

Conroe Marketing Case Study

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Abstract

This is a case study about the suggested marketing strategies for the city of Conroe. The main attractions that were used in the case study were the blueberry farm, the Crighton theater, and lake Conroe. These were the best attractions to market to the two target markets that were determined. The first target market are families with children that are under the age of 12 years old that live in either the south Houston area or the DFW area. The second target market is masculine friend groups between the ages of 25-35 that also live in the south Houston area and the DFW area. These two target markets are identifiable, sustainable, durable, and exploitable making them the perfect market for the city of Conroe. The only competition Conroe will have with these target markets are other lakes, blueberry farms, and Galveston. These are Conroe's biggest competitors because of their locations and these locations provide similar activities as well. The case study then goes into the articles used to support the suggestions and from these suggestions there are methods to use to help market to these two target markets. Finally, there are nine recommendations that are made from the research that was completed and suggested ways to use the recommendations. The recommendations range from commercials on kids' channels and the outdoor channel, field trips, special events, festivals, open houses, and camps. These recommendations are geared to better markets the city of Conroe to the people of south Houston and the DFW area to draw them away from Conroe's competitors.

Best Attractions

Moorhead's Blueberry Farm

Based on our research, Moorhead's Blueberry Farm is the best attraction that The City of Conroe has to offer the community. For the quality, pricing of the blueberries and experience, you can't beat the deal of the blueberry farm as they offer customers 20 acres of blueberry farming with 20 different varieties of blueberries to pick from. Moorhead's Blueberry Farm is also part of Texas history as it has been a part of the City of Conroe since 1970. Moorhead's Blueberry Farm is a great attraction as it provides people the opportunity be outdoors and pick their own fruit, learn about nature and the growing process of blueberries and ultimately have fun outdoors. From the research conducted, Moorhead's Blueberry Farm is a key attraction in the City of Conroe because it draws not only the residents of Conroe but also people from other cities to their farm to begin summer by picking fresh blueberries and enjoying the outdoors. This also provides an educational event to the blueberry pickers to show where food comes from and how different it is to eat freshly picked fruit versus what is bought in stores.

Crichton Theatre

Based on our research, Crichton Theatre is one of the best attractions that the City of Conroe has to offer the community from a historical point-of-view. Built in 1934, this historic treasure is still able to present delightful performances while still maintaining the original theatre's charm of Texas history. This beautiful artifact is a must-see attraction especially after a lovely dinner downtown. You don't want to miss spending an evening inside this token delight. It is a very appealing local attraction to spend a night on the town watching performances or even spending a raining/cold day inside watching a show or play. The theatre is an energetic place where you can sit back and relax enjoy the creativity of others.

Lake Conroe

Lake Conroe, based on our research, is a nice location to “get-away” from society. Lake Conroe offers vacationers, whether local or not, a place to lay out and relax, learn how to water ski and tube or even just play in the water. Lake Conroe is one of the best attractions near the City of Conroe because it disconnects you from your electronics and social media in exchange for time relaxing on the open water and enjoying what nature has to offer to you on a nice, sunny, hot day.

Target Markets

There are two markets that we recommend pursuing. The first target market is families that with children that are about 12 or younger from either the DFW area or from south Houston that are looking for activities for their children. This group is very identifiable by using the schools that the children attend in these two cities. This target market can also be reached through the kid channels in the DFW area and in Houston either through Disney channel, Nickelodeon, and/or Cartoon Network. This group is also sustainable through the fact that there will always be families in these areas. The DFW area and south Houston area are working class areas that are perfect for people to raise a family making this target market durable as well. Finally, the families will be exploitable because families are always looking for things to do for their young children. Either to keep their children occupied or to give their kids new experiences.

The second target market are masculine friend groups between the ages of 25 to 35 years old from the DFW area and the south Houston area that like to spend their time on the water or doing outdoor activities. This groups are identifiable by through the Outdoor channel and the Discovery channel watchers. These individuals will be very into boating, fishing, and hunting so they will most likely be watching these channels. The group will be sustainable because there are

always people looking for a new place to fish and boat in these two cities. The DFW area and south Houston area have a lot of people that like to do these activities, so it makes the target market durable. Conroe can exploit this group of people providing a place to freshwater fish near this group and provide a lake perfect for water sports like jet skiing, wakeboarding, and tubing.

Competitors

The first and the biggest competitor to Conroe is Galveston. Galveston can provide everything that Conroe can provide but it is closer to the south Houston residents. The city has fishing and beaches and that will draw our target markets away. Galveston also is very family friendly and can pull all the families to the location. The second competitor is lake Texoma because it is closer to the DFW area and it is a bigger lake. This will mean a less time for DFW people to be traveling. The third competitor is lake Livingston because it is right next to Conroe and it provides the same amenities. The last competitors are the Makewood Plantation Blueberry farm and Chmielewski's Blueberry farm. These farms are just like the blue berry farm in Conroe and they are placed around the Houston area as well.

DMO

Document

10 Best Things To Do In Conroe

It helped to explain what Conroe had to offer, what everyone who visited Conroe thought of it and what was the best thing to do in Conroe.

About Lake Conroe

It helped to understand what Lake Conroe had to offer and its key features of the lake.

City of Conroe

It helped to understand the City of Conroe and its history and provide the best possible ideas that would fit with the city and its culture.

Crichton Theatre History

It helped to understand the Crichton Theatre history and its place in Conroe. It also gave us a background on the city and why the theatre is the best fit for Conroe.

FAQ of Moorhead's, Moorhead Website, Moorhead's Blueberry Farm, It's Worth the Drive to Do the Picking at Moorhead's Blueberry Farm, Aisles of Blue

This was all about the Moorhead Blueberry Farm in Conroe and why people go there and enjoy it so much. It gave us information about the farm and what it has to offer. These documents also helped to understand why the blueberry farm would be the best attraction of Conroe. The articles also provided information for back up as to why it is the best attraction. It gave us information as to why people go, answered questions about the farm and provided information that would be helpful to know before going to the farm to ensure that it would be a great trip and why it is worth going to get blueberries.

Decide

We picked these attractions because, based on our research, they are places where people love to go because they offer many entertainment opportunities. These documents helped to back up these decisions and confirm that picking them are the best attractions that Conroe can offer their residents and visitors to the city.

Differentiate

Moorhead's Blueberry Farm

The blueberry farm will evolve because this is a unique opportunity to see how blueberries grow, the processes for making jams, jellies and pies, and the availability of picking your own berries. The target market is a never-ending cycle of people of all ages because of the uniqueness of the blueberry industry. The City of Conroe is able to provide a valuable lesson as it relates to growing your own food and processing it into your favorite's items, or just eating them right off of the bush. Although a business, it is also a fun, family event.

Marketing will be different, as it will focus on the closeness of this existing blueberry farm versus the next blueberry farm which is an hour away and charges twice as much. We can be different from the rest of the market because not only are we only one of two places that have blueberries in the area, but we will be able to show people the benefits of growing and picking your own food. We can use our farm as a teaching environment for everyone that comes to Moorhead's Blueberry Farm.

Crichton Theater

The theater will evolve by word-of-mouth. By showing old films along with new, first run movies, the theater will bring in any age group. The theater will also be used to bring in live shows too. By mixing up the genre of the theater, it will appeal to everyone who goes there. The entertainment business of the theater can thrive because everyone enjoys going out to the movies and enjoying afternoon show or an evening out at the theater.

We will be different because we can offer a variety of shows for all ages. There will be something for everyone. It will especially useful because both film and live shows will be available for viewing for every audience.

Lake Conroe

Lake Conroe will evolve each year on its own because it is lake. Everyone enjoys going to the lake to relax, swim, boat and enjoy the weather. The target market is almost everyone with the possible exception of older people who cannot tolerate the heat. Otherwise, people want to be outdoors enjoying good weather and where else is a good place to do that than at the lake.

Lake Conroe is different because Sam Houston National Park surrounds the lake. There is no other area around that contains a lake and a park in the same area. This setting creates a beautiful atmosphere of what nature has to offer and also provides a chance to see the wildlife in its natural habitat. You can spend your time relaxing on the water relaxing and enjoying the outdoors.

Design

The slogan will be “Don’t be blue pick blue with Conroe”. This phrase is to highlight the two big blue attractions, which is the blueberries and the lake. The logo was designed to highlight all the attractions that we believe would bring people in. The logo has the Crichton theater in the middle with blueberry bushes in front of it to show the blueberry farm. Finally, the logo has the lake in the background to show that it is a part of the Conroe area, but it is not the main attraction. The logo then has the slogan around it to identify the city that is being represented.

Deliver

Morehead’s Blueberry Farm

We will use social media to show the history of blueberries, how they are grown, and how to know when they are ready to be picked. We can use Facebook Live to televise the farm and show the process of the blueberries and how they are coming along. We can advertise blueberry classes where the public can take a class on how to make jams, jellies or pies. We can also use flyers and newspaper ads to get the word out about the farm and what we have to offer. A promotional event could take place at a local grocery store where we hand out fresh berries and a flyer advertising

the farm. Finally, it would be beneficial to speak at the local elementary schools to plan future field trips with the science departments.

Once the word spreads on how great it is to pick your own food and how much fun it can be to “get back to nature,” the farm will have to expand even more.

Crighon Theater

We will deliver it to our market by using social media and the television media to highlight upcoming shows. Ticketing websites can also be used to highlight bigger events. Scheduling a Saturday afternoon children’s event can lead to other specialized events as well. Television ads can show previews of upcoming shows and what else the theater has to offer.

Lake Conroe

We will deliver it to the people by social media showing live videos and photos of what the lake has to offer and what you can do while on the lake. We will also show TV ads to show case to the market what you can do on Lake Conroe and how truly beautiful it is out on the water and how you can enhance your life by being in nature.

Recommendation

1. Commercials for the blueberry farm airing on kids' channels to show the kids the benefits of why picking your fresh food is a good thing and to get them to have their parents take them to the blueberry farm and show them a good time and also teach them about the blueberry farm. Commercials for the lake and theater on adult channels to show case what they have to offer. The lake advertisements will show on the outdoor and hunting channels as well as NatGeo channel while the theater will be shown on the news channels.

2. At school, ads will be sent home with the kids for the farm and theater to show case healthy living and kid friendly shows.
3. The blueberry farm will have camps and daytime programs for schools and organizations to teach them about healthy living and about growing your own food and the benefits of it.
4. Schools and other organizations can use the theater as a place to perform and use it as a show case venue.
5. The lake can be used for special events, aquatic programs and camps during the spring and summer.
6. The theater can hold an Open House and show the history of the theater and the City of Conroe through time, like the ride "Carousel of Progress" at Disney World.
7. A blueberry festival can be held at the farm or in downtown Conroe to show case the different blueberries grown at the farm, recipes for blueberry goodies, a pie eating contest, a blueberry cook-off and taste testing of different blueberries.
8. A summer festival can be held to show what the lake has to offer and provide information on all of the wildlife that the nearby park houses.
9. Promotions can be held at the theater to enable more people to enjoy an afternoon at the theatre. Discounts for a future return to the theatre can be provided too so that it is guaranteed that the theatre will have a constant flow of people.

APA Citations

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