



# MAGNESIA

## OUTDOOR SPORTS

Online Retailer

<https://magnesiaoutdoorsports.co.uk>

Outdoor Activities & Sports

# Who We Are

Magnesia Outdoor Sports is a UK-registered online retailer focused on outdoor activities and outdoor sports. We aim to make reliable, practical outdoor gear accessible to customers across the UK and Europe.

We operate as an online-only business to remain lean, scalable, and digitally focused, allowing us to invest in marketing, content creation, and long-term supplier partnerships.

**Company Name:**  
Magnesia MK Ltd

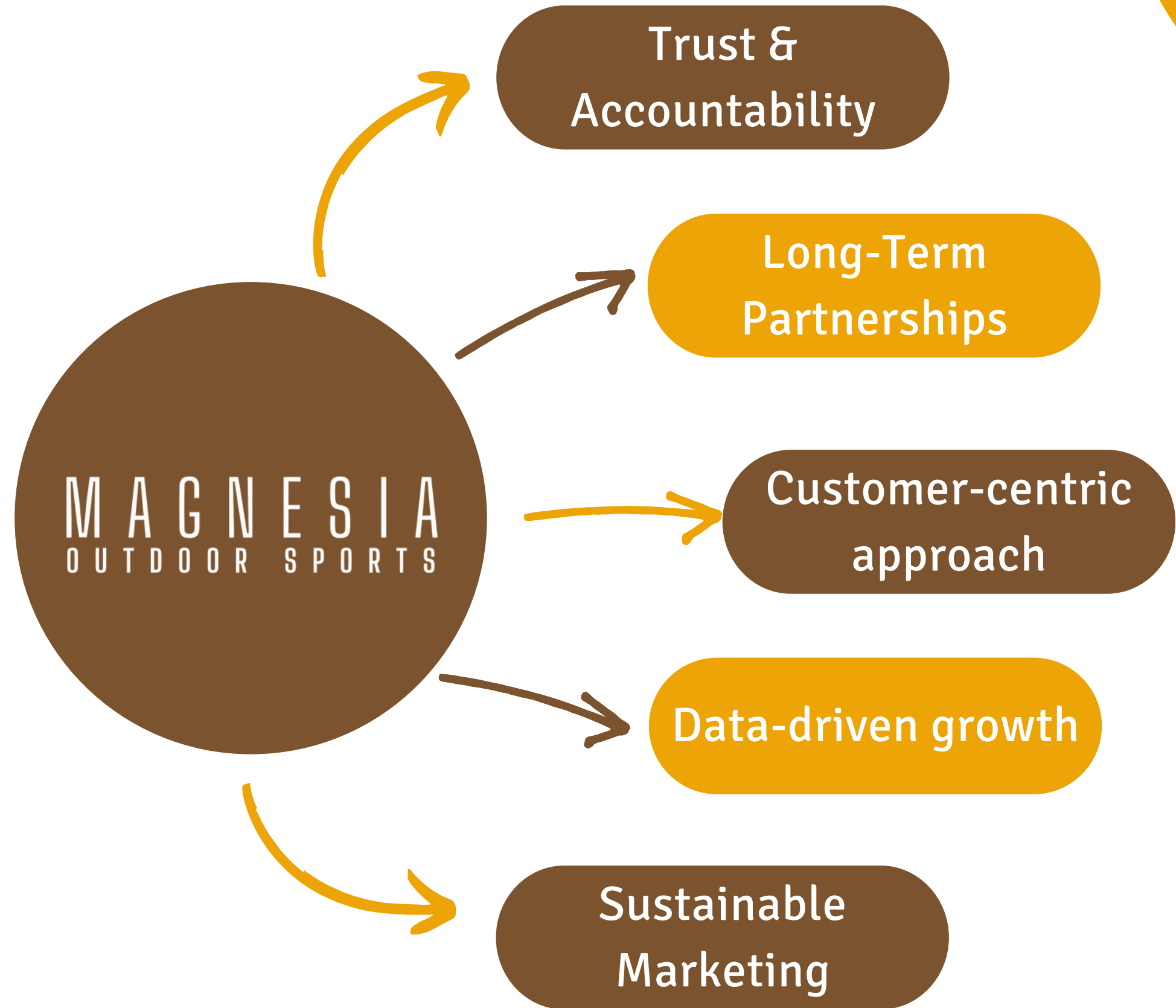
**Company Registered Address:**  
International House,  
100 Menzies Road,  
Hastings,  
TN38 9BB,  
United Kingdom

**Company Number:**  
16817343

# Branding

Our marketing focuses on consistency, clarity, and trust.

All content follows defined brand guidelines to ensure a professional, premium, and reliable presence across all channels.



# Why Partner with MAGNESIA OUTDOOR SPORTS

LONG-TERM  
PARTNERSHIP  
MINDSET

Legally Registered  
& Operationally  
Accountable UK  
Sales Channel

A Structured &  
Low-Risk Partner

Ownership of  
Customer  
Experience &  
Liability

Brand Exposure  
Through  
Search Engines &  
Social Media



Online retail model



Trial-based onboarding  
(3–6 months)

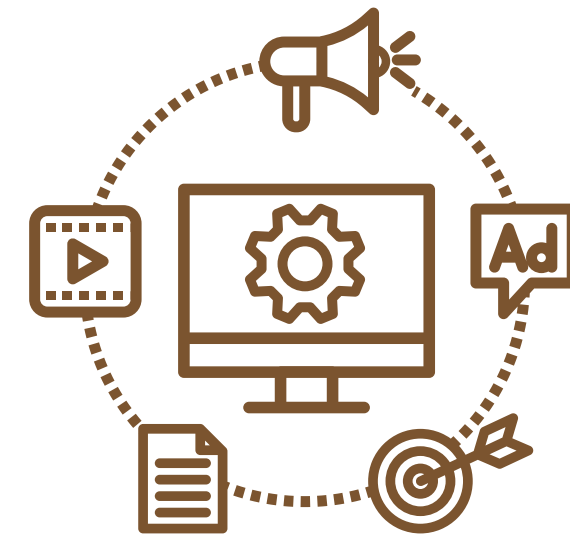


Transparent communication &  
ongoing collaboration

# How We Work with Suppliers

We manage;

Marketing  
Customer service  
After-sales support



# Our Sales & Marketing Approach

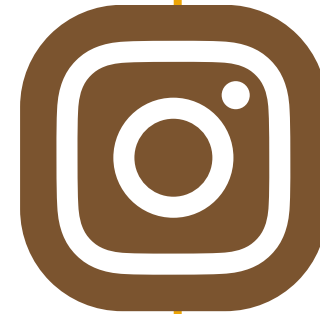
Our marketing approach;

- Plays key role in our long term brand building
- Provides ongoing visibility for products



Ecommerce Website

<https://magnesiaoutdoorsports.co.uk>



Instagram

@magnesiaoutdoorsports



Pinterest

@magnesiaoutdoorsports

# Campaign Goals

Our marketing campaign is designed to build brand awareness, increase product visibility, and drive qualified traffic within the UK outdoor market.



## Increase Brand Visibility

Increase exposure of partner brands across Instagram, Pinterest, and Google through consistent, high-quality content and search presence.



## Drive Qualified Traffic

Attract relevant UK-based outdoor customers to product and brand pages through organic and paid channels.



## Support Sustainable Sales Growth

Convert visibility into long-term demand using education-led content rather than short-term discounting.

# Marketing Steps

## 01 SEO Foundation

- Keyword-optimised category and product pages
- Brand and product visibility in the UK search results

## 02 Organic Social Media

- Regular Instagram reels, posts, and stories
- Product-focused and educational content

## 03 Social Media Campaigns

- Brand-focused promotions and product launches
- Seasonal campaigns and giveaways

## 04 Google Ads

- High-intent search campaigns
- Product and brand keyword targeting

## 05 Performance Review

- Monitor traffic, engagement, and conversions
- Identify top-performing products

## 06 Optimisation & Scaling

- Increase focus on best-performing channels
- Improve conversion performance

# Our Growth Vision

## 0 - 6 Months

- Validate demand
- Build content & brand awareness

## 6 - 9 Months

- Identify top-selling SKUs
- Invest further in marketing and brand awareness

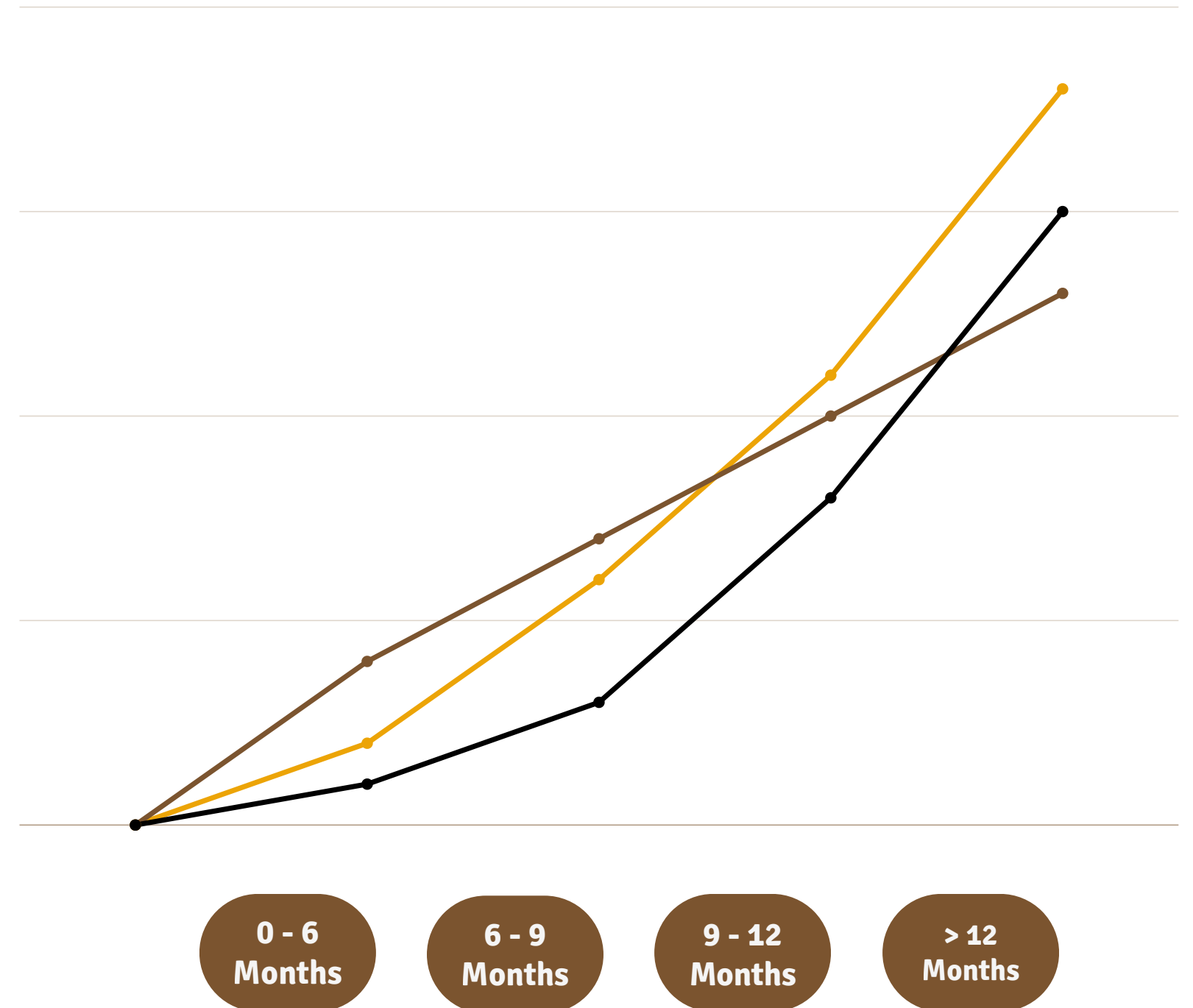
## 9 - 12 Months

- Increase order volumes
- Expand category coverage
- Develop customer loyalty

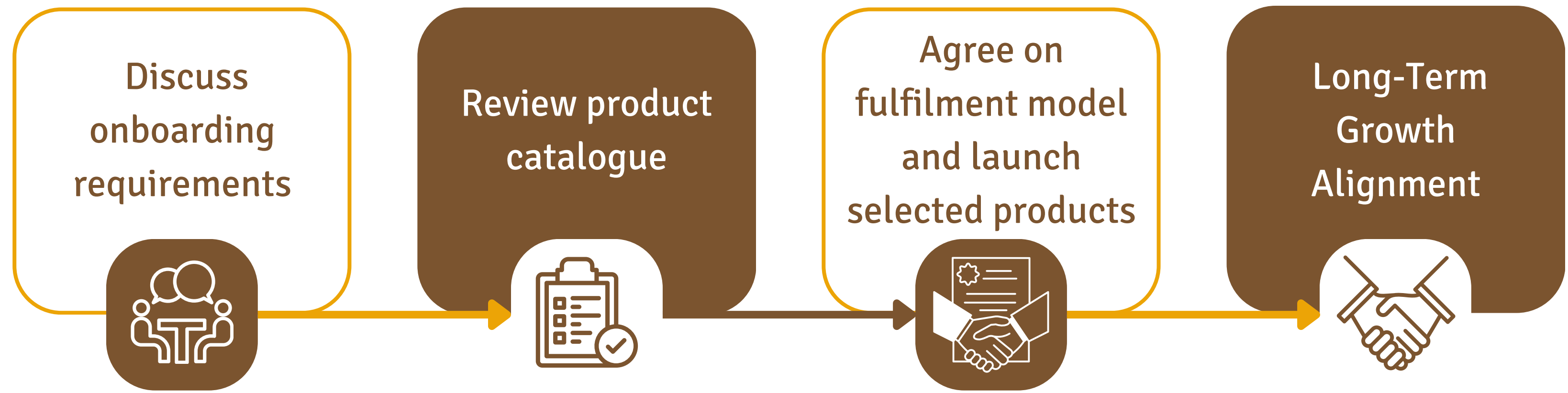
## > 12 Months

- Stock best sellers
- Improve fulfilment speed
- Broaden supplier portfolio

● Brand Awareness ● Category Coverage ● Order Volume



# Supplier Onboarding Process





**MAGNESIA**  
**OUTDOOR SPORTS**

**Thank You**

[info@magnesiaoutdoorsports.co.uk](mailto:info@magnesiaoutdoorsports.co.uk)