

# BLONDE BEARD'S MARKETING PLAN



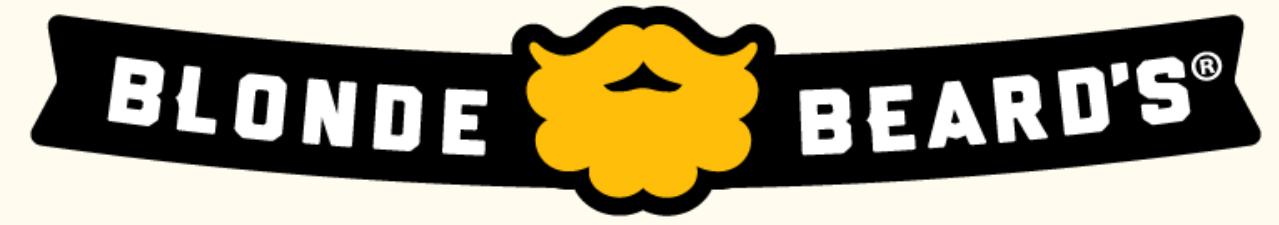
# AGENDA

1. Blonde Beard's Corporate Identity
2. Strategic Overview
3. Situational Analysis
4. Project Objective & Positioning Statement
5. Marketing Tools



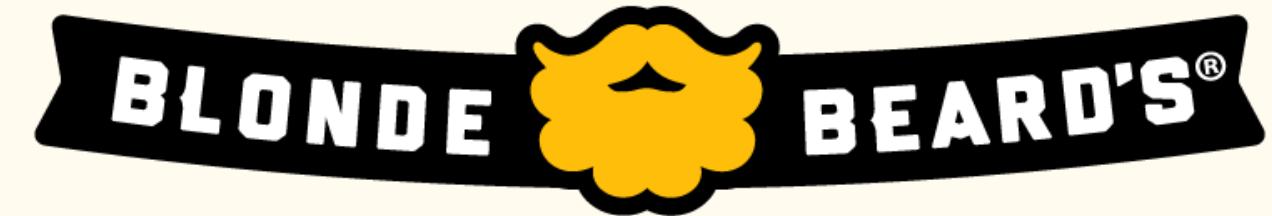
# CORPORATE IDENTITY

- Founded by Adam and Cara Nelson
  - Self proclaimed wing-addicts
  - Created the world's first craft buffalo sauce.
  - Raised in Georgia
- Based in Denver, Colorado
- Aspire to become a staple product in every kitchen.
- Desire to add a new product
  - Matches Blonde Beard values
  - Grow word of mouth
  - Grow presence on social media.<sup>1</sup>

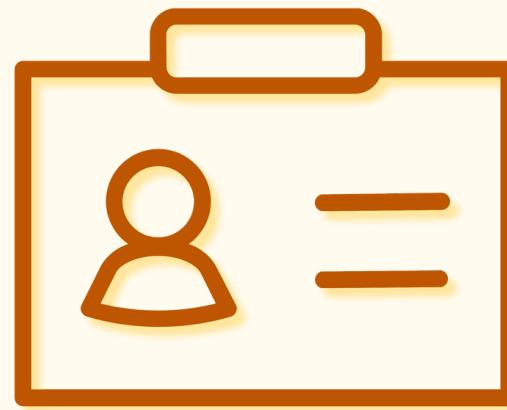


<sup>1</sup> <https://blondebeards.com/pages/our-story-1>

# STRATEGIC OVERVIEW

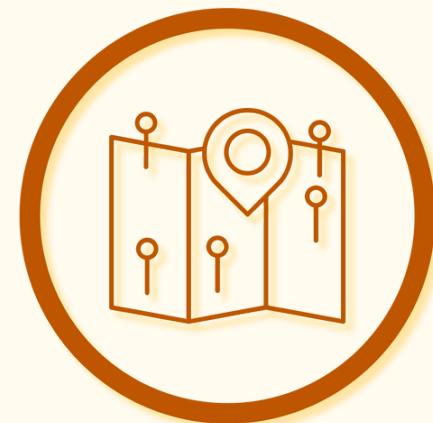


## Target Market Analysis and Description



### Demographics:

- Gen Z (18-28) and Millennials (ages 29-45)
  - Young adults most enthusiastic about cooking<sup>1</sup>
- Men & Women
  - Enjoy cooking or buying for partner



### Geographics:

- United States
  - College towns, urban neighborhoods, sports venues



### Psychographics:

- Foodies
- Enjoy trying new products
- Aspiring cooks
- Experience-seekers
- Those looking to try unique sauces with premium ingredients



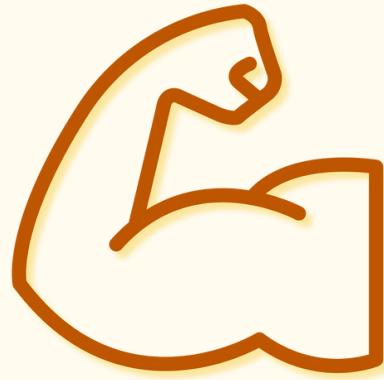
### Behavioral:

- Impulse buyers
- Amazon shoppers
- Repeat buyers
- Social users<sup>2</sup>

<sup>1</sup><https://clients.mintel.com/content/report/cooking-in-america-meal-planning-and-preparation-us-2024?fromSearch=%3Ffreetext%3Dhome%2520cooking%26sortBy%3Drelevant%26resultPosition%3D3>

<sup>2</sup>[https://clients.mintel.com/content/report/cooking-in-america-meal-planning-and-preparation-us-2024?fromSearch=%3Ffreetext%3Dhome%2520cooking%26sortBy%3Drelevant%26resultPosition%3D3#workspace\\_SpacesStore\\_9775ffa3-4a74-4ea6-960a-b1433006612c](https://clients.mintel.com/content/report/cooking-in-america-meal-planning-and-preparation-us-2024?fromSearch=%3Ffreetext%3Dhome%2520cooking%26sortBy%3Drelevant%26resultPosition%3D3#workspace_SpacesStore_9775ffa3-4a74-4ea6-960a-b1433006612c)

## SITUATIONAL ANALYSIS



### Strengths

- Unique flavors
- Fun & casual brand position to help them stand out in the marketplace
- Consistent branding throughout all owned media channels
- Brand voice is direct to consumers, creating a sense of credibility and comfort.<sup>2</sup>



### Weaknesses

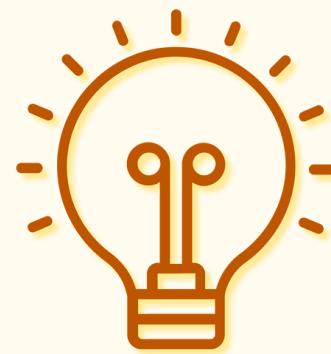
- Blonde Beard's is mostly an online retailer. They are sold in a few select gift stores, scattered throughout the U.S.<sup>3</sup>
- Blonde Beard's offers a small product line, carrying only 5 unique sauce flavors and one rub.<sup>4</sup>

<sup>2</sup> <https://www.instagram.com/blondebeardsbuffalo/>

<sup>3</sup> [https://blondebeards.com/pages/where-to-buy?srsltid=AfmBOoqcEmohSoB1rzaHESi4E5T1NL0WOP\\_bZYBWE1BWQJsZK1bw1PFw](https://blondebeards.com/pages/where-to-buy?srsltid=AfmBOoqcEmohSoB1rzaHESi4E5T1NL0WOP_bZYBWE1BWQJsZK1bw1PFw)

<sup>4</sup> <https://blondebeards.com/collections/sauces>

# SITUATIONAL ANALYSIS



## Opportunities

- Improved social content through storytelling / cooking content.
  - Short form video content on Instagram Reels, Youtube shorts, and TikTok
  - Social media is the top discovery platform for Millennials.<sup>5</sup>
- Millennial digital foodies respond well to video tips and personalized recommendations.<sup>6</sup>



## Threats

- Significant logistical and supply chain challenges
- Increased demand for online grocery shopping means:
  - Secure and reliable deliveries must be ensured<sup>7</sup>
  - Supply chain issues are a greater threat

<sup>5</sup> <https://clients.mintel.com/content/report/marketing-to-millennials-us-2025?fromSearch=%3Ffreetext%3Dmillennial%26resultPosition%3D3>

<sup>6</sup> <https://clients.mintel.com/content/report/social-media-influence-on-food-and-foodservice-us-2025?fromSearch=%3Ffreetext%3Dsocial%2520media%26resultPosition%3D3>

<sup>7</sup> <https://nielseniq.com/global/en/insights/analysis/2024/online-grocery-trends/>

# STRATEGIC OVERVIEW

## Product Analysis and Description

- Injectable kit
  - Small samplers of Blonde Beard's best selling sauces and rub
  - How-To card
  - “Game Day Wing Bar” QR Code with video

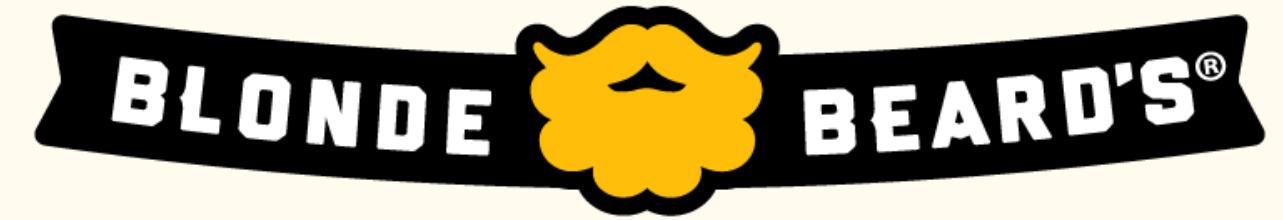
## Why It Works:

- Step toward becoming a one-stop-shop for all things wings
- Sampling as means to attract new customers
- Offers potential for desire to jump into TikTok as a social media. They can:
  - Post organic content
  - Create paid content
  - Generate earned media from customers
  - Utilize influencer marketing



# TIME TO GET YOUR WINGS DONE.





# POSITIONING STATEMENT

For adults who love football, tailgating, or casual at-home wing nights, the “Touch Up Your Wings” kit is a premium, easy-to-use cooking kit that lets users infuse their wings with bold, hand-crafted flavor. Unlike traditional sauces or rubs, this kit includes a reusable flavor injector and curated sauces, making it simple to elevate every wing with a fun, hands-on experience.

Because wings are more than a snack- they’re an experience. Our kit delivers maximum flavor with minimal effort, perfect for gifting or leveling up your own game day spread.

## PRODUCT OBJECTIVE

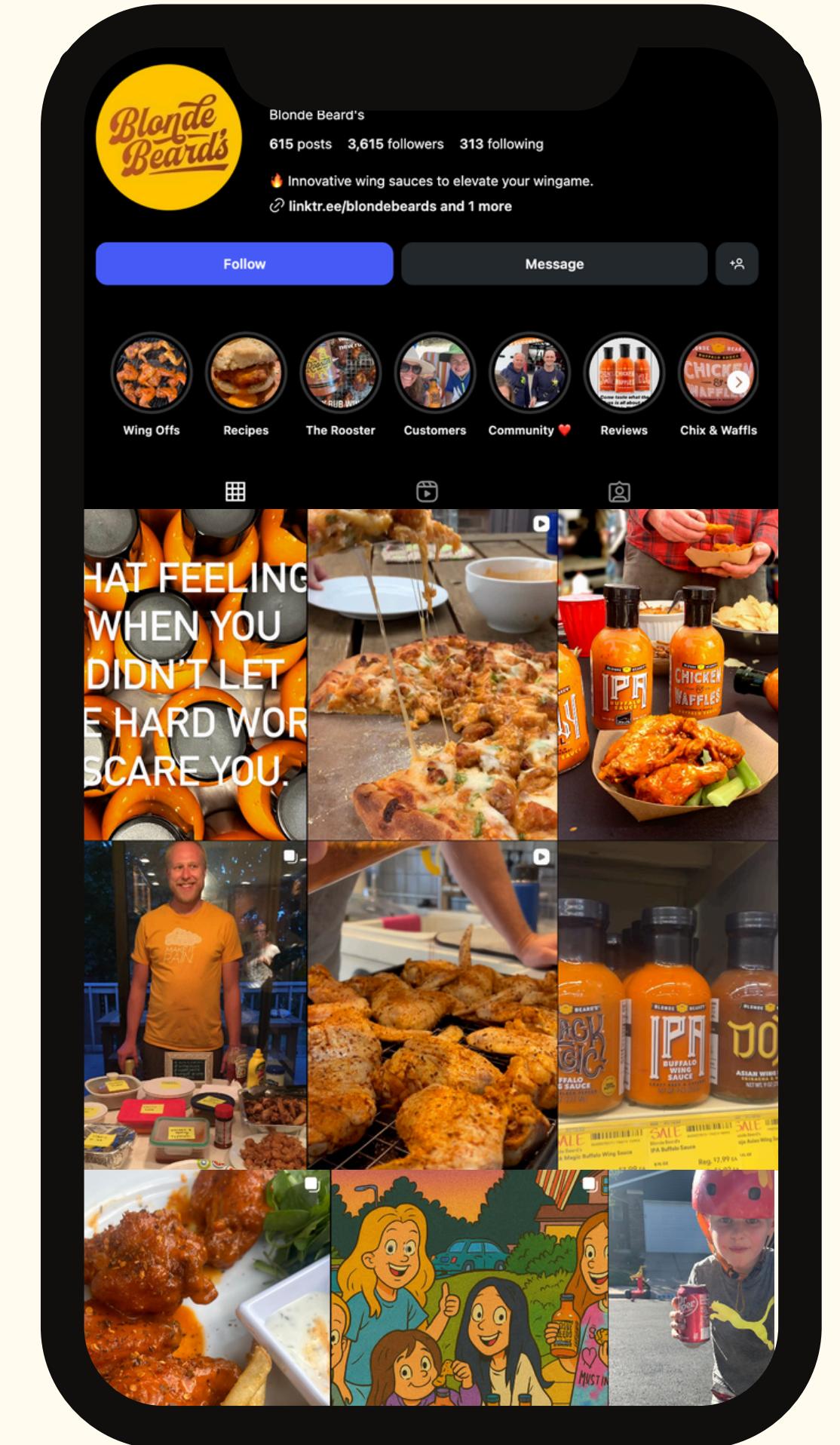


Blonde Beards will sell 2,500 'Touch Up Your Wings' kits to adults aged 30-50 who love football and cooking wings by February 2026.

# MARKETING TOOLS

## PROMOTION:

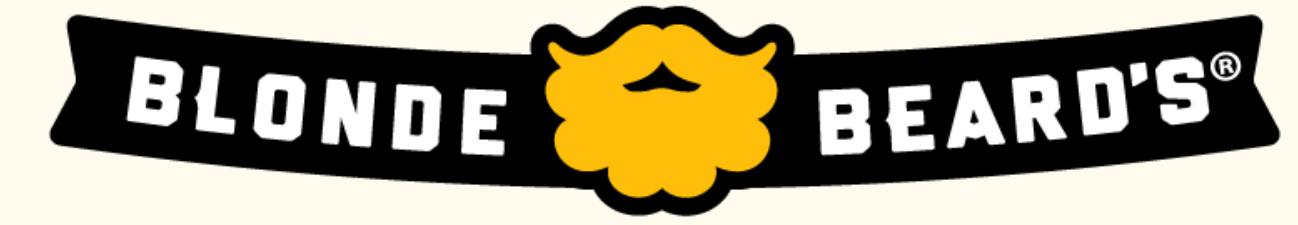
- Pre-existing channels on Facebook and Instagram
- Influencers and culinary related channels on TikTok and YouTube
- Strategically placed ads around Superbowl season
- Social media ads for the campaign length



# MARKETING TOOLS

## PRICE:

- \$25
- Multiple sauces in one kit + dry rub sample
- Also providing the means to inject
- Price may be flexible depending on sizes/sample amounts



Buffalo Sauce Flight (8 oz x 4)

★★★★★ 34 reviews

\$29.99

The Rooster Wing Rub

★★★★★ 8 reviews

\$9.99

# MARKETING TOOLS

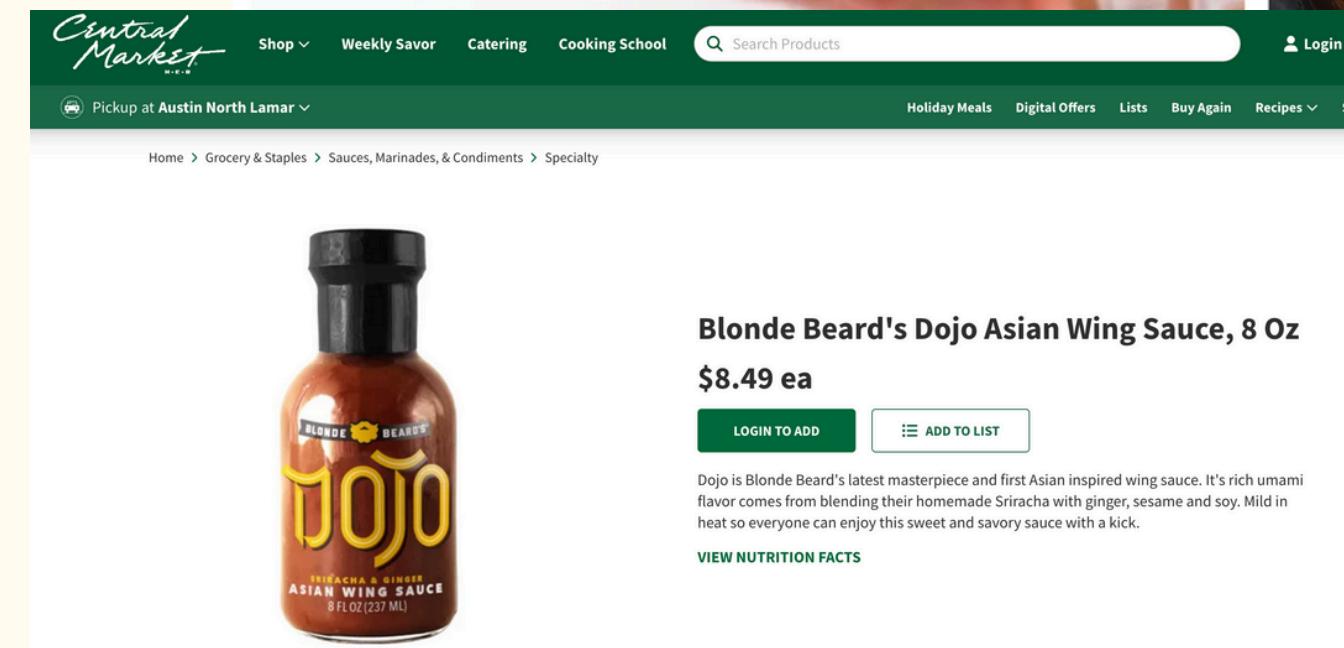
## PLACE:

- Pre-existing retail distribution locations (approx 1000 independent grocery stores)

- Owned website & Amazon storefront



The website features a banner at the top with five bottles of Blonde Beard's sauce: Chicken & Waffles, IPA Buffalo, Black Magic, Holy Hell, and Wing Rub. Below the banner is a navigation bar with links to Home, Variety Packs, Chicken & Waffles, IPA Buffalo, and More. A search bar is also present. The main content area includes a large image of a hand holding a wing, a promotional banner for "Elevate Your Wing Game", and product cards for Black Magic Buffalo Sauce, Holy Hell Buffalo Sauce, and Dojo Asian Wing Sauce.

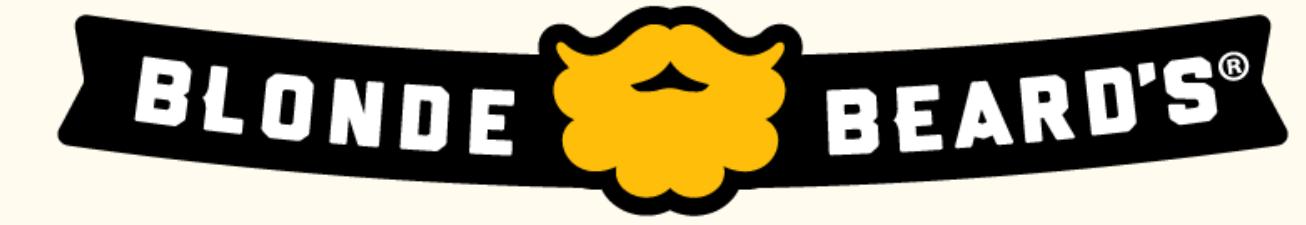


The product page for Dojo Asian Wing Sauce shows the bottle image, product name, price (\$8.49), and a description of the sauce as a blend of Sriracha and ginger. It also includes a "View Nutrition Facts" link, a "Login to Add" button, and an "Add to List" button. The page also mentions free delivery for Prime members.

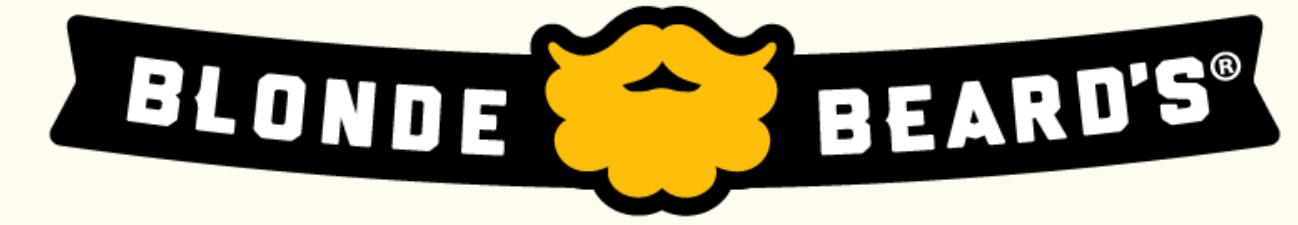
## MARKETING TOOLS

### PEOPLE:

- Blonde Beard's founders, Adam and Cara Nelson, oversee product development and maintain the brand's personal, down-to-earth tone.
- Distributors help manage retail partnerships, allowing the brand to reach new stores across the U.S.
- Customers are 30–50-year-old men and women who love hosting, cooking, and wings.



# MARKETING TOOLS

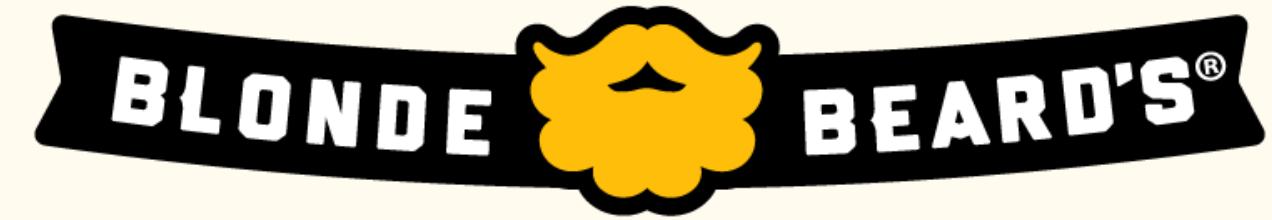


## PROCESS:



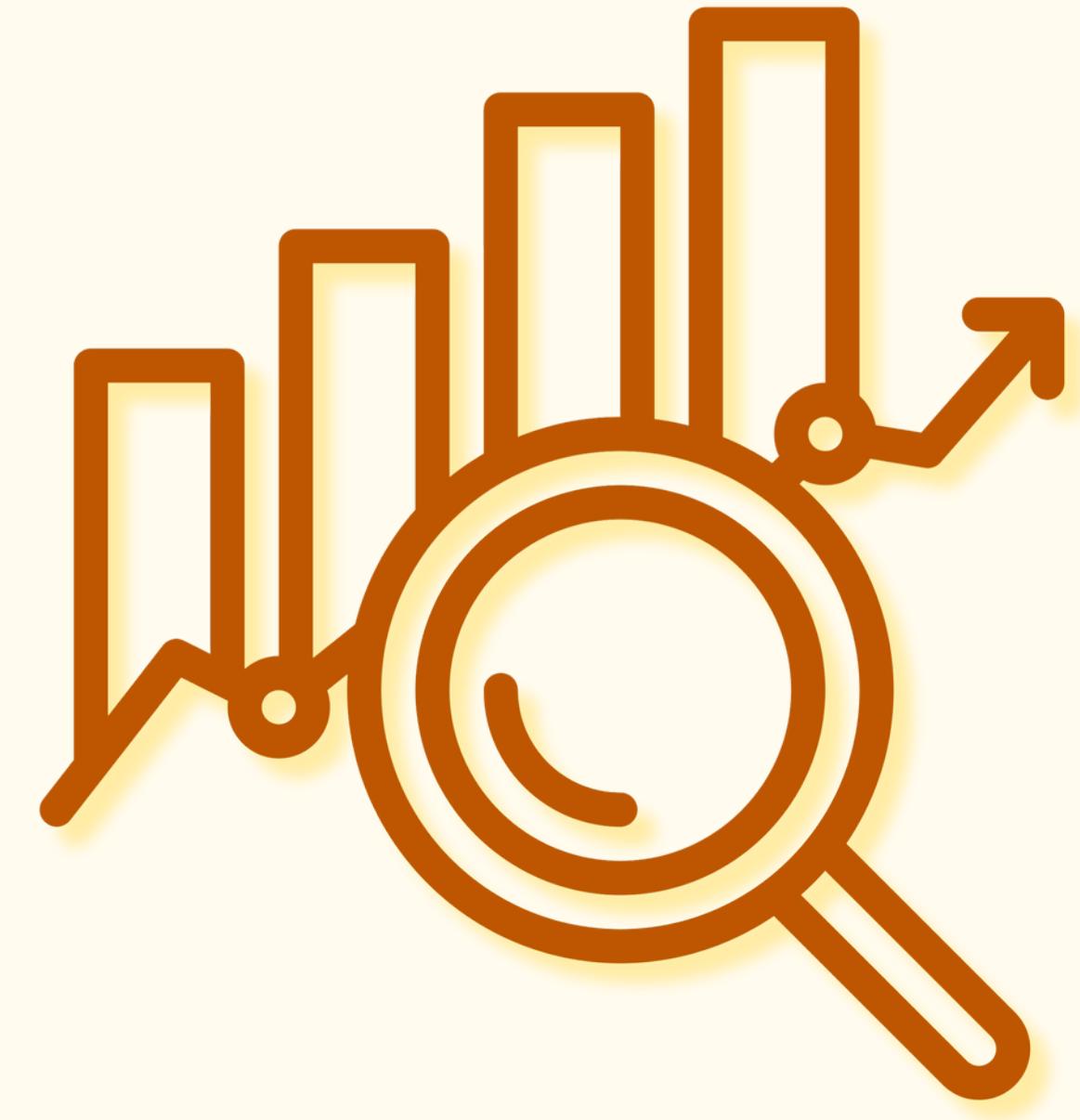
- Blonde Beard's products are produced and packaged in partnership with distributors to maintain quality and efficiency.
- Consumers discover the brand through retail displays, social media, and influencer content (especially during football season).
- Online purchasing and fast shipping make the buying process convenient for shoppers nationwide

# MARKETING TOOLS



## CUSTOMER RESPONSE ASSESSMENT PLAN:

1. Track customer purchase experience satisfaction to ensure that the website or purchasing process is satisfactory.
  - Utilize voluntary survey and contact tab
2. Track engagement across our different media outlets
  - Utilize Meta analytics to measure post performance
  - Create a TikTok and measure if the new account is a success
3. Use social media to track conversations
  - Analyze comments and shares on posts



**THANK YOU FOR YOUR TIME!**

