

FAREHARBOR

SPARK 

Explore. Connect. Ignite.



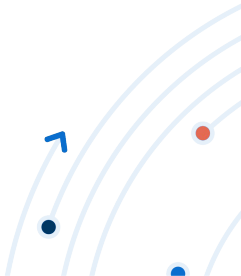
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Mastering Marketing

Crafting an Effective Marketing Plan for Success



1

Brand Identity and Target Audience

2

SMART Goals for Top Marketing Strategies

- SEO & Organic Search
- Social Media
- Email Marketing

3

Takeaways



Brand Identity

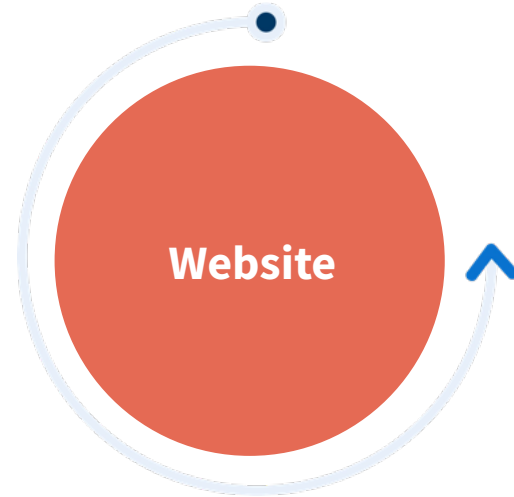
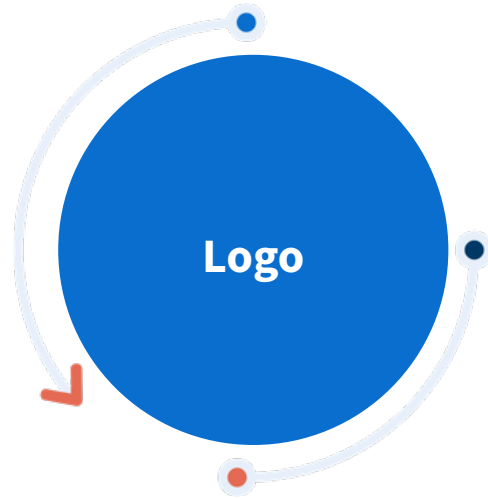


Your
Business



Target
Audience

Key Components to Brand Identity







[HOME](#) [HOW IT WORKS](#) [OUR FLEET](#) [EARLY BIRD SPECIAL](#) [DISCOVER](#) [FAQ](#) [ABOUT](#) [CONTACT](#)

[RENT A BIKE](#)

Pedal peace Into your life

We are a premium E-bike rental service at the entrance to Zion National Park

[Rent a bike](#)



Target Audience 





Meet Kayla



FOLLOW





Meet Kayla

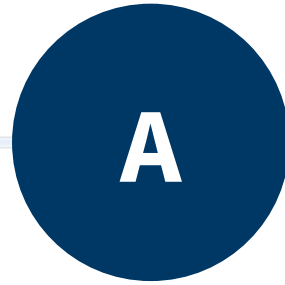




Specific



Measurable



Attainable



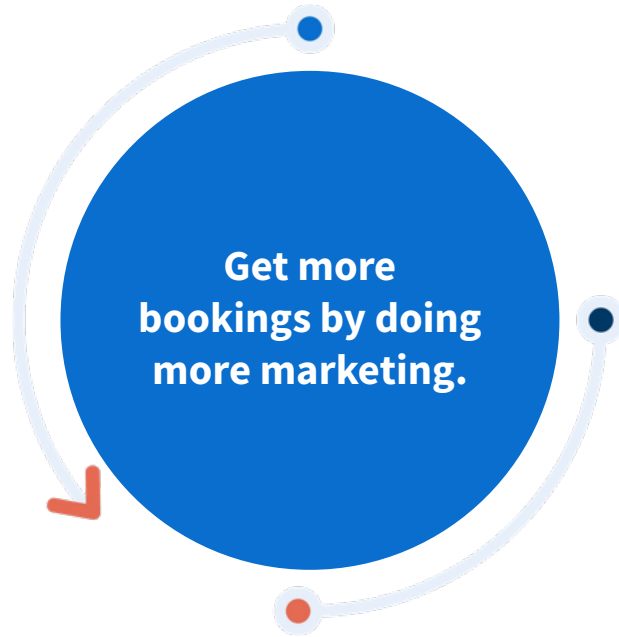
Relevant



Time-Bound



Making A Goal Smarter



SEO & Organic Search



Example SMART Goal: SEO & Organic Search

**Increase organic website traffic from 10%
to 20% by December 2024**



Jot down a SMART goal around SEO & Organic Search!

Example:

**Increase organic website traffic from
10% to 20% by December 2024**



Action Items for SEO & Organic Search

FAREWATER FEATURES

Google Things to do
Integration,
Google Ratings



1

Keywords in Website & URL

2

Accurate Links

3

Google Business Profile & Reviews



Social Media 



Example SMART Goal: Social Media

**Increase instagram follower count from
3,000 to 7,000 followers by June 2024**



Jot down your own SMART goal around Social Media!

Example:

Increase instagram follower count from
3,000 to 7,000 followers by June 2024



Action Items for Social Media

FAREWATER FEATURES
Affiliates, Links in
Follow-up emails



1

Create and Post Quality Content

2

Influencers

3

Social Media Links



Email Marketing



Example SMART Goal: Email Marketing

Achieve a 30% increase in returning customers within the next year through optimized email marketing efforts



Jot down your own SMART goal around Email Marketing!

Example:

Achieve a 30% increase in returning customers within the next year through optimized email marketing efforts



Action Items for Email Marketing

FAREWATER FEATURES
Promo Codes,
Canned Messages, Contact
Reports



1

Call to Action

2

Incentives

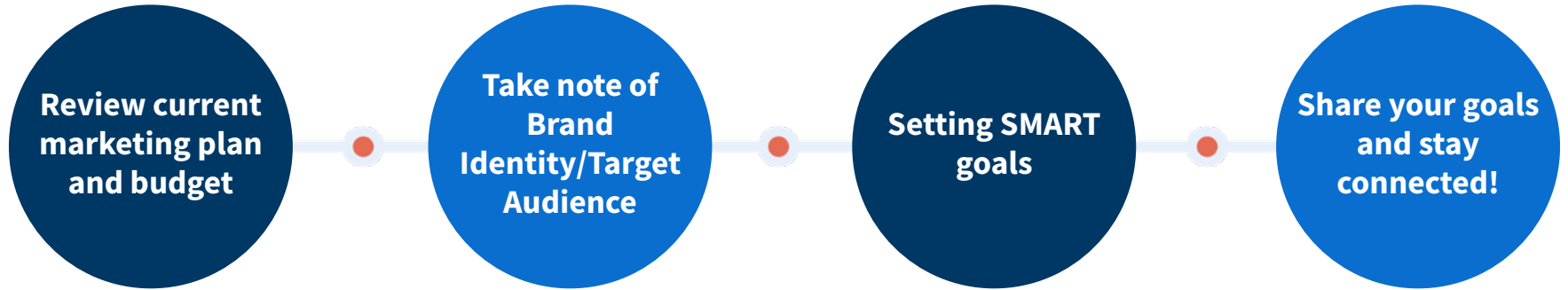
3

Timing & Consistency





Takeaways



Thank You 

