



# Louie's Legacy

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## Client Report

2019

Boddy, Divekar,  
Moeller, & Smith

# **Table of Contents**

**Introduction**

**Statement of Problem**

**Client Objectives**

**Deliverables**

**Pet Owner Demographics**

**Recommended Products**

**Profitability**

**Social Media Strategy**

**Facebook**

**Twitter**

**Instagram**

**YouTube**

**Effective Selling Channels**

**Competitor Evaluation**

**SWOT Analyses**

**Appendix**

# Introduction

## Introduction to Louie's Legacy

Louie's Legacy Animal Rescue, Inc. began in 2006 with an extremely sick dog named Louie. Louie belonged to a shelter with a 99% kill rate, so his future was bleak. But one day a girl named Emily came and adopted Louie.

As Emily cared for Louie she became aware of the number of shelters that had a high kill rate of its animals and was completely against this standard. Emily began volunteering at rescue organizations and attempted to help these sick animals. But eventually she decided it would be most successful to create her own rescue organization.

Hence, Louie's Legacy was born and now happens to be one of the largest foster animal rescues in the country. The organization operates out of Ohio and New York City. As this rescue has grown the company's philosophy has been able to expand and essentially is to help animals find a home in a positive and professional manner.

By following this protocol, they successfully have been able to put fostered animals into homes around the community. And with the success of this organization Louie's Legacy will continue to prosper as years come.



# Statement of Problem

Louie's Legacy Animal Rescue has requested new marketing and promotional material for their organization to better communicate their mission and goals with a wider audience. After a careful analysis of their website and social media pages, our team has come up with material that meet the client's objectives.

## Client Objectives

Louie's Legacy has specifically requested 7 different marketing/promotional materials they wish to use in future endeavors. Of those requests, our team decided to take on completing an extensive report on pet related promotional products and several foster recruitment fliers. Within our report, our team proposes products Louie's Legacy could potentially sell. Each item includes thorough research of the cost, production and distribution that is associated with each proposed merchandise. Our team also included an appendix of detailed mock ups of the new pet related products to sell.

For the foster recruitment flyer, we produced two design options, digital and print, that each convey a slightly different message. The fliers include a title, what fostering a pet entails (responsibilities), what you need to do to foster a pet (qualifications) how to apply (logistics), an emotional/moral appeal (why foster?) and of course lots of pictures of adorable pets.

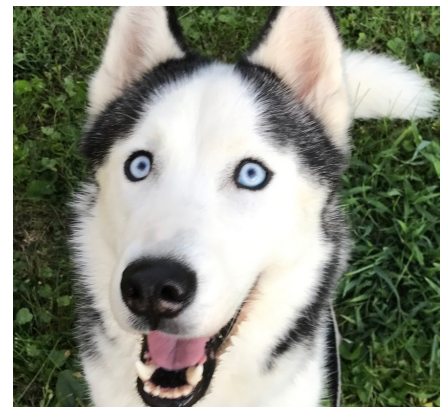
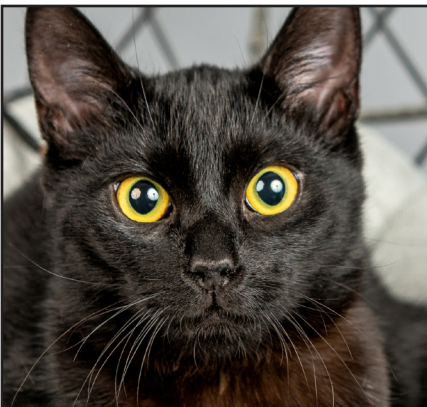
# Deliverables

As DoJiggy reports, the most common products for nonprofits include branded t-shirts, sweatshirts and sweaters, hats, keychains, bracelets and jewelry, tote bags, notebooks, and coffee mugs.

More importantly, it is best to choose products that reflect the values and mission of Louie's Legacy. We recommend products that will appeal to the demographic of animal foster parents in your locations, as well as to the demographics reached through the use of your social media platforms.

## Pet Owner Demographics

Pet owners, according to a 2012 Mintel pet ownership report, are likely to own a home and to consider the pet to be part of the family.



# Recommended Products

Following market research for products sold by nonprofits, we conclude that the following items would be valuable and marketable additions to your store. Full sized versions of the item mock ups are available in the appendix.

## Calendar

With the possibility to cater to cat or dog owners and produce new issues for the season, calendars provide an opportunity to display the best pet photos and garner attention, with a perfectly useful addition to every family home. With the formatting, these are also easy to produce.



## Collar/Lanyard

What could be more suited to a new dog parent than a leash or collar? With one design, in dark blue or black, this product is not only relevant but practical and stylish.





# Recommended Products

## Water Bottle

Water bottles are essential at work, at the gym, at sports games, and on walks to the dog park. This translates to high brand visibility. The utility of a water bottle, and its low price, makes it a valuable product.

We recommend ordering from the Walmart Promo Shop for a low price in bulk quantities. The attached design was made for the Poly Clear Fitness Water Bottle-20 oz in blue with the Louie's Legacy logo in black.



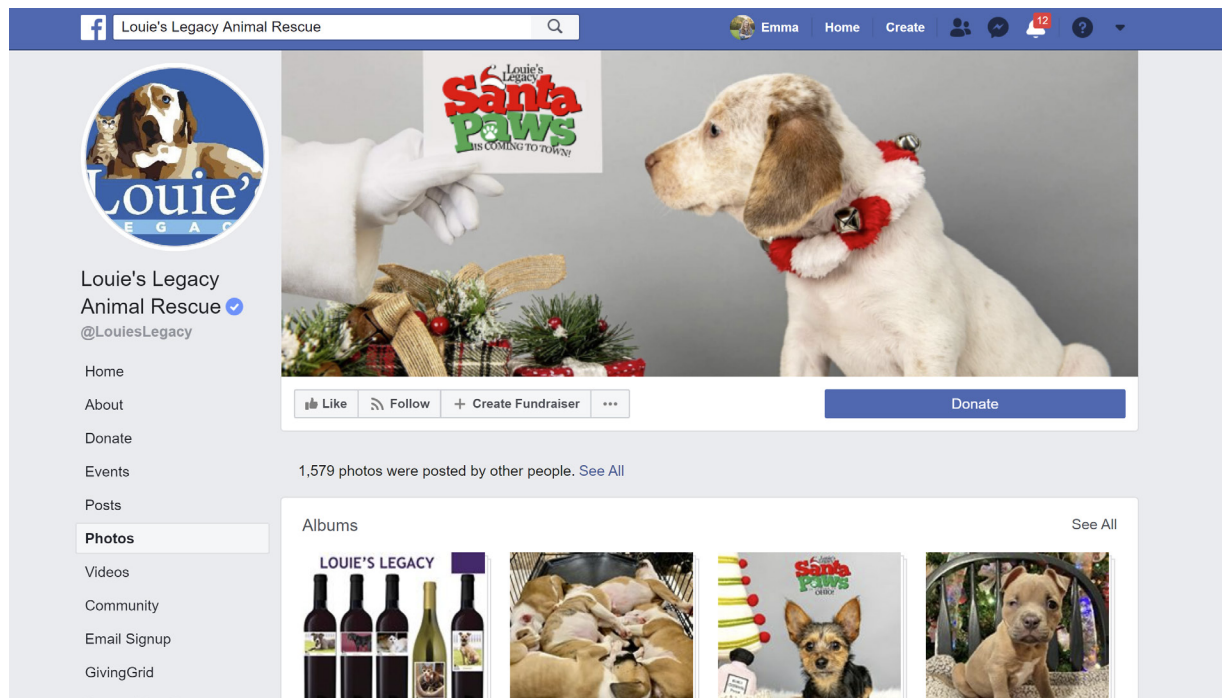
## Profitability

Profit margin for each product should be above thirty percent. Per the recommended water bottles, one hundred customized bottles are priced at \$186 with a one-time set-up fee of \$30. If stored on-site at Louie's Legacy and sold for \$10 each, your organization stands to make a modest profit, depending on shipping costs from Walmart and to your customers.

# Social Media Strategy

As more business is conducted online, businesses will need to adapt. Digital transformation is the process of transforming business practices - innovation, customer-centricity, efficiency and people-orientedness - through leveraging opportunities in a digital landscape. Louie's Legacy Animal Rescue currently occupies four social media platforms: Facebook, Twitter, Instagram and YouTube.

These platforms have billions of daily users with billions of opportunities to reach them. In this section, we outline what Louie's Legacy's social media presence is currently, followed by the ways in which they could improve their channel specific strategies to carry out organizational mission/values and ultimately grow their business.





Facebook is the largest social media platforms today with over a billion daily users (Facebook Quarterly Report, 2019). Building a strategy for Louie's Legacy will be dependent on their audience. However, insight can be drawn based on general audience behaviors. For example, one in five pages viewed on the internet in the United States is Facebook (Facebook Quarterly Report, 2019). On average - in the US - Facebook users spend 42 minutes a day on the platform. This data suggests there is an audience for content.

Louie's Legacy's Facebook page was created in 2009 and has since accrued 77, 932 followers with 78,253 likes as of Fall 2019. Content for Facebook primarily revolves around promoting events in their Ohio and New York locations, fostering and adoption opportunities - both with animal 'profiles'.

While these types of posts have generated some engagement, Louie's could benefit from small changes that will take their content and potential for more people to adopt to greater potential.

## Recommendations

1. Consider posting more frequently midweek
2. Publish more videos on Facebook
  - Since 2015, there has been an average of 8 billion video views everyday on Facebook.
3. Use advocacy to grow your following
  - Reach out to active or "top" engagers on your page
4. Run contest
  - Contests are an easy way to increase presence quickly
5. Change header to promote new events or seasonal pictures

# Twitter

Twitter is one of the most established social media platforms. Today, Twitter has 145 million monetizable daily users (Twitter Quarterly Report, 2019). This number is up by 17% since 2018. Twitter's user base is growing and is predicted to continue by .3% in 2020 (Twitter Quarterly Report, 2019). Even with the relatively lower number of Twitter accounts than Facebook, around 92% of the United States population is familiar with the platform - even if they don't use it.

Louie's Legacy joined Twitter in 2009 and has 4,248 followers as of Fall 2019. Content primarily consist of posts that were originally shared on their Facebook page. The latest documented activity was from July 8, 2019 - around four months of inactivity.

## Recommendations

### 1. Treat Twitter differently from Facebook

- While the two platforms may share similar followers, the means of each are different - therefore the content shared should be different
- Twitter was intended to share timely, relevant content - not necessarily wordy posts (Short and sweet)

### 2. Create twitter lists

- Twitter list is an organized group of Twitter accounts you've selected and put into categories.
- Louie's could create a Twitter list that include target audiences, competitors, and more.
- With a Twitter list, you only see tweets posted from the specific accounts you've put in your list. This way you can keep up to date on what people are saying, interested in and their content.

### 3. Twitter engagement is 17% higher for brands on the weekends

- Consider posting content over the weekend to capture more attention of your followers

# Instagram

Instagram is an engaging way to visually showcase interesting photos and videos to your community. With over 95 million photos and videos posted everyday, businesses of any size can use the platform to connect to their community and share their brand personality, culture and products. Brands can follow users back and engage with them by liking and commenting on their posts. Great medium for highlighting and promoting or for promoting the latest digital campaign.

Louie's Legacy's Instagram page currently has 3,724 posts with 17.7k followers while following 347 accounts as of Fall 2019. Content is reposted from Facebook - meaning content for the two platforms is virtually the same.

## Recommendations

### 1. Treat Instagram differently from Facebook

- While the two platforms may share similar followers, the means of each are different - therefore the content shared should be different
- Instagram is a visual platform and is the ideal place for cute animal content to grow a following and engage with your audience

### 2. Call to Action

- Consider adding a Linktree that can redirect to multiple call to actions.
- I would recommend limiting to 3-5 links as to not overcomplicate, and keep it straightforward  
Donate

### 3. Instagram Highlights

- Depending on what you end up posting to your stories, you should highlight the most important content to your profile so that your audience can watch at any time.

# Youtube

YouTube is the world's largest video-sharing platform with millions of hours worth of video watched every day. YouTube's audience skews more toward younger demographics and reaches more adults age 18 to 49 than any cable network in the United States (Hootsuite Academy, 2019). YouTube is free and has the ability to reach and interact with your community in ways that are different from traditional media or television.

Louie's Legacy has been on YouTube since 2015 and has gained 65 subscribers over that period of time. The channel only has 11 videos with the most recent video uploaded 2 months ago.

## Recommendations

1. Create more videos
2. Be consistent
- Consistency through format, style of content; viewers get to know your channel through familiarity - which ultimately builds trust
3. Build a Community
4. Encourage Action
- Encourage viewers to leave comments and share the video

# Effective Selling Channels

We recommended Louie's Legacy sell their products on Facebook and their website. This recommendation is based on the number of followers and the amount of engagement their Facebook page receives.

For future decisions regarding potential product development, our team also recommends using the Story capabilities on Instagram to create user polls. These polls can help facilitate user engagement while also ensuring that product decisions are made with Louie's audience in mind.

## Competitor Evaluation

We sought to find two direct competitors that utilize foster pet systems, and arrived at Best Friends: New York and PAWS Ohio. After evaluating the websites of Louie's Legacy, Best Friends: New York, and PAWS Ohio, the strengths and downfalls of each were identified and compiled into SWOT analyses.

The "opportunities" sections offer tailored suggestions for each company to optimize their website for user experience, credibility, appeal, and persuasion. The "threats" sections include the red flags we encountered during the search for each organization.



# SWOT Analysis

## Louie's Legacy Animal Rescue (Website)

### Strengths

- Easy to navigate
- information is accessible
- showcases awards (credibility)
- links to social media platforms
- FAQ section - volunteers + fostering
- Amazon WishList - potential donation suggestions

### Weaknesses

- Ways You Can Help Page - organization is nonexistent, lots of white space, no anchoring text or images
- Visual icons lack contrast
- 'Latest News & Updates' - Images are too large, text overlaps with image/videos
- Include a header that states images/videos are from Facebook page

### Opportunities

- HomePage Improvements:
- Include vision and mission section
- "Our Sponsors" extend images to fit page
- Reorganize badges
- List hours/contact, address information
- List 501(c)(3) status
- Include search bar

### Threats

- Low Google review score (3.7)
- Poor volunteer training/communication issues

Louie's Legacy Animal Rescue

[Write a review](#)

3.7 ★★★★★ 101 reviews

Sort by: Lowest rating

All information 9 email 7 medical 5 yard 4 +6

We were run in circles about the one event we could transport them to, and ended up going 50 minutes away only to sit there and be ignored because NOBODY knew we were coming, despite being told. The other fosters were given paper to write down their fosters information, but we were still ignored. Eventually we packed up and left, however not even two days later, it was discovered that they had fleas, again. The first time, we were not told. They were delivered to us with a promise of, "they'll keep each other company!" But we're not told of the possibility of fleas. Our animals are now infested with them. No self respecting agency would ever place kittens in a foster that is not prepared during their first time.

We were never reimbursed for the money put into it despite being told that they would cover everything, and then were required to pay their ridiculous \$50 fee on top of it. They could not get the link to work, and required we drive 30 minutes to finalize it.

A dedication was around and most animals not worth it @ Louie's Legacy Animal Rescue

# SWOT Analysis

## Best Friends: New York (Website)

<b>Strengths</b> <ul style="list-style-type: none"><li>• Color scheme/coordination throughout website</li><li>• Contrasting colors</li><li>• Homepage layout 'Get Involved' section well organized/visually appealing</li><li>• "About" section adjacent to 'Get Involved'</li><li>• Relatable language</li><li>• Column usage is effective organization mechanism</li><li>• Search bar</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• "Strut your Mutt" event - no additional information or social media presence</li><li>• Humanization of animals - off putting, not cute</li><li>• Archive of news stories formatting and lack of module color block</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• Make "About Us" section on level with the other tabs</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• None identified</li></ul>

# SWOT Analysis

## PAWS Ohio (Website)

<b>Strengths</b> <ul style="list-style-type: none"><li>• Appeal to emotion</li><li>• Scrolling pictures</li><li>• Color contrast</li><li>• Advertising T-shirt campaign on home page</li><li>• Donate tab in high contrast</li><li>• Clear contact info and certification badges</li><li>• Can view the pet adoption form without giving email</li><li>• Donate option on adopt page adjacent pet photos</li><li>• Details for events</li><li>• Pet-related sponsor items for “For the Love of Paws” event</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Maintains serious tone in header photos</li><li>• Interspersed mentions of Goddard’s Law and lobbying</li><li>• Excess of white space on home page, lacks clear modules</li><li>• Too many fonts used</li><li>•</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• Emphasize importance of “For the Love of Paws”</li><li>• Add search bar</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Lacks physical location, uses only a P.O. box.</li></ul>

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# Appendix

## Calendar Example Pages



### NOVEMBER

S	M	T	W	T	F	S
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Hello, I'm Frost! I am a 2 month old boxer/shepherd mix and I'm looking for a home! I'm full of energy and love to explore, but will never pass up behind-the-ear scratches!



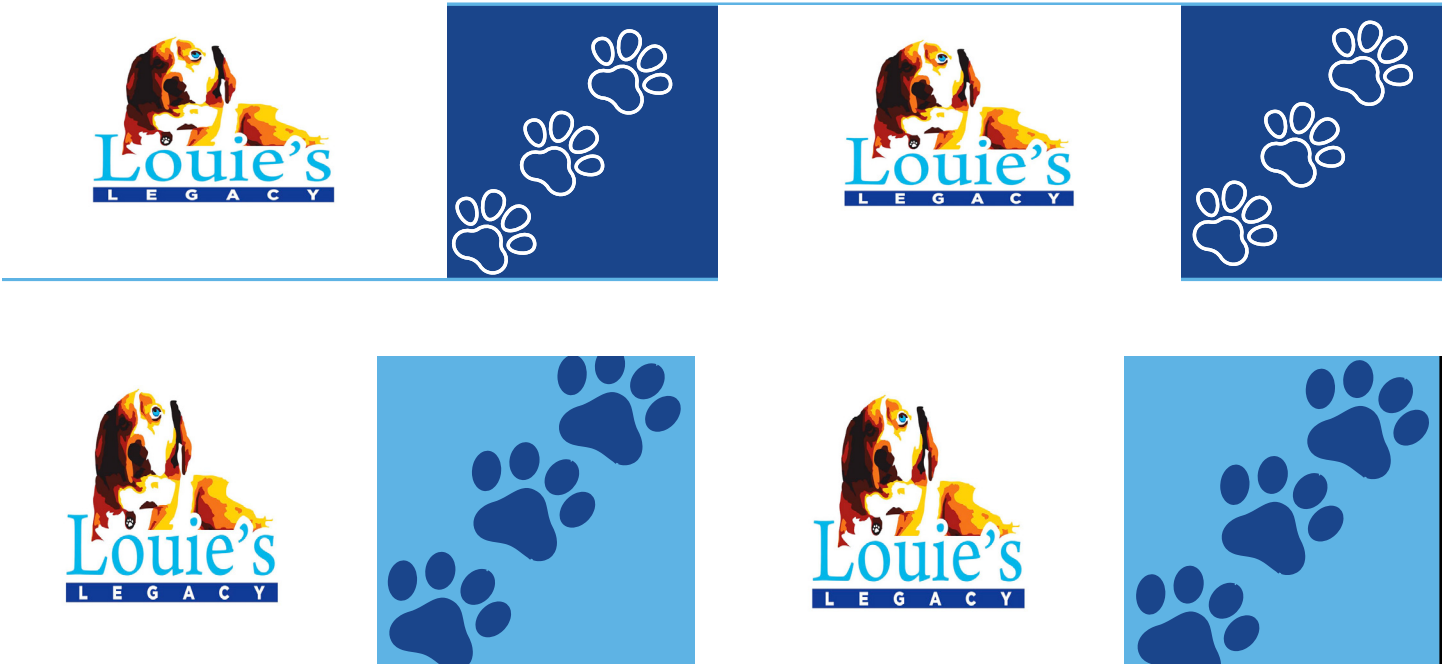
### DECEMBER

S	M	T	W	T	F	S
		01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Hi my name is Rudolph! I'm a German Shepherd puppy who can rock a scarf. I enjoy long cuddles by the fire and walks, even when it's cold out!



Collar Examples Design



Water Bottle Examples

