



Puptastic Pawtraits Brand Awareness

A Detailed Brand Awareness Strategy to Improve Puptastic Pawtraits' Marketing Efforts





The key to a successful Brand Awareness Strategy, lies in our ability to be Customer-centric. Brand Awareness focuses on how we can create a positive perception about who we are to both old and new customers.





3 Benefits of Developing a Brand Awareness Strategy



1. Gives you some **control** over how people ultimately perceive your brand. You get to write your own **story**.
2. Helps to build **trust** between you and your target audience.
3. Trust builds **customer loyalty**: loyal, happy customers will promote you to their friends and family, which brings you more customers in the long run





Brand Awareness Strategy Steps

Step 1 - SWOT Analysis.

Step 2 - Identify Target Audience and their Needs.

Step 3 - Focus on the Platforms Your Audience Uses Most.

Step 4 - Set Achievable Goals.

Step 5 - Be Active and Engaging Online.

Step 6 - Highlight Your Brand Personality.

Step 7 - Track Your Results





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.

STEP 1

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.

MacBook Pro



Strengths

- **10+ years experience** - Building a strong portfolio should take a minimal amount of time, particularly with a focused schedule and a significant number of willing models.
- **Competitive pricing** - Customers may opt for a more competitive price if the quality is similar to more established brands.



Weaknesses

- **Lack of portfolio** - This may elongate the process of earning money as services will need to be offered for free in order to build a portfolio.
- **Lack of studio** - Whilst a studio can be rented, this will be an additional cost and studio time will be dependent on studio availability.



Opportunities

- **Increase corporate social responsibility image** - Finding ways of adding significant value to the community as a whole would set you apart from competitors.
- **Build an engaging social media presence from day one** - It is very possible to take advantage of the short form video content on IG and TikTok as they have more reach and higher chances of going viral.



Threats

- **Competitors more able to diversify income streams** - Some photographers offer services for more than one pet. Customers with different pets may prefer to go to one photographer.
- **Competitor's strengthening their brand** - Emphasizing the need for a clear brand and highly targeted, consistent marketing efforts.



Identify Target Audience and their Needs

➤➤ Who is our Ideal Customer?

If we want to build a relationship with our customer, we need to know who they are. In order to identify our ideal customer, we need to create **Archetypes**. **Archetypes** describe patterns of behaviors, attitudes and motivations shared between people.

We can give our target Archetype a title and description to help us understand their needs.



Dog Lover

Dog Lovers are always on the lookout for products and services that will enhance their dogs' lives. They are willing to spend money on high-quality food, toys, accessories and services that will keep their dogs' lives happy and healthy. They treat their dogs like they are a part of the family.



Identify Target Audience and their Needs

➤➤ What does is the Dog Lover need?



Dog Lover

Connection: A dog lover may want to capture the special bond they have with their furry friend in a photograph. They want to feel a connection with the photo and the photographer, and feel that their pet's unique personality has been captured.

Joy: Dogs bring immense joy and happiness into their owners' lives. A customer may want their dog photography session to capture the fun and playful nature of their dog, and evoke feelings of joy and happiness when they look at the photos.



Identify Target Audience and their Needs

➤➤ What does is the Dog Lover need?



Dog Lover

Pride: A dog lover may feel a great sense of pride and love for their pet, and want to showcase them in a beautiful and professional manner. They may want to display the photos in their home or on social media, and feel proud to show off their furry friend to others.

Comfort: For some dog lovers, their pet provides a sense of comfort and security. They may want a photo that captures this bond and reminds them of the unconditional love and support their dog provides.



Identify Target Audience and their Needs

➤➤ What Activities is the Dog Lover Likely to be Involved in?

Activities capture the actions and goals of a customer across their end-to-end experience, from their point-of-view.

Understanding the Dog Lover's potential activities will ensure Puptastic Pawtraits has engaging content for our target customers.



Identify Target Audience and their Needs

➤➤ What Activities is the Dog Lover Likely to be Involved in?



Dog Lover

Stages
Activities

DREAMING	PLANNING	BOOKING	EXPERIENCING	SHARING
Get Inspired	Read Reviews	Assess Cost	Photoshoot	Review Experience

Identify Target Audience and their Needs

»» When Might we Interact With our Ideal Customer? How do Principles Help us Communicate a Consistent Message?

Interactions are any moment a brand engages with a customer.

In order to build a strong relationship with our customers, all our interactions need to be **consistent** and **meaningful**.

In order to remain consistent and valuable through our use of social media and all our interactions, we need the right **principles** to **guide** our interactions, enabling us to make decisions that customers will find meaningful.



Identify Target Audience and their Needs

➤➤ Developing Clear Principles Based on Our Customers' Needs



Dog Lover

Because the Dog Lover..	The experience must be...
Wants to experience a connection	Friendly
Wants to experience joy	Fun/Funny
Wants to experience pride	Informative
Wants to experience comfort	Kind



Identify Target Audience and their Needs

➤➤ What Features should Puptastic Pawtraits Include across its Social Media Platforms?



Dog Lover

Stages	Activities	Interactions	DREAMING	PLANNING	ORDERING	EXPERIENCING	SHARING
			Get Inspired	Read Reviews	Assess Cost	Photoshoot	Review Experience
			High quality picture and video content	Authentic reviews by trusted celebrities/influencers and strong brand positioning	Use a smart pricing strategy - services should be worth the price	Reposting user-generated content to encourage posting	Review and Rating Options - Text or Media

Experience Principles: Friendly, Funny, Informative, Kind





Social Media Platforms

STEP 3

Rather than spreading our energy across multiple social media platforms, we may want to focus on the ones customers like the Dog Lover use most often. We can drive traffic from these social media platforms to our new website.

➤➤➤ **Before Purchasing**, the Dog Lover may search for inspiration on Pinterest, Tiktok, Instagram or Facebook. They may go to Youtube for detailed videos.

➤➤➤ **After Purchasing**, the Dog Lover would be the most active on Instagram, Facebook, Tiktok, depending on the what they prefer.





Brand Awareness Objectives

STEP 4

- It is essential for all objectives to be **SMART** - **S**pecific, **M**easurable, **A**ttainable, **R**elevant and **T**ime-bound.
- SMART goals are essential for tracking meaningful Metrics/Key Performance Indicators. An example of an objective and KPI are shown below:

"Increase number of Instagram followers by 2,000 by 1 October 2023."

KPI - Number of Instagram followers.



Be Active and Engaging Online

STEP 5

- »»» Great Content is **Findable**.
- »»» Great Content is **Shareable**.
- »»» Great Content is **Usable**.
- »»» Great Content is **Memorable**.
- »»» Great Content is **Quotable**.
- »»» Great Content is **Actionable**.
- »»» Great Content is **Readable**.
- »»» Great Content is **Measurable**.



Highlight Your Brand Personality

STEP 6

Your brand voice helps you relate to your target audience and is the vehicle that leads to a strong relationship.

In order to build a strong relationship with our customers, all our interactions need to be **consistent, meaningful and** guided by the same **principles**.



Dog Lover

Based on the Dog Lover's needs, the content we create should meet these experience principles:

- **Friendly**
- **Fun/Funny**
- **Informative**
- **Kind**





Track Your Results

STEP 7

Once we have executed on our strategy, the following KPIs may be used to measure and track our performance.

Channel	Net Followers Gain/Loss	# of Posts	Engagement Rate	Click-throughs	Mentions	Reach
Instagram						
Facebook						
Twitter						
LinkedIn						
Pinterest						





Track Your Results

STEP 7

What should we continue doing?

Instagram	Facebook
What's working:	What's working:
Why is it working:	Why is it working:
Action items:	Action items:





Track Your Results

STEP 7

What should we **STOP** doing?

LinkedIn	Twitter
What's working:	What's working:
Why is it working:	Why is it working:
Action items:	Action items:





Track Your Results

STEP 7

What should we **START** doing?

TikTok	Website
What's working:	What's working:
Why is it working:	Why is it working:
Action items:	Action items:





Thank You
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