



Red Coyote Running and Fitness

By Chris Meyer

About

- Red Coyote Running and Fitness was founded in 2010 by Jon and Burke Beck. The store was named after their dog, Pancho, who looked like a red coyote. Red Coyote is a local business with the main store located Oklahoma City, and a second store in Edmond.
- Red Coyote is a running and fitness store that is dedicated to spreading awareness of healthier lifestyles across Oklahoma, to respond to the statistic of Oklahoma having one of the highest obesity rates in the country. 36.4% of adults suffer from obesity, which equates to around one million people according to Oklahoma.gov. (Oklahoma's overall population is around 3.9 million.)
- Red Coyote is active across Instagram and Facebook. Within the confines of Instagram, Red Coyote has over 11.3k followers with an average of 200 likes per post. On Facebook, the number of followers is much higher at around 25k, and an average of 5 likes and 3 comments per post.
- The main audience Red Coyote gravitates to is the adult that is looking to get back in to shape. The age range is mainly between 25-45 years of age.
- Secondary audience is older people who suffer from physical ailments such as arthritis. (Around age 65-80 is common, with 49.6% suffering from arthritis according to verywellhealth.com)
- The tertiary audience that they appeal to is the cross country/track kids who need new shoes for their upcoming practices/races. This age range lands anywhere between 14-24 years of age.



Target Demographic: Facebook and Instagram

- **Facebook:** Around 25k Red Coyote members are active on Facebook, with 73.2% being women, and only 26.8% being men.
- **Instagram:** Around 11.3k are active on Instagram, 64.9% active users being women, and 35.1% being men.
- Across both platforms, the 35-44 age range is the most prominent with 25-34 and 45-54 in second and third, respectively. (they switch based on platform. 45-54 higher than 25-34 on Facebook and vice versa for Instagram)
- To better reach these audiences, the use of Hootsuite would fit perfectly. With Hootsuite we can better understand when to post our stories, reels, photos, videos, etc. Hootsuite can help us make the most out of our posts and reach our goal of community outreach.



Social Media Plan: Facebook

Who	What	Objective	Frequency	Message type	Example message
Facebook is a massive website that hosts over 2.95 billion active users, with around 243.58 million located within the United States. Originally created for college students but has since expanded.	Facebook is an online site that allows users to connect with each other and build a persona in an online fashion. It is meant to help build connections through photos, videos and online groups.	We want to increase user engagement across photos and videos by an uptick in likes, comments, and follows. Post consistently about merchandise, training programs and races.	Posts occur daily, with Mon., Wed., Fri. focusing on new merchandise and one story will be posted on these days, encouraging customer engagement. Tue., Thur., Sat., Sun. will be times to share customer experiences within Red Coyote.	Photos and videos of new products, customer engagement (race participants, social run groups, etc.) and stories that encourage followers to ask health related questions.	Come out to tonight's social run! This is the first of the year, and we plan on raffling off some apparel! Be sure to leave a comment to enter the raffle. #runforfun



Calendar for Facebook:

Sunday

10 a.m.: Use Facebook live feature to engage with community questions or concerns. Live video will last for 30 minutes.

Caption: Your opinion matters! Let us know how we can make your shopping experience better!
[#BeHeard](#)

Monday

10 a.m.: Create still images of the Red Coyote “family” on a jog with Red Coyote merchandise.

Caption: Red Coyote is more than a shoe store. It also is host to a multitude of different apparel and accessories.
[#findyourCoyotefit](#)

Tuesday

10 a.m.: Photo of the first few customers walking into the store, and Red Coyote fit coaches greeting them.

Caption: You are our top priority, and we strive to greet and help you properly.
[#youmatter](#)

2 p.m.: Promote the Pack Pint social run at the Edmond location and leave a link to the Red Coyote site.

Caption: Come hang out with us tonight at the Edmond store for Pack Pint! Run, drink, and chat!
[#squadgoals](#)

Wednesday

10 a.m.: A still image of employees (about 3) wearing new apparel, insoles, and running shoes while looking happy to wear them.

Caption: No run is set without the perfect fit!
[#ClassyCoyote](#)

2 p.m.: Post about the upcoming Newbie training program tonight

Caption: Take your first step into running, we will be there to catch you if you fall.
[#Successforall](#)

Thursday

10 a.m.: Photo of the first few customers walking into the store, and Red Coyote fit coaches greeting them.

Caption: You are our top priority, and we strive to greet and help you properly.
[#thepackmatter](#)

2 p.m.: Promote the Pack Pint social run at the Oklahoma City location.

Caption: Nothing brings people together like a common goal! Go on a run, grab a beer, and let's chat!
[#squadgoals](#)

Friday

10 a.m.: A photo of the nutrition and accessory section.

Caption: Runs can be tough, so be sure to stock up on any accessories and your essential nutrition needs!
[#stayhealthy](#)

2 p.m.: Post about the upcoming half/full marathon training program.

Caption: Distance can be daunting, so let's get you prepared and excited to run!
[#distanceiseasy](#)

Saturday

12 p.m.: A video recapping great moments from the past week whether during a race, in store, or at any of the training program/social runs. Customers can replay with the [#redcoyotemoments](#) to be featured in the video!

Caption: Times like this make us want to reminisce. Check out the past week of epic Red Coyote moments!
[#Proudofthepack](#)



Social Media Plan: Instagram

Who	What	Objective	Frequency	Message type	Example message
Instagram is owned by Meta, the company also in charge of Facebook. The active user count is 2.35 billion, with 161.7 million located in the United States	Instagram is an online site that allows users to connect with each other through photo sharing, reels, or even live stories. This allows for quick responses to friends and higher active users among the younger generations (12-24 range)	<p>We want to increase user engagement about our upcoming races, merchandise, community sentiment, and any news pertaining to cross country/Track.</p> <p>Post consistently about merchandise, training programs and races, as well as live stories during a run to help establish a connection with the Instagram users.</p>	Posts occur daily, with Mon., Wed., Fri. focusing on new merchandise and one story will be posted on Mon., Wed., and Fri., encouraging customer engagement. Tue., Thur., Sat., Sun. will be times to share customer experiences within Red Coyote.	Photos and videos of new products, customer engagement (race participants, social run groups, etc.) and stories that encourage followers to ask health related questions.	<p>Running is a mental game, and nothing helps your mentality than a run buddy! Check out some of our upcoming training programs to help get engaged with your community and make new friends!</p> <p>#runwithabuddy</p>



Calendar for Instagram:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p>10 a.m.: Use the Instagram questionnaire story feature to engage with community questions or concerns. Will be active till end of the day (7 p.m.)</p> <p>Caption: Your opinion matters! Let us know how we can make your shopping experience better! #BeHeard</p>	<p>10 a.m.: Do a wide shot of the store, inviting customers to start their week off right.</p> <p>Story: Will also be a reel of the store to invite people in.</p> <p>Caption: We want nothing but the best for our customers. Come get fit and start your running journey! #letsdothis</p>	<p>10 a.m.: Video of the first few customers walking into the store, and Red Coyote fit coaches greeting them.</p> <p>Caption: You are our top priority, and we strive to greet and help you properly. #youmatter</p> <p>2 p.m.: Promote the Pack Pint social run at the Edmond location.</p> <p>Caption: Nothing brings people together like a common goal! Go on a run, grab a beer, and let's chat! #squadgoals</p>	<p>10 a.m.: A video of employees (about 3) wearing new apparel, insoles, and running shoes while looking happy to wear them.</p> <p>Caption: No run is set without the perfect fit! #ClassyCoyote</p> <p>2 p.m.: Post about the upcoming Newbie training program tonight</p> <p>Caption: Take your first step into running, with these unique fits! #runwiththepack</p>	<p>10 a.m.: Video of the first few customers walking into the store, and Red Coyote fit coaches greeting them.</p> <p>Caption: You are our top priority, and we strive to greet and help you properly. #thepackmatters</p> <p>2 p.m.: Promote the Pack Pint social run at the Oklahoma City location.</p> <p>Caption: Nothing brings people together like a common goal! Go on a run, grab a beer, and let's chat! #squadgoals</p>	<p>10 a.m.: A video of employees looking through nutrition and checking out accessories</p> <p>Caption: Runs can be tough, so be sure to stock up on any accessories and your essential nutrition needs! #stayhealthy</p> <p>2 p.m.: Post about the upcoming half/full marathon training program.</p> <p>Caption: Distance can be daunting, so let's get you prepared and excited to run! #distanceiseasy</p>	<p>12 p.m.: A video recapping great moments from the past week whether during a race, in store, or at any of the training program/social runs. Customers can replay with the #redcoyotemoments to be featured in the video!</p> <p>Caption: Time's like this remind us of the good times. Check out the past week of epic Red Coyote moments! #Proudofthepack</p>



Measuring Success using ROI

- We first will want to look at Hootsuite and determine if our engagement is where we want it to be. Since algorithms constantly change, especially for Facebook and Instagram, it is important to determine if our current means of posting is meeting the necessary requirements for the fickle algorithm. Hootsuite can show us our numbers and we can react accordingly if it appears that we are not receiving enough community engagement.
- The next Leading Indicator of Success we would need to focus on would be our overall audience size. Now that we have the engagement we want, is our audience growing? Have more people clicked on our link to look at the items we are featuring on our posts? Are more of them following, liking and commenting? (Having all 3 is key and ties into overall engagement as well.) These are the types of questions we need to consider if we want to believe that our audience size has grown to the point that we want it.
- The final Indicator to focus on would be community sentiment. Now that we have our customer engagement and have expanded our audience size, what is the overall sentiment of the community? Using outside resources such as Yelp can help us see what our customers are thinking? Are they upset that we do not have a certain item in stock, did they have an unfortunate and bad experience one day, and want to feel heard? When looking at these types of questions, we need to determine which sentiment is the most common and attempt to alleviate that whether it be at a team meeting or on our Sunday live recording where we engage with the audience (mentioned in both calendars in the above slides). We want them to stick around but also to be heard. If they feel like they have been listened to, then they are more likely to recommend our store. Our goal is to spread awareness of our store and a healthy lifestyle, but our community can also help with that if we give them a reason to.

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