Sample Marketing Campaign Evaluation Scenarios

Scenario 1: Pick-Your-Own Strawberries Festival

Goal: Attract 200 new customers to a farm.
Tactic: Boosted Facebook ads ($250) + kids' activities.
Results: 350 visitors (220 last year), 40% new customers, $3,200 sales (vs $2,500), Net profit $1,800.
Variables: Sunny weather.

Scenario 2: Food Truck Tuesday at the Brewery

Goal: Increase Tuesday sales by $600.
Tactic: Cross-promotion with brewery (Instagram + flyers).
Results: $1,450 sales (avg $850), brewery +20% tap sales, Costs $100 flyers + staff time.
Variables: Rained hard for about 30 minute halfway through the evening.

Scenario 3: Goat Cheese CSA Add-On

Goal: Sell 50 cheese shares.
Tactic: Email blast + $25 early bird discount.
Results: 42 sold (vs 30 last year), Revenue $8,400, Discount cost $1,050, Net profit $7,350.
Variables: Some CSA members didn't see email.

Scenario 4: Rancher's Chipotle Beef Jerky Launch

Goal: Sell 500 packs in first month.
Tactics: Free samples at markets + Instagram Stories.
Results: 420 packs sold, Sampling cost $600, Instagram reach 3,000 (150 likes).
Variables: Competing jerky stand offered a Buy Two Get One Free 2G1F deal.

Scenario 5: Cheesemaker's Holiday Gift Basket

Goal: Sell $10,000 in holiday baskets.
Tactics: Local radio giveaway + email to past customers.
Results: $8,200 sales (85 baskets), Costs $700, Repeat customers = 70%, Margin 35% (down from 40%).
Variables: Snowstorm closed roads for 2 days.

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