

The WOOFINGTON POST



ICC-612 1st Quarter 2017

Nichole Wierschem, Rob Flaming, Samantha Lewis

DOG MARKET IS EVER GROWING

Pet Owners In the US

2017



79,512,000

2018



81,261,000

2019



83,049,000



13,575
Pet Stores



+

24,553
Dog Walkers



+

103,996
Groomers



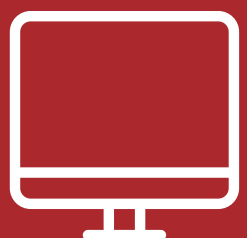
+

48,601
Veterinarians



+

1,606
Online Retailers



192,331 PET COMPANIES

OUR MISSION



The Woofington Post is a digital publication that celebrates all modern pups no matter the pedigree. We strive to provide readers with a guide to being the best companion for your four-legged friend and even send a few treats along the way.





OUR TARGET

DEMOGRAPHICS

Humans

Aged 25-65

Income \$42,000-\$100,000

Living in suburbs, cities and urban areas
with a focus on dog ownership in city life.

PSYCHOGRAPHICS

They believe that their dog is part of the family

They think that their dog's needs are equal to their own needs

They immerse their dog in society

They are concerned with a healthy lifestyle

They don't have monetary concerns with their dog

They have the time necessary to take care of their dog

EMOTIONAL NEED

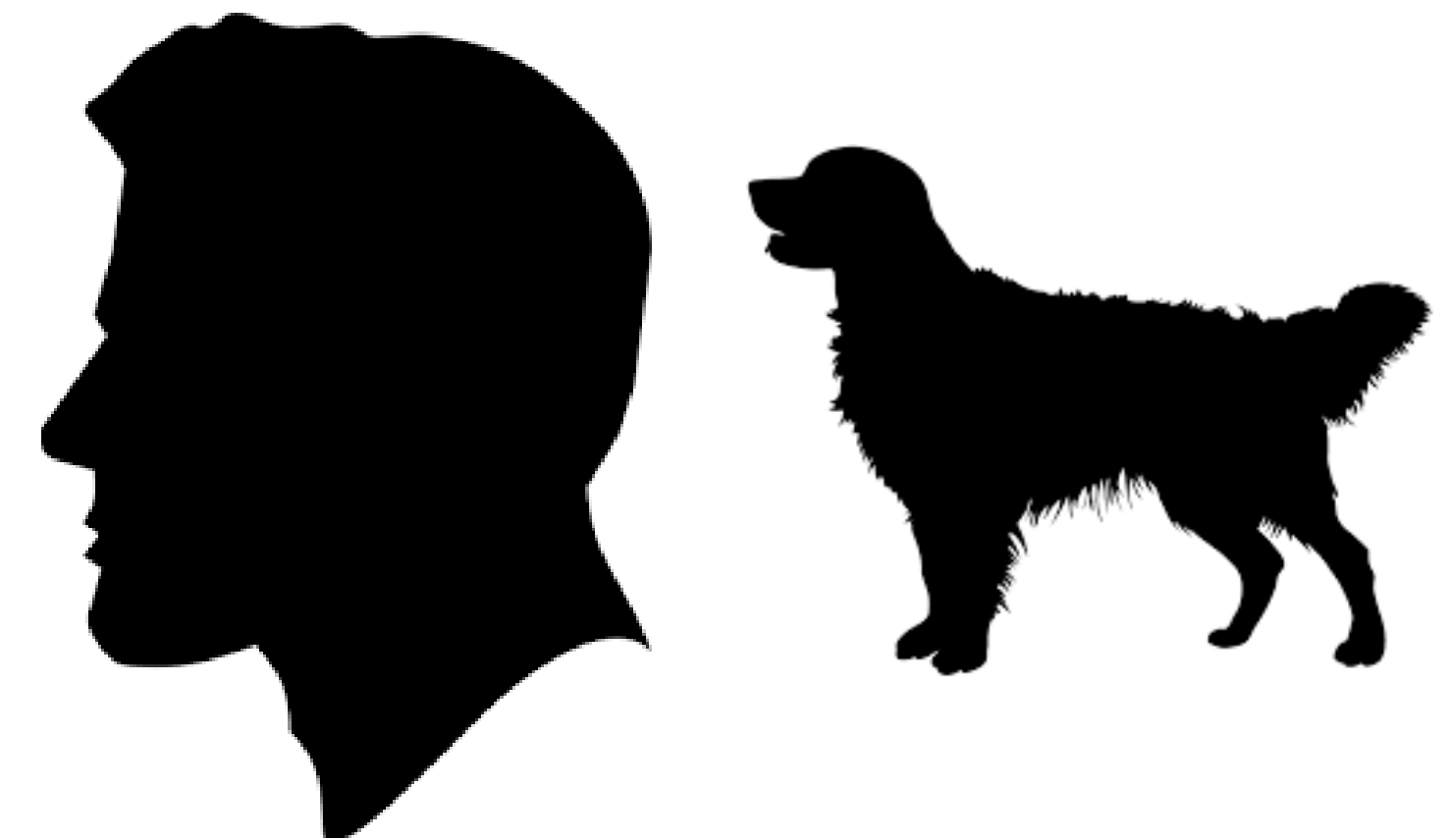
The Woofington Post is for the active dog owner. Readers who are interested in becoming dog-nurturers not just dog-havers. With the aid of our publication dogs are not passively part of a household but they are active members in home.



TARGET PROFILES

SARA, 26 - Austin, TX

Single, two French Bulldogs
Works in Public Relations
65k Annual Income
Lives in a studio apartment downtown
Outdoor enthusiast, pescatarian, loves photography



BEN, 36 - San Diego, CA

Married, 5-year old daughter (Golden Retriever)
Physical Trainer
80k Annual Income
Lives in the suburbs
Running enthusiast, loves to travel with family

OUR TOP COMPETITORS ▼



K9 Magazine



Modern Dog



The Bark

SWOT ANALYSIS



STRENGTHS

- Our competitors are split between print and digital, while we're purely focused online.
- The dog industry continues to grow, as seen with the number of competitors in the market.
- There's an emotional need for the content we're going to provide.



WEAKNESSES

- We're a brand new publication with no social following, while our competitors are already cemented in the market with strong print and digital subscriber numbers.
- The income of our business is heavily dependent on our share of the market. If we fail to take market share from our top three competitors, we won't survive.



OPPORTUNITIES

- People love their dogs and believe them to be an essential member of the family.
- There is little monetary concern when it comes to the needs of our target's dogs.
- We have the chance to innovate and create new trends in the market.
- Our target has the TIME necessary to digest our content. We just have to earn the target's time and trust.



THREATS

- While the amount of competitors shows that the target exists, there's no denying the barrier in a crowded category.
- Once we steal share from our competitors, we'll need to keep them. It's easy to be innovative and disruptive at the beginning, but we'll have to be consistent in order to stay alive.

OUR CONTENT ▾



DOGGY TAILS

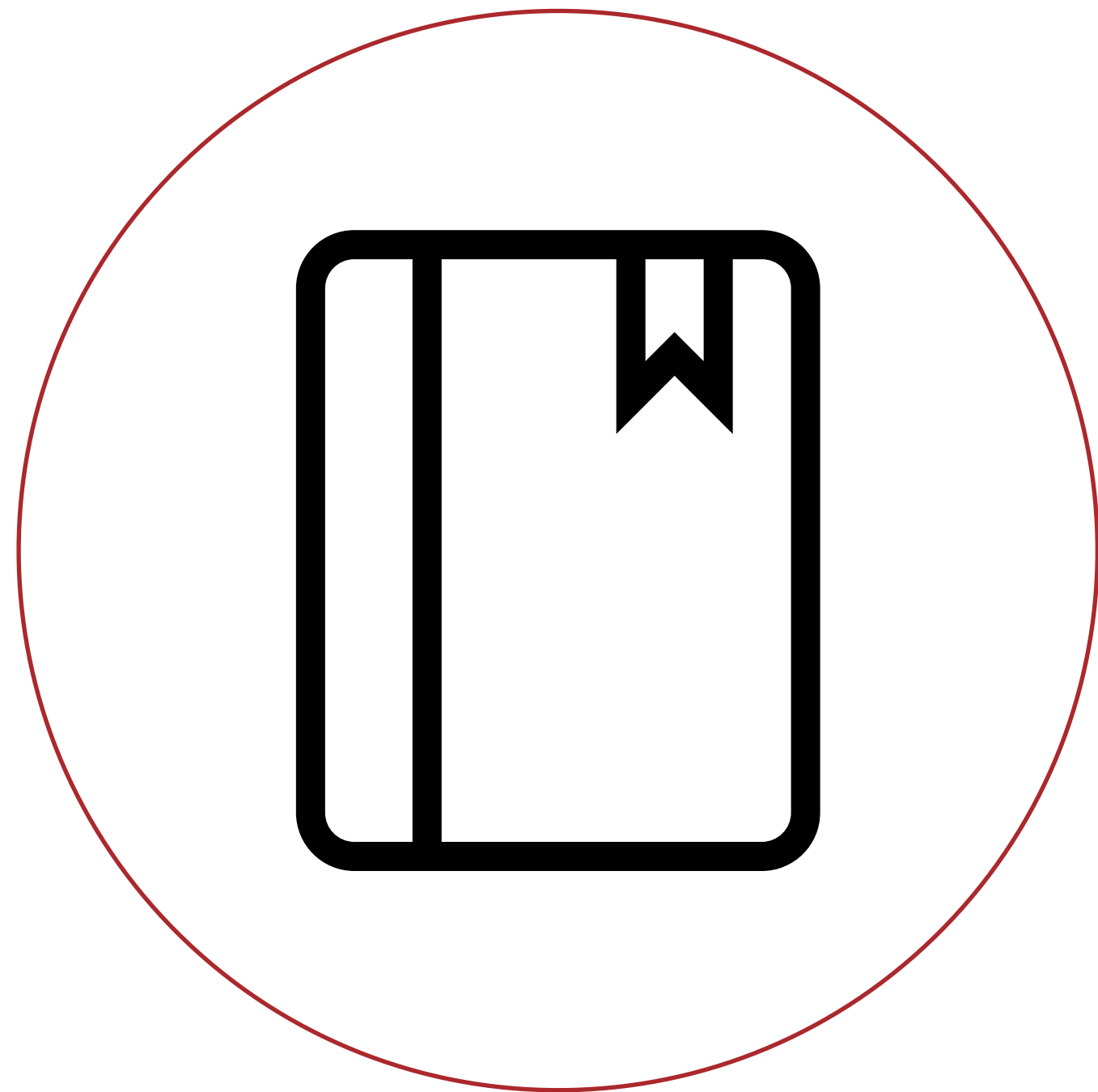
Stories about all dogs in all walks of life. This is one of our broadest verticals in that any stories related to dogs could be published under this section. In a time when the news can seem so depressing, there is nothing like a feel good dog story to turn your day around, or at least distract you for a little while.

"Dog Wakes Owner Before House Burns Down"

"Hardware Store hires Man and his Service Dog"

"Shelter Brings Dogs to College Students: De-Stress Before Finals"

OUR CONTENT ▾



OWNER'S MANUAL

We aim to keep our dogs happy and healthy no matter their pedigree. Under this vertical, readers can find tips and tutorials about topics from dog care to dog fun. When applicable we will provide breed specific information to ensure our readers are equipt with all the knowledge they need to best care for their companion.

Dog Care

*“Human Foods to Keep Away from Your Dogs”
“When to go to a Groomer: Toenail Clipping”*

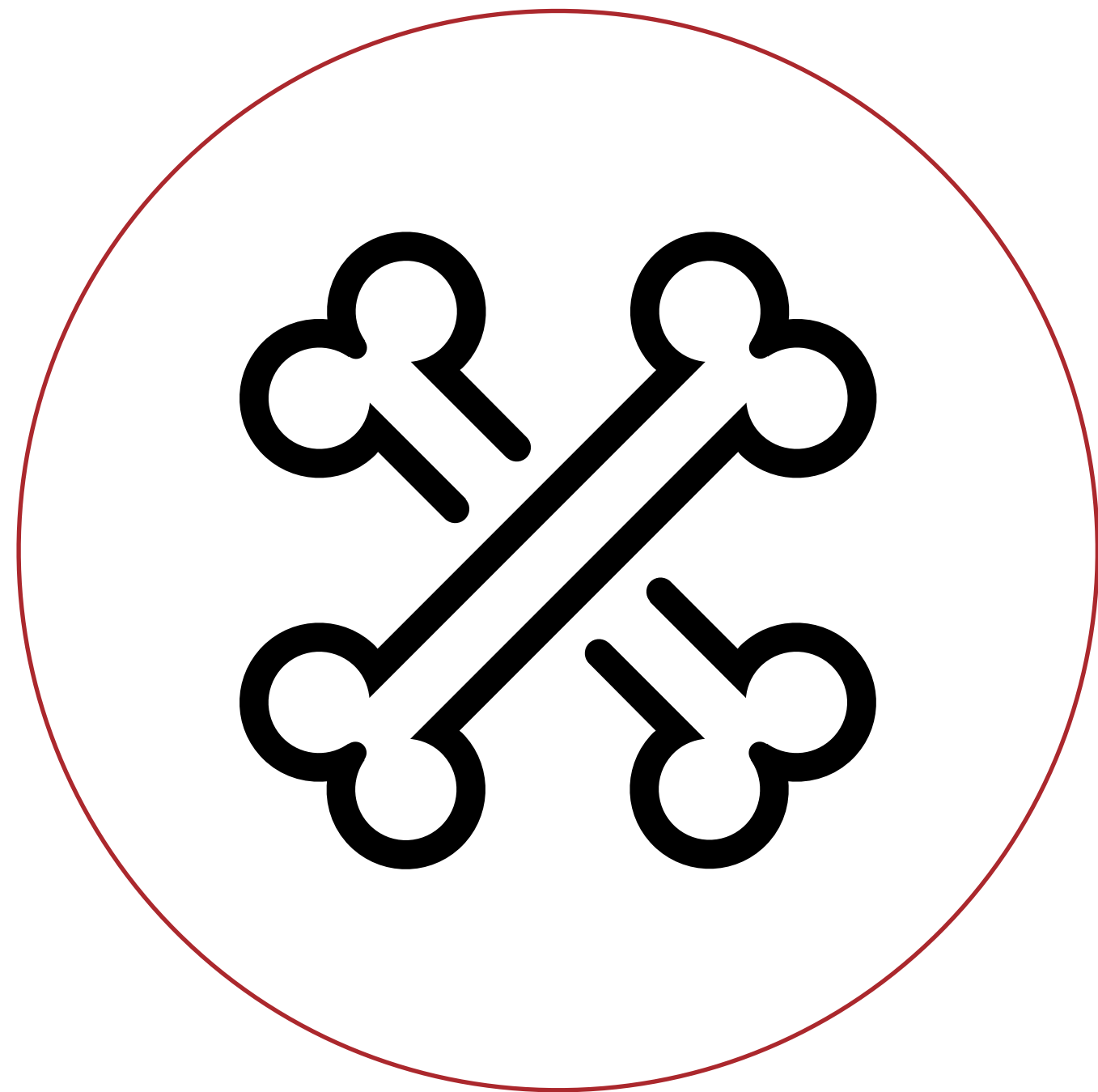
Dog Training

*“How to Walk the Dog not the Human”
“Be our Guest: How to Get Your Dog to Stop Jumping on Visitors”*

Dog Fun

*“Socializing is Not Just For Them: A Calm Evening”
“Top 10 Rated Dog Toys of the Year”*

OUR CONTENT ▾



CANINE COLLECTIVE

We want our users to contribute to our publication. This vertical will be a place to partake in discussion forums, post pictures/videos of their own dogs and participate in our theme of the week photo contests.

Theme of the Week Photo Contest
Proud Parents: Show off Your Fur Children
Puppy Love
Discussion Furums

OUR CONTENT ▾



MARKED TERRITORY

In an attempt to encourage our readers to partake in their own communities, we want to utilize this vertical to build a resource for our readers to reference when they are looking for dog-friendly areas in their area. This ranges from finding dog walking clubs, to veterinarians, to dog-friendly parks or other businesses. Additionally, with this focus on community, we want to promote our active readers to volunteer or adopt locally as well with the help of the resources under this vertical.

Your Community Walking Clubs

Volunteer In Your Community

Adopt A Dog Near You

Dog Friendly Places

OUR CONTENT ▾



SUBSCRIBERS

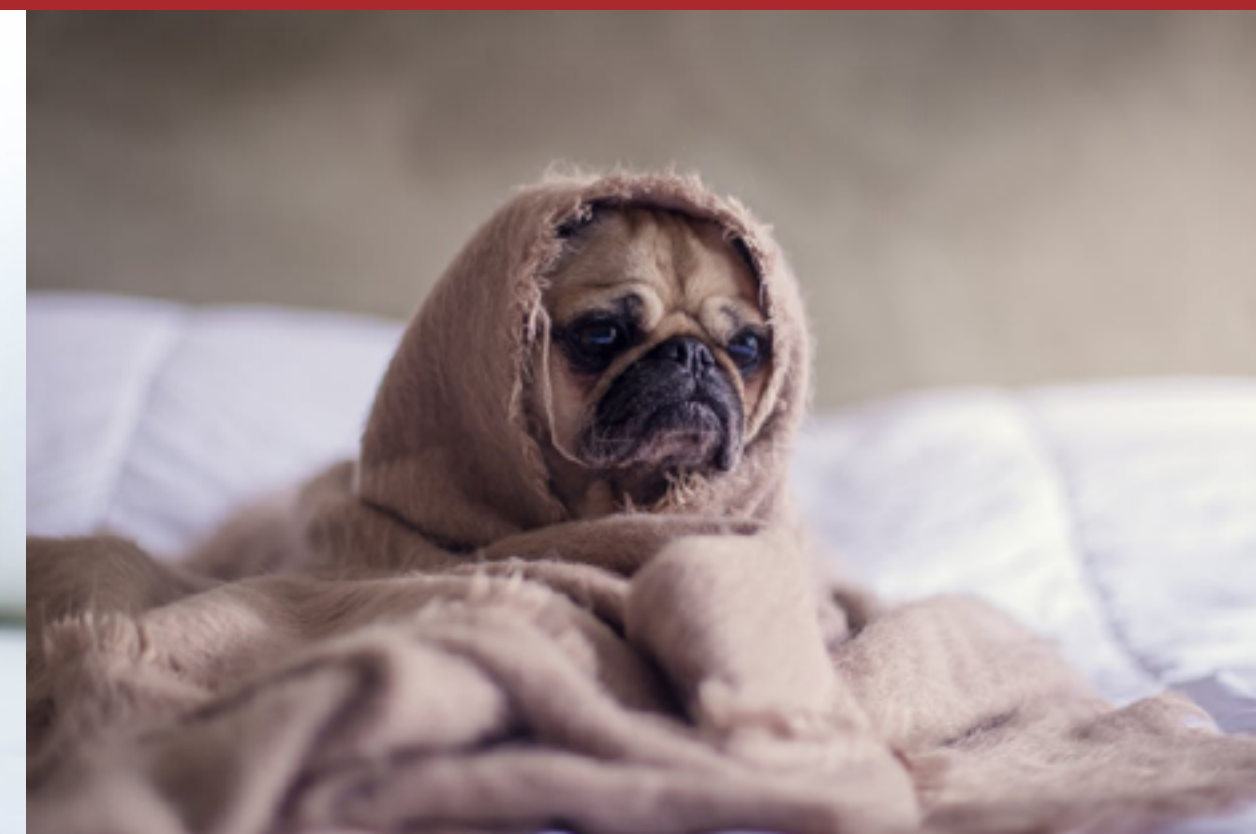
This vertical is key to providing the most customized experience possible to our readers. Those that choose to subscribe can come to this section and input all of their preferences and their dog's preferences, too. Once we know a bit more about the reader and their dog(s) we can better serve them. Under this section they can manage all of their information, the dog's information, and their subscriptions options. This vertical also houses our "shop favorites" page where readers can come to find the products we enjoy most with our dogs.

My Dog Profile
The Bark Report (Tail-ored To Your Dogs)
Pawfect Pass
Shop Our Favorites.

VIDEO CONTENT ▾



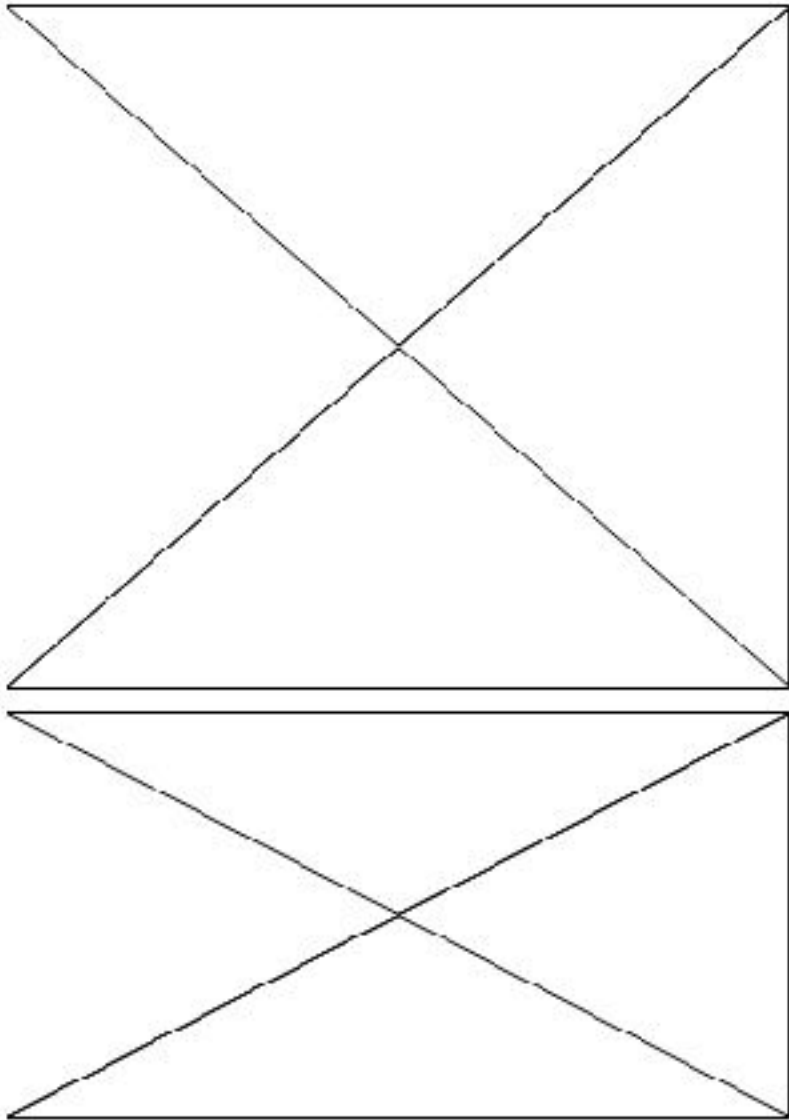
Video will lend itself to our stories, tips/tutorials, as well as advertising. We hope to surpass our competition in more engaging content through our use of video. Competitors share videos knowing readers are interested but we plan to further the notion. Instead of winding informative pieces, we will find or create video that livens up the material and makes it more accessible, easier to understand and apply to their dogs. Readers can expect native advertising experiences to be integrated into our site as we proudly support those we choose to advertise.



BUSINESS MODEL

NATIVE ADS

Premium AND Non-Premium



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BUSINESS MODEL ▾

NATIVE ADS

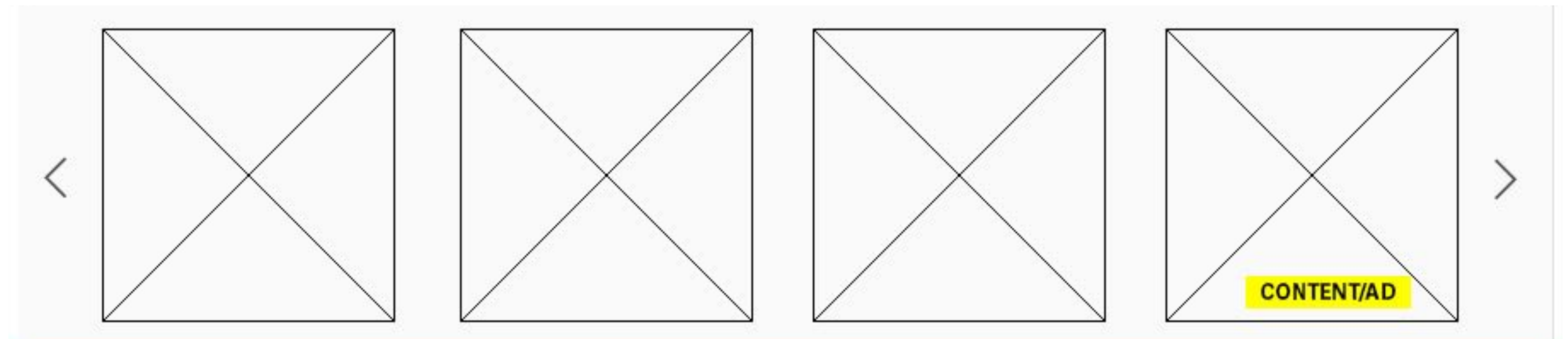
SPONSORED CONTENT

Our Pawfect Partners



...

Sponsors Create Branded Ads & Articles



BUSINESS MODEL



NATIVE ADS

SPONSORED CONTENT

SHOP FAVORITES



Keep a % of sales

AND

Amazon Associates Partnership



Join

It's easy and free to join
Get up and running today. Just one approval to join — no third-party advertiser approvals.

[Learn More »](#)
[Join Now »](#)



Advertise

Choose from over a million products to advertise to your customers
Whether you are a large network, content site or blogger, we have simple linking tools to meet your advertising needs and help you monetize your web site.



Earn

Get up to 10% in advertising fees
Earn advertising fees from Qualifying Purchases, not just the products you advertised.
Plus, our competitive conversion rates help you maximize your earnings.

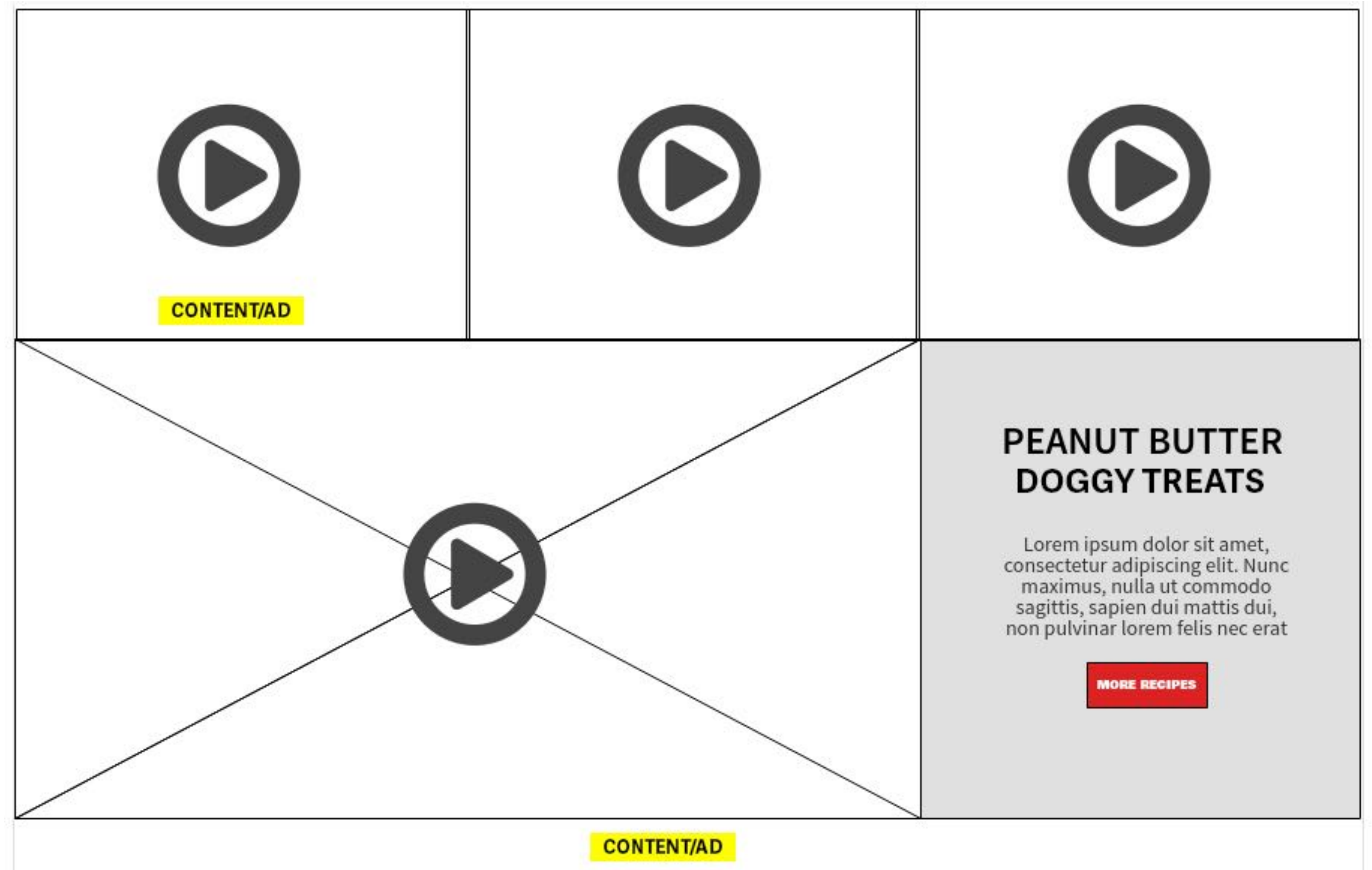
BUSINESS MODEL ▾

NATIVE ADS

SPONSORED CONTENT

SHOP FAVORITES

VIDEO ADS



Premium & Non-Premium Placement

BUSINESS MODEL ▾

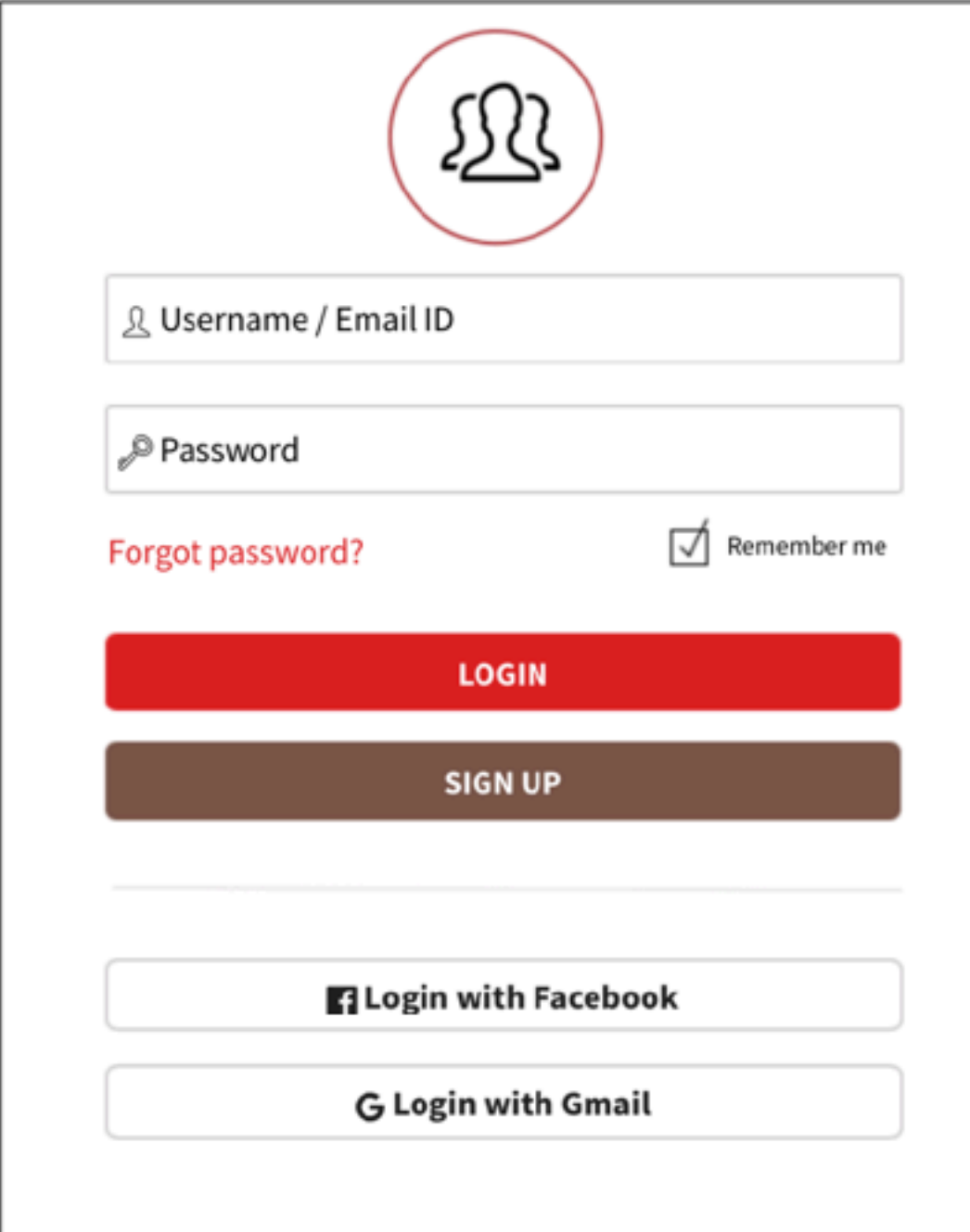
NATIVE ADS

SPONSORED CONTENT

SHOP FAVORITES

VIDEO ADS

PREMIUM CONTENT/
SUBSCRIPTIONS

A user login and sign-up interface. At the top is a circular profile icon placeholder. Below it are two input fields: 'Username / Email ID' and 'Password'. To the left of the password field is a 'Forgot password?' link. To the right is a 'Remember me' checkbox. Below these are two buttons: a red 'LOGIN' button and a brown 'SIGN UP' button. At the bottom are two social login buttons: 'Login with Facebook' and 'Login with Gmail'.

\$15 per month

OR

\$120 a year

BUSINESS MODEL ▾

NATIVE ADS

SPONSORED CONTENT

SHOP FAVORITES

VIDEO ADS

PREMIUM CONTENT/
SUBSCRIPTIONS



OUR ADVERTISERS



WHOLESOME HIDE

Dog Treats



MOLLY MUTT

Dog Beds



iFETCH

Dog Technology



SKOUT'S HONOR

Stains & Treatment



BARK WORTHIES

Dog Treats



WELLNESS NATURAL

Dog Food



PEDIGREE

Dog Treats & Food



CANINE STYLES

Dog Clothing



KONG

Dog Toys

GIVING BACK



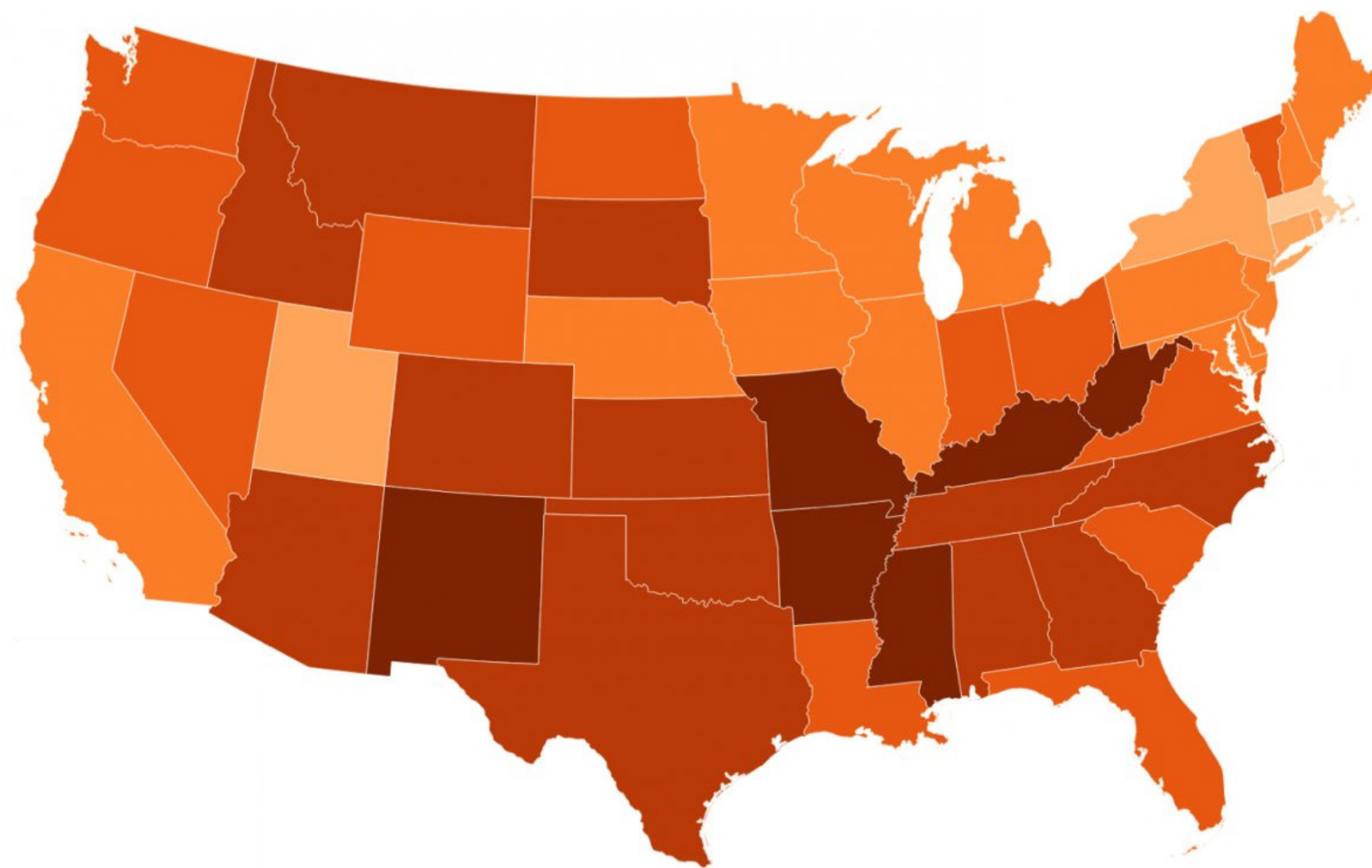
Every month a percentage of our advertising space, will be given to Non-Profit Pet programs. These include but are not limited to the ASPCA, the Humane Society and shelters across the country.



SEARCH ENGINE MARKETING

3 Categories

- Dog Health
- Dog Publications
- Dog Breeds



Targeting Entire United States

The Woofington Post Dog Health 101

www.TheWoofingtonPost.com/DogHealth

The guide to keeping your pup healthy and strong their whole life.

The Woofington Post-Dog Publication

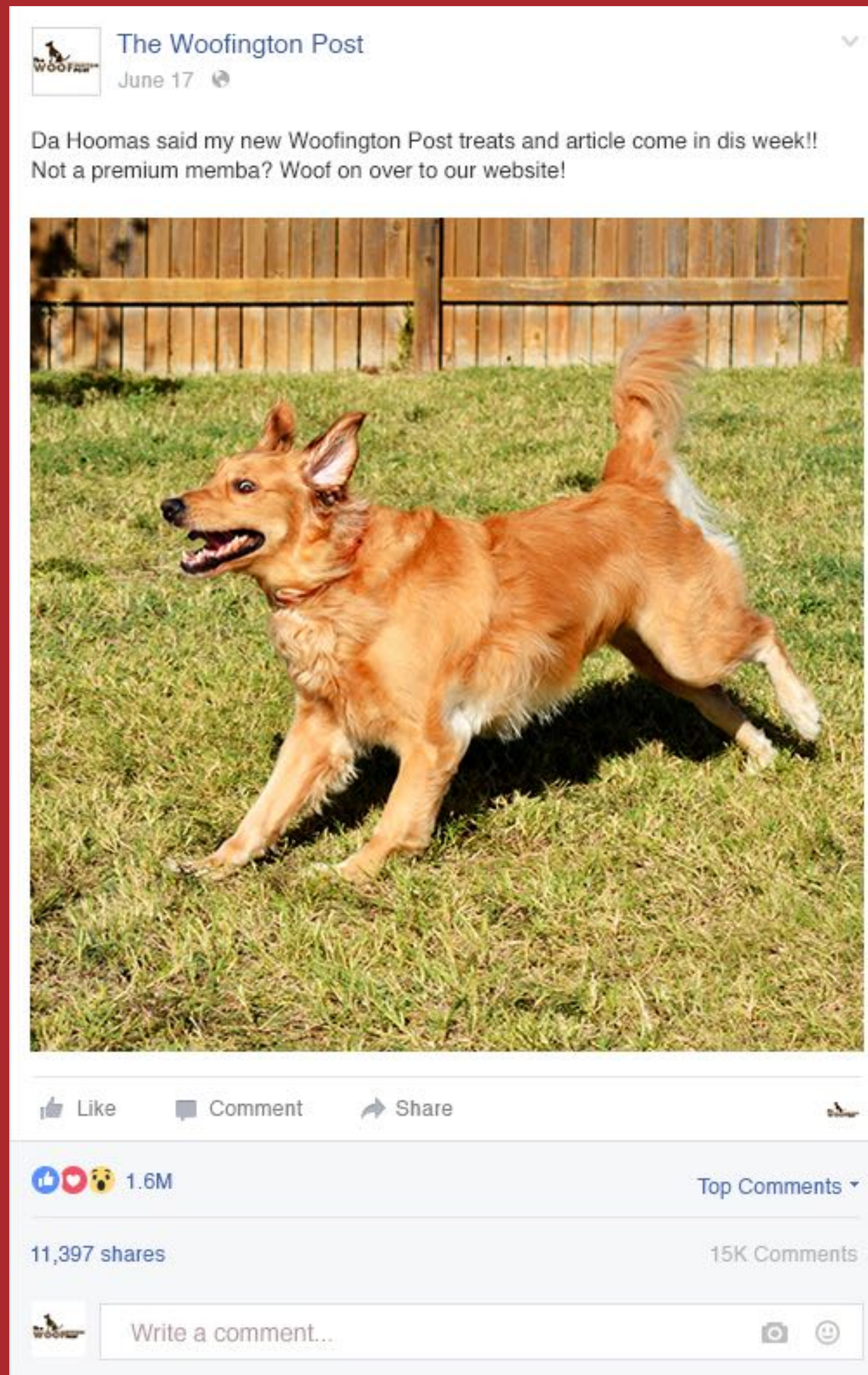
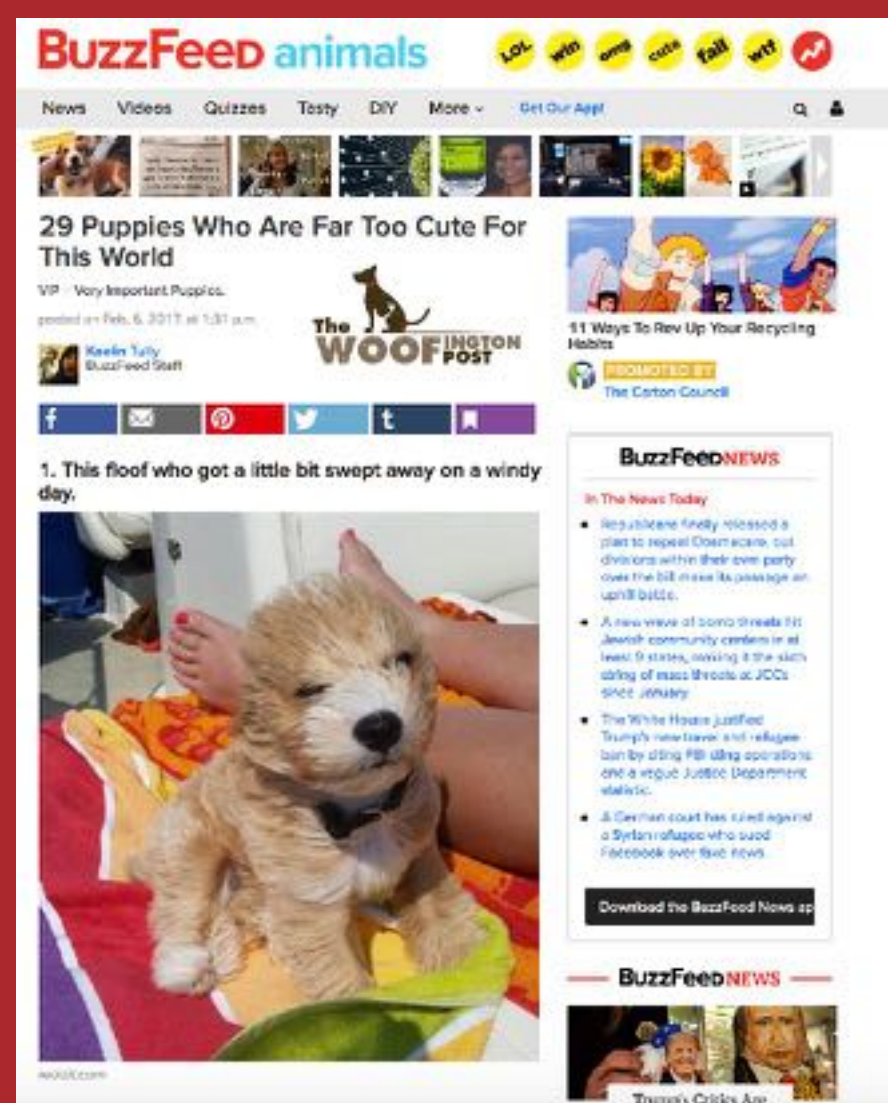
www.TheWoofingtonPost.com/DogHealth

All the information you need for your Pup no matter what breed! How to's, Guides, tricks and more!

The Woofington Post Golden Guide

www.TheWoofingtonPost.com/DogBreeds

5 things you didn't know about Golden Retrievers. Learn about your pup's breed!



SOCIAL MEDIA STRATEGY

Our social media strategy revolves around one main theme, the love for anything and everything dogs. No matter the breed or personality, we plan to highlight trending videos, photos and current events through our social channels and on top of that highlight our consumers' pups! The Woofington Post's social strategy will utilize 6 different social platforms: Facebook, Instagram, Twitter, Pinterest, Buzzfeed and Snapchat

SOCIAL MEDIA LISTENING

24 / 7
REAL TIME
SUPPORT



REAL TIME
ANALYTICS



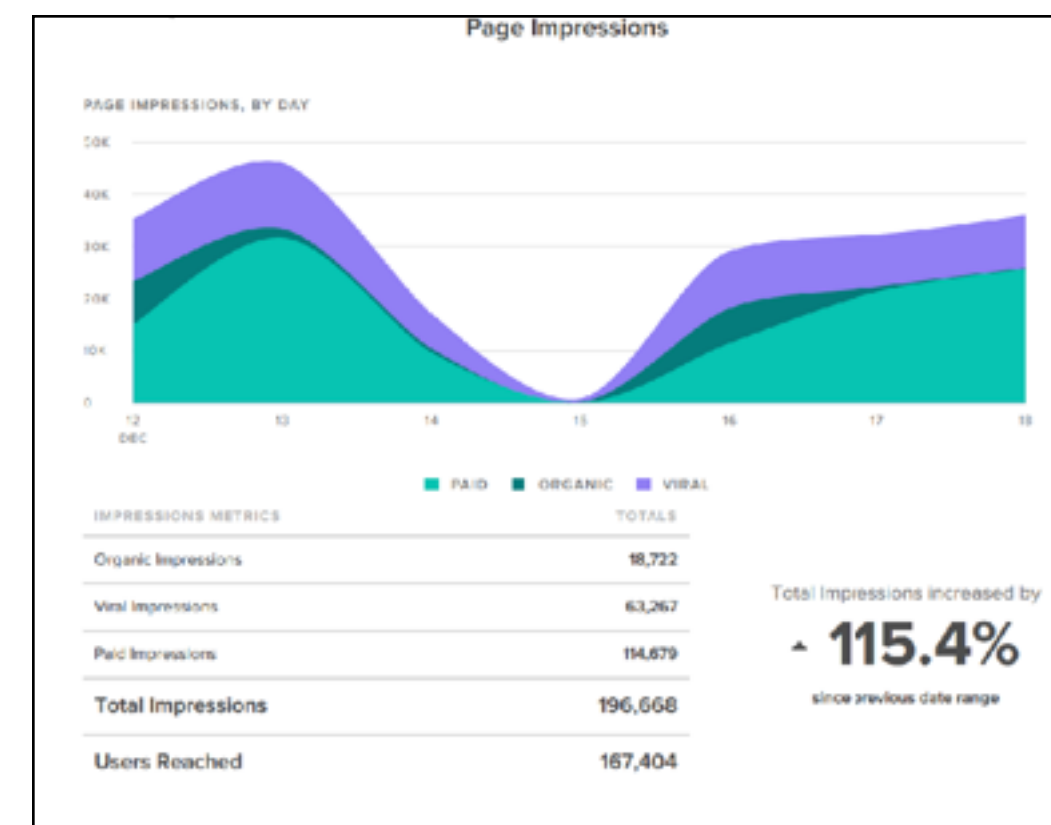
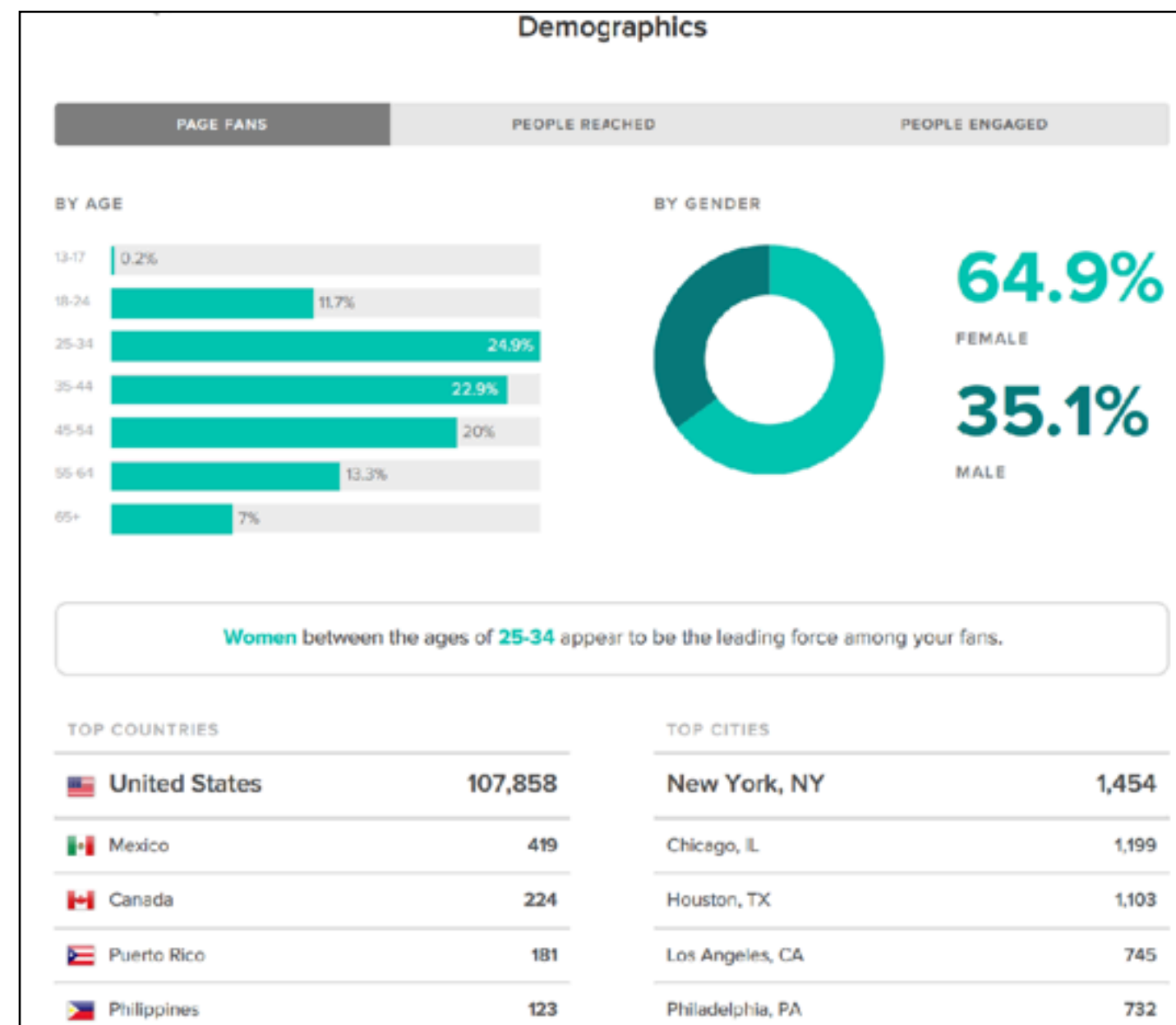
COMPETITOR
TRENDS



CUSTOMER WANTS
& NEEDS



KEY
INFLUENCES



WEBSITE IMPLEMENTATION



WORDPRESS

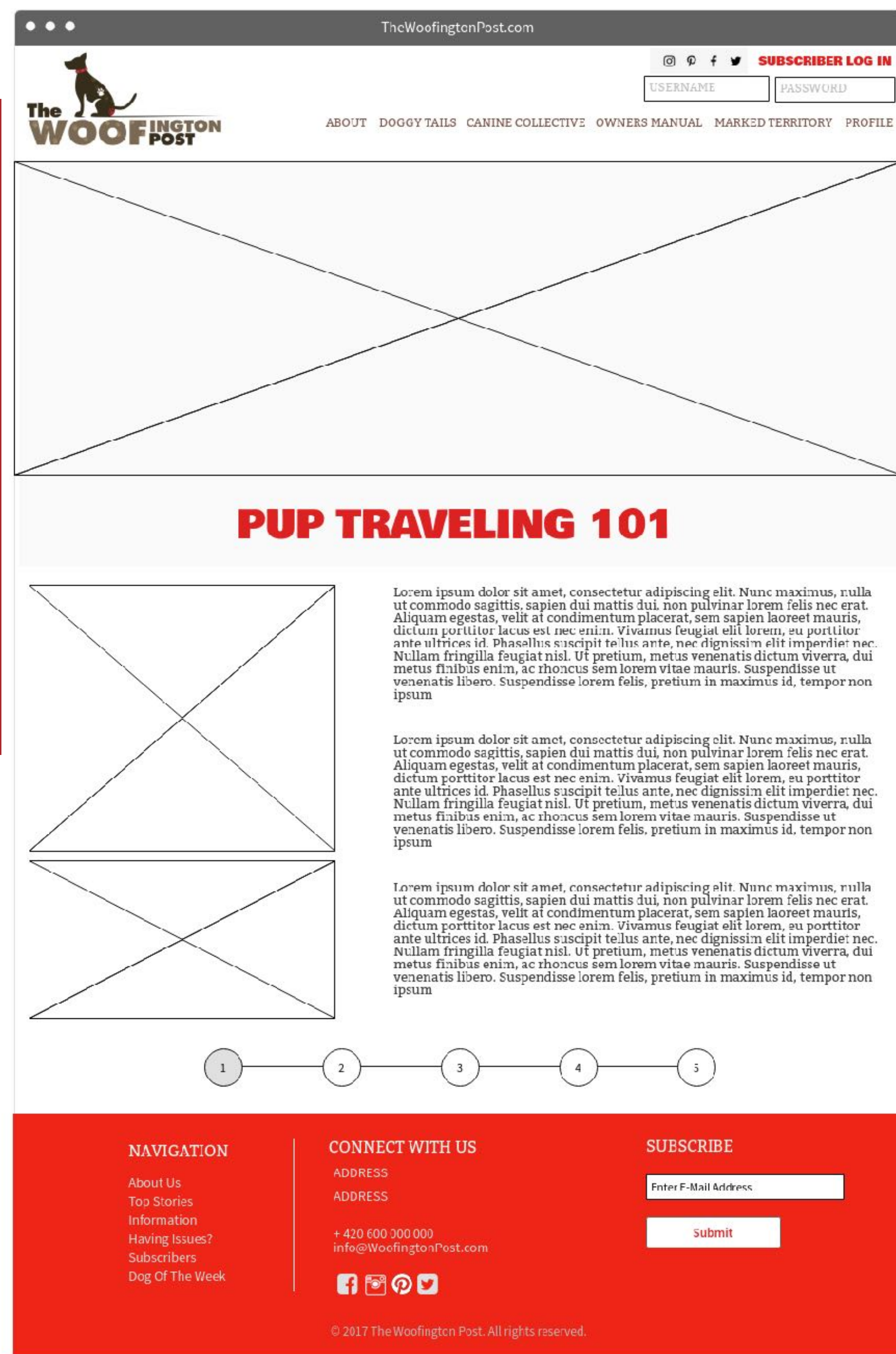
Wordpress Adapts For Mobile

Minimal Infrastructure

Plugins and Functionality

Visual and Integrated Design

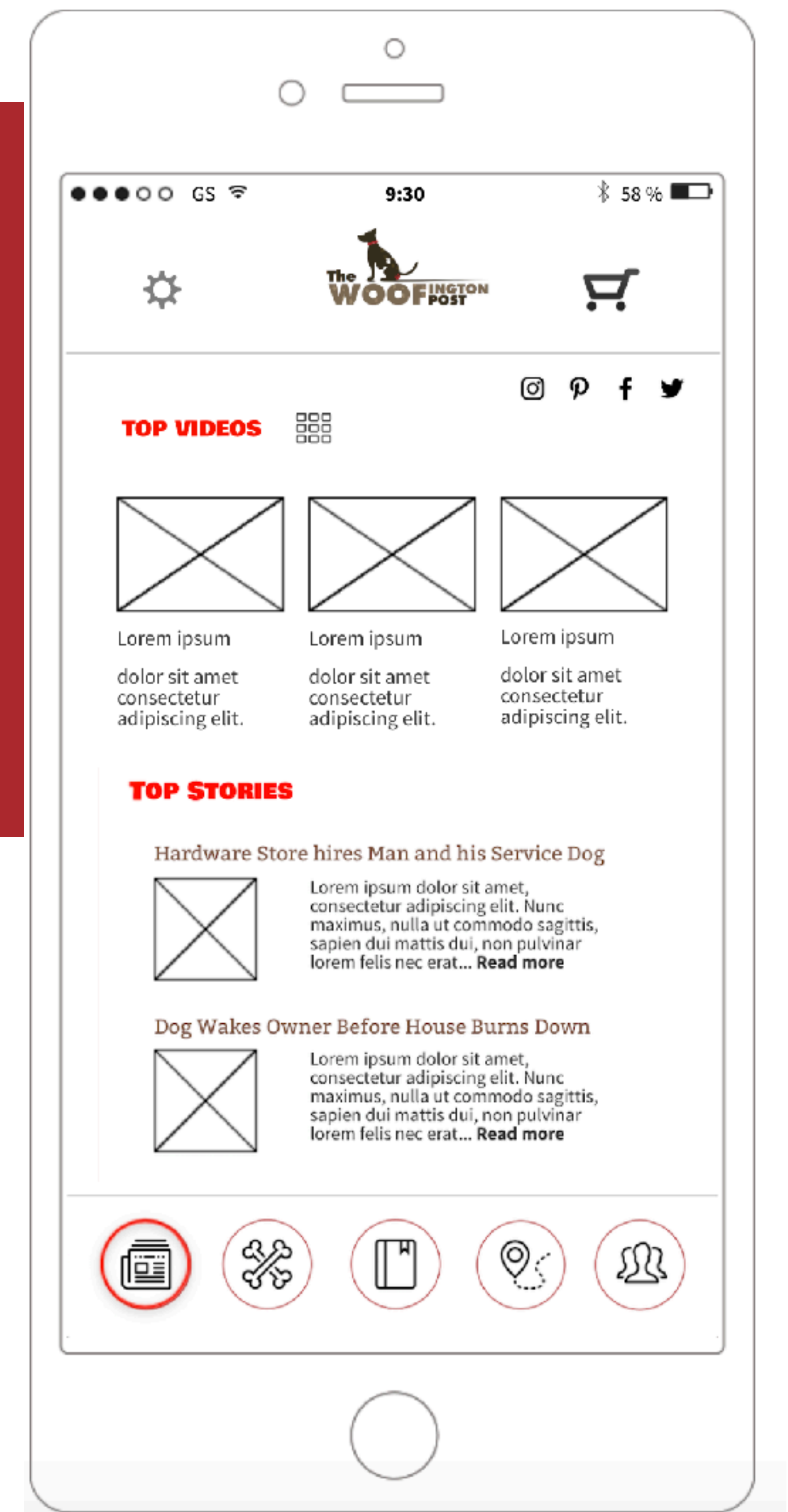
Google Analytics



WEBSITE IMPLEMENTATION



Includes SSL certificate
256-bit encryption technology
No cost
Over 70 Payment Gateways





OUR API'S

We asked ourselves:

Will it enhance the user experience and increase user retention?

Does it coincide or have overlap with our current content verticals?

Does it take away from our content or add unnecessary clutter?

E-MAIL MARKETING

ORACLE®
RESPONSYS

Customized
content for
each premium
subscriber
Monthly OR
Weekly

WOOF!

You are not a Woofington Post subscriber.

LOG IN or **SUBSCRIBE** to continue.

OPT-IN

>subscribe for free with your email for premium site content (subscribe pop ups)

>willfully subscribe through the subscribe buttons on the site or the subscribers page

The
WOOFINGTON
POST



WELCOME TO THE WOOFINGTON POST

Congratulations Jamie & Daisy, you've just become a member of The Woofington Post. As your first reward, we'd like to send you a free guide about Daisy's breed and some goodies for her as well!

[Click Here To Claim](#)



All About Golden Retrievers

Located in the heart of the Mediterranean, our resort and spa is guaranteed to be a great home base for your next trip to Greece in any season.

[Read More](#)

Tips For Summertime Travel

Our hotel in central Hanoi has the perfect blend of culture and luxury. This hotel features truly authentic dining with a 5-star restaurant onsite.

[Read More](#)

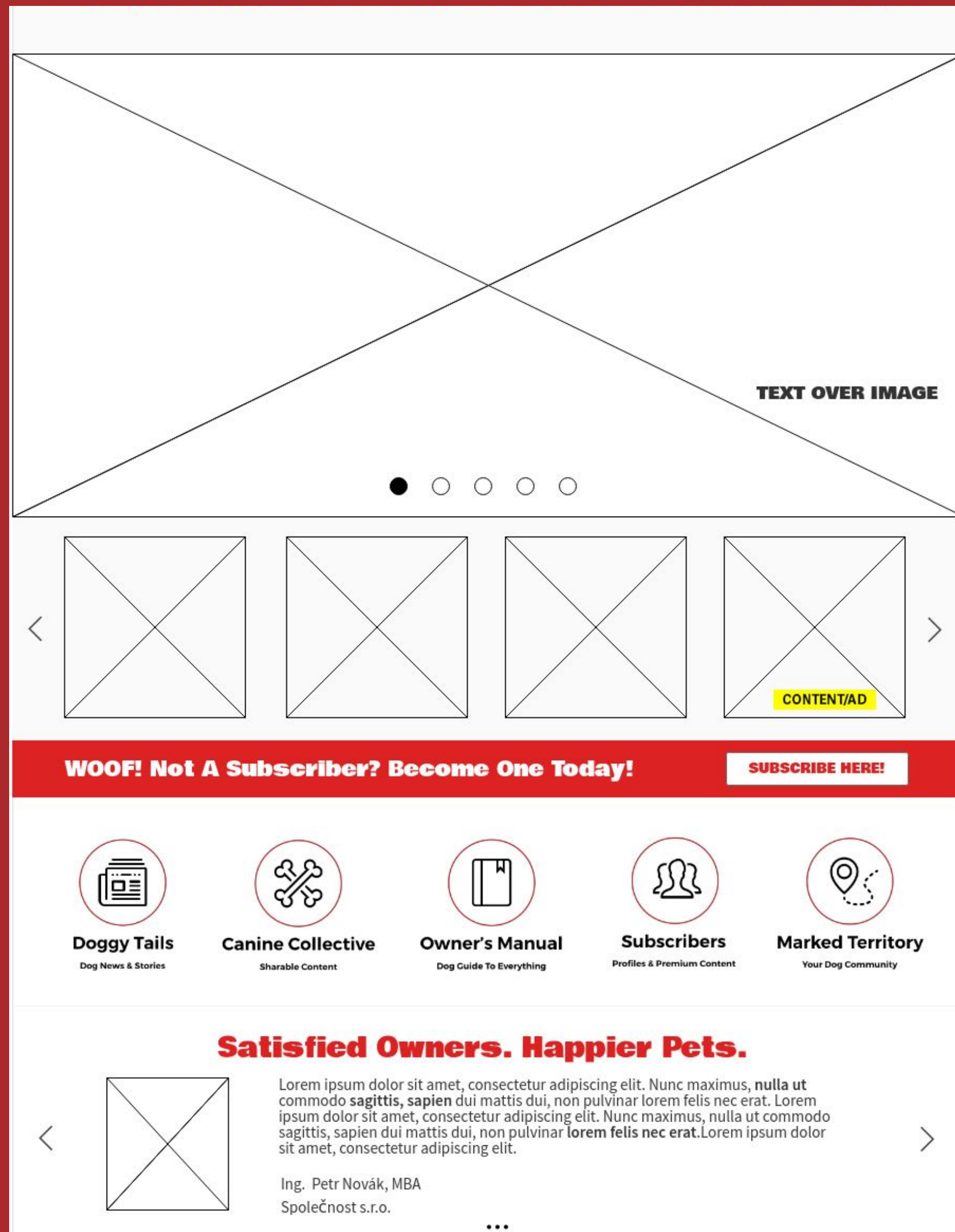


WIREFRAME MOCKUP



SLIDERS

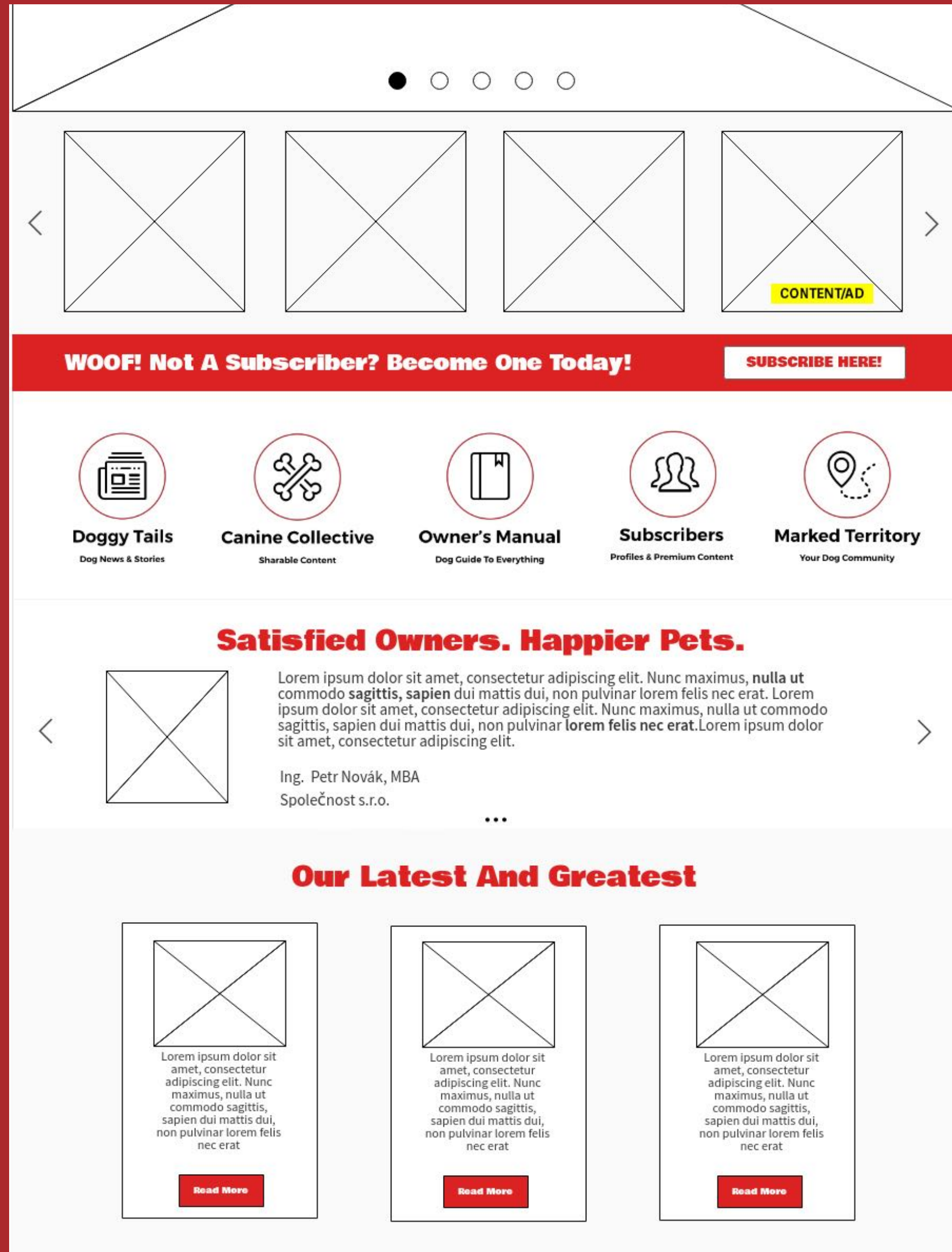
WIREFRAME MOCKUP



SLIDERS

CONTENT HIERACHY

WIREFRAME MOCKUP



SLIDERS

CONTENT HIERACHY

INFINITE SCROLLING

WIREFRAME MOCKUP

Doggy Tails

Dog News & Stories

Canine Collective

Sharable Content

Owner's Manual

Dog Guide To Everything

Subscribers

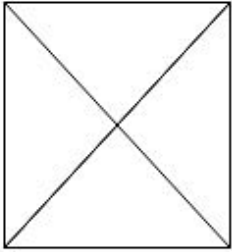
Profiles & Premium Content

Marked Territory

Your Dog Community

Satisfied Owners. Happier Pets.

<



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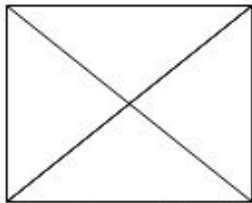
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Ing. Petr Novák, MBA

Společnost s.r.o.

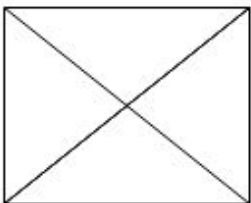
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Our Latest And Greatest



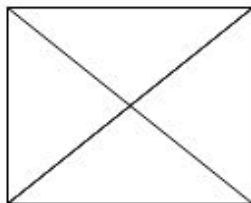
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Read More




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Read More





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Read More



CONTENT/AD







PEANUT BUTTER DOGGY TREATS

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MORE RECIPES

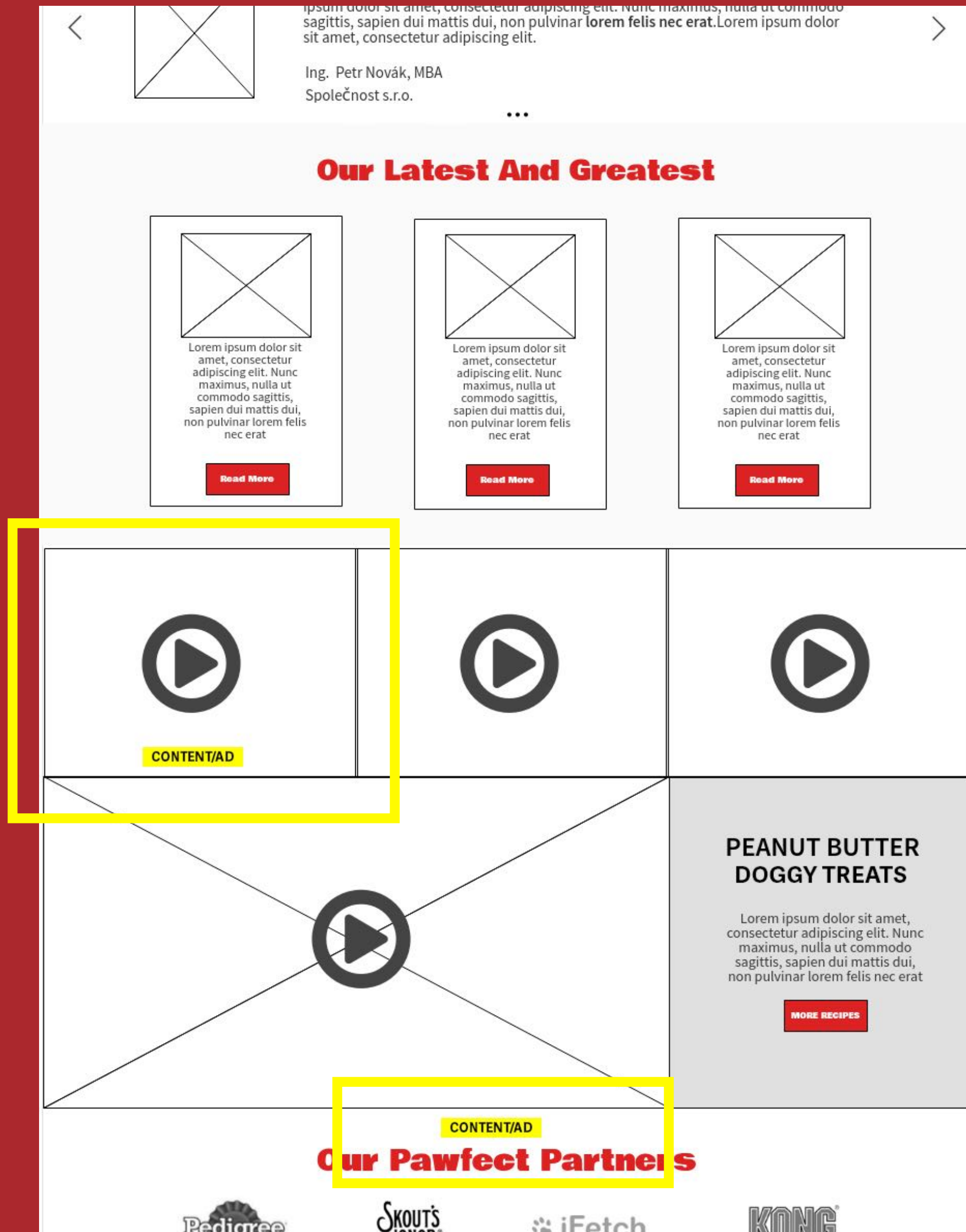
SLIDERS

CONTENT HIERACHY

INFINITE SCROLLING

VIDEO CONTENT

WIREFRAME MOCKUP



SLIDERS

CONTENT HIERACHY

INFINITE SCROLLING

VIDEO CONTENT

EVER CHANGING AD SPACE

WIREFRAME MOCKUP



SLIDERS

CONTENT HIERACHY

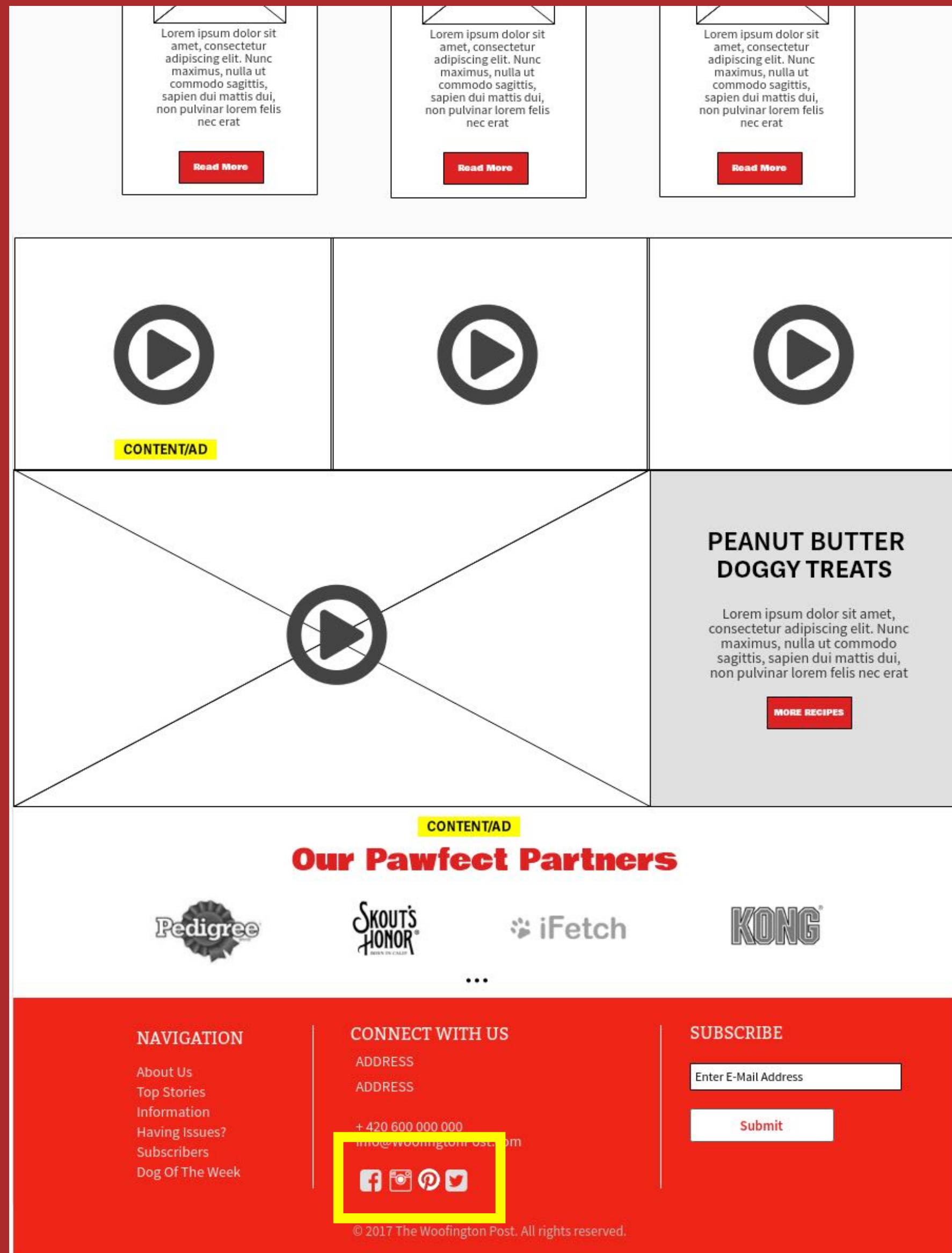
INFINITE SCROLLING

VIDEO CONTENT

EVER CHANGING AD SPACE

SPONSORS SHOWCASED

WIREFRAME MOCKUP



SLIDERS

CONTENT HIERACHY

INFINITE SCROLLING

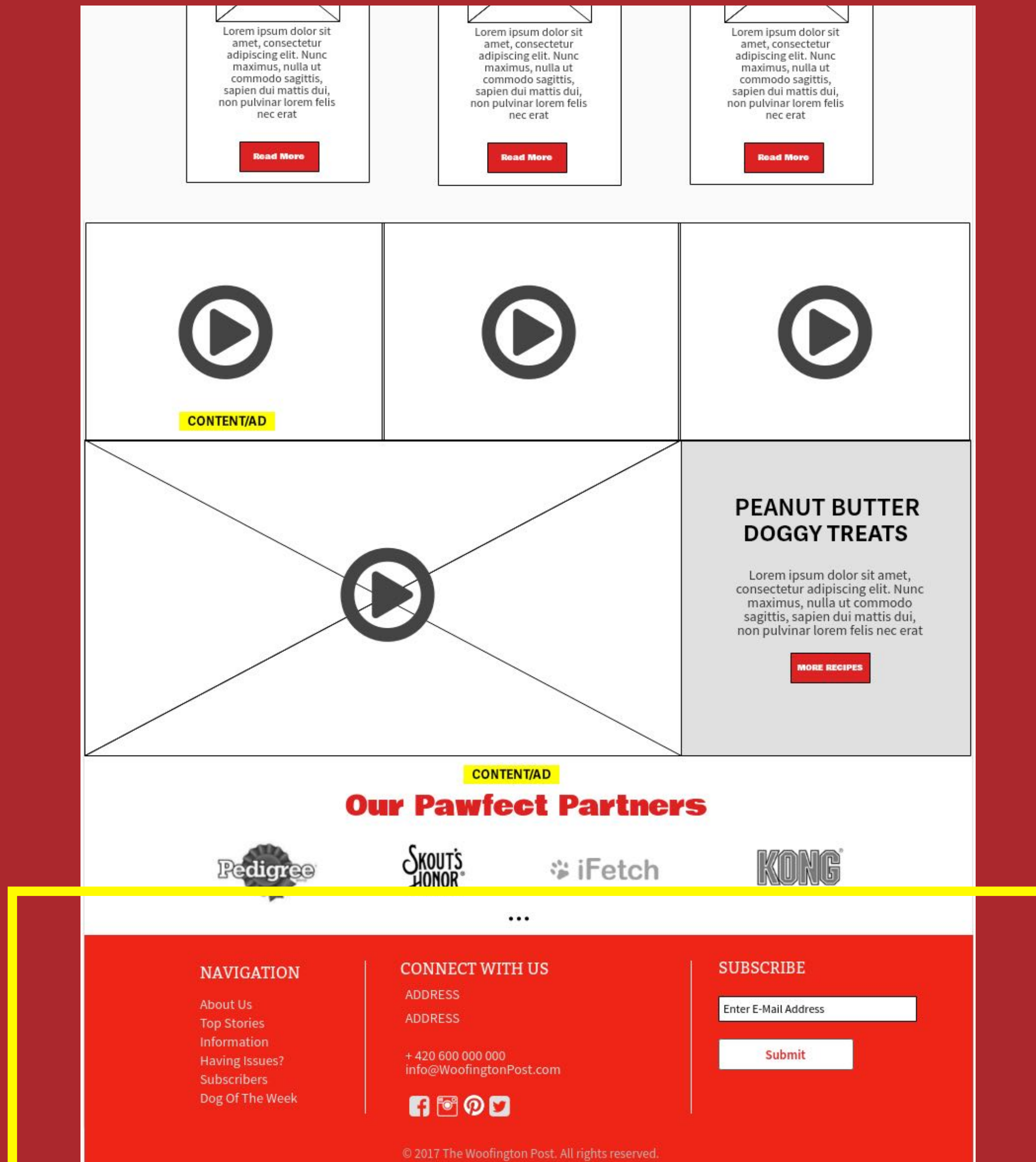
VIDEO CONTENT

EVER CHANGING AD SPACE

SPONSORS SHOWCASED

SOCIAL MEDIA

WIREFRAME MOCKUP



SLIDERS

CONTENT HIERACHY

INFINITE SCROLLING

VIDEO CONTENT

EVER CHANGING AD SPACE

SPONSORS SHOWCASED

SOCIAL MEDIA

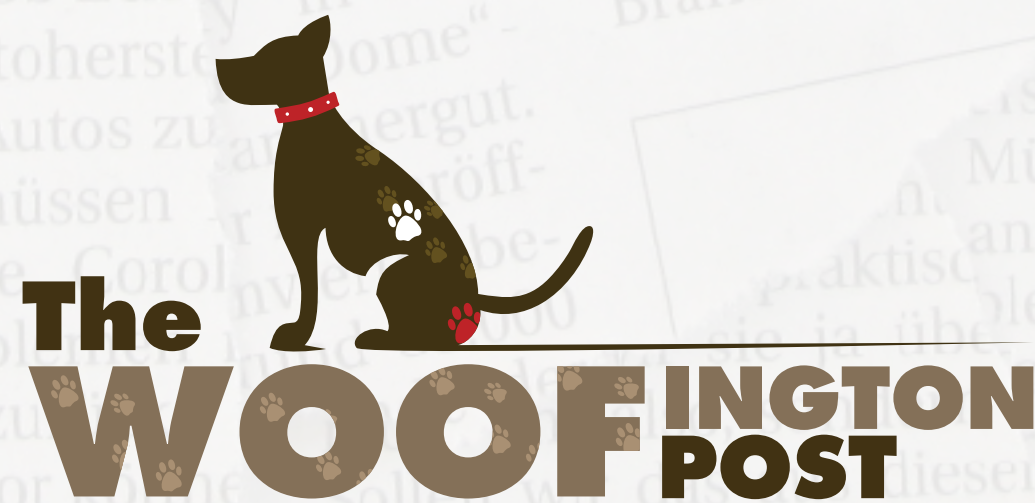
PRESENT HEADER & FOOTER



FUN DOG LOVING BRAND
VARIETY OF CONTENT
SOUND SOCIAL STRATEGY
INDIVIDUALIZED E-MAIL
INNOVATIVE ADVERTISING
INTAGRATED API'S
RESPONSIVE WEB DESIGN
REVENUE POA
SUBSCRIBER PERKS

IN SUMMARY

QUESTIONS?



The WOOFINGTON POST



ICC-612 1st Quarter 2017

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