



MAHALO SURF CLUB

November 2022

Year 1 Marketing Report

January 2022 - November 2022



Presented to
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ABOUT COMPANY

MAHALO SURF CLUB

Mahalo is a community of people in love with the sea, beach life and surfing. All are accepted at varying levels, from beginner to advanced and from students to coach. Together we share a love for this sport.

Mahalo Surf Club was founded to create a community of surfers, entrepreneurs and life-long learners. With the best office possible, We take pride in the fact that we have daily access to some of the world's best surf beaches.

This past year has been the foundational growth year for Mahalo and we are looking forward to building a company that can grow alongside our community. The sun is shining and once again Mahalo, as a good luck and blessings to all of us!

www.mahalosurfclub.com



YEAR 1 OVERVIEW



Year 1 of Mahalo Surf Club was filled with firsts. We launched the website, social media accounts, brand and even began running ads. Let's take a look at our customers, marketing efforts and how we did.

Quick Recap

This past year was a huge growth and development year for Mahalo Surf Club! To review, here are some of 2022's developments:



Launched the official Mahalo Surf Club website



Launched the Instagram and Facebook accounts



Set up Google Business Suite



Successfully booked over 15 lessons through website traffic



Created a fully stocked quiver with lesson equipment



Received 30+ five star reviews on Google



Established hotel/hostel regular partnerships



Equipped with a professional camera and drone to upgrade surf packages

CUSTOMER ANALYSIS



This section will go through the target customers, demographics and location data and insights for Mahalo Surf Club.

Business Differentiator

**What makes
Mahalo stand
out?**

Mahalo Surf Club takes the time to deliver a personalized experience and knowledge that equips you to be a lifelong surfer.

Access to a community of surfers around the globe of all different levels.

**What is
Mahalo's unfair
advantage?**

(What cannot be copied about Mahalo? What does it do that no one else does?)



Customer Persona

There are two target customers for Mahalo Surf Club. The primary customer is a young adult traveler looking to explore, adventure and travel within a reasonable budget. The secondary consumer are families on vacation looking to make memories and have fun surfing.

Young Adult Traveler



"I'm a digital nomad traveling the world, creating new memories and exploring as much as possible."

Age: **20-30**
Work: **Digital Nomad**
Family: **N/A**
Location: **North America & Europe**

Adventurous Loves the Outdoors Active

Curious

Goals

- Stand up on a surfboard and ride the foams
- Advance enough to say they surfed in Costa Rica
- Try out the surfer life

Frustrations

- Expensive classes
- Not enough personalized attention in lessons
- Tried surfing and felt really good but when they tried in Santa Teresa they were discouraged because it is more challenging – false hope in previous lessons
- Too expensive to maintain lessons/rentals for long

Bio

I'm a young adult traveler enjoying the flexibility of the digital nomad life. I have traveled Europe before and am excited to be on an extended trip in Central America. Costa Rica is known for it's great surfing so I can't wait to learn how to surf, it looks so fun on Instagram. I found Mahalo Surf Club online when I was googling best surf lessons in the area. To my surprise, the lessons aren't as expensive as I thought they would be. My friends who have come here before said they paid so much money they weren't able to maintain the lessons for very long. I can't wait to become a cool surfer gal and live my vacation surfing dream!

Motivation

Fear

Growth

New Experience

Social

Brand Influences

Yanaka Yanaka Yanaka

Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerilla Efforts & PR

Customer Persona

These profiles detail interests, pain points, goals, etc for each target client.

Families



Adventurous

Loves the Outdoors

Active

Creating Memories

"I'm a digital nomad traveling the world, creating new memories and exploring as much as possible."

Age: **Kids 6-15/Parents**
 Work: **Corporate work**
 Family: **kids**
 Location: **North America & Europe**

Frustrations

- Expensive classes
- Not enough personalized attention in lessons
- Too expensive to maintain lessons/rentals for long

Bio

We are a family of four with two kids ages 8 and 10 and are want to try surfing! This is our big vacation of the year and want to make sure we include fun outdoor activities. Our kids are so excited to try it so we will let them surf alone unless we get too tempted ourselves. Looking for surf lessons, we loved that your website mentions family-friendly lessons so we don't have to worry about it being too advanced for our kids. We love being able to create these fun memories together and have some fun in the water.

Goals

- Stand up on a surfboard and ride the foams
- Create fun memories together as a family
- Encourage outdoor activities for the kids

Brand Influences



Preferred Channels

Channel	Preference Level
Traditional Ads	Low
Online & Social Media	High
Referral	Medium
Guerilla Efforts & PR	Medium

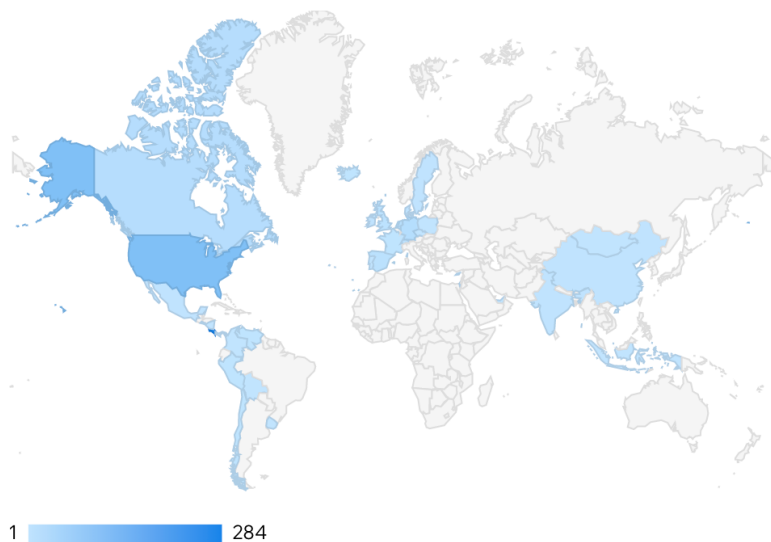
Motivation

Motivation	Level
Fear	Low
Growth	Medium
New Experience	High
Social	High
Family Time/Memories	High

Demographics

Based on website analytics, Facebook and Instagram analytics the majority of Mahalo's customers are from Costa Rica, the United States, Canada and Europe. Below you can see the breakdown of countries. This is important so that we can accurately target ads and website content for those specific locations.

If you want to see specific city breakdowns, it is all on the website analytics.



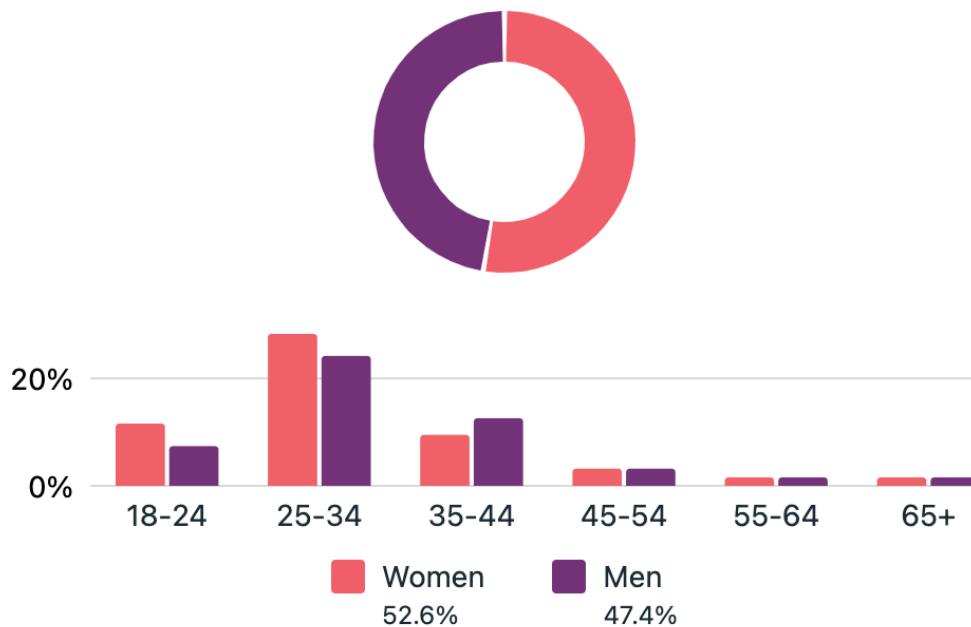
Countries

Costa Rica >	284
United States >	108
Canada >	21
Germany >	20
Netherlands >	12
Spain >	9
Switzerland >	8

Insight: North America is the primary target market, Europe is secondary market.

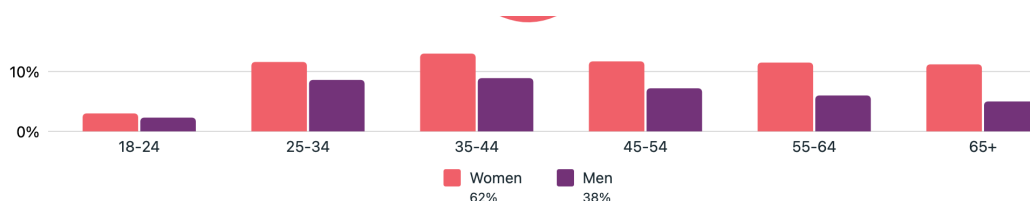
Demographics

There is not enough customer data to know the age ranges and genders of your audience. However, based on Instagram and Facebook analytics 52.6% of your audience is female in the age range 25-35 years old. This is closely followed by men in the same age range.



Insight: Women and men in the age ranges 25-35 are the primary target. The secondary target are women 18-24 and men 45-54. This makes sense since Mahalo's primary target customer are the digital nomad travelers and secondary are families.

Note: According to Facebook/Instagram data IF you choose to adjust your market it has the potential to include women ages 35-44 all the way to women 65+ years old. This



SOCIAL MEDIA



Here we will walk through all marketing efforts, analysis and results of various platforms and campaigns.

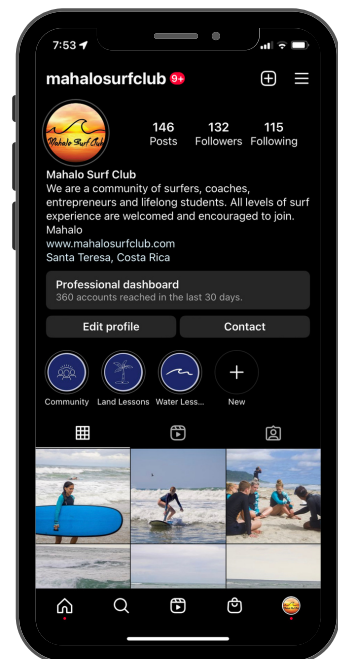
Marketing Efforts

Social Media accounts were published April 5, 2022

Website Creation (with basic SEO)

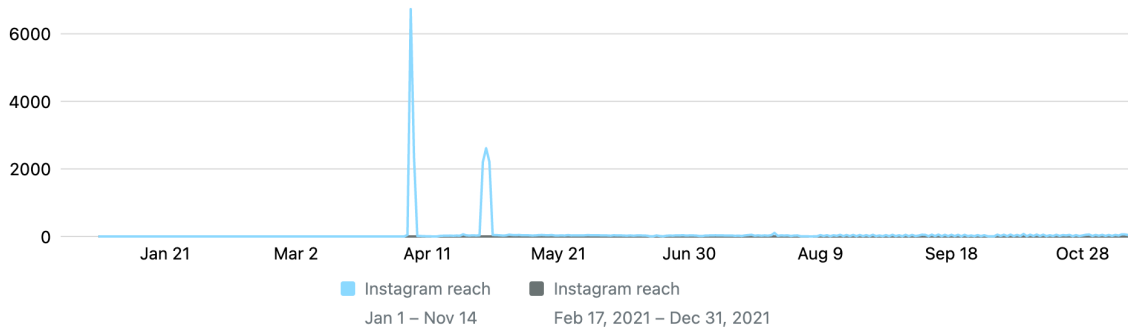


Instagram and Facebook boosted posts & stories paid media



Reach & Followers

Instagram has reached 12,250 people since the launch in April and currently has 132 followers. The spikes in the graph are when there were boosted posts increased reach drastically.

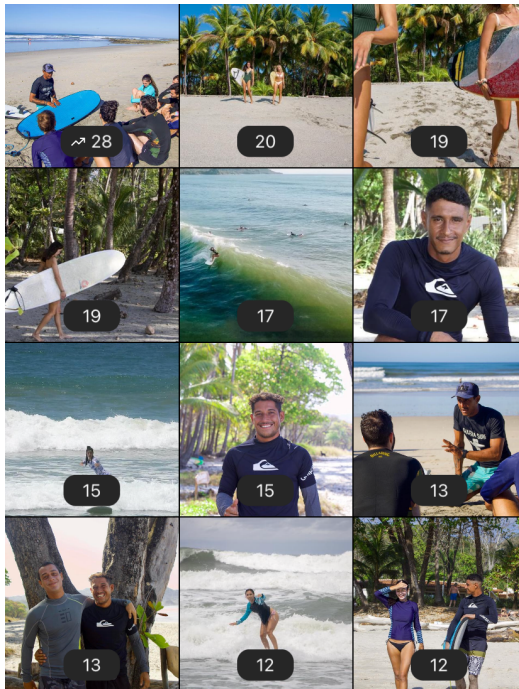


Insight: Increase reach through paid media (boosted posts & ads), post frequency and maintain consistency.

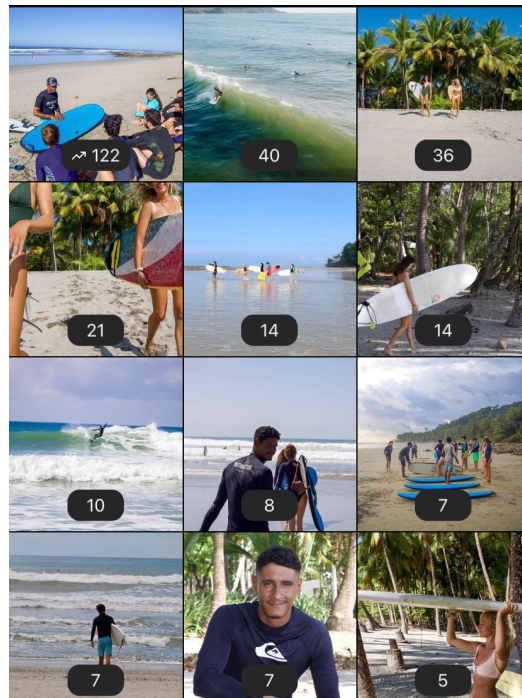
Post Engagement

These are the top posts for each category. I chose interactions, profile visits and website clicks as the success metrics because while likes are good, they don't result in bookings. Interactions, profile visits and website clicks show a higher interest in the content. The posts that performed the best were boosted posts and lifestyle photos. Here we can see users wanted to see the Mahalo Surf Club founder, fun surfing photos, and the typical "surfer" lifestyle.

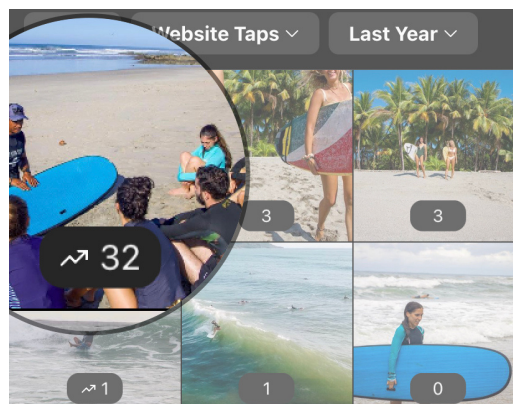
Post Interactions



Profile Visits



Website Clicks



Insight: Lifestyle photos performed better. Suggestion would be to create a more lifestyle brand rather than lesson focused brand. The call to action would of course be bookings, but the visuals would shift.

Ad Spend

Insight: Local audience targeting is good. We need to refine North American audience to get in front of the right customers.



Ad 1 - Post

\$5/day for 3 days = \$15 spent in total

Local Audience only

- **Reach:** 11,752
- **Content Interactions:** 28 (27 likes and 1 save)
- **Profile Activity:** 164 (122 profile visits, 32 web taps, 10 follows)
- **Impressions:** 22,837
- 49.2% women and 49.9% men
- Age ranges 25-34 years old

Ad 2 - Post

\$5/day for 4 days = \$20 spent in total

North America (California, Ontario, Texas)

**Lizzie paid

- **Reach:** 1,905
- **Content Interactions:** 6 (likes)
- **Profile Activity :** 1 (website tap)
- 42.84% women and 70.1% men
- Age ranges 65+ years old



Ad Spend

Insight: Local audience targeting is good. We need to refine North American audience to get in front of the right customers.



Ad 3 - Story

\$5/day for 2 days = \$10 spent in total

North America (California, Ontario, Texas)

**Lizzie paid

- **Reach:** 1,083
- **Profile Activity :** 2 (website tap)
- 36.1% women and 61.7% men
- Age ranges 65+ years old

Reach & Followers

Facebook has reached 14,600 people since the launch in April and currently has 14 page followers. The spikes in the graph are when there were boosted posts increased reach drastically.



Insight: Increase reach through paid media (boosted posts & ads), post frequency and maintain consistency.

Post Engagement

Facebook data only goes back 90 days for this data so this is low season data below. As you can see, the photos that performed the best were surfing and group photos. However, the engagement here was still low so it is difficult to draw major conclusions from this.

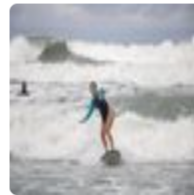
Reach



 Facebook post
A tropical escape is waiting for you 🏖️🌴
Nov 11, 2022, 7:45 AM

This post reached **300%** more people (4 people) than your median post (1 person) on Facebook.

Reactions



 Facebook post
zoomin to the shore
Oct 2, 2022, 9:00 AM

This post received 2 reactions compared to your median post (0 reactions) on Facebook.

Ad Spend

Insight: Local audience targeting is good. We need to refine North American audience to get in front of the right customers.



Ad 1 - Post

\$5/day for 3 days = \$15 spent in total
Local Audience only

- **Reach:** 3,902
- **Link Clicks:** 72 (directed to profile)
- **Cost per Click:** \$0.21
- 22% men ages 25-34
- 18.2% women ages 18-24

Ad 2 - Post

\$5/day for 4 days = \$20 spent in total
North America (California, Ontario, Texas)
**Lizzie paid

- **Reach:** 1,916
- **Link Clicks:** 25 (website traffic)
- **Cost per Click:** \$0.80
- Age ranges 65+ years old/men



NOTE: for Ad 2 and 3, they were bundled with both Facebook and Instagram. The price was for both platforms, so the total above is what was spent on Facebook and Instagram.

Ad Spend

Insight: Local audience targeting is good. We need to refine North American audience to get in front of the right customers.



Ad 3 - Story

\$5/day for 2 days = \$10 spent in total

North America (California, Ontario, Texas)

**Lizzie paid

- **Reach:** 1,043
- **Link Clicks:** 16 (website)
- **Cost per Click:** \$0.63
- Age ranges 65+ years old/men

Total Media Spend

Ad 1	\$15
Ad 2	\$20
Ad 3	\$10
Google Ad	\$14.33
TOTAL	\$59.33

Note: Lizzie paid for \$30 of this

GOOGLE & WEBSITE ANALYTICS



This section details all google business activity such as reviews, google business suite, google ads, etc.

Quick Overview

Google is home to lots of business aspects. So here is a quick list of what all is on your google profile:



Reviews



Daily posts (photo and caption)



Verified business status



Maps presence (hours, location, website and phone number)



Google drive (documents)



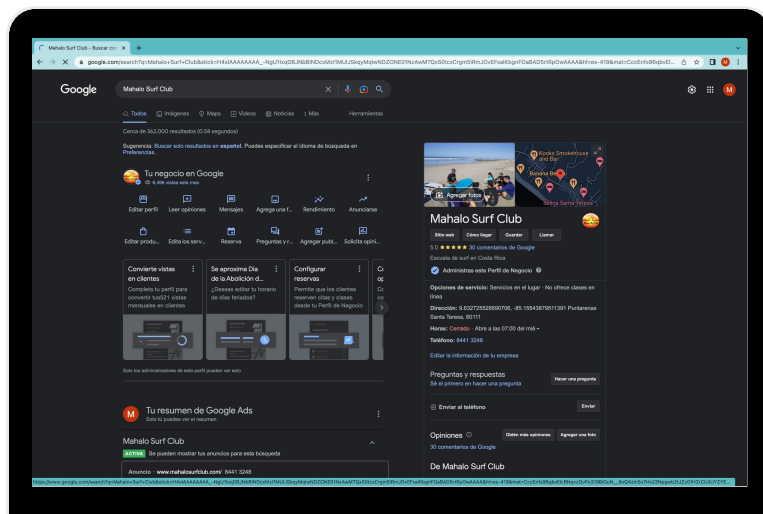
Google tools available to use (email, google docs, google sheets, analytics, ad center, etc)

Marketing Efforts

Google Business was set up and verified March of 2022.

Google Business

set up and includes: reviews, map, google business, daily posts...)



Google Ads

paid campaign



Google Ad – Christmas Special

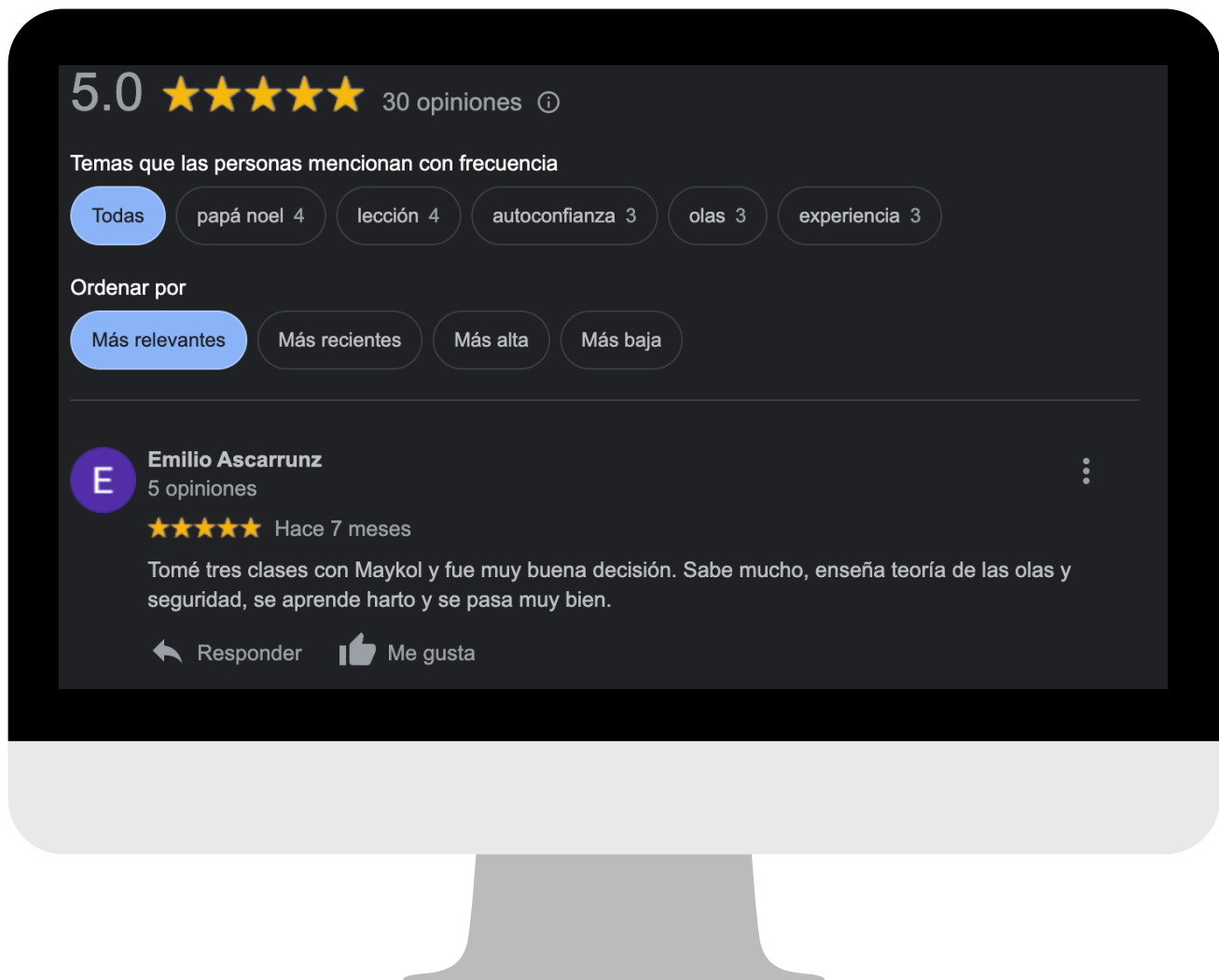
The Christmas Special on Google Ads began October 18 and is still running. The chart below shows the total spend, cost per click, how many people saw the ad and how many people have clicked on the ad. This will continue to run until the total spend reaches \$100 in total (including media spending).



Reviews

Google Business is where all google reviews live. Reviews and other interactions with the google business (such as daily posts) help boost the SEO and help Mahalo get seen by more people.

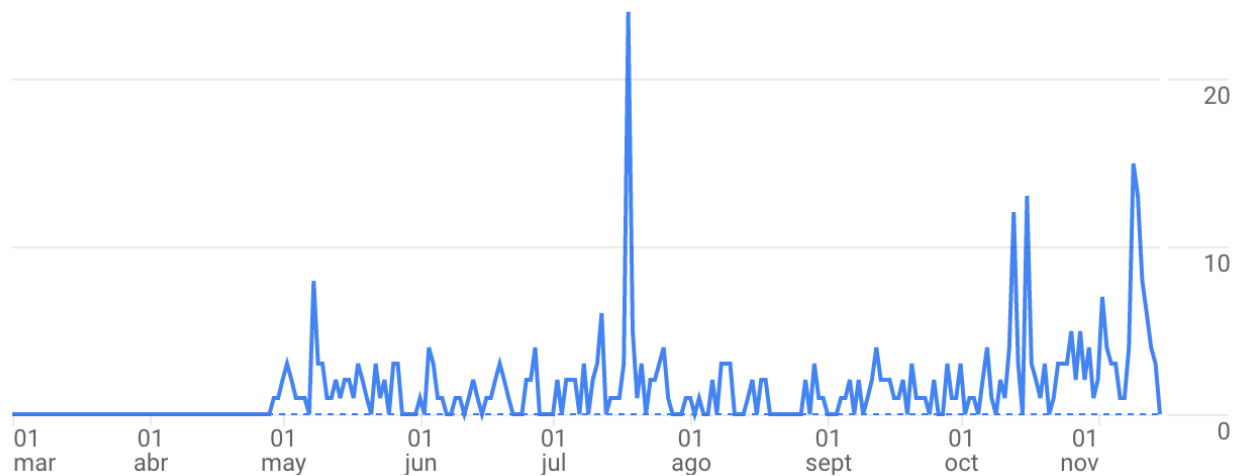
The great news is that Mahalo Surf Club has 30 reviews currently, all with 5 stars!



Insight: Remember to encourage clients to leave a review and send them a link after classes so that it is easy to do.

Website Activity

Since the launch of the website in March of 2022, there has been steady website traffic between 0-10 viewers in general with a few spikes around campaigns. There have been 53 site visits with 44 of those being unique visitors. On average, users spent 1.28 minutes on the website which is good and the bounce rate is 39.23%. This is a good bounce rate and hopefully we will see this decrease over time, however 20%-70% bounce rate is average so Mahalo is on the lower end of that.



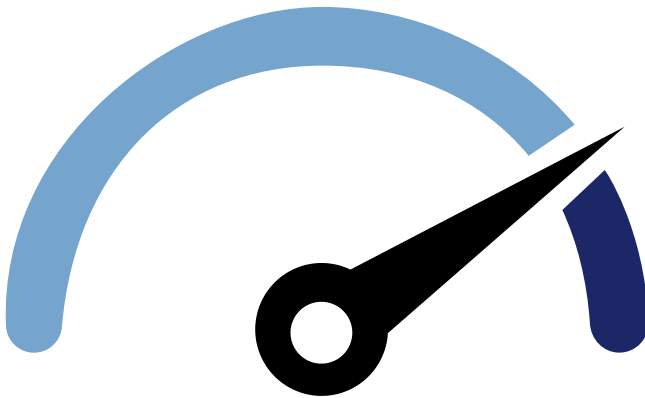
Insight: Customers are spending time reading the website and few people are leaving the site immediately which means the content is good that they see.

Website Performance

The website speed is overall pretty good but could use some improvements.

Desktop

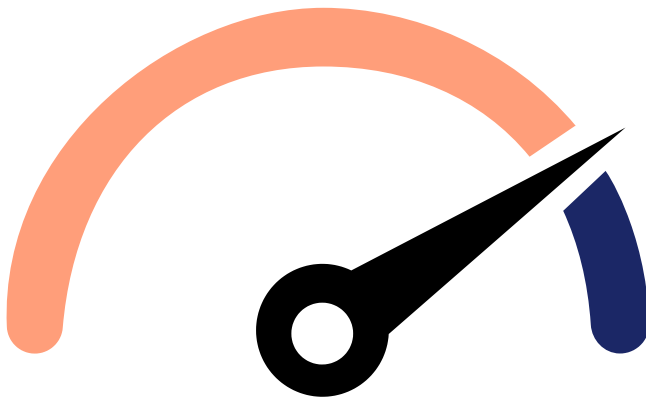
3.1 seconds



The desktop version of the website loads too slowly. The goal is to have it load in under 3 seconds.

Mobile

2.9 seconds



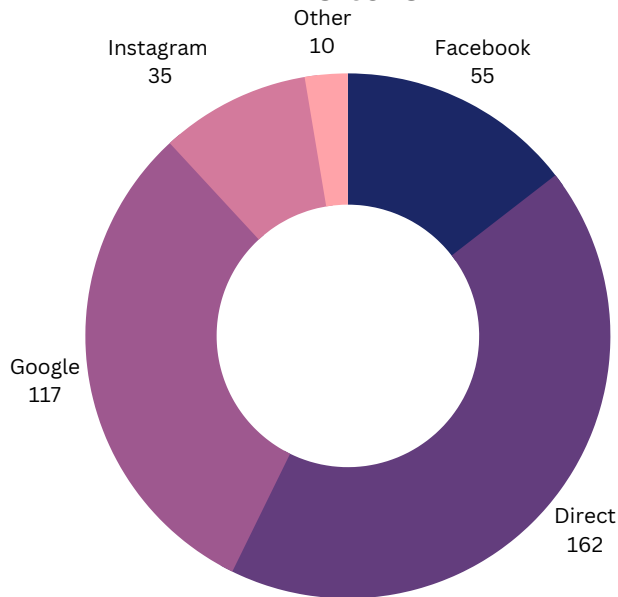
The mobile version of the website loads in 2.9 seconds which is average for mobile, however it never hurts to reduce the loading time. The content on various pages loads very slowly at 5.9 seconds! This harms the user experience.

Insight: Website loading time can be reduced by using JPEG photos instead of PNG, using SVG files for icons and enabling manual page cache on mobile. Stick to 3-4 custom fonts and put heavy visuals below the fold (lower on the page).

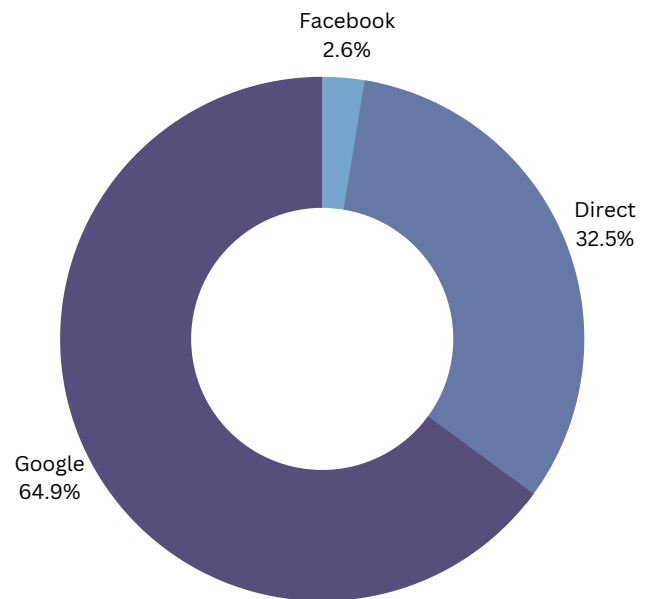
Website Traffic

Below shows how many visitors came from which platform and how long they spent on average. The direct traffic is someone visiting the website through a link. Google and Direct visitors spent the most time and make up most of the visitors. Facebook stats are included however Instagram's session duration is not calculated here because this platform does not have the capabilities yet. However it can be assumed it is similar to Facebook.

Visitors



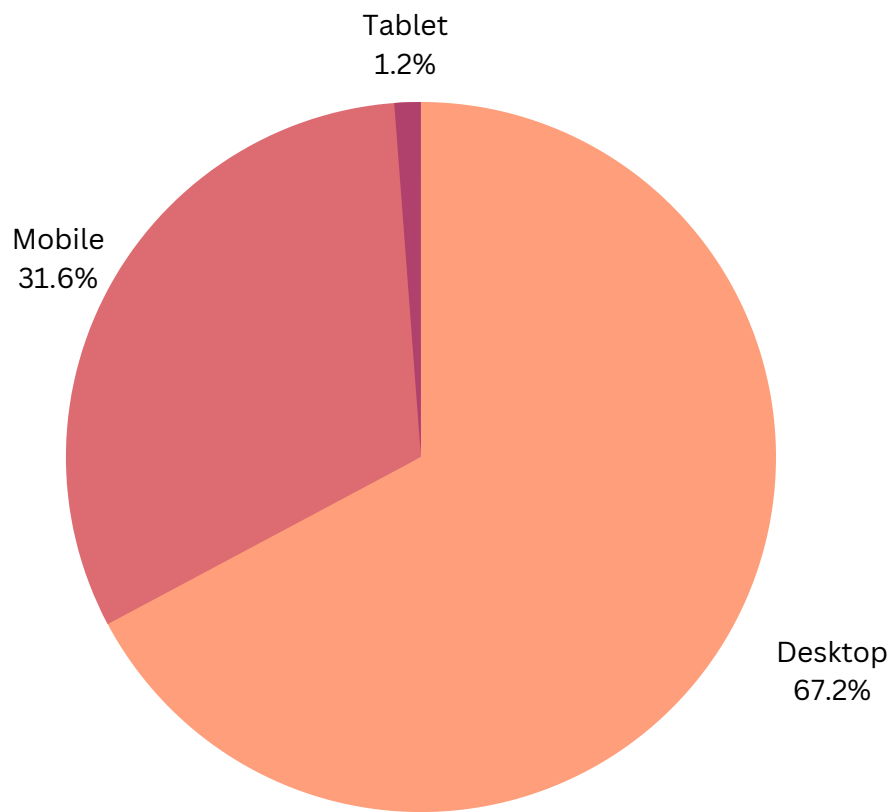
Session Duration



Insight: Focus on direct and google traffic since there is more engagement with those platforms.

Device Usage

Based on both Google Analytics and Wix data, the majority of users are viewing Mahalo's website through their desktop browser. This is good to see since the desktop version is the most polished version of the website.

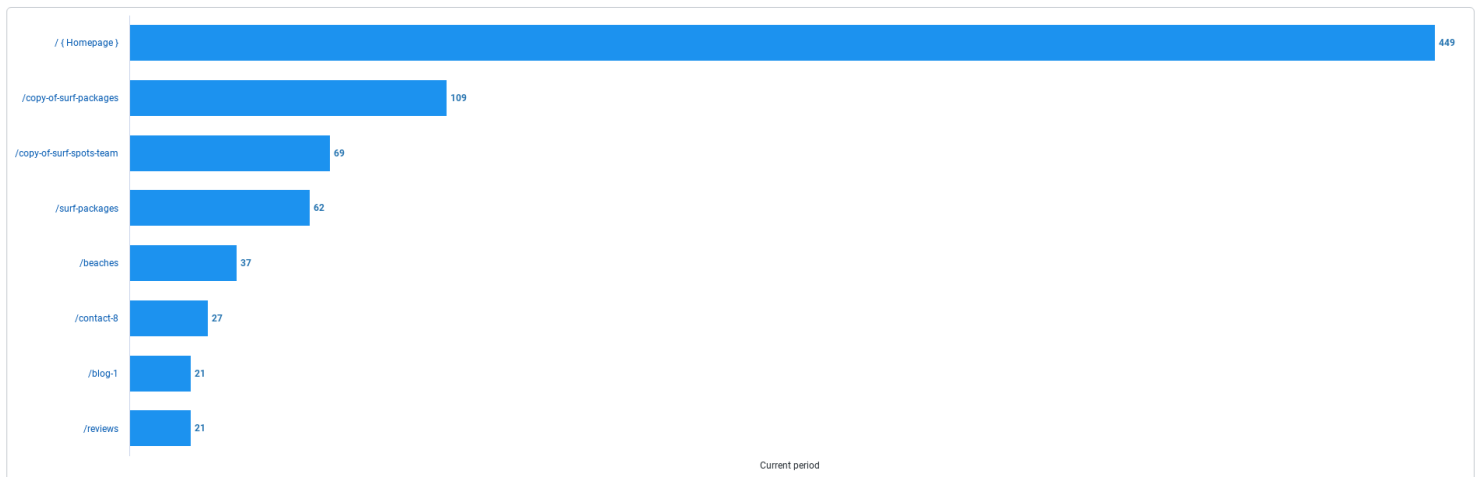


Insight: Customers are looking at Mahalo's website on their computers for the most part which generally means they are ready to spend longer on the page and often times are less distracted.

Page Visits

The chart below shows what pages are visited the most on the website. As you can see, the homepage is most visited and secondly the surf packages. The difference between homepage visits and surf package visits is quite extreme so it is important to understand that the homepage is not capturing enough of the viewers' attention.

Finally, the reviews and blog are least visited. This is good to watch so that if there is interest in a blog in the future, we can gauge initial interest (before any marketing) here.

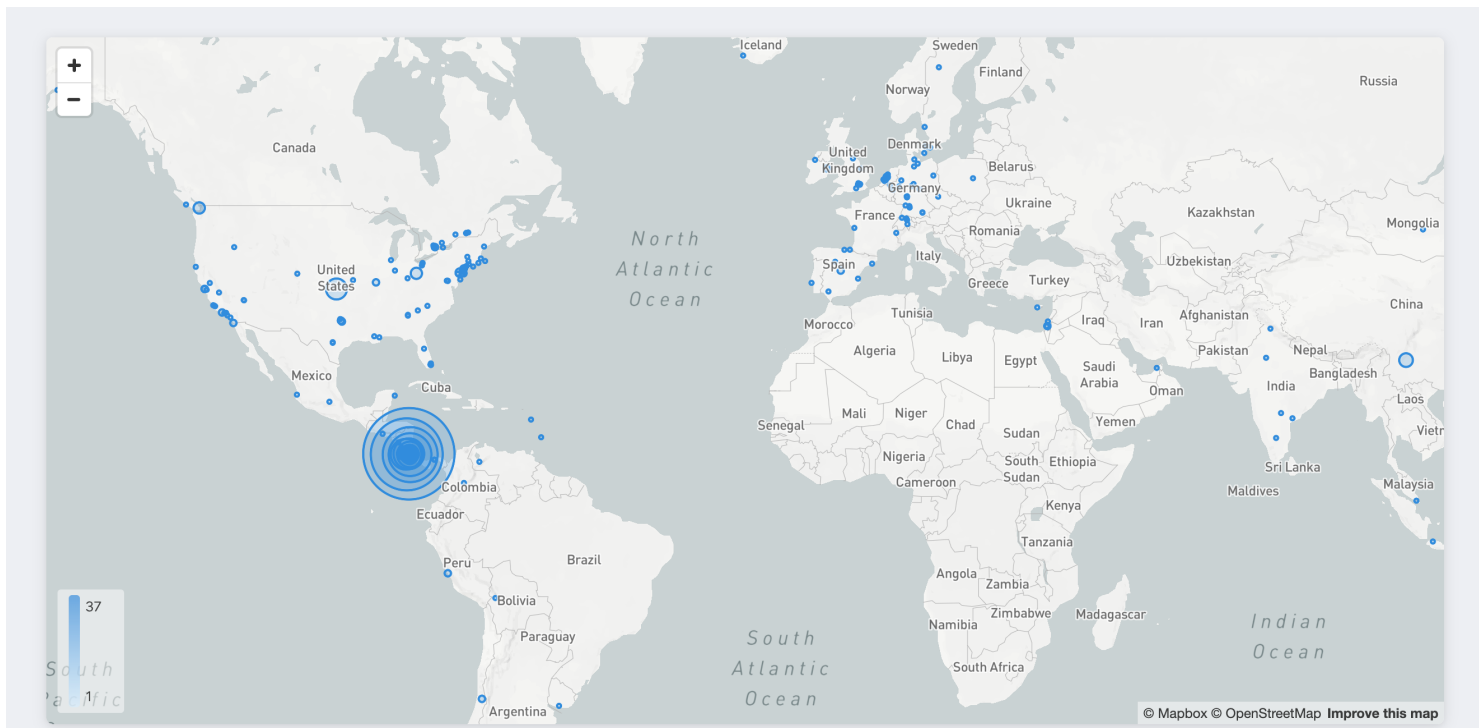


Insight: Edit the homepage to capture more customers. Add more calls-to-action and potentially reformat/reword the homepage.

Location

This map is very similar to the location map shown earlier in this report, the only difference is this one shows specific cities that have visited Mahalo's website. Based on this information we know that we should target Costa Rica, coastal US cities, mountain cities in the US, Israel, a few parts of China and India, and a handful of European countries.

****we could target cities specifically but my suggestion is to target countries first and then narrow down if needed.**

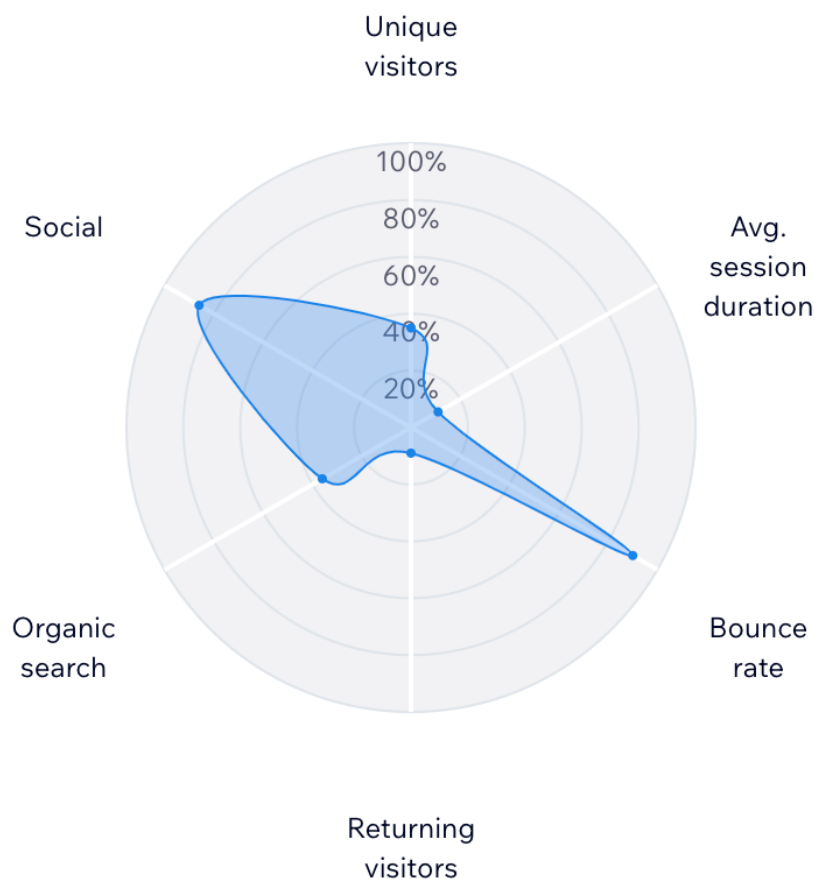


Insight: There are a few areas in the Great Plains and the Midwest in the US that are worth marketing to even though they aren't on the coast. There is enough website traffic from them for it to be worth trying.

Benchmarks

How is Mahalo Surf Club performing in comparison to other's in this category? (NOTE: category is sports, that's as specific as it would allow). As you can see, compared to competitors the bounce rate and social media is outstanding. The areas to work on are the session duration and returning visitors.

Returning visitors will improve however this is most likely skewed data because after the first intereaction with Mahalo, communication is offline adn the need for the website is greatly reduced.



Insight: The average time per session is low compared to competitors. This could be adjusted by editing the page content to have a more "sales" approach in terms of language and content

INSIGHTS & RECOMMENDATIONS



Here we dive into the insights from the year and recommendations for how to proceed in year 2 of Mahalo Surf Club.

Insights Overview

Based on everything that we've seen this year, here are the key insights and takeaways:

CUSTOMER

- Customers are spending time reading the website and few people are leaving the site immediately which means the content is good that they see.
- Customers are looking at Mahalo's website on their computers for the most part which generally means they are ready to spend longer on the page and often times are less distracted.
- Women and men in the age ranges 25-35 are the primary target. The secondary target are women 18-24 and men 45-54. This makes sense since Mahalo's primary target customer are the digital nomad travelers and secondary are families.
- North America is the primary target market, Europe is secondary market.

CONTENT

- Lifestyle photos performed better. Suggestion would be to create a more lifestyle brand rather than lesson focused brand. The call to action would of course be bookings, but the visuals would shift.
- Edit the homepage to capture more customers. Add more calls-to-action and potentially reformat/reword the homepage.
- The average time per session is low compared to competitors. This could be adjusted by editing the page content to have a more "sales" approach in terms of language and content
- Website loading time can be reduced by using JPEG photos instead of PNG, using SVG files for icons and enabling manual page cache on mobile. Stick to 3-4 custom fonts and put heavy visuals below the fold (lower on the page).

STRATEGY

- Local audience targeting is good. We need to refine North American audience to get in front of the right customers.
- Increase reach through paid media (boosted posts & ads), post frequency and maintain consistency.
- There is more engagement with Direct traffic and Google
- Customers only left reviews if the link was sent to them
- There are a few areas in the Great Plains and the Midwest in the US that are worth marketing to even though they aren't on the coast. There is enough website traffic from them for it to be worth trying.

Recommendations

After looking at the insights and data, here are a few recommendations for year 2:

WEBSITE

- Add more **calls-to-action** on the homepage of the website
- **A/B testing** the homepage of the website to see what content needs to change and IF the format needs to change
- Make sure the desktop version is exactly the way you want
- Make **version two of the mobile** website to speed up loading times
- Website loading time can be reduced by using JPEG photos instead of PNG, using SVG files for icons and enabling manual page cache on mobile. Stick to 3-4 custom fonts and put heavy visuals below the fold (lower on the page).
- Add **heatmap tracking** to the page -- shows where people look on the page and for how long
- Add an **about section** to reduce the information needed on the home page. Creates more home page focus

CONTENT

- Create a more **lifestyle** brand rather than lesson focused brand (change up the types of photos --> surfing, fun in the sun, carefree...)
- Focus content on surf education/info, save the ocean, surf recommendations...

AUDIENCE/CONSUMER

- Market to young adults and families --> **two types of messaging**
- Young adult messaging: promoting the fun, surfer life style, adventure, etc
- Family messaging: promoting the memory making, fun in the sun, water sports
- Focus marketing on North America (specific coastal states, mountains, and some midwest), specific parts of Europe (Netherlands, Denmark, Spain, France, Germany, Poland, Switzerland), and Israel

STRATEGY

- Increase reach through **paid media** (boosted posts & ads), post frequency and maintain consistency.
- Add in reels to increase engagement
- **Focus on direct and google traffic** since there is more engagement with those platforms.
- Remember to encourage clients to **leave a review** and send them a link after classes so that it is easy to do.
- Create a **monthly newsletter** to send to email contacts --> would increase engagement, keep Mahalo on people's mind and add value (talk about surf tips, surf reports...)
- Create monthly or bi-monthly **campaigns** (ex: Christmas special, surf week challenge...)
- Create **specific goals** to measure success (# customers, #of website visits...)



Thank you



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