MARKETING

Plan

Moco 'n' Mousse

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11/2023 ~ 01/2024

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Social Media–Overall

Best posting frequency on Instagram
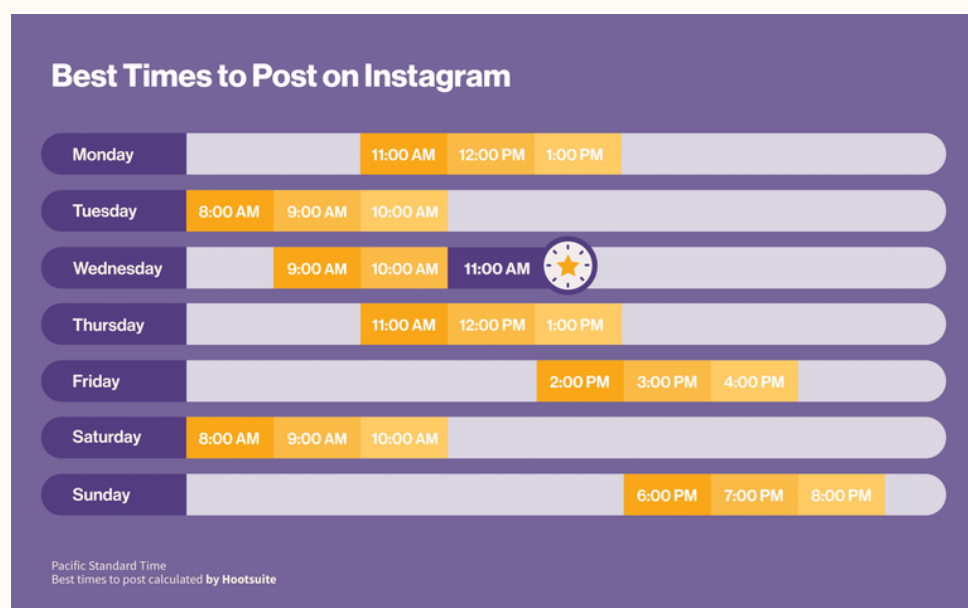- 3 to 5 times per week

Best stories frequency on Instagram
- 2 times a day is the ideal (but it depends, sometimes it is good to have up to 7 a day)

Best time to post on Instagram in the West Coast (PST)
- Weekdays: 11 am to 2 pm & 7 pm to 9 pm
- Weekends: 8 am to 10 pm & 6 pm to 8 pm

Best Times to Post on Instagram

Monday			11:00 AM	12:00 PM	1:00 PM	
Tuesday	8:00 AM	9:00 AM	10:00 AM			
Wednesday		9:00 AM	10:00 AM	11:00 AM ⭐		
Thursday			11:00 AM	12:00 PM	1:00 PM	
Friday				2:00 PM	3:00 PM	4:00 PM
Saturday	8:00 AM	9:00 AM	10:00 AM			
Sunday				6:00 PM	7:00 PM	8:00 PM

Pacific Standard Time
Best times to post calculated **by Hootsuite**

Content Categorized Tip
- Clear content type will let the audience easier to understand what you want to express Ex, Educate: New Knowledge, FAQ from Vets, topics like how to do xxx (tutorial content)

- Talk more about your brand: let people understand you more and they will feel more connected with your brand and product

Be aware of separating the different social media plan
Different social media has different types of audience
- Tik Tok < 10 sec content
- Instagram < 1 min content
- YouTube for longer format content

Can set a goal for every two months on social media plan
-> Help you maintain the monthly objectives and make sure the content aligns the goal

Think these questions when generate posts ideas
Who you are?
What you are doing?
Where can people find you (online and offline)?
Why people should choose you? Why you are special?
How you are doing? What process you are doing to your products? (This is deeper to let the audience understand more about your products)

Social Media-Posts

Add Icons on Instagram Profile & and Posts
- Icons are more intuitive and easier for audiences to catch the topic in the first scene
- Align your brand personality: fun, bright, colorful, stand out

Mention your expertise, show why you are special
We made for allergic pets

Get rid of some unrelated content or Make it look related
Ex: Show the connection between UW foster + Moco m Mouuse
Good to have some connections with other businesses but you still need to let people focus on you

Check the Consistency
- Check the color, style, and format
- Good consistency is good for building brand impressions and making the audience know hey that's Moco n Mousse
- For Example: Like the Christmas post, you can still stick with your brand text font and use a Christmas background or add Christmas elements based on your brand style

Put Headlines on pictures, Make pictures
- Especially do this when announcing new information: people is busy and picky right now and they tend to focus on the most catchy information
- Use highlighted text on photos
- Here is the example I created on my Canva with the example of writing copy

MEET US TOMORROW!!
112 Train St SW, Orting, WA 98360,
11/05, 11am-4pm

Original Post

May I have your attention please? Our first pop up as a team is tomorrow! Come on down to candycane lane and let's your pets try our yummy treats! Our salmon based formula is one your cats and dogs will be doing tricks for

We will be at 112 Train St SW, Orting, WA 98360, USA from 11am-4pm
See you soon!

#moconmoussesnackerels#smallbusiness #womenowned#allforone#pettreats #snaxfordogsandcats#limitedingredients #candycanelane#Orting #petsofinstagram #furryfriends #seattle #salmontreats

Revised Post (With icons)

❗Attention please❗
Our first pop-up as a team is tomorrow! 🥳🥳
Come on down to Candycane Lane and let your pets try our 🐟 Salmon-based Formula 🐟
They will be happily doing tricks for our treat!

Come meet us!
📍112 Train St SW, Orting, WA 98360
📅11/05 Sunday 11 am-4 pm
See you soon!

#moconmoussesnackerels#smallbusiness
#womenowned#allforone#pettreats
#snaxfordogsandcats#limitedingredients
#candycanelane#Orting #petsofinstagram #furryfriends
#seattle #salmontreats

Revised Post (Text only)

Our first pop-up as a team is tomorrow!
Come on down to Candycane Lane and let your pets try our "Salmon-based Formula"
They will be happily doing tricks for our treat!

Come meet us!
• 112 Train St SW, Orting, WA 98360
• 11/05 Sunday 11 am-4 pm

#moconmoussesnackerels#smallbusiness
#womenowned#allforone#pettreats
#snaxfordogsandcats#limitedingredients
#candycanelane#Orting #petsofinstagram #furryfriends
#seattle #salmontreats

The writing for the post
- Be clear!
- The first two sentences are important since it is the first scene people will see at first glance, especially when people scroll Instagram on phones more of the time
- In the example I wrote above, I use the "icons" to highlight the most important message to the audience. I think putting icons in the post will align more with your brand personality but it is okay if you don't want the icons all the time. Another example is provided without icons on the right side.

Good to have faces on the Photo
- Humans are more attracted by the faces
- Pictures with faces no matter pets' or people's faces have more like than other kinds of pictures

Videos from TikTok as the Post Content
- Good to have but give some feedback about why you post this. Resonate with your brand!
- Give the resource of the original video

Instagram Story
Put different categories
Now you only have "highlight" story group

Here are some potential topics that are good to have on Story
- About us — Tell about yourself, your brand
- Our Treats —- What your treats are for, kind of promote your treats a little
- Ingredients —- Good place to talk about the ingredients you have, good for people to take a glance at the very top, and easy to add more if there are more ingredients added on in the future
- Q&A —- Why it is important to have your treats? Can normal pets have it? Just add some frequent ask questions here and answer them.
- Reviews —- Once you have more customers, ask them to tag your Instagram and give them some rewards, which can be a free sample or discount coupons as they tag you guys on their Instagram

Good Instagram Story Example click here

Social Media-Ideas

!! Create more Reels!!
- Videos nowadays are easier to get viral
- More attractive and the content is also more flexible

Content Ideas
- <u>Educate</u> (This is where you guys can stand out the most with vet background)
  - How to xxx?
  - How to deal with allergy dog?
  - How to treat your pet with right food?
  - How to choose the right ingredient?
  - What is xxx? Why my pet xxx?
  - What is a pet allergy?
  - Why do my pets always have diarrhea?
  - What I should do to stop my pet from vomiting?
  - Record a vet explaining or teaching (can be a monthly event)
  - Pictures with text
  - More cartoon-style content

- <u>About the Store</u>
  - Tell a story about your brand
  - Why did we start our business?
  - What did we provide?
  - What we can help with your pet?
  - We are making pet-approved treats

- <u>Promote and sell (some campaign ideas)</u>
  - Giveaways
  - Free samples
  - Spin to win the prize for pop-up sell
  - Coupon
  - Email marketing (put in your email and get the free sample)
  - Sample Promotion post headlines:
  - Visit and get free samples!
  - Come and get free treats!
 - Tag us on Instagram and get a free sample!

Linktree Tip
- **The order:** The more important one should come on the top
- Get rid of the ingredients and move it to an Instagram story, no need to link an Instagram post on the link tree
- **Align the style with the writing**
  - ❌Shopify ✅Shope online
  - ❌Facebook ✅Like us on Facebook
  - ❌Instagram ✅Follow us on Instagram
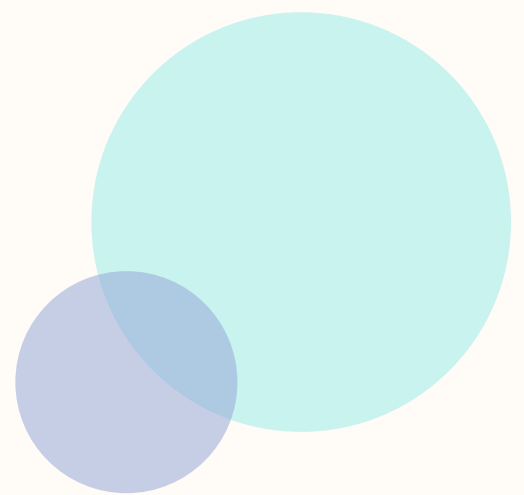
Website-Reviews Set Up

Adding the Review system
- I use the plug-in app on Shopify (There are lots of different options on Shopify store you can change others in the future)
- It is the free version so there are some features limited. It is good for now.
- Here I do a screen record to show where it is , where to add it into the website design, where you can manage the reviews, and how it will look like on the real published website.
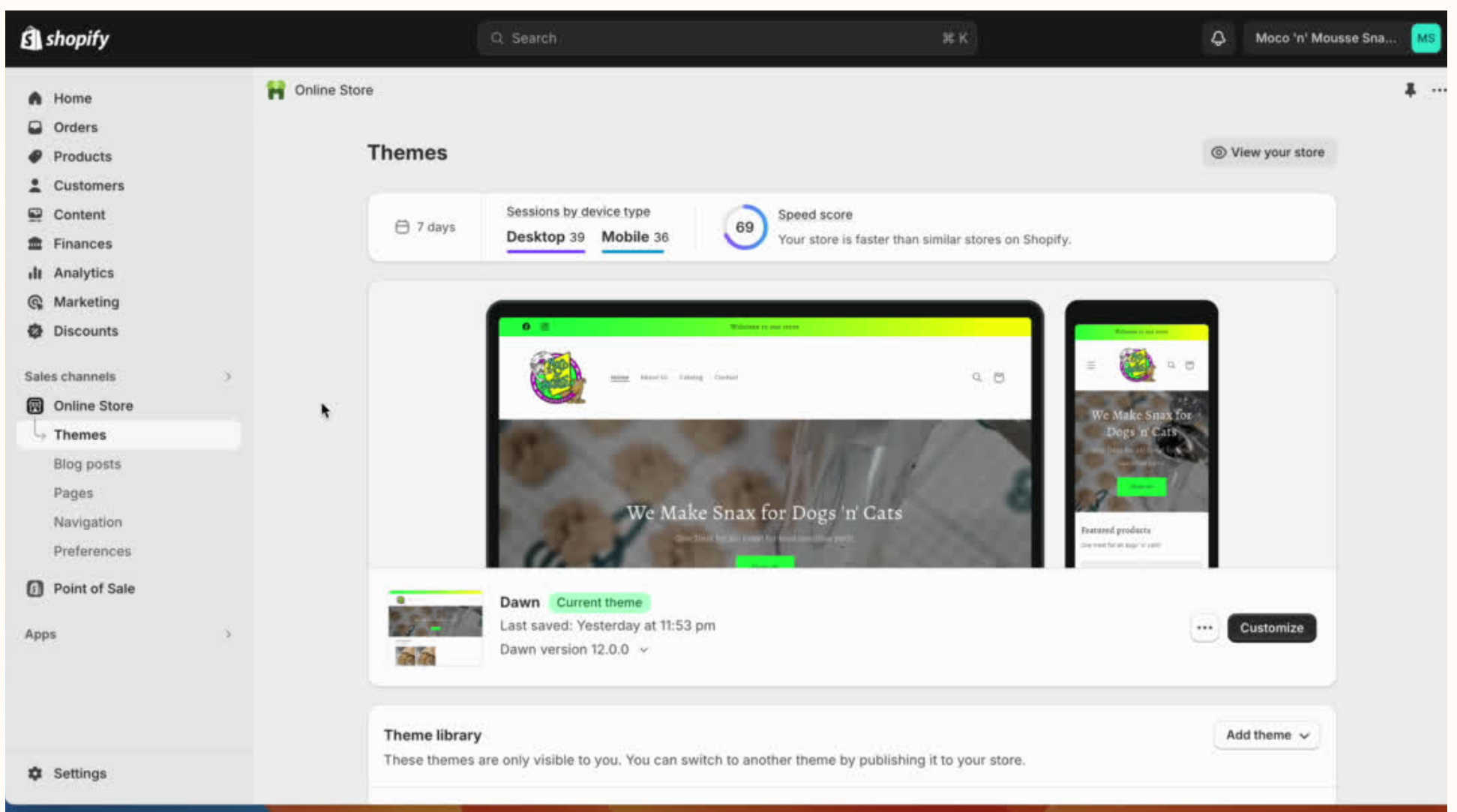
Manage the App
- Easy to collect the data and the customers' emails in the collect the review section under the app on the manage page
- Different layouts that you can choose and manage inside the app, make design more easy
- If you want to add the reviews in the Shopify, just add it as you add a new elements, they are in the same place

Website-SEO

SEO (Search Engine Optimization)
- Submit the sitemap to Google and now the store is searchable on Google
- **Next step:** In order to stand out from the website, inputting some keywords inside the website is good for the ranking and when people type in the keywords in the search bar, your website may have a higher chance to pop up.

Here is <u>the Excel</u> sheet that contains the keyword research I have done:

	A	B	C	D	E
1	Keyword	Features	Volume	KD	CPC
2	natrual dog treats		1600	10	1.9
3	can dogs eat cat treats	Featured snippet, People also ask, Discussions	1500	5	0.1
4	can cats eat dog treats	Featured snippet, People also ask, Discussions, Sitelinks, Image pack	1500	3	0.31
5	organic dog treats		1300	17	1.2
6	can dogs have cat treats	Featured snippet, People also ask, Thumbnail, Sitelinks, Image pack	400	3	0
7	can cats have dog treats	Featured snippet, People also ask, Image pack	400	1	0
8	natural cat treats	Shopping results, Thumbnail, People also ask, Discussions	300	2	1.46
9	organic cat treats	Shopping results, Thumbnail, People also ask, Discussions	250	2	1.38
10	good treats for cats	Thumbnail, People also ask, Shopping results	200	38	0.66
11	natural treats for cats	Thumbnail, People also ask, Shopping results	200	12	1.32
12	**treats for dogs and cats**	**Thumbnail, People also ask, Discussions, Shopping results, Image pack**	**150**	**0**	**0.35**
13	**dog and cat treats**	**Thumbnail, People also ask, Discussions, Shopping results, Image pack, Videos**	**150**	**1**	**0.36**
14	organic treats for cats	Shopping results, Thumbnail, People also ask, Discussions, Image pack	150	1	1.38
15	can you give a dog cat treats	Featured snippet, People also ask, Thumbnail, Videos, Image pack	150	4	0
16	can you give dogs cat treats	Featured snippet, People also ask, Discussions, Thumbnail, Videos, Image pack	150	4	0
17	can you give cats dog treats	Featured snippet, People also ask, Image pack	150	2	0

Some terms I explain here:
- <u>Keyword:</u> the words or phrases that people type in the search bar in order to search for something
- <u>Features:</u> the reason or intention why people type in the keyword
- <u>Volume:</u> the monthly volume that the keyword has been searched
- <u>KD:</u> keyword difficulty. How hard for people to really type in the specific keywords and search for it. Usually, the number of KD shouldn't go above 60. Because it means that the niche for this keyword is too small and no one really searches for it.
- <u>CPC:</u> Cost per click. No need to worry about this one first since we are not doing advertising on these keywords. However, it is good to see how much the keywords cost, the higher the cost is, the more people using these keywords.

**With the keyword research content, I sorted it into two colors**
- **Red: high intent keywords (these keywords are relevant to moco n mousse content and the people who type in these keywords are more likely to click into the website or shop on the website)**
- **Blue: question intent keywords (these are the questions that people usually ask on Google, try to answer their questions and they are likely to get into your website. These keywords are also inspiring for social media content since you can know what kind of questions are people curious about now in order to make a more trendy post)**

Metadata

- I utilized the keywords and picked the **primary & secondary keywords** for the homepage.
- I changed the **title tag** and the **meta description** for the homepage based on the keywords but feel free to revise it. Just make sure the description contains the keywords.
- I also change the **alt text** for the pictures on the homepage.

Where to change the title, alt text, and meta description?

- **Title tag** and **meta description** for the homepage
  - Main page on Shopify> Find online store> Preference
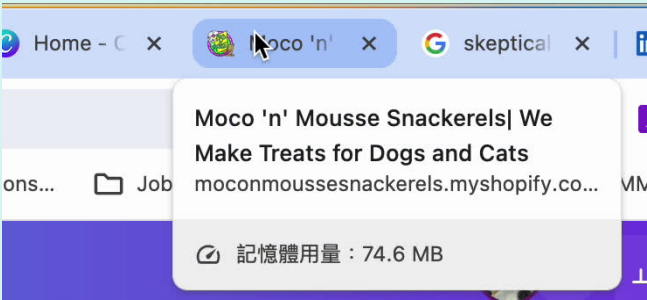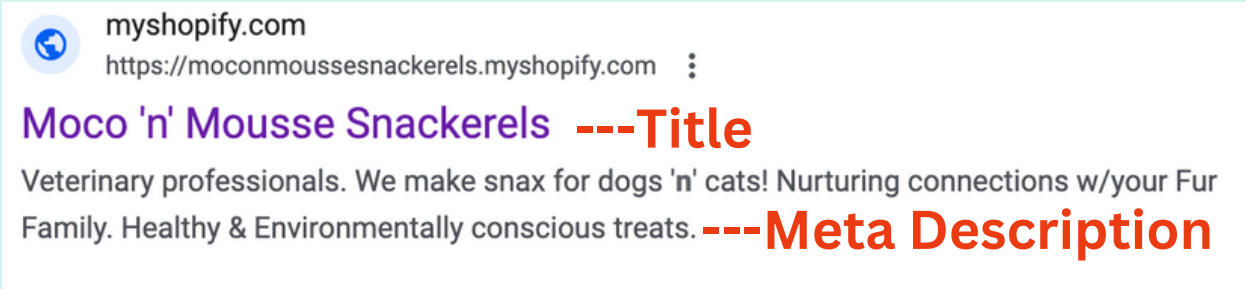
- Homepage large slide picture **alt text**
  - Main page on Shipify > Customized > Click on the banner > Click on the "edit" button showing on the image on the left side of the edit area > Scroll down and you will see the place to type in the alt text
- Product picture **alt text**
  - Main page on Shopify > Product > Click on one of the products> Click on the product image > On the upper right corner, a little word will show up revise the alt text > click it and edit it
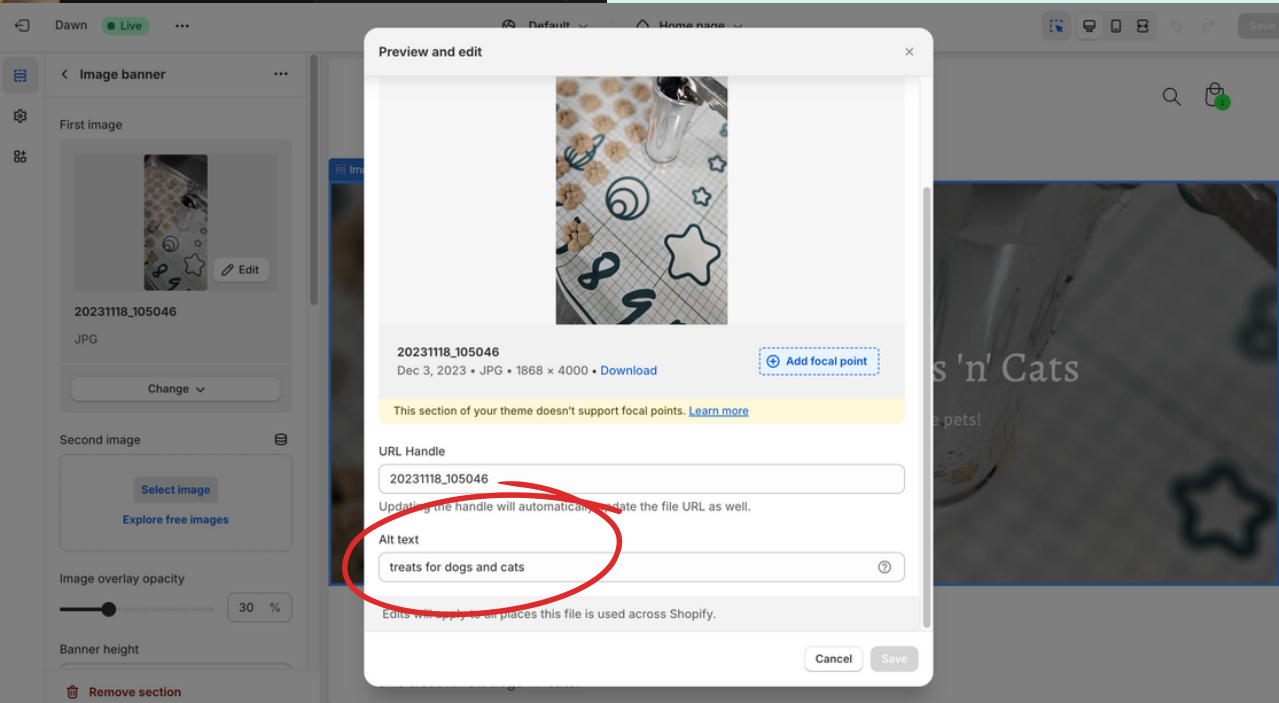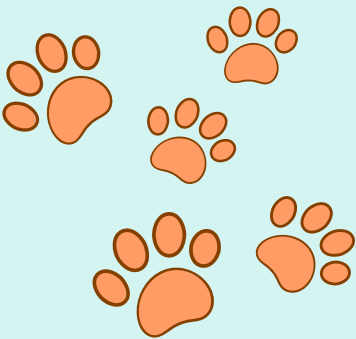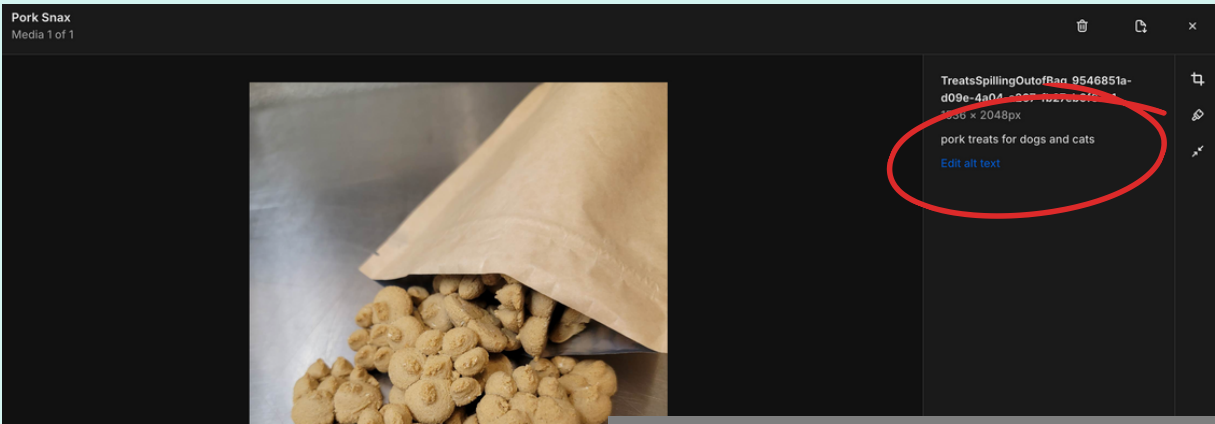
Email Marketing Template

Announcing the new flavor
Subject:
New Pet Treat Flavor Alert!
Unleash the Flavor Fiesta for Your Furry Friends!
Delight paws with New Treat Flavor!
—--

Dear [Customer Name],

Moco 'n' Mousse has exciting news for you and your lovely companions!

We're thrilled to announce our latest pet treat flavor – a delicious delight guaranteed to make tails wag and whiskers twitch with joy!

⭐ Introducing [New Flavor Name] - [your product description]

With Moco 'n' Mousse, You have more to choose from!

As a valued member of the Moco 'n' Mousse family, you're invited to be among the first to treat your pets to this exciting new flavor.

🎁 Exclusive Offer: Limited time only, enjoy a [discount percentage]% discount on your first purchase of [New Flavor Name]. Use code: [discount code] at checkout.

🛒 [Shop Now Button or link]

Join us in the celebration of flavor, health, and happiness!

Thank you for being a part of the Moco 'n' Mousse community.

Warm regards,

[Your Name]
[Your Title/Position]
[Your Contact Information]

P.S. Follow us on [Social Media] for more pet-loving content! #snaxfordogsandcats 🐾

Ask for product feedback
Subject:
Let's Talk Treats! Tell Us What Your Pet Thinks
Share Your Thoughts on Moco 'n' Mousse Pet Treats!
Your Furry Friends' feedback is important!
———

Dear [Pet Parent's Name],

We hope you and your furry friend are enjoying the delightful treats from Moco 'n' Mousse! 🐾

We value your opinion, and we'd love to hear about your experience with our pet treats. Your feedback helps us ensure that we're providing the best for your pets.

✏️ [The link to Share Feedback]

Share Your Thoughts and Win:
Take a moment to let us know what your pet thinks about our treats. Your valuable feedback enters you into our monthly drawing for a chance to win a [prize description or discount]. Plus, your insights help us enhance our products for all the pets we care about.

🎁 Exclusive Offer:
As a token of our appreciation, enjoy a [discount percentage]% discount on your next purchase. You will receive the discount email when you complete the feedback form.

🛒 [Shop Now Button]

Thank you for being a valued part of the Moco 'n' Mousse family. We can't wait to hear what your pet thinks!

Best Regards,

[Your Name]
[Your Title/Position]
[Your Contact Information]

P.S. Follow us on [Social Media] for the latest updates, adorable pet photos, and more! #snaxfordogsandcats 🐾

THANK
You

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My LinkedIn