

Nevada Bob's Final Report

Executive Summary

This report evaluates Nevada Bob's current marketing strategy. It outlines key digital initiatives that will drive growth and improve competitiveness against national chains like Dick's Sporting Goods and Golf Galaxy, which are local competitors. While the company benefits from strong local loyalty and golf expertise, its limited online presence is hindering customer acquisition and overall revenue potential.

To address this, we recommend utilizing eBay as an e-commerce platform, projected to lift new and used club sales from 8% to 15% by the end of 2026, expanding social media to boost engagement by 20% within 12 months to build brand awareness, and implementing targeted email marketing aiming to achieve a 25% open rate and contributing 30% of 2026 Q1 revenue. Industry trends indicate that businesses utilizing multichannel digital strategies achieve substantially higher ROI and more substantial customer lifetime value. Through these initiatives, Nevada Bob's will strengthen its online presence, attract new customers, and build long-term success in an increasingly digital retail environment.

A SWOT analysis and market segmentation ensure alignment with customer behaviors, highlighting different areas where digital efforts can maximize marketing impact. By tracking key performance indicators (KPIs) such as conversion rate and customer acquisition cost, Nevada Bob's can measure its success and optimize for growth.

With these data-driven digital strategies, Nevada Bob's can build a more substantial online presence while attracting new customers and retaining its local reputation for excellent in-store service. This, in turn, will position the business for long-term success in an evolving digital-first retail environment.

Overview of Business & Marketing Goals

Nevada Bob's is a local, full-service, one-stop golf shop. Since 1990, Nevada Bob's has offered the largest selection of women's, men's, and junior golf attire in the Madison area, providing professional restoration, repair, and fitting services all in one place. Known for their high-quality service, a competitive trade-in program, and a strong selection of new (65% of sales) and used clubs (8% of sales), the company has strong generational loyalty and a history of success at golf shows. These strengths – reputation, service, and customer relationships – support a digital marketing strategy that aims to amplify online presence and sales while leveraging existing trust and

credibility.

Nevada Bob's has set clear SMART goals to drive its digital marketing progress. These goals are aligned with the broader business objectives of increasing brand awareness and increasing repeat customers.

First, Nevada Bob's aims to implement paid ads to boost website traffic and have their first online sale by May 2026. Currently, Nevada Bob's does not operate an e-commerce platform on its main website. However, they do link to an eBay page where their online sales can be carried out. Implementing online used club purchases also aims to lift this part of revenue to 15% of sales by the end of 2026. Additionally, increase social media engagement rates by 20% over 12 months, to promote in-store fittings, used club trade-ins, and boost brand awareness. An increase in engagement will be measured through metrics like likes, followers, and impressions. Tools like Instagram Insights and Facebook Insights provide detailed metrics on content performance, enabling the tracking of growth and reach. Lastly, implementing email marketing aims for a 25% open rate to drive 30% of annual sales in Q1 2026, utilizing seasonal trends and maximizing repeat customers. These goals blend the company's current efforts with our strategic recommendations.

Brand Analysis

After conducting a SWOT analysis on Nevada Bob's, we have identified the business's strengths, weaknesses, opportunities, and threats. Their strengths include a specialized focus on golf as a retailer, an expert staff, and strong customer loyalty. However, weaknesses such as a lack of a robust e-commerce platform, competition from big-box retailers, and a limited online booking system for their services present challenges. Some potential opportunities include expanding their e-commerce capabilities and forming partnerships with golf courses or brands. More specifically, the city limits of Madison have 12 golf courses, which provide Nevada Bob's with several partnering opportunities. The primary threat is losing customers due to an underdeveloped online presence, making digital growth a critical area for improvement. Strengthening their e-commerce presence could benefit Nevada Bob's in the evolving digital world.

Nevada Bob's has positioned itself as a trusted golf retailer with a strong reputation built over 35 years. The retailer takes pride in its expertise, reliability, and customer-centric approach. They offer knowledgeable employees, a competitive trade-in program, and a carefully curated selection of both new and used clubs.

The brand's tone is approachable yet professional as it balances their high-quality services with a welcoming, community-oriented atmosphere. They have fostered generational loyalty by prioritizing personal connections. Nevada Bob's creates an experience that extends beyond transactions, emphasizing relations, trust, and a passion for golf.

Nevada Bob's relies on its repeat customers, who have demonstrated strong customer loyalty. However, without expanding its digital presence, they risk missing out on reaching part of their more digitally savvy demographics. According to the National Golf Foundation, the average age of golfers is decreasing, with an influx of new golfers in the post-COVID era. Younger-aged golfers (below 50 years old) make up an estimated 57% of on-course golfers (see Figure 1). Appealing to the younger generation of golfers is a necessity in the golf industry today, and the most effective way to reach them is through various social media platforms. According to Hootsuite, 84% of Instagram users are younger than 45, which is now the majority of people found on the golf course. Mastering customer reach and content creation through social media, specifically Instagram, is one of the most effective and cost-efficient ways to streamline digital marketing.

Digital Marketing Audit

Nevada Bob's has an up-to-date website that provides detailed service information, including custom fittings and brand offerings. They maintain a steady social media presence, posting deals and products on Instagram two to four times a month. Their YouTube channel features informative videos about product releases. However, they lack effective tracking to measure the success of their digital advertising. They also do not use email marketing, Google Ads, and very rarely, short-form media. Additionally, their efforts to expand online sales for both new and used clubs require improvement.

Competitors like Golf Galaxy and PGA Tour Superstore have a stronger digital presence, utilizing targeted ads, e-commerce platforms, and more frequent social media content. Nevada Bob's could improve by using paid ads, implementing online sales, and enhancing its social media presence to reach a wider audience and expand its sales channels.

According to a 2025 Deloitte report, retailers are investing in omnichannel capabilities, which include inventory visibility. Omnichannel shoppers spend 1.5 times more than single-channel shoppers. This suggests that consumer expectations of online shopping align with those observed in-store. Nevada Bob's must build toward an omnichannel experience to compete with larger golf chains and retailers, meeting the emerging retail standards.

Our research suggests that Nevada Bob's could increase engagement on social media by posting more product reviews and effectively utilizing its YouTube channel for targeted product demonstrations and educational content. They also need to optimize the online shopping experience, especially for used clubs. Using the AIDA framework – capturing attention with engaging social media and email marketing, building interest through customer reviews and testimonials, creating desire with limited-time promotions, and driving action through an optimized website and online shopping experience – will capture and convert more leads. AIDA not only converts more leads but also helps customers have a positive shopping experience that turns them into repeat shoppers. Retaining a customer is far cheaper than acquiring a new one.

Additionally, leveraging earned media, such as Yelp reviews, can enhance trust and increase customer conversion. Customer feedback from Nevada Bob's Yelp page reinforces positive feelings, particularly around service quality and product expertise. Leveraging this feedback and earned media, Nevada Bob's can boost their reach and drive conversions through trust.

| Category | Nevada Bob's | Golf Galaxy | PGA Tour Superstore |
|------------------------------|--|--|------------------------------------|
| Website | Informational only, eBay link for used clubs | Full e-commerce site | Full e-commerce site |
| Social Media Activity | 2–4 posts/month, limited YouTube content | Frequent posts, promotions, and events | Frequent posts, ads, and videos |
| Email Marketing | None | Active promotions and updates | Newsletters and exclusive offers |
| Short-Form Media | Infrequent | Some Reels and Stories | Frequent Reels, Shorts, Stories |
| E-commerce | eBay only, no full online store | Full online product sales | Full online product sales |
| Customer Reviews | Strong Yelp reviews on service expertise | Mixed online reviews | Positive, curated customer reviews |

| | | | |
|-------------------------|------|-------------------------|-----------------------------------|
| SEO/Optimization | None | Strong SEO for products | Highly optimized, mobile-friendly |
|-------------------------|------|-------------------------|-----------------------------------|

Target Market Online

Nevada Bob's targets local golfers seeking high-quality clubs, gear, and apparel, ensuring they receive the best value for their money. Their customers take their golf game seriously, seek expert advice, and desire various services to keep their equipment in excellent condition. Demographically, this target market consists of males aged 35-55 who are financially stable and well-educated. Their online behavior includes engaging with various news sources and professional networks, such as LinkedIn and Facebook, where they stay in touch with friends and family. With their busy lives, they find that online shopping can be very efficient, offering easy access to product reviews and information about products. They primarily use email to stay updated with work and to sign up for various promotional emails. Most commonly, they browse using laptops and smartphones, expecting a seamless digital shopping experience. Nevada Bob's can engage this audience through targeted email marketing and a strong e-commerce presence that offers convenience and expert recommendations.

It's helpful for Nevada Bob's to consider a customer persona of their ideal customer to better understand their needs and behaviors, which in turn helps create more effective marketing strategies. The first customer persona represents Jeff (see Figure 2), a 46-year-old Financial Analyst from Madison, WI, who works at a mid-sized finance company. Jeff is passionate about golf, seeing it as both a recreational activity and a social outlet for networking with friends and colleagues. He values high-performance golf equipment, prioritizes work-life balance, and is willing to invest in quality products rather than seeking the lowest price. His professional mindset extends beyond the workplace, as he stays informed on industry trends through online learning and conferences. Understanding Jeff's behaviors and attitudes can help Nevada Bob's tailor their marketing strategies.

The second customer persona is Josh (see Figure 3), a 28-year-old sales representative residing in Madison, WI, who works for a small local sales company. Josh has no wife or kids, so he has a lot of free time for his hobbies, his favorite one being golf. He is active on several social media platforms, with Facebook and Instagram being the most prominent. Due to his professional skills, which include extensive socializing and working with people, he is an avid user of communication tools, both in person and online, through various social media platforms. He follows Nevada Bob's

and interacts with their posts online. Understanding both Jeff and Josh is integral for Nevada Bob's to harness their opportunities for sales.

Some insights to take away from these user personas are how they might interact with Nevada Bob's digital strategies. Jeff's reliance on email for work communication makes him an ideal target for targeted emails. On the other hand, Josh's daily social media usage presents an opportunity for Instagram and Facebook posts showcasing Nevada Bob's goods and services, tapping into his hobbyist lifestyle. Understanding that both Josh and Jeff are target consumers of Nevada Bob's, despite their different behaviors, highlights how their digital strategy can appeal more to their respective audiences.

Strategic and tactical recommendations

Nevada Bob's has built a strong and loyal customer base over the past 35 years, known for its generational loyalty and reputation for quality service. The company has successfully maintained its presence on social media and other online platforms. However, there is a significant need to increase and expand its online marketing efforts to stay competitive and relevant. By focusing on digital marketing, Nevada Bob's can enhance brand awareness, drive more online sales, especially for used clubs, and strengthen customer engagement. To achieve these goals, several key recommendations are necessary to help Nevada Bob's build a more substantial online presence.

One of the first and most essential steps Nevada Bob's should take is to optimize its website for search engine visibility and online sales capabilities. The company's website primarily serves as an informational hub, but we believe it has the potential to become a significant online platform for selling used golf clubs. By incorporating strong search engine optimization (SEO) strategies, such as keyword targeting, Nevada Bob's can improve its search rankings and attract more traffic. This will help increase visibility to customers outside of Dane County. Additionally, utilizing eBay, an e-commerce platform dedicated to used items, will help increase revenue and make room for more in-store inventory. Since used clubs account for only 8% of total sales, updating their eBay page and promoting online sales of their clubs presents a significant growth opportunity. An easy-to-navigate online marketplace will make these products more accessible to customers beyond the local store, which already has a renowned used club selection. This will allow Nevada Bob's to expand its reach nationwide while creating a new source of revenue.

Another recommendation is to utilize social media as a tool for enhancing brand awareness and fostering customer engagement. Platforms like Instagram and Facebook provide an opportunity to showcase new product arrivals, highlight trade-in

programs, and promote fitting services. Since fittings account for 10% of total sales and significantly enhance customer satisfaction and loyalty, social media campaigns, such as discounts, promotions, and video testimonials from satisfied customers, can drive more in-store traffic. One example is Joel, the owner, creating a promotional video for Instagram Reels to grab viewers' attention quickly. Short-form media is essential for advertising because it delivers quick, engaging content that fits modern consumers' short attention spans. Platforms like Instagram Reels, TikTok, and YouTube Shorts prioritize these videos, making them more likely to be seen by potential customers. Although Joel and Nevada Bob's have created content like this in the past, their posting is inconsistent and could use a touch of revamping. In February, they posted an Instagram Reel announcement of a sale (see Figure 4); however, watching the video all the way through was necessary to find out that there was even a sale at all. They need to follow the AIDA model more effectively when creating this content, because customer attention was hardly captured, interest was never established, and the desire and call to action didn't emerge until 30 seconds into the video.

Additionally, Nevada Bob's should explore targeted social media advertising, using Facebook and Instagram ads to reach golf enthusiasts in key markets. These ads should emphasize the company's unique value propositions, such as expert staff, competitive trade-in values, and a superior selection of used clubs. By leveraging the social media platforms their target customer consumes, Nevada Bob's can significantly increase in-store traffic.

Email marketing is another strategy that Nevada Bob's can use to strengthen its relationship with existing customers while attracting new ones. A well-structured email campaign can provide personalized recommendations, exclusive discounts, and updates on new inventory. With Nevada Bob's strong and loyal customer base, sending exclusive discount emails to active customers can encourage word-of-mouth referrals and strengthen customer engagement. Segmenting email lists based on customer purchase history, such as distinguishing between those who have previously purchased new clubs and those interested in used equipment, can ensure that the messaging remains relevant. Additionally, promoting seasonal sales and gift card promotions through email marketing can drive more conversions, especially at the beginning of the year when demand for golf equipment increases.

Measurement and evaluation

To ensure that Nevada Bob's digital strategy is effective, a measurement and evaluation plan is needed. The success of these recommendations will be measured through various key performance indicators, including performance across their e-commerce platform, social media, and email marketing channels.

First, for utilizing an updated eBay page linked to their website, success will be measured by achieving specific sales milestones and website performance metrics. The first step in measuring success is the completion of the first online sale by May 2026. By updating inventory on their eBay site and utilizing digital marketing strategies, we can measure success through increased sales. Specifically, club sales, which currently account for 8% of sales, are expected to grow to 15% by the end of next year. eBay's analytics tracker will be used to measure and track the performance of their listings. These metrics will provide insights into consumer behavior and the effectiveness of their eBay storefront.

Next, to expand reach and bring current customers back into the store, evaluations of social media marketing will be conducted according to engagement growth and in-store foot traffic. By posting engaging content 3-5 times per week, we expect to increase engagement (views, likes, shares, followers) by an overall 20% on Instagram in 12 months. Regularly assessing these interactions will measure how well Nevada Bob's social media efforts are working.

The last component of the digital strategy recommendation is email marketing. Currently, Nevada Bob's does not use email marketing. Implementing this channel will increase awareness and reach of Nevada Bob's target audience. Success can be measured by achieving a 25% average open rate and contributing to 30% of their first quarter's sales. CRM platforms, such as HubSpot, can be utilized to track open rates and conversions, ensuring the email content resonates with the target audience.

If any of the outlined benchmarks are not met, we suggest some specific adjustments to reach these goals. First, for the eBay channel, improvements can be made by adjusting where their eBay site is linked on their website. To drive more online sales, they will want their eBay page to be prominent. If customers aren't finding this page, Nevada Bob's can improve the visibility by placing the link in a more prominent area. They might consider putting the eBay link on their homepage or in a drop-down menu near the top left of the site. This adjustment is recommended because people naturally scan from left to right across the top of the page on a screen. This area on the website is the highest visibility, and moving their eBay link would generate higher traffic if the results are not being seen. On social media, implementing a content calendar and maintaining consistency with their brand image should help develop a wider reach. Social media is a very beneficial way to show their inventory, customer testimonials, special events, and advertising. Even small increases in reach, followers, and likes are promising because they help achieve the goal of increasing brand awareness. Finally, for email marketing, adjustments to send times, subject lines, and personalization can be made to improve

engagement. Making minor tweaks to these email marketing elements can significantly enhance their open rates, generating more awareness and, in turn, increasing sales.

By measuring these efforts and remaining flexible with their tactics, Nevada Bob's will be well-positioned to optimize their digital strategy and increase brand awareness across multiple channels.

Conclusion

Nevada Bob's has a strong, deeply rooted foundation that relies heavily on customer loyalty, employee expertise, and a local reputation for high quality and excellent customer service. However, the world of business and marketing is constantly evolving, and to stay ahead of their competitors, companies must modernize their digital channels to keep pace with current trends. This report outlines clear and actionable strategies that Nevada Bob's can take to expand its reach through various digital mediums, including social media and email marketing, as well as entering new online shopping capabilities by updating its eBay site for used gear and clubs. As Nevada Bob's begins to develop an omnichannel strategy, including an updated inventory of their goods on eBay, they can better meet the expectations of their target market. Additionally, their customer loyalty, which has historically been the foundation of Nevada Bob's, must now be expanded through digital marketing, including strategic earned media utilization, personalized outreach, and consistent social media messaging.

By aligning their digital marketing efforts with behaviors of the customers, tracking the most meaningful Key Performance Indicators (KPI's) like customer conversion rates and customer reach, and using the AIDA framework to optimize the marketing funnel from attention to action, Nevada Bob's has the opportunity and the resources to make a significant impact in their sales and have measurable business results. Not only will they expand their geographic reach through the eBay shopping platform, but they will also enhance their in-store customer experience, drive more foot traffic to their location, and continue to leverage their reputation for excellent customer service to deepen customer relationships. Moreover, by leveraging positive customer reviews about staff expertise, product selection, and in-store services, Nevada Bob's can enhance trust and drive customer acquisition.

Ultimately, revamping a digital marketing strategy requires effort and time, but it is a necessity to stay current in this ever-changing business environment. With the right investment of time and resources into a digital marketing infrastructure, Nevada Bob's can better compete with the larger big-box stores and local businesses, and capture new revenue streams by making a dent in competitors' customer bases.

Exhibits/appendices

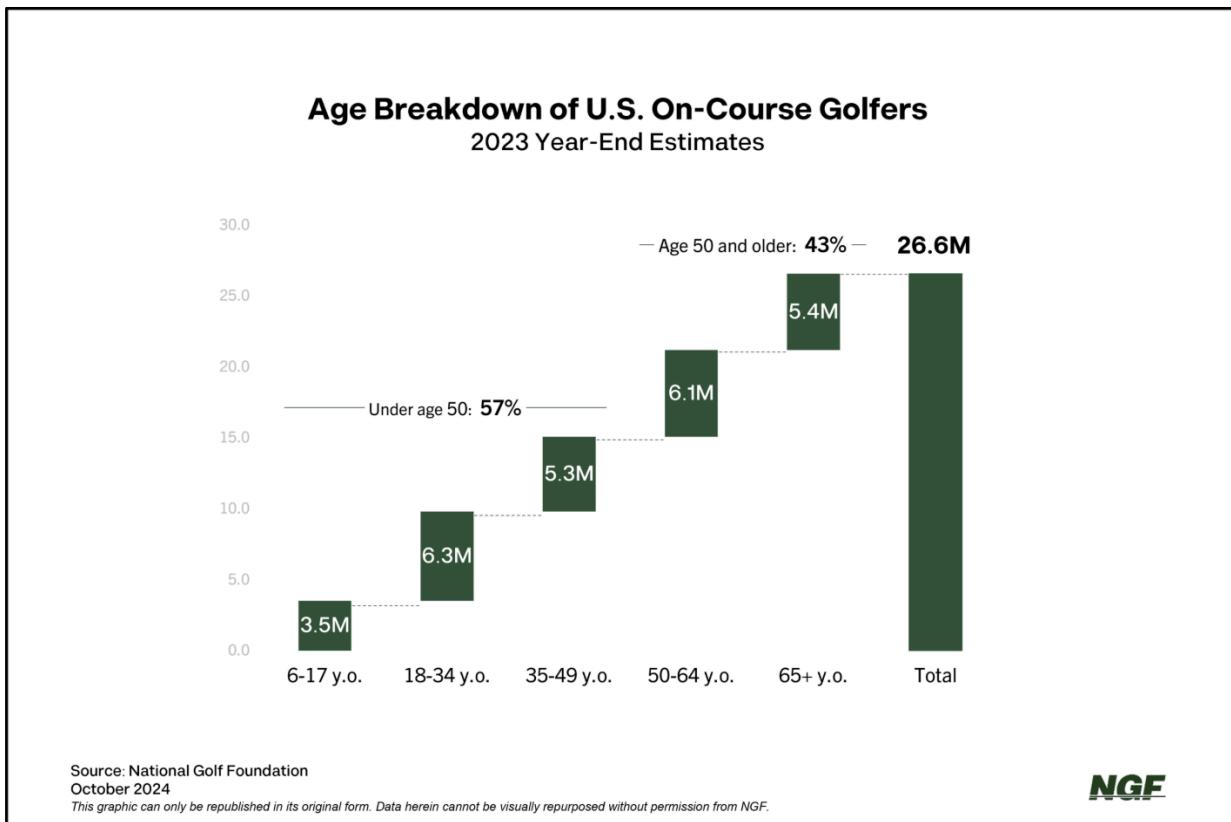


Figure 1

Jeff M.

| | |
|---|--|
|  | Preferred Method of Communication <ul style="list-style-type: none">• Email• Phone• Face-To-face |
| Job Title Financial Analyst | |
| Age 45 to 54 years | Tools They Need to Do Their Job <ul style="list-style-type: none">• Accounting and Bookkeeping Systems• Cloud-Based Storage & File Sharing Applications• Reporting Software• Business Intelligence Dashboards• Email• Project Management |
| Highest Level of Education Bachelor's degree (e.g. BA, BS) | Job Responsibilities Data Analysis, Reporting, Budgeting, Risk Management, Collaboration |
| Social Networks  | |
| Industry Finance | Their Job Is Measured By Timeliness of reports, Accuracy of Financial Reports, Budget Adherence, etc... |
| Organization Size 201-500 employees | Reports to Chief Financial Officer (CFO) |
| | Goals or Objectives Accurate Financial Reporting |
| | They Gain Information By Conferences |

Figure 2

Josh P.



Job Title

Sales Rep

Age

25 to 34 years

Highest Level of Education

Bachelor's degree (e.g. BA, BS)

Social Networks



Industry

Sales

Organization Size

11-50 employees

Preferred Method of Communication

- Phone
- Text Messaging
- Social Media

Tools They Need to Do Their Job

- Email
- Invoicing Software
- Accounting and Bookkeeping Systems

Job Responsibilities

Find and sell to potential consumers

Their Job Is Measured By

Revenue Generated

Reports to

Regional Sales Manager

Goals or Objectives

Find new clients, generate maximum amounts of revenue

They Gain Information By

Sales conferences, online resources

Biggest Challenges

- Navigating Client Relationships & Communications

Figure 3



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nevadabobsmadison JOEL SAYS THE GOLF SHOW STARTS NOW!!

Now's the time for the BEST deals to start off the new season 🎉

9w

caddysplash Joel is the man!!

9w 1 like Reply

josephphciran02



9w Reply ...

vortexgolfguy 🔥🔥🔥

9w 1 like Reply

82 likes

February 21

Add a comment...

Post

Figure 4

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