



BRAND MARKETING STRATEGY

Presented by Katy Sputo

Bark Avenue Bakery Overview

Bark Avenue Bakery has been part of the Orlando community for over 10 years. Specializing in safe, all-natural dog treats, Bark Avenue Bakery offers a product that owners feel good about and that dogs crave.

As communication has evolved over the past decade, so has how companies cater to their customers. Looking to the future and growing company awareness and market perception, Bark Avenue Bakery will modify their brand marketing strategy, which we have outlined here.



Components of the Brand Marketing Strategy

CUSTOMER JOURNEY MAP

- Buyer persona
- Awareness, consideration, and decision process.

BRAND VISION ARCHITECTURE

- Defines the brand idea, brand ambition, market, and audience.

COMMUNICATION STRATEGY

- Defines the barriers to sale, what potential customers currently say, communications tasks, tactics, and core messages.

CREATIVE CONTENT AND LOYALTY STRATEGY

- Social media posts.
- Organic/paid content
 - Landing page
 - Email templates
 - Loyalty program

Customer Journey Map

In developing a buyer persona for a typical customer, we were able to look at the decision process a customer may have as they consider making a purchase. This offers a solid framework for the further development of the brand marketing strategy.



BUYER PERSONA: THE MILLENNIAL "DOG-MOM"

Name: Morgan

Sex: Female

Age: 31

Location: Winter Park, FL.

Relationship: Single

Psychographics/ Background:

Morgan received her BA in Advertising and a minor in Sports Business from the University of Oregon. She moved to Florida in January 2018 and is an advertising manager for the University of Central Florida's athletic department. Her goal is to be a senior advertising manager for ESPN.

Morgan describes herself as carefree, adventurous, and a little goofy. She is an avid runner, hiker, and participates in triathlons occasionally. She also enjoys cooking (and tries to follow a clean Paleo diet), traveling, volunteering at the local animal shelter, and going to the farmer's market with friends. Morgan considers her four-year-old dog, Bandit, her child and does everything with him. Bandit has some health concerns, and Morgan looks for the best quality dog food made with natural ingredients.



	AWARENESS	CONSIDERATION	DECISION
CUSTOMER ACTIVITIES	<p>Morgan’s dog Bandit has recently had some health concerns which makes it difficult to digest certain foods. Morgan has done research on different all-natural brands for Bandit to try but is overwhelmed by all the options. On a recent trip to the veterinarian’s office, Morgan spots a flyer for Bark Avenue Bakery on the “community board” and asks the vet for more information. The vet explains that the bakery makes all-natural dog treats and that they may be a good option for Bandit. The vet’s own dog loves their treats and has a strict diet.</p>	<p>Morgan researches Bark Avenue Bakery’s website and social media platforms further when she returns home. She decides to follow them on Facebook and Instagram. She is impressed that the company’s offerings are all-natural and contain no chemicals, soy, or corn products. Even though the treats would be for her dog, she is happy that the offerings from Bark Avenue Bakery fall in line with her own personal beliefs that food should be as natural as possible. This makes Morgan feel good that she would be able to give Bandit quality food as well!</p> <p>While doing research on Facebook, Morgan notices that Bark Avenue Bakery has posted that they will be at her favorite farmer’s market on Saturday. She also maps out that the store is only 25 minutes away from her work (although the store closes at 4PM so she would need to leave work early) and the online store makes it easy for her to order treats. Morgan likes that there are many easy options for her to purchase the products.</p>	<p>Morgan decides to go to the farmer’s market and talks with the founder of Bark Avenue Bakery. Morgan is impressed with how knowledgeable and passionate she is about the products she makes. After having all her questions answered, Morgan feels good about the products and purchases a variety pack of treats for Bandit to try. Bandit gives his “bark” of approval and Morgan goes to the store on Monday after work (leaving work a little early) and purchases Bandit’s favorite treats. She also goes online that night to purchase a three-month treat subscription for brother’s dog Freddie who lives in Oregon.</p>
CUSTOMER GOALS	<p>Morgan’s main goal is to help Bandit feel his best by finding the finest, all-natural dog food and treats. The offerings from Bark Avenue Bakery intrigue Morgan and she looks up the company on her phone while waiting.</p>	<p>Despite a glowing recommendation from the vet and looking at the products online, Morgan wants to talk to someone from Bark Avenue Bakery in person to ask a couple of questions before deciding if she wants to make a final purchase. There is a lack of online reviews, so it is difficult to determine if the products are liked.</p>	<p>Morgan’s goal is to continue to purchase delicious treats for Bandit and to also “share the love” and purchase treats for her family and friend’s dogs.</p>
TOUCH POINTS	<ol style="list-style-type: none"> 1. Flyer in the veterinarian’s office. 2. Recommendation from the veterinarian. 3. Cute website and social media pages. 	<ol style="list-style-type: none"> 1. Morgan takes a closer look into the website and social media accounts. 2. Finds a Facebook event for the farmer’s market attendance. 3. She attempts to find online reviews but finds very little. 4. Morgan reads the descriptions of each product and learns more about what the treats are made of. 	<ol style="list-style-type: none"> 1. In-person interaction at the farmer’s market and at the store. 2. Knowledgeable and passionate company founder makes Morgan feel comfortable about her purchase. 3. Makes a purchase at the farmer’s market and a follow-up purchase at the store and orders a treat subscription box online for family. 4. Morgan leaves an online review on Facebook and tags the company in an Instagram post of her dog Bandit enjoying the treats.
BUSINESS GOALS	<p>To increase brand awareness through flyers/ information packets at local veterinarian’s offices and partnerships with the vets. Drive traffic to the company’s website and social media accounts and share more behind the scenes information about the products they produce.</p>	<p>To increase excitement for the brand to drive customers to come into the store or purchase products online. Also, to increase community involvement by attending farmer’s markets around the Orlando metro area. Through this community involvement, the goal is to encourage people to tell their friends about Bark Avenue Bakery and increase word-of-mouth reach to drive more sales. Increase website and social media followers to drive more engagement and followers and spread more awareness for the brand.</p>	<p>To create an enjoyable and seamless customer experience and help owners feel good about the food and treats they are giving their dogs. The goal is to create a community-like feel so individuals tell their family and friends about Bark Avenue Bakery and help the brand grow not only in the Orlando area, but around the country.</p>

Brand Vision Architecture

Creating an effective brand vision architecture was an important way for us to fully understand the market and audience Bark Avenue Bakery is striving to target. We researched the frustrations potential customers were voicing and current trends in the pet food industry. We defined what the brand is about and learned more about what customers are looking for in pet food and treats. Through this, we were able to define the overall brand ambition Bark Avenue Bakery should strive for.





BRAND IDEA

High-Quality Dog Treats for High-Quality Dogs

MARKET

Category Insights

Customers are frustrated by all the dog food and treat recalls and wondering what is safe to feed to their dogs.

The category fails customers by offering generic products that contain fillers, artificial ingredients, preservatives, and by-products that are harming dogs.

Many products that are currently out on the market are not freshly made and have been sitting on the shelves for weeks, or even possibly months at a time. There is the approach that dog food and treats is “one size fits all.”

Products in grocery stores that are all-natural and without preservatives are often expensive and lack a variety of offerings, often only providing the option of a couple of flavors.

While the market is growing, there is still a shortage of businesses that make homemade, high-quality dog treats and food. Purchasing food and treats from a grocery store does not benefit a small business as it would purchasing from a company like Bark Avenue Bakery. Additionally, at a big grocery store, customers are unable to speak with the individuals who make the product to ask for further information about the products they are purchasing.

BRAND

Brand Equity

Highlighting the importance of all-natural, safe, and tasty treats for dogs of all shapes and sizes.

Brand Purpose: Bark Avenue Bakery exists to fulfill the desire for all-natural dog treats that owners can feel confident and safe about giving to their canine companions.

Brand Tonality: Happiness, fun, love, trust, friendliness, special, quality-product, natural, local.

Product Equity: Safety, confidence, convenience, variety, satisfaction, further bond between owner and dog.

Enemy: Afraid to try and invest in yet another product.

AUDIENCE

Core Target Insight

Yearning for quality treats that customers feel confident are safe to feed to their dogs.

Customers are frustrated and angry by the recurrent dog food and treat recalls. They are constantly worried about what is safe to feed their furry friends.

Customers feel they do not have the time or energy to make their own dog food and treats and need already prepared all-natural and safe options to feed their pets.

Customers want to support the local economy by supporting a locally run, family business.

Once customers (and dogs) have tried Bark Avenue Bakery's treats, they will feel assured that they have found a safe treat and share with family and friends.

Core Demo: *Dog-enthusiast women and men, aged 30-60. Average household income of \$60-70K.*

BRAND AMBITION

Bark Avenue Bakery strives to provide the best quality dog products and be the leader in all-natural and handmade dog treats (measured by unit sales) across the Orlando-area by December 2020.

Communication Strategy

Building off the brand architecture and customer journey map, we were able to develop the communication strategy to help overcome three major barriers Bark Avenue Bakery faces. We analyzed what potential customers say and built a series of tasks and tactics to help overcome these barriers. For each, we focused on specific core messages that would help break through these barriers such as testimonials, product reviews, and highlighting in-store experiences.



BARRIER	AUDIENCE SAYS...	COMMS TASK	TACTICS	CORE MESSAGES
<p>Many potential customers are unfamiliar with Bark Avenue Bakery, even those local to the Orlando area.</p>	<ul style="list-style-type: none"> • <i>“I have never heard of you.”</i> • <i>“Where are you located?”</i> • <i>“Are you a new company?”</i> • <i>“I’m in that part of town all the time but have never seen your store.”</i> 	<p>Establish a strong brand identity in the specialty dog food market and show how Bark Avenue Bakery is involved in the local community.</p>	<p>Social Media</p> <ul style="list-style-type: none"> - Use geotargeting on Facebook and Instagram to generate brand awareness among local residents. - Boosted Facebook posts/ promoted photos on Instagram. <p>In-person outreach to local vets to educate them on brand. Flyers/ circulars at local vet offices and groomers. Targeted email marketing. Local outreach at farmers markets. Ambassador program with local influencers.</p>	<ul style="list-style-type: none"> • Brand Identity • Mission Statement • Brand Experience • Meet the staff and owners (“About Us” posts)
<p>Have to either make a special trip into the store to purchase or order online and wait for the treats to be delivered.</p>	<ul style="list-style-type: none"> • <i>“I am busy and do not have time to make extra stops during the day.”</i> • <i>“I want the treats quickly and it is annoying to wait for them to be delivered.”</i> 	<p>Illustrate how the online store is streamlined and how online shopping is convenient and less of a time commitment for those who have busy lives..</p> <p>Demonstrate the in-store experience through video and in social media posts such as live video on Instagram and Facebook.</p>	<p>Social Media</p> <ul style="list-style-type: none"> - Fun short videos of dogs and owners spending quality time together by coming into the store. - Fun videos/ photos/ GIFs of dogs patiently waiting for their treats to arrive in the mail. <p>Email codes for free upgraded shipping nationwide. Free local, same day delivery. Events/ attendance at farmers markets</p>	<ul style="list-style-type: none"> • Testimonials • Fun and dog-friendly store front • In-store experience for both dog and owner. • Fast shipping and processing times
<p>Local, specialty handmade dog treats are expensive versus treats mass produced by household name brands.</p>	<ul style="list-style-type: none"> • <i>“Why would I want to spend so much on handmade treats when I can get triple of the amount in a bag from the pet store?”</i> • <i>“I’m on a tight budget and cannot afford to spend extra money.”</i> • <i>“There is no benefit to shopping local.”</i> 	<p>Illustrate the value of a local business hand making the treats and ensuring each ingredient is fresh and safe through video and how-to photos.</p> <p>Illustrate the importance of buying local and how it helps to support the local economy by providing simple statistics and interviews with local officials.</p>	<p>Social Media</p> <ul style="list-style-type: none"> - Use of IGTV and Facebook to post videos/ photos showing employees making fresh treats to illustrate brand value. - Photos/ testimonial videos discussing the benefits of shopping local (Small Business Saturday- November) - Contests to win free product. <p>Discount codes via direct email marketing. Infographics illustrating importance of quality food.</p>	<ul style="list-style-type: none"> • Product Reviews • Brand and Product Value • Personalization • Good investment for the health of pet • Shop Local= Gives back to community

Content Examples

For digital content , we looked at what has been successful for Bark Avenue Bakery and what we could build off of. Currently, much of the content that is produced is generic stock images. While the content was streamlined, it was not receiving the level engagement that was desired or expected.

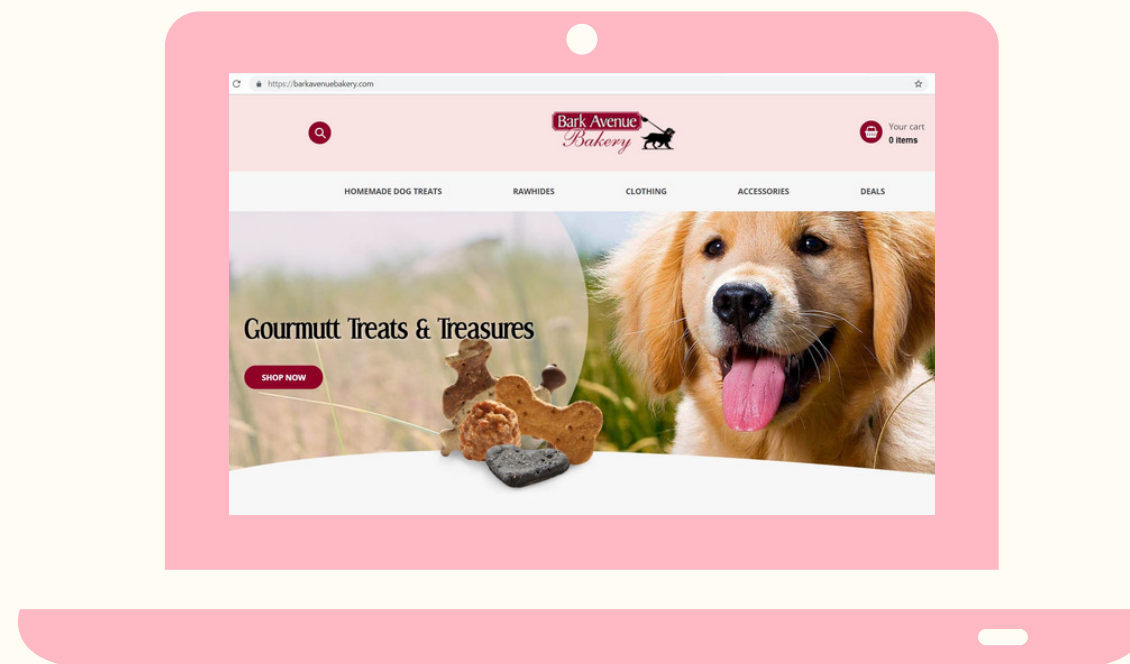
In designing the organic/paid content, landing page, and campaign marketing emails, we had three ideas in mind. First, reduce the use of stock images and use (with permission) user generated content shared with the company on social channels. Second, to keep a consistent level of branding through the use of colors and proper verbiage. Third, to illustrate how Bark Avenue Bakery offers a better and healthier product versus competitors. Incorporating these three ideas helped contribute to the success of our 360 degree marketing approach.

Sample Blog Posts and Search Keywords

1. 5 Scary Ingredients Your Dog Should Avoid Eating (And Why!)

2. 10 New Tricks to Teach Your Young (And Old) Dog [Video]

3. #InstaPup: The 7 Best Orlando Locations to Photograph Your Dog



1. Natural dog food

2. Safe dog treats

3. Orlando pet stores

4. Homemade dog treats

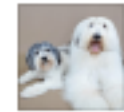
5. Organic pet treats

Free Lead Magnet

To aid in incentivizing customers to provide basic information and make a purchase, Bark Avenue Bakery should offer a promotion. One example would be every customer who signs up for the newsletter will receive a free bag of treats (a \$12.95 value) in their first order. When a customer first arrives on the Bark Avenue Bakery page, a notification will appear with the offer. The customer has to input their first name and email in order for the offer to be sent to them. Additionally, if a customer is in their cart, about to make a purchase, there will be an option for the customer to opt-in to the newsletter to receive the offer. If they do, the free bag of treats will immediately be reflected in their cart.



Social Media Examples



Bark Avenue Bakery

Sponsored

Like Page

It's Fri-Yay and we have exciting news! Not only will we be at the Winter Garden Farmers Market and Orlando Farmers Market this weekend, but our bakery is now open on Saturday's! Bring your pup and tell a friend (or share this post) and join us for a fun time!

Where We Are This Weekend!

OUR BAKERY LOCATION- NOW OPEN ON SATURDAY

4307 Vineland Rd, Suite H4,
Orlando, FL 32811
Saturday 10AM- 4PM

WINTER GARDEN FARMERS MARKET

Downtown Pavilion
104 S. Lakeview Ave
Saturday 9AM- 2PM

ORLANDO FARMERS MARKET

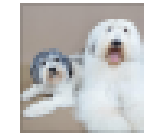
Lake Eola Park,
512 E. Washington St
Sunday 10AM- 4PM



232

23 Comments 19 Shares

Like Comment Share



Bark Avenue Bakery posted an offer.

Sponsored

Like Page

Is your pup craving their favorite all-natural treats but cannot wait a week? We want to help! Enjoy free overnight shipping on any purchase until April 9th.



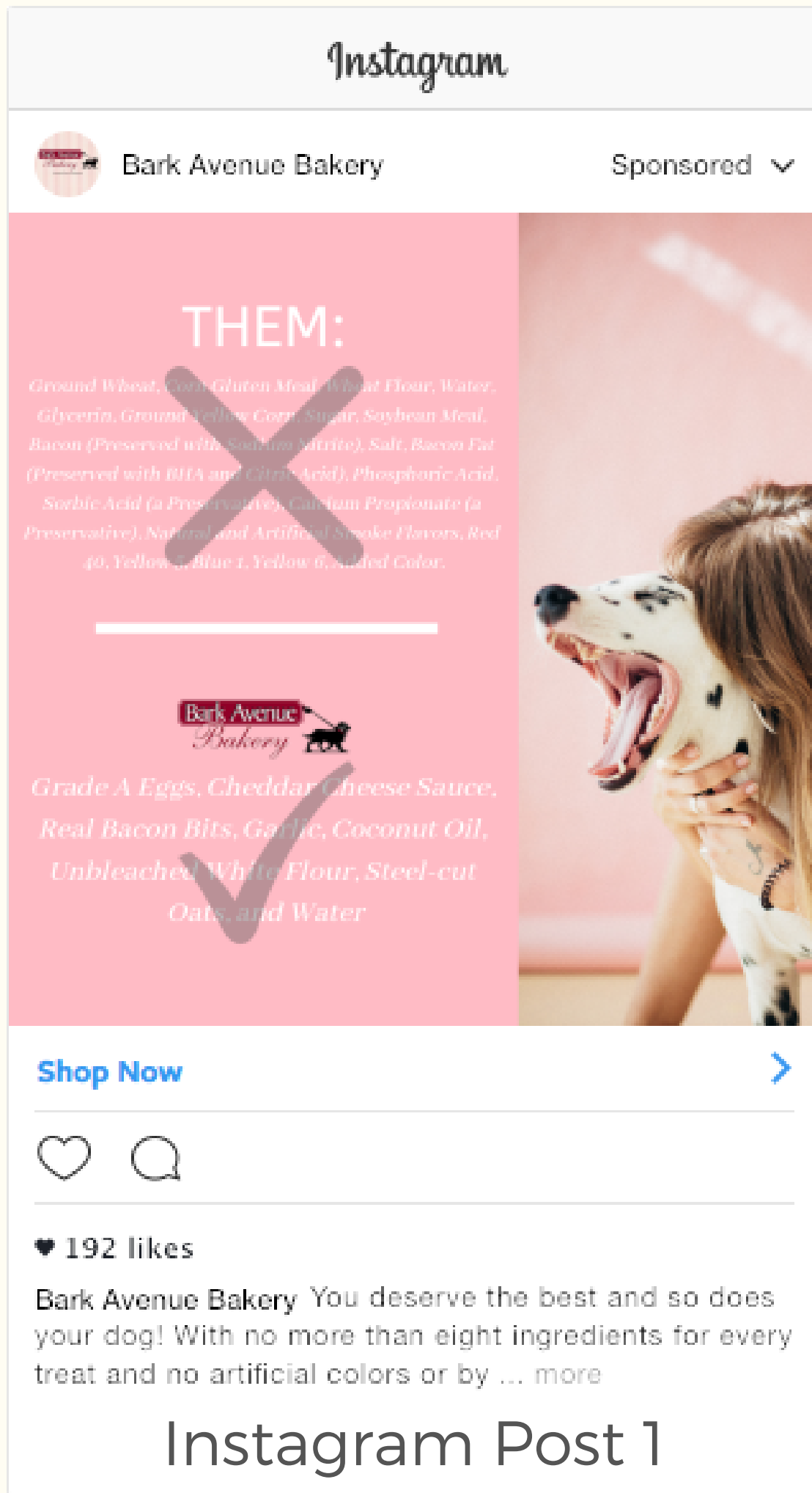
Free Overnight Shipping
Expires Tuesday, April 09, 2019

Get Offer

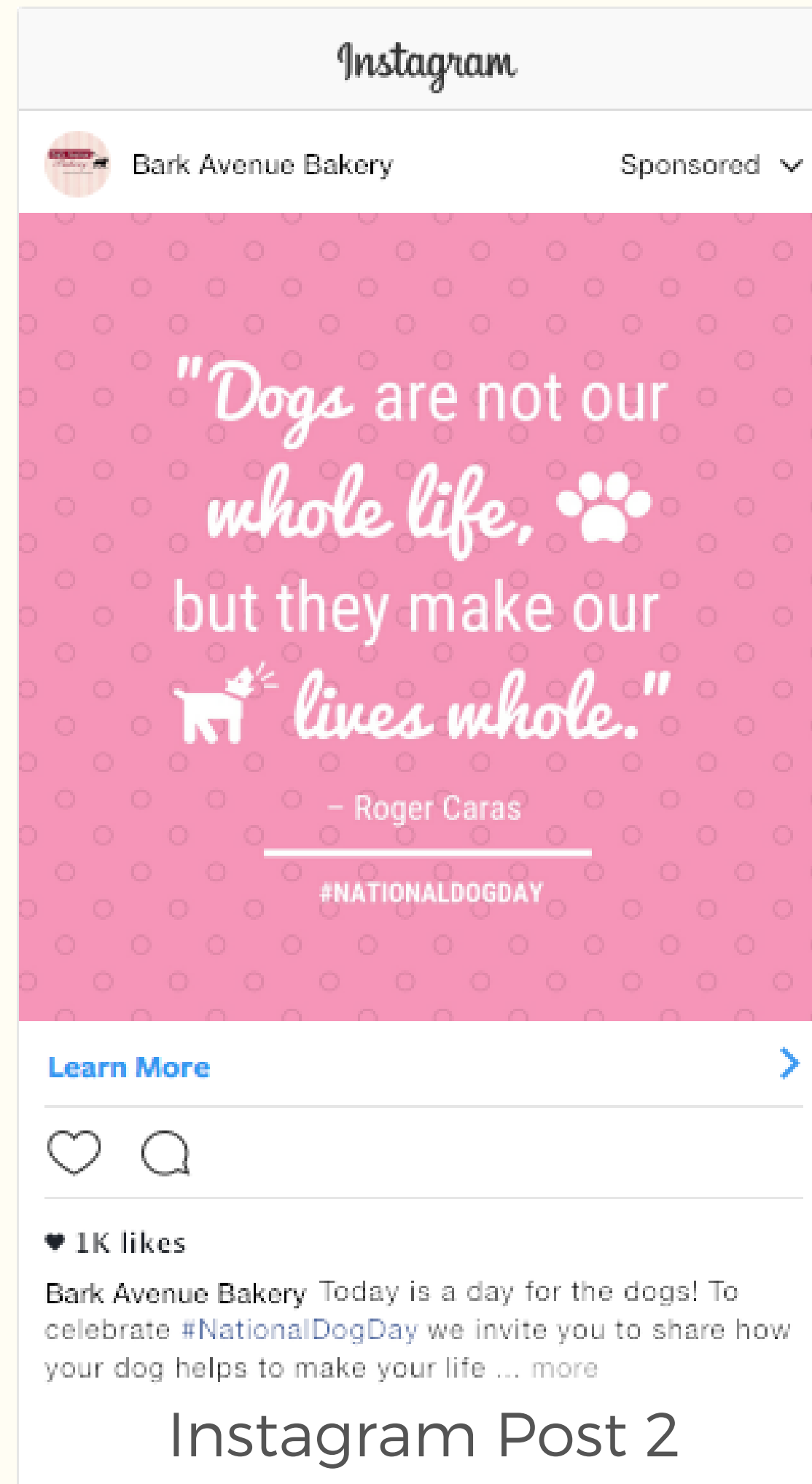
232

123 Comments 92 Shares

Like Comment Share



Instagram Post 1




Instagram Post 2


Full Captions

Post 1: You deserve the best and so does your dog! With no more than eight ingredients for every treat and no artificial colors or by-products, our treats will keep your dog happy and healthy. Invest in your dog's well-being and keep your pup smiling for years!

Post 2: Today is a day for the dogs! To celebrate #NationalDogDay we invite you to share how your dog helps to make your life whole. Leave your special memories in the comments below and feel free to post a picture using #BABNationalDogDay. We will feature our favorite responses in a future post!



**IT'S
OUR
BIRTHDAY!**



To celebrate, we are offering
10% off online and in-store!

Use code **BARK10** at
checkout or mention in-store
until 4/14/19.

ORDER NOW

Birthday Sale Ad

Bark Avenue Bakery | All-Natural Dog Treats | Made In Orlando, FL

Ad www.barkavenuebakery.com (407) 345-9999

4.5 ★★★★★ rating for barkavenuebakery.com

Bark Avenue Bakery has been making all-natural dog treats for over 14 years and continue to receive "two paws up" from pups of all ages and sizes. Reward your pup to a treat you'll feel good about!

Homemade Dog Treats

All-natural treats handmade everyday with the best quality ingredients.

Deals

Reward your dog with our latest deals on our most popular products.

Rawhide Treats

Made from the freshest and safest ingredients.

Accessories

Presents for you and your favorite furry friend.

Google Ad Mockup

THE DOG DAYS OF SUMMER SALE!

20% OFF* AT BARK AVENUE BAKERY.

Shop Now!

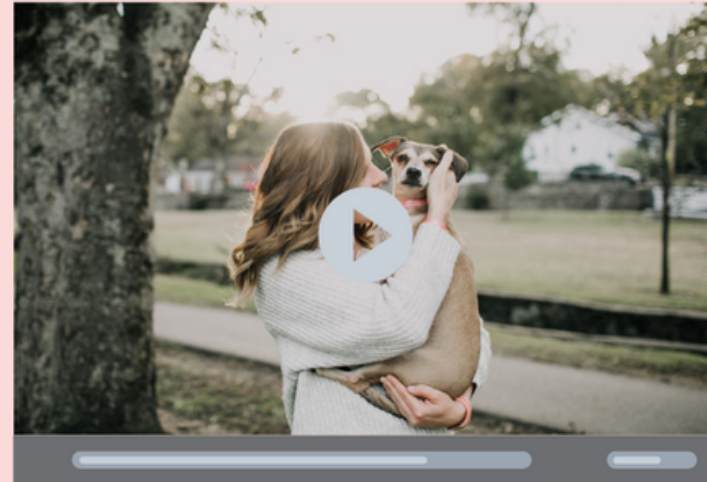
*UNTIL 9/7/19

Leaderboard Ad



A NEW BREED OF TREATS

Wholesome Nutrition to
Make Dogs Whole



TREATS MADE WITH HEART

Years ago, our founder sought out to fulfill a need; the need for healthy and safe dog treats. Unhappy with all the conventional treats filled with by-products and artificial colors, she created her first batch of treats in her kitchen using all-natural ingredients. Word spread fast about these tasty treats and Bark Avenue Bakery was born. Ten years later, Bark Avenue Bakery is still committed to creating the healthiest treats. While our kitchen and staff may have grown over the last decade, we still create our treats with the same love and care.

SOCIALIZE WITH US:



VOTED BEST PET BRAND IN 2018

20% OFF YOUR NEXT ORDER AND OTHER SURPRISES

First Name

Last Name

Email

Zip Code/ Country

📅 Birthday (MM/DD/YY)

SIGN ME UP!

WHAT OUR FAVORITE DOG MOMS AND DADS ARE SAYING:



“Our babies only get treats from Bark Avenue. I trust their quality and the 'kids' love the taste. They don't even want other treats. If you want the best treats for the pets you love, it's Bark Avenue.”
-Patti M.



“The folks at Bark Avenue are pet lovers as well as experts when it comes providing nutritional products for dogs. I HIGHLY recommend them to all of my family and friends.”
-Lou M.



“Bark Avenue is the only place I trust for my pets nutrition. I rely on them to give me advice and updates on their food. Everyone is so knowledgeable and friendly.”
-Annie C.

Landing Page

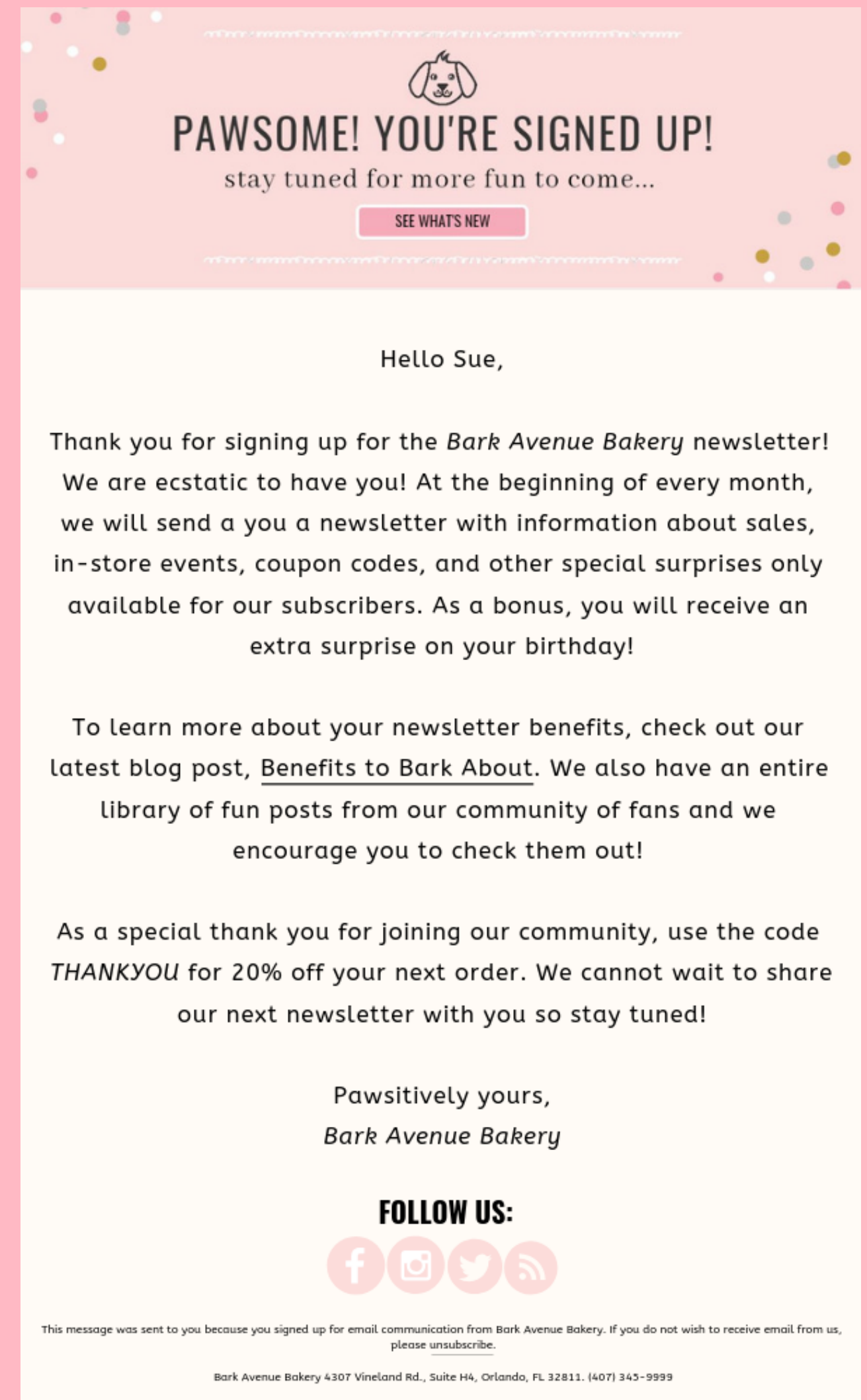
Creating a visual appealing and informative landing page was key for us to drive more leads and engagement. To help potential customers gain a better understanding of the company, we produced a two-minute video featuring the founder of Bark Avenue Bakery discussing the company and the benefits of all-natural dog treats. We also asked Bark Avenue Bakery's biggest customer to provide her video testimonial on how the company has changed her and her dog's life.

Another important aspect to the landing page is to encourage potential customers to submit their contact information and sign-up for the Bark Avenue Bakery newsletter. This will help to increase the reach of the brand and encourage a loyal customer base.

Welcome Email

Subject: Pawsome! You're Signed Up!

This email is designed to welcome any new prospective customers who sign up for the Bark Avenue Bakery newsletter via the landing page. The email thanks the individual for signing up, tells them what to expect in the monthly newsletters, encourages them to check out the Bark Avenue Bakery blog, and then rewards them with a coupon for their first purchase.





**THANK YOU FOR
YOUR PURCHASE!**

...and welcome to our family!

Hi Mary,

Thank you for your purchase and welcome to the Bark Avenue Bakery family! We are very happy to have you and your furry friends as members of our community.

Our bakery experts are currently at work processing your order and hand preparing it to send out to you as quickly as possible! *As a thank you for placing your first order, we will be including a special surprise for you in your package so keep an eye out!* We will follow-up with tracking information within the next two days.

While you wait for your order, check out our blog to learn more about our community of dog-lovers and read fun articles such as this...



Thank you again for your purchase and we will reach back soon!

Pawsitively yours,
Bark Avenue Bakery

FOLLOW US:



This message was sent to you because you signed up for email communication from Bark Avenue Bakery. If you do not wish to receive email from us, please unsubscribe.

Bark Avenue Bakery 4307 Vineland Rd., Suite H4, Orlando, FL 32811. (407) 345-9999

New Customer Email

Subject: Thank You and Welcome To Our Family!

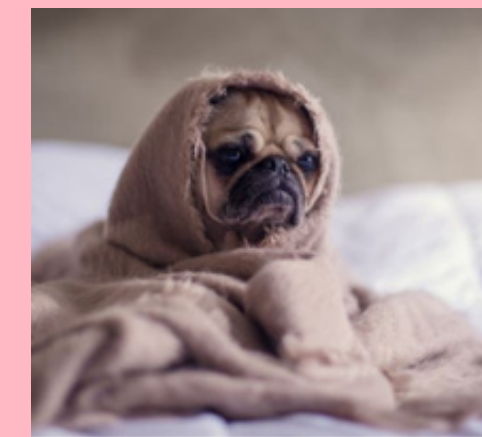
This is directed to a new customer who has made their first purchase with Bark Avenue Bakery. It draws similarities to the email sent to new subscribers of the newsletter and thanks the customer for their purchase. To surprise and delight the customer, we recommend that a special bonus is added to the order such as a free bag of treats. This hopefully will excite the customer and turn them into a repeat customer. The email also welcomes them to the community and invites them to engage with the company blog.

At-Risk

Customer Email

Subject: Where Are You, Friend? We Miss You!

This email is directed towards customers who have not made a purchase within a preset time frame. The email shows that the company has taken notice but also thanks the customer for their patronage in the past. To convert the customer back, tactics such as a 25% off coupon should be used. Having a deadline when the coupon can be used encourages the customer to act fast in order to take advantage of their savings. The code can be used either online or in-person, so it caters to both local customers and those who live outside Orlando.



**WE MISS
YOU!**

Hi Robbie,

We have noticed that it has been a while since you have purchased from us! We are so grateful for you and consider you to be part of our Bark Avenue Bakery community! We hope that you are spending extra time with your furry friends as we approach the summer months. All of us here have been taking advantage of the longer days to play a couple more games of fetch!

We would love to invite you back to see some of our latest seasonal treats your furry friends will be sure to enjoy. To thank you for being a valued customer, we are including a coupon for you to use towards your next purchase within the next two weeks.



We look forward to seeing you again soon!



Pawsitively yours,
Karen Anderson, Founder

FOLLOW US:



This message was sent to you because you signed up for email communication from Bark Avenue Bakery. If you do not wish to receive email from us, please [unsubscribe](#).

Bark Avenue Bakery 4307 Vineland Rd., Suite H4, Orlando, FL 32811. (407) 343-9999



Are We Something To 'Bark' About?

REFER A FRIEND!

Hi Lisa,

We noticed that you recently made a purchase online and left us a review. We're happy that your furry friends are enjoying their new treats! Thank you for taking the time to show us some love!

We'd like to invite you to refer a friend to Bark Avenue Bakery. When you refer a friend, they receive a \$10 off credit on their first purchase and you receive a \$10 credit as well! It's a win-win situation all around!

Refer a Friend Today!

Start Now!

\$10 FOR THEM. \$10 FOR YOU!

Thank you for being a valuable member of the Bark Avenue Bakery family!



Pawsitively yours,
Karen Anderson, Founder

FOLLOW US:



This message was sent to you because you signed up for email communication from Bark Avenue Bakery. If you do not wish to receive email from us, please unsubscribe.

Bark Avenue Bakery 4307 Vineland Rd., Suite H4, Orlando, FL 32811. (407) 345-9999

Referring Customer Email

***Subject: Are We Something To 'Bark' About?
Refer A Friend!***

This is targeted towards frequent and active customers. This email is geared towards someone who made a purchase and then posted a positive review. To expand the company's reach, this email is sent out to encourage the customer to refer a friend. If the friend makes a purchase, they receive \$10 off their purchase and the referring customer also receives a \$10 credit that will be sent to them via email. The customer can refer multiple friends and there is no limit to the number of credits they can receive.

Loyalty Programs Overview

We have developed two new loyalty programs for Bark Avenue Bakery.

Both focus on rewarding customers for their frequent engagement and/or purchases with the company. Our overall strategy is to build a strong community of supporters and fans of Bark Avenue Bakery. Both programs are free, require minimal registration time, and are designed to be fun and easy for customers. One program focuses on the in-store experience and community in Orlando and the second rewards both local customers who shop in-store but also out of town customers who shop online.

Frequent "Bow-Wower" Program



In an effort to encourage more frequent sales, the Bark Avenue Bakery Frequent "Bow-Wower" Program will be incorporated into the overall marketing strategy. The program is free and only requires a name, email address, and birthday in order to enroll. The membership ID is the customer's email address. For every purchase made either online or in-person, the member will receive a "paw print" that will be linked to their account. Members will be able to redeem accrued paw prints (starting at three!) towards rewards such as free bags of treats, toys, free shipping, credits off a future purchase, and other items. The paw prints never expire and there is no limit as to how many can accrue. The program is designed to rewards loyalty and will also send random surprises to those who are the "most loyal" (make a minimum of five purchases annually) to thank them for their continued patronage.

Weekly Dog Walks

Every Thursday evening, dog lovers and their furry friends can meet at the Bark Avenue Bakery store for an hour-long walk. Each time someone attends, they receive an attendance point which will be logged on their Frequent "Bow-Wower" account . Every three months, there will be a party after the walk with food, treats, and raffle prizes. Every attendance point counts as an entry for the raffles, so the more someone attends, the more chances they have to win! The walks are designed to be a way for dog lovers to meet and socialize, while building a fan community for Bark Avenue Bakery in Orlando.





Thank You!

**Questions? Contact:
Katy Sputo**