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# Moggie Marketing Assessment

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A High-level Assessment of Moggie's Current Marketing Efforts

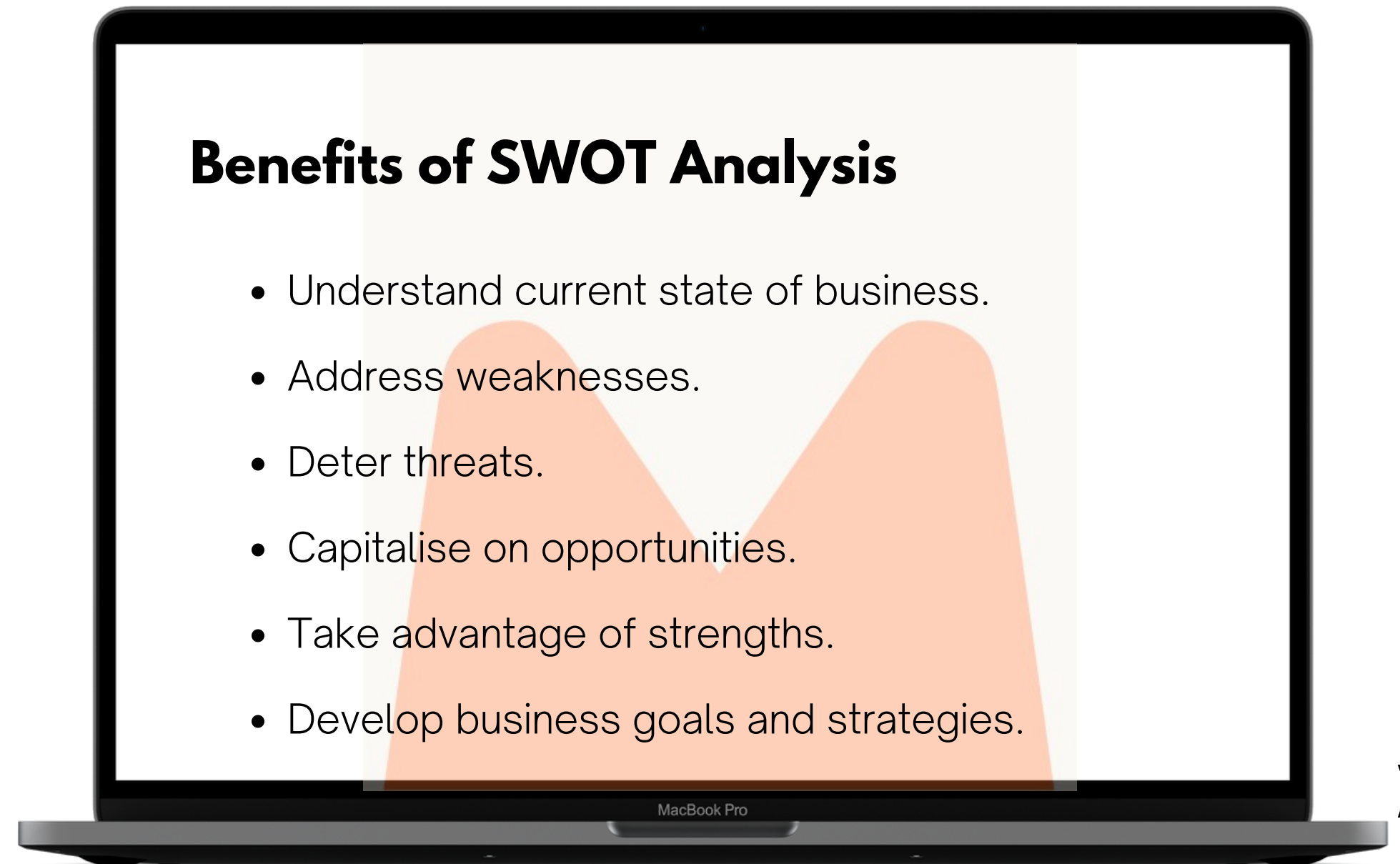


SWOT analysis (or SWOT matrix) is a strategic planning and strategic management technique used to help a person or organization identify Strengths, Weaknesses, Opportunities, and Threats related to business competition or project planning.

# SWOT Analysis

## Benefits of SWOT Analysis

- Understand current state of business.
- Address weaknesses.
- Deter threats.
- Capitalise on opportunities.
- Take advantage of strengths.
- Develop business goals and strategies.



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# Strengths

- **Strong Visual Brand Identity** - Recognisable logo and orange colour that burst with youthfulness and happiness. Clean, modern design.
- **Technology Innovations** - Provide insights into cat health and well-being as opposed to just location.
- **Award-winning Startup** - Have already been recognized for efforts eg. Best in Show Finalist for the Pets & Money event in London 2019: useful for endorsements.



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# Weaknesses

- **Dormant/Underdeveloped Online Presence** - Instagram, Twitter and FB accounts have not been updated since 2019. The Moggie Website only has one page.
- **Slower to Market than Competitors** - Despite the strong and award-winning start, progress has been slow - outdated technology?
- **Lack of Clear Marketing Strategy** - Despite the once consistent posting, there doesn't appear to be a clear strategy, message or story.





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# Threats

- **Negative Social Perception** - Due to lack of marketing efforts and convincing value proposition.
- **Fast Growing Competition** - highly-financed with aggressive marketing and strong brands taking a huge chunk of the market share.
- **Rising Costs** - Inflation is at 10% in Europe - this raises prices, lowering your purchasing power. Customers would need to see realvalue to make a purchase.



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# Opportunities

- **Develop and Communicate a Clearer Value Proposition** - to help retain and attract new customers. This can help increase market share.
- **Improve Manufacturing Expertise** - Are there new technologies we can add? Are there more cost effective ways of delivering a high quality product?
- **Improve the Overall Customer Experience/Journey** - to build stronger relationships with new and current customers.



# Social Media Audit

A social media audit is the process of reviewing your business' metrics to assess growth, opportunities and what can be done to improve your social presence.

## Benefits of SM Audit

- Understand why your marketing efforts are ineffective.
- Uncover opportunities to generate leads.
- Learn how you stack up against your competitors.
- Reach consumers at every stage of their buying consideration process
- Establish consistent “Best Practices.”



# Social Media Audit

Channel	Number of followers	# of Posts	Average engagement Rate	Click-through rate	Mentions	Reach
Instagram	910	238				
Facebook	1,000+	N/A				
Twitter	2,642	271				
LinkedIn	383	N/A				
TikTok	N/A	N/A				



# Social Media Audit

Instagram	Facebook	Twitter
<b>What's working:</b> Nice range of fun/light-hearted posts.	<b>What's working:</b> Nice range of fun/light-hearted posts.	<b>What's working:</b> Nice range of fun/light-hearted posts.
<b>What's not working:</b> No clear strategy, minimal educational content, lack of consistency, no clear value proposition.	<b>What's not working:</b> No clear strategy, minimal educational content, lack of consistency, no clear value proposition.	<b>What's not working:</b> No clear strategy, minimal educational content, lack of consistency, no clear value proposition.
<b>Audience:</b> Refer to insights for demographics.	<b>Audience:</b> Refer to insights for demographics.	<b>Audience:</b> Refer to insights for demographics.
<b>Lessons:</b> Clear strategy, clear value and consistent marketing efforts will lead to success.	<b>Lessons:</b> Clear strategy, clear value and consistent marketing efforts will lead to success.	<b>Lessons:</b> Clear strategy, clear value and consistent marketing efforts will lead to success.:





# Social Media Audit

LinkedIn	TikTok
What's working: Recently updated.	What's working: N/A
What's not working: No posts.	What's not working: No TikTok Account
Audience: Refer to insights for demographics.	Audience: N/A
Lessons: Clear strategy, clear value and consistent marketing efforts will lead to success.	Lessons: Clear strategy, clear value and consistent marketing efforts will lead to success.



## Social Media Audit - Website

### Website

**What's working:** Strong Visual Brand Identity - Great choice of colour - orange colour that burst with youthfulness and happiness. Clean, modern design.

**What's not working:** Only one page. No About (and Meet the Team), Contact Us, Products or Blog Pages

**Audience:** Refer to insights.

**Lessons:** A fully developed website with a clear value proposition and pages mentioned above would lead to better website performance.





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That was  
puuurrrr-fect!

**Thank You**

