



CRAW MARKETING |
11/6/2025



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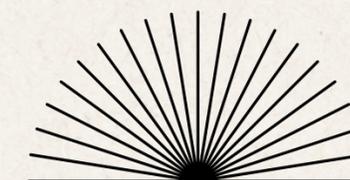


CARDIFF AND BOARD BUDDER 90-DAY SOCIAL EXPANSION

CRAW Marketing

PRESENTED BY:

Sawyer Rizza
Cole Du Plessis
Miles Goldstein
Wesley Booher



Our team



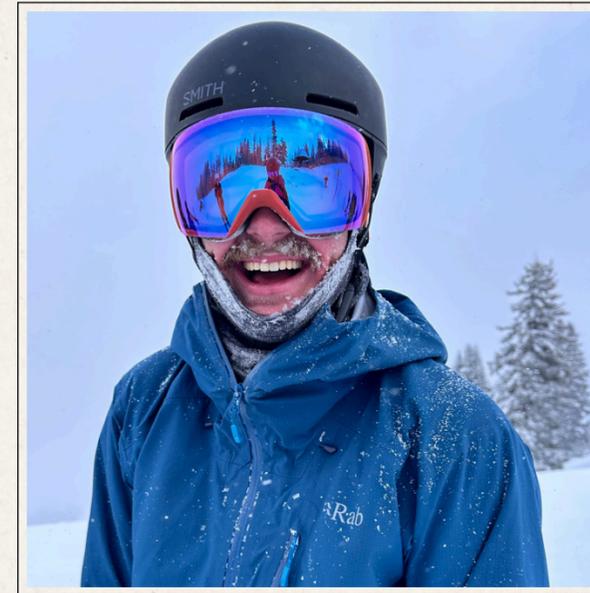
Sawyer Rizza

Chief Creative Director



Wesley Booher

Chief Marketing Director



Miles Goldstein

Chief Marketing Officer

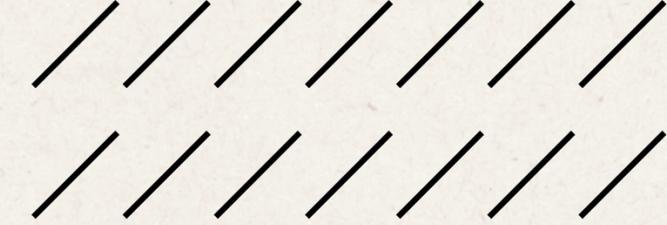


Cole Du Plessis

Chief Intern



Agenda



01	Introductions + Overview
02	Board Budder Strategy
03	Cardiff Snowcraft Strategy
04	Brand Collaboration
05	90-Day Timeline
06	Competition Analysis
07	Budget
08	Wrap-Up

Delivering Your Message



- Craftsmanship is credibility.
- **Performance is the promise.**
- High-quality craft builds loyalty.



- Building trust through transparency.
- **Performance is the proof.**
- Sustainability must feel real, not preached.



Board Budder = Fast as hell + Actually good for the snow you love.

No paraffin. **No** PFAS. **No** greenwashed BS.

Shred Responsibly.

Budget: **\$2,500**/90 days



UGC Content Strategy

1. Post initial video to garner attention to all micro-creators (8k-50k), allowing the creators to come to us.
2. Outreach to specified creators that Board Budder believes in.
3. Select top 4 creators
4. As content comes in, repurpose videos for multiple platforms (IG, YT Shorts, TikTok)

Content Style:

- Funny, unhinged ski/snowboard meme culture
- POV of mountain culture / park laps / lift line chaos, all sustainability focused
- Simple, clear, running gag:

“We shred, but we're not destroying the mountain to do it.”

OFFER

- \$50/month + performance bonuses
- Deliverable: 1 video/day per creator (≈30/month each, totaling 120 short-form deliverables/month)

Content Examples



Initial Outreach



Meme Culture





Performance Bonuses:

+\$100 if video hits 500k+ views

+\$250 if video hits 1M+ views

(Encourages creative risk + meme virality)

**Cardiff Content
Stretegy**



**CRAFTING THE CARDIFF
SOCIAL MEDIA BRAND**

Cardiff Content Stretegy



Sponsor a few “Working-Class Relatable Backcountry Riders”, ideally:
A local Wasatch splitboarder / touring athlete

OR

Cardiff’s own people (huge authenticity signal)

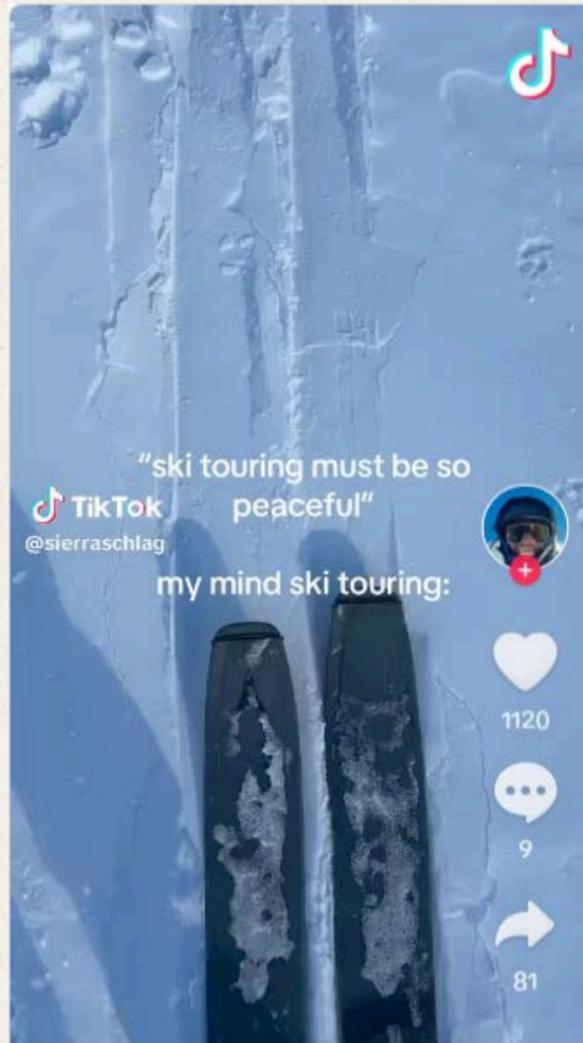


Content Format (3–4 posts/week):

- After-work skintrack POVs
- “What I carry in my pack” minimalist gear breakdowns
- Quiet morning dawn touring timelapses
- Short reflections: why we ride → lifestyle identity

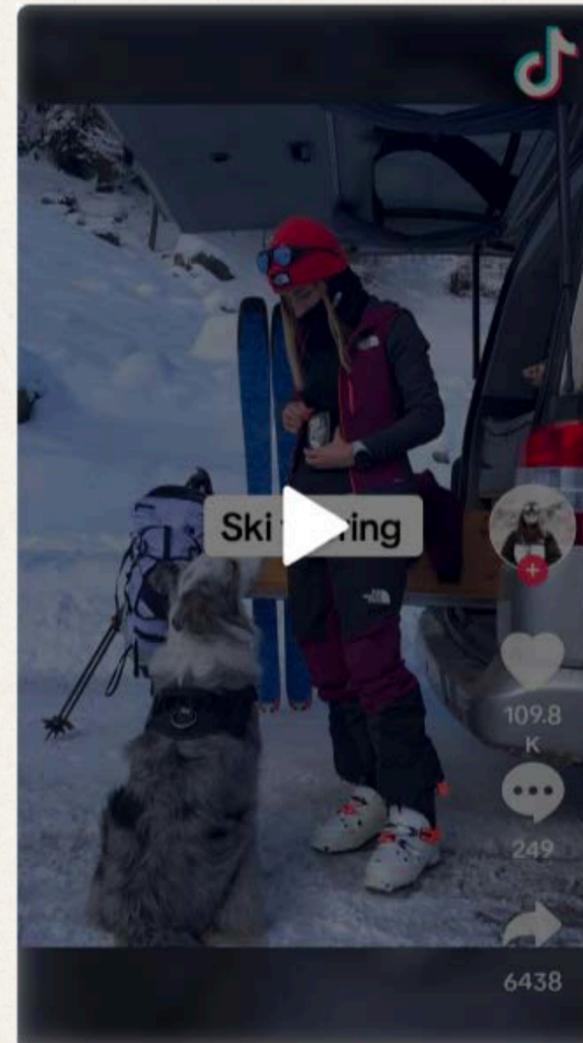


Content Examples



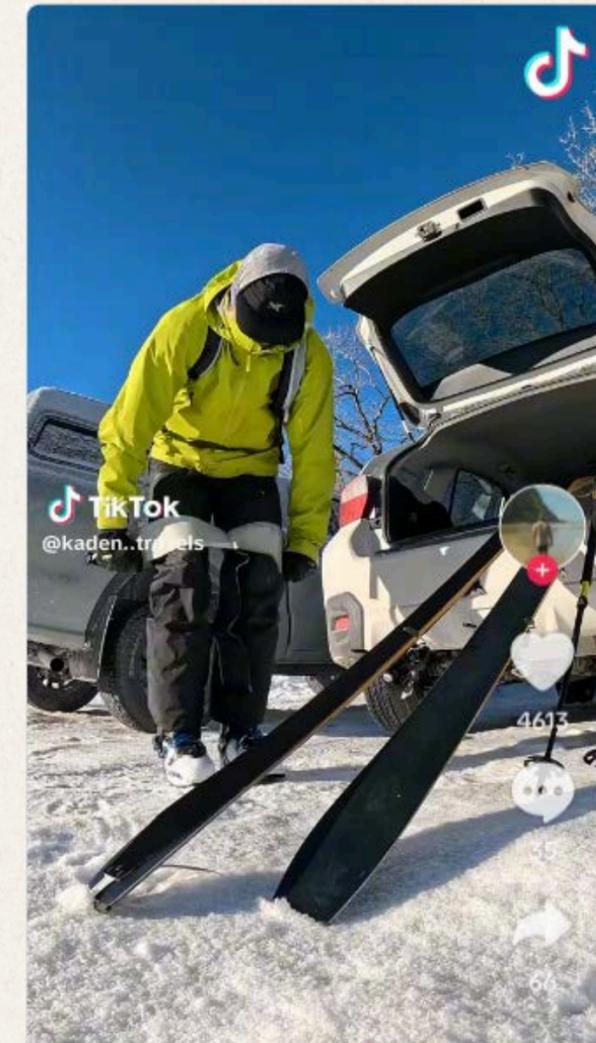
ikTok Watch more e [Watch now](#)

@sierraschlag
ski tours are for gossip!!! #ski #skiing
#skitok #backcountryskiing
🎵 original sound - Gottalaughtout



Tok Watch more ex [Watch now](#)

@colapetra
favourite winter activity #skitouring
🎵 Come Together - Remastered 2015 -
The Beatles



kTok Watch more e [Watch now](#)

@fg58o
come with me on a ski tour! #ski #skiing
#skitour #skitouring #arcteryx ...See more
🎵 original sound - fg58o

Collaborating with established ski social pages:



newschoolers, drinkbutter, altabird_sends



CRAFT MATTERS

Cardiff x Board Budder Content



The “Craft to Care” Collaboration

- One seamless story: Follows a Cardiff board from handcrafted build → mountain ride → ski wax and care.
- Cardiff’s strength: Highlights craftsmanship, precision, and performance.
- Board Budder’s strength: Showcases caring for gear and the land we use and “no-greenwashing” messaging.
- Why it works: Combines artistry and authenticity—Cardiff builds the ride, Board Budder keeps it alive.

90 Day Timeline (Frequency)

Month 1 (Cardiff)

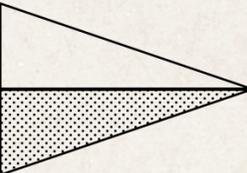
Hire 4 Athlete
Regional
4 x Weekly

Month 2

Hire 2 Athletes
Regional
5x Weekly

Month 3

Hire 1 Athlete
Regional
5x Weekly



Month 1 (Board Budder)

Incentive
program (4)
Post everyday
Monthly

Month 2

Incentive
Program (8)
Post everyday
Monthly

Month 3

Incentive
Program (10)
Post Everyday
Monthly

90 Day Timeline (KPI)

Month 1

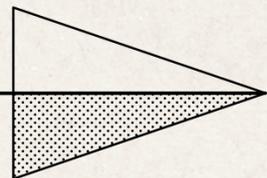
Increase
Website
visits/activity
by 25% end of
month

Month 2

Increase
website visits
by another 8%

Month 3

Increase
website visits
by another 10%



Month 1

Increase
Revenue by 5%

Month 2

Increase
Revenue by an
additional 10%

Month 3

Increase
Revenue by an
additional 15%

Competition Analysis

Brand	Followers	Avg Likes	Engagement Rate	Posts/Week	Observations
Cardiff Snowcraft	3,100	340	6.70%	2	Strong engagement for a small brand; slightly lower than before but benefits from posting more often.
Board Budder	2,000	260	7.80%	3	Still a high-performing microbrand — engagement down slightly but still strong.
Burton	315K	10.5K	3.30%	6	Follower growth continues, though engagement drops a bit due to scale.
Jones Snowboards	82K	2.1K	2.60%	4	Moderate audience size with decent activity; engagement could improve through community-driven content.

90 Day Budget

Brand	Month	Key Activities	Posting Frequency	Est. Spend (per creator/month)	Monthly Total	Cumulative Total
Board Budder	Month 1	Launch incentive program (4 participants)	Daily	\$100	\$400	\$400
	Month 2	Expand incentive program (8 participants)	Daily	\$100	\$800	\$1,200
	Month 3	Continue Incentive Program + Payout Bonus(Daily	\$100 + \$250 bonus for 2 best creators	\$1,300	\$2,500
Cardiff Snowcraft	Month 1	Hire 4 regional athletes (ambassadors)	3-4× per week	\$208	\$833	\$833
	Month 2	4 regional athletes (ambassadors)	3-4× per week	\$208	\$833	\$1,666
	Month 3	4 regional athletes (ambassadors)	3-4× per week	\$208	\$834	\$2,500

THANK YOU