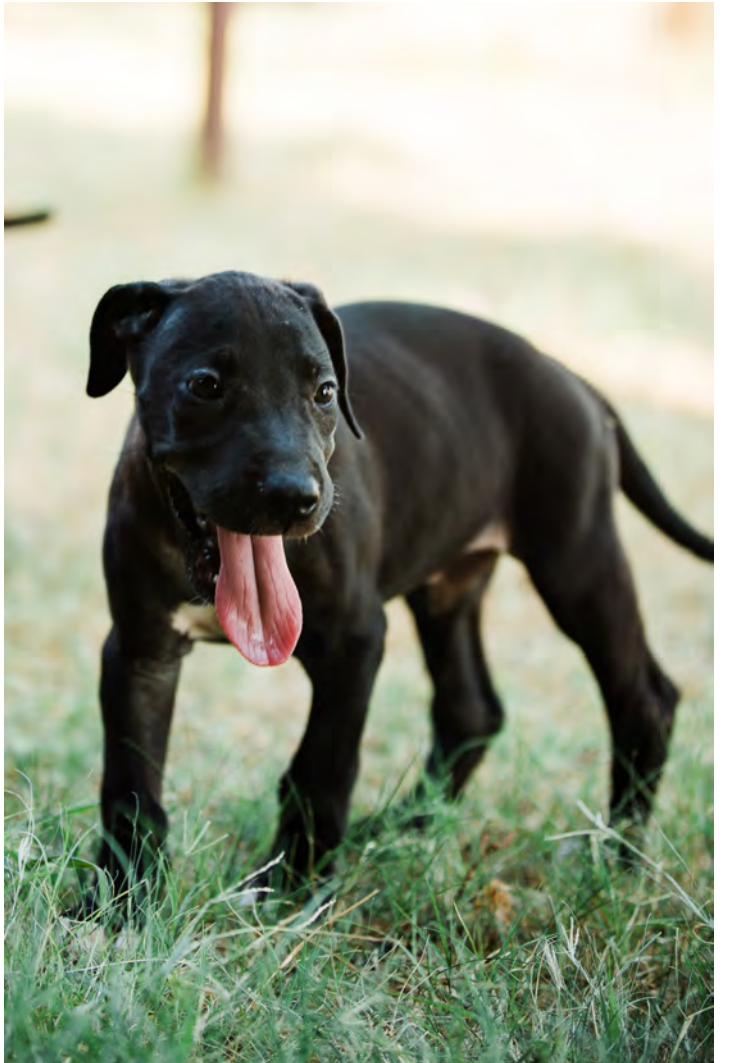
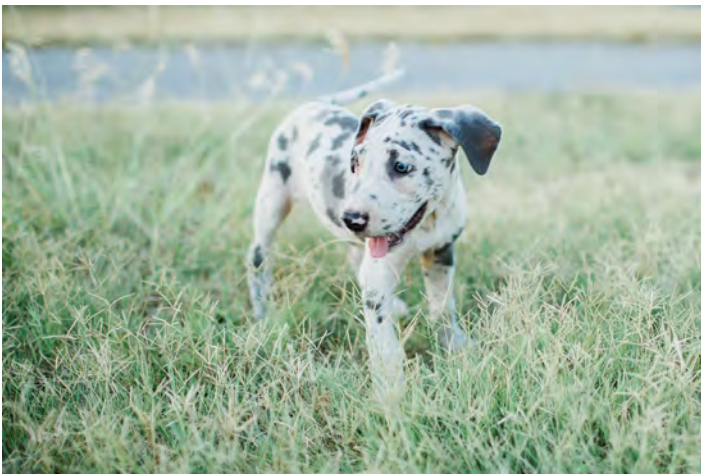




Pearce Danes

Campaign Plan Book



C o n t e n t s

01

Background

page 3

02

Situational Analysis

page 7

03

Objectives, Evaluation, and Key Publics

page 9

04

Strategies and Tactics

page 13

05

Deliverables

page 15

06

Timeline and Budget

page 21

07

References

page 23

1.

Background



C o m p a n y D e s c r i p t i o n

Pearce Danes is an American Kennel Club (AKC) Great Dane breeder that is owned and operated by Cody and Stacy Pearce in Chattanooga, Oklahoma. The dogs are raised on the Pearce ranch and then are sold and shipped via ground or air throughout the United States. Pearce Danes currently has two studs, five dams, and one retired dam in their breeding operation. They have been breeding and selling AKC registered Great Danes since 2017.

Pearce Danes puppy colors depend on dam and stud mating. Possible Great Dane colors include: Harlequin, Blue, Blue Harlequin, Merle, Merlequin, Fawn, Fawnequin, Black, and Mantle. Pearce Danes sells more than 20 puppies that are born in the spring and summer months, and they sell 10-20 puppies that are born in the fall and winter months each year. Pearce Danes typically sells the most Great Dane puppies around the Christmas season and at the first of each year. Pearce Danes dogs are typically purchased as companion animals. However, at least three of their dogs have been trained or are being trained to be used as service dogs.



Industry Analysis



Industry Analysis

Pearce Danes is part of the domesticated pet and companion animal industry. According to the American Pet Product Association in 2019, 67% of U.S. households own a pet, which equates to 84.9 million homes.



Market Description

Many pet purchasers are now looking for purebred dogs. When buying a purebred dog, customers look for a reputable breeder that can answer their questions and concerns. The southern region of the U.S. has shown the most interest in Great Danes



Market Trends

Looking forward to 2024, the pet industry is projected to have a slower growth rate than from 2014 to 2019. This is projected to be due to the extended life expectancy of pets. Cat ownership has grown faster than dog ownership because they are considered lower maintenance and more affordable. More people appear to be adopting animals than ever before. This trend can also have an impact on the slower rate of growth on the pet industry

S

Strengths:

- Stacy is a professional photographer
- Shipping is offered across the United States
- All dogs are purebred and come with registration papers
- Pearce Danes knows their customers are serious through the required deposit

W

Weaknesses:

- The Pearce Family have other responsibilities that can take time away from Pearce Danes.
- Information can be overwhelming to new puppy owners
- Buying process is not clear on website
- Short-life span & health risks are prevalent in Great Danes

O

Opportunities:

- Returning customers because of Great Dane's short life span
- Can create an Instagram to reach a new audience
- A map on their website to highlight the wide range of states they have sent puppies to

T

Threats:

- Social pressure due to puppy farms and PETA is a major threat to Pearce Dane
- The trend "adopt don't shop"
- Potential health issues in Great Danes can often make customers weary of purchasing one.

2.

*Situational
Analysis*



Situational Analysis



Situational Analysis

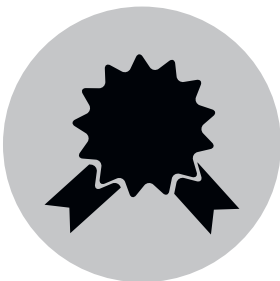
Pearce Danes needs to develop a better social media strategy that allows them to reach more customers. The negativity that surrounds dog breeding due to PETA or the topic of puppy mills often can impact how potential buyers view breeders.

Their social media and website should be evolving constantly to keep up with new trends. If this business does not alter the current strategy, it will not be able to grow.



Core Problem

Being as Pearce Danes marketing is already working, the core problem is that much of the material and information they provide new puppy owners isn't easy for them to understand or comprehend, which can often be overwhelming. If Pearce Danes will make this information easier for customers to understand and will make their business easier to find by adding more social media accounts, the business will grow.



Goal

The goal of Pearce Danes is to improve customer service from purchasing through raising a Great Dane for both current and future Pearce Danes customers.

3.

Objectives,
Evaluation &
Key Publics



Objectives & Evaluation

- 1.** Increase engagement with Great Dane owners on social media by 20%.

Evaluation criteria: Compare year over year social media engagement to ensure a 20% increase.

Evaluation tool: Use native social media analytics to compare engagement.
- 2.** Create and distribute information to 100% of dog buyers in 2019.

Evaluation criteria: Hand a packet to each buyer when they get their Great Dane puppy.

Evaluation tool: Use “puppy delivery checklist” to make sure each new buyer receives their new owner packets.
- 3.** Gain at least one returning customer each breeding season (whose first Great Dane also came from Pearce Danes).

Evaluation criteria: Keep track of those who previously purchased a dog from Pearce Danes.

Evaluation tool: Keep a spreadsheet of previous Pearce Danes buyers. Also add a “how did you hear about us” question to the “check out” section of the website.
- 4.** Increase traffic to Pearce Danes web page by 15% in 2019.

Evaluation criteria: Compare year over year traffic to the website.

Evaluation tool: Use Google Analytics to analyze website traffic.
- 5.** Sell 100% of dogs each breeding season.

Evaluation criteria: Compare records of dogs born and dogs sold.

Evaluation tool: Use sales records to measure if each dog from the litter has been sold.

Key Publics

1.

People who currently own a Great Dane (not from Pearce Danes)

This key public's primary motivation is to take care of their fur child they already own. This public does not necessarily want to be sold a Great Dane right now, but in the future they may be interested in buying from Pearce Danes.

Primary Message: Pearce Danes will provide all Great Dane owners with factual information on how to raise a Great Dane.

Secondary Message: Information posted on the Pearce Danes website can be trusted because it comes from reliable sources.

2.

People who are potential returning Pearce Danes customers

This key public is motivated by the experiences they continuously have with Pearce Danes and with the Great Dane they already own. They have had valuable experiences already, and they could possibly come back as a customer again.

Primary Message: Pearce Danes cares about their previous customers and can provide another special puppy for them to love in the future.

Secondary Message: The Pearce family is willing to answer any questions and help all new great dane owners and returning customers.

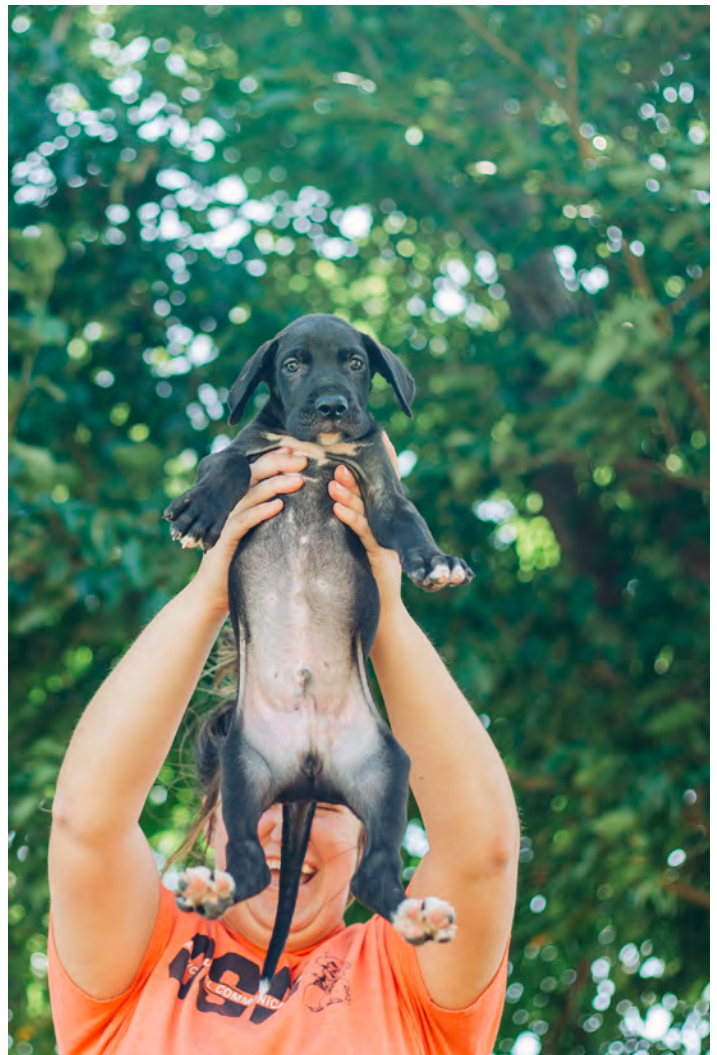
3.

People who are looking to purchase their first Great Dane

This key public is motivated by their desire for a puppy that is cuddly and has been well cared for. They need to be shown why they should buy their Great Dane from Pearce Danes. If Pearce Danes establishes a relationship with them, it will help in gaining the trust of potential buyers

Primary Message: Pearce Danes is the premier Great Dane breeder in Oklahoma because they provide low maintenance, ranch raised dogs and helpful insights for raising Great Danes.

Secondary Message: Dogs are available for purchase twice a year and are up to date on all shots.



4.

*Strategies
& Tactics*



Strategies & Tactics

Strategy 1: Provide Information

- Create an “About Great Danes” page on the Pearce Danes website
- Create “Fun Facts” Facebook and Instagram posts to engage with Great Dane owners
- Provide outlets of information for those who may want to train their Pearce Danes dog as a service animal

Strategy 2: Provide Great Customer Service

- Promote the existing Pearce Danes Posse Facebook
- Create a referral card for previous Pearce Danes buyers to encourage others to buy from Pearce Danes
- Create a business card for Pearce Danes

Strategy 3: Inform Potential Customers

- Create an information packet to educate new puppy owners
- Create diversified content on the Pearce Danes Facebook page and new Instagram page
- Implement Google Ads to increase website traffic

Strategy 3: Persuade People to Buy a dog from Pearce Danes

- Use website to highlight what sets Pearce Danes apart from other Great Dane Breeders
- Create seasonal campaigns during special seasons, such as Christmas, to sell more puppies



5.

Deliverables

Information Packet

PEARCE DANES

VACCINES INFORMATION:

Recommended puppy vaccination schedule
Consult with a licensed veterinarian for your puppy's health

6 weeks
8 weeks

Weekly deworming with pyrantel pamoate
Dam on Bravecto (Fluralaner) chew flea & tick control

12 weeks
9-in-1 Combo Shot: Canine Distemper – Adenovirus Type 2 – Parainfluenza – Parvovirus – LCAN – LGRIP – LICT – LPOM
Heartworm preventative + Flea & tick control

16 weeks
9-in-1 Combo Shot: Canine Distemper – Adenovirus Type 2 – Parainfluenza – Parvovirus – LCAN – LGRIP – LICT – LPOM

Rabies: age at vaccination may vary according to local law
Leptospirosis: only for dogs at risk
Lyme: where Lyme disease is a concern or if traveling to areas where the disease is a concern

20 weeks
9-in-1 Combo Shot: Canine Distemper – Adenovirus Type 2 – Parainfluenza – Parvovirus – LCAN – LGRIP – LICT – LPOM
Lepto: only for dogs at risk
Lyme: where Lyme disease is a concern or if traveling to areas where the disease is a concern

We feed our dogs:
Victor High Energy

CODY: 918-781-3417 | 232 SW A ST | FAXON, OK 73540
STACY: 918-441-8970 | HELLO@PEARCEDANES.COM

PEARCE DANES

Foods and Items That May Be Harmful

Certain foods and household products can be dangerous to dogs! It's only natural for dogs to be curious, but their curiosity can get them into trouble when they get into areas where you store household items such as medicine and detergents. Many common household items that you use every day can be harmful, even lethal, to your dog.

Common household items that are harmful to your dog:

- Acetaminophen
- Antifreeze and other car fluids
- Bleach and cleaning fluids
- Boric acid
- Deodorants
- Deodorizers
- Detergents
- De-icing salts
- Disinfectants
- Drain cleaners
- Furniture polish
- Gasoline
- Hair colorings
- Weed killers
- Insecticides
- Kerosene
- Matches
- Mothballs
- Nail polish and remover
- Paint
- Prescription and non-prescription medicines
- Rat poison
- Rubbing alcohol
- Shoe polish
- Sleeping pills
- Snail or slug bait
- Turpentine
- Windshield-wiper fluid

Foods that are harmful to your dog:

- May cause varied reactions:
- Yeast dough
- Coffee grounds
- Macadamia nuts
- Tomato and potato leaves and stems
- Avocados
- Onions and onion powder
- Grapes
- Raisins
- Chocolate
- Pear and peach kernels
- Mushrooms (if also toxic to humans)
- Rhubarb
- Spinach

May cause vomiting, abdominal pain and/or diarrhea:

- Wild cherry
- Almond
- Apricot
- Balsam Pear
- Japanese Plum

Symptoms of possible poisoning are: vomiting, diarrhea, difficult breathing, abnormal urine (color, aroma or odor frequency, etc.), salivation, weakness. If your dog should ingest harmful chemicals, contact a veterinarian or poison control center immediately.

This is not a full list, please do research if you have any questions

PEARCE DANES

PEARCE DANES

In Case of an Emergency

Who would take care of your dog if you were hurt and unable to do so? To ensure vital information regarding your dog is easily accessible to others, take a few minutes to fill out this emergency information sheet.

List two or three people as contacts in case of emergency. Include the contact's name, address and telephone number. Make sure at least one of these contacts has a set of keys to your house.

You may also want your attorney to draft a written statement, which gives immediate custody of your dog to a designated individual with that individual's consent. Notify that individual of his or her responsibility, and put his or her name, address and phone number on your emergency information sheet.

Attach a recent photo of your dog to the information sheet to help others locate your dog if it should get lost.

Put the information sheet on your refrigerator or other prominent spot in your house. If you are unable to care for your dog due to an accident or emergency, someone will be able to follow the instructions below as necessary.

Emergency Pet Information

Pet's Name: _____

Sex: _____

Date of Birth: _____

Veterinarian: _____

Veterinarian's address: _____

Diet: _____

Allergies: _____

Medication instructions: _____

The following people will take care of my dog in case of emergency:

Name: _____

Special Instructions: _____

Number: _____

Number: _____

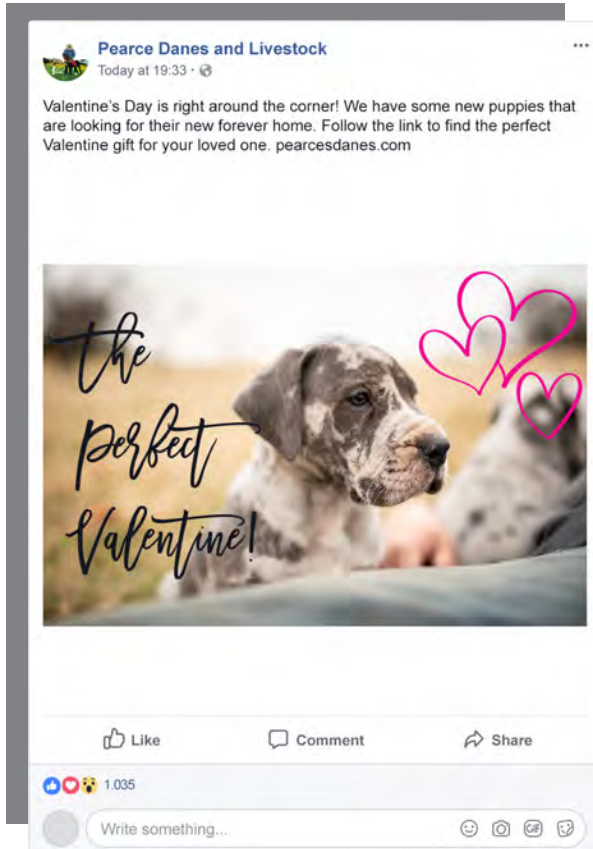
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email: _____

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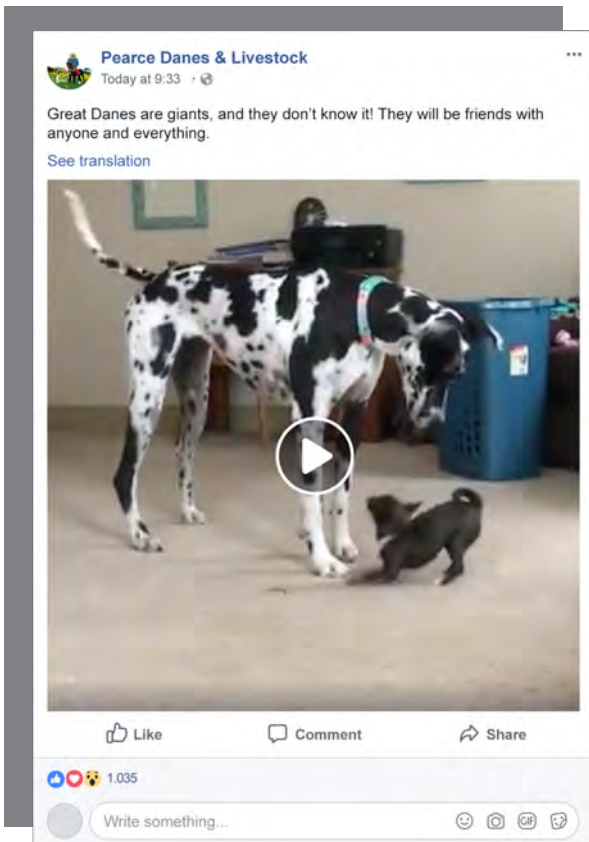
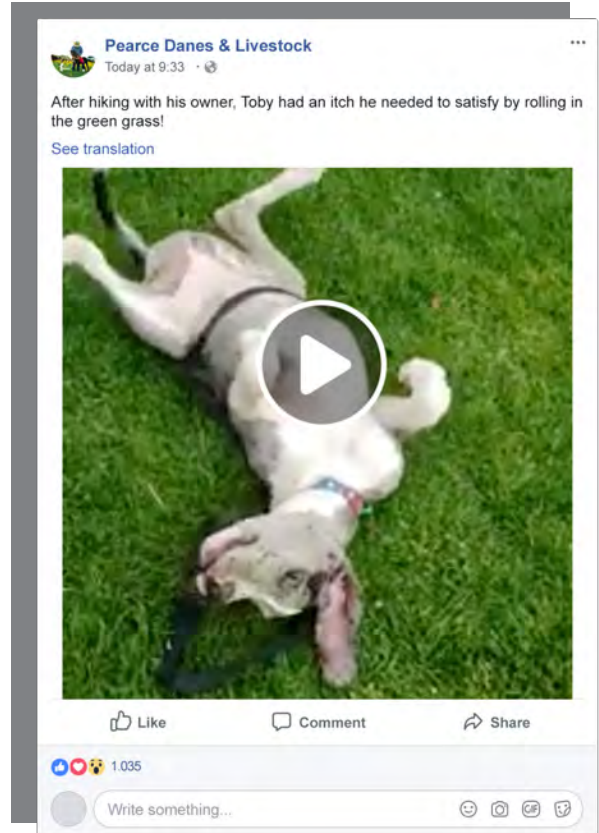
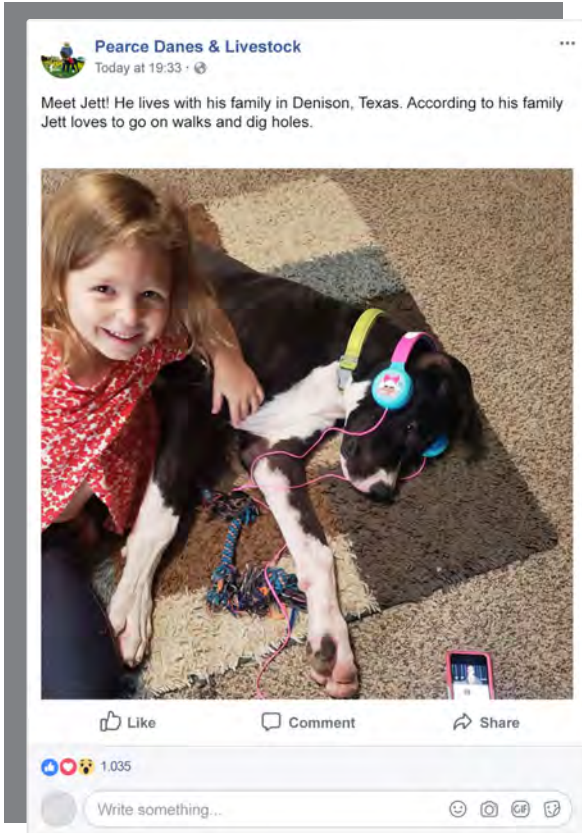
Facebook Content



We have created a seasonal social media campaign to market Pearce Danes puppies during various times of the year.



Our "Fun Fact" Facebook posts will serve as a way to provide information to Great Dane owners and those interested in purchasing a great dane.



We have also created social media posts from crowd-sourced content from the Pearce Danes Posse page. This posts will make previous Pearce Danes customers feel connected to Pearce Danes and show future cutomers how lovable Great Danes are.

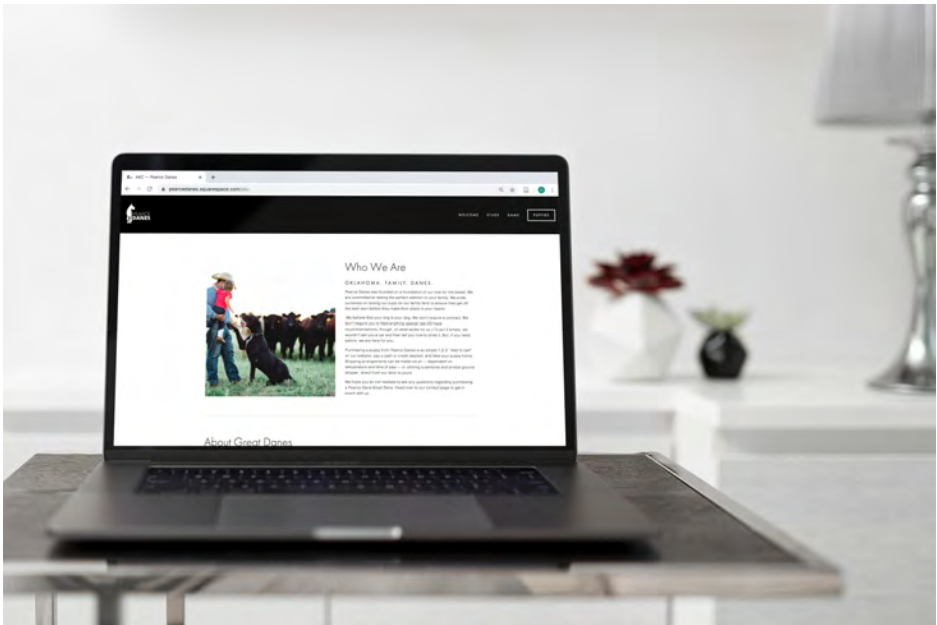
Referral & Business Cards



Folder



Website



6.

*Timeline &
Budget*



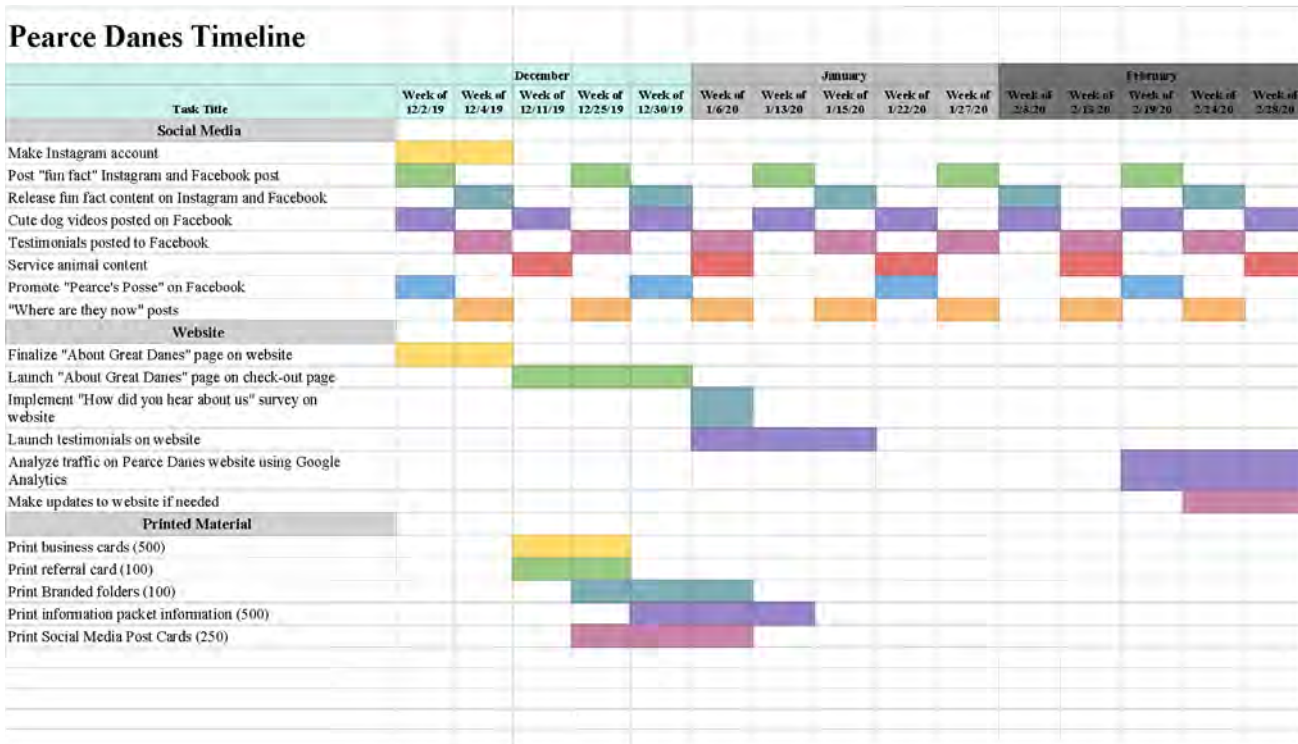
Timeline & Budget

Pearce Danes Budget

Budget:	Total Costs:
\$1,500	\$655.00

Print Materials						
Items	Quantity	Cost per Item			Total	
Business Cards	500	\$	0.13	\$	65.00	
Referral Cards	100	\$	0.45	\$	45.00	
Informational Sheets for new owner packet	500	\$	0.30	\$	150.00	
Post Cards to go in informational packet	250	\$	0.50	\$	45.00	
Branded Folders for information packet	100	\$	3.50	\$	350.00	
Subtotal:				\$	655.00	

*All prices from Vistaprint



7.

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