

Final Project

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## Creating Your Brand

Figure 1.

Creating your brand presentation



Note. Kennedy, A. (2024). Assignment 2.2, Creating your brand. Screen Shot. Unpublished.

## Surveys

Brand: Ashley Loves Clover

Service: Dog walking and sitting

Survey One: Potential Customers w/in 10 mile radius of business

<https://www.menti.com/alpwmnm3dkfc>

1. Do you have time to walk your dog?
2. Do you prefer leash or off leash walking?
3. How many dogs do you have?
4. How often would you like your dog walked a day or week?
5. Does your dog have any medical conditions?
6. What could we do to make your dogs walking experience amazing?
7. What could we do to make your dogs overnight stay(s) with us special?
8. What are your main concerns when utilizing a second party to watch your dog?
9. What primary times do you prefer your dog to be walked?
10. Do you currently use a dog walking service?

Survey Two: Employees

<https://www.menti.com/alfmthssas3u>

1. What problem are we solving?
2. Are we adding value?
3. Is there an easier way to be doing business?
4. What is the value we are bringing to customers?

5. What is your idea of the perfect customer experience?
6. What makes you passionate about work?
7. What excites our customers?
8. What do you need to be successful?
9. How will you measure success?
10. What values do you look for in a company?

#### Survey Three: Customers Requesting to Cancel Service

<https://www.menti.com/al7971sd61au>

1. How can we improve?
2. Did you utilize our service more than three times?
3. How many dogs were enrolled in our services?
4. Were our staff happy when interacting with your dog?
5. Did you get the feeling your dog looked forward to walks?
6. Did you leave our service for another dog walking service?
7. Did we add value to your daily routine?
8. Will you consider using our service again?
9. If not, please help us understand why?
10. Would you like a manager to reach out to you?

## Logo Formation

### Color

When reflecting on what I want my brand to look like for this class, I've taken into consideration the things that I hold near and dear to my heart, what I'm passionate about, and what I think would provide good energy. With that being said, what is near and dear to my heart is my dog named Clover. She is a four-year-old black and white boston terrier who is literally my life. Moving on to what I'm passionate about, I shamefully love to decorate in cheetah print. And knowing I want to project something that signifies good energy which would tie in with my dog's name, Clover, my primary color will be green. I am also going to go with a layer of cheetah print (please don't cringe). For this class, I went with a dog walking/dog boarding company and have geared my assignments towards that. It is completely fictional, but I am having fun and learning so much while creating this brand which is a true reflection of myself.

While researching what the color green signifies, I believe it accurately projects what I want my brand to depict. One being good energy and another being stress-free or even calming. I'm highlighting these areas, because for the brand I'm going with, again it's dog walking/dog sitting; customers want to know that whoever they are leaving their beloved dog with has those same attributes. According to <https://psychology.com> the color green is considered a positive color and can be associated with balance and relaxation. When it comes to green in marketing and branding it represents nature growth and harmony. And most of all it's the color of a Clover (again my dog's name) which also signifies luck. Who wouldn't want a little luck associated with their brand and marketing strategies?

I do acknowledge that having a layer of cheetah print doesn't necessarily correlate with any type of canine service, I still wanted to use it though. I believe it would separate me from similar companies and add an eclectic pattern. To be fair, I did decide to dig into the psychology of a cheetah print and found that while it does scream "wild" it is also a pattern that signifies power. According to <https://edenbengals.com> cheetah print can channel strength, confidence, and determination. Digging into the different cultures and the use of cheetah print; Chinese tradition is known to associate it with passion, courage, zeal, vitality, energy, and enthusiasm for life. All of which I think would accurately display what I want my brand to illuminate.

### **Typography**

According to <https://medium.com>, fonts carry emotional connotations that influence how messages are perceived. With that being said, I didn't take font selection lightly. When choosing the type of font I wanted to go with, I went through all the different fonts Adobe Express had to offer. I wanted something classic but still fun and youthful. I ended up selecting "Akaline Bold". It is a slightly cursive font that has a little bit of a playful flare to it. I believe it is a perfect representation of my brand's identity. Since I already have a lot going on with the shade of green I went with as well as a cheetah print background, I decided to go with a white colored font. I also kept the placement of "Ashley Love's Clover" centered and in a straight line. I wanted to anchor down the coloring and exotic background with a simpler typography.

### **Presentation**

I do believe sound is important when making your logo more dynamic. Since I am going with a dog walking/sitting brand I was thinking something as simple as a small dog bark would be appropriate for my logo. Since sound is associated with emotion, maybe something along the

lines of a smaller and playful bark would make the connection to a puppy which in turn might put a smile on your face because you're being reminded of a puppy. And, who doesn't love puppies? So yes, a small playful puppy-like bark associated with my logo would potentially be associated with a joyful feeling.

**Figure 2.**

Logo Presentation



*Note.* Kennedy, A. (2024). Assignment 3.1, Logo Formation. Screen Shot. Unpublished.

## Social Media Ads

### Facebook Profile

#### Figure 3.

#### Facebook Profile Picture



*Note.* Image generated with prompt “a Facebook profile picture of a boston terrier and women embracing each other” by Adobe, Express, 2024 ([a facebook profile picture of a boston terrier and women embracing each other - October 03, 2024 at 10.12.49 \(adobe.com\)](#))

**Figure 4.**

Facebook Cover Photo



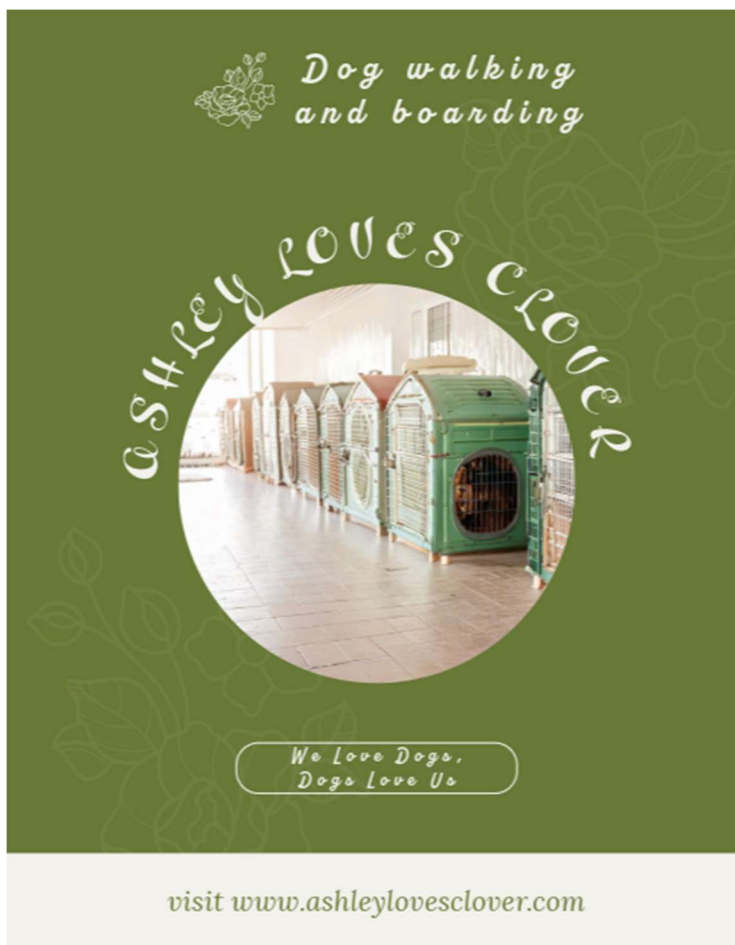
*Note.* Image generated with prompt “Dog walking and dog kennel Facebook cover photo” by Adobe, Express, 2024 ([Dog walking and dog kennel facebook cover photo - October 03, 2024 at 10.26.50 \(adobe.com\)](https://www.adobe.com/express/feature/photos/facebook-cover-photo?ref=express))

## Instagram Profile

In order to stay consistent and encourage brand recognition, the Instagram profile picture will remain the same as my Facebook profile in Figure 1. I will be displaying what my Instagram profile might look like through an ad and story.

### Figure 5.

Instagram Add



*Note.* Image generated with prompt, “Dog walking and dog kennel Instagram add” by Adobe, Express, 2024 ([a facebook profile picture of a boston terrier and women embracing each other - October 03, 2024 at 10.12.49 \(adobe.com\)](#))

**Figure 6.**

Instagram Story



*Note.* Image generated with prompt, “Dog walking and dog kennel Instagram story” by Adobe, Express, 2024 ([Dog walking and dog kennel instagram story - October 03, 2024 at 10.58.32 \(adobe.com\)](#))

**Create a content calendar and cadence for use with those two properties.**

**Figure 7.**

Interactive calendar with clients/customers.

Cadence will be a live interactive calendar with fun activities for their dog to do during the stay.

During the holidays, I will have themed events for the dogs staying with us. Another event I would do is a Superbowl-themed play time, where the dogs wear jerseys and chase footballs.

Details will be available on the calendar and the events will be live streamed for the owners to see.



*Note.* Image generated with prompt, “facebook calendar for dog boarding services” by Adobe, Express, 2024 ([facebook calendar for dog boarding services - October 03, 2024 at 11.10.32 \(adobe.com\)](https://www.adobe.com/express/feature/social-media/facebook-calendar-for-dog-boarding-services))

**Figure 8.**

Calendar showing availability and encourage booking.

Cadence will be live and up to date availability and discounted dates during certain time frames.

Holiday promotions will also be displayed.

**DOG BOARDING CALENDAR**

**PLAN YOUR PUP'S STAY EASILY**

conveniently located for easy drop-off and pick-up

Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6
8	9	10	11	12	13
15	16	17	18	19	20
22	23	24	25	26	27
29	30	31			

**BOOK YOUR SPOT TODAY FOR FURRY FUN!**

CALL US AT ###-###-#### FOR RESERVATIONS

visit our website for more information

*Note.* Image generated with prompt, “Facebook calendar for dog boarding services” by Adobe, Express, 2024 ([facebook calendar for dog boarding services – October 03, 2024 at 11.10.32 \(adobe.com\)](#))

**Summarize why you selected those properties and the key theme for your content and how those choices fall in-line with your brand identity.**

According to forbes.com, out of the seven top social media marketing platforms, Facebook is number one and Instagram is number two. Hence, why I selected those for my social media properties. Forbes stated that Facebook is a smart choice for almost any business, that it can boost awareness, gain followers, generate leads and increase sales. Forbes goes on to say that Instagram is a great visual platform for sharing images and reels, and it can take your marketing to the next level.

Since this was a fictitious brand with “simulated” profiles, I tried to keep a realistic theme while aligning with a modern and fun image. For example, my fictitious brand, “Ashley Loves Clover” is based on my dog, a small boston terrier. So, I went with an AI-generated profile picture of a woman holding a boston terrier. I also changed the font on the Facebook cover photo and Instagram ad (both also AI-generated) to match my font theme of alkaline bold. With that being said, social media and content management isn’t easy. It requires constant growth, creativity, and critical thinking skills. But if you’re consistent with your determination it is an excellent form of marketing your brand. In conclusion, social media is an efficient way to market your brand, 4.9 billion people use social media worldwide. Your audience and presence can reach all types of markets.

## Competition Research

### 1. Pet Sitter at <https://www.petsitter.com>

How easy is it to find information?

When simply googling “pet walking services”, this was the first site that populated under sponsored ads. The site then asks you if you are a pet sitter or looking for a pet sitter. After that, it asks you to create an account to navigate to their homepage. It asks for name, location, email, and password...it is really a nuisance to even just get to the homepage and see what they’re all about. Making it hard to initially find information.

How intuitive is the site design?

Once you get to the homepage you’re greeted with a light gray, white and coral color scheme. On the left-hand side of the screen, you can filter your preferences to boarding, dog walking, overnight care, pet sitting, and grooming. And then towards the middle right of the screen it immediately has available sitters. The site seems very intuitive.

What is the site's goal?

The goal is to match the customer with a dog care service. The specific dog care service is by separate entities.

How successful do you think it is in doing so and why?

From what I can see, this site is successful with immediately paring you with a potential dog care providers in your area. For example, it had three options available to me after establishing an account.

What could be done to improve the flow of the site overall?

I didn't like having to create an account right away in order to get to the site's homepage. While I see what their intent is, which is matching people up with dog care in your area right away. For me, I'd probably just click on another site to see what they're offering while not having to create an account.

## **2. Bark at <https://www.bark.com>**

How easy is it to find information?

This site also requires you to answer a series of questions before getting to the homepage. Initially, you're greeted with a pop-up stating "We'll find you a dog walker!" and then wants you to select from different options such as "I want to hire a dog walker right away" or "I'm looking to hire a dog walker within the next month". It then asks you what kind of breed you have, the age, how long of walks they should have, the frequency, how quickly you want to hire, and your zip code. After that, it prompts you to create an account. Again, it is a little bit of a nuisance to input all the information initially, but I am starting to see their intent. Which is paring you up with dog care in your area immediately.

How intuitive is the site design?

After inputting all of your data, the site seems very intuitive. The background picture is a happy dog outside. There is also a search bar to input your location for available dog care.

What is the site's goal?

The goal is to match the customer with a dog care service. The specific dog care service is by separate entities. They also have the following logos listed on their page as a way to show their endorsements and establish trust with customers.



How successful do you think it is in doing so and why?

This site seems very successful in matching customers with dog care services provided by separate entities. It's kind of like "uber" but for dog care.

What could be done to improve the flow of the site overall?

Instead of requiring a customer to answer about 5-7 questions prior to going to the site, I would suggest a "get started" button on the landing page so customers don't feel obligated to create an account.

### **3. Rover at <https://www.rover.com>**

How easy is it to find information?

It is very easy to find information on this site. It auto-detects your location to immediately pair you with dog care in your area. There is a pop-up box with the verbiage, "Find the Perfect Match" asking you to filter to your best pairing. This pop-up box can easily be closed out unlike the websites listed above. It does not require you to create an account to view dog care in your area which was nice.

How intuitive is the site design?

Very intuitive. On the left-hand side of the site, you have a filter option to narrow your service type down to what you need. I also like how it immediately shows dog care service providers' profiles right away. The profiles include ratings, how many repeat clients, cost, location, and even has testimonials. Below is an example:



What is the site's goal?

Similar to the above-referenced sites, the goal of this site is to pair you with a third-party entity for dog care services.

How successful do you think it is in doing so and why?

Again, referencing my above comment, this site is similar to an “uber” service but for dog care. You enter what you need and the site pairs you with your match.

What could be done to improve the flow of the site overall?

I couldn't find anything I would suggest for improvement on this site. Overall it was easier to use than the other national brands listed above.

#### 4. Julian's Pet Grooming, Daycare & Boarding at

<https://elpasopetgrooming.com/locations/>

How easy is it to find information?

It was easy to find information on this website. The homepage focuses on dog grooming and who they are. With tabs at the top for prices, boarding and scheduling appointments.

How intuitive is the site design?

The simple layout gives it a hometown, local, and personal feel. You can tell this was done by someone who might not have a lot of experience in graphic design, but that's okay because it does the job. All the information seems transparent and to the point. I specifically liked how I did not have to answer a handful of questions to gain access to the homepage.

What is the site's goal?

Provide dog care services in El Paso Texas. Such as grooming, dog walking, and dog boarding services.

How successful do you think it is in doing so and why?

I do think they're successful in doing so. Unlike the above-referenced companies, this is a company that has employees who actually do the dog care services. It is not a service that connects you with separate entities, it looks like they have a long-going creditable and professional business.

What could be done to improve the flow of the site overall?

Normally, I would suggest an "about us" tab to take away from everything that's happening on the home page. But, I feel their story and being local adds to their charm and separates them from the other companies referenced above.

##### **5. The Pet Barracks at <https://thepetbarracks.com>**

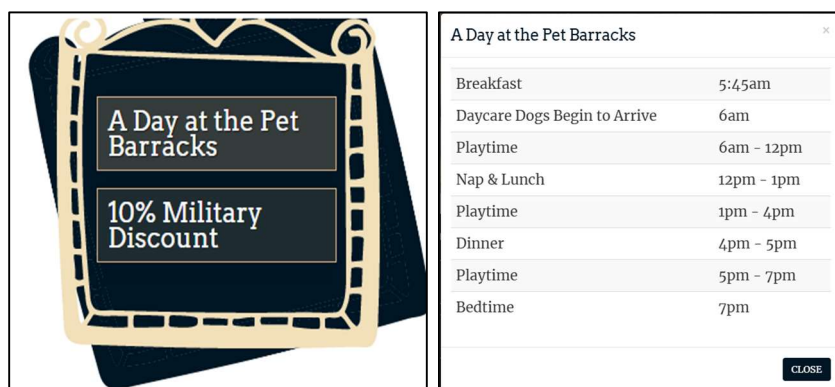
How easy is it to find information?

Extremely easy. The site has a military design feel. There is an “online reservation” button front and center with a phone number readily available next to it. There are different tabs for different services (about us, grooming, boarding...)

How intuitive is the site design?

This site features an option called “A Day at the Pet Barracks”. When you click on it, it takes you to the daily schedule. This sets the website apart from the other sites referenced above.

Below is a visual:



What is the site's goal?

The area I live in has an army base nearby with a pretty large military presence. I feel that the goal of the site is to aim at the military customer base. Military personnel often have to work long hours and/or travel away from home for long periods of time. This site gave me the impression that they want to give military personnel and their families some peace of mind when they're using them for dog care services.

How successful do you think it is in doing so and why?

I do think they are successful in accomplishing their goal. As a veteran and dog owner myself, I liked being able to see the schedule and how they operate. The other sites, specifically

the national “uber” type services didn’t portray this as an option to me. It’s comforting to know exactly what your dog could be doing for the day while in their care. They even had an immediate discount for veterans on their website.

What could be done to improve the flow of the site overall?

I couldn’t find anything about “pet barracks” that I would change. The overall energy, vibe, impression, whatever you want to call aligns with their brand and is easy to use.

## Paid Search Campaign

### Key-phrases

Dog Boarding	El Paso Dog Walking	Expert dog care	Dog Sitting
Luxury Boarding	Best Dog Boarding El Paso	Trustworthy dog care	Dog Care
Doggy Daycare	Reliable dog boarding	Military friendly dog care	Dog Walking
Ft Bliss Dog Care	Best dog sitting	Dog walking services	Dog Services

### Approximate cost of using these.

Per <https://fitsmallbusiness.com>, the average cost is \$4.66 per click to advertise on google. This can varies depending on the key words, industry and other factors.

**Figure 9.**

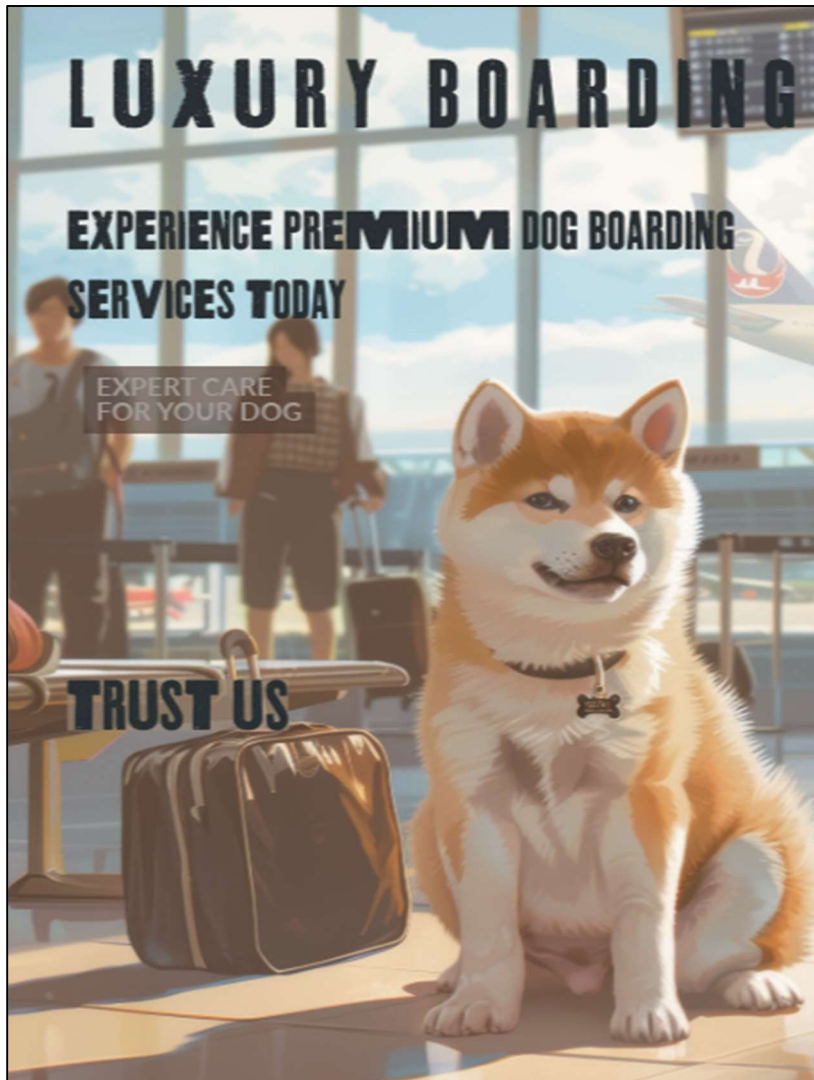
Industry	Average CPC	Average CPL	Average CTR	Average Conversion Rate
Animals & Pets	\$3.90	\$34.81	7.39%	12.03%

*Note.* Screenshot taken from [How Much It Costs to Advertise on Google in 2024](#)  
([fitsmallbusiness.com](https://fitsmallbusiness.com))

## SEO Titles and Descriptions

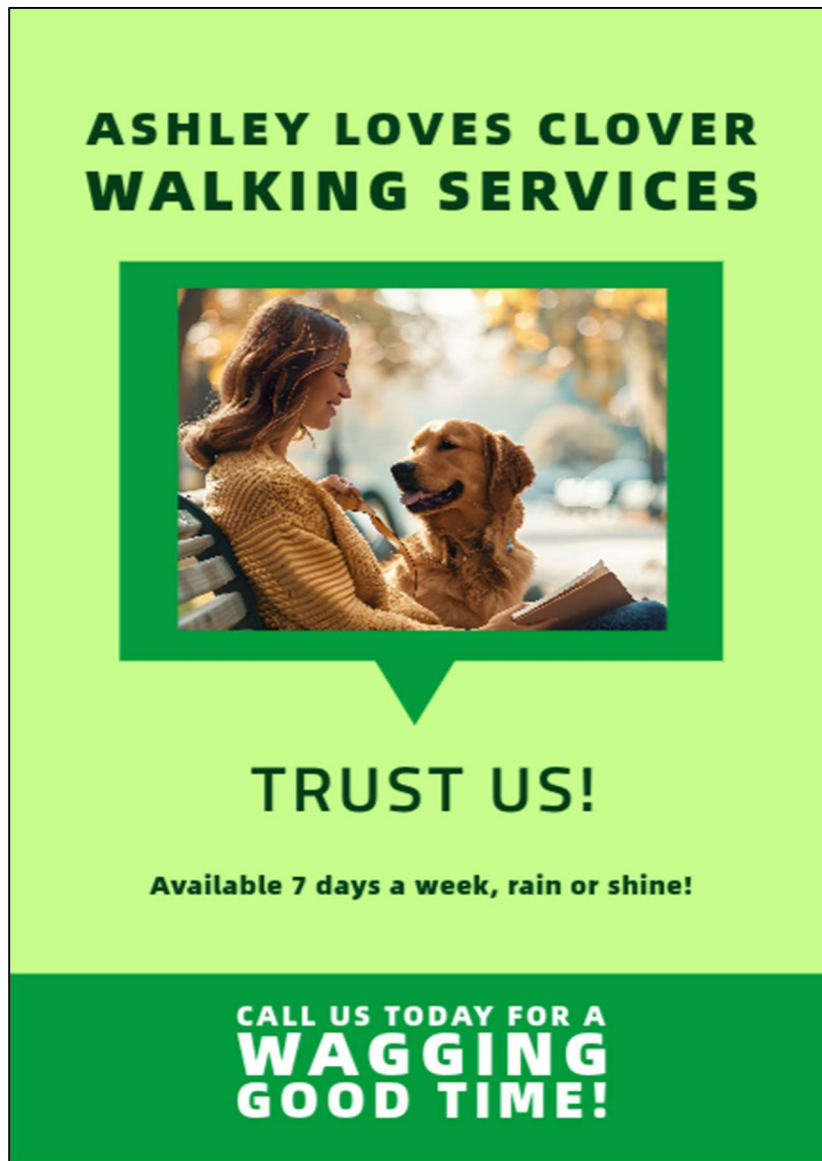
**Figure 10**

Paid Search Campaign



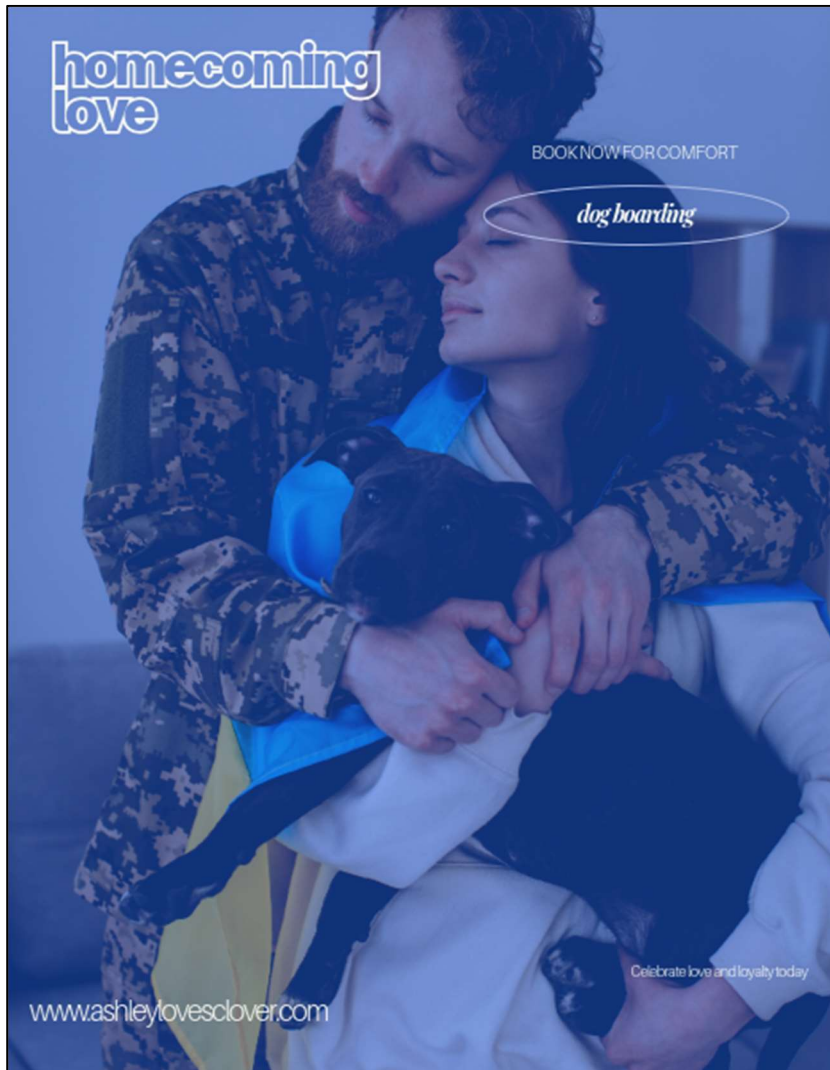
*Note.* Image generated with prompt “paid search campaign dog boarding google ad” by Adobe, Express, 2024 ([paid search campaign dog boarding google ad - October 19, 2024 at 20.34.00 \(adobe.com\)](#))

Figure 11.



*Note.* Image generated with prompt “good ad for dog walking services” by Adobe, Express, 2024  
([good ad for dog walking services - October 19, 2024 at 20.39.02 \(adobe.com\)](#))

Figure 12.



*Note.* Image generated with prompt “military member embracing their dog as an advertisement for dog boarding services” by Adobe, Express, 2024 ([military member embracing their dog as an advertisement for dog boarding services - October 19, 2024 at 21.00.43 \(adobe.com\)](#))

**Why do you think this strategy is optimal for your business. Why do you think it would draw customers, and why do you think it would give a positive ROI?**

Utilizing google ads is optimal for my fictitious business because it's one of the most utilized search engines to date. Google ads reach around 80% of all internet users. There is a military base near my location, which is why you see a lot of "Ft Bliss" and "Military Friendly" key words (I will be targeting that market and location). Leveraging google ads with the laid out strategy above will ensure a positive ROI.

## Content Marketing

### Article One – Target Audience (Senior Citizens)

We are pleased to announce 10% off all services for senior citizens (60 years of age and older). Yes, you heard that, 10% off! And yes, that includes walking and boarding services. This is effective immediately. If you're already a client with us, we have taken the liberty of updating your account to reflect the discount. Also, please keep an eye out for flash deals with services up to 25% off for senior citizens (new and existing clients).

We know how important dog companionship is during this stage of your life. Studies have shown that bonds between humans and dogs are linked to decreased blood pressure, cholesterol levels, triglyceride levels, and feelings of loneliness. Studies have also shown indications of increased opportunities for exercise and outdoor activities which have shown better cognitive function in older adults. The human dog bond has also been noted to show positive contributions towards anxiety, stress, depression, Alzheimer's and dementia.

Our goal is to take care of your dog the way they are taking care of you. If you need help with dog walking or boarding services, we are here to provide the most quality and positive experience for you and your pup. We provide stress-free same day booking services. Meaning, if your dog needs an extra long walk that day, book a walk through our app or phone call and we will be there same day making sure your dog gets the extra exercise and attention they need. That also goes for boarding services. If you're in need of last-minute boarding, contact us right away for assistance. We can even come to your location, pick your dog up and get them settled in. We want your dog to feel at home when they're with us and you to have peace of mind, they're being loved and cared for. Dogs are the perfect companion and sometimes even soul mate.

**Figure 13.**

Target Audience – Senior Citizen



*Note.* Image generated with prompt “elderly women hugging puppy” by Adobe, Express, 2024

(<https://new.express.adobe.com/id/urn:aaid:sc:VA6C2:baca95c1-dc54-4fe6-8b04->

[b65f7d2b17d8?category=media&tab=all](https://new.express.adobe.com/id/urn:aaid:sc:VA6C2:baca95c1-dc54-4fe6-8b04-b65f7d2b17d8?category=media&tab=all) - October 23, 2024 at 10.31.39)

## Article Two – Target Audience (Local)

Hello El Paso residents! Please allow us to formally introduce ourselves. We are a dog walking and boarding service company that is new to the area. Our name, Ashley Love's Clover, comes from our owner, Ashley and her love for her Boston Terrier named Clover. The company was derived from her love and passion for dogs and wanting to provide a service where dogs are loved on hard, especially when away from their humans.

Our goal is to provide the ultimate caring and positive experience for your dog. Whether that's a daily walk or long-term boarding, we want you to know we are the best in town and you will have peace of mind that your dog is getting the ultimate care while they're with us. How you ask? Well let's break down. One of the main contributions we add to our services that our competitors don't, which is 24/7 cameras and surveillance, even on walks!

Lets talk about that more. What that looks like is a live video stream of your dog. Meaning, all of our associates wear body cams while on walks, the dogs kennel have live video streams while boarding with us, and our play area also has live streaming and recording services. Our goal is to give you peace of mind by visually being able to tap into our cameras and live streaming services and see what your dog is up to. We want you to know how their day was and most importantly to see our associates interacting with them. We stand by our love for dogs here at Ashley Loves Clover and want you to be able to see the proof.

Please book with us today! All local residents will receive 50% off first walking service used with us and we will waive your taxes on all boarding services longer that 14 days with us. We love dogs and dogs love us. Let us show you how great we are today!

**Figure 14.**

Target Audience – Local



*Note.* Image generated with prompt “shape of texas with a happy dogs face on it” by Adobe, Express, 2024 (<https://new.express.adobe.com/id/urn:aaid:sc:VA6C2:e6846931-733f-42c8-95cb-261de3d62f03?category=media&tab=all>)

### Article Three – Target Audience (Military)

Attention military members: Stressed about what to do with your beloved dog during a deployment, training mission, or operational exercise? We've got your deployments, short term duty assignments and long duty days covered. Here at Ashley Loves Clover we provide the most prestigious and respected canine services. Our owner is a retired veteran herself and knows the heartache that comes with having to leave your dog in the hands of others while you're away. Which is why our goal is to provide the most caring, positive and loving experience in your absence.

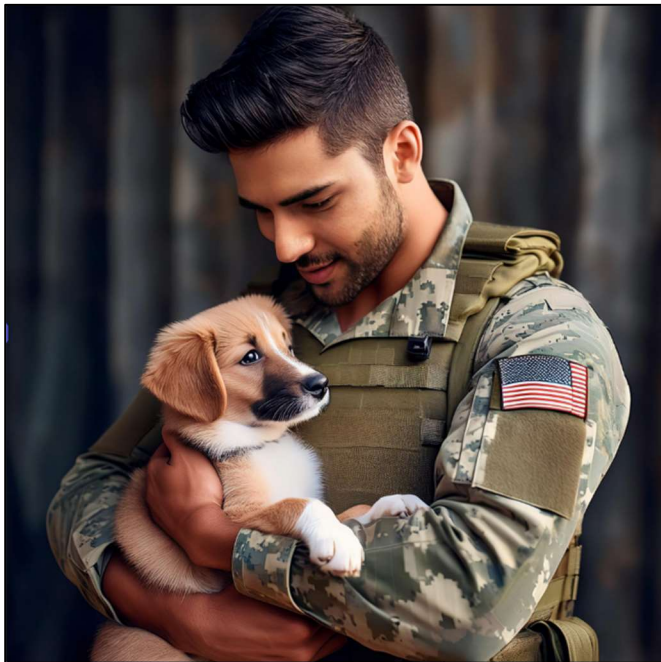
From long duty days to extended deployments, we provide services that meet your needs. We can provide multiple walks per day, which include meals and potty breaks. We also provide long term boarding for deployments. We have covered up to six-month deployments for customers and have received nothing but five star reviews. We take pride in emphasizing a relationship with you and your dog while you're away through live video feeds, interactive calls and sometimes you might even get a piece of mail with pictures and a letter from your dog while you're away.

Another area we take pride in is our schedule and what that looks like for your dog. Depending on the time of the year we have a detailed schedule that puts the dogs on a routine that they look forward to. What that generally looks like is breakfast, activities (swim, run, catch), lunch, free reign, dinner, light play (walk, job) followed by sleep. We know how important schedules and routines are in the military and want to continue that pattern with your pup.

Lastly, we know how tight budgets which is why we military friendly discounts. Currently, we offer 15% off all walking services for military members. For long term boarding stays of 30 days or more, we start our discounts off at 10%. Any stays over 90 days get 15% off. And, any stay over 180 days get 20% off (not to exceed one year).

### Figure 15

Target Audience – Military



*Note.* Image generated with prompt “army soldier hugging puppy” by Adobe, Express, 2024  
(<https://new.express.adobe.com/id/urn:aaid:sc:VA6C2:db9e6882-392d-48c9-92aa-310b51268752?category=media&tab=all>)

#### Article Four – Target Audience (Current Customers)

We want to know how we are doing, and what better way to figure that out through our current customers. And, in an effort to provide transparency and honesty we want to know through google reviews. Yes, you heard that right. We want to know good or bad, what we're doing right and/or what we can improve on from you, via google reviews. Our only request on the google review is for you to upload a picture of your dog while they were with us. This can be a screen shot from a live feed or picture we've taken and sent to you via text message or email communication.

The name on your entry will be entered into a chance to win five free walk sessions or one free overnight stay. The campaign runs until now until the end of the year (December 31, 2024). The winner will be selected during a live stream session on Friday, January 3, 2025. We will also have prizes for ten runner ups. Currently, we have fresh treats, toys and training equipment as giveaways. While we should have all of our client's information on file and will contact you if you win, we do hope that you'll join us during the stream and hear your name announced. We love community engagement, and you might also want to meet the owners of the cute pug that's made your dog their bestie during a stay with us.

Thank you for allowing us to be with your dogs during walks or long term stays. We hope you've enjoyed our services and we look forward to hearing and seeing your reviews. We also look forward to seeing you during the live stream on Friday, January 3, 2025. Thanks again for being our customer. We love dogs and dogs love us!

**Figure 16.**

Target Audience – Current Customers



*Note.* Image generated with prompt “five happy dogs playing in field together” by Adobe, Express, 2024 (<https://new.express.adobe.com/id/urn:aaid:sc:VA6C2:443adce1-4b68-422d-b1ff-ef620fe2e620?category=media&tab=all>)

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