

MARKET PLAN

A Marketing Guide for NeuroAthlete's New
Education Business.

University of Colorado Colorado Springs

Bachelor of Innovation

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This primary research document provides numerous ideas for questions to ask the target market to prove the hypotheses made in the secondary market research.

Section 10: Direct Contact Guide- Page 35

This part shows how NeuroAthlete's new customer can be organized

Overview: This section of the marketing plan begins with a broad analysis of the market. Part one is the market analysis, which comprises of market generalizations. Part two is the segmentation process that is research-based off groups that are at risk for sports-related injuries, specifically and focused on concussion statistics. Part three narrows the target market into three groups. Section three highlights how each of these groups will be marketed to.

Section 1: Markets

Part 1: Research of overall and generalized markets. This section highlights the original thoughts of the team. These generalizations will be refined in the later sections.

Most broad.

1. Parents of athletes.
 - a. Suburban areas dominate, followed by urban, low focus on rural areas
 - b. Middle class/affluent earners
 - c. Target married parents over divorcees/widows (married couples see higher rates of sports/activity participation in their children than their single parent counterparts)
2. Coaches of child athletes.
 - a. Highest involvement- Boys' football #1, girls' soccer #2, boys' ice hockey #3. Others include boys' rugby, girls' softball, basketball, wrestling, girls' volleyball
 - b. Wealthy, suburban areas are most likely to have resources for such programs. They are also more likely to have these mentioned teams because of their free time.
 - c. Target coaches of girls' teams (girls' soccer, volleyball, softball, basketball among top 10 highest concussive sports in HS, goes overlooked). This is an untouched market.
3. Direct-to-youth
 - a. Target child athletes from the above-mentioned demographics. Specifically, the same parental demographic.
 - b. Word-of-mouth nature of HS and "athlete culture."
 - c. Popular athletes leading by example.
4. College students with specific interests
 - a. interested in medical, physical ed, personal nutrition, sports, lifting, etc... These groups have some likelihood of physical therapy/training as a career (could be majoring in interests)
 - b. Market the programs as necessary for their Education. Comparable to "QuickBooks certificate for the accountant" but "Neuroathlete certificates for the trainers"
5. Older, wealthier individuals
 - a. Suburban dominant, Caucasian dominant, affluent. Activities that are dominated in these groups are golf, skiing, horseback riding, and cycling. Marketing to these groups of people is advised as they make up a large majority of these activities and have a substantial income for end-users. Creating a demand within the end-user will incentivize these activity staff/instructors to receive training to increase *their* marketability (same concept as the college students, make the program seem necessary to succeed but not truly "mandatory")
 - b. This group could also include adult team sports organizations that are considered elevated risk activities.
6. Teachers, park supervisors (youth supervisionists)
 - a. Over 200,000 children visit emergency rooms each year due to playground-related injuries. (Brainline, 2011). Market as a program to help the kids protect themselves (their heads, specifically) as preventative measure and comprehension assurance from the supervisors.

- b. "Play areas" most common facility in park, children make up 63% of all park users in US. This group is in Suburban area, urban area focused.
- 7. Military
 - a. More than 430,000 US service members diagnosed with TBI 2000-2020 (CDC, 2020). Some variables that highly impact this group are exposure to combat and the fact that TBI diagnoses are more likely to lead to PTSD
 - b. The Vision Training Program should be heavily marketed to the Air Force.

Section 2: Market segmentation

Part 2: This section consists of research-based demographic, psychographic, behavioral, benefit, and ethnic segmentation. The research is based off people who are most at risk and those who are most attractive in terms of purchasing power, lifestyle, and likelihood of purchasing.

Less Broad

Demographic and Geographic-

Research based

Local Demographics-

- a. Income in Monument and surrounding areas ranged from \$43,661 to \$107,168. Monument's population is about 10,399. Monument has 3 high schools with about 2977 students. About half the students engaged in physical activities.
- b. Denver has a population of 749,103, Colorado Springs has a population of 489,529, Aurora has a population of 388,723, and Fort Collins has a population of 174,081. The income level in the Poudre school district is around \$40,000. The population density of Colorado Springs is 2,510 people per square mile with 29 high schools. The income for the Cheyenne Mountain school district is around \$59,241. Denver has a population density of 4,887 people per square with 55 DPS high schools. The DPS household's average income level is \$63,793
- c. Parents and personal trainers should be able to afford these products based on salary income. Sports coaches make a median salary of \$34,840. In Colorado, the average annual salary for high school sports coaches is \$22,000 to \$71,000.

General Demographics-

- d. Although men have a more likely chance at getting TBI, women are more likely to get more concussions and have a harder time recovering from them as well. Girls in high school sports are at the same risk of getting a concussion as boys. Young women have less developed neck muscles than young men which can make impact when getting hit in the head much harder. Although it is said in research that women are more likely to get concussions based on research these numbers could change if young men reported their injuries. One of the reasons that most brains found for research for CTE are men is because most men/young men do not report their concussions.
- e. It is less suitable for a married couple to purchase these products. Married couples want children or have age-based problems to prevent them from engaging in activities that could be harmful to their brain.

Psychographic

Assumption based

- a. Lifestyle- the user of the Brain Shield program has an active lifestyle. They participate in activities that are risky but take precautionary steps. Purchasers of the Brain Shield program are expected to have loved ones that are either protecting themselves from brain damage or protecting themselves to serve a function in their loved ones' lives. (Personal use)
 1. Brain Shield purchasers are expected to be sports team coaches. Their lifestyle is goal-based. They will do anything for a successful season/campaign.
 2. Usually very schedule-based and heavily organized.

- b. Interests and hobbies- the target market participates in highly active lifestyles like maintaining fitness, running, lifting weights, and mentoring. Leading other people to success. The interests of sports organizations and leagues focus on safety
 - 1. Interests reside in the well-being of their child. Living vicariously is valuable enough for consumers to purchase.
 - 2. May also be interested in their own performance. Military involvement may lead to purchase as Sports Vision Training can help them improve on basic training tests. The BrainShield program aligns with military interests because many troops will do anything to improve combat skills and prevent injuries.
- c. Value and attitudes- Coaches and parents who sign their child up for a sport value their training, well-being, and **safety**. Price may be inelastic if the program proves effective because of the positive benefits of the programs.
 - 1. Military personnel may value their involvement in the military as a priority and shape their lifestyles and budgets around their overall performance.
 - 2. Adults participating in sports have more responsibilities than youth athletes. Because of this, they may be more inclined to participate in risk-reduction activities and programs.

Behavioral

Research based

- a. People everywhere buy products. According to many articles, 2.14 billion people will purchase products. Considering our generation's influence by social media, people using and purchasing products will talk about them before, during, and after, broadcasting their experiences to the internet. After using the Brain shield product, consumers will have better movement results in good health and better performance. It will reduce pain, bad biomechanics, compensatory movement patterns, and stress. The program alone will help an athlete be better, increasing the chances this consumer will spread this amazing product to family and friends.

Benefit

Assumption based

- a. Targeted consumers of the NeuroAthlete Brainshield program are benefit based. The consumer is expecting to receive a benefit in the form of protection. The buyer also purchases a program for the benefit of their loved ones or team (parent or coach). *The benefit perceived is the asset of the program.*
- b. The NeuroAthlete Vision Enhancement program targets buyers that want the benefit of enhancing sports reactions, peripheral view, and overall increased vision for athletes, military personnel (specifically the Airforce) and middle-aged people with mild-to-severe vision loss

Ethnic

Research based

- a. Based on a CDC article, everyone is at risk for TBI (traumatic brain injury) but the group that is most likely to get TBI are racial and ethnic minorities, service members and veterans, survivors of partner violence, and people who live in rural areas.
- b. It is said that black people sustain more TBIs although 78% of studies do not report their racial or ethnic demographic. It has also been said that white people are usually discharged to further care more often than POC which can change the studies significantly if that were to change. On top of this Service members and veterans, survivors of partner violence, and people who live in rural areas would also be more likely to be interested in this sort of program.

Section 3: Target Markets

Part 3: This section considers the broad market and segmentation to narrow down the target market to three specific groups: youth sports, adult sports, and military. Targeting teams, clubs, and organizations over individual users is more beneficial and cost effective for the current product models.

More Specific

1. Sports

- a. Youth (<18)
 1. Statewide extracurricular activities boards (CHSAA (Colorado), UIL (Texas), etc.)
 2. School districts- Specifically sporting directors of high schools
 3. Team Coaches- Out of school teams and clubs (soccer, tennis, football, basketball, and hockey)
 4. YMCA of the Pikes Peak Region
 5. Parents (low return)
 6. NISL- Northern Illinois Soccer League
- b. Adult (+18)
 1. Collegiate sports programs (the entire CU system)
 2. Colorado State Little League
 3. Adult Sports Programs or Colorado Springs Sports Office
 1. MSBL- Men's Senior/Adult Baseball League
 2. PPRSSA- Pikes Peak Region Senior Softball
 4. Broadmoor golf club, Kissing Camels golf club, Colorado Springs Country Club, Colorado Springs Golf Club Living.
 5. End-using athletes (low return)
 6. Olympics
 7. NEFL- Northern Elite Football League
 8. Colorado Springs Rugby Club

2. Military

- a. Generals, base commanders, squadron/battalion commanders, drill sergeants, end-using troops (low return)
- b. Health and Wellness Department

Demographics of Target Market

This section outlays the three specific target market groups and dives into the research behind each group. This will help the client get a better understanding of *who* they are.

More specific

Sports

1. Youth Sports (>18)
 - a. The average age for entry for boys is 6-8 years old and for girls it is 7-8
 - a. About 60% of kids participate in team sports at least once a year
 - b. The most popular sports for both boys and girls us basketball
 - c. Average # of sports for different races/ethnicities: Asian/pacific islander: 1, Black or African American: 2, Hispanic or Latino: 2, White: 2.
 - d. Race and ethnicity by sex within youth sports as a whole:
 - Girls: White: 49.2%, Black: 50%, Hispanic: 50.6%, Other: 53.8%

- Boys: White: 50.9%, Black: 50%, Hispanic: 49.5%, other 46.2%
2. Adult Sports (+18)
 - a. 1 in 4 US adults currently play sports
 - b. The most popular sports played among adults are football, baseball/softball, and basketball
 - c. African American: 29% basketball, 5% baseball/softball, 37% football
 - d. White: 9% basketball, 18% baseball/softball, 28% football
 - e. Hispanic: 15% basketball, 19% baseball/softball, 33% football
 - f. Other: 16% basketball, 15% baseball/softball, 26% football
 - g. Ages: The ages between 45-55 have the biggest percentage for football engagement being 46%. Ages from 56-65 have the biggest percentage for baseball softball engagement with 21%.

[Link to Youth Sport segmentation infographic](#)

3. Military
 - a. Over 1,326,200 active-duty military personnel
 - b. 45.6% are 25 & under, 35.9% 25-34 years, 17.7% 35 & up
 - c. Over 57% of US military personnel are Caucasian, 80% of military officers are Caucasian
 - d. 84% of US military is men, 81% of military officers are men
 - e. Pre-service family incomes: 19% below \$41,692, 64% between \$41,692-\$87,850, 17% above \$87,850
 - f. Average household income of \$74,500
 - g. Geographic locations of bases- 5 US army basic training bases: Fort Benning, GA. Fort Jackson, SC. Fort Leonard Wood, MO. Fort Sill, OK. Fort Knox, KY. All Air Force BMT (basic military training) conducted in Joint Base San Antonio-Lackland, TX. All Coast Guard boot camp located in Cape May, NJ. All Naval basic training is conducted in Great Lakes Naval Training Center, IL.

Marketing Channels

This section explains *how* the three target markets are to be reached. It is research based off what platforms are the most likely to gain the most attention of the specific segment.

More specific

Sports

1. Youth Sport's preferred channels
 - a. TikTok- Tiktok is the dominant platform for youth. Followed by YouTube, then Instagram. Tiktok ads are unique because the algorithm supports 'random' content, so getting featured on For You Page (FYP) does not require money, but consistency
 - b. Facebook and Instagram- For parent, coach, and direct-to-youth marketing the ads can be constructed the same way
 1. During ad distribution: change age for the three segments
 2. *change interests for parent only*, focus on adjacent lifestyle interests (working out, 'hockey mom,' etc.)
 3. for coach and youth, focus on sport and conditioning interests

- c. Most social media platforms have a place for short videos that could be used to demonstrate your product or your company, and could be very easily produced for little to no cost
 - d. Google and YouTube- Target ads to interests surrounding fitness, sports, conditioning, health, and medical.
 - e. Direct sales: calling and mass emailing coaches, boards,
2. Adult Sport's Preferred Channels
- a. Mimic the above marketing strategy, with alterations: Change age/racial targeting for respective sports, and Replace marketing on Tiktok with Facebook-specific Ads, ran through the same system as Instagram
 - b. Sports like soccer are funded purely by investors and advertisers
3. Military
- a. Notably 90% of military personnel and 93% of military spouses reported being active on social media. Instagram, Facebook, & YouTube -includes Google- are statistically most popular among military
 - b. Target the above training bases/areas for location-based ads. Target cities with standard military bases secondarily
 - c. Appeal to military psychographics in advertising. Some ways to do that would be direct, 'blunt' marketing, active duty/veteran testimonials, patriotic scoring/coloring, military discounts, and space in the military newspaper.
4. Shared Marketing- all three target markets have these in common:
- a. Each demographic emphasizes usage of Facebook Ads and Google Ads.
 - b. To Specify, group into Facebook Ads: Youth sports, Adult Sports, Military; and Google Ads: Youth sports, Adult Sports, Military.
 - c. To budget, group into two groups: Facebook Ads - Sports & Military and Google Ads – Sports & Military.

Section 4: Promotional Decisions and Suggestions

Section 4: This section focuses on the “HOW” aspect of the marketing plan. The team’s final three targeted groups that NeuroAthlete’s new brand should focus on are listed below. Each group will have different approaches.

Marketing Campaign for Adult Sports and Youth Sports

Background:

This marketing group is broad because each sub-group can be marketed similarly and should follow the same principles. These groups include youth organizations like Colorado High School Sports Association, Northern Illinois Soccer League, and High School Athletic Directors. It also includes adult sports organizations like the USA Olympic Committee, collegiate sports programs, and Northern Elite Football League. All groups can be marketed similarly because they all have the largest potential for risky activities. These groups will respond similarly to marketing actions and have similar values. These groups will be reached with both direct and indirect marketing efforts. Most efforts made by NeuroAthlete should center around brand awareness and social media. Since the brand is new with little budget, social media is a good place to start. A direct marketing plan should be a consideration as well. Each promotional method listed below is rated from low, medium, and high based on level of recommended involvement. This assessment is based off value of the activity, cost, time, and effectiveness.

Direct Marketing Campaign- Directed Towards Organization’s Decision Makers

1. Email Marketing Campaign

How will it succeed

A successful marketing campaign is difficult to measure in terms of effectiveness. Usually if about 5-10% of potential clients respond or react the email in some way, it will be deemed a success. The purpose of the initial email campaign should be to build awareness.

Types of emails for marketing purposes:

Informative- With the unknown nature of the Brainshield and Vision Training programs, informative emails can be used to keep the viewers educated on the subject. This also builds loyalty and creative content to the inbox of the receiver. This should be the most frequent type of email.

Announcement- announcement emails draw attention and action to something that is happening. An announcement email for the new NeuroAthlete brand should share details on the release of a new product. This type should be less frequent, but still relevant.

Actionable- actionable emails can be tied into different promotion activities. An actionable email that would work for the new brand could be to invite the viewers to join the NeuroAthlete Facebook group or tune into an Instagram live session. It can also be used to incentivize the reader to purchase the new program by offering something to the “early adopters.” This type of email should not be sent often because of the pushy nature of the message.

How to perform an email marketing campaign:

Find software to use. It is recommended to use the free version of any program before paying. Software ideas:

Cakemail.com- allows NeuroAthlete to build a list of up to 2,000 potential clients for free. It also provides contact management and analytics. Upgrade for only \$7 per month if needed.

MailerLite.com- also provides a free program for up to 1,000 receivers. Pricing options are available for client bases of larger than 1,000. This would be best for a subscription-based campaign.

SendGrid.com- specializes in marketing campaign plans. The free version allows for market segmentation. Can host up to 2,000 people and 6,000 free emails monthly. This is the recommended platform for NeuroAthlete's goals. n b

1. Create a list of potential clients on Google Sheets. Google is the preferred method it seems for easy integration between platforms.
2. Use a third party to integrate email list to the emailing platform. Reference the "Email Marketing Guide" in (Appendix E, Final Client Report, 12/8/21)
3. Format the email that will be sent to the complete list of potential clients. This should include an image that should be the central focus of the email. This image should reflect what is being communicated and clear. There should also be some offering that entices the reader to visit the NeuroAthlete site or Facebook page. A simple call-to-action incentive should be present. For example: "improve your performance this season by exploring all of our coaching-centric products on our website..." Language is extremely important because there is only a short window to attract the attention of the reader. The email should also ensure and promise against future spam from an unwarranted source. There should also be a module for subscribing to future emails.

How could it go wrong

If the wrong language is used, the campaign will be a waste of time. The needs of a coach **MUST** be considered when curating. The campaign would be a waste if all the steps mentioned above were not followed. Email marketing is **NOT** spam emailing. The initial campaign that NeuroAthlete should send out is a general interest-seeking email. The goal is to draw traffic to the new website or social media accounts. The first email campaign would be ineffective if more than one email per potential customer was sent out. This campaign is also time-consuming because it is required to curate a personalized email list.

How much would it cost

If NeuroAthlete decides to launch this marketing campaign by themselves (no outside marketing agency), the cost of this campaign can range from free to \$50 monthly. The team recommends that the client pursues a free email campaign.

Final cost = \$0

Recommended involvement: **High**

2. Phone Calling Campaign

Make a landing page and/or a subscribe function where potential customer information can be gathered—specifically phone numbers. These phone numbers could be used for direct contact to test market interest, collect unique survey questions (every conversation would be different), and sell products directly over the phone.

For the purpose that NeuroAthlete's new brand serves, it is not recommended to outsource this effort. The customer base will be sociable and personable. This is because the products created are specialized for consumers that are like the current NeuroAthlete team, and a personal conversation will be much more successful.

The cold callers should be sociable, and the call list should be limited to those who have provided a phone number to the company in an approved fashion (I.e., landing page, newsletters, subscriptions, etc.). This will limit the amount of time spent calling uninterested—or nontargeted—individuals.

Cold calling could lead to moments of tension or confrontation between the caller and the receiver. Also, with the suggested methods of procuring phone numbers, the scope of this campaign is directly tied to previous success promoting a landing page, newsletter, or subscription; in other words, a phone calling campaign's success is conditional upon the success of previous campaigns.

This process would be free, but time consuming; a landing page, newsletter, or subscription platform would have to be developed and marketed. Designated cold callers would then have to be selected, and every number listed would have to be contacted individually. An outside program or agency can be used, but it becomes less personable and success ratings decrease.

If successful, the return in sales will be reflected in the cost-free nature of this campaign. Also, direct interaction with customers allows for unique experiences in every conversation, which over time aids in collecting market information.

Phone calling is also good to initiate interest. A Focus Group Questionnaire located in *Section 9* will help with initial contact with potential customers.

Contacts' phone numbers should be generated in the database in *Section 10* The name of the document is "Direct Approach- Potential Clients."

Recommended involvement: **Medium**

3. Mail

Like email marketing but can be more detailed. The flier should be attractive with pictures and colors that describe the new brand and list all offerings of products. Be personable with a "meet the team" section highlighting the credibility of NeuroAthlete.

As more people transition to e-delivery for mail services, receiving marketing mail such as this could be overlooked faster than if seen through email. Also, the cost of developing the physical fliers to distribute could be difficult to recuperate.

The campaign's cost is dependent on the amount of fliers being developed. Developing this campaign for physical areas (I.e., "town 1" or "neighborhood 1 and 4") will determine the number of necessary fliers for any given campaign.

If successful, the target market will be informed of the brand and sales can be made through that information. The main benefit of this approach is the control of presentation: an average customer will not 'open another tab' to search for information themselves, so the flier serves often serves as the full contact with a brand or concept. This can allow a brand to craft a unique, undiluted experience through fliers and physical mail.

Physical fliers should also contain loads of information in plenty of detail. It should get the point across if the viewer briefly skims over it, but also give deep detail to a viewer who expresses interest in the subject.

Contacts' mailing addresses should be generated in the database in *Section 10*. The name of the document is "Direct Approach- Potential Clients."

Recommended involvement: **Low**

4. Alternative methods of direct marketing

The Official Gazette is the official journal of the USPTO and published every Tuesday. It is a business-to-business approach for companies to learn about a newly patented product process and inquire about licensing rights. Purchasing ad space on the weekly publication only costs \$25 per column. This method does not effectively target the intended audience.

Recommended involvement: **Low**

Attend trade shows to build awareness or find potential licensees. Upcoming events include the Colorado Rising 2021: Education Conference and Trade Show, Outdoor Retailer and Snow Show, National Association of School Resources Officers- NASRO, American Orthopedic Society for Sports Medicine, Alliance for Continuing Education in Health Professions. The upfront cost to trade shows is expensive, however this can be the difference between having 50 loyal customers and 100. Trade shows are the hidden gem in marketing. The NeuroAthlete products are valuable products that other professionals will value highly, and a trade show is where they are at.

Recommended involvement: **High**

Indirect Marketing Campaign- Building Brand Awareness via social media

1. Concussion Awareness Day

The third Friday of September is concussion awareness day. NeuroAthlete's new brand should take advantage of this day by building awareness and promoting the new BrainShield program. NeuroAthlete could team up with a local foundation to build awareness and liking. They could also engage in raffles or T-shirt giveaways. Any effort put forth by NeuroAthlete's new brand should be highly anticipated throughout the entire month of September. Special merchandise can be made for this to raise awareness of a problem in society. It will improve the brand's image as well as engage the audience.

Recommended involvement: **High**

2. Early-Purchaser Incentives

For the first groups to purchase the product, NeuroAthlete's new brand should offer discounted prices. If the program is listed around \$600 (estimate), a 20% discount would save the buyer \$120. 20% is enough for anyone to consider trying it. We do not recommend offering more than 40% off.

The first groups to buy the product could be incentive to purchase the second half of the program for up to 40% off. This will ensure that any organization that is implementing the latest programs into their education and training will be more likely to continuously purchase programs. Consider the 80/20 rule.

Early purchaser incentives will help create a loyal customer base.

Recommended involvement: **High**

3. Live Sessions

To build NeuroAthlete's new social media campaign, they should offer engaging content for the audience. One idea is to offer the first week of the program free on either Instagram or Facebook live or both. Building up anticipation for about 2 weeks in advance will get viewers excited to participate. This campaign should be communicated with existing connections, so they can get a free trial of the products before committing to an entire six-week program. Viewers of the live session can be offered a discount code for the program that they watched on Instagram and Facebook live.

Feedback on the program would also be easy, as there is a comment section where people will leave feedback. Starting a poll shortly after the live program is also an effective and free way to gain feedback and support of the program.

Reference (Final Client Report, Appendix D, 12/8/21) for instructions on how to do this

Recommended involvement: **Medium**

4. Hash-Tag Campaign

A hashtag campaign is a straightforward way to draw attention. NeuroAthlete's new brand would simply need to add a hashtag to the end of each post. The hashtag should also have the same tone and word choice as other items such as T-shirts. Hashtag campaign would be most effective if it were consistent with the message. It would also be effective if a well-known athlete used it on their social media (Olympic committee).

#Brainsmart, #neurodedicated, #neuroactive, #brainshield.

Recommended Involvement: **Medium**

5. Influencers to campaign for you/create internet craze

Having influencers to help push the brand forward would succeed because they can increase traffic when it comes to your brand, picking the right person for your target market can get the message out in a more influential way. Getting well known athletes and coaches to wear NeuroAthlete's new brand on social media will make it successful. If those same influencers use the hashtags, along with the shirt, they wear it would be highly effective. This is an unconventional marketing tactic that would be hard to implement, but extremely effective when it is.

How could it go wrong? There is a lot of considerable risk when having an influencer. They might not understand your brand, which could have a negative effect if they market your brand differently from how you want it to be. It also poses the potential for loss of money and time spent. Merchandise can be pricey and getting it to the targeted audience would be difficult.

How much would it cost?

This is not meant to be a paid campaign. Starting an online craze by giving out shirts will help boost the brand. The best way to do this is to spread awareness within the US Olympic committee.

Benefit of a successful campaign:

A successful campaign will build brand awareness. It is hard to measure effectiveness, but NeuroAthlete should be able to tell a difference by a boost in their social media interactions.

Recommended involvement: **Low**

6. Giveaways/contests

Giveaways and contests can help to engage your customers. It can also be a more cost-effective way to boost your brand. These are also particularly good at attracting new customers. The type of giveaways considered are discounted programs or merchandise. Attractive merchandise is an effective way to build brand awareness, but a trial to a new product will go further in the eyes of a consumer.

How much would it cost

Depending on how you set things up and how much your giveaway or put into a contest you can spend from about \$50-\$200 (of your own product) but it can be beneficial if done correctly. The cost also is determined based on whether you are doing an online giveaway or contest or in person giveaway or contest some of the online ones can have you spending more than doing in person.

Benefit of a successful campaign

When executing this successfully you can really make this one of the most effective marketing strategies because it can cause particularly good engagement with the customers and more importantly motivate them to come back more times. It can be a super influential way to brand. Overall, effectiveness will be measured by customer loyalty. The same customers should continue to buy the NeuroAthlete products.

It is recommended that the best form of a giveaway in NeuroAthlete's scenario is either discounted services and programs or merchandise.

Recommended involvement: **Medium**

7. Know the trends!

How will it succeed

Knowing the trends in your business can help you guys' target things that might be going well and what might not be going well. It can help with what you guys want to target overall depending on what works and what does not. It helps to see what changes need and should be made in a company very well. It can also target how well your engagement is with customers on specific things.

How could it go wrong

Although it is good to keep up with the now depending on the trend it could hurt your business if it gets too controversial. Keeping them simplistic and fun can help but making things too serious sometimes can hurt a brand. There are some things that need

to be talked about BUT things like politics are usually something to stay out of. Also, just like it can help to see customer engagement, you can also see a lack of engagement based on the trend. If it is not something that many people really care about engagement might be lower.

Benefit of a successful campaign

The benefits of knowing trends when it comes to marketing is that you are always in the loop, you are always making sure whatever is popular RIGHT NOW is what you guys are set on doing whether it be baby shark or a greener business. This makes sure the customer is always satisfied and that they are seeing things they want to see in the media by a hashtag or searching it up. An example of “knowing the trends” is participating in the ice bucket challenge to raise awareness. Simple trends like these are important and easy to do.

Recommended involvement: **Medium**

8. Create an ad online

Neuroathlete can create an online Instagram advertisement to build their brand and lure potential customers. On average, the Instagram advertising costs are between .50\$-1\$. Instagram ads have the highest engagement rate of all digital ad placements- you can pay a little more for a click or 1000 impressions and still come out with high interactions. To keep our preferred budget, we can customize our Instagram and campaigns budget on the budget and schedule sections during the Instagram campaign process. We can create a daily or lifetime budget directly through Instagram. It would be difficult to define the target audience on Instagram and Facebook without an existing customer base.

How to create an Instagram advertisement:

Once NeuroAthlete’s new brand has a strong following on Instagram and Facebook, data can be gathered on the type of accounts that are visiting the new page.

Recommended involvement: **Low**

9. Create a Neuroathlete Catch Phrase

Creating a catch phrase can make a company or brand more noticeable and recognizable. A more creative and unique catch phrase will make Neuroathlete stand out and will create an identity of your brand that will last in people's mind. The purpose of a good, catchy slogan is to explain a company or brand in one or a few words. Example: “Block the brain.” The new NeuroAthlete should communicate and test certain words with potential customers before deciding and launching a wide-spread marketing campaign. It is pivotal to know what words resonate with the target market.

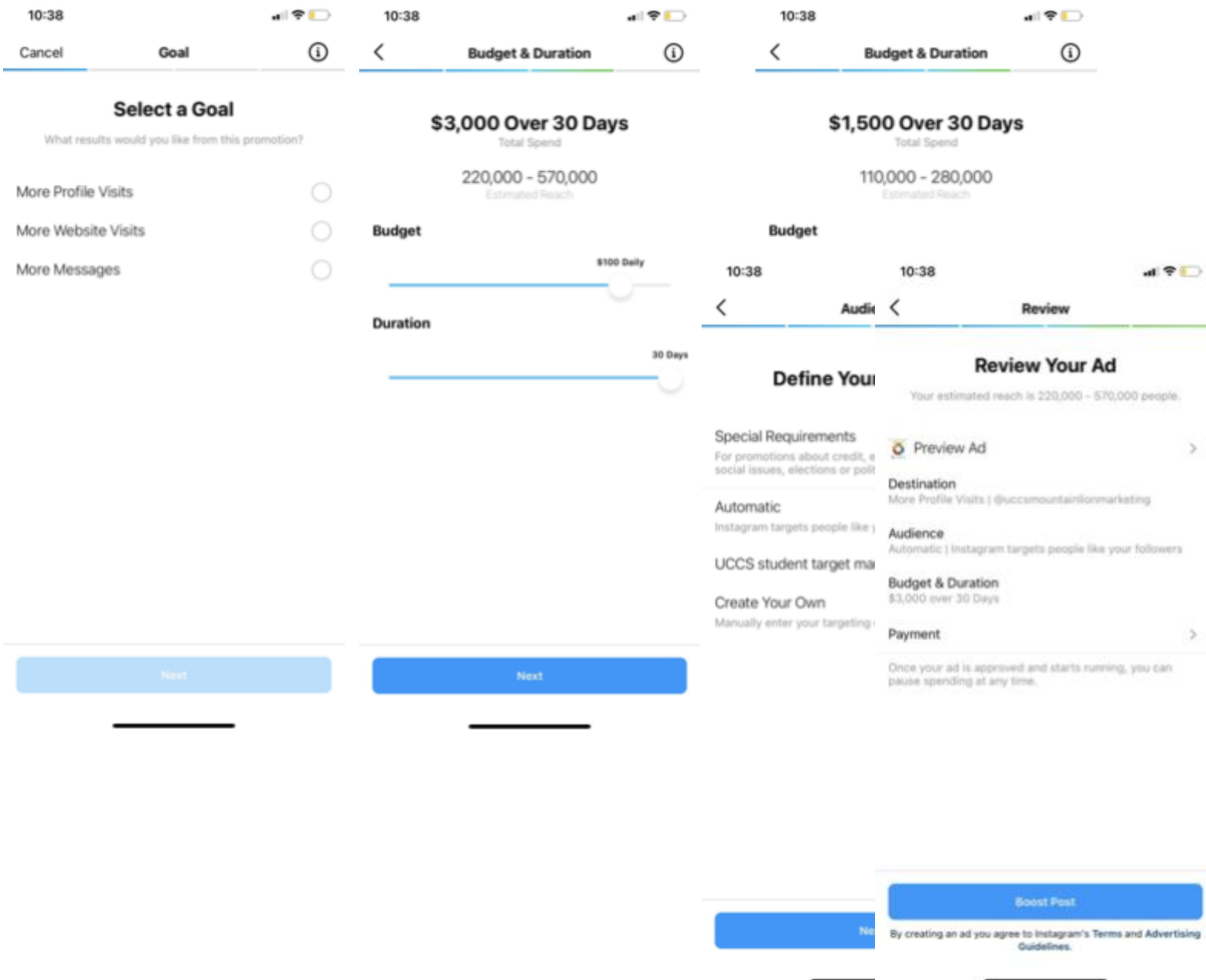
Recommended involvement: **High**

Section 5: Medium and Domain Research

Costs of Instagram

The following images show examples of how much it would cost to run an ad campaign on Instagram. It also shows a “how to” on selecting duration, cost, and selecting a specified audience. These are screenshots of how it would look like to run an ad campaign on Instagram and how easy it is to do so.

Image 1, Image 2, Image 3, Image 4, Image 5 Respectively:
General Costs of Advertising on Instagram.



Social media demographics relating to promotions

Table 1:

Instagram, Twitter, and Facebook Analysis

Parameter	Instagram	Twitter	Facebook
Demographic of platform	Female 18-34; 30.40% usage. Male 19-34; 32.40% usage. Has a younger audience. >half of global users are under 34 years old.	Female 18-34; 31% Male 18-34; 31% of total users. 41% of users make \$75,000+, more educated people. 23% earn less than \$30,000	Male 56% Female 44% 7 out of 10 adults use Facebook. 18-24 23.8% 82% of college graduates use it 75% of online users have income >\$75k.
Pros of usage	Can connect easily with other channels. Can rely on continuous messaging because users visit the site often. Fitness trend.	Broad audience (global). Used a blog for businesses. 40% of users are on every day. Optimal for male audience.	Has an ad audience of 2.14 billion FB user clicks on 12 ads on average per month. 1.8 billion users have joined a group.
Cons of usage	Instagram links are not as easy to use as FB. Instagram ads are basic. Less privacy.	Younger audience for females. It can be expensive for promotions. Short messaging (NeuroAthlete requires a longer message)	Algorithms change often, making it unreliable.
Promotion Pricing	\$.7-\$1 per click Promotion costing varies (see below)	\$.5-\$2 per click.	

Section 6: Marketing Campaign for Military

Background:

23% of the Department of Defense budget must be set aside for small businesses. Small businesses are an emphasis and especially a veteran-owned start-up.

Some key factors that need consideration: finding out what organizations need and how to use the type of product NeuroAthlete provides, how to approach military decision makers. The top ways to connect with leaders are Personalized emails, product demos, presentations, and face to face meetings. Specific ways to sell to the DoD include micro-purchases, blanket purchases, sealed bidding, proposal submission, GSA Schedule, defense logistics agency, subcontracting to prime contractors. For NeuroAthlete and their products, the recommended method would be to sell micro-purchases to niche markets within the military.

Constraint: the military is a huge market with unlimited potential and profit. However, the military should be a long-term goal because it is a hard market to enter. The products must be proven effective before they are launched on a large-scale selling operation to the military.

One major constraint while marketing to the military is the difficulty in doing so. It is recommended that once NeuroAthlete's new brand should focus on establishing a customer base with the public with proven effectiveness before going through the strenuous process of marketing to the entire military. However, once the products are approved by the Department of Defense the product will reach an enormous market of generals and people in charge.

Step 1: find the DUNS number of the business from Dun and Bradstreet. This is a 9-digit number for the business. To apply, go to grants.gov: [Step 1: Obtain a DUNS Number | GRANTS.GOV](#). Applicants need the name of the organization, organization address, name of CEO, legal structure, year organization started, primary type of business, total number of employees.

Step 2: Search GSA Database. The GSA is a middleman for local businesses and government agencies and the military. GSA link: [Welcome to GSA eLibrary](#)

Step 3: Identify Specs. Familiarize with the Department of Defense Single Stock Point. (DoDSSP). Includes a database on what they buy. It provides information and access to military specifications, standards, and related documents prepared by the DoD. [Department of Defense Single Stock Point \(wingovernmentcontracts.com\)](#). It helps grasp the requirements for government contracting.

Step 4: Register with SAM. SAM (System of Award Management) is a database that combines vendor opportunities from several agencies. This helps connect and search through needs and wants that a specific division needs. This allows the business to connect directly with the deputy at the Corps of Engineers. Follow this link and register the DUNS number with SAM: [SAM.gov | Home](#)

Direct Marketing Plan:

1. Direct to the Health and wellness department- The team recommends that NeuroAthlete should contact the health.mil website and register their programs through the "Enterprise Support Activities." The team suggests that NeuroAthlete should do this by sending emails, cold calling, and sending letters.

DHA address: 7700 Arlington Blvd. suite 5101. Church Falls, VA.

Email: dha.ncr.comm.mbx.mhs-social-media@mail.mil Message on Facebook: [\(2\) Military Health | Facebook](#)

Section 7: Market Planning and Development

Product decisions

Form of product, justifications, and recommendations

Product Form- 6-week digital education training

Option 1- Single purchaser- full price of program

Option 2- group education discounts- depending on how many end receivers of the education program, the price of the program could change. If the coach/mentor purchases the product for his team of 10 athletes, it will cost more. Similarly, if a program officer purchases it for all his coaches/mentors below them, the product should be priced higher. This should reflect how many end learners there are.

Benefits- It is cost efficient and easy for consumers to purchase products immediately, rather than paying for shipping and handling. NeuroAthlete refocus the income they would use to physically send the product to purchase a platform that would host the product. (Thinkific and Exercise .com) The product form also allows consumers to participate in the program remotely as it is flexible. The product form also allows NeuroAthlete to sell the product nation-wide and eventually internationally. NeuroAthlete can reach a wide customer base.

Downsides- The online, remote nature of the product lacks personal interactive experience. Creating a relationship with the client will be a challenge, making a word-of-mouth marketing campaign extremely difficult. NeuroAthlete will need to spend money on creating incentives for consumers to share their experience while using the product(s). NeuroAthlete will also rely on past clients to purchase the follow up programs. NeuroAthlete will offer at least 2 more programs, so their potential profits will come from recurring customers.

Recommended Platform- Thinkific,

Explanation: Thinkific is a good and cheap initial option for NeuroAthlete to host their Brain Shield and Vision Training products. Thinkific offers innovative course compliance features that make it easy to use. It also has a translation option for minority groups that would prefer a different language to the course. This feature would allow NeuroAthlete to cater to a large audience, as the United States is extremely diversified. Thinkific also has third party integration options that would be easy to embed on a website. The advanced course purchasing elements could also help NeuroAthlete gain a user base to bundle all three parts of the Brain Shield course together. Below at *image 1* is an attachment of the different monthly prices of using the platform. This platform is a suitable place to start. It does not have to be the platform that NeuroAthlete carries on throughout the life of their business. Once income generates from this platform, NeuroAthlete can explore the idea of creating their own website and mobile applications.

Image 6:

Thinkific pricing plan

Core features plus:	Free features plus:	Basic features plus:	Pro features plus:
Limited Courses	Unlimited courses & students	Unlimited courses & students	Unlimited courses & students
Unlimited students	Live Chat support	Live chat support	Live chat support
Email support	Coupons ⓘ	2 Site admin accounts	5 Site admin accounts ⓘ
Quizzes & surveys	Email students ⓘ	5 Course admins/authors	15 Group Analysts ⓘ
Content hosting ⓘ	Drip (scheduled) content	Private & hidden courses	50 Course admins/authors ⓘ
Instant access to your funds	Affiliate reporting	Advanced course pricing options ⓘ	Single sign on (SSO)
	Custom domain	Memberships and bundles ⓘ	Onboarding package ⓘ
	Email Integrations ⓘ	Certificates	Unlimited Growth Package ⓘ
	Zapier triggers ⓘ	Advanced Customization ⓘ	
	Manual student enrollment & exports ⓘ	Priority Support	
	Thinkific App Store ⓘ	Assignments	
		Communities ⓘ	
		Live Lessons with Zoom ⓘ	

Core features=0

Free features= \$39/month

Basic features(recommended)=\$79/month

Pro features= \$399/month with first month free

Recommendation: The NeuroAthlete team should launch their product on Thinkific with a “free features package.”

Explanation: NeuroAthlete will be able to have their own custom domain on the Thinkific website. It will also be available in the Thinkific app store, making it readily available to a wider customer base. NeuroAthlete should consider upgrading the platform to the “basic features package” once the second two stages of the programs are released. This is because of the payment options feature mentioned above.

Product symbolism

Value to consumer- The product will be perceived by consumers positively as it has the potential to improve society. Concussions are a parent's biggest worry when enrolling their child in a sport. Many public and private sports groups do not spend the resources and time on brain protection practices because they are not readily available. The vision enhancement program will be perceived as a necessity for some people, as it is required to have optimal vision when playing sports or taking capacity tests. The products could be viewed as a long-term investment to the consumer because they will not have to spend the money on rehabilitation therapy when injuring themselves. The product could change lives, therefore will be unconditionally supported.

Brand Identity

Business name ideas

1. NeuroAthlete Education Programs (NAEP)

Neuro= Relates to nerves nervous system. Describes the process and expertise of program.

Athlete= Proficient in forms of exercise.

Education= process of giving/receiving instructions.

Programs=set of related activities.

Analysis: the NAEP acronym has a pleasant sound to it. It is as if it is a newly created word. It resonates nicely, as it does not connect the consumer with any other product or service. Including "athlete" in the name associates a specific audience of people who consider themselves athletic. It may shy those away who look for similar benefits, but do not consider themselves athletic. This is also the name of the parent business, NeuroAthlete Clinic. If NeuroAthlete wants to differentiate their new brand, this option is not recommended. However, if NeuroAthlete wants to remind customers that they are industry experts and have a clinic focused on rehabilitation, the name should be kept.

No Existing copyright on the USPTO- available.

2. NeuroAthlete Education Plans (NAEP)

Education= process of giving/receiving instructions.

Plans=a detailed proposal of doing or achieving something.

Analysis: the NAEP acronym has a pleasant sound to it. As described above, including "Neuro" and "Athlete" in their new brand will force consumers to remember the existing clinic. "plans" emphasizes the structure of the delivered products. The products are a set of instructions that the client needs to complete to prevent neurological damage in the future. The "plan" will connect consumers to something they will set on achieving. This is good for goal-oriented psychological market segmentation.

No Existing copyright on the USPTO- available program

3. NeuroEducation Programs (NEP)

Education= process of giving/receiving instructions.

Programs= set of activities set for the long-term.

Analysis: The acronym NEP forces readers to pronounce it N-E-P rather than a fluent “nep.” One problem is that NEP also has a dictionary definition of New Economic Policy, so it may remind specific consumers that the brand has another meaning too.

NeuroEducation has six syllables, complicating the message, and if you add programs to it, there are eight total syllables. However, education is the basis of the programs being offered by the company and “programs” set the consumer’s eyes on the future. The message is displayed but may be overcomplicated.

No Existing copyright on the USPTO- available.

4. NeuroPrograms

Programs= set of activities set for the long-term.

Analysis: this is a simplified name from the previous. The hard emphasis on the “r” constant makes pronouncing the name difficult. This may steer native speaking consumers away from the product, as they may struggle saying it proficiently. This name exemplifies exactly what the products are. Programs are set in the long term, and the products offered may take as long as six weeks. This name sets its objectives in the long term and will reside in consumers' brains as such.

No Existing copyright on the USPTO- available.

5. NeuroPrevention

Prevention= action of stopping something from happening

Analysis: this is the essence for which consumers purchase programs. People that buy the BrainShield or vision prevention programs are concerned about their futures and futures of others. Buyers are sold that a purchase from this company will protect their futures. This name will reflect that. It is a lot for the reader to pronounce, though.

No Existing copyright on the USPTO- available.

6. NeuroThinking or NeuroThinking Program

Thinking= Process of using mind to consider something.

Analysis: This name sounds like it may create uncertainty in the consumer’s mind. It explains that the consumer may have to do a lot of work if they purchase products from this brand. It does, however, have a nice ring to it. Also, if “program” is added to it, the acronym NTP could be used that is also catchy. “Thinking” reflects the nature of the products offered by this brand, so it may reflect nicely. NeuroThinking sounds like a college level course rather than an athletic training program.

No Existing copyright on the USPTO- available.

7. NeuroGuidance or NeuroGuide(s)

Guidance= advice or information aimed at resolving a problem, especially as given by someone with authority. (“The mandate for any individual to wear a mask, take the ...”)

Analysis: This name sounds like the brand offers life advice and counselling. The products offered by the brand provide a solution to a problem. The brand *guides* the consumer through the process to better their lives. Like other name options, this name is also a mouthful. “NeuroGuides” sounds like a name of a clinic, but “NeuroGuide” can better reflect what is being offered.

8. NeuroFutures

Futures= time regarded as still to come

Analysis: this would be a perfect name if the products were to be only sold to the target demographics of high school and college-level sports end users. The name sounds promising and inviting... everyone wants a healthy future! The name also has a nice sound to it and is unique. The name only half reflects what is being sold, though.

Recommendations: All the names above are available through the USPTO. The team searched through the database of existing protections, and none were found. The process is extremely easy through the USPTO filing portal. The team recommends that NeuroAthlete should copywrite their existing name as well. An application only costs \$35. The team also recommends that NeuroAthlete should wait to copywrite until they have an established logo for the new brand.

The name should be chosen based on consumer preferences. The primary research documents: focus group questionnaire and poll, should serve as a primary driver behind product-brand decisions. This is because the brand name may resonate differently with consumers and spectators. All names have been generated based on the BI team’s preferences, however the target market may have a different perception of the new brand’s name.

Business Theme Color Ideas

Background: This is a list of colors and their meanings. This will help NeuroAthlete distinguish themselves in the eyes of the consumers. Colors help separate businesses. Consider Amazon, for example. Amazon’s colors are orange and black. They have positioned themselves in our eyes to have those associated colors. They also act as subliminal messaging.

1. Red- this color is associated with intense emotions and desire. It is bold and signifies strength and confidence. It is also a symbol of good fortune.
2. Orange- signifies optimism and active lifestyles. Suited for youthful and energetic brands.
3. Yellow- represents friendliness and joy. Can also be used as a cautionary color to signify danger.
4. Green- associated with growth in personal self and financially.
5. Blue- associated with royalty, art, business. Blue is used in calming settings.
6. Purple- used in spiritual and luxury settings. Purple is more feminine.
7. Brown- represents wholesomeness and orderliness. It also signifies strength and durability.
8. White- signifies simplicity, purity, and perfection. Consider Apple for example. White is associated with Apple because they want people to remember how easy it is to use their products.

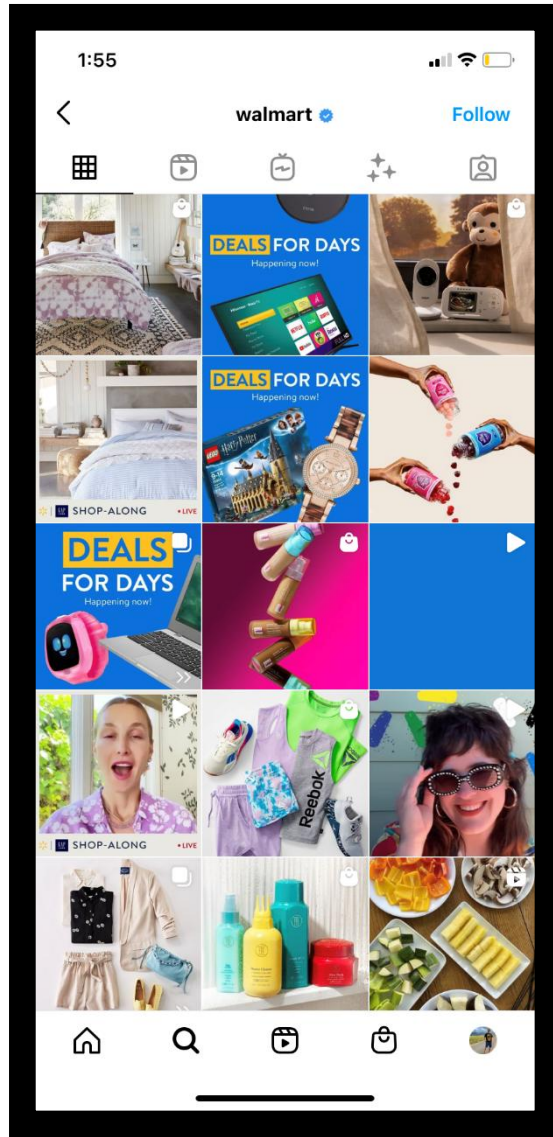
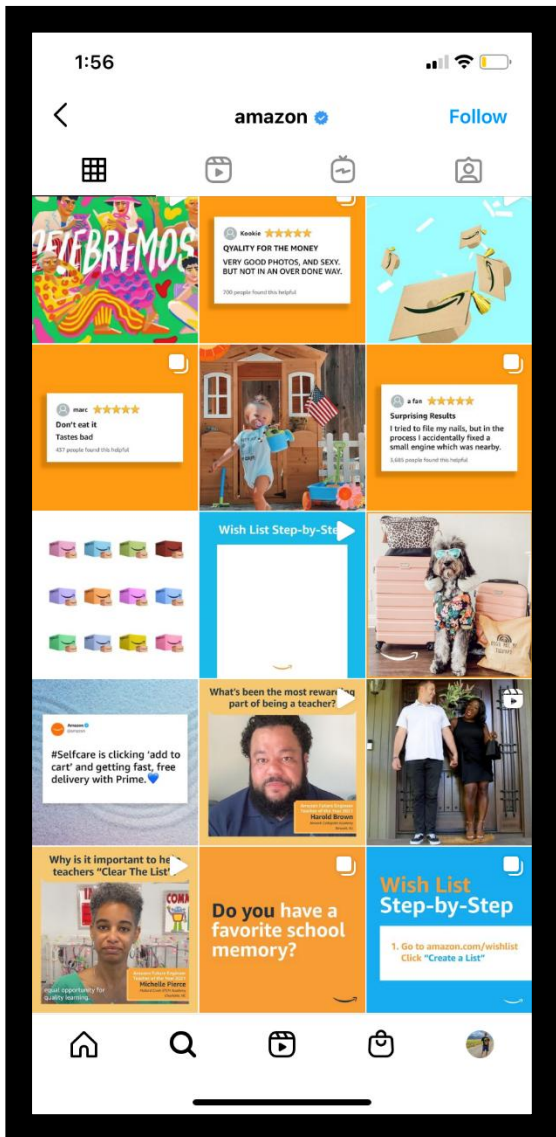
9. Black- color that is meant to be taken seriously. Represents distinctive and memorable.

Recommendation: The proposed color schemes associated with NeuroAthlete's new business brand:

1. Red and black
 - a. Red is a color for excitement. Also, it reminds consumers that if action is not taken to prevent athletic injuries, it will result in a painful experience. The combination with black signifies a formal process that consumers will go through while using brand. It also shows that the sophisticated process that goes into each of the offered programs
2. Orange and black or orange and white
Orange would be a good color to associate with either black or white. Orange signifies optimism and a fresh look at life. That is what this new business segment is offering. This is something that has not been done before, so it is an opportunity.:

Implementation: The NeuroAthlete's new business segment should follow a color scheme to have an aesthetic appeal to help consumers connect the NeuroAthlete brand to what it stands for. Orange would connect youthfulness and red would associate strength. Both options would make for an effective branding strategy. Note that these recommendations are based on speculation. The primary research document in *Sections 8 and 9* should serve as the driving force in making the color scheme branding decisions.

Images 7 and 8:
Amazon and Walmart color scheme examples



Examples:

Walmart- Implements the comforting color blue to associate their stores with a cozy feeling.

Amazon- uses orange to express their energetic brand and stresses optimism.

Section 8: Poll Questions

This document serves as a guide on how to collect primary market data with a survey. The questions that should be in this survey are brief with nominal (yes or no) and ordinal (rate) measure questions. This is because the survey should take no more than five minutes to complete. These questions should also avoid leading questions that are biased, meaning they should not sway the respondent a certain way. The goal is to provide options that allow the reader to thoroughly make decisions. The questions asked should prove hypotheses made from secondary research.

Who should take this survey?

This survey has been constructed as an alternative to the focus group questionnaire. If prospective customers do not want to spend the time on a 30-to-60-minute interview with a NeuroAthlete representative, the survey should be sent via text message or email to gain quick feedback. This survey should not be included in the initial approach to a potential customer. It is pivotal that this survey is distributed to viable candidates. It should reach ONLY the predicted target market. It will not be effective otherwise. The target market that should be answering the following questions are coaches, administrators, athletes, and others related to sports who have purchasing power and salience.

Survey Introduction:

Things to consider- who is the survey meant for? What is the survey about? Why are you picked to take it? How did you pick me? Motivate me to participate. Am I qualified to be taking part?

intro to survey: “NeuroAthlete’s new brand has developed a new 6-week program called the BrainShield. It is designed as a risk mitigation tool for coaches, athletes, and more. The following questions will help us establish our brand. Thank you.”

IMPORTANT: This is the most important part of the survey because it describes what the product is that they are responding to. Without an introduction, the survey does not make sense.

Introduction - “NeuroAthlete’s new brand has developed a new program for concussion risk reduction called the BrainShield. It is a 6-week training course designed to address the physical and skill-based risk factors for concussion. This product gives coaches and athletes proactive measures that can be taken to reduce the risk of a concussion. Your position and experience as a coach and/or athlete will help us establish our brand and improve the product. Thank you.”

Description - “BrainShield is a concussion risk reduction training program. This product focuses on two trainable factors that have been shown to reduce the risk of concussion: neck strength and visual skills. This 6-week program develops both factors through a progressive training program resulting in safer and higher performing athletes.”

Survey questions

These should start with a lead question. Lead questions should “hook” the respondent and make them want to continue. The body questions should lead up to each other. The final questions should be demographic based. The very last question should be asked to state interest in the prospective product. (7-8 questions)

1. What do you value most in sports?
 - a. Comradery
 - b. Competitiveness
 - c. Fitness
 - d. Other- fill in the blank

Purpose of question: This question will gather a stronger understanding of the values and morals of the prospective target market. It will help determine what language NeuroAthlete's new brand should use when trying to attract customers.

2. What sport do you play or coach?
 - a. Football
 - b. Wrestling
 - c. Basketball
 - d. Soccer
 - e. Rugby
 - f. Hockey
 - g. Volleyball
 - h. Other- fill in the blank

Purpose of question: The answers to this question are designed to be paired with other questions. conclusions can be drawn based on the sport that the respondent participates in.

3. Has a concussion ever affected the outcome of a season for you as an athlete?
 - a. Strongly agree
 - b. agree
 - c. neutral
 - d. disagree
 - e. strongly disagree

Purpose of question: This question is designed to answer the hypothesis that concussions are a fundamental problem in contact sports. All secondary research suggests that concussions are the main concern by sports coaches and leaders, but do actual respondents in similar fields agree? This is a pivotal question of whether the target market identified by the research is viable or not.

4. How would you describe the product described above?
 - a. Innovative
 - b. Boring
 - c. Pointless
 - d. Educational
 - e. Interesting
 - f. Necessary

Purpose of question: This question will help prove the hypothesis that the product is a new and exciting opportunity. It is designed to see how the polltaker responds to certain descriptive words. The words that are most common in responses should be used in the new brand's values and mission statement.

5. What is the most you have spent on training programs?
 - a. Less than \$300
 - b. \$300-\$600
 - c. \$600-900

- d. More than \$900

Purpose of question: This question relies heavily on a direct and effective “intro to the survey.” The respondent will have no idea of the value of the program if it is not clearly defined. The numbers currently in the options are meant to be changed by NeuroAthlete, as the numbers are used as placeholders and are simply estimates on industry-average programs. This question will help NeuroAthlete brand their business model canvas, specifically in their pricing and revenue models.

- 6. Would you prefer your athletes to individually do training programs or group training programs
 - a. Individually
 - b. Group
 - c. hybrid

Purpose of question: Question 6 helps NeuroAthlete determine the mode of the BrainShield program. It helps make product-related decisions. The training method can be delivered either way, but this will help figure out which one will be more beneficial for the end user.

- 7. Would you prefer to teach your athletes techniques or have them go through the learning process with you?
 - a. Relay information
 - b. Learn together
 - c. hybrid

Purpose of question: This question is designed to confirm whether the platform of the program should be an individual learning opportunity or a seminar-type learning. NeuroAthlete is attempting to find the right mode of usage for their users when the product is fully developed.

- 8. Have you previously undergone professional concussion risk mitigation training?
 - a. Yes
 - b. No

Purpose of question: This question will solidify our assumption that the NeuroAthlete’s BrainShield program is one of a kind. This question confirms the competitive strategy of differentiating in the market for sports mitigation training programs.

Analyze results

Google Forms creates a spreadsheet automatically when making a survey. This is the recommended platform because it is free and compatible. They also create figures that are easy to analyze and make decisions. Each response should represent a proven or disproven hypothesis.

Section 9: Focus Group Questionnaire Guide

Outline for Focus Group Questionnaire

Name of respondent: ____

Job/Title: ____

Implementation of this document:

This is an outline for a NeuroAthlete representative to use to gain insightful knowledge of the prospective target market. It is designed to confirm hypotheses made in the secondary research of the Final Marketing Plan. Not every question on this guide should be asked because of potential time restrictions, use this to lead a conversation. It should be used to gather insight into the target market's language, preferences, and constraints. When initially contacting a potential client, the representative should offer something monetary or non-monetary as an incentive for the respondent's time. It would be a clever idea to incentivize with a discounted program or trial run. If the potential client declines the questionnaire/interview or does not respond to it, the poll should be sent to gather quick responses.

IMPORTANT: it is important not to sound like a sales call. The respondent should be encouraged to answer the questions candidly. If the respondent feels like the BrainShield program is being pushed on them, the interview will be ineffective.

Introducing the new product:

Purpose: initiate interest; state intent.

NeuroAthlete's new brand provides innovative training programs for risk mitigation. We are providing an exciting opportunity to help society and our athletes perform at the highest level. Our offering will mitigate the likelihood of future brain injuries and more.

Our latest program, BrainShield, is a 6-week program designed to empower your athletes with a progressive training style. This unique training focuses on cervical strengthening and motor control.

Another product that we have "in the works" is the Sports Vision Enhancement Program. This product is designed to improve sports vision skills like visual reception, eye movement and depth perception. It is also designed as a 6-week pre-season training program.

Note: an effective introduction will lead to a more efficient discussion.

Prelude Questions

Purpose: these questions will be open-ended to initiate conversation. They will help the NeuroAthlete representative determine if the person answering the questions will be more interested in the BrainShield program or the Sports Vision Enhancement program. This will help determine which questions to focus on for the remainder of the interview. The highlighted questions are product-specific for both the BrainShield questions and Sports Vision Training questions.

1. What are some exercises you do to improve some lesser-known functions of your body?
2. Do you value your athlete's safety or performance more? Explain.
3. Do you believe that reflexes are important and why?
4. Would improving vision diminish the likelihood of future injuries?
5. How often do concussions affect the outcome of a season?

6. Has your vision ever let down your performance?
7. Have you ever had a concussion?
8. Do you know all the symptoms and potential problems a concussion can bring?
9. Has a concussion ever changed your vision?
10. Have you ever spent money on a specialty niche training program like the ones we are discussing?
11. How would you resonate with our products?
12. After listening to the description of our 2 products, which one is more likely to become pivotal to your season's success?
 - a. BrainShield
 - b. Sports Vision Training

Round 1 of Questions

Purpose: Engagement. These questions will be open-ended and will support fluid conversation. This section will also help the mitigator gain knowledge on lifestyles and values of the target audience.

1. What sport do you have the most respect for?
2. What type of preseason activities do you put your team through?
3. What is the most important warm up exercise your team practices before a performance/game?
4. How many lifelong friends have you made through sport?
5. How important have sports been in your life?
6. What types of preseason activities do you have your team(s) participate in?
7. Would you say that concussions are a frequent occurrence in your sport?
8. Do you eat healthily? Do you encourage your athletes to eat healthily?
9. What are the age ranges of your athletes?
10. Do your athletes typically participate in more than one sport?
11. (For youth sport coach) Do you often converse with the parents of your players?
12. Do you coach full-time or part-time?
13. Do you have a family?

Round 2 of Questions

Purpose: Explore though process of evaluation. These questions will help answer outstanding issues like platform for products and channel of distribution.

1. How many times per week do you put yourself in a situation where there is a potential for being injured? What do you do to prevent this?
 - a. sports related or not?
2. Would you say that your athletes put themselves in potentially dangerous situations often?
3. How far would you and your organization go to protect each other?
 - a. Would money change this answer?
4. What type of preseason activities does your team participate in?
5. Do you spend time outside of work (or the field) with your teammates or players?

6. How many hours per day are you on the internet?
 - a. both phone and computer.
7. How many apps do you use consistently on your phone?
8. Do you prefer learning on the move (phone) or static in a study space (computer)?
 - a. Is time a factor in this answer?
9. How often do you check your email?
10. Which social media do you use most?
11. Have you ever included hashtags in a post?
12. Have you ever purchased a product directly from an Instagram or Facebook advertisement?
13. How much time do you spend on that platform?
14. Do you prefer learning in person or remotely on your own basis?
15. Do you value education?
16. What are some topics that you enjoy learning about?
17. Does learning excite you?
18. When new and cool products come out (like the iPhone) Would you consider yourself an early adopter, early majority, or late majority?
19. Do you agree with this statement: "To train the brain is more important than training the body" as pertaining to sports and wellness?

Round 3 of Questions

Purpose: open ended responses. These questions should highlight potential interest levels. These questions will also answer some brand-related questions and product decisions.

1. After learning about the products(s), which name reflects our conversation the best:
 - a. NeuroAthlete Education Plans (NAEP)
 - b. NeuroEducation or NeuroEducation Programs
 - c. NeuroPrograms
 - d. NeuroPrevention
 - e. NeuroThinking
2. What color would you connect prosperity and protection with?
3. What color would you connect improvement with?
4. What color would you associate with determination?
5. Do you predict that a 6-week concussion risk mitigation program would be worth the time and money spent?
6. Do certain costs outweigh performance risks? explain.
7. What is the maximum and minimum dollar amount you would be willing to pay to protect and prevent future injuries for your athletes? (Either ask this as an open-ended question or provide options)
 - a. option a
 - b. option b
 - c. option c
 - d. option d
 - e. built-in value exceeds a potential price point for me

8. What time of year do you expect that your athletes will have time to complete the 6-week BrainShield or Sports Vision Enhancement programs?
9. Have you ever heard of similar programs before?
 - a. If yes, how does this program seem similar/different?
10. Who is the biggest concussion risk mitigation advocate on your team? Trainer? Coach?
- 11.
12. What is your Interest level based on this conversation (1-10)?

Recommendations?

1. Would you see the BrainShield and Sports Vision Training programs being more effective as a group activity? Would you make a single purchase for your entire team and implement it on a preseason program? or do you think this would be more effective if it were purchased and used by a single person?
 - a. This is open-ended. Ask for critical advice.

