



Content Marketing Plan

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3.9.21

Executive Summary

Osprey is a well-known backpack retailer founded in California. Currently based in Colorado, the international company sells backpacks and backpacking accessories in North and South America and Europe. The business started small in 1974, as a brick-and-mortar backpack shop in Santa Cruz. Osprey quickly gained popularity as it offered custom designed packs for individuals. In addition to making best-selling backpacks, the company focuses on innovation, integrity, quality, and adventure. Osprey's mission statement is, "We relentlessly innovate to ease your journey and inspire adventure." Today Osprey sells a wide range of packs, including day hiking packs, child-carrying packs, camping and outdoor backpacking packs, climbing excursion packs, and packs with carry-on cabin capabilities for backpacking internationally. Customers can buy Osprey products online directly through Osprey.com, or in person at several large retailers such as REI and Dick's Sporting Goods, as well as small businesses such as local bike or climb shops.

Goals

Increase brand awareness and introduce Osprey to a new audience: outdoorsy millennial mothers.

Objectives

- Increase blog traffic by 15%
- Increase Facebook engagement
- Create brand loyalty and recognition among new audience
- Expand digital presence by encouraging UGC

Existing Primary Audience Persona: Anna, Novice Backpacker

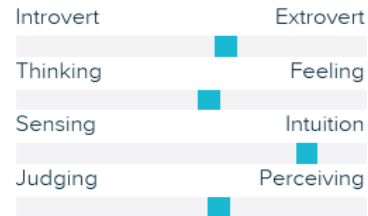
Anna



"Adventure is out there" - Disney

Age: 24-36
Work: Freelance Graphic Designer
Family: Single
Location: Bozeman, Montana
Character: Adventurer

Personality



adventurous spirit

nature lover

values family time

environmentally conscious

Goals

- Wants to improve backpacking skills and train for harder summits
- Wants to share love of outdoors with own family someday
- Looking for a community through outdoor activities

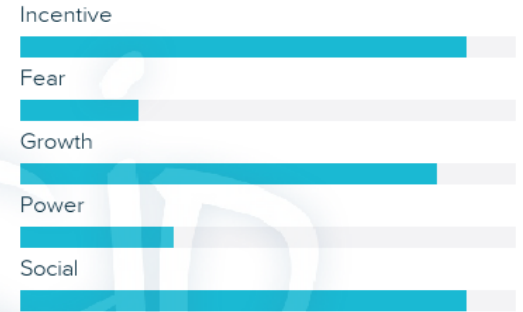
Frustrations

- Solo hiking safety concerns
- Weather
- Skill level
- Financial limitations

Bio

Anna is a 29 year old freelance graphic designer living in Bozeman, Montana. She works remotely and on her own schedule, leaving her with flexibility to do the things she loves - hiking, kayaking, and backpacking in beautiful Montana and its surrounding states. As a graphic designer she has an eye for art and enjoys nature photography. She has an adventurous and motivated attitude as she views her outdoor endeavors as fun and exciting, but also as challenging opportunities to grow in. She is currently a novice backpacker, owning a standard Osprey pack, but as her skill level increases she will desire something more specific to her needs. As a novice hiker she is conscious of the safety precautions for solo hiking and backpacking and therefore is eager to find a community of hikers she can adventure with. Currently as Anna is still young in her career, she mainly hikes within her own state, or states she can drive to due to financial limitations. In the next 5 years she would like to backpack internationally. Long-term, Anna wants to start a family and share with them her love of the outdoors.

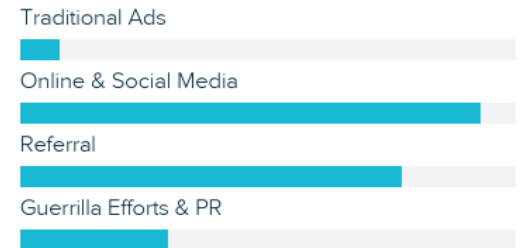
Motivation



Brands & Influencers



Preferred Channels



Existing Primary Audience: “The Novice Backpacker”

Traits

- Interested in hiking/backpacking/ the outdoors
- Wants to improve backpacking skills
- First true backpacking backpack is an Osprey
- Wants to turn hobby into skill
- Looking for community
- Adventurous spirit
- Environmentally conscious
- Fiscally minded

Data

According to Outdoor Industry [Outdoor Participation Report](#), 28% of Americans who partake in outdoor activities are age 25-44, 46% are female, and 21% have an annual income between \$25K-\$49K, all of which are the second highest demographic participating in outdoor activities. 49% of people chose outdoor activities because they wanted scenic beauty. 18% didn't partake in outdoor activities because the gear is too expensive. According to [Statista](#), 47.8 million Americans were hiking in 2018 and hiking continues to gain popularity. After a quick Google Trends search, “backpacking” had the highest interest in Montana. Montana was also listed in the top five for interest level for the keyword “hiking.” Montana was listed as having the second highest level of interest for the keyword “backpacking gear.” In Google Trends search for “Osprey backpack” Montana was also listed as the second highest ranking state for interest level.

New Target Audience: “The Outdoorsy Millennial Mom”

Primary Concerns:

- Family
- Safety
- Sustainability



Jane: Outdoorsy Millennial Mom

"Nothing will stop me from doing what I love with the people I love."

Age: 38

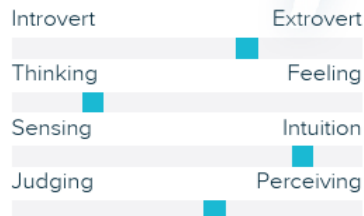
Work: Environmental Lawyer

Family: Married with one toddler and one 7 year old

Location: Boise, Idaho

Character: Adventurous
Outdoorsy Mom

Personality



Nature lover

environmentally conscious

ambitious

cautious

Goals

- Maintain sustainable, environmentally friendly lifestyle
- Wants to continue all outdoor hobbies despite having young children
- Wants children to experience and learn about nature at a young age

Frustrations

- Finding time to hike with a busy family
- Fear of children's safety while hiking/backpacking
- Worried that hiking with a kid on their back will be difficult/uncomfortable
- Concerned about longer hikes due to children's energy/attention span

Bio

Jane is a nature loving millennial mother. She is 38 and has a toddler and a 7 year old. She is an environmental lawyer and is well educated on nature conservancy and passionate about protecting national parks just as much as she is passionate about visiting them. She is ambitious and has enjoyed many outdoor activities for most of her life. When she was younger she didn't invest in any kind of hiking or backpacking gear. After her first child, she didn't spend much time hiking or adventuring because she was focused on raising her first child. Now that she has two young kids and is more confident, she still has the drive to explore, but focuses more on safety for herself and her family. She is more financially stable now and wants to be able to enjoy nature with her husband and two small children, but wants to be comfortable and safe when exploring the outdoors.

Motivation

Incentive

Fear

Growth

Power

Social

Brands & Influencers

Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR

Positioning

Brand Message

Osprey is an inclusive brand and spreads the message that “adventure is open to everyone and found anywhere.” Osprey welcomes hikers and backpackers of all skill levels to experience adventure and guides them through those experiences by providing the right pack for the right person. Osprey knows venturing into the outdoors can be intimidating and challenging but believes that having the wrong pack shouldn’t be part of the challenge.

Unique Selling Point

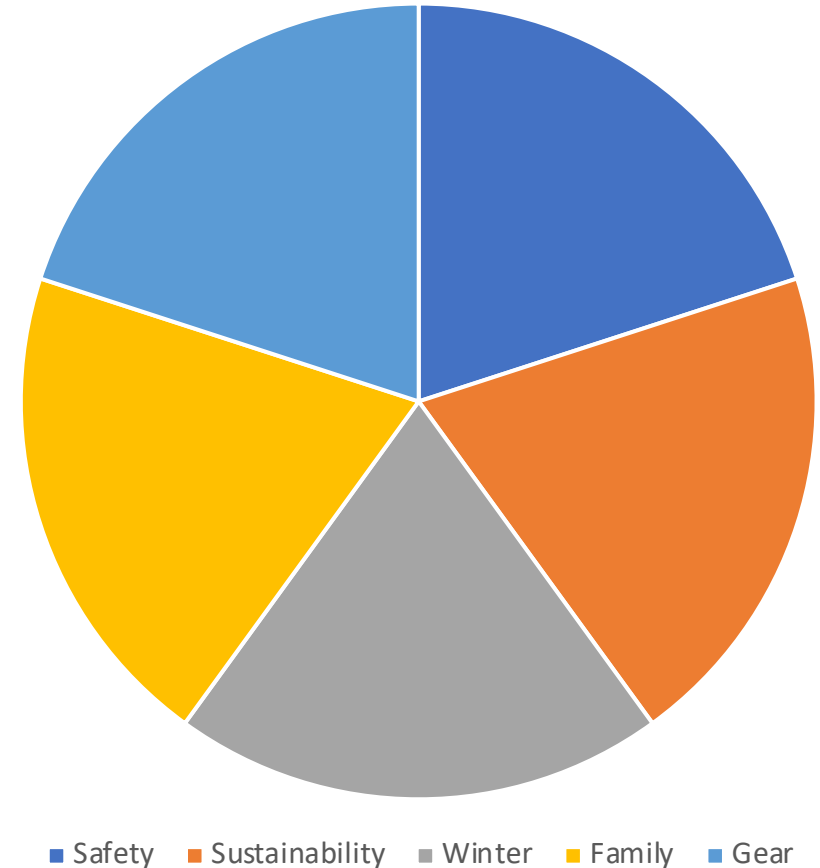
Osprey’s unique selling point is its commitment to quality and care. Osprey is unique amongst its competitors as the company offers a lifetime guarantee for all products. Any Osprey product will be repaired or replaced if necessary, free of charge, no matter how long the customer has owned the backpack. Unlike other companies who may charge for customer caused damage, Osprey will repair the pack free of charge regardless the reason of damage. This policy creates a strong foundation of customer trust and loyalty and lowers the risk to purchase for new customers.

Content Plan

Ideation

- Guide to hiking with toddler
- Guide to hiking with multiple children
- What to pack when camping with kids
- Best places to camp with kids
- Safe camping spots
- Hiking with a child with a disability
- Why you should teach your kids about nature
- Benefits of getting outdoors with your family
- Children's guide to being environmentally conscious
- Best family campgrounds in Idaho
- Snowshoeing with children
- Which hiking carrier is right for me?
- Is my child too old for a hiking carrier?
- Outdoor winter activities for kids
- Is it safe to take a toddler camping?
- Winter hiking gear
- Gift guide for nature lover in your family
- Last minute gifts for outdoor enthusiasts
- Environmentally conscious gifts for children

Topic Categories

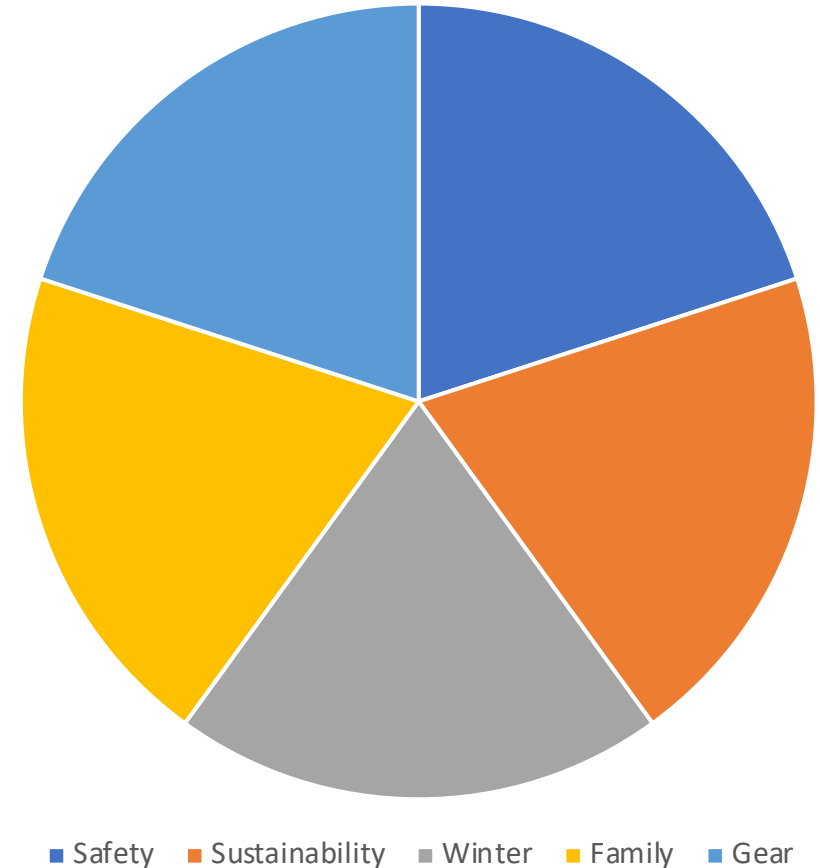


Content Plan

Ideation

- Healthy trail snacks kids will actually eat
- 7 winter getaways for the family
- How to tell if your toddler is comfortable in their hiking carrier
- Games to play while hiking with your kids
- How adopting a trail can bring you closer to nature
- How to spot poison oak
- Sustainable sun protection
- What should be in a hiking first aid kit
- List of emergency contacts by national park
- 5 ways a child hiking carrier changed my trips
- These 4 outdoor companies' profits go to charity
- Hiking Trails for kids
- How to dress your toddler for the snow
- Hiking with kids of different ages
- Downloadable animal guide for kids
- 3 signs your child hiking carrier isn't fitted properly
- Does my toddler need hiking shoes?

Topic Categories



Editorial Calendar: December 2021

Osprey Editorial Calendar:

Publish Date	Title	Content Type	Platform
12/1/21	How to Adjust Your Child Carrying Pack to Fit with Your Winter Gear	Video	Youtube
12/2/21	7 Winter Getaways for your Family	Listicle	Facebook
12/3/21	Emergency Contacts for the 10 most Popular National Parks	Infographic	Pinterest
12/5/21	3 Signs Your Child Hiking Carrier isn't Fitting Right	Blog	3 Photos on Instagram with link to blog in bio
12/6/21	Healthy Trail Snacks Your Kids will Actually Eat	Listicle	Pinterest
12/7/21	How Adopting a Trail can Bring You Closer to Nature	Blog	Facebook
12/8/21	What to Bring when Camping with Babies, Toddlers, and Elementary Schoolers	Infographic	Pinterest
12/9/21	Holiday Shopping that Gives Back: These 4 Outdoor Companies Donate to Trail Preservation	Blog	Facebook
12/10/21	How to Dress Your Toddler for the Snow	Blog	Instagram post with link in bio
12/12/21	Ten Hiking Tips from a Mom with a child with a disability	Blog	Facebook
12/13/21	These are the Best Winter Activities for Kids In Idaho	Listicle	Facebook
12/14/21	How to Spot Poison Oak	Video	Instagram post
12/15/21	Your Guide to Hiking With a Toddler	Blog	Facebook
12/16/21	What Should Be in Your Camping First Aid Kit?	Infographic	Pinterest
12/17/21	Your Guide to Hiking With Multiple Children	Blog	Facebook
12/18/21	10 Hiking Trails for Kids That You'll Love Too	Blog	Instagram post with link in bio
12/19/21	What to Pack in Your Carry-on Pack For a Smooth Flight Home for the Holidays with Kids	Infographic	Pinterest
12/22/21	The Ten Best Places in the World to View the Christmas Star	Video	Facebook
12/26/21	I took my toddler to 12 National Parks this Year and this is What Happened	Blog	Facebook
12/31/21	10 Outdoor Inspired New Year's Resolutions	Listicle	Facebook

Content Plan Continued

Promotion & Distribution

Total Budget \$25K

\$10K Social Media Influencer
"Bring The Kids"



Pinterest

Audience: Majority women, Millennials

Usage: Brand awareness, e-commerce, shopping, website visits, retargeting campaigns, travel, food, B2C, Influencer Marketing



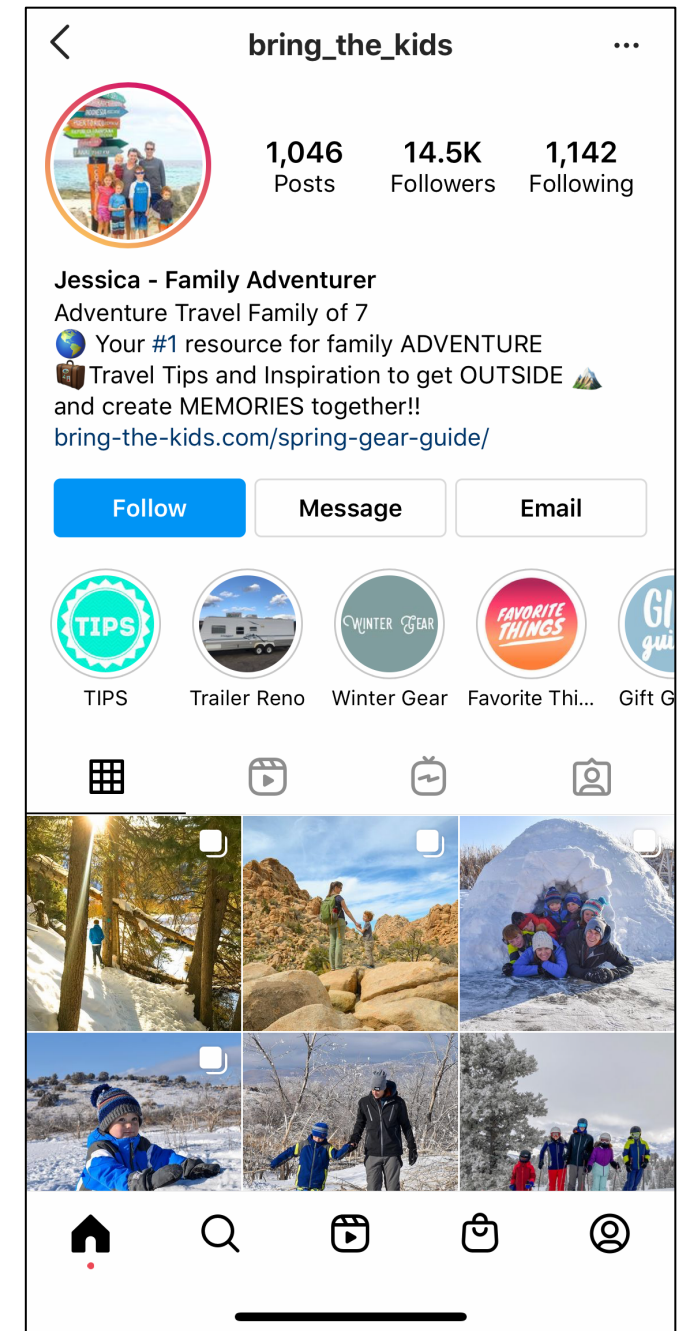
Instagram

Audience: Gen Z, Millennials

Usage: Brand awareness, visual-first platform, B2C, Influencer Marketing



Metrics for Success: engagement, increase in sharing, follower growth



Content Plan Continued

Promotion & Distribution

Total Budget \$25K

\$10K Facebook Personalized Ads



Facebook

Audience: Millennials +

Usage: Brand awareness, conversion campaigns, B2B, B2C, retargeting campaigns



Metrics for Success:
CTR, Impressions,
Clicks

\$5K Email Marketing



73% of **millennials** prefer communications from businesses to come via **email**. **Marketers** who use segmented **campaigns** note as much as a 760% increase in revenue. 35% of **marketers** send their customers 3-5 **emails** per week. 80% of business professionals believe that **email marketing** increases customer retention. Jul 22, 2020

[blog.hubspot.com > marketing > email-marketing-stats](https://blog.hubspot.com/marketing/email-marketing-stats) ⋮

[The Ultimate List of Email Marketing Stats for 2020](#)

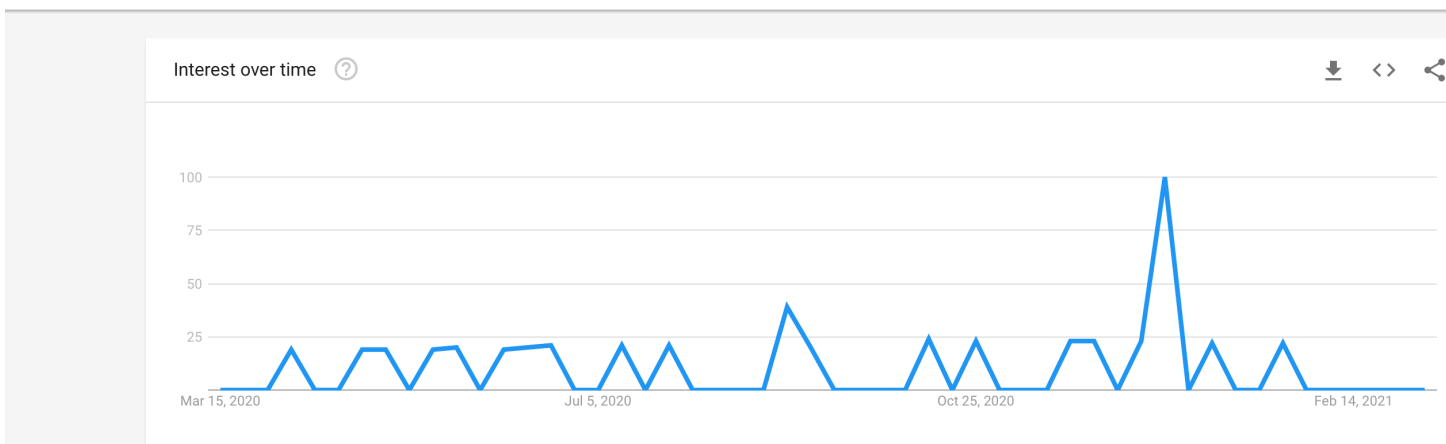
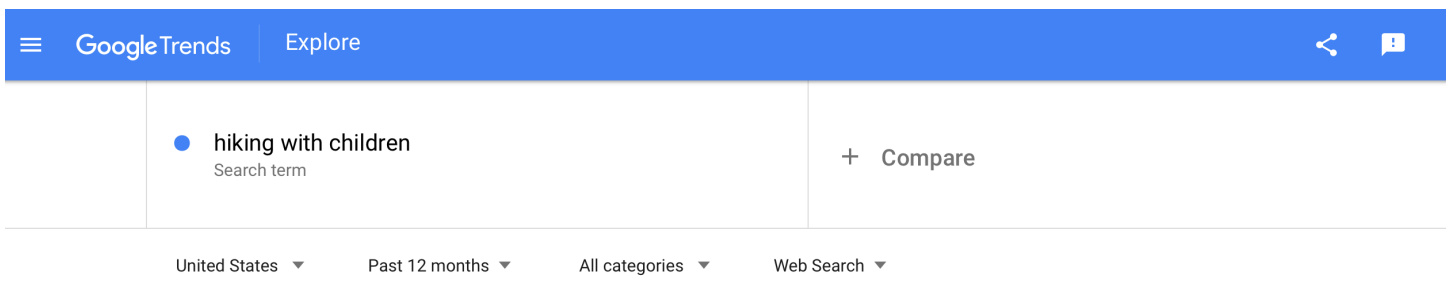


Metrics for Success:
CTR, Open rate, list
growth rate

Content Plan Continued

Data Backup

- Based on research surrounding millennial mothers, their main focuses are safety, environmental sustainability, health, and spending time with their children.



MILLENNIAL PARENTS' TOP CONCERNS ARE CHANGING

According to a study done in 2013, Millennial parents' two biggest concerns are environmental issues and what their kids eat. In fact, 52 percent of Millennials say they closely monitor what their child eats and 64 percent say that the environment has become a top priority now that they are parents.

- 🔍 snowshoeing with
- 🔍 snowshoeing with **dogs**
- 🔍 snowshoeing with **kids**
- 🔍 snowshoeing with **baby**
- 🔍 snowshoeing with **toddler**

Data Backup

7. Millennials are often cited as the most socially compassionate generation. [Many Millennials](#) will opt to buy a product that benefits a charity over one that does not.

[Statistics and facts about millennial parents](#)

Q winter outdoor activities for

Q winter outdoor activities for **toddlers**

Q winter outdoor activities for **kids**

Q winter outdoor activities for **adults**

Q winter outdoor activities for **preschoolers**

<input type="checkbox"/> Keyword	Relevancy ⁱ	Monthly Volume
<input type="checkbox"/> winter hiking	●●●●●	1,202
<input type="checkbox"/> winter hiking gear	●●●●●	1,173
<input type="checkbox"/> winter hiking pants	●●●●●	1,874
<input type="checkbox"/> winter hiking tips	●●●●●	298
<input type="checkbox"/> winter hiking boots	●●●●●	3,810
<input type="checkbox"/> winter hiking clothes	●●●●●	163
<input type="checkbox"/> winter hiking boots women	●●●●●	17
<input type="checkbox"/> winter hiking near me	●●●●●	240
<input type="checkbox"/> winter hiking pants womens	●●●●●	508

<input type="checkbox"/> toddler hiking backpack	●●●●●	1,461
<input type="checkbox"/> toddler hiking boots	●●●●●	731
<input type="checkbox"/> hiking boots for toddlers	●●●●●	64
<input type="checkbox"/> hiking backpack for toddlers	●●●●●	64
<input type="checkbox"/> hiking toddler backpack	●●●●●	11
<input type="checkbox"/> hiking backpacks for toddlers	●●●●●	31
<input type="checkbox"/> hiking clothes for toddlers	●●●●●	1
<input type="checkbox"/> hiking with toddlers tips	●●●●●	Data not available ⁱ
<input type="checkbox"/> baby hiking boots	●●●●●	240
<input type="checkbox"/> hiking with infant	●●●●●	102