

CRAZY



PAWZ



A
SOCIAL MEDIA
ANALYSTS

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BUSINESS OVERVIEW

Founded: March 2008

Mission: "Providing safe and reliable pet care, personal customer satisfaction at an affordable price."

Service: Dog-Walking, Pet-Sitting



COMPANY

INFO

- 🐾 Independently Owned
- 🐾 Currently has 30+ recurring clients
- 🐾 Has a team of 10 part time walkers hired as independent contractors
- 🐾 Ranked as a "Top Pro" by Thumbtack, with a rating of 4.9/5 (10 reviews)

The Industry

- 🐾 Pet Care services provide dog walks, pet-sitting, training, and grooming.
- 🐾 Most are independently owned and operated.
- 🐾 The pet care industry is worth over \$40 billion, mostly in grooming and vet services.
- 🐾 There are over 50 pet care companies operating in the South Loop, River North, Gold Coast, and West Loop neighborhoods.

CLIENTELE

- 🐾 Currently has over 30 recurring clients
- 🐾 Mostly upper middle-class and wealthy individuals and families
- 🐾 Generally 30 years old or older, living in downtown apartments and working full time
- 🐾 Often referred by current/former clients, or through word-of-mouth and posters

SOCIAL MEDIA AUDIT



facebook®

CRAZY PAWZ, INC. PET CARE SERVICE

Likes: 111 Followers: 112

Rate of Posts: 5/Month

Average Engagements Per Post: 2-5

🐾 Crazy Pawz Inc.'s Facebook presence is light, with infrequent posts and minimal use. The Company Overview states "Chicago's Premium Pet Care Provider... We guarantee your pet gets the time, exercise and care he or she deserves! We offer daily dog walks and pet sitting with the highest level of customer service and personal attention in the industry."

🐾 The quality of the posts are not the best, though there are many pictures of dogs, many are low-res or blurry, with bad lighting. The only other things posted are the occasional links or videos of pet-related news or products, as well as a somewhat strange thread of copied emails praising the company.



🐾 Overall, Crazy Pawz Inc.'s Facebook presence leaves a lot to be desired, especially from a dog-walking company in downtown Chicago with so many clients. However, the company clearly does not suffer greatly from these shortcomings, as it still has a very solid client base and positive reviews/feedback.



Thumbtack

CRAZY PAWZ, INC.

Rating: 4.9/5 Reviews: 10

Hires From Site: 35

Employees: 12

🐾 This website is where Crazy Pawz Inc. succeeds. The company is rated as a "Top Pro," and boasts only positive reviews.

🐾 The content is mostly of good quality, though some of the informational posts are misspelled, as well as some of the reviews.

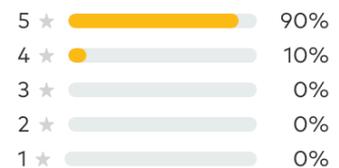
🐾 Overall, Crazy Pawz Inc.'s Thumbtack page is very good, and shows off some of the happy clients, as well as looks into the motivations of the company.



Reviews

Customers rated this pro highly for **work quality**, **punctuality**, and **professionalism**.

4.9 TOP PRO
★★★★★
10 reviews



AUDIENCE ANALYSIS

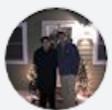
 Crazy Pawz Inc.'s social media engagement is not totally absent, but it's pretty close. Overall, the company never responds to comments or engages with any specific people.

 However, the very few likes that their posts get are usually from the same three people, and though they may be targeted towards any social group (everyone loves dog pictures), their audience seems to be overwhelmingly white and middle-aged.

 One viewer in particular's name is found on nearly every post: Tiffany Derr-Diaz. Tiffany's Facebook profile is largely stereotypical of her demographic (white, middle-aged women), filled with blurry pictures of her yard, the same picture of her kids posted seven different times, and even a quip about kids these days. Oddly enough, she is the exact demographic that Crazy Pawz Inc. owes most of its business to. Probably a former client/customer, she likes nearly every post made, and occasionally comments, with insights such as:



Write a comment...

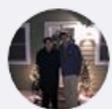


Tiffany Derr-Diaz Awe! Sooo cute!

Like · Reply · 4w



Write a comment...



Tiffany Derr-Diaz He looks like he's saying "oh no crazy paws!"

Like · Reply · 28w

Another user that shows up quite a bit is Randy Peach (yes, that's his real name). Randy comments occasionally, and likes most of the posts. He is the CEO's husband. His comments are normally sarcastic, but almost always supportive of the company (and the CEO herself). His Facebook is private but he does work as a lawyer. Despite his personal connection to the company, he does actually fall into one of the target groups for the posts. The company's clients are mostly dog owners who work and live downtown, often upper-middle class or wealthy, who simply don't have time to take their dogs out during the day. Randy's comments on the posts are interesting as well, because they are the only comments the company page ever reacts to or interacts with, which is probably because they are married. Here is an example of Randy's contributions:

New pup client Wilson on his first walk yesterday.



Like

Comment

Share



2

Top comments



Write a comment...



Randy Peach



1

Like · Reply · 26w



Randy Peach Good lookin pup right there

Like · Reply · 26w

 Another specific user who interacts with Crazy Pawz Inc. quite a bit is Roni Gold, and guess what? She's a middle aged white woman. She likes many of the posts, and I know for a fact that she was a former client who moved to the suburbs. She still keeps up with the company on social media, which says something about the loyalty this company receives from its clients. Clearly, she liked the services (and the walkers and boss) enough to keep up her following of the company and supporting it when it posts. Though it may not do anything to help the company (due to its lackluster social media presence in general), it is still a nice sentiment and contributes to the strong word-of-mouth the company has.

AUDIT OVERVIEW

 The company could benefit greatly from an increase in both its social media presence and its engagement with its followers. Dog-walking companies have a very specific advantage in their platforms: they're posting pictures of dogs. Dog pictures are a gold mine when it comes to Twitter, Facebook, and Instagram. It's somewhat surprising to me that Crazy Pawz Inc. has not taken advantage of this, but that probably stems from the owner herself not being extremely active on social media. Therefore, her brand currently gains nothing from its social media pages.

NARRATIVE ANALYSIS

Crazy Pawz, Inc. suffers from a very clear problem: it has virtually no social media presence. What it lacks in its existing social media accounts is any sort of management or direction. With such a lucrative social media market around dogs, Crazy Pawz is missing out on growing its business and public image what could be an exponential amount. However, the company is one of the largest dog walking companies in downtown Chicago, and clearly has a faithful client base. The company has successfully tapped into the middle-aged dog owner market, but struggles with younger, more tech-reliant owners.

RECOMMENDATION

The first step to growing the business even further is for the CEO to either come up with a social media plan or hire a social media manager to do it for her. My initial plan would be as follows:

1. Take higher quality photographs of the dogs or edit existing photos to look nicer.
2. Grow the Facebook audience by inviting my personal network on social media to give the page a boost in visits and engagements.
3. Start an Instagram account for the company. With dog photos and videos, Instagram accounts are much easier to grow, especially when using certain hashtags and following various other dog-centric accounts.

