



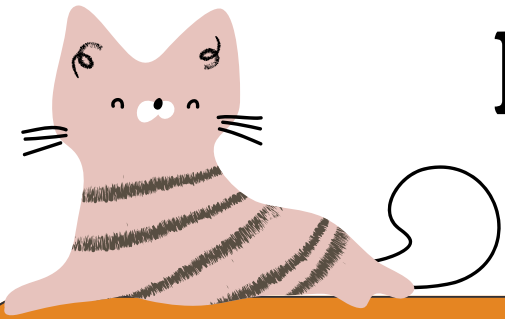
MKTG 410

SMMP Client Presentation

2025 Spring

Created By Kiara Caverro, Elizabeth Horan,
Marlene Robles, & Tara Westbrook





Purrfectly Branded: Elevating Aristocat Café

Meet the Team



Kiara Cavero



Elizabeth Horan



Marlene Robles



Tara Westbrook

Competitor Analysis



3,500 Followers
14-15 Posts per week



13,000 followers
19-20 posts per week



36 Subscribers
19 total videos

Highlights

- Posting adoption updates
- Driving awareness to their website
- Ex-Boyfriend Neuter Campaign
- Highly active on Instagram & Facebook



242,000 Followers
3-5 posts per week



6,700 followers
2-3 posts per week



457,000 Followers
2-3 posts per week

Highlights

- Strong engagement through humor & adoption stories
- Diverse use of reels & static posts
- Themed posts (Mewentines & Happy Mew Year)



5,970 followers
2-3 posts per week



1,700 followers
1-2 posts per week



418 followers
low & inconsistent

Highlights

- Increase adoption & event awareness
- Use of influencer collaboration
- Strong community engagement
- Aesthetic & trendy reels

SWOT

Strengths

- Adoption posts perform high
- Have a high number of followers on Facebook
- Content collaborate with local businesses

Weaknesses

- Posts have low engagement
- Limited resources - no staff dedicated to managing and creating social media content
- Graphics can look outdated. Missing color and creativity

Opportunities

- Increase user-generated content
- Create a fun fundraising campaigns that engages the audience
- Utilize close distance to JMU more often by creating content catered to college students or offering student discounts

Threats

- Competitors have significantly more followers
- Time constraints affect ability to be consistent on social media
- Difficult to stand out on oversaturated social media platforms



Start, Stop, Continue



Start:

- Start doing themed campaigns
- start using stories, reels, and posting more on TikTok
- Create more behind the scenes content

Stop:

- Stay away from long captions on adoption posts
- Create simple videos on TikTok rather than using AI templates to give a more authentic feel.
- Stay consistent with the brand for all posts especially graphics.

Continue:

- Continue to promote events on social media
- Continue posting videos on reels
- Continue posting content related to adoptions

Client Goals	Social Media Marketing Goals	SMART Goals	KPI's
Grow awareness to attract new customers, volunteers, donors, B2B partners.	Awareness	Increase engagements by 30% on Instagram, Tiktok and Facebook within three months through consistent short-form video content, engaging captions, and carousel posts.	<ul style="list-style-type: none"> • Reach views/impression • Word of mouth mentions (UGC, tags) • CPM
Increase engagement overall	Consideration	Improve engagement rate by 25% through interactive posts, polls, Q&A stories, and encouraging UGC participation in 3 months	<ul style="list-style-type: none"> • Number of interactions • Video views • Engagement metrics • Applause metrics
Increase volunteer, donor, B2B partner inquiries.	Consideration	Generate 20% increase in direct inquiries via Instagram DMs and Facebook messages over the next four months by featuring behind-the-scenes content, testimonials, and impact stories	<ul style="list-style-type: none"> • Number of interactions • Video views • Click through rates on CTAs • Direct Messages • Emails • Number of volunteer applications
Drive in-store visits/increase sales	Purchase	Increase in-store visits by 15% and sales by 10% in 5 months through targeted social media ads and exclusive in-store promotions	<ul style="list-style-type: none"> • Number of volunteer applications • Conversion rate form social posts, inquiries via DMs or comments
Increase fosters	Purchase	Grow foster applications by 30% in 6 months by launching a dedicated foster awareness campaign featuring success stories, pet care tips, and interactive Q&A sessions	<ul style="list-style-type: none"> • Number of foster applications • Engagement on foster related posts • Click through rates on foster sign up links
Increase WOM Marketing, Customer Advocacy	Advocacy	Boost UGC by 30% through hashtag campaigns, testimonial features, and customer-generated content over the next 4 years	<ul style="list-style-type: none"> • UGC as reviews • Ratings • Recommendations • Positive word of mouth • Participation in brand Social community

Target Personas



**Emma,
the cat loving
college student**

21 years old
Female
Single



- Daily social media entertainment
- Engages with cute cat videos, occasionally comments on posts with relatable captions
- Saves content for later

Pain Points

- **Mental Reset:** Low-pressure space to ease stress and anxiety
- **No Pets at Home:** Cat lounge fills emotional gap
- **Community:** Connects with like-minded students and staff
- **Budget-Friendly:** Cozy, affordable self-care spot



**Susan,
the animal loving
local donor**

40 years old
Female
Married



- Primarily uses Facebook, uses Instagram occasionally
- Scrolls on social media after dinner primarily
- Likes and shares feel-good content

Pain Points

- **Busy Schedule:** Limited time with work and kids
- **Family Fun:** Seeks affordable, educational outings
- **Community-Minded:** Wants to stay involved and make an impact



**Linda,
the veterinarian**

45 years old
Female
Married





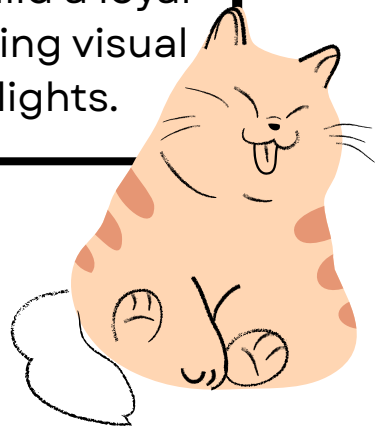
- Uses LinkedIn to keep up with her colleagues
- Scrolls on social media in the early mornings and late at night
- Likes seeking heartfelt stories of rescued animals and adoption stories

Pain Points



- **Feeling isolated:** More free time in retirement brings loneliness
- **Seeks relaxation:** Enjoys calm, soothing outings
- **Animal lover:** Passionate about helping local animals
- **Misses connection:** Craves social interaction beyond home and work with animals

Social Platforms

Platform	Rationale	Communication Objective
	Facebook is already active and helps Aristocat Café connect with the local community, share detailed updates, and build partnerships with local businesses.	Facebook will be used to share event information, volunteer opportunities, café updates, and ways for people to get involved.
	Instagram supports brand storytelling through visually engaging content, making it a strategic platform for deepening emotional connections with visitors and highlighting the unique experiences Aristocat Café offers.	Instagram can be used to show the cafe's fun, cozy, and aesthetic atmosphere in order to attract different audiences and build a loyal community through engaging visual content and event highlights.



Social Platforms

Platform	Rationale	Communication Objective
	TikTok's algorithm favors discoverability, making it an effective platform for expanding reach and engaging potential supporters through entertaining and authentic short-form videos.	Tiktok can be used to attract new customers, volunteers, and donors by shareing creative, lighthearted content that highlights Aristocat Café's personality through trends, humor, and behind-the-scenes moments
	Threads offers a casual, text-focused space that encourages real-time interaction and personality-driven content, making it ideal for strengthening brand voice and creating a playful sense of community around Aristocat Café.	Aristocat cafe can start useing Threads to build a fun, laid-back community by showcasing the cats' personalities through sassy, witty, and trend-driven content





Campaign #1 Overview – Paid Media

HANDS, HEARTS & HOMES



May 1, 2026 – May 31, 2026

Client's Business Goal

Increase volunteers, donations, and adoptions

Target Audience

- Susan, the animal loving local donor
- Middle age women
- Married
- Work in healthcare
- passionate about animal welfare
- community-focused

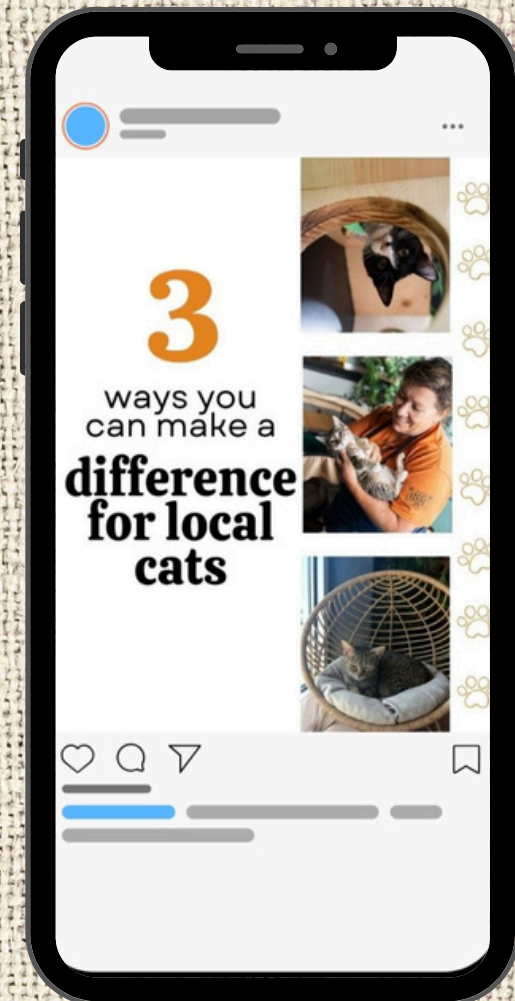
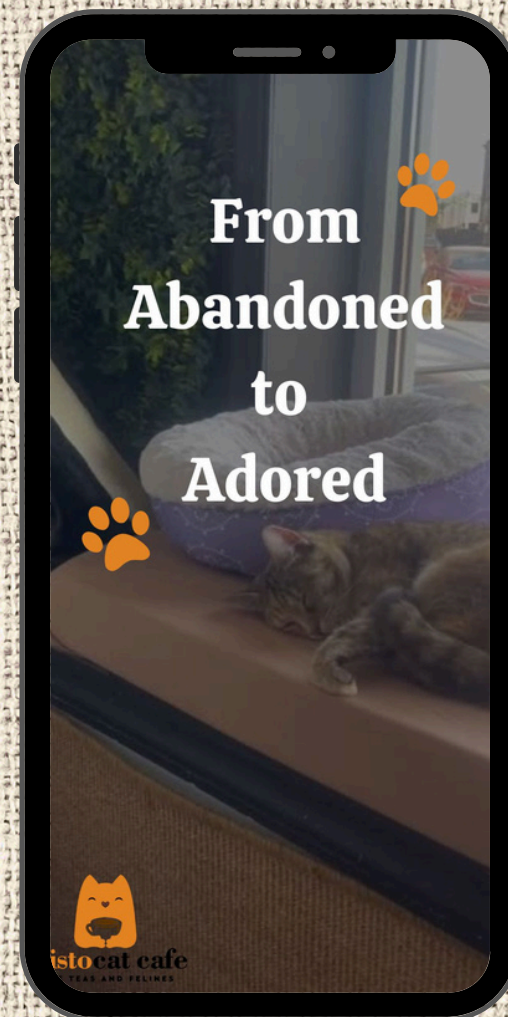
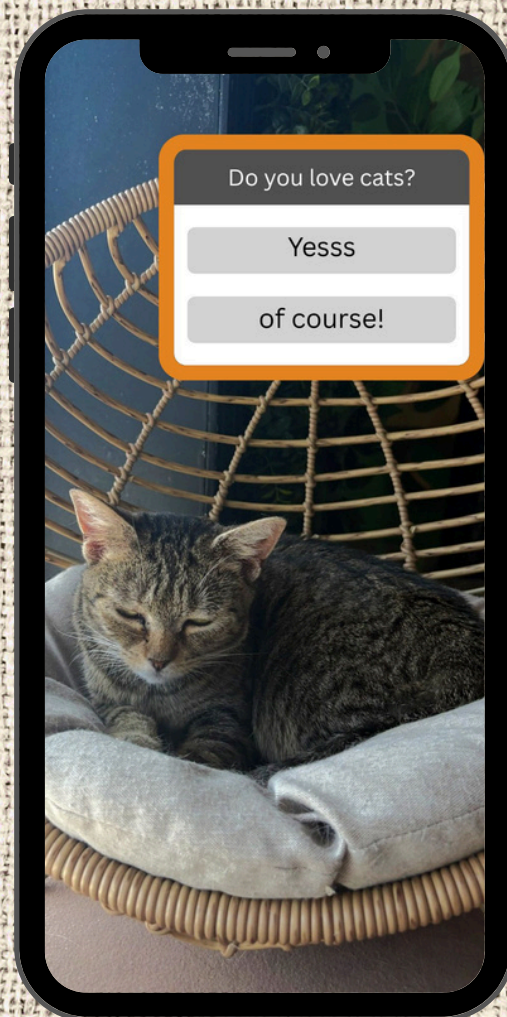
Hashtags

- #RescueAnimals
- #PawsForCause
- #SupportLocalRescue
- #RealRescueStories
- #GiveBackToRescue
- #FurEverHome
- #LocalLoveForPets



Campaign #1 Overview – Paid Media

HANDS, HEARTS & HOMES



Campaign #2 Overview – Earned Media

MEOW AND TELL



September 1, 2026 - November 15, 2026

Client's Business Goal

Increase WOM Marketing and Customer Advocacy

Target Audience

Emma, the introverted
college student

Hashtags

- #CatsofTikTok
- #CozyCore
- #CatTherapy
- #DowntownHarrisonburg
- #HarrisonburgEvents



Campaign #2 Overview – Earned Media

MEOW AND TELL





Campaign #3 Overview – Owned Media

POUR IT FORWARD



January 1, 2026 - December 31, 2026

Client's Business Goal

Increase B2B partner inquiries for “Drink of the Month”

Target Audience

- local business owners/leaders related to community care
- Partners with mission driven local businesses
- Donate regularly
- Seeks building relationships

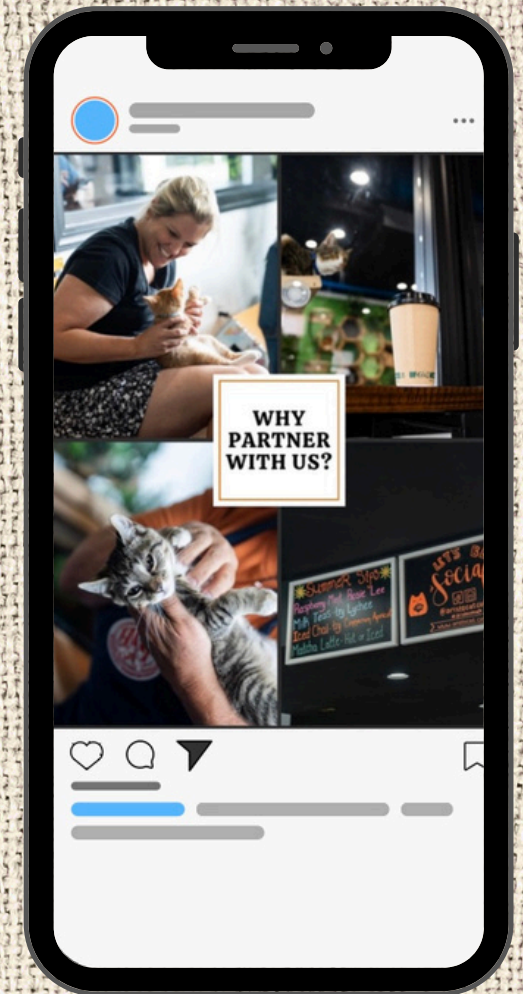
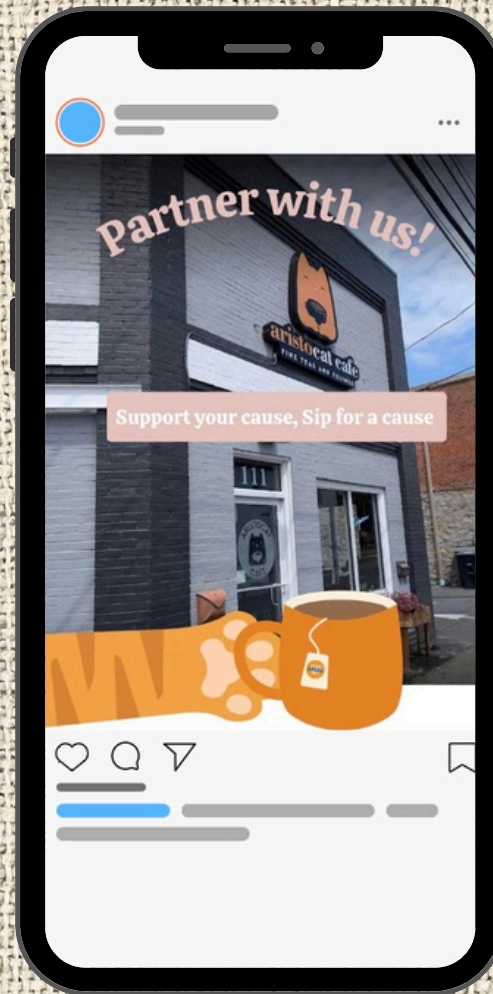
Hashtags

- #SipForACause
- #SupportLocal
- #DrinkOfTheMonth
- #CommunityFirst
- #AristocatPartners



Campaign #3 Overview – Owned Media

POUR IT FORWARD



Thank You!
Questions?

