



MSc in Strategic Management and Digital Marketing

MRK5013: Online Advertising

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#### *Slide 4: Digital Marketing Measurement Model*

HighDog's high level objectives and their respective goals are outlined in the digital measurement model in slide 4. HighDog's high-level objectives are market expansion, improving brand awareness, better brand positioning amongst customers, targeting a new segment of non-customers and doubling sales for 2020. These high-level objectives are broken down into goals which eventually over the course of 6 months our digital marketing campaign will satisfy the clients set objectives.

The objectives which we deemed most appropriate so that we could have a successful digital marketing campaign were developing a user acquisition strategy, audience growth through content creation and endorsements and ultimately increase repeated sales. These specific goals are to be met monthly so that incrementally the high-level objectives are met. Therefore, our team devised appropriate and demanding KPI's so that we ensure optimal results for our client and ensure that we go over and above of what is expected.

The KPI's together with their respective targets are to be tested against the targeted audience using the media described in the DMMM by which the desired ROI is yielded. This ensures concentration of efforts and minimising waste of resources.

*(188 words)*

#### *Slide 5: Primary Target Audience:*

The primary target audiences would be the bull's eye of our digital campaign, are dog owners who are interested that their pet would be consuming nutritious food free from any additives that may be of detriment to their loved family member. The additional characteristics that we would like our targeted segment to have would be that they own more than one dog so that our product would be consumed on a more frequent basis. The price sensitivity of our targeted segment would be slim since they would not compromise on their health of their dog and thus this will allow us a higher ROI. We must match our campaign efforts to make our target segment believe that our product fits their values and their lifestyles and thus we must promote our product as a value add to their lifestyle and also set up our digital campaign accordingly.

*(147 words)*

#### *Slide 6: Secondary Target Audience*

The secondary target audiences would be the next up in line who we want to satisfy with our product. The secondary audiences would allow us to expand our consumer base but always keeping in mind our main audience. This audience is very similar to our primary audience but will have some variation in the characteristics that we can satisfy and they way we target them. The demographics are homogenous across all targeted segments. The main difference would be the motifs of buying our product that vary between the segments. One secondary segment would be interested in being more knowledgeable of the purchases they are making whilst the other segment is relatively new to the dog owning scene and thus, they are optimal targets for our products. The main differences would be the price sensitivity where one segment would at least consider upgrading their pet's food whilst the newer noncustomers would not be sure whether the price is justifiable for such food due to the lack of knowledge. Thus, we must set up our marketing campaign accordingly so that we can attract customers that fall in these characteristics.

*(187 words)*

### *Slide 7: Situation Analysis*

The two markets that we deemed to satisfy are the UK market and the Spanish Market. These represented the biggest growing markets which are full of potential for HighDog. These markets can be tapped in by using effective use of digital marketing and targeting the right audiences which was outlined in the previous section. We must pay attention to the language barrier when it comes to product information and advertising, but it is expected to be of minor inconvenience to our team. The markets' trends align with our client's mission and operations and thus our campaign would involve us promoting our client's values to the targeted audience. The rise in smart phone usage and social media exposure it would be of great advantage for HighDog since the number of people who fit in our criteria would increase this allows us to reach our desired sales objective in a shorter time.

*(150 words)*

### *Slide 8: Digital Competitive Review*

The strongest competitors to HighDog would be Purina, Pedigree and Royal Canin in all countries given they have been in the Pet Food game for a longer time than High Dog. Analysing the situation of our client we are confident that HighDog is a game changer within its industry, as none of the competitors has an equivalent product offering complimented with the app service and logistic delivery set up by our client. Therefore, we believe that once we promote our client's app and product to our targeted segments it would be the logical decision for one to place an order since High Dog offers quality with convenience with ample support from our serviced app.

*(114 words)*

### *Slide 9: The Campaign Message*

HighDogs main message to our target audience would revolve around the values that the brand stands for. The values outlined in the presentation are Healthy, Premium, Convenience, Custom Recipes, Lifestyle, Home-made, Effortless. The mentioned keywords are the cornerstones of that HighDog is all about and what it wants to be to its customers, thus we must make sure that we promote those values to our new target audience.

*(68 words)*

### *Slide 10: Paid Digital Marketing Strategy*

Our campaign will be entirely focused on paid media where we would utilise every effective digital media platform to reach out for our target audience. Utilising Facebook Instagram and YouTube will enable us to be more effective with our promotion and reach since such platforms offer optimised targeting and demand generation. Opting for this type of approach will enable us to be more cost efficient and enable us to be more flexible with our marketing style and thus we can change components of our strategy plan if unforeseen circumstances prevail. In addition to this we can set up KPI'S and measure the performance of our campaign and have detailed analysis of our market which can be used to our advantage in real time.

*(123 words)*

### *Slide 11: Consumer Journey*

The strategy of this campaign would revolve around brand awareness and product reach during the awareness stage of the consumer journey which will be promoted by Facebook Ads, YouTube Ads, PPC and Display Ads. For noncustomers who are in the consideration stage we want to strive for Facebook page and Instagram account traffic, app installs and positive brand sentiment through lead generation, endorsements, and positive brand sentiment online. Noncustomers who have reached the purchase stage we must ensure that we facilitate conversions and in App traffic by providing the best user experience on the app. This would be the most important piece to the puzzle and of most importance and if taken lightly it would render the previous stages and the whole campaign worthless.

*(124 words)*

### *Slide 15: Editorial Calendar and Budget Spread*

The 200000-euro budget is spent by starting with awareness in the first 3 months and then the decreased as we reach the final stages of the campaign as then we focused more on conversion in which we then incrementally added more allocation towards the end of the campaign. The type of ads most invested in was in Facebook ads and then giving second priority to Instagram ads. We also allocated part of the budget for app store optimisation since more than 60% of the time apps are downloaded whilst surfing app store and thus, we could not go without it. PPC and Display ads were given a fixed budget throughout the campaign to ensure a steady flow of visitors throughout the months.

*(122 words)*