

# THE PURR-FECT CHECKLIST FOR E-COMMERCE PET BRANDS

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8 Steps to Maximise Your Growth, Create Active  
and Loyal Customers and Build a Business Which Thrives

THE  
GROWTH GENIES 



There is no doubt digital is the way to go in our new world economy. The popularity of e-commerce has surged beyond expectations in Australia, not to mention around the world, and as a consequence many businesses struggle to keep up with the demand. The Pet Industry is no stranger to this phenomenon, making now the ideal time to capitalise on this trend for your own business. But how? By following our Purr-fect Checklist, of course!

# CHECKLIST

## 1. DEVELOP A STRATEGY

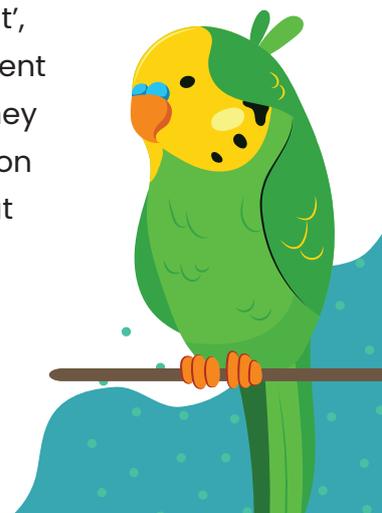
- Who are you selling to and why?
- What product(s) will you offer and what problem does it solve?
- How will you sell this product?

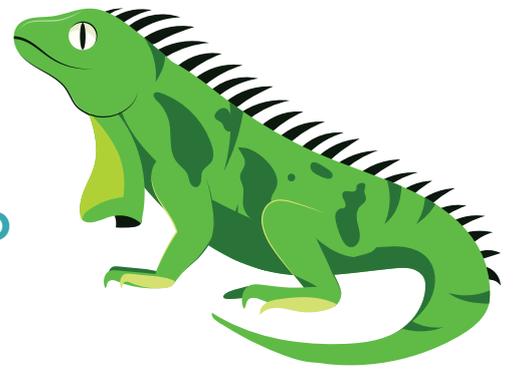
When defining your audience, be specific and detailed. Saying you sell to all pet lovers is not enough in this day and age, especially if you have a small business. You need to focus on specific demographics or niches, so you can stand out from the crowd. Also remember to do some research about the competitors in your chosen niche.

## 2. CREATE CONTENT THAT IS RELEVANT TO YOUR AUDIENCE AND MAKES YOU STAND OUT FROM THE CROWD

- Audit your current content
- If selling multiple brands, verify if you can reuse or adapt their content
- Identify the key topics and keywords that your audience is looking for
- Determine what type of content your audience prefers (video, blogs, series, etc.)
- Create new content if needed and repurpose existing content
- Include keywords in all content and website to improve SEO
- Ensure content remains fresh and updated

Content will help you to reach and meet your audience 'where they're at', increasing website traffic and engagement. Make sure you have a content strategy that works in line with your marketing funnel (i.e. the content they need in the consideration stage differs from the content in the conversion stage). There may also be specialist topics relevant to your industry that you can utilise to build your brand reputation and authority.





### 3. CREATE LEAD GENERATION CAMPAIGNS TO CAPTURE NEW PROSPECTIVE CUSTOMERS

- ❑ On your website:
  - Implement email subscription pop-up(s)
  - Add email subscription call-to-actions to your blogs and other content
  - Create promotions that require an email subscription to access/redeem
  - Create a 'refer a friend' campaign for your current customers
- ❑ Elsewhere online:
  - Offer free samples with an email subscription
  - Create free events, such as webinars, which require subscription/sign-up
  - Create a 'new customers only' offer with an email subscription

Remember that these leads can then be nurtured not only via email sequences, but also with remarketing via social media and can be leveraged to reach similar audiences (such as lookalike audiences on Facebook, Instagram, Google, etc.). Likewise, ensure you are GDPR compliant at all times.

### 4. CREATE RELEVANT AND ENGAGING ADVERTISEMENTS ON SOCIAL MEDIA AND SEARCH ENGINES

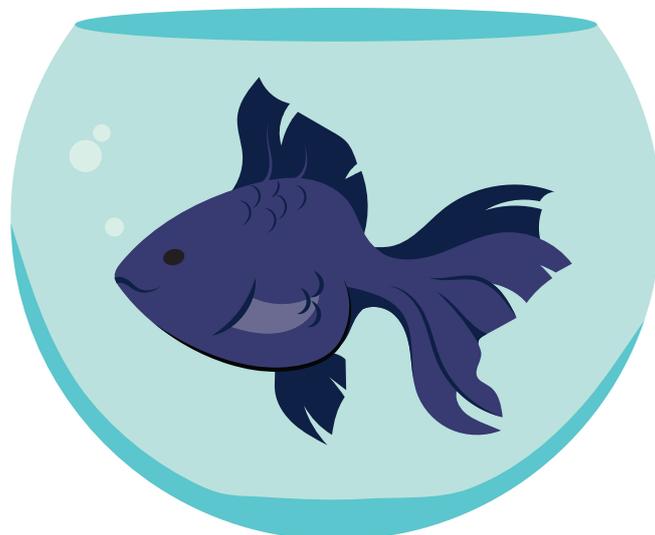
- ❑ For awareness/consideration
  - Advertise quality content that entertains, educates or provides information about a topic and showcases your product as part of the story
  - Use Google Search Ads and YouTube Search Ads for search-based queries
  - Use Facebook and Instagram Ads to reach people with specific interests
- ❑ For conversion
  - Advertise products and what they do
  - If you sell multiple brands, leverage well-known brands to bring attention to smaller ones (for example, featuring 'similar products' or offering product bundles)
  - Use Google Shopping and Search Ads for search-based queries
  - Utilise Facebook and Instagram Ads remarketing options to reach customers that already know you

Remember that these leads can then be nurtured not only via email sequences, but also with remarketing via social media and can be leveraged to reach similar audiences (such as lookalike audiences on Facebook, Instagram, Google, etc.). Likewise, ensure you are GDPR compliant at all times.

## 5. CREATE A SALES & PROMOTIONS CAMPAIGNS CALENDAR TO KEEP YOUR CURRENT CUSTOMERS ENGAGED

- ❑ Create emails to engage and drive sales from your subscribers
  - Send repurchase emails to remind them to re-order regular goods (e.g. for food supplies)
  - Request ratings and reviews, as community endorsements can help other customers decide what to purchase and also reinforces your validity
  - Send upsell emails with products associated to previous purchases
  - Send emails with important news, tips, 'how to's' and other valuable content
- ❑ Create promotions and other sales-driven activities, and advertise them through all touchpoints:
  - Website (banners, pop-up messages, etc.)
  - Email
  - Social Media (promoted posts, carousels, influencers, etc.)
  - Search Engines
  - Display Ads (preferably use it when promotion is very attractive)
  - Any other communication channels you may have

If you have a premium brand and promotional sales is not your strategy, other ways to keep your customers engaged is by providing samples, promoting brand-centric 'events', competitions, giveaways and specials. Note that online consumers remain engaged with brands that provide legitimate value. With all the competition out there, you need to use everything in your power to ensure your brand remains relevant to your target market's interests and needs.



## 6. DEVELOP TARGETED CAMPAIGNS AND TEST DIFFERENT ASSETS, MAKING QUICK CHANGES WHEN NEEDED.

- ❑ Add the Facebook Pixel and Google Analytics to your website to track your customers' behaviour online, whilst monitoring ad conversions and revenue
- ❑ Create different assets for various audiences (e.g. target cat graphics to cat lovers, dog graphics to dog lovers etc.)
- ❑ Use tailored messages for segmented audiences to maximise relevancy
- ❑ A/B test your assets

Make sure you select the relevant design and messaging strategy for specific audiences. You can leverage the data on Google Analytics and Facebook to understand your audiences' interests and tweak your ads accordingly (i.e. if they're exiting from certain pages quicker than others.) For example, if you're targeting a price-savvy customer, you may want to show them a limited-time offer, whilst a premium buyer may be more interested in the ingredients or science behind a product. This is also why testing your assets is useful, because with each amendment and feature you test, you will get to know what content performs best for an audience and thereby increase your conversion rates and ROI.

## 7. OFFER STELLAR CUSTOMER SERVICE AND FREE SHIPPING.

- ❑ Provide online and offline options for your customers to reach out to you
- ❑ Establish a system to monitor any questions your customers submit on Social Media, Reviews, etc.
- ❑ Offer a Free Shipping option

Research shows that to succeed in e-commerce, Customer Service and Free Shipping are a must. Customers love free shipping and may also require the added reassurance of being able to talk to another human, as opposed to a bot, to give them confidence in their decision and reinforce the legitimacy of your business. If the cost of offering free shipping is daunting, remember that you can always use it as an option to increase average basket orders (i.e. free shipping on orders over \$25) or to differentiate yourself from the competition and attract customers. For example, you can offer free shipping as part of a permanent subscription or likewise offer free shipping on any first order. These services will help increase conversions and maintain the loyalty of long-time customers.

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<sup>2</sup> Consumers Want To Find What They're Looking For, And Say Online Shipping Should Be Quick And Free 2018, , Desert Publication, Inc. and Sharon Apfelbaum, Palm Desert.

<sup>3</sup> Grosso, Chiara & Forza, Cipriano. (2019). Users' Social-interaction Needs While Shopping via Online Sales Configurators. *International Journal of Industrial Engineering and Management*. 10. 139-154. 10.24867/IJEM-2019-2-235



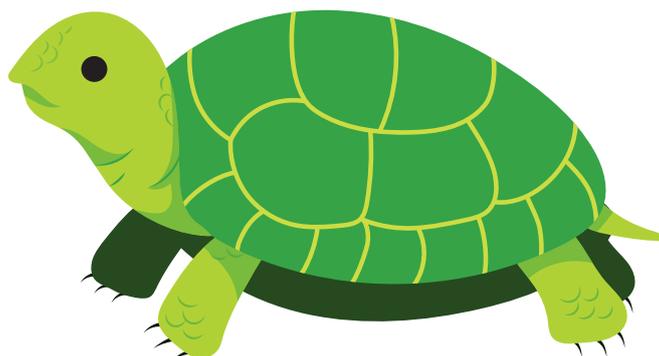
## 8. USE TECHNOLOGY TO HELP OFFER INDIVIDUALISED PURCHASING EXPERIENCES THAT WOW YOUR CUSTOMERS.

- ❑ Implement a robust Customer Relationship Management (CRM) System
- ❑ Automate, automate, automate

A CRM system is a platform that holds all your customer data and transactional records in one place, enabling you to use the data to automate your processes. The scale to which your website and business can grow requires leveraging the power of automation, so you can deliver a personalised and streamlined purchasing experience to each of your customers. Today, there are numerous CRM systems available that can help you to scale your services and marketing efforts as you grow, easing the burden of manual repetitive work, whilst helping you to effortlessly manage your customer base and campaigns.

So there you have it, our Purr-fect Checklist to help maximise your growth, create active and loyal customers, and build a business which thrives. All of the steps we've outlined above can easily be implemented for your business, whatever stage you've reached on your journey to phenomenal growth. If any of the information or guidance provided feels overwhelming, remember that we're also here to help. Simply reach out to us here, and we'd be happy to support you on your next steps.

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Want to get in touch?  
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