



CASE STUDY

PUBLISHING COMPANY EXECUTES STRATEGIC EXPANSION OF THEIR BRAND

INTRODUCTION

After many years in the publishing industry, founder Barbara Sanders watched her competitors in the luxury sports travel industry be hit with the aftermath of COVID and forced out of business. Wanting to safeguard her publishing business until the industry could recover, Barbara launched a new bespoke clothing line and explored other avenues of revenue to keep her business in operation.

SNOW Publishing reached out to for assistance in developing a new business plan and pitch deck to attract investors to support expansion of her business including expansion of her clothing line, introduction of a luxury travel experiences division, launch of the SNOW Society Social Club, and the formation of strategic partnerships including North American distribution of high-performance ski equipment.

THE COMPANY

SNOW Magazine is written for the affluent ski enthusiast as well as the seasonal traveler. The SNOW staff travels the globe in search of lavish winter retreats, cutting-edge ski fashion, and high-performance ski equipment. SNOW shines a spotlight on the amazing brands, resorts, and people that make the ski world unique.

SNOW
LIFE | LIFTS | LUXURY

SOLUTION

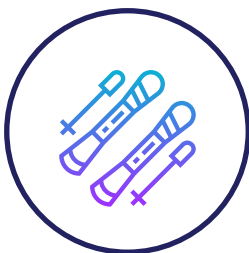
Sail Communications worked closely with the SNOW team to analyze their business, discuss goals for growth, define potential new audiences and to formulate the company's value proposition and branding. The discovery process enabled SNOW to look at their business more analytically and to create a strategy to scale the business.

Through this collaborative process SNOW was able to develop a unique story around their brand which was built into a pitch deck and messaging that could be shared with potential investors.

“I can't tell you enough how valuable the process was for our business. And I recommend it to all people in all phases there's mistakes I already made, but had I talked to Terri early on I wouldn't have made. She had a lot of insight into the scaling of things so I feel like [Sail] can help you at any stage because it's like the gift that keeps on giving.”

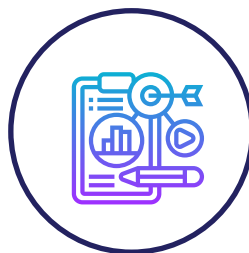
– Barbara Sanders, SNOW Publications Owner

RESULTS



DIFFENTIATION STRATEGY

Product and service strategy that set SNOW apart from the competition.



GROWTH STRATEGY

Analysis of alternate sources of revenue including retail and strategic partnerships.



PITCH DECK & MESSAGING

Marketing tools added to tech stack automating lead capture.