

Getting out of the Red!

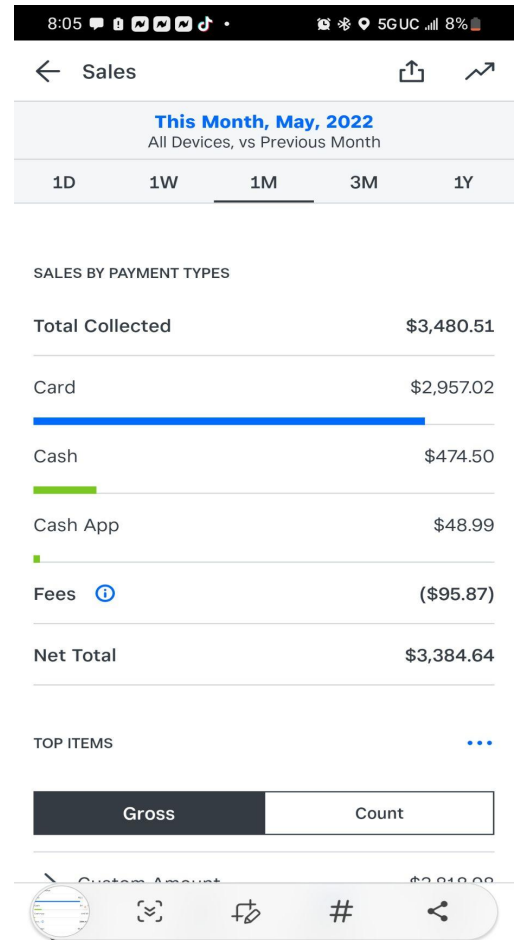
May 8-20, 2022

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

Everyone knows how Covid has affected businesses all around the world. Our school store was not exempt. We worked hard to get our store ready to go online. However, everything felt through with endless protocols. Our store is self-sustaining which means the school does not cover our debts. After losing one of our advisors, competitions and more Covid, we were informed we had until May 20th to clear our debt of nearly \$4k. We also switched leadership teams after DECA's International Conference in April.

We had already enlisted an OCHS DECA Alumni to help us revitalize our SM Marketing and strategies. We laid out a plan and used some old and new promotions. One promotion was to give 30% off at all three graduation ceremonies, one high school and 2 middle schools, as well as a promotion county wide for 25%. We ran ads on both our renovated Facebook and Instagram accounts. The results we were able to sell more than \$7K to pay our accounts off in the green and have money left in our account to start the new year.

We were not able to use the School POS Credit Card machine. We had to use square. Our account is temporarily deactivated due not bringing in enough revenue during the last two years to pay the monthly subscription. We also sold 384 Ozark Lollipops and 102 Popsicles to help round off the cost. With a new team of DECA officers who have been in the organization less than a year, we pulled off what no one thought we could in 10 days!



Starting from scratch May 8-20, 2022

We consulted one of our Alumni who is a marketing specialist to help us revamp our social Media pages on FB and IG. Our goal was to use digital marketing in a way that could launch our business back to its glory days after an absence of nearly two years. We had weekly meetings on Zoom for about 2 months. We also decided to separate our chapter pages from our school store pages. Next we decided to have more than one VP of Marketing. For the first time, we have a VP of Marketing for the OCHS DECA chapter and one for the Hornet Hideout.

Our second goal was to capture more followers. To do this we ran a promotion at the same time as the one listed above.

We gave a 10% discount on top of our 25% discount to bring in more followers and sales at the same time, it helped bring more people to our page. All that had to be done was follow our Instagram account and show us that was done. This helped our marketing as more people followed our updates and sales.

