



# Nevada Bob's Final Report

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Catelyn Jaskulke, Jacob Andler, Teal  
Lucas, Zach Prichard



# Overview of Business and Marketing Goals



## Nevada Bob's Golf Shop

- Local, full-service golf retailer in Madison since 1990
- Strengths: Trusted reputation, expert services, strong loyalty
- Product focus
  - 65% of sales = New Clubs
  - 8% of sales = Used Clubs



## Business Goals

- Increase brand awareness
- Increase repeat customers
- Expand digital presence



## Smart Goals

- Boost social media engagement by 20% in 12 months
- Leverage Ebay to produce first online sale in 12 months
- Achieve 25% open rate to drive sales through email

# Brand/Product Positioning

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## Trusted Golf Retailer

35 years of expertise in golf equipment, fittings, and service



## High-Quality and Value

Competitive trade-in program, carefully curated inventory, balance of affordability with premium offerings



## Community Loyalty

Generational customer base, reputation for excellent service



## Opportunity for Growth

Expanding local loyalty to broader digital presence, reaching new audiences

# Brand Analysis - SWOT



## Strengths

- Specialized focus on golf
- Expert staff
- Customer loyalty

## Weaknesses



- Lacks a strong e-commerce platform
- Competition from big-box retailers
- Lack of online service booking

## Opportunities



- Expanding e-commerce
- Partnerships with golf courses or brands

## Threats



- Losing customers in the funnel due to undeveloped e-commerce

# Brand Personality

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## Approachable yet professional

- Balances expert service with a friendly, welcoming tone
- Maintains professionalism while being accessible to all golfers



## Trust and loyalty

- Focuses on long-term customer trust
- Strong generational loyalty build over 35 years



## Community-oriented atmosphere

- Prioritizes building relationships with customers
- Creates a golf experience that feels personalized

# Current Digital Marketing Efforts



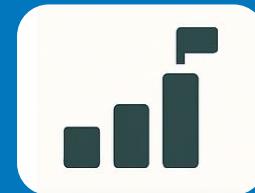
## Current Strengths

- Up-to-date website
- Social media posts (Instagram 2-4 x per month, YouTube content)



## Current Gaps

- No email marketing
- No Google Ads or short-form media
- Limited online shopping experience



## Competitor Comparison

Golf Galaxy and PGA Superstore have better digital integration

# Target Market Online

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## Demographics

- Primarily male, aged 35-55
- Financially stable and educated
- Located in Madison, WI and surrounding areas



## Online Behavior

- Active on LinkedIn, Facebook, and Instagram
- Online shopper valuing simplicity and easy access to product reviews and information
- Like to stay updated with email newsletters/promotion



## Devices

- Primarily use smartphones and laptops for browsing, scrolling, and shopping
- Value a seamless digital shopping experience

# Target Customer Personas



**Jeff (46, Finance)**

- Not cost conscious but recognizes value
- Appreciates work/life balance
- Prioritizes high-performance equipment
- Plays golf socially with friends and colleagues



**Josh (28, Sales)**

- More cost conscious, prioritizes value
- Active on social media, posts about golf hobby
- Enjoys golf socially and solo
- Shops at Nevada Bob's because of trusted service and selection

# Recommendations

Goals: Enhance brand awareness, drive online sales, strengthen customer engagement



Step 1: Optimize website for search engine visibility and online sales capabilities, and utilize eBay as an e-commerce platform to maximize online sales.



Step 2: Leverage social media (Instagram and FaceBook) as a tool for brand awareness and customer engagement. Additionally, explore targeted social media advertising.



Step 3: Use email marketing to strengthen relationship with current customers while also attracting new ones. Exclusive discounts, segmenting email lists based on purchase history, and promoting seasonal sales are all ways to leverage email marketing.

# Priority Recommendations

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## **Optimize website and utilize eBay for e-commerce sales:**

- Current website serves primarily as an informational hub
- By incorporating strong SEO strategies, like keyword targeting, Nevada Bobs can attract more traffic
- This will allow the brand to reach more customers outside of Dane County
- Utilizing eBay's extremely popular platform to sell used clubs will 1.) increase revenue, and 2.) make more room in store for inventory
- Used clubs account for only 8% of sales, so leveraging eBay as a platform will increase this

# Questions?