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## WingCups: Product Launch Digital Marketing Strategy

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# WingCups: Product Launch Digital Marketing Strategy

Sean Dolan



*WingCups*



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## Executive Summary

Nothing goes better than cold beverages and some nice sailing on a sunny day. Those are two things that my father and I both enjoy a tremendous amount, but in our time sailing on our 18-foot Hobie Getaway Catamaran we have run into a very practical problem: there's nowhere to store an open drink. This is the same for every small catamaran with a similar design to our Hobie Getaway. When you're out on the water and having to worry about steering and managing the sheets, there's no way to hold a drink and control the boat at the same time. And even when you're just drifting on the water, you don't want to have to hold a cold drink in your hand; constantly and warm it up while freezing your hand off. So in response to these problems, my father came up with a practical solution: WingCups. WingCups are cup holders designed to be able to attach to any catamaran and hold a wide variety of different-sized containers. The design and prototypes have already been completed. In this capstone project, I aim to create a digital marketing strategy for WingCups' launch. In order to create an effective strategy, I conducted market analysis, created a digital marketing plan, created promotional materials, built a website, and set up two digital advertising campaigns.

The market analysis covers trends in the sailboat and sailboat accessories industries, as well as provides an overview of the prevailing consumer demographics that served as a basis for WingCups' target customer. In this capstone project, I also describe the process of creating the WingCup logo and the website that was developed considering features needed for successful website creation. Finally, I outline the digital advertising campaign strategy to be executed via Facebook and Google Ads, and provide digital advertising targets as well as performance metrics.



## Product Overview

WingCup is a product that aims to address the problem of trying to hold drinks while also controlling the sailboat at the same time. We identified this problem together with my dad through our personal experience. I conducted a small-scale netnographic exploration (i.e., research that investigates consumer behavior using online and social media sources), that showed that other Hobie catamaran owners had been experiencing a similar problem too, and even looked for ways to create a similar product themselves for personal use. Two examples are shown below:

<b>dexter</b>	Post subject: <a href="#">BEER CAN HOLDER FOR H16</a>	Posted: Thu Nov 29, 2012 12:21 pm
<b>offline</b>	HELP! For many years, I competitively raced yachts on the Great Lakes. We had beer can holders hanging from the stanchion lines... really nice for the apres race. Anything out there for my H16? It would be really nice to be able to drive the boat with a decent breeze and not have to ask my kid to hold my beer when needing to adjust my mainsail. Thanks.	
Site Rank - Captain		
Joined: Mon Sep 24, 2012 3:00		

### SouthernWake

Posted July 7, 2017



Members

704

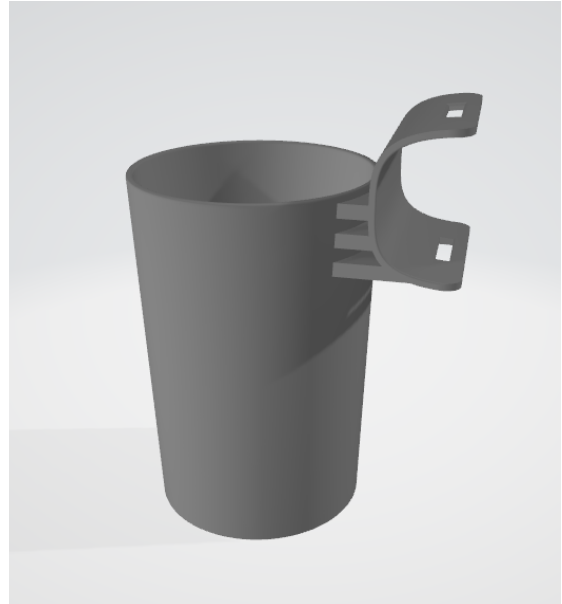
Currently I have no cup holders and am tired of trying to hold my beer with my heels while driving or have water bottles rolling around the floor. I have a small console and no room to mount a flush cup holder on top or rail to attach one to which has me thinking my options are limited. A folding cup holder would be great but any of those I've seen would surely break or fall apart quickly.

Any suggestions? What have you other guys done?

+ Quote

More examples are in the appendix of this paper. In a lot of these posts, there are responses with different ideas on how to overcome this problem. A lot of them include cutting holes in the trampoline or drilling into the hull of the ship. That's what separates our product from the alternatives. WingCups get their name from the 'wing' part of the Hobie catamaran sailboat (figure 1). The idea behind the design of the WingCup is to attach the cupholder to the wing of the boat using a velcro strap. This allows the cupholder to be both secure and easily

attachable/detachable, and there's no need for altering or destroying any part of your boat to install them. Below are some pictures of prototypes and the 3D model that we sent to the United State Patent and Trademark Office:

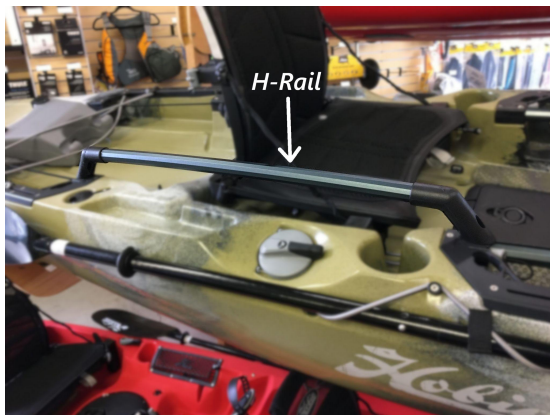


The physical product is going to be produced using an injection mold by a Chinese manufacturing company. The cost to produce each unit in the first batch is estimated to be around \$17.50 and the starting price will be set at \$19.99. These margins are extremely small, but after the first batch, each cup will only cost around \$1.50 to produce, this is because the cost of the injection mold is so high, around \$30,000, but this is a fixed cost. The variable cost for each unit is much lower, which will give us wide margins after we have covered the fixed costs. The goal for the first year is to sell the entire first batch of 2,000 cups and break even.

We were not the first to come up with the idea of attaching personal cupholders to small watercraft. In fact, the sailboat manufacturer Hobie has already created a cup holder for one of their boats using a very similar design philosophy as WingCups. As seen below, Hobie has created a cup holder (figure 3) that attaches to the H-Rail on their kayaks (figure 2). The only problem is that there is no equivalent product for their line of catamarans. The design of WingCups basically scales up the H-Rail cup holder to fit the wing of a Hobie catamaran and replaces the locking mechanism with a velcro strap. Using a velcro strap instead of a locking mechanism reduces the cost/price of the end product significantly. The unique value proposition of our product is the convenience and quality of life improvement that comes with adding cup holders to a leisure vehicle like Hobie's Getaway Catamaran. The fact that similar products exist for other types of recreational small watercraft is a promising sign for the existence of a market for WingCups.



**(Figure 1)**



**(Figure 2)**

Fig. 1. Promotional Photo of Hobie Getaway Wing Kit from East Coast Sailboats. 2020. <https://www.eastcoastsailboats.com/product/hobie-getaway-wing-kit/> Accessed 29 Nov. 2021.

Fig. 2. "Pure Watersports announces the availability of Hobie's new H-Rail product for the Hobie Mirage Outback kayaks." from Pure Watersports. 2019. <https://kayakfishingnews.com/pure-watersports-announces-the-availability-of-hobies-new-h-rail-product-for-the-hobie-mirage-outback-kayaks/> Accessed 29 Nov. 2021.



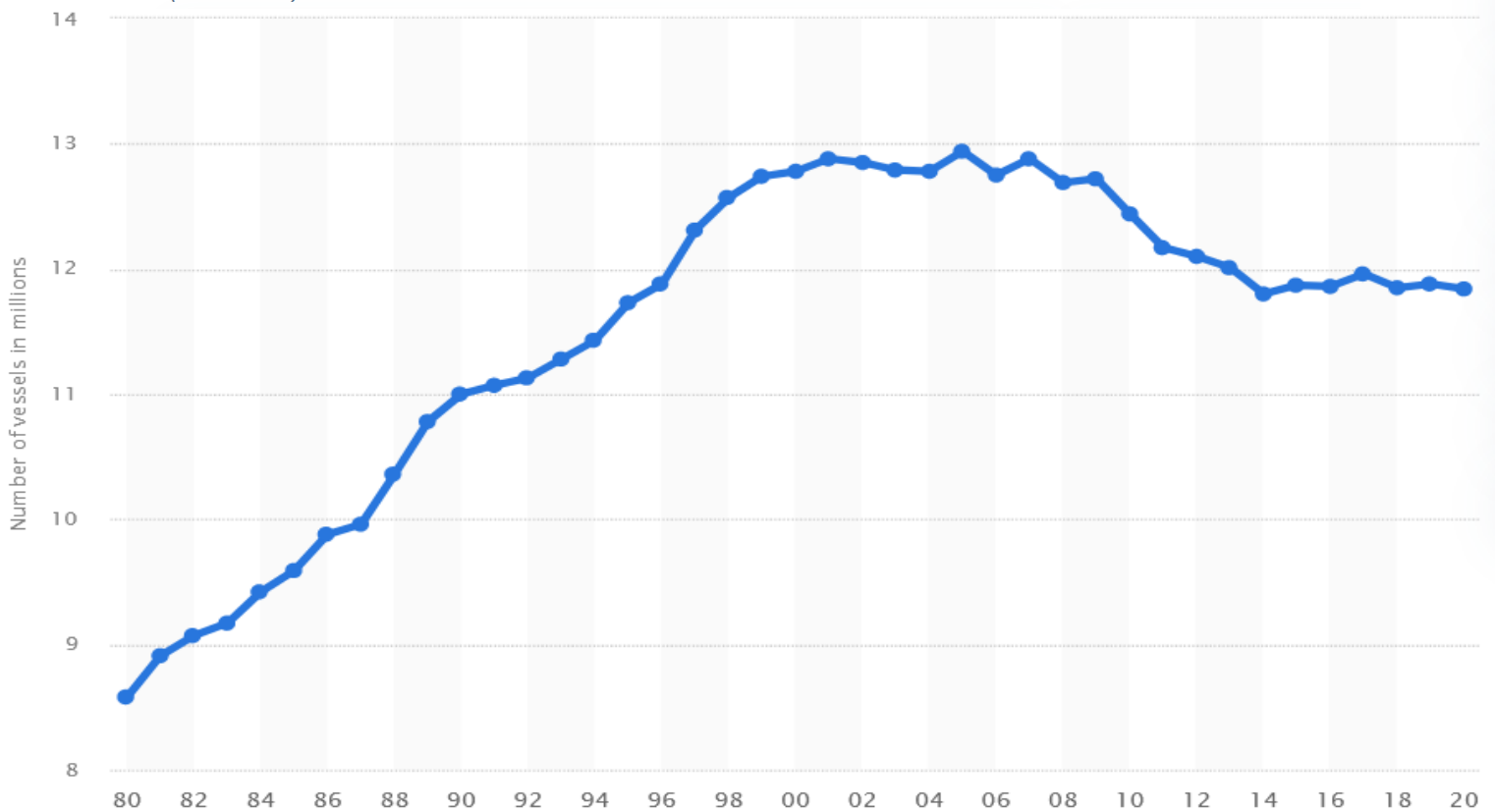
**(Figure 3)**

Fig. 3. Promotional Photo of H-Rail Cup Holder from Western Canoe Kayak. 2021. <https://westerncanoe kayak.com/h-rail-cup-holder-by-hobie/> Accessed 29 Nov. 2021.

## Market Overview

The global recreational boat market size is projected to grow from USD 16.4 Billion in 2021 to USD 23.6 Billion by 2027, at a compound annual growth rate (CAGR) of 6.2% according to Business Wire.<sup>1</sup> In addition to the global market growth, the recreational boat market in North America is expected to be the largest and fastest-growing market across the world due to the high demand for leisure boating and water sports in the region.<sup>1</sup> This is a good sign for WingCups because as the overall market size grows, so does the demand for an accessory for one of the more popular segments of the industry. The graph below (figure 4) is taken from Statista and shows how many recreational boating vessels there are in the United States:

**Number of registered recreational boating vessels in the U.S. from 1980 to 2020**  
(in millions)



(Figure 4)

Fig. 4. "Number of registered recreational boating vessels in the U.S. from 1980 to 2020" from Statista. 2020.  
<https://www.statista.com/statistics/240634/registered-recreational-boating-vessels-in-the-us/> Accessed 13 May, 2022.

As of 2020, there were 11.84 million recreational boating vessels in the U.S. But this number includes all different types of vessels and does not represent the number of people that we are trying to reach with our product. That number will be explored in my market analysis.

## **Market Analysis**

The market that WingCups is competing in is the sailboat accessories market or, more generally, the U.S. sailing industry. However, our true target market is much more niche than the general sailing industry. The WingCup has been designed specifically to fit the wings of Hobie 16s, 17s, 18s, 1s, 20s, and Getaways. While these are some of the most popular sailboats on the market, with thriving communities all over the U.S., the market is still incredibly niche. Hobie is a private company, so retrieving exact data is a challenge, but the International Sailing Federation estimated in a class report that Hobie had produced over 200,000 of their mainline catamarans by the year 2012.<sup>2</sup> This number has grown in the past decade, but it's safe to say that our total addressable market is 200,000-250,000. This number doesn't take into account people buying multiple WingCups for one boat, which is likely, but it is our conservative estimate. Reaching those specific consumers, the 200,000 different owners of these sailboats, will be a huge marketing challenge. However, I believe that with some traditional, grassroots, face-to-face marketing at events (which will be planned in the later stages of product development and are not the focus of this project), and some smart consumer targeting made possible by modern web trackers, we will be able to reach this niche market. Our goals should be modest at first, selling the first shipment of 2,000 WingCups would be a good place to start, but once we prove

definitively that there is demand for this product and we're able to reach those customers, we can aggressively expand our marketing and production efforts.

## Competitors

While there are no products on the market that are exactly like WingCups, there are some indirect competitors. Each of these alternatives has its own pros and cons, as seen below:



**ROBOCUP**  
Price: \$27.99

Pros:

- Includes two cup holders, and can fold out to be four
- Multi-functional, says in the description that it can be used with a beach chair, wheelchair, walker, microphone stand and various other utilities
- Rated 4.5 stars based on 4,575 Amazon reviews, this signals quality

Cons:

- Most likely too small to clip onto the mast or wing of a sailboat
- Odd shape that could pose a problem for certain bottles/cups
- Includes metal screws, which will rust. An especially big problem for users who sail on saltwater





### **Kemimoto Cup Holder (bicycle cup holder)**

Price: \$35.99

#### Pros:

- Lots of options for these kinds of cup holders that are designed for a bike
- Small and could fit on many different places of the ship
- Screw tightening allows for maximum security

#### Cons:

- Clamp is too small to fit on mast or wing
- Small and won't fit larger containers, such as tumblers or large water bottles
- Metallic components which will rust



### **RAM Level Cup**

Price: \$40.99

#### Pros:

- Adjustable arm with swinging cup holder, which will hold drinks level out on the water
- High-quality materials, designed for boats so it will withstand watery conditions
- Trusted company with a good track record for similar products

#### Cons:

- Must be drilled on to the boat, possibly damaging it and reducing the value
- Only fits 16oz and drinks of similar size
- High price comparatively



### **West Coast Sailing Can Holder for Trampoline/Wing**

Price; \$29.99

#### Pros:

- Relatively cheap
- Made out of soft materials so it's adaptable to different parts of the boat
- Will keep can/cup upright as the boat moves

#### Cons:

- The user must cut a hole in their trampoline (which is the soft center of a catamaran) and then stitch this into it themselves. This is a difficult installation process and can lower the value of the boat
- Is made from really cheap materials but is still priced at almost \$30
- Has no reviews



### **WingCups**

Price: \$19.99

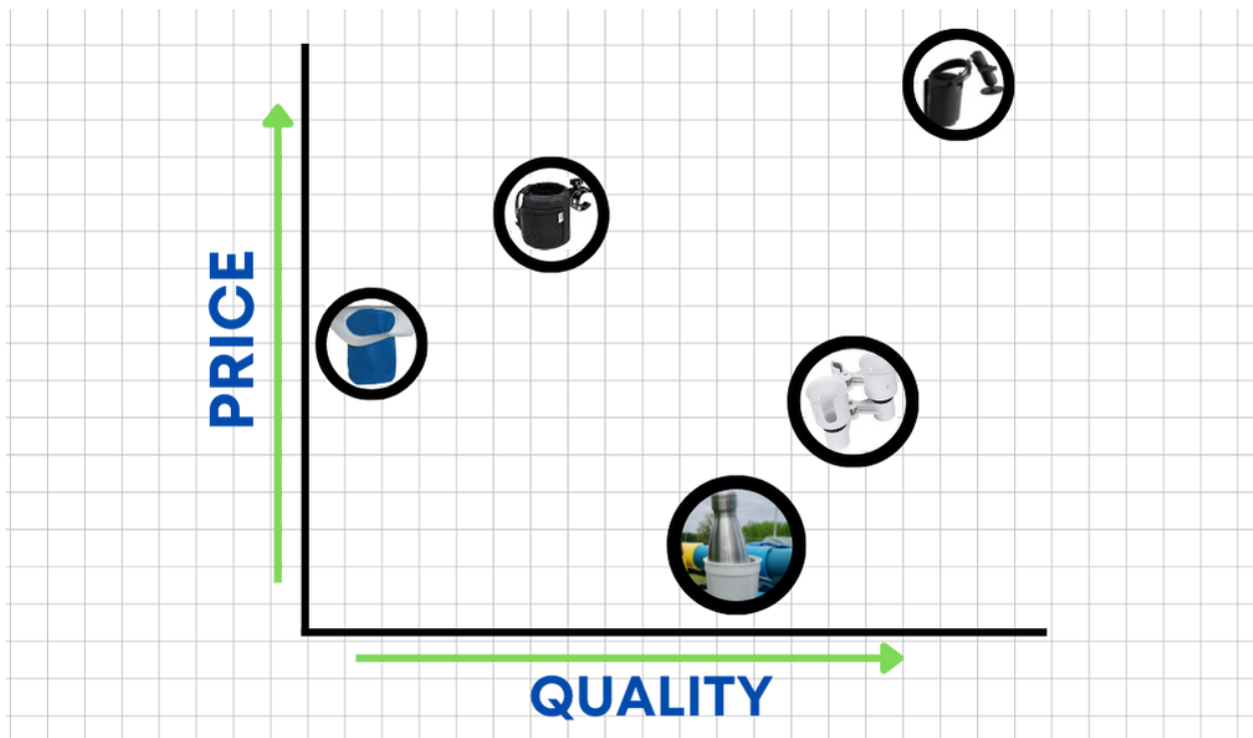
#### Pros:

- One of the cheapest options on the market
- None of the materials used will rust or be affected by weather conditions
- Fits large drink containers, big enough to fit a YETI tumbler

#### Cons:

- One size fits all, not adjustable for smaller drinks
- Goes on the outside of the wing, not suitable for competitive sailing in high wind
- New product, no reviews. Customers might be wary about an unproven product.

## Competition Matrix



Above is a matrix showing how each product ranks in terms of quality and price. This matrix gives us a good idea of how each product is positioned relative to one another. WingCups ranks first in price and third in quality, which means that it is a great value for consumers. Quality is also a somewhat subjective metric, and different consumers will have different preferences for how they want their product to function. WingCups differentiates itself from our indirect consumers by being made specifically to fulfill a niche need. The alternatives are almost all designed for other uses and don't exactly fit the needs of those 200,000-250,000 people that own boats in our target market. Our product also doesn't require the customer to modify their boat in any way. And installation/uninstallation is extremely simple and easy, anyone can do it no matter their handiness or strength. Another factor is that we are one of the cheapest options on the market. We believe that being the most specialized and cheapest option on the market will be enough to convince our target audience to purchase our product over alternatives.

## Customer Profile

There are two main target customers for WingCups. Anyone who owns a catamaran-style sailboat or knows someone that owns one and is looking to purchase a gift. A large portion of these people belong to private boating clubs at their local river or lake. And much of the time they will also join the U.S. Sailing Association, which has its own perks and benefits. The demographic breakdown for members of the U.S. Sailing Association can be seen below:

### U.S. Sailing Association Demographics

#### Average Age:

18-25	3%
26-35	7%
36-50	34%
51-60	30%
61 +	26%

#### Average Annual Household Income:

Over \$125,000	70%
Over \$225,000	19.5%

#### Boat Ownership:

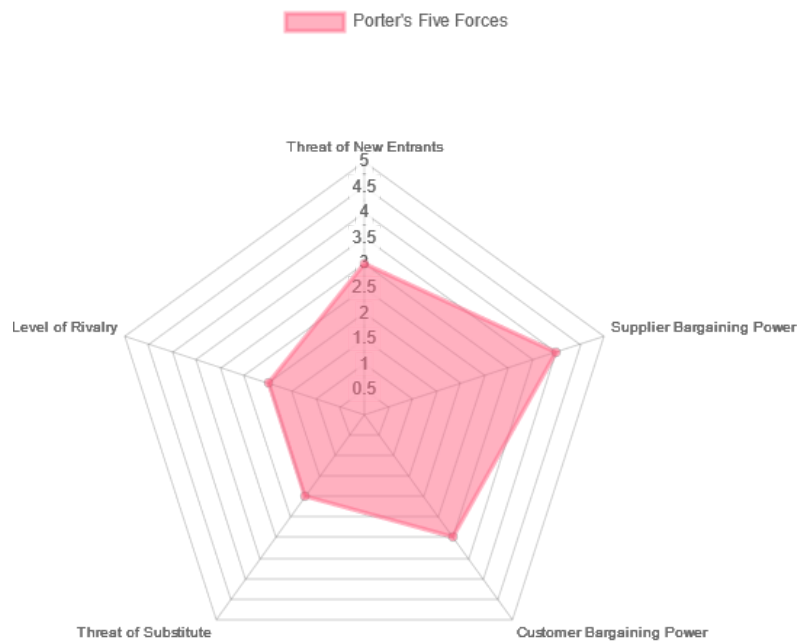
At least 1 boat	87%
2 or more boats	57%

### (Figure 5)

As seen by these breakdowns, which can reasonably be assumed to be indicative of the market as a whole, 90% of these sailboat owners are over the age of 35. They generally have an average annual household income of well over the median in the U.S. And 57% of them own 2 or more boats. This means that our customer persona would look something like a wealthy, older person who owns at least one sailboat and values convenience, practicality, and novelty. In a lot of cases, we are targeting consumers that are at or near retirement age, with lots of disposable

income, and like gadgets that make life easier. We are able to price the WingCup high relative to the cost of production because our target market is more well-off compared to the average U.S. adult. In addition to the actual boat owners, we believe that there will be a lot of interest in the WingCup as a novelty gift. “The man who has everything” is a trope for people who are hard to buy gifts for because they already have everything they want. We think that this product is a perfect gift for them. Trying to reach the WingCup-as-a-gift audience is the reason that I will be utilizing lookalike audiences later on when advertising on Facebook.

## Porter’s Five Forces



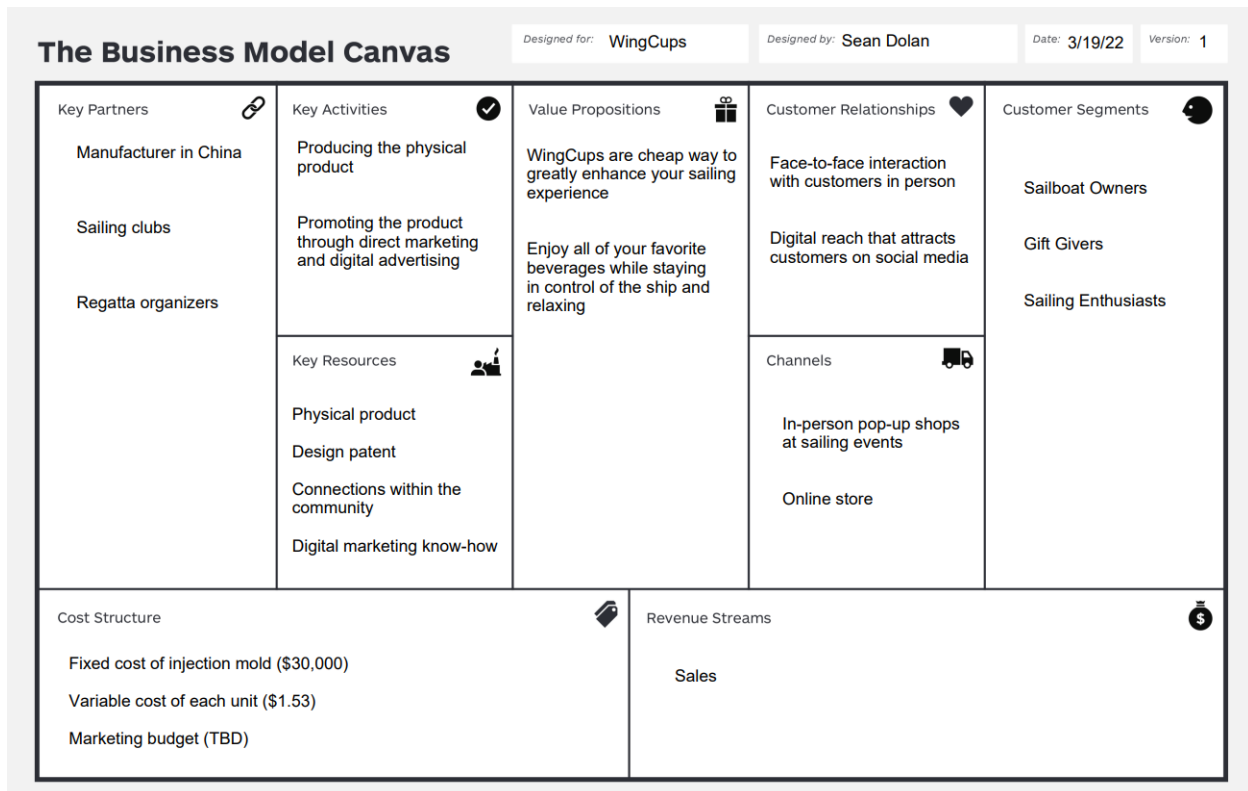
Force	Rating	Reasoning
Threat of New Entrants	3	Low overhead, low motivation
Supplier Bargaining Power	4	New company, no leverage
Customer Bargaining Power	3	New product, average price
Threat of Substitutes	2	No exact matches on the market
Level of Rivalry	2	Niche market, customer-driven

Above is a graph and chart that I created that shows a Porter's Five Forces analysis of WingCups position in the sailing accessories industry in the United States. Porter's Five Forces is a model that identifies and analyzes five competitive forces that shape an industry and helps determine an industry's weaknesses and strengths.<sup>3</sup> The five forces are threat of new entrants, supplier bargaining power, customer bargaining power, threat of substitutes, and level of rivalry. I scored each of these forces on a scale from 1-5, with 5 being the highest threat to the company and 1 being the lowest. Overall, there is an average score of 2.8 and the biggest threat to the company is the supplier's bargaining power. This is because in the beginning stages of the company, with no sales or guarantee of future orders, the company is in a weak negotiating position when it comes to negotiating prices. When trying to find a partner to manufacture this product in China, the standard price to produce a specialized product like this without a guarantee of future orders was about \$1.53 per cup with a minimum order size of 2,000 units. This is after paying \$30,000 out of pocket for the injection mold, which will be necessary to make each cup. If WingCups were a bigger company and could place larger orders, economies of scale would help reduce the bargaining power held by our suppliers. The next biggest threats to the company are new entrants and customer bargaining power. The threat of new entrants is graded at a 3 because of the low overhead needed to produce a knockoff or homemade version of the product. Anyone could

attach velcro to a cup and make a WingCup from scratch at home. However, it is unlikely that there are a large number of consumers in our market that are miserly and/or handy enough to do this. Customer bargaining power is graded at a 3 because WingCups is a brand new company with no brand equity. Convincing a customer to try out this new product from a company they've never heard of is going to be a challenge, but there are a few ways to overcome this. Selling face-to-face is likely to increase the amount of trust that a consumer has in our product. They'll be able to touch and feel and see the product in action before they buy. We can also offer refunds if the consumer is not happy with the product, further decreasing the hesitancy that a customer might feel. As previously stated, our target market is wealthy, older people with a large amount of disposable income. \$20 for a product that will greatly enhance one of their favorite past-times is a deal. This is why customer bargaining power is only a 3. Finally, the forces of level of rivalry and threat of substitutes are both 2s. This is mainly because there is no other product like WingCups on the market and none of our competitors are likely to pivot to selling a similar product. The sailing accessory industry is largely made up of two categories: sailboat companies selling accessories for their own boats and independent single-product companies that sell gadgets and accessories. Some examples of the latter category would be the E-Z Anchor Puller, the Spinlock, and WingCups.<sup>4</sup> These categories don't overlap much and there is no direct competition for WingCups that exists in the market right now. A big reason that the threat of another company taking the idea and stealing it is low is that there is a patent pending for the WingCup model. As mentioned before, we have submitted the design for patent consideration to the United State Patent and Trademark Office and are awaiting a decision.



## Marketing Strategy Overview



Above is a business model canvas to help understand the structure of the company and how it makes money. It is important to keep all of the parts of this canvas in mind when deciding how to market a product. As stated previously, the overall marketing strategy for WingCups is going to be a mixture of direct, word of mouth, and digital marketing. This marketing mix is designed to reach the most people in our niche market in the most efficient way possible. The direct marketing will be done at regattas, boat shows, and meet-ups. There are hundreds of events across the country attended by hundreds of thousands of sailors each year. These events are often broken up by boat type, so finding events that cater to owners of small catamarans to attend will be crucial. Often, these events are posted on websites such as Facebook, the hobie.com forums, and catsailor.com. From these events, we hope that word-of-mouth marketing will begin to spread awareness of our product. After the first batch, we are hoping to start branding all of our




cups with “[www.WingCups.com](http://www.WingCups.com)” so people will be able to easily find our product online if they see one of their friends or fellow club members using a WingCup on their sailboat. This is what ties in word-of-mouth marketing to our digital advertising efforts. However, as mentioned before, direct and word-of-mouth marketing is not a focus of this project, as these activities will follow the product launch.

## **Digital Marketing Strategy**

Digital advertising has some huge benefits over traditional physical advertising, which is why WingCup’s launch strategy is based on this channel. Some of these benefits include relatively low cost, measurability, ability to target the ideal market, improved conversion rates, and adaptability.<sup>5</sup> In the digital space, marketing efforts will be focused on Search Engine Optimization (or SEO) and paid advertisements. The website will have a blog, which is one of the best ways to naturally use keywords and drive traffic to a website through increased SEO.<sup>6</sup> The reason that a blog helps SEO is because of keyword usage. For example, if I write a blog post about how to properly use the wings to help increase speed while sailing, then WingCups.com will start showing up when people search for sailboat wings. This is because the blog is hosted on our website and contains the same keywords that people are using in their searches.<sup>7</sup> In addition to a blog to boost SEO, there will also be ads targeted directly at our target audience through the tools that are available on Facebook and Google Ads.

The two digital advertising services that are on the cutting edge of targeted advertisements are Facebook and Google.<sup>8</sup> Each service has its own unique benefits. Facebook tracks users’ data and gives advertisers powerful tools for hyper-targeting users. Facebook is also an ideal place for

WingCups to advertise because there is a lot of overlap between their user base and our target market. 71.8% of Facebook users are over the age of 24, which makes it one of the oldest social media user platforms out there.<sup>9</sup> Compared to other social media, it also has the widest reach in our target demographic, as shown in the table<sup>10</sup> below:

Age Range	Percentage of Americans Who Use Each Platform		
	Facebook 	Twitter 	Instagram 
30-49	77%	26%	47%
50-64	51%	17%	23%
65+	34%	7%	8%

If we're going to use social media to advertise our product that is aimed at older, wealthy, boat owners, Facebook is the place to do it.

Google, on the other hand, allows advertisers to bypass SEO and pay to have their website show up as one of the first results. Being one of the first results is essential as the first organic result has a click-through rate (which is the percentage of visitors who clicked on this link) of 28.5%. This drops off quickly with the second and third results having CTRs of 15.7% and 11% respectively. This drops off all the way down to 2.5% for the tenth result, which is the last that appears on the first page.<sup>11</sup> The goal of using Google Ads would be to increase the click-through-rate of our website and drive traffic to our shop. Examples of how ads are shown on Google are in the screenshots below:

About 10,000,000 results (0.47 seconds)

**Ad** · <http://www.welcome-aboard.com/> · (800) 295-2469  
**Boating Accessories & More - Custom Marine Quality Items**  
 High Quality Gifts for Your Boater. Personalized Mats, Cups, Napkins & Much More. Premium Yachting Products. Premium Marine Products. Quality Marine Products.  
 Boat Bedding & V-Berths · Boat Mat & Custom Carpets · Engraved Glasses · Boat Chairs







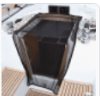


**Ad** · <http://www.amazon.com/> ·  
**Low Priced Sailing Boat Accessories - Amazon.com® Official Site**  
 Browse & discover thousands of brands. Read customer reviews & find best sellers. Free...  
 ★★★★★ [Feedback](#) for amazon.com (4.5 - 4.6 reviews) · Return policy · Most items 30+ days  
 Amazon Fast Delivery · Amazon.com & Merch · Explore Amazon.com · Help

**Ad** · <https://www.nautos-usa.com/> · (954) 369-1842  
**Sailing Hardware Supplies & Sailboat Parts, Florida | Nautos-usa**  
 Leading US Distributors In Nautical Equipment And Appliances Since 1976. Shop Our Wide Range Of Over 1,500 Sailing Hardware And Nautical Supplies Online Today.  
 Clearance Center · Products Offered · Contact Us

**Ad** · <https://www.westmarine.com/> · (800) 262-8464  
**West Marine Official Site - Everything You Need To Cruise**  
 We carry brands you trust in sailing electronics, rigging and everything in between. We...  
 Helly Hansen Apparel · Mustang MIT PFDS · Prospeed · West Marine Water Saddles

Paid Ads

**Ads · Shop sailboat accessories**

 <b>ROCKER STOPPER</b> \$15.19 Hamilton M...	 <b>Boat Trash Bag - Medi...</b> \$28.99 Amazon.com Free shipping	 <b>Sailboat Percale Sh...</b> \$34.95 L.L. Bean \$31.46 with...
 <b>Boat Storage Bag -...</b> \$54.99 Boat Outfitt...	 <b>GUNWALE</b> \$10.99 Plan for	 <b>Custom boat name...</b> \$7.45 e
 <b>Mosquito net / Bug Screen...</b> \$88.95 Amazon.com Free shipping	 <b>Ronstan Shockcord...</b> \$8.99 West Marine ★★★★★ (10)	 <b>Garmin - GNX Wireless Sa...</b> \$1,399.99 Factory Out... ★★★★★ (6)






Paid Ads

<https://westcoastsailing.net/parts/accessories> ·  
**Sailboat Accessories | West Coast Sailing**  
 West Coast Sailing offers a full range of accessories for your sailboat including wind indicators, inspection ports, drain plugs, mast floats, tell tails, ...

<https://www.amazon.com/Sailboat-Accessories/k=Sa...> ·  
**Sailboat Accessories - Amazon.com**  
 1-48 of over 7,000 results for "Sailboat Accessories". RESULTS. Price and other details may vary based on product size and color.

<https://www.defender.com/Sailboat-Hardware> ·

**Ads · Shop best cup holders for boats**

 <b>Pack of 2 Stroller Cup</b> \$12.99 Amazon.com	 <b>2-Cup Holder - Vertical Mount,</b> \$75.00 SeaSucker	 <b>Yeti Beverage Holder</b> \$24.99 EMS ★★★★★ (309)	 <b>RAM Mounts Self Leveling</b> \$23.99 Cycle Gear ★★★★★ (68)	 <b>Camco Adjustable ...</b> \$4.28 Amazon.com
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Paid Ads

<https://www.amazon.com/drink-holders-boats/k=dri...> ·  
**drink holders for boats - Amazon.com**  
 1-48 of over 1,000 results for "drink holders for boats". RESULTS · **Best Marine Boat Cup Holders.** Jun 19, 2020 · Read full article. Most Durable ...

<https://www.boatoutfitters.com/boating/drink-holders> ·  
**Boat Cup & Drink Holder**  
 Items 1 - 24 of 62 — Seasuckers mounted cup and drink holders - Seasuckers are a great way to temporarily secure almost anything to a flat surface on your boat.



## Advertising Campaigns

Below are the ads that I created for Facebook and an example of the demographics that would be included in the audience based on my market research. One of the ads is for the actual owners of the boat and the other is for their friends and family that might purchase it as a gift.







### Edit audience ✕

Age ⓘ

35 ————— 65+

Selecting an audience under 18 will limit your targeting options to location, age, and gender. [Learn more](#)

Locations ⓘ

Locations  
Type to add more locations

United States

United States + 25 mi ✕

Detailed targeting ⓘ

Detailed targeting  
Add people who match at least one of the following → Browse

Demographics

College grad ✕ Household income: top 10%-25% of ZIP codes (US) ✕

Interests

Boats ✕ Boating ✕

Expand and activate targeting features on Ad Manager

The second ad would be targeted at Facebook users that belong to what is called a “lookalike audience” to the original ad’s demographics. This lookalike audience has similar characteristics and often interacts with the members of the first group.<sup>12</sup> However, for the lookalike audience I would lower the age range from 35-65+ to 24-60. This is because the ones who would be buying WingCups as a gift could be siblings, children, or even grandchildren of the actual end user. These initial campaigns would have budgets of \$50 each and would run for 5 days. This is because we are a new business and do not have any revenue or sales yet. After the first year, the best practice is to dedicate 5-12% of revenues to an advertising budget.<sup>13</sup> I don’t want to spend too much on these first ad campaigns before we know whether they are effective or not. These first campaigns would be used as test runs and they would allow us to gauge the efficacy of our ad design and targeting strategies. Below are the estimates provided by Facebook for the results of a campaign like the one I’ve just described:

#### Estimated daily results

People Reached  
**863 - 2.5K**



Link Clicks  
**143 - 414**

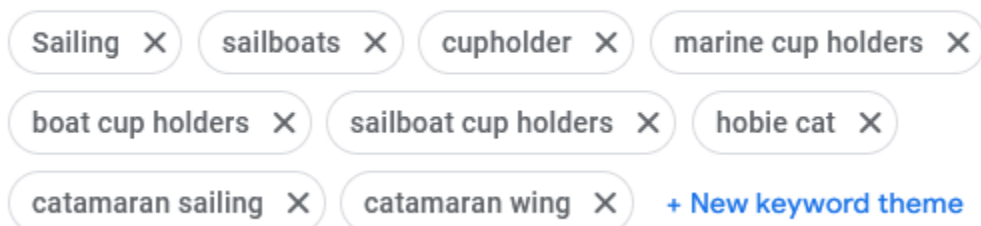


I believe that the conversion rate and reach that we observe in this first trial run will be enough to tell us whether or not our strategy has been successful. The goal is for a conversion rate of 4%, and a reach of 7,000 which would be about the industry average for Facebook Ads.<sup>14</sup>



Next is Google Ads. The process of setting up this campaign is similar to Facebook Ads. Below is a preview of the final product and the targeting that I put in place:

### Selected keyword themes:



### Up next, show your ad in the right places

- Advertise near an address
- Advertise in specific zip codes, cities, or regions

United States X

Add a zip code, city, state, or country



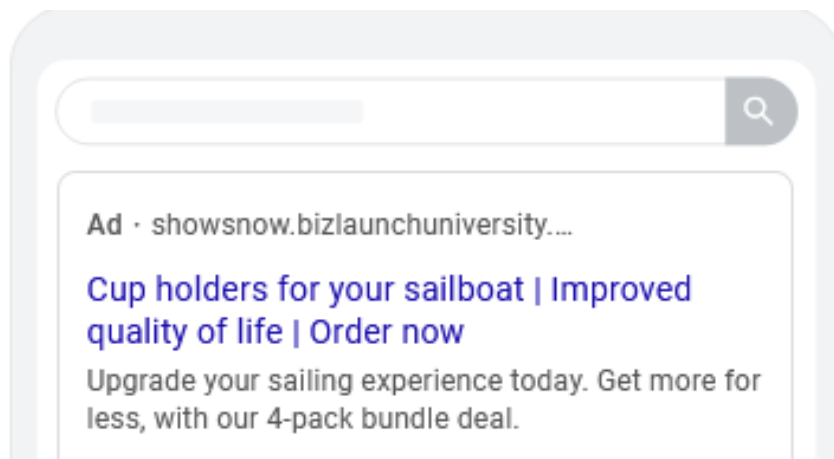
### Set a budget to get the results you want

Select a budget option Currency: US Dollar (\$) ▾

**\$2.90** daily average · \$88 monthly max  
 Get an estimated 40-110 ad clicks each month

Recommended for you ⓘ  
**\$7.60** daily average · \$231 monthly max  
 Get an estimated 110-270 ad clicks each month

**\$17.40** daily average · \$529 monthly max  
 Get an estimated 260-610 ad clicks each month



<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords you provided							
<input type="checkbox"/> sailboat cup holders	10 – 100	0%	0%	High	–	\$0.30	\$0.55
<input type="checkbox"/> hobie cat	10K – 100K	0%	0%	Low	–	\$0.80	\$2.24
<input type="checkbox"/> hobie cat accessori...	10 – 100	0%	0%	High	–	\$0.29	\$0.45

The keyword themes and location settings are meant to target those in the United States who are searching for cup holders for their sailboats. The targeting differs from that of Facebook Ads in that Google doesn't use data about the user's demographics and instead just takes what the user is searching for and tries to match that up with their ads through the use of keywords.<sup>15</sup> After choosing keyword themes to give Google an idea of what my target audience would be searching for, I input more specific keywords. I chose to use keywords such as sailboat cup holders, Hobie cat, and Hobie cat accessories in order to capture the exact group of people that are searching for a product like WingCups. They also had reasonable bid ranges, with Hobie cat having the highest, because of high search volume, and Hobie cat accessories having the lowest, because of low search volume. I chose the cheapest plan that Google offered, just about \$88 per month, so that we could test the efficacy of this strategy and gauge the amount of traffic we can drive through this channel. If this \$88 drives just about 4.4 sales over the course of a month, which would be a conversion rate of 4.4% according to the click estimates given by Google, then we will break even. The main goal of these initial campaigns is not to sell cups however, the main goal is to test the effectiveness of each channel and also raise awareness of our product. The same is true of our Facebook campaign, we want to reach an audience of over 7,000 people which will give us an idea of who might be interested in our product and help get the word out about WingCups.

## Creating a Logo



The WingCups logo is an overt play on words, with a pair of angelic wings appearing behind an iconic red Solo cup. Designing a logo was one of the first steps in this entire process and I designed it to be simple and self-explanatory. I didn't want it to be too complex or abstract. The font and colors are inspired by Hobie's logo and color scheme on some of their smaller catamaran models, as seen below in Figure 6. I wanted to make it look similar to the logos and color schemes that consumers in this market are already familiar with. I chose to do this to add a sense of familiarity and trust that is associated with these established companies to our brand.



**(Figure 6)**

Green and blue colors are colors that evoke a feeling of trust and are associated with nature, growth, and health according to color psychology research.<sup>16</sup> Red is a color that evokes feelings of youthfulness and energy and attracts attention.<sup>16</sup> Green and blue are analogous colors, which means they sit next to each other on the color wheel. Analogous colors, when used in logos, have been proven to create a sense of harmony and balance.<sup>17</sup> These colors were also used in the theme for the website which will be shown later. The logo of WingCups is meant to look classic and fit in with the aesthetics that are prevalent in the sailing industry.

## **Building the Website**

Aside from the research, building a website was the hardest undertaking in this project. First, I had to decide what service I would use to build and host the website. Some popular options were Wix, Squarespace, Weebly, and Wordpress. I had gotten experience in some of my past classes in Wordpress so I decided to use that.<sup>18</sup> My goals for the website were:

1. Have a functioning store, where customers could place orders and leave reviews on products.
2. Have a professional look. I wanted this website to feel like a legitimate business page.
3. Be SEO optimized. I learned about SEO in my marketing classes and I knew how important it could be to the success of a website. It's also a free way to boost visits to the website and I needed to be crafty since we have a relatively small budget.
4. Include a way for customers to contact us and leave feedback. Feedback is extremely important in ensuring that a company can make necessary changes to keep customers happy and uphold a standard of quality. If the product isn't functioning as intended, or there was an oversight in the design that would make it a better product, we would want

to know about that. Customers that we make sales to in-person would also be able to use this in addition to the customers of our digital store.

5. Include the option to sign up for a newsletter. Email marketing is another invaluable tool for connecting with consumers that is relatively cheap and easy to keep up with.

In order to accomplish these goals, I utilized a service called BizLaunch University. This service would walk me through, step-by-step, how to create the website, use templates and themes to enhance the aesthetics, utilize Yoast SEO to drive more traffic to the website through online searches, integrate Mailchimp and set up a newsletter, and activate WooCommerce so that the products are actually able to be ordered online.<sup>19</sup> Using these tools, I got to work on creating my website. The website is hosted at <https://showsnow.bizlaunchuniversity.global/>, which is a temporary domain name until we purchase WingCups.com when the product is ready to be bought.

## The Home Page



WingCups

[Home](#) [About](#) [Blog](#) [Contact](#) [Shop](#) [Cart](#) [Checkout](#) [Newsletter](#)



## What are WingCups?



### How they work

WingCups attach directly to any sailboat with wings, giving your boat cupholders instantly! No more struggling to hold on to your drink while trying to manage the sheets and steer the ship. Just throw your favorite beverages into a WingCup, sit back, and relax!



As shown above, the home page shows off the product prominently and explains to potential customers what WingCups do. There is intentionally a lack of big text blocks explaining the product and its backstory. There are just pictures and a short blurb describing what they are used for. This is because consumers have been shown to be turned off by an overwhelming amount of content on websites.<sup>20</sup> Evidence for a weak homepage can be found in a website's average bounce rate, which is the number of users that visit one page of a website and then leave immediately. The average bounce rate for eCommerce websites is 45.68%<sup>21</sup> so the goal for WingCups.com is to have a lower bounce rate than this. A sleek, simple, home page that shows off the product to prospective customers should help achieve this goal.<sup>22</sup> There are also links to our social pages at the bottom of the home page, so if anybody wants to keep up with what the company is doing they can easily find us on their favorite social media.<sup>23</sup>

## The About Page



WingCups

[Home](#)
[About](#)
[Blog](#)
[Contact](#)
[Shop](#)
[Cart](#)
[Checkout](#)
[Newsletter](#)

### About Us

WingCups is dedicated to improving the quality of life of every sailor (skipper and crew)



### Our Team

We are a father-son operation founded in Memphis, Tennessee. Matty Dolan is the inventor and founder of WingCups and has been sailing since his days as a young kid on Long Island. Sean Dolan found his love for sailing when he joined the sailing club at the University of Tennessee. Today, they often attend regattas together and you might occasionally see them in races wayyyy behind everybody else. But that's alright, it's about enjoying the ride after all.

### Our Story

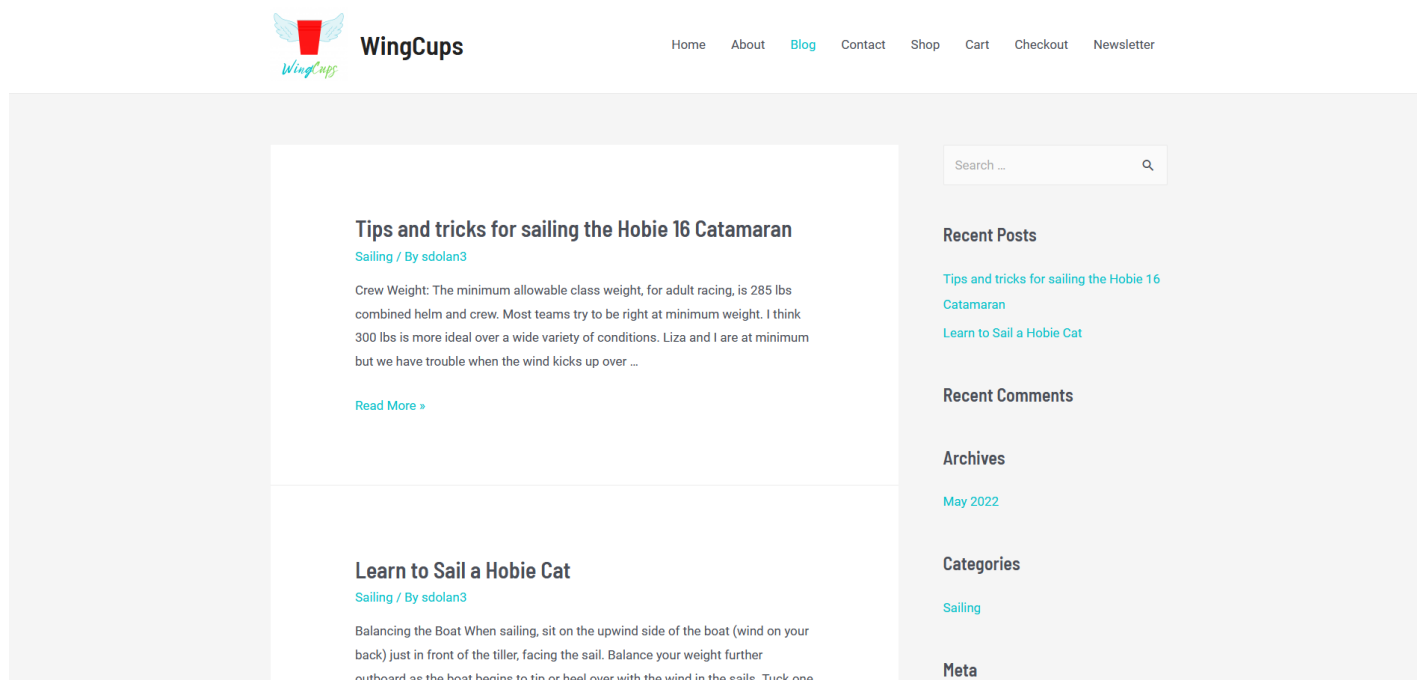
The idea for WingCups came about when Matty was sailing on Arkabutla Lake by himself one day. He had reached the middle of the lake and the winds had died down so he grabbed a sudsy beverage out of his cooler and kicked back. Of course, the winds quickly picked back up and he was soon sailing for his life while trying to keep a hold of his drink. He eventually had to throw his drink down onto the tramp and fully take back control of the ship. This made him think to himself "Why the *heck* are there no cup-holders on these boats?". Thus the WingCup was born. Everybody loves to enjoy drinks while out on the water, but the lack of a place to put down your drink isn't conducive to effective sailing. WingCups are meant to be the solution.

The About page is where companies can show a little bit of their personality and connect consumers with their brand story/mission.<sup>24</sup> Unfortunately, on my About page I had to use a



placeholder image of my dad and his sailing buddy instead of me and my dad because we don't have a picture of us sailing together yet, but this will be changed in the future. The page is broken up into two parts: Out Team and Our Story. These two sections are meant to let customers know who is behind the company and how the company came to be. Strong brand storytelling can be used to distinguish our brand from competitors, build relationships with our customers, and establish brand loyalty.<sup>25</sup> Building brand loyalty is something that is of extreme importance to a grassroots, small business like WingCups. We can't afford to pay thousands of dollars for marketing campaigns. We need our customers to love our brand and want to tell others about it. This ties into our overall word-of-mouth marketing strategy and customers that feel more connected to a company are more likely to spread the word about it. We have a very endearing story and it can only help if customers know more about us.

## The Blog



As discussed previously, SEO is an extremely important aspect of digital marketing. Blogs help boost SEO and increase traffic to a website.<sup>26</sup> They also give companies a chance to pitch to

prospective customers that might not have brand awareness of their product. So far, I have posted two blogs, one aimed at sailing beginners and the other aimed at owners of Hobie Catamarans. These blogs are packed with keywords such as “catamaran”, “sailing”, “wings”, and many other words that our target audience may use when searching for content online. This causes our website to show up more in Google and Bing searches, which drives more traffic to our site overall, and further increases our discoverability.<sup>27</sup> Having people read our blog gives us access to potential customers that come for the content, but then are introduced to our product. At the end of each blog, I added a final “tip” that directed readers to our shop with a call to action. The tip reads:

**Enjoying Drinks:**

Everybody loves to have some nice refreshments while out on the water. On Hobie catamarans, however, there's nowhere convenient to put open drinks. This can lead to difficulty in operating the boat while trying to stay hydrated during sailing. The best way to alleviate this problem is to purchase a WingCup attachment for your ship. WingCups are cup holders that strap directly onto the wings of your catamaran and allow you to have all hands on deck while sailing. They make every sailor's life easier and help enhance your favorite pastime. Get yours now [here](#).

This conclusion for my blog posts gets readers engaged with our website with a call to action that directs them to our shop. This is intended to capitalize on reaching users that are in our target market and generate leads.

## The Contact Page



WingCups

[Home](#)
[About](#)
[Blog](#)
[Contact](#)
[Shop](#)
[Cart](#)
[Checkout](#)
[Newsletter](#)

### Contact Us

Your feedback is what makes us better, please feel free to send us any thoughts, complaints, or requests that you may have!

#### Send us a Message

<input type="text" value="Your Name"/>	<input type="text" value="Your Email"/>
<input type="text" value="Subject"/>	
<input type="text" value="Message"/>	
<input type="button" value="SEND MESSAGE"/>	

#### Give us your feedback!

Please let us know how you're enjoying your new WingCup or send us any question that you might have. We're here to help!

#### Contact Info

7693 Chapel Creek Pkwy S

WingCupsLLC@gmail.com

901-317-8875

According to *Harvard Business Review*, customers that are asked for feedback are more likely to be profitable and loyal than those who are not.<sup>28</sup> Feedback makes customers feel heard, and it allows companies to better understand their market. I felt that having a Contact page providing our company's contact information and also a box to send us an email embedded right into the

page was essential to becoming a successful venture. Companies that ignore customer feedback are doomed to miss the mark on creating a true connection with their customers.<sup>28</sup> Having a Contact page on our website is the bare minimum and the first step in creating a dialogue between us and the customers.

## The Shop

Home / Shop

### Shop

Showing all 4 results

Default sorting

Product  
WingCup (blue)  
☆☆☆☆☆  
\$19.99  
Add to cart

Product  
WingCup (green)  
☆☆☆☆☆  
\$19.99  
Add to cart

Product  
WingCup (white)  
☆☆☆☆☆  
~~\$19.99~~ \$14.99  
Add to cart

Product  
WingCup (red)  
☆☆☆☆☆  
\$19.99  
Add to cart

The Shop is the most important page on the site. It is the main reason to even have a website for the company in the first place. This is where I want every visitor of the site to eventually end up. The shop currently has placeholders featuring pictures of our prototypes instead of the final products. But as soon as we start production, we'll be able to start selling online immediately. The shop is already fully integrated with WooCommerce which allows us to accept payments and track orders. There is also the option to show reviews once we start receiving them. Reviews help build trust in a product and give it credibility. 93% of customers will read online reviews

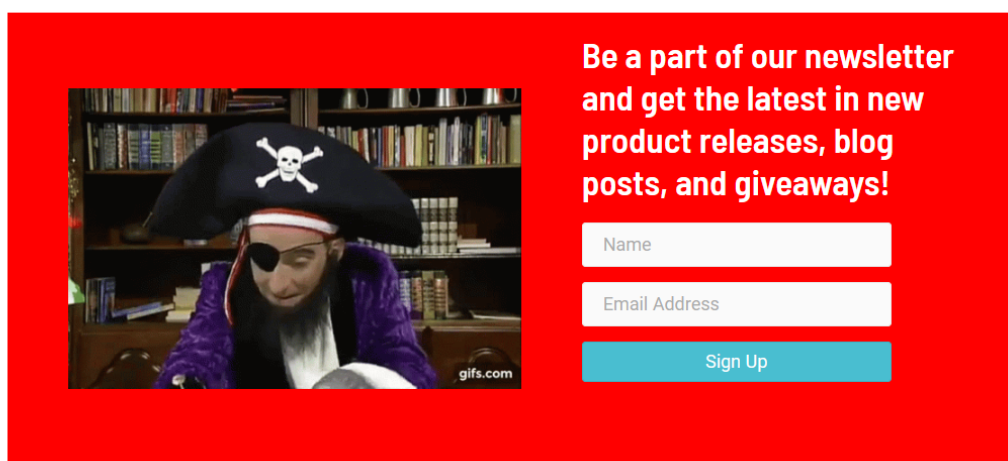
before making a purchase and reviews produce an average uplift in sales of 18%.<sup>29</sup> Reviews will be a big part in helping sell our brand new invention, and as we get more and more of them, consumers will be more and more likely to purchase our products. Some strategies for increasing the number of reviews are offering a discount, showing off good reviews on social media, and following up with customers after the purchase process is complete to ask for a review. Having an online store also increases our potential market from the couple of thousands of people attending regattas that we are selling at, to the hundreds of thousands of catamaran owners in the U.S. and abroad. Digital sales will play a huge role in scaling our business in the future.

## The Newsletter



WingCups

[Home](#) [About](#) [Blog](#) [Contact](#) [Shop](#) [Cart](#) [Checkout](#) [Newsletter](#)



The image shows a newsletter sign-up form on a red background. On the left is a video thumbnail of a man in a pirate costume (black hat with a skull and crossbones, purple jacket, and eye patch) looking at a globe. To the right of the video is the text: "Be a part of our newsletter and get the latest in new product releases, blog posts, and giveaways!". Below this text are three input fields: "Name", "Email Address", and a blue "Sign Up" button.

The final important inclusion on the website is a sign-up for our newsletter. This newsletter will be sent out using a service called Mailchimp and will be used to stay in touch with customers. As stated previously, it is immensely important to find cost-effective ways to connect with our

consumers and build brand loyalty. Newsletters make customers feel like they're a part of something, and they will give them an opportunity to watch our business grow.<sup>30</sup> They are also multi-functional, which means they can flexibly be used to achieve a variety of different goals. In the future, the newsletter will be our first point of contact with our most dedicated customers who are going to want to shout our message from the rooftops.<sup>31</sup> And the newsletter will be how we deliver that message.

## **Performance Metrics**

Several tasks outlined in this project have been already accomplished. More specifically, I have created a website and digital ad campaigns, but more must be done still before we are ready to execute an effective digital marketing product launch campaign. This will be the challenge moving forward for WingCups, we must be able to effectively reach the people who can benefit from our product and explain to them why they should make a purchase. There are a few ways that we can measure whether or not we are achieving this. We can look at a few key performance indicators from our digital ad campaigns and compare them to industry benchmarks. For example, the average click-through-rate for a Google search ad is 1.91%.<sup>32</sup> A good goal for our campaign would be to be above a 2% CTR and be consistently above industry average. For Facebook, the average cost per click for an ad in the "Hobbies & Leisure" industry was \$0.68.<sup>33</sup> If our Facebook ads could have a CPC of around \$0.55 that would mean that our ad design is attention-grabbing and our campaign is cost-effective. If these goals are not reached, I will analyze the reach and CTR metrics that are available to see what needs to be improved. If awareness is low, then the budget can be increased. If the CTR is low, then the ad design can be improved. For Google, if we are not seeing the desired results then we should probably tweak

our targeted keywords until we see better results. Constant improvement and attention to detail are things that are going to be necessary going forward to make the online store a viable driver of sales.

## **Conclusion**

In this capstone project, I outlined the main digital marketing activities designed to promote WingCups' launch. I believe that this digital marketing strategy will generate product awareness and thus, create an online presence for WingCups. The purpose of creating this online presence is to maximize product sales potential and to create future synergies with direct marketing actions. In the future, we expect that the website and the online store will become the primary channel through which we sell and promote WingCups. Thus, beyond the product launch campaign, the activities defined in this capstone project will also help with strategic future business objectives.



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# Appendix

<b>BobPeters</b>	<b>Post subject:</b> <a href="#">Cupholders for 2005 Getaway? Need ideas</a>
<p><b>offline</b></p> <p>Site Rank - Deck Hand</p> <p><b>Joined:</b> Sat Jul 17, 2004 5:39 am</p> <p><b>Posts:</b> 22</p>	<p>Anybody come up with a slick cupholders for Getaways? That's something Hobie should design into the Getaway. Any suggestions?</p> <p>Bob.</p>

<b>kwuog</b>	<b>Post subject:</b> <a href="#">Re: Cupholders for 2005 Getaway? Need ideas</a>	<b>Posted:</b> Sun Jul 24, 2016 8:17
<p><b>offline</b></p> <p>Site Rank - Deck Hand</p> <p><b>Joined:</b> Mon May 02, 2016 7:28 pm</p>	<p>11 years later I have the same question. Am searching for a set up cup holders for the Getaway and will probably end up engineering my own from a modified bicycle bottle holder. (I plan on using tall cups... like a 20 or 30 ounce Yeti Growler.)</p> <p>Before I get started does anyone have prior ideas to share?</p> <p>Thanks!</p>	

<b>dexter</b>	<b>Post subject:</b> <a href="#">Beer can holder</a>	<b>Posted:</b> Sun Jun 16, 2013 10:07 ar
<p><b>offline</b></p> <p>Rank - tain</p> <p><b>ed:</b> Mon Sep</p>	<p>Out for a great sail last night but really tough holding my can Of Sierra Nevada.. Don't want to sew something into my old tramp. Any ideas here are more than appreciated!</p>	

 Discussion Starter · #1 · Jul 6, 2015

Anyone added cupholders to boat? Don't really want to cut holes in dash on brand new boat, and was thinking about using bracket type holders on the aluminum burn bar?

Thanks in advance.