

# Context

I've landed an older man from a near small city in the Czech republic through local outreach(student approach).

He is doing personalized guided fly fishing trips on Šumava rivers, runs a local fly fishing store and eshop(he has two eshop pages. new one he wants to scale, and old one that he keeps alive because sometimes receive an order from there) . Plus he gets some b2b clients for tying materials he produces.

The most money comes from eshop and store, that is what he wants to improve first.

The market size in the Czech republic is around 30K and worldwide 10-15M.

My biggest unknown is how to show high in the searches on the worldwide scene and how to effectively target these foreign people with paid ads with maybe not even \$1000 monthly ad spend budget.

## Eshop and Local store

- He has some unique products of his own production(unfortunately it is not that rare as it sounds); flies on the e-shop are only made to request.
- During the season, he sells more at the local store.
- Approximately 200 visits per day on the e-shop.
- E-shop conversion rate around 2%.
- 2-3 sales per day on the e-shop (I guess around \$50-\$100 per purchase).
- Customers return quite often.
- Eshop works world wide
- Customers visiting the local store are  $\frac{2}{3}$  Czechs and  $\frac{1}{3}$  foreigners.
- He needs to solve the integration of the e-shop with the store/warehouse. Not all products from the store are displayed on eshop.
- He uses Prestashop version 1.4.
- e-shop SEO is bad

## Guiding

- Mostly fishermens who want to start fly fishing. Occasionally, fly fishers who want to improve their skills or complete non-fishermen.
- Mostly foreigners.
- They primarily come specifically for fishing, but sometimes e.g. a group of Americans comes to Prague to see the Czech Republic and buys one or two days of guiding to fish without any hassle.
- He can secure everything from fishing licenses to accommodation
- price tag for full service for two days of guiding, accommodation, food,etc... is around \$600 per person

- The highest payments come from the USA visitors, as they are accustomed to tipping.
- The lowest pay comes from the Dutch and Belgians.
- Currently gets about 10 people per month.
- The goal is about 15-20 people per month.
- He has the capacity for up to 20 people per day (has fellow guides).
- He always wants to add some extra value to the guiding. Show or Teach the clients something new so they can improve.

## B2B customers

- He offers his own unique tying materials.
- Companies selling tying materials or tying flies B2C
- Fly fishing shops around the world.
- Worldwide clientel
- It works like this: he sends them a sample, they test it, create something,... and then decide if they want it or not.

## His current strategy is

- **Courses/Workshops**
  - very occasionally
  - Primarily for Czechs, but he occasionally did them for foreigners in the past (he is willing to renew this).
  - In winter, he offers free fly tying workshops.
- **Email newsletter**
  - Even at the local store, he collects emails
  - sometimes he send an offer or invitation to some event
  - Open rate: 20-30%
  - CTR: 2-3%
  - Database:
    - Approximately 1500 Czech and Slovak people
    - Approximately 3000 foreign people

## My strategy

### Discovery Project (max 1 month project to achieve a quick win and get a testimonial)

I want to set a goal which will make the client happy and give an awesome testimonial. But also I want him to set a higher goal, and if I exceed that I will receive 10% from the sales.

## Email Marketing

- Select several products.
- Create a bi-weekly sequence of 2-4 engaging and valuable "non-sales" emails where these products play a role.
- Follow with direct sales email(s) featuring these products.
  - Example: A three-email series "3 tips for successfully catching 35+cm brown trout on Otava 6."
    - Day 1: Choosing the location and time.
    - Day 2: Flies to use.
    - Day 3: How to tie those flies.
  - Links to products can be included in the emails as they are discussed or saved for the third email or a separate fourth email.
- Plus in the weeks between these series send a standard newsletter once a week.
- Create some interesting packages, offers
- Approximately 10-12 emails/month
- **I am a bit concerned if this frequency of emails won't annoy people and the metrics drop even lower**

## SMM

- Strategy + Content Creation (overall management) starts to build an audience, grow visibility and followers.

## Larger Project

1. Complete overhaul and Management of the E-shop:
  - SEO
  - Redesign
  - Text updates
  - Integration with the store/warehouse
2. Campaigns to acquire new customers:
  - Paid advertising on Google, YouTube, Facebook
  - lead magnets(e.g. Courses/Workshops)
  - grow email list
  - monetize SM
3. Courses/Workshops

Since there is a lot of work on the eshop page to convert people effectively, I don't want to send too many new people there. Also don't want to make this big project for free. That is Why I am not starting with the eshop optimization, but with the email campaign, because these people already know him.