



**SADDLEFIT**



MARKETING

**STRATEGY**

**+GO TO  
MARKET**

**PLAN**

# AGENDA



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01  
OUR GOAL

---

02  
SWOT  
ANALYSIS

---

03  
COMPETITIVE  
ANALYSIS

---

04  
TARGET  
AUDIENCE

---

05  
MARKETING  
OBJECTIVES

---

06  
POSITIONING

---

07  
MARKETING  
BUDGET

---

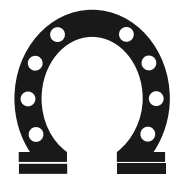
08  
MARKETING  
TACTICS

---

09  
MEASUREMENT  
AND ANALYTICS

---

10  
IMPLEMENTATION  
PLAN



## Our Goal

WITH A COMMITMENT TO REVOLUTIONIZING THE EQUESTRIAN INDUSTRY, OUR MISSION IS TO LEAD THE WAY IN 3D SCANNING TECHNOLOGY FOR HORSES' BACKS, ENSURING PRECISE SADDLE FITTINGS THAT ENHANCE EQUINE COMFORT AND PERFORMANCE, AND ULTIMATELY, SOLIDIFYING OUR POSITION AS THE PREMIER SOLUTION PROVIDER IN THE UNITED STATES WITHIN THE NEXT YEAR.

# SWOT ANALYSIS

# Strengths:

## FOR THE HORSE:

### 1. Enhanced Comfort and Well-being:

- The 3D scanning technology ensures that saddles and equipment are tailored to the horse's unique back shape.
- Well-fitted saddle provides a comfortable and ergonomic fit, reducing the risk of soreness, pressure points, and long-term discomfort.

### 2. Prevention of Musculoskeletal

#### Issues:

- Accurate measurements aid in identifying potential musculoskeletal issues early on.
- Allows for proactive measures to address and prevent back-related problems.
- Contributes to long-term health and agility, supporting a longer and healthier working life.

### 3. Improved Performance:

- A well-fitted saddle ensures freedom of movement and flexibility during various activities.
- Enhances my ability to perform tasks such as jumping, dressage, or endurance riding.
- Contributes to a positive association with riding, fostering a cooperative and willing attitude.

## FOR THE RIDER:

### 1. Time&Cost Saving:

- Reduces the need for multiple physical fittings or adjustments by providing accurate measurements from the start.
- Saves time and resources for both horse owners and professionals involved in saddle fitting and equine care.
- Horse healthy, comfortable and well-behaved. Competitive advantage during events
- Riding in a properly fitted saddle enhances communication and responsiveness between the rider and the horse

## FOR BRANDS/PARTNERS:

### More Sales:

- A good-fitting saddle would increase brand loyalty, and would also likely result in customers acquiring more saddles and doing continuous business with the brand
- Increased conversion rate with sales because we are removing the biggest objection of the customer - saddle not fitting.

### Precision in Design and Manufacturing:

- 3D scanning technology provides accurate and detailed measurements for saddle design.
- Enables the creation of precision-engineered saddles that conform to the unique contours of each horse's back.

### Advancements in Research and Development:

- Utilizing 3D scanning for saddle design contributes to ongoing research and development.
- Allows for continuous improvement in saddle technology, staying ahead of industry trends.
- Positions the brand as a leader in innovative and horse-friendly saddle solutions.



# Weaknesses:

- Limited availability to market due to initial small size of the customer support team of saddle scanners
- Equestrian community are oftentimes “old-school” - not always ready
- External factors, such as the horse's movement or behavior during scanning, may introduce inaccuracies.
- High Cost - scanning may not be accessible to everyone, therefore in the already niche market some further limitations on the market
- Multi-step sign up process, can be a bit too much friction to complete the sign up process for unmotivated customers
- Uneducated audience who doesn't see value in the service due to lack of knowledge about the importance of the service.







# Threats:

## **Users Discontent:**

- Not all thought leaders might support the initiative
- Lack of proper equine health education amongst some groups of customers: some customers might be concerned about the scanning process - is it dangerous to scan the horse (from the equine health prospective)? (especially amongst trainers)

## **Economic Downturn:**

- Threat: Economic challenges leading to reduced spending by horse owners on non-essential services.
- Mitigation: Diversify services, offer flexible pricing options, and focus on cost-effective marketing strategies during economic downturns.

## **Resistance to Technology Adoption:**

- Threat: Some traditionalists in the equestrian industry may resist adopting 3D scanning technology.
- Mitigation: Develop comprehensive educational programs to increase awareness, address misconceptions, and showcase the benefits of 3D scanning.

## **Competitive Pressures:**

- Threat: Increased competition from other 3D scanning providers or traditional saddle fitting methods.
- Mitigation: Focus on continuous innovation, quality service, and strategic partnerships to differentiate from competitors.

# Opportunities:

- **Add potential new products: bit scanning+boots scanning**
- **Increasing interest in emerging equestrian tech.**

## **Research Partnerships for Equine Biomechanics:**

- **Opportunity:** Establish research partnerships with academic institutions to contribute to advancements in equine biomechanics.
- **Rationale:** Collaborative research enhances the company's credibility and supports continuous improvement in scanning technology.

## **Collaboration with Equine Wellness Programs:**

- **Opportunity:** Collaborate with equine wellness programs to incorporate 3D scanning as part of a holistic health and fitness assessment.
- **Rationale:** Integrating into wellness programs can position the company as a key player in comprehensive equine care.

## **Partnerships with Veterinarians and Equine Professionals:**

- **Opportunity:** Collaborate with veterinarians, saddle fitters, and other equine professionals.
- **Rationale:** Building strategic partnerships can lead to referrals, enhance credibility, and create a network that supports the holistic well-being of horses.

## **Subscription-based Scan Monitoring:**

- **Opportunity:** Offer subscription-based services for ongoing 3D scan monitoring, providing regular updates on changes in the horse's back shape.
- **Rationale:** This creates a recurring revenue model and fosters long-term relationships with clients.

## **Blockchain for Authentication:**




- **Opportunity:** Utilize blockchain technology to create secure and immutable records of 3D scan data.
- **Rationale:** Implementing blockchain enhances data security, instills trust in clients, and ensures the authenticity of scan results.

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# WHAT MAKES SADDLEFIT STAND OUT

	3d horse/ saddle scanning	Resale marketplace	Blockchain integration	Collaboration with Top-Tier athletes	Collaboration with saddle brands	Saddle fit score	Unfied database and continuous improvements
	✓	✓	✓	✓	✓	✓	✓
	✓	✗	✗	✗	✗	✗	✓
	✓	✗	✗	✗	✓	✓	✗

# HORSE SHAPE - GERMANY

## 3D-Scan



Simply download the app and scan the horse's back with the smartphone itself.

## FittingSet



Using the 3D scan, we produce a 1:1 model of the horse's back. With the FittingSet as a template, you can check on the horse yourself at any time whether the back of your horse has changed

## Sattel



... and the saddle still fits your horse perfectly or should be adjusted.

<https://smart3dscan.horseshape.com/>

# MAIN CONCEPT - PICKING A GOOD SADDLE

## STRENGTHS:

- Easy scanning through the mobile app
- Easy signup process - just email and name form
- Doesn't require taking the horse anywhere

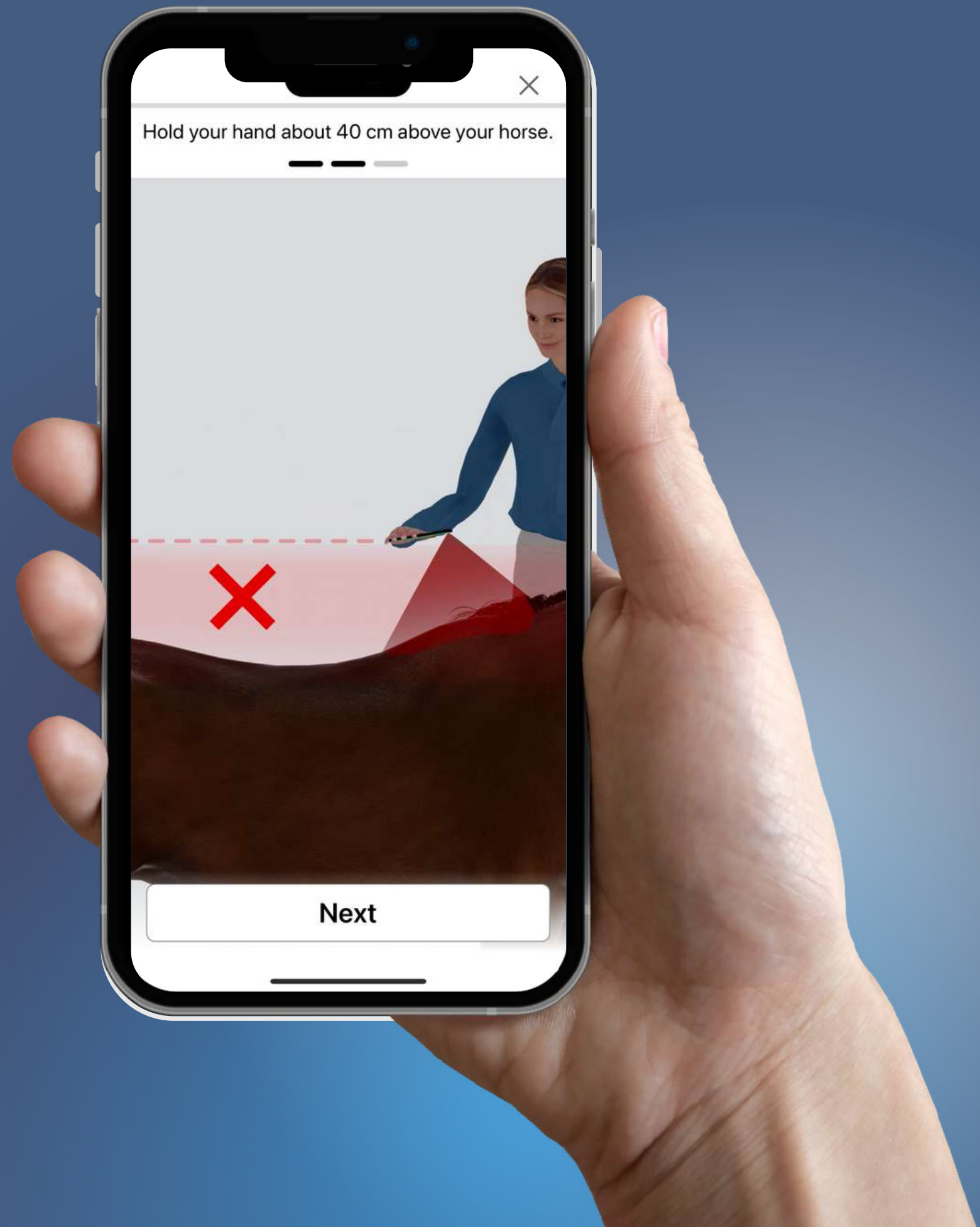
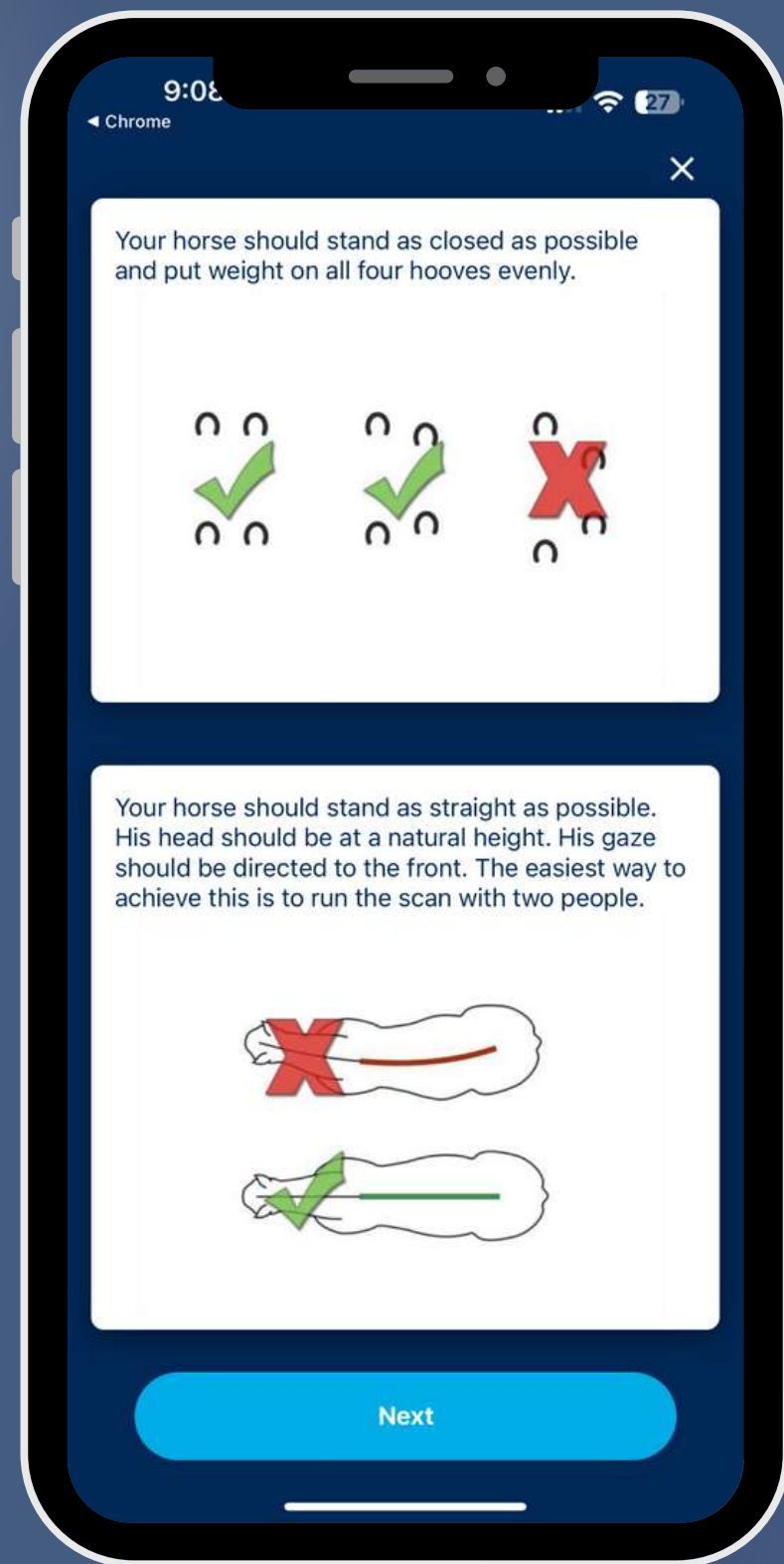
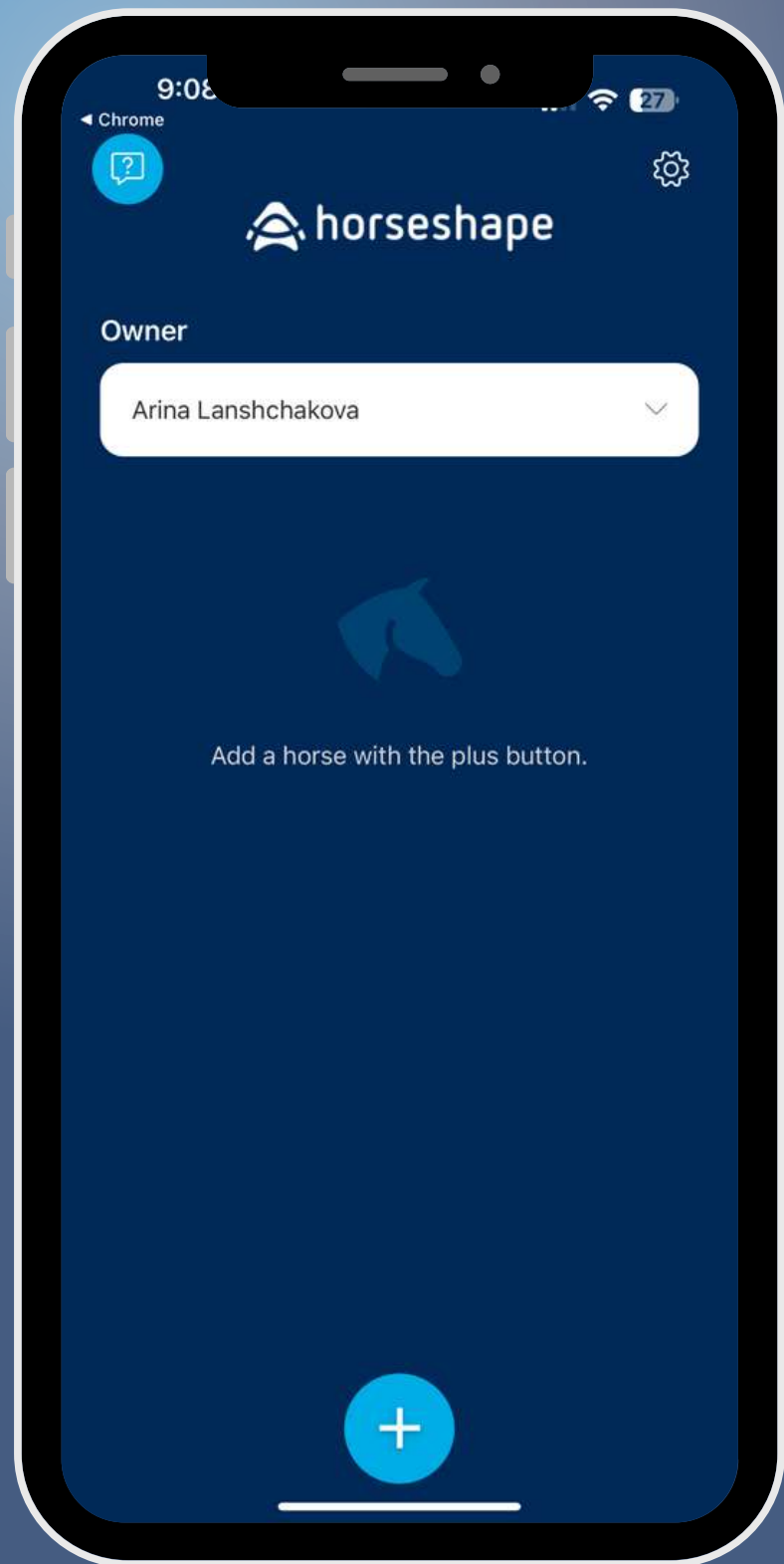
## WEAKNESSES:

- Web version doesn't exist/ website doesn't provide enough information on how the product works.
- When done unprofessionally from the phone - may be many mistakes due to incorrect phone placement
- Limited data due to limited featured of the phone's camera
- Does not offer any reselling/marketplace features
- Doesn't collaborate with any event organizers
- Works only with phones with a Face ID
- 

## PARTNERED WITH:







# PRESS ABOUT HORSESHAPE:

## HORSE SHAPE LASER – Schleese Takes Saddle Fitting to the Next Level

News - Press - Media

Schleese is excited to announce the introduction of a revolutionary new saddle fitting tool, The HorseShape Laser®, to measure the horse's back. A German initiative, this laser device takes a complete 3D image of the horse's back shape within seconds to assist in custom manufacturing or custom fitting the saddle that will be then shipped to the client from head office. The measurements will be calibrated with our Arc Device™ to ensure the closest possible fit. A client may choose to purchase the scan so they can see the 3D image of their horse's back for their records, but this service will be complimentary for any new saddle order that requires manufacturing. HorseShape is continuing to work on the technology to compare scans to clearly show clients how their horse has changed over time.

The Horse Shape Laser is a wonderful addition to Schleese's `toolbox` of innovative measuring tools, including its Arc Device™ and SaddleSizer™ This new technology is exciting, as Schleese can now complement its Saddlefit 4 Life® saddle fitting techniques with cutting edge technology. The HorseShape Laser is exclusively available in North America from Schleese to any saddle fitter or saddle

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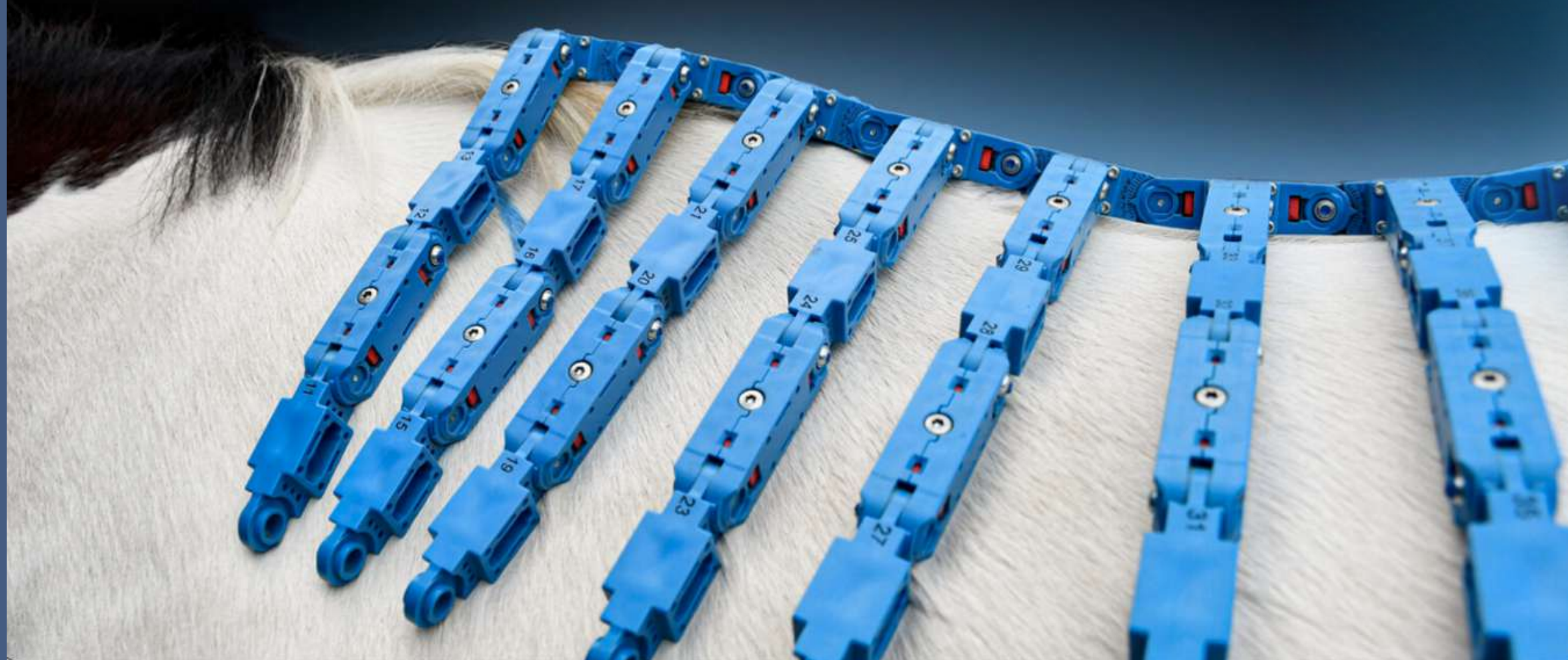
<https://schleese.com/ahp-newsgroup-horse-shape-laser-schleese-takes-saddle-fitting-to-the-next-level/>



**EQUISCAN**

**EQUIScan<sup>®</sup>**

**Das Mess-System für den Profi!**



<https://www.equiscan.de/en/equiscan-en>

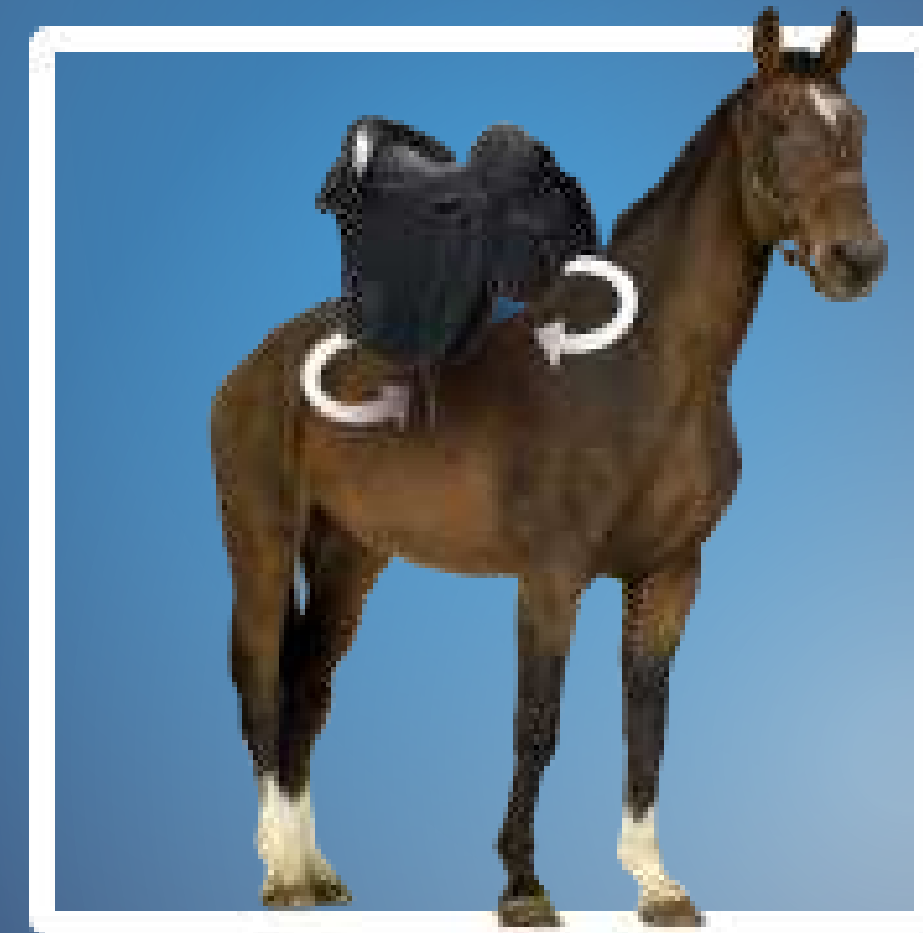


## STRENGTHS:

- Advanced horseback 3D scanning with multiple data points
- Several product offerings including: training, saddle trees, scanning and saddle fitting, Topograph measurement system
- Awarded at Spoga horse - the biggest equine event of Europe

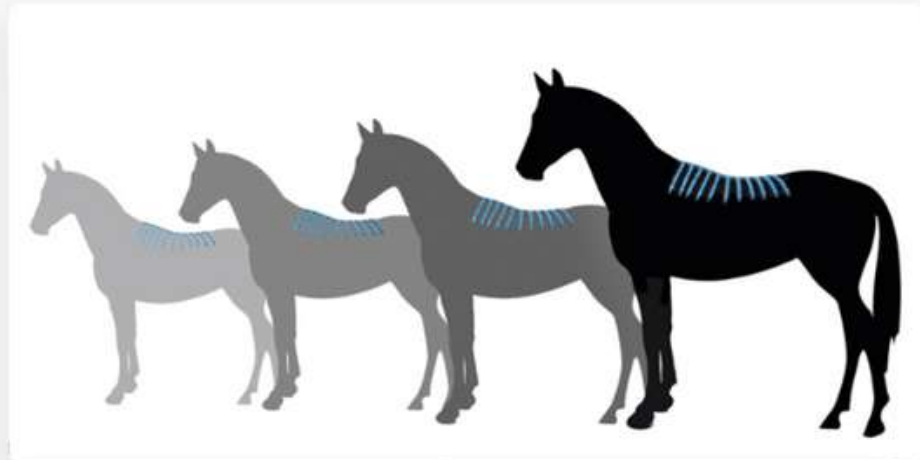
## WEAKNESSES:

- Work only through partners (can be confusing to customers- no direct interactions with the brand themselves)
- Relatively limited number of international partners (majority only available in Germany)
- Lack of call to action throughout the platform, the website serves more like an educational platform
- Very “not intuitive” request to scan/take measurements and a very long sign-up form to fill out



# PARTNERS:

## The EQUIScan horseback measurer (PRV)



The **horseback measurer** is an objective and neutral contact person. He will measure the horse's back on your behalf and check the fit of the saddle. The measurement data and extensive photo documentation are archived and made available to you in the form of a PDF or on paper.

[Our PRV](#) 

## EQUIScan partner

More and more manufacturers, saddleries and specialist retailers are deciding to work with our measuring system. Here you can find all of our partners in Germany and worldwide.

[Our partners in Germany](#) 

[Our partners internationally](#) 



# CONSUMER PRICES

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## OUR NEW PRICES FROM 1ST APRIL 2022

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### Prices Measurement

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Basic Measurement

**119.00 EUR**

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Basic Measurement + saddle check

**169.00 EUR**

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Creation of 3D PDF

**12.00 EUR**

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Creation of comparison

**18.00 EUR**

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Ride costs

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One way: up to 50 km

**approx. 48.00 EUR**

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Flat rate over 50 km / per km

**0.90 EUR**

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# PRESS ABOUT EQUISCAN:

## Media

EQUIScan wins the innovation award of spoga horse 2012





# CUSTOMER PORTRAIT:



**Amateur Rider**  
3-4 years riding  
listening to trainer  
leasing/owns a horse



**Athlete**  
6+ years riding  
competing at events  
owns 1+horses



**Trainer**  
different levels of skill  
important: referrals





# MARKETING OBJECTIVES:

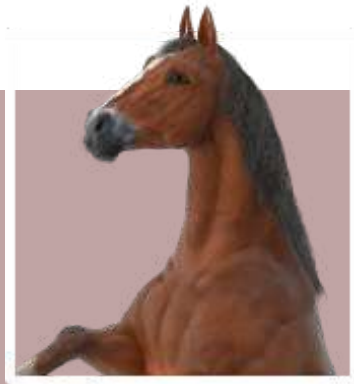
## **Phase I**

**(Month 1-3)**

Launch of the product to the market. Build a Strong Brand Foundation and establish correct positioning from the get-go



# Action Steps:



## Digital

Launch of the website

Omnipresence on all most relevant social media channels

Educational and Engaging Content Creation

Established partnerships with local Western influencers

Launching B2C ads and testing various offers to determine the lowest CPL

Creating brand-awareness locally



## Offline

Establish partnerships with local brands and saddle manufacturers

Establish partnerships with local venues

Establish partnerships with trainers and local barns

Establish partnerships with local veterinarians and saddle fitters

Gather network of photographers and content creators



# MARKETING OBJECTIVES:

**Phase II:**

**(months 3-6)**

Establish Saddle Fit as the leading saddle/horse scanning company in Texas and neighboring states

Expand Local Presence	Enhance Customer Journey	Strengthen Local Partnerships	Increase Online Visibility and Traffic	Build an Engaged Online Community:	Online Conversion Rates:
<ul style="list-style-type: none"> <li>• Increase participation in regional horse shows and events</li> <li>• Leverage positive customer experiences to generate word-of-mouth referrals</li> <li>• Implement a localized social media strategy targeting horse enthusiasts in the region</li> </ul>	<ul style="list-style-type: none"> <li>• Develop and share localized content, including success stories and testimonials from local users</li> <li>• Host educational webinars on 3D horse back scanning applications</li> </ul>	<ul style="list-style-type: none"> <li>• Deepen relationships with local equestrian businesses through joint promotions and collaborative events.</li> <li>• Offer special discounts or incentives for referrals from local partners.</li> </ul>	<ul style="list-style-type: none"> <li>• Find a winning offer for paid ads (A/B test the best)</li> <li>• Optimize the company website for search engines (SEO) to improve organic visibility.</li> <li>• Run targeted online advertising campaigns (mostly Meta+Google at the phase II)</li> <li>• Implement a content marketing strategy, including regular blog posts and informative articles related to 3D scanning for horses.</li> </ul>	<ul style="list-style-type: none"> <li>• Establish and maintain an active presence on social media platforms, engaging with followers through comments, polls, and discussions.</li> <li>• Launch and manage social media contests or giveaways to encourage user participation and sharing.</li> <li>• Create and share visually appealing and shareable content, such as infographics and videos, to enhance online engagement.</li> </ul>	<ul style="list-style-type: none"> <li>• Optimize website landing pages for user experience and conversion (user sign ups).</li> <li>• Implement retargeting campaigns to re-engage visitors who have shown interest but did not convert.</li> <li>• Utilize email marketing to nurture leads and provide targeted promotions to encourage conversions.</li> <li>• Influencer Marketing.</li> </ul>



# LEVERAGE INFLUENCER MARKETING

## Leverage Influencers

Endorsements for Credibility:

- Identify and collaborate with influential figures in the equestrian community who can endorse the 3D scanning technology.
- Provide influencers with access to the technology for personal experiences and reviews.
- Feature influencer testimonials and content on the company website and social media.

## Increase Social Proof and Trust:

- Encourage influencers to share their experiences with the 3D scanning technology through social media posts and stories.
- Leverage user-generated content from influencers to showcase real-world applications of the technology.
- Monitor influencer-generated content for authenticity and alignment with the brand message.

## Expand Reach through Influencer Networks:

- Identify and engage with influencer networks or agencies specializing in the equestrian niche.
- Collaborate with influencers with diverse audience demographics to maximize reach.
- Track and analyze the impact of influencer marketing campaigns on brand awareness and engagement.





# MARKETING OBJECTIVES:

**Phase III:**

**(months 6 to 12)**

Stage 3: USA Market Expansion

# GENERAL MARKETING OBJECTIVES:

## **1. IDENTIFY TARGET REGIONS IN THE USA**

CONDUCT THOROUGH MARKET RESEARCH TO IDENTIFY KEY REGIONS IN THE USA WITH HIGH POTENTIAL FOR 3D SCANNING TECHNOLOGY IN THE EQUINE INDUSTRY.

ANALYZE COMPETITOR PRESENCE AND ASSESS MARKET DEMAND.

## **2. LAUNCH TARGETED USA MARKETING CAMPAIGNS**

DEVELOP AND EXECUTE MARKETING CAMPAIGNS SPECIFICALLY TAILORED TO THE IDENTIFIED REGIONS.

UTILIZE ONLINE ADVERTISING, SOCIAL MEDIA, AND INDUSTRY PUBLICATIONS TO CREATE AWARENESS AND INTEREST IN THE USA MARKET.

## **3. ESTABLISH INDUSTRY PROFESSIONALS PARTNERSHIPS ACROSS USA**

ACTION STEPS: IDENTIFY AND PARTNER WITH KEY DISTRIBUTORS IN THE USA.

PROVIDE TRAINING AND MARKETING SUPPORT TO ENSURE A STRONG PRESENCE IN THE MARKET.

EXPLORE OPPORTUNITIES FOR COLLABORATION WITH VETERINARY CLINICS AND EQUINE HEALTHCARE PROFESSIONALS.

## **4. PARTNER WITH BIGGEST SADDLE RESELLERS AND BRANDS**

DEVELOP STRATEGIC PARTNERSHIPS WITH THE BIGGEST SADDLE BRANDS AND RESELLERS, GAIN CREDIBILITY THROUGH THAT.

## **5. OPTIMIZE GEOGRAPHY FOR FRICTIONLESS SIGN UP PROCESS ACROSS WHO;E OF USA**

HAVE ENOUGH SADDLE FITTERS/TRUCKS ACROSS ALL OF THE USA TO REACH PROXIMITY OF EVERY CUSTOMER IN THE MAINLAND USA



# OMNIPRESENCE AT MAJOR USA EVENTS OBJECTIVES:

## 1. SECURE BOOTH PRESENCE AT TOP EQUESTRIAN EVENTS:

IDENTIFY AND SECURE BOOTH SPACE AT MAJOR EQUESTRIAN EVENTS AND TRADE SHOWS IN THE USA, SUCH AS THE KENTUCKY THREE-DAY EVENT, THE AMERICAN QUARTER HORSE ASSOCIATION WORLD SHOW, AND THE US DRESSAGE FINALS. ADD CALENDAR

DESIGN VISUALLY APPEALING AND INTERACTIVE BOOTH DISPLAYS SHOWCASING THE 3D SCANNING TECHNOLOGY, ITS APPLICATIONS, AND SUCCESS STORIES.

## 2. SPONSORSHIP AND PARTNERSHIPS WITH EVENT ORGANIZERS:

EXPLORE SPONSORSHIP OPPORTUNITIES WITH EVENT ORGANIZERS TO SECURE HIGH-VISIBILITY SPONSORSHIPS OR PARTNERSHIPS.

COLLABORATE WITH EVENT ORGANIZERS TO INTEGRATE 3D SCANNING TECHNOLOGY INTO EVENT ACTIVITIES, SUCH AS LIVE DEMONSTRATIONS OR FEATURED SESSIONS.

## 3. OBJECTIVE: HOST EXCLUSIVE SIDE EVENTS OR WORKSHOPS:

ORGANIZE EXCLUSIVE SIDE EVENTS OR WORKSHOPS IN CONJUNCTION WITH MAJOR EQUESTRIAN EVENTS.

INVITE INDUSTRY EXPERTS TO SPEAK ABOUT THE IMPACT OF 3D SCANNING ON HORSE HEALTH, PERFORMANCE, AND OVERALL WELL-BEING.

USE THESE EVENTS TO ENGAGE WITH ATTENDEES, OFFER LIVE DEMONSTRATIONS, AND PROVIDE HANDS-ON EXPERIENCES WITH THE TECHNOLOGY.

#### **4. LAUNCH EVENT-SPECIFIC MARKETING CAMPAIGNS:**

DEVELOP EVENT-SPECIFIC MARKETING CAMPAIGNS LEADING UP TO AND DURING MAJOR EQUESTRIAN EVENTS. UTILIZE SOCIAL MEDIA, EMAIL MARKETING, AND ONLINE ADVERTISING TO CREATE BUZZ AND DRIVE EVENT ATTENDANCE.

IMPLEMENT GEOTARGETING TO REACH EVENT ATTENDEES WITH PERSONALIZED PROMOTIONS AND INVITATIONS.

#### **5. COLLABORATE WITH INFLUENCERS COVERING EVENTS:**

IDENTIFY AND COLLABORATE WITH INFLUENCERS IN THE EQUESTRIAN AND HORSE CARE SPACE WHO ARE ATTENDING OR COVERING MAJOR EVENTS.

PROVIDE INFLUENCERS WITH ACCESS TO THE 3D SCANNING TECHNOLOGY AND EXCLUSIVE INSIGHTS TO SHARE WITH THEIR FOLLOWERS.

LEVERAGE INFLUENCER-GENERATED CONTENT TO EXTEND BRAND REACH DURING AND AFTER EVENTS.

#### **6. CAPTURE AND SHARE EVENT HIGHLIGHTS IN REAL-TIME:**

DEPLOY A TEAM TO CAPTURE REAL-TIME HIGHLIGHTS, INTERVIEWS, AND BEHIND-THE-SCENES CONTENT DURING EVENTS.

SHARE UPDATES ON SOCIAL MEDIA PLATFORMS, UTILIZING EVENT-SPECIFIC HASHTAGS TO INCREASE VISIBILITY. CREATE POST-EVENT RECAP VIDEOS AND ARTICLES TO SUSTAIN MOMENTUM AND ENGAGEMENT.

## **PR OBJECTIVES:**

### **1. SECURE MEDIA COVERAGE AT MAJOR EQUESTRIAN PUBLICATIONS:**

DEVELOP TARGETED PRESS RELEASES HIGHLIGHTING KEY MILESTONES, PARTNERSHIPS, AND SUCCESS STORIES RELATED TO THE 3D SCANNING TECHNOLOGY.

BUILD RELATIONSHIPS WITH EDITORS AND JOURNALISTS OF MAJOR EQUESTRIAN PUBLICATIONS TO SECURE FEATURE ARTICLES AND PRODUCT REVIEWS.

### **2. POSITION COMPANY SPOKESPEOPLE AS INDUSTRY EXPERTS:**

IDENTIFY KEY SPOKESPEOPLE WITHIN THE COMPANY WHO CAN SERVE AS INDUSTRY EXPERTS IN EQUINE 3D SCANNING.

OFFER THESE SPOKESPEOPLE FOR INTERVIEWS WITH INDUSTRY PUBLICATIONS, PODCASTS, AND ONLINE FORUMS TO SHARE INSIGHTS ON THE TECHNOLOGY AND ITS APPLICATIONS.

### **3. LEVERAGE AWARDS AND RECOGNITIONS:**

ACTIVELY PURSUE INDUSTRY AWARDS AND RECOGNITIONS FOR THE 3D SCANNING TECHNOLOGY.

SHOWCASE RECEIVED AWARDS IN PRESS RELEASES, ON THE COMPANY WEBSITE, AND THROUGH SOCIAL MEDIA TO ENHANCE CREDIBILITY AND VISIBILITY.

### **4. FOSTER POSITIVE RELATIONSHIPS WITH INDUSTRY INFLUENCERS:**

IDENTIFY AND CULTIVATE RELATIONSHIPS WITH INFLUENCERS AND THOUGHT LEADERS IN THE EQUESTRIAN AND VETERINARY INDUSTRIES.

COLLABORATE WITH INFLUENCERS FOR EXCLUSIVE INTERVIEWS, GUEST ARTICLES, OR JOINT INITIATIVES TO AMPLIFY THE COMPANY'S REACH AND CREDIBILITY.



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# POSITIONING AND BRANDING:

At Saddle Fit, we epitomize excellence in equine well-being and performance. As trailblazers in 3D horse back scanning, we offer unparalleled insights into your horse's biomechanics, setting the gold standard for precision and care.

Positioned in the high-end market, Saddle Fit not only leads the way in advanced scanning technology but is also the premier destination for discerning equestrians seeking top-tier saddle solutions. Elevate your equine experience with Saddle Fit – where innovation meets luxury.

We've developed our advanced 3D horse back scanning technology in collaboration with leading veterinarians. Our commitment to excellence ensures precision and care for every horse.

Geared towards horse owners who seek the best for their companions, Saddle Fit offers cutting-edge scans for enhanced equine well-being and performance. Used by athletes and top-tier industry professionals.


At Saddle Fit, we've forged a revolution in equine technology by seamlessly integrating precision 3D horse back scanning with blockchain exclusivity.

Developed in collaboration with top-tier veterinarians, our advanced scanning technology ensures unparalleled care for every horse.


What distinguishes us is our commitment to exclusivity – every saddle scanned by Saddle Fit is equipped with a unique chip on the blockchain, guaranteeing authenticity and traceability. We're not just reshaping equine well-being; we're pioneering a new standard in trust and transparency.

## Tone of voice:




 Revolutionize Your Ride with Saddle Fit Equine Tech:

Step into the future of equestrian excellence with Saddle Fit, where cutting-edge technology meets the art of riding. Our revolutionary saddle scanning technology is set to redefine your equestrian experience, providing a personalized touch to every stride.

 Pioneering the Future of Equine Harmony:

Join the ranks of forward-thinking equestrians who trust [Brand Name] to lead the way in equine technology. Our saddle scanning is more than innovation; it's a commitment to the seamless fusion of tradition and progress, ensuring your ride is as advanced as your aspirations.

 Precision Unleashed, Comfort Redefined:

Embark on a journey where every saddle is a masterpiece, perfectly calibrated to the unique dynamics of you and your horse. Our state-of-the-art scanning technology captures every nuance, ensuring a level of precision and comfort that transcends conventional riding experiences.



# MARKETING TACTICS

**Successful Launch of the product to the market:**

PHASE I: (1-3 MONTHS)

PHASE II: (3-6 MONTHS)

PHASE III: (6-12) MONTHS)

# PHASE I:

## **GOAL**

SUCCESSFUL LAUNCH + CORRECT  
POSITIONING OF THE BRAND FROM  
THE GET GO

CREATE BRAND AWARENESS

# STEP 1: ORGANIC MARKETING:

- Set up KLAVIYO integration and start collecting leads from the events (Tim). Create a QR code for simple email sign-ups (name, email, location)
- Launch blog posts and set up basic SEO, so that the website is searchable.
- Connect Pinterest and start posting blogs to Pinterest to start growing awareness.
- Film 20-30 reels and populate the feed on Instagram. Make informative highlights about the process.
- Prepopulate TikTok feed. (same 20-30 reels that went to Instagram)
- MAKE A FOLDER WITH 30 VIRAL EQUESTRIAN REELS AS A FRAMEWORK
- USE RELEVANT LOCATION TAGS AND HASHTAGS
- SET UP LINKEDIN, FACEBOOK AND OTHER SECONDARY PLATFORMS



# Paid marketing tactics:

## 1. AD CREATIVES:

### A. CREATE 10 VARIATIONS:

- ENSURE EACH AD CREATIVE IS DISTINCT, FEATURING DIFFERENT VISUALS, HEADLINES, AND AD COPY.
- USE A VARIETY OF FORMATS (IMAGE, VIDEO, CAROUSEL) TO SEE WHICH RESONATES BEST.

### B. A/B TESTING:

- SPLIT YOUR AUDIENCE EVENLY AMONG THESE 10 VARIATIONS.
- MONITOR METRICS LIKE CTR (CLICK-THROUGH RATE) AND ENGAGEMENT TO IDENTIFY TOP-PERFORMING CREATIVES.

### C. IDENTIFY TOP PERFORMING AD CREATIVE:

- AFTER A SUFFICIENT PERIOD (DEPENDING ON YOUR TRAFFIC VOLUME), IDENTIFY THE CREATIVE WITH THE LOWEST COST PER LEAD (CPL).
- ALLOCATE MORE BUDGET TO THIS WINNING CREATIVE IN SUBSEQUENT CAMPAIGNS.

## 2. OFFER TESTING:

### A. CREATE 10 OFFERS:

- DEVELOP DIVERSE OFFERS SUCH AS DISCOUNTS, EXCLUSIVE CONTENT, FREE TRIALS, OR ANY OTHER INCENTIVES FOR SIGN-UPS.

### B. A/B TESTING:

- ASSIGN EQUAL TRAFFIC TO EACH OFFER.
- TRACK THE CPL FOR EACH OFFER, AND IDENTIFY THE MOST EFFECTIVE ONES.

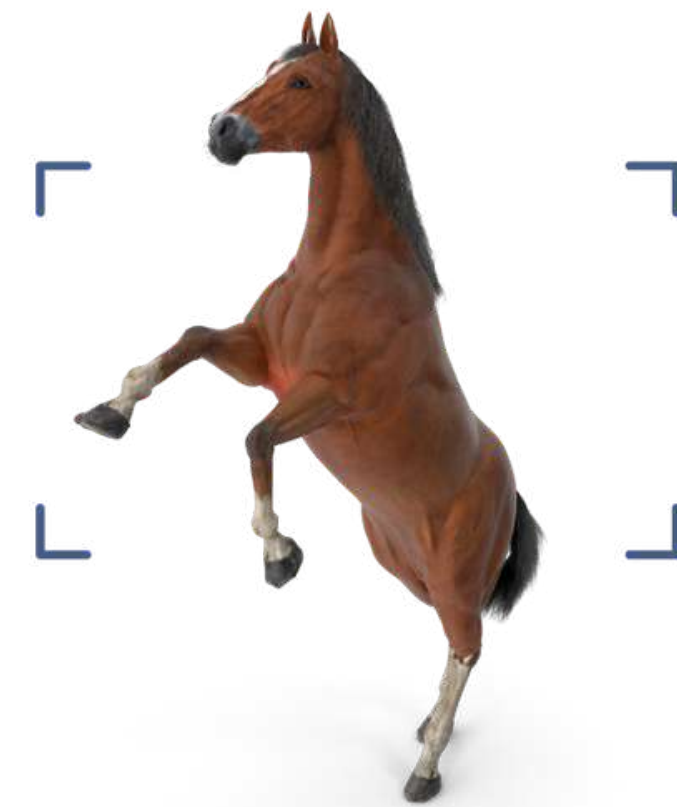
### C. IDENTIFY TOP PERFORMING OFFER:

- SIMILAR TO THE AD CREATIVES, FIND THE OFFER THAT YIELDS THE LOWEST CPL.
- ALLOCATE MORE BUDGET TO CAMPAIGNS FEATURING THIS WINNING OFFER.

## 3. TRAFFIC SOURCE AND BUDGET:

### A. LOW BUDGET TRAFFIC:

- UTILIZE PLATFORMS THAT OFFER COST-EFFECTIVE ADVERTISING OPTIONS, SUCH AS SOCIAL MEDIA PLATFORMS' LOWER-COST AD PLACEMENTS.



# Paid marketing tactics:

## 4. SCALING:

A. INCREASE BUDGET FOR WINNING CREATIVE AND OFFER:

- ONCE YOU'VE IDENTIFIED THE WINNING AD CREATIVE AND OFFER, ALLOCATE MORE BUDGET TO THE CAMPAIGN FEATURING THIS COMBINATION.

B. OPTIMIZE CAMPAIGN SETTINGS:

- ADJUST TARGETING PARAMETERS BASED ON THE DEMOGRAPHICS AND BEHAVIORS OF THE AUDIENCE RESPONDING WELL TO YOUR WINNING CREATIVE AND OFFER.

## 5. MONITORING AND ANALYSIS:

A. REGULARLY MONITOR METRICS:

- KEEP AN EYE ON CPL, CTR, AND OTHER RELEVANT METRICS.
- MAKE ADJUSTMENTS AS NEEDED TO MAINTAIN OPTIMAL PERFORMANCE.

## 6. EMAIL LIST BUILDING:

A. INTEGRATE EMAIL SIGN-UP MECHANISM:

- ENSURE A SEAMLESS TRANSITION FROM AD CLICKS TO EMAIL SIGN-UPS.
- IMPLEMENT CLEAR CALLS-TO-ACTION PROMPTING USERS TO JOIN THE EMAIL LIST.

B. FOLLOW-UP CAMPAIGNS:

- DESIGN FOLLOW-UP EMAIL CAMPAIGNS TO NURTURE LEADS AND ENCOURAGE FURTHER ENGAGEMENT.

## 7. PERIODIC REVIEW:

A. REGULARLY REVIEW AND REFINE:

- PERIODICALLY REASSESS AND REFINE YOUR STRATEGY BASED ON ONGOING PERFORMANCE DATA.

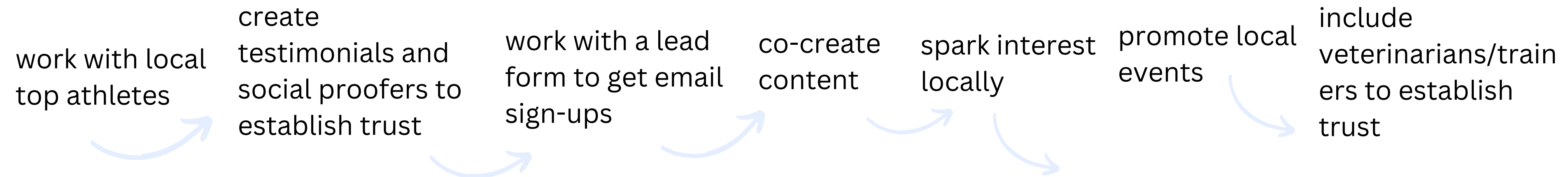


# Influencer marketing:

**2-3 paid collaborations a month:**

**For launch announcement & first sign-ups:**

Hybrid split  
between  
Youtube and  
Instagram  
Influencers  
20/80





# PAID MARKETING BUDGET:

## 1 month

Gather data for  
Meta pixel :  
1- 2k USD

## 2 month

Running TOF  
ads  
(Meta+TikTok)  
:  
2-3 k USD

## 3 month

Running  
TOF+MOF ads:  
(Meta, Google,  
TikTok)  
3 k USD

## Influencer Marketing Budget:

Aim for 200-500  
usd per  
collaboration

1-2k USD on  
average a month

# BASIC SEO OPTIMISATION:

1. KEYWORD RESEARCH.

2. CONTENT OPTIMIZATION

3. META TAG OPTIMIZATION.

4. IMAGE OPTIMIZATION

5. URL OPTIMIZATION

6. SITE STRUCTURE IMPROVEMENT.

7. PAGE LOAD SPEED ENHANCEMENT.

8. MOBILE-FRIENDLY OPTIMIZATION.

9. ROBOTS.TXT FILE CREATION AND UPDATE.

# EMAIL MARKETING:

## Initial automations:



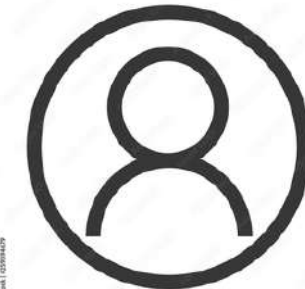
Welcome email



Welcome email #2



Reminder to create an account



Started creating account  
but didn't finish reminder



Thank you for creating  
account reminder



# EMAIL MARKETING:

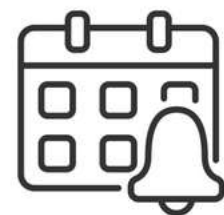
**Promo Calendar with emails  
going out every other day:**



Educational emails



Storytelling emails



Event reminders



News/updates

# PINTEREST



1-2 a week creating new blog posts about equine health and riding

Using tailwind to repost other people's content + post saddle fit's content and get it reposted by others

Links from blog post lead to email sign up- organic SEO with backlinks+funnel creation

Every blog posts should contain call to action to sign up/learn more

Staying active on Pinterest in general (automation of posting and reposting through Tailwind)

Links from blog post lead to email sign up- organic SEO with backlinks+funnel creation

## **PHASE II**

Expand local presence:  
Saddle fit is getting  
recognition across texas and  
neighboring states



## PHASE II

### ORGANIC MARKETING:

- DAILY POSTING OF CONTENT (REELS/PHOTOS) ON TIK TOK, INSTAGRAM AND FACEBOOK
  - TAILWIND/PINTEREST STRATEGY - GETTING A LOT OF EXPOSURE FOR BLOG POSTS
  - LINKEDIN EDUCATIONAL CONTENT POSTING
  - FACEBOOK COMMUNITIES
  - SHOUTOUTS WITH PARTNERING BRANDS
- 
- USING RELEVANT HASHTAGS ON ALL OF THE ABOVEMENTIONED PLATFORMS
- 
- CREATE SADDLE FIT'S OWN COMMUNITY OF FACEBOOK GROUPS+FORUMS
  - YOUTUBE: POSTING TO YOUTUBE SHORTS.
  - GETTING ORGANIC FOLLOWERS FROM SHORT-FORM AND MEDIUM-FORM -CONTENT.
  - 60:30:10 RATIO FOR SHORT-FORM, MEDIUM-FORM AND LONG-FORM CONTENT ABOUT SADDLE FIT

# REFERRAL/PARTNER PROGRAM OFFERINGS

CREATE A REFERRAL PROGRAM FOR TRAINERS (GET % OF SALES/COMMISSIONS FOR EACH CLIENT BROUGHT)

BECOME SADDLE FIT'S PARTNER FOR BARN IN THE LOCAL AREAS

REFERRAL PROGRAM FOR INFLUENCERS, AFFILIATE MARKETING

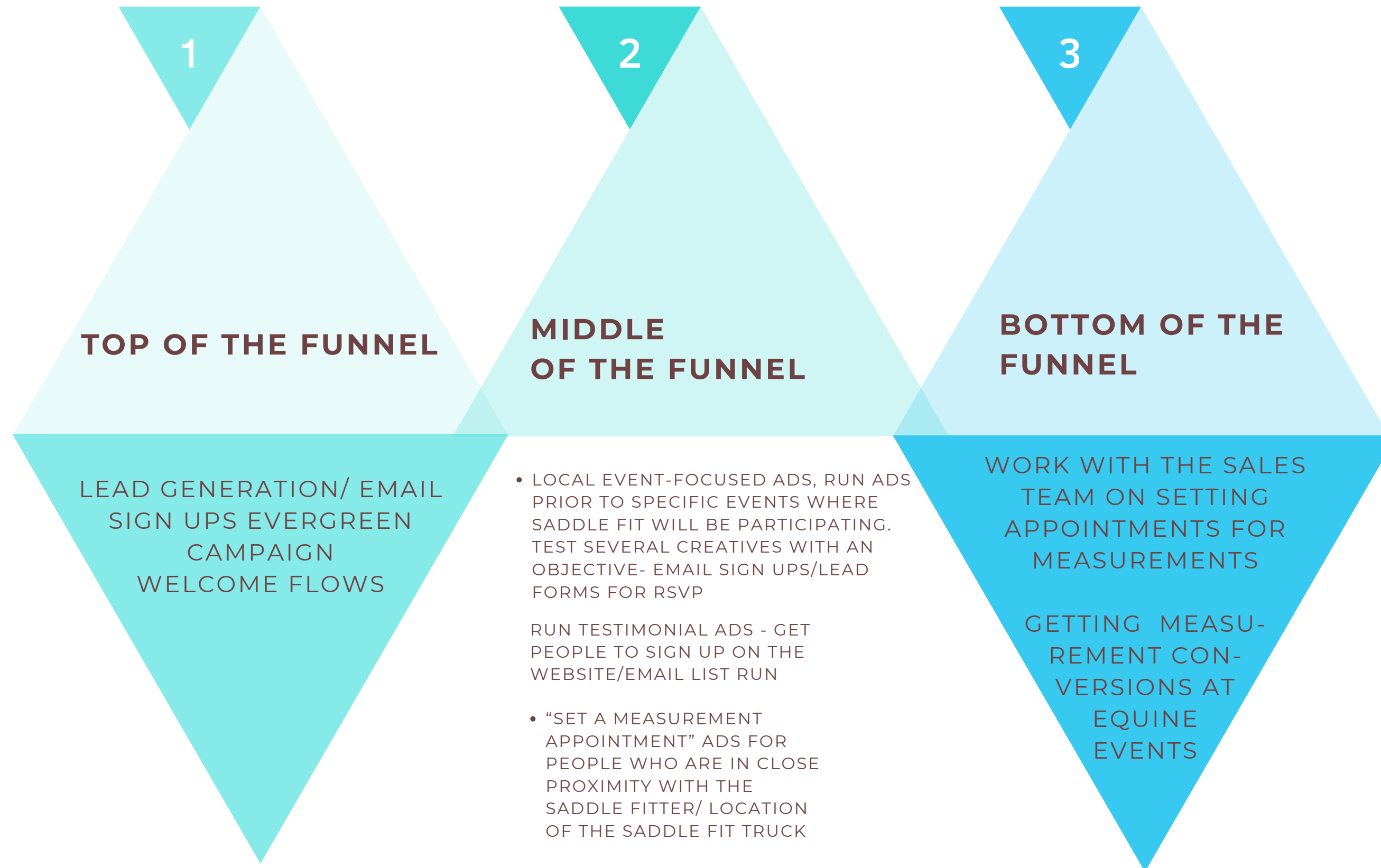
REFERRAL PROGRAM FOR CUSTOMERS (INFORMATION AVAILABLE ON THE WEBSITE+SHOWS)

BECOME SADDLE FIT'S PARTNER: PAID TRAINING FOR SADDLE FITTERS+LISTED ON THE WEBSITE AS OFFICIAL PARTNER IN THE LOCAL AREAS

REFERRAL PROGRAM FOR FARRIERS AND VETERINARIANS IN THE AREA

REFERRAL PROGRAM AT THE TACK SHOPS

# PAID MARKETING PHASE 2





# INFLUENCER marketing

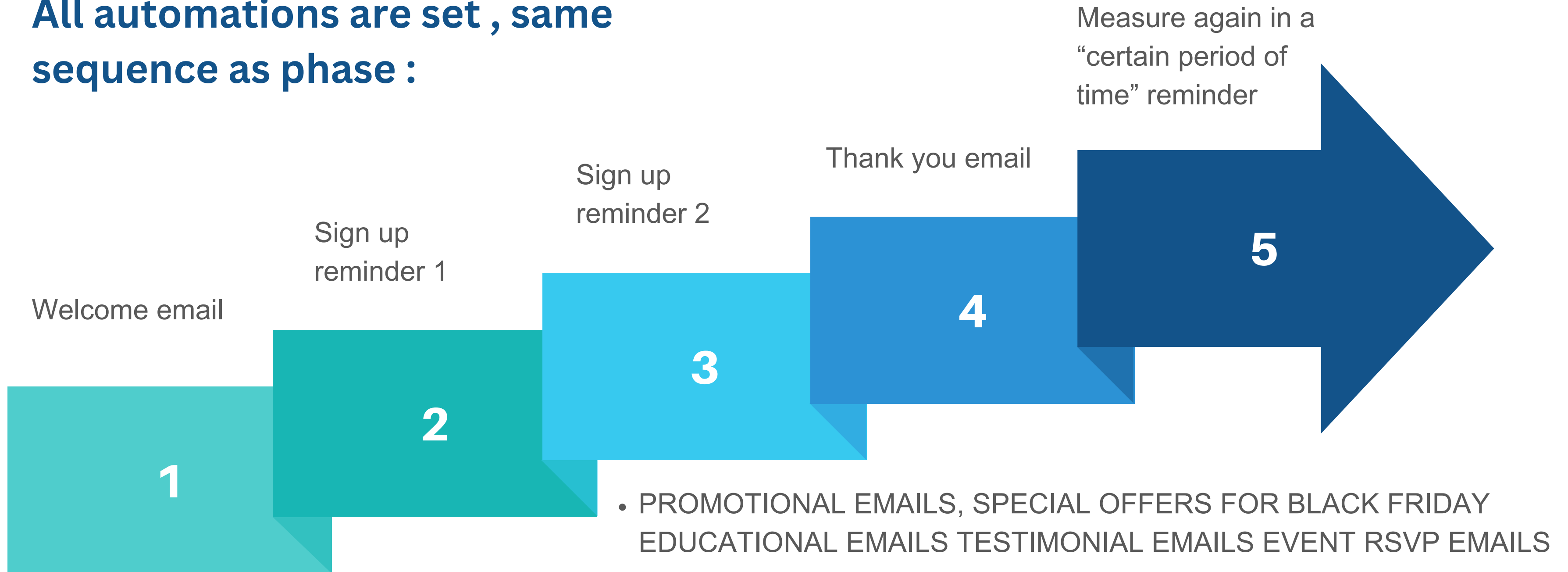
- 5-6 NEW/ONGOING COLLABORATIONS A MONTH WITH TOP ATHLETES/INFLUENCERS/TRAINERS
- PACKAGE DEALS FOR INFLUENCERS WITH HIGH CONVERSION RATES (GET BUNDLE DISCOUNTS)
- USING USER-GENERATED CONTENT AND TESTIMONIALS FOR OUR OWN PAID ADS
- COLLABORATE WITH INFLUENCERS TO CREATE VIRAL VIDEOS AND POST IN COLLABORATIVE FORMAT
- EMPHASIS ON COLLABORATING WITH TRAINERS (AS THEY ARE THE LEADERS OF THOUGHT)
- INFLUENCERS PROMOTING THE UPCOMING EVENTS WITH AN RSVP

# BRANDED PRINTED MATERIALS:

- FLYERS FOR EVENTS
- QR CODES AND FLYERS FOR THE RESTAURANTS/CAFES IN THE BARN
- DIGITAL AND PRINTED QR CODES/FLYERS FOR THE REFERRAL PROGRAMS (AFFILIATE PARTNERS)
- BRANDED T-SHIRTS AND HOODIES + CANVAS BAGS FOR EVENTS
- PRINTED MATERIALS AT TACK SHOPS

# EMAIL MARKETING

All automations are set , same sequence as phase :



# PAID MARKETING BUDGET



## 3 month

Running TOF,  
MOF ads on  
Google, Meta,  
TikTok  
3-4 k USD



## 4 month

Running  
TOF,MOF AND  
BOF ads on  
Google, Meta,  
Tik Tok  
4-5 k USD



## 6 month

Running  
TOF+MOF+BOF  
ads on Google,  
Meta, Tik Tok  
5-6 k USD

## Influencer Marketing Budget:

Aim for 200-500  
USD per  
collaboration

2500-3000 USD  
on average a  
month



## **PHASE III:**

**GOAL-**

**SADDLE FIT IS A GO-TO  
BRAND ACROSS USA**

## **PHASE III**

### **SADDLE FIT IS KNOWN ACROSS USA:**

ORGANIC MARKETING: TEST AND GET VIRAL VIDEOS. CREATE A "TEMPLATE FOR VIRAL VIDEOS THAT GET MORE THAN 100K ORGANIC VIEWS. COLLABORATE WITH INFLUENCERS ON CONTENT CREATION.

WORK WITH SETH'S DAUGHTER'S PERSONAL BRAND

PINTEREST - GROWN TO 500K PROFILE VIEWS A YEAR WITH THE TAILWIND STRATEGY

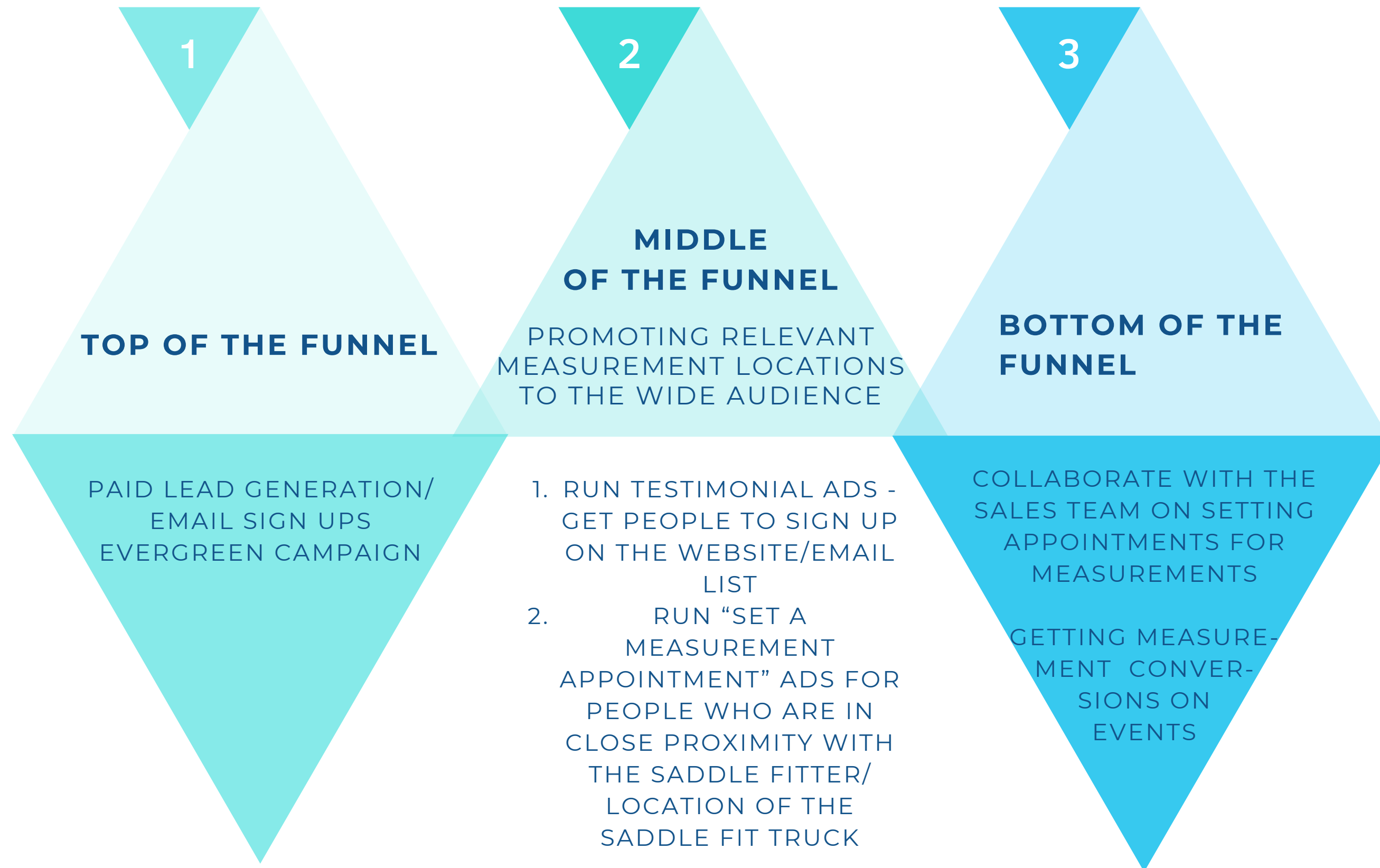
### **GROWING SADDLE FIT'S COMMUNITY. USE SADDLE FIT'S OWN TERMINOLOGY.**

-YOUTUBE: POSTING TO YOUTUBE SHORTS. POSTING EDUCATIONAL LONG-FORM CONTENT

-STEADY ORGANIC GROWTH FROM YOUTUBE AND TIK TOK VIRAL VIDEOS.

60:30:10 RATIO FOR SHORT-FORM, MEDIUM-FORM AND LONG-FORM CONTENT ABOUT SADDLE FIT

# PAID MARKETING



# EVENT PROMOTION

- **RSVP ADS FOR THE BIGGEST USA EVENTS :**

1. KENTUCKY THREE-DAY EVENT THE HAMPTON
2. CLASSIC HORSE SHOW ROLEX CENTRAL PARK
3. HORSE SHOW AMERICAN GOLD CUP DEVON HORSE
4. SHOW AND COUNTRY FAIR THE NATIONAL HORSE
5. SHOW SPRUCE MEADOWS 'MASTERS' USHJA
6. INTERNATIONAL HUNTER DERBY CHAMPIONSHIP
7. WELLINGTON WINTER EQUESTRIAN FESTIVAL THE
8. WASHINGTON INTERNATIONAL HORSE SHOW



# INTRODUCE LOYALTY PROGRAM

RETAIN CUSTOMERS, ENCOURAGE REPEAT PURCHASES AND FOSTER BRAND LOYALTY

- BONUSES AND REWARDS FOR REPEAT CUSTOMERS

- CUSTOMER BIRTHDAY DISCOUNTS+BUNDLE DEAL IF A CUSTOMER HAS MULTIPLE HORSES TO SCAN

- BECOME A BRAND AMBASSADOR PROGRAM - REFER FRIENDS

- CREATE ADVOCATES (LOYAL FANS) FOR THE BRAND AND FOR SADDLE FIT'S PHILOSOPHY

# SEMINARS

- EDUCATIONAL  
BRANDED SEMINARS  
FROM SADDLE FIT
- PARTICIPATION IN OTHER  
EQUINE/VETERINARIAN  
SEMINARS WITH SADDLE  
FIT'S AGENDA
- NETWORKING WITH  
EQUINE  
PROFESSIONALS
- SCIENCE+SADDLE FIT- SHARING DATA  
+LOOKING FOR POTENTIAL AREAS FOR  
IMPROVEMENT

# KEY SADDLE FIT METRICS



NEW REGISTRATIONS



NEW SCANNINGS



NEW EMAILS SIGN UPS



REVENUE FROM SCANNING



MARKETPLACE REVENUE



AFFILIATE PROGRAM REVENUE

# Implementation of Measurement and Analytics:

## **IMPLEMENTATION OF TRACKING CODES:**

- ENSURE TRACKING CODES (E.G., GOOGLE ANALYTICS, FACEBOOK PIXEL) ARE CORRECTLY IMPLEMENTED ON THE WEBSITE AND RELEVANT LANDING PAGES.

## **REGULAR REPORTING:**

- SET UP REGULAR REPORTING SCHEDULES TO REVIEW AND ANALYZE KEY METRICS. REPORTS CAN BE WEEKLY, MONTHLY, OR QUARTERLY, DEPENDING ON THE NATURE OF THE CAMPAIGN.

## **A/B TESTING:**

- IMPLEMENT A/B TESTING FOR KEY ELEMENTS SUCH AS HEADLINES, CALL-TO-ACTION BUTTONS, AND EMAIL SUBJECT LINES TO OPTIMIZE PERFORMANCE BASED ON DATA-DRIVEN INSIGHTS.

## **CUSTOM DASHBOARDS:**

- CREATE CUSTOM DASHBOARDS IN ANALYTICS TOOLS TO PROVIDE A QUICK OVERVIEW OF THE MOST IMPORTANT KPIS. THIS HELPS IN MONITORING PERFORMANCE EFFICIENTLY.

## **ATTRIBUTION MODELING:**

- USE ATTRIBUTION MODELS TO UNDERSTAND THE CONTRIBUTION OF DIFFERENT MARKETING CHANNELS TO CONVERSIONS. THIS HELPS IN OPTIMIZING BUDGET ALLOCATION.

## **BENCHMARKING:**

- ESTABLISH BENCHMARKS FOR EACH KPI BASED ON HISTORICAL DATA OR INDUSTRY STANDARDS. REGULARLY COMPARE PERFORMANCE AGAINST THESE BENCHMARKS TO IDENTIFY AREAS FOR IMPROVEMENT.

## **CONTINUOUS OPTIMIZATION:**

- CONTINUOUSLY OPTIMIZE MARKETING STRATEGIES BASED ON DATA INSIGHTS. IDENTIFY SUCCESSFUL TACTICS AND REALLOCATE RESOURCES TO HIGH-PERFORMING CHANNELS.

## **TRAINING AND SKILL DEVELOPMENT:**

- ENSURE THAT TEAM MEMBERS RESPONSIBLE FOR ANALYTICS HAVE THE NECESSARY SKILLS AND TRAINING TO INTERPRET DATA ACCURATELY.

## **INTEGRATION OF DATA SOURCES:**

- INTEGRATE DATA SOURCES WHERE POSSIBLE TO HAVE A HOLISTIC VIEW OF CUSTOMER INTERACTIONS. THIS MAY INCLUDE INTEGRATING CRM DATA WITH MARKETING ANALYTICS.



# Intotech Marketing Packages

## Starter Package

- SMM Management
  - Instagram
  - Facebook
  - LinkedIn
  - Pinterest
  - TikTok
- Paid advertisements on Instagram & Facebook

**\$2,500/MONTH**

## Basic Package

- TikTok Paid Ads
- + “Starter” package

**\$3,400/MONTH**

## Advanced Package

- Google Paid Ads
- + “Basic” package

**\$4,000/MONTH**

## EXTRAS

- **TikTok Advertisement** \$700/month
- **Email Marketing** \$700/month

- **Reels maker** \$800/month
- **Twitter paid advertisement** \$700/month







MARKETING  
STRATEGY+GO TO  
MARKET PLAN





SADDLEFIT

**THANK YOU**

