

PET DREAMERS

PRESCRIPTION FOR A RECESSION PROOF MARKETING PLAN

PRESENTED BY



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MARKETING PLAN PROPOSAL

PET DREAMERS PRESCRIPTION FOR RECESSION PROOF MARKETING

ARE YOU LEAVING MONEY ON THE TABLE?

Direct Marketing Rx has written a prescription for recession proof marketing. The prescription consists of 11 steps that will increase traffic and sales for your e-business. After a review of your website I didn't see any additional money making strategies set in place beyond selling your pet care products. Put the following ideas into action and create multiple streams of income for Pet Dreamers.

Make your website earn money while you SLEEP!

You need a sales funnel get customers sampling your products with low cost items and then moving down the sales funnel to higher priced purchases.

CARVE OUT YOUR NICHE

Before you implement a new marketing plan make sure you focus on your target market. Who will you be directing into your sales funnel? Find your ideal customer and research his or her needs and focus your marketing on meeting those needs.

Research the age, gender, marital status and number of pets owned. Also find out the financial life, daily life and psychographics of your ideal client. Develop a picture of who you are selling to and gear your marketing to that specific person. Doing this is important since it helps you keep your marketing message personal and focused on the needs of the customer.

Who is your ideal customer? Target your marketing on that person!

START A BLOG

A BLOG IS A TRAFFIC GENERATOR.

People want a way to get to know, like and trust you. A blog is one way to build a relationship. Today's shoppers want more than a sales relationship. They are looking for answers to their pet care questions...a resource they trust and will turn to when they need help. With a blog you can provide a variety of pet care tips for readers. Add your own experiences to it...real experiences connect you to your prospects.

Blogs direct traffic to your website. It's a Pre-Selling device that helps you establish confidence in potential buyers. You can also have the blog earn money with Ad Sense ads and affiliate links to product you review on your blog. For example links to pet care books on Amazon.com or ads promoting other pet services that coincide with yours like pet kennels, veterinarians, and dog walkers.

START AN EMAIL CAMPAIGN

Have an opt-in email form on your website so you can collect your customers email addresses. Then you can keep in touch with them. Send a weekly email outlining specials on close out items...announce new items...build anticipation for new products being developed.

Keep in your customers consciousness so they keep coming back to buy your products. Competitors are out there waiting to lure you customers away. Send out regular emails to maintain a relationship with your customers. It's easier to keep current customers or revive old ones than find new customers.

Remember to have customers Opt-In for emails so you don't get tagged as SPAM.

Some sites have a double Opt-In process in place to avoid being accused of unsolicited emailing. Offer a free report or subscription to your e-zine to get the email address.

CREATE AN E-ZINE

Send out an e-zine on a regular basis to keep in touch with your customers. You can start out with a once a month e-zine then move to a twice a month and then to a weekly ezine. Fill it with pet care tips and your pet experiences. Maybe have a section for questions asked and answered about pet care. Review books, magazines on pet issues. Feature a specific product and maybe have a special offer like buy 2 get 1 free or buy 1 get 1 half off. Have several short articles and tips to make you experts in your customers' mind.

You want to stay in the front of your customers' mind so when they need pet products they think of you and buy your products. Have a sign up form on your website so visitors can sign up and keep informed about your products.

WRITE ARTICLES

Write articles about pet care or other pet subjects and submit them to local newspapers, online resources like Squidoo to establish Pet Dreamers as the expert in pet care. You want people to think of Pet Dreamers when they have pet care needs and questions. Eventually when you have enough articles you can sell an e-book compilation of the articles. Or make a free report to offer customers as a thank you for signing up for your e-zine or newsletter.

IMPLEMENT A DIRECT MAIL CAMPAIGN

Direct Mail is still an effective way to promote your products to customers and get sales. Have special offers to revive old customers, get current customers buying more and get new prospects interested in buying.

Send out monthly postcards, flyers or some sort of mailer to keep your customers buying from you and not your competitors.

With direct mail you can measure the return on your investment down to the penny. You can calculate the responses and sales from those responses so your marketing dollars aren't wasted. Repeat the campaigns that work and stop the campaigns that fail to get sales.

OFFER A PRINT NEWSLETTER SUBSCRIPTION

Have a print newsletter customers can pay for subscription. A newsletter will add income for writing a few articles about a topic you love – pet care. Some subscriptions offer audio cds of interviews with experts on different topics of concern to the subscribers.

You can charge more money for the subscription when you add extra benefits like expert interviews. Send it out monthly and automatically charge each subscriber's credit card for the newsletter. Or you can charge an annual subscription fee all at once by offering a discount for paying for the year in advance.

SUBMIT PRESS RELEASES

FREE PUBLICITY IS BETTER THAN PAID ADVERTISING!

You can submit press releases to local media outlets when you have a newsworthy event. When should you send out a press release?

- When you sponsor a non-profit organization.
- When you add new products or line of products to your business.
- If you have received any industry awards or recognition.
- If you are giving a speech on pet care at a local event.

If you tie in the press release to a current news story you could get an interview by a reporter and get a feature story out of your press release. That's worth more than any paid advertising. And it doesn't cost you and any advertising dollars.

IMPLEMENT A CONTINUITY PROGRAM

GET MONEY EACH MONTH EVERY MONTH

Create pet care product packages that people sign up to buy monthly. Give them a discount for signing up – cheaper than buying at regular price and they need it every month any way. Then ship the products monthly and you bill their credit cards. They have to actually call or email to cancel so you are making money every month without having to get do anything.

The packages could be a shampoo/conditioner/beauty bar package of favorite products. Have choices like a top selling items, your favorites or each month a different product like a fruit of the month club where each month is a different fruit – they'd get a different beauty bar or shampoo. Make it fun to join the continuity program.

Have different price points for different pet care packages...get customers at all price ranges buying. For example have silver level, gold level and platinum level programs. With these continuity program packages you get customers to the middle and bottom of the sales funnel section where you are regularly making more money than with an individual sale per customer.

A factor of these programs you can focus on is exclusivity among your customers. Every market has customers who will happily pay more than the standard price for convenience, status and special treatment.

You can offer VIP services with continuity packages. Things the average buyer won't get. Possibly overnight shipping, special wrapping of the package so they feel special when they get their order delivered, a member's only forum on your website with extra information about pet care that only paid members get. Platinum could include an

exclusive package where the customer gets a new pet bed every quarter for a certain price...your pet deserves a fresh new bed every 3 months...with all the wear and tear they put on the bed. Come up with your own ideas based on what sells and what your customers seem interested in to develop your own package levels.

The opportunities are endless for continuity programs and so are the potential customers who will pay a higher price to get what they want.

USE AFFILIATE PROGRAMS

GET MONEY FOR REFFERALS

You can review other products that don't compete with your business and have affiliate links on your website. Then when your customers buy those products you get a commission...money for doing very little work. Every little bit adds up to money in your pocket. Consider affiliates for the following products:

- Books – Amazon.com
- Pet toys
- Bath tubs
- Other pet care items that you don't manufacture

USE JOINT VENTURES

Work out a cross promotional or referral deals with businesses serving similar customers. You can cross refer customers offering special discounts and add to your customer base. Potential joint venture partners:

- Pet groomers
- Animal shelters
- Veterinarians
- Id tag/microchip companies

VIRAL MARKETING

Create pod casts on your blog. Post videos on Youtube. Create Pet Dreamers accounts on Social networking sites like Facebook and LinkedIn and many more. Generate interest in your products and get traffic to your website.

Add RSS buttons and Social bookmarking links like Diggit and Stumbleupon on your site so people can add you to their lists and let their friends know about you.

Also have a signature line on all outgoing emails promoting your business and a particular product so people can click on those links and forward them to friends.

Add a form to you Thank You for Your Order page that will offer them a free report for signing up to your ezine or allow them to forward your link to their friends.

PRESCRIPTION SUMMARY

Pet Dreamers has several opportunities to increase sales and create multiple streams of income. Commit to a healthier bottom line and put the following marketing prescription into action. Prepare to see Pet Dreamers become a recession rock star with sky rocketing sales by taking the following marketing prescriptions:

1. Research your ideal customer and carve out your niche.
2. Start a blog
3. Create an email campaign
4. Write an e-zine
5. Implement a direct mail campaign
6. Offer a paid print newsletter subscription
7. Submit press releases.
8. Put a continuity program into action
9. Use affiliate programs
10. Develop joint ventures
11. Explore viral marketing

Contact Direct Marketing Rx if you need more information or assistance on putting these 11 remedies for recession proof marketing into action.