

# WELCOME TO PAWSPOT



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[WEBSITE](#) |  [PAWSPOTFRANCE](#)

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# DEFINING THE OBJECTIVES

Our ideology makes us unique. We provide a curation of everything, starting from vet services to pet care and grooming. Our marketing objectives would include:

- **Driving Email Subscriptions**
- **Increasing Awareness for the Blog**
- **Boosting Registrations on the Website**
- **Increasing Followers For our Instagram Page**
- **Building a Community**

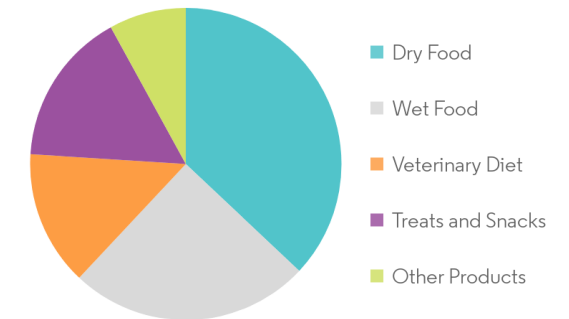


# WHO DO WE AIM TO REACH?

With [Pawspot.com](https://pawspot.com) we aim to become a one-stop shop for all the pet lovers and together we look forward to building a community of pet lovers. We did some research to understand the market size:

According to [Global Market Insights](#), the Pet Care Market size valued at over USD 223 billion in 2019 and is expected to witness 5.9% CAGR from 2020 to 2026.

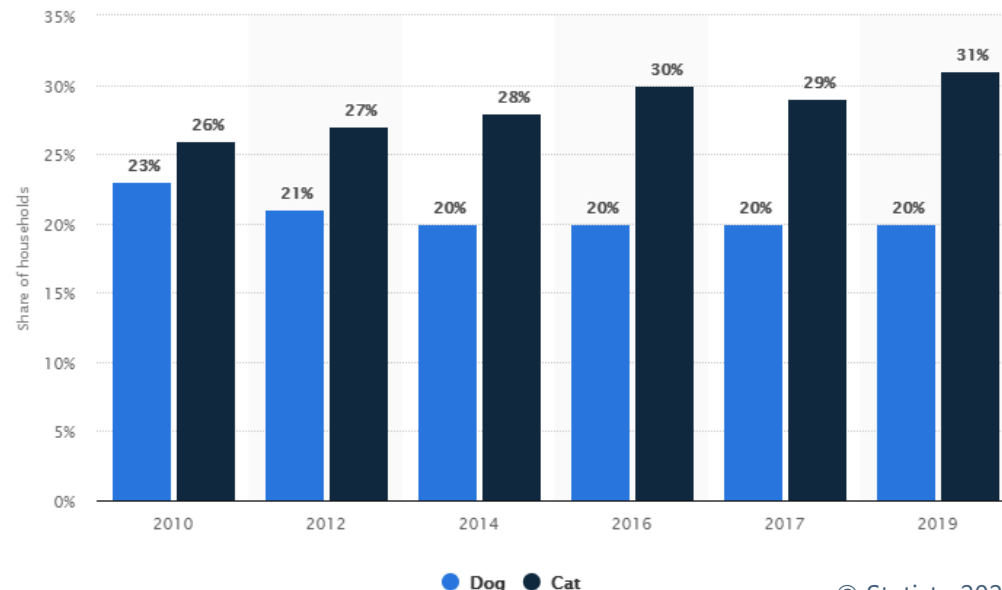
France Pet Food Market : Market Share in %, Product Type, 2019



Source : Mordor Intelligence

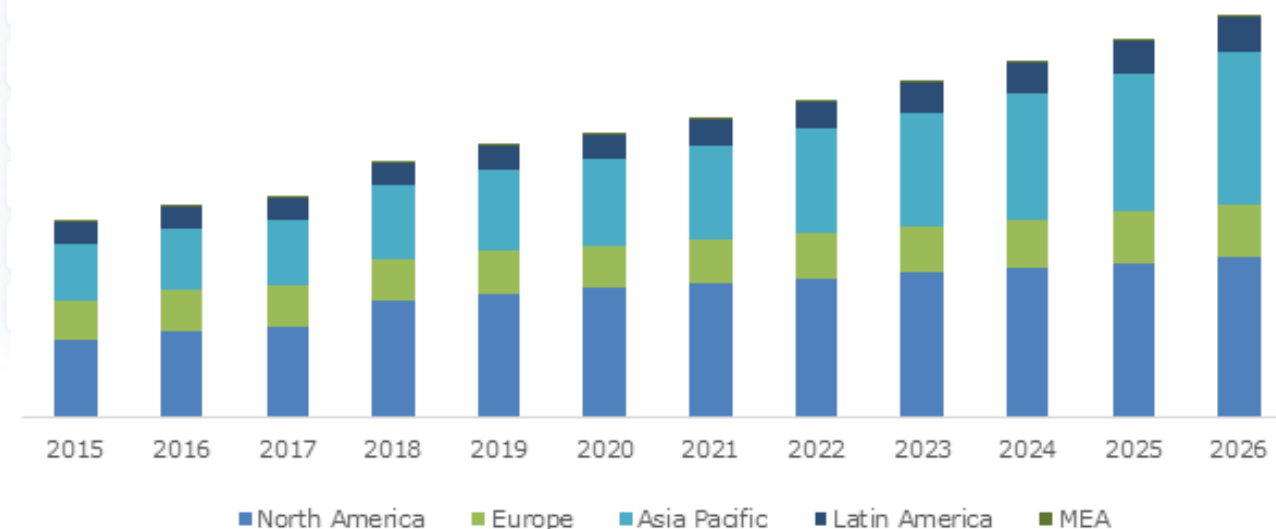


Share of households owning at least one cat or dog in France from 2010 to 2019



© Statista 2020

Global Pet Care Market, By Region, 2015-2026 (USD Million)



Source: [www.gminsights.com](https://www.gminsights.com)



# AUDIENCE PERSONA'S – PET OWNERS

- Name : Micheal Tian
- Age :22 years
- Work profile : Restaurant business owner
- Hobbies : Reading books
- Social media profile : Yes
- Monthly budget for pets : 175 Euros (variable)
- Pain points: He is an employed person who is frustrated with day-to-day care and needs a caretaker to look after his dog when he is at work. He loves to travel and wants to give his dog the best Pet lodging services when he is not at home.
- Device used : Phone
- Areas of interest : Pet care, grooming and lodging





# AUDIENCE PERSONA'S – PET CARETAKERS

- Name : Patrice Shaw
- Age : 28
- Work profile : Real estate agent & a freelance Pet caretaker
- Hobbies : playing with Children and pets, Picnics
- Social media profile : Yes
- Household income : 600 Euros (Each)
- Pain points : She finds it difficult to find potential clients, due to lack of online portals where people can connect for their pet needs
- Device used : Mobile
- Areas of interest : Offering Pet Care Services



# ONBOARDING A VET & A PET SHOP OWNER

The modern pet owner is now looking at pets as a family member and hence looks at giving best possible care for their companion. With content becoming vital and social media positioned as the cornerstone of modern marketing, a small/local business, needs to have an online presence to reach the masses. Paw Spot acts as a mediator to connect the vets and shop owners to the end customers. Paw Spot onboards the licensed veterinarians and shop owners by cross checking their details.

- *We plan on collecting the database of Veterinary doctors and pet shop owners through research, our survey being the major source.*
- *Social media platforms are the next step to reach vets and pet shop owners*

In addition to this, when a vet or the shop owner refers a person through a personal code, and the referred person becomes a new user, the referrer earns a bonus reward. That said the **Paw Spot referral program** offers a dual incentive, which gives the new user a “starting bonus” once they start serving for Paw Spot.



# WHAT OUR AUDIENCE LOOKS LIKE?

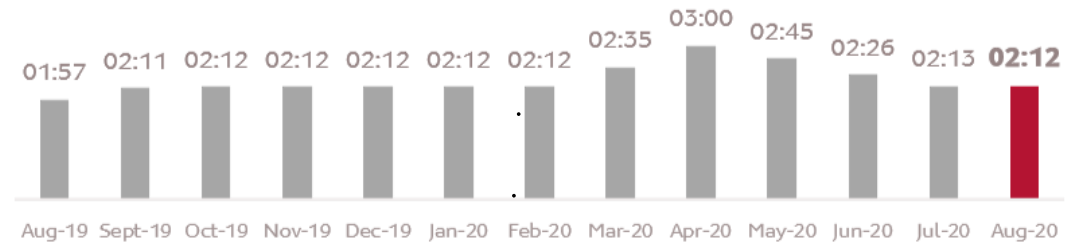
Since our product is a website it was important for us to understand the engagement of people on the internet. Our findings were as below:

- A French Person on average spends 2:12 hrs. per day on the internet.
- The most active age group is
  - 15 to 34years
  - 50 years and above
- On a day-to-day basis an average of 70.4% of the French population go online
- We found one competitor:  
[www.petbacker.com](http://www.petbacker.com)



## History : time spent on the Internet per day by French person

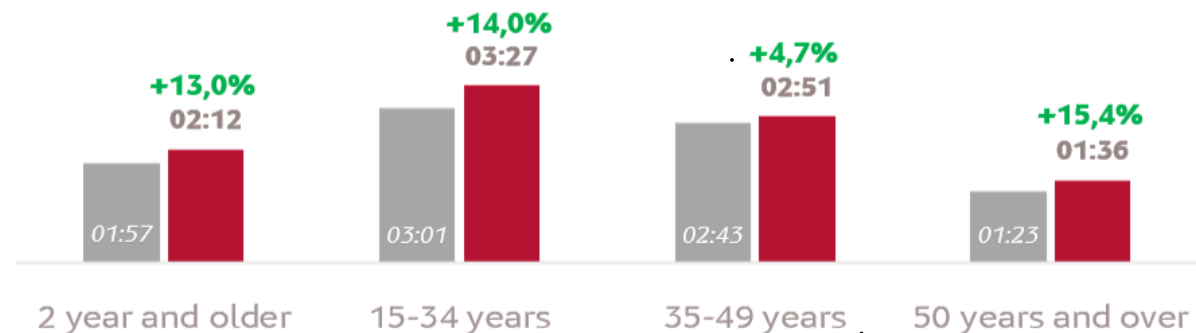
Total Internet Audience, August 2019 to August 2020 – Tablet time modelled until May 2019 - Copyright Médiamétrie//NetRatings



## Target : Time spent per day per French person on the Internet in August 2020

Total Internet Audience, August 2019 and 2020 – Tablet time modelled in 2019 - Copyright Médiamétrie//NetRatings

■ August 2019 ■ August 2020  
(Change August 2020 Vs. August 2019)



### Summary of results from August 2020



**52.6 million** individuals went online at least once during the month of July, i.e. 83.9% of the French population aged 2 years and older.



Each day, an average of **42.2 million individuals** went online, i.e. 70.4% of the French population.







# MARKETING BRIEF

Now that we have a strong understanding of our audience and the market, we developed our plan of action. We've covered all the 4 steps of the conversion funnel. Let's see how:

**STEP 1 (Acquisition / Awareness Strategy):** We will collect all customer data from pet store owners and will collect data through our survey form and social media groups that are dedicated to Animal Lovers, to send introductory emailers to them. We will also create a Wikipedia page and write articles on online magazines (E.g. PetMarket Magazine, COTEMagazine,...). In terms of owned sources, we will use our BLOG to pull-in traffic.

**STEP 2 (Engagement Strategy):** A blog can work as a tool to create awareness as well as to engage people who are already there on our website. They can refer, write reviews and share their testimonials to receive some 10 points. They can redeem these points later when booking a service.

**STEP 3 (Conversion Strategy):** Everything will have call to actions put in place, to get the people added on our database. Either through registrations or subscription or social media following

**STEP 4 (Retention):** We will have special discounts for people who have registered with us, so they get discounts on their next booking or purchase.



## Why we thought of focusing on online strategies?

- 81% of shoppers research online prior to shop from a store.
- An average of 79 days is spent by customers researching the web before buying.

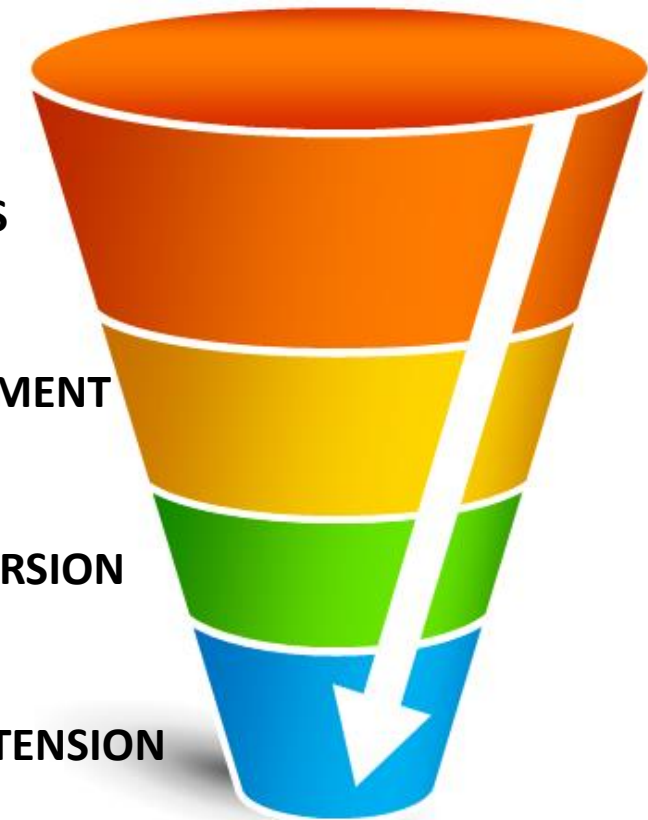
\* Source:Marketo

**AWARENESS**

**ENGAGEMENT**

**CONVERSION**

**RETENSION**







# CUSTOMER JOURNEY FOR CONTENT MARKETING STRATEGIES



## OVERALL CUSTOMER JOURNEY

STAGES	COMPARE	DECIDE	ENROL	USE	LOYALTY
ACTIVITIES	<ul style="list-style-type: none"><li>- Word of mouth</li><li>- Desk research</li></ul>	<ul style="list-style-type: none"><li>- Evaluate the options</li><li>- Review service provider website</li><li>- Reaches out for a meeting</li></ul>	<ul style="list-style-type: none"><li>- Makes decision and Enrolls</li></ul>	<ul style="list-style-type: none"><li>- Enjoy the Paw Spot services</li></ul>	<ul style="list-style-type: none"><li>- Share the experience/Give feedback</li></ul>
EMOTIONS	<ul style="list-style-type: none"><li>- Refer to previous customer reviews</li><li>- Too many options to choose from</li></ul>	<ul style="list-style-type: none"><li>- Validating the choices</li><li>- Prioritizing and Picking from the available opinions</li></ul>	<ul style="list-style-type: none"><li>- Optimistic &amp; keen on seeing the results ASAP</li></ul>	<ul style="list-style-type: none"><li>- Time to smile</li></ul>	<ul style="list-style-type: none"><li>- Ease of use</li></ul>
TOUCH POINTS	<ul style="list-style-type: none"><li>- Google reviews</li><li>- Product comparison websites</li></ul>	<ul style="list-style-type: none"><li>- Listen to an expert speak</li><li>- Read an article/blog post</li></ul>	<ul style="list-style-type: none"><li>- Email &amp; Social Media</li><li>- SMS</li><li>- Phone call</li><li>- Chatbot</li></ul>	<ul style="list-style-type: none"><li>- Paw Spot website</li><li>- Paw Spot Insta page</li><li>- Paw Spot Newsletters</li></ul>	<ul style="list-style-type: none"><li>- Promotional offers</li><li>- Word of mouth</li><li>- Social Media</li></ul>
PAW SPOT MARKETING ACTIVITIES	<ul style="list-style-type: none"><li>- Create marketing campaigns</li></ul>	<ul style="list-style-type: none"><li>- Email marketing</li><li>- Social Media</li><li>- Blogs &amp; Articles</li><li>- Referral Program</li></ul>	<ul style="list-style-type: none"><li>- Subscribing to emailers</li><li>- Following us on social media</li><li>- Website Registration</li><li>- Joining the Community</li></ul>	<ul style="list-style-type: none"><li>- Organise customer service activities</li></ul>	<ul style="list-style-type: none"><li>- Target marketing and re-ordering,</li><li>- Cross -selling,</li><li>- Up-selling</li></ul>

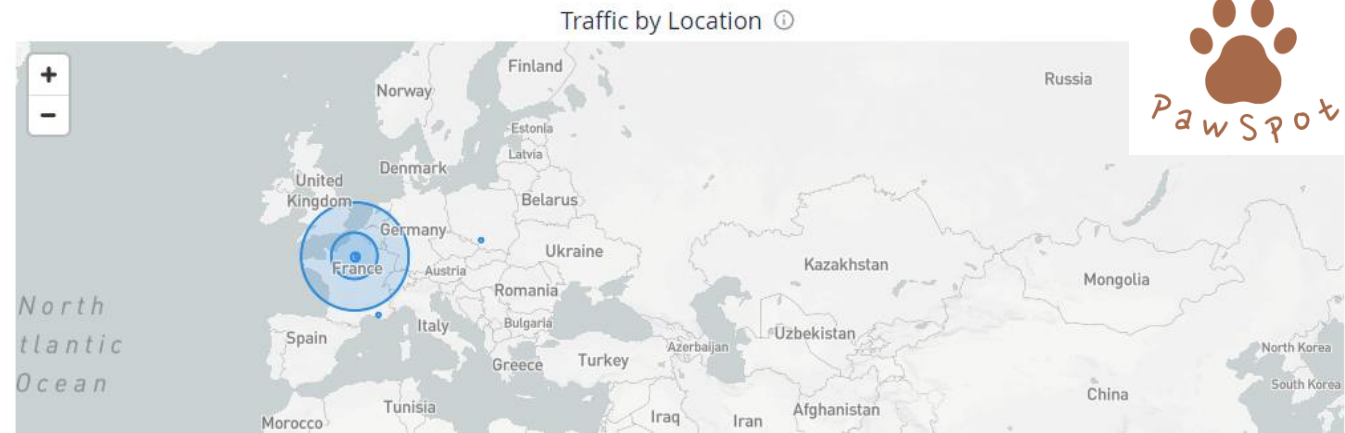


# MARKETING KPIs

We aim to generate organic traffic through our blogs and social media channel.

In order to raise awareness about the website and to better understand the audience and the market size, we circulated a survey amongst people who stay in FRANCE.

*Objective was to receive feedback from all, to bring people to our website and ultimately to get them registered with us or follow us on Instagram. We created multiple call to actions on our website to help them stay connected with us. For instance: If a person doesn't wish to register, he can simply **SUBSCRIBE TO OUR BLOG***



## SITE SESSIONS

72



Today 0 • Yesterday 4

[Get More Traffic](#)

## POST VIEWS

10



Today 0 • Yesterday 0

[Get More Readers](#)

## UNIQUE VISITORS

51



Today 0 • Yesterday 4

[Grow Your Audience](#)

## PAGE VIEWS

214



Today 0 • Yesterday 15

[Get More Visitors](#)

## Traffic Overview

View all of the ways that people find and get to your site.

Oct 13 - Nov 11, 2020 Compared to: Sep 13 - Oct 12, 2020

Date

[Last 30 Days](#)



[Reload data](#)

78

Total Site Sessions ⓘ



52

Unique Visitors



04m 32s

Average Session Duration





# MARKETING STRATEGIES (ONLINE ARTICLES)

- We plan to contact websites and understand if they can publish free articles for us. Websites like: petworldwide.net, PetMarket Magazine, COTEMagazine, petsthattravel.com, ouinfrance...
- We also plan to do cross-promotional content with the vet's and pet shops registered with us – if they have a website.
- Creating a Wikipedia page is an easy and a cost-effective way to reach mass audiences

**64%**

people read digital magazines on a monthly basis

**20%**

The amount of words on the page an average reader has time to read

**2.6 Sec**

The time a reader spends scanning the website before focusing on a particular section

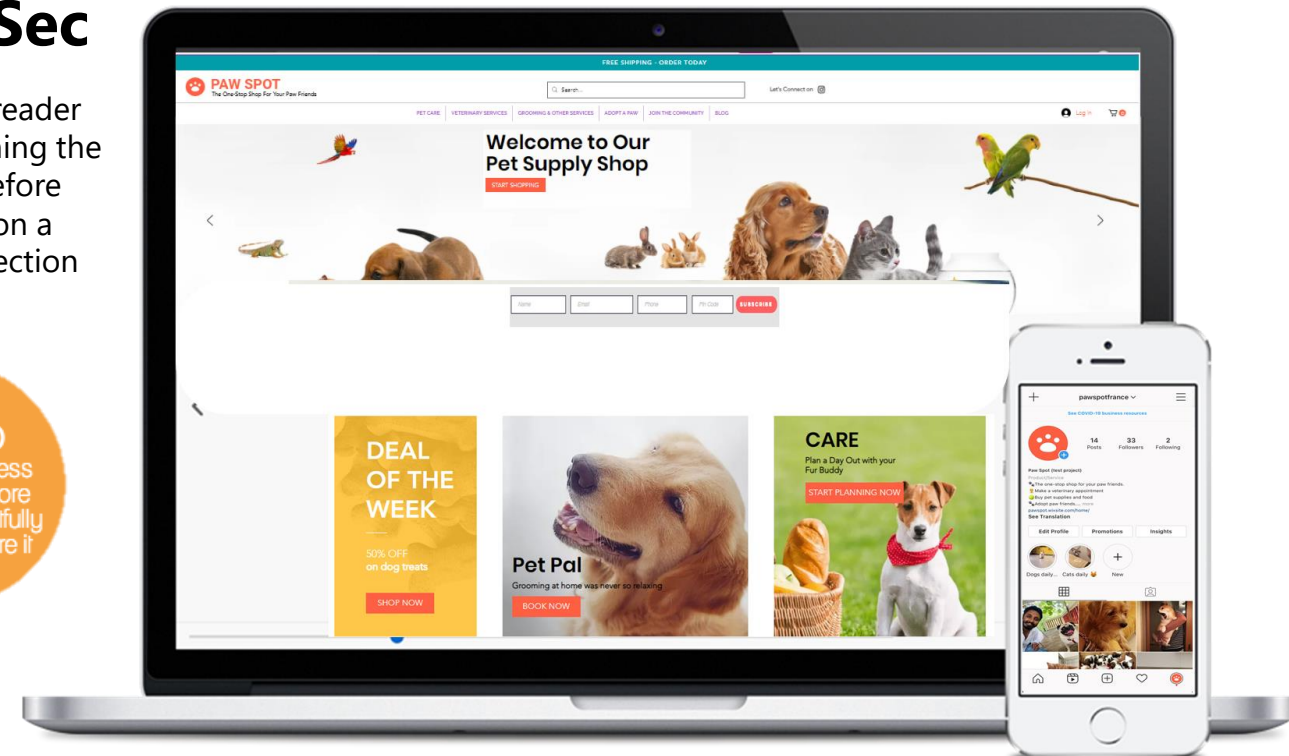
**69%**

share information because it makes them feel more involved

**27mil**  
pieces of content shared each day

**73%**

say they process information more deeply, thoughtfully when they share it





# MARKETING STRATEGIES (BLOG)

We created [BLOG POSTS](#) giving out tips and unveiling secrets for pet lovers. We made it a point to add CALL TO ACTION text at the bottom to cue the reader to book a service or shop. For instance: **BOOK AN APPOINTMENT NOW** in the post '**5 Tips to Keep your Pets Healthy & Warm**'.

3

Blog posts has been created in the last 30 days

25

Page views generated for our blog posts

8m50s

Average time spent on our blog posts

Water is responsible for cleaning your body and drinking water at regular intervals will keep both of you away from diseases. But remember to have fresh water and make it available for your paw pals too. It will help maintain bodily fluids in your body which in return help improve the digestion, absorption, transportation of nutrients and maintain your body better.

## Regular Checkups

It is always a best practice to get regular health check ups with your vet and a physician for yourself. As they say precaution is better than cure. You can book an [appointment now](#)

If you'd love to know more and receive tips on a healthy routine, don't forget to subscribe to our newsletter. See you soon with yet another interesting post!

Areas to be covered in blog posts in the future:


- Interview **veterinary doctors** in France to get tips on how to look after a sick pet?
- Approach **pet shop owners** and post a guide that talks about tips to run a profitable business
- Create **product of the week** series which promotes the best-selling product every week.
- Write **inspiring adoption stories** highlighting how people adopt a pet, what motivated them to adopt, how do they feel after adoption.





# MARKETING STRATEGIES (EMAILS & OFFERS)

Question Responses **26**



Section 1 of 3

Paw spot

Help us know you better

First name

Short-answer text

Reaching out to the database curated from shop owners and online groups through our survey form to generate leads and spread awareness. **(We've received 26 unique responses)**. We sent them a "Thank you" email to create interest, engage and gain trust.

## We're Thankful for Your Support!

Thank you for taking our survey!  
Now it's time for you to join our community and support your pet pals!  
What are you waiting for? Let's go..  
[JOIN NOW](#)



Is your pet your best friend? Are you ready to go above and beyond to take care of your fur buddy? Do you want to raise your voice against animal cruelty?  
Then [Pawspot](#) is the right place.  
Our team is dedicated to giving you the best and latest information on all things pet-related.

[Read our blog](#)

15 Boulevard Diderot, 75012 Paris, France.

Check out our website [➔](#)

## AWARENESS

Drive traffic to our website through email: Join the community now to get a free check-up for your pet pal

### Are you looking for a PAWfect place for your pet needs?

[Pawspot](#) is a one-stop solution for all your pet needs. We are a team of six who aim to make this world a better place for your pet pals.



#### Our services:

- ONLINE PET SHOP
- VETERINARY SERVICES
- PET GROOMING
- ADOPT A PET

[Visit Site](#)

Do you want to know the **tips and tricks** of pet caring?  
Have you ever wondered what all your pets can eat?  
Click [here](#) to know more..

Between 100,000 and 200,000 pets are abandoned in France each year, with 60% of these incidents occurring over the summer.  
Give them a home [now](#)

Do you want your pet to be featured on our page? Follow us on [instagram](#) now

Get Our Latest Updates

Add your email..

[Sign-up](#)



# CUSTOMER JOURNEY THROUGH EMAIL MARKETING



## Want to stay PAWSitive during this pandemic?

Is your pet your best friend? Are you ready to go above and beyond to take care of your fur buddy? Do you want to raise your voice against animal cruelty?

Then [Pawspot](#) is the right place.  
Your one-stop solution for all your pet needs.



Do you want to know the tips and tricks of pet caring? Have you ever wondered what all your pet pals can eat? Click below to know more..

[Read our blog](#)

Do you want your pet to be featured on our page? Follow us on [instagram](#) now

Get Our Latest Updates

Add your email...

[Sign-up](#)

15 Boulevard Diderot, 75012 Paris, France

[Check our website](#)

Created with [Ascend](#) by Wix. Love it? [Discover more](#)

## CONSIDERATION

For people who have not subscribed we plan to send them this follow-up email which will motivate them to read our blog and sign-up for latest updates

## CONVERSION & RETENTION

To help them make a choice, on every new registration the person will get a Free Vet Check-up for his/her paw pal. That's not all they will get 15% off on their second purchase

Thank you for signing up with Pawspot!  
A SPECIAL GIFT FOR YOU



15% OFF

YOUR NEXT PURCHASE FOR YOUR FUR BUDDY

Use promo code: PAWSPOT

[SHOP NOW](#)

Want your pet to get featured on our page? Follows us on [instagram](#) now



# SOCIAL MEDIA (INSTAGRAM) CONTENT MARKETING



[@pawspotfrance](https://www.instagram.com/pawspotfrance)

We created a corporate Instagram account which we used to raise awareness of the brand, promote our products and services, and to promote the values at Paw Spot: *a one-stop shop for pets, with users and their pets at the center of everything we do, fast, vast range products and services*. Furthermore, we redirected our Instagram followers to our website through the about us section. That was not all, we added a call to action on every post, in order to turn unfamiliar audiences into interested users who would want to know more about our products and services, increasing website traffic and conversion. *As one of the mainstream social media platforms, Instagram is also one of our content marketing goals to increase interactions with our clients and improve their stickiness and loyalty.*



# WHY INSTAGRAM ?

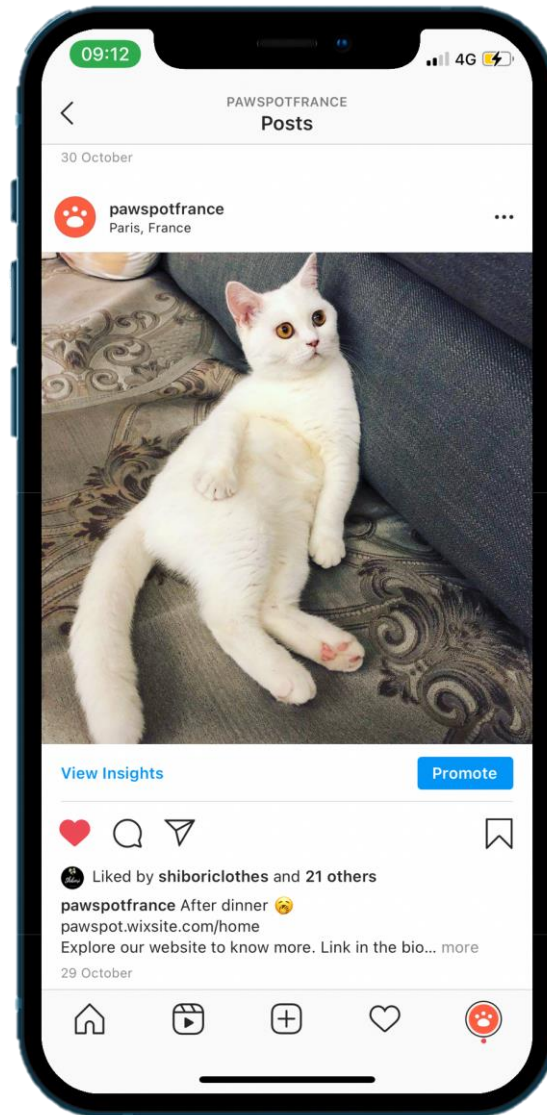
> **17 million**

businesses advertise  
on Instagram

**Visualization**

**650%**

higher engagement than  
text-only posts



> **500 million**

active users every day

**Feedbacks & Insight**

understand how customers perceive the  
brand and to identify brand advocates

**Story telling**

create emotional interaction  
with audiences

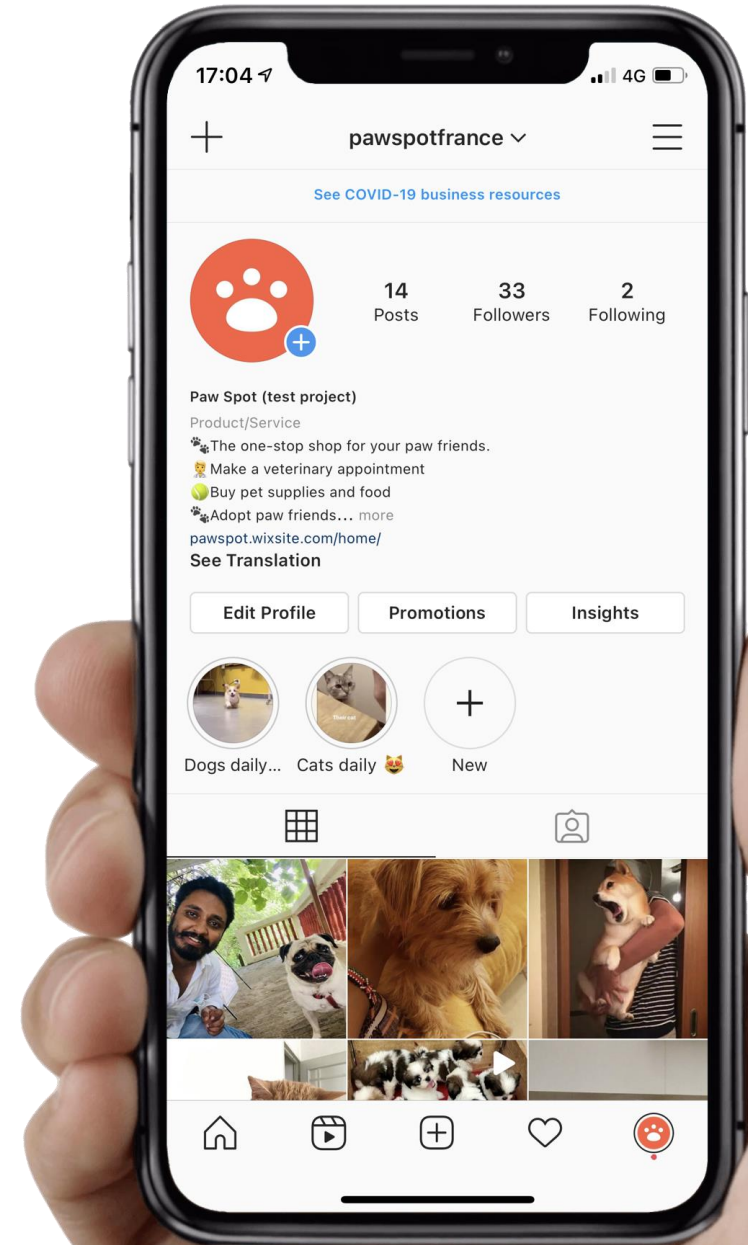




# CONTENT STRATEGIES

## 1. PROFILE

First impression can affect audience's interests. For this reason, we summarize our brand value, our main services and products, use brand logo for profile picture, in order to let our profile home page gives audience a clear information on 'Who we are' and 'what we do', we added emojis in our introduction so audience can feel emotion and fun, become interested in our company. Besides, we provide our web site link to increase our website traffic and give an easy access for our audience.



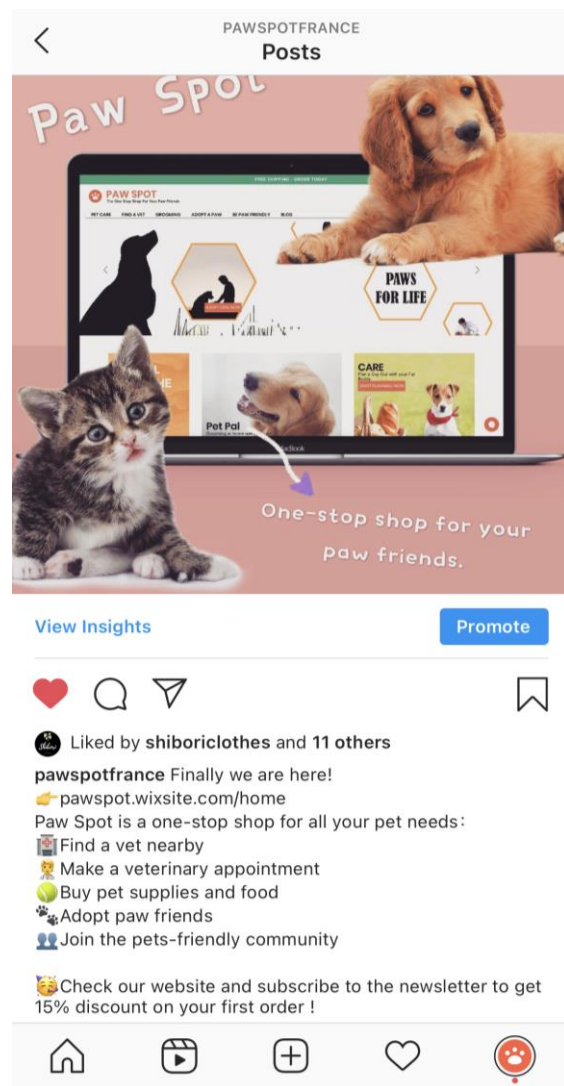


## 2. DAILY PAWSTs (POSTs) WITH CALL TO ACTION

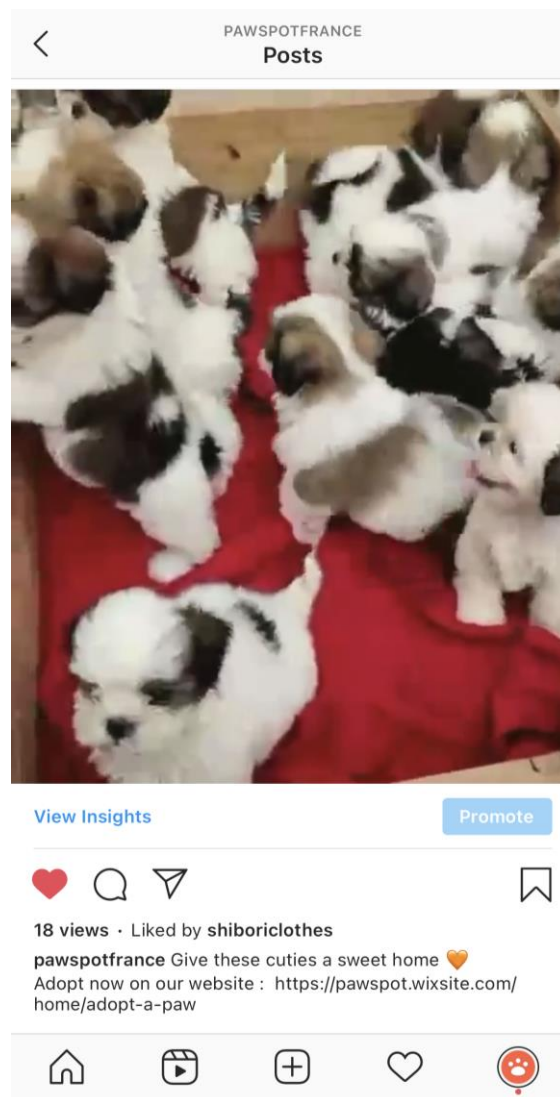
We used adorable photos and videos of pets to engage our audiences, promote our value, products and services. Our posts include daily pet sharing, holiday celebrations, adoption notice, practical information about pets, discounts campaigns, brand value, introduction of pet products and services, and more. In each post, we have added a link to the relevant landing page, in order to make easy access for interested audiences. We also set rewards to encourage our audiences to share photos and videos with their pets and join our community; further to fill the survey to help us improve.



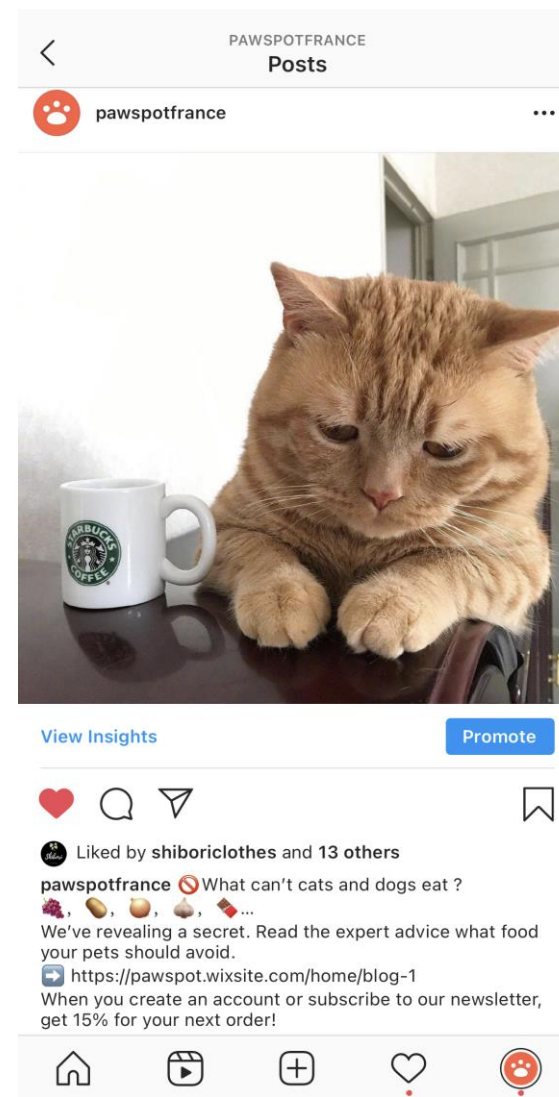
# HOW WE PLANNED THE POSTS



General  
Introduction



Adoption



Blog



Online Shop







### 3.HASHTAGS

We created a '#Pawspot' hashtag, which is easy for interested audience to share and participate, that helped us increase brand awareness. In each post, we have added hashtags related to pets & pet products, to facilitate better reach and post impression. We achieved a hashtag engagement rate of 20.51%

### 4. STORIES

Instagram story is a perfect place to share daily content without flooding audience's timeline. We started sharing interesting pet videos and parallelly we added a 'swipe up' option that will directly redirect the audience to our online shop, created 'Support our pet business' button, and a 'Count down' for our holiday sales. The aim stays the same : create interactions with our audience, increase our brand awareness and website traffic.





# MARKETING STRATEGIES (COMMUNITY)

We plan on building a community of animal lovers on Facebook. This community will prove to be a marketing asset for Paw Spot with people referring and adding other animal lovers to it.

From an audience perspective, it will be a platform for people to ask questions and help each other.

Each time someone registers on our website, they will be asked, if they want to be added to our Paw friendly community. Once the person consents, they will be added to the community where they can share their ideas, ask for advice or simply ask for reviews of veterinary doctors. This will be a Pet Lovers ONLY community, hence pet store owners or vet's will not be allowed to be a part of this community.

But wait! How does it help our marketing efforts?

***IT CONTRIBUTES TO AN EFFORTLESS PRODUCTION OF IDEAS FOR OUR BLOG SECTION,  
AND MOST IMPORTANTLY....  
HELPS PAW SPOT BUILD ITS DATABASE***



# INSTAGRAM DATA STATISTIC AND KPIs

Post	Reach	Interaction		Impression					Website Visit
		Likes	Comments	Account Homepage	hashtag	location	Others	Total	
1	30	12	0	19	8	5	1	33	0
2	42	18	1	16	12	11	7	46	3
3	56	21	0	25	18	10	6	59	3
4	18	6	0	10	4	7	0	21	0
5	50	18	2	11	0	31	13	55	0
6	30	14	0	10	0	13	14	37	6
7	20	9	0	9	7	0	9	25	3
8	36	11	0	8	0	17	16	41	0
9	24	13	0	7	9	0	14	30	2
10	38	22	0	1	15	12	14	42	4
11	26	14	0	5	9	0	15	29	1
12	31	13	2	1	10	7	18	36	0
13	21	13	0	2	8	0	17	27	1
14	17	9	0	0	4	3	19	26	4
Total	439		198		104			507	27

35

Followers



15

Posts



37.4%

Interaction rate



460

Reach





# The Team



Qiu Ling



Priyanka Budkuley



Uma Nandhini



Areeb Ahmed



Ravishankar Siddula



Romain Poddevin

