



Online Store Success Workshop







**Hi everyone!
I'm Hannah Wheeler,
The Owner, Brand
Consultant, and Designer
at Zap Branding.**

[Contact me here](#)

I chose a career in visual communication (design, marketing and sales) because it's the vehicle that influences others to make positive changes in the world.





ANNUAL REPORT
2022 - 2023



Takeaways from this workshop

1

**How to sell
online**

2

**Brand
Report**

3

**Funding
Opportunities**

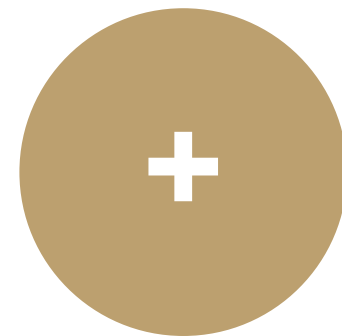


**This workshop
is all about the
meat and
potatoes of
your brand.**

WE WILL WORK ON BLENDING TOGETHER

Old School

- Values
- Relationships
- Community



New School

- Technology
- Innovations
- Efficiencies

CHANGING A NORM

Do you remember when smoking
was accepted and the norm?



CHANGING A NORM

The messaging changed to smoking is bad. This was laughable at the time until it was consistently the message.



BIG IDEA

**In North America,
customers choose
bison over beef.**

**BISON IS AMAZING.
NOW IS THE TIME TO
GET THE WORD OUT
AND HERE'S HOW...**

CUSTOMERS CHOOSE BISON AT THE RESTAURANT



INCREASE ORDERS & EFFICIENCY

Restaurant owners
order and pay for the
bison meat through a
portal on your website.

CUSTOMERS CHOOSE BISON AT THE GROCERY STORE



INCREASE ORDERS & EFFICIENCY

Grocery stores order and pay for the bison meat through a portal on your website.

Keep track of all your stores and revenue through your website.

CUSTOMERS WANT TO FIND BISON MEAT STRAIGHT FROM A LOCAL FARM BUT HOW DO THEY FIND YOU



BE FOUND ONLINE WHEN PEOPLE ARE
LOOKING FOR BISON

When someone is on
Google searching for bison
meat in your location, your
website will pop up.

CUSTOMERS WANT TO CHOOSE BISON FOR SNACKING BUT WHERE CAN THEY FIND IT?

GIVE CUSTOMERS THE ABILITY TO PURCHASE

Grocery stores, gyms, and retail stores can place an order and pay for the bison jerky through a portal on your website.

Customers can order from your online store directly.

Set up an Amazon store to sell.



HOW DO YOU EDUCATE PEOPLE ABOUT HOW AMAZING BISON IS?



EDUCATE & CONNECT WITH POTENTIAL CUSTOMERS

On social media, tell the stories, show people your process, educate them on the health benefits, show them how it can help them live a better life, and show them how it's regenerative by nature.

HOW DO WE MAKE NORTH AMERICA CHOOSE BISON FIRST?

We all consistently and actively use messaging, have a website, and use social media as the vehicle to make a change in consumer choices.

ONE VOICE, UNIQUE STORIES

- **Develop your brand concept and story that makes you unique**
- **Consistent messaging around Bison and the many benefits to consuming it**
- **Saturating the North American Market with Bison products that consumers can't ignore**

LET'S CHANGE THE NORM

BISON IS BETTER

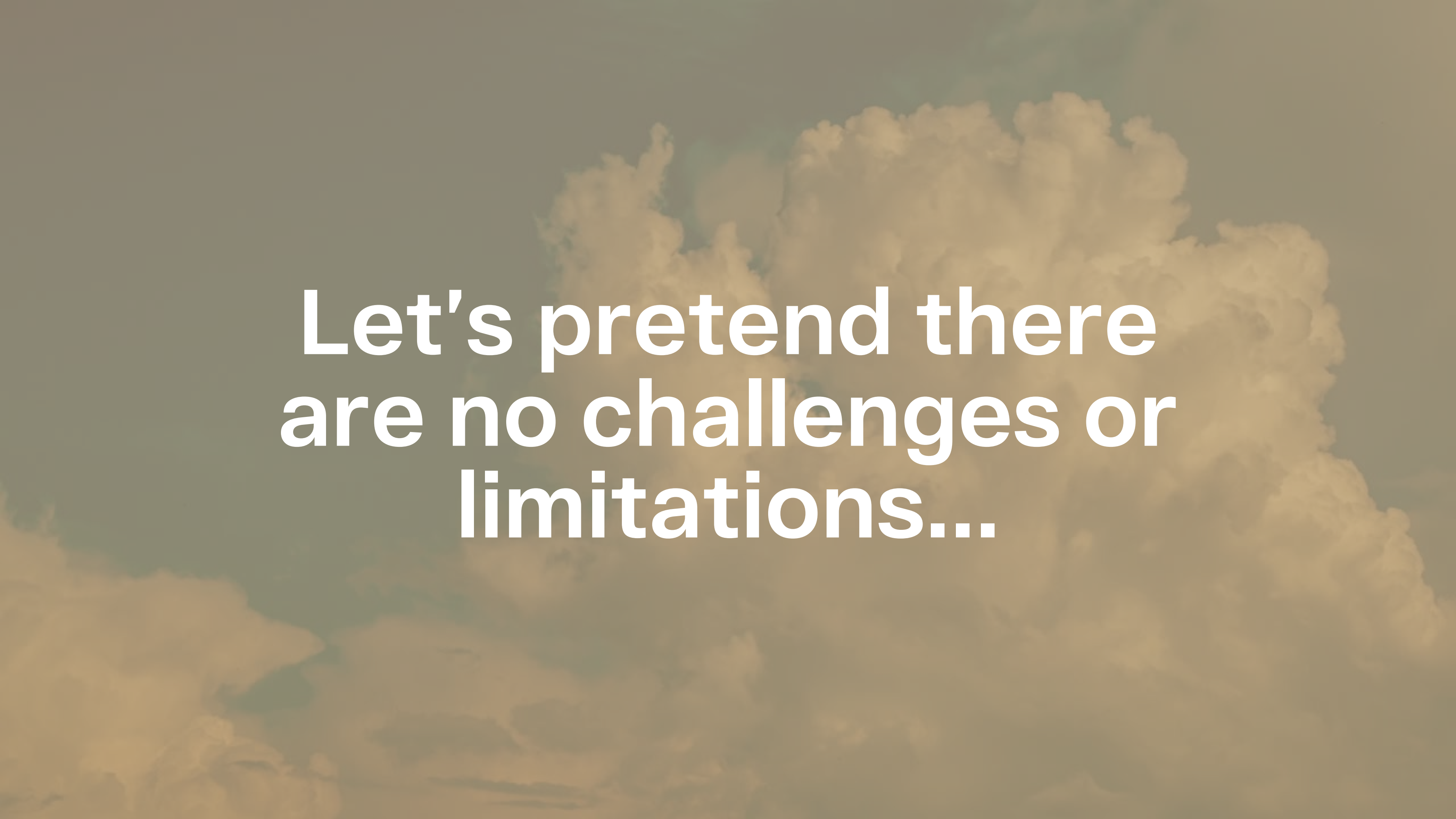
BISON IS EVERYWHERE

I want you to think of branding, website, marketing, and sales as a way of bringing change to North America to make bison mainstream.

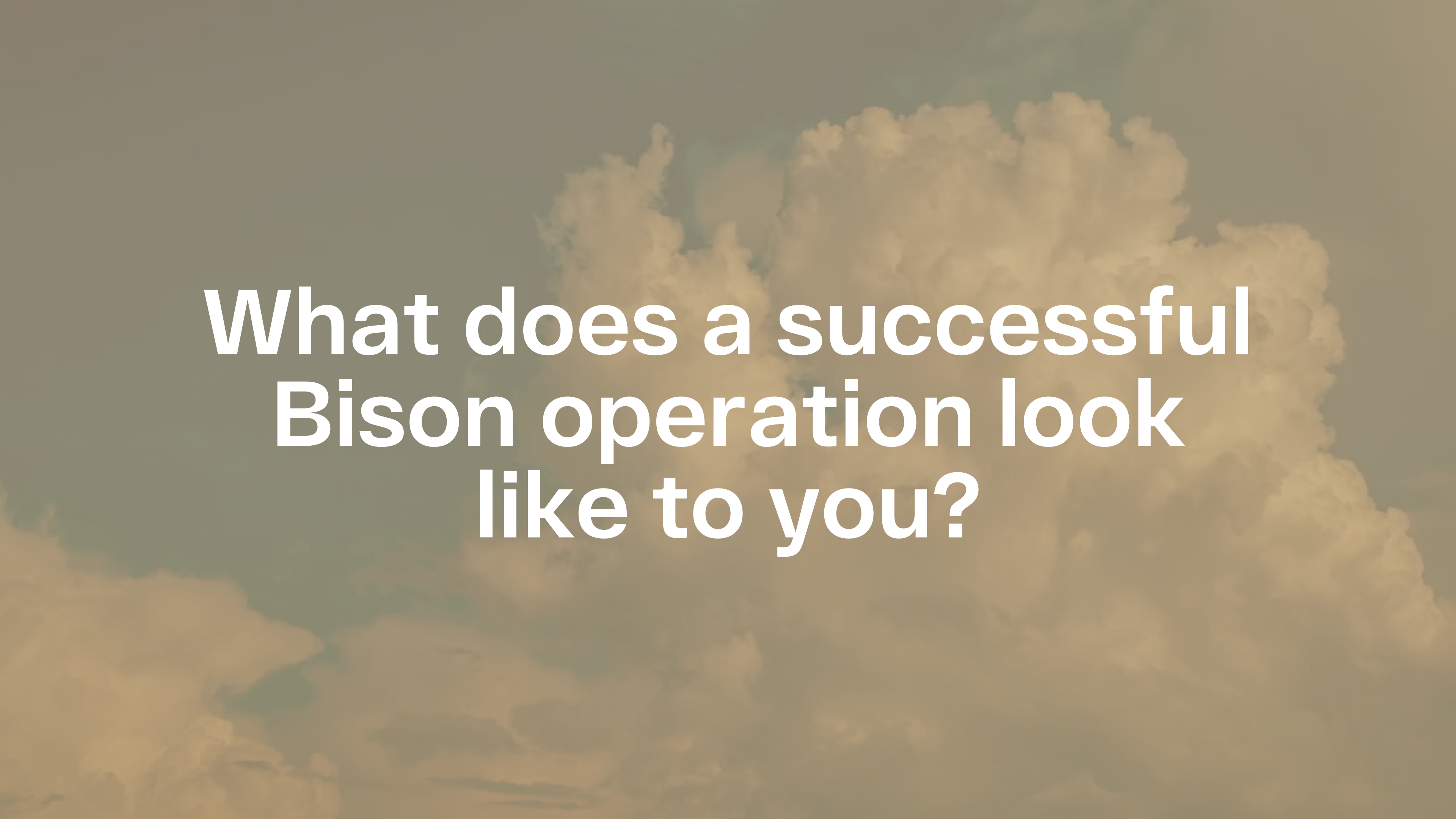
How can bison meat help people live a better life?



LET'S BEGIN



**Let's pretend there
are no challenges or
limitations...**



**What does a successful
Bison operation look
like to you?**

What does a successful Bison operation look like to you?

- Does it mean leaving a legacy?
- Does it mean every grocery store has bison beside beef?
- Does it mean having bison jerky beside beef jerky?
- Does it look like having a bison ranch experience?

**WHAT IS
“BRANDING?”**

BRANDING IS:

The soul of your business

BRANDING IS:

Your story being told to
connect with others

BRANDING IS:

Creating a community that
grows out of shared ambitions
and common ground

How a brand is recognized

Ensuring brand consistency with every touchpoint of your business.



**BRAND
IDENTITY**



MARKETING



**CUSTOMER
SERVICE**



**SOCIAL
MEDIA**



BLOGS



**EMAIL
MARKETING**



SALES



**PRINT
DESIGN**



**GOOGLE
LISTING**



WEBSITE

**WHAT WILL
“BRANDING DO?”**

GREAT BRANDING WILL:

- Increase business value
- Generate new customers
- Improves employee pride and satisfaction
- Creates trust and love within the marketplace

Brand Strategy

The image shows a hiker in a bright yellow jacket and a large backpack walking on a rocky, uneven trail. The hiker is positioned in the lower-left quadrant of the frame. To the left of the hiker is a calm, blue lake. The background consists of rugged, dark blue and grey mountains. The word "patagonia" is written in a large, white, lowercase serif font across the center of the image, with a registered trademark symbol (®) to its upper right.

patagonia®

Purpose

Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis



Core Values

Use business to protect nature
Not bound by convention

Environmentalism
Justice

Personality

The Explorer:
Activist spirit that
promotes adventure,
exploration, self-discovery
and of course respect for
the environment.

patagonia[®]





COMMON THREADS INITIATIVE

REDUCE

WE make useful gear that lasts a long time
YOU don't buy what you don't need

REPAIR

WE help you repair your Patagonia gear
YOU pledge to fix what's broken

REUSE

WE help find a home for Patagonia gear you no longer need
YOU sell or pass it on*

RECYCLE

WE will take back your Patagonia gear that is worn out
YOU pledge to keep your stuff out of the landfill and incinerator



REIMAGINE

TOGETHER we reimagine a world where we take only what nature can replace





Brand Identity



Website

FREE SHIPPING ON ORDERS OVER \$75 | MORE ▾

patagonia

SHOP

INSIDE PATAGONIA

🔍 What are you looking for?



FORCE

The story of Mikey Schaefer



An iconic skyline
A climber's dream



English

[Our Stores](#)

[Site Map](#)

[Corporate Responsibility](#)

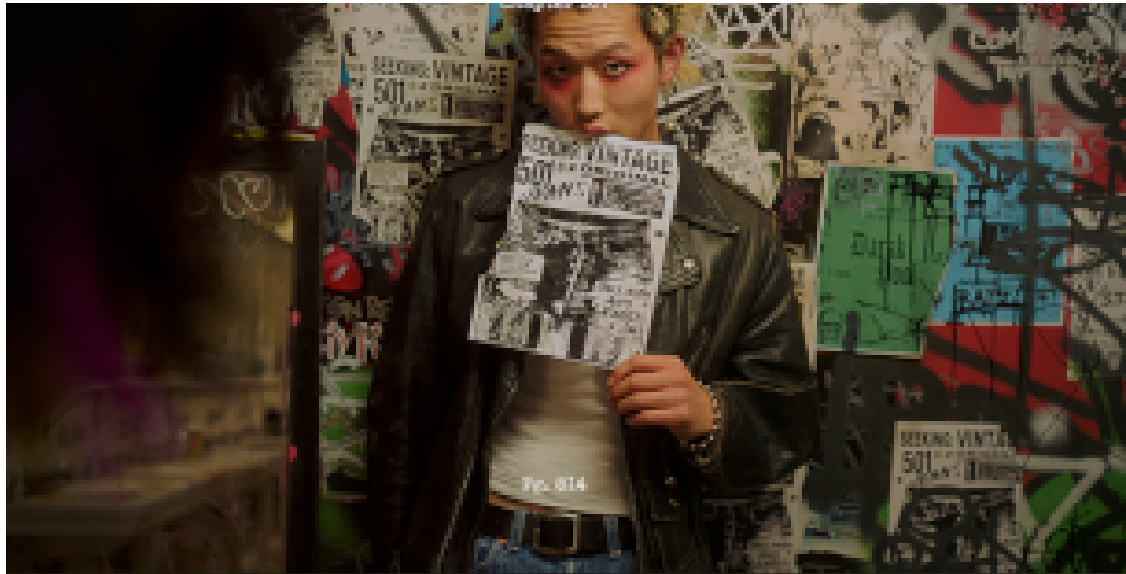
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Marketing



THE GREATEST STORY EVER WORN



One Fair Exchange in the Greatest Story Ever...

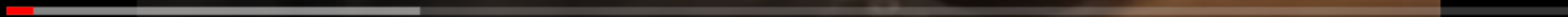


Watch later



Share

INSPIRED BY **Levi's**® TRUE STORIES



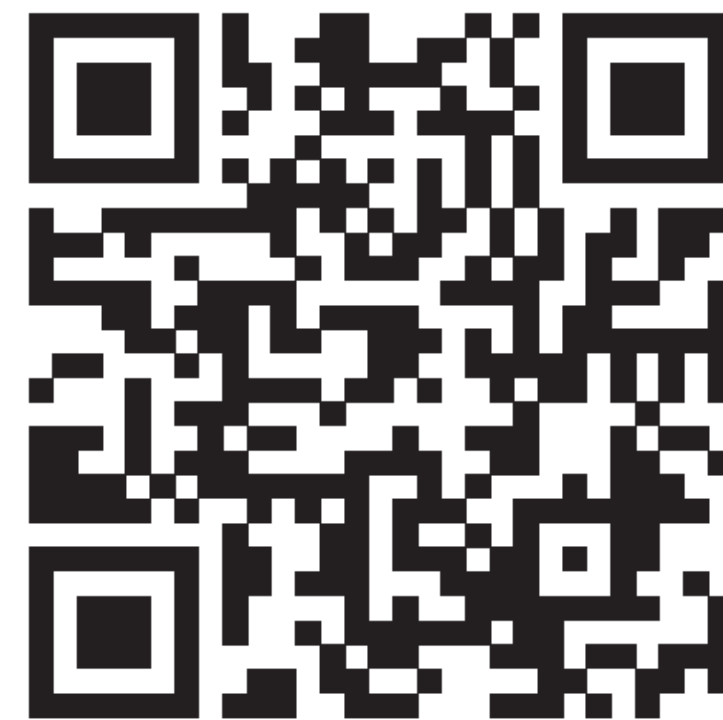
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YouTube



TAKE THE BRAND REPORT



[Scan the code or click here](#)

Recommended
solutions and how
we can help

IF YOU RECEIVED #1, YOU'RE NEXT STEP IS TO

Refresh the Brand



Brand Strategy Course

[Learn More](#)

Provincial Funding 100% or 2/3



CDAP - \$2,400 in funding

E-commerce and website improvements



IF YOU RECEIVED #2, YOU'RE NEXT STEP IS TO

Grow the Brand



Marketing Training

[Learn More](#)

Provincial Funding 100% or 2/3



**Ready to grow the
bison industry and
your business?**



Email me to
chat further!

hannah@zapbranding.ca

