

The page features a decorative graphic consisting of several blue circles of varying sizes and shades, arranged in a diagonal line from the top right towards the bottom right. The circles are layered, with some overlapping others, creating a sense of depth. Thin blue lines extend from the top left and top right corners towards the circles. In the bottom right corner, there is a large, stylized blue shape that resembles a corner of a square with rounded edges, containing several concentric white circles.

All Creatures Small Advertising Campaign

Introduction to Marketing

Indianola High School

1304 E. First Street

Indianola IA, 50125

Nick Vogel

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I. Executive Summary

About All Creatures Small

All Creatures Small is a local Veterinarian Clinic. They are located on the west side of Indianola off of highway 92. They specialize in boarding and care for pet owners. They are known for having a very pleasant staff. As well as pet care they also sell pet food and toys. Their mission is “ we strive to provide compassionate and excellent care catered to the individual animal and their owners needs, and to provide options and thorough explanations of those options, to allow animal owners to make informed decisions about their pets medical treatment.”

Campaign Objectives

Objectives of the Campaign

- Create local customer awareness of All Creatures Small
- Increase net sales
- Increase customer loyalty

Target Markets

Primary Target Market

- Families
- Medium to high income
- Millennial age range of 25-48
- People who own small pets
- Pet wellness groups
- Emergency Care
- People who resides in Warren County and surrounding areas

Secondary Target Markets

- Families
- Medium to high income
- Millennial age range of 25-46
- Individuals who like to buy toys for their pet
- Individuals seeking to support local and small business
- Individuals residing in Indianola

Advertising Activities

We will advertise All Creatures Small through, Social Media advertising and contests, a royalty punch card, sponsoring a local school event, a newspaper advertisement, and a flyer advertisement. We will run these various advertisements throughout the year.

Budget

Our budget is relatively small but it will be effective. To see maximum profit we keep our budget low. Our newspaper advertisement will be the most expensive at the price of \$94.20. Sponsoring a school event will cost \$11.99. The loyalty punch card is \$9.99. The rest is free. The total budget is \$116.18 yearly. Also there will be minor cost of services for various giveaways.

II.DESCRPTION

About the Business:

All Creatures Small offers various pet care services such as boarding, surgery, dental care, and laser therapy. All Creatures Small also has a grooming service; pets get hair and nails trimmed along with a bath. All Creatures Small opened on August 1992. All Creatures Small is a local veterinary clinic; it is located in Indianola, Iowa. It is located off highway 92. Around this area there are other business that involve lawn care and a livestock feed store. These places are located on the West end of Indianola. Indianola is a medium size town with a population of 14,947 people. Indianola has 11.25 square miles. Indianola's median income is \$52,694. The Clinic has only the one Indianola location.

All Creatures Small Products and Services include, bathing, grooming, behavioral medicine, boarding, medical services, and nutritional counseling. They also provide small treats and toys for your pet as well as leashes. All Creatures Small provides a high quality service as well as high quality products which requires higher prices. The only location is on the west side of Indianola. The hours are Monday through Friday from 7:30 AM to 6:00 PM, on Saturday the hours are 8:30 AM to 2:00 PM. People have to go to the clinic in order to get services for their pet or to purchase a product. All Creatures Small has minimal advertising which includes operating a website and word of mouth.

About the Owner:

All Creatures Small was started by Camille and a veterinary school friend. They both had worked as associate veterinarians for other vets for two years, but neither of the two had any experience running or owning a business. After a few years Camille bought out the other partner as she decided to leave clinical practice and went to work for the USDA in meat inspection. Camille started her own business because she wanted more autonomy in how she practiced medicine. She wanted to be able to invest in technology when she wanted, to provide treatment to humane organizations at a reduced rate, and be able to create a calm and laid back work place environment.

The clinic doesn't have a formal mission statement, but if they did she said it would be, "We strive to provide compassionate and excellent care catered to the individual animal and their owners' needs, and to provide options and thorough explanations of those options, to allow animal owners to make informed decisions about their pet's medical treatment." Camille's short term goals are upgrading patient monitoring and recovery equipment. Long term goals include paying off all debt, incorporating new equipment such as a newer model ultrasound and an endoscope. She would also like to further staff training in specialty fields. The current advertising strategy is getting their name out there by word of mouth. They would hope to improve their social media status as far as getting on the social media sites and being able to operate them.

SWOT Analysis:

Strengths of All Creatures Small include being a local business with an Indianola resident as the owner, a good staff, and high quality service. A weakness includes a limited amount of advertising and having a small clinic. There are many opportunities with All Creatures Small. They are having a good amount of business at the moment and hope to continue to grow. A lot of people are going to All Creatures Small for the various services they offer. Threats include the fact that they are right next to Des Moines where there are a lot of bigger clinics. Also, there are five other veterinary clinics in the city limits of Indianola. Being a small business, All Creatures Small also must keep prices higher than larger clinic.

III. OBJECTIVE(S) OF THE CAMPAIGN

We identified through our research that All Creatures Small needs to increase customer awareness. Many people were not aware of the clinic. The goal for most advertisements is increasing sales. All advertisements should be aimed in increasing sales. Customer loyalty is important in a vet clinic. They need a way to increase customer loyalty.

- Creating local customer awareness of All Creatures Small
- Increasing net sales
- Increasing customer loyalty

IV. IDENTIFICATION OF THE TARGET MARKET

A. Primary Target Market

<u>Demographic</u>	<ul style="list-style-type: none"> • Families • Medium to high income • Millennial age range of 25 - 46 years old
<u>Psychographic</u>	<ul style="list-style-type: none"> • People who own small pets • Individuals interested in the wellness of pets • Individuals seeking emergency care for their pet
<u>Geographic</u>	<ul style="list-style-type: none"> • Resides in Warren County and surrounding areas

B. Secondary Target Market

<u>Demographic</u>	<ul style="list-style-type: none"> • Families • Medium to high income • Millennial age range of 25 - 46 years old
<u>Psychographic</u>	<ul style="list-style-type: none"> • Individuals who like to buy toys for their pet • Individuals seeking to support local and small businesses
<u>Geographic</u>	<ul style="list-style-type: none"> • Individuals residing in Indianola

V. LIST OF ADVERTISING MEDIA SELECTION NECESSARY FOR THE CAMPAIGN

SALES PROMOTIONS

Facebook Account and Contests

We're planning on updating All Creatures Smalls social media account on Facebook. To change the look All Creatures Small should follow the following instructions: To keep followers interested on your Facebook account you

should create contest with a chance to win a free item.



Sample Contest Post:

“Share a photo with us this week of your animal dressed up in their favorite Halloween costume and at the end of the week we will pick the top 3 winners that will earn a prize!”

For example: “Send in a picture of your animal dressed up in their favorite costume for Halloween. The winner(s) will be rewarded with a prize of a free bath and nail trimming” You would put this post up on October 26 and the contest will be closed the 30th of October. The top three winners will be announced on October 31st.

All Creatures Small would also put out weekly posts of the animals that need to be adopted. For example: “Adopt this cat named Lacey, she is a black and white kitten. She is very playful and is very good with other animals. She only has back claws so therefore she would be a good choice for a house with children.” Another example would be: “Adopt this dog named Buster. Buster is tan with little white markings. He is four years old very energetic and playful. Buster does well with children. All around Buster would make a very nice present.” This post would also be put up one a week until the animal is adopted.

For holiday weekends/breaks we suggested that All Creatures Small could post a special offer on Facebook, if they decide to board

Sample Adoption Post:

“Adopt this dog named Buster. Buster is tan with little white markings. He is four years old very energetic and playful. Buster does well with children. All around Buster would make a very

their animal. For example: "If you choose to board your animal over the holiday weekend/ break we will treat your animal to a special bath and grooming session."

For spring break we suggested that All Creatures Small offer a special on shots. For example: "15% off shots while you are on spring break and decide to board your animal will us."

For the month of May, it is most common to get ticks on your dog. We think that if All Creatures Small offered a special of tick medicine. For example: "The month of May is tick prevention month for us at All Creatures Small, come in and get 20% off Frontline medicine for your special dog."

The cost of Facebook is completely free. We believe that if All Creatures Small used Facebook, it would be very cost effective. All Creatures Small wouldn't be spending and money on the advertisements on Facebook, however it will cost a little bit to reduce the prices but they will sell more.

Below is a picture of All Creatures Small's current Facebook. We believe that with all of the updates and posts, the updated Facebook page will draw more attention into their page.



Loyalty Punch card

We have designed a Punch card for you that will increase customer loyalty. The card includes the All Creatures Small name and information. All Creatures Small will give these cards to customers before their stay. The way the card works is, every five boarding nights the customer will receive free grooming for one night. The customer will be able to do this twice. The loyalty card has already been created so the only thing All Creatures Small has to do is order them and distribute them. The cost for the cards will be



\$10 for 500 plus the cost of the free grooming.

This form of sales promotion will be effective in getting regular customers. They will be motivated to return to the clinic in order to receive their free grooming for their pet. This will ultimately increase sales. All Creatures Small measure the effectiveness of the cards by seeing if there is an increase returning customers sale.

Sponsoring a School Event

Sponsoring a school event is a good way for middle aged parents with pets to find out about All Creatures Small's service. What we plan for All Creatures Small is to have them give out dog biscuits to fans that enter a sporting event. The biscuit should be taped an All Creatures Small business card. This will help get their name out.



During the halftime of the event All Creatures Small will have done a raffle. They will draw for the winner of the raffle during this time. The winner will receive a free bath and nail trimming. Doing this will increase knowledge of the service to families with pets in them. This would be the best time to do this because the families would be the most ideal market. A great place to do this would be a wrestling meet for the Indianola High School wrestling team on December 5th and also Indianola High School basketball game on December 12th.

ADVERTISING MEDIA SELECTION

Newspaper Advertisement

Advertising in the newspaper is a very cheap and it can be a very effective way to advertise. We are planning on creating a newspaper advertisement for All Creatures Small. First we must create the advertisement. Our idea of the ad would consist of a picture of the clinic itself. Written beneath the picture would be All Creatures Small along with their contact information. The advertisement would be in the newspaper 26 times during one year. The advertisement will also look good because it will be in color. The ad will be six inches long which will make the total cost \$94.20 for one year. This advertisement will primarily bring in old customers to the clinic, but it will be all over Indianola.

When All Creatures Small has the advertisement ready, they will send it in to the Indianola Record Herald Website. The Record Herald's prices are very cheap for this form of advertising. Then they will add it to the next edition of the newspaper.

Flyer Advertisement

We have prepared a flyer for All Creatures Small about their business. The flyer will be a cheap and effective way for people to notice and get their information. Through the survey we found out that some people didn't know who All Creatures Small is. This would be a good way to counteract that.

All Creatures Small

2300 W 2nd Ave
Indianola, Iowa
allcreaturesmall.vetsuite.com

About Us

All Creatures Small is a full-service veterinary medical facility, located in Indianola, IA. The professional and courteous staff at All Creatures Small seeks to provide the best possible medical care, surgical care and dental care for their highly-valued patients.

We are committed to promoting responsible pet ownership, preventative health care and health-related educational opportunities for our clients. All Creatures Small strives to offer excellence in veterinary care to Indianola, IA and surrounding areas.

Please take a moment to contact us today, to learn more about our veterinary practice and to find out more information about how All Creatures Small can serve the needs of you and your cherished pet.



We have already designed the flyer for the clinic. What you guys need to do is print it. We suggest printing it on a colored printer so it can get people's attention. We will email the flyer to All Creatures Small. Once All Creatures

Small has the flyers they will need to post it around town. Places we suggest include Hy-Vee, Fareway, Wal-mart, and various restaurants around town. The only costs from this type of advertising will be the printing costs of the flyers.

VI. SCHEDULES OF ALL ADVERTISING PLANNED

<u>Month</u>	<u>Newspaper</u>	<u>Flyer</u>
January	Run advertisement in Record Herald	Place in Wal-Mart, Hy-Vee, Fareway, Dollar General, The Outside Scoop, and Casey's General Stores.
February		
March	Run advertisement in Record Herald	
April		Replace in stores
May		
June	Run advertisement in Record Herald	
July	Run advertisement in Record Herald	Replace in stores
August		
September		
October		Replace in Stores
November		
December	Run advertisement in Record Herald	

VII. SCHEDULES OF ALL SALES PROMOTION ACTIVITY(IES) PLANNED

October:

Facebook-

- 6th -- Post contest that is pet of the week
 - 10th -- Pick out winner of the week
- 13th-16th --Post daily pictures/posts of animals that need to be adopted
- 20th-- Post contest that is pet of the week
 - 24th --Pick out winner of the week
- 26th-- Post pet costume contest
 - 30th --post top three winner of the pet costume contest

November:

Facebook-

- 1st, 8th, 15th, 22nd, 29th-- Post humorous picture of an animal posting how its pet humor month at All Creatures Small
 - Pick out top five winners for humorous pet of the month
- 3rd, 10th,17th, 24th, 31st-- Post updates on animals that need homes

Sponsoring-

- 25th-- Sponsor Indianola High school basketball game
- Give out dog biscuits with the All Creatures Small business card

December:

Facebook-

- 2nd, 9th, 16th, 23rd, 30th-- Post pet of the week
- Dec. 23rd-Jan 2nd-- post about holiday special

Sponsoring-

- 12th-- Sponsor Indianola High school basketball game
 - Give out dog biscuits with the All Creatures Small business card

January:

Facebook-

- 1st, 8th, 15th, 22th, 29th-- Post weekly pet of the week
- 3rd, 10th, 17th, 24th, 31st-- Weekly updates of animals that need homes
- Punch card month

VIII. BUDGET

Newspaper advertisement: \$94.20

Sponsor a High School event: \$11.99

Loyalty punch card:\$9.99

Total: \$116.18.

Some of the things we suggested will cost a little more as the free grooming will cost labor hours.

IX. STATEMENT OF BENEFITS TO THE CLIENT/ADVERTISER

We believe if All Creatures Small follows our advertising campaign, they will see an increase in customer awareness, net sales and customer loyalty. The customer awareness will be increased by the flyers, social media activity, the newspaper advertisement, and sponsoring a high school advert. We expect that the percent of new customers per month will increase by 10% through these various activities. Potential customers will notice All Creatures Small around town. All of the sales promotion and advertising activities will increase net sales by 7%. The punch cards will be a great way to increase

customer loyalty, as they will be motivated to get the free grooming session. All Creatures Small will see an increase in customer loyalty by 15%.

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