

# Fair Winds Tattoo Collective LLC

Kara Kozlowski

## Final Project Report

Luis Landeros    Cassius Manley

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Edward Ferrara Jr.



# Introduction

The client requested help with networking the studio's reputation. The client wants a customer to walk through the door with an understanding that Fairwinds tattoos are not a typical tattoo studio. Instead, the studio has a specific culture, belief, and reputation they hope to have people understand when choosing a tattoo studio. This request meant networking events, reaching out to organizations, and updating the studio's website to ensure someone curious about the studio has an understanding of its formalities.

## Deliverables

### Event Research

For this project, we were tasked with providing research for five public events that would benefit customer relations with Fair Winds Tattoo Collective within the community. Prior events the client has participated in did not yield much profit and did not reach the target market. These events should reach the young adult audience and locations that would offer food/drink options. To satisfy this part of the project, we would deliver a list detailing potential outreach events in Falcon and the Colorado Springs area with their respective dates and why we think they will benefit Fair Winds Tattoo. The section below will go over each event in more detail, including instructions that we were given for the application process of each event.

### Event Contact Information Report

Research on the potential market meeting Fair Winds Tattoo's criteria has determined the local military to be an excellent match. This market provides a constant rotation of new customers and is saturated with young adults. Additionally, participating in events held on the base provides the location, food/drinks, and marketing. This report will also include information regarding how to apply or whom to contact for the events mentioned in the Event Research section below. This information aims to establish Fair Winds Tattoo as a new sponsor at Fort Carson to promote themselves, show military support, and establish their brand.



#### **Fort Carson:**

Point of Contact- Kimberly Gooch

Sponsorship and Advertising Sales Manager DFMWR Marketing

1675 Ellis St. Bldg 1217, Rm 113 Fort Carson, CO 80913

O. 719-526-9977 C. 719-282-5901 kimberly.a.gooch.naf@army.mil

Fort Carson's community economic impact is \$2.4 billion. The base is currently home to 26,000 Active-duty soldiers, 47,000 Army Civilians, 42,000 Family members, and 6,300 Local retirees.

**To Apply-** Decide which event/events to attend, and then contact Kimberly Gooch (listed above). She will draft an agreement that both parties will sign. Ideally, allow three months' notice to ensure all marketing will contain clients' logos. If the client would like to participate in War Dog Memorial Event, be sure to get in touch with Ms. Gooch immediately as it is in May, she will make a special allowance and rush paperwork so Fair Winds can participate.

**War Dog Memorial Run- May 21@ TBD**

(est. participation 2,500)

Table Presence + Logo on T-Shirt + Banner at Dog Park - \$3,000

Table Presence + Logo on T-Shirt- \$2,500

Table Presence - \$2,000

Dog Park Banner - \$1,000

T-Shirt - \$500

**Freedom Fest- July 1 @ TBD**

(est. participation 30,000)

Table Presence + Logo on all advertising - \$5,000

Table Presence - \$4,500

**Color Fest- August 28 @ TBD**

(est. participation 2,500)

Table Presence + Logo on T-Shirt - \$2,500

Table Presence - \$2000 T-shirt - \$500



**Peterson Space Force Base:**

Point of Contact: Marjorie Bennet

(719) 556-4977/Direct / Cell: 254-220-6401

marjorie.bennett@spaceforce.mil

Commercial Sponsorship & Advertising Manager

21st Force Support Squadron, Peterson Space Force Base, CO 80914

Peterson Space Force Base community's economic impact is \$132.5 million. The base is currently home to 4,000 active-duty and civilian employees, 18,500 personnel, and has 173,000 local beneficiaries. Peterson is currently transitioning into a joint coalition base and will have a larger economic impact in the future.

**To Apply-** Contact Marjorie Bennet (listed above) to check on the status of the event via leadership. At this military institution, the leaders have a say as to who can and can not participate in events. Because leadership is constantly in rotation it is worth the effort to check in and form a relationship with the commercial sponsorship/ advertising manager Marjorie Bennett.

**Spring Fling** - April 30 11am- 2pm

Family-Friendly Outdoor Event

Table Presence + Outdoor Rec Canopy and Chairs provided- \$500

**Patriot Fest** - September TBD

Three Country Artists Perform

Table Presence + Outdoor Rec Canopy and Chairs provided- \$500

**ADVERTISING OPPORTUNITY:**

TV MONITORS

\$200/Month- 6 month minimum

\$1,920/ Annual (20% discount)

1. Facilities ads will be seen:

2. Bowling

3. Silver Spruce Golf Course

4. MPF (Military Personnel Flight)

5. ODR (Outdoor Recreation)

6. DFAC (Aragon Dining Facility)

7. Both Fitness Centers

8. Pikes Peak Lodge

9. The HUB

10. Both Child Development Center

11. Youth Center

12. Library

13. Education Center

Slide dimensions: 1920 by 1080 pixels

\*Artwork must contain disclaimer: "No federal endorsement of sponsor intended."

## Website

For this project, we redesigned, added content, and changed the verbiage of the Fair Winds Tattoo website. We redesigned the website to be more visually appealing and convenient for the customer while striving to express the shop's atmosphere. The website's landing page now has images, a video tour, location, operational times, and customer reviews of the studio. The website is also laid out where finding the contact information of any tattoo artist is only a couple of clicks away. The changes we made to the individual artist page were adding a personal bio from them, a picture of the artist, and links to their social media. This way, customers would have more idea of who would be tattooing them. We also added a FAQ page intended to be a convenient way to answer some of the questions a potential customer may have and reduce the number of questions the tattoo artists will receive.

## Homepage

The Fair Winds home page was done to reflect Fair Winds' values and shared the experience of what it's like to step through the doors and be there in person. The homepage had to be carefully built to ensure that most, if not all, of the people visiting the website, would feel like Fair Winds' is the best and most reliable place to get your first or next tattoo. Along with maintaining customer retention, we wanted to meet our goal of portraying Fair Winds' upper echelon feel on the homepage. This idea would make it so that Fair Winds stands out compared to other tattoo shops in the city.

To meet the goals set forth, we added a slide show that included images taken of the inside of the tattoo shop. This element made it so that people could see what was waiting for them when they visited Fair Winds and gain a general feel for the shop. We also added sections highlighting why you should choose Fair Winds and their contact information, along with the slide show. This additive is so that people can gain confidence in their decision to take a look at Fair Winds and to let them know where they are located if they decide to visit in person. In addition, we made sure to include a short video that highlighted Fair Winds' unique style and some actual tattoo sessions, so the customer can see what it's like to get a tattoo there. Finally, a section that shared a few customer reviews that positively reflected Fair Winds was included on the homepage. This addition shows that they have had success with their customers, which helps build their reputation and trust.

Everything comes together to ensure that Fair Winds Tattoo Collective has a successful landing page for all new customers in the future, and we hope that this will give new ideas for future website development.

## Artist's Page

The artist's pages were designed with simplicity in mind. There are three things that the artist's page shows. The first includes basic information about the tattoo artist, a way to contact them alongside their social media, and a gallery of their tattoo work. This simple design shows

the customer what they want and leaves less time to get lost on the website. This detail is also why these pages are very accessible. To access an artist's page, you can find a button for it on the website's home page or find it at the top link bar of the website. The customer will never be more than two clicks away from contacting an artist.

## FAQ Page

Creating an FAQ page made it easier for people to get the information they needed about post-tattoo care without reaching out to the artist directly. This element makes it much easier for the artists to focus on their following appointments and, at the same time, have their customers informed about the proper treatment. In addition, we gathered quality information that would help answer potential questions from customers to relieve some of the work from the artists directly. Overall, this page helps reduce some of that work from the artist without compromising on customer satisfaction and care.

The FAQ also provides a space where potential customers and first-time tattoo receivers can go to have their basic questions answered. This idea allows Fair Winds to reach out to many types of customers. It also allows the website to have more functionality and climb SEO rankings (Search Engine Optimization). This detail is because the FAQ page contains keywords and valuable information related to before, during, and post-tattoo care. SEO is essential for any website because SEO optimization allows the site to gain the most amount of visitors, which translates directly to Fair Wind's potential business.

## Future Instructions

Regarding the website, to make the changes public and live for Fair Winds, you would need to go to the website builder. Once you are in the editor, all you would have to do is press “republish” on the top right-hand corner. We are leaving the web pages visible on computers, tablets, and phones so that all you have to do is hit republish, and the new website will be made public.

When making changes to the website, no work is final until the “republish” button is pressed. This detail allows you to modify the site without worry because changes can always be reverted. Many different components and elements go into the website builder, so the saving and republishing features are essential. As it would be too confusing to explain all of the minute details that go into modifying the site, our primary recommendation is to explore and experiment with the components without publishing. Also, Ionos has excellent documentation, so most questions regarding the website builder can be answered in this way.

If the client wants to participate in the War Dog Memorial Event (May 21), be sure to get in touch with Ms. Gooch immediately in May; she will make a special allowance and create

an initial agreement. Then an addendum for any additional events the client would like to participate in. (Her cell phone is the most successful way to reach her.)

## **Professional Recommendation**

The Bachelor of Innovation is great at providing team members with unique specialties such as networking and communications, website design, writing and language skills, and photography and video. This team provided an excellent foundation for another team to build off of. For example, The Bachelor of Innovation teams specialize in putting an outside perspective on what could be improved; we specifically looked for networking outside of the tattoo studio and advocated for the studio. We also provided feedback from tattoo customers for a non-bias look at the studio. These are aspects that another innovation team could carry on with and help the studio with.

## **Summary**

The client needed assistance with boosting the reputation and presence of the Fairwinds Tattoo Collective. The team provided networking resources, including event and contact information, and updated the business' website to address this request. The studio's website was updated to include a photographic gallery, a video highlighting the studio's interior, individual pages for each tattoo artist with their social media and contact information, and an FAQ section. In addition, several events and networking ideas were given to the studio for future success.

## **Conclusion**

Each team member contributed a specialty of their own to this project. There was a range of needs for this project, and each condition was met. This aspect made the team of great value to the project and the studio's future. With meeting the client on Sundays, each meeting was beneficial and productive to the goals for each week. The team's strength collectively was working efficiently and being ahead of schedule. Outside events such as military events the team got in contact with showed enthusiasm and excitement to work with the studio in the future. The website also went under a significant improvement of information for customers and professional visuals for customers to get a better understanding of the atmosphere in the studio and what to expect before arriving. The team visited the studio a total of three times and each time made progress in understanding how to communicate the studio's reputation through taking visuals.

On behalf of the team members Luis Landeros, Cassius Manley, Mary Kate Zimmerman, Lauren Servant, Rachel Klap, Kolby Raineri, Edward Ferrara Jr., and the Bachelor of Innovation program, we would like to thank you for the opportunity you have given this team. Our team is grateful to have been given the amount of trust you have provided to each one of us. We have worked hard to ensure your request was answered thoroughly and with care, and you have been incredibly supportive in the process. We would also like to thank your artists who were so welcoming and willing to help every time we entered the studio. You have given us a leeway into more opportunities for our futures, and the experience gained through this semester has been incredibly effective in our careers as students. We wish you fair winds in your future endeavors!

Thank you once again,

**Luis Landeros**

*Luis Landeros*

**Cassius Manley**

*Cassius Manley*

**Lauren Servant**

*Lauren Servant*

**Mary Kate Zimmerman**

*Mary Kate Zimmerman*

**Rachel Klap**

*Rachel Klap*

**Kolby Raineri**

*Kolby Raineri*

**Edward (Eddy) Ferrara Jr.**

*Edward Ferrara Jr.*



# Contact Information

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