



GRIZZLY GEAR

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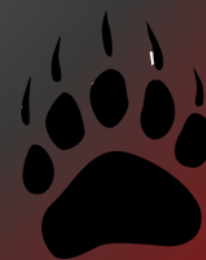
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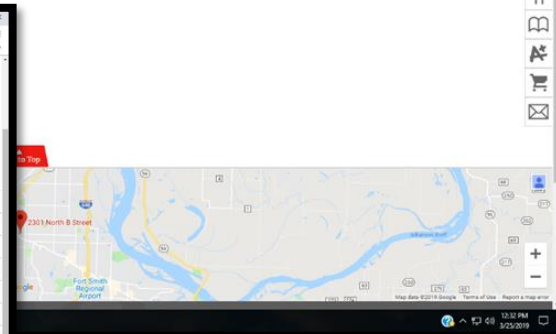
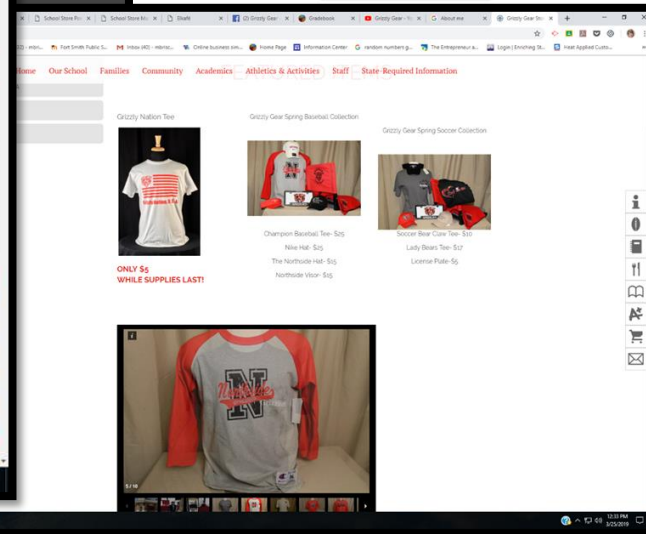
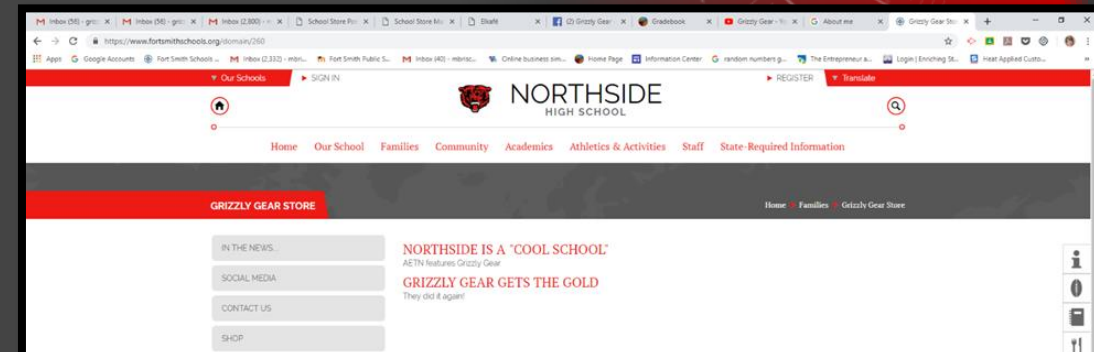
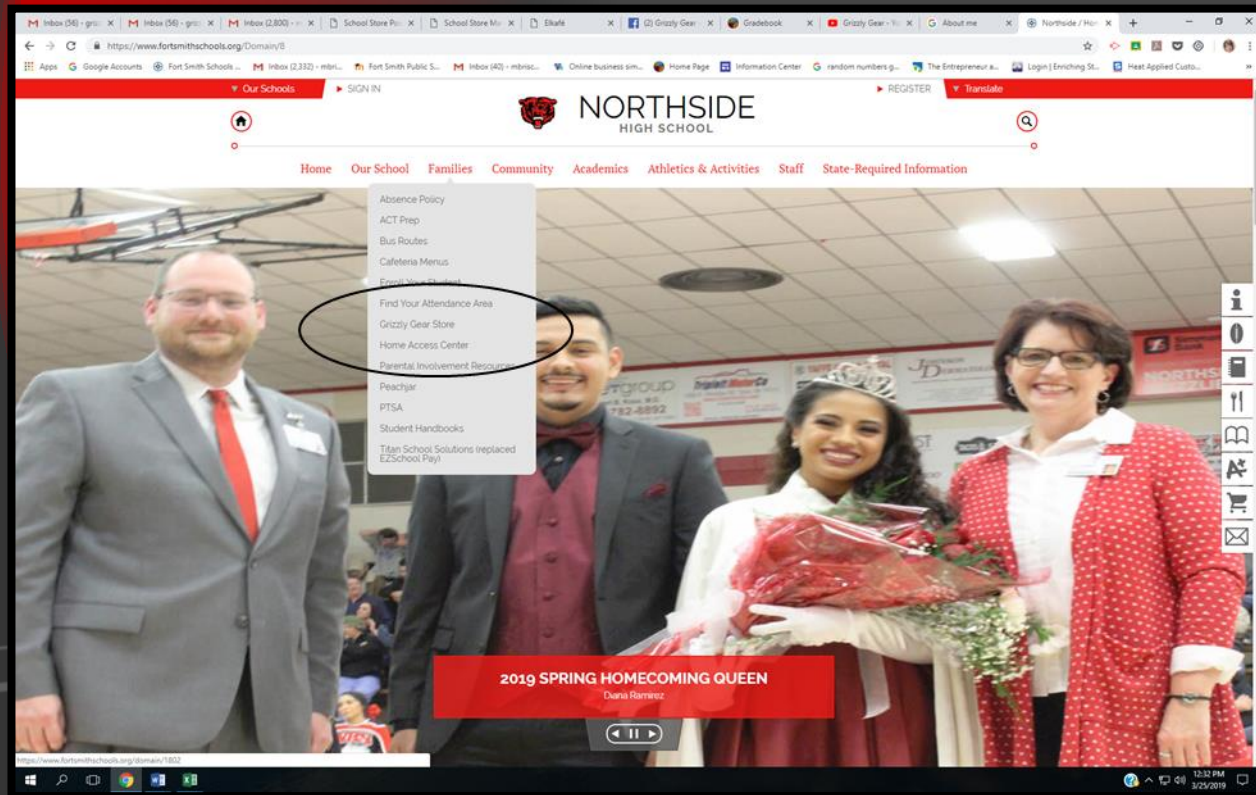




WE ARE GRIZZLY GEAR



Here at Northside High School, school spirit is a big deal. As Fort Smith's original high school, Northside has a strong sentimental following in the city. Grizzly Gear is a way to bring school spirit to our community at good prices and as efficient as possible. We welcome you to Grizzly Gear! Our web page features articles about us, links to our social media, and items available for sale.





Social Media:

One way we promote our store is through social media. Below we have a screen shot of our school website and Facebook page.

We maintain:

Facebook: Grizzly Gear

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

Twitter: @NHSGrizzlyGear

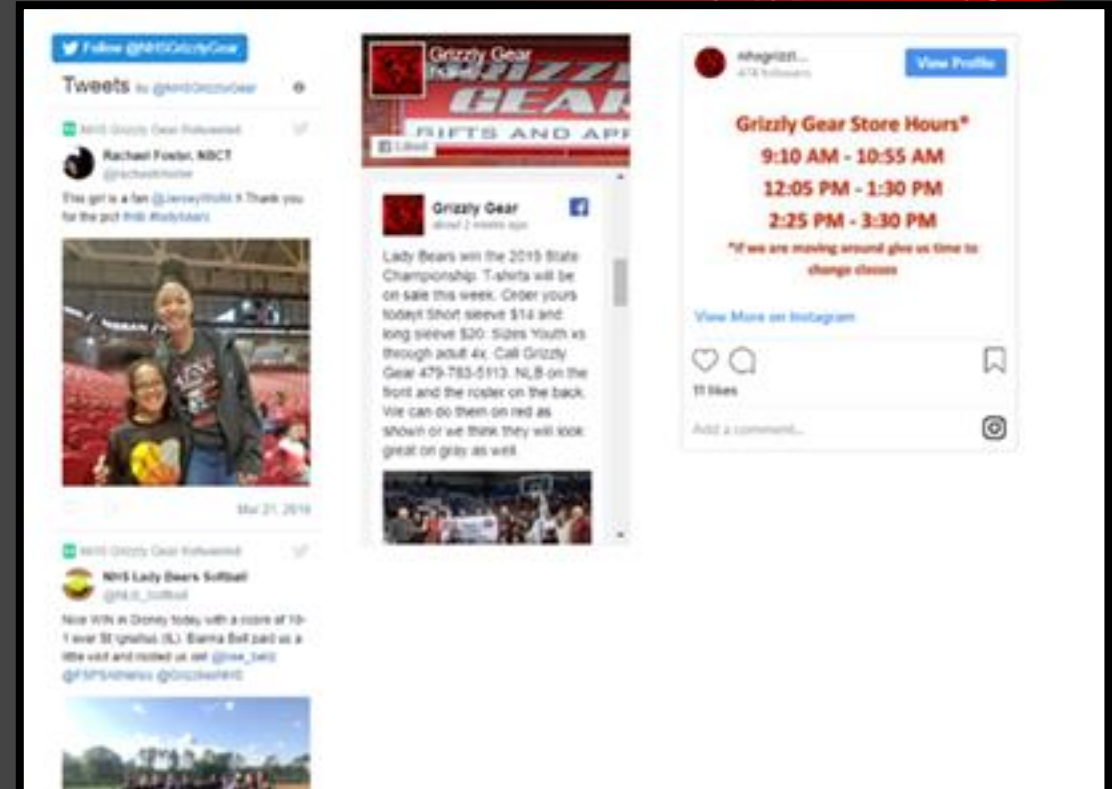
<https://twitter.com/nhsgrizzlygear?lang=en>

Insatgram: @nhsgrizzlygear

Youtube: Grizzly Gear

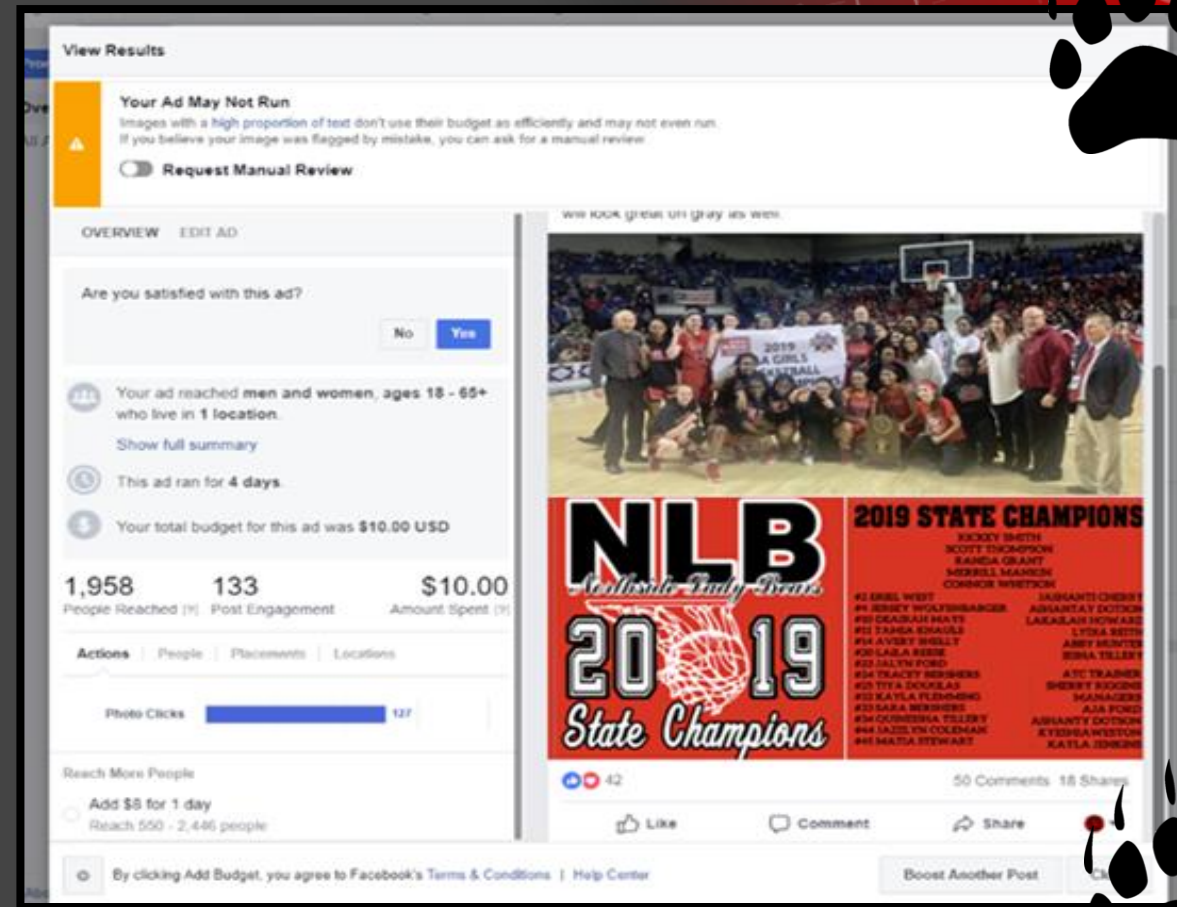
<https://www.youtube.com/channel/UCFDdYEoXN3Y7jkG>

[AskG5kQw](https://www.youtube.com/channel/UCFDdYEoXN3Y7jkGAskG5kQw)



Northside Lady Bears Champion Shirt FaceBook Promotion

To the right shows our ad we bought to promote (link to our FB post) our state championship t-shirts after both the boys and girls basketball teams won. We bought the ad for \$10 and generated enough over \$1,400 in revenue. As a thanks to the team for this opportunity we are donating \$250 for their championship rings.



View Results

Your Ad May Not Run
Images with a high proportion of text don't use their budget as efficiently and may not even run. If you believe your image was flagged by mistake, you can ask for a manual review.

Request Manual Review

OVERVIEW EDIT AD

Are you satisfied with this ad?


12.1 Your ad reached men and women, ages 18 - 65+ who live in 1 location.
[Show full summary](#)

⌚ This ad ran for 4 days.

💰 Your total budget for this ad was \$10.00 USD

1,958 133 \$10.00
People Reached (Y) Post Engagement Amount Spent (Y)

Actions | People | Placements | Locations

Photo Clicks  127

Reach More People

Add \$5 for 1 day
Reach 550 - 2,486 people

By clicking Add Budget, you agree to Facebook's Terms & Conditions | [Help Center](#)

we look great on gray as well

NLB
Northside Lady Bears
2019
State Champions

2019 STATE CHAMPIONS

KIKKEY SMITH	SAUNAHMI CHERRY
SCOTT THOMPSON	ASHA REAY DOTSON
BANBA GRANT	LAKASHA HOWARD
NEBBEL MANNON	LITIA SMITH
CONNOR WRETSON	AMBY MENTON
#2 ERIN WEST	EMMA TELFER
#4 BIRNEY WOODFINBARGER	AJT TRAINER
#10 KEARAH BAYE	SHERY BUCKING
#11 TRASHA EDWARDS	MANAGER
#14 AVERTY SHIELLY	ASHA FORB
#20 LASHA BERRY	ADRIANNY DOTSON
#22 JALYN FORD	KYDREA WESTON
#24 TRACEY NEWBERRY	KATLA JENSEN
#25 TYA DICKENS	
#30 KAYLA FLEMING	
#33 SARAH NEWBERRY	
#34 CORINNEA TILLEY	
#44 JAZZLYN COLEMAN	
#45 MALIA STEWART	

42 50 Comments 18 Shares

Like Comment Share

Boost Another Post

Small Business Saturdays

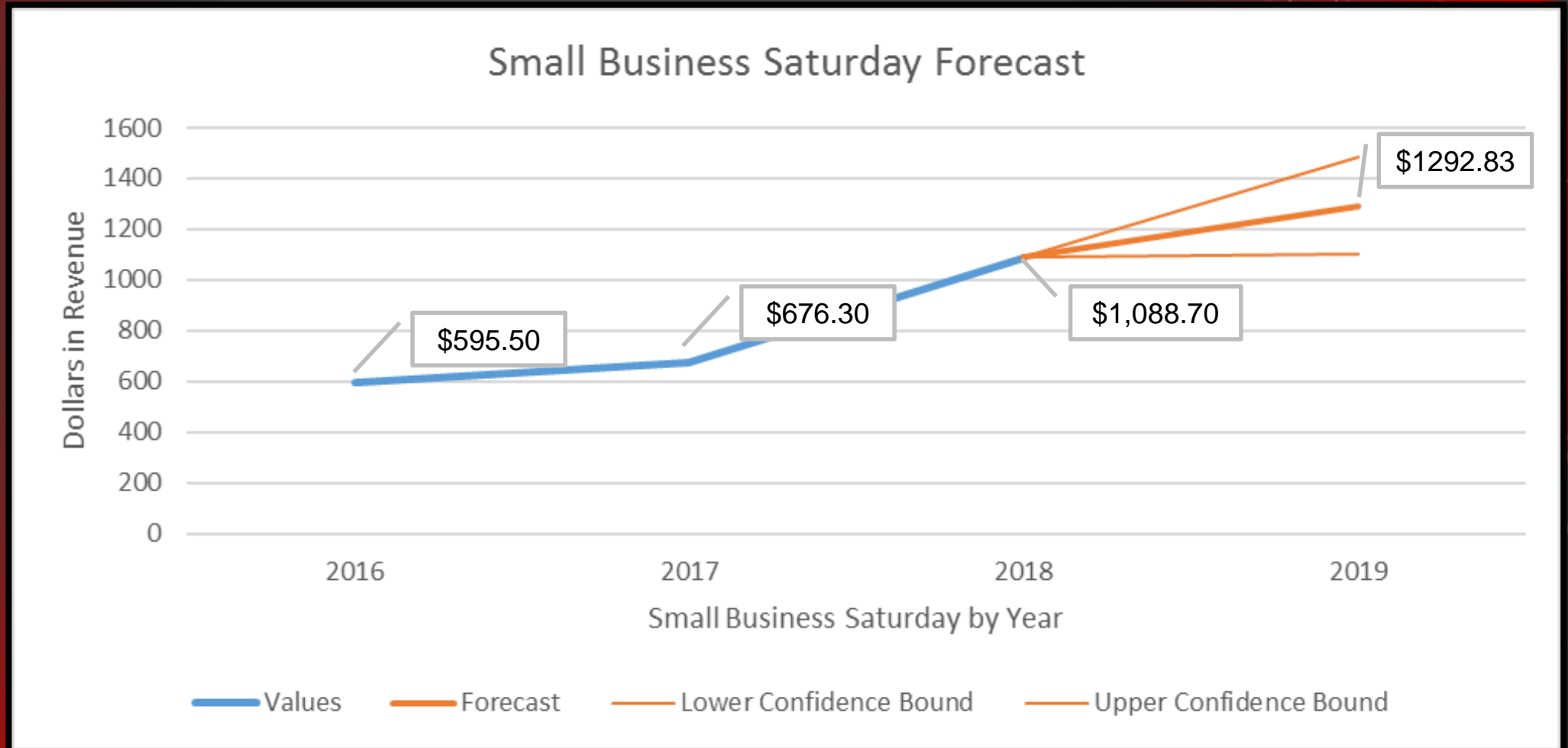
Small Business Saturday is a special event that we hold every year, to support shopping small, local businesses. It is held the Saturday after Black Friday. We open up our doors to the public this one Saturday out of the year when everybody is already out trying to catch deals. It helps up increase our sales rate and make a higher profit. As a small business we feel like recognition is a very big thing if we want to continue to get business. Being available to the public on such a day is very beneficial to us. We featured three different commercial videos for this year's event and featured them on our YouTube channel.



[Go to our YouTube Page](#)

EVENT

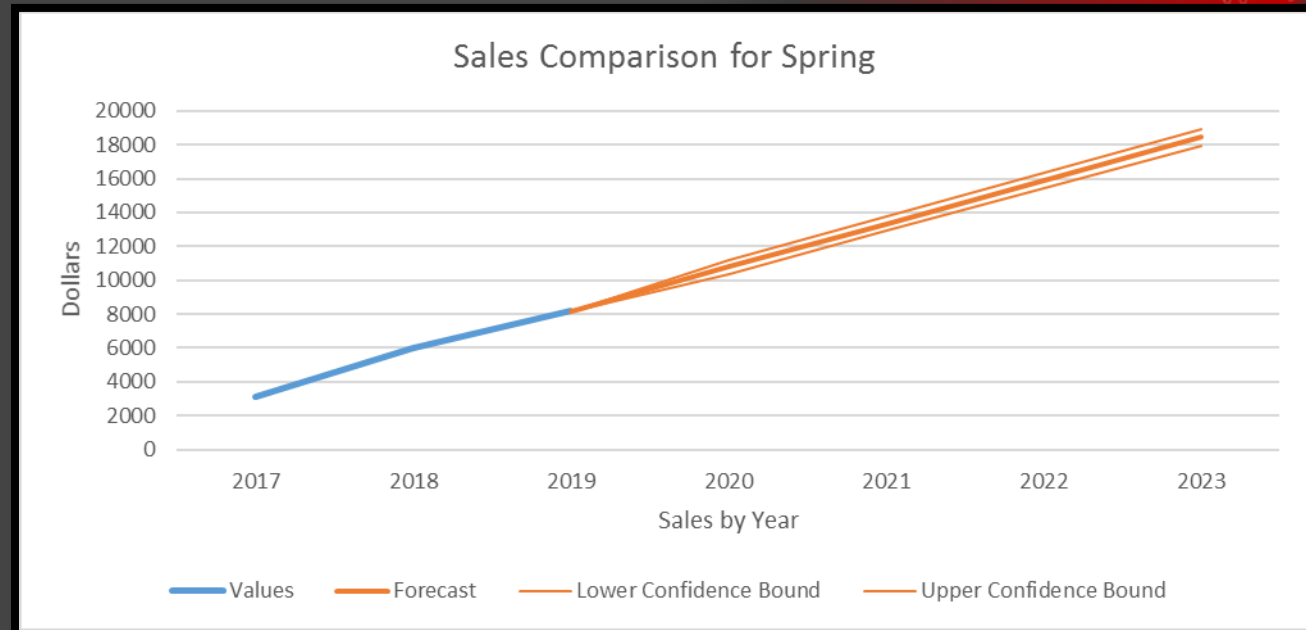
Our revenue for SBS that taken a good upward swing. We think that is because we have paid for a Facebook promotion, created a Facebook event and posted our videos on all of our social media platforms.



Grizzly News Network Commercial

- We partner with the TV Broadcasting class and they create commercials for us to air on our Friday announcements.
- Our favorite for this year aired on 1/25/19 and is entitled “Grizzly Gear Shopping with Justin and Duece”
- Spring is typically our slow months, but these commercials have helped us get the word out.
- According to our most current customer survey, 11.3% of our customers learned of Grizzly Gear from GNN which is about ½ of our 26% increase in sales this spring over last.

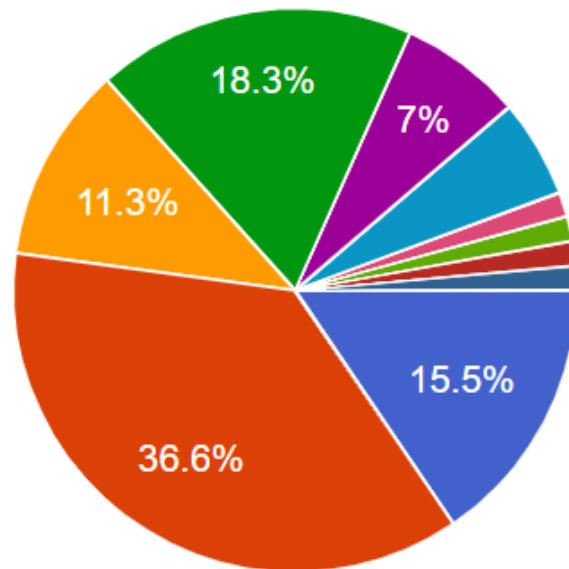
- <https://www.youtube.com/watch?v=gOh77Psby7Q&t=304s>



Feedback from our most current customer survey

How did you hear about Grizzly Gear?

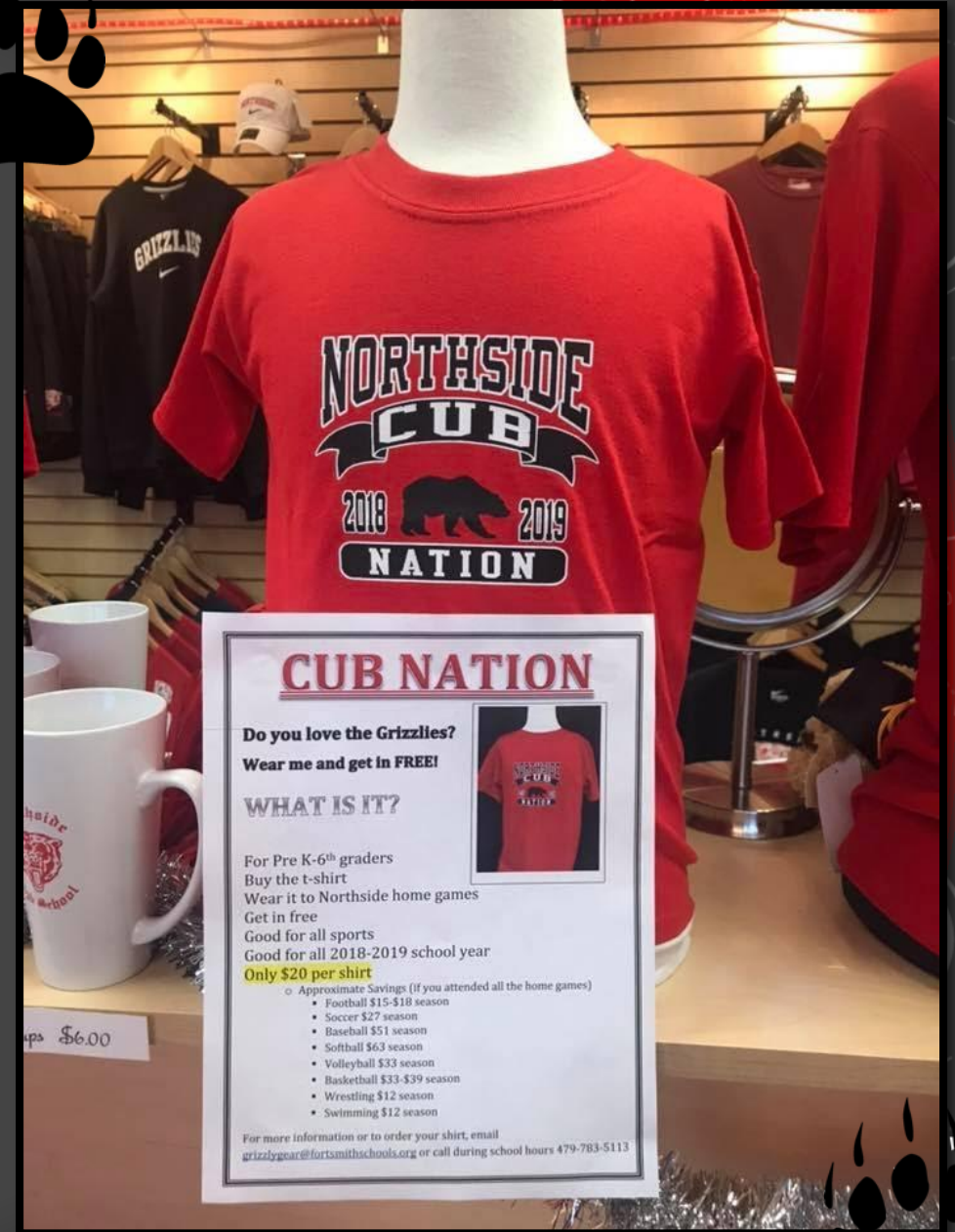
71 responses



- Friends
- Small Business Operations class
- Commercial (GNN)
- Teacher
- Found it on campus
- Social Media
- Never
- All of the Above

Cub Nation Shirt Sales:

- This is the first year we have offered this shirt. These shirts sold for \$20 and granted children under 12, access to any Northside home game free of charge.
- Along with the in-store display, we featured this item on our social media and did an email blast to all of our feeder schools.
- Although we weren't satisfied with the amount of sales we received from the shirts, of all 39 items of children's apparel sold, it made up 59% of sales in children's department
- The shirts brought a revenue of \$400 from a total sales of \$702.50 or 56% of total revenue for that department.



Display

This display shows cross merchandising.

We call this our spring soccer collection. Notice it has a hat, shirt, stadium chair, and a blanket for those cold morning tournaments. Sales of soccer merchandise are strong this season and we will be hosting our first ever pop sale at a soccer game on 4/9 with our cross town rivals.

This collection is also featured on our web site.



Pop up sales

When we know a big event is coming up within the school, we have what are called “Pop up Sales” We pop up near the cafeteria, on the sidewalk outside our store, in the lobby of the basketball gym, at parent teacher conferences, etc.

This Red Out sale was in preparation for our men’s and women’s basketball teams to head to state!

Traditionally our spring semester has been slow for us, this spring our sales are “popping” one reason we think so is because of our pop up sales that feature items relevant to the activity. This pop up Red Out Sale netted us \$2,317.25

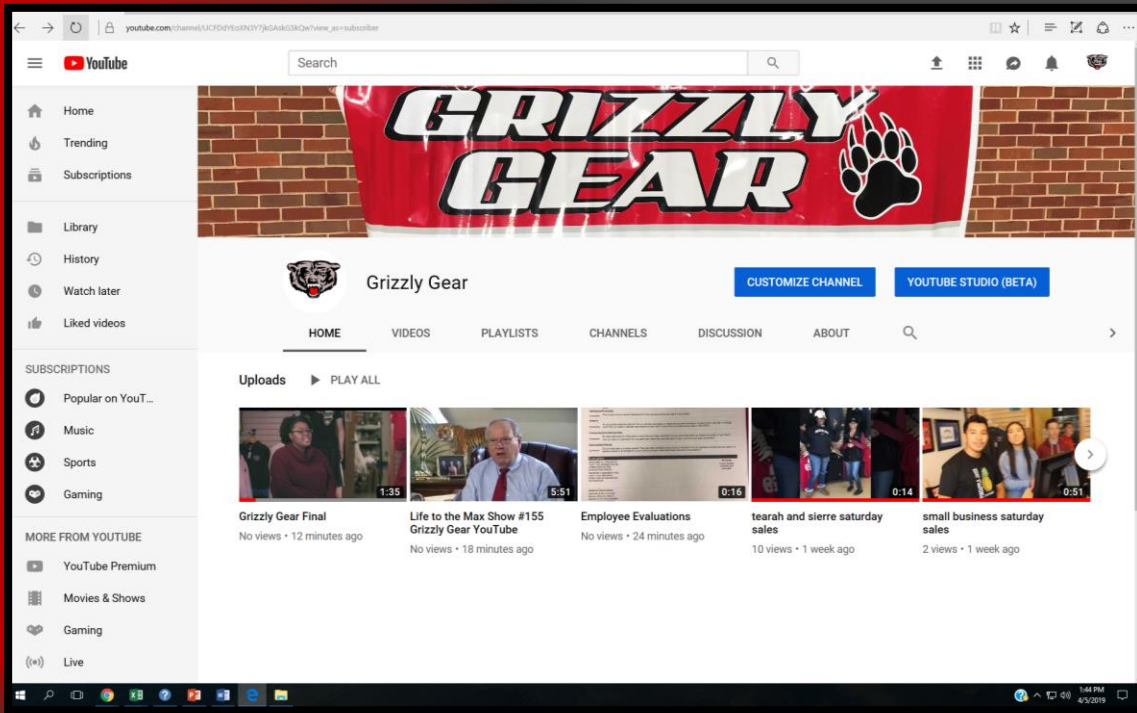


Logo

- We have “branded” ourselves this year and all of our apparel goes out with our logo.
- It’s too early to have results from this yet, but our initial feedback says they like it!



Publicity is always good.



- Arkansas Educational Television has a section called ArkansasIdeas and we have been chosen as a Cool School Program. We have posted a copy of the clip on our YouTube channel and look forward to watching our feature on Thursday, May 2 at 7:00 p.m. (prime-time 😊)

- https://www.youtube.com/channel/UCFDdYEoXN3Y7jkGAskG5kQw?view_as=subscriber

Celebrating our wins



- We work hard to connect with our community. We had a school parade to celebrate our wins for this year.

Signage

- We use a variety of signs and or displays dependent upon the event we are at.



RESULTS

- Sales up 43% this year over last year to date.
- SBS is on an upward forecast (see chart on slide 6)
- NLB results-We are still selling shirts, and we are closing in on \$1,500 worth of sales.
- Cub nation sales- 39% of all sales in the children's department