



Marketing Plan

//TURNER COLE



Amr Alkhairy



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EXECUTIVE SUMMARY

// General Overview

Issues

The issue that Turner Cole is facing is that their property is in a remote area, has little to no surrounding development, and up to this point their marketing has not accomplished what it needs to in order to push this property to the right buyer.

Objectives

Our objective as representatives of Turner Cole and their property, is to determine the right market and present Ft. Meade as a property with mass amounts of potential to make the buyer money. This is always our long term goal, but more specifically, we want to explore the top few potential projects for this property, find the best fit target market, and connect with those buyers through email marketing.

Strategy

A major component of the marketing strategy will be Email ads directed at potential buyers in the land development and wine production industries. Key decision-makers at target businesses identified through research can be contacted directly and on an individual basis via email. Segmented email lists will be created based on business size, development goals, and production capacity. Emails will be sent out on a prearranged timetable with personalized content to appeal to personalities. The messaging will emphasize the benefits of the land for development or winery expansion.

Actions

- Make targeted contact lists for land developers and wineries who want to grow.
- Make targeted emails that speak to their objectives and issues.
- Insist on the advantages of using the area for a vineyard, a company, or a residence.
- Discuss specifics such as land, infrastructure, soil quality, and market accessibility
- Send out first outreach emails, and then progressively follow up with drip campaigns.
- Track open and click-through rates to enhance message targeting.

Expected Outcomes

- Increased consciousness among potential buyers who may not have known about the possibility
- Direct connection with key decision-makers in target companies
- Meetings and conversations to go over the plans of the property with potential buyers.
- New leads and appropriate prospects for the sales funnel
- Closed contracts and joint ventures to purchase and develop the land.

Email campaigns will be employed, along with the other techniques mentioned in the ideas, industry events, website content, and social media marketing. Email, though, will be crucial to the outreach strategy.

EXECUTIVE SUMMARY

// Overview of Turner Cole

Turner Cole is a Tampa Bay-based commercial real estate company that is currently trying to sell a \$1.5 million, 107-acre property, located in Ft. Meade, FL. Turner Cole values their connections in the community and utilizes street-level marketing techniques to find leads. They focus on door-to-door marketing to find properties that may not even be on the public real estate market, which sets them apart from competitors that tend to lean into social media advertising and other forms of digital marketing. While Turner Cole still utilizes online advertising campaigns, they are putting faces to the names by focusing on door-to-door marketing and approaching clients in person to find the right property or buyer. Their personable sales tactics have made a strong impression on Tampa Bay for the past 16 years, and their network of extensive connections has made them a trustworthy name for commercial real estate needs.

In Turner Cole's attempt to sell their Ft. Meade property, there have been a few roadblocks. Primarily, marketing tactics have not evolved and they are lacking a strong social media presence. In addition to this, Ft. Meade is a remote property with a small surrounding population, so without social media, reaching potential buyers, especially through Turner Cole's usual personal tactics, is a struggle.

// Overview of Recommendations

- Email campaigns will be employed, along with the other techniques mentioned in the ideas, industry events, website content, and social media marketing. Email, though, will be crucial to the outreach strategy.
- Display ads will be utilized through a series of strategic planning, made to be delivered to target audiences
- Social media presence will be established, primarily on Instagram. This platform showcases high potential for traffic, awareness, and engagement. Turner Cole can establish proof and credibility through social media engagement with clients.
- Brochures will be continuously updated to reflect the latest property highlights and information. Market research, insights property potentials, and web analytics will be heavily utilized to track and monitor how each brochures are performing.

BRAND OVERVIEW

// Detail Summary & Overview

Joe Turner is a real estate agent and the business owner of Turner Cole. Joe utilizes professional tools that help him network and establish connections with people who want to buy/sell land properties. With a focus on the Tampa Bay commercial real estate market, Joe's responsibility is to give his customers the right properties that meet their requirements. Turner Cole's motto is "More than a sign in the ground and post on the Internet" (turnercole.com, 2023), which emphasizes their commitment to providing greater service by focusing on in-person engagement. All of Turner Cole's agents applies that motto into their client services, which translates in success in continual selling.

// What Makes Them Unique

The difference between Turner Cole and other companies is their focus on prospecting plans. Turner Cole hosts an aggressive prospecting plan unlike others, supplemented by their street marketing tactics and 24/7 online advertising campaigns. Because of this, the company is able to provide information to prospects on properties that are not advertised publicly, which enhances the customer experience. Turner Cole's ultimate goal is to provide clients the recognition each property needs in accordance to the buyer and seller's objectives.



BRAND OVERVIEW

//Details About Product/Service

Joe Cole, the founder of Turner Cole, started this company in 2007 offering real estate services by executing property requirements to the right customer base. Turner Cole is centered around selling commercial real estate properties. Over the years, the company was able to develop a brand presence in the Tampa Bay area through persistent advertising and service. The properties are listed publicly for prospects to view, but is massively advertised in-person to ensure all questions can be answered. The product, property, is then delivered through the engagement/interaction, which is the service Turner Cole provides.

//Current Methods for Attracting Customers

Turner Cole attracts customers through door-to-door marketing strategies in multiple potential areas. The company also utilizes online advertising campaigns to reach more target markets. On the Turner Cole website, there are also properties advertised where clients and prospects can view anytime. However, Joe Turner and the company heavily emphasizes on being proactive for the buyer's journey by reaching out relentlessly.

//Current Methods Used to Market/Promote

Turner Cole relies heavily on traditional marketing methods such as in-person prospecting and door-to-door flyer advertisements. This method is responsible for Turner Cole in attracting multiple target markets every day in the Hillsborough community. Furthermore, much of the business comes from the emphasis on personal relationships and networking, which establishes Turner Cole's own book of business. While this method has worked significantly, Joe seeks to engage in more media coverage by utilizing greater modern methods to target a greater audience share.



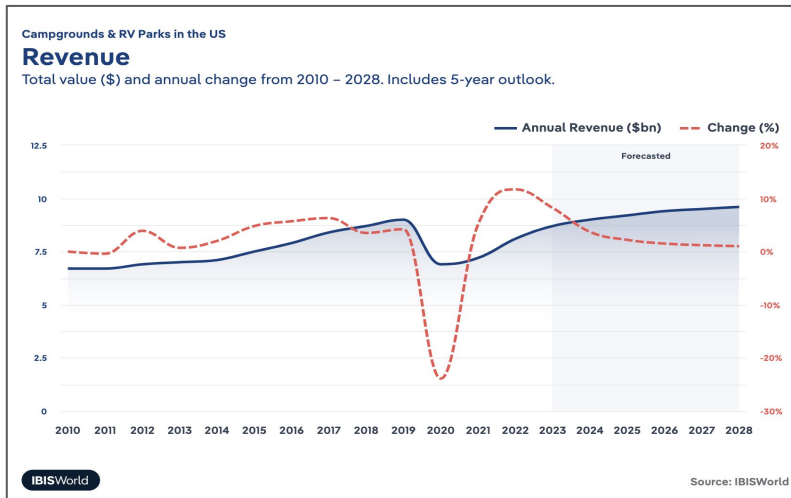
MARKET TRENDS

// Industry 1: Campgrounds and RV Parks in the U.S.

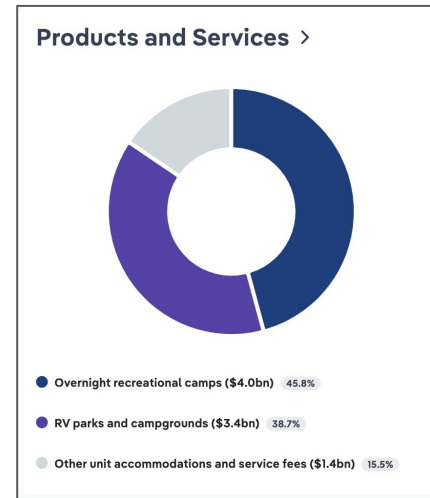
Industry at a Glance (IBISWorld 2023)

Revenue: \$8.7b

Profit Margin: 14.15



(IBISWorld 2023)



(IBISWorld 2023)

Key Trends (IBISWorld 2023)

- Industry volatility vs. Revenue growth (2018-2023): Low and slow.
- The industry has hit maturity and is already on the decline.
- Millennials make up 3.2 billion dollars, or 36.7 percent of the revenue (market segmentation) of the total 8.7 billion dollar industry.

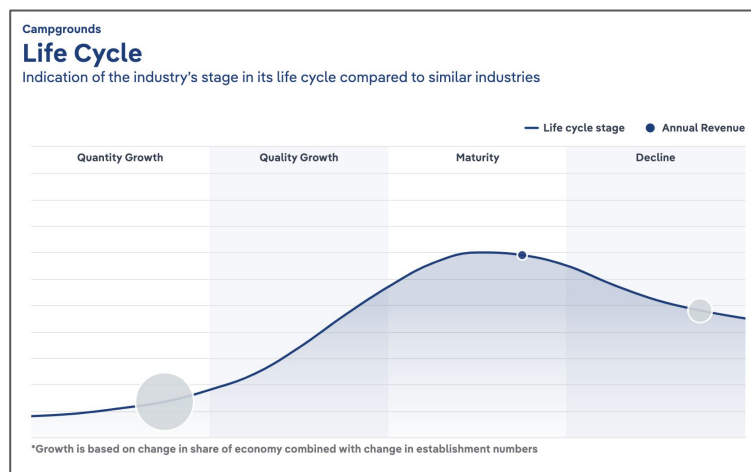
Industry Performance/Drivers (IBISWorld 2023)

- Per capita disposable income: Individuals tend to travel more when disposable income levels are high. RV parks and campgrounds benefit from increased disposable income. Since a dramatic dip to -6.58 in 2022, there was a rise to 3.18 in 2023, and per capita disposable income is expected to slightly dip and slowly recover in the next few years.
- 32% the amount of time that customers spend on leisure and sports. Time spent on leisure and sports is expected to fall in 2023 and is not expected to recover any time before 2028
- Demand from recreational vehicle dealers: Impacts travel activity. In recent years (since 2019), there has been a negative demand from recreational vehicle dealers. This is an indication that travel activity is not expanding as much as it was before 2019.

MARKET TRENDS

Industry Outlook (IBISWorld 2023)

- Lower Gas prices will make RV travel more enticing. Consumers often drive to campsites that are hard to reach by public transport. Lower fuel prices over the next five years will encourage more road trips to national parks and landmarks, where some of the largest campsites reside.
- Younger generations drive growth in camping. According to the “Kampgrounds of America’s 2022 Camping Report”, over half of all new campers in 2021 were millennials.
- Camping will get cozier as disposable incomes rise. A growing economy will entice consumers to spend more on luxurious vacations, intensifying competition from hotels and rental properties. Campsite operators are likely to build glamorous facilities and amenities to combat competition and sustain profit.

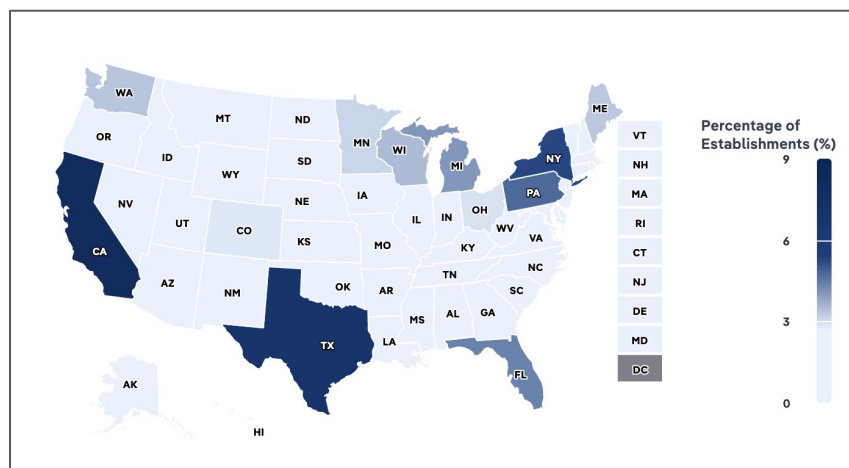


(IBISWorld 2023)

Geographic Breakdown (IBISWorld 2023)

Florida Establishment %: 3.9%

Florida's Rank: 6th in the nation



(IBISWorld 2023)

MARKET TRENDS

// Industry 2: Wineries in the U.S.

Industry at a glance

Revenue: \$26.8b

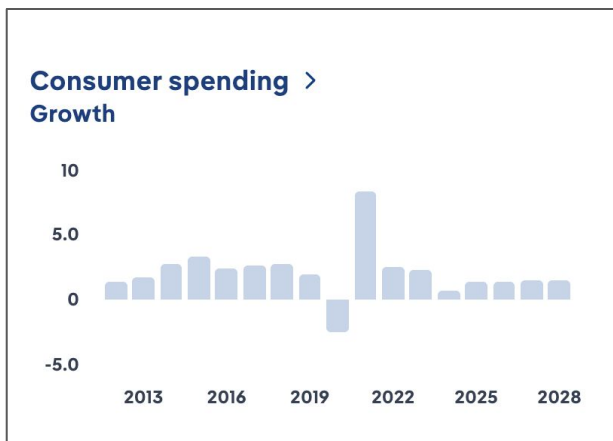
Profit Margin: 4.7%

Key Trends (IBISWorld 2023)

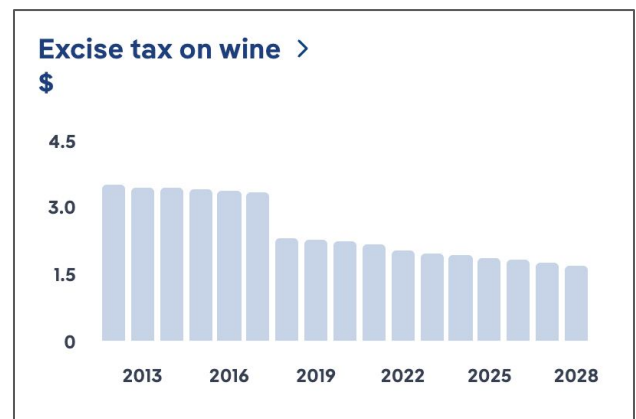
- Competition is constantly growing between other Wineries and other alcoholic manufacturers, such as distilleries and breweries and have a harder time appealing to a younger adults.
- Revenue forecasted to increase in 2023 by 4.4% set to make \$26.8 billion dollars. Although will hit a decline in 2024.
- Smaller and newer Wineries primarily survive by establishing a local and loyal consumer base.

Industry Performance (IBISWorld 2023)

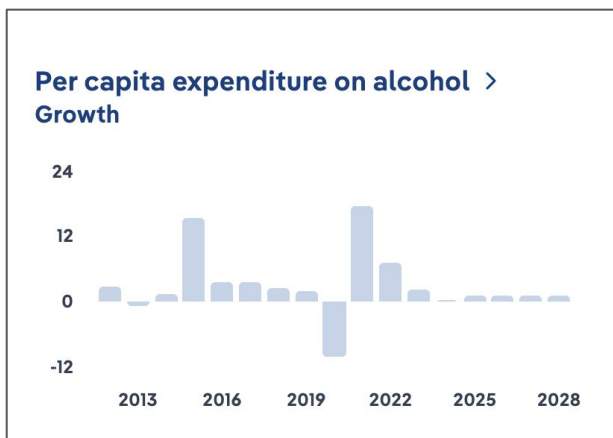
- Growth in per capita (wine spending) slowed down as of 2023 and is projected to decline drastically but stay at a constant place moving forward.
- Taxation on wine is expected to continue to decrease continuing from now at a steady rate.
- The value of imports will decrease over time, giving way for domestic producers to compete.



(IBISWorld 2023)



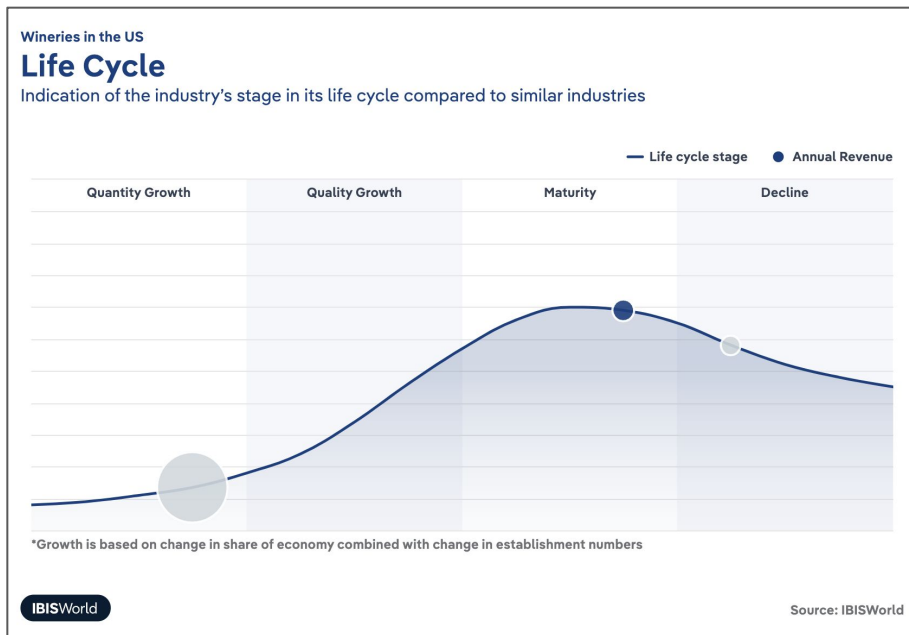
(IBISWorld 2023)



(IBISWorld 2023)

Industry Outlook (IBISWorld 2023)

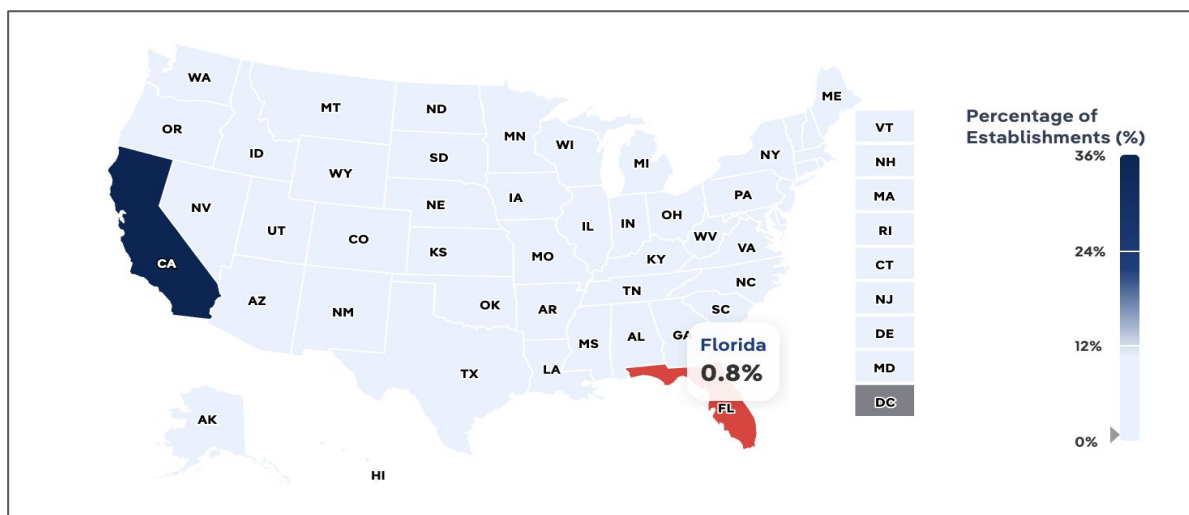
- New wineries will continue to open but in different regions. New producers forecasted, the West is oversaturated, and new producers will look to regions like the Great Lakes and the Mid-Atlantic, where others have succeeded, but space remains for new entrants.
- Profit will stagnate, as growing conditions worsen. Climate change is bad, ensure stable supplier, may see higher costs due to growing production costs
- Declining imports may offer an opportunity for growth. Imports are more expensive now, and domestic exports become more affordable to foreign markets, good for moderate-sized wineries to seek new channels of exports



Geographic Breakdown (IBISWorld 2023)

Florida Establishment percentage: 0.8%

Florida's Rank: 7th in the nation



Competitors

// Similar Properties in State of Florida

1. 9025 Number 2 Rd - 158 Acres in Howey In The Hills, FL

Description: 158 acres of residential land

Address: 9025 Number 2 Rd, Howey In The Hills, FL

Highlights:

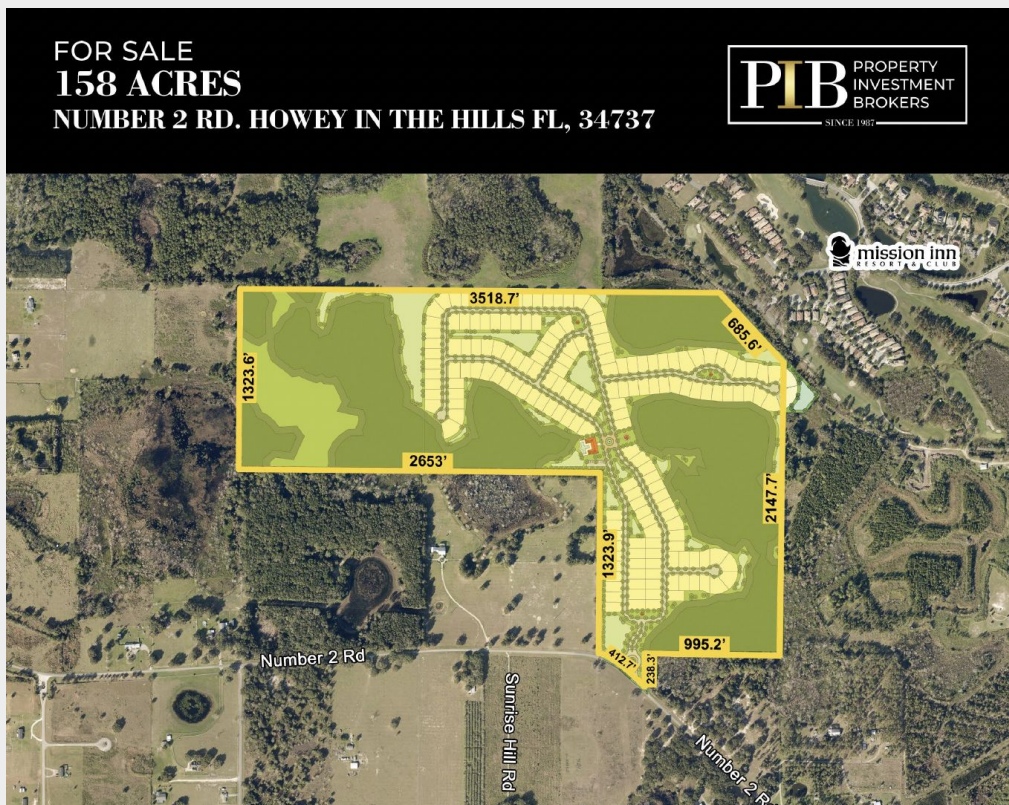
- Mostly flat improved pasture
- Scattered oaks and pines
- Small lake and pond sites
- Mature citrus grove

Property Facts

- Property Type: Residential
- Use: Residential development
- Broker Company: Property Investment Brokers
- Broker Name(s): Bobby Luthra
- LoopNet URL:

<https://www.loopnet.com/Listing/9025-Number-2-Rd-Howey-In-The-Hills-FL/29189385/>

Listing Price: \$4,500,000



// Similar Properties in State of Florida

2. 000 Andreachi Road - Moore Haven Waterfront Land in Moore Haven, FL

Description: 121 acres of residential land

Address: 000 Andreachi Road, Moore Haven, FL

Highlights:

- 2,941 ft of frontage on Caloosahatchee Canal
- Semi-cleared pasture
- Zoned for agricultural but can be rezoned

Property Facts:

- Property Type: Residential
- Use: Development
- Broker Company: J D Block Services Inc.
- Broker Name(s): Jason Block
- LoopNet URL:

<https://www.loopnet.com/Listing/000-Andreachi-Road-Moore-Haven-FL/28627705/>

Listing Price: \$7,250,000



(Loopnet.com)

// Similar Properties in State of Florida

3. O Spring Lake Highway - St. Clair Lake Ranch in Brooksville, FL

Description: 346 acres of agricultural land

Address: O Spring Lake Highway, Brooksville, FL

Highlights:

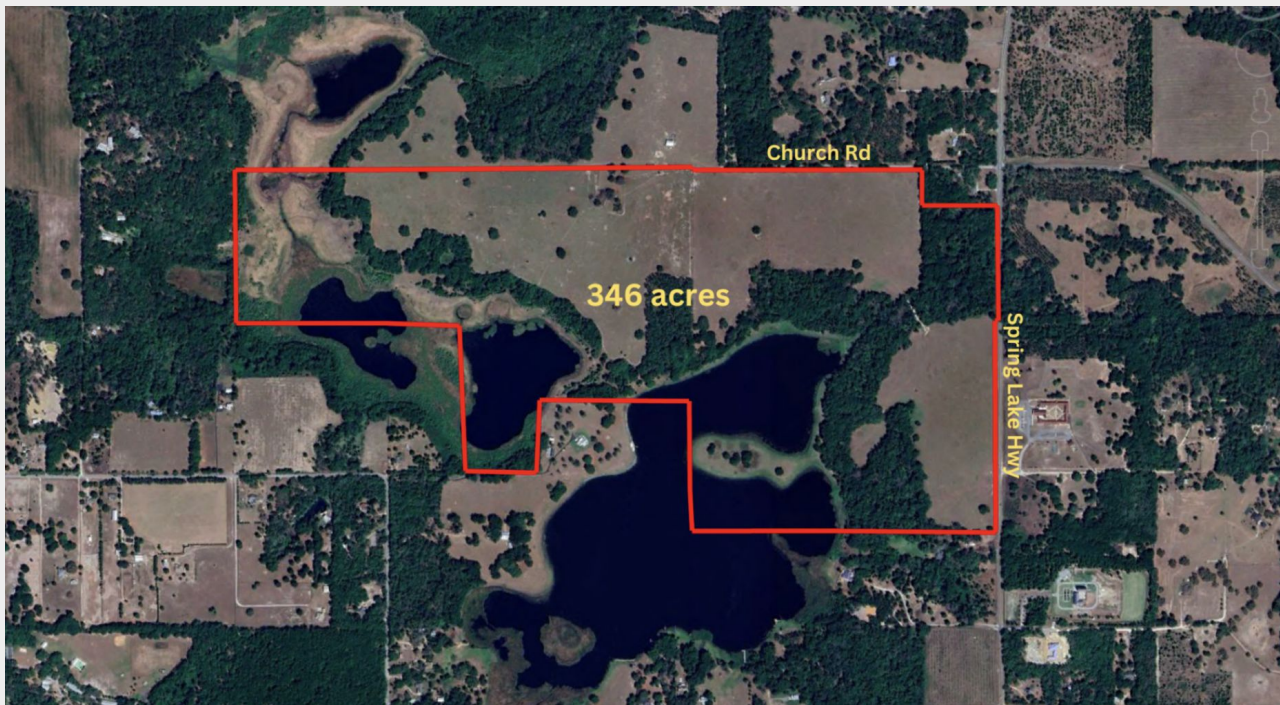
- Frontage on two lakes - St. Clair Lake and Nicks Lake
- Rolling hills, improved pastures
- Estimated 225 acres uplands, 121 acres wetlands/lowlands

Property Facts:

- Property Type: Agricultural
- Use: Ranch/Recreational land
- Broker Company: Eshenbaugh Land Company
- Broker Name(s): Michael Strahan
- LoopNet URL:

<https://www.loopnet.com/Listing/O-Spring-Lake-Highway-Brooksville-FL/29818205/>

Listing Price: \$7,625,000



(Loopnet.com)

Competitors

// Properties in Fort Meade, Florida

1. 3855 Old Bowling Green Rd Fort Meade, FL 33841

Description: 38.5 acres of land

Address: 3855 Old Bowling Green Rd Fort Meade, FL 33841

Highlights:

- This property is high and dry, clean and clear, ready to be built on.
- Multigenerational property
- Property has been planted previously with citrus as well as watermelons
- Land is flat and ready to hold any crop or livestock

Property Facts:

- Property Type: Land
- Use: Agricultural
- Broker Company: KW Commercial
- Broker Name: John Hudson
- Loopnet URL:

<https://www.loopnet.com/Listing/3855-Old-Bowling-Green-Rd-Fort-Meade-FL/24870537/>

Listing Price: \$395,000



(Loopnet.com)

// Properties in Fort Meade, Florida

2. O Avon Park Cutoff RD- Land in Polk County

Description: 20.12 acres of land

Address: O Avon Park Cutoff RD, Fort Meade, FL 33841

Features:

- +/- 876,427 SF Lot size
- Unplatted Tracts
- Taxing District 90000

Property Facts:

- Property Type: Land
- Use: Residential
- Broker Company: Americas Commercial Real Estate, LLC
- Broker Name: Raul Bode
- Loopnet URL: <https://www.loopnet.com/Listing/O-Avon-Park-Cutoff-RD-Fort-Meade-FL/27896201/>

Listing Price: \$355,000



RESIDENTIAL LAND FOR SALE IN POLK COUNTY

0 Avon Park Cutoff Rd, Fort Meade FL, 33841

(Loopnet.com)

// Properties in Fort Meade, Florida

3. 0 US HWY 17

Description: 143 acres of land

Address: 0 US HWY 17, Fort Meade, FL 33841

Investment Highlights:


- Tampa Market Industrial Development
- Extensive Due Diligence Available
- Highway Frontage

Property Facts:

- Property Type: Land
- Use: Commercial
- Broker Company: Coldwell Banker Commercial Benchmark
- Broker Names: Bob Rand and Kayden Schaper
- Loopnet URL: <https://www.loopnet.com/Listing/O-US-HWY-17-Fort-Meade-FL/26586495/>


Listing Price: \$6,475,000

Fort Meade site, Polk County, Florida. Approx. 143 acres



SALE PRICE \$6,475,000

Robert Rand, CCIM, SIOR 386 295 9827
Kayden Schaper 386 262 5079

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SWOT ANALYSIS

// STRENGTHS //

Strengths	How to Leverage	Address in Recommendation
High profit	Advance the profit margin by production	NO
Lower customer class concentration	Selling to many different customers, businesses spread across multiple client base	NO
Low product/service concentration	Good competition in the industry, top firms not an influence which allows variety and productivity in wine production	NO
The location is close to major cities such as Tampa/Orlando	Promotional event for off-season and wine/agricultural visits	NO
Habitable and natural land	There is little infrastructure there, allowing the beauty of nature to be presented naturally. People can come here to visit the natural environment while enjoying wine production.	NO

SWOT ANALYSIS

//WEAKNESSES//

Weaknesses	How to Mitigate	Address in Recommendation
Inadequate recognition of the brand and standing.	A newcomer to the market will have no prior brand recognition especially in a remote area. The should market digitally to reach people outside of a 5 mile radius.	YES
High competition	Prioritize quality of wines	NO
Medium Imports	Invest in winemaking equipment from local or domestic manufacturers	NO
Isolated location.	Establish media awareness to gather and retain customers.	YES
High capital requirements	Equipment leasing and financing, instead of buying all the winemaking equipment upfront, how about financing it or leasing it and spreading out the payments overtime.	NO

SWOT ANALYSIS

// OPPORTUNITIES //

Opportunities	How to Leverage	Address in Recommendation
Job creation	Open land is an opportunity to build companies and create jobs, which will also contribute to population growth.	NO
To form relationships with third-party distributors	Utilize third-party distributors to make wine more accessible to consumers.	NO
Tourism and tasting	Charging admissions as well as hosting events can generate more funds significantly for the winery.	NO
Affordable housing market in Ft. Meade FL	With an enticing property that can also encourage buyers in the market for a new home, there is an opportunity to expand the housing market, and therefore grow the population.	YES
The amount of existing competition	Although currently established wineries have the upper hand, there is not much vineyard development close by so this location is perfect.	NO

SWOT ANALYSIS

//THREATS//

Threats	How to Mitigate	Address in Recommendation
Low revenue growth	Expanding the product line and offer a wide range of different kinds of wine	NO
Low outlier growth	Investing in various vineyard equipment to ensure high quality grapes and being consistent with it. (Pruning, pest control, soil management)	NO
Low performance	Invest in effective marketing and branding to promote the winery.	YES
The off-season	Offer an exclusive wine club (access to limited supply wines, discounts, etc) that will encourage them to stay connected.	NO
Contamination of wines	Maintain proper temperature control by consistent maintenance and checkups.	NO

ISSUES ANALYSIS

//Current Issue #1

- What is the core issue?
 - ◆ Inadequate recognition of the brand and standing.

- Why do you think it is severe to include this section?
 - ◆ Building a solid reputation and brand recognition is essential for a new winery to draw in clients and outcompete more seasoned rivals for market dominance. It is going to be extremely tough to thrive without brand equity.

- What do you think is causing the issue?
 - ◆ It goes without saying that a newcomer to the market will have no prior brand recognition. The winery hasn't had enough time to establish connections and awareness with customers.

- What do you think the client should do to address the issue?
 - ◆ It is crucial to consider this issue in order to ensure the success of future marketing campaigns

//Recommendations

- Invest in your name, logo, and label design to create a sense of identity.
- Use social media marketing to interact with target people and create awareness naturally.
- Organize wine tastings or sampling events to expose your goods to the local market.
- Seek endorsements and press attention to establish a reputation.
- Make connections and collaborate with like-minded local companies to gain access to their clientele.
- After you've acquired some early brand awareness, think about paid advertising.
- Prioritize building connections with distributors and retailers in order to secure product placements.

ISSUES ANALYSIS

// Current Issue #2

- What is the core issue?
 - ◆ The amount of existing competition

- Why do you think it is severe to include this section?
 - ◆ We need to address how we are going to stand out among other wineries and other wines. We need to keep that in mind since we are just opening up.

- What do you think is causing the issue?
 - ◆ These brands have been established far sooner and have been around longer than us. Consumers will have trust and familiarity with those brands, the same with retailers and restaurants.

- What do you think the client should do to address the issue?
 - ◆ Analyzing the market competition is essential for establishing the right strategies in order to gain competitive advantage.

// Recommendations

- We need to show our strengths and how we stand out.
- Focus on marketing and getting our brand out there.
- Build our presence on social media.
- Offer free samples for anyone who takes our tours to generate good faith.
- Offer deals via apps for good deals when purchasing wine.
- Put some ads on various social media platforms.

ISSUES ANALYSIS

// Current Issue #3

- What is the core issue?
 - ◆ The off-season

- Why do you think it is severe to include this section?
 - ◆ It is important to consider how a vineyard will keep up during the off-season, and if a vineyard is appealing at all to begin with to tourists during these months.

- What do you think is causing the issue?
 - ◆ It is no secret that businesses in Florida rely on tourism from mid-December to mid-April. This time of year in FL is appealing for the low chances of hurricanes, the beautiful weather, and for snowbirds (escape from snow)

- What do you think the client should do to address the issue?
 - ◆ Taking advantage for other activities in the off-season.

// Recommendations

- Multiple uses for the vineyard, and advertise it as a venue in the off-season.
- Maximize income during the season to cushion the off-season
- Wedding venues, graduations, parties, vineyard tours, etc.
- Travel to people with the product during the off-season (ex: vendor events, catering, offering the goods apart from the services if desired)
- Take advantage of opportunities to hold events open to the public during summer months (4th of July party/ fireworks), (easter egg hunt in April), etc.

ISSUES ANALYSIS

// Current Issue #4

- What is the core issue?
 - ◆ Having trouble drawing guests or tourists to the winery because of its isolated location.

- Why do you think it is severe to include this section?
 - ◆ Gaining visitors will be essential for attractions in a distant location in order to raise awareness, make money from the tasting room, and develop brand ambassadors. Growth could stall in the absence of visits.

- What do you think is causing the issue?
 - ◆ The location isn't particularly convenient to visit because of its remote position far from popular tourist destinations. People could choose wineries that are easier to get to.

- What do you think the client should do to address the issue?
 - ◆ Establish media awareness to gather and retain customers.

// Recommendations

- Provide special offers or incentives to patronize the tasting facility.
- To draw guests, host distinctive activities like vineyard dinners, musical performances, and lessons.
- Utilize stunning landscapes and wildlife to promote your brand as a getaway
- Provide clear instructions, enhance advertising, and improve road accessibility to the site.
- collaboration with nearby hotels, bed and breakfasts, and tour operators to package a visit to a vineyard.
- Use social media to spread the word and focus your marketing on adjacent cities.
- Give residents incentives to encourage loyalty and referrals

ISSUES ANALYSIS

//Goals

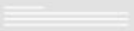
1. Use social media marketing to interact with our target market.
2. Make connections and collaborate with like-minded local companies to gain access to their clientele.
3. Advertise through various social media platforms.
4. Focus on marketing and getting our brand out there.
5. Find ways to generate income in the off-season.
6. Gain attention to the property by hosting activities and events.

//Objectives

1. Generate interactive posts through stories where people can vote, respond to polls, share their feedback, and comment on posts.
2. Collaborate with similar businesses by participating in any events at their venues as a vendor and invite other companies to do the same.
3. Make sure that there are social media pages generated on every available platform for the property, and the company.
4. Use brochures/ flyers, email campaigns, and blog article ads to promote the brand.
5. Use the property as a venue for weddings, graduation parties, vineyard tours, etc.
6. Host and promote events on the property such as vineyard sunset dinners, musical performances and lessons, fall festivals, firework shows, etc.



Target Market



PRIMARY MARKET

//Land Development

Sub Markets:

- Agriculture and Farmland:
 - Farmland and Agriculture is a necessity for any country to prosper and with our growing population we need more land for that to happen. Thankfully Fort Meade's 107 acre lands will provide you with all your agricultural needs with its very fertile land and fresh water supply nearby. Making crop growth a breeze and those feeling hungry at ease. All we need is the right farmer to paint this blank canvas with their seed. This market would never dwindle in the long term because everyone needs to eat.
- Residential Construction:
 - Fort Meade's land would provide a gorgeous scene for any future residence that would choose to live here. With its sprawling lake making any developed lakeside house a sight to behold and a must buy. I mean who wouldn't want to come home from work and listen to the sound of the lake while beholding a beautiful sunset. Plus, modern and sustainable construction can leave a significant impact on Fort Meade.
- Commercial Construction:
 - Fort Meade's vast land will provide future jobs for a growing demand in commercial spaces that are being needed. Developers will be drawn to the ease as well as the endless possibilities that building commercial property can give. These fledgling businesses can help with providing new jobs as well as economic growth for that area and the value of that land for years to come. All we need is your expert input on where we can build once you acquire the land.

Our Position Statement:

This large piece of land located in Central Florida is prime and ready to be developed by an outstanding organization such as yourself. As you can see this area has an abundance of space, with over 107 acres for you to work with and cultivate into something magnificent. Let us discuss how we can move forward.

SECONDARY MARKET

//Wine Industry Production

Sub Markets:

- Custom Crush Wineries:
 - This vast 107-acre site is ideal for the construction of a sizable custom crush production plant. Allow us to assist you in growing your business and realizing your goals in the warm, sunny state of Florida. The undeveloped site offers a blank canvas on which to build storage, crushing, and fermentation facilities that are precisely sized to your requirements. Profit from the growing need for specialized winemaking services. From inception to conclusion, we are prepared to assist you.
- Affordable Wineries:
 - Introduce your value-oriented wine brand to Florida's expanding wine industry. This land provides more than enough room to establish a very productive winery producing table wines for the mainstream market. Let's talk about how we can expedite your plans to begin manufacturing high-quality, reasonably priced wines for local consumers. This is the perfect place to save costs and increase production volume since it has accessible transportation, infrastructure, and development incentives. Join us to make your idea of affordable wine a reality.
- Wineries that sell their wines directly to customers instead of via typical retail channels like supermarkets and liquor shops are known as direct-to-consumer (DTC) wineries. Because of this, DTC wineries can manage every aspect of the consumer experience, from the vineyard to the glass. Florida's excellent climate, rich soils, and sizable wine-drinking populace have made it a developing market for DTC wineries. With enough land for a winery building, tasting room, and outdoor event space, as well as a prominent position that makes it simple for customers to discover, this 107-acre property is perfect for the construction of a DTC winery.

Our Position Statement:

Offering you all you need to thrive, this vast 107-acre site in Central Florida is the perfect place to establish your premium wine production plant because of its favorable climate, close access to key markets, and availability of space. Join us in developing this exceptional property and accomplishing your dream.

TARGET PERSONAS

Personas	What Do They Care About?	How to Address Their Needs?
John Smith, VP of XYZ Land Development Acquisitions	<ul style="list-style-type: none"> ● wishing to increase the number of residential constructions in regions with rapid growth. ● seeks to locate sizable undeveloped property lots with existing infrastructure. ● The primary issues are demand in the market and building costs. 	<ul style="list-style-type: none"> ● Understand their priorities by maintaining upmost communication ● Provide regulatory support ● Project planning with objectives, timeline, and checklists
Jane Doe, ABC Farms' Head of Operations	<ul style="list-style-type: none"> ● Looking for productive acreage with water and road access ● Want a lot of land that is continuous and may be used for orchards or row crops ● Soil quality, climate, and market accessibility are important variables 	<ul style="list-style-type: none"> ● Problem-solving approach on all strategic details ● Provide resources on plausible plans/collaborations ● Adjustment of the land prior to purchase ● Keeping environmental and community acts in mind
Bob Johnson, DEF Winery Head Winemaker	<ul style="list-style-type: none"> ● Aiming to increase the production of fine wine in new areas. ● Need more than 160 acres with the right climate, topography, and sun exposure for vinifera grape varieties. ● Climate, soil, availability of water, and ease of distribution are among the issues. 	<ul style="list-style-type: none"> ● Staffing and support on the operations and supply chain ● Logistics help with access to quality grape sourcing ● Provide budget and financial support with expansion goals

BUYER'S JOURNEY

Persona 1: John Smith – VP of Land Development Acquisitions

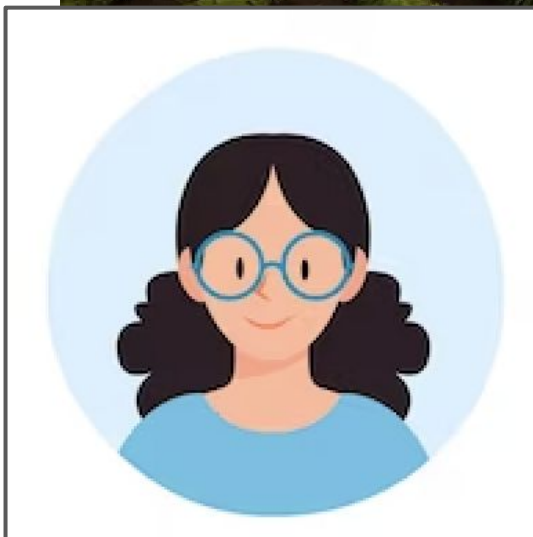
- **Awareness:**
 - Looking through postings and getting in touch with brokers regarding vacant land
- **Consideration:**
 - Examining the region's income distribution, population growth, and demographics.
- **Decision:**
 - Evaluating a property's entitlements, road access, and utility needs
- **Purchase:**
 - Haggling over the price considering anticipated house sales and ROI



BUYER'S JOURNEY

Persona 2: Jane Doe – Head of Farmland Operations

- **Awareness:**
 - Looking for farmland for sale on the internet and through farm brokers
- **Consideration:**
 - Testing the soil, assessing the availability of water, and projecting crop yield
- **Decision:**
 - Calculating projected profitability, crop values, and operating expenses
- **Purchase:**
 - Obtaining funding and settling on the parameters of the acquisition



news24.com

BUYER'S JOURNEY

Persona 3: Bob Johnson - Head of Winemaking

- **Awareness:**
 - Recognizing possible AVAs outside of the primary market and properties that are accessible
- **Consideration:**
 - Examining site characteristics such as drainage, slope, frost, and elevation.
- **Decision:**
 - evaluating grapevine purchasing agreements, manufacturing expenses, and sales forecasts
- **Purchase:**
 - Completing licensing, contracts, and finance in accordance with a growth strategy





PRIMARY RESEARCH

//IBISWorld:

- On IBISWorld, we gathered information on the outlook of the three markets (RV park, winery, and solar farm). We identified their SWOT as well as the market situation for each of the industries.
- For the Campgrounds and RV Parks in the US, there is a revenue of \$8.7B with a profit margin of 14.15%. This industry is past its maturity rate and is currently seeing some decline. The majority of the industry is made up of millennials, who are responsible for 36.7% of the revenue. Among the external drivers, a major one includes the negative demand for travel activities compared to 2019 and earlier.
- Another industry we examined was Vineyards and Wineries. In the US, this industry encompasses a revenue of \$26.8B and a 4.7% margin range. This business has 80,156 employees, 8,176 total businesses, and an overall profit of \$1.3B. Some key trends include stiff competition, an increase in revenue forecast, and slim profit for small producers. The majority of the current wineries are based in the west coast and mid-Atlantic region, with little development on major wineries in Florida. Florida only has an establishment rate of 0.8%. However, the decline in imports can stimulate growth for domestic producers in the US.



(IBISWorld 2023)



PRIMARY RESEARCH

// Mergent Online:

- ❖ Here are the information we've gathered through Mergent Intellect/Online.
- ❖ We looked into on Vineyards, Wineries, RV Parks, and Industrial Development companies

1. CONSTELLATION BRANDS INC

- Located in: HQ in NY, NY. Also has employees located in Wesley Chapel, FL.
- SIC: 20840000
- Constellations Brands is a beverage company that specializes in wine, beer, and spirits in North America. Since its founding in 1945, CBI has obtained exclusive licenses with big brands such as Corona and Modelo. However, they have also taken on a number of smaller-scale beverage brands in the US (including in FL).
- In 2023, their total revenue is approx. 9,452,600.

2. DELICATO VINEYARDS LLC

- Located in: HQ in Manteca, CA. Also has employees dispersed throughout the US
- SIC: 20840100
- Currently employs a total of 1,200 people across the country.
- Delicato Vineyards is a family owned company that operates approximately 10,000 acres of Vineyards across California. They are also well known for their variety of red and white wines that they produce for tasting on their properties, and for purchase by restaurants and wine retailers.

3. CROSS CREEK RANCH INC.

- Located in: FL - St.Pete/Clearwater. With employees also in Valrico FL
- SIC: 72990503
- Cross Creek Ranch owns three properties in Florida used for hosting unique weddings and events. With three locations used for venues currently, Cross Creek Ranch Inc. is the perfect company to expand into Fort Meade, especially as another unique venue, a vineyard. Their beautiful locations offer a variety of options for their guests, and with over 18 years of experience, they pride themselves in their attention to detail



PRIMARY RESEARCH

//Mergent Online:

1. PACIFIC INDUSTRIAL DEVELOPMENT CORP.

- Located in Michigan USA
- SIC 281900
- PIDC is an advanced materials company specializing in alumina, zeolites, rare earths & inorganics, mixed oxides and other materials. They develop the right chemicals and materials for a wide variety of industries and applications.
- Has made 78,000,000 dollars in sales

2. INDUSTRIAL DEVELOPMENT AUTHORITY OF THE CITY OF PHOENIX

- Located in Arizona
- SIC 87480203
- Their mission is to give access to funding for struggling communities
- Has financed more than \$3.3 billion across Arizona and the nation during the past 10 years.
- Is very community orientated
- Has raised over 10 million dollars for nonprofits

3. TULARE INDUSTRIAL SITE DEVELOPMENT FOUND

- Located California
- SIC 6552000
- Has made 160,000 dollars in sales
- Supports business, will advocate for you, and monitors business climate
- Has multiple communities with multiple members



PRIMARY RESEARCH



// Mergent Online:



Winery Businesses Seeking Growth

1. MONDAVI WINERY

- based in Napa Valley, California, in 1943
- the largest premium winery in the United States, bringing in over \$600 million a year.
- SIC Code: 2084 - Spirits, Wines, and Brandy
- produces a variety of dessert, sparkling, and still wines under brands such as Oberon, Woodbridge, Robert Mondavi, and others.
- 50 acres of grape land in Santa Barbara County were recently purchased for the construction of a winery and new estate plantings.
- actively seeking to acquire real estate to enter new markets, such as Florida



2. STE. MICHELLE WINE ESTATES

- Renowned Washington State-based wine maker with annual sales of over \$700 million
- SIC Code: 2084 - Spirits, Wines, and Brandy
- Owns and runs several well-known vineyards in Oregon, California, and Washington
- Important labels include Columbia Crest, 14 Hands, Chateau Ste. Michelle, and others.
- Has assets in Napa and Sonoma and is trying to expand into other areas, such as Florida.
- A 100–300-acre plot would be ideal for a new estate vineyard and winery.

3. WENTE VINEYARDS

- Established in 1883, the oldest family-run winery in America (SIC Code: 2084) specializes in wines, brandy, and brandy spirits.
- more than \$150 million in sales annually and 300,000 cases Every year
- Renowned for its estate-grown Pinot Noir and Chardonnay from California's Livermore Valley
- Trying to enter new appellations like Florida to grow outside one's native region.
- Seeking appropriate sites for estate plantings within the range of 100-200 acres





PRIMARY RESEARCH



// Mergent Online:

RV Businesses Seeking to Grow

1. **CAMPING WORLD HOLDINGS**
 - Top US retailer of recreational vehicles (RVs) and associated goods and services
 - SIC Code: 5551 - Motorhome Dealers
 - Runs more than 170 RV dealerships in 36 states.
 - Looking for locations that might work for new RV dealerships and service facilities.
 - A 15–30-acre property with highway access and space for inventory would be ideal.
2. **LAZYDAYS RV**
 - Large chain of RV dealerships having facilities in Tennessee, Florida, Arizona, and other states
 - The SIC Number for Motor Home Dealers is 5551.
 - Over \$1 billion in income annually, over 18,000 RVs sold in 2021, and active acquisition of additional assets to grow dealership network.
 - Seeking 20-acre or larger properties with service bays, a showroom, and capacity for merchandise
3. **GENERAL RV CENTER**
 - RV dealer with over \$300 million in revenue annually, situated in Michigan.
 - The SIC Number for Motor Home Dealers is 5551.
 - The largest family-run RV dealer in the nation is looking to buy land to expand its superstore network.
 - The perfect site would be 10–15 acres close to a major highway.

Size of Company:

- Minimum yearly income of \$5 million
- Capacity of production: 50,000–500,000 cases per year

Business Plan:

- Tailored manufacturing services for crush
- Model of direct-to-consumer (DTC)
- Table wine production is the focus.

Growth:

- Over the previous two years, sales have increased by at least 10%.
- proactively increasing manufacturing capacity

Product/Positioning:

- Making high-quality wines Above \$20 per bottle
- Focus on important Florida varietals.
- Repute for excellence and knowledge



PRIMARY RESEARCH

// Picking Our Submarkets

After picking the markets we wanted to sell to and thought would be the best given the location we're marketing. We loaded all the potential markets that would best suit the land we are selling into an Excel sheet and filtered in all our preferences to find our preferred sunmarkets from the extensive list to find the submarkets relevant to us and potential buyers. Using the SCI's we were able to narrow down to the best/ profitable outcomes for us. Then we got together as a group and went over what our client wanted and picked the submarkets that would have been the most beneficial. That is how we used SCI to determine our submarkets for the land we are selling.

- Removed all nonsensical industries (irrelevant)
- Selected the top 3 and kept the remaining
- If the list is good, keep it.

// Direct Contacts

- ❖ **Juan Laurino** - Project Manager at Constellation Brands Inc.
 - Located on Wesley Chapel, FL
- ❖ **Jill Ferguson** - Director of Operations Cross Creek Ranch
 - Located in Valrico, FL
- ❖ **Aubree Schultz** - R&D Manager at Pacific Industrial Development
 - Located in Ann Arbor, MI
- ❖ **Timothy Terrill** - Real Estate Development, Asset Management, Engineering Consultant at Terrill Development and Consulting
 - Located in Scottsdale, AZ
- ❖ **Marcelina Adkins** - Director of Operations at Robert Mondavi Winery
 - Located in New York, NY
- ❖ **Stanislava Hajduk** - Winery Investor and Property Development at Robert Mondavi Winery
 - Located in New York, NY

PROPOSED RECOMMENDATIONS

//Email Campaigns:

(Fort Meade property)

Are you prepared to expand your portfolio of wineries and transform your vision into a reality? We have a special chance exclusively for you! This gorgeous property is ready to be turned into the vineyard and winery of your dreams. It is located right in the middle of wine country and is currently for sale.

Our property offers a huge greenland area with the inclusion of a beautiful natural lake. Specifics include:

- 107 acres
- Close proximity to Orlando and Tampa
- Great for families, RV vacations, as well as winery and carnival sites
- \$3,500,000

The time has arrived to join the growing wine industry and set off on this exciting journey. Make great wines, leave your own legacy, and establish a name that people will remember for years to come.

Do not hesitate to contact us at *Turner Cole* to arrange a viewing or obtain more information about this remarkable property. We are here to respond to your inquiries, offer further information, and help you in any way we can.

Sincerely, warm regards, etc.

// Action Plan for Email Campaigns

Target Personas

- Wine Enthusiasts
- Local Residents
- Event Planners
- Tourists/Travelers

Criteria for Success

- Have higher engagement rates
- Have measurable improvement in property sales
- An increase in leads generated through email campaigns

Timeline

- Week 1- Pre campaign Planning
- Week 3- Content Creation and Design
- Week 5- Email Sequence Growth
- Week 7- Launch and Promotion
- Week 9- Engagement
- Week 11- Closing

Steps to Create

- Establish the precise objectives of our email marketing, such as drawing in investors, event participants, buyers, or other stakeholders.
- Divide up the email list into groups according to various personas or demographics, such as wine connoisseurs, nearby inhabitants, investors, or event coordinators.
- Provide interesting and informative material that emphasizes the property's potential for use as a winery.
- Send out the first email outlining the land and the winery idea.
- Monitor important data on a regular basis, such as engagement metrics, click-through rates, conversion rates, and open rates.

How to Test:

- To see how the emails will look on different email clients (like Gmail, Outlook, and Apple Mail) and platforms (including desktop and mobile), use email testing tools.
- To compare various email components, including subject lines, headings, CTA buttons, graphics, and content, run A/B testing.
- Try varying the send time and day of the week to find out when your audience responds best.

Potential Risks:

- Emails may end up in the spam folder
- Low engagement
- Poorly executed campaigns can lead to people unsubscribing

PROPOSED

RECOMMENDATIONS

//Brochures:

- **Front Cover:** landscape of a vineyard
- **Headline:** A Partial Bite of Eden near Fort Meade, Florida 33841
This is your chance to move to New Hope Rd., so welcome to this special place. Welcome to this exceptional property located in Ft. Meade, tucked away in between Tampa and Orlando. Come and enjoy its elegance, peace, and limitless opportunities.
- **Introduction: of Product** This is where your adventure to find this unique address starts. Located in the charming Fort Meade, Florida 33841 neighborhood, New Hope Rd. provides a unique combination of quiet living and easy access to everything this region has to offer.
- **Highlights**
- **Winery and property possibilities**
- **Property Potentials**
 - You can build and construct the winery of your dreams on this blank canvas of a land.
 - As your company develops, gradually broaden and vary your product offerings.
 - Produce outstanding wines and create a brand that will endure for many years.
- **Call to Action:** Contact Turner Cole today!
- **Ending:** One more picture of New Hope Road, captured in the golden light of a Florida sunset, highlighting the neighborhood's cozy and welcoming ambiance.

// Action Plan for Brochures

Target Personas

- Real Estate Investors
- Wine Retailers
- Local Bloggers

Criteria for Success

- Spread and increase brand awareness
- Have costeffectiveness by comparing the expenses incurred in producing and distributing the brochure to the advantages it has produced, such as property queries, investments, or reservations for events, to determine the return on investment (ROI).
- Conversion rate strategies

Timeline

- Week 1- Research and Pre-planning
- Week 3- Content and design planning
- Week 5- Review content and feedback of the content
- Week 7- Final Design and proofreading
- Week 9- Printing and Production
- Week 10- Distribution and Launch

Steps to Create

- Establish the main objectives of your brochure, such as drawing in customers, investors, or visitors.
- Create outline if the brochures structure like headings, content flow, etc.
- Come up with visuals and a cover design to highlight the potential of a winery in the property.
- Find an established printing and production business that can create brochures of the finest quality ready for public launch

How to Test:

- Set up focus groups with people who are representative of your intended audience. This can include those who live nearby, possible investors, or wine connoisseurs.
- Present the brochure to a small subset of your intended audience or prospective stakeholders, and obtain their comments on it. Ask them about their thoughts, recommendations, and any worries they may have.
- To find any obstacles or problems that might come up during the real distribution phase, model the brochure distribution procedure.

Potential Risks:

- Content Inaccuracy (outdated or incorrect info)
- Print or production errors
- Competition with others
- Lack of visual appeal

PROPOSED RECOMMENDATIONS

// Blog Articles Ads:

- **Headline:** Beautiful Property For Sale! Jump On This Offer Son!
- **Problem:** Looking for your own multipurpose land? Turner Cole's got you covered!
- **Solution:** A land with 107 acres, beautiful nature scenery, and a lake, this land holds great potential for RV parks, commercial establishment, home builds, and much more.
- **Details:**
 - Located on New Hope Rd. in Fort Meade, Florida 33841
 - Close proximity to Orlando and Tampa
 - Open field with a huge lake
 - Great for tourist attractions and beaches
 - Price: \$3,500,000
- **Proof, credibility or trust:** Turner Cole's webpage
- **Call to Action(CTA):** Act Now! This is the opportunity to make your dreams a reality! Visit our webpage at <https://www.turnercole.com/> or contact us directly through phone, our representatives are here to help!

//Action Plan for ***Blog***

Target Personas

- Head of Land Development Acquisitions
- Investors
- Homesteaders
- Recreational Enthusiast Groups

Criteria for Success

- Tracking clicks per post/ad and clicks to website
- Record and follow up on inquiries consistently
- Implement quick online surveys to analyze how the ads are performing

Timeline/Schedule

- Display Ad Upload: Week 1 - Ad Version 1
- Display Ad Upload: Week 1 - Ad Version 2
- Marketing & Promotion: Week 3-5
- Continual Monitor/Updates: Week 6 and onward

Steps to Create

- Research the target audience to implement these ads for
- Perform studies to highlight Fort Meade's potential
- Craft the display ads and upload using Google Ads and MailChimp etc
- Collaborate with social media to format stronger presence on ad sites

How to Test

- Track website analytics and campaigns
- Utilize Cost-Per-Click tracking systems
- Monitor calls/visits to sites

Potential Risks

- Lack of awareness to the Turner Cole company
- Other competitors with different property options
- Fluctuations in how the ads are performing/targeting

PROPOSED RECOMMENDATIONS

// Display Ads:

PROPERTY FOR SALE!



Central Florida Lakefront Acreage

New Hope Road
Fort Meade, Florida 33841



Highlights:

- 107 acres
- Beautiful natural scenery
- Multipurpose potential!

CONTACT US



Turner Cole Company
Real Estate Services

*sample custom display ad

// Action Plan for Display Ads

Target Personas

- Developers of land seeking to increase the size of their real estate holdings.
- Winery owners are looking for the best places to plant new vines.
- Investors looking for chances for commercial or agricultural development.

Criteria for Success

- An increase in website traffic and property-related questions
- Target persona feedback demonstrating a keen interest.
- Conversions of leads into appointments for property visits

Timeline/Schedule

- Week 1: Complete the content plan and start writing the post.
- Week 2: Finish the first draft and get excellent photos and videos.
- Week 3: Concluding revisions and SEO optimization
- Week 4: Post a blog entry and spread the word on social media
- Weeks 5-8: Track leads and keep an eye on analytics

Steps to Create

- Look into the specifics of the property's features, neighborhood, and marketability.
- Create an engaging story that highlights the potential and value of the property.
- Add statements from Turner Cole executives highlighting important advantages.
- Post should be optimized for popular keywords used by purchasers, such as "Florida land for sale."
- Include top-notch images and videos that highlight the greatest features of the property.

How to Test

- Track bounce rates, time on page, and traffic sources using Google Analytics.
- Keep an eye on lead capture forms and information requests.
- Respond to contacts who visited the property to gauge the impact of the content

Potential Risks

- Heightened rivalry in the event that others copy our material.
- Shifts in the market that affect demand
- Inability to sufficiently connect with the requirements of target personas

PROPOSED RECOMMENDATIONS

// Social Media

- Utilize social media for further presence, we will be focusing on Instagram



*Instagram custom post image ideas, and features to highlight for the Fort Meade property



PROPOSED RECOMMENDATIONS

// Social Media

landsofamerica.com



adobe.com



turnercole.com

*Example imagery ideas and copywriting ad description

ACT NOW!

New land in New Hope Rd. Fort Meade!

HIGHLIGHTS:

- Amazing nature scenery
- Huge area, 107 acres!
- Lakefront sites
- Close proximity to Orlando & Tampa

Price: \$3,500,000

Turner Cole Company
Real Estate Services

// Action Plan for Social Media - Instagram

Target Personas

- Land developers
- Wineries looking for expansion
- RV Park
- Home and industrial developers

Criteria for Success

- Increased website traffic and searches for Fort Mead.
- An increase of potential buyers overtime
- Having potential buyers spread word of mouth about the location

Timeline/Schedule

- Within the first week the creation of the Instagram account and post of the Fort Meade property with link to main website
- Then in a 2 week time period we will focus on marketing and promoting the property
- Lastly for 3 weeks we'll monitor key social media analytics and adjust accordingly

Steps to Create

- Make an Instagram account for Tunercole with a link back to the main website
- Research Fort Mead's area, find out its real estate history and any attractions they have in that area
- Highlight the areas unique selling points and highlight it's biggest assets such as the huge river

How to Test

- Use social media analytical tools to track the posts progress
- Keep track of the key metrics such as: Engagement, interactivity, likes, reposting and conversations
- Adjust strategies based on what the metrics give us

Potential Risks

- Not everyone uses Instagram for buying things such as land, which may result in limited response to the post.
- Competition will always be a concern, we may be entering onto a platform where other real estate marketers have had a longer presence
- Unforeseen developments in the market

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APPENDIX



**Central Florida Lakefront Acreage Near
Tampa Beaches Orlando Tourist
Attractions**

New Hope Road, Ft Meade, Florida 33841



Central Florida Lakefront Acreage

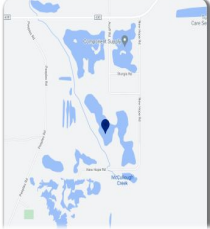
New Hope Road
Fort Meade, Florida 33841


Land For Sale

\$3,500,000

Building Size:
Available:


Parking:
107 acres of land located on New Hope Rd in Fort Meade,
Beautiful Lake Front Site driving distances to Tampa Bay and
Orlando Tourist Attractions






For Information Contact:
Joe Cole
813-610-5256
jcole@turnercole.com

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www.TurnerCole.com

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**Central Florida Lakefront Acreage Near
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New Hope Road, Ft Meade, Florida 33841



For Information Contact:
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Joe Cole
Broker/Owner
Turner Cole Company

333 N Falkenburg Rd,
B206
Tampa, FL 33619





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240
VIEWS

8 months ago
MARKET

8 months ago
UPDATED



APPENDIX

MARKETING PLAN FOR TURNER COLE

Group 9: Anna Boeder, Amr Alkhairy, Guillermo Lugo-Ortiz, Lucy Liu, Marc Arias



LINK TO PPT:

https://docs.google.com/presentation/d/1oRpBvzGyiy2OJ6xMJXhQLKU1_6zLQBSOkR8gswHBT_0/edit?usp=sharing

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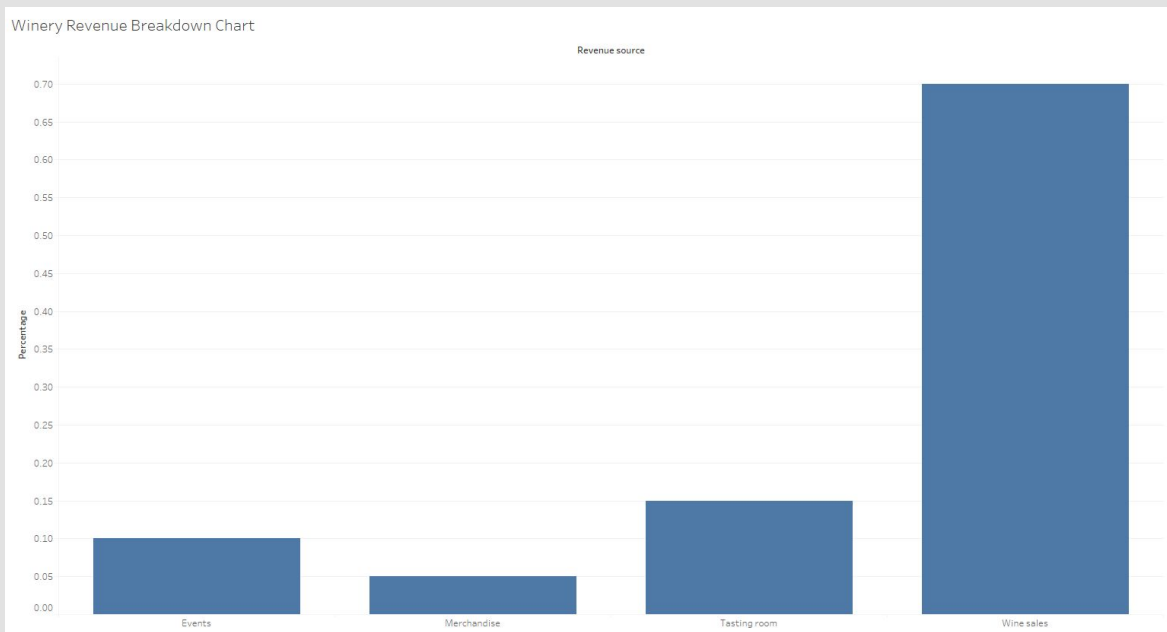
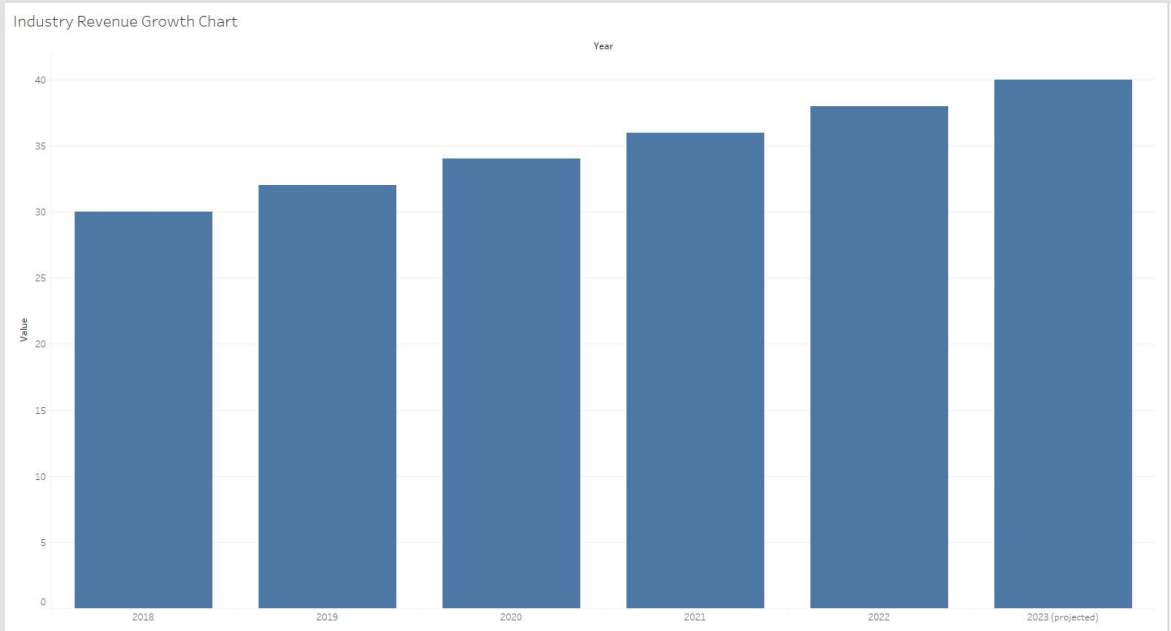
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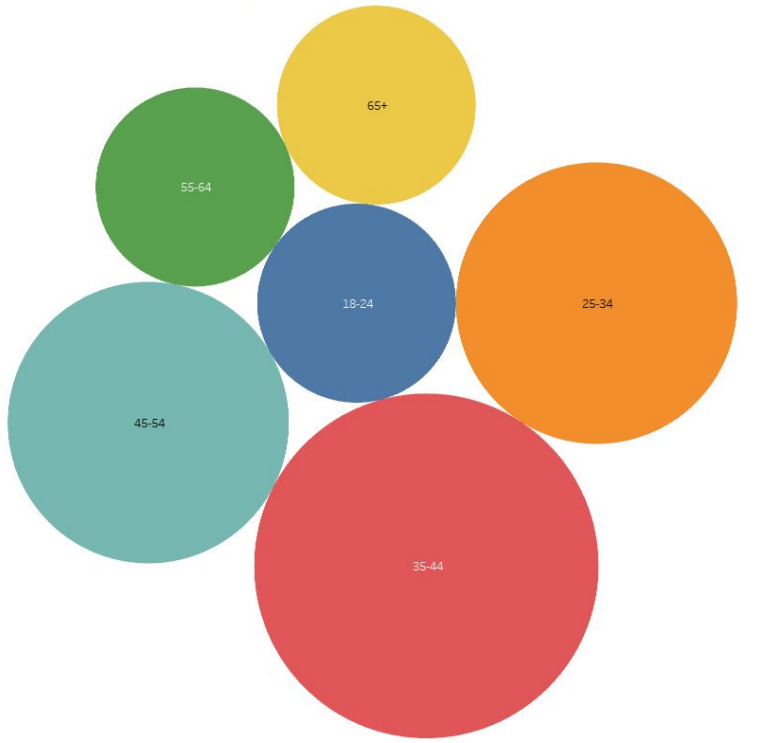


APPENDIX



APPENDIX

Wine Consumption Demographic Age

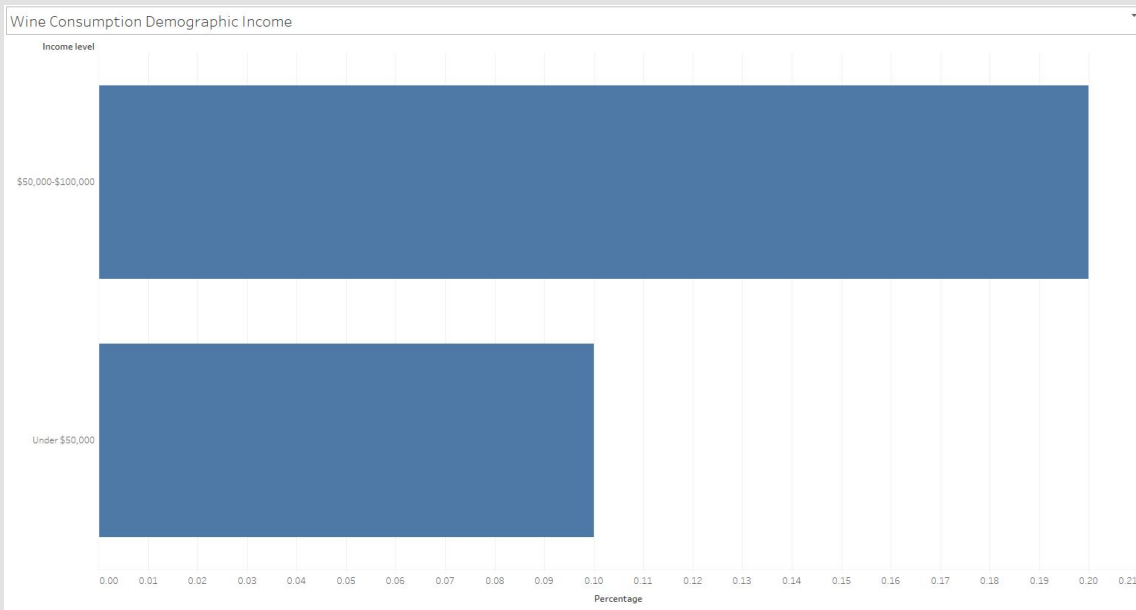
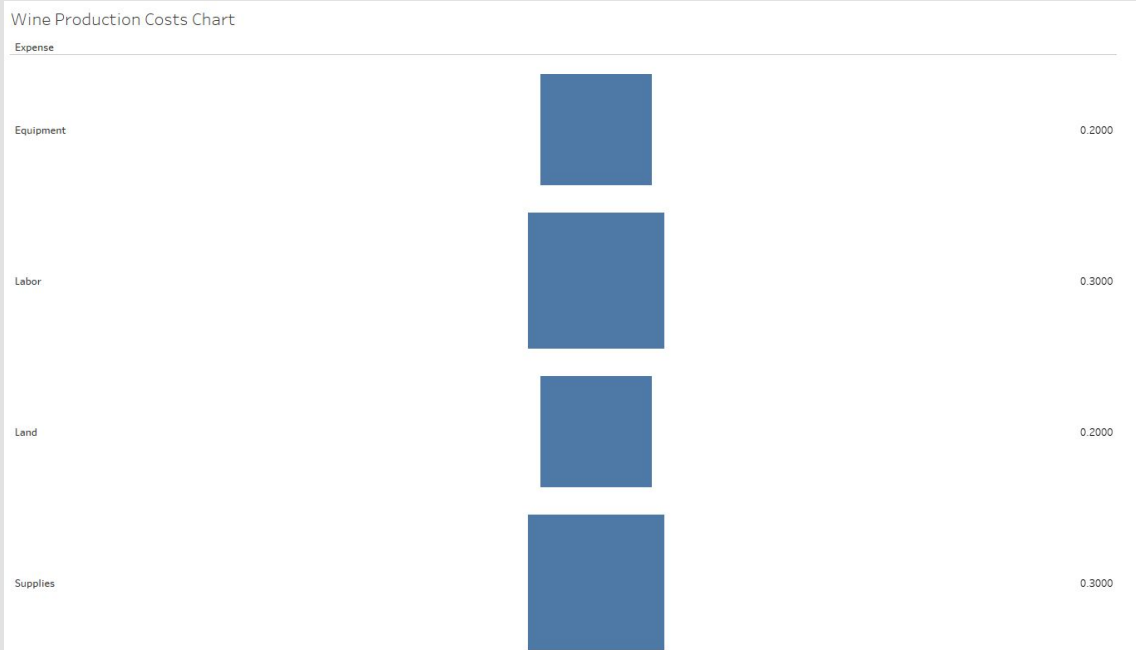


Age group	Percentage of wine drinkers
18-24	10%
25-34	20%
35-44	30%
45-54	20%
55-64	10%
65+	10%

Wine Consumption Demographic Gender



APPENDIX



Income level	Percentage
Under \$50,000	10%
\$50,000-\$100,000	20%



APPENDIX

Year	Revenue (in billions)
2018	30
2019	32
2020	34
2021	36
2022	38
2023 (projected)	40

Expense	Percentage
Land	20%
Labor	30%
Equipment	20%
Supplies	30%

Revenue Source	Percentage
Wine sales	70%
Tasting room	15%
Events	10%
Merchandise	5%

