



Informing Pet Owners of Holistic Treatments Through Instagram



Payal Kumar

DogGone Natural - 44031 Ashburn Village Blvd #287, Ashburn, VA 20147

About DogGone Natural

- DogGone Natural is an Organic Pet Food Retail Store which helps offer customers and pet owners with a range of specialized nutritious products for their cats and dogs. It is a leading store in Northern Virginia that helps in pet food, wellness and nutrition.
- There are two locations in Northern Virginia. One in Ashburn, and one in Leesburg.
- The one I did my capstone project in was in Ashburn. The owner of DogGone Natural in Ashburn is Kimberly Correnti. She has a mission to bring awareness of healthier alternatives to pharmaceutical medicines in dog and cat medicine. Not only has she built a successful presence in all of Loudoun County but has continued to make a positive impact to the pet industry.

"We are extremely passionate and knowledgeable about using our wealth of holistic products to enhance the health and lives of your cherished pets!" -DogGone Natural

Duties in DogGone Natural

My responsibilities and duties during this experience was alongside the owner and founder of DogGone Natural, Kimberly Correnti, to gain knowledge in holistic treatments for dogs and cats. Some of the many duties included were:

- Working with customers, answering questions and offering animal care advice on holistic, natural products
- Managing all day-to-day duties to ensure there is a smooth operation
- Every day, taking thorough journal entries of daily objectives and goals to achieve, as well as stocking shelves and analyzing products on shelf.
- Enhancing my understanding of social media campaigning considerations and gaining an understanding of the store being created to give pet owners a unique approach to healing pets with healthier products
- Developing the online presence through social media technology: Instagram
- Focusing on specific herbal medicines located throughout the store to analyze the beneficial ingredients which made up the specific medicine and use it to share the public audience on Instagram
- Weekly meetings with both Kimberly, owner of DogGone Natural, and Diana Shipley, an additional on-site supervisor of my marketing plan
- DogGone Natural has a varied supply of food, herbal medicines with no pesticides, gut-friendly probiotics/supplements, dental chews, essential oils and diffusers for calmness, and more!

DogGone Natural Entrance:



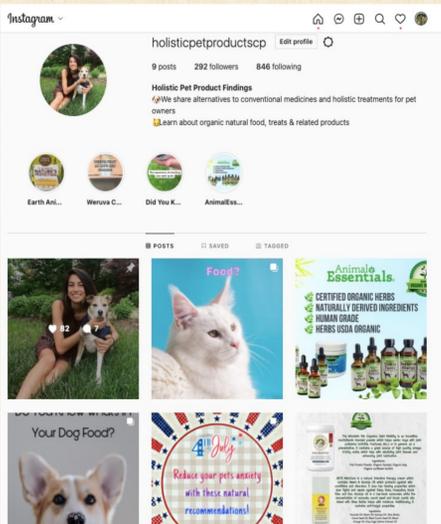
DogGone Natural Food Section:



Duties in Marketing of DogGone Natural

- After being able to work alongside the ownership to understand the business platform and the functions of their day-to-day business, I was able to develop a strong marketing plan and pursue my goal of building an online presence and successfully market organic products.
- Listed are some objectives/duties of following through with the marketing plan.

Instagram Account:



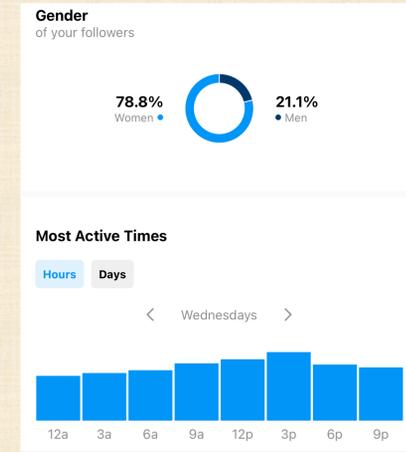
- Analyzing marketing statistics of target audience
- Trial and error in results of social media postings, adjusting to the audience's criteria, and proving the growth.
- Reposting with an improved strategy (based on Insight reports)
- Each post contains products recommended to the target audience, with heavy research on the biography section. (caption)
- Each post includes the pros and cons of designated product, as well as recommendations for certain infections/diseases to treat.

Marketing Plan

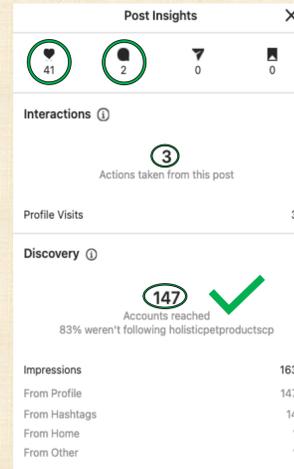
- My capstone project is to create a marketing plan on Instagram to bring awareness to pet owners of holistic treatments that are alternatives to conventional medicines.
- To understand the business aspect of marketing, as well as gain knowledge of holistic products and treatments offered in the animal care business, I worked alongside the owner of DogGone Natural and on-site supervisor to oversee my capstone project.
- Together we created strategic marketing plans to target specific customers and additionally promote holistic treatments through Instagram to reach our target audience. In DogGone Natural, our marketing strategy was to create criteria for the customers to generate traffic. Utilizing Instagram, we utilized the social media platform to build an online presence to bring focus to healthier treatments that are alternatives to conventional medicines. With my capstone supervisors, we developed a marketing plan to analyze the trial and errors of our social media postings and repost with an improved strategy.

My Secret Recipe To Success!

- Insights was useful in providing us the data needed to create those adjustments.
- The data included specific # of accounts reached in a specific range of dates, the reached audience (# of followers and # of non-followers), content reach of followers (posts vs. stories), a bar graph which includes days of high follower activity vs. low follower activity, impressions (views) on each post, profile visits to the main page, actions taken within each social media post (likes, messages, re-shared and bookmarked). Insights on my Instagram Posts:



Insights on my Instagram Posts:



- Utilizing *Insights* on Instagram to succeed on our marketing campaigns by analyzing the data obtained to ultimately create adjustments needed for growth and success
- Based on this data, I improved my trial and errors of the social media postings with strategies given:
 - The time of highest amount of follower's turnover, highest activity on Instagram, utilizing hashtags to be placed towards my target audience (#petowners, #healthypetproducts, #annamaetdogfood) and heavily engaging with my followers (comments, likes, shares, live videos).

One of my Instagram Posts:



My Work:

My Instagram Posts:



- In the Instagram post on the left, I discussed harmful ingredients such as "Nitrates, Melamine", and the dangerous effects it can have on the pet.
- The post on the right focuses on three brands containing various natural ingredients such as "Avocado Oil, Shea Butter" to help pets with health issues to gradually improve their health.

One of my Instagram Posts:



Conclusion:

- This was an incredible opportunity which gave me an insider's perspective on how a business within the pet industry works, and what marketing tools and fundamentals are needed to create and follow through on a business plan.
- I was able to learn about holistic animal care, wellness and homeopathic treatments.
- In detail, the types of ingredients which I never knew I could also give to my pets to help keep them. Furthermore, my business plan was successful based on the analytics of impressions, accounts reached, and increase of actions taken place on the Instagram posts.
- Each Instagram post included a specialized, unique biography to inform target audience of research presented. There was heavy involvement of content marketing, graphic design, heavy analysis of product and caption editing.
- The biography included additional research found for the chosen product, in this case, Annamaet Dog Food. Research included the beneficial ingredients that make up the food (Ex: Omega 3 Fatty Acids, Marine Micro Algae, and highly fortified DHA), the positive effects shown from the involvement of it (Ex: Omega 3 Fatty Acids – proven to show improvement in brain function, skin & coat issues).
- In addition, there is a section of harmful filler ingredients to avoid in pet diets, ones that were not found in this healthier diet. There is a section which persuades target audience to connect with our social media platform, as there are future posts coming up, as well as engage with them by asking them questions about their own pets.
- This blue section includes the targeted hashtags incorporated to place me in the pool of my target audience: pet owners.
- This helps with reaching specific accounts, impressions (views) on each post, profile visits to the main page, and additional actions taken within each social media post.
- The purple section includes targeted audience engagement with my research post. Metrics to measure success includes follower comments, likes, shares, impressions, etc.
- This is a unique tool as it helps us consolidate strong leads and direct customer connections in one central location.