

Marketing Plan Barks of Love

MKTG 489 Th 19:00 - 21:45

December 2, 2021

Team 2

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Agenda

Anthony

- Company Overview
 - Company Description
 - Mission & Goals
 - Core Competencies

Noura

- Situational Analysis
 - Current Target Segment
 - SWOT Analysis

Hoang

- Problems/Opportunities
- Recommended Actions
- Marketing Goals & Objectives

Oscar

- Marketing Strategy
 - Product, Price, Promotion, and Place

Christian

- Plan of Action
 - Implementation Plan
 - Marketing Tactic
 - 4-year Breakeven Analysis
- Supportive Argument

Barks of Love (BOL) Overview

Description, Mission & Goals, and Core Competencies

Company Description



BARKS OF LOVE

- Is recognized as a major resource for the welfare of abandoned and abused dogs in Orange County, CA
- Extends services to dogs in need from surrounding counties of Southern California when available resources permit.
- Rehabilitates and re-trains dogs that are able to qualify for adoption.
- Keeps all rescued dogs in private foster homes:
 - Rescued dogs receive the medical care and affection until a "forever home" is found that is deemed suitable by BOL.
- Spends at least 75% of time and effort on rescue and rehabilitation.

Mission & Goals

Mission: lower euthanasia rates in all animal shelters

Goals:

- Decrease the total number of animals being euthanized yearly,
- Provide a safe and caring home for animals that are being neglected, abused or abandoned,
- Offer community education and awareness.



BARKS OF LOVE

Core Competencies



*Adoption rate is total adoptions divided by total intake

- **Matchmaking policy:** dogs are matched with fosters suitable to their needs and personality, and targeted towards a permanent home with similar philosophies.
 - Lower return rate than most rescues
 - Fosters get the full experience of dog ownership without the long-term commitment or financial strain, plus it's tax-deductible.
- **Building partnerships and relationships with the community**
 - Connect on a personal level with sponsors and get to know them
 - Send thank you emails to all donors and sponsors
 - Feature sponsors on website and social media
 - Result: host successful fundraisers and also be featured in sponsors' campaigns

Situational Analysis

Current Target Segment & SWOT Analysis

Current Target Market

- Age: 25-50
- Gender: mostly female
- Household size: mostly married (with or without children), some are single
- Social class: middle - upper middle
- Attitude: animal lovers, volunteerism, socially oriented, community-driven
- Wants & Needs: Provide a safe and caring home for dogs that are being neglected, abused, and/or abandoned
- Media habits: Digital media (social media, internet, and email), word-of mouth

SWOT Analysis

Strengths

- Devoted team members
- Loyal customers and community
- Reputable supporters
- Well-designed active website
- 100% no-kill
- 90% annual adoption rate, low return rate
- Matchmake policy

Weaknesses

- No marketing plan/strategy to date
- Lacks SEO and reach
- Ability to recruit and keep fosters
- Limited dog breeds (only rescue 6-8 per quarter)

Opportunities

- No-kill shelters will characterize the industry in the next 5 years
- Low-cost, injectable animal sterilization methods for feral dogs
- An increase in the number of households that have pets, stimulating demand for adopted animals from rescue shelters.

Threats

- Breed-specific rescues
- Local shelters and rescues
- Animal overpopulation in shelters due to Covid-19 outbreak
- Threats of new industry entrants

**Problems/Opportunities
&
Recommended Actions**

Problems/Opportunities & Recommendations

01

No marketing plan/strategy to date

Hire specialists to develop a marketing plan focusing on Digital Marketing (social media)

02

Website lacks SEO and reach

Hire SEO production team to launch and manage SEO campaigns.

03

Merchandise sales/donations retention rate

Sell merchandise directly on website to cut costs and boost SEO, profitability, and retention rate.

Marketing Goals & Objectives

Marketing Goals & Objectives

Social Media Marketing

Goal: Increase organization exposure and reach to potential consumers.

Objectives:

- Recruit & retain more fosters/volunteers
- Increase organization reach to potential
- Increase donations and funds

Search Engine Optimization (SEO)

Goal: Website appears at the top of the search page.

Objectives:

- Recruit & retain more fosters/volunteers
- Increase organization reach to potential consumers
- Increase donations and funds

Semi E-commerce Website

Goal: Increase donations and funds.

Objectives:

- Mitigate retailer's commission → reduce costs
- Increase website SEO
- Retain 100% profit from merchandise sales → increase funds

Marketing Strategy

Product, Price, Promotion, Place

Product Strategy

Meet our Available Dogs:

Click on the dogs picture for more information and to apply.



Foxy



Nyla

Source: Barks of Love, 2021

- Rescued dogs
 - 6-8 dogs per quarter
 - Young dogs (up to 1 year old)
 - Adult dogs (1 year and older)
- BOL's merchandise - T-shirts
 - Four sizes - S, M, L, XL
 - Three colors - black, white, and ...
 - Initial inventory - 200 each size
- PLC - maturity

Price Strategy (1)

- Adoption Donations (even pricing strategy)
 - Young Dogs: \$350 (up to 1 year of age)
 - Adult Dogs: \$250 (1 yr of age and older)
- Adoption donation includes:
 - Vet Evaluation
 - Microchip
 - Flea Treatment
 - Dewormer/Fecal Exam
 - Spay/Neuter
 - Appropriate Vaccinations (based on age)



Source: Barks of Love, 2021

Price Strategy (2)

- T-shirts
 - SRP - \$19.99 (odd pricing strategy)
 - Quantity discounted variable cost - \$6.11
 - BOL will cover consumer's shipping cost
- **Elasticity - relatively elastic to relatively inelastic**



Promotion Strategy

- BOL's official website - direct selling
- Social Media platforms - Facebook, Instagram, and Twitter
- BOL's events and fairs
 - Hand out merchandise for free
- Word of Mouth
- Expansibility - somewhat expandible



Source: Barks of Love, 2021

Place Strategy

- BOL's official website - direct selling
- Social Media platforms - Facebook, Instagram, and Twitter
- BOL's events and fairs
 - Hand out merchandise for free
- **Channel: Barks of Love - Consumer**
 - Before: Barks of Love - Retailer (Arm the Animals) - Consumer



Source: Barks of Love, 2021

Plan of Action

Implementation Plan & Financial Analysis

Social Media Implementation Plan

Social Media Implementation Plan						
			2022	2023	2024	2025
Revenue		Donations	\$ 15,000.00	\$ 20,000.00	\$ 25,000.00	\$ 30,000.00
		Pay-per-click ads (\$2 average revenue from \$1 ppc)	\$ 4,000.00	\$ 6,000.00	\$ 8,000.00	\$ 10,000.00
			\$ 19,000.00	\$ 26,000.00	\$ 33,000.00	\$ 40,000.00
Expenses	Variable	Pay-per-click ads (\$1 per click)	\$ 2,000.00	\$ 3,000.00	\$ 4,000.00	\$ 5,000.00
		Minimum wage increase (\$10 increment per job per year)	\$ 20.00	\$ 40.00	\$ 60.00	\$ 80.00
	Fixed	Freelance social media advertising specialist	\$ 960.00	\$ 960.00	\$ 960.00	\$ 960.00
		Freelance social media ad graphic designer	\$ 480.00	\$ 480.00	\$ 480.00	\$ 480.00
			\$ 3,460.00	\$ 4,480.00	\$ 5,500.00	\$ 6,520.00
Net Income			\$ 15,540.00	\$ 21,520.00	\$ 27,500.00	\$ 33,480.00

Social media platforms: Facebook, Instagram, and Twitter.

Freelancers: Fiverr.com

- Ad specialist: \$80 for 3 basic ad campaigns and 3 highly targeted audiences per quarter
- Ad graphic designer: \$40 for 15 social posts per month = 45 social posts per quarter

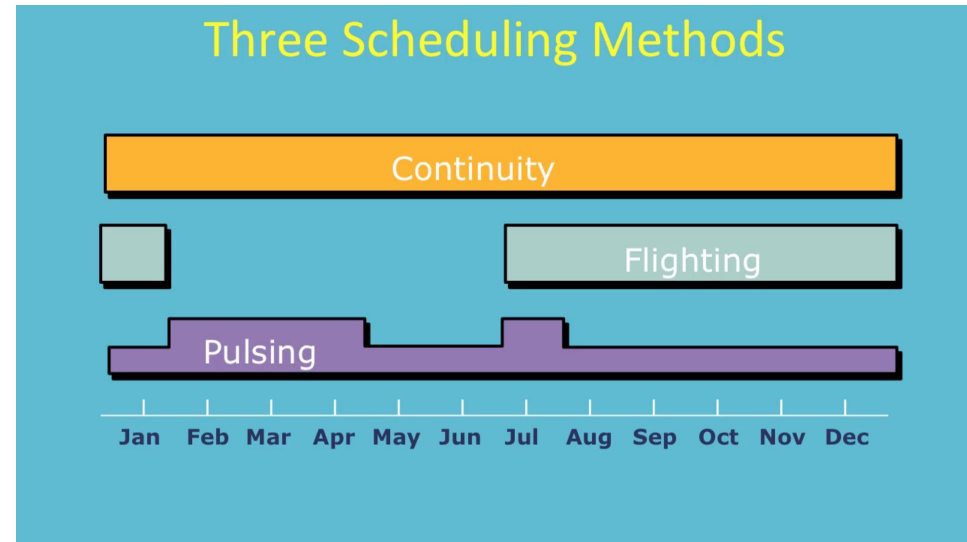
SEO & E-Commerce Implementation Plan

SEO Implementation Plan						
			2022	2023	2024	2025
Revenue		E-commerce sales (t-shirts)	\$15,992.00	\$ 19,990.00	\$ 23,988.00	\$ 27,986.00
		Donations	\$ 15,000.00	\$ 20,000.00	\$ 25,000.00	\$ 30,000.00
		SEO	\$ 10,000.00	\$ 15,000.00	\$ 20,000.00	\$ 25,000.00
		Total Revenue	\$40,992.00	\$54,990.00	\$68,988.00	\$82,986.00
Expenses	Variable	T-shirts (discounted)	\$4,888.00	\$6,110.00	\$7,332.00	\$8,554.00
	Fixed	SEO production team package (\$670 per month)	\$ 8,040.00	\$ 8,040.00	\$ 8,040.00	\$ 8,040.00
		Total Expenses	\$12,928.00	\$14,150.00	\$15,372.00	\$16,594.00
Net Income			\$ 28,064.00	\$ 40,840.00	\$ 53,616.00	\$ 66,392.00

- **Keywords: 25-30 keywords**
 - Dog rescue
 - No-kill
 - Near me
 - Animal shelter
 - Fullerton
 - Adoption
- **Website**
 - Meta Tags Creation
 - Web Content Optimization
 - Keyword Optimization
 - Landing page Optimization
 - **Call To Actions**
 - Site Speed Optimization
 - Anchor Text Optimization
 - Image Optimization
- **Social Media**
 - Facebook & Twitter Page Creation
 - 10 Facebook Posts
 - 10 Twitter Posts
 - Instagram Page Creation
 - 10 Instagram Posts

Marketing Scheduling

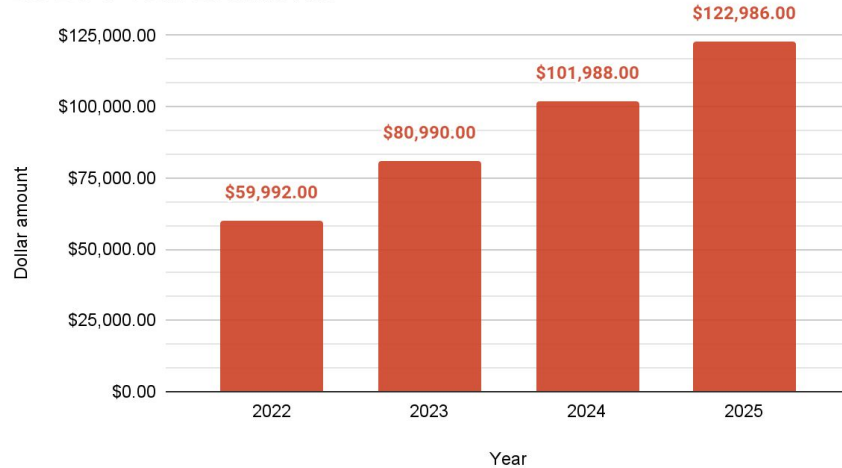
- Pulsing strategy
 - Same volume of ads throughout the year
 - Peak advertising before and during BOL's event seasons (Spring/Fall)



Lancellotti, M (2021). *Media Planning: Delivering the Brand Message*. Retrieved November 28, 2021.

Four-Year Breakeven Projection

BOL's 4-Year Breakeven



Annual Growth rate: Approximately 5% decrease yearly from 2023-2025

BREAKEVEN ANALYSIS				
	2022	2023	2024	2025
Fixed Costs	\$ 9,480.00	\$ 9,480.00	\$ 9,480.00	\$ 9,480.00
Normal Return	\$ 43,604.00	\$ 62,360.00	\$ 81,116.00	\$ 99,872.00
Total Nonvariable Costs	\$ 53,084.00	\$ 71,840.00	\$ 90,596.00	\$ 109,352.00
Sales Revenue	\$ 59,992.00	\$ 80,990.00	\$ 101,988.00	\$ 122,986.00
Variable Costs	\$ 6,908.00	\$ 9,150.00	\$ 11,392.00	\$ 13,634.00
Contribution Margin	\$ 53,084.00	\$ 71,840.00	\$ 90,596.00	\$ 109,352.00
Contribution (per unit)	\$ 0.88	\$ 0.89	\$ 0.89	\$ 0.89
Breakeven (\$)	\$ 59,992.00	\$ 80,990.00	\$ 101,988.00	\$ 122,986.00
Annual Growth Rate		35.00%	25.93%	20.59%

Incorporated Assumptions

Incorporated Assumptions

- Annual marketing budget 2022-2025: \$30,000.00
- Average annual total costs 2022-2025: \$19,751.00
- Use excess budgeting funds to:
 - Spend more on PPC to attract more potential audience and increase revenues
 - Spend more on SEO to reach larger potential audience
 - Increase merchandise options (cups, mugs, bandanas, masks, tote bags, etc.)
 - Increase merchandise inventory
 - Hire professional marketing specialists instead of freelancers
 - Cover unplanned expenses

Supportive Argument

Supportive Arguments

Social Media

- Informs target audience about the organization and core mission → increases awareness & revenue.
- Direct marketing → increases awareness & revenue

SEO

- Drives traffic through organic search
 - 53.30% of all web traffic comes from organic search.
- Promotes the organization's image + targets niche audiences → improves brand awareness
- Example: Amazon and user-generated content

Odd Pricing Strategy (Merchandise)

- Generates the impression that the product is less expensive
- \$19.99 will look closer to \$19.00 than to \$20.00
- Elicit robust response from buyers

Even Pricing Strategy (Adoption Donations)

- Premium Product
- \$350 for Puppy
- \$250 for a year or older

References

References

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