference for where it is. It might be a good idea to place that on the primary title instead and give it more importance.



As you scroll down on the landing page, the next call to actions you come across involve the different shopping webpages within the website. The specific call is "view all". While this is clear, a more specific and behavioristic call such as "shop here" could generate more conversion and provide more clarity that these items are available for online purchase as well. Another suggestion would be to make the buttons for the shopping webpages more rounded. This is a norm that provides familiarity to the users.

The last call to action on the landing page is the email sign up section. This is a great call to action and provides a very clear behavior action plan. It describes what you're signing up for and offers a quick and easy way to add your email. It is also good practice to provide those social media buttons as it provides another, less commitment option for visitors to stay in contact. This is great practice and is a great example of a successful call to action.

**Shopping Pages**



All of the shopping pages have the same look and aspects when it comes to the call to action so we will use the Hats page as the example and the same recommendations can be applied to the t-shirts, stickers, and gear up pages.

The call to action on these pages come primarily from the description paragraph, as shown in the screenshot above in the top left corner, and the prompt that comes up when you hover over a product, such as the screenshot depicts above.

The call to action in the paragraph is simply, "Get one today..." while this is fine, it isn't especially exciting. A more direct and driven call to action may be appropriate for this section. We also recommend that you separate the call to action sentence from the rest of the paragraph to draw attention to it.

The call to action on the product preview is, "View". This could be changed to "Shop" to make it clear that the product is available for immediate, online purchase. It also encourages shopping behavior from the user.

**Services Page**



SERVICES

**Stand Up Paddleboarding & Kayaking**

The Great Smoky Mountains set the scene for paddleboarding in Bryson City, NC. We are entering our 6th year of Paddleboard rentals for Fontana Lake and the surrounding area. You don't want to miss out on this while you're visiting. More Information.

**Shuttle Service**

The Great Smoky Mountains and Blue Ridge Mountains have many trails that would make a great one-way hike, but setting up your own shuttle is sometimes impossible. We are here to offer a shuttle to any hikers or others that are in need of getting from one or another to make their adventure possible. More Information.

This screenshot depicts the landing page for the two services they offer. While using a landing page is a good idea for the aesthetic and organization of the site, it also requires a second behavior to get the user to actually find the information. They can do this by the "more information" hyperlink which also counts as the call to action. This could be replaced by a more theme-fitting, "discover more". This still provides a clear call to action and ties in better to the outdoor theme that BC Outdoors is portraying.

# SOCIAL MEDIA DISTRIBUTION PLAN

## BRYSON CITY OUTDOORS

# SOCIAL MEDIA DISTRIBUTION PLAN

## OVERVIEW:

In this deliverable, we will go over the distribution plan for created content via social media. There are two sections to the deliverable: in the first section, we will go over two platforms we think would be best for content distribution and your business and why we chose them.

The second part of section one is a "how-to" guide to the platforms selected in section one. This section will go over how to transport content to the platforms, how to maintain posted content, and how to effectively use headlines and outbound links.

Section two will provide a plan of SMART objectives for your business to follow along with your Facebook page, Instagram page, and website.

## SECTION 1: DISTRIBUTION PLAN

### PART 1 - PROFILES:

#### FACEBOOK

**Brief Overview:**

Facebook is by far the largest social media network in the world with over 2.45 billion monthly active users. What Facebook provides for a business is a place to connect, engage, and build a relationship with customers through sharing photos, videos, or text updates on a personalized page.

**Key Components:**

- Timeline
  - This is where you share your posts and experiences. It can include information, memories, and milestones from your account. What you choose to show on your timeline is based on your privacy settings.
- Status updates
  - A status update is *anything* (photos, videos, or thoughts) you decide to share with your Facebook friends. Through your status update you can include your current activity, current location, or mention/tag friends.
- News feed
  - The Facebook news feed is a "constantly updating list of stories in the middle of your home page." The news feed includes status updates, photos, videos, links, and more from the people, pages, or groups that you follow.
- Fans
  - Facebook 'fans' are people who like a page. Fans typically join a business' or brand's page because they are interested in the topics or updates the business communicates.
- Engagements
  - Engagements on Facebook are an action someone takes on your page or post.
  - Engagements on Facebook can be gauged by three metrics:
    - **Likes** – Simplest & lowest form of engagement
    - **Comments** - Second highest form of engagement
    - **Shares** - The highest form of engagement

- o The higher engagement on your post, the more likely that your post will have *organic* reach to someone's news feed.

**Relevance:**

A Facebook business page is one of the best ways to connect with and communicate with your current customers, followers, and fans as well as being a great place to grow a following.

At its core, it is simply the best and easiest way to distribute different types of content to your audience. Facebook allows for multiple types of content to be posted via a status update. You can post videos, photos, text, or outbound links (blogs, product links, etc.) that will then be distributed to your fan's news feeds. The news feed allows you to distribute multimedia content that you create to not

For BC Outdoors, Facebook is a no brainer must have. With our recommendations in previous sections Facebook allows an opportunity for you to improve your SEO through inbound and outbound links to your website, distribute different forms of meaningful and awesome content to your audience instantly and easily, attract new followers/fans to your Facebook page then your site, and potentially increase sales and foot traffic among other things.

For your industry, Facebook is a platform that provides a lot of other useful features for places like bars and taprooms, such as:

- Providing a place to leave reviews and other feedback
- A platform to plan and organize special events and gatherings
- An opportunity to 'humanize' your business by showcasing bartenders/employees or customers

Although slowly fading in popularity for younger age groups, Facebook remains one of the top ways people keep up to date with people, businesses, or groups they are interested in and all of it's features laid out above make it important to have for any business. Facebook has some cross compatibility with Instagram as well, which we will go over next.

**Tips + General Guidelines:**

Below are some tips to help you make your Facebook page as effective as possible.

- **Keep it real**
  - o First and foremost, be authentic and be real. Don't sound like a robot/ad when writing a caption for a post, get creative and be conversational.
  - o Keep the wording on posts short and concise. People skim read on social media; they look only for important details. If your post is too/overly wordy you run the risk of it being skipped.
- **Get creative**
  - o Post a variety of content. Unlike other social media platforms Facebook allows for a wide variety of content to distribute, use that to your advantage.
  - o Posts with visual media get 86 percent more engagement than a block of text
- **Acknowledge and engage with your audience**
  - o Respond to comments and have a conversation with the people engaging with your post.
  - o Inspire your audience; try to understand your audience's values and tailor your content to them. Explore topics they want explored,
- **Check on the competition**
  - o Learn how to be autonomous from the competition. Regularly track and check on the types of content that your competitors are posting.

- Find trends in what topics they write about, what websites they post from, or how they structure their content.

## INSTAGRAM:

**Brief Overview:**

Instagram is a photo/video sharing social media platform that is owned by Facebook. Instagram puts its emphasis on mobile compatibility and use. With over 1 billion active monthly users it is one of the largest social media platforms especially among younger age groups. Most of Instagram's users fall between the ages 25-34.

**Key Components:**

- Stories
  - Instagram stories allow users to share photos/short form videos to their 'story' which is visible to followers of that user's account. Like Snapchat stories, Instagram stories disappear after 24 hours.
- Hashtags
  - Hashtags on Instagram share the same function as hashtags on Twitter; hashtags organize photo and video content under a keyword(s). Instagram hashtags can be included in the caption of an image and aid in content discovery. Instagram only allows for a maximum of 30 hashtags per caption.
- Explore
  - The explore page of Instagram is made up of:
    - Posts liked by people whose posts you've liked
    - Posts from accounts like those that you follow
    - Posts with high engagement
  - Explore selects posts to show you based on the above criteria and more, allowing for a more organic feed instead of a controlled one based on who you follow.
- Filters
  - Perhaps one of the most iconic features of Instagram is its many filters and photo editing tools. There is a wide variety of filters to use on Instagram so it's key that you be consistent with your filter use if you use any at all.

**Relevance:**

Instagram is important because it allows businesses to sell something more than just products, it allows you to showcase your brand/business on your own terms.

Although rather limited in terms of content restrictions, Instagram gives you the tools to creatively distribute your photo/video content. Instagram is important to businesses like yours because of its entirely visual approach. Here are just some ways Instagram is useful for your brand:

- **Put a face to your brand**
  - A creative bio and feed can add a lot of personality to your brand and business. Pictures of staff, events, happy customers
- **Tell interesting stories with 'stories'**
  - Instagram stories allow you to get creative with your story telling. For example, if you have a big event that you want to capture you can share in real time the highlights of the day for those who missed out and wrap it up in a unique package.

> You can also save stories so they appear permanently above your feed for future playback.

- **Show your products and their importance**
    - The saying "show, don't tell" is what Instagram is about. Provide more value for your audience through visual elements.
- **Build connections**
    - Connect with and talk to other businesses or individuals who share the same lifestyles and interests.
- **Add a call to action**
    - Add blog or product links to your stories or posts to boost outbound traffic to your website.
- **Go live**
    - Instagram has a live stream feature that allows you to connect with and update your audience in real time.
- **Get feedback**
    - Instagram stories have a polling feature that allows you to get quick feedback on any question you have for your audience.

Instagram aligns well with both your target market and their lifestyles. Most people use Instagram to capture the daily happenings of their lives, activities, or hobbies they have. With that in mind many people use Instagram to capture nature photos and post them for their friends to see. To put it simply, we think most people in your market are using Instagram as their main social platform therefore it shouldn't be ignored.

**<u>Tips + General Guidelines:</u>**

Here are some general tips & guidelines to help grow your Instagram

- **Post content your audience wants to see**
    - Simply put, <u>know your audience </u>and what kind of content they like to see and engage well with. Once you have that figured out, you'll begin to see natural growth on your page.
- **Use high quality images**
    - Use natural lighting
    - Remove clutter and clean up your images
    - Take multiple shots/attempts and try different angles
    - Don't over edit your images
- **Size images appropriately**
    - Instagram supports three different orientations and sizes: square, landscape, and portrait.
        - Square – 1080 x 1080 pixels (1:1 aspect ratio)
        - Landscape - 1200 x 628 pixels (1.9:1 aspect ratio)
        - Portrait – 600 x 750 pixels (4:5 aspect ratio)
- **Include a CTA in your posts**
    - Get your audience to engage with your posts
        - Ask them a question
        - Ask them to tag someone
        - Ask them to tell you something
- **Tell stories**

- o   Get creative, use the platform to its full extent and show your products in an interesting and different way that will engage your audience.
- **Post consistently**
  - o   Users on Instagram want to see new content on a regular basis. Post at times when your audience will be most active. Although it's important to post consistently new content, don't skip out on quality in order get more posts out.

## PART 2 – STEP-BY-STEP DISTRIBUTION GUIDE:

### FACEBOOK

**STEP 1 (REGISTERING)**:

1. Go to https://www.facebook.com
2. Either create a new account by entering the details on the right-hand side of the screen or sign-in to your own personal account using the log-in on the top bar

a.

b. LOG IN INFORMATION:
   - i.   Username: BCOutdoorsoncampus
   - ii.  Password: beerandgear
3. After you're in the account, go to "Create" on the top right

a.
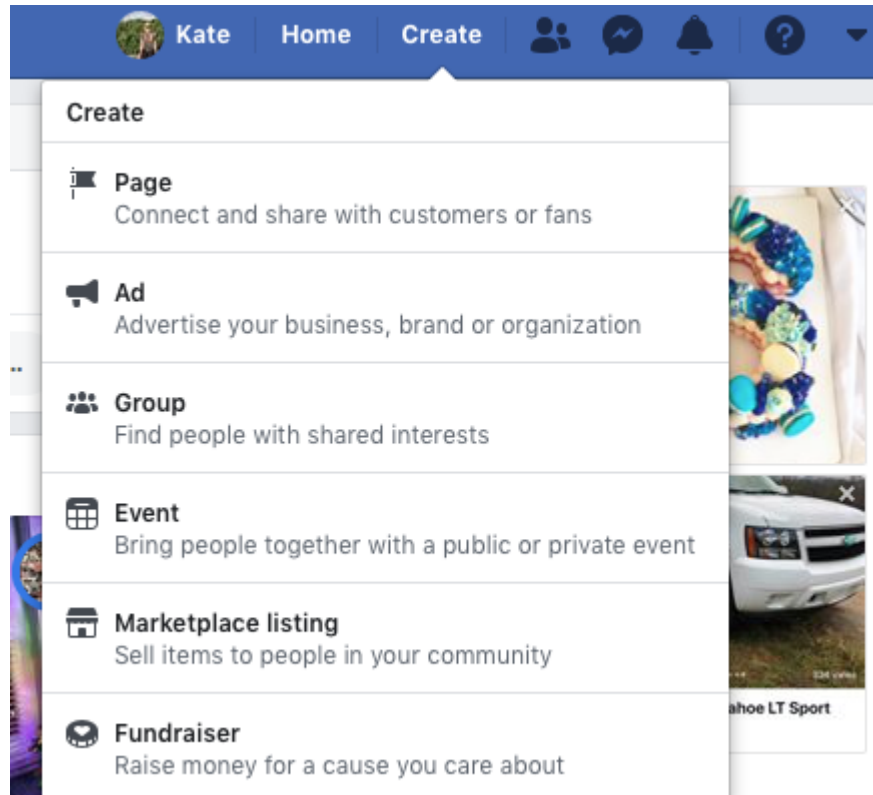
b.
4. Click "Page"
5. Click "Get Started" under the Business or Brand section
6. Enter your page name: BC Outdoors on Campus and enter your category: Bar
7. Then add the address and phone number

## Create a Page

Connect your business, yourself or your cause to the worldwide community

### Business or Brand

**Page Name**

BCOutdoors on Campus

**Category**

Bar                                                                                    (?)

**Address**

72 Centennial Drive Suite 2

Cullowhee, North Carolina                                            28723

**Phone Number** (Optional)

123-456-7890

☐ Don't show my address. Only show that this business is in the City,
   State region.

When you create a Page on Facebook the Pages, Groups and Events
Policies apply.

**Continue**

a.
8. Click "Continue"
9. Add a profile and cover photo using the logo as the profile and a pleasing, brand relevant image such as a photo of the bar or the exterior of the brick and mortar as the cover photo.

**STEP 2 (PERSONALIZING):**

1. If you used a personal Facebook to create the page, there will be an option to invite your Facebook friends to like the page. We recommend that you use this feature and invite as many people as possible.
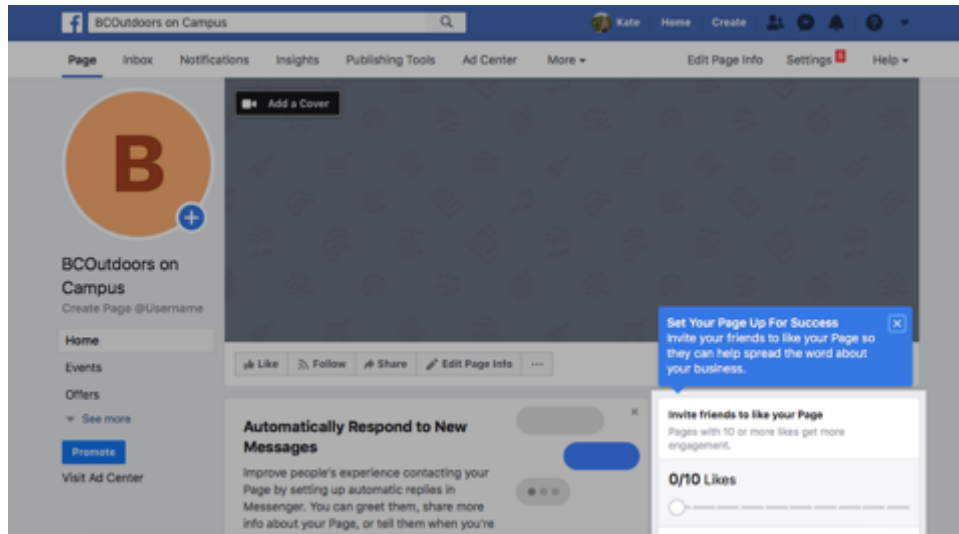
a.

2. Click "Edit Page Info"
3. You'll notice a large list of options on the left-hand side of your screen. Go through each section and add all of the information it asks on the main part of your screen.
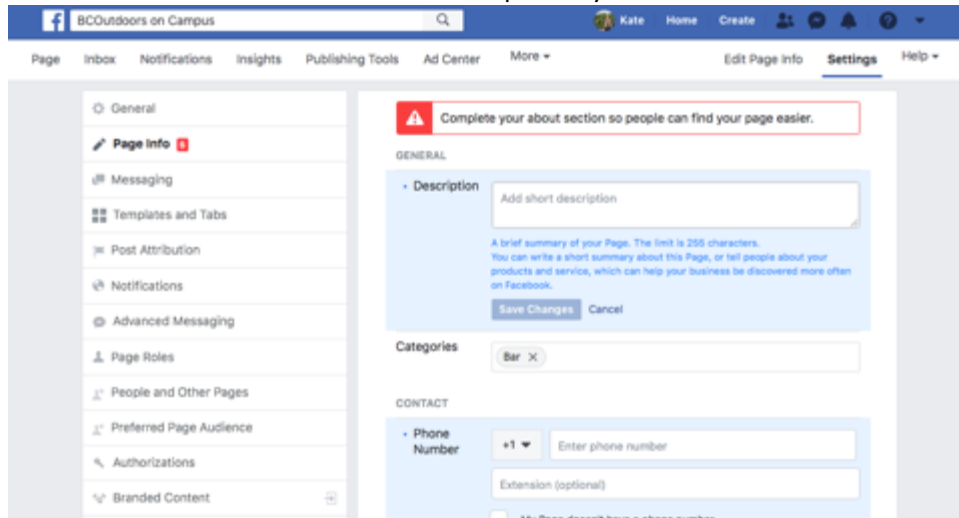


a.

STEP 3 (PUBLISHING CONTENT):

1. We recommend you refer to part two of this packet (D3: Content Strategy) for ideas of specific content you'd like to use
2. To publish the content there are a few options:
    a. Type straight into the box where it says, "Write a post..." for text-based content
        i. You can use this feature to link back to a blog you may have written or directly back to your website
            1. Don't forget to utilize your URL for SEO like we mentioned in D4: Website Recommendations
    b. Click "photo/video" to either upload previously created photo/video content or create the content at the time you click "photo/video".
        i. We recommend creating the content prior and editing it outside of Facebook and then uploading the finished product
    c. If you click on the three dots button, more options pop up. You can create an event, go live, present visitors with and offer among other things.
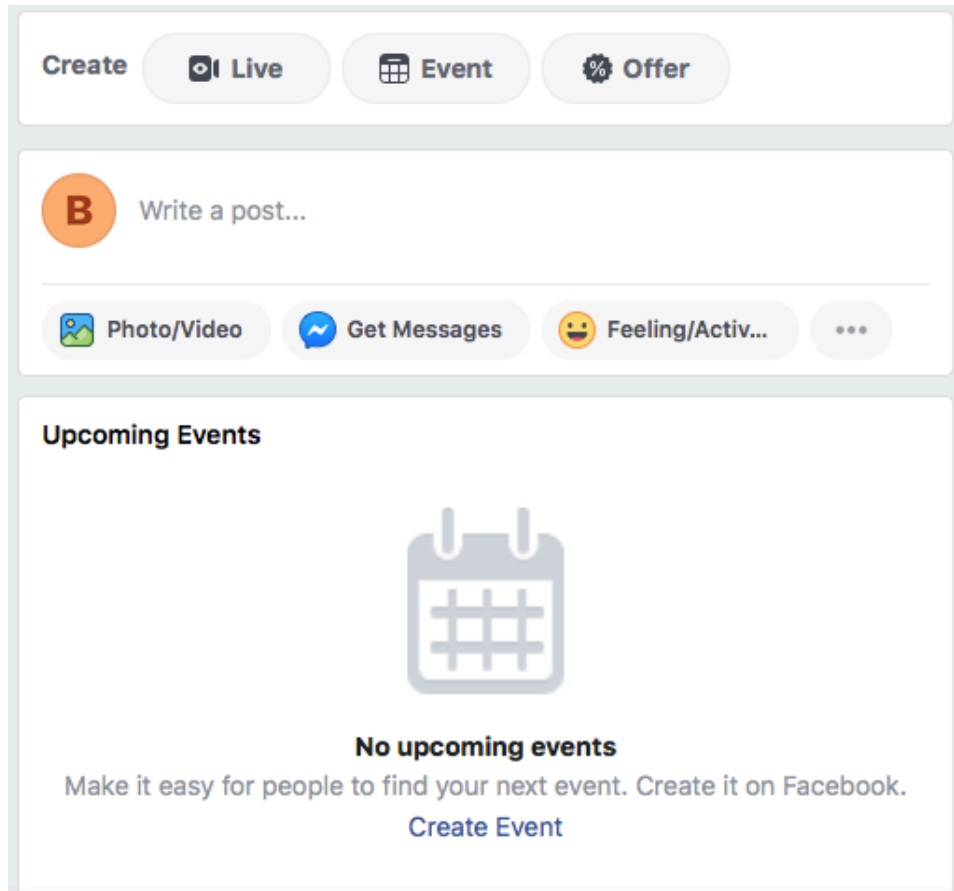
    d.

    e.  For all the above options, you can either post the content immediately or you can schedule it to be posted at a specific later date/time.

3.  Add relevant hashtags, including one branded one and several related hashtags that may not be directly relevant to your business but is relevant to your brand and the image you are trying to portray

4.  Post!

**STEP 4 (MONITORING):**

Now that your content has been posted, be sure to keep an eye on the likes, comments, shares and any other engagements you may receive.

1.  Watch the likes, comments and shares you receive
2.  Keep an eye on the velocity of your engagement:
    a.  How quickly you acquire likes, comments and shares
    b.  If you have a quick velocity on an important post, you can "boost" it which is a simple form of advertising/promoting the post, getting it in front of other eyes who may not follow you yet
3.  Engage with those who comment or share. Either say something in response or simply thank them for taking the time to look at your content.

## INSTAGRAM

**STEP 1 (REGISTERING):**

1. Go to https://www.instagram.com
2. You have two options here, you can either:
   a. Connect the Instagram to your Facebook which we recommend
   b. Create from scratch using your email. We went with the latter:
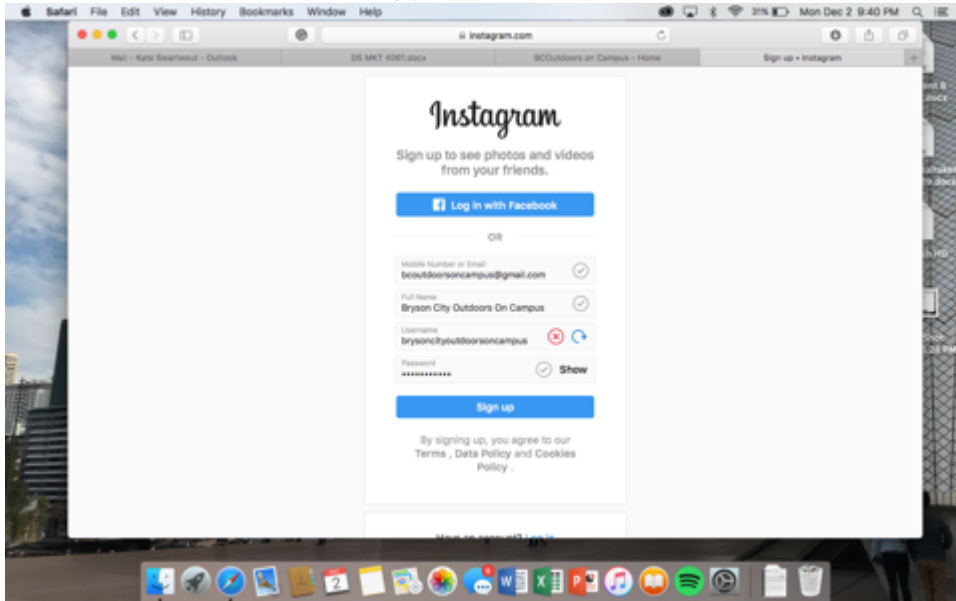


3.
   a. Email: BC Outdoorsutdoorsoncampus@gmail.com
   b. Username: brysoncityoutdoorsoncampus
      i. Long and not ideal but @BC OUTDOORSutdoorsonCampus was taken
   c. Password: beerandgear

**STEP 2 (PERSONALIZING):**

1. Follow people
   d. Instagram will offer a list of famous/popular users you can follow. Take this time to follow people you already know, competitors or other brands that align with yours
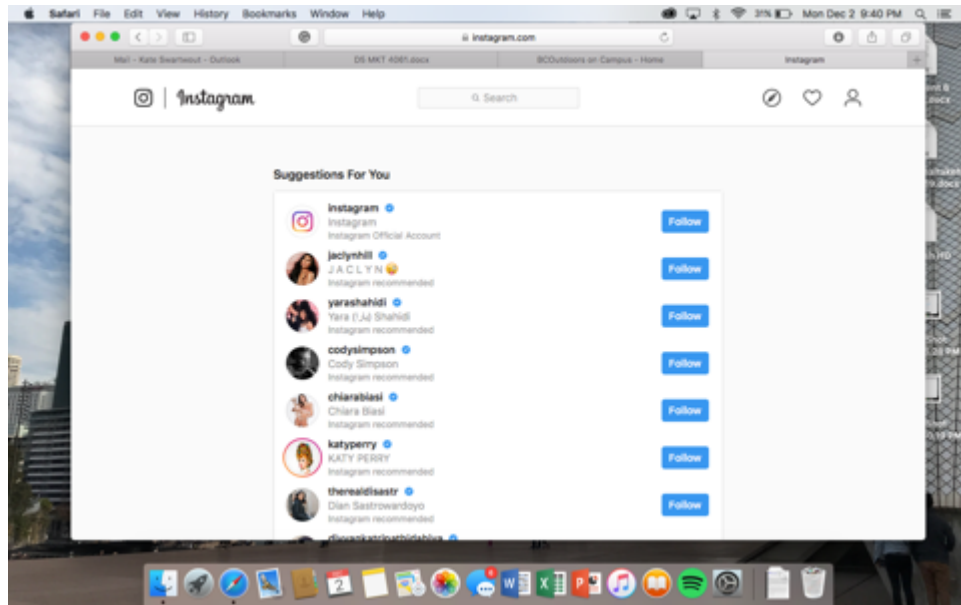
e.

2. After you follow people, click continue and you will be brought to your profile page. It will provide prompts for you to follow to further fill out your profile
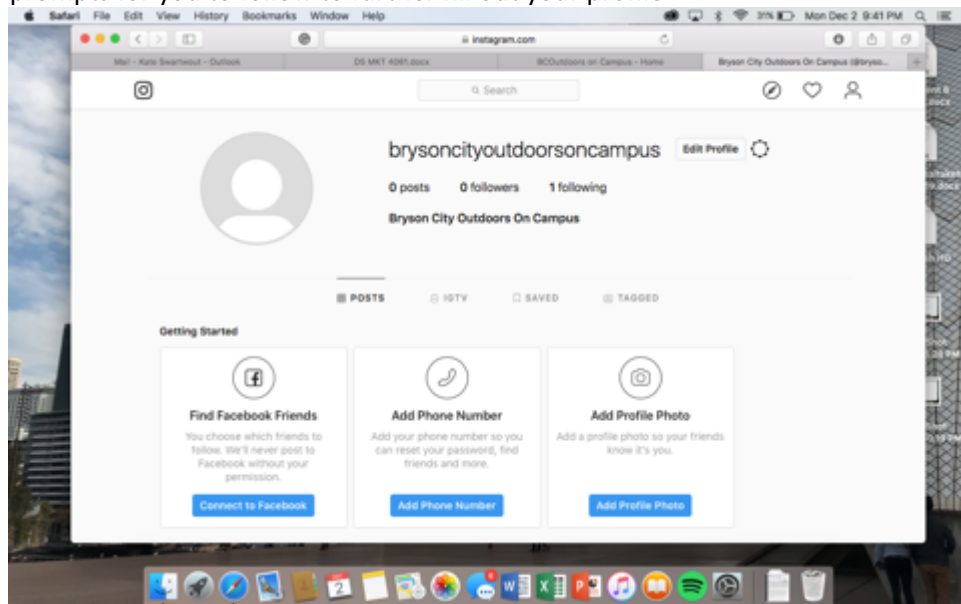


f.

3. After following those prompts, click the "edit profile button" as shown in the screenshot above. Fill out that information including a fun and informational bio

**STEP 3 (PUBLISHING CONTENT)**:

1. It's important to remember that Instagram is primarily visual, so the use of photo and video are going to be the only way to go. With there are three different types of distribution that can be used:
   a. Posts
      i. Photos or videos that are attached to your profile
   b. Stories
      i. Expiring content that will show to your followers for 24 hours and then disappear

> ii. Broken up into 10 second videos or 10 seconds to view the photo
- c. IGTV
  - i. Allows the posting of long-form, vertical videos
- d. Live
  - i. Allows you to "go live" in front of your followers that are active at the time. This is a great tool if you have a special event or launch or something of that nature.

2. Like Facebook, you can post by uploading previously created content or you can create it directly in the app. Again, we recommend that you make it an upload it versus making it in the app. This way you can save the content and has the quality of a well put together video
3. To post, click the small square with the plus in it that's found on the bottom bar of your phone when the app is open.
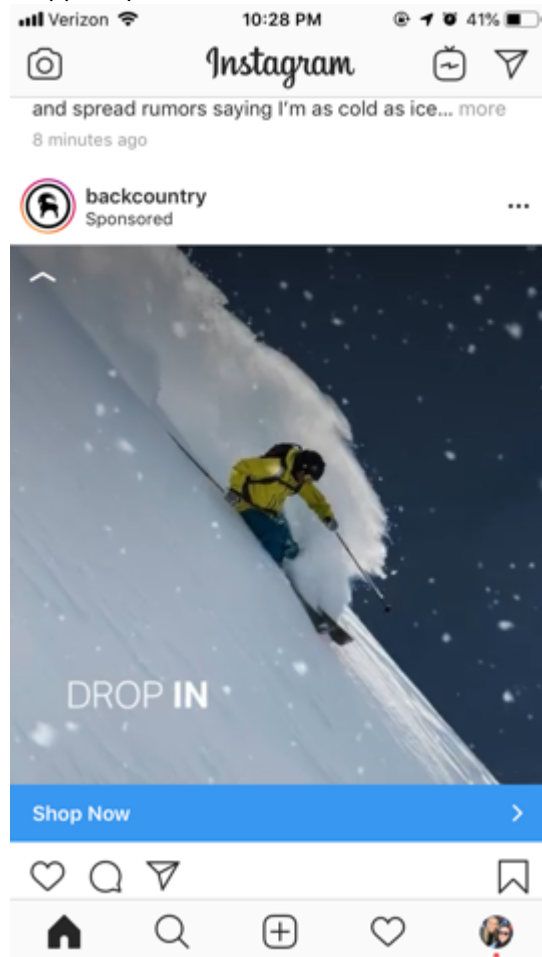
a. 
4. Choose the content from your camera roll
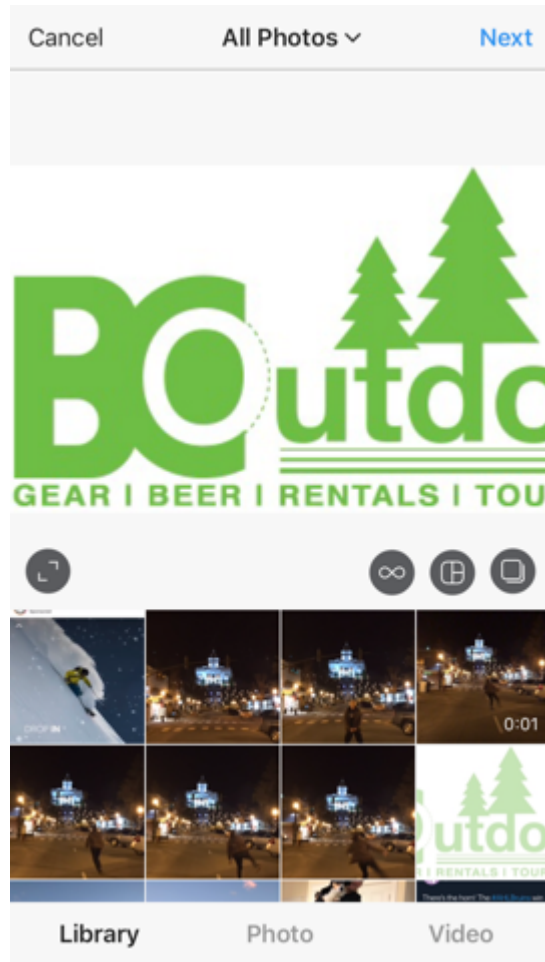
a.

5. Click "next"
6. You can continue to edit the content if you wish, but we recommend you complete your edits on software besides Instagram so you can quickly upload the content.
7. Click "next"

     a.

8. Add a caption
    a. Be sure to be keyword heavy if it remains in context and include your branded and relevant hashtags
9. Tag relevant people/accounts if necessary
10. Add a location
11. Click "Share"!

**STEP 4 (MONITORING)**:

1. Now that your content has been posted, be sure to keep an eye on the likes, comments, shares and any other engagements you may receive.
4. Watch the likes, comments and shares you receive
5. Keep an eye on the velocity of your engagement:
    a. How quickly you acquire likes, comments and shares
    b. If you have a quick velocity on an important post, you can "boost" it which is a simple form of advertising/promoting the post, getting it in front of other eyes who may not follow you yet


A good way to compare what is good content to post on social media, and how to go about posting it, can be seen by how competitors and big brands in the same market as you convey their brand/products out to the digital world.

**Figure 1.1**

In Figure 1.1, *The North Face*, a very successful company uses the political and geographical issue of climate change to reach its' customers. This kind of topic is not always needed, but them engaging with their audience on Facebook can help increase their social media presence and their traffic throughout the site.

**Figure 1.2**

In Figure 1.2, the world known outdoor retailer, *L.L. Bean*, takes advantage of the Thanksgiving holiday to promote a campfire and the use of their apparel in the wilderness. This idea is great to use because this specific holiday highlights family and blessings, while still promoting their outerwear without a forcing headline down the audience's throat. The post also engages the audience by using a consumer's photo, who happens to be a well followed Instagrammer as well.

**Figure 1.3**

In **Figure 1.3,** *REI*, an outdoor gear and sports company, uses Instagram in an audience friendly way. The company posts Instagram photos on their main page of consumers who participate in their worldwide movement, even including recognizable hashtags, such as "#OptOutside," and the state where the consumers reside in. REI even tags the consumers who submitted the photos. This hashtag is good to include because it can help make the post more recognizable for people who want to be involved with cleaning and preserving the outdoors.

## SECTION 2: OBJECTIVES

### WHAT DOES INSTAGRAM ANALYTICS MEASURE?

**Organic reach:** All the likes and clicks. This includes sharing of posts, media engagement, link clicks, hashtag clicks, likes, profile clicks, and shares

**Re-engagement:** Replying to comments, liking other posts, reposting other posts, sharing links, and just interacting with other people and accounts.

**Instagram Insights:** Instagram insights provides the stats on assessing your Instagram marketing efforts. You can see how many people viewed a story, the reach of a post, website clicks, impressions, and it shows your top posts and stories of the past 24 hours.

## WHAT DOES FACEBOOK ANALYTICS MEASURE?

**Organic Reach:** This is the number of unique individuals who saw a specific post from your page on their news feeds, tickers, or directly on their pages.

**Total Engagement:** This is all the various clicks, including likes, comments, sharing and, link clicks, hashtag clicks, likes profile clicks, and shares. Use Facebook Insights to track engagement and interaction on your twitter account page.

**Engagement:** This is sharing, liking, reposting, and engaging with the outside audience to build your brand.

## SPECIFIC GOALS AND ADVICE:

1. Provide customers with a timely channel to answer questions as well as provide services to create brand loyalty.
    a. Create a user-friendly website that is easy to navigate with useful content and inspires more traffic. WordPress, podcast recording on iPhone, and editing software such as audacity.
    b. Creating content that is easy to use, helpful, and with various platforms will draw more attention to BC Outdoors as a brand
2. Provide customers with a timely channel to answer questions as well as provide services to create brand loyalty.
3. Create a user-friendly website that is easy to navigate with useful content and inspires more traffic.

## MEASUREABLE OBJECTIVES:

1. Increase click through rate of website by 30% in one year, with a stretch goal of 50%. Keep Bryson City Outdoors on the first search engine result page when consumers search specific keywords. in a year.
    a. Utilize Facebook ads to fit the specific local outdoor sports/lifestyle and brewery niche.
2. Specific: Increase brand awareness on Facebook account within a 50-mile radius of Bryson City and WCU locations.
3. Measurable: Increase fan/follower count by 25%. Increase average post reach to be 7,500 per post. Stretch: Increase average post reach to 12,500 in a year.

## SMART GOAL FOR FACEBOOK:

1. Specific: Increase content creation on a consistent schedule
2. Measurable: Use the 6-month publication schedule, but continue for a consistent publication schedule for a full year with one content post (blog, video, how-to-guide, guides, podcasts, etc.) per week.
3. Attainable: Yes
4. Relevant: To create more brand awareness in the surrounding area.
5. Timely: One-year goal.

## SMART GOAL FOR CONTENT CREATION:

1. Specific: Increase brand awareness on Instagram and create a brand-specific theme.
2. Measurable: Increase follower count by 20%. Stretch goal 40%. Post no more than two photos daily, using real photography with a niche feed theme.

3. Attainable: Yes
4. Relevant: To have content to consistently post.
5. Timely: Yearly goal.

## SMART GOAL FOR INSTAGRAM:

1. Specific: Audit website and create a user-friendly experience to drive more traffic
2. Measurable: Increase website traffic by 50%
3. Attainable: Yes
4. Relevant: To post good posts that attract to the niche audience.
5. Measurable: Increase follower count by 20%. Stretch goal 40%. Post no more than two photos daily, using real photography with a niche feed theme.

### CONCLUSION

This strategy has been created with the intention of providing a framework for:

- how to listen to what's being said about your brand through social media, internet search and other avenues
- a publication schedule with content ideas as well as completed posts
- an idea of how keywords work and which ones to focus on
- step-by-step guide to content creation
- recommendations for a more efficient and information/revenue-driving website
- a distribution plan for specific social media platforms
- step-by-step distribution guide
- goals to help you measure your progress using social media

BC Outdoors is already a successful brand and has an exciting future ahead of it. This strategy is a collection of suggestions and applications for using social media and other web-based channels to successfully apply a supplemental marketing strategy.