

Planning a Concept and Marketing Communication Strategy on Pet Goods Petshop Online Through the Social Media

Angela Caroline Christianti*¹, Caroline Fransisca², Ines Pangestiani³

^{1,2,3}(Marketing Communication, London School of Public Relations, Indonesia)

Corresponding Author: Angela Caroline Christianti

Abstract: *The cause of many pet lovers' communities is the increasing of society's income. Maintaining pets has become the lifestyle of Indonesian society, especially in the middle to upper classes. The increasing number of pets encourages demand for pets need. It becomes an opportunity for Pet Goods to sell its products using online media among of mini dog lovers. Since Pet Goods is a newcomer to the world of online retail, Pet Goods requires a right planning for marketing communication strategies to improve the brand awareness among the dog lovers. Because of that, the writers would make a strategic planning for promoting Pet Goods in the right way for 12 months by utilizing social media such as Instagram and YouTube. This marketing plan is expected to increase the brand awareness of Pet Goods so that later also can increase company sales.*

Keywords: *Online marketing, Communication strategy, Brand awareness.*

Date of Submission: 02-06-2019

Date of acceptance: 17-06-2019

I. Introduction

A dog is one of the popular pets besides a cat, fish, and a bird. On October, 5th 2016, Jakarta Dog Lovers made a survey about dog ownership in Jakarta, Bogor, Tangerang, and Bekasi. The survey result showed that Jakarta Barat is on the highest rate by getting 20,2% (Jakarta Dog Lovers, 2017). According to the Perkin, dog registration institution authorized to issue breeds of dog in Indonesia and set standard for Indonesian breed dogs, data since 2014 till 2016, stated that there are 110.676 dogs that have been registered. Many people chose a dog as a pet because a dog is known as a loyal pet.

A dog has its need such as feed or treatment. It makes many pet shops, pet clinic, or anything brand for dog's feed such as Pedigree, Royal Canine, and Alpo are existing. There are 163 pet shop offline that is spread out in Jakarta (Anjing Dijual, n.d.), 451 shops in Tokopedia (Tokopedia, 2017), and 252 shops in Shopee(Shopee, 2017) that spread out around Indonesia. Besides that, there are 58 pet clinics in Jakarta(Anjing Kita, n.d.)and 156 kennels(Anjing Kita, Jumlah Kennel Anjing di Indonesia, n.d.)that spread out around Indonesia.

Because of many activities and traffic jam, especially in big cities, pet owners do not have enough time to go to a pet shop and buy food products, so they chose to supply their pet needs by ordering through online shop. It becomes a background to built Pet Goods on May 2017. Pet Goods is a business online that provides any kind of pet needs with high quality. Another reason why Pet Good was built is some people regard a dog more than a pet, the pet owners would like to give the best treatment. Besides that, Pet Goods' owner thinks that selling a product for a pet can make them relieve to buy various treatments for their dogs (Pet Goods, 2018). Pet Goods utilized two social media such as YouTube and Instagram as well as chat applications such as Line@, Whatsapp, and direct message in Instagram, Shopee, and Tokopedia.

Pet Goods' competitor is Fonsvitae Pet Shop that has established since 2015. Fonsvitae Pet Shop gave a promo buy 1 get 1 free, join *Calling All Pet Lovers, Calling All Dog Lovers, and Dog Does Disco* events by opening the venue in Central Park Mall as an effort to promote their products. Because of that, Pet Goods is willing to improve the brand awareness through social media by making a strategic marketing communication plan as the aim of this study.

II. Conceptual Framework

The writers used qualitative as a method. Method of data collection was interview, observation, documentation, literature study, and directly brainstorming with the one of Chrystal Pet Clinic owner. There are several approaches to make a plan called SOSTAC; Situation Analysis, Objectives, Strategy, Tactics, Action, and Control. Pet Goods used SOSTAC as an approach because it can evaluate and give a score based on the progress later.

Marketing basic combines product, price, place, and promotion. Commonly, promotional mix components are advertising, sales promotion, public relations, and personal selling. Pet Goods used marketing

mix to sell various products with premium quality by utilizing Instagram as primary media and YouTube as secondary media. Besides that, Pet Goods used integrated marketing communication such as e-commerce and e-promotion through social media.

The writers need STP (Segmentation, Targeting, and Position) to create the best planning to market the Pet Goods' products. Segmentation is categorizing and identifying what the customer's need and want (Kotler, 2012). After determining the groups, the number of those people who have a same character and needs are called as target (Armstrong, 2015). Position is a knowledge to locate the products or services at broad market segment to make it difference from the others (Belch, 2015).

Social media is chosen to be a tool to promote Pet Goods because the writers realized that the ease accessing internet changed customers' mindset from the previous AIDMA (*Attention-Interest-Desire-Memory-Action*) to AISAS (*Attention-Interest-Search-Action-Share*). It focused on search and share. Based on this mindset, Pet Goods was tried to focus on awareness through customer share, either through social media or word to mouth (*WoM*). If the customers satisfied, they will share their experience and it can improve the brand awareness. Here is AISAS model.

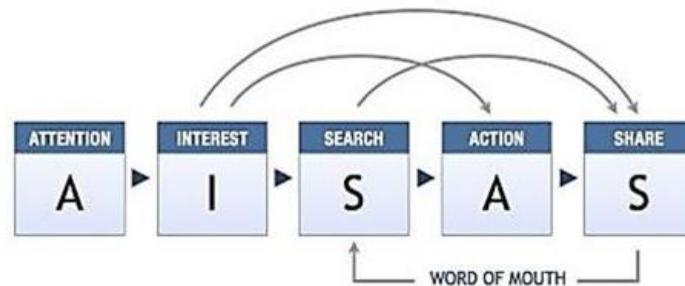


Figure 1 AISAS Model (Sugiyama, 2011)

Another factor that has to attend is a brand. Brand is a promise to customer. Thus, brand has to be able to improve the relationship between customer and the brand itself based on perception and experience of the customer (Aaker, 2014). Because of that Pet Goods is willing to ensure the customers that Pet Goods is an online shop which supplied any kind of dog's need with premium quality as an achievement of brand awareness. This planning needs to also know the cause related marketing. Cause related marketing is a commercial activity company which collaborated with social organization to get the advantages for two parties (Fill, 2013). The activity which was used by Pet Goods is collaborating with organization that treats the abandoned animals.

III. Creation Steps

The following steps are based on SOSTAC Analysis, so the first step is analyzing the business situation by using SWOT (Kotler, 2012) as follows:

Table 1 SWOT Analysis of Pet Goods and Fonsvitae Pet Shop

	Pet Goods	Fonsvitae Petshop
<i>Strengths</i>	a. Quickly services and delivery b. Often giving a promo c. Five-star quality d. Sell the product online to encourage customers around the country e. Guarantee the products' quality since the products was delivered till received by the customer.	a. Has many various products b. Operated online and offline c. Premium quality
<i>Weakness</i>	a. Too expensive b. Limited stock Lack of awareness	a. The owner never giving services to the customers, so there is no interaction between the seller and buyer Staffs did not know the products well
<i>Opportunities</i>	a. An affordable market that has purchasing ability to shop for pets. b. There is no tax, so Pet Goods can optimize sales	Various products can enlarge the market area
<i>Threat</i>	There is similar seller that can ruin the market price	There is similar seller with the same price.

The second is deciding the objectives. Pet Goods used SMART (*Specific, Measurable, Achievable, Relevant, Timely*) formula. The specifically aim is increasing the awareness about 70% from the latest followers' number of Instagram by advertising, planning any kind of promo in a year, and using YouTube and Instagram to create e-womb. It can be measured by looking at the number of Instagram followers. It is expected to achieve the improvement of awareness in Instagram which about 70% from 3607 followers through promo that would be given. It should be done in relevant way such as creating marketing communication strategy through social media, advertising in Instagram to press the budget, and using e-commerce platform. It would be done for a year to improve the awareness online of Pet Goods.

The third is knowing STP by looking at geographic, demographic, psychographic, and customer attitude as segmentation. Main target is small dog keepers around 22-35 years old, people in the middle to upper classes. Pet Goods would also create an image that Pet Goods is an online shop that provides any kind of dog needs with an expensive price but guarantee the quality of its product. The fourth is making an innovative promotion to encourage the dog lovers to buy. It can improve the customers' awareness of Pet Goods online shop. The fifth is making timeline for 12 months to take those actions. The last is controlling the activity for a year by maintaining the media, planning, budgeting, promotion, and e-commerce. After that, evaluation would be conducted to give a score and solution if the result is under the expectation.

This study was focused on the improvement of brand awareness on Pet Goods Instagram accounts by 70% of the current number of followers which was around 3607 by advertising on Instagram, planning various promotional activities for a year, and using social media such as YouTube and Instagram that can help to create e-womb. Pet Goods have limited budgets, therefore, Pet Goods tried to increase the brand awareness by optimizing the budget but certainly have a big impact.

IV. Application

The writers applied the planning by starting make a good tagline, "100% Pet Goods with 5 STAR quality". It is as same as the vision of Pet Goods with the missions such as understanding the dog keepers needs, high quality is priority, and giving a guarantee to keep the satisfaction of customers as well as the good services. But there is a problem that has to be faced by Pet Goods. Several reseller online shops are more popular than Pet Goods itself because they were established their business earlier. It surely supposed to make Pet Goods has an advantage, however, it would be much better if the customer knew about Pet Goods because Pet Goods will get more and more profit and the customers will get cheaper price. Because of this problem, the writers make a plan about marketing communication strategy in a right way through the social media, so it helps to improve the brand awareness of the customers.

AISAS implementation is the one of several ways to apply a marketing communication plan. It can be done by advertising in Instagram from January 2019-December 2019. The form of advertisement is testimony of the customers. Promotion has also to be announced to encourage more people to know about Pet Goods. It makes the customer will search for getting know about the products that is sold and they will buy if they find the suitable products for them. If they get the best service, they will share their experience to another people.

Other ways that can be done is doing based on SOSTAC analysis as same as the explanation before. Situation analysis can be analyzed by using SWOT that has be stated in table 1. Objectives of Pet Goods used SMART method. Strategy is arranged by paying attention to STP. Tactics that has be done by selling high quality product such as Timberwolf, Artero, and Techni vet. Pet Goods dare to provide compensation if there are items damage in shipping. It makes customer satisfied with the service provided. Creating an eye-catching logo can be another tactic to improve the brand awareness of Pet Goods. Here is the Pet Goods logo:



Figure 2 Pet Goods Logo

Mini dog represents favorite pets of owner. White background portrays the cleanness of this store and red font gives firm impression to Pet Goods. As an effort to improve the services, it needs to give a name card and shipping card. It can be seen by the figures below:



Figure 3 Name Card of Pet Goods



Figure 4 Shipping Card of Pet Goods

Packaging for shipment has to be attracted also. Pet Goods used three packaging; plastic bag is for online shipping that coated by bubble wrap, goodie bag and paper bag are used for exhibition.



Figure 5 Pet Goods Tote Bag form (Zazzle, 2018)



Figure 6 Plastic Bag Design from Depalasticos, 2018

As mentioned earlier that Pet Goods give promotional for 12 months by announcing it in Instagram advertisement. Instagram advertisement can adjust the Pet Goods budget. Pet Goods chose \$2 per a day by expecting 200-520 people that would visit Pet Goods profile. It means that would be 39.000-100.000 people that would be seen the advertisement in a year. If there are people who excited to see Pet Goods catalog, Pet Goods has provided the catalog in each platform. Today, Pet Goods is willing to enlarge the marketing by adding Bukalapak as new platform because Bukalapak is the one of e-commerce that has many followers in Indonesia. Pet Goods chose to sell the products through e-commerce because the customer can see the testimony without spend a lot of costs and the customer will get many promotional such as cash back, free shipping, discount, etc. It is also applied by doing personal selling through two application messengers, for example Line@ and Whatsapp. Pet Goods does also endorsement to two account who have more than 8000 followers such as @mochi_mylo_muffin_mozza and @cocochanel_thepoodle. However, YouTube is used for giving information about products, packaging the items, and announcing event or promotion.

Those actions are scheduled based on timeline and would be maintained continually by controlling media, planning, budgeting, promotional, and e-commerce. After that, Pet Goods evaluates the result and gives a score about it, thus Pet Goods can improve or give a solution if there is something under the expectation. The timeline and promotion budgeting can be seen below:

No	Keterangan	Bulan (2019)											
		Jan	Feb	Mar	Apr	Mei	Jun	Jul	Agu	Sep	Okt	Nov	Des
1	Instagram Promote												
2	Exhibition												
3	New Year Promo												
4	Pet Goods Bagi Angpao												
5	Puppy Party												
6	Easter Photo Competition												
7	Endorsement												
8	Lebaran Lelang Harga												
9	Promo HUT RI												
10	Endorsement												
11	We Share, We Care (charity)												
12	Christmas Gift												
13	Get Your Voucher												

Figure 7 Pet Goods Timeline

Table 2 Promotion Budgeting of Pet Goods in a year

No	Note	Description	Qty	Price (Rp)	Total (Rp000)
1	<i>New Year Promo</i>	Collaboration with Puppypet.id is discount about a half price of <i>grooming</i> .	50	50.000	2.500
2	Pet Goods		50	20.000	1.000
	Angpao Giveaway	Angpao Giveaway.	20	50.000	1.000
3	<i>Puppy Party</i>	Discount 15% in March	-	-	5.000
4	Paskah photo Contest	Coupon Voucher in Pet Goods for 10 winners.	-	-	5.000
5	<i>Endorsement</i>	Timberwolf Legend	3	220.000	660
		Dog ALG	1	150.000	150
		Shipping Cost	2	20.000	40
6	Lebaran	Vest Best Hotspot	1	180.000	180
	Lelang				
	Price				
		Goat a Lac	1	99.000	99
		Unicoat Detangler		1145.000	145
		Crown Royal Conditioner		1190.000	190
		Plus			
		Argan Oil		1185.000	185
		Christ Christensen Show		1350.000	350
		Off			
		Cranberry Relief		1250.000	250
		Earth Bath		1190.000	190
7	HUT RI Promo	Discount 17%	-	-	3.000
8	Natal Prize	Goat a Lac	30	99.000	2.970
	(Hampers)				
		Timberwolf Legend		20220.000	4.400
		Petite Treats		1095.000	950
		Smart Bone		10150.000	1.500
		Dream Bone		10155.000	1.550
		Honey Butter	10	90.000	900
		Fruit Care	10	60.000	600
		OngkosKirim	10	40.000	400
9	Get Your	Coupon Voucher Rp	240	50.000	12.000
	Voucher	50.000			
10	Exhibition	Booth	4	7.000.000	28.000
		Go-Box	4	1.000.000	4.000
		Hotel	4	3.000.000	12.000
11	Instagram	Instagram promotion	12	840.000	10.080
	Promote	in a year			
12	Etc	Tote Bag (30x40)	500	13.500	6.750
		Plastic Bag (35x50)	1500	100	150
		Plastic Bag (30x40)	1200	500	600
		Plastic Bag (25x35)	1200	300	360
		Plastic Bag (20x28)	1050	500	525
		Shipping Cost	15 kg	7.000	105
13	Name card	1 box (100pcs)	10	25.000	250
14	Shipping Card	1 box (100 pcs)	40	25.000	1.000
	Total				109.079

V. Conclusion

Pet Goods is a newcomer of online pet shop that was established in May 2017. Pet Goods sell a variety of pet dog needs, such as food and snacks, vitamins, grooming needs, to toys and toilet for dogs. Pet Goods target is small dog keepers who are 22-35 years old in the middle to upper classes because Pet Goods sells the products with five-star quality. Since Pet Goods is a newcomer, thus not many caretakers of race dogs knew the existence of Pet Goods. Hence, Pet Goods needs to do a promotional campaign. As an online shop, the promotional strategy that is chosen is also online. This was supported by the surveyor who found that most consumers and market targets use social media. In addition, online promotion can effectively reach many people from various region throughout Indonesia at a more efficient cost. The aim increased the brand awareness on Pet

Goods Instagram accounts by 70 of currently number of followers (3607), 35% affective and 18% conative increase target.

AISAS is a model used by the writers to create promotional strategy planning to improve the brand awareness of Pet Goods. The first step is advertising Pet Goods in Instagram in a year, from January 2019-December 2019. The advertisements are testimonials from the customers or ongoing Pet Goods promotions. These promotions are expected to encourage dog lovers. Curiosity of dog lovers is expected to do some search towards Pet Goods social media. After that, they can follow the account, join the promotion, or buy the products.

The writers create the promotional form basically to require dog keepers to follow Pet Goods Instagram account, reshare promotions on their Instagram accounts, and require them to comment on Pet Goods Instagram account to invite other dog keepers. If the customer satisfied after shopping in Pet Goods, it can increase the share of Instagram Pet Goods account. It means that the customers would gladly give testimonials their experiences or provide reviews about the good effects of products purchased from pet Goods. Therefore, it creates word of mouth or viral communication that is spread out by the Pet Goods' customers. It aims to increase *Awareness, Interest, Search, Action, and Share*. If this program is running well, it is not only expected to increase the awareness of Pet Goods significantly and make this online shop is well-known, but also increasing Interest, Search, Action, and Share. Therefore, it can also increase the shop sales.

References

- [1]. Aaker, D. (2014). *Aaker on Branding 20 Principles that Drive Success*. New York: Morgan James Publishing.
- [2]. Anjing Dijual. (n.d.). *Jumlah Pet Shop Offline*. Retrieved from Anjing Dijual: <https://anjingdijual.com/alamat/petshop/dki-jakarta>
- [3]. Anjing Kita. (n.d.). *Jumlah Kennel Anjing di Indonesia*. Retrieved from Anjing Kita: <http://anjingkita.com/kategori/4/data-kennel-anjing-di-indonesia>
- [4]. Anjing Kita. (n.d.). *Jumlah Klinik Anjing di Jakarta*. Retrieved from Anjing Kita: <https://anjingkita.com/dokter-hewan-klinik-hewan/1/jakarta>
- [5]. Armstrong, G. a. (2015). *Marketing an Introduction*. United States of America: Pearson.
- [6]. Belch, G. a. (2015). *Advertising and Promotion an Integrated Marketing Communications Perspective*. Singapore: McGraw Hill Education.
- [7]. Fill, C. (2013). *Marketing Communication: Brands, Experience, and Participation*. United Kingdom: Pearson.
- [8]. Jakarta Dog Lovers. (2016, October 5). *Sebaran Pemilik Anjing berdasarkan Domisili Tinggal*. Retrieved from <https://www.jakartadoglovers.com/info/pendataan-pemilik-anjing/>
- [9]. Kotler, P. a. (2012). *Marketing Management*. New Jersey: Pearson.
- [10]. Pet Goods. (2018). Retrieved from Instagram Pet Goods: <https://www.instagram.com/pet.goods/>
- [11]. Shopee. (2017, October 28). *Jumlah Pet Shop Online*. Retrieved from Shopee: https://shopee.co.id/search_user/?keyword=petshop&page=28
- [12]. Sugiyama, K. a. (2011). *The Dentsu Way*. New York: McGraw Hill.
- [13]. Tokopedia. (2017, October 28). *Jumlah Pet Shop Online*. Retrieved from Tokopedia: <https://www.tokopedia.com/search?st=shop&q=petshop>
- [14]. Zazzle. (2018). Retrieved from Tote Bag Pet Goods: https://www.zazzle.ca/custom_budget_tote_bag-149399277749981740

Angela Caroline Christianti. " Planning a Concept and Marketing Communication Strategy on Pet Goods Petshop Online Through the Social Media." IOSR Journal of Business and Management (IOSR-JBM) Vol. 21, No. 6, 2019, pp. – 32-38.