

Marketing for Outdoor Companies

Reed Haymons

OVERVIEW/HYPOTHESIS

Throughout the past 3-4 years, I have developed a photography, videography, and web design business focused on marketing for outdoor companies in Colorado. In the past year, I have worked to develop projects that incorporate photo, video, and web design in order to create a seamless brand experience for my clients that goes beyond beautiful design/imagery to reach company goals and ambitions set by my clients.

RESEARCH/PREPURATION

Working closely with Mr. Daltirus in my various independent studies focused on marketing for small businesses, I have developed and grew my business to where it is today.

Additionally, through my own research and learning on youtube and other creative platforms I have further refined my business to mainly focus on projects that combine photography, videography, and web design. This way I am able to differentiate myself from my competitors because there is no need to hire 2-3 professionals to work on marketing.

When I am able to work on all aspects of a client project, I am able to create a seamless brand identity from the photography to the website and everywhere in between.

Case Study - Confluence Land Company (2020-2022)

Confluence Land Company leverages unique experience to guide precise investment in land and water resources in the Rocky Mountain West.



FIGURE 2: Photo taken of RMR ranch in summer of 2021

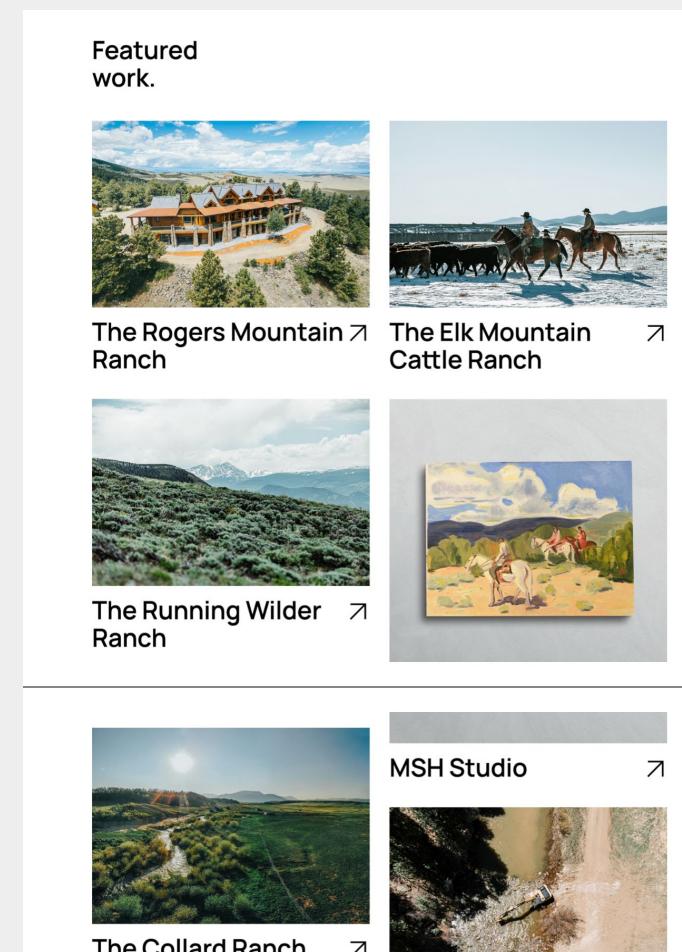


FIGURE 1: Here is a list of recent projects from my website

I produced thousands of photos, various videos, and many interactive map animations for over 15 multi million dollar ranches throughout Colorado. The work I have produced allows for potential buyers to experience the land through emotional photography and videography that tells the unique story of each ranch.

Over \$64,000,000 of marketed real estate

Over 15 different ranch real estate projects

4 ranches sold so far (\$5.6 million total)

Case Study - Fly Fish Colorado (2019-2022)

I created a custom, responsive website, a custom booking and login system, and produced thousands of photos and various videos for Flyfish Colorado.

Flyfish Colorado was looking for an updated way for their users to book fishing time on various properties in Colorado. Their old system was time intensive and required back and forth between the client and Flyfish Colorado. The new system created provided extensive value in terms of time management and revenue.

The new website and booking system was designed for their target audience of flyfishing companies and flyfishing hobbyists. Throughout 4 years I combined my photography and videography into a website that met the goals of FFC and provided tremendous value.

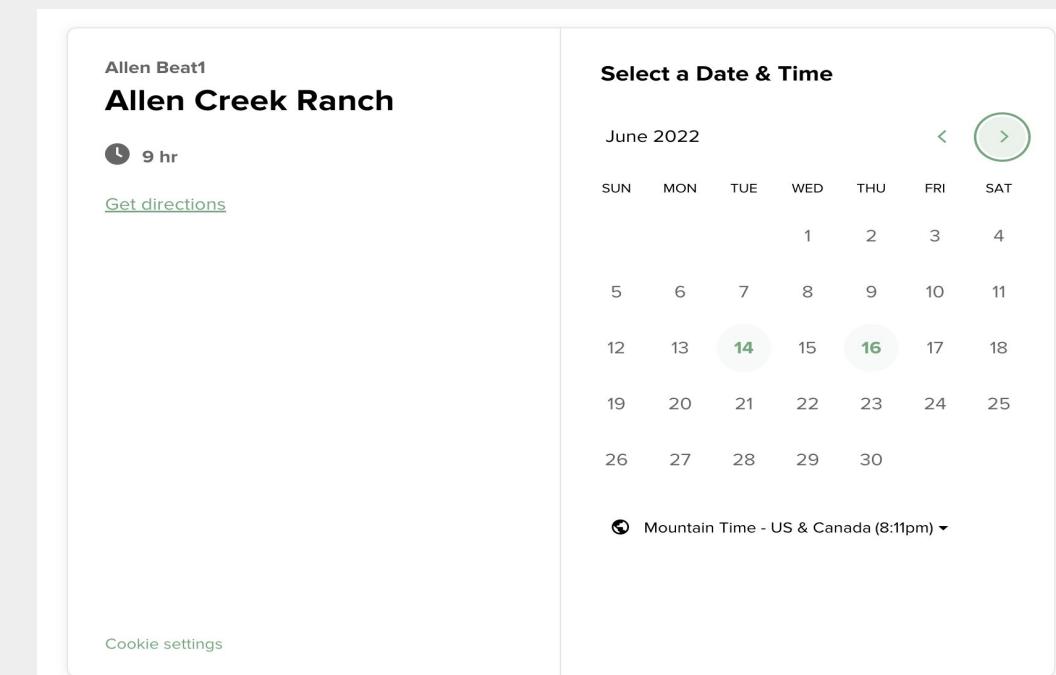


FIGURE 4: One of over 15 booking calendars created on flyfishcolorado.org



FIGURE 3: A photo taken on a FFC property in summer of 2021

Outcomes/Statistics

46

Members to date

1600

Bookings in the first year

Over half a million dollars

In booking and memberships in the first year

CONCLUSION/NEXT STEPS

In the next year, I plan to further develop my business to include new outdoor company clients and expand my portfolio to include additional projects that combine photo, video, and web design in order to meet client goals. I will be continuing my independent studies and I will be taking a class focused on growing my business.