

FLUFF&BUFF

WHERE PETS COME FIRST



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Hello!



At FLUFF&BUFF we go above and beyond to provide your furry friend with the highest quality care and a loving environment where they can thrive. As advocates for the 'Adopt, Don't Shop' movement, we encourage giving rescue pets a deserving home. We believe in treating every pet like family, offering more than just premium grooming services and essential supplies. What truly sets us apart is our intense dedication on your pet's mental health



OUR COMPETITORS

- HEADS UP FOR TAILS
- PETGULLY
- INDEPENDENT PET STORES
- BARK N BATH





WEBSITE



MARKETING CAMPAIGN

- Social Media Campaign: Utilize Facebook, Instagram, and Twitter to showcase pet care services, engage with the audience, and collaborate with influencers for wider reach. Regularly post engaging content like pet care tips and success stories.
- Affiliate Marketing: Partner with influencers, bloggers, or pet stores for promotion. Offer incentives like referral commissions to increase brand visibility and attract new customers.



MARKETING CAMPAIGN

- Email Marketing: Build an email list, send regular updates, exclusive offers, and personalized content to subscribers interested in pet care, fostering engagement and loyalty.
- SEO & SEM: Optimize the website with keywords for better search rankings, create informative blog content, and consider targeted SEM campaigns to drive traffic and conversions.



MARKETING CAMPAIGN

SOCIAL MEDIA MARKETING:



AFFILIATE MARKETING:



7M's FOR THE CAMPAIGN

1) Mission: To provide exceptional care for pets, prioritizing both their physical and mental well-being, while promoting the "Adopt, Don't Shop" movement.

2) Market: Targeting pet owners who value high-quality care and mental health for pets, focusing on those active online and interested in premium services.

3) Message: Highlighting Fluff & Buff's comprehensive care approach, treating pets like family and focusing on their mental health alongside grooming services.



4) Media: Utilizing social media (Facebook, Instagram, Twitter), email marketing, influencer collaborations, SEO & SEM, and banner advertising for visibility.

5) Money: Budget distribution based on channel effectiveness, revenues from diversified streams, strategic pricing, effective cost management,

6) Moment: Your partner in creating lasting memories and fostering the special human-animal bond. Enhance these moments with premium services like grooming and mental health support from fluff&bluff.

7) Measurement: Monitoring social media engagement, website traffic, ad click-through rates, email campaign effectiveness, conversion rates, and subscriber/follower growth.

CRITICAL ASSETS OTHER THAN WEBSITES

1) Partnerships and Collaborations: Collaborating with pet care influencers, local pet businesses, or pet-friendly events.

2) Mobile App: We will provide a user-friendly mobile application

- Easily book an appointment and receive recommendations.
- A customer care team which will be reachable for your queries and guide you on subjects like pet nutritional requirements and animal behaviour.

3) Physical Brochures/Flyers: For local promotion in pet stores, vet clinics, and community boards.



Strategies to drive traffic to these assets

Partnerships and Collaborations:

Organic:

- Social media highlights of partnerships.
- Collaboration stories in SEO blog posts.
- Community events related to pets participation.

Inorganic:

- Social media & Google targeted ads.
- Email campaigns announcing collaborations.



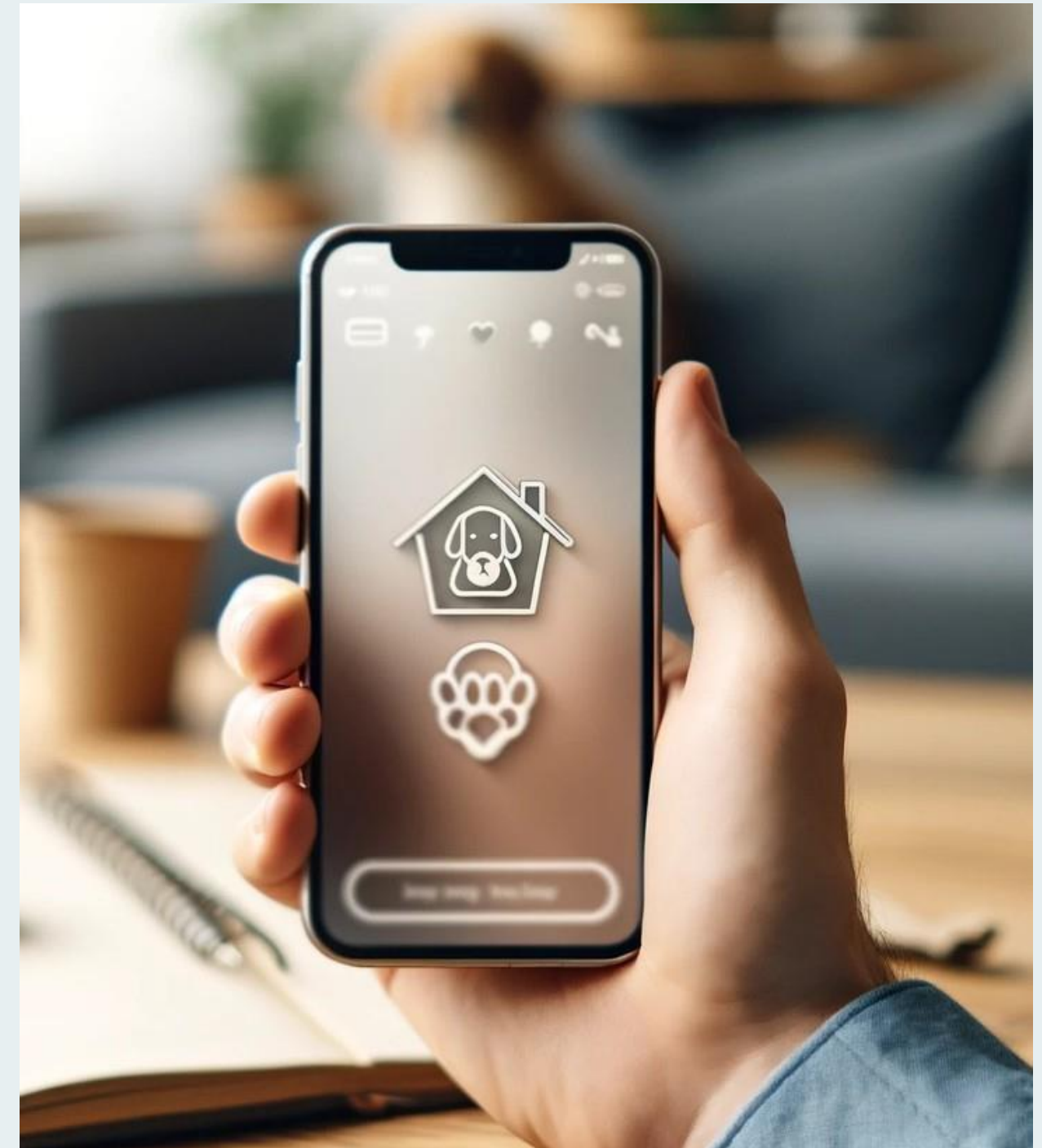
Mobile App

Organic:

- In-app SEO for better app store visibility.
- Website promotion on social media.

Inorganic:

- Paid advertising in app stores.
- Adverts for apps on social Media.



Physical Brochures/Flyers

Organic:

- Local pet stores and vet clinics.
- Encourage word-of-mouth sharing.

Inorganic:

- Ads in local print media.
- Local companies collaboration in flyers supply.



Strategies to meet marketing objectives

Online strategies

- Influencer marketing with pet influencers.
- Carrying out webinars and workshop on pet care.
- Utilizing customer reviews and testimonials.



Offline strategies

- Participating in community events and workshops.
- Sponsorships of local pet events.
- Generating repeat business through the establishment of a loyalty program



Is ORM relevant?



- Yes, We believe that ORM is highly relevant for our startup , especially because we priortise customer satisfaction and a positive brand perception.
- ORM helped us manage online threats and create a loyal customer base for our startup.



Recommended ORM strategies

- Monitor online presence regularly and gain valuable insights into brand's online reputation and take steps to improve it.
- Publish high-quality content to highlight company's expertise and principles while also guiding the overall perception of the brand.



ORM STRATEGIES

- Sharing heartwarming stories of the "Adopt, Don't Shop" campaign and encouraging positive reviews in the website.
- Respond professionally and offer solutions for the negative comments and constantly learn from criticism and improve our services.



Key metrics used to measure the success of the campaign

- Number of New Clients: This helps us to directly measure the campaign's effectiveness in attracting new customers. As a startup, acquiring new clients is crucial for growth and requires close monitoring.
- Conversion Rate: This metric helped us track the percentage of users who clicked on our ad and then took a desired action, such as scheduling a grooming appointment or signing up for a newsletter.



Key metrics used to measure the success of the campaign

- Increase in Client Satisfaction: This metric tracks customer sentiment and loyalty towards Fluff & Buff. Positive client feedback indicates a successful campaign.
- Social Media Metrics: We run ads on social media platforms, metrics like social media followers, reach, and engagement provided us the impact of our campaign on social channels.



THANK YOU!

