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# **Crazy Pawz, Inc.**

**Creating a Pet-Centric Social Media Presence**

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# Overview

Crazy Pawz, Inc. is a full-service pet care company operating in Chicago, providing dog-walking and pet-sitting to the River North, South Loop, and West Loop neighborhoods. It is independently owned, with ten independent contractors hired as walkers/sitters for over thirty clients.



Despite the brand's loyal client base and solid word-of-mouth, it does not reach younger clients due to its lack of social media presence and website. Though the company has a Facebook page, it is barely managed or used and does not bring in new customers.

## Strategy Statement

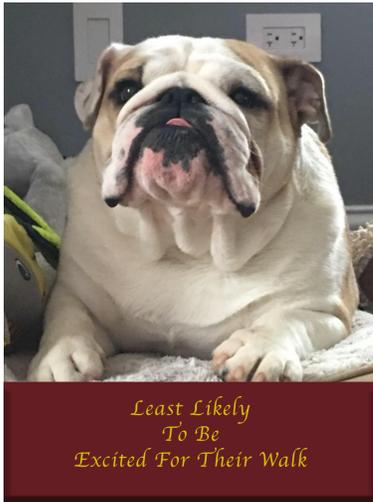
In order to help build the brand's social media presence and tap into a younger client base, we will be implementing an energizing and marketing strategy. First and foremost, we will create a business profile for the company on Instagram. We will then build the profile with initial postings to give the page a modern style and feel, and then follow other pet-centric accounts and their followers, specifically Chicago-based brands and companies. We will then implement an energizing strategy, focusing attention on the pets the company cares for a "Hall of Fame" series, inviting users to post their own "Hall of Fame" pictures with a provided hashtag. Among these posts will be posts advertising the company's services, focusing on their affordability and the good reputation of the company in order to attract new clients through the previously untapped social media market.

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## Creative Concept

### “Crazy Pawz Hall of Fame” - #CrazyPawzHallOfFame

The basic premise is a series of Instagram posts featuring “awards” to dogs that are walked for certain aspects that match their personalities. For example:



“The ‘Least Likely To Be Excited For Their Walk’ Award goes to Otis, a 2 year old English Bulldog with a love of naps and a disdain for prolonged physical activity!

Do you have a dog that deserves an award?  
Post it with the hashtag #CrazyPawzHallOfFame

These posts act as both marketing and energizing tools, showing the company’s personal connection to its client’s pets and inviting users to post their own awards for their pets with a hashtag that boosts the brand. It bolsters the image of a small, committed company

A similar series of posts will be done on Facebook, inviting users to post pictures of their own pets in the comments section.

## Target Audience

Ideally, the company will be posting to attract younger pet owners and pet-lovers. The company’s current client base is mostly middle-aged or elderly owners, and it could benefit from a wider range of clients. Younger owners are less likely to utilize dog walking services, however, often due to price, so the goal of the posts are to not only energize pet-owners to be involved in the online community, but also to promote the brand’s affordable rates and small-business appeal.

The posts featured in the “Hall of Fame” concept will act as calls to action for users to post their own pictures using the company’s hashtag, and promotional posts in between these posts will advertise the affordability of the services, and invite users to contact the company.

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# Execution

## Steps

- Create a business profile for the company, listing the services provided and location.
- Populate the page with a modern “style-board,” showcasing the page’s focus on pets.

Example:



- Follow other pet-centric accounts, starting with Chicago-based companies, brands, and influencers, and also follow these accounts’ own followers in an attempt to gain follow-backs and build an audience.
- Create a banner (3 connected photos) showcasing the title “Crazy Pawz Hall of Fame.”
- Begin posting “Hall of Fame” pictures, posting one, then a promotional image highlighting the company’s affordability, then another “Hall of Fame” post. Repeat this process twice daily, creating a visual pattern on the account’s feed, contributing further to the modern style.
- Post one call to action on each “Hall of Fame” post, asking users to post their own photos with the hashtag #CrazyPawzHallOfFame.

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## Objectives

### **Energizing:**

The “Hall of Fame” posts energize users, especially pet-owners, to be involved in the hashtag, further expanding the brand’s reach without overloading followers’ feeds with posts from the company.

**Marketing:** These posts also help to market the brand, showing its commitment and personal connection to its clients’ pets. Additionally, the promotional posts between these “Hall of Fame” posts market the brand’s affordability and ease of service, and also provides contact information.

## Tools & Tech

The main tools used for this plan are as follows:

-**Instagram**

-**Photoshop** (Banners, Placards for “Hall of Fame” posts)

-**Planoly**, a social media managing app that allows admins to create “Style Boards” (photos split up to cover multiple posts and appear together on the account’s profile)

## Measuring Success

Measuring the success of the campaign is fairly straightforward. For the goal of growing a social media presence, success will be measured by followers, engagements, and company hashtag uses. For growing the client base and attracting younger pet owners, success will be measured by the amount of new clients that are brought in.

## Repeating for Growth

If the plan does prove successful, it will be important to continue the posts and further engage and energize the audience. Promotional posts can focus on different themes of marketing, such as appealing to college students with pets, owners who work and are unable to show their dogs affection while they are working, and people who are tight on cash.

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# closing

This plan is truly an introductory strategy for Crazy Pawz, Inc., because the company's current lack of social presence is its biggest problem. Without first establishing a social presence and giving the brand a specific style, more advanced or complicated strategies cannot be introduced. Despite this, I do believe this plan is perfect for a company that has already established itself via word of mouth, and can truly only serve to benefit from a plan such as this.