



PROCLAIM

ENCOURAGE. EQUIP. REMIND.

2020 ANNUAL REPORT

Proclaim the Name Mission

Our mission behind Proclaim the Name apparel is to encourage, equip, and remind believers of one dire task. Proclaiming the Name of our Creator. We want to use our conversation starter product line to create more gospel centered conversations and start a movement of passionate believers on fire for the Lord. We want to turn people into walking opportunities for a genuine gospel conversation. Our products are different from normal Christian apparel. Our products draw in nonbelievers rather than repel them. By using gospel centered words in an unfamiliar language, conversations are created naturally and have the potential of planting seeds that could grow into devoted followers of Christ. We pray that our products and evangelism content will make believers feel encouraged and equipped to have conversations that will lead a world full of broken people toward their savior.

We believe this mission statement summarizes our goals and pursuits as a company. First and foremost, we exist to glorify God. Scripture tells us on multiple occasions to work and serve to the glory of God, and this endeavor is no exception. Throughout our product development, marketing strategy, community service, and everything in between, we want to proclaim the Lord and His glory above all else. Proclaim The Name exists to encourage, equip, and remind believers the importance of declaring the Gospel. We activated this mission by providing devotionals, evangelist Q&A's, posting encouraging Bible verses, and so on.

Together we will Proclaim the Name...

Mission behind the Neos Company

The Neos Company exists to offer meaningful and desirable products in order to enhance the lives of customers, impact the surrounding community, and glorify God. We strive to represent Christ by serving others with high quality products.

GOALS

Accompanying the mission statement are four goals that will guide how the Neos Company conducts itself this year. First, our goal is to increase awareness of our company's rebrand. The majority of people on Cedarville's campus do not know what we are and what we do; our goal is to inform potential customers about us. This will be achieved primarily through a large social media presence and a professional website. Another goal is to create value by creating quality products. We have spent the past semester working hard to ensure that our products are meaningful and high-quality, and we believe these items will add value to customers. Our third goal is to communicate better with current customers. This will be accomplished through the use of promotions on campus as well as thank-you postcards that will be given out with every purchase. Lastly, we want to expand the reach of the Neos Company, specifically by reaching off-campus markets. We foresee this company having a large off-campus presence in the near future, and it begins with a big first step. So, one of our products will be marketed solely off-campus. We believe that this will be beneficial to the company this semester, but more importantly it will set up future companies for success.

MARKETING, WEBSITE

Due to the Coronavirus pandemic and an internet-focused marketing strategy, most of Proclaim the Name's sales were conducted through its website. The website was updated from last year's webpage. This update included a facelift, a new devotional tab, an Instagram feed, and an option to offer a bundle product. The website's program base, WordPress, was a difficult program to learn and use. Because of the difficulties with this software, we encountered problems, including an inability to link the site to social media platforms, a glitch in which only the medium size of the shirt was offered for sale, and difficulty offering a discounted bundle product. All of these problems were solved and the website continues to be updated.

Below are pictures of the website's home and shop pages.



Shop Now!



Thank you for your interest in shopping with us!

Proclaim The Name is an evangelism based business under The Neos Company. The purpose of our products is to be an aid in starting a gospel conversation. Evangelism is never easy, but it is our goal to assist you in taking the steps to do so.

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proclaiamthename

Merchandise by @theneoscompany Helping you proclaim the name of Jesus



Load More...

Follow on Instagram

Proclaim The Name Apparel is a subsidiary of The Neos Company



Shop

Default sorting >

Showing all 4 results



"Justified" Hat

\$12.99

ADD TO CART



"Promise" T-Shirt

\$13.99

SELECT OPTIONS



3 Product Bundle

From \$29.99

SELECT OPTIONS

MARKETING, SOCIAL MEDIA

Overview

Marketing and social media are essential parts of a successfully functioning business. To be tasked with these responsibilities is a challenge. We wanted to create a social media presence that worked alongside our mission and allowed us to not only promote our products but serve our customers with reminders of how to use the products effectively or to encourage them in their Christian walk. The platforms we decided to use were Instagram and Facebook, as we believed these were the platforms that most people would be able to be reached on. The focus of our social media platform was mainly Instagram so most marketing ideas were pushed through there and we linked Facebook to Instagram so that we were able to use both with one being the focus. The networking was done through following the majority of the people that were already a part of the Neos Company account's followers. From there we went through and followed the people that our employees were already following.

Statistics

Between Facebook and Instagram we were able to gain over 1,000 followers. Among these followers we gained an average of 136 likes per post on Instagram and also on Instagram we were able to reach around 1,378 accounts per post. These averages were

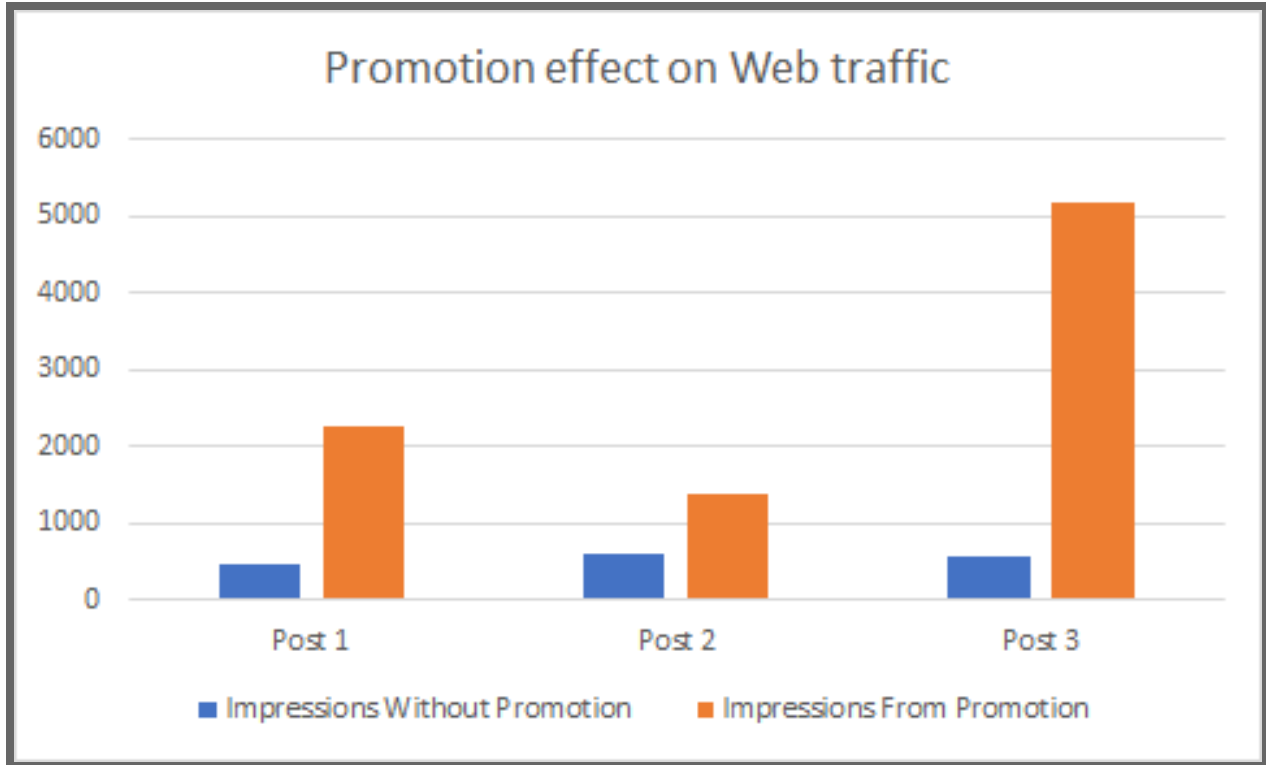
greatly brought up by the three posts that we boosted. We tried multiple different ways of boosting the posts out past our followers and each and every time we boosted the posts we were not disappointed by the outcome. Using paid promotions to boost our posts proved to be a very effective way to reach people, this would be a way of reaching more people that you otherwise would not ever have the opportunity to reach. It was difficult to move marketing focuses off campus because of COVID-19. Although, we were able to reach Instagram accounts from California, Texas, Florida, Maryland, New York, and many others from all around Ohio. We were thankful to have been able to have a wide variety of areas reached.

Influencers

Another way we pushed some marketing around campus and social media was through influencers. We found people who had a lot of followers, a lot by our definition is people with over 1,000, and asked them if they would post photos with our products on their Instagram. We were able to get seven active participants in this. We sent them a “defective” mug that had a chip or scratch in the paint, since we did not have to purchase these ones. Then from there we had them take photos with the mugs on their own and send us the pictures as well as posting one on their personal profile. The challenges we faced here was getting active involvement and how to use their content effectively. We appreciated the extra advertisement and extra exposure, yet this was a new process so moving forward with the process was the challenge we faced.

MARKETING, CONTENT PROMOTIONS

We ran 3 paid social media promotions (boosts) on 3 different Instagram/Facebook posts throughout the semester. These are paid for according to the amount of time that you have them run for. We decided to run the promotions for product posts to get the maximum amount of people to see the products as we could. The money spent on each was minimal. The first promotion we spent \$15, the second we spent \$10, and the third we spent \$30. The return we got on these small investments was desirable. As you can see the amount of impressions that we got on each post from our follower base is shown in blue, and the amount of impressions that came from the promotions are shown in orange. The smallest promotion that we ran still doubled the number of accounts that saw our product. This led to extra profile visits and extra sales. Our marketing efforts paid for themselves quickly.



MARKETING, POP UPS

We decided to have pop-up shops along with our online selling platform. All pop-up shops were on campus and we ran three different pop-ups on three different dates as a way to get our products out in person. The pop-ups ran for five hours each, starting at eleven a.m. all the way till four p.m. This gave our shop good enough time to be seen by many different crowds throughout the day. In order to be seen by many people, we also tried to place ourselves in high traffic areas outside. Previous IBC groups have been able to sell indoors at little tables set up, however, we were not able to do that because of COVID-19 guidelines with the university. We had to set up our shop outside, but also in a bigger area to make sure that traffic could still flow around us, and that our customers could remain socially distant from each other while shopping. Having our products set up on campus allowed for a lot of in-person exposure to our products. Though most of our sales have been made online, we were able to get over 45 total sales through the pop-up shops. This may not seem like a huge number in comparison to our online sales, but it allowed us to have great and meaningful conversations with people on campus about our

product, the brand Proclaim The Name, and the IBC in general. Building customer relationships was important to us as a marketing team because we ultimately knew that not everyone would have social media to be able to see all the online marketing we were doing. The pop-up shop was a tangible way to see and hear about our products along with helping our customers get a better idea of the products we had available to them since they were tangible at the pop-up.

With the actual design of our pop-up shops, we wanted to create something that looked more than just an org on campus with a table selling products. We made sure to create a storefront for Proclaim that looked as though we belonged as an actual business wherever we set up. We had many people come up to us and compliment the actual setup as well stating that they were actually drawn to come to check out our shop due to the nice aesthetic look of it. As a marketing team, we wanted to create a look for Proclaim that was shown cohesively throughout the website, social media, and pop-up shop.





INVENTORY

Beginning Inventory

- 250 shirts
 - XS - 5
 - S - 60
 - M - 70
 - L - 60
 - XL - 40
 - XXL - 10
 - XXXL - 5

- 96 hats

- 100 mugs
 - +100 additional mugs

Ending Inventory

- 93 shirts
 - XS - 2
 - S - 29
 - M - 2
 - L - 29
 - XL - 26
 - XXL - 0
 - XXXL - 5

- 29 hats

- 48 mugs

Purpose

The goal of the Inventory Team was to efficiently and effectively keep track of inventory and fulfill orders. Each member had specific and vital roles that played into the everyday operations within the team.

Supplies

All of our inventory was supplied through the Cedarville bookstore. The book store was familiar with the Cedarville market and gave us reasonable estimates of what would be appropriate to order for the sizing. As you can see above, we completely ran out of XXL sizes. We ran out fairly early on. The team came very close to running out of mediums as well.

100 mugs were ordered at the beginning. After sorting through the defective ones we had 83 mugs. The 83 mugs were sold and we then purchased another 100 mugs in which another 16 were defective. We now have 48 mugs left.

Order Fulfillment

On the order fulfillment side of things, the team effectively created a system to ship order off and on campus. The team brainstormed ways to best fit and display the products in our bags and boxes. Following the day of launch, the inventory team led a “packing party” in which we informed our Proclaim the Name team members on how to best efficiently and pack boxes. The off campus orders were then taken to the post office to be shipped and delivered and on campus orders were bagged with the customers name and campus box number. On campus orders did not have any shipping fees.

What We Learned

As the semester went on, the team learned many valuable things such as better problem solving and communication skills. On a few different occasions, members of the team went into and out of quarantine. This helped us to learn better communication and to trust our other teammates. Throughout the semester we also experienced some issues with our shipments. Such as customers not receiving their correct order. We were able to contact our customers and solve the problems successfully.

Difficulties and Things We Could Have Done Differently

One of the most difficult aspects of Proclaim the Name’s inventory was when we began having popup shops. We had an effective system for online ordering, but it was hard to keep the sales separated. The whole team pitched in to help run the popup shop, and because there were so many shifts it made it difficult to keep track of who bought what.

One way that we could have solved this problem was by purchasing a price scanner. We would have then tagged every item and scanned each item before it was boxed or given to a customer. The purchase of a price scanner would have eliminated much error.