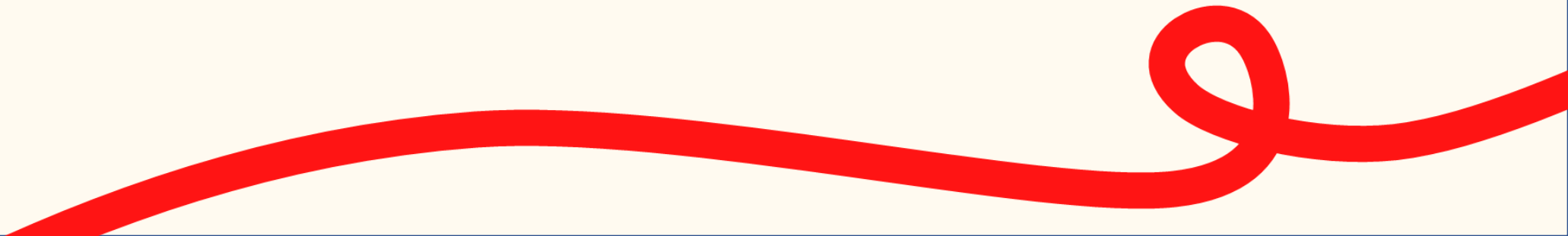




# Mars Petcare EPH

Marketing Toolkit



# Your Marketing Toolkit

## Ground Work

### Key Messages & FAQs for Social

Once key messages are established and agreed, it is important to optimise them for your social channels. In addition, a current FAQ document, ensures clarity in positioning and minimises drop off in the process.

### Platform Guidance

Understanding platform functionality, demographics, and user behaviour is paramount for gaining the most traction possible on all content.

### Paid Strategy & SEO

Strategic support on social media via paid is necessary for amplification and targeting purposes while actively supporting SEO will ensure you appear in relevant searches and give your animals the best chance of being seen.

### Asset Creation

Once you understand the platforms and their distinct purpose, ensuring content is created to be optimised for each is the next step in taking a social first approach to digital outreach.

## Outreach

### Community Management

Active and engaged community management is a big factor in social success and must be active across all platforms where your brand appears.

### Local Engagement

Local activism and engagement has skyrocketed during Covid, and activity on community pages and groups continues to be elevated. Developing a plan for local engagement via social will help you take advantage of this behaviour shift.

### Crowdfunding Inspiration

With all the groundwork and outreach in place, crowdfunding can be a low investment, high return way to cover expenses – from medical treatments to ongoing shelter maintenance.

# Adapting key messages for social

## Making your point land

Unlike media inclusion, you are in total control of presenting your key messages to your target audience on social.

Whilst you have total control, you also have limited time as user behaviour tends to rhythmic swiping through feeds.

It is important that your message is clear and concise – and where possible communicated via thumb-stopping visual content.

### Examples of good key messages

We're set ourselves the target of rehoming 100,000 dogs this year

We raised £500,000 to help keep unwanted dogs safe

We're seeing a 20% increase in the number of animals being put up for adoption now COVID-19 restrictions are lifting

### Examples of bad key messages

We're hoping to rehome a large number of dogs this year

We held a charity event last month

We're receiving lots of abandoned pets at the moment

## Making messaging stick on social

- ✓ **Human Voice** – create content and copy that reads quickly and easily
- ✓ **Relevancy** – consider the mindset users are likely to be in based on platform and time of day
- ✓ **Visualise** – if you can communicate your message using imagery, do it
- ✓ **Audience** – Tailor messages to be relevant for your platform audience
- ✓ **Simplicity** – keep copy short and sharp
- ✓ **Bespoke** – messaging should always be adapted with platform functionality in mind

# FAQs: Keeping in current

A crisis can take off on social within 2 hours, and whether you are responding to a news story or answering a query, having an up to date FAQ document will ensure that no matter who sees it, they can respond with confidence. This is especially important where time or personnel resource may be limited. We'd recommend not posting on social on a Friday if your channels are not monitored over the weekend, as no one would be available to respond to a crisis if one occurs.

A FAQ document should be created for all new campaigns and the first draft should include all questions and concerns that you feel may receive via social – it's important to keep it up to date so whenever a new question comes in, it should be incorporated into the FAQ document.

## What kind of questions might be posed?

- ✓ Are you offering shelter visits during Covid?
  - ✓ How do you decide who is the right home for each pet?
  - ✓ Why don't you adopt to families with young children?
  - ✓ Do you ever put down any animals that are brought in?
  - ✓ I can't take care of my pet any more – can you help?
- ✓ I'd like to volunteer with you – what opportunities are available?
  - ✓ Can you explain the adoption application process to me?
  - ✓ I'm concerned about my neighbour's pet – what can I do?
  - ✓ I found a stray – what do I do now?

# Platform guidance

## Making them work for you

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## HOW DO YOU OPTIMISE FOR PLATFORMS?

- ✓ Understand The Audience Demographics
- ✓ Consider Time Of Day And What Your Audience May Be Doing (*e.g. commuting, cooking, catching up after work, etc*)
- ✓ Check For Trending Hashtags And Formats On Each Platform And Create Reactive Content
- ✓ Always Create Assets That Are Sized Correctly For Each Platform

# Platform guidance

Making them work for you

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Shelter initiatives  
Campaigns  
Thought leadership  
Partnerships and engagement with corporate businesses and individuals



Real-time, reactive content responding to trending conversations and formats  
Campaigns  
Responses to news agenda  
Engagement with high profile accounts



Visual platform perfect for animal spotlights  
Take advantage of all the interactive formats on stories and where possible swipe ups  
Participate in trends on reels and use IGTV for longer form video



Platform for local engagement  
Join relevant local Facebook groups and engage  
Leverage local sentiment - highlighting volunteers and local stories



Longer-form video content  
Video based campaign content  
Behind the scenes content from the shelter  
Title, description and tags important for search engine optimisation purposes



Music is a core component of platform culture  
Short, digestible videos where transitions are key  
Strong platform to gain general visibility

Leadership and partnership to open opportunities

Responses and conversation to stay front of mind

Visual storytelling and engagement to raise your profile

Community outreach and advice to grow connections

Campaigns and video content to tell your story

Trending format and music to raise awareness

Audience  
(Mixed Corporate)  
Investors, Corporate Partners

Audience  
(Active, 30+)  
Potential Adopters, Supporters, Journalists & Media

Audience  
(Highly Visual, 26+)  
Potential Adopters, Supporters, Influencers

Audience  
(Highly Localised, 35+)  
High Potential Adopters, Supporters, Community Members

Audience  
(21+, Majority Male)  
Potential Adopters, Supporters

Audience  
(16-40 – Highly Engaged)  
Potential Adopters, Supporters

# Asset creation

## Formats

|                                                                                    | Still imagery                                                                     | GIFs                                                                              | Short form video<br>Under 60 seconds                                                  | Long form video<br>Over 60 seconds                                                   | Infographics                                                                        | Animation                                                                            | Text only                                                                           |
|------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|    |  |  |    |   |  |   |  |
|    |  |  |    |                                                                                      |  |   |  |
|    |  |                                                                                   |    |   |  |   |                                                                                     |
|    |  |  |    |   |  |   |                                                                                     |
|   |                                                                                   |                                                                                   |   |  |                                                                                     |  |                                                                                     |
|  |                                                                                   |                                                                                   |  |                                                                                      |                                                                                     |                                                                                      |                                                                                     |

# Asset creation

## Top ten tips

- 1 High quality content is key** - High resolution imagery is a must. It presents professionalism.
- 2 Consider content structure** - Social behaviours inspire quick movements between content. Make sure the message lands in the first 3 seconds.
- 3 Tap into emotions** - Don't be afraid to pull on heart strings. You are trying to make people feel something, don't forget that.
- 4 Jump on trends** - Content trends make the rounds and take off quickly. Familiar, entertaining formats are significantly more shareable and using relevant trending hashtags on some platforms will help your content travel.
- 5 Use video** - It doesn't need to be intimidating. Apps like Canva Pro can help you create exciting and professional looking video. This app will also ensure you format content correctly for each platform. We highly recommend it and it's cheaper than hiring a design expert.
- 6 Have real value** - Make sure that the content you share represents a value to the people who follow you or may be served your content via ads.
- 7 Use new functionality** - When platforms release new functions (e.g. Instagram reels), they tend to prioritise them in the algorithm to encourage use. Take advantage of this and jump on new developments.
- 8 Make content platform specific** - Content should always be optimised for the platform it is going out on – from length of copy to tone of voice, associated imagery to functionality integration.
- 9 Make the journey easy** - If you are directing people to your website make sure that the asset is linked, or called out in the copy. On Instagram, be sure to direct to Link In Bio or use swipe ups on Stories if possible.
- 10 Set up a calendar** - A structured social media calendar will allow you to plan ahead, run strategic social campaigns and free up time in the day to day for community management, reactive content and local engagement.

# Asset creation

## Building a calendar

There are a number of ways to create your content calendar - these can be free or you can choose to utilise a service that will have a monthly or annual cost.

Where possible, aim to plan a monthly calendar – giving yourself ample time to make edits or additions. Planning a monthly calendar gives you the time to create reactive content- ensuring your content is timely and relevant.

Start your plan with an annual key dates calendar on a page – looking at relevant holidays/time periods that may be moments you can leverage such as Half Term or Blue Monday.

Add to the calendar any key moments for the shelter itself – events, adoption days, training programs, or anniversaries.

Once you have these collated, it's time to begin on monthly content planning – always referring back to your key dates.

REMEMBER: Messaging can be repeated multiple times but you should avoid content repetition. Find new ways to deliver key messages.

### FREE PLANNING OPTIONS

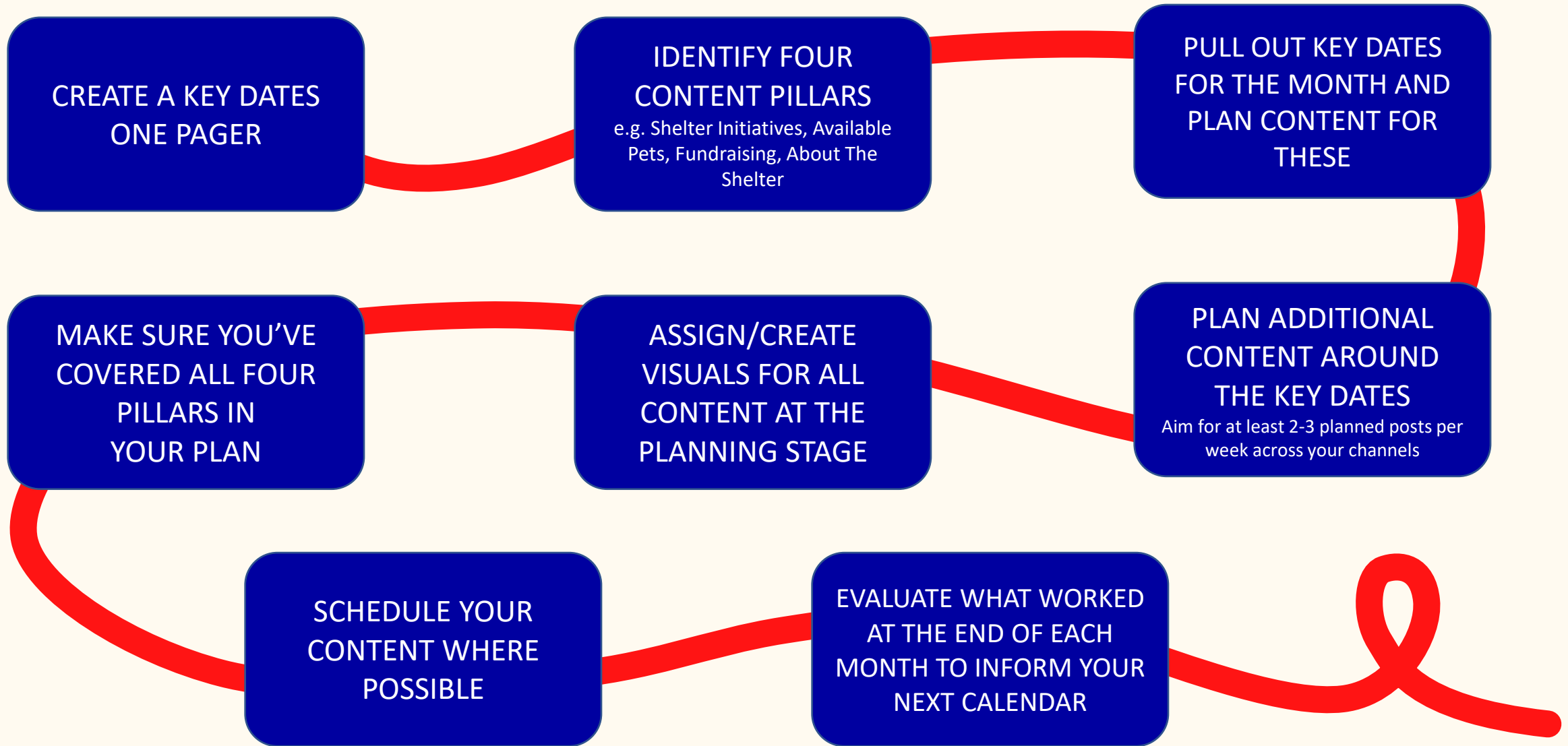
Powerpoint  
Google Docs  
Excel

### PAID PLANNING OPTIONS

ContentCal  
Hootsuite  
Sprout Social

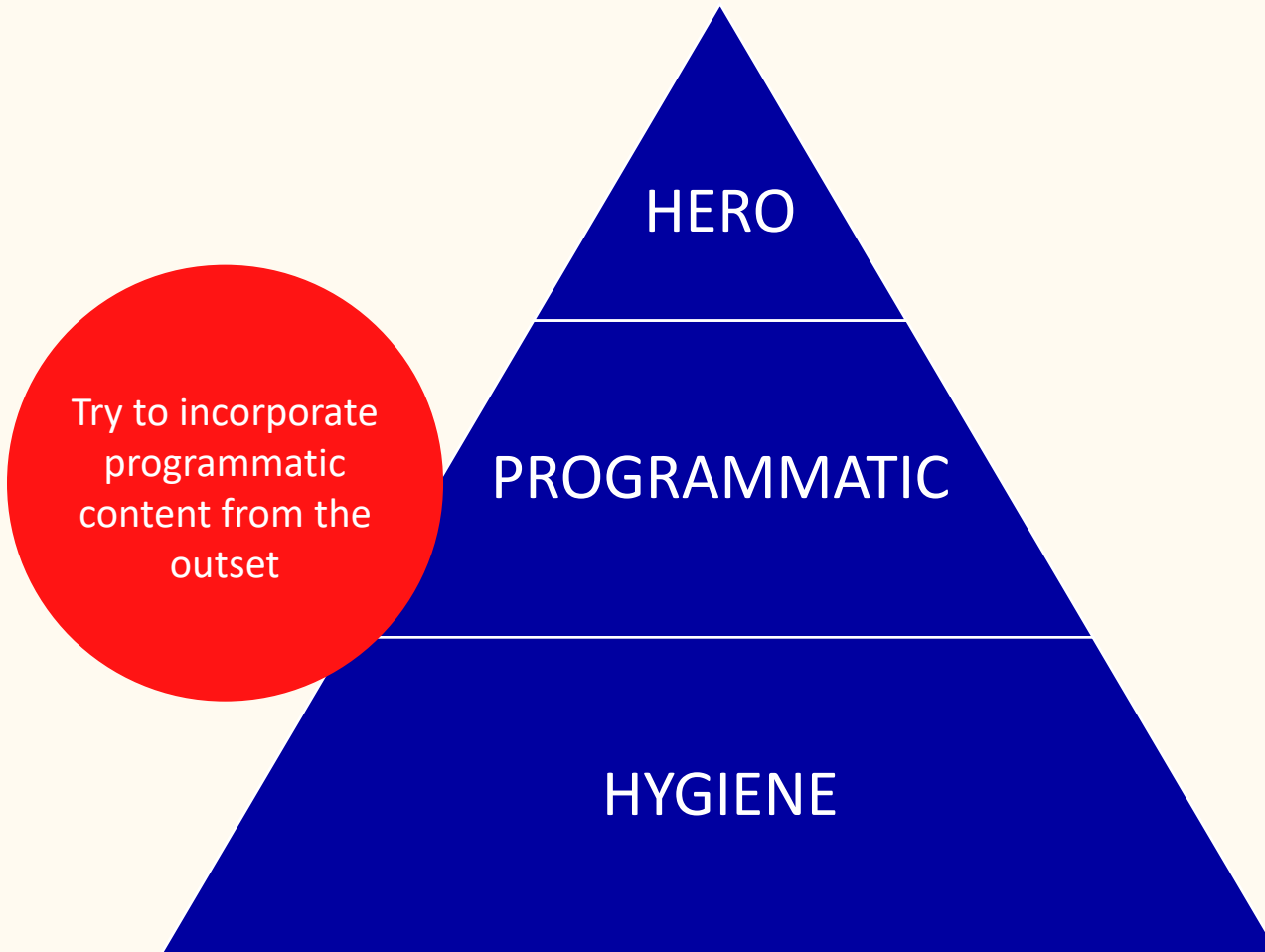
# Asset creation

## Road map



# Asset creation

## Types of content



1

### HERO CONTENT

Campaign content which uses a hero asset and may have PR and paid support behind it

2

### PROGRAMMATIC CONTENT

Repeating content formats which create a sense of expectation and excitement among your audience

3

### HYGIENE CONTENT

Day to day content which keeps the channels active – shelter updates and initiatives, pupdates, advice, recently rehomed updates, relevant news

# Paid strategy

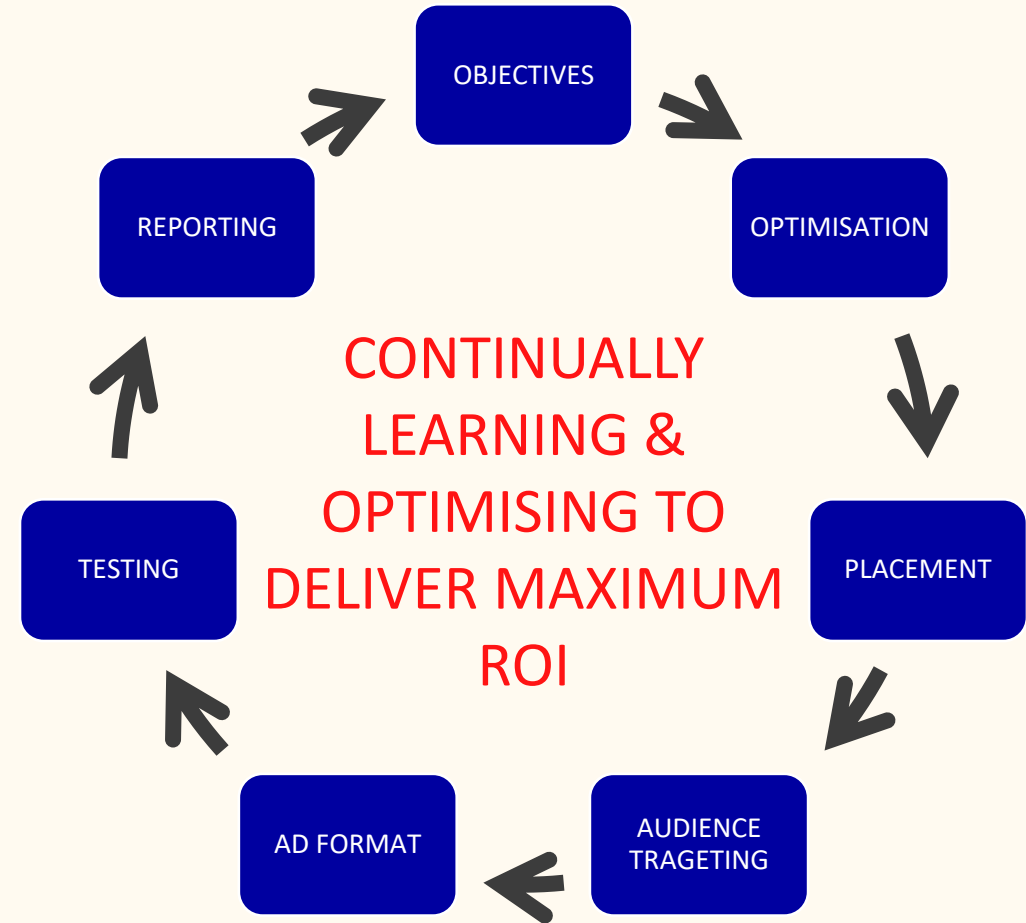
## What makes a story?

While content CAN travel organically, particularly on Twitter, LinkedIn and TikTok – paid support allows you to increase your reach and make sure your content is delivered to your chosen audience.

Some questions to ask when evaluating whether to put paid support behind your content:

- Is there a clear defined objective for this content? (Driving to a website, raising awareness of a specific initiative, encouraging conversation or participation)
- Is there an eye-catching, high quality visual asset in this post OR attention getting copy?
- Have you defined a clear audience to reach?
- Do you have resource in place to respond to an increased volume of questions and comments?

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# Paid strategy

## Recommended platforms for paid

### Facebook and Instagram

Recommended  
for day to day &  
campaigns

- ✓ Can set clear objectives for: Video Views, Link Clicks, Reach, Engagement, Brand Awareness, Lead Generation and more
- ✓ Able to create highly targeted ads by demographics (Relationship Status, Education, Behaviours) or location.
- ✓ Create saved audiences for easy application to ads – including Lookalike Audiences which target users similar to your current followers
- ✓ Ad Manager provides you with a clear place to view all your paid content across the two platforms

### Twitter

Recommended  
for campaigns

- ✓ Available objectives are similar to Facebook/Instagram
- ✓ Targeting is less specific – targeting by basic demographics and keywords

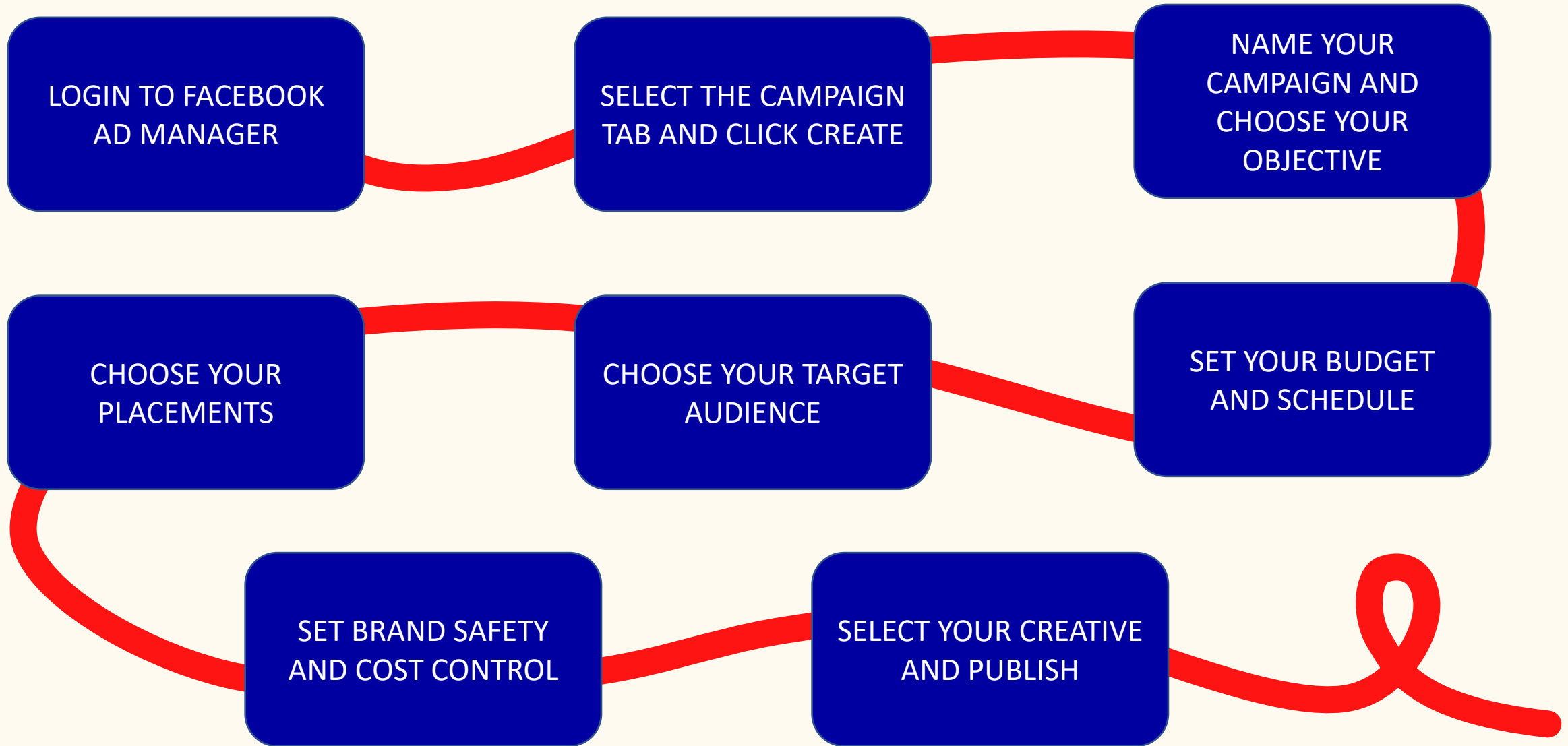
### NOTE

LinkedIn, TikTok and YouTube all offer paid support but with the objectives of adoption and fundraising in mind – we'd recommend you start with those on the left.

# Paid strategy

Facebook & Instagram

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# Influencers

## A different type of paid engagement

Working with paid influencers is an excellent way of extending your reach into new audiences, building awareness of your initiatives, and even introducing pets up for adoption to a potential new audience.

When working with influencers, it is important to remember that the content ideas should be led by them – they understand their audience and what works for them. Try to give them the creative freedom to create the content that they know will work best.

### Important

Influencers must ALWAYS indicate a paid or gifted relationship – they can do this via hashtags (#ad) or the IG paid partnership indicator

### HOW TO FIND THE RIGHT INFLUENCERS

- ✓ Pair with someone who already features pet-related content
- ✓ If it is a paid relationship, ask for relevant statistics about their audience – at least 65% should be UK based
- ✓ Take a look through previous content to make sure it aligns with your values and ethos
- ✓ Make sure that their content gets strong engagement. If someone has 200k followers but is only getting a few hundred likes, they don't have an invested audience to leverage

# Influencers

## Building a relationship

Influencer relationships work best when they are



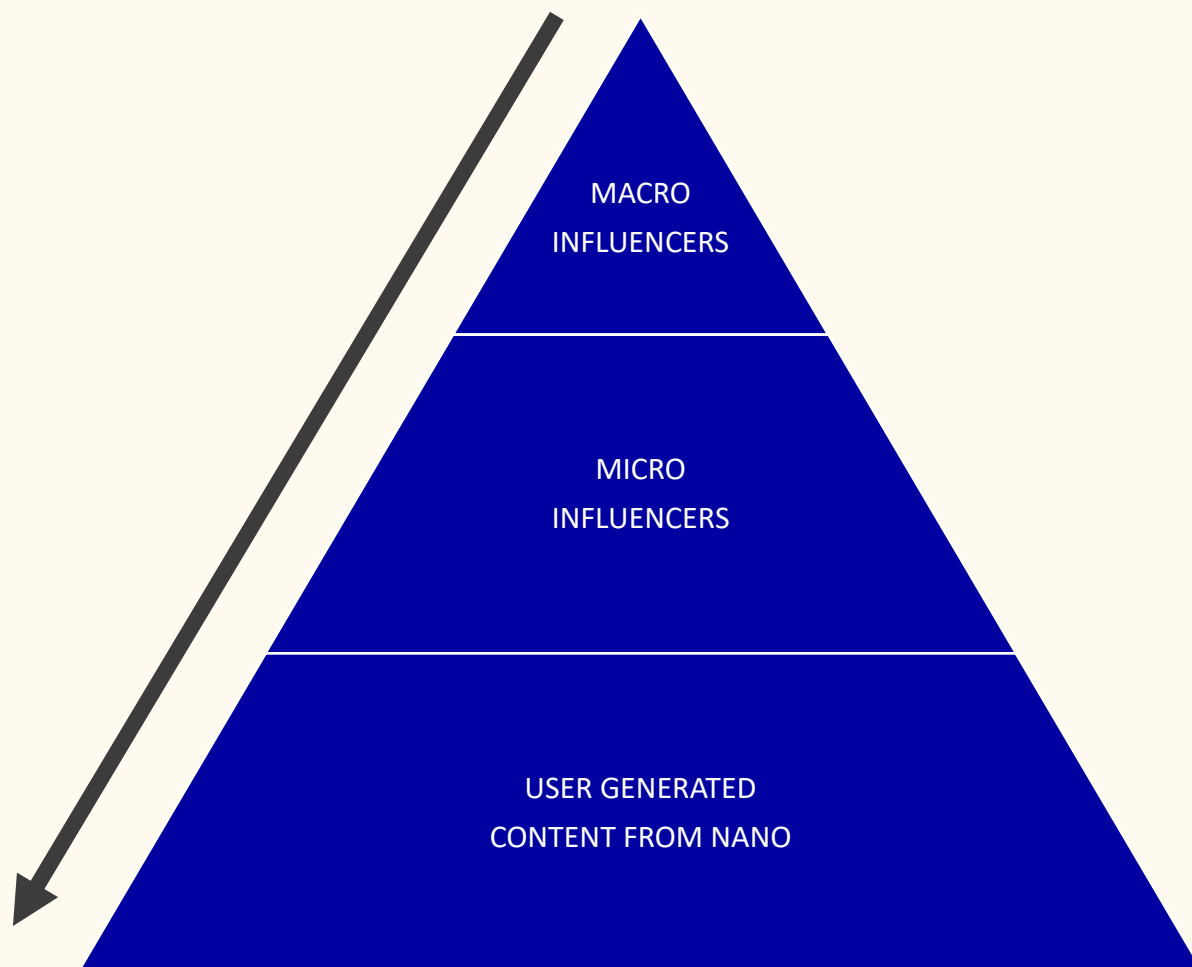
### WAYS TO BUILD RELATIONSHIPS WITH INFLUENCERS

- Get to know their individual interests and send relevant gifts or packages when launching a campaign or seeking support
- Keep track of important dates in their lives such as birthdays, weddings, product launches, etc and be sure to reach out
- Show appreciation on and off your channels for the content they create/any support they show

# Influencers

How to categorise them

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1

**51,000+ FOLLOWERS**

'Power users' and celebrities. Significant reach and awareness.  
High fee partnerships.

2

**5,000 – 50,000 FOLLOWERS**

Relatable, real people. Greater engagement levels.  
Lower cost fees or gifting.

3

**1,000 – 5,000 FOLLOWERS**

Mobilise nano influencers and real customers  
to share their experiences

# SEO

## What is it?

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S<sub>e</sub>arch  
E<sub>n</sub>gine  
O<sub>p</sub>timisation

It sounds complicated, but ultimately SEO is simply about improving the quality and quantity of your website traffic.

By creating content with SEO in mind, you are working to improve your organisation's search ranking – with the aim of appearing on the first few pages of a Google result for 'dogs for adoption near London' for example.

Lots of things can improve your SEO: online PR coverage, regular blogs, partnerships, optimised copy, etc.

# SEO

## Improving your search results

There are a number of free tools available to you –from Google Trends to SemRush to help guide your SEO strategy.

Google Trends will provide you with insights on what your target audience is currently searching for and what relevant searches you may want to generate content campaigns around for better ranking.



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Championed by



### HOW TO IMPROVE YOUR SEARCH RESULTS WITHOUT REDOING YOUR SITE

- ✓ Utilise free tools to regularly review search results and where you rank for keywords
- ✓ Conceptualise PR stories that are optimised to drive online coverage – this may require a video asset or addition to your website
- ✓ If you can gain inclusion in high domain authority sites such as national newspapers, large retailers or grocery, it will strengthen your results.
- ✓ Create several pieces of fresh website content each month – ideally content that responds to relevant search questions

# SEO

## Improving your search results

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| <input type="checkbox"/> | Keyword                                                                | Volume | Trend | KD %  | CPC \$ | Com. | SERP F... |
|--------------------------|------------------------------------------------------------------------|--------|-------|-------|--------|------|-----------|
| <input type="checkbox"/> | <input type="checkbox"/> + how to adopt a dog                          | 880    |       | 81.02 | 0.70   | 0.27 |           |
| <input type="checkbox"/> | <input type="checkbox"/> + where to adopt a dog                        | 480    |       | 78.73 | 0.88   | 0.13 | +2        |
| <input type="checkbox"/> | <input type="checkbox"/> + where can i adopt a dog                     | 390    |       | 77.33 | 1.07   | 0.20 |           |
| <input type="checkbox"/> | <input type="checkbox"/> + how much is it to adopt a dog               | 210    |       | 76.51 | 0.72   | 0.14 |           |
| <input type="checkbox"/> | <input type="checkbox"/> + <u>how much does it cost to adopt a dog</u> | 170    |       | 74.43 | 1.13   | 0.09 | +2        |
| <input type="checkbox"/> | <input type="checkbox"/> + how much does it cost to adopt a dog uk     | 140    |       | 73.32 | 1.46   | 0.09 | +2        |
| <input type="checkbox"/> | <input type="checkbox"/> + how much to adopt a dog                     | 140    |       | 77.39 | 0.91   | 0.14 |           |
| <input type="checkbox"/> | <input type="checkbox"/> + how to adopt a dog uk                       | 140    |       | 79.52 | 0.97   | 0.28 |           |
| <input type="checkbox"/> | <input type="checkbox"/> + do you have to pay to adopt a dog           | 110    |       | 77.58 | 0.00   | 0.10 |           |
| <input type="checkbox"/> | <input type="checkbox"/> + can you rename a dog after adoption         | 90     |       | 81.74 | 0.00   | 0.00 |           |

In addition to standard keywords, SemRush will provide you with all the of search questions that come up in relation to the search term you are researching. Ensuring you have content on your site that answers these questions can help support your ranking.

It will also allow you to do competitive research – looking at how your shelter may be ranking next to others – looking at opportunities to improve your SEO by tapping into what may be missing from their site.

# Community management

Don't leave them wanting more

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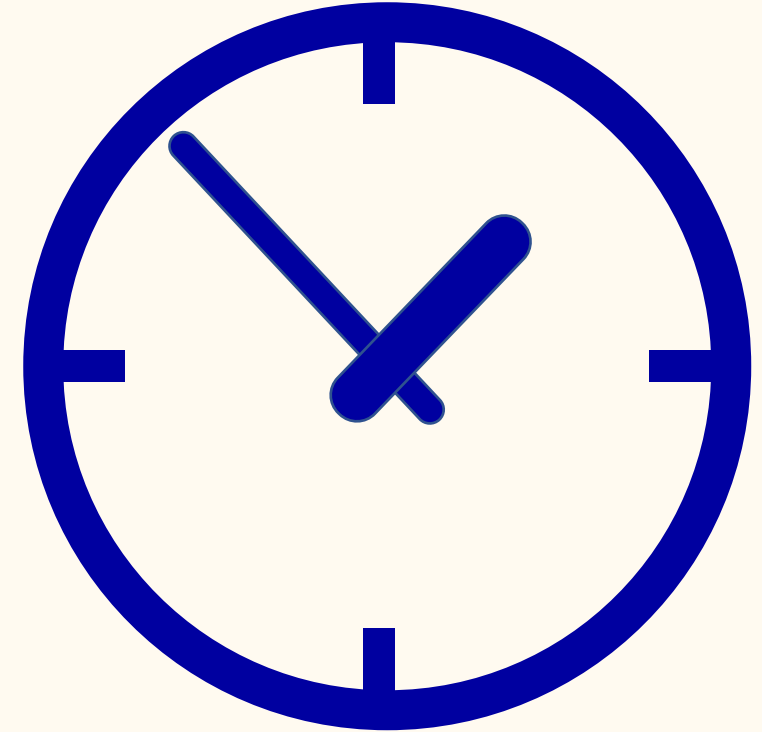


Engaging with people who engage with you is the fastest way to build rapport – ultimately making it easier, clearer and more comfortable for those seeking to adopt.

The process can be confusing and clarity on how to present your application, what the shelter may be looking for, specific pet needs or even opening times can make all the difference in terms of getting the traffic to get animals into their forever homes.

All content, organic and paid, should be monitored for questions, comments or concerns daily.

If time is limited, that's okay. Spend 30-60 minutes in the morning and at the end of the day. Be sure to check across all active platforms – looking for comments, direct messages and mentions.



# Community management

## Guidelines on responding

| Type of comment      | Example                                                                                  | Where we respond                     | Example                                                                                                                                                                                         |
|----------------------|------------------------------------------------------------------------------------------|--------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Enquiry              | I am interested in adopting. What do I do?                                               | Public                               | We're thrilled to hear that you are interesting in providing a forever home. Check out this page on our website for more info: XX                                                               |
| Personal Complaint   | I applied to adopt and I've not heard anything. I think that's really rude.              | Public initially and move to private | Public Response: Thanks so much for getting in touch. If you've not heard from us, it may be a delay on reviewing your application on our end. Send over a DM and we'll look into this for you. |
| Safety Concern       | I was in the shelter today and I was concerned about the wellbeing of one of the animals | Public initially and move to private | Hi, thank you for visiting us. We take the welfare of all our pets very seriously. Can you please send us over a DM so we can continue this conversation?                                       |
| Volunteering Request | I'm 15 and off for the summer. I'd love to volunteer at the shelter.                     | Public                               | We have a lot of information about volunteering on our website. Definitely get in touch via the listed email!                                                                                   |