



BUSINESS

Osprey Packs is an outdoor product company specializing in backpacks. Osprey's mission is to protect the natural environment and create high-quality, long-lasting products.

BUSINESS NEEDS

Osprey Packs faces the challenge of increasing brand awareness and engagement in a competitive outdoor market, particularly as new brands effectively leverage social media and digital platforms to connect with eco-conscious consumers. The company aims to enhance its online presence by showcasing its commitment to environmental sustainability and the durability of their products. Osprey can attract a broader audience, strengthen brand loyalty, and ultimately drive sales.

CAMPAIGN OBJECTIVES

Social Media Dive on Sustainability: Help more casual consumers understand the importance of a sustainably sourced backpack.

Increase Brand Awareness: Osprey has been around since 1974, as of 2020 there has been a higher demand in the outdoor industry. As the industry has climbed, Osprey has struggled to keep up with this new found love for the outdoors compared to brands such as Patagonia (See page 5).

Awareness to Brand Durability and All Mighty Guarantee: The price of Osprey's products are comparatively high. This is due to the durability of their packs, which are designed to last a lifetime. As well as their "All Mighty Guarantee" program where if a customer finds any issue in the way their pack has been built, Osprey will repair or replace it without any charge (See page 5).

SUCCESS METRICS

Social Media Dive on Sustainability - *Educate casual consumers about sustainably sourced backpacks.*

- **Engagement Rate:** Achieve a 50% increase in engagement (likes, shares, comments) on sustainability-focused posts across social media platforms.
- **Awareness Survey:** Conduct pre- and post-campaign surveys to measure understanding of sustainable practices, aiming for an increase in awareness among respondents.

Increase Brand Awareness - *Strengthen Osprey's visibility in the growing outdoor market.*

- **Brand Recognition:** Increase brand recognition by 25% through targeted surveys conducted before and after the campaign.
- **Website Traffic:** Drive an increase in unique visitors to the Osprey website, with a focus on new users, using analytics tools.

Awareness to Brand Durability and All Mighty Guarantee - *Promote the durability of Osprey Products and the value of the All Mighty Guarantee.*

- **Program Awareness:** Increase awareness of the *All Mighty Guarantee* by 50%, measured through a follow-up survey comparing pre- and post-campaign knowledge.
- **Sales Metrics:** Target a 20% increase in sales for products marketed with durability messaging during the campaign.
- **"All Mighty" Use:** See an increase in the number of positive reviews highlighting the *All Mighty Guarantee*, tracking testimonials on the website and third-party review sites.

SELECTED DIGITAL MARKETING STRATEGIES

To effectively achieve the campaign objectives for Osprey, we will focus on a strategic mix of social media marketing and content marketing. Social media platforms, particularly Instagram and Facebook, are essential for increasing brand awareness and engaging with our target audience. These platforms allow us to share visually captivating content that highlights Osprey's brand sustainability and the durability of our packs. By creating posts, stories, and videos that illustrate our environmentally friendly practices and showcase the *All Mighty Guarantee*, we can foster a deeper connection with outdoor enthusiasts and casual consumers alike. Additionally, we will add video testimonials of lifelong users of Osprey Backpacks to our various social media outlets. Showcasing the long product life cycle of a Durable Osprey Pack.

In conjunction with social media efforts, content marketing will play a crucial role in educating our audience. We will develop a dedicated blog section on the Osprey website, featuring articles that discuss sustainability in the outdoor industry, tips for responsible outdoor practices, and detailed insights about the longevity of Osprey products. This approach not only positions Osprey as a thought leader in sustainability but also drives organic traffic to our website. By integrating informative content with social media promotions, we can create a cohesive narrative that engages consumers at various touchpoints, ultimately driving brand loyalty and increasing sales conversions. This dual strategy will effectively enhance awareness and understanding of Osprey's unique offerings in a competitive market.

KEY PERFORMANCE INDICATORS

These KPIs will help measure the success of our new Digital Campaign by showing the effectiveness of our increased efforts on social media.

- Social Media Engagement Rate
- Website Traffic and Unique Visitors
- Sales from the Website
- Engagement in All Mighty Guarantee program

RECOMMENDED PLAN

Search Engine Optimization (SEO)

Keyword Research: We will focus on keywords relevant to sustainable outdoor gear and backpacks including:

“sustainable backpacks”

“durable hiking packs”

“eco-friendly outdoor gear”

“Osprey All Mighty Guarantee”

“Osprey Warranty”

Competitor Analysis: By analyzing competitors like Patagonia, we can identify successful keywords and content strategies they utilize, allowing us to adapt our approach.

Social Media Marketing

Appeal to User’s Call to Adventure: With Osprey designing products to be used in the outdoors, Instagram stories should include photos of different backpacking trips or outdoor recreation. This will make the social media presence feel more personal calling customers to action.

Content Calendar: Developing a content calendar will help plan blog posts and resources focused on sustainability, outdoor tips, and product care. For instance, a monthly blog post could cover topics like “How to Choose a Sustainable Backpack” or “The Benefits of Durable Gear for Outdoor Enthusiasts.”

Backlink Strategy: Build a backlink strategy by reaching out to relevant outdoor blogs, magazines, and influencers for guest posts and collaborations. This will enhance Osprey’s authority in the industry and improve search rankings.

Dive Into Sustainability & Durability: Incorporate video or written testimonials and stories from satisfied customers about their experiences with the All Mighty Guarantee. Making more of an effort to show that Osprey Packs are built to last.

Community Engagement: Foster a sense of community by actively responding to comments, messages, and mentions. Encourage followers to share their experiences with Osprey products, using dedicated hashtags.

REQUIREMENTS FOR SUCCESSFUL IMPLEMENTATION

By implementing these comprehensive digital marketing strategies, Osprey can effectively enhance its online presence, engage with target audiences, and drive sales while emphasizing the durability of its products and the value of the All Mighty Guarantee program. Highlighting the exceptional craftsmanship and longevity of Osprey backpacks will resonate with consumers seeking reliable gear for their outdoor adventures.

The All Mighty Guarantee - “Osprey will repair any damage or defect for any reason free of charge whether it was produced in 1974 or yesterday. If we are unable to perform a functional repair on your pack, we will happily replace it. We proudly stand behind this guarantee, so much so that it bears the signature of company founder and head designer, Mike Pfothauer.”