Proposed 6-Month Digital Marketing Plan for HighDog

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Executive Summary:

A marketing budget of 200,000 euro is available to spend on digital advertising media between June and December 2020 on behalf of our client HighDog. This budget will be spent towards satisfying the high level objectives that needs to be fulfilled if this engagement is taken by our Agency. The main objectives of this campaign would be market expansion, improving brand awareness, better brand positioning amongst customers, targeting a new segment of non-customers and doubling sales for 2020.

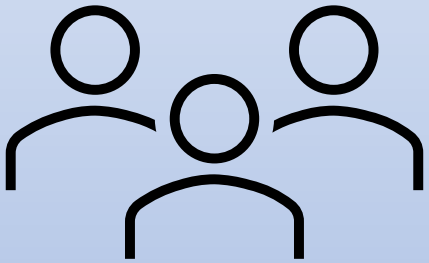
The campaign will focus it efforts on creating awareness, entice consideration and ultimately lead to purchases. This is done using social media platforms to run a mix of ads which will be promoted to our preferred audiences and during the 7 month period we would monitor and optimise every component of our strategy, adapting to the external factors as we go along with the campaign.

Setting KPI's and measuring the performance of the campaign is essential to maximise ROI for our client and thus we would be setting demanding KPI's for our strategy and we will weave our resources with the innovative characteristics of HighDogs product offering and target the audience which will make our objectives materialise.

Digital Marketing Measurement Model

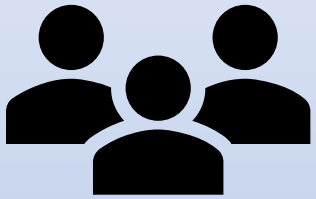
HighDog Objectives			
Introduce HighDog App In English And Irish Markets.	Target New Audience Segments For Our Offerings.	Improve Brand Positioning.	Double Online Sales In 2020.
Goals			
Develop User Acquisition Strategy.	Audience Growth Through Online Content Reach.	Establish Collaborations With Renowned Dog Influencers.	Double Repeated Sales.
KPI			
Improve The Overall Visibility Of The App.	Effective Referral Traffic.	Improve Social Media Brand Sentiment.	Purchases Per Customer.
Target			
60k downloads pre country / month.	100,000 new visitors every week.	Improve sentiment ratio (P/N/N) by 4% a month.	>2/month.
Segment			
App Store Optimization Converted Visits. Facebook, Instagram and Audience Network	Facebook Ads Converted Visits	Social Media Content Positive Review	Visitor Returns Recurring Purchases

Primary Target Audience:



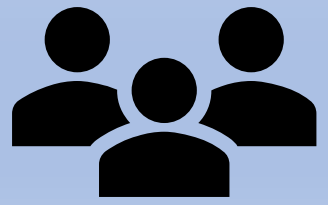
- Demographic:
  - Reside in England or Spain.
  - One or more dog owners.
- Psychographic:
  - People who are committed in feeding their loved pets the best food.
- Purchasing Approaches:
  - Low price sensitivity.
  - High Substitution Intent.
- Personal Characteristics:
  - Very active lifestyle both the owner and the pet.
  - Highly concerned of their pet's health, eating habits and lifestyle.
  - Avid online shoppers.

Secondary Target Audiences:



- Demographic:
  - Reside in England or Spain.
- Psychographic:
  - Interested in gaining knowledge about the food that they are buying for their pets.
- Purchasing Approaches:
  - Moderate Price Sensitivity.
  - Moderate Substitution Intent.
- Personal Characteristics:
  - Value quality and convenience.
  - Tech savvy and Information seeking.

- Demographic:
  - Reside in England or Spain
- Psychographic:
  - New pet owners and would like recommendations on what their pet should eat.
- Purchasing Approaches:
  - High price sensitivity.
- Personal Characteristics:
  - Unsure and alienated



Situation Analysis:

	United Kingdom	Spain
Industry Growth	1.0% Revenue Growth	4.6% Revenue Growth
Market size	Pet Food Revenue amounts to US$5,261m in 2020.	Pet Food Revenue amounts to US$152m in 2020
Main Competitors	Pedigree, Purina, Royal Canin	Pedigree, Purina, Royal Canin
Market Trends	Pet food buyers say they would be willing to pay to find out the healthiest diet for their pet.	Dog food buyers believe it is healthier to limit red meat in their dogs' diets.
	Increase in dog owners preference of cooking from scratch/served leftovers.	Dog food buyers are interested in guidance for making pet food at home.

Digital Competitive Review:

Purina Dog Food	Pedigree Dog Food	Royal Canin Dog Food	HighDog
Strong Digital Presence	Strong Digital Presence	Strong Digital Presence	Innovative app for user engagement
Established Brand	Established Brand	Established Brand	True Premium Handmade Dog Food
Strong Retail Presence	Strong Retail Presence	Strong Retail Presence	Planned Logistics for Convenient Purchases

Campaign Message:

Paid Digital Marketing Strategy:

Facebook

- Paid Targeted Advertising.
- Carousel Ads.

Instagram

- Promoted Content.

YouTube

- Bumper Ads.
- Google Preferred Ads.
- Content Creators.

Google

- Pay Per Click.
- Display Ads.

Consumer Journey:

Awareness

- Brand Awareness
- Product Reach

- Facebook Ads
- YouTube Ads
- PPC
- Display Ads

Consideration

- Traffic
- Engagement
- App Installs
- Lead Generation
- Positive sentiment

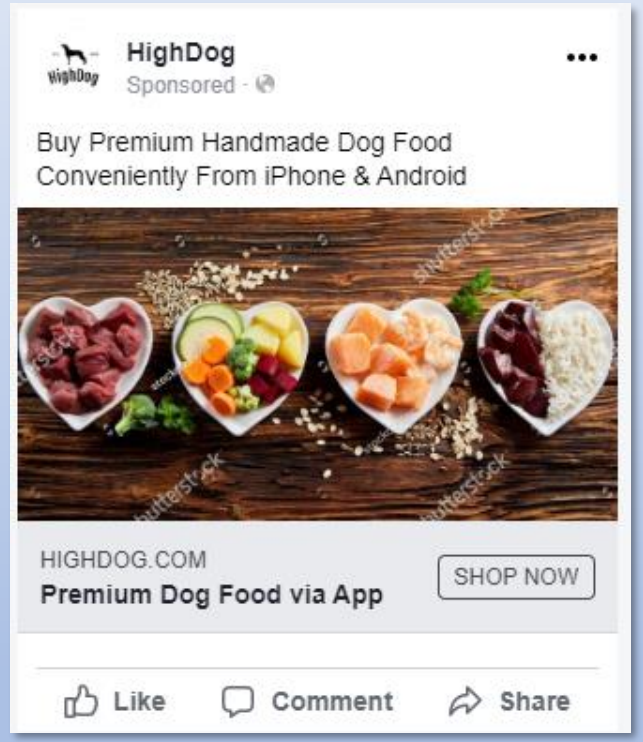
- Content Creators
- App Content
- Brand Sentiment Content

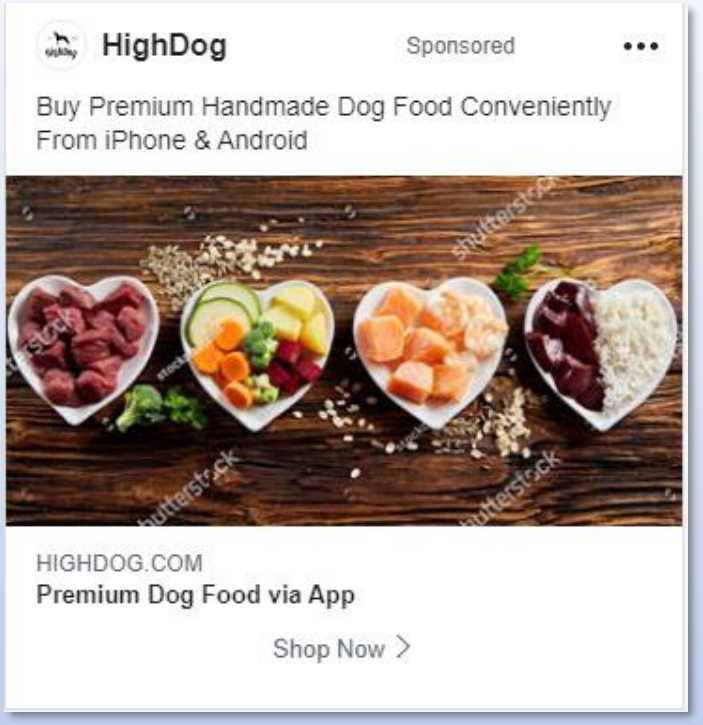
Purchase

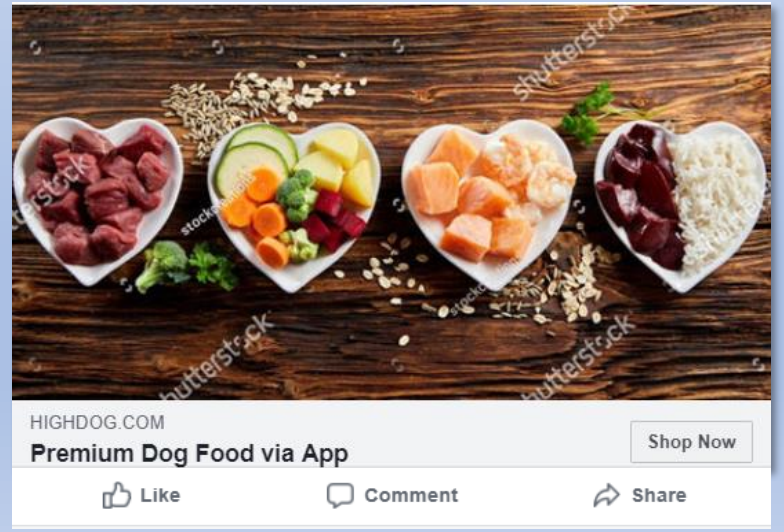
- Conversions
- In-App Purchases

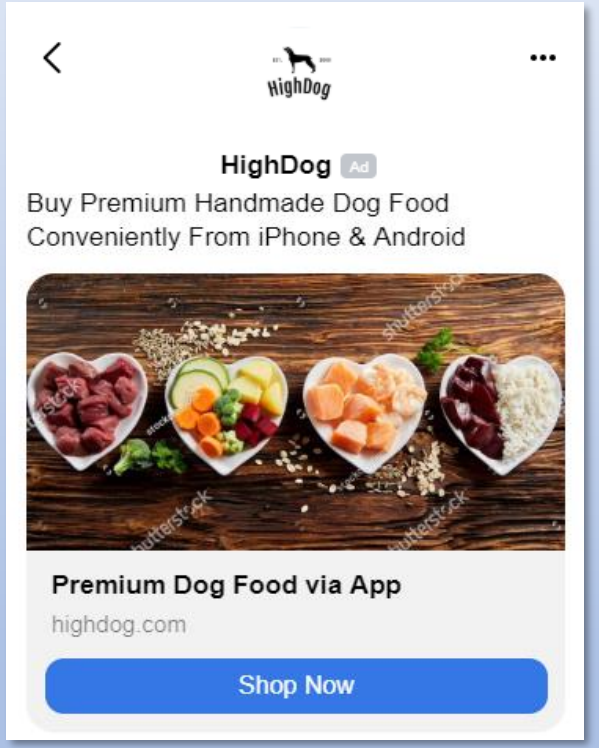
- In-App Recommender Algorithm
- Use of cache data for repeated sales

Facebook Ads:

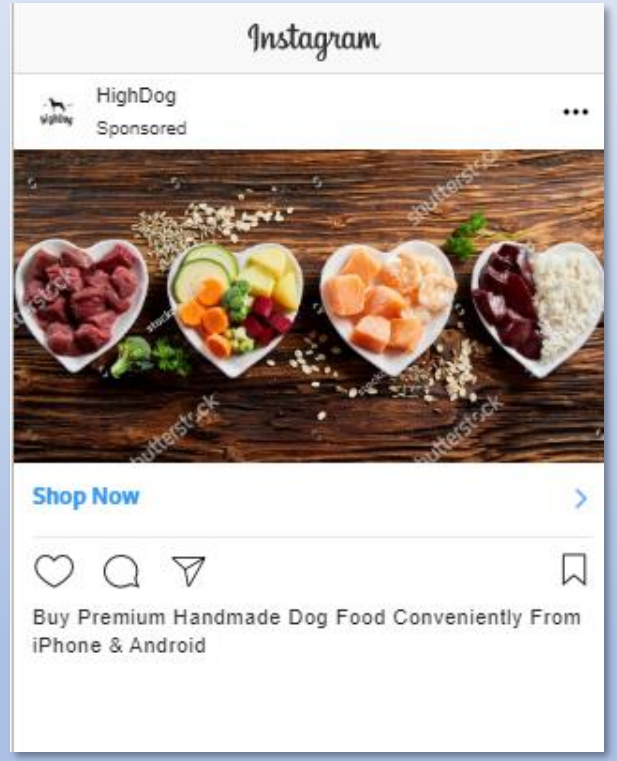




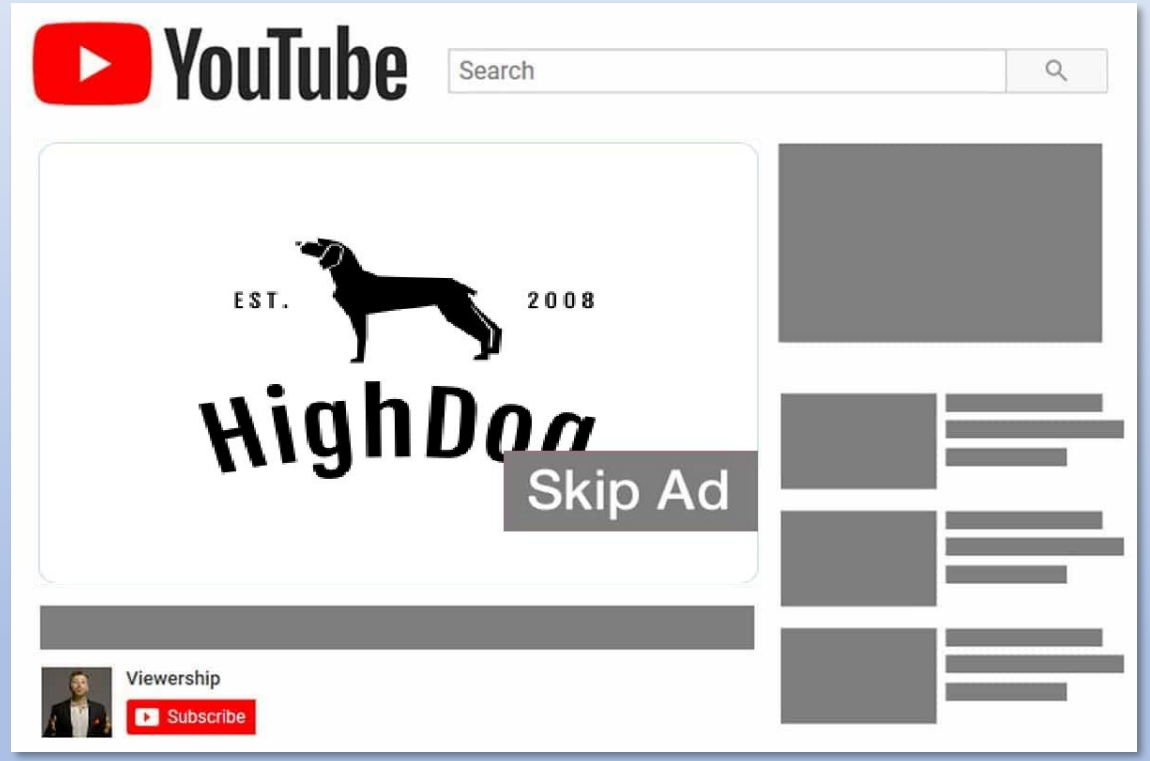




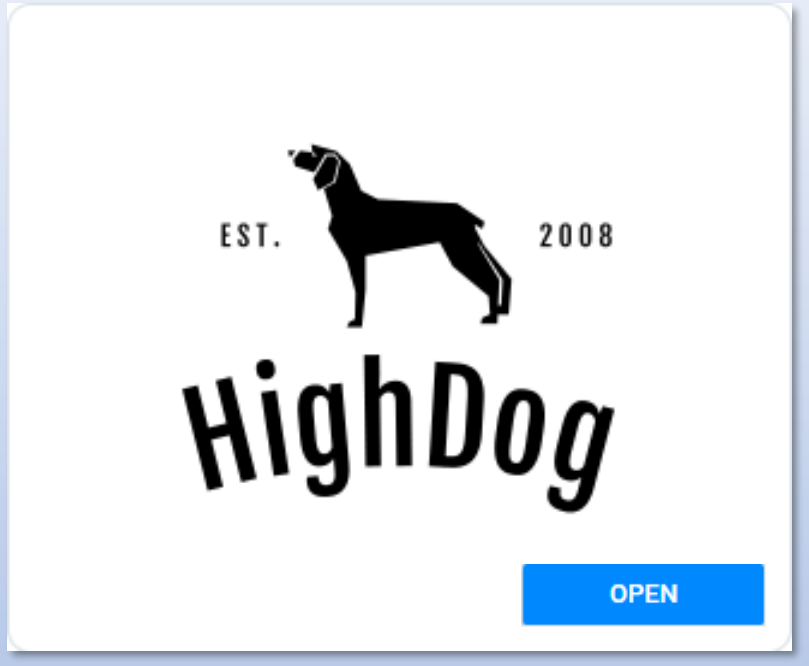
Instagram Ads:

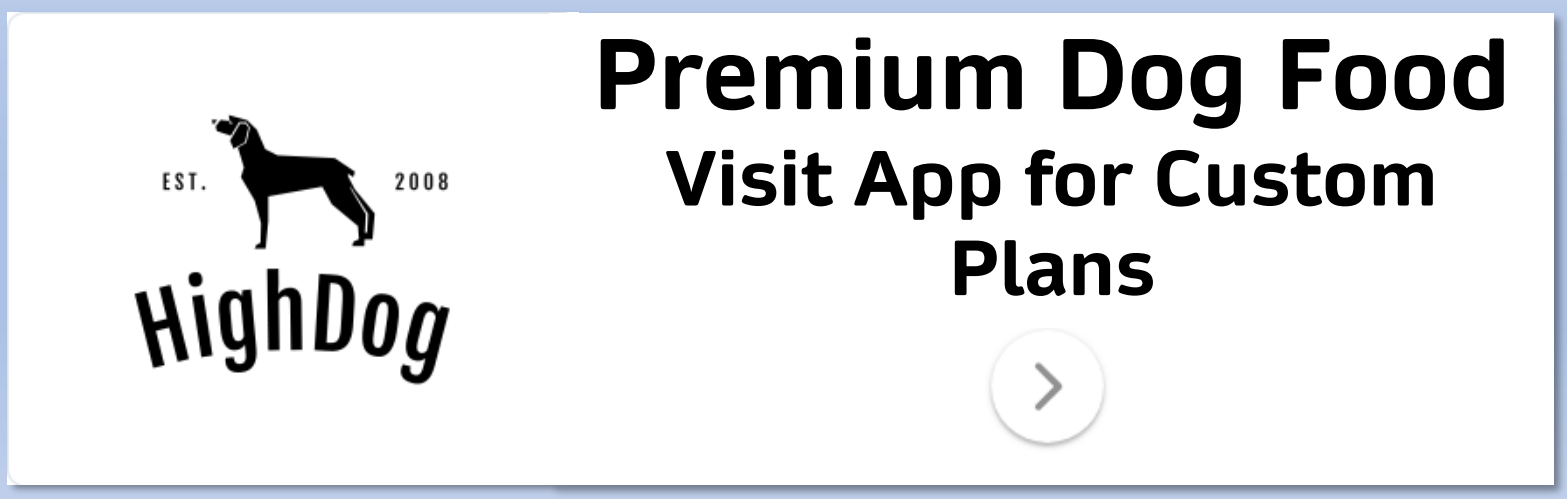


YouTube Ads:



Display Ads:


EST.
2008
HighDog
OPEN


EST.
2008
HighDog
Premium Dog Food
Visit App for Custom Plans

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Editorial Calendar and Budget Spread:

		June	July	August	September	October	November	December	Total
Google	PPC	2000	2000	2000	2000	2000	2000	2000	***14000***
	Display	2000	2000	2000	2000	2000	2000	2000	***14000***
Facebook	Awareness	4,000	8,000	12,000	6,000	2,000	1,000	500	***33500***
	Conversion	500	2,000	4,000	6,000	8,000	10,000	12,000	***42500***
Instagram	Awareness	2,000	4,000	6,000	3,000	2,000	1,000	500	***18500***
	Conversion	500	1,000	2,000	3,000	4,000	5,000	6,000	***21500***
YouTube	Awareness	2,000	4,000	6,000	3,000	2,000	1,000	500	***18500***
	Conversion	500	1,000	2,000	3,000	4,000	5,000	6,000	***21500***
	App Store Optimisation	4,000	4,000	2,000	2,000	2,000	1000	1000	***16000***
Total Budget Spend		***17500***	***28000***	***38000***	***30000***	***28000***	***28000***	***30500***	***20000***

Monitoring and Optimisation:

We monitor all paid ads'

- Cost-per-click
- Cost-per-conversion
- Impressions
- Unique Link Clicks

To reassess:

- What times of day/weekdays to deliver the most conversions at the lowest cost
- What are the best-performing target segments
- How to optimise ROI
- How to better support business goals
- Which is the preferred content
- Which platform performs best
- How to reduce costs for our client

Thank You