



## Cohutta Pines Digital Assets and Brand Assessment

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Cohutta Pines is an outdoor camping and target shooting facility of nearly 100 acres of mountain property located at the entrance to the Cohutta Wilderness within the Chattahoochee National Forest.

For further information on the property itself, please reference our **Cohutta Pines Property Information** document.

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### Digital Assets and Online Services we Utilize for Operations

#### Cognito Forms

All of the forms found on our website run through Cognito Forms, from Club Membership sign-ups and renewals, to liability waivers for members and guests/visitors to sign. Cognito Forms offers on-site storage of any entry that is submitted, and also easily integrates payments to our accounts (Stripe) with their online forms. These forms are embedded directly into the website, but can also be accessed through their own unique URL if our site is ever down due to maintenance or any unforeseen circumstance. Cognito Forms operates as a monthly plan, and our current plan allows for two users.

Currently, we have 10 active forms through Cognito Forms that are used on a regular basis, all of which will be listed below.

- Club Membership Form
- Club Membership Renewal Form
- Information Form for On-site Membership Sign Up
- Liability Waiver
- Liability Waiver for Open Range Day
- Scout Event Registration Form
- Scout/ Youth Group Interest Form
- Shooting Bay Rental Interest Form
- Shooting Bay Rental Payment Form
- Email Club Sign Up Form



### **Google Workspace and Drive**

Cohutta Pines utilizes the Google Workspace as our online storage management service. We opted for Google Workspace because of the ease of use capabilities, functionality, and accessibility. Google Workspace is currently set up to use our domain (cohuttapines.com) on email addresses, and we utilize Google Drive as an online storage provider for us. We currently back up our Liability Waiver submissions from Cognito Forms onto Google Drive, and Google Drive also contains all of our logo variations, graphics, property photos, and operational documents.

### **Monday**

Monday.com is a cloud-based work operating system (Work OS) that helps us organize and manage our work on the property and between our online operational services. We operate off of four workspaces on Monday currently, which will be listed below.

- Memberships
- Administrative Actions
- Property Management
- Range Development

### **Uniqode (QR Codes)**

Cohutta Pines utilizes QR codes as a resource for members and visitors to scan to quickly access information digitally. Most of our QR codes are placed on Event flyers that we post on our bulletin board on the property, or flyers we hand out within our surrounding communities. The Uniqode online dashboard provides analytical data on the performance of the QR codes.

### **Flickr**

For online photo storage that is accessible to internet users, we use Flickr's online photo and video hosting service. Flickr hosts our photos from past monthly shooting matches, training events, and community events. These photos are organized on their platform by albums, and we share the photo album link to users directly on our website, and through Facebook.

### **GoDaddy**

Our website, [www.cohuttapines.com](http://www.cohuttapines.com), is hosted and managed through GoDaddy. The website builder and Content Management System (CMS) are all a part of our GoDaddy account. The domain renewal



cost is on a yearly basis, and we pay for a monthly plan that includes access to the website builder tool and CMS.

### **Verizon One Talk**

One Talk is a business-grade solution that lets you call, collaborate and connect wherever business takes you. To make and receive calls, we can use mobile phones, tablets, desktop computers and desk phones. Built on Verizon's cellular network, One Talk accommodates today's hybrid and remote teams and their preferred devices.

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### **Social Media Platforms and Assessment**

**Facebook:** Cohutta Pines actively engages its community through its Facebook page, where they post updates on upcoming events, shooting matches, and youth programs. This platform helps them maintain a direct connection with local customers and event attendees by promoting special offers, competitions, and membership options.

**YouTube:** The range also has a YouTube channel that showcases various events such as IDPA matches and instructional content related to shooting sports. This is used to attract both new members and participants for their events by offering a glimpse of the activities.

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### **Cohutta Pines Brand Assessment**

Cohutta Pines is an outdoor sports and shooting facility located in Cisco, GA, offering a wide range of activities such as gun training, competitive shooting, archery, and camping. The facility is positioned as a premier shooting range with an emphasis on community involvement and outdoor recreational events. The range offers unique experiences including monthly matches, youth programs, and specialized training sessions, making it a well-rounded destination for outdoor and shooting enthusiasts.



## **Market Niche**

Cohutta Pines serves the niche of outdoor recreation with a focus on firearms, archery, and family-friendly activities in North Georgia. Within the broader shooting sports market, their services cater specifically to:

- Firearm enthusiasts who are looking for training or competitive opportunities.
- Youth and family groups interested in safe, educational outdoor activities, including scouting.
- Experienced and novice shooters seeking training and certifications such as handgun safety through USCCA-backed programs.

## **Target Company and Ideal Customer**

The business targets individuals and families interested in outdoor and recreational shooting activities, particularly in North Georgia and surrounding areas. The Ideal Customer Profile (ICP) includes:

- Recreational Shooters: Individuals or families who actively seek out well-maintained, community-focused ranges for shooting practice or competitions.
- Competitive Shooters: Participants in organized events like IDPA matches and bench rest shooting competitions.
- Youth Groups & Scouting Organizations: Groups focused on archery, firearms safety, and outdoor skill-building programs.
- Training Enthusiasts: Individuals interested in firearm certifications, educational courses, or beginner-to-advanced training.

## **Problem Statement**

Cohutta Pines solves the problem of:

- Lack of safe, family-friendly shooting environments in the region.
- Need for structured and certified firearms training.
- Limited outdoor activity spaces that combine shooting sports with broader outdoor recreational opportunities (e.g., archery and camping).



Customers are typically looking for a safe, well-maintained, and inclusive environment where they can practice shooting, participate in community-oriented events, and engage their families in outdoor activities.

**Type of Business**

B2C - Lead Generation through membership sign-ups, event registrations, and training programs.