



Marketing Plan



Georgia Tabar
Director of Marketing



Jacqueline Martinez
Web Designer



Marisa Gasca
Sales and Products Specialist

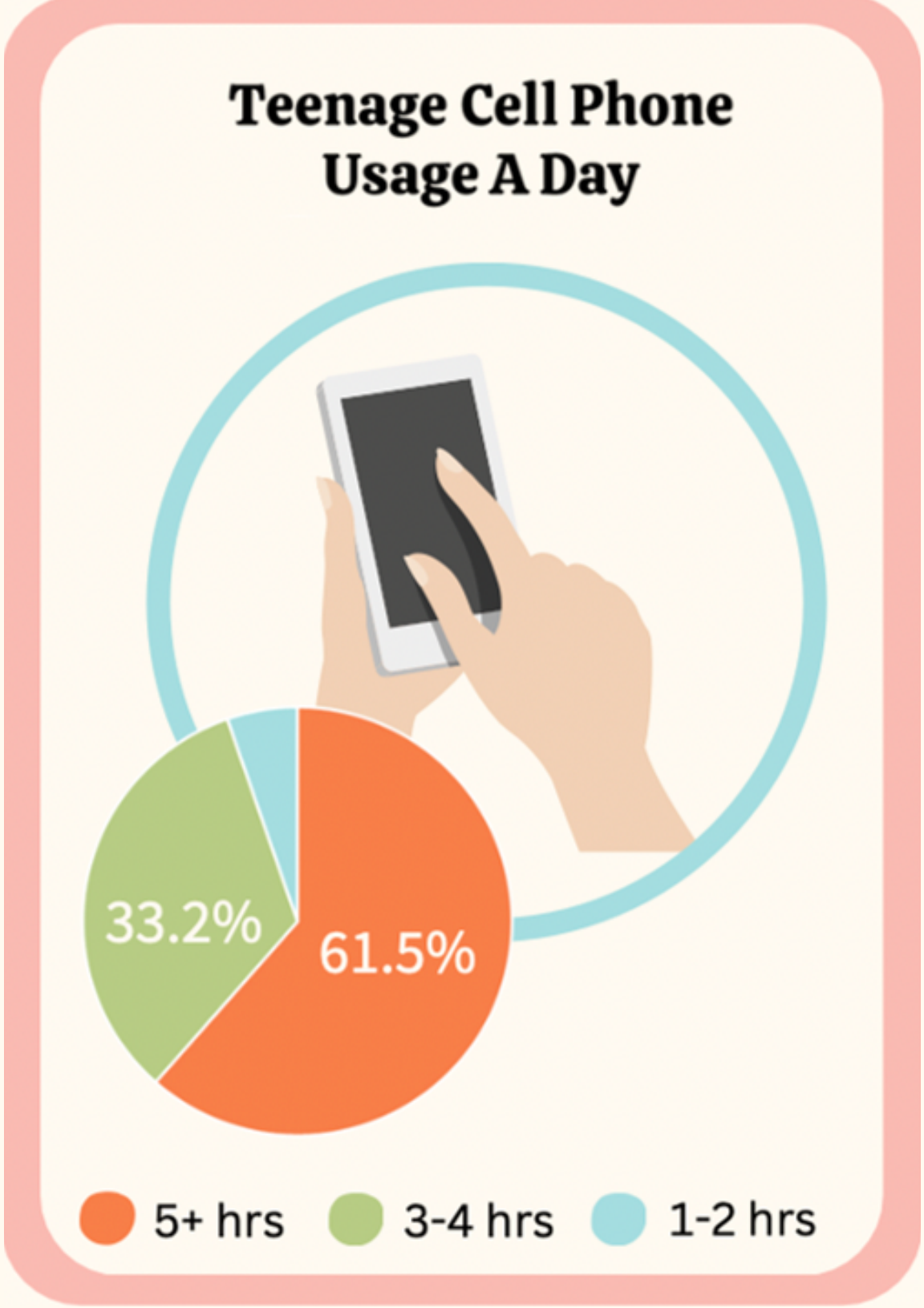
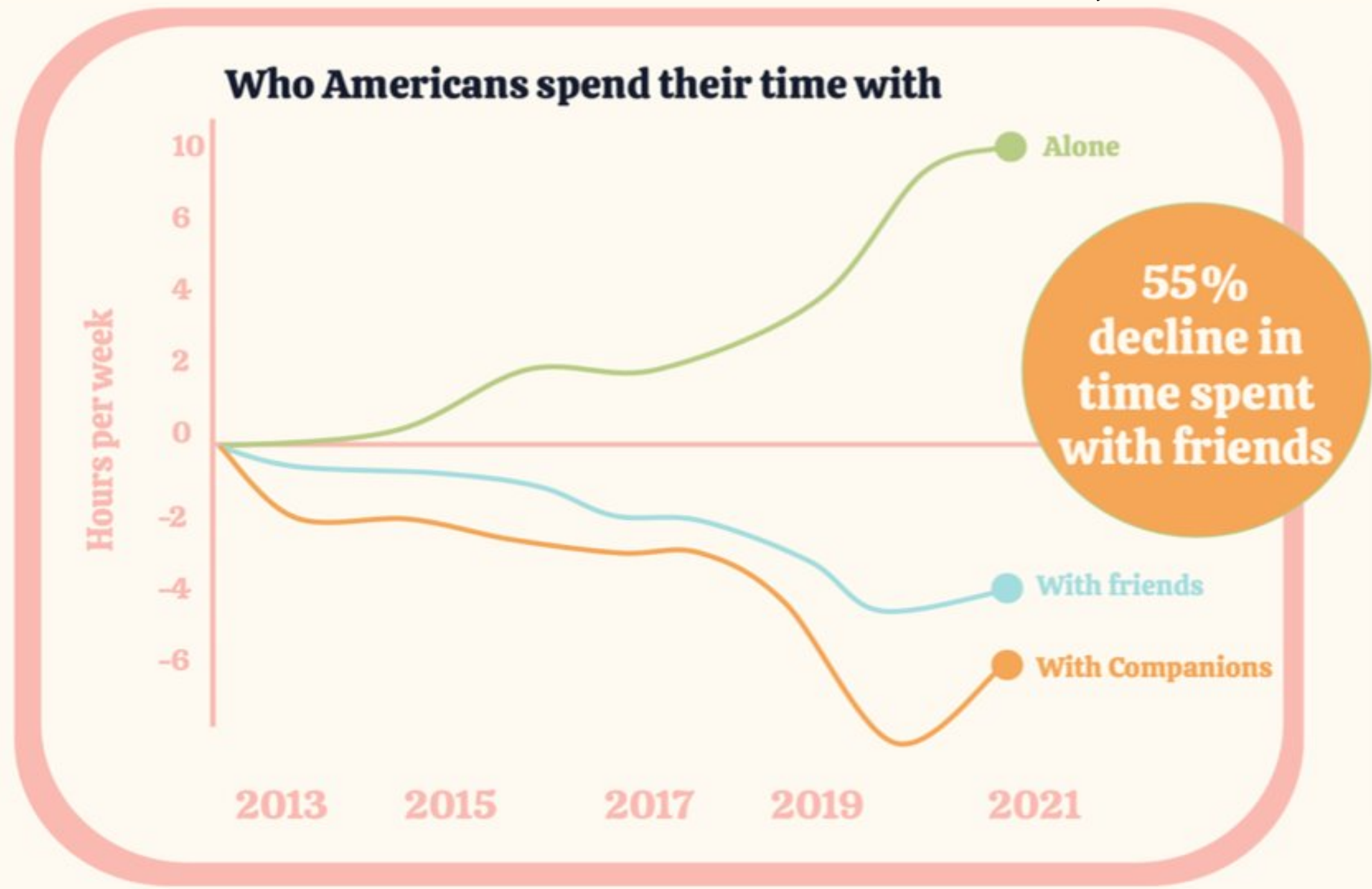


Garrett Redstone
Advertising Specialist



Problem

November 23, 2022



The Washington Post



Solution

Mission Statement

Connect people and strengthen relationships by promoting in-person social interaction

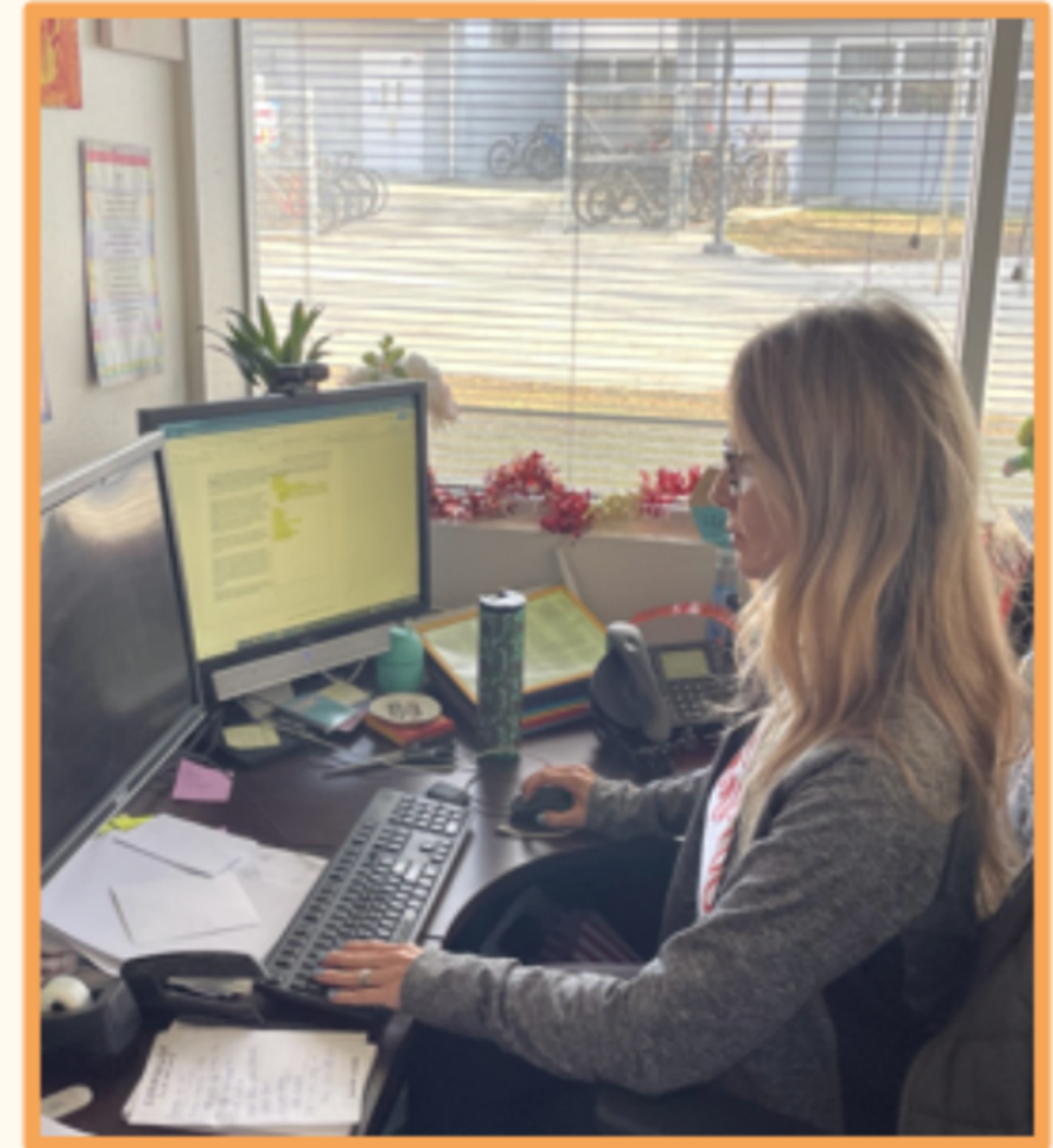
Target Market



- ● ● **Primary**
- **Ages 13-25**
- **Lack of in person interaction**

Secondary ● ● ● ● ● ● ● ●

- **Parents of Gen-Z**
- **Equally affected by technology**



Target Market

Demographic

- Ages 13-25
- All genders
- All races

Psychographic

- Enjoys spending quality time with loved ones
- Live busy lifestyles

Socio-Economic

- Middle to high income
- \$50,000 - \$140,000

Geographic

- Lives in the United States



Ethan



- **High School Junior**
- **Spends too much time online**
- **Can't find time to hang out with friends**

Cynthia



- **Mother of two teens**
- **Needs new ways to bring family together**

Product

The Box of the Month



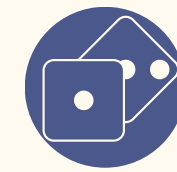
Custom Playlists



Recipe Cards



Conversation Starters



Mix of Games, Activities, and Crafts



October



November



December



January



February

More Moments Collection

A Starry Night Box



The Box Office



The Buddy Box



Price

Box of the Month

More Moments Collection

Subscriptions

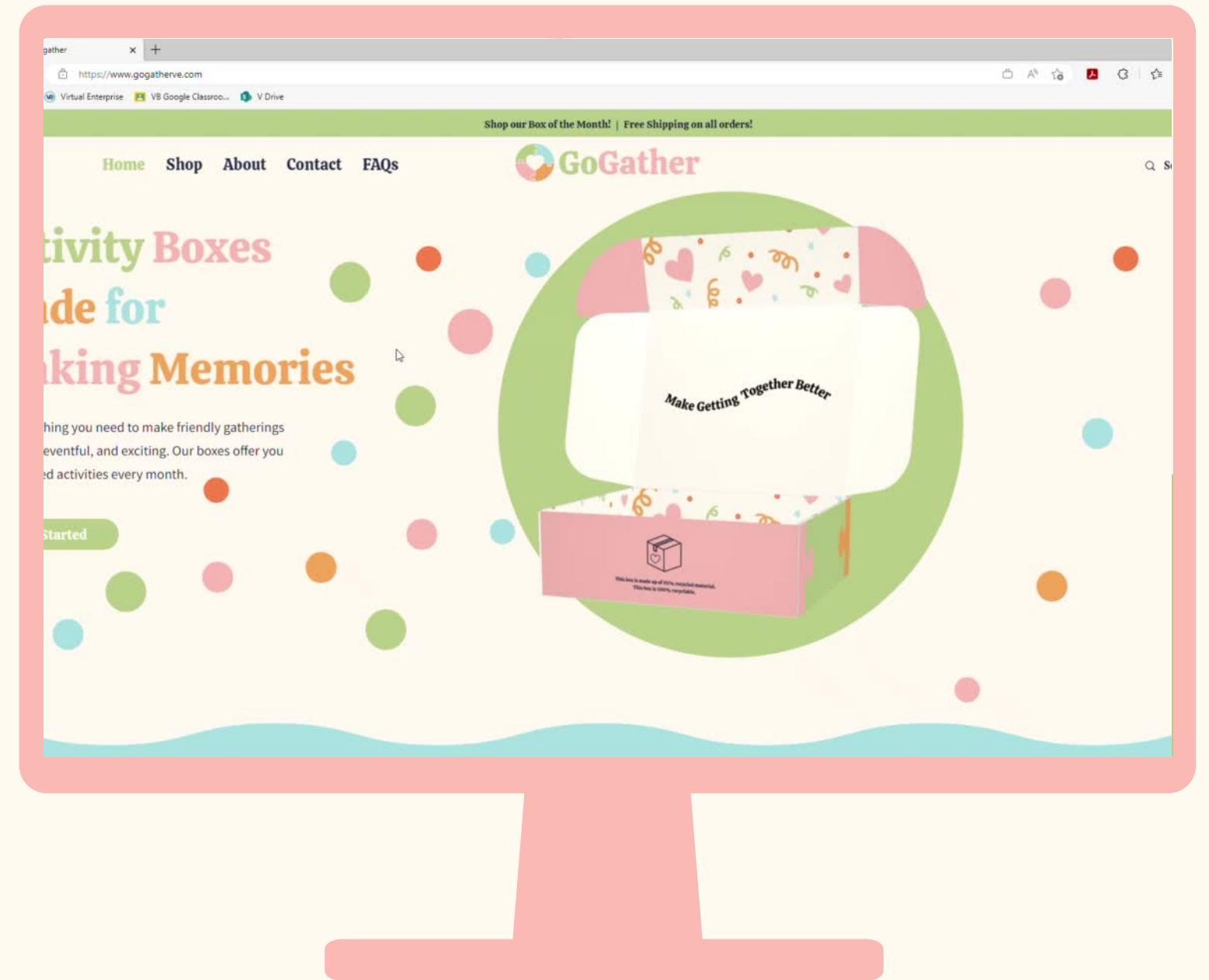
- 3 Month
- 6 Month
- 12 Month



\$59.99

+ Free Shipping

Placement



40% VE Trade Shows

60% Website, Open House, Sales Contracts

Promotion



Trade Shows

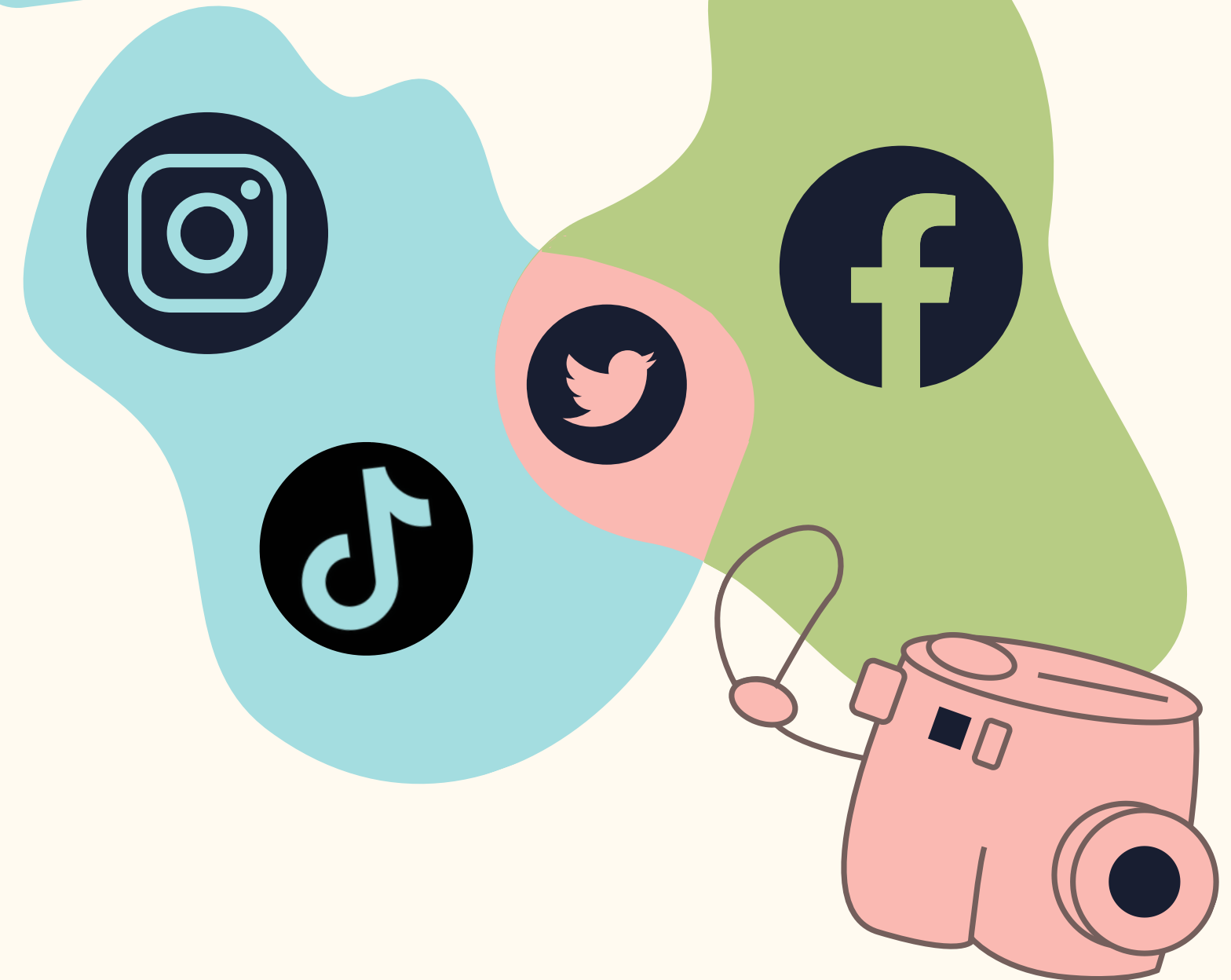
- **Photobooth** for customers to take pictures with friends

Social Media

- **Instagram, Twitter, and Facebook**
- **Partnered with brand affiliates**
- **Host giveaways**

Primary Market

Secondary Market



Positioning

 : warm and comforting

 : bright, energetic, happy

 : loyalty, security, peace

 : "go", natural, life

 : love, calmness

GoGather

Make getting together better



Positioning

GoGive Card:

- **GoGive encourages acts of service amongst our customers**

Corporate Social Responsibility

- **\$1 Per Box donated to National Alliance of Mental Illness**

GoGive

**Donate Socks
to Local
Homeless
Shelter**



Marketing Strategies

Radio



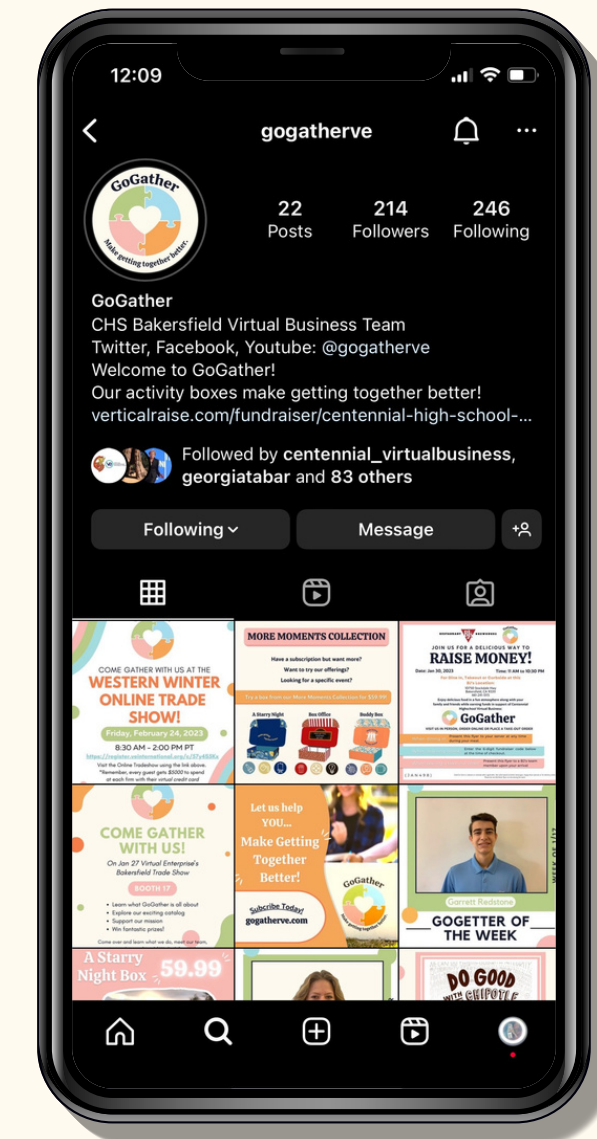
Video



Trade Shows

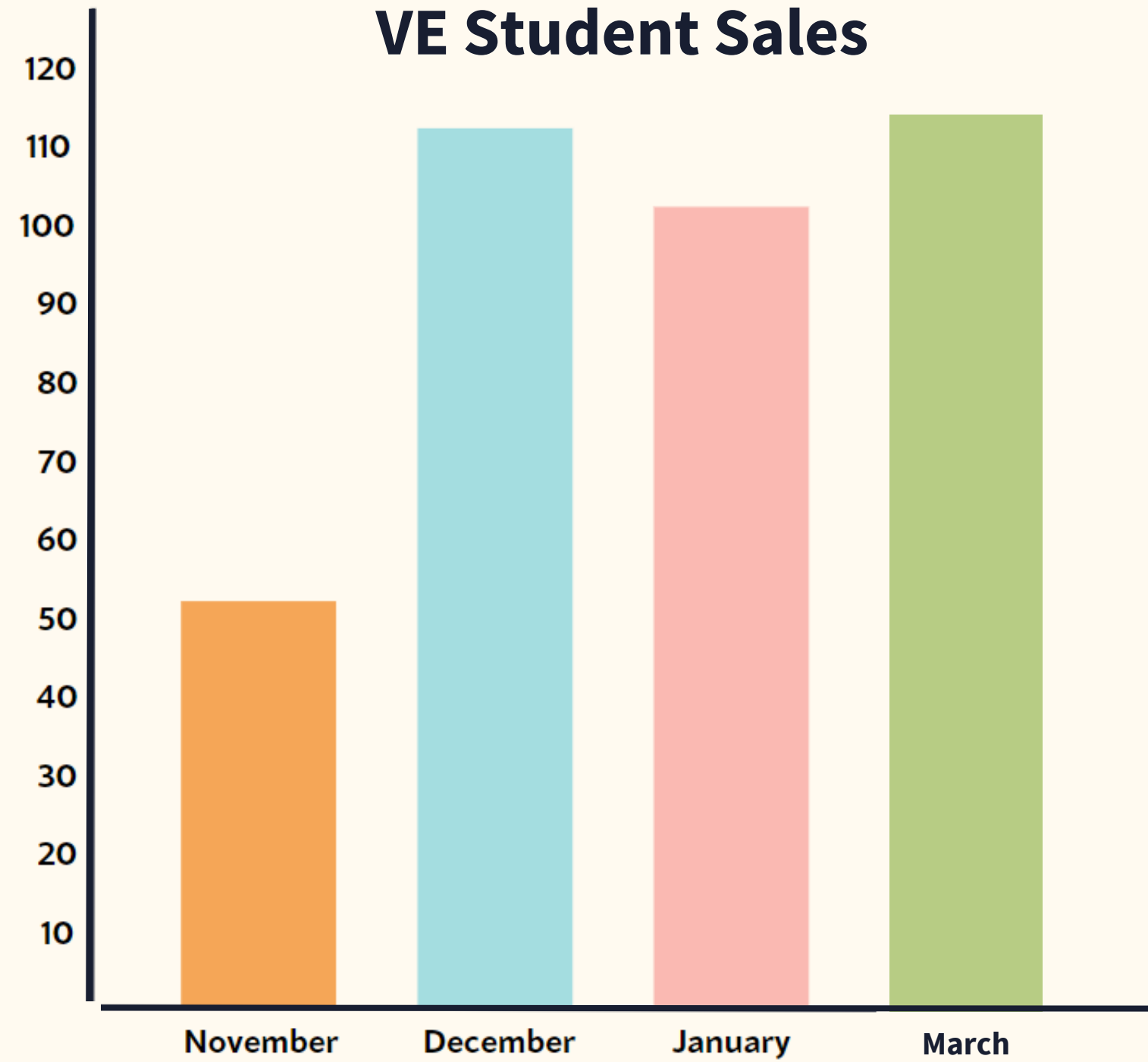


Socials



Results and Learning

VE Student Sales



**VE Western Region
2022 San Diego Conference & Exhibition**

1st Place
PRESENTED TO

GoGather

Fan Favorite Booth
San Diego State University
December 2, 2022

Amy Risner

Amy Risner, California Coordinator, VEI



Teri Jones

Teri Jones, Western Regional Director, VEI







Thank You
We are now open to
any questions!

Teenagers



Parents



Teenagers are always on their phones...
But GoGather aims to get people
together with their friends and family!

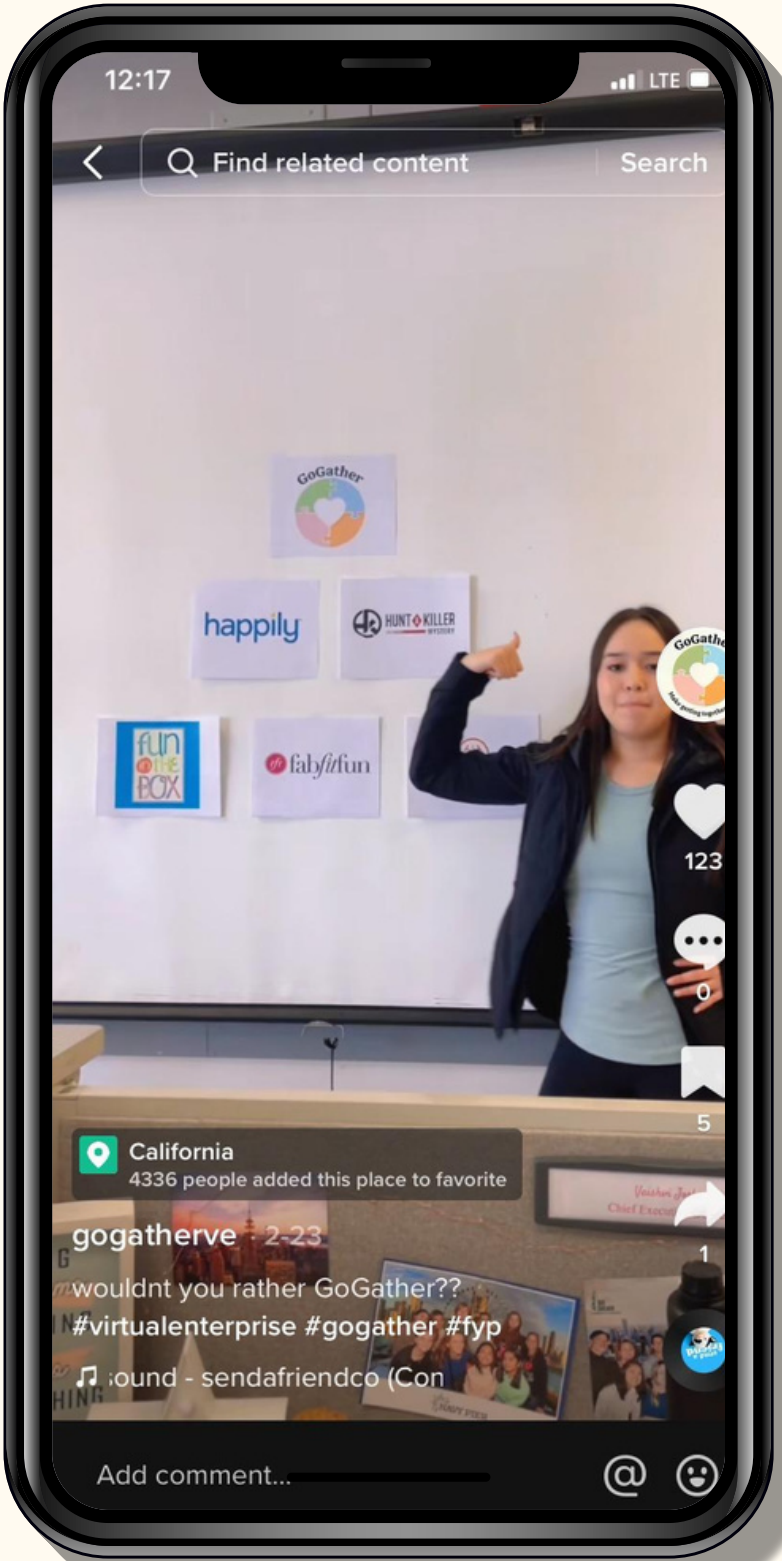
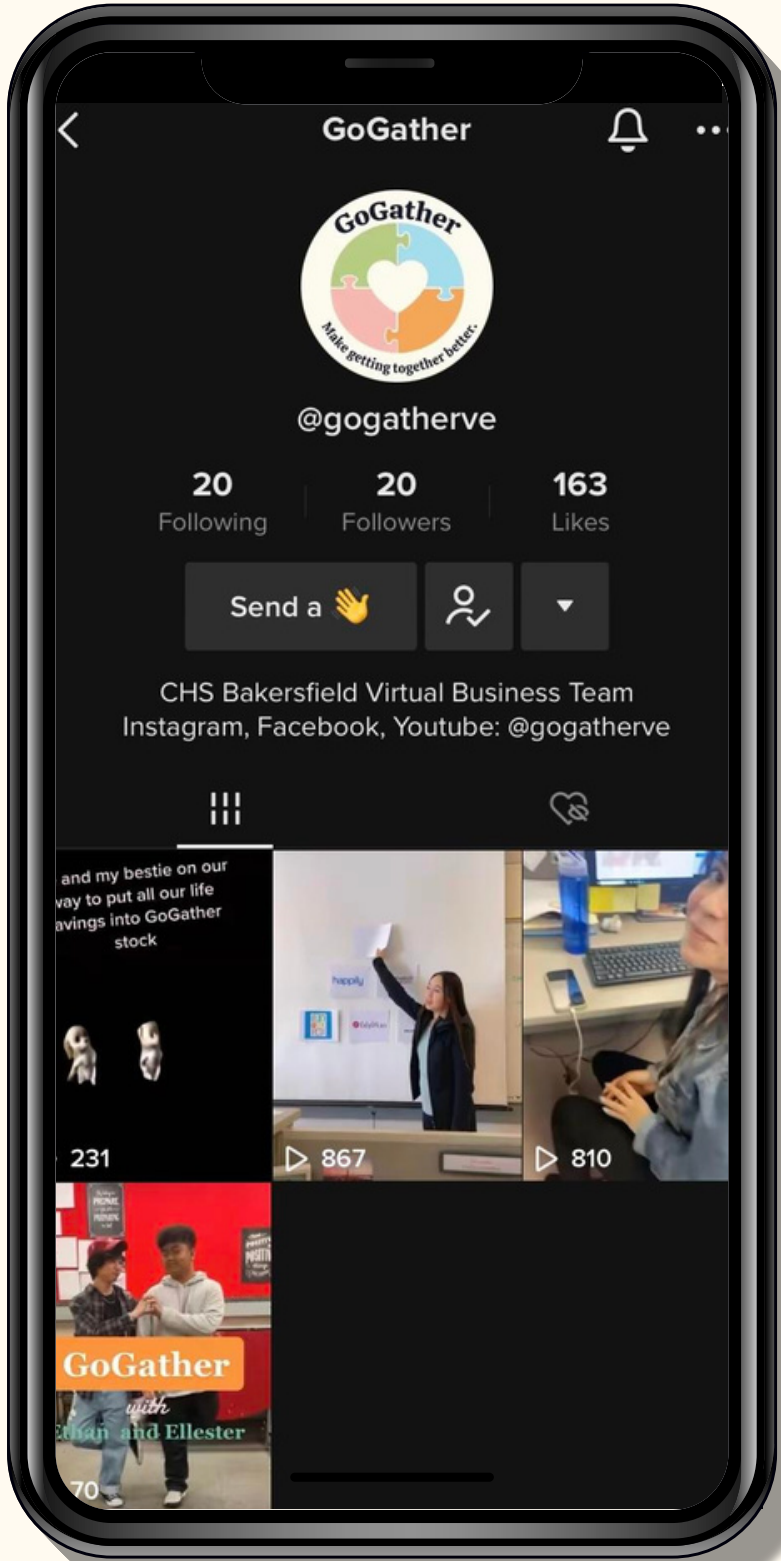
Before



After



Tik Tok



Real World Competitive Analysis

| |  |  |  |  |
|---------------------------------|---|---|--|---|
| Changes on trends | |  | |  |
| For a Group | | |  |  |
| Multiple activities |  |  | |  |
| Curated for young adults | | | |  |

VE Competitive Analysis

Food & Beverages



Clothing & Accessories



Activity Boxes



Market Surveys



Section 1 of 2

GoGather Target Market Survey - Teens

We are GoGather, a subscription box company that curates boxes for a night of fun activities. These boxes has enough supplies for up to six people, and in each box comes a custom playlist, conversation cards, a game, craft, and recipe. We provide the convience of a planned social gathering, and a solution for you to get off your phone.

This survey is completely anonymous, and by answering the questions below you can help us get a better understanding of our target market. Thank you for your time and participation!

Would Having Pre -Planned activities make it easier to get together with friends?

76.4% Yes

17.9% No

How much time do you think you spend on your cell phone in a day

30.9% 3-4 Hours

33.8% 5-6 Hours

12.5% 7-8 Hours

Market Surveys



Section 1 of 2

GoGather Target Market Survey- Adults

We are GoGather, a subscription box company that curates boxes for a night of fun activities. These boxes has enough supplies for up to six people, and in each box comes a custom playlist, conversation cards, a game, craft, and recipe. We provide the convenience of a planned social gathering, and a solution for you to get off your phone.

This survey is completely anonymous, and by answering the questions below you can help us get a better understanding of our target market. Thank you for your time and participation!

Would Having Pre-Planned Activities make it easier to get together with friends and/or family?

73.3% Yes

20% Unsure

Would you buy a subscription for activity boxes to do with your friends/family, or to give to a teenager/young adult in your life?

86.7% - Yes

13.3% - No

Prices

Box of the Month

3 Month Subscription

\$169.99

6 Month Subscription

\$329.99

12 Month Subscription

\$639.99

