

# MARKETING PLAN: CATORO CAFÉ

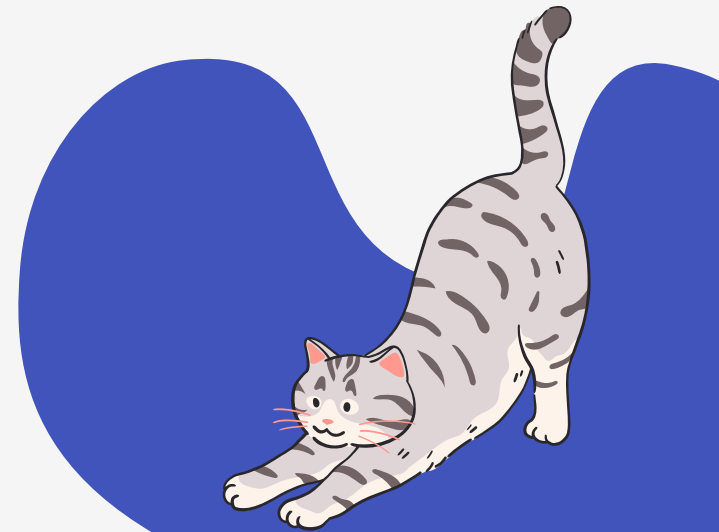
Sonya Yeh A01066329





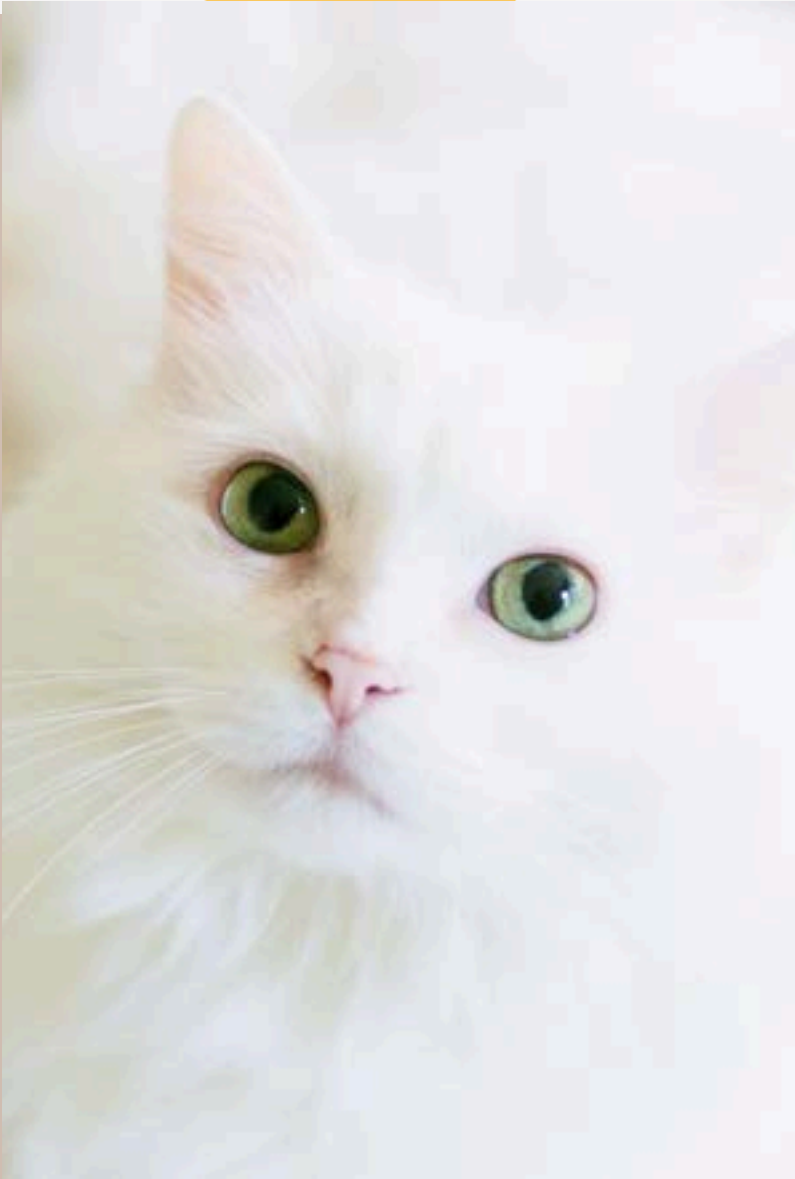
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**Introduction:**

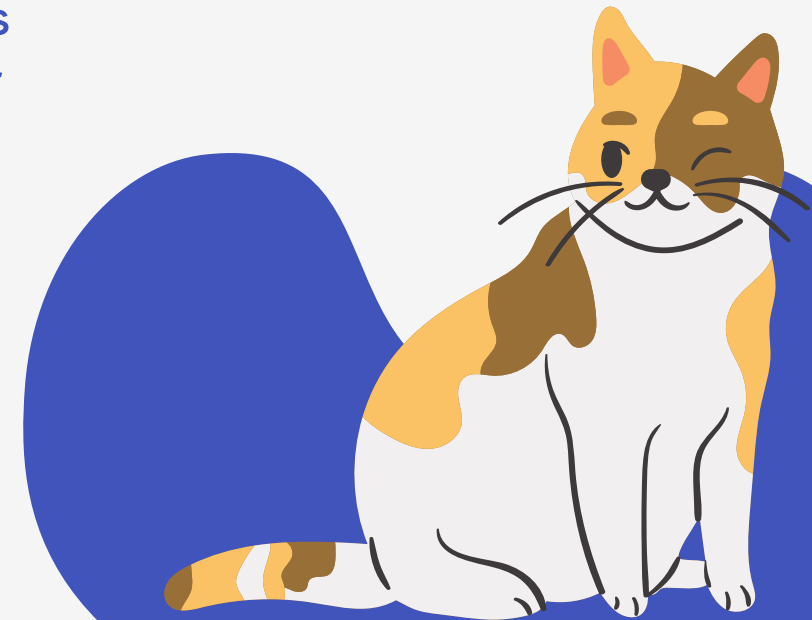
**01**



# Introduction:

Catoro Pets is a cat cafe in Vancouver. They rescue mistreated and abandoned cats and offer adoption for visitors. Catoro Pets also offers various selections of beverages and foods. Their goal is to help rescued cats to learn trust humans and find their forever homes.

Catoro Pets opened in 2019 on East Broadway. Their mission is to rescue and provide safety for cats. Not only do they offer adoptions, but fostering cats is also an option. They have been finding homes for rescued cats ever since.





**02**

**Client Position(s):**

# Client Position:

## Target Audiences:

Catoro Pets' target audiences are most likely people who love cats. The cafe is suitable for all ages, including those looking into fostering or adopting a cat. They are animal lovers who value adoption over purchase or simply enjoy animal accompaniment.



## Products/Service:

Catoro Pets offers a calming environment for people to interact with cats. It is also a pet cafe, serving delicious bubble tea and limited seasonal treats. In addition to cat visits and bubble tea, Catoro Pets sells high-quality pet supplies.

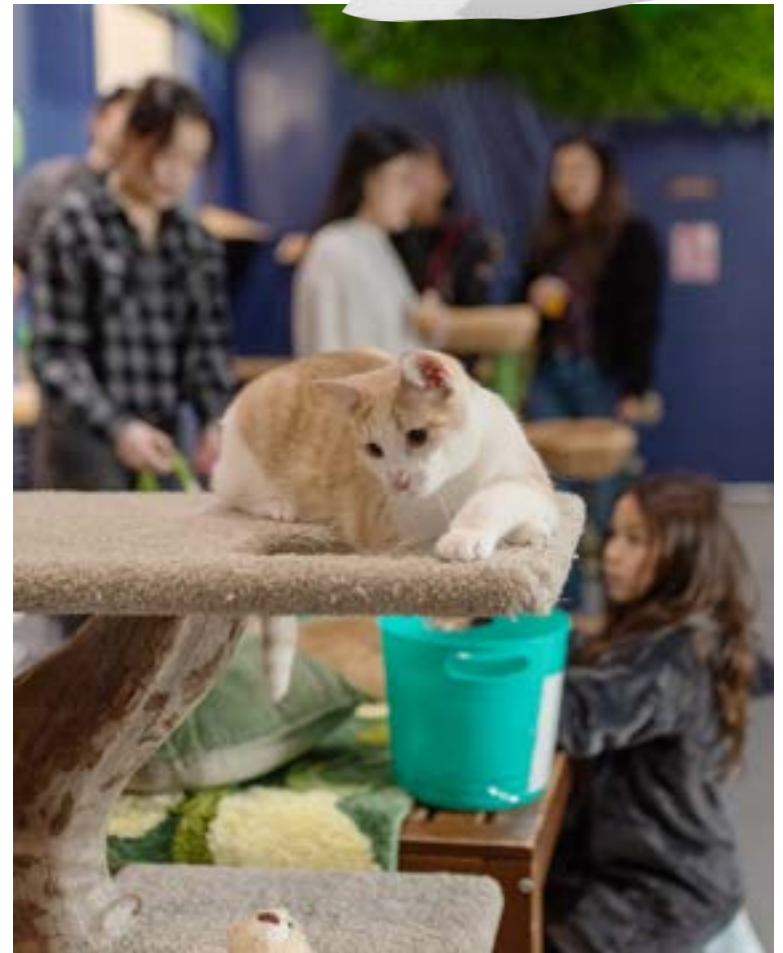
# Client Position:

## Pricing:

Currently, there is only one option for visiting Catoro Pets. Visitors pay \$18 per person. Each session lasts 50 minutes, and only a maximum of 12 spaces are available for every admission.

Dinks on their beverage menu each drink are roughly around \$7, with the cheapest being \$4.50.

Although the prices seems fair and decent in Vancouver, here are some competitors in the area that offers similar services.



# 03

## Competitors:

Catfé & PETPLS Café  
(Links to their websites are provided!)





# Competitor 1: Catfe

## Summary:

Catfe is a cat cafe in Vancouver, BC. It offers a cozy and welcoming environment where visitors can relax, enjoy a beverage, and interact with cats, many of whom are available for adoption through local rescue organizations.



Catfe aims to promote the well-being of cats, providing them with a safe and enriching space. The cafe also educates visitors on responsible pet ownership and supporting animal rescue efforts. In addition to the cafe experience, Catfe often hosts events and special programs to engage the community, raising awareness and funds for animal shelters. With a focus on fostering connections between people and cats. Each visit costs \$16.75 per person/session (55 minutes).

# Real-World & Digital Presence

Catfe Vancouver

## Real-World:

- Catfe partners with local rescue centers and facilitates adoptions, helping countless cats find forever homes since opening in 2015.
- The cafe hosts events like fundraisers, workshops, and adoption drives to engage with the local community.
- Catfe offers a variety of cat-themed merchandise for pets and humans (clothing, accessories, toys, etc).

## Digital:

- Catfe is fairly active on social media platforms. They share photos of adoptable cats, cafe updates, and community events.
- People may subscribe to Catfe's newsletter and receive updates on adoptable cats, upcoming events, special offers, and important news about the cafe.
- Catfe has an online booking system with little to no learning curves, which enhances accessibility and streamlines its operations.



# Competitor 2: PETPLS Café

## Summary:

PETPLS Café and Supply in Richmond, BC, is a hybrid cat café and pet supply store. It allows visitors to enjoy coffee, bubble tea, and pastries while spending time with cats in a specially designed "cat room." The café also features a retail section with food, toys, and pet accessories. It focuses on creating a relaxing and safe environment for both visitors and animals.

The café emphasizes cleanliness, cat well-being, and creating a welcoming space for families and individuals. Each visit costs \$18 per person/session(50 minutes)



(This is Walnut btw and she's still up for adoption!)

# Real-World & Digital Presence

PETPLS Café and Supply

## Real-World:



- the environment is family-friendly, catering to guests aged 4 and above. With a dedicated cat room, visitors can interact with cats. Visitors can also enjoy PETPLS café's coffee, bubble tea and pastries.
- PETPLS includes a retail section offering pet supplies such as food, toys, and accessories for cats and dogs.
- PETPLS actively focuses on fostering connections between visitors and cats, and emphasizing hygiene and the cats' well-being to maintain a safe environment.

## Digital:

- Catfe is active on social media platforms like Facebook and Instagram. They post videos and pictures of their cat room and promote events and new products.
- PETPLS maintains a presence on platforms like Yelp and Google My Business. Customers share reviews and photos from their recent visits.
- Customers can book visits to the cat room through the online booking platform, including a booking calendar that is easy for users to navigate through.



# 04

## The Marketing Proposal Objectives/Goals:

# Marketing Goals:

Primary and secondary

## Primary Goal:

Increase the visitor amount by 20% by hosting more community-based and related events that may potentially attract more locals and travellers.



## Secondary Goal:

Increase the social media interaction by 20%, as well as improve the presence on all platforms.



# Planned Strategy: Primary Goal:

## Strategy 01: Hosting more special or themed events

Planning more special events that offer either themed or limited activities, preferably events that include the cats and potentially increase the amount of foster or adoption.

## Strategy 02: Collaborate/partner with local organizations

Since one of the main things about Catoro café is about fostering and adopting strays from shelters, the word may potentially spread a lot faster if they were to collaborate with Vancouver's local rescue centers, like SPCA or RAPS, which both specializes bringing in strays and mistreated pets.





# Planned Strategy: Secondary Goal:

## Strategy 01: Increase engagement with interactive content

Include more posts about recent events at the cafe and increase the amount of engagement with people in social media posts. Also, have more stories and posts that are asking for customer feedbacks or suggestions.

## Strategy 02: Implement a Robust Content Strategy

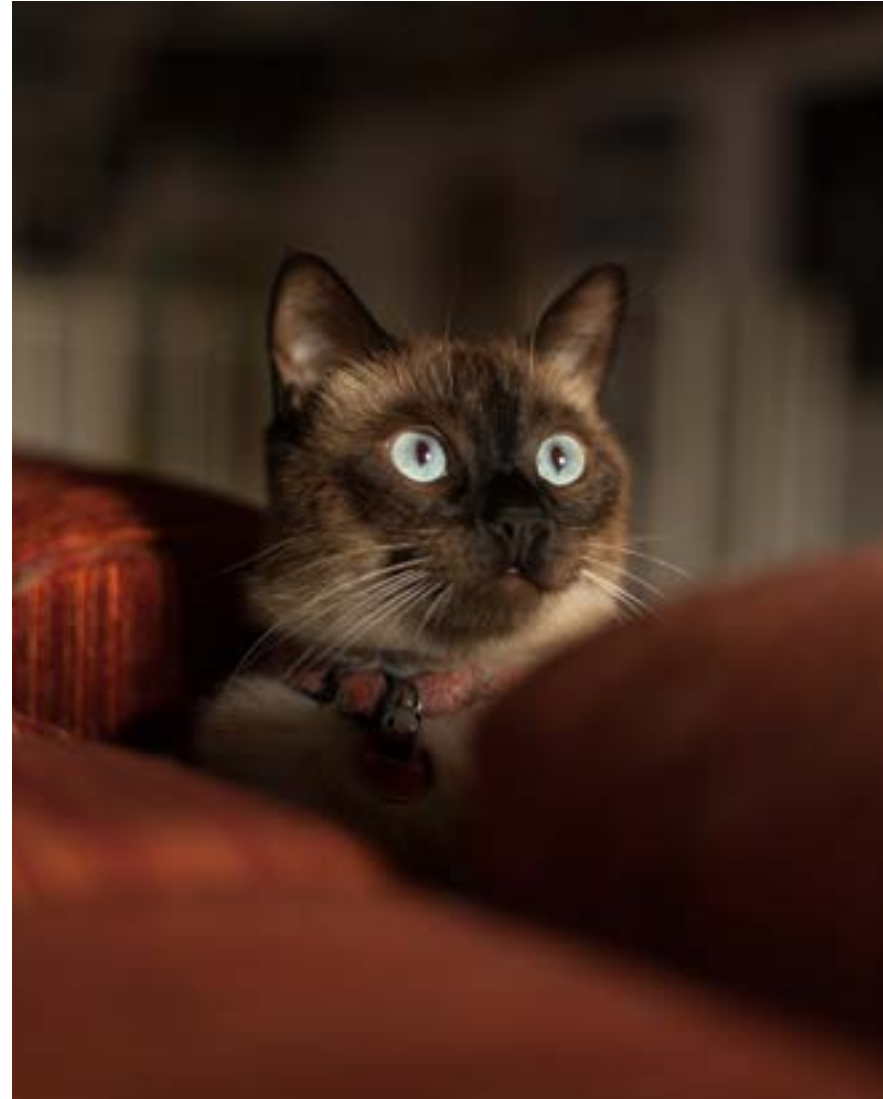
Create more engaging content on social media platforms that grasp the viewers' attention. At the same time, keeping all the content data consistent and/or based on the viewer's requests.





**05**

**Strategy  
Planning for  
Primary Goals:**



# Strategy #01: Hosting special/themed events:



## Description:

Organize cat-themed events like "Trivia with Cats", "Movie Night with Cats", and pop-up events.

## Rationale:

Themed events may create and increase attraction, strengthen community ties, and gain diverse audiences. These events may also increase foot traffic and social media visits.

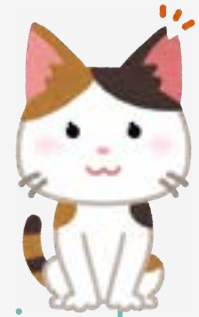
## Resources:

1. **Ads (Google Ads):** posting ads online to attract people and spread information about events.
2. **Volunteers and staff:** hiring some volunteers to assist with events. Not only it will help volunteers get their hours, but also benefit those who are going into the veterinary field.
3. **Social media:** streaming or posting stories about the occurring event may attract people's attention, making them look forward to the next event.

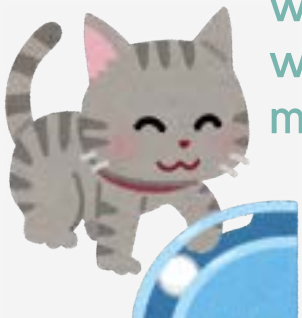
## Evaluation Metrics:

1. Customer feedback: implement a lottery system to attract customers to give feedback
2. Social media mentions: tracking the number of people tagging the cafe on social media

# Tactics:



1. **"Trivia with Cats"**: a game night where people may win prizes by answering some feline-related questions. It also increases the engagement between shop owners and visitors.
2. **"Movie Night with Cats"**: Catoro did something similar in the past, which essentially is to watch cat-related movies while in the cafe. It not only helps visitors to connect and cats but also may increase their visits to the next event.
3. **Ticket Bundle**: offer discounts for bundled tickets (from 3 and or above tickets) and early bird deals to attract people who want to pay less.
4. Hosting seasonal and cultural events to embrace different cultures and celebrations.
5. **Workshops**: Host different workshops, like meditating or therapy sessions with cats and release some stress.
6. **Contests**: Have a dedicated, yearly contest like "best cat photo" where visitors take photos of cats in Catoro. The selected pictures will be made into in-store merchandise, like yearly calendars or mugs.



# Strategy #02: Collaborate/partner with local organizations:

## Description:

Collaborate with local businesses, schools, and tourism agencies to co-promote events and activities at Catoro Café.

## Rationale:

Partnerships help tap into existing customer bases of local organizations, increasing awareness and foot traffic to the café.

## Resources:

1. **Partnership Manager:** Manage existing partnerships, negotiate agreements and reach out to potential collaborators.
2. **Creative Assets:** Using tools like the Adobe application or Canva to create event and partnership posters.

## Evaluation Metrics:

1. Assess the success of each partnership by analyzing feedback from partners through surveys or meetings, and evaluating mutual benefits.
2. Evaluate the income revenue of purchases during collaboration period.

# Tactics:

1. **Tourism Boards:** Work with Vancouver Tourism to list Catoro events on travel itineraries.
2. **Animal Shelters:** Co-host adoption drives to attract animal lovers.
3. **Schools and Colleges:** Partner with educational institutions for stress-relief programs featuring cats.
4. **Influencer Marketing:** Collaborate with local influencers to promote events through videos and posts.
5. **Local Coffee Shops:** Cross-promote events with nearby cafes or bakeries to attract their customer base.
6. **Local Fitness Studios and Gyms:** Partner with nearby fitness studios and gyms to co-host wellness events featuring the café's cats, such as yoga classes, meditation sessions, or stress-relief days.





**06**

## **Strategy Planning for Secondary Goals:**

# Strategy #01: Increase engagement with interactive content

## Description:

Interactive content involves creating engaging and participatory experiences for users, such as polls, quizzes, challenges, and questions.

## Rationale:

Interactive content is proven to significantly increase engagement rates compared to traditional posts. It offers a great way to build awareness around community-based events and special promotions, driving both local and tourist interest.

## Resources:

1. **Content Creators:** Create eye-catching visuals for polls, quizzes, contests, and other interactive posts.
2. **Social media manager:** Engage directly with followers through comments, messages, and other interactions on social media platforms.
3. **Community manager:** Respond to participant queries, foster community engagement, and encourage participation in interactive content.

## Evaluation Metrics:

1. Track likes, comments, shares, and interactions specifically from interactive content, like polls, quizzes, contests, etc.
2. Collect qualitative feedback from customers on how they felt about participating in interactive campaigns.



# Tactics:



1. **Polls and Quizzes on Social Media:** Create cat-related polls/fun quizzes on social media. Quizzes can be like "Which cat can you relate to you the most?"
2. **"Caption This" Photo Contests:** Post fun and quirky pictures of the café's cats and ask followers to come up with captions. The ones with the best responses will be made into a reel/short video.
3. **Interactive Event Countdown:** Use countdown features on Instagram Stories and Facebook to build anticipation for upcoming events and ask followers for event activity ideas.
4. **"Ask Me Anything" (AMA) Sessions:** Host live AMA sessions on Instagram or Facebook where followers can ask questions about the café, the cats, or upcoming events. Can also collaborate with influencers to participate.
5. **Flash Sale:** Announce flash sales and cheaper tickets on platforms. Can also implement a button that counts how many people clicked on it.
6. **Photo Contest:** Have a monthly competition with specific themes and photo styles. Winners may have their photos reposted on platforms.





# Strategy #02: Implement Robust Content Strategy

## Description:

Focus on creating engaging, high-quality, and consistent content tailored to each platform. by diversifying content types and using platform-specific features.

## Rationale:

High-quality content that is visually appealing and shareable increases reach, builds brand loyalty, and generates more engagement.

## Resources:

1. **Social Media Platforms:** The core channels for distributing content and engaging with followers.
2. **Creative Software:** Use creative software like Adobe application or Canva to create engaging content for different platforms.
3. **Survey & Polling Tools:** To track and count how many people were engaged with each posts.

## Evaluation Metrics:

1. Checking for customer feedback and responses and improving from then.
2. Track if foot visits increased after each content on platforms.

# Tactics:

1. **Video Content:** Create videos that make the cats in Catoro Café the main subject. Make videos like "A Day In My Life" but cat version.
2. **User-Generated Content:** Encourage users to post content on their accounts with dedicated hashtags, like #catoromoment or #justcatoro.
3. **Contests and Giveaways:** Host contests on platforms with prizes like free entry or free beverages, encouraging people to attend and spreading more info about Catoro Cafe.
4. **Cat Spotlights:** Have a series like "Cat of the Week" where viewers can learn more about the featured cat through formats like video and photos.
5. **Interactive Stories:** Have a ranking competition of the cats in Catoro Cafe through reels or stories on social media platforms, or ask others questions, like which cat is their favourite or what events people would want to have.
6. **Platform-Specific Posts:** Have specific posts for different platforms. Such as Facebook and Twitter would have more photo-related posts, TikTok would have short reel content, and Instagram having more story and interactive content.

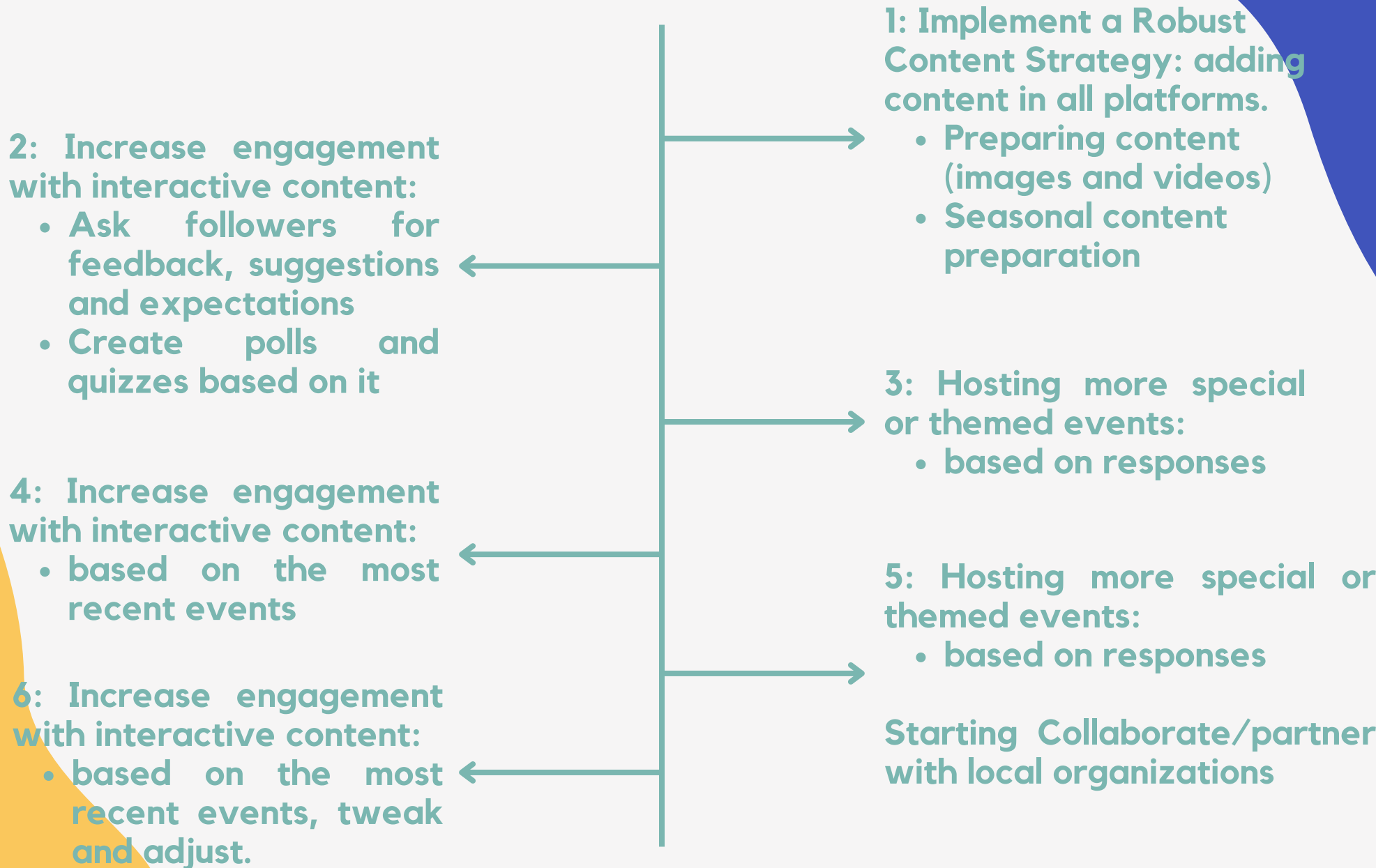


**07**

## **Implementation & Evaluation:**



# Implementation & Evaluation:



# Implementation & Evaluation: Explanation

I decided to not add any timeline because the strategy I suggested can be done at any time and in any state. Most of the adjustments are based on social media responses, as well as the amount of visitors after each event.

# Summary



Overall, I set the company goal to increase more visitors by 20% and social media interaction by 20% as well because Catoro Café did not have as many comments and followers as its competitors like Catfe on social media platforms and Google reviews.

Most of the strategies focus on increasing interaction between the brand and visitors by promoting Catoro Cafe on its social media platforms and collaborating with local brands to spread its brand.

Though there weren't any dates specified for the timeline, the strategy is suitable for any time. The most important part of the strategy is that it goes through trial and error and collaboration with others.





**Thank You!**

