**Who are your users?**

25-55 year olds.

**Which online platforms would you find lots of your users?**

It would be a variety of different platforms and search engines. Youtube cat or dog videos

**Would your users use social media? If yes, which platforms do you think you would find them on?**

Yes, most of them would use some form of social media. Instagram & Facebook being the most popular.

**What do your users need? Could you meet that need with useful content? If yes, how could you best deliver that content to them?**

I think content would be essential for store as the products will be mainly toys and bedding so there is a creation process we could document but I think adding the images that are on sale & reviews on the products and their ethos could entice visitors & sales.

**Would your business run sales or offer discounts? How do you think your users would most like to hear about these offers?**

Sales could be offered for items in the holiday period to encourage buying more than one product.

As the products are drop shipped they don’t require storage space we wouldn’t need to shift stock at other points in the year.

**What are the goals of your business? Which marketing strategies would offer the best ways to meet those goals?**

I believe email marketing , Facebook ads and Instagram ads would be the best ways for fur-pets to market. Email marketing will allow the business to explain new products we have coming in and Instagram ads provide a great way to draw a customers attention to a fun pet toys!

**Would your business have a budget to spend on advertising? Or would it need to work with free or low cost options to market itself?**

Ideally Fur Pets would have a monthly budget to spend to generate interest in the toys. However , a low cost way to generate sales would be by using pet pages on instagram or facebook that use the products as animal videos generate a lot of attention.