

The Pet GunDog Social Media Strategy

A Strategy to Improve The Pet GunDog's Social Media Efforts



3 Benefits of Developing a Social Media Strategy

1. **Increased brand visibility:** Significantly boost brand visibility by reaching a larger audience and increasing brand awareness through targeted content and advertising.
2. **Improved customer engagement:** Enables businesses and creators to actively engage with their customers, fostering relationships, and gathering valuable feedback.
3. **Enhanced market insights:** Gather valuable market insights by monitoring conversations, trends, and customer preferences to help you make informed decisions and stay ahead of the competition.



Social Media Strategy Steps

Step 1 - Internal Audit

Step 2 - Identify Target Audience and their Needs

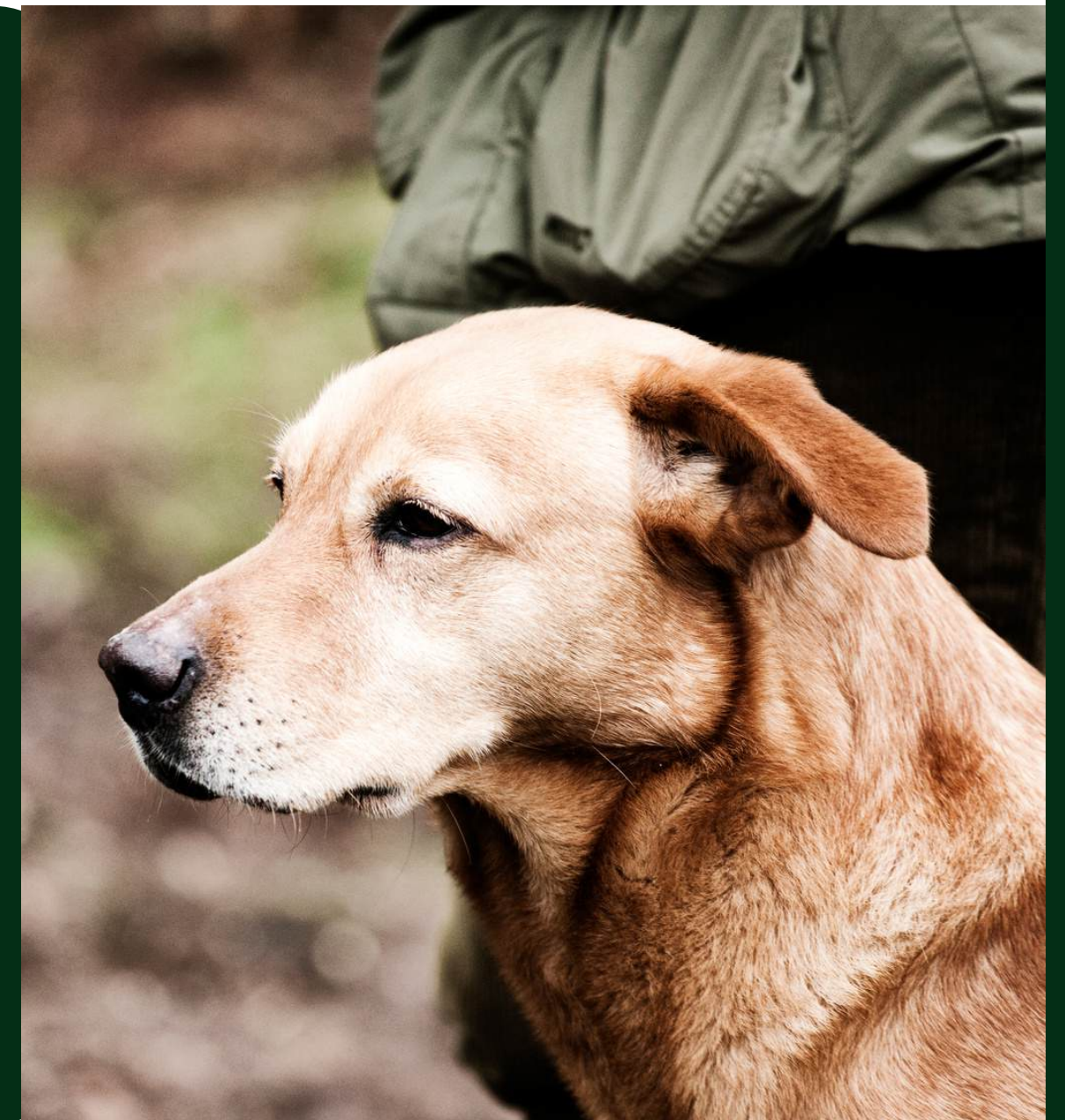
Step 3 - Set Achievable Goals

Step 4 - Be Active and Engaging Online

Step 5 - Video Editing and Posting Process

Step 6 - Sample Content Calendar

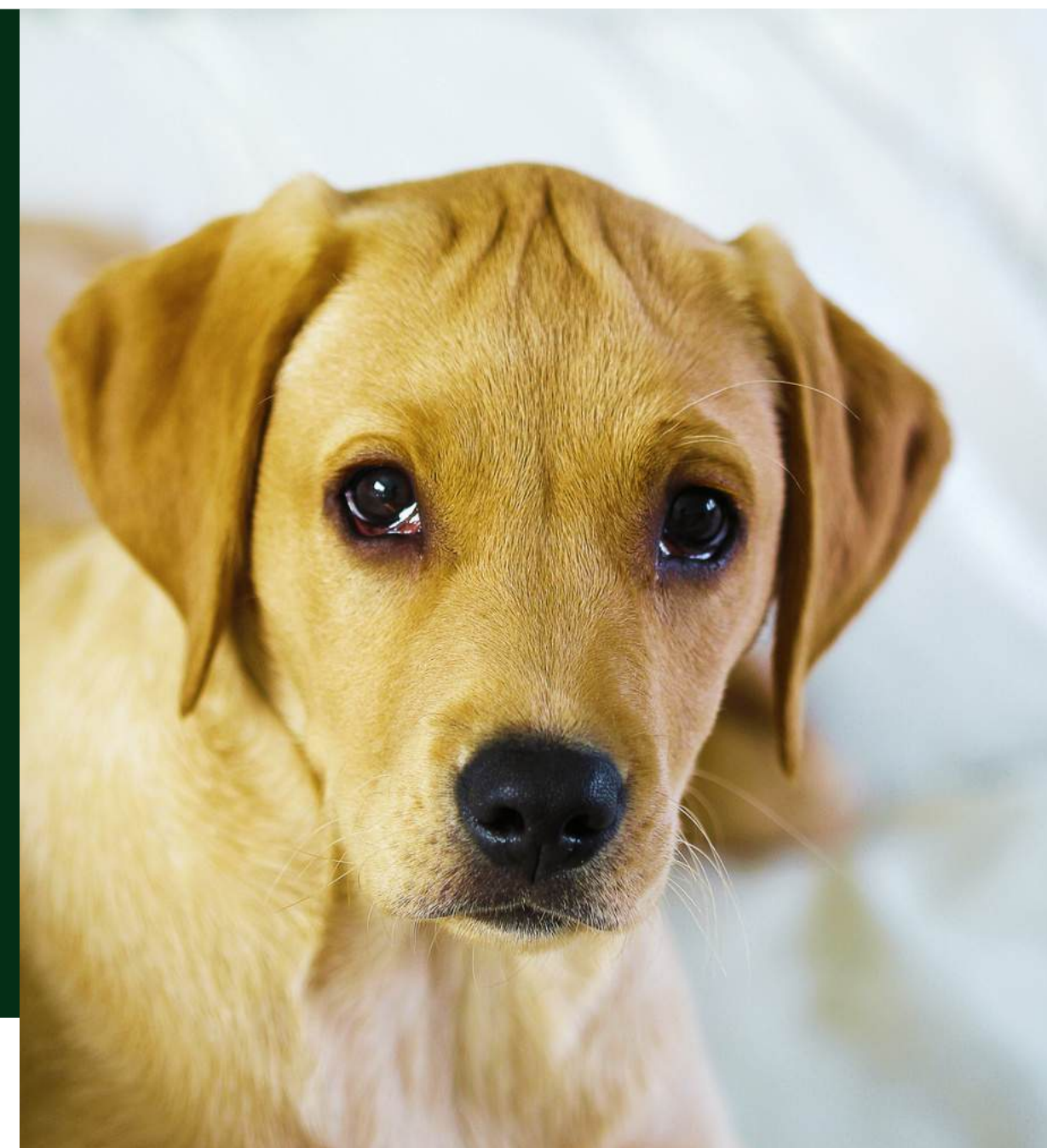
Step 7 - Track Your Results



Internal Audit

What is working?

- **Consistent Posting (on personal IG and now more recently on therealpetgundog page)** - There is a very consistent posting schedule, with an average of 5 posts per week.
- **Dynamic Content** - There is a great balance of images and reels (videos). This makes the content interesting for your audience.
- **Informative Content** - A good percentage of the posts are educational and add value to your overall content.



Internal Audit

What needs to improve?

- **Repetitive Content (on personal IG and now more recently on therealpetgundog page)** - Whilst the content is dynamic and informative, it often gets repetitive and monotonous; which could lead to a disinterested audience.
- **Lack of a Clear Plan** - Linked to the point above; some of the posts feel a bit random and that not too much thought has gone into making them more interesting.
- **Content Gaps** - Due to using more of the personal page, there are clear gaps in the frequency of posts and old posts that could be removed to give the page a fresh look.



Identify Target Audience and their Needs

➤➤ Who is our Ideal Customer?

If we want to build a relationship with our audience, we need to know who they are. In order to identify our ideal audience member, 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.



The Gundog Guardian

The Gundog Guardian is a passionate and knowledgeable dog owner who values effective training and community support. They seek practical solutions, continuous learning, and innovative tools to ensure their gundog breeds are well-trained and well-behaved. With a strong commitment to their dogs' well-being and a love for outdoor activities, Gundog Guardian embodies the perfect blend of discipline, practicality, and passion for canine care.



Identify Target Audience and their Needs



Psychographics



The Gundog Guardian

- **Lifestyle:** Gundog Guardian enjoys outdoor activities like hiking, hunting, and countryside walks. They value a balanced life that includes both family and leisure time, often integrating their dog into these activities.
- **Values:** They believe in the importance of a well-trained dog for safety, harmony at home, and enhancing outdoor experiences. They prioritize effective and humane training methods.
- **Personality:** Gundog Guardian is practical, disciplined, and detail-oriented, with a deep love for animals, especially dogs. They take pride in their dog's behavior and training achievements.
- **Interests:** Passionate about dog training, canine behavior, and continuous learning about pet care. They often participate in dog shows, training events, and are members of dog training clubs.

Identify Target Audience and their Needs



Behaviours



The Gundog Guardian

- **Engagement:** Actively seeks out expert advice and training resources online, attends workshops, and participates in dog training communities. They regularly follow and interact with dog training influencers and experts on social media.
- **Purchase Habits:** Invests in high-quality dog training tools, books, and memberships in relevant clubs. They prefer products that come highly recommended and are backed by experts.
- **Social Media Usage:** Follows dog training experts and clubs on social media platforms, engages with content, and shares personal training experiences. They often seek and give advice in online forums.
- **Education:** Regularly reads books and articles on dog training and behavior, attends seminars and workshops to enhance knowledge. They believe in staying informed and up-to-date with the latest training techniques.

Identify Target Audience and their Needs

➤➤ What do the The Gundog Guardian **NEED**?



The Gundog Guardian

1. **Effective Training Solutions:** Gundog Guardian requires practical, applicable methods to train gundog breeds and address specific behavioral issues. They look for resources that offer clear, step-by-step instructions.
2. **Community Support:** They seek a supportive network of like-minded individuals and experts to share experiences and gain advice. They value belonging to a community where they can exchange tips and support.
3. **Knowledge and Resources:** Needs access to comprehensive guides, books, and training programs to stay informed and improve training techniques. They appreciate detailed information and expert insights.
4. **Innovative Tools:** Looks for innovative training equipment that simplifies the training process and enhances the effectiveness of their efforts. They value tools that are both effective and easy to use.

Identify Target Audience and their Needs

➤➤ Developing Clear Principles Based on Your Audience's Needs



The Gundog Guardian

Because Global Nomads the Smiths...	The experiences must be...
Needs to experience Effective Training Solutions	Practical and Comprehensive
Needs to experience Community Support:	Interactive and Inclusive
Needs to experience Knowledge and Resources	Educational and Authoritative
Needs to experience Innovative Tools	Revolutionary and Effective



Identify Target Audience and their Needs

What Activities are The Gundog Guardian 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 their potential activities will ensure Sonya has engaging content for her target customers.



The Gundog Guardian

Stages
Activities

DREAMING	PLANNING	EXPERIENCING	SHARING
Get Inspired	Researching and Reading Reviews	Engaging with the community and using The Pet Gundog's services.	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 an audience member..

In order to build a strong relationship with our audience, 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 the target audience will find meaningful.



Identify Target Audience and their Needs

➤➤ **What Features should The Pet Gundog Include across their Social Media Platforms?**



The Gundog Guardian

Stages
Activities
Interactions

	DREAMING	PLANNING	EXPERIENCING	SHARING
Activities	Get Inspired	Researching and Reading Reviews	Engaging with the community and using The Pet Gundog's services.	Review Experience
Interactions	Consistent High quality informative, picture and video content	Authentic reviews by trusted friends/celebrities/influencers and strong brand positioning	Reposting user-generated content to encourage posting	Repost reviews and provide Rating Options

Experience Principles: **Practical and Comprehensive, Interactive and Inclusive, Educational and Authoritative, Revolutionary and Effective**





Set Achievable Objectives

STEP 3



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.

Examples:

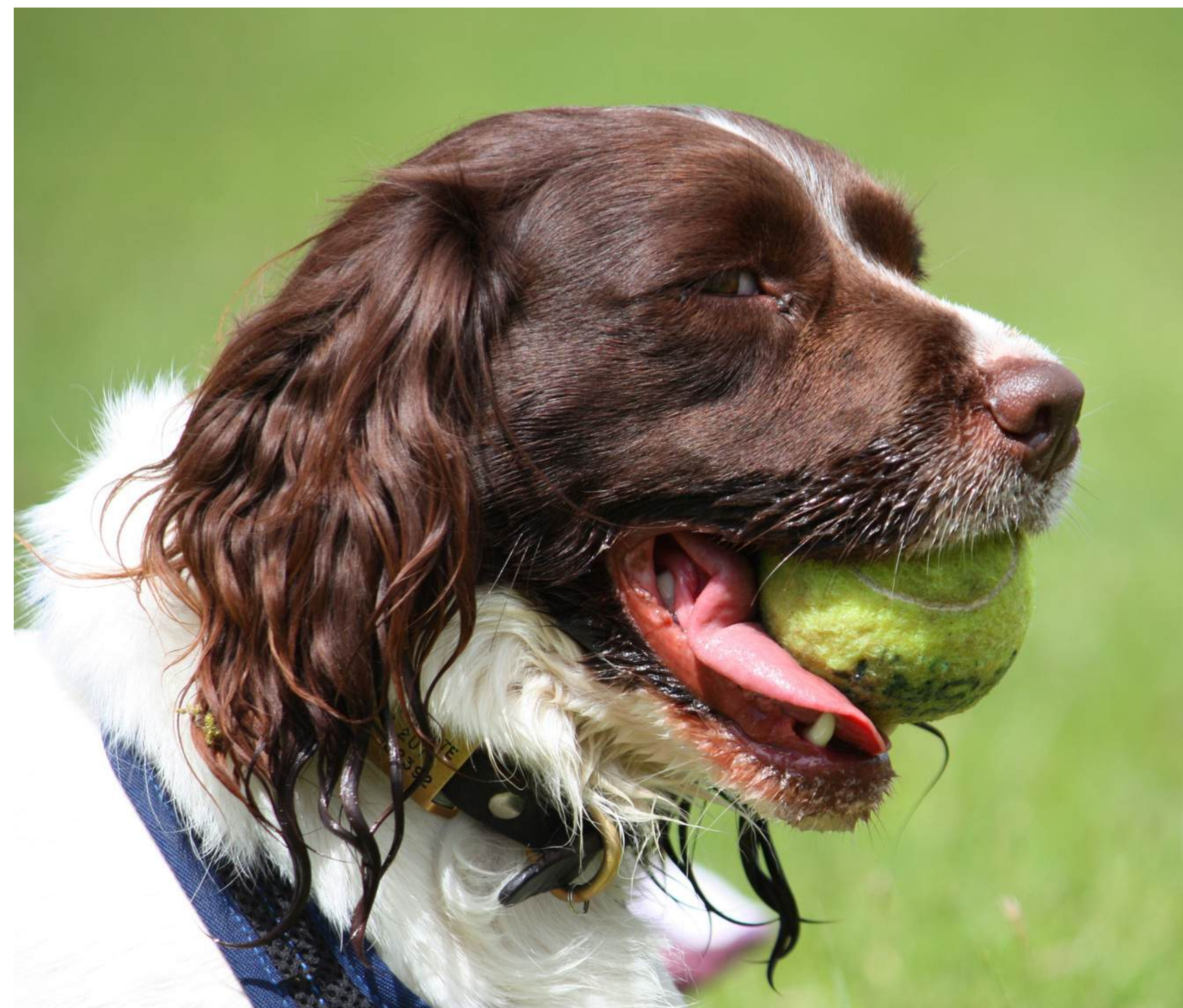
- **Grow Instagram Followers:** Grow to 1,500 followers by 31st October, 2024.
- **Increase Instagram Engagement:** Achieve an average of 100 likes on each post within the next 3 months.



Be Active and Engaging Online

STEP 4

- 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**.





Be Active and Engaging Online

STEP 4

Content Themes

- **Educational Posts:** Share tips, techniques, and insights into training pet gundogs.
- **Behind-the-Scenes:** Showcasing the daily activities and training sessions with gundogs.
- **Customer Stories:** Highlight success stories and testimonials from gundog owners.
- **Product Features:** Showcase your books, training programs, and specialized equipment.
- **Community Engagement:** Encourage interaction through contests, Q&A sessions, and polls.
- **Instructor Spotlights:** Feature your Accredited Pet Gundog Instructors and their expertise.





Be Active and Engaging Online

STEP 4

Posting Schedule

- **Frequency:** Post at least 4 times per week to maintain engagement.
- **Consistency:** Stick to a regular posting schedule, such as Mondays, Tuesdays, Wednesdays, and Fridays, to keep followers engaged.
- **Timing:** Post during peak engagement times (such as evenings) to reach a larger audience.
- **Stories:** Utilize Stories for quick tips, behind-the-scenes content, and daily updates.





Be Active and Engaging Online

STEP 4

Instagram and Facebook Content Strategy

Content Examples

Educational Post Example - Video

- **Caption:** "Training Tip Tuesday: Teaching your gundog patience can improve their focus during retrieves. Start with short waits and gradually increase duration! #PetGundogTraining #DogTrainingTips"

Behind-the-Scenes Example - Carousel of 4-6 photos

- **Caption:** "Morning training sessions with our gundog squad! Swipe to see our furry friends in action. Who else loves early morning adventures? #GundogLife #BehindTheScenes"





Be Active and Engaging Online

STEP 4

Instagram and Facebook Content Strategy

Content Examples

Customer Story Example - Video

- **Caption:** "Meet Bella and her journey from a mischievous pup to a disciplined gundog! Share your success story with us in the comments below. #PetGundogSuccess #HappyOwners"

Product Feature Example - Image and snippets

- **Caption:** "Introducing our latest book: 'The Pet Gundog Puppy' - the ultimate guide for starting your gundog's training journey! Available now. Link in bio! #NewRelease #PetGundogBooks"





Be Active and Engaging Online

STEP 4

Instagram and Facebook Content Strategy

Content Examples

Community Engagement Example - Carousel of photos

- **Caption:** "It's Poll Friday! What's your gundog's favorite training treat? A) Chicken bites B) Cheese cubes C) Liver treats Vote now in our stories! #GundogPoll #CommunityEngagement"

Instructor Spotlight Example - Image

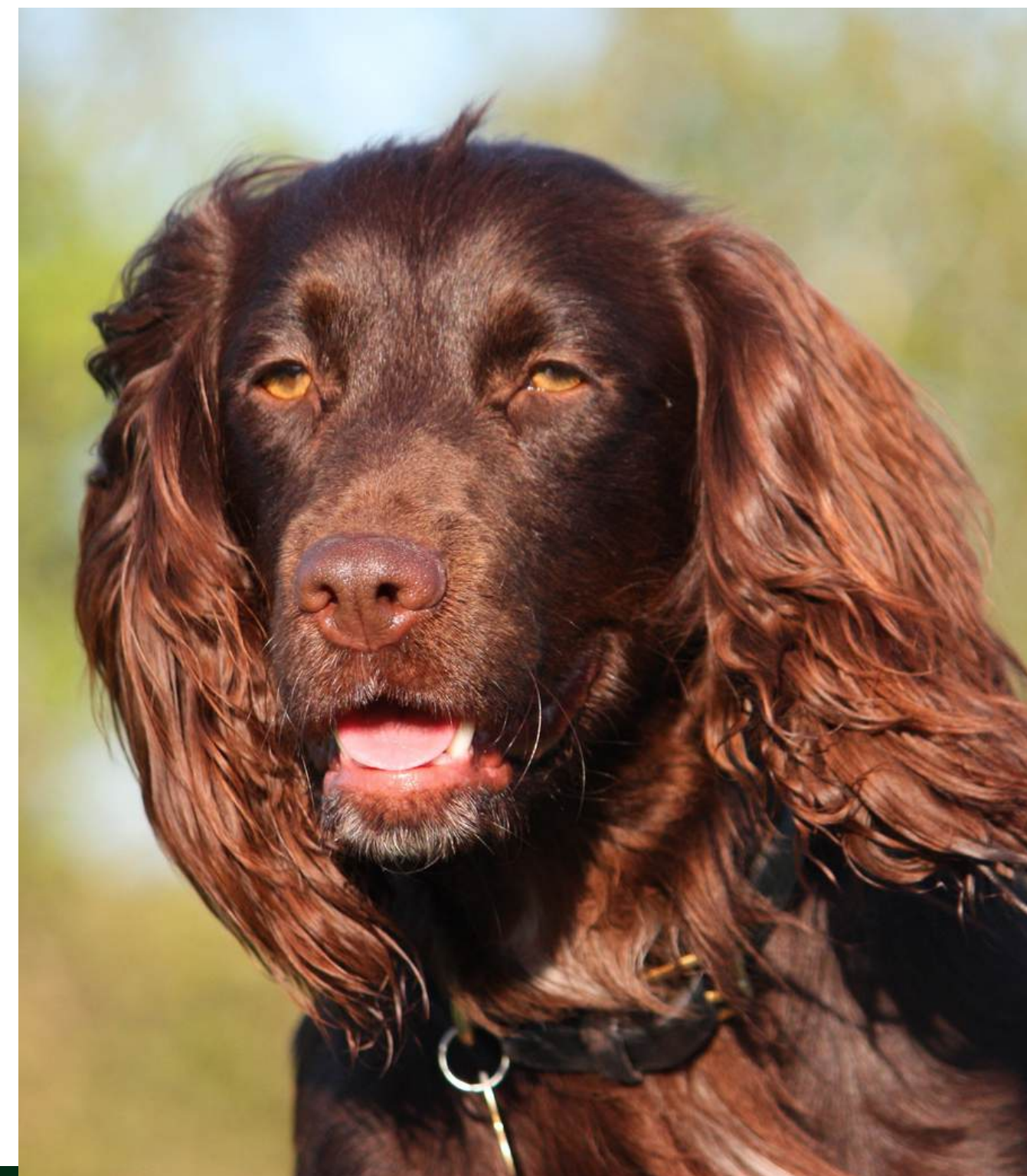
- **Caption:** "Meet Emily, one of our passionate Accredited Pet Gundog Instructors! Her dedication to gundog training is inspiring. Drop a 🐾 to show some love! #InstructorSpotlight #GundogExperts"





Instagram Engagement Strategy

- Interactive Stories and Polls
- User-Generated Content Campaigns
- Live Q&A Sessions
- Training Tips and Insights
- Contests and Giveaways



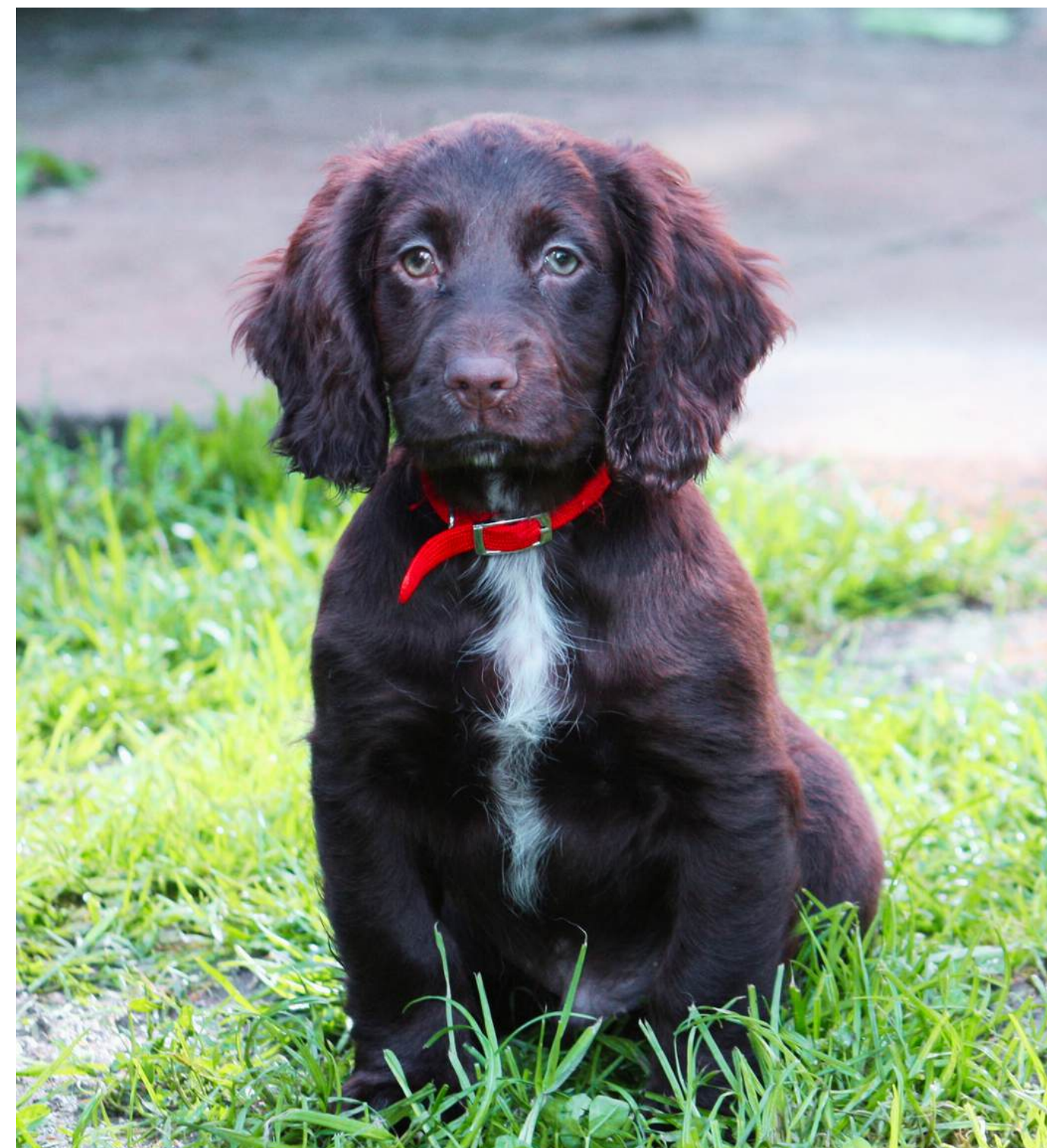


Be Active and Engaging Online

STEP 4

Facebook Engagement Strategy

- Educational Video Series
- Client Testimonial Spotlights
- Gundog Advice Columns
- Facebook Live Sessions
- Engagement Posts





Brand Specific Hashtags

- **#ThePetGundog** - General brand hashtag
- **#GundogTrainingTips** - For educational and training tips
- **#GundogLife** - Behind-the-scenes and daily life posts
- **#PetGundogSuccess** - Customer testimonials and success stories
- **#PetGundogBooks** - Posts featuring your books
- **#GundogExperts** - Highlighting the expertise and knowledge of your team
- **#GundogCommunity** - Engaging with the community and fostering interaction



Brand Specific Hashtags

- **#PetGundogClub** - Related to the Pet Gundog Club and its activities
- **#TrainingWithPetGundog** - Posts featuring training sessions and tips
- **#GundogInstructors** - Spotlighting Accredited Pet Gundog Instructors
- **#PetGundogGear** - Featuring products like the Retrieving Roll and Slip & Clip lead
- **#WellManneredDog** - Posts focusing on behavior and manners
- **#GundogJourney** - Chronicling the journey of training and owning a gundog





Planning and Scripting

1. Planning and Scripting:

- Outline the key points and structure of your video.
- Create a script or storyboard to ensure a smooth flow of content.

2. Filming:

- Use a high-quality camera or smartphone to record your video.
- Ensure good lighting and clear audio. Natural light is ideal, but if unavailable, use softbox lights or ring lights.
- Film in an appropriate environment to avoid background noise.





Video Editing and Posting Process

STEP 5

Editing

Select Your Editing Software:

- a. **InShot:** User-friendly mobile app for quick edits, adding music, text, and filters. (Highly recommended)
- **Adobe Premiere Rush:** Offers advanced editing features, available on both desktop and mobile.
- **Final Cut Pro:** Professional-grade software for Mac users with extensive features.
- **Filmora:** Easy-to-use software with a wide range of effects and tools, available for both Windows and Mac.





Video Editing and Posting Process

STEP 5

Editing Steps

1. Trim and cut unnecessary parts of the video to keep it concise.
2. Add transitions between scenes for a smooth flow.
3. Incorporate background music or sound effects where appropriate.
4. Overlay text for key points or captions to enhance accessibility.
5. Apply filters or color correction to improve visual quality.
6. Include your logo or branding elements to maintain brand consistency.





Video Editing and Posting Process

STEP 5

Scheduling and Posting

Exporting:

- Export the video in a high-quality format suitable for Instagram (e.g., MP4).
- Ensure the aspect ratio matches Instagram's preferred formats (1:1 for feed, 9:16 for Stories and Reels)

Select Your Scheduling App:

- **Later:** User-friendly app for scheduling and managing posts on Instagram and other social media platforms.
- **Buffer:** Offers scheduling, analytics, and team collaboration features.
- **Hootsuite:** Comprehensive social media management tool with scheduling, monitoring, and analytics capabilities.







Sample Instagram Calendar

STEP 6

Weekly Content Calendar Sample - Instagram

Day 1: Fun Fact

- **Post Type:** Fun Fact/Image
- **Caption:** "Fun Fact! Did you know that gundogs were originally bred for hunting and retrieving? These breeds have natural instincts that make them excellent companions and working dogs. Embracing their heritage is key to understanding and training them effectively. Our training programs are designed to cater to these instincts and help you build a harmonious relationship with your gundog. What fascinating gundog facts do you know? Share with us!"
- #GundogExperts #GundogLife #PetGundogGear #GundogCommunity"
#ThePetGundog #GundogTrainingTips





Sample Instagram Calendar

STEP 6

Weekly Content Calendar Sample - Instagram

Day 2: Training Tips Tuesday

- **Post Type: Educational**
- **Video Caption:** “Training Tip Tuesday! Today we're focusing on the importance of basic commands for your gundog. Starting with 'sit' and 'stay' is crucial to build a strong foundation. These commands are not just for obedience but for safety and control in various situations. Make sure to be consistent with your commands and reward your dog to reinforce positive behavior. Have you started basic training with your gundog yet? Share your progress with us in the comments!
- #ThePetGundog #GundogTrainingTips #GundogLife #PetGundogSuccess #TrainingWithPetGundog #WellManneredDog





Sample Instagram Calendar

STEP 6

Weekly Content Calendar Sample - Instagram

Day 3: Throwback Thursday

Post Type: Before and After Image

- **Caption:** "Throwback Thursday! Check out this incredible transformation of Bella, who went from an unruly pup to a well-mannered gundog. With dedication and the right training, anything is possible! Remember, every gundog has the potential to be great with the right guidance. Do you have a transformation story? We'd love to hear it! Share your before and after photos and tag us.
- #PetGundogSuccess #GundogJourney #GundogTrainingTips #PetGundogClub" #ThePetGundog #WellManneredDog





Sample Instagram Calendar

STEP 6

Weekly Content Calendar Sample - Instagram

Day 4: Saturday Spotlight

- **Post Type: Customer Testimonial/Video**
- **Caption:** “Saturday Spotlight! Meet Max and his owner Jane. Thanks to our comprehensive training program, Max has transformed into a model gundog. Watch their inspiring journey and see how dedication and the right guidance can make a world of difference. Our training programs are designed to bring out the best in your gundog. Do you have a success story? We'd love to feature you! Send us a DM with your story.
- #PetGundogSuccess #GundogJourney #TrainingWithPetGundog #GundogCommunity #ThePetGundog #GundogLife





Key Performance Indicators (KPIs)

- **Follower Growth Rate:** Monitor the monthly increase in followers.
- **Engagement Rate:** Track likes, comments, and shares on posts.
- **Thought Leadership:** Measure the number of mentions and profile views.
- **Content Reach:** Analyze the reach of posts through impressions and shares.
- **Number of Sales:** Keep track of how many sales and repeating customers keep coming back for more.





Track Your Results

STEP 7

What should I continue doing? Best tracked after 3 months of consistent posting.

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





Track Your Results

STEP 7

What should I STOP doing?

Instagram/Facebook
What is not working:
Why is it not working:
Action items:





Track Your Results

STEP 7

What should I **START** doing?

Instagram/Facebook
What can I do:
Why will it work:
Action items:





Thank You