

# [Skate america](https://assignbuster.com/skate-america/)

America Skates with Skate America Skate America sells skateboards and skating related accessories online. Relative to competing online skateboarding stores, Skate America presents the most professional,   
attractive, clean(uncluttered) and easy to navigate storefront. This is strictly an online   
store. The skateboarding store uses Person Marketing as their main strategy of   
nontraditional marketing on the web. Enhancing its person marketing and combining   
with a touch of Event Marketing will give the seller a competitive edge in a niche market   
of hobbyist and gift products for skateboarders and skaters.   
Two of the most prevalent online competitors are A1 Skateboards and Element   
Skateboards. A1 Skateboards uses person marketing, taking it a bit farther with   
customization options. Skateboards and accessories are also offered by product line or   
brand, just as with Skate America. Element Skateboards takes a different approach, using   
event marketing. Information about X-Games dates and locations takes up most of the   
home page with its severe black and red color scheme. Though this online retailer is   
listed as a skateboard supplier, the product list and links are difficult to see.   
Skate America does an excellent job in design, theme and presentation of its web site.   
Attractive, yet not too busy, the site provides links to brand or professional line products,   
as well as others. Graphics are pleasant and eye-catching, without distracting viewers.   
Its red, white and blue scheme works well with the design and fits its short and easily   
recongnized name. Strengths for this online seller are design and appropriate selection of   
products. Weaknesses are lack of personalization such as the customizable skateboards   
that A1 Skateboards offers and failure to promote skateboarding and skating, by   
providing topics or information of interest. Skate America attempts to direct its efforts   
toward all skateboarders and skaters. While the product and brand offerings are more   
than adequate, its difficult to determine who the intended audience with its generic feel.   
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Segments of the population who visit the sites are hobby skaters, competition skaters   
and those who are searching the online store for gifts. Skate America has an opportunity   
to provide more personalized service, while educating hobbyists and gift shoppers alike.   
One strategy I suggest is to offer customization as A1 Skateboards does. This will help   
to position the company as a more knowledgeable and reputable seller. Along with   
customization is information. Those who are new to skating and skateboarding can   
benefit from educational videos or topic pages with visual aids. Many need to know   
about safety issues and safety ratings for equipment and accessories. Those who shop   
for gifts need information to select the right products.   
Skate America already offers many brand name products and accessories, including   
the professional skateboarder lines. Brands should remain as they are, an offering for   
those who desire, though not a major part of the marketing strategy. “ Brands fail because   
of the company’s incorrect market segmentation, deficient price-feature relationship and   
poor execution of advertising” (Marva, 2007). While brands or professional lines are   
more appealing to professional and competitive skaters, this segment should not be the   
main focus of Skate America.   
The skateboard and skate seller faces threats from competitor stores online, as   
well as from traditional sporting good stores. Today it is difficult to find a salesperson   
in the brick and mortar store who is knowledgeable about each sport and its gear.   
Customization increases product prices slightly, though consumers generally appreciate   
stores that take the time to educate and personalize the experience online. Online stores   
like Element Skateboards are obviously geared toward the competitors and professionals.   
By eliminating or reducing this market segment, Skate America can greatly reduce   
threat from competition from such stores.   
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It can be argued that Skate America will lose business from professional and   
competitive skate boarders. As Skate America sells skateboards and skates, professional   
skateboarding does not fit its image. Therefore, marketing efforts for this segment will   
not be taken seriously. Skate America needs to more strongly identify its niche, which   
should be products and accessories for hobbyists and gift buyers. “ Your company should   
find a niche and stake it out” (Marva, 2007). Strengthening of its person marketing   
strategies, mixed with a small amount of event marketing for promotional purposes will   
help this seller focus on its strengths and increase revenue.   
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