



## The DogSmith Marketing Program for 2016

### The Public Relations Plan.

The Public relations plan will utilize the media at different stages of the product's development and implementation. Public relations activities will initially focus on pre-opening publicity through news releases and informational media snippets and will then move into covering the opening launch. Post-opening the focus will be on sustaining the public's knowledge of The Local DogSmith by monthly informational releases about the product development, activities and high profile activities. Public relations will also develop communications for the company newsletter, financial stakeholders and company colleagues. The role of Public Relations is the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics.

### Action Plan

1. Corporate Monthly Press Release distributed to a minimum of 4 local newspapers, 3 online local newspapers and 4 local radio stations. Company News Letter distributed
2. Actively encourage 10 new newsletter subscribers every month.
3. Forward each month the link for the company newsletter to your current clients
4. Visit and support a local rescue group each month.
5. Forward any local news, affiliations, honors etc to DSFS for Press Release development.
6. Secure three customer testimonials each month for the website

### Deliverables

- Google alerts on the pickup of distributed press releases
- Signups for company newsletter
- Website hits from License owner zip codes.
- Three client testimonials on the site

### **The Direct Marketing Plan.**

The direct marketing strategy is to complete a direct mail campaign using postcards, door hangers and newsletters. Data base marketing will be completed by using all business inquiries, newsletter signups and email contacts. The direct marketing will be in three phases. Phase one will be informative and logical, phase two, persuasive and phase three will reinforce previous messages; this is indeed the business to purchase products and services from.

#### **Action Plan**

1. Distribute 500 DogSmith Door Hangers each month.
2. Pet Care Trifold to 50 Vets
3. Distribute 20 DogSmith Postcards to professional pet care service providers
4. Each month send out DogSmith greeting cards to any clients with dog's birthdays, deaths, new puppies and or training class reminders.
5. Each month notify your client data base of up and coming promotions, events and classes.

#### **Deliverables**

- Purchased amount of collateral & new customer acquisition

### **The Advertising Plan**

Advertising will be placed on select websites, association directories and blogs. An advertising campaign will be developed over the preceding months informing, persuading and reinforcing the DogSmith message about its services and products. Advertising will be planned with a limited budget and advertising dollars will be carefully allocated to where they will do the most good.

#### **Action Plan**

1. Yellow pages Ad in your area and on the internet
2. PPG Membership listing
3. Facebook links from your DogSmith Facebook page
4. Place each month 5 DogSmith Yard Signs in prominent places
5. Each month update the four standard Craigslist's service ads for your DogSmith Area. Dog Training, Dog Walking, Pet Sitting, pet waste cleanup.
6. Yahoo Local business listing each month encourage reviews
7. Google Local business listing each month encourage reviews
8. Complete a full Yahoo and Google Business profile
9. Revise the Merchant Circle business listing each month encourage reviews and hold a promotion.
10. Each month hold a minimum of 1 FREE puppy socialization classes
11. Each month have a minimum of 2 Dog Training Group Classes posted for sign up and post them on Craig's list
12. Each month advertise in a local community newsletter – Pet Sitting & Dog Walking – Business Ad Card Each month advertise using the telephone tear off sheets DogSmith services on a minimum of 10 community notice boards.
13. Wear DogSmith logo apparel
14. Give out each month 40 bumper stickers

15. Give our 100 business card each month
16. Give out 100 Gift cards each month
17. Put on your own car a business card holder and carry 10 cards all the time
- 18. Optional but highly recommended put vinyl lettering on the back window of your car, name, and web and phone number with product segmentation.**

#### **Deliverables**

- Physical advertisement
- Google alerts on craigslist advertising
- Blog product

#### **Personal Selling**

DogSmith owners will attend trade shows, events and local community gatherings to personally promote the DogSmith product. Personal Selling is very much part of the communication mix. It is two way and personal. Much focus will be placed on achieving sales through referral marketing, both business to business referrals and customer referrals.

#### **Action Plan**

1. Attend 1 event or community gathering each month and give out DogSmith collateral using the standardized DogSmith event kit.
2. Develop each month 2 new members to your professional referral marketing network.
3. Cross sell products to your customers that have bought into 1 service or product type.
4. Each month approach one HOA about DogSmith Training services to their community. Prepare and issue a DogSmith Welcome Pack
5. Give out each month to referral partners or professional pet care providers 100 Training Tri-Folds, 100 Pet Care Tri-folds
6. Give out 10 DogSmith Frisbees or Koozie's each month at dog parks or dog beaches to target market
7. Ask friends and family each month to give out 10 gift cards each to friends and family
6. Deliver the Veterinarian Pack to at least two vets each month
7. Visit each month a minimum of one groomer, pet resort, pet bakery or doggie wash business and talk to or visit with key decision makers or employees.

#### **Deliverable**

- Referral report submitted
- Referrals from local industry partners

## Sales Promotion

Sales promotions for The DogSmith is considered short term and therefore will be managed carefully. Sales promotion objectives will be to create extra sales volume for the first six months of the service and product implementation. The promotions will be money based schemes and will offer the product at a discounted rate. The DogSmith will also offer tailored trade promotions to select intermediaries who can sell the product on.

### Action Plan

1. Promote new products as they are rolled out according to the promotional guidelines
2. Seasonal sales promotions
  - Book early promotion. If a customer books 3 weeks prior to a public holiday they receive a \$10.00 Gift Card
  - RDOD September each year offer 10% of Dog Training Group Classes
  - January offer 10% of DogSmith puppy classes to promote training to new puppy owners.
  - Every Three months promote Rescue Resource Program to shelters and animal rescue groups.
3. Each Year hold a DogSmith Anniversary event for your own business.
  - Invite 30 clients with DogSmith invitations to a DogSmith Theme Party
  - Competitions & Fun
  - Provide drinks and light snacks

### Deliverable

- Key new clients with an ROI

## Social Media Marketing

Key social media sites and networking objectives will be used by each DogSmith to further advertise their products and services. Facebook, LinkedIn, Merchant Circle and Twitter are the key tools used to help drive traffic to your DogSmith website pages.

### Action Plan

1. Face Book DogSmith Group Page titled DogSmith (Your territory)  
Each month establish 10 new members  
Twitter. Open a DogSmith Twitter account linked to your DogSmith Face book so they automatically update.
2. LinkedIn. Open a linked in account and each month find 10 new connections. Link your word press blog to your LinkedIn account
3. Consider using Rignite as an option for scheduling and managing social media posts across Facebook, LinkedIn and Twitter
4. Set up a free Blog account and blog a couple of paragraphs each week

### Deliverable

- 8 daily Individual licensee page website hits
- 10 additional LinkedIn Connections each month
- 10 additional fans on face book page each month

The DogSmith Master Marketing Plan. This document is not to be forwarded to any individual who is not part of The DogSmith Licensed Program

## Internet Marketing

Free Internet listings.

### Action Plan

1. Establish 10 Free internet listings using the standardized DogSmith ad text. Each month review and reactivate as necessary
2. Post your group training activities on AmericanTowns.com
3. Create a Newsletter account and put the subscription button on your DogSmith webpage
4. Market your DogSmith Newsletter and send out bi-weekly short promotional updates.
5. Set up several daily Google alerts on your business so you can track what is being picked up on the web.
6. Determine which 'deal of the day' services are available in your area (Groupon.com, Coupaws.com, LivingSocial.com, Buckaroo.com and other local services) and setup a 'deal.'

### Recommended

As many as physically possible from the DogSmith list of sites

7. Use the dashboard on your local Google Ad to drive clicks. Set a max budget to control costs
8. Buy a couple of domain names for your business and forward them to your own website page. They should be service generic. Jupiter Dog Trainer .com as an example
9. Enhance your Yahoo local Listing for \$9.00 each month
10. Set up a Yodel Account

### Deliverable

- 8 Individual License page website hits each day through zip code search

## Market Feedback & Reporting – Tracking the Results

1. Monthly new customer report
2. Monthly sales report by income type
3. Number of monthly website testimonials
4. Number each month of website hits from your zip codes
5. Number of hits each month by referral, Craig's list, etc
6. Number of clients who purchased a second service
7. Power Pet Sitter and Website report of marketing method (Make sure all your options are in place on the site)
8. Toll Free phone calls by License
9. Customer Referrals