

# **BUSINESS SERVICES OPERATIONS RESEARCH EVENT**

Improving SoLoMo Promotion at Paw Seasons



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## I. EXECUTIVE SUMMARY

### Business Description

Paw Seasons is a luxury pet hotel and spa founded in 1993 by Dr. Neil Weiss. It is located in Plainview, New York and offers many services that satisfy the needs of pets and their owners such as grooming and boarding options. Paw Seasons' target market consists of local pet owners who travel often and need a safe place to leave their pet.

Paw Seasons also targets pet owners with high discretionary incomes.

### Problem

With technology advancing, Paw Seasons does not have a sophisticated social, local, and mobile (SoLoMo) promotional campaign in place. Currently, Paw Seasons utilizes very little local and mobile promotion, and does not have up-to-date social promotions. It is crucial for Paw Seasons to develop a SoLoMo campaign that will keep up with growing technology trends in order for the business to thrive, develop increased brand awareness and ultimately increase profitability.

### Research and Findings

In order to craft an innovative SoLoMo campaign, we conducted both primary and secondary research, as shown on the chart to the right. We interviewed Ms. Tami Tappan, the marketing coordinator of Paw Seasons, who helped us develop a survey that we distributed to existing customers. For instance, we found out that **97%** of customers felt that Paw Seasons should create a mobile app, and **96%** of customers felt that Paw Seasons should partner with a charity. Additionally, we found out that an underwhelming **19%** of customers have actually visited Paw Seasons website. From these findings, it was evident that Paw Seasons was lacking the effective promotional strategies they need in order to thrive in this day and age. Through secondary research and survey analysis, we gained a stronger understanding of social, local, and mobile promotions Paw Seasons could utilize.

# FINDINGS

## Primary 🐾 Secondary 🐾 Results



Conducted a survey and interviews

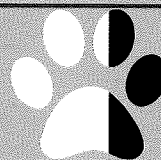


Extended research with different articles and conducted interviews

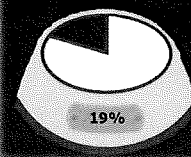


Analyzed and interpreted the information discovered

63% OF SMALL BUSINESSES FIND FACEBOOK THE MOST EFFECTIVE BUSINESS TO CONSUMER CHANNEL



Customers who have visited Paw Seasons' website



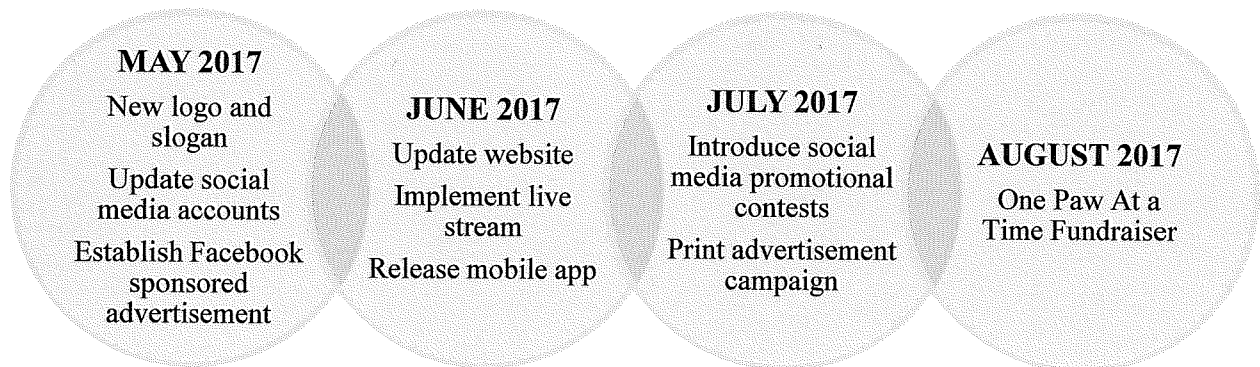
Customers who feel that Paw Seasons should partner with a charity





### **Proposed Plan**

After analyzing our research and findings we developed the SoLoMo campaign consists of the following activities:



### **Metrics**

Once the SoLoMo campaign was implemented, it was necessary to evaluate the success of the plan. Paw Seasons should use the return on investment formula to calculate the quantitative success of their SoLoMo campaign. Additionally, Paw Seasons should count the number of likes, comments, and followers to determine the success of the social media accounts. Also, comments can indicate customer feedback. By using similarweb.com, the number of visits the website has received can be determined. To evaluate the success of Facebook Live and the livestream, the number of views can be counted and the success of the Facebook sponsored advertisements can be found through Facebook Analytics. In addition, the success of the walk can be determined by taking attendance, the success of the coupons can be found by counting the number of coupons used, and the success of the promotional contests can be found by counting the number of contestants. Lastly, the success of the mobile app can be evaluated by counting the number of downloads it has received.

### **Proposed Budget**

The projected total cost of the suggested SoLoMo campaign is \$2,068.77. Our projected figure is less than half of the budgeted amount of \$5,000. By implementing our SoLoMo campaign, we believe that Paw Seasons' sales and customers will increase, therefore outweighing the cost of this proposal and proving the campaign beneficial.



## II. INTRODUCTION

### A. Description of the business or organization

Paw Seasons, located in Plainview, New York, is a pet hotel and spa that was established as an extension of The Manetto Hill Animal Hospital in 1993. Dr. Neil Weiss founded Paw Seasons because of his passion and devotion for animals. He felt the need to create a place with a pet-loving atmosphere with employees who go above and beyond to create a quality experience for pets.



Paw Seasons is located at 122 Manetto Hill Road in Plainview, NY. It is next to the Manetto Hill Shopping Center, a highly populated area on a main road and near an expressway. The ambiance of Paw Seasons is beyond welcoming. The doors swing open and customers know they have found their pet a “home away from home.” Paw Seasons offers luxurious pet hotel and day spa accommodations that ensure care and quality treatments for both dogs and cats. Paw Seasons was created to offer more services for The Manetto Hill Animal Hospital's clientele.

The target market of Paw Seasons consists of local pet owners, specifically those who travel frequently without their pets. Although most pet owners get anxious when they leave their pet for an extended amount of time, Paw Seasons offers a unique kind of love and care that no other facility can compare to. Since there is only one location in Plainview, NY, it is only targeted geographically to people who live there or in surrounding areas. Additionally, it targets those pet owners that have high discretionary incomes (\$100,000+) and consider pet ownership and a pet spa/daycare as a reasonable expense. Furthermore, Paw Seasons targets people who value luxurious services and accommodations for their pets. The benefit of Paw Seasons is that it creates a lavish hotel for pets that eases pet owners' worries when not at home.