

### 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 Customercentric. Brand Awareness focuses on how we can create a <u>positive perception</u> 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



# STEP 1 SWOT Analysis

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.

#### **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.



# Strengths

- 10+ years experience Building a strong portfilio 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 competitiors.
- 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.







#### Who is our <u>Ideal Customer</u>?

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.





#### 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.





#### 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.

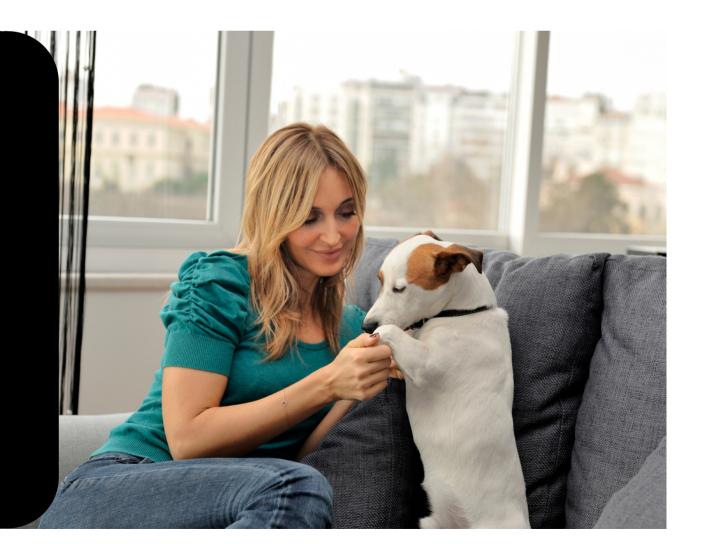




What Activities is the Dog Lover Likely to be Involved in?

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.







#### What <u>Activities</u> is the Dog Lover Likely to be Involved in?



**Dog Lover** 

Stages	DREAMING	PLANNING	BOOKING	EXPERIENCING	SHARING
<b>Activities</b>	Get Inspired	Read Reviews	Assess Cost	Photoshoot	Review Experience





### When Might we <u>Interact</u> 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.





#### 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





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



Dog Lover

Stages	DREAMING	PLANNING	ORDERING	EXPERIENCING	SHARING
Activities	Get Inspired	Read Reviews	Assess Cost	Photoshoot	Review Experience
Interactions A	High quality picture and video content	Authentic reviews by trusted celebrities/influen cers 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



#### Social Media Platforms

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 inpiration 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**





It is essential for all objectives to be **SMART** - **S**pecific, **M**easurable, **A**ttainable, **R**elevant and **T**ime-bound.

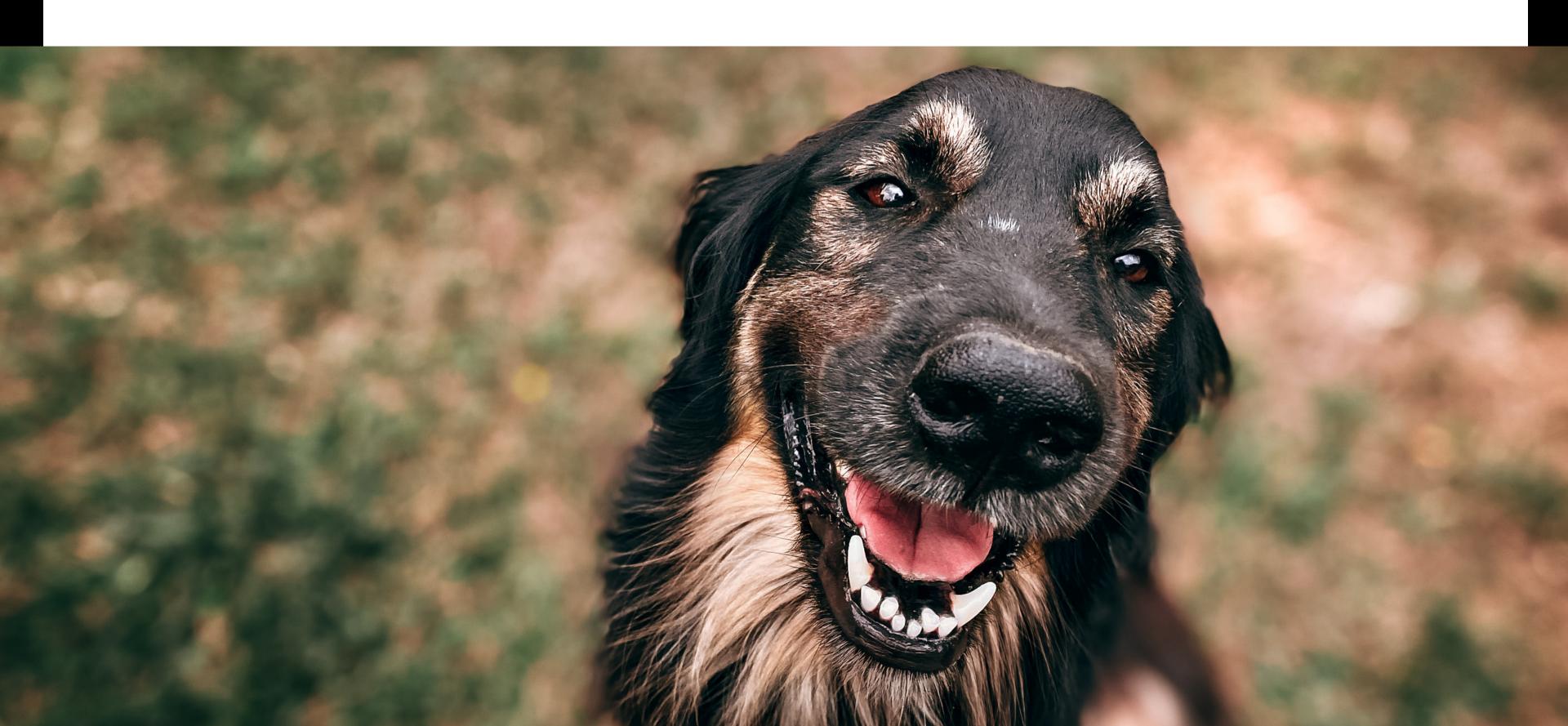


SMART goals are essential for tracking meaningful Metrics/Key Performance Indicators. An example of an objective and KPI are shown below:

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

KPI - Number of Instagram followers.







### Be Active and Engaging Online

#### STEP 5

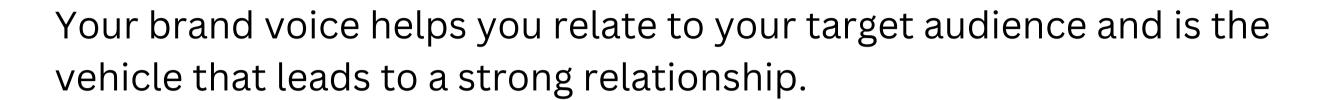
- >>> Great Content is Findable.
- >>> Great Content is Shareable.
- >>> Great Content is **Usable**.
- >>> Great Content is **Memorable**.
- >>> Great Content is **Quotable**.
- >>> Great Content is Actionable.
- >>> Great Content is Readable.
- >>> Great Content is Measurable.







# Highlight Your Brand Personality





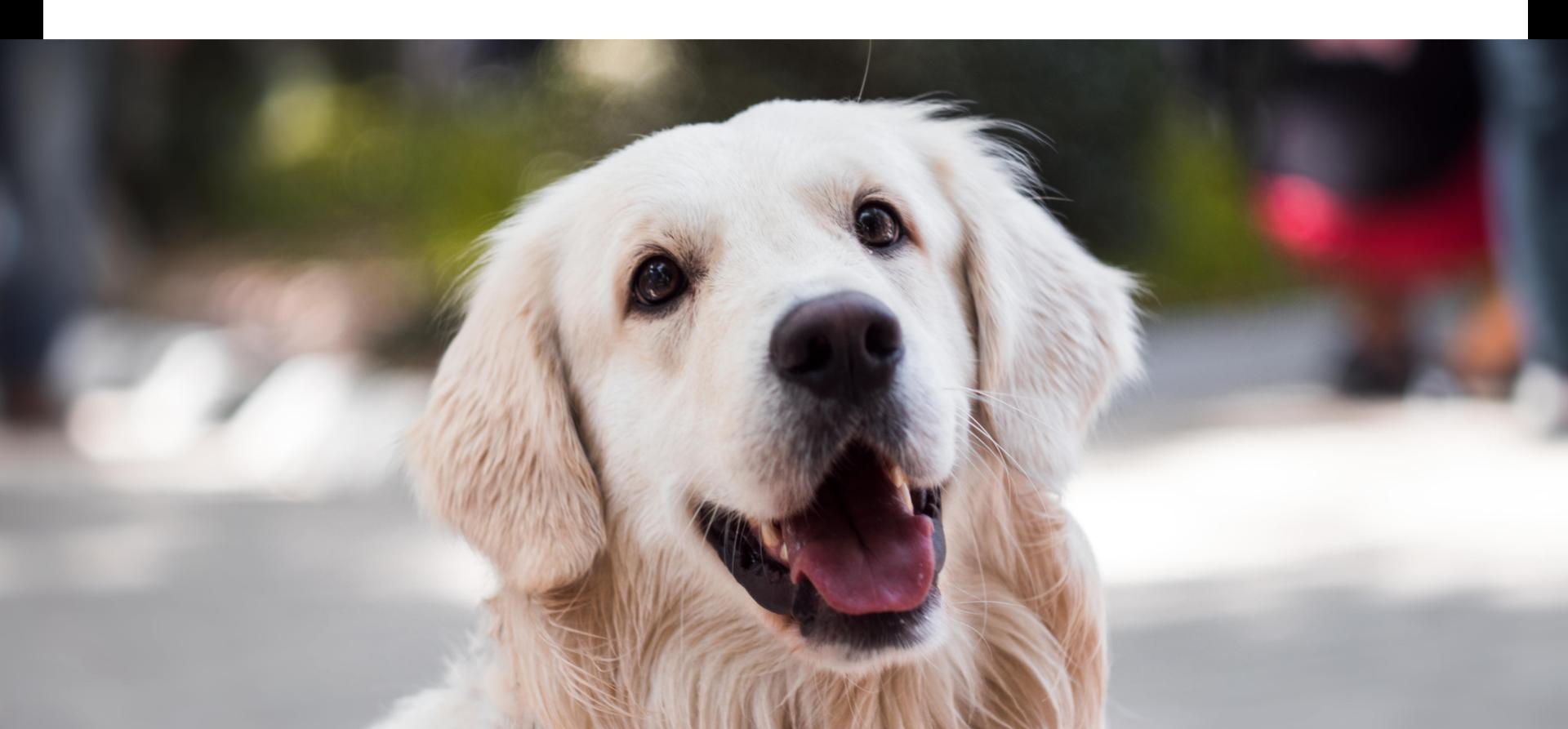
**Dog Lover** 

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

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

- Friendly
- Fun/Funny
- Informative
- Kind









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						



#### 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:



#### 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:



#### 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:

