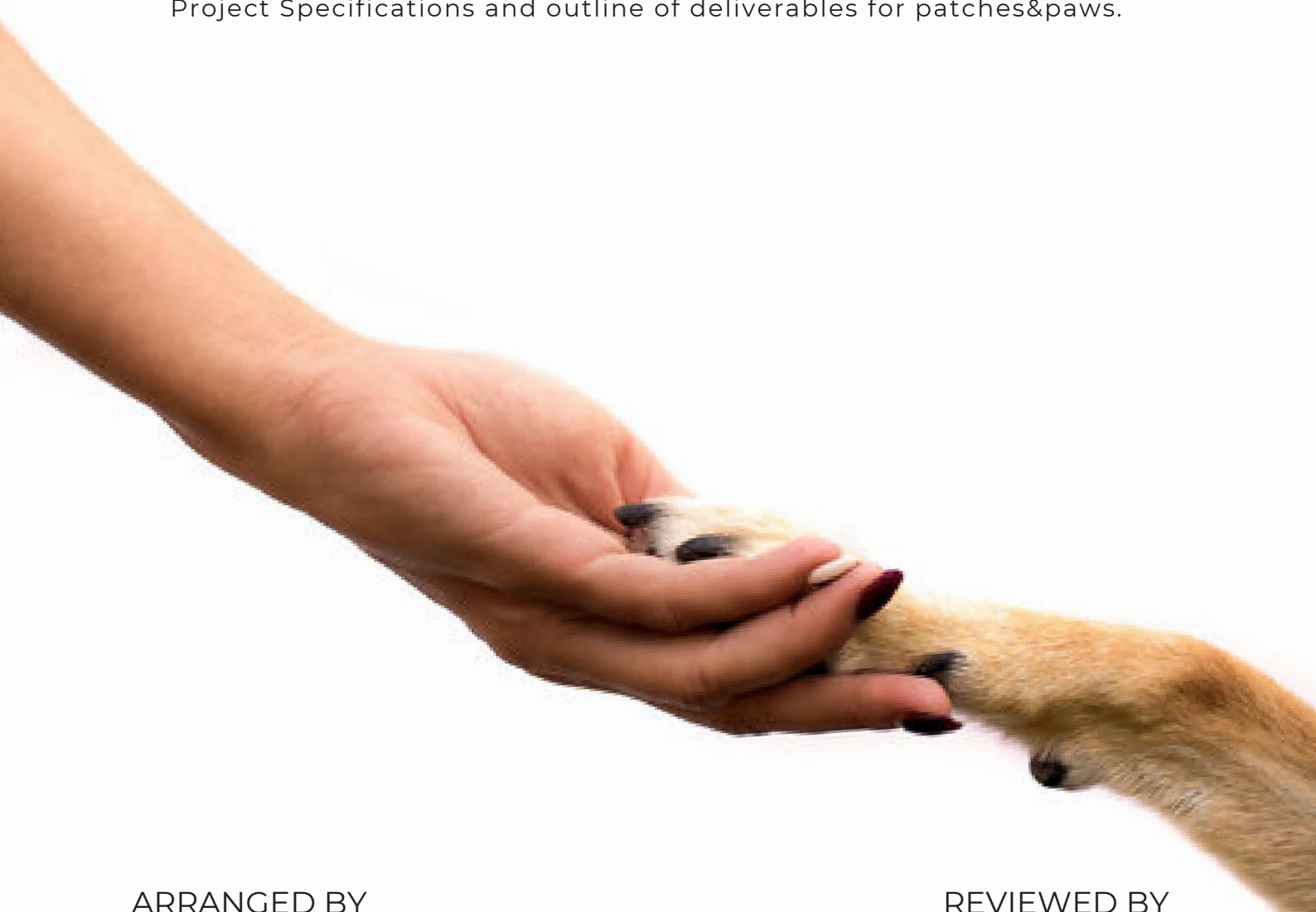


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MEDIA **PATCHES** and **PAWS** PROPOSAL

Project Specifications and outline of deliverables for patches&paws.



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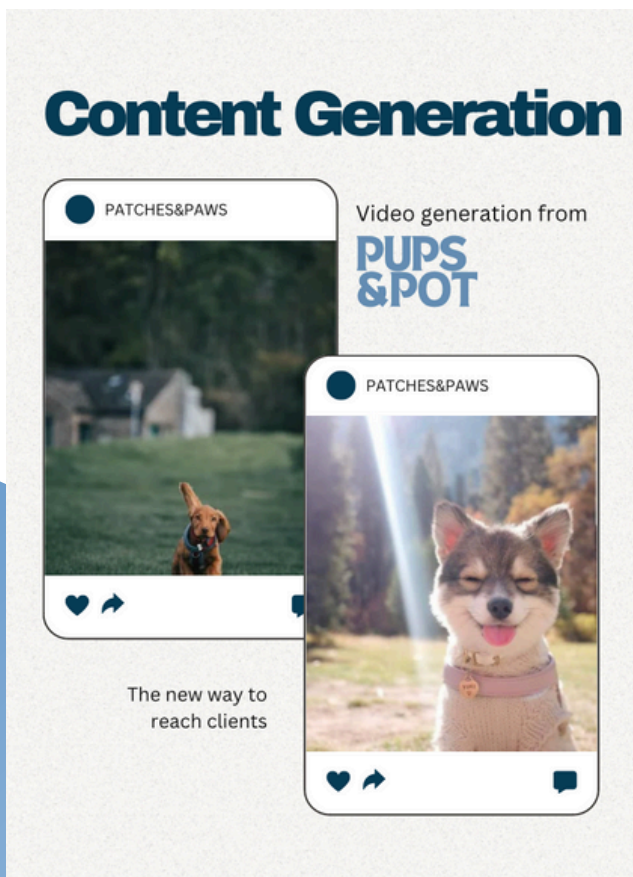
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Project Summary

The primary objective of this project is to enhance the brand visibility and customer engagement of Patches & Paws, a niche pet store business. Our goal is to create a comprehensive media and awareness strategy, that effectively communicates the unique value proposition (UVP) of Patches & Paws to its target audience, thereby driving foot traffic and increasing sales. The UVP that stands out most, is the personal basis that corporate businesses are unable to match.

Through content generation, consistent media presence, and primarily a community being built to change how the pet owners of Constantia and surrounding areas want to shop for pet products.



The media strategy will revolve primarily around TikTok content and whatsapp content both aiming to drive foot traffic

Project Value



Increased brand visibility

Amplifying brand visibility through constant market related content



Meaningful community connection

Improvements to customer loyalty and engagement online and through events



Increased sales

Improved sales through customer engagement and audience targeting & group cultivation



Brand identity

Leveraging “availability heuristic” through social media to ensure the brand remains in constant thought

Project

Deliverables

● Social Growth & Analytic Discussions

Scheduled, weekly & monthly topical posts focusing on consistent brand identity as well as reach development through algorithm based posting. Analytic discussions may be developed after consistent media engagement.

● Campaigns & Community Building

Launching targeted marketing campaigns, including social media ads and online only specials, to highlight offers and events. Building a dog-walking community or alternate campaigns foster customer interaction. Engaging in local partnerships and sponsoring pet-related events to enhance visibility and credibility within the niche market.

● Improvement to Sales Process

Developing and launching promotional strategies such as limited-time discounts and bundling offers to drive immediate sales. Monitoring sales performance regularly and improving the current WhatsApp system for sales.

● Customer Retention

Through community campaigns and reassessment of possible areas of improvement to customer support, ensuring positive customer feedback and growing word of mouth advertisement.

● Brand Perception

Promoting positive customer testimonials and success stories across all marketing channels. Hosting community events and participating in local initiatives to position Patches & Paws as a trusted and caring pet store in the community.

Examples of Content

By the end of the project, Patches & Paws will have a stronger brand presence, increased online and offline customer engagement, and an increase in sales. This project aims to position Patches & Paws as the go-to pet store in its niche market, fostering long-term growth and customer loyalty.

Additionally, the introduction of a dog-walking community with coffee meetups on Sunday mornings will further develop positive brand perception. This initiative will create an engaging community around Patches & Paws, encouraging pet owners to connect, share experiences, and build lasting relationships. This not only strengthens customer loyalty but also attracts new customers through word-of-mouth and a welcoming, community-focused brand image.

Flyers and branding become more than just graphics.



Examples of Content

WhatsApp becomes the center of converting to web.



Due to the current nature of operations, integration of customers from WhatsApp to web requires work on both ends, neglecting either will be met with a lack of results.

Thus keeping the whatsapp community up-to-date constantly and showing them a directed focus will improve customer loyalty