



CASE STUDY

Red Rock Wildlife: Making the Most of Every Outdoor Experience

The desire to escape into nature is nearly universal, but building a brand that truly captures that feeling takes more. We helped Red Rock Wildlife bring that vision to life with a strong, cohesive brand.

About Red Rock Wildlife

Red Rock Wildlife is a company based in St. Joseph, Missouri, that offers services and products designed to bring landowners the nature connection they long to have. Whether it's land prepared for hunting enthusiasts or a clearing that attracts birds, deer and other animals for viewing, Red Rock Wildlife optimizes the natural experience.

It's not uncommon for nature enthusiasts to purchase a tract of land, then realize that their uncultivated property may not be the ideal setting for wildlife enjoyment. Red Rock Wildlife helps property managers develop



their landscape into an environment that landowners and their guests envisioned.

Red Rock Wildlife also partners with landowners interested in leasing their property to hunters for the upcoming season. They assist in the cultivation of the land and help landowners connect with interested parties.

Building a Brand

Red Rock Wildlife is a new company, certain in their business model but unclear about how to market it. They knew that even a company highly focused on helping clients optimize land and nature enjoyment needed a strong online presence.

Red Rock Wildlife also recognized the importance of a strong brand identity. As a newcomer in an established market, name recognition and brand awareness would be crucial. Brand messaging would be important, as well, because land management and wildlife restoration is an investment for landowners.

This new company was ready to offer its expertise to maximize the benefits and enjoyment of landownership; they simply needed the right strategy to ensure landowners were aware of the value their services offered.

As so often happens in business, the entrepreneurs at Red Rock Wildlife recognized that though they were experts in their field, they would benefit from partnering with an expert in marketing.

Bringing the Brand to Life

They enlisted SJC Marketing because of its experience in branding, website design and strategy. Red Rock Wildlife had a vision for the company, but they needed a brand that would fit the vision and an online presence that would help them develop client relationships.

SJC Marketing worked to gain a clear understanding of Red Rock Wildlife's business model, their vision for the company and the specific challenges their company would address for clients. The team at SJC quickly shared Red Rock Wildlife's excitement, recognizing the benefits that the services and products could provide to landowners.

Red Rock Wildlife wanted a tone that was approachable and informative, allowing them to tell their story in way that conveyed their experience and explained their products and services. The logo was developed using a red-and-black color scheme that tied well with the company's brand, as well as incorporating animals that outdoor enthusiasts encounter in the wilderness or while hunting.

In addition, SJC designed a website for the client and hosted it. They also created videos for Red Rock Wildlife, recognizing the importance of visual content in a visually aesthetic industry. The strategy also included a tablecloth and pop-up design for the client.

The video production phase was important to Red Rock Wildlife. They wanted a video that was informative and offered an introduction to their services. It was critical that the video serve as an opportunity to tell a story about the company, conveying a love for the outdoors and equipping landowners to optimize the enjoyment of their property with valuable investments.

As SJC Marketing developed a brand strategy for Red Rock Wildlife, there were clear benefits to the company. For instance, Red Rock Wildlife now has an established online presence, where customers purchase deer blinds and explore land management service options. Red Rock Wildlife also uses the site to promote hunting leases, allowing for a quick turnaround to get the leases reserved quickly.



SJC Marketing launched a logo and brand creation process to design a comprehensive identity for the company. Brand strategy comprises not only a logo and color scheme, but also assists in creating a complete identity that includes a tone and voice and emphasizes the right messaging for the company.

Results

There was a specific turning point in the process when SJC provided Red Rock Wildlife with the logo and assets. The company was equipped to utilize the branding in multiple ways to promote their business, such as wrapping their trucks and creating branded clothing and hats. This was the first step to getting the word out about Red Rock Wildlife.

The team at SJC also worked with representatives from Red Rock Wildlife to develop ideas for getting in front of landowners and promoting their services related to hunting leases. The company quickly began to see growth in this area with the addition of multiple leases in three different tier levels.

SJC redesigned the layout of the hunting leases from its original design to include the new tiered model. Additionally, the website now offers a registration option for landowners to lease their properties to hunters for the upcoming season. Red Rock Wildlife has launched its company, brand and website, but that doesn't mean the work is done. Sometimes, working with a marketing team illustrates the need for ongoing attention to messaging consistency, customer engagement and online presence.



"We knew we had a passion for the outdoors and a valuable service and expertise to offer. Working with SJC gave us a framework and a strategy to help us launch into the market," said Kurt Miller, who owns Red Rock Wildlife with the active involvement of his wife and three kids. *"Now, we are confident that we have a solid website where our customers can find our services and connect with us."*

There's always another hunting season around the corner, and with a solid online presence that communicates a consistent brand message and identity, Red Rock Wildlife is prepared for the next adventure.



About SJC Marketing

SJC Marketing is a full-service agency staffed by creative professionals specializing in every aspect of marketing, from strategy and content marketing to social media management, web design and video marketing. The agency began as many small businesses do, gathering around kitchen tables and at coffee shops as the surrounding community began to recognize a reputation for quality work and unique ideas. Today, SJC Marketing has two locations in the Kansas City area and serves clients locally, across the country and internationally.