



Digital Communications & Marketing Strategy

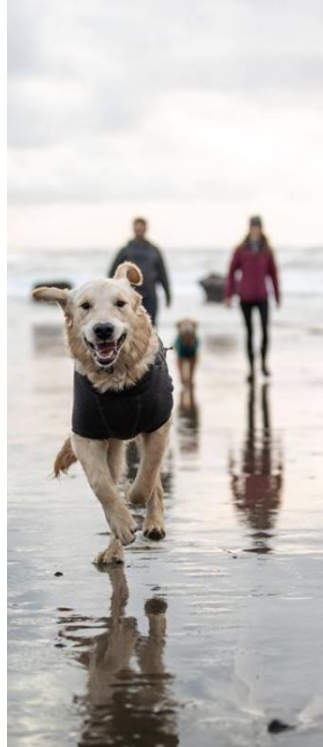


Agenda

01. Intro
02. About
03. Overview
04. The Ask
05. Goals
06. Consumer
07. SMART Goals
08. Competitors
09. Website
10. Website analysis
11. Social Media
12. Paid Social
13. Email Marketing
14. Content
15. Budget

Overview

Ruffwear, is a US-based performance dog gear company present around the globe. **Their purpose?** enhance and inspire exploration of outdoor adventurers and their human companions.



The Ask

Our recommendation is to implement a digital marketing strategy focusing on optimizing **SEO and web usability**, restructuring content, paid social ads and improving Ruffwear's **email marketing**, to increase awareness and drive sales.



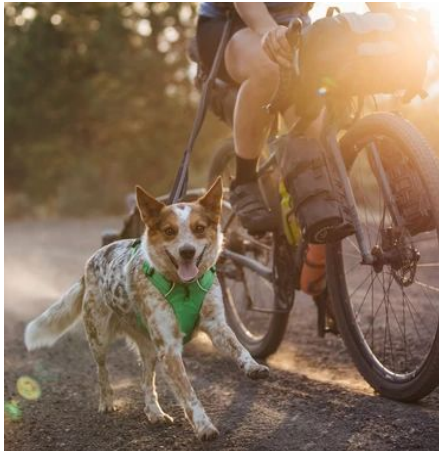
Company Goals

01. Brand awareness: be the #1 dog gear brand in North America.
02. Sales: increase online sales by 20% implementing an effective DMS.
03. Market share: strengthen presence in the Canadian market.





Consumer Insights



Ruffwear is dedicated to building gear for athletes and active individuals that enjoy outdoor activities who are pet owners.

Eleanor Carter



"Always grateful to be able to be out in the wilderness."

Age: 27
Work: Content strategist and digital storyteller
Family: Engaged, dog mom to Seymour.
Location: Vancouver, BC
Character: Mountains enthusiast

Personality



- Adventurous
- Energetic
- Kind
- Conscious
- Tech savvy

Goals

- Explore BC's great outdoors and conquer every mountain along the way.
- Helping youth by volunteering for a mental health institution.
- Write my first poetry book.

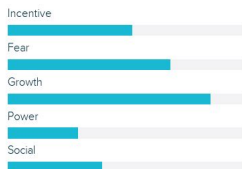
Frustrations

- Finding the right gear to accommodate her active lifestyle.
- The durability and quality of pet products in general.
- Altering products every season and depending on different sports and activities.

Bio

Eleanor is a British ex-pat living in Vancouver, BC. She is passionate about nature and enjoys being outside no matter the weather or season. She loves hiking, snowboarding and generally exploring all that this new world has to offer. She wants to experience Canada to the fullest with her partners in crime Andy and their dog son Seymour, a 2-year-old Shiba Inu. They push the limits on every new adventure and want to make sure Seymour has the right gear to play safely.

Motivation



Brands & Influencers



Preferred Channels



Ellen Lin



"A dream maker, a go-to person that delivers professional immigration services. She assists many families as well as individuals to settle in Canada especially British Columbia."

Personality



Age: 42
Occupation: Immigration Consultant
Married status: Single
Location: Vancouver, BC
Character: Fit

- Active
- Kind
- Friendly
- Authentic
- Supportive
- Sympathetic

Bio

Ellen is a very professional and detail-oriented immigration consultant, she's been working in this field for over 20 years with trackable successful cases. She keeps updating her industry knowledge to keep her expertise, she's very clear about the Canadian immigration program application criteria and always offer the most appropriate recommendations to her clients.

Goals

- To study more Canadian immigrant program and enrich career knowledge.
- To offer the best immigration consultation advice to clients.
- To maintain a traveling routine, at least twice a year.
- To discover some hidden trails in BC.

Frustrations

- Too many cases flooding at the same time and turn into a huge workload.
- Immigration policy is so dynamic needs to keep updated.
- Communication can be challenging due to clients are located in different time zones.
- The dog is getting pickier with his food.

Motivation



Brands & Influencers



Preferred Channels



SMART Goals



S.M.A.R.T Goal	Key Performance Indicator (KPI)	Current Measurement	Goal
1. To increase product awareness and sales, by deploying a two-fold email marketing campaign.	Avg Open Rate	0.76%	Increase to 7%
	Avg Click Through Rate	0.76%	Increase to 1%
2. To increase traffic and sign ups on the website from social media channels and ads to 10%.	Click rate	5.44%	Increase to 10%
3. To leverage current partner influencers to increase referral traffic to the website.	Social media impressions	3%	Increase to 15%
	Engagement on posts	N/A	Increase to 5%
	Campaign performance	N/A	
4. Use existing partner platforms to place display ads and drive traffic to the website.	Traffic share from display ads	0.34%	Increase to 2%
	Visits through display ads in a month	-	Increase by 5%
	Avg bounce rate	96.53%	Reduce to 50%
5. Optimize website.	Bounce rate	55.24%	Reduce to 40%
	Avg page per visit	3.51	Increase to 7
	Visit duration	2.51	Increase to 5.00



Competitive Landscape

Ruffwear's top competitors are Julius-K9, Kurgo and Non-stop Dogwear.



Website Analysis

Engagement

Jan 2020 - Mar 2020 Worldwide

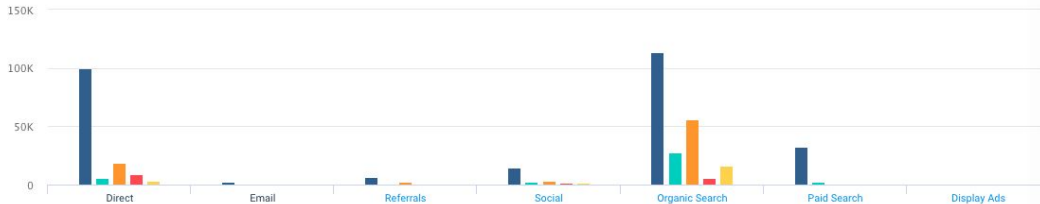
Domain	Monthly Visits	Unique Visits	Visits / Unique Visit	Visit Duration	Pages/Visit	Bounce Rate
ruffwear.com	90,434	55,817	1.62	00:04:18	4.42	42.21%
julius-k9.com	13,051	7,548	1.73	00:05:17	7.48	31.81%
kurgo.com	27,261	18,585	1.47	00:03:26	3.73	51.47%
nonstopdogwear.com	11,216	< 5,000	3.94	00:10:05	7.60	25.46%
thedogoutdoors.com	7,204	< 5,000	1.48	00:02:01	2.26	61.98%

Marketing Channels Overview

Jan 2020 - Mar 2020 Desktop Worldwide

Benchmark to ruffwear.com Only unbounded visits

Benchmark to category # %



Desktop Split

Last 28 Days (As of Apr 18) Worldwide



ruffwear.com	64.62%
julius-k9.com	9.67%
kurgo.com	13.45%
nonstopdogwear.com	8.70%
thedogoutdoors.com	3.56%

Mobile Split

Last 28 Days (As of Apr 18) Worldwide



ruffwear.com	53.56%
julius-k9.com	13.82%
kurgo.com	14.55%
nonstopdogwear.com	7.38%
thedogoutdoors.com	10.69%

- User friendly and easy to navigate.
- Ruffwear website has a high bounce rate.
- Most traffic comes from organic search.

Website Analysis


Most traffic comes from organic search, but email, referral, social and paid search have potential to grow.




90K
Monthly visits



55K
Unique visitors



42%
Bounce rate



4.4
Pages per visit



Website analysis

"I started hooting and hollering, and that was when I started feeling that happiness, that moment of happiness. It was like I'd been dead, and it was this jolt of excitement making me feel alive. It made me laugh, it made me smile, it made me be in the present." Chad Brown



In that moment, Chad Brown, a U.S. Navy veteran, was fly fishing for the very first time and he had a sock salmon on his line. The tug of the fish pulled him out of a zombi-like haze induced by twelve different medications. The meds had been prescribed to deal with the effects of PTSD – nightmares, hallucinations, anxiety attacks. Barbbacks – a pill for everything. Chad had become medicated to the point that he ceased to feel anything at all.



Ruffwear needs to repurpose the content on the website in order to reduce bounce rates.



Google

dog bowl

www.amazon.ca › Dog-Bowls ▾

Bowls & Dishes - Feeding & Watering Supplies ... - Amazon.ca

Vivaglory **Dog Bowls** for Small Dogs Stainless Steel Water and Food Bowl Pet Cat Feeder with Non Spill Skid Resistant Silicone Mat, 13¼ OZ Each, Black, by Vivaglory. CDN\$ 23.99CDN\$ 25.99. Eligible for FREE Shipping.

www.petsmart.ca › dog › bowls-and-feeders ▾

Dog Bowls, Feeders & Dishes | PetSmart

147 Items - Serve your dogs in style with our fun and functional **dog bowls** and dog feeders. Browse PetSmart and see our big selection dog dishes and feeders.
Elevated Stands · Food & Water Bowls · Placemats · Automatic Feeders

www.walmart.ca › ... › Dogs › Bowls & Feeding Supplies ▾

Dog Bowls & Feeding Supplies | Walmart Canada

Items 1 - 60 of 2024 - Browse Walmart Canada for a wide collection of **Dog Bowls & Feeding Supplies**, feeding your dog the right amount of food & water, ...

Google

dog gear

All

Shopping

Images

News

Maps

More

Settings

Tools

About 812,000,000 results (0.60 seconds)

ruffwear.com ▾

Ruffwear: Performance Dog Gear

Building **dog gear** to enhance your outdoor adventures. Trail tested & rugged dog boots, dog coats, dog harnesses, dog life jackets and much more.

Camping · Summer Dog Gear · Winter Dog Gear · Dog Harnesses

SEO Strategy

Most of Ruffwear's traffic is coming from organic search, but we found that some of the most common search terms and keywords are missing.

Google Ads



Brand Awareness

Dog Gear

Search Keywords

Dog Supplies
Ruffwear
Dog Leash
Dog Clothes
Dog Backpack
Dog Gear
Dog Accessories
Dog Hiking Accessories
Dog Stuff
Dog Apparel
Dog equipment
Dog Supplies Online

Negative Keywords

Cat
Cat Accessories

Performance Dog Gear | Adventure Dog Gear | Best Outdoor Gear For Dogs
[ruffwear.com/collections/new-dog-gear](https://www.ruffwear.com/collections/new-dog-gear)

Shop high performance gear for outdoor activities for your dog. Start an adventure with your pet. High Quality Products. Custom Designs. Rigorously Tested. Explore The Outdoors.

Product Sales

Dog Harness

Search Keywords

Secure
Dog Equipment
Reflective
Lightweight
Padded
Dog Apparel
Chest protection for dogs
Harnesses for Dogs

Negative Keywords

Cat
Cat Accessories

Quality Dog Harness | Harness-Coat Combo | Overcoat Fuse
[ruffwear.com/collections/dog-harnesses](https://www.ruffwear.com/collections/dog-harnesses)
Attach a leash directly to the coat at either the back or the chest. With this rugged jacket, it's a simple slip on, clip in, and go. High Quality Products. Custom Designs. Rigorously Tested. Explore The Outdoors.

Dog Collars

Search Keywords

Pet Supplies
Soft
Reflective
Adjustable
Personalized Dog Collars
Small Dog Collars
Strong
Custom Dog Collars
Large Dog Collars

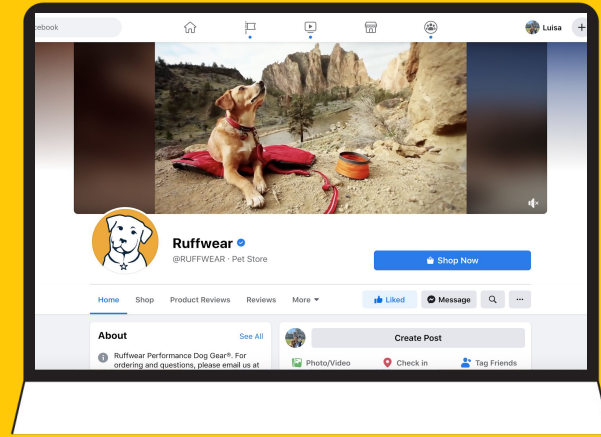
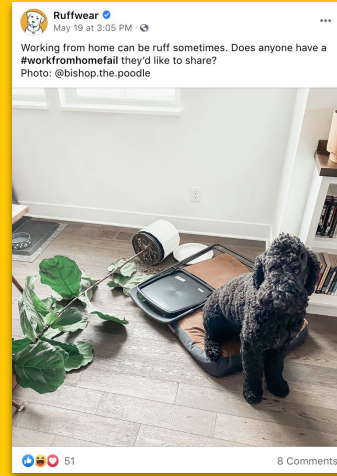
Negative Keywords

Cat
Cat Accessories
Cat Collars

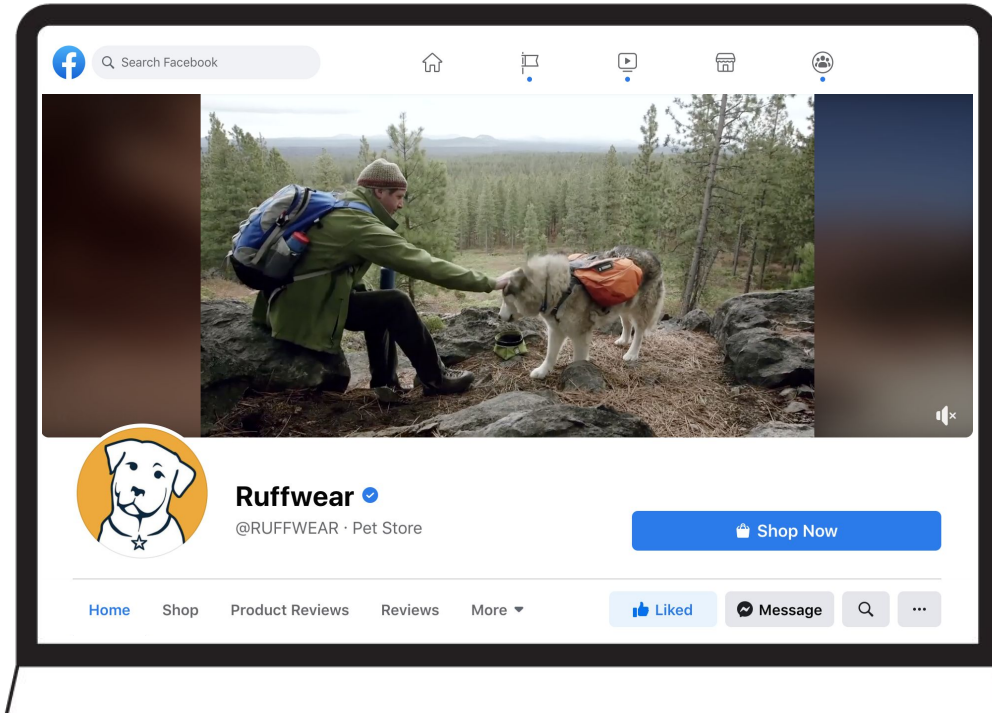
Get Durable Dog Collars Online | Strong, Secure And Reflective | Knot-A-Collar
[ruffwear.com/collections/dog-collars](https://www.ruffwear.com/collections/dog-collars)
Reflective rope keeps dogs visible in low-light. Pairs with our matching Knot-a-Leash™. High Quality Products. Custom Designs. Rigorously Tested. Explore The Outdoors.

Social Media

01. The good: Facebook, Instagram, Youtube and Pinterest.
02. The bad: Instagram Stories.
03. The ugly: Twitter and LinkedIn.



Facebook



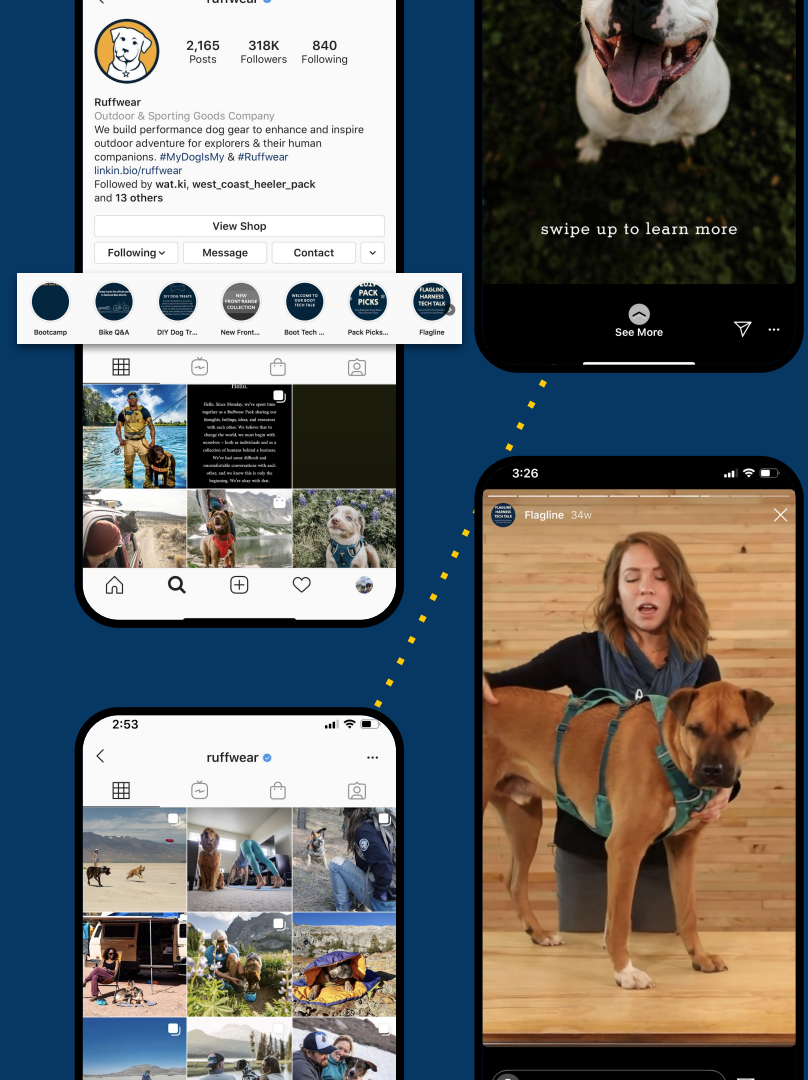
- **Overall approach:**
Engagement and sales
- **Hashtag strategy:**
Campaigns and current events
Example:
#MyDogIsMy
#blackouttuesday
- **Posting strategy:** Daily
post (Mon-Fri)

110K + followers

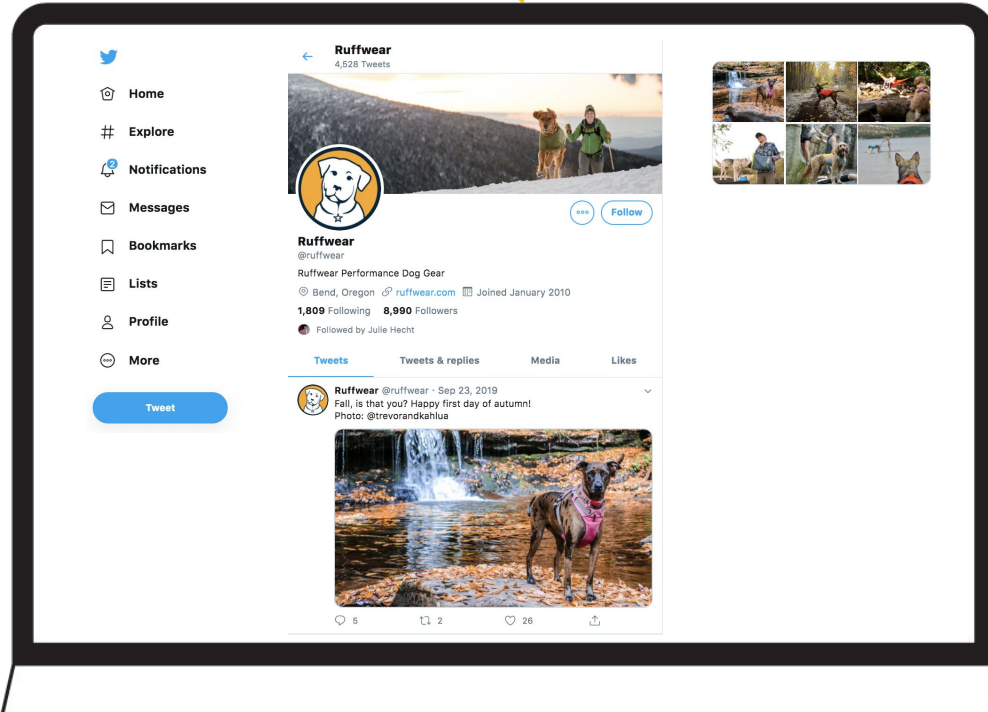
Instagram

- 01. Overall approach: Engagement
- 02. Hashtag strategy: Campaigns and current events Example: #MyDogIsMy #blackouttuesday
- 03. Posting strategy: daily posts

319K followers



Twitter



- Overall approach:
Stopped posting
September in 2019
- Hashtag strategy: -
- Posting strategy: -

8.9K followers

 **WeRateDogs®** 
12.3K Tweets



   **Following**

WeRateDogs® 
@dog_rates

Your Only Source For Professional Dog Ratings Instagram and Facebook →
WeRateDogs partnerships@weratedogs.com

 「 DM YOUR DOGS 」  blacklivesmatters.carrd.co

 Joined November 2015

16 Following **8.7M Followers**

 Followed by PANTEE, I've Pet That Dog, and 27 others you follow

Tweets Tweets & replies Media Likes

 **WeRateDogs®**  @dog_rates · May 21

This is Kosi. If he really concentrates, he can shoot rainbows out of his head. 13/10 magical as h'ck



 769  29.4K  207.8K 

 **WeRateDogs®**  @dog_rates · May 20

This is Brody. He'll be the first to tell you his first attempt at getting in the kayak wasn't great, but he never gave up. 14/10

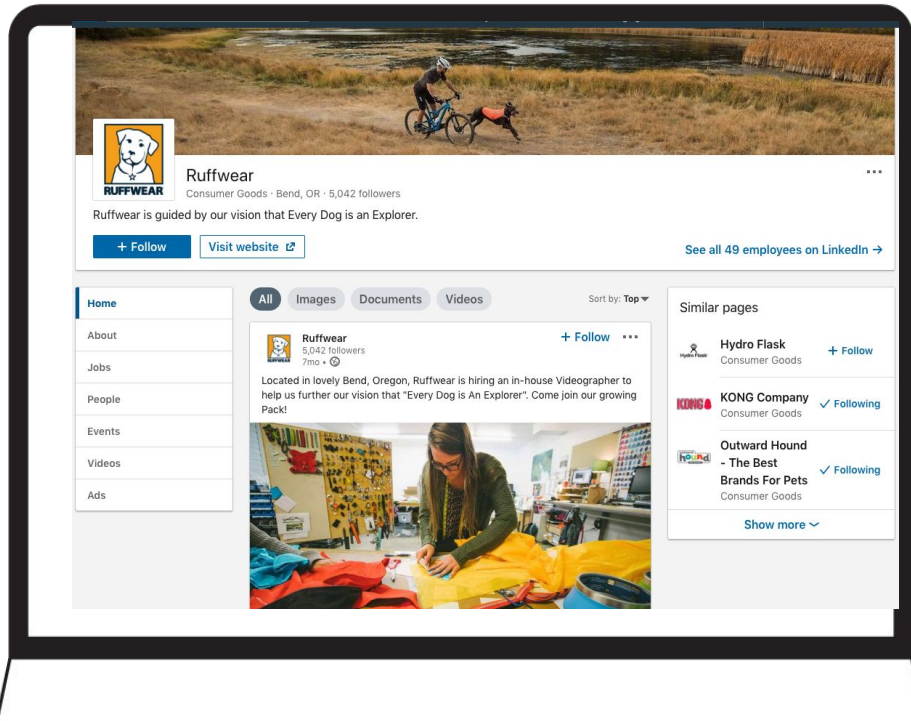


0:10 3.1M views

 1.5K  29K  207.5K 

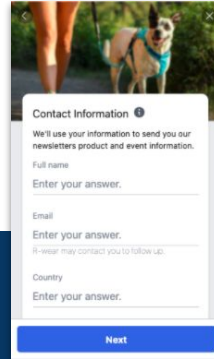
LinkedIn

- Overall approach: Not active (3 posts)
- Hashtag strategy: –
- Posting strategy: ad hoc

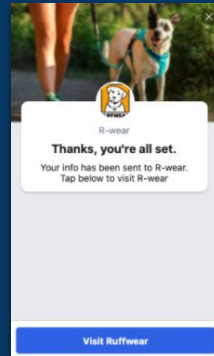


Paid Social Media

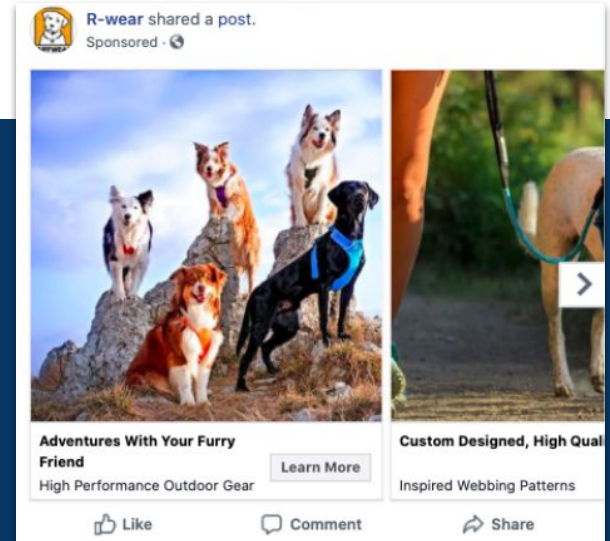
01. Ad platforms: Facebook and Instagram
02. Campaign duration: one month.
03. Ad type: Carousel with a lead capture form that directs to the website.



A lead capture form for R-wear. At the top is a small image of a dog's legs and a dog wearing a blue harness. Below the image is a white box with the heading "Contact Information" and a sub-heading "We'll use your information to send you our newsletters product and event information." The form contains three input fields: "Full name", "Email", and "Country", each with the placeholder text "Enter your answer." Below the form is a blue button labeled "Next".



A confirmation message for R-wear. At the top is a small image of a dog's legs and a dog wearing a blue harness. Below the image is a white box with the R-wear logo, the text "Thanks, you're all set.", and "Your info has been sent to R-wear. Tap below to visit R-wear." Below the message is a blue button labeled "Visit Ruffwear".



A Facebook sponsored post for R-wear. The post features a carousel of images showing dogs in various outdoor settings. The first image shows four dogs on a rocky outcrop. The second image shows a dog's legs and a dog wearing a blue harness. The post text includes "R-wear shared a post. Sponsored" and "Adventures With Your Furry Friend High Performance Outdoor Gear" with a "Learn More" button. The second image has the text "Custom Designed, High Quality Inspired Webbing Patterns". The post also shows "Like", "Comment", and "Share" buttons.



WELCOME TO THE PACK

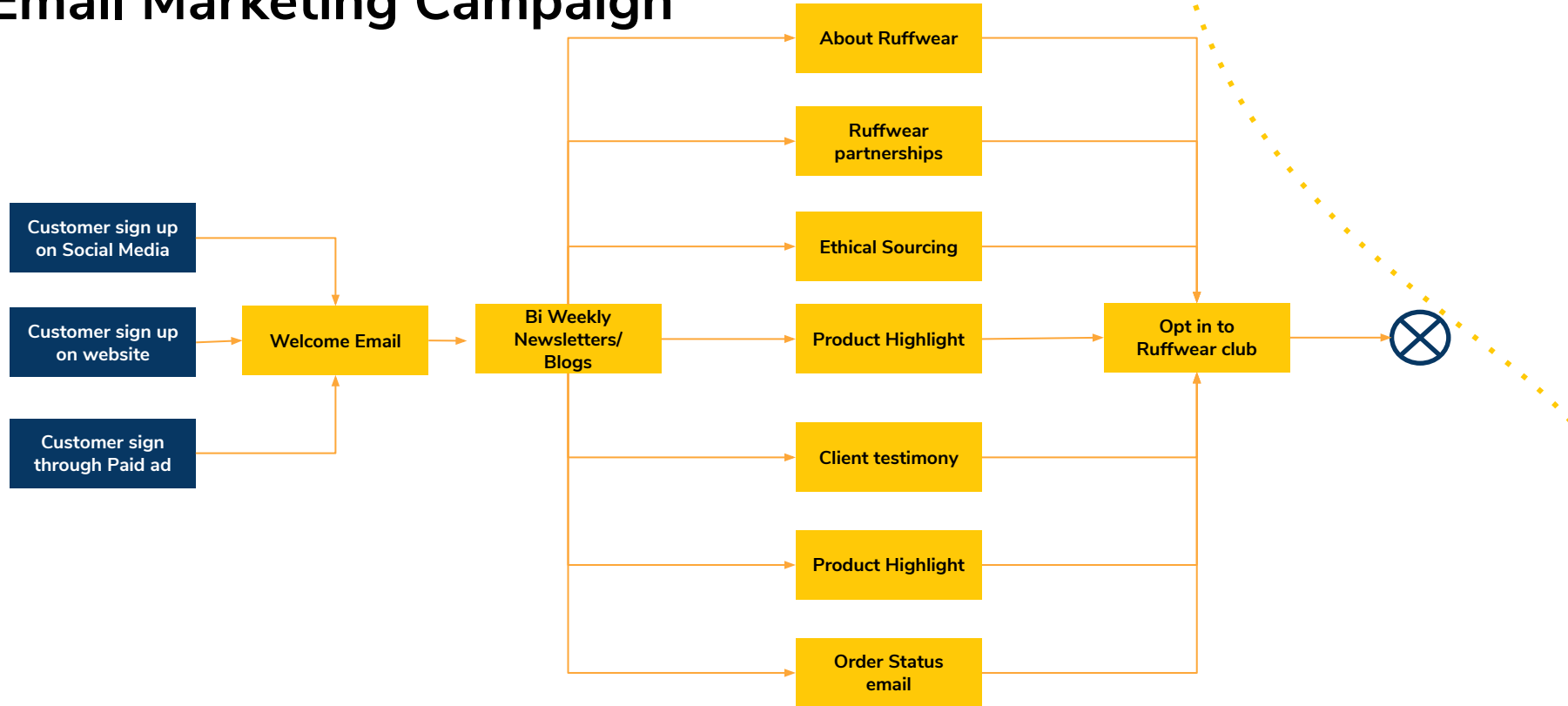
We're excited to be part of your adventures. Starting today, we'll be regularly extending a paw to share gear highlights, updates on issues we care about, and stories and images that tap into our shared passion for the human-canine connection.



Email Marketing Campaign

Two-fold campaign for customer acquisition and engagement repurposing Ruffwear's blog content.

Brand Awareness Email Marketing Campaign



Channel Plan



	Awareness	Consideration	Purchase	Experience	Loyalty	Advocacy
Channels	<ul style="list-style-type: none"> • Banner Ads • Online Video Content • SEO and SEM 	<ul style="list-style-type: none"> • Remarketing Emails • Online Reviews • Influencer Content • Website Homepage 	<ul style="list-style-type: none"> • Suggested Products at Check-Out • Thank-You Email 	<ul style="list-style-type: none"> • Post-Purchase Follow-Up • UX/UI of site 	<ul style="list-style-type: none"> • Frequent Buyer Program • Encouraged Reviews Online 	<ul style="list-style-type: none"> • Incentivized Social Media • Referral Codes
Goal Alignment	<ul style="list-style-type: none"> • Goal 2 • Goal 5 	<ul style="list-style-type: none"> • Goal 1 • Goal 3 • Goal 4 • Goal 5 	<ul style="list-style-type: none"> • Goal 1 • Goal 5 	<ul style="list-style-type: none"> • Goal 1 • Goal 5 	<ul style="list-style-type: none"> • Goal 1 • Goal 2 	<ul style="list-style-type: none"> • Goal 3 • Goal 4
Considerations	<ul style="list-style-type: none"> • No ad campaign being run • Website isn't optimized for SEO/SEM 	<ul style="list-style-type: none"> • Emails are too frequent leading to customers unsubscribing and low open rates. • Influencers love brand but not featured enough 	<ul style="list-style-type: none"> • No add to cart button on PLP • Suggested product carousel not optimized 	<ul style="list-style-type: none"> • Frequent emails leading to spam and low open rates • Inconsistent imagery 	<ul style="list-style-type: none"> • No incentive for leaving online review • No mention of loyalty program 	<ul style="list-style-type: none"> • Not tied into loyalty program, no preview of new products

Content Calendar



June 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
	#mydogismy	Ruffwear Products	#mydogismy	Adventure Training for dogs	#mydogismy	
	#mydogismy	Optimize website for SEO	#mydogismy		#mydogismy	
	Social Media-Brand Awareness					
	PPC Campaign- Brand Awareness					
			Email Campaign			
7	8	9	10	11	12	13
	#mydogismy	Referral/Influencer	#mydogismy	Video	#mydogismy	
	#mydogismy		#mydogismy		#mydogismy	
	Social Media-Products					
	PPC Campaign- Products					
				Email Campaign		
14	15	16	17	18	19	20
	#mydogismy	Ruffwear Products	#mydogismy	Adventure Training for dogs	#mydogismy	
	#mydogismy	Review SEO for Website	#mydogismy		#mydogismy	
	Social Media-Product experience Campaign					
	PPC Campaign-Brand Awareness & Product					
			Email Campaign			
21	22	23	24	25	26	27
	#mydogismy	Referral/Influencer	#mydogismy	Video	#mydogismy	
	#mydogismy		#mydogismy	Email Campaign	#mydogismy	
28	29	30				
	#mydogismy	Ruffwear Products				
	#mydogismy	Implement SEO Strategy				

Budget

Our budget is **\$50,000** and we are allocating that primarily to SEO optimization, paid social ads and email marketing. We believe this will increase sales, brand awareness and grow market share.

Expenses	Costs
SEO	50%
Email Marketing	20%
Paid Social	20%
Miscellaneous	10%

“I’m grateful that I get to be doing what I love, what brings me joy, and that makes for some fun adventures. When you can do what you love and bring others on board who are also doing what they love, it makes for something pretty amazing.”

Patrick Kruse

Leader of the Pack





Thank You!

