



Marketing The Great Outdoors: On Seas and Shores!



Welcome!

Session Breakdown:



Media Planning 101	Creative Messaging	Optimization & Decision Making	Let's Talk TikTok	Questions & Answers
<ul style="list-style-type: none">- How we plan a paid media campaign- How we include non-digital goals in a digital campaign	<ul style="list-style-type: none">- How we brainstorm to create successful content- Outdoor brands we love and why	<ul style="list-style-type: none">- How we optimize campaigns- How we pivot a campaign if the budget changes	<ul style="list-style-type: none">- Why your business should be on TikTok- How to get started- Best practices	<ul style="list-style-type: none">- Answering all your questions!



Who is Atlantic Sea Farms?



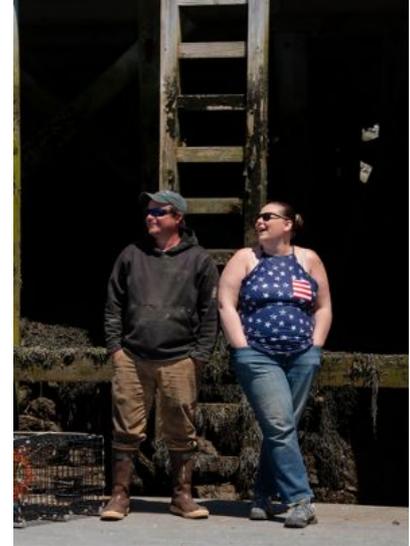
Atlantic Sea Farms is revolutionizing the US seaweed industry while making our customers, our planet, and our coastal economies healthier by creating craveable, innovative award-winning products from sustainably farmed sea greens.

We believe that good food should do good.





The Role of the Maine Outdoors in Atlantic Sea Farm's Brand



We aren't just creating products - we are building a climate-action movement in the US

ASF is a proof of concept, demonstrating that the people who have defined our heritage industries can also be the leaders in climate change adaptation, and mitigation - all while showing profitably and economic resilience - when given the opportunity and the tools.



Who is iBec Creative?



We're a full - service marketing agency in downtown Portland Maine, and we've been here since 2006.

With over 150+ years of combined industry experience across our team and over 500 websites launched, we've helped hundreds of brands thrive.

We're a certified B Corp, and are invested acting locally in Maine to make positive change in our communities.



Liz Adley - Content & Social Media Marketer



Justin Bazzano - Digital Marketer



Ross Webber - Digital Project Marketer



Media Planning 101

How to Scale a National Brand with a Low Ad Spend



Campaign Specifics

- Budget
- Campaign Platform(s)
- Campaign Goal
 - Sales
 - Awareness
 - Lead Generation
 - Email Sign ups
 - Drive people to a brick and mortar location

Geographic

- Zip code
- City/State
- Radius around a point of interest (Grocery Store)

Behavioral

- Shopping Habits
- Interests
- Online Behavior
 - Remarketing
 - Interaction with similar brands

Demographic

- Age
- Gender
- Household Income
- Device used



Audience Questions:

“I am always on the lookout to refine my plan and get a better ROI. It never feels like I get what I should for the expense and effort.”

1.

High vs Low
Funnel Strategies

2.

Multiple Touch
Strategy

3.

Patience



Media Planning 101

Digital Decisions for Non-Digital Outcomes: the Outdoor Brand Experience



Store CTA



Media Planning 101

Tools: Landing Pages



WHOLESALE LOGIN



atlantic
SEA FARMS

WHERE TO BUY

MEET THE FARMERS

IN THE NEWS

WHOLESALE

SHOP ONLINE

RECIPES

ABOUT





Media Planning 101

Tools: Landing Pages



Discover Kelp Near You

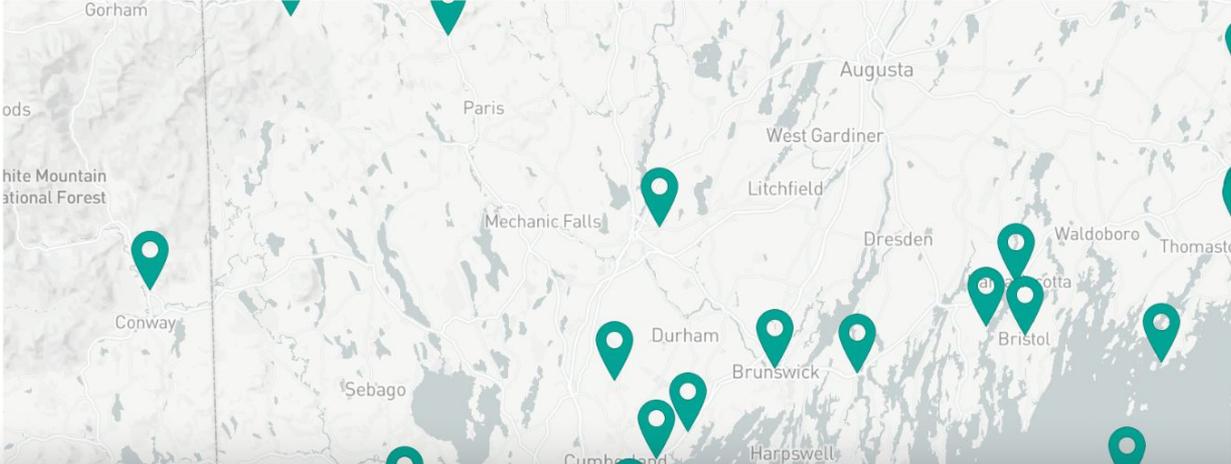
Our Maine kelp is delicious and one of the most nutrient dense foods on the planet! Find Atlantic Sea Farms products in the refrigerated condiment and frozen section of a grocery store, food co-op, or seafood market!



 **Portland Food Co-op**
290 Congress St, Portland , ME
04101

(207)805-1599
portlandfood.coop

 **Lois' Natural**
47 India Street, Portland , ME
04101

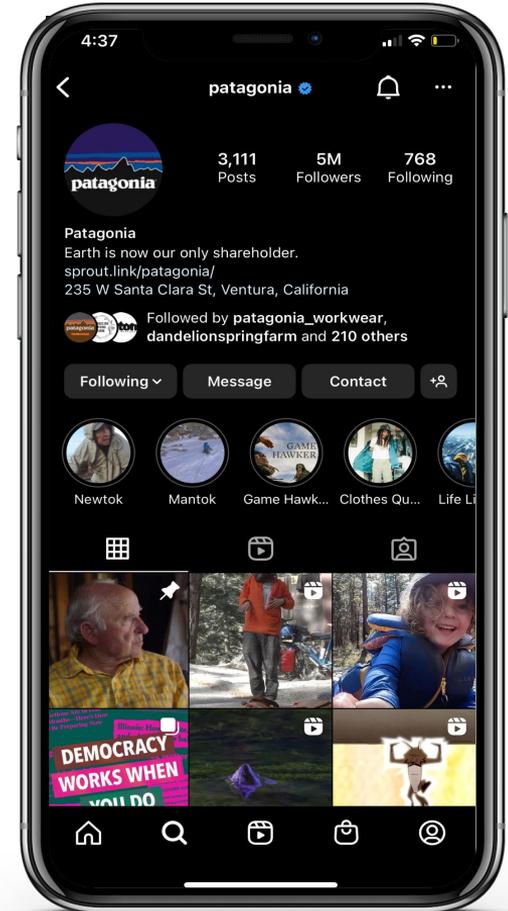




Brands We Love: Patagonia

Profit use: fighting climate change. The new gold standard in business responsibility?

Visualization: They use high quality pictures and videos of people in their products instead of studio shots of the product itself.





Brands We Love: Maine GearShare

Focus on FUN !



Great Simple Visuals:

Allows for easy brand consistency

Recently started Maine Brand.
Best practices followed.
User Generated Content.

Effective branding!





Brands We Love: Allbirds



allbirds

- Farmers first
- Scaling for impact

Goals for 2025

- 100% renewable materials
- 100% renewable energy
- Achieve steady state of more than 95% ocean shipping
- 100% of customers machine wash on cold and 50% of customers hang-dry Allbirds apparel





Optimizations and Decision Making

How to Assess your Campaign Performance



Adjustments

- Granular level optimizations (Weekly) - Search term additions, bid adjustments, etc.
- Macro level optimizations (Monthly/Quarterly) - overall campaign changes, ad copy/creative testing, budget reallocation, etc.

Platforms

- Different optimizations are available for each platform
- Pivot portions of your budget to the platforms that are working best for you

Criteria

- iBec assesses performance against two separate criteria:
 - **Engagement**
 - Those that view your ad creative
 - **Conversion**
 - Those that through viewing your ad, follow through on behaviour you want:
 - Buying a ticket/product
 - Clicking on an advert and viewing a landing page
 - Joining your organization



Optimizations: Creative



1. From product/recipe focus...



2. To a more human focus...



3. To FUN!





Audience Questions:

“How do I expand my plan to reach audiences outside of Maine?”

1.

Support non-digital decisions across the country

2.

Selecting Cities to Expand to

3.

Tools that help you target specific consumers

4.

Location data & specific landing pages



Optimizations and Decision Making

What if my Budget Changes?



My Budget Grew!

- Ensure that all sides of your marketing funnel are well catered to within your plan.
- Assess which of your ad campaigns are scalable. Consider whether conversion rate will rise as audience size does.
- Ensure that you choose clear KPIs that can be assessed across campaigns and assess by those % changes rather than direct ROAS production.



My Budget Shrank

- Re-evaluate your daily spends. Some campaigns may no longer have the necessary daily \$ to make them viable.
- Assess the sizes of your available audience within each of your chosen mediums. Identify your tentpoles.
- Shift your focus to platforms that give you results that you're looking for with less money spent.
- Consider what content can be repurposed across mediums.



Audience Questions:



“How can we manage social media & keep our content fresh?”

1.

Brainstorm with
your team

2.

Focus time &
regular schedule

3.

Find trends that
fit your brand

4.

Be an early
adopter



Let's talk...



Core Audience:

- 43% Between 18 - 24
- 32% Between 25 - 34
- 3.4% Above 55

Use For:

- Brand Awareness
- Discoverability
- Creative Freedom
- Reaching a new demographic

Newest Updates:

- Profile & Videos Views
- TikTok “Now”
- TikTok Stories



Why your business should be on TikTok:

#1

Downloaded
App in 2021

#1

Mobile app for
Consumer
spending
2021

47%

of users
say they made
a purchase
based off
something they
saw on the app

Over
1 Billion
Monthly Active
Users

80 Million
Monthly Active
Users in US



How To Start:

- Familiarize yourself
- Grow understanding of trends & how they fit your company
- Tiktok needs to grow familiar with your niche
- Go through your video content
- Add to your website & let your followers on other platforms know!

Sign up for TikTok

	Use phone or email
	Continue with Facebook
	Continue with Google



Outdoor Brands on TikTok:

@rei

< REI 🔔 ...



@rei ✓

Shopping & Retail

56 Following 65.7K Followers 724.1K Likes

Follow

A member-owned co-op since 1938. Share your adventures with #OptOutside.

Rei.com

Life at REI Recipes How-To

Pinned **Trail Runners** (Outdoor fitness series)

136.1K

Pinned **Trail (Tool-ess)**

967.0K

1496

Trying to make apple cider, #REI #optoutside #applecider

@patagonia

< Patagonia 🔔 ...



@patagonia ✓

71 Following 83.4K Followers 531.1K Likes

Follow

CEO of saving the home planet.

<https://pat.ag/ElectionsTikTok>

Q&A

2534

4517

25.7K

6278

12.6K

7693

@thenorthface

< thenorthface 🔔 ...



@thenorthface ✓

186 Following 238.3K Followers 2.5M Likes

Follow

#NeverStopExploring

<https://www.thenorthface.com/en-us>

6606

6282

4507

3765

3053

3829

@columbia1938

< Columbia Sportswear 🔔 ...



@columbia1938 ✓

265 Following 4250 Followers 7767 Likes

Follow

Made for ignoring the forecast. Est. 1938 #testedtough

www.columbia.com

Q&A

355

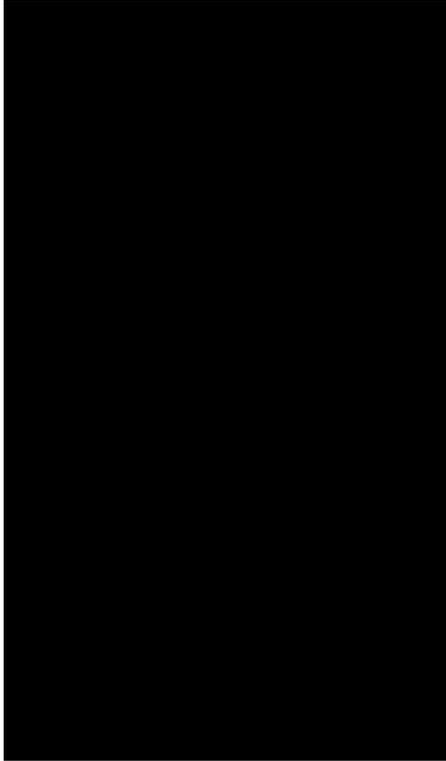
261

170

ADAPTRAX

Video Ideas for Beginner Brands:

Trends!



Video Ideas for Beginner Brands:

How Tos / Tips



Other Video Ideas for Beginner Brands:

Behind the Scenes

Introduce your team

Day in the life at your company

User Generated Content

Tell Your Company Story



Best Practices:

- Use trending sounds
 - The sooner, the better
 - Use trending hashtags
 - Use hashtags specific to your business
 - Be **searchable**
-
- When repurposing, remove all watermarks
 - Be authentic
 - Use in-app features
 - Make TikToks, not ads
 - The **MORE**, the better!



Mistakes to avoid:

- Copying rather than finding inspiration from a trend
 - Having a sound in your video rather than adding in on the app
 - Listen to the sound before using
 - Instagram or editing platform watermark
-
- Seeing if your audience / customers are on TikTok
 - Stiff, corporate messaging
 - Overselling
 - Don't stop - gain momentum
 - Don't get discouraged by low views





TikTok vs IG Reels

Which is right for your business?

- Up to 10 minutes
- Wide variety of sounds
- Easy to grow quickly
- More “Off-The-Cuff”
- Stitch & Repost videos
- Editing Capabilities

- 1 minute length
- Most audios are brought over from TikTok later on
- Can share multiple ways
- Utilize your following you already have
- More curated





TikTok

Questions?





Guidelines for a successful Creative brainstorm!

Before

1.

Determine your
parameters:

Copy?
Campaigns?

2.

Prep!
(and ask your
team to do the
same)

3.

Create a joint doc,
and share with
your team ahead
of time

4.

Be ready to be
CREATIVE!



Guidelines for a successful Creative brainstorm!

During

1.
NO
BAD
IDEAS

2.
Workshop and
improvise!

3.
Sort your ideas
into “buckets” if
appropriate.

4.
Collect votes from
your assembled
team on the best
responses



Guidelines for a successful Creative brainstorm!

After

1.

Rank your ideas by
vote totals

2.

Return to your
ideas 24/48 hours
later with the
same team

3.

Ask for external
“gut reactions” on
your best ideas

4.

Keep an idea
graveyard!



Questions?

Media Planning | TikTok | Creative Messaging | Decision Making



Thank you!