

Pet Planet is an online store that sells a variety of types of products for pet owners. They supply a whole range of products for cats dogs and small pets. Pet Planet's targeted audience is people over 50 years old who live in a house with pets. The task to improve brand performance includes several components:

Brand and Persona Research: This involves understanding the brand's identity, voice, and values. It's about knowing your target audience, their interests, pain points, and their behavior or interaction with the brand.

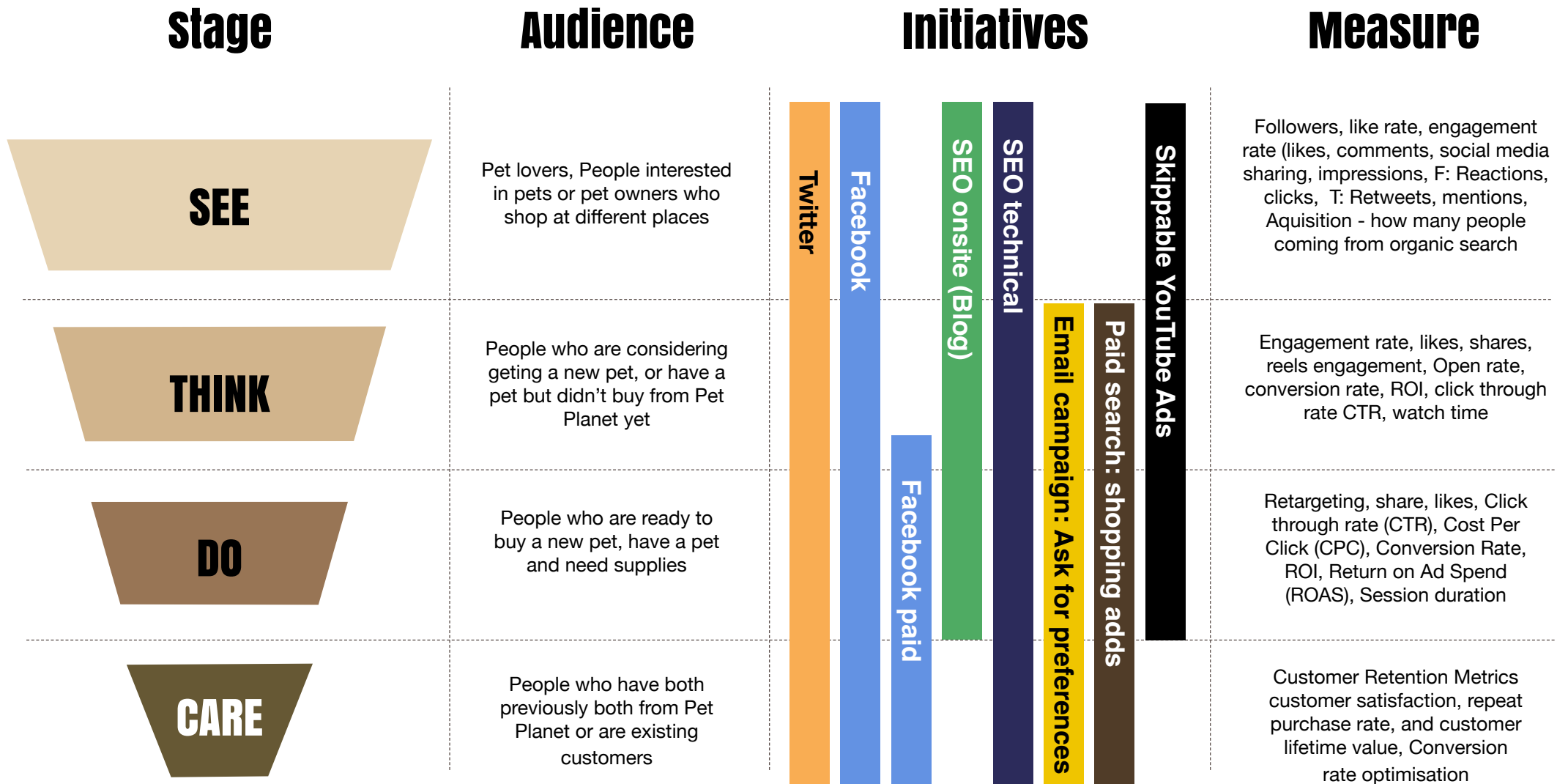
Marketing Funnel: This is a tool or model that shows the theoretical customer journey towards the purchase of a product or service.

Email Series: This includes planning, designing, and implementing a series of automated emails sent to a specific audience, aimed at nurturing leads, engaging customers, or promoting products or services. The content in each email would depend on where the consumer is in the marketing funnel.

Each of these components plays a vital role in forming a comprehensive marketing strategy.



PET PLANET FUNNEL



Hypotical measurmests of the customer journey based on marketing activities performed through different channels.

BRAND PERSONA



Name

Lorraine

Occupation

Retired Nurse

Age

60 years old

Education

Master's Degree

Social Networks



Gender

Female
(60% of pet owners are female
77% are 50 years of age or older
according to Infogroup)

Location

Newcastle
(At 41% Newcastle is the city with the
highest level of dog ownership in the UK)

Pets

Cat - Ragdoll
Dog - German Shepard

Household

Living out of the town with a husband

Goals

- Staying Active and developing new skills
- Mentoring health professionals
- quality time with the family
- Buying quality over quantity
- keeping routine

Pain points

- Veterinary care access
- Obtaining supplies
- Difficulty meeting pet needs
- Financial concerns

This hypothetical case describes an imaginary persona created for illustrative purposes in a business context. In a real-world scenario, actual data and information would be utilised for a comprehensive analysis.

Hobbies:

- Yoga
- Dancing
- Travel

Lifestyle

- Active
- Long walks with the dog
- Socialising

Favourite brands

- Purina
- Nestle
- Patagonia
- Lush Cosmetics
- Apple

Influences

- Social connection with neighbours
- Nature
- TV programs about nature and sustainability
- Apple

Preferred Method of Communication

- Email
- Social Media
- Text Messaging

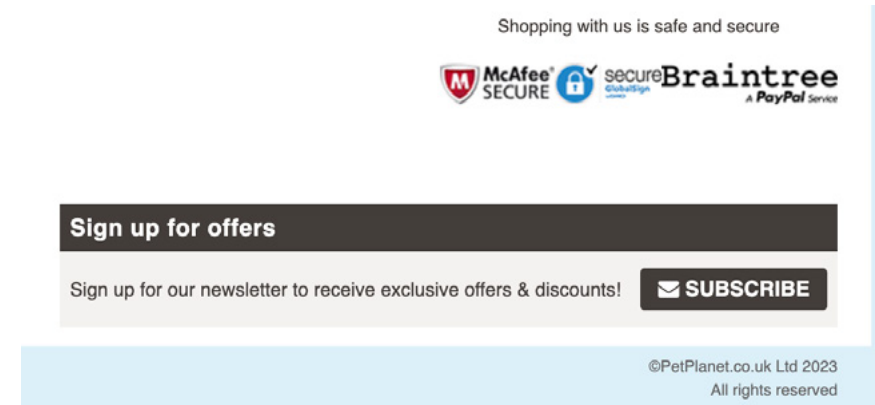
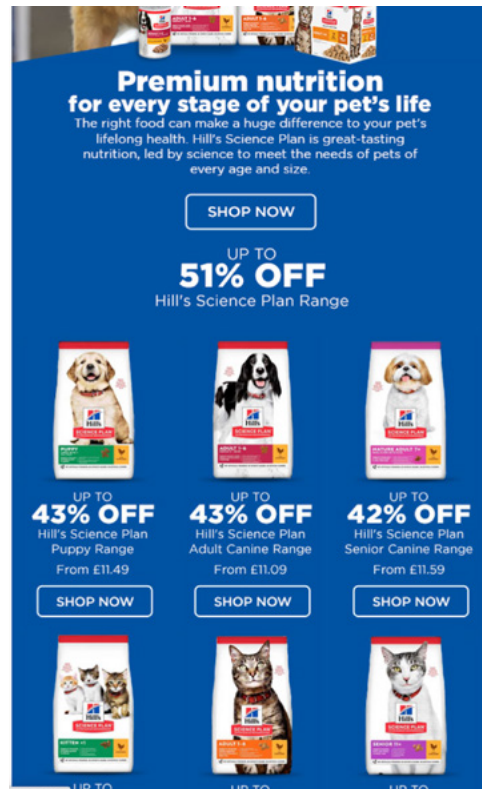
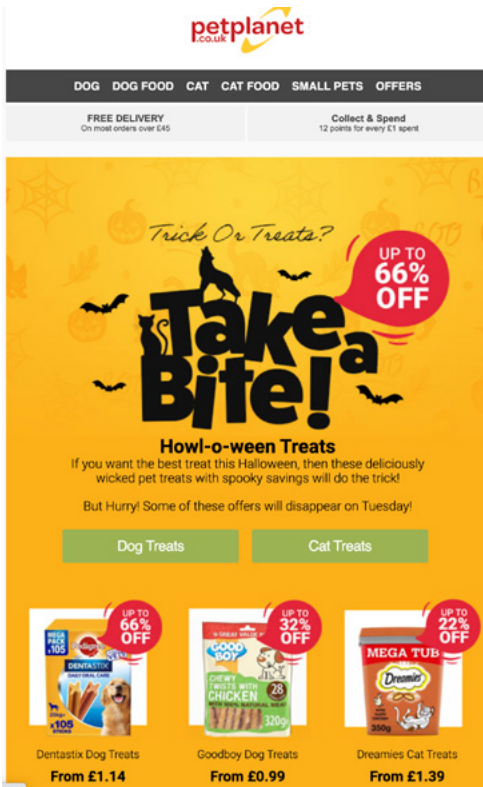
Data Source:

<https://www.data-axle.com/resources/news-media-coverage/data-pet-owners-far-more-likely-to-be-female-affluent-older/>

EMAIL MARKETING STRATEGY FOR PET PLANET

Pet Planet needs to improve its conversion rate and increase brand awareness by focusing on different channels each month. Email marketing is one channel that needs to be improved. The success of the campaigns will be determined by the number of opens, clicks, and engagements.

The company sends frequent discount emails. Prospects can receive several emails per month with several different products in each, regardless of whether they open the email. There is no welcome email and no personalisation. Data is not segmented. Emails are packed with different images and buttons, without hierarchy and contrast. There are too many calls to action and everything is revealed. Recipients might not click on the link. There is a lack of strategy and it can lead to unsubscriptions as no one wants unsolicited emails.



The website needs to have a clear subscription form which will help with more sign-ups. At the moment, the form is grey and located at the bottom of the website.

Email Design Elements:

Emails need to change visually, with fewer colours, and more contrast, to better represent the brand and reflect the look of the website.

Colours:

Red, yellow and blue are the primary colours of Pet Planet. The secondary colours are light beige and off-white.

Images:

A clear image of the pets and subtle illustrations. Simplicity and elegance, avoiding crammed images with small fonts and too many colours. Three font types - Title, Handwritten title and paragraph.

Call to action:

Clear call to action to capture user attention. A big red/blue button would be a great visibility tool for a 60-year-old lady.

The new strategy for Pet Planet proposes an email series. Welcome sequences come into play when introducing your brand for the first time, e.g., after leads sign up for your newsletter. It is a way of setting the foundation for a blooming business in the future.

Welcome Sequence

Email 1. Starting with a Welcome Email with a double opt-in process which is a part of GDPR.

Email 2. Reward for completing the survey - Free gifts - talk about offers and anything that might be valuable to the customer. This is a good place to slip in a light introduction to your brand. Gathering more information from customers/prospects to be able to tailor their needs according to their pets, the pet's age, and possibly details about their owner, so we can create a buyer persona. In exchange for sharing data, they will receive a freebie, and they will return to buy something else in reciprocity.

Email 3. Tell your story. Talk to customers like they're sitting in front of you, and make sure your story is compelling. "Grooming for cats" is a seasonal email when pets shed more and bring mud from the garden. Tailoring specific products solves a problem. The email is not just about the sale, the story is more important. It uses segmentation - this is an example email for cat owners, but dog owners receive a similar email. Email is personalised and based on segmentation. Builds authority and trustworthiness.

Email 4. Customers are ready to buy. Not every email should include a discount. The email offers toys for dog owners, but it tells a story. Brings memories, and inspires and educates customers. A call to action linked to the Blog on the website - best practice to build valuable content and improve onsite SEO.

Email 5. Building a brand by raising awareness through the social context. Taking part in a national campaign to bring meaningful topics. This is the proposal email strategy without the actual click through links.

Email 1.

Subject Line: Thanks for Signing Up

Preview text: We are Happy to Have You on Board

<https://manage.kmail-lists.com/subscriptions/web-view?a=SZ5EgZ&c=01HEE3RT0J64MCA41Y0D6WTTXD&k=3bbb4593fe053f715493cefd db68fe57&g=S3xAgN&m=01HG1AHF74S199TPN1539V2EFQ&r=38u6ax3a>

Email 2.

Subject Line: Free Gift for Your Pet

Preview text: All About You

<https://manage.kmail-lists.com/subscriptions/web-view?a=SZ5EgZ&c=01HEE3RT0J64MCA41Y0D6WTTXD&k=3bbb4593fe053f715493cefd db68fe57&g=S3xAgN&m=01HG38XWDT9ZP85HPAZK56MZ8M&r=38xBFqxP>

Email 3.

Subject Line: Grooming for cats like Eddy

Preview text: 50% OFF on all grooming products

<https://manage.kmail-lists.com/subscriptions/web-view?a=SZ5EgZ&c=01HFFMKRVBXZMWXT394QB55BN8&k=da6840dacf0b4d48ac099b6159858d21&g=S3xAgN&m=01HG39X6775ANJ8NBMWCWVJE5J&r=38xE6izZ>

Email 4.

Subject Line: What's the best toy for your Dog?

Preview text: Poodles Need Lots of Stimulation

<https://manage.kmail-lists.com/subscriptions/web-view?a=SZ5EgZ&c=01HFFMKRVBXZMWXT394QB55BN8&k=99693ba20e56fb3517c6ddf ed5ed6c92&m=01HFRKXFAYQ9MW7W45ZAW1DTV2&r=38xEQvaj>

Email 5.

Subject Line: Adopt Don't Shop

Preview text: Save Lives

<https://manage.kmail-lists.com/subscriptions/web-view?a=SZ5EgZ&c=01HFFMKRVBXZMWXT394QB55BN8&k=da6840dacf0b4d48ac099b6159858d21&g=S3xAgN&m=01HFRKWCQW64YMJ5SCV2D1MQ7R&r=38xGzZm8>



Welcome New Members

Confirm your subscription



If you didn't subscribe to this list or you are not sure why you received this email you can delete it. You will not be subscribed if you don't click the link above.

If you have any questions you can reply to this email or contact

hello@petplanet.co.uk



Get a free gift for your pet!



CLAIM YOUR FREEBIE

Dear Billy,

To ensure we provide you with the most relevant and exciting content, we'd love to learn more about you and your pets.

Simply provide us with some insights into your pet's preferences, breed, age, and any special quirks or routines they enjoy to unlock the opportunity to receive surprise gifts and exclusive offers designed with your pet in mind.

Thank you for allowing us to get to know you and your pet better. We can't wait to make your pet's day even more special!

CLAIM YOUR FREEBIE

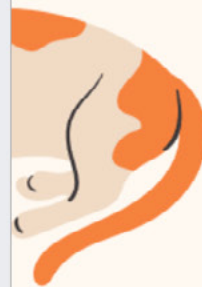


Grooming for CATS



up to
50% OFF

SHOP NOW



Do you have a furry friend, Eddy who sheds? Bringing mud from the garden? We have the best offers on grooming products for cats like Eddy. They are designed to keep cats healthy and looking their best. We have a variety of accessories, from combs and brushes to shampoos and conditioners. [Shop now](#) and get the best deals.



**How much do
you know about
dog breeds?
“Puddle” means
splashing
in the water.**



BEST TOYS FOR POODLES

Dear Pet Owner,

Poodle is a quite athletic dog, coming in three sizes. Highly intelligent, active, sociable and loyal. Regardless of the size their temperaments are quite similar. Poodles are “great with children” and are often used as service and therapy dogs because of their willingness to work and their desire to please. Did you consider owning this breed? What is your biggest challenge? They are very active and need lots of toys. Pet Planet covers it all.

READ ON THE BLOG



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GETTING A FURRY FRIEND?

Adopt, don't shop

YOU ARE SAVING A LIFE



Dear Anna,

🐕 Thinking of getting a furry friend? Here are 10 pawsome reasons why you should consider adopting a pet from a shelter or rescue centre! 🏠❤️

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Lucky Orange offers a suite of tools to help improve website conversion rates and enhance understanding of website visitors' behavior. These tools include Dynamic Heatmaps, Session Recordings, Surveys, Live Chat, Conversion Funnels, Form Analytics, Visitor Profiles, Announcements, and Dashboards. The platform integrates seamlessly with popular tools like Google Analytics, BigCommerce, HubSpot, and Shopify. It provides comprehensive data to support decision-making for businesses of all sizes, with a focus on improving customer loyalty.

The Email Series in my project is specifically designed to nurture leads by providing them with offers and incentives. These emails, when structured properly, can engage your audience, improve conversion rates, and encourage customer loyalty.



Nurturing a Lead Email Sequence

This sequence is a way of nurturing leads through offers and incentives. Reminding the client about the package they tried already and take them through additional discounts and offers to make the purchase more compelling.

Email 1. Show them your offers and incentives. Studies indicate that more than 66% of customers purchase a product purely because of the offer.

Email 2. This is the first reminder in case the first email doesn't generate a response.

Email 3. Final Reminder Email that sets a deadline for the offer and instigates a response.

Email 1. Subject Line: Welcome Offer

Preview text: Save 25% on your package

<https://manage.kmail-lists.com/subscriptions/web-view?a=SZ5EgZ&c=01HEE3RT0J64MCA41Y0D6WTTXD&k=3bbb4593fe053f715493cefddb68fe57&g=S3xAgN&m=01HG3W9SK007H9ANV63AEA73ZB&r=38z9pQwu>

Email 2.

Subject Line: Your Exclusive 25% Off Offer is Still Waiting!

Preview text: Enhance your experience

<https://manage.kmail-lists.com/subscriptions/web-view?a=SZ5EgZ&c=01HEE3RT0J64MCA41Y0D6WTTXD&k=3bbb4593fe053f715493cefddb68fe57&g=S3xAgN&m=01HG961XSEP0W1VFXYAJD93RRP&r=38GzE nuU>

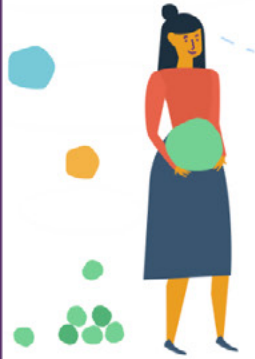
Email 3.

Subject: Last Chance to Save 25%

Preview text: Sale Ends Today

<https://manage.kmail-lists.com/subscriptions/web-view?a=SZ5EgZ&c=01HEE3RT0J64MCA41Y0D6WTTXD&k=3bbb4593fe053f715493cefddb68fe57&g=S3xAgN&m=01HG96971QWMGXRPVPH526ARSQ&r=38GN8vwe>





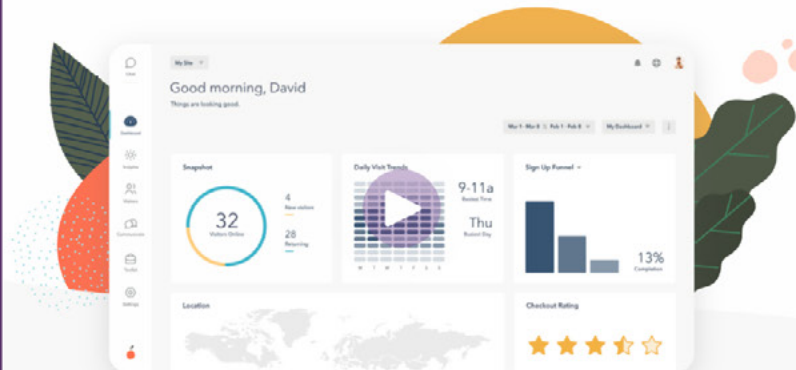
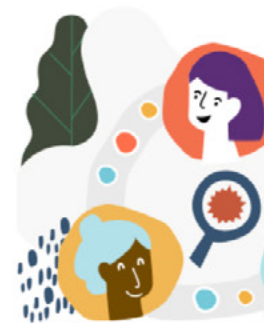
Did you enjoy your free 7-day trial?

Don't miss the 25% off sale on all packages with **code 25OFF** for small businesses and freelancers. Ends in three days!

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Less time crunching numbers.

More time for growing your business. Improve your website and grow your sales with Lucky Orange.



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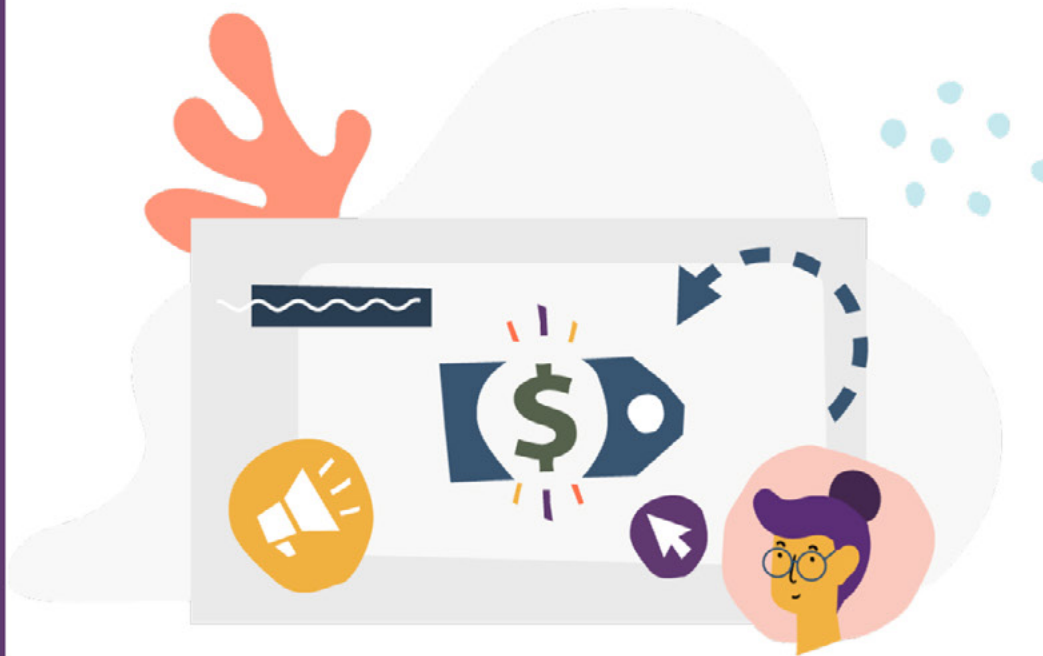


Hello Anna,

We hope you're having a great week! We noticed you haven't taken advantage of the 25% off deal on our Lucky Orange packages yet. Time is running out – it's only available for the next two days!

Enhance your experience with Lucky Orange and unlock the full potential of your website. Use code **25OFF** at checkout.

shop deals now



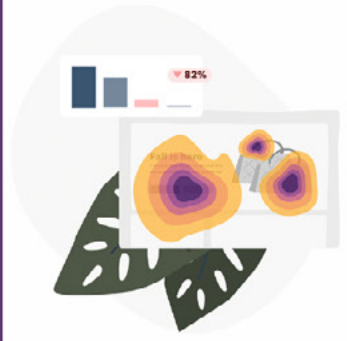
All of our powerful features included in every plan

check out now

No longer want to receive these emails? [Unsubscribe.](#)

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Hello Anna,

We hope this message finds you well.

Tomorrow is the last day to enjoy the exclusive 25% off on Lucky Orange packages. Don't let this opportunity slip away!

Use code **code 25OFF** at checkout to boost your website insights and conversions. Act now before it's too late!

Ready to seize the deal?

[shop now](#)

No longer want to receive these emails? [Unsubscribe.](#)

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