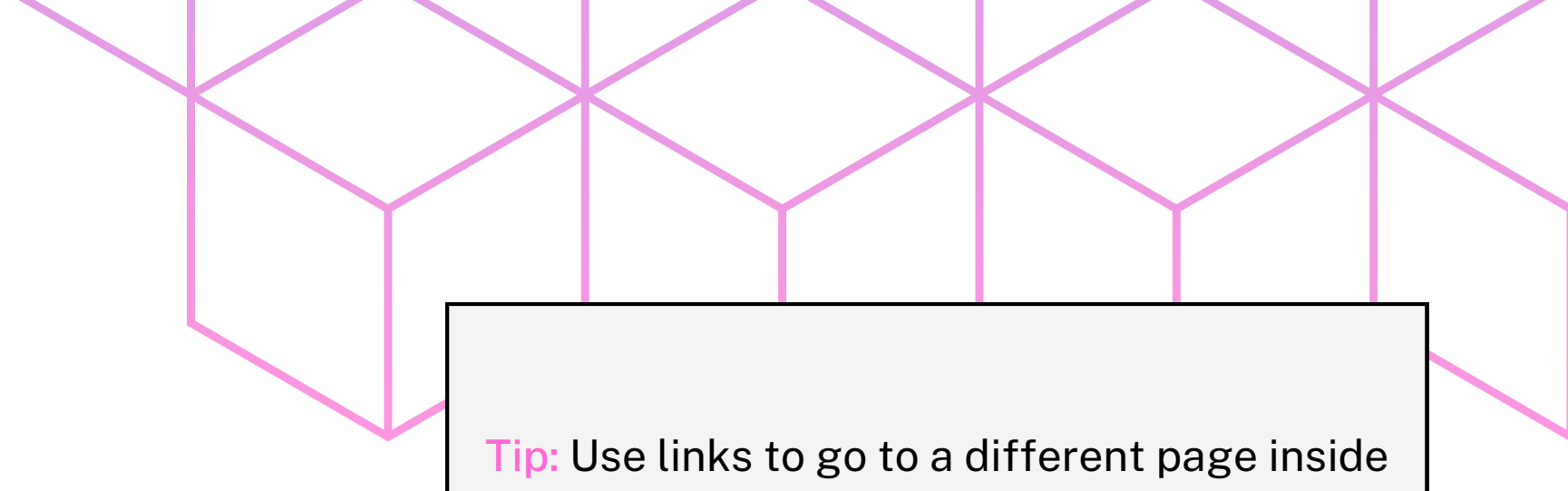


Business Case Study and Report

Presented by: Prabhat Ranjan



Company Overview - 3

Market Challenges - 5

Roles & Responsibilities - 6

Strategies & Approach - 12

Success & Impact - 16

Conclusion - 20

Tip: Use links to go to a different page inside your presentation.



Agenda



Company Overview

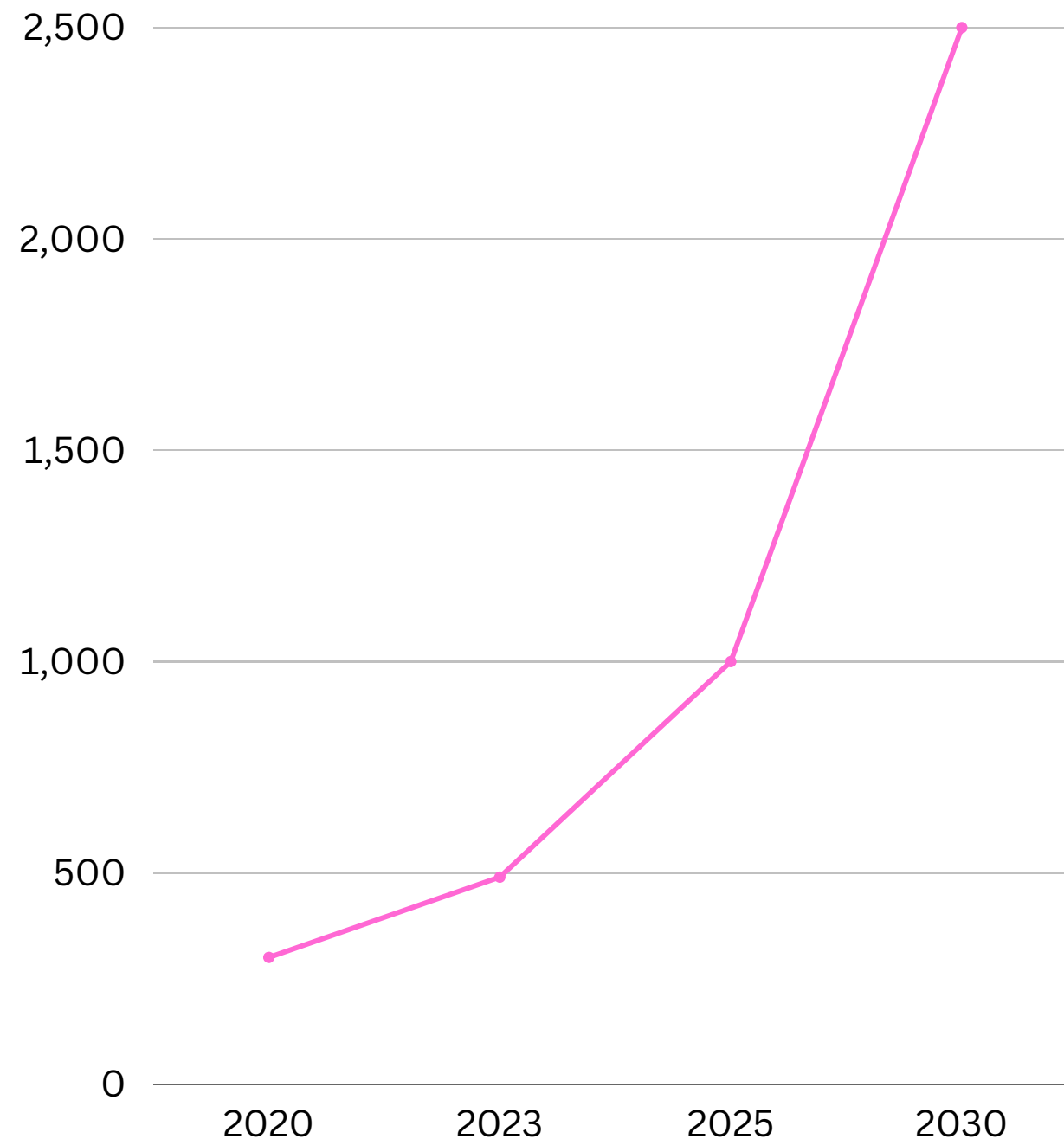
Petmojo is a pet care service brand based in New Delhi, India that offers pet training, walking, grooming, boarding and more at the doorstep of its customers. The brand sells its services via website and mobile app and aims to provide convenience, quality, and affordability to pet owners

[BACK TO AGENDA](#)

Petcare Industry Analysis

India's pet care market was expected to grow by 13.9% in 2023, reaching a value of \$490 million. The report also stated that the number of pet owners in India was increasing rapidly, especially among young urban professionals who sought companionship and emotional support from their pets.

The main goal of the marketing project was to create demand for these services among new pet parents and attract the fast growing pet market in India



[BACK TO AGENDA](#)

Market Challenges

- Low awareness and adoption of professional pet care services among Indian pet owners
- High Dependencies on Hyper-Local pet care service providers
- Limited availability and accessibility of qualified and trained pet care takers
- Lack of trust and credibility of the brand and its services among potential customers

[BACK TO AGENDA](#)



Roles & Responsibilities

[BACK TO AGENDA](#)

Market Planning

I, with the Founding Team, conducted a thorough market research and analysis to understand the needs, preferences, and behaviors of the target audience. We also identified the strengths, weaknesses, opportunities, and threats of the brand and its competitors. Based on our findings, we developed a clear and realistic marketing plan that outlined the objectives, strategies, tactics, budget, timeline, and expected outcomes of the project.

[BACK TO AGENDA](#)



Demand Generation

I developed the Initial GTM Strategy & used various digital channels, such as social media, search engine optimization (SEO), Google Ads, content marketing, and video marketing to generate demand for the brand and its services. We created engaging and relevant content that showcased the benefits and features of the services, as well as the stories and testimonials of satisfied customers. We also used data-driven techniques to optimize the performance and conversion of his campaigns

[BACK TO AGENDA](#)



Communication Design

With The Help of Design Team, I designed a consistent and appealing brand identity and communication style that reflected the values and personality of the brand. We used a catchy slogan "Your Pet, Our Family" to convey the message that Petmojo cares about the happiness and well-being of pets and their owners. We also used a bright and cheerful color scheme of pink and white to create a positive and friendly impression. We used a simple and elegant logo that featured a dog face sketch to represent the brand name

[BACK TO AGENDA](#)



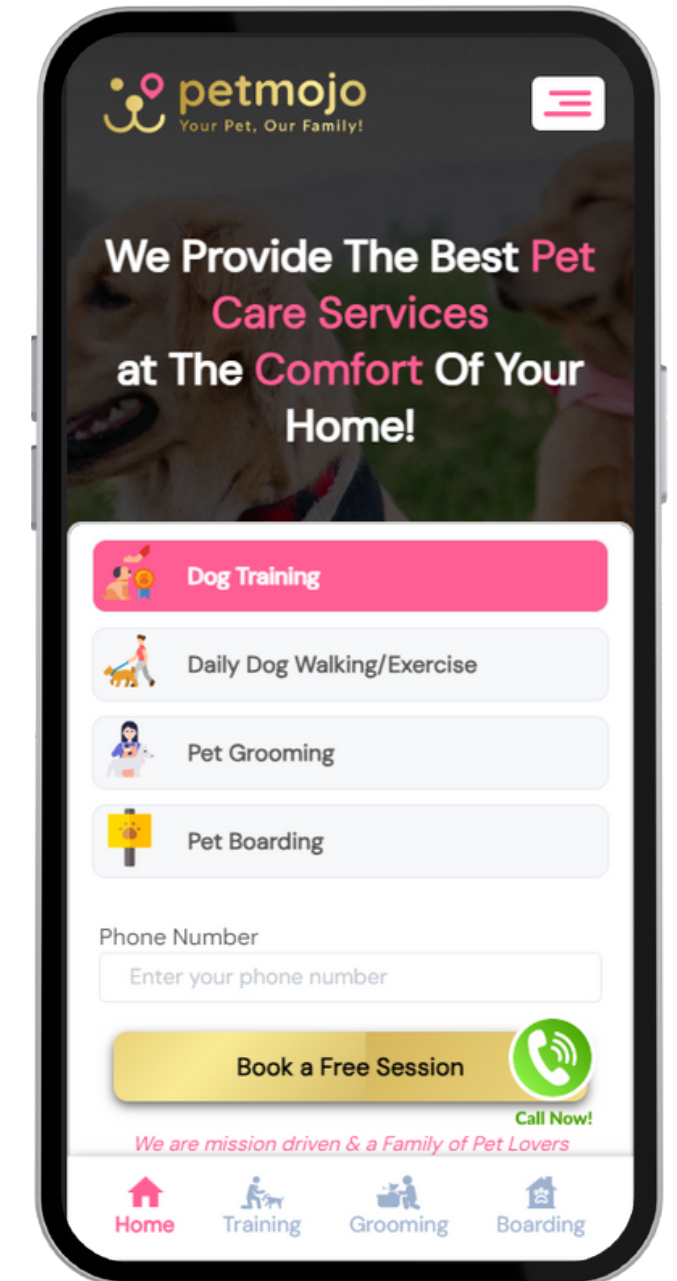
Product Marketability Enhancement

I worked closely with the product development team to provide them with insights and suggestions on how to improve the marketability of the services. I helped them to identify the pain points and needs of customers and suggest features or solutions that could address them. I also helped them to test and validate their ideas with customers before launching them

Key Enhancements

- Service Information
- Booking Experience
- Website Engagement
- Customer Support Channels

[BACK TO AGENDA](#)



Customer Retention

I implemented various customer retention strategies to increase the loyalty and satisfaction of existing customers. We used WhatsApp, Push notifications, Renewal programs, referral programs and feedback system to stay in touch with customers and provide them with personalized offers, discounts, reminders, updates, and support. Team was asked to be Hyper-Active on Social Media to interact with customers and help them with their experiences with Petmojo

[BACK TO AGENDA](#)





Strategies & Approach



[BACK TO AGENDA](#)

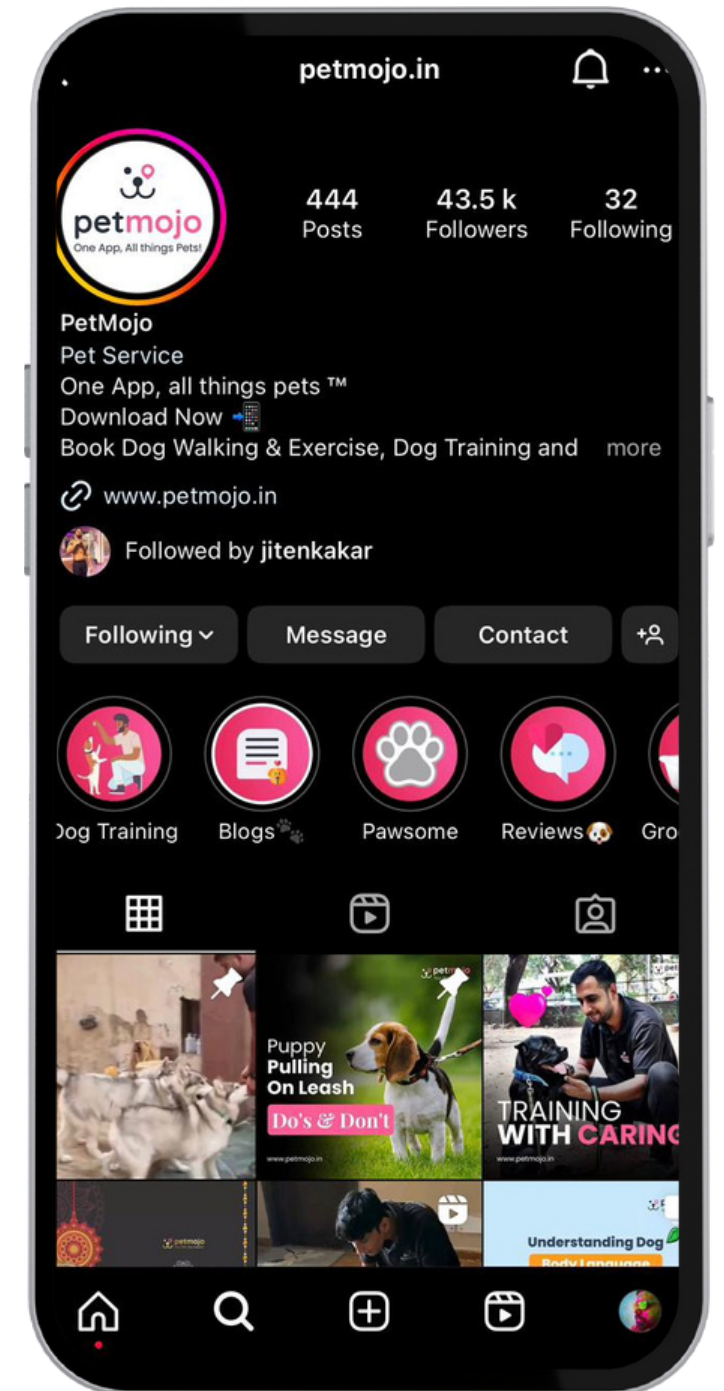
Visual Media

We used high-quality photos and videos of pets and their parents enjoying the services of Petmojo. He used these visual media on various digital platforms as the website, the app, the social media pages, Digital ads, and the blog posts.

We also created a YouTube channel where he uploaded informative and entertaining videos about pet care topics, such as how to train your dog, how to groom your cat, how to choose the best pet food, etc. These tactics helped to attract attention and interest from potential customers, as well as to educate and entertain them

[BACK TO AGENDA](#)

Instagram [@petmojo.in](#)

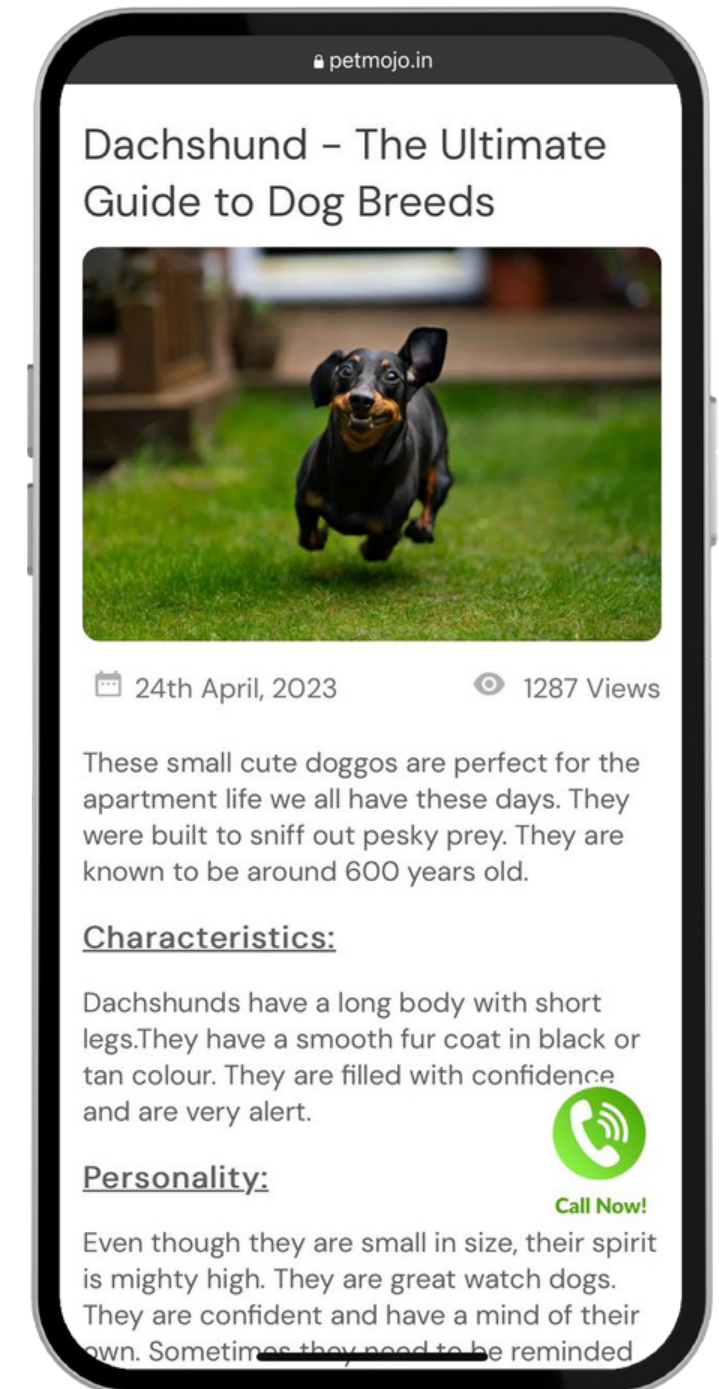


Customer Enablement

We used various content formats, such as blog posts, articles, guides, tutorials etc. to provide useful and relevant information to the customers. We also used quizzes, games, contests, polls, etc. to engage and interact with the customers and test their knowledge and skills on pet care topics. These tactics helped to increase awareness and adoption of professional pet care services among Indian pet owners. They also helped to establish the brand as an authority and a source of information on pet care topics.

[BACK TO AGENDA](#)

www.petmojo.in/blog



Targeted Campaigns

I used various tools and methods to track and analyze the performance and conversion of each campaign and optimize them accordingly. I used tools such as Google Analytics, Facebook Pixel, Google Ads, etc. to measure metrics such as impressions, clicks, conversions, cost per acquisition, return on ad spend, etc. We also used methods such as A/B testing, split testing, crowd testing, etc. to compare different versions of his campaigns and find out which ones performed better. These tactics helped to reach out to the most relevant and potential customers for the brand and its services. They also helped to improve the efficiency and effectiveness of his campaigns

[BACK TO AGENDA](#)





Success & Impact



[BACK TO AGENDA](#)

Success

User Growth

Number of users who registered on the website or app of Petmojo or used its services. The project aimed to grow the user base by 300% in one year, from 5,000 to 20,000 users. The project achieved a 700% growth in user base, from 5,000 to 40,000 users, exceeding the target by 400%. This showed that the project was successful in generating demand and awareness for the brand and its services among new pet parents and attracting the fast growing pet market in India

ALL FIGURES (EXCEPT % GROWTH) ARE NOT EXACT & SHOULD NOT BE CONSIDERED FOR BRAND VALUATION. IT IS FOR REPRESENTATION ONLY DUE TO COMPANY COMPLIANCES

[BACK TO AGENDA](#)

Revenue Growth

The increase in the amount of money that the brand earned from selling its services to its customers. The project aimed to grow the revenue by 500% in one year, from \$10,000 to \$60,000. The project achieved a 10x growth in revenue, from \$10,000 to \$110,000 each month exceeding the target by 200%.

Growth in Paying Customers & Return Customers

The project aimed to grow the paying customer base by 400% in one year, from 2,000 to 10,000 customers. The project achieved a 5 times increase in paying customers, from 2,000 to 12,000 customers, exceeding the target by 100%. The project also achieved a 20x growth in customer retention rate, from 40% to 80%, exceeding the target by 1500%

ALL FIGURES (EXCEPT % GROWTH) ARE NOT EXACT & SHOULD NOT BE CONSIDERED FOR BRAND VALUATION. IT IS FOR REPRESENTATION ONLY DUE TO COMPANY COMPLIANCES

[BACK TO AGENDA](#)

Impact

Pet Ownership Rate

We observed a 80% increase in Pet Ownership/Adoption among Brand users during this period creating a significant mark in the industry.

Service Providers

Demand Increase gave boost to service providers numbers. At Current, There are 3x as many service providers as we had at the start of the project. Out of this, a third of them are new service providers. This indicate an impact in industry sustainability.

ALL FIGURES (EXCEPT % GROWTH) ARE NOT EXACT & SHOULD NOT BE CONSIDERED FOR BRAND VALUATION. IT IS FOR REPRESENTATION ONLY DUE TO COMPANY COMPLIANCES

[BACK TO AGENDA](#)



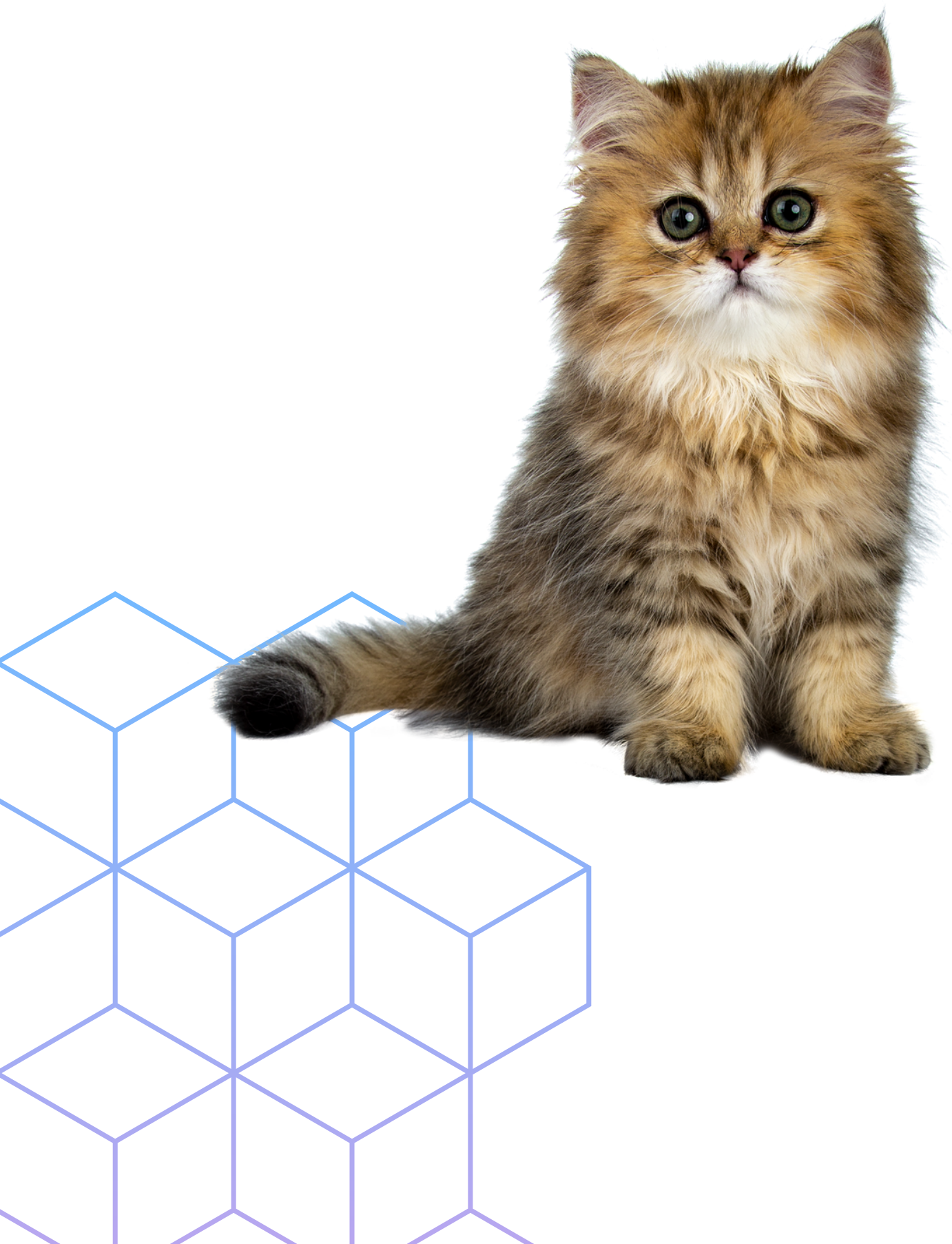
Conclusion

The project for Petmojo was a success story that showcased how a pet care service brand can achieve phenomenal growth and impact in a competitive and emerging market.

The project demonstrated how as a team we use various strategies and tactics to achieve the goal or overcome the challenge of creating demand for these services among new pet parents.

The report also revealed how the project created value and benefit for the brand and its customers. The project helped more people to have a pet knowing there's a brand to help them. The project created an emotional bond between the brand and its customers. The project also generated employment opportunities for new pet care takers.

[BACK TO AGENDA](#)



THANK YOU

End of Report.

Created Under Professional Capacity and as a Member of Petmojo Team
Prabhat Ranjan

[BACK TO AGENDA](#)