

Salmon Sisters, Homer Alaska Digital Review



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Fall A 2022

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## Introduction

The Salmon Sisters is a Homer, Alaska based company that is run by two women who grew up as fishermen (the preferred term for those who fish regardless of gender) and in addition to fishing commercially now, work to raise awareness to sustainable fishing and Alaskan Culture. The Salmon Sisters, Emma Teal Laukitis and Claire Neaton, were featured by Forbes Magazine as “30 under 30 social Enraptures” (Peluso & Sternlicht, n.d.)

Their mission is to spread awareness to sustainable fishing in Alaska, to sell practical apparel-particularly in the Women’s market, to collaborate with Local Alaskans, and to give back as philanthropists and Servant leaders within the Alaskan community.

The Salmon Sisters take inspiration from the world around them, particularly the ocean, and the intricacies of the ecology that make Alaska one of the most prolific salmon fishing grounds in the world. The Salmon Sisters began by putting inspiration of what surrounded them on clothing and apparel, and have become an Alaskan household name-particularly in the Women’s work wear industry

The Salmon Sisters have a website, verified Instagram account, YouTube Account, and Facebook page. When performing a simple google search, some of their top collaboration products are the first results with links to purchase through an affiliate retailer.

There is no brick and mortar location, customers have the option to purchase products, merchandise or make donations on their website. Links from all of their Social Media platforms direct customers to the website as well.

Salmon Sister’s were made a popular name when they did a collaboration with Xtra Tough an American Work/Rain boot. Every Alaskan owns at least one pair of Xtra Tough boots. Xtra Toughs with the Salmon Sister collaboration are sold in: Sportsman’s Where house, Cabela’s and Bass Pro Shop nationwide as well as many other retailers in store and online.

The Salmon Sister's have a dedicated webpage for retailers who are interested in hosting Salmon Sister's products in their retail stores.

Website and Online Links

<https://aksalmonsisters.com/>

<https://www.facebook.com/aksalmonsisters/>

<https://www.youtube.com/c/SalmonSisters/featured>

<https://www.xtratuf.com/womens-salmon-sisters-collection/>

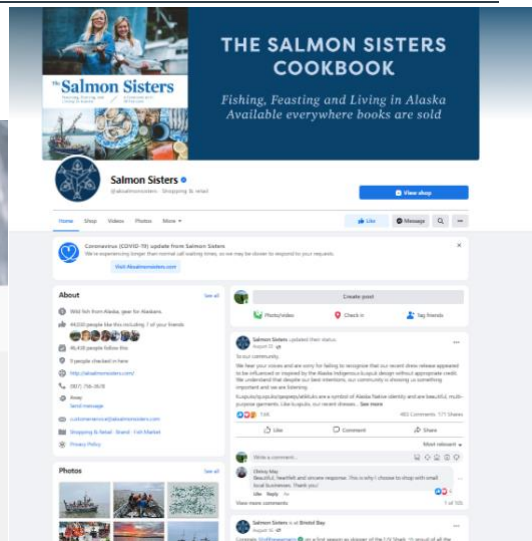
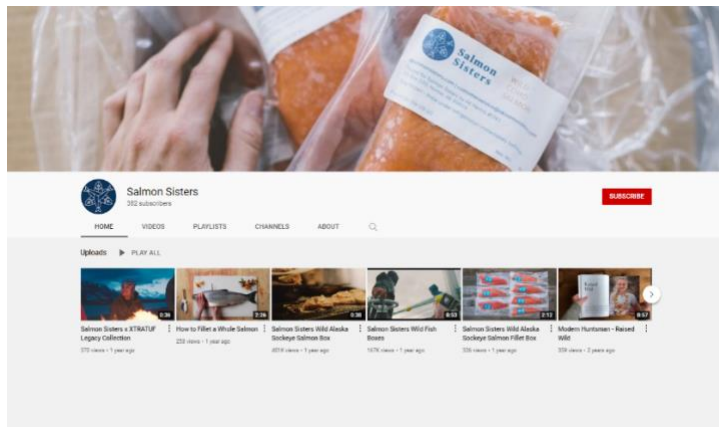
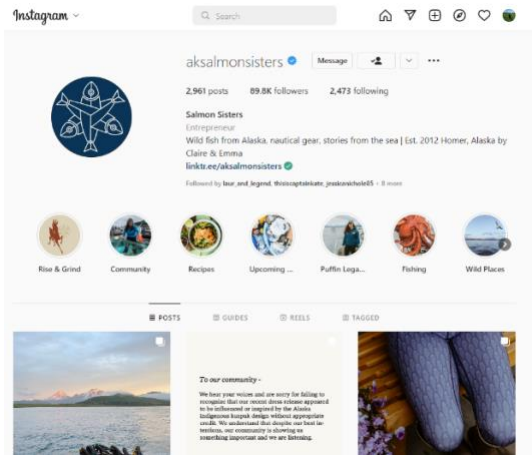
## Digital Audit

**Current Marketing:** Salmon Sisters is a small brand and utilizes many small mom and pop style stores to sell their lower end apparel of sweatshirts, t shirts, and sterling silver jewelry. As I don't currently live in Alaska, I cannot do a walkthrough of town to hunt down their products, but I found the brand while window shopping in an Alaskan City. They thrive during "tourist season" and market heavily to Alaskan visitors who are looking for a Local Alaskan brand with a story to purchase a souvenir from.

Unfortunately their digital presence exists, but is not helping drive brand awareness, traffic or conversion.

Web Presence Assessment:

Salmon Sisters has their own webpage, and also has social media accounts on Facebook, Instagram, Twitter, and YouTube accounts. Each of their social media accounts has a slightly different layout, but each has the consistent Salmon Sisters logo and link to their website home page.



Unfortunately, it is obviously that their social media accounts do not receive a lot of attention to detail-the images are the wrong size for the banner, the social media landing pages do not provide congruency for the brands image, and the story is not being told well across platforms. The subscriber numbers are low, the retweet or share show very little interactions, and the platforms are likely not effective at getting new followers.

### Search Engine Results Analysis

Salmon Sisters is a small and slightly unfocused brand who uses collaborations with larger and successful Alaskan brands to generate revenue and brand awareness. If you are looking for Salmon Sisters, they are easy to find. If you are scrolling social media, you will not likely stumble across them.

Xtratuf Boots are Salmon Sister's most recognizable and popular item. It is likely what brings in the highest and most consistent amount of revenue. If a customer is specifically seeking Xtratuf boots, or a Salmon Sister's product, these products are easy to find.

The screenshot shows a Google search for "xtratuf women's pattern boots". The search bar contains the text "xtratuf women's pattern boots" and the Google logo is visible on the left. Below the search bar, there are navigation options: "All", "Shopping", "Images", "News", "Videos", "More", and "Tools". The search results show "About 210,000 results (0.62 seconds)".

The first section is an advertisement titled "Ads · Shop xtratuf women's pattern boots". It features five product listings:

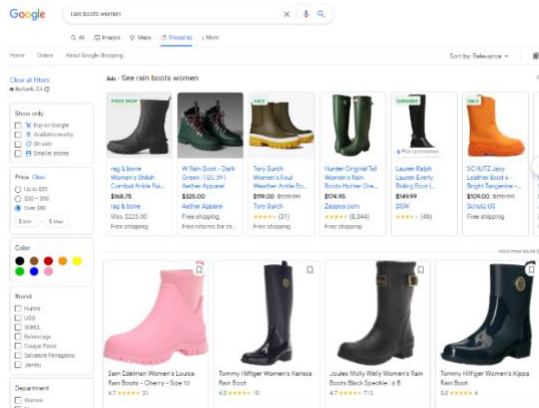
- Xtratuf - Women - ...**: \$134.99, Cabela's, 5 stars (1k+)
- Xtratuf - Women - ...**: \$134.99, Bass Pro Sho..., 5 stars (1k+)
- XTRATUF - Women's...**: \$139.95, Gear.com, Free shipping
- Xtratuf - 15 in Legacy Boot ...**: \$85.99 (Price Drop), Was \$135, CampSaver.c..., 5 stars (3k+)
- XTRATUF - Women's Rai...**: \$59.99, Zulily, 5 stars (3k+)

Below the ads, there is a link to "https://www.amazon.com > xtratuf-boots-women > k=xt...". The link text is "Xtratuf Boots Women - Amazon.com" with a green checkmark icon.

Below the link, there is a row of five images showing different styles of Xtratuf boots: a grey boot with a green interior, a red boot with a yellow interior, a grey boot with a white interior, a black boot, and a brown leather boot with a tan sole.

However, Xtratuf is a specific brand, and is not recognizable nation wide, nor is it a sought after piece of footwear in every household. While comfortable, quality, and durable, and a product that should live anywhere a home has a mud room, the brand is not that popular.

When conducting a search for "Rain boots" "Women's Rain boots" "Cute Rain boots" Xtratuf or Salmon Sister's did not make the first page of results. The brands Xtratuf or Salmon Sisters did not make Google's list of brands to filter by.



When searching “women’s boat boots” they were the top result. Unfortunately, this is more the result of the brand Xtratuf not having strong SEO or strong Keyword search results, but a weak brand who collaborates with another weak-yet popular brand is only creating more revenue with existing any loyal customers. There is no new interest being generated because Women who need rain boots do not know that the brand or the collaboration exist.

A customer who is looking for rain boots within the price point of Salmon Sister’s Xtratuf will likely end up with a product from Hunter, Boggs or LL Bean.

## Homepage Text Analysis

AK Salmon Sisters has rich keywords on their home page, but their home page does not immediately advertise that they are a business who’s goal is to sell merchandise and product to customers. The Salmon Sister’s home page focuses more on who they are as Claire and Emma, the founders, where they live, and that they are commercial fisherman. On first assessment from their homepage alone, a webpage visitor would not know that the Salmon Sisters are anything more than two female commercial fisherman in Alaska who sell large and expensive frozen fish boxes.

Salmon Sisters the apparel lifestyle brand is not marketing the same people as people who are likely to purchase frozen fish boxes.

There are images with captions that will target “salmon” “fish” “Alaska” “beautiful” “sustainable” “wild caught” “woman” or “recipe” but nothing that will lead the target market of customers to the page who may be interested in new rain boots, sweatshirts or any of their thriving collaboration pieces.



“cozy”, “local designed”, Alaskan inspired”, “nature”, “ocean art”, “Waterproof”, “build Ak Tough”, Would all be key words that could be used to boost SEO and homepage keyword optimization if the Salmon Sister’s website objective to is to convert visitors and close sales.

## Website Assessment

The Salmon Sister’s website seems unclear. The first banner a site visitor sees is a cut off picture of two women on a dock, with a banner covering them that states “New Arrivals”. Above the fold is information on Emma and Claire, who introduce themselves as the Salmon Sisters. Below that is an ambiguous option to purchase frozen fish boxes. A site visitor can click on the fish box that they are interested in, but there is not an immediate Call to Action button indicating that the customer should click to purchase or add to cart.

Below the options for Fish boxes are a few awards and recognitions that the Salmon Sister’s have received. While these help boost the brand reputation, the only product that we have seen advertised on the home page are boxes of fish. This gives a site visitor the idea that Salmon Sisters as a brand is just a fish packaging and distribution company.

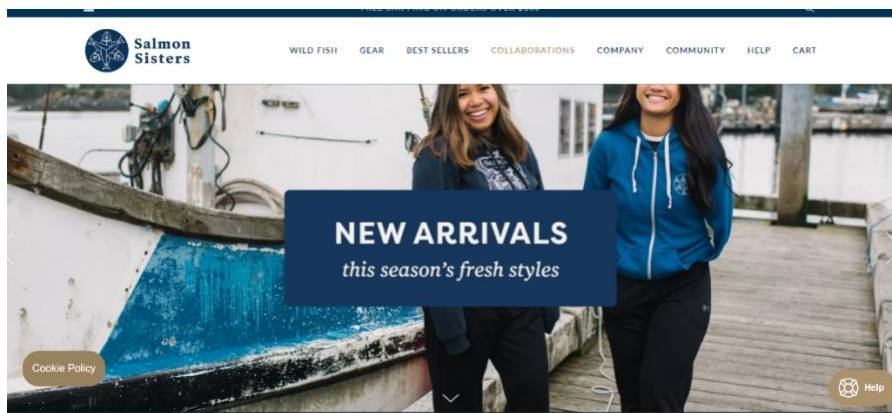
Scrolling down past the fold, a site visitor can learn about Alaska fishing, sustainability efforts, and where fish is harvested.

A site visitor needs to bring themselves to the top navigation bars in order to seek out anything else that the brand offers. After clicking through each of the navigation options, a customer can learn A LOT. The website is very information heavy, very word dense, and has a lot of information mixed into each navigation option.

Here is where a customer can get lost looking for one thing, and the website does not help match a customer to their needs.

Salmon Sister’s website feels like they do not have clear goals and objectives. They feel like passionate people who want to have a small slice of everything in their company.

## Website Screenshots





WILD FISH FROM ALASKA



**PRE-ORDER WILD ALASKA SOCKEYE SALMON FILLET BOX**  
(EXPECTED TO SHIP BY NOVEMBER)  
From \$ 179.00  
★★★★★ 20 reviews



**WILD ALASKA PACIFIC COD BOX**  
\$ 299.00  
★★★★★ 46 reviews

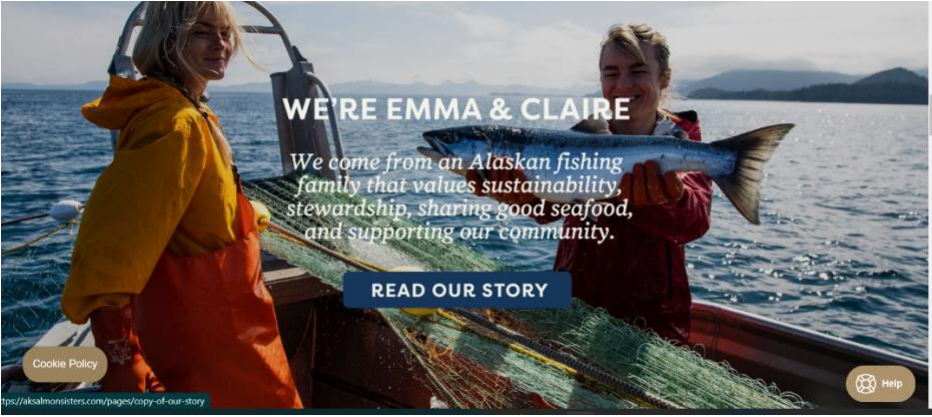


**WILD ALASKA SOCKEYE SALMON BOX**  
\$ 329.00  
★★★★★ 115 reviews



**PRE-ORDER WILD ALASKA SOCKEYE SALMON CAKES**  
(EXPECTED TO SHIP IN OCTOBER)  
\$ 229.00  
★★★★★ 1 review

[Cookie Policy](#)



**WE'RE EMMA & CLAIRE**

*We come from an Alaskan fishing family that values sustainability, stewardship, sharing good seafood, and supporting our community.*

[READ OUR STORY](#)

[Cookie Policy](#) [Help](#)

<https://alaskalmondistress.com/pages/copy-of-our-story>

## Web Presence Grading Rubric

Criteria	AK Salmon Sisters	Straight to the Plate	XtraTuff	AK StarFish Co
What is the purpose of the site? Education? sales? Entertainment?	5/10 Unclear, website is organized in a way to that gives existing loyal customers information, but does not do a great job capturing new potential customers	7/10. Buy Fish boxes in subscription packages. What is available at the current time could be more clear. Website referred to a phone number and Facebook site for current info.	8/10 Buy our boots.	9/10 Buy lifestyle apparel and earrings/simple jewelry
Navigation ease?	8/10 Navigation Bar, tables across top, but was not immediate or apparent what there was to purchase. Fish Boxes were featured, Xtratuff collaboration had some items listed, and then the “best sellers” page had other products.	8/10 Simple way to sign up for a subscription of fish boxes. Few different packages, and came along with recipe suggestions and health benefits.	8/10 Navigation bar, different tabs to take to specific webpages, filter options	7/10 Feels either like an older webpage or one pieced together, in need of a refresh.
Call to Action?	7/10	10/10 Yes	9/10	9/10
Landing page layout	7/10 For an education page, it was clear and concise. Great introduction to Claire and Emma. Not clear for a business who sells product.	10/10 Very simple, with large CRT for different needs. Visual without lots of text. Easy to follow	7/10 Felt overly large and a bit Cluttered, had to scroll down to see all of first page.	7/10 Had a homemade feel, but there was nothing wrong with what we saw first
Newsletter signup?	4/10 It was there, but I had to go looking for it.	no	Yes	NO
Cookie notification?	Yes	Yes	Yes	No

Final Assessment	C	B-	A	B
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### Conclusion

The Salmon Sister’s website has a beautiful aesthetic and an easy to read homepage. They excel in content, and story telling. They have strong keywords on their homepage, and pictures that keep a site visitor engaged and browsing rather than overwhelming a visitor with too much font and dense information.

Salmon Sister’s website has an unclear objective, and so much information it is easy to get lost after navigating from the home page. Their keywords, while strong, are not effective at marketing Salmon Sisters as an apparel brand trying to make sales and convert site visitors.

Salmon Sisters has every component of a website that can be successful, but is too crowded and bogged down with information that visitors are unable to answer the fundamental questions of “what do you want me to do next?”.

### Social Media Platform Assessment

AK Salmon Sisters has Social Media accounts across Facebook, Instagram, YouTube and Twitter. The YouTube account has multi minute long videos that introduce the Sisters, their family, their brand, and their passion for the ocean. The YouTube Account is the brand’s most personal feeling Social Media account, yet everything is scripted and carefully edited.

Salmon Sisters have a Facebook and Instagram accounts, but they are not being utilized to their full potential. Both Facebook and Instagram are owned by Meta, and allow for cross posting identical content. However, both platforms have different algorithms, and have different needs for connecting users with content. Salmon Sisters should be creating content that is specific to the platforms that she is posting to, and needs to be specific with SEO and Keywords.

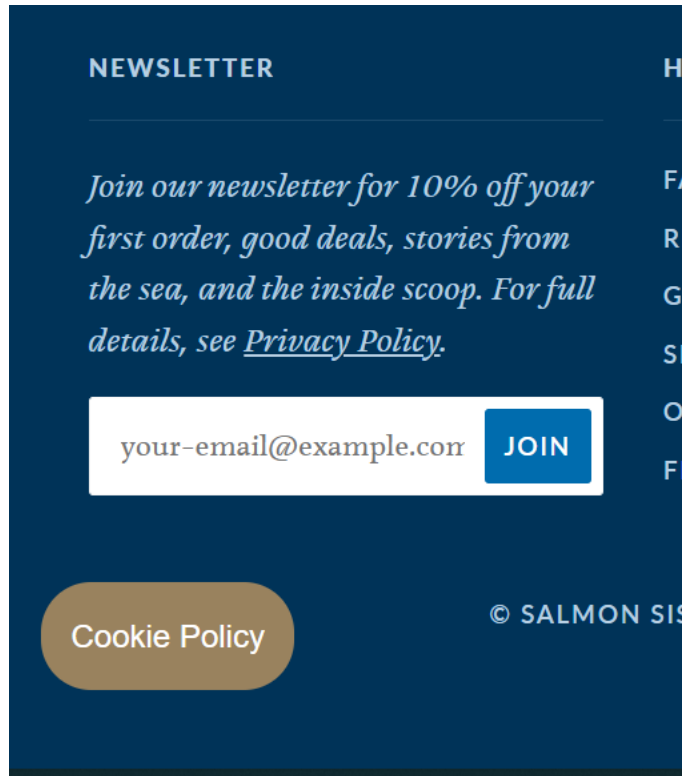
Salmon Sisters has a Twitter account that has not had any activity in years.

### Email Platform Assessment

Salmon Sisters does have a small box at the bottom of their webpage that allows a customer to enter an email to receive a “newsletter”. No popup jumped up, no coupon or other incentive was offered to enter an email. After entering an email, no confirmation screen, no welcome popup or any other indication that my email was received by the website. No immediate email was sent within the first five minutes of subscribing.

Within a week of subscribing, Salmon Sisters sent the first email. There was more effort put into the email than other marketing campaigns. The email was advertising a featured product, had CTA buttons that transferred directly to a landing page where the intent to purchase was clear. The email made it clear that Salmon Sisters is a brand that sells lifestyle apparel as well as other brand appropriate collaborations. The Email felt deliberate and professional. While the Salmon

Sisters Website is aesthetically pleasing, there is not the same focused intent to sell product as the email had.



## Web Presence Assessment Conclusion

Salmon Sisters has all of the components to have a fantastic web presence. They have multiple active social media accounts, they have a website that introduces the brand, and has a multitude of information.

Salmon Sister's largest web downfall is that they are not focused on sales or conversion. As a brand, they feeling from their web presence is that they are more a brand who wants to engage the community and education followers on Alaskan flora and fauna. Salmon Sisters' has many successful collaborations where they have provided artwork and design inspiration for existing products, the most successful of which are XtraTuff boots.

Salmon Sister's talk in their YouTube Videos that they are commercial fisherman who started a lifestyle apparel brand, but their online presence feels like they are fisherman who have surprised themselves with product and design sales, and wants a platform to use for education and sustainability advocacy.

## External Scan

### Competition

Three major competitors to AK Salmon Sisters are: Straight to the Plate, XtraTuff, and AK Starfish Co.

Straight to the Plate is a farm (or boat) to table style frozen fish box fulfillment and delivery company. They are based in Alaska, are family owned and operated, focus on sustainability and transparency to customers. They are a threat to Salmon Sisters because of their web presence simplicity. Straight to the Plate and Salmon Sisters have the same exact products, but while Salmon Sisters only offers fixed amounts in their boxes, Straight to the Plate has multiple size options to accommodate different family sizes, and offers a subscription style membership. Their webpage is similarly designed, except with clear CTA for the customer to understand what they need to do next. The website also has a direct link to a phone number and a Facebook site with up to date and current availability information.

XtraTuf is a product partnership that made Salmon Sisters a household brand name. Their website carries a full product line of Xtratuf products-mostly boots-but has a navigation tab to filter by only Salmon Sister's designed products. The XtraTuf webpage offers coupons, and runs regular sales that applies to the Salmon Sisters products. If a customer is searching for a specific item, they are likely to look for that item in the lowest available price. Additionally, if a customer is in need of rain boots, XtraTuf scores much higher in SEO and Keyword search, even more so if a potential customer is searching from Alaska or the Pacific Northwest localities.

AK Starfish Co is a direct competitor to Salmon Sisters as they both have small storefronts in Homer, Ak and specialize in Alaskan Lifestyle products. Starfish Co ranks higher in SEO than Salmon Sisters because they have a homepage and a website that are dedicated to customer conversion. While the Starfish Co website does not have as refined as an aesthetic, they clearly answer the question that Salmon Sisters struggles with: "what do I do next" AK Starfish Co says: click here to add to cart. AK Starfish Co also has active Social Media accounts that are focused on product promotion and each post has a link to the home page as a landing page where customers can continue shopping.

	<b>AK Salmon Sisters</b>	<b>Straight to the Plate</b>	<b>Xtratuf Boots</b>	<b>Ak Starfish Co</b>
Unique Value Proposition	Fish boxes, sustainability message, boots, and some apparel all for sale in the same place.	Alaskan Seafood Boxes, sustainably sourced, family run. Farm to table feel.	Boots and tough outdoor apparel and accessories	Cute, homegrown Alaskan Lifestyle apparel, also from Homer, Ak
Website URL	<a href="https://aksalmonsisters.com/">https://aksalmonsisters.com/</a>	<a href="https://alaskafishmarket.com/">https://alaskafishmarket.com/</a>	<a href="https://www.xtratuf.com/">https://www.xtratuf.com/</a>	<a href="https://www.akstarfish.com/">https://www.akstarfish.com/</a>
Overall Website "Grade"	C	B	A	B
Mobile Friendly (Y or N)	yes	yes	yes	yes
eMail Marketing	yes, non automatic newsletter	none, option to email the company only	yes, automated newsletter	yes
<b>Social Media Accounts</b>				
Facebook	7 OUT OF 10	8.5 OUT OF 10	9 OUT OF 10	8 OUT OF 10
Twitter	6 OUT OF TEN	X	X	X
Instagram	7 OUT OF TEN	X	8.5 OUT OF 10	8 OUT OF 10
Pinterest	X	X	X	2 OUT OF 10
YouTube	8 OUT OF TEN	X	8 OUT OF 10	X
<b>SEO Rankings</b>				
HubSpot WebSite Grader	69/100	67/100	72/100	66/100
Google Rank #	TOP	SECOND	TOP	TOP

Google Rank # for Product Search	"Ak seafood box" #7 "rubber Fishing boots" could not find	"Alaska Seafood Box" 15	"rubber fishing boot" wile xtratuf boots were the first result, Xtratuf website was not on the first 2 pages.	could not find
Google My Business	no	YES-COMPLETE	no	YES-COMPLETE

## Industry Trends

### **Trend 1: Sustainability and focus on ethical sourcing.**

Commercial fishing had a negative connotation outside the fishing world for a long time, and it was because of words like “overfishing” bycatch” and the thought that fisherman would stop at no end to turn a profit. While in recent history, this has not been true, Federal Organizations like NOAA have provided the public with access to some of the policies and procedures, the management plans surrounding fishing, and some for the definitions in the fishing industry. Combined with social media, and a similar feel to a Farmers Market many small family run boats are creating a similar niche climate to the same Farm to Table movement that made that agriculture world less intimidating and more human.

*Alaska Salmon Fisheries Management Plan.* (n.d.)

### **Trend 2: Locally sourced.**

For Salmon Sisters, this is both a plus and a minus. The Brand itself is American and Alaskan, giving them authenticity to customers-particularly tourists, looking to support “local” The designs on their lifestyle apparel are based on Alaskan environmental inspiration, yet their products are not manufactured in the USA. XtraTuf boots were manufactured in the USA up until 2011 when the company was purchased. Manufacturing moved overseas to China, and the the brand reputation took a hit. While quality was actually different is negotiable, but the brand reputation, loyalty and trust went down significantly. The Xtratuf boot is the most successful Salmon Sister product, but if the parent brand isn’t trusted, the sales on the collaboration will not be as high.

*The top ways Americans are supporting small and local businesses during the COVID-19 crisis*

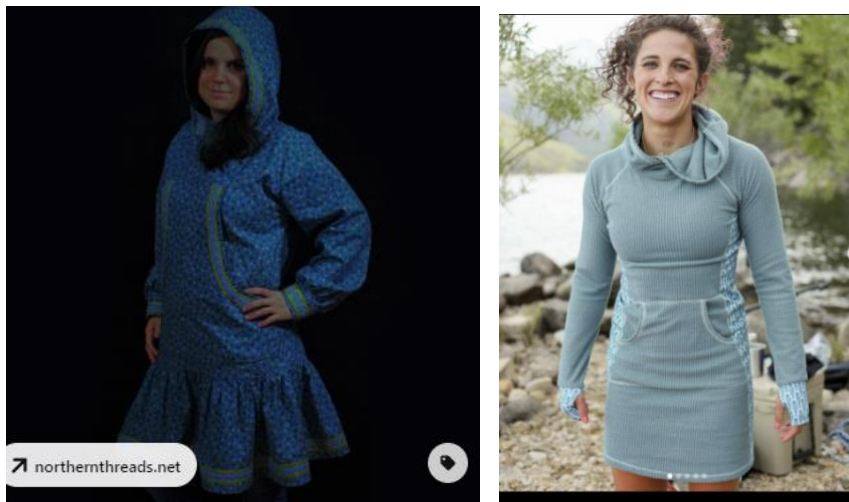
### **Trend 3: Political correctness/cultural sensitivity**

Alaska can be a tough place to claim as “home”. There are extremely strong ties to many different Native Alaskan tribes, so much rich culture, and so much pride. Unfortunate there is also a lot of hurt, negativity and abrasiveness due to settlement, and the mistreatment and abuse that settlers treated Native Alaskans with generations ago. Native Alaskan’s are extremely proud of their culture, and Salmon Sisters found themselves on the wrong side of a “Cultural



Appropriation” product. The Salmon Sisters did a product collaboration with a company where they designed a fleece dress with pockets and a hood. Many in the Native Alaksa community felt as if the Salmon Sisters (a local, but not Native company) were using the design of the traditional *gaspeq* or *atikluk*, without credit. The Salmon Sisters put out a Public Statement apologizing to the community, and stating that stealing a design was not what they were doing, and that they would never knowingly disrespect Native Culture. Unfortunately, damage was done, and the Salmon Sisters likely lost a support base-even if they were not customers, but now have social media trolls that leave inappropriate comments on anything Salmon Sisters related.

Hagen, D. (2022, September 5). *New Salmon Sisters dress called out for “cultural appropriation*



Left: a traditional Alaskan gaspeq and Right, the Salmon Sisters Blueberry dress.

## Target Market Analysis

### Introduction:

Salmon Sisters can have a huge target market, but they are either choosing to stay small, so they can split time and effort between running a brand and commercial fishing, or they are unable to cast a net to a target audience outside of Alaska.

If Salmon Sisters wanted to focus on just sales of their Xtratuff collaboration rain boots, they would have the potential target audience of any woman who spends time outside in the rain who values comfort, durability and attention to design detail.

The following two examples of buyer profiles focus on a targeted audience of Women in Alaska, both professionals, but in separate lifestyle stages, industries, with different goals in mind.

These two buyer personas demonstrate how Salmon Sisters can attract a new customer who has a need that they do not know can be fulfilled by a Salmon Sisters product, and how targeted marketing can also engage and delight existing customers when it is time for replacement products.

### Conclusion:

AK Salmon sisters can easily be overwhelmed when trying to understand who their target market is trying to create marketing plans about specific segmentations of their target audience. Currently, it feels as if Salmon Sisters does not have a clear definition on who their target market is, and instead is trying to have a product for everyone.

# Alaskan Amanda



**Job Title**  
Trauma Nurse

**Age**  
25 to 34 years

**Highest Level of Education**  
Bachelor's degree (e.g. BA, BS)

**Social Networks**



**Industry**  
Healthcare

**Organization Size**  
201-500 employees

## Lifestyle

has dedicated "hospital Clothing": so day to day wardrobe focuses on comfortable, and easy to change in and out of. Daily rainboots are a must, and comfortable footwear is a must. With a flexible schedule, Alaska Amanda spends her days off going on nature walks with her daughter, or longer trail walks with the family dog. She needs wardrobe staples that are comfortable, can handle the Alaskan Rain and snow, if possible, Amanda would love some wardrobe staples that highlight her femininity and artistic side, but not if it sacrifices durability or comfort.

In the winter, Amanda often has to get up early to shovel snow, in the summer it is typically raining.. Amanda changes as soon as she gets to work into her Scrubs and hospital shoes.

## Preferred Method of Communication

- Word of Mouth, most shopping references are by word of mouth advertising from community groups-virtual or in person
- Social Media
- Text Messaging
- Face-To-face

## Goals or Objectives

Continue to see their Alaskan city thrive in culture, health, and commerce. Alaska Amanda supports local business when she can, and supports small business when she needs to shop online.

## Job Responsibilities

Emergency Medicine in an Alaskan City, being a mom to a toddler on days off, and maintaining a work/life balance by enjoying the natural flora and fauna in Alaska

## They Gain Information By

In person Training and conferences across Alaska and the Pacific Northwest for work conferences, but loves to scroll through social media-particularly Instagram looking for new travel destinations.

## Biggest Challenges

- Employee Morale/ Work life balance
- Collaboration & Creativity
- Professional Development
- Problem Solving & Decision Making
- Introducing her daughter to the landscape and culture that she loves
- Finding the balance of modern convenience and accessibility in a more rural part of the Country

## Reports to

Hospital Director, but also to the local community as a Nurse. Reports to her dog and her Toddler when at home.

## Tools They Need to Do Their Job

- Word Processing Programs
- Project Management

# Biologist Betty



**Job Title**  
**Wildlife Biologist**

**Age**  
**18 to 24 years**

**Highest Level of Education**  
**Bachelor's degree (e.g. BA, BS)**

**Social Networks**



**Industry**  
**Agriculture**

**Organization Size**  
**51-200 employees**

## Lifestyle

Biologist Betty is a recent College Graduate, who just got a seasonal job working for the State of Alaska as a field Biologist. She thinks Alaska is beautiful, but doesn't see herself staying her full time. She misses getting dressed up and feeling feminine. She loves being outside, and doesn't mind the mud or the rain, she just wishes she could express herself more than her black on black raingear let her. She can wear any footwear she wants, but do cute hiking boots really exist? She is on a tight budget, but needs her gear to last for years to come, so she is ok spending money for quality

## Preferred Method of Communication

- Social Media
- Text Messaging
- Email
- Face-To-face
- Most of Betty's friends are scattered now after college, so she relies heavily on Social Media to keep up with friends. She cruises LinkedIn for the next job opportunity.

## Tools They Need to Do Their Job

rugged and durable wardrobe that can keep them dry, warm, and as comfortable as possible. Work provides a rain coat and rain pants, and allows

## Goals or Objectives

To find her way as a new Biologist-particularly a young woman in a male dominated industry. Normally describes her style as "feminine and Chique" is afraid that in her new Job in Alaska, she will be an immediate outcast, and not respected as a scientist. Wants to find cute flirty accessories that can be incorporated into her love of everything that come with being a Women In Science.

## Job Responsibilities

Working in the Field in as a Data Collection Specialist in remote areas of Alaska Biologist Betty knows the work needs to get done rain or shine!

## Reports to

State of Alaska. Member of a few Women In the Outdoors, Women In STEM and Field Biologist online communities.

## Biggest Challenges

- Professional Development
- Betty wants to fit in with whoever she is with. While she misses being feminine, she wants to take on the style of other Alaskan Women around her.
- She is self conscious that her reputation as a Woman In Biology is heavily tied to a rugged aesthetic. She tries to include small feminine touches to her everyday work wardrobe.

## They Gain Information By

Email boards, LinkedIn, Word of Mouth references, Internship boards. Heavily perceptive on community and local trends.

## Identification of Recommendations

### *Recommendations*

Salmon Sisters has a brand following of people who already know they exist. They are a brand who is a complete unknown to most. In the Inbound Flywheel where Salmon Sisters needs most improvement is Attract.

Once a potential customer has discovered the brand, and that customer has a need, there is an easy sale. However, if the customer who has a need can not find Salmon Sisters, there is a missed sale. There is too much competition, and usually other comparable options on the market for Rain boots, Seafood, and Lifestyle clothing to make a quick purchase elsewhere.

Salmon Sisters needs to focus on what they are offering, and boost brand awareness to those customers who are searching for products that Salmon Sisters can fulfill.

1. Blogging- more vlogging than traditional Blogging might work better, as an existing YouTube account is already established.

These could be cross posted to Twitter in micro Blog style with YouTube links

A blog with more Alaska culture, Fisherman lifestyle, and creating awareness to Ecology and sustainability seems to be the strongest feel I get as a consumer watching the existing videos, and seems to be the strongest theme throughout their messaging and website. They are a brand that is trying to sell things, but I really think they want a platform to raise awareness, and allow some lifestyle products to sell themselves.

2. Social Media presence. The social media accounts exist and are established, but are not being efficiently managed. For the most part, the same information is being listed across the different sites. Information should be automated, specific to the site's performance, and all lead back to a clear and concise website landing page depending on what the customer's personalized interests are.
3. Website optimization. The current website is aesthetically pleasing, but you need to already know what you are looking for in order to interact with the website. I think as a company they are unclear on what they want and who they are, and their website reflects that. The brand has a bit of local traction, but if they want to be advocates for the Ocean, they should focus on that, if they want to sell sweatshirts, they should focus on that, and if they want to sell fish boxes, they should focus on that. The current website tries to do all of the above on the first page.

With some clarity, and redesign, the Salmon Sisters can give customers who discover the brand on Social Media Platforms a clear landing page with clear call to actions.

## Recommendations Road Map

### **Recommendation 1 Blogging**

Salmon Sisters have a solid YouTube channel, but the feel of most of the videos is very scripted and informational or educational. The Salmon Sisters have a good idea of who they are as people, and how they fit into the community, but I recommend that they begin to merge their personality with the products they are selling. Below is an example of a blog post that includes an Alaska phenomenon, a personal connection, and an internal link for more information.

I recommend on the Salmon Sisters' website, the blog has its own link under the "About Us" tab, and is taken out of the "Community" Tab. Community should be used for collaborations, can be cross posted and cross listed, but the blog should be a stand alone pillar of the Salmon Sisters Webpage.

In addition to revamping the blog and making products and a band feel personal, I recommend a series of YouTube videos that have a more informal and unscripted feel. With a brand like Salmon Sisters, a personal connection will go along way with customers if they can relate to the founders. By creating a more spontaneous feeling video, this will flirt with the feeling of earned media. While it will still be self published, and NOT earned media, it will have a feel of hanging out with friends, or bickering with a sister than an in-you-face advertisement.





# Salmon Sisters

Nov  
'22



## Salmon Stories

Hey Everyone, Claire here.

Whooh, what a whirlwind of a summer Salmon Season! I cant believe that another season has come and about gone. Alaska Fishing seasons really are like no other. We had 143 days at sea, 125 fishing days, and only 35 rainy days. Unfortunately we had heavy smoke cover and really hazy air for about 60 days. The Salmon didn't seem to mind the smoke, but we didn't have much blue sky this summer. Oh well, maybe next year.

If you are picking up what we have been laying down this week, we are dropping some big hints about our next line of AK Salmon Sisters apparel! Our Winter skies are more clear than ever, and we have been so fortunate to have beautiful Northern Light displays almost every day.

I remember as a little girl, mom would come and wake up late at night and whisper "Lady Aurora is waiting to dance with you." We would jump into our coats and snow boots and wear them right over our pajamas and race outside to dance and twirl in the cold air with ribbons of greens, purples and reds dancing in the winter sky above us.

Dad would grumble about how we still needed to get up in the morning for all the chores that needed to be done, but mom would let us dance until our noses were pink and runny and let us warm up with hot chocolate before going back to bed.

This is a design that is close to my heart, and I think you are all going to love it! Just a few more weeks until we reveal what has been a lifelong design project for us!

The Northern Lights, or Aurora Borealis, are one of the most magical things that happens near the North Pole. Solar Particles from the atmosphere collide and react with molecules in the Earth's atmosphere, and magical colors form.

The Northern Lights are deeply intertwined into Alaskan Culture.

Check out what our Friends at the @UniversityOfAlaksa @MuseamoftheNorth have to say about the Northern Lights.

BI



## Recommendation 2. Social Media

The Salmon Sisters Brand has active social media accounts, but they are not being utilized to the media's full potential. Many of the posts are the same exact copy/past information across different platforms. Facebook and Instagram are the Salmon Sister's most followed accounts, but they should be revamped to best connect to customers. While there should be congruence across the message that is being posted, the formatting should be tailored to the social media platform. For example, a Facebook Post is an opportunity to have a small message, but without an image, the message is not likely to be reached to a wide audience. Instagram is an image based media page, while a caption can (and should be) included, if the user is not getting the majority of the information from the image, the post is not likely to have a large success.

Below are two posts that would be posted at the same time, one to Facebook, and one to Instagram. The meaning behind the post is to create a bit of a teaser with already brand loyal customers. Customers who may be waiting for the next product, or the next collaboration. As Salmon Sisters in a position now where they have already created brand awareness, curated brand interest, and with these posts they are creating desire. Hopefully with a teaser post creating desire, the final step will be action, and purchasing the new product.

As Social Media is not best suited for attracting brand new followers, these example posts are meant to appeal to customers who are already brand loyal.

To attract new customers and gain new followers, Salmon Sisters should reactivate their Twitter account. Twitter holds the unique position to interact with other brands in a public forum. If Salmon Sisters can start engaging with other outdoor brands, other companies who may be potential Salmon Sister's customers, they may be able to direct those new customers to a Facebook, or Instagram site for more information and more examples of who Salmon Sisters are.

The text can be repeated across both Facebook and Instagram, and the examples of Hashtags will be suitable more for Instagram than Facebook.

By utilizing Search Engine Optimization, Salmon Sister can make sure they are reaching existing customers, while designing new posts with key words that can help create brand awareness to those who fit the target market but do not have brand awareness.

Salmon Sisters apparel and Xtratuf boots are perfect for any woman who spends time outside. There are far more people within the Salmon Sisters target market than they are capturing in their social media marketing.



**Salmon  
Sisters**

INSPIRATION



STAY TUNED.

**SWIPE UP**

GoodBye Summer, Hello Inspiration

New Product Line Releasing Soon



**Salmon  
Sisters**

From Fishing Nets and Late nights to all day Northern  
Lights, Alaska provides endless beauty.

#luckywelveAK

#Winter2023

#AKSalmonSisters

Hey Sisters, get ready for a new product drop! This is one that we have been dreaming up for years, and it is \*almost\* finally here.

First drop will be our website, on October 18 for Alaska Day.

Check your email for a little treat from us!

Link in Bio

#AKSalmonSisters

#LuckywelveAK

#Alaksaday2022

#NorthernLightChaser

#livinginawinterwonderland

### Recommendation 3 Website Clarity

The final recommendation is to have Salmon Sisters do some personal and brand evaluation, set goals, go over website traffic, utilize website analytics and start A/B testing with new website designs. The Salmon Sisters have all of the information in the world on their website, and it does not feel specific or targeted. If the Salmon Sisters have utilized the Inbound Marketing strategy of “Bullets and cannonballs” to understand who their customer is, and what they are coming to the website for, they are in a good place, but should consider making more specific changes and refining the amount of information and layout of the website.

If Salmon Sisters is not utilizing the Bullets and Cannonballs technique on purpose, they should consider the use of analytics and collect data on what they have. Salmon Sisters website does give a disclaimer and options for cookies, so there is information being collected, but the webmasters should consider data like

What pages do visitors spend the most amount of time on.

What CTA are they clicking

Are visitors adding items to a cart- and if so, what percentage is converting

How many returning visitors vs how many new visitors over a defined amount of time

What pages are not being visited at all, or what pages have a high bounce rate?

How are visitors landing on the page

Salmon Sisters should devise a SMART goal for their website after a period of analytics and data collection has taken place. After collecting data, and devising a goal that is specific, measurable, attainable, realistic and time sensitive, the Salmon Sisters can begin running A/B testing to refine their website based on traffic, visitor demands, and their goals.

Incorporating Social Media and a social media landing page(s) should be included in their long term plan.

## Conclusion

AK Salmon Sisters is a small business, family owned and operated. It started as a design and creativity outlet and a way to share the natural world of Alaska that they saw everyday with the world. The Salmon Sisters have a target market of Women who value durable work wear and who value a nod to design and aesthetics. They are a household brand name in Alaska, but are not widely known outside of Alaska, though their target market exists in many places across the country. The Salmon Sisters have a storefront brick and mortar store in Homer Alaska, do small amounts of shipping and fulfillment from their store, and have collaboration products that are featured in Big Box sporting good stores across the country.

AK Salmon Sisters have a mediocre digital presence. They have a well designed webpage with a lot of information of the why and who behind the brand, but finding the what, the product is unclear. There is strong keyword utilization when it comes to information about Commercial Salmon fishing, Alaska natural information, but again, there is not a strong keyword match for some of their most popular products.

If the Salmon Sisters want to continue as an apparel and lifestyle brand, they need to make sure their target market knows that they exist, and continue on the Attract, Engage and Delight cycle. Right now, Salmon Sisters are only Delighting customers who already know the brand.

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