

DogBackwards Business Ananlysis

Website: None

Socials: [Dogbackwards Instagram](#)
[Dogbackwards Facebook](#)

Target Market: Dog owners who are looking to improve their pets behavior.

Ideas to add to the funnel

1. Build landing page
2. Have 2 types of landing pages
3. One is segmented for military people and one for family type people
4. Why do they want to wake up and call a dog trainer

Target Audience Profile

Demographics:

- **Gender:** 50/50 male and female split
- **Age Range:** All ages, but focus on 25-55 years old
- **Occupation:** Professionals with a stable income
- **Income Level:** Higher income bracket (\$75,000+ annually)
- **Location:** Primarily targeting dog owners in the Hopkinsville area

Psychographics:

- **Interests:** Dog lovers, pet enthusiasts, animal welfare supporters
- **Lifestyle:** Homeowners, prefer structured and disciplined environments
- **Values:** High-quality training, safety for their pets and family, reliability, and professionalism

Pain Points:

- Fear of their dog being out of control or aggressive
- Frustrations with ineffective training methods and inconsistent results
- Embarrassment due to their dog's behavior in public

Desires:

- A well-behaved, obedient dog
- Confidence in managing their dog in various settings

- Professional, reliable, and compassionate dog training services

Instagram Strategies

Content Plan:

1. Consistency:
 - Post at least 3-5 times a week to keep the audience engaged.
 - Use scheduling tools like Later or Hootsuite for consistent posting.
2. Content Variety:
 - Photos and Videos: High-quality images and videos showcasing successful dog training sessions, before and after transformations, client testimonials, and behind-the-scenes content.
 - Educational Posts: Tips on dog training, behavior correction techniques, and FAQs.
 - Engagement Posts: Polls, questions, and interactive stories to engage followers.
3. Quality Improvement:
 - Use Adobe Creative Suite for professional photo and video editing.
 - Leverage MidJourney and Leonardo AI for creative enhancements.
4. Engagement:
 - Respond to comments and DMs promptly.
 - Encourage followers to share their dog training stories and tag DogBackwards.
5. Strategic Hashtags:
 - Use relevant and trending hashtags like #DogTraining, #PetBehavior, #ObedientDog, #DogLovers, #DogTrainer, and localized hashtags like #HopkinsvilleDogs.

Facebook Strategies

Profile Optimization:

1. Banner Image:
 - Design a high-quality, attention-grabbing banner with bold colors and clear text using Adobe Creative Suite.
 - Ensure the banner highlights key services and the unique selling propositions of DogBackwards.
2. Copy and Bio:
 - Rewrite the bio to be concise, compelling, and informative.
 - Use a catchy headline and body content that highlights the benefits and successes of the training services.
 - Include a clear call-to-action (CTA) encouraging users to contact DogBackwards or visit their Instagram page.

Posting Strategy:

1. Consistency:

- Post daily to keep the page active and engaging.
- Schedule posts using tools like Buffer or Facebook's native scheduling tool.
- 2. Content Variety:
 - Use a mix of content types including client testimonials, educational posts, success stories, promotional offers, and interactive content like polls and Q&A sessions.
- 3. Value-Driven Posts:
 - Share valuable tips and advice related to dog training and behavior improvement.
 - Avoid generic posts; instead, personalize motivational quotes and relate them to the client's experiences and successes.

Leveraging Reviews and Testimonials

1. Highlight Testimonials:
 - Regularly share positive reviews and testimonials from existing clients on both Instagram and Facebook.
 - Create visually appealing graphics using Adobe Creative Suite to showcase these testimonials.
2. Client Stories:
 - Share detailed success stories, highlighting the before-and-after scenarios of the dogs trained by DogBackwards.
 - Use video testimonials where possible to add authenticity and emotional appeal.

Competitive Analysis

Competitor Benchmarking:

- Study the social media strategy of competitors like DogTrainerClarksvilleTN.
- Identify their strengths and weaknesses.
- Differentiate DogBackwards by emphasizing unique qualifications like military and police department experience.

Instagram Opportunities for Improvement

1. Inconsistent posting
 - a. Irregular or infrequent posting can lead to decreased engagement and visibility
2. Low engagement
 - a. Lack of interaction (likes, comments, shares) on posts
3. Poor quality content
 - a. Low Quality photos, videos, or captions
4. Limited content variety

- a. Limited variety types of posts
- 5. Lack of strategy and goals
 - a. Posting without a clear objective or measurable goals
- 6. Limited time and expertise
 - a. Overwhelmed with running their business or lacking expertise in social media management

Facebook Opportunities for Improvement

1. Banner image
 - a. Words need to be visible
 - b. Needs to be a catchy, attention grabbing image
 - i. Big, bold, colorful, high quality,
 - c. Copy needs rewritten
 - i. Catchy headline
 - ii. Body of content that brings value and builds curiosity
 - iii. CTA to tell them what to do next and move them to the next step in the sales funnel
2. Bio needs to be rewritten with same rules as the banner
3. Posts
 - a. Same rules as the banner
 - b. Needs to be consistently posted everyday
 - c. Try to bring value in every post
 - i. Don't post generic things like drink more water, don't forget to exercise, etc.
 - ii. If it's a motivational quote, talk about how and why the quote relates to you and your success. Remember bring some kind of value that your target audience is interested in
 - iii. Have a variety of types of posts
 1. Use a bunch of different types at first
 2. See what works and then do more of that

MARKET RESEARCH

Generally, What Kind Of People Are We Targeting?

- Men or Women?
 - 50/50
- Approximate Age range?
 - All focuses on 25-55
- Occupation?
 - Professional
 - People with money
- Income level?
 -
- Geographic location?
 - Hopkinsville area (\$75,000 +)

Painful Current State

- What are they afraid of?
 - That their dog will always be out of control
 - That the dog might bite someone
 - They will never be able to take their best friend in public
- What are they angry about? Who are they angry at?
 - Because they have to yell at the dog all the time
 - Dog acts needy until she gets what she wants
 - Dog barks at everything that passes by
 -
- What are their top daily frustrations?
 - "Tucker would bolt through the door if there was even a crack open and not come back."
 - "food aggressive."
 - Doesn't enough commands
 - "selective listening"

- “needed to learn better manners around people and to heel on and off leash.”
 - Dog wants lifted in the bed 10 times a day, she’s 80lbs.
- What are they embarrassed about?
 - House dirty from dog
 - Dog won’t stop barking
 - Dog is aggressive toward everyone
 - Don’t doesn’t listen in public
 - Look stupid bc they can’t train the dog
 -
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?
 - Everyone thinks the dog is mean/aggressive
 - They think that I dont love or take care of my dog
 - My neighbors hate me bc my dog wont shut up
 - My house is a mess and everything keeps getting torn up
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - I cannot get my dog to do anything
 - He does whatever he wants
 - Runs off and I can never catch him
 - Growls anytime some gets near food
 - Eats his food like he’s starving to death even though he’s already eaten
 - He bit the neighbor yesterday
 - The dog won’t stop barking
 - I wish this dog would listen
 - I wish I could get my dog to come
- What is keeping them from solving their problems now?
 - Lack of knowledge
 - Lack of time
 - Bad current training practices
 - Not being consistent with training
 - Don’t know which trainer to trust
 - Don’t know which type of training is the best for their dog
- What do they not like?
 - “be very careful of this location as the communication is very lackluster”
 - “stood us up multiple times to the point where we just stopped trying to reschedule.”
 - “the trainer was late and seemed clearly under the influence”
 - “Very unprofessional”
 - “Owner/company never reached out to apologize, to try to reschedule, etc”

- “Can't figure out how to respond to the owner”
- “wouldn't go to Ian unless Ian used the electric collar”
- “They insisted that we pay for 4 sessions up front which was a little strange”.
- “ It seemed as if we just paid for a very pricey shock collar which our dog did not need prior to using their training.”
- “customer service and the lack of professionalism shown/ displayed.”
- “I looked for feedback, and the “owner”—Ashley, decided to argue and place blame on us for our dog's regression”
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Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
 - The perfect dog
 - Comes every time he's called
 - Know more commands
 - Have long walks with no problem
 - Less food aggressive
 - Obedient
 - Non aggressive
 - Patient
 - Have the best friend they always wanted
 - To know exactly how to reinforce training and good behavior
 - “a 5-month old golden retriever. She came home a completely different dog, in the best way possible.”
 - “turned my poorly behaved, wild, and food aggressive 1 yr old German Wirehair Pointer into a well behaved and less aggressive dog”
 - “My dog showed up knowing 3 commands but had selective listening. Now he knows more commands but most importantly he is well mannered!”
 - “He can sit and stay (most useful when opening a door), he walks so well on leash, and heels when off leash. He comes when called EVERY time, no more selective listening. His overall demeanor is so much better. Months later, he really seems to like our regular practice sessions to continue

- to reinforce the positive commands/behaviors”
 - “He went from crazy puppy to calm in two weeks!”
 - “following instructions and interactions with other Dogs makes for a great experience on long walks.”
 - “The improvements made were immediately noticeable and it’s clear training was targeted to our individual dog”
- Who do they want to impress?
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
 - Have complete freedom and autonomy while having their obedient pup with them.
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
 - My dog is so well behaved. I can’t believe it. He’s a different dog. He actually follows the commands I give him. They really know how to train dogs.
- What do they like?
 - “very responsive and professional while I was scheduling my board and train the following weekend”
 - “ Bear is much calmer, doesn’t jump on people and behaves well on a leash. He’s very attentive to commands.”
 - “Very important part to us as his parents (owners) was being trained on how to reinforce the training and good behaviors he’s learned”
 - “We definitely felt that Bear was well cared for and loved on by everyone there.”
 - “did a great job explaining everything to us and showing us how to continue the work at home.”
 - “The information and experience he has is beyond anything I’ve seen.”
 - “He takes the time at pickup to go over everything he has done as well as what to expect and what you need to do to continue your dog’s learning.”
 - “receive such a great service!!”
 - “helpful with answering any questions we have had post-training”
 - “We got updates and videos regarding his progress.”

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
 - They feel like they can't train their dog
 - Dog might be untrainable
 - Not sure who is a safe option
- Who do they blame for their current problems and frustrations?
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - Tried training on own but lack of knowledge creates a success barrier.
 - Lack of time
- How do they evaluate and decide if a solution is going to work or not?
 - How the dog behaves when it comes home --fearful, obedient, "off"
 - Reviews on trainers.
- What figures or brands in the industry do they respect and why?
 - The Certification Council for Professional Dog Trainers'
 - vet
- What character traits do they value in themselves and others?
 - Patient
 - Kind
 - Experienced
 - Professional
 - Responsive
 - Cares for dogs as well people
 - Informative
 - Service oriented
 - Helpful
 - Animal lover
 - Helpful post training
- What character traits do they despise in themselves and others?
 - Impatience
 - Unprofessional behavior
 - Argumentative
 - Bad communication
 - Cruel training tactics
 - Bad customer service
 - Not willing to give helpful, unbiased information
 - Cruelty to animals
 - No people skills
 - Lack of understanding/empathy for the otherside
 - Not giving enough post training aide
 - "My dog was in terrible shape when I picked him up, absolutely filthy, lost

weight, had a large tick burrowing on his back, raw sore spots on his legs from clearly being placed in a kennel without padding for extended periods of time.”

- “She argued back and forth”
- “SHE ARGUED WITH ME ON A FACEBOOK POST...and THEN BLOCKED ME.”
- “she became really defensive and disrespectful.”
- “If the trainer focuses on a model of dominance and submission—using language like ‘dominant’ and ‘alpha’ —or uses primarily punishment based methods, that trainer doesn’t meet the standards of science-based training.”

These guys are not reputable. We took our German Shepherd who was showing some significant aggression. They insisted that we pay for 4 sessions up front which was a little strange. The old guy spent 30 minutes talking about the shock collar and then 30 minutes working with our dog. You could tell he was intimidated because our dog growled at him. He kept telling us that if our dog tries to bite him then our dog is going for a ride on the leash. At the end of the first training session, he told us that we needed to consider getting rid of the dog because he was a working dog and not a family pet. We took his advice and gave the dog up. When we inquired about a refund of the remaining \$650 that

we paid up front, the old man informed us that it wasn't their fault that we gave up our dog. When we reached out a second time, the old man told us that he would have to talk to his son. We never heard from them again

- What trends in the market are they aware of? What do they think about these trends?
- What “tribes are they a part of? How do they signal and gain status in those tribes?

Top Player Analysis

Top player 1: [K-9 Culture](#)

Services offered

1. Training for adults and puppies
2. Boarding
3. Group classes
4. Aggressive dog training
5. Private lessons
6. Trick training
7. Grooming

Sales funnels:

1. Google
 - a. 5 stars on 933 reviews
2. Landing page: [K9 culture landing page](#)
3. IG = 10.5K followers [K9 Culture Instagram](#)
 - a. has simple landing page to drive traffic
 - b. Posts fairly consistently
 - c. Variety of posts
 - d. Lots of engagement
4. FB = 7.6K followers [K9 Culture Facebook](#)
5. Youtube: [K9 Culture YT](#)
6. Blog: [9culture.com/blog](#)
7. Website: [k-9culture.com/](#)
 - a. Simple page
 - i. Concise copy
 - ii. Flows well
 - iii. Organized and makes it easy
 - iv. Not cluttered making it easier to move along sales funnel
 - v. Several simple CTA's down the page.
 1. Big button
 2. Easy to find
 3. Few places to click
 - a. Makes it easier to make them say yes
 - b. Less decisions = easier choice
 - c. Make it as easy as possible
 - vi. Uses reviews and video testimony to build credibility
 - b. Large above the fold image of cute dogs
 - c. Video playing showing
 - i. what they are going to experience
 - ii. shows the dogs displaying the behaviours that they help with
 - iii. Gives insight on why your dog may not be listening
 - iv. Shows the business
 - v. Gives the reader hope for success
 - vi. Talks about making sure they're a good fit for the reader
 - vii. Straight forward CTA at the end
 - d. Catchy headline
 - e. Concise body of content
 - f. Simple CTA with button below
2. Testimonial video showing success story

Roadblocks

1. Has 10k followers
 - a. Still needs help with brandawareness and gaining attention
 - b. Will be time to start focusing on monetizing once the followers are increased

[Great IG reel idea 1](#)

[Great IG reel idea 2](#)

[Great IG reel idea 3](#)