



Social Media Marketing Proposal

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Executive Summary

Scenthound's business model revolves around providing dogs with essential hygiene care and communicating with dog parents along the way. The best way to create an educational and communicative environment, while getting the word out to potential clients, is to have an engaging online presence. Our Scenthound franchises offer the same services under the same employees, but one of our locations does not get the foot traffic that the other does. Scenthound needs a new social media marketing campaign for our Alpharetta Central location to bring in more members and clientele and help build up the business that the other store automatically gets through its location.

Objectives

The main objective is to boost Scenthound Alpharetta Central in the media to bring in more clientele and let people in the area know we are there. By introducing Instagram and Facebook to our business model, we can target dog parents between the ages of 25 and 50 in the Alpharetta area. This demographic likely has the money and means to sign up for our monthly membership, and many dog-owning families in that age range are active on these platforms.

Our Instagram and Facebook pages will have a mix of marketing campaigns, deals, and pictures of our dog clients. Dogs are cute and funny, and by simply posting the dogs getting their baths we can bring in a lot of traffic, as well as increase value for our current members.

Analysis

Our Alpharetta Central location only has about three hundred members total, while the Johns Creek West location has over nine hundred members. Because of its location right next to a Publix, so many people are around the store and just walk in to see what we are about, while the Alpharetta store is in a hidden shopping center mainly busy at night when people are at the nearby restaurants, and we are closed. Because of this, we should not spend any of our marketing budget on Johns Creek West.

For our budget, we should spend three hundred dollars per month on Instagram and Facebook advertising. By doing this, we can target the demographic we want in the location we want. On average, businesses spend less than \$500 per month through social media marketing campaigns (Web FX). While it sounds like a lot, we only need to bring in 14 members every month to make up that money, and because we already

have three hundred members, it is only 4.76% of our set profit from members alone, not including grooming, add-ons, or full price services for non-members, which on average is more than five hundred dollars per day. Essentially, the marketing campaign's budget is marginal compared to our profit every month, and it will bring in much more than we are spending on it.

Figure 1 below shows the drastic contrast between the business the two locations bring in. The membership profit is directly the amount of monthly memberships we have at each store. Most of the memberships at both locations are the basic \$35 membership, but the graphs do include the plus and the unlimited memberships in that section as well. The non-membership profit is purely add-ons, like shedding treatments, brush-out/blow-dries, haircuts, as well as full-price services for non-members.

As the graph shows, the Alpharetta Central location desperately needs to bring in more clientele to catch up with the other location. We know there is not a difference in service between the two locations because all the employees, equipment, and products are the same. The only difference between the two locations is their visibility, with Johns Creek West in a high-traffic, very public area, and Alpharetta in a nightlife area away from public streets and roads. By advertising on social media, we can make up for its hidden location by making it very public online and drive-up memberships and sales to help it catch up with the other location.

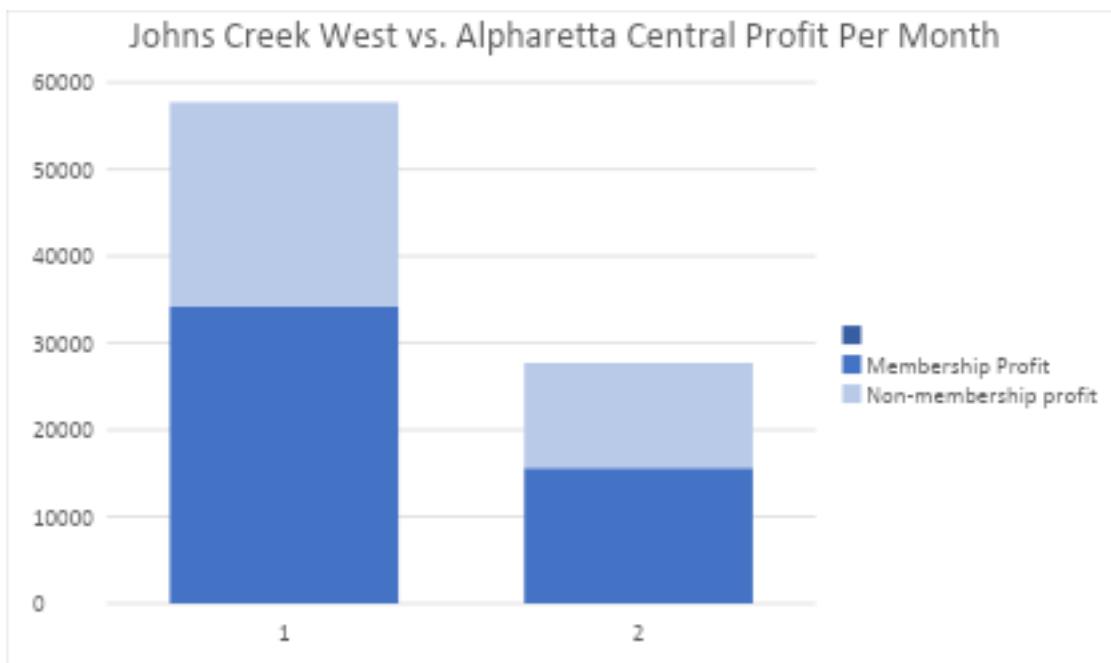


Figure 1: Bar 1 shows Johns Creek West profit per month, while Bar 2 shows Alpharetta Central's profit per month.

Recommendations

For our Instagram and Facebook, we can make our handle or title @ScenthoundAlpharetta to distinguish us from other locations. We can add a mix of both marketing posts and dog posts. Figures 2, 3, and 4 show some examples. Figures 2 and 4 are pictures of dogs we have bathed at work, so their parents can go to our Instagram and see their dogs.

Dog parents are very attached to their dogs. They get nervous about leaving them anywhere, and by posting pictures of the dogs getting bathed, we can build trust with the owners by showing them how happy and well-taken care of they are with us. For example, Figures 2 and 4 depict very happy, cute dogs. If their parents could see these pictures on Instagram, they would feel very safe bringing their dogs back to us because of how comfortable they are in the photographs. Also, they are just so cute. We could boost our social media presence and bring in more clients just by getting followers of people trying to only see the dogs, too, whereas if we only posted marketing, we would probably only get followers of our clients or potential clients.

On Figure 3, our description of the post should link the website to sign up for the \$35 trial, where our receptionists can reach out to them. On posts of the dogs like those shown in Figures 2 and 4, we can introduce the dogs with a short description and then tell viewers they can get their dog bathed, too. For example, “Zurg was having a blast during his bath today! He is so clean and happy now. To get your dog an experience like Zurg’s, just go to <https://www.scenthound.com/alpharetta-central> to sign up for our limited time \$35 trial bath, which includes ears, teeth, and nails.”



Figure 2: Zurg, one of our clients.



Figure 3: Example post of our \$35 trial.

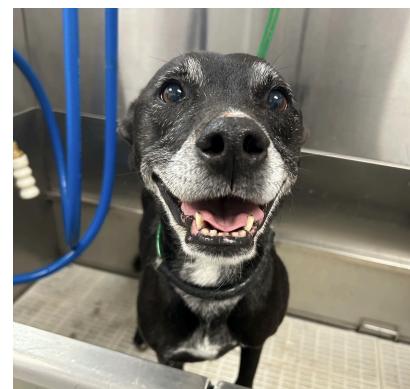


Figure 4: Macy, one of our clients.

In addition to posting, we should use the \$300 per month budget for paid advertising on these platforms. By putting funds in, we can target a specific demographic in our zip code, which means more people looking for our services in our specific area.

Instagram and Facebook are our main platforms. As opposed to other social media companies, Instagram and Facebook are more likely to have our demographic and find us in their area. Tiktok is more of a younger demographic and is much harder to target audiences in a specific location. Not only that, but the time it would take to record the baths as opposed to taking a quick picture is not worth the slim chance of getting any clients from there. X, formerly known as Twitter, was another option, but it is better to put our resources towards mainly photograph-sharing services like Instagram and Facebook to integrate the pictures of dogs getting bathed.

Our general manager will oversee the accounts, but our lead receptionists will be in charge of posting. Because of the longer appointment times and less traffic at Alpharetta, this can easily be assimilated into our daily work during down time. When the groomers are on lunch break and the front desk is still running, we are very slow and often have nothing to do, so this will be the perfect time without adding any more hours and increasing productivity. Essentially, it makes labor hours at the front desk more constructive.

On top of that, we can have a poster in our lobby showing our social media accounts and add them on to the brochures we give out to potential clients. We can also put a sign on the door showing our accounts and have brochures in other businesses in the area. Scenthound Alpharetta is only a few minutes from downtown Alpharetta, which gets a significant amount of foot traffic every day, with many people walking dogs. We can put the brochures showcasing our social media around that area in different businesses and offer to put their business cards or pamphlets in our store, too. That alone will increase interest and at least let people know who we are and what we are about.

Conclusions

Our Alpharetta Central location does not bring in the business that Johns Creek West does. By allocating a very small portion of our profit, we can promote this franchise location through an online presence. Not only will it advertise to potential clients, but it will make our current members attain more value from what they are

currently paying through seeing their dogs on our page. This is a very easy and simple way to increase business at our second franchise.

Works Cited

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