

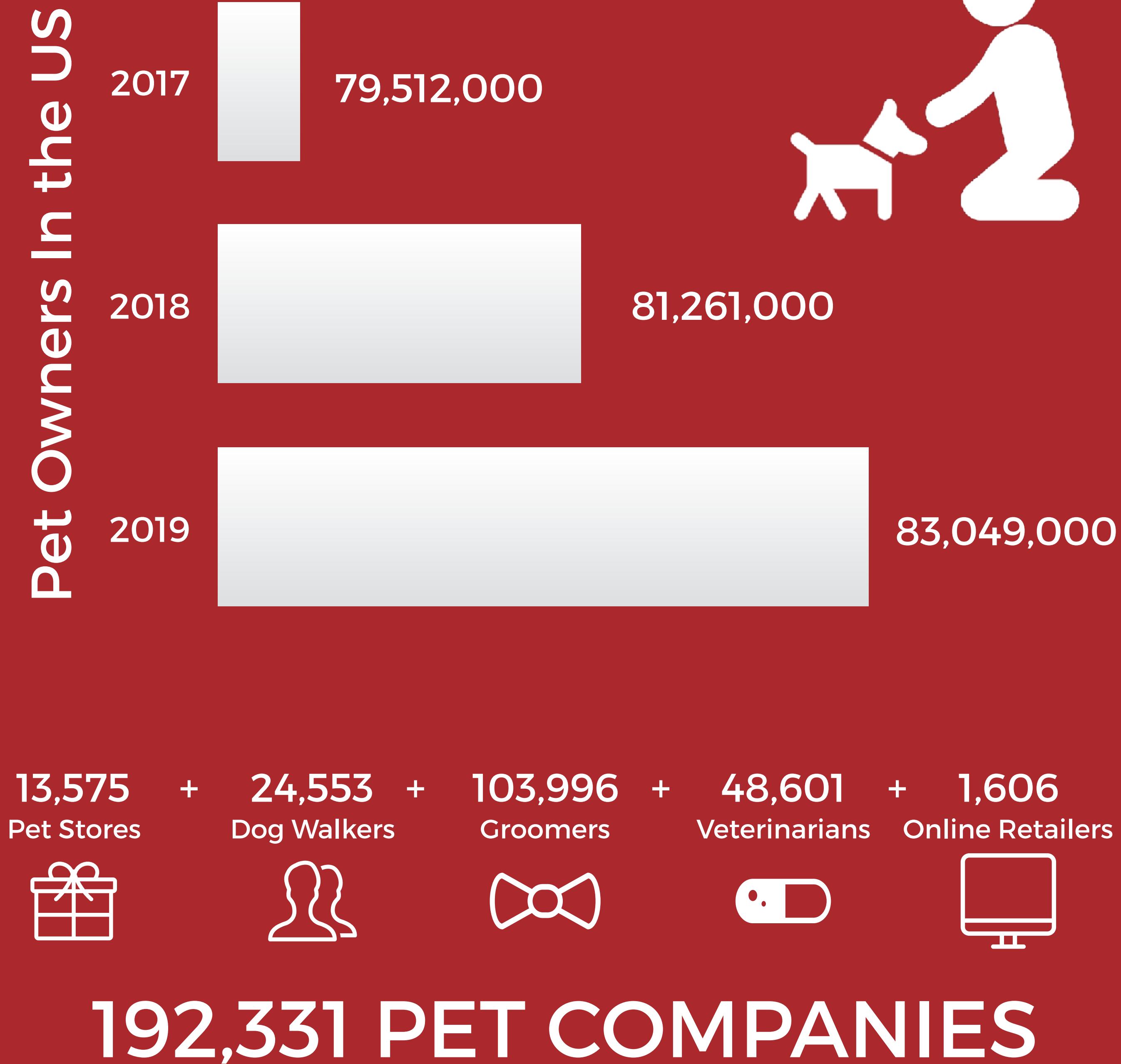


The WOOFINGTON POST

ICC-612 1st Quarter 2017

Nichole Wierschem, Rob Flaming, Samantha Lewis

DOG MARKET IS EVER GROWING



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

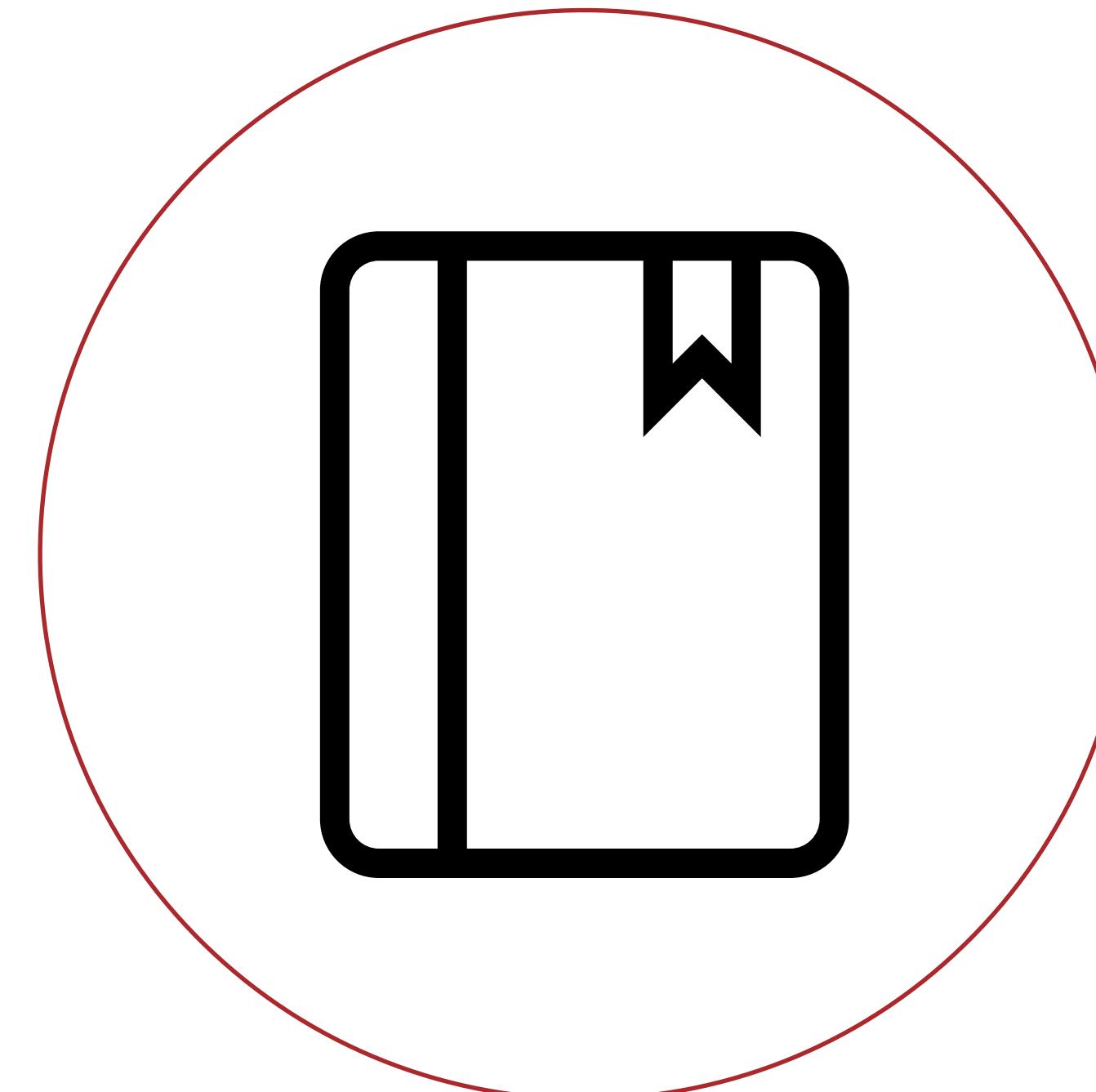
Stories about all dogs in all walks of life. This is one of our broadest verticals in that any stories related to dogs could be published under this section. In a time when the news can seem so depressing, there is nothing like a feel good dog story to turn your day around, or at least distract you for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

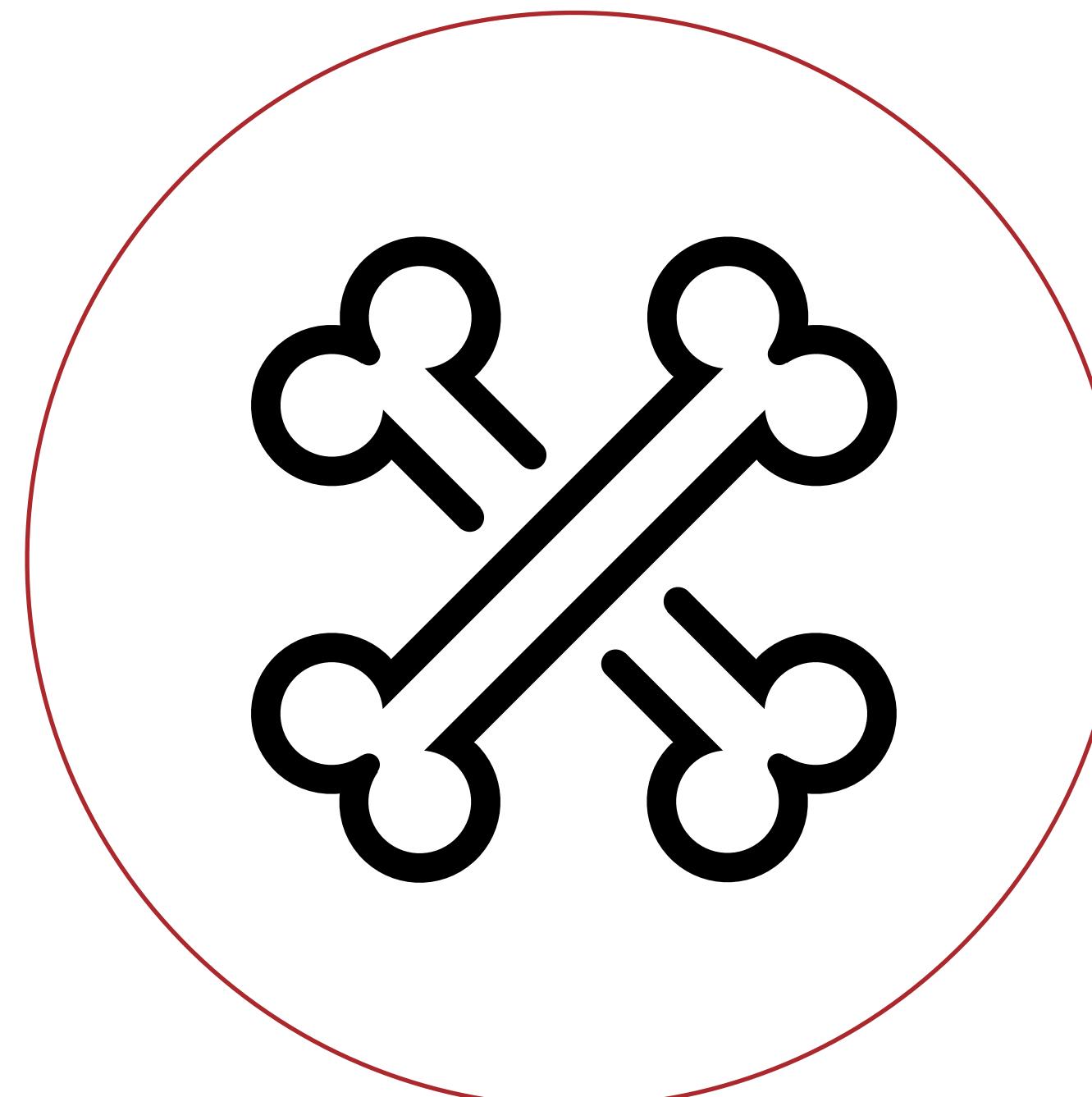
Dog Training

*"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.

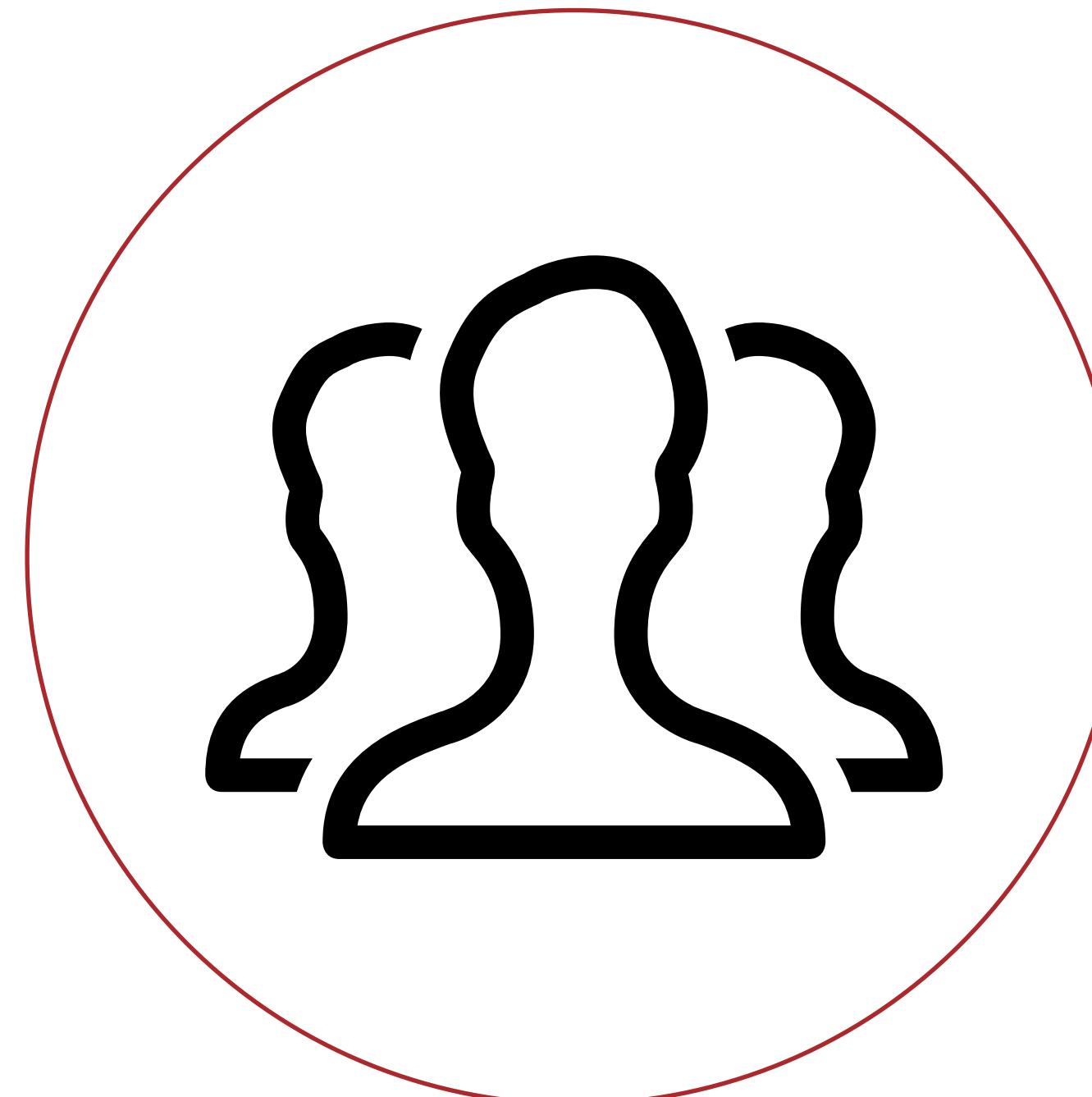
Your Community Walking Clubs

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)

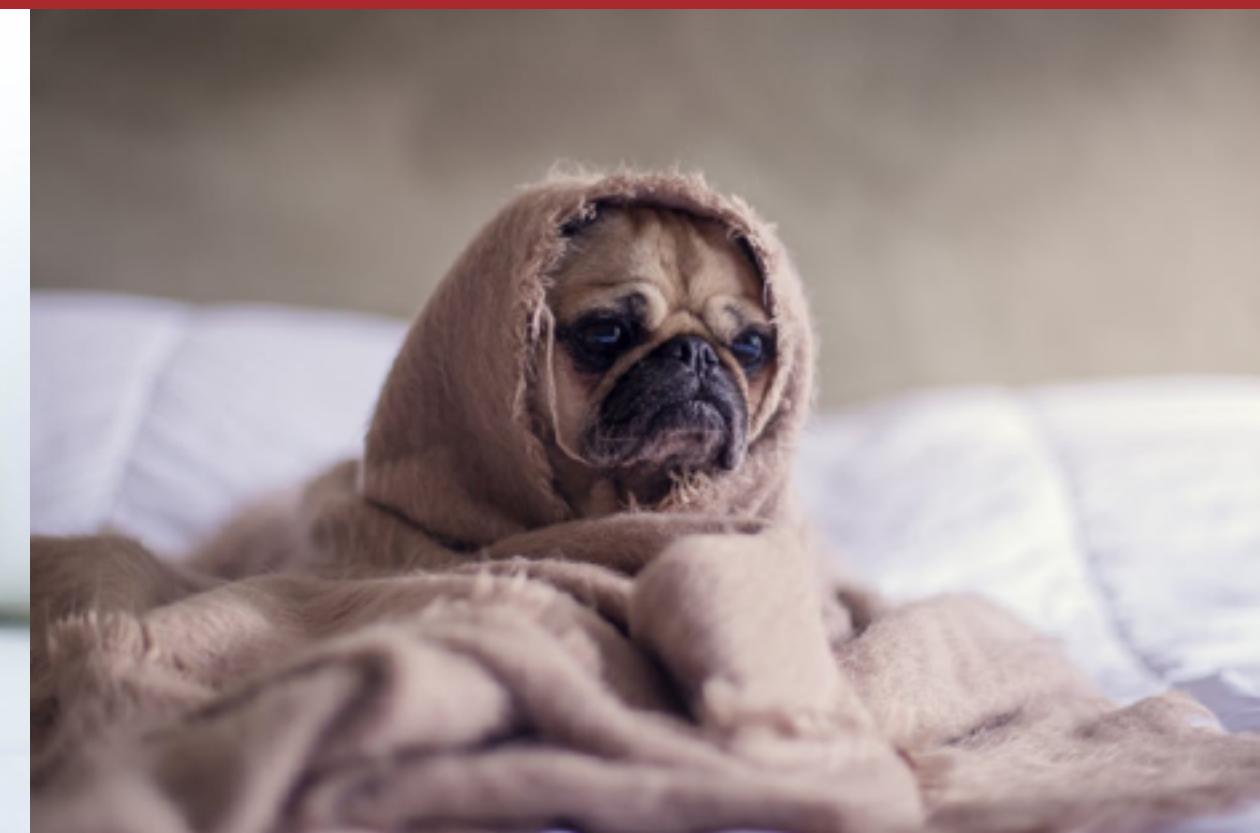
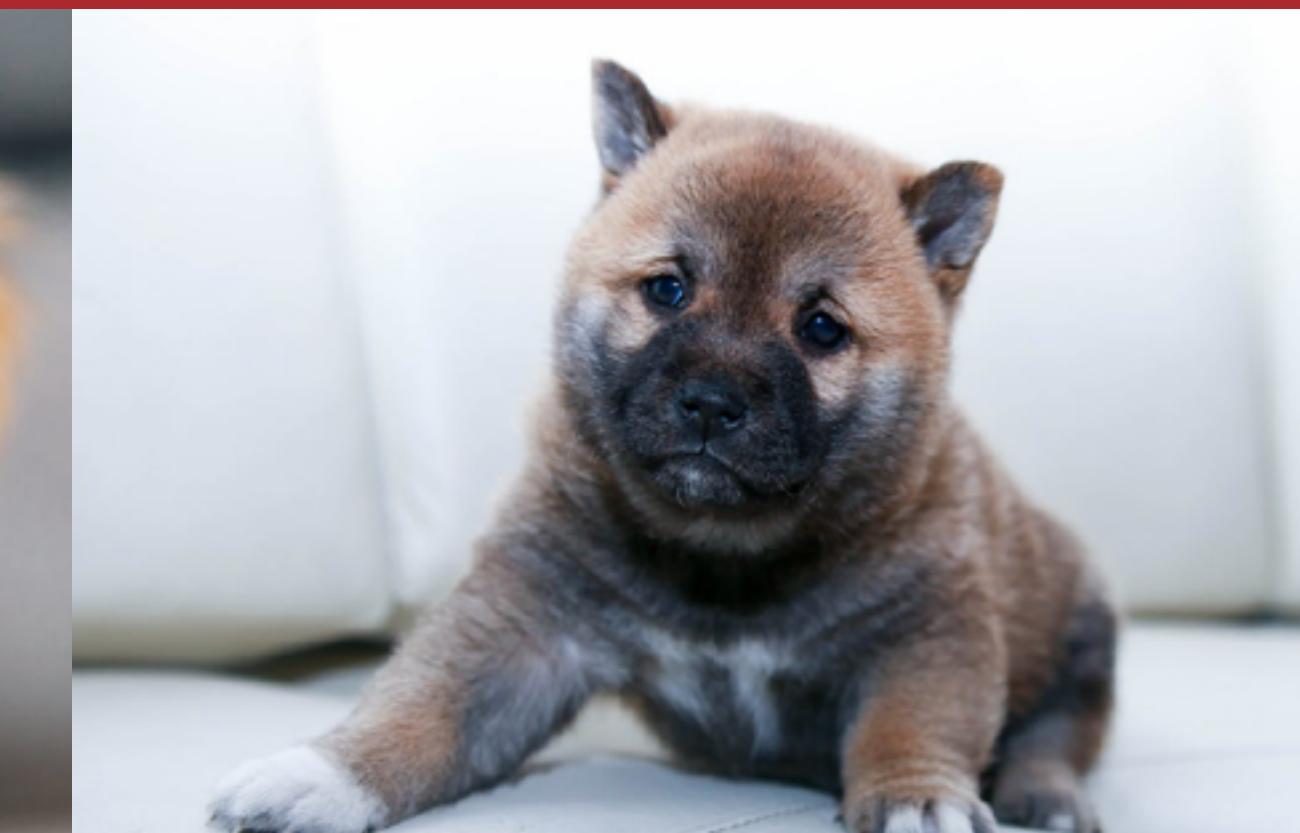
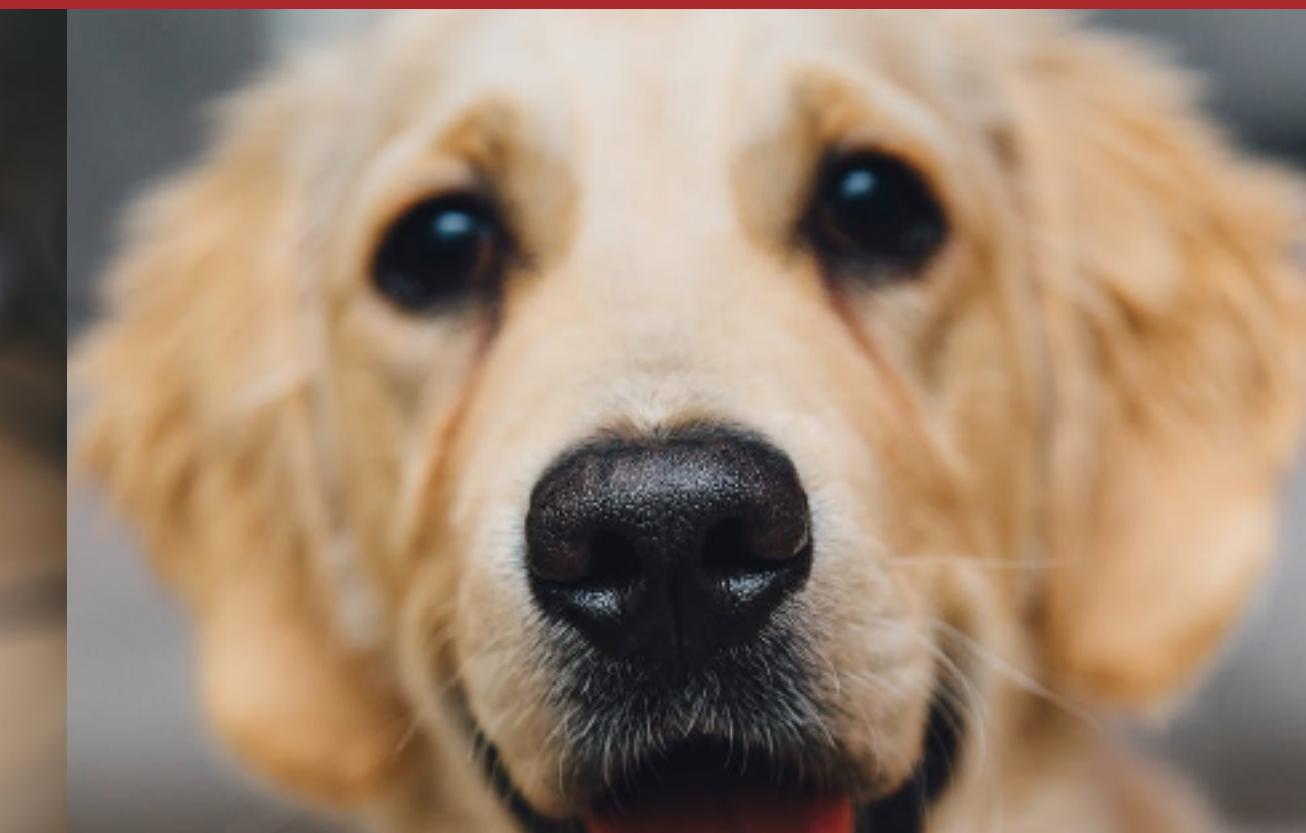
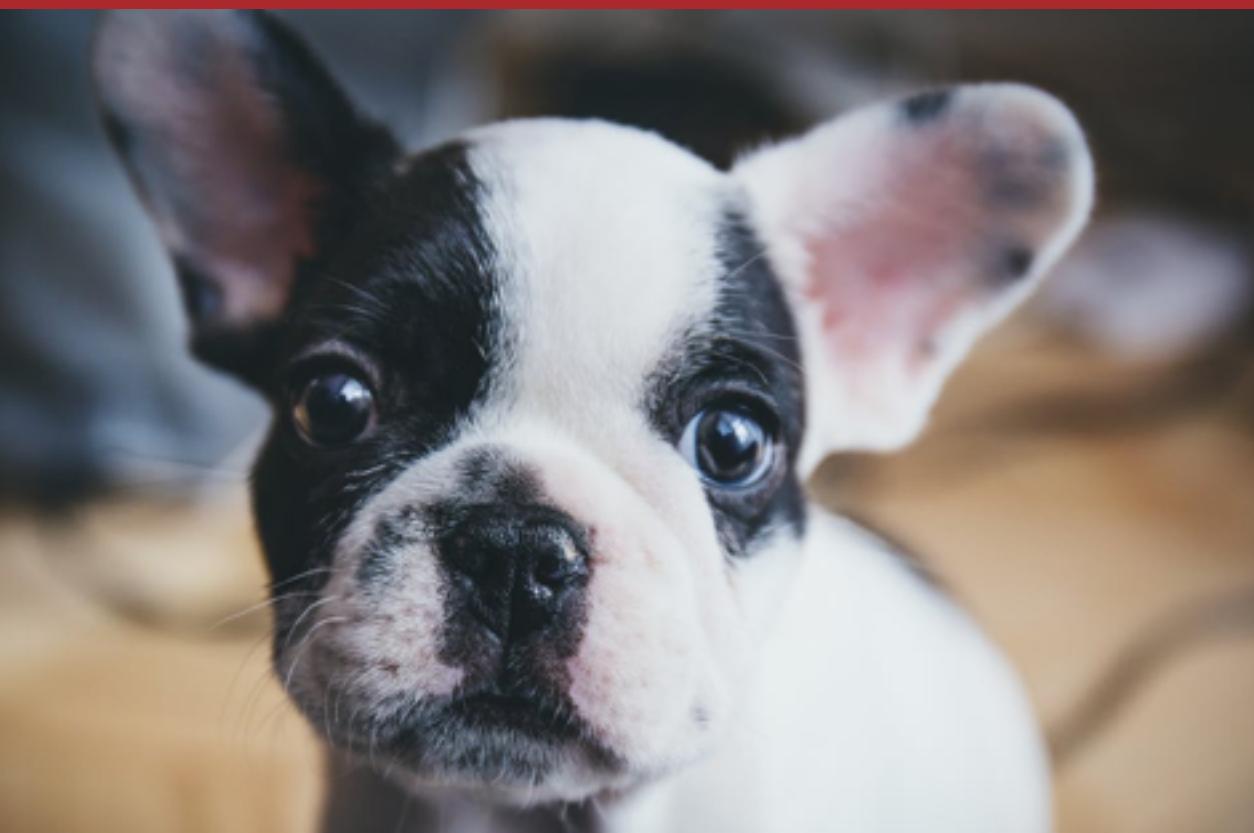
Pawfect Pass

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.

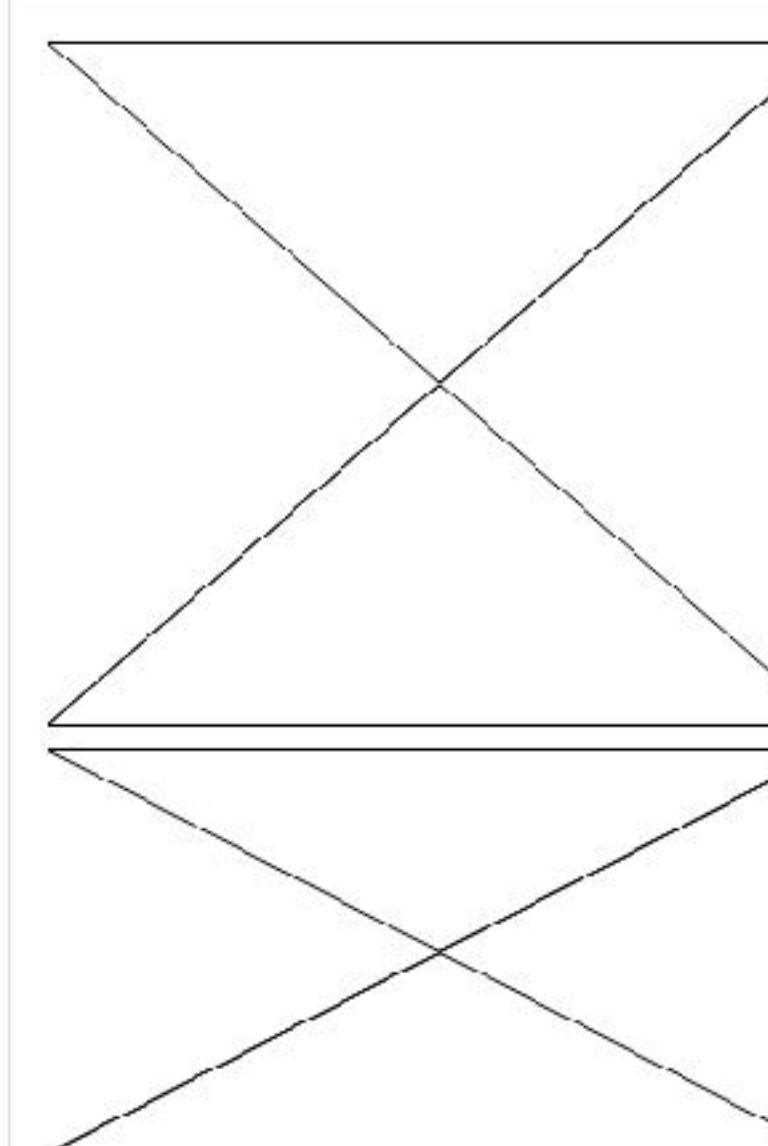


BUSINESS MODEL



NATIVE ADS

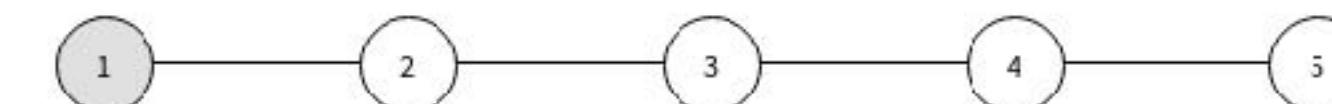
Premium AND Non-Premium



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BUSINESS MODEL



NATIVE ADS

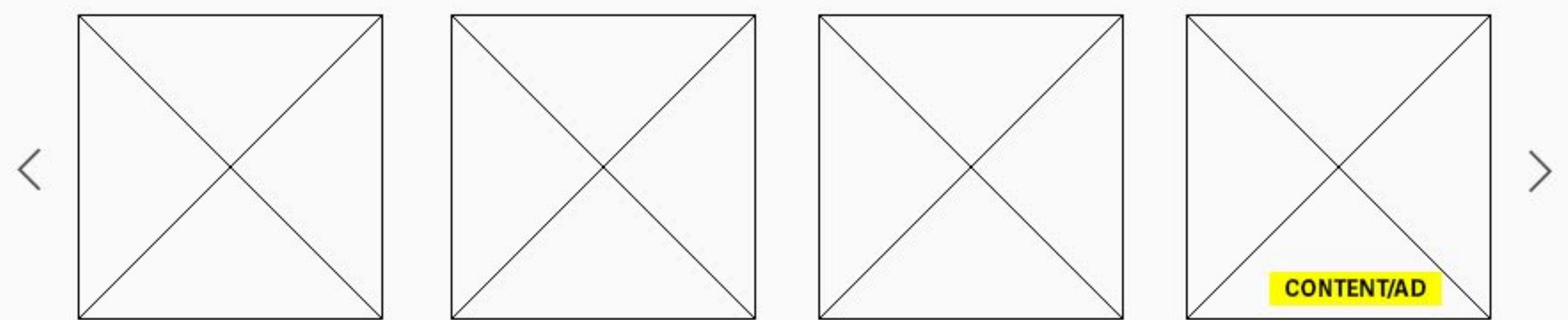
SPONSORED CONTENT

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.



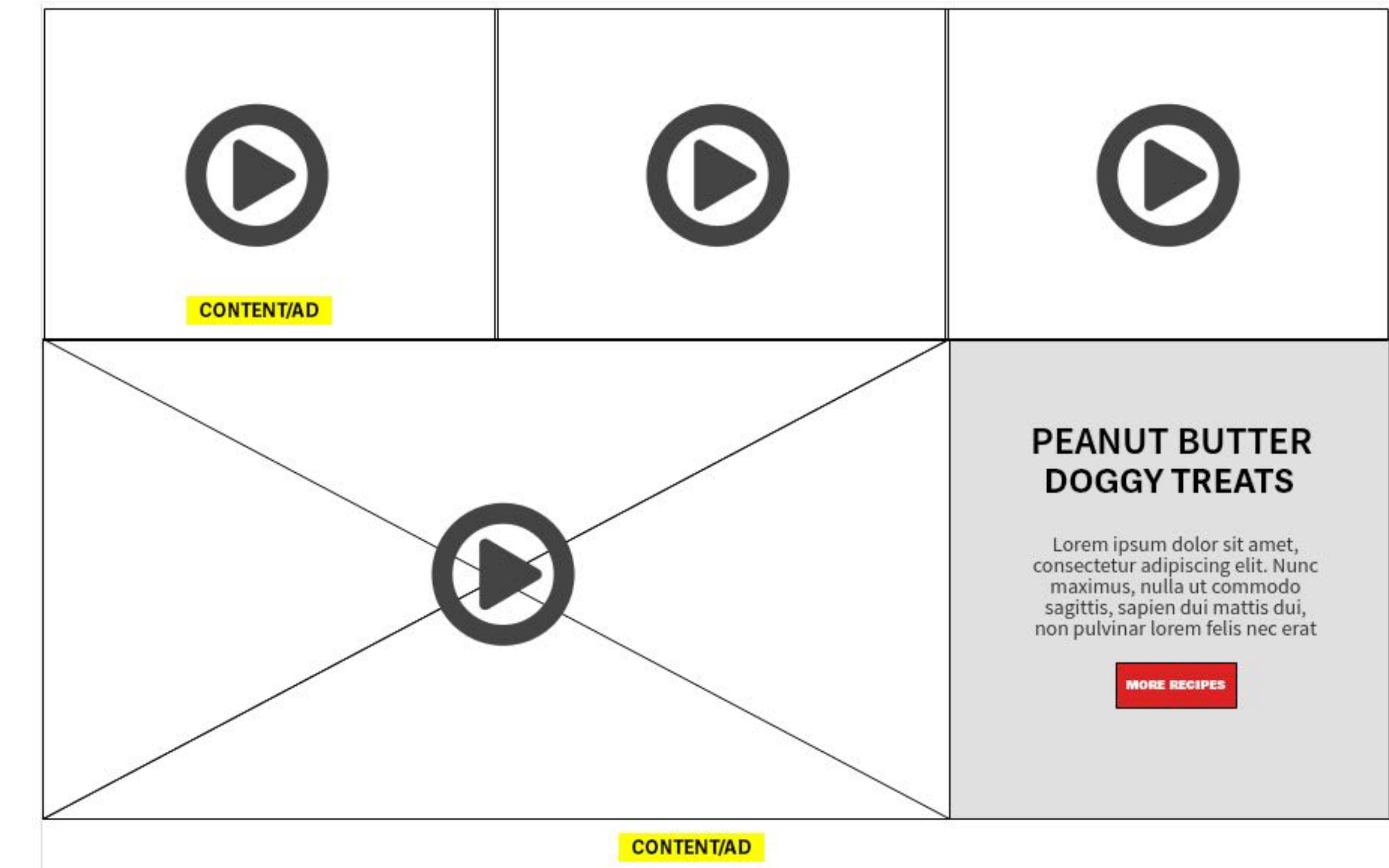
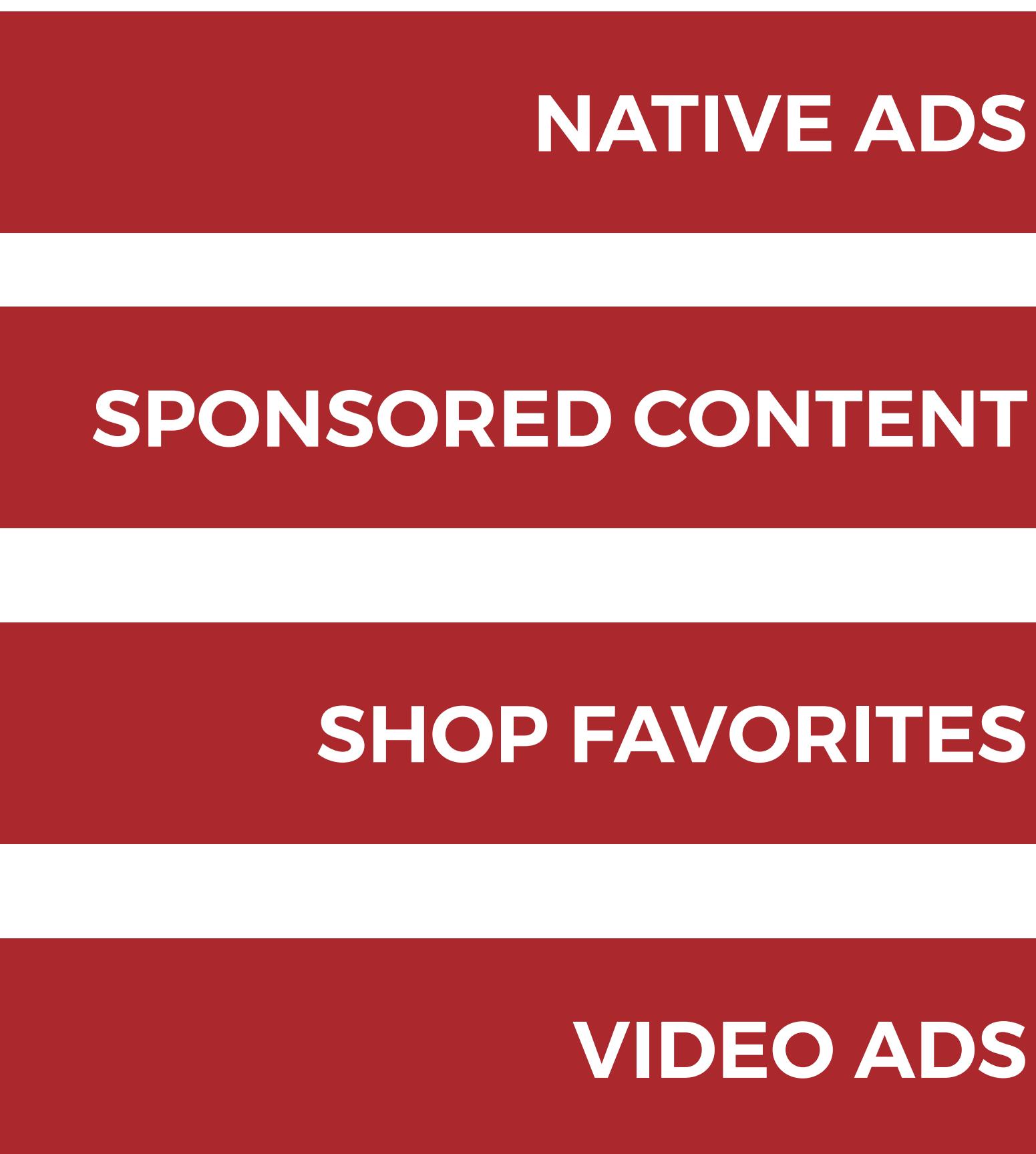
Earn

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



Premium & Non-Premium Placement

BUSINESS MODEL ▾

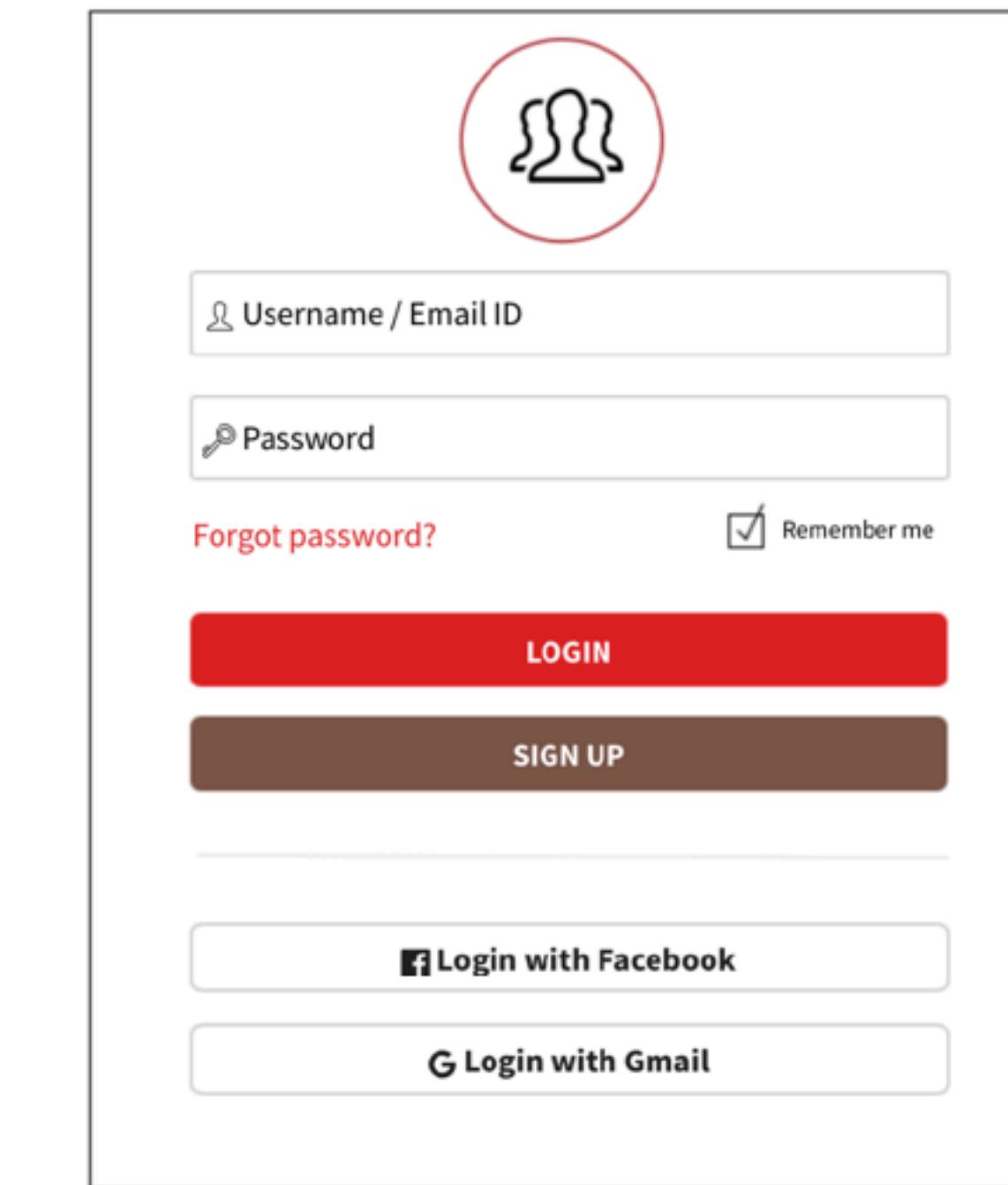
NATIVE ADS

SPONSORED CONTENT

SHOP FAVORITES

VIDEO ADS

PREMIUM CONTENT/
SUBSCRIPTIONS



\$15 per month

OR

\$120 a year

BUSINESS MODEL

NATIVE ADS

SPONSORED CONTENT

SHOP FAVORITES

VIDEO ADS

PREMIUM CONTENT/
SUBSCRIPTIONS

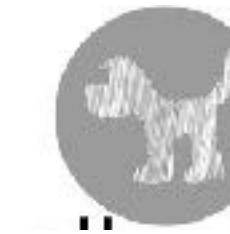


OUR ADVERTISERS



WHOLESAOME 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



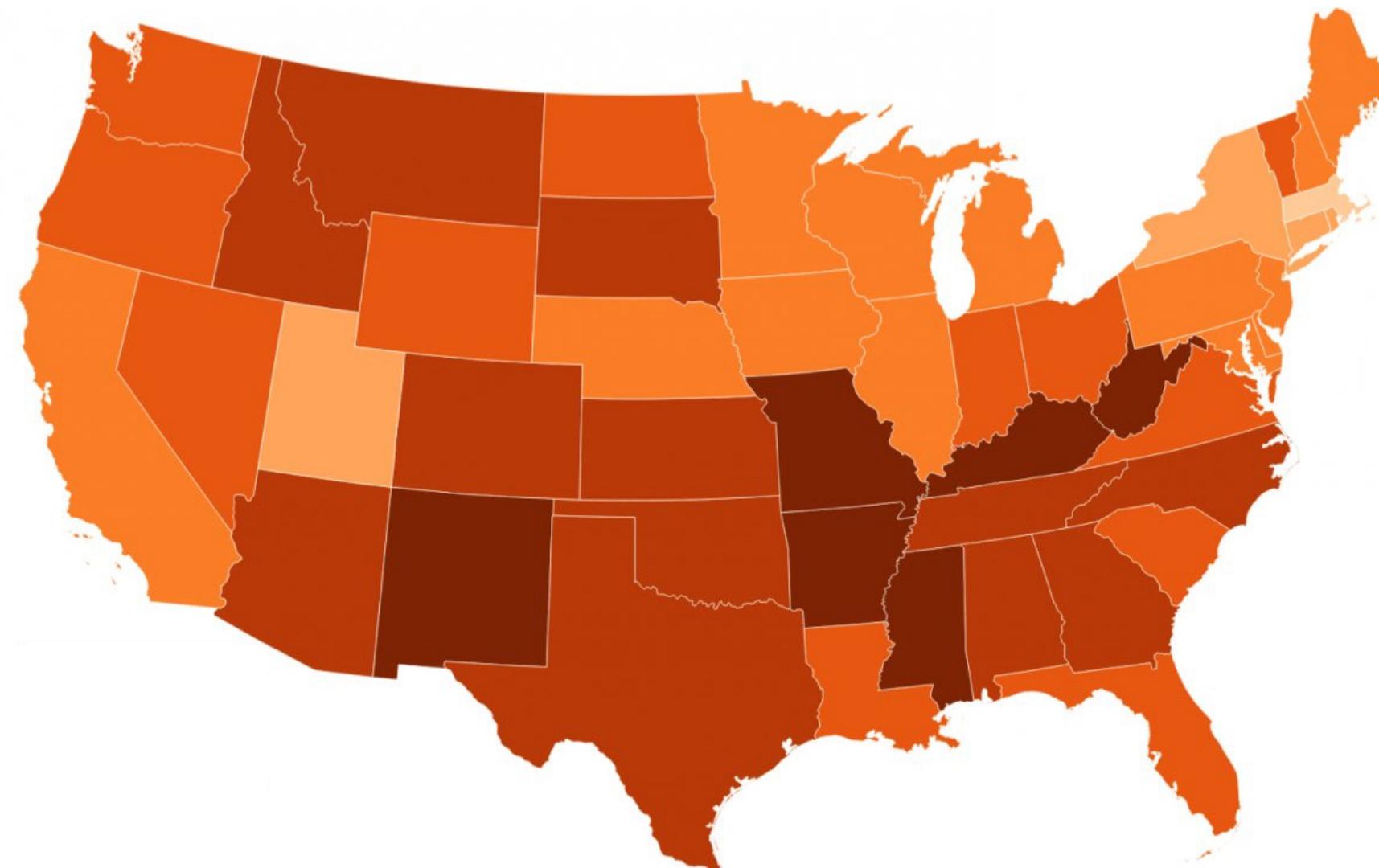
Every month a percentage of our advertising space, will be given to Non-Profit Pet programs. These include but are not limited to the ASPCA, the Humane Society and shelters across the country.



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!

AT&T 19:33

The Woofington Post

3431 posts 6530 followers 217 followings

Edit Profile

@WoofingtonPost

A digital publication that celebrates all modern pups, no matter the pedigree. Send us pics of your pup!

TheWoofingtonPost.com

Da Hoomas said my new Woofington Post treats and article come in dis week!! Not a premium memba? Woof on over to our website!

PUP OF THE MONTH

1 1 1 1

Like Comment Share

1.6M

11,397 shares

15K Comments

Write a comment...

The Woofington Post

June 17

Da Hoomas said my new Woofington Post treats and article come in dis week!! Not a premium memba? Woof on over to our website!

Like Comment Share

1.6M

11,397 shares

15K Comments

Write a comment...

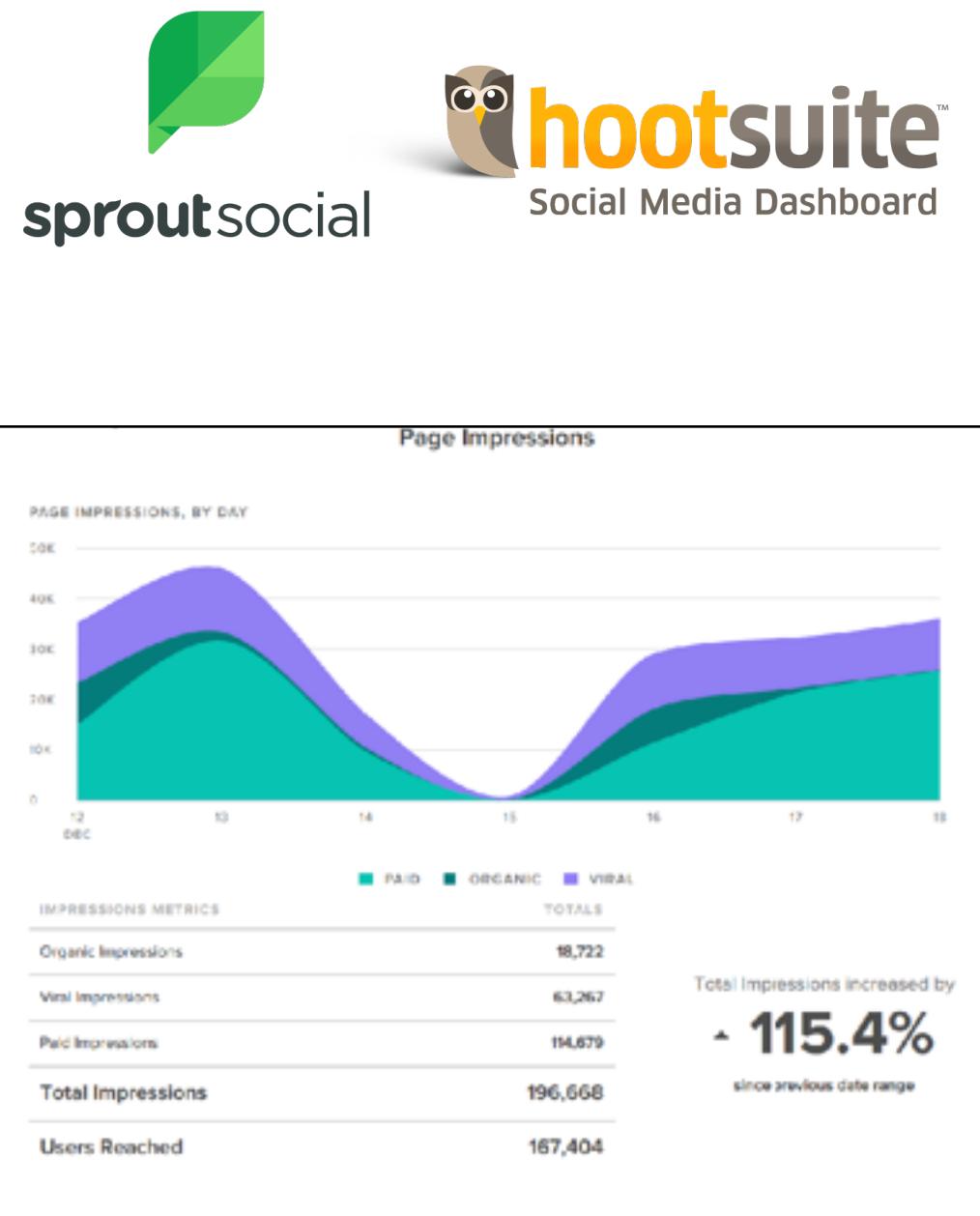
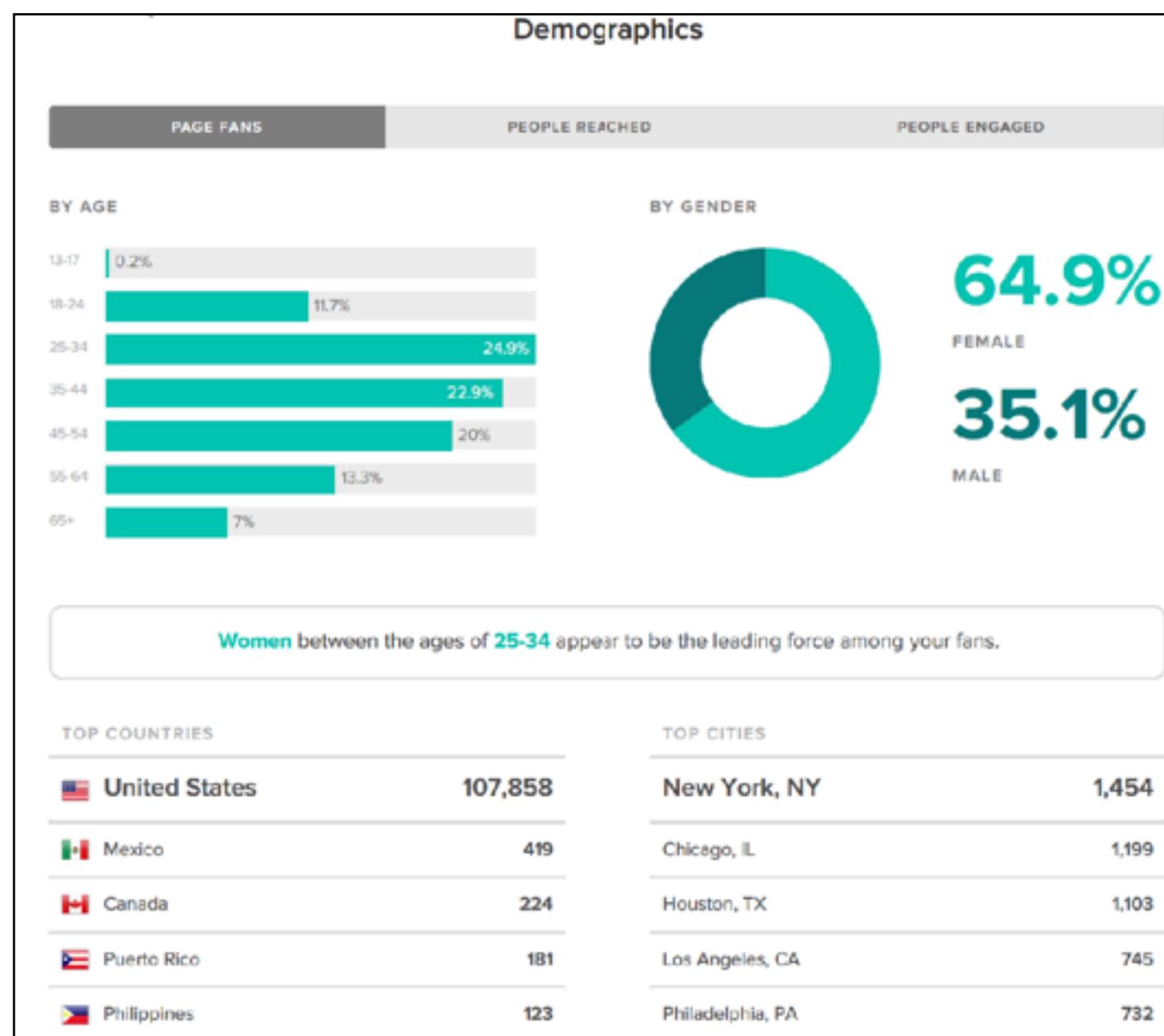


SOCIAL MEDIA STRATEGY

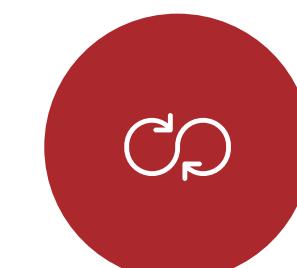
Our social media strategy revolves around one main theme, the love for anything and everything dogs. No matter the breed or personality, we plan to highlight trending videos, photos and current events through our social channels and on top of that highlight our consumers' pups! The Woofington Post's 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

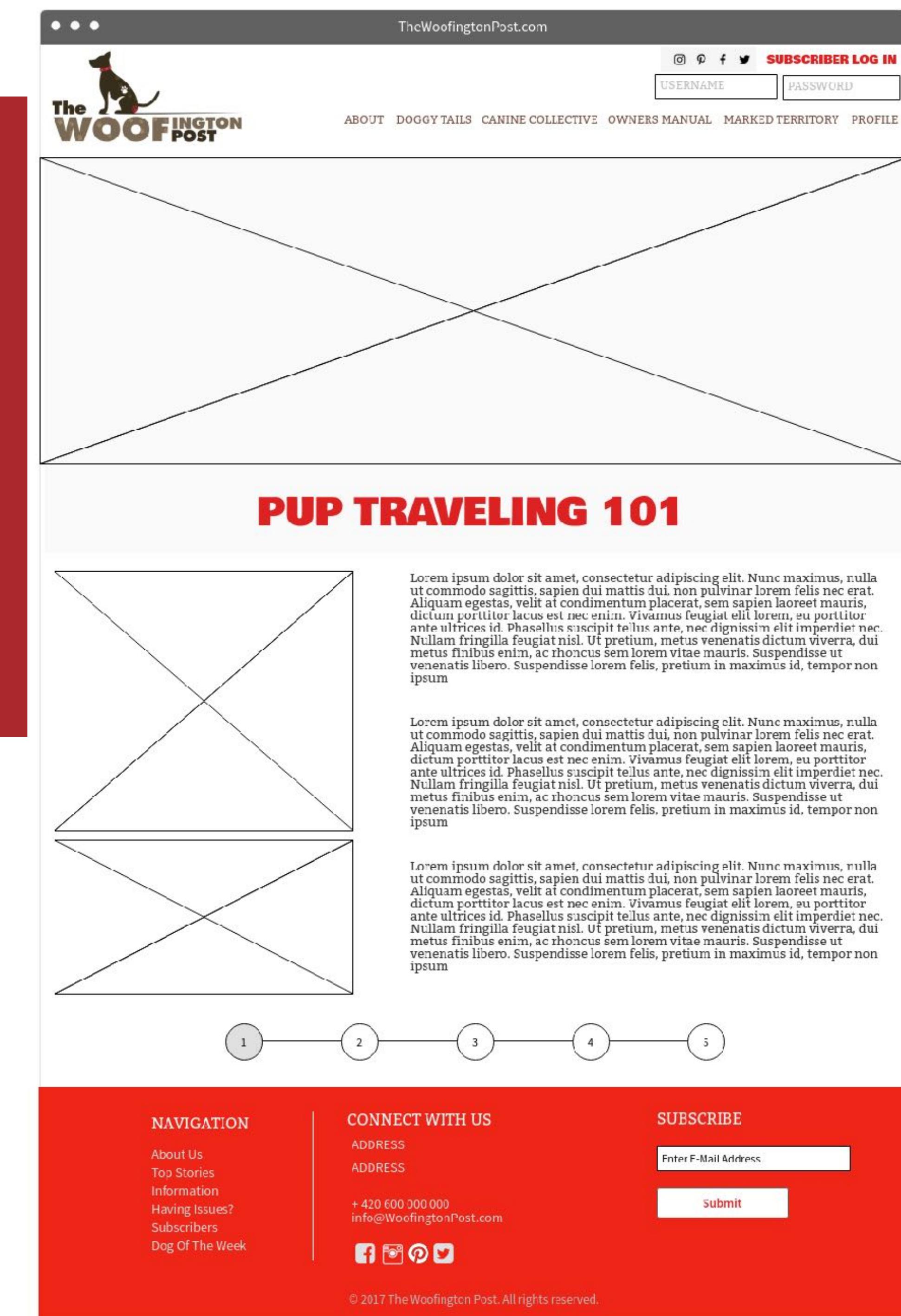
Wordpress Adapts For Mobile

Minimal Infrastructure

Plugins and Functionality

Visual and Integrated Design

Google Analytics



The screenshot shows a website for 'The WOOFINGTON POST' with a dark header bar. The header includes the site name, a small dog icon, and links for 'ABOUT', 'DOGGY TAILS', 'CANINE COLLECTIVE', 'OWNERS MANUAL', 'MARKED TERRITORY', and 'PROFILE'. There are also social media icons for Instagram, Pinterest, Facebook, and Twitter, and a 'SUBSCRIBER LOG IN' button with fields for 'USERNAME' and 'PASSWORD'.

PUP TRAVELING 101

LOREM IPSUM

LOREM IPSUM

LOREM IPSUM

1 2 3 4 5

NAVIGATION

- About Us
- Top Stories
- Information
- Having Issues?
- Subscribers
- Dog Of The Week

CONNECT WITH US

ADDRESS

ADDRESS

+ 420 600 000 000

info@WoofingtonPost.com

SUBSCRIBE

Enter E-Mail Address

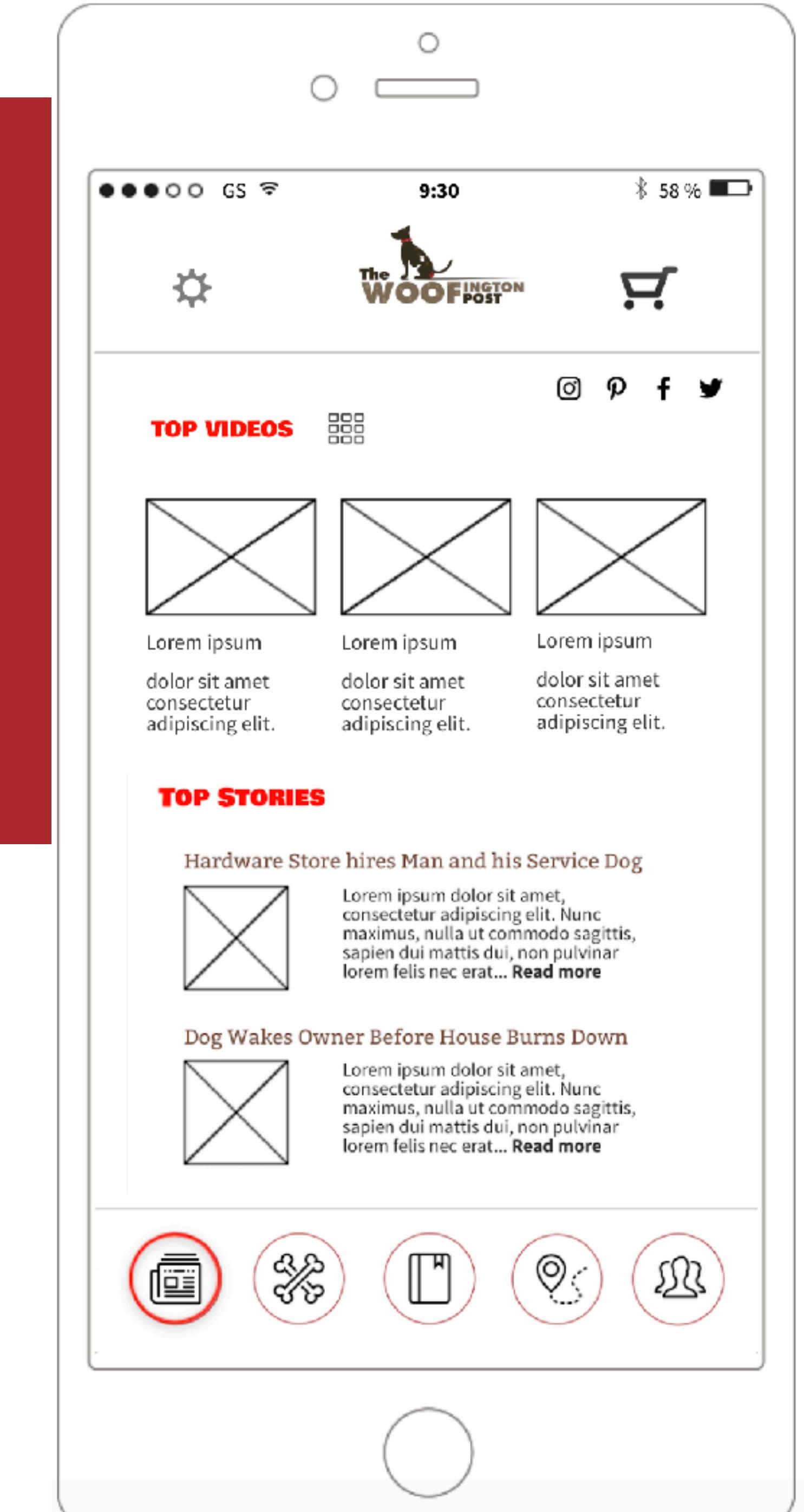
Submit

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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?

TheWoofingtonPost.com

The WOOFINGTON POST

MARKED TERRITORY > YOUR COMMUNITY > VOLUNTEER

Give us your zip code and we will find a place for you to volunteer within your own determined radius!

13244 5 miles

Second Chance Canine Adoption Shelter
5.0 ★★★★★ (1) · Animal Shelter
6660 E Seneca Turnpike (315) 435-5584 Opens at 10:00 AM

Golden Retriever Rescue
1.0 ★★★★★ (1) · Dog Breeder
4421 Lafayette Rd (315) 469-7926

Helping Hounds Dog Rescue
3.8 ★★★★★ (48) · Animal Rescu...
6606 Kinne Rd (315) 446-5970 Opens at 12:00 PM

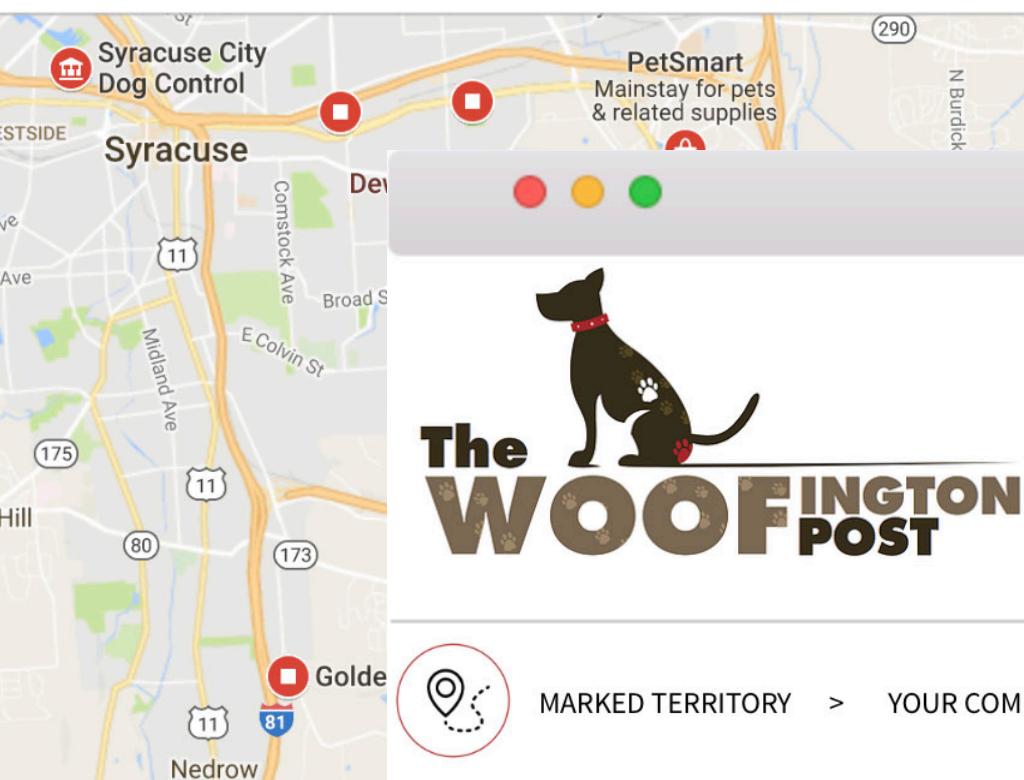
WEBSITE **DIRECTIONS**

WEBSITE **DIRECTIONS**

WEBSITE **DIRECTIONS**

OUR API'S

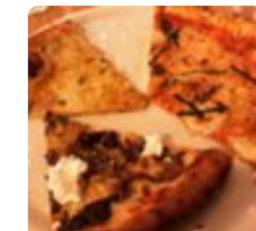
Google Maps
YouTube
Instagram
Yelp
Amazon Associates Program



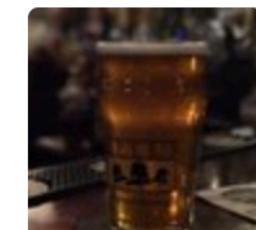
TheWoofingtonPost.com

MARKED TERRITORY > YOUR COMMUNITY > DOG FRIENDLY EATS

1. Apizza Regionale
★★★★★ 64 reviews
\$\$ · Pizza, Italian, Cocktail Bars
✓ Dogs Allowed

 that I couldn't make a phone order, but I was glad that I had a chance to spend time at the **restaurant**. The cocktails all sounded really good and the bartender was very **friendly**. The... [read more](#)

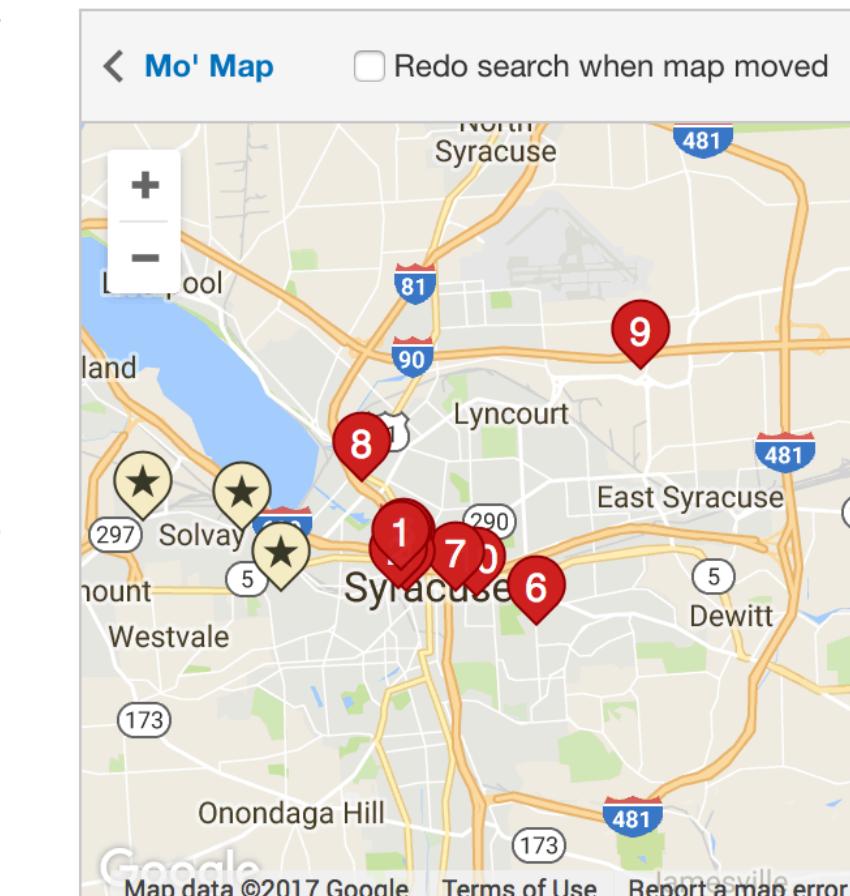
2. Kitty Hoynes Irish Pub & Restaurant
★★★★★ 173 reviews
\$\$ · Irish, Pubs, Music Venues

 Kitty Hoynes was our second choice after a **restaurant** in downtown told us we'd have an hour and forty-five minute wait. We walked in and the hostess was very **friendly**, she told us... [read more](#)

WEBSITE **DIRECTIONS**

WEBSITE **DIRECTIONS**

WEBSITE **DIRECTIONS**



E-MAIL MARKETING

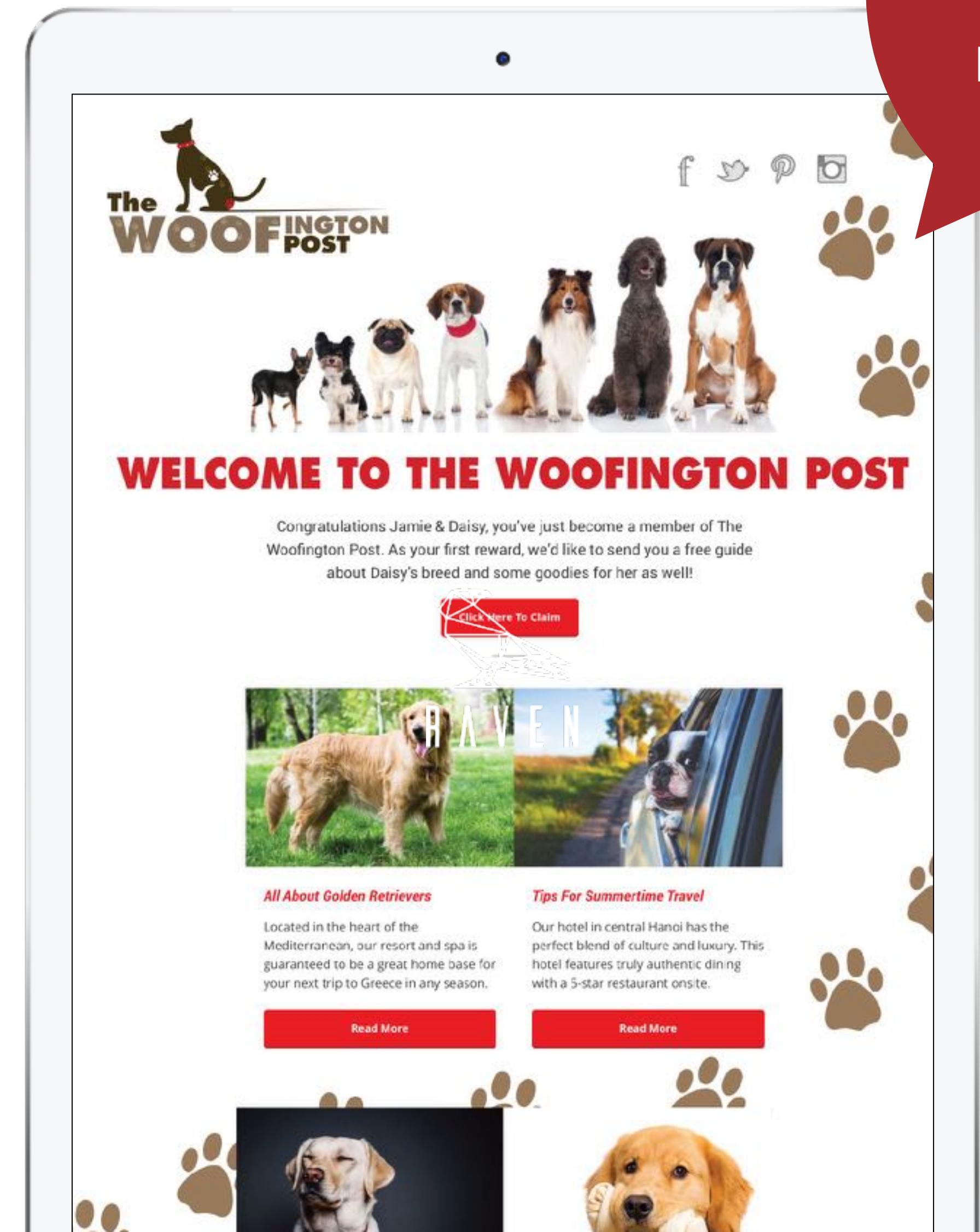


OPT-IN

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

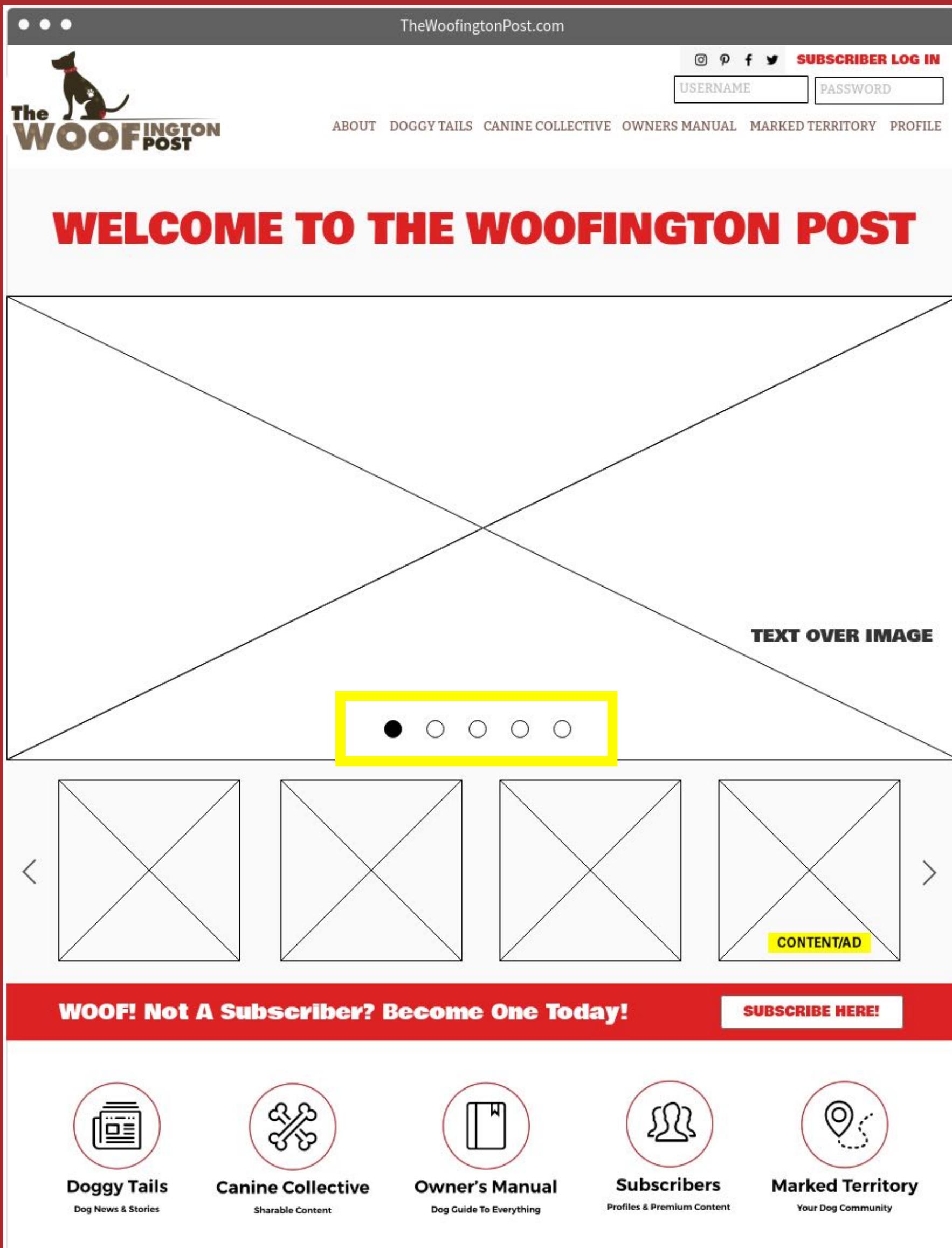
>willfully subscribe through the subscribe buttons on the site or the subscribers page

ORACLE®
RESPONSYS



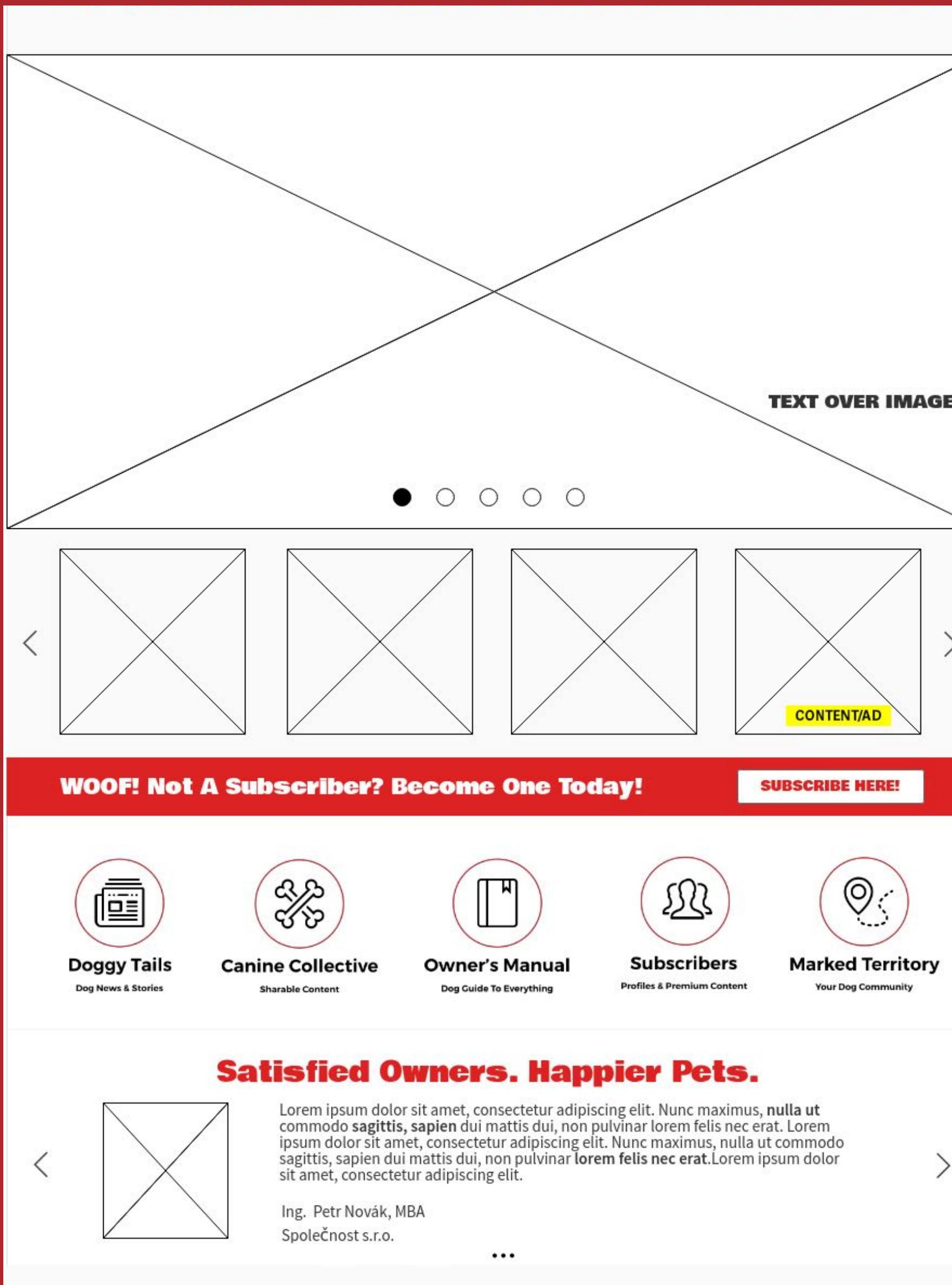
Customized
content for
each premium
subscriber
Monthly OR
Weekly

WIREFRAME MOCKUP



SLIDERS

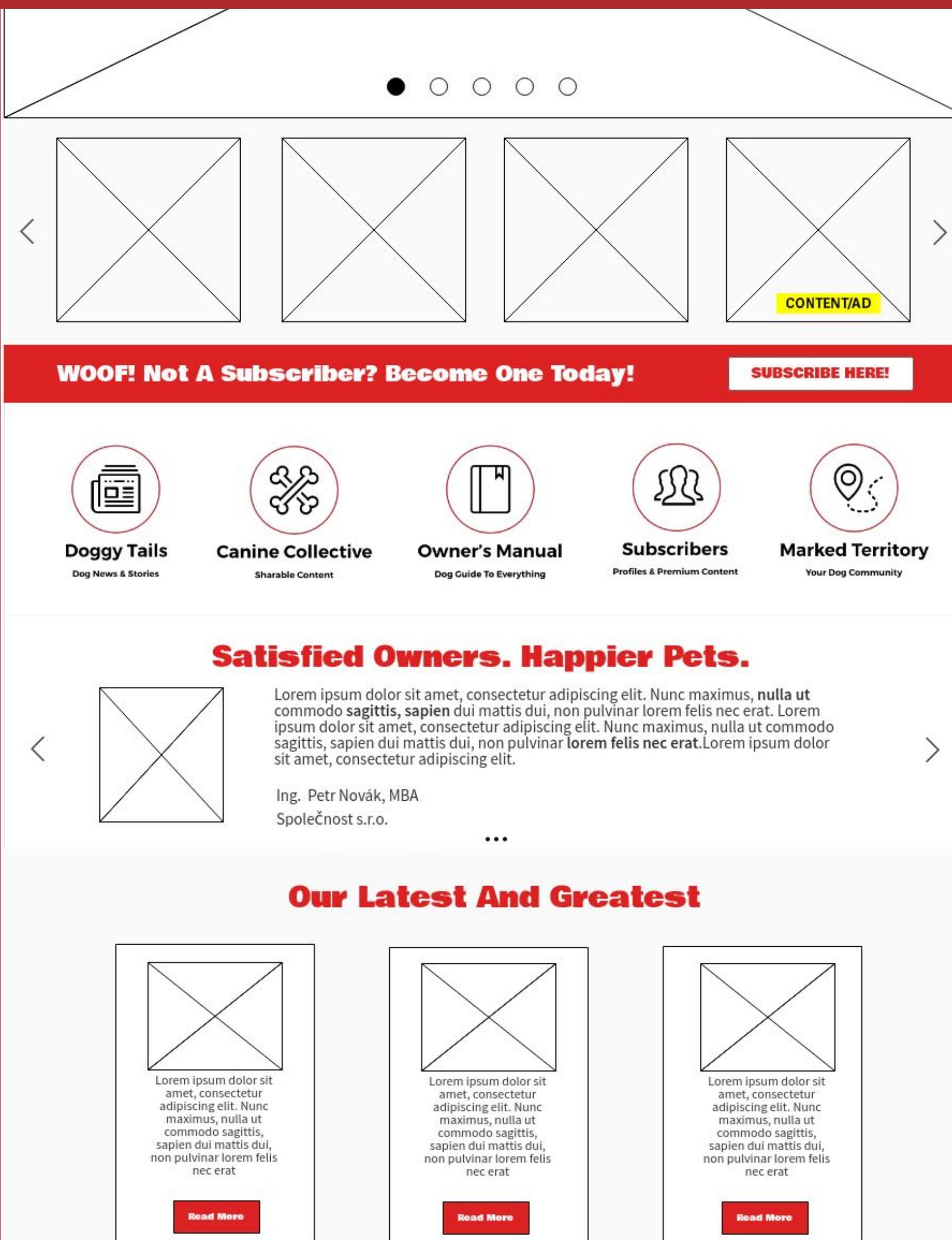
WIREFRAME MOCKUP



SLIDERS

CONTENT HIERARCHY

WIREFRAME MOCKUP



SLIDERS

CONTENT HIERARCHY

INFINITE SCROLLING

WIREFRAME MOCKUP

The wireframe shows a website layout for 'Doggy Tails'. At the top, there is a navigation bar with five items: 'Doggy Tails' (Dog News & Stories), 'Canine Collective' (Sharable Content), 'Owner's Manual' (Dog Guide To Everything), 'Subscribers' (Profiles & Premium Content), and 'Marked Territory' (Your Dog Community). Below the navigation, a main section features a title 'Satisfied Owners. Happier Pets.' with a large image placeholder. Below this is a text block with placeholder text and a author bio for 'Ing. Petr Novák, MBA' from 'Společnost s.r.o.'. A 'Read More' button is present. A horizontal ellipsis '...' follows the bio. Below this is a section titled 'Our Latest And Greatest' with three image placeholders, each with placeholder text and a 'Read More' button. A large yellow box highlights the top section. Below this is a video player area with three play buttons. A yellow box labeled 'CONTENT/AD' is placed over the first play button. A large gray box labeled 'PEANUT BUTTER DOGGY TREATS' with placeholder text and a 'MORE RECIPES' button is positioned at the bottom right. A central play button is connected to the video player area by lines.

Doggy Tails

Canine Collective

Owner's Manual

Subscribers

Marked Territory

Dog News & Stories

Sharable Content

Dog Guide To Everything

Profiles & Premium Content

Your Dog Community

Satisfied Owners. Happier Pets.

Ing. Petr Novák, MBA
Společnost s.r.o.

...

Our Latest And Greatest

Read More

Read More

Read More

CONTENT/AD

PEANUT BUTTER DOGGY TREATS

MORE RECIPES

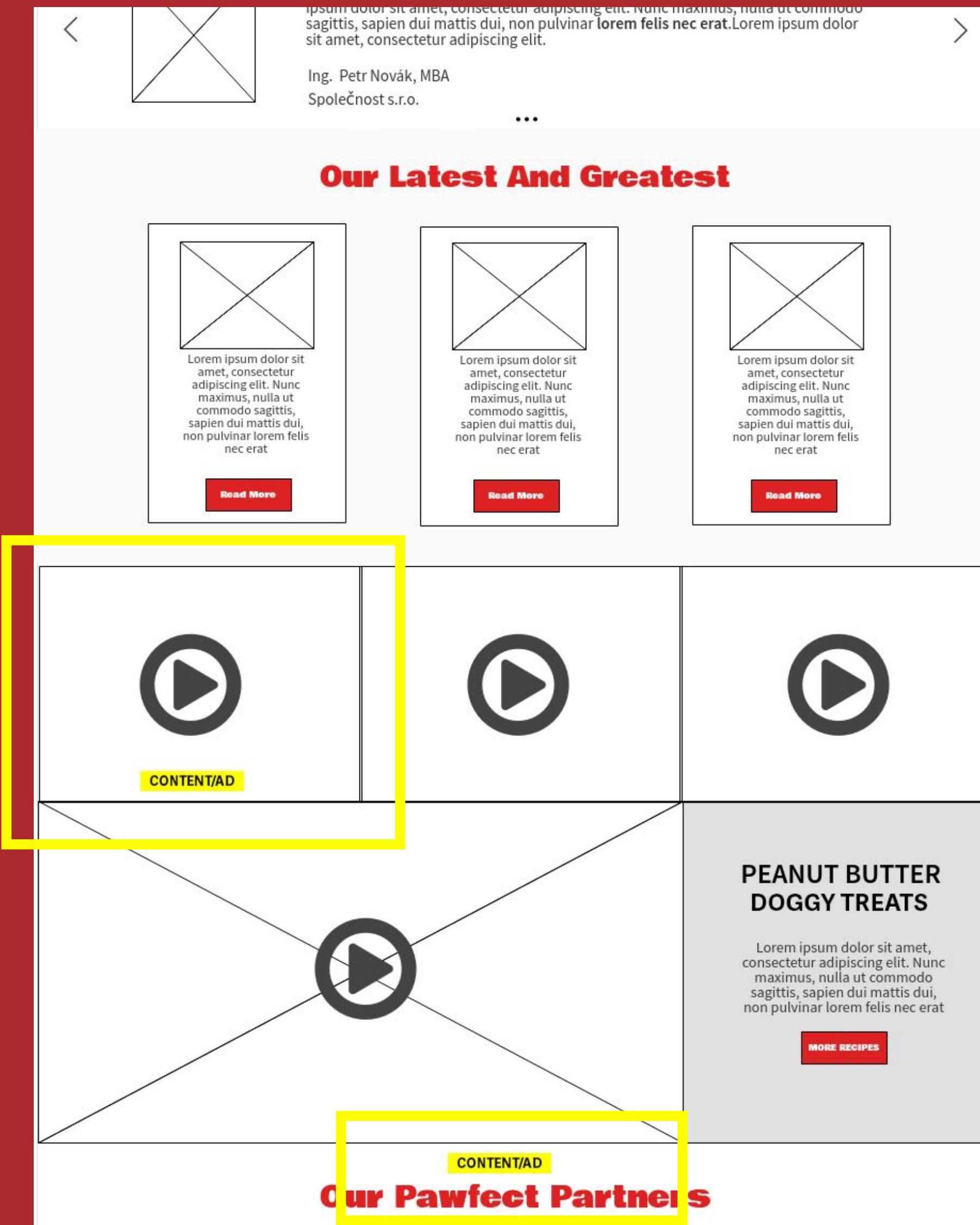
SLIDERS

CONTENT HIERARCHY

INFINITE SCROLLING

VIDEO CONTENT

WIREFRAME MOCKUP



SLIDERS

CONTENT HIERARCHY

INFINITE SCROLLING

VIDEO CONTENT

EVER CHANGING AD SPACE

WIREFRAME MOCKUP

CONTENT/AD

PEANUT BUTTER DOGGY TREATS

More Recipes

CONTENT/AD

Our Pawfect Partners

Pedigree

Skout's Honor

iFetch

KONG

NAVIGATION

CONNECT WITH US

SUBSCRIBE

About Us

Top Stories

Information

ADDRESS

Enter E-Mail Address

Submit

SLIDERS

CONTENT HIERARCHY

INFINITE SCROLLING

VIDEO CONTENT

EVER CHANGING AD SPACE

SPONSORS SHOWCASED

WIREFRAME MOCKUP

Navigation

- About Us
- Top Stories
- Information
- Having Issues?
- Subscribers
- Dog Of The Week

CONNECT WITH US

ADDRESS

ADDRESS

+420 600 000 000

info@woofingtonpost.com

[Facebook](#) [Instagram](#) [Pinterest](#) [Twitter](#)

SUBSCRIBE

Enter E-Mail Address

Submit

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SLIDERS

CONTENT HIERACHY

INFINITE SCROLLING

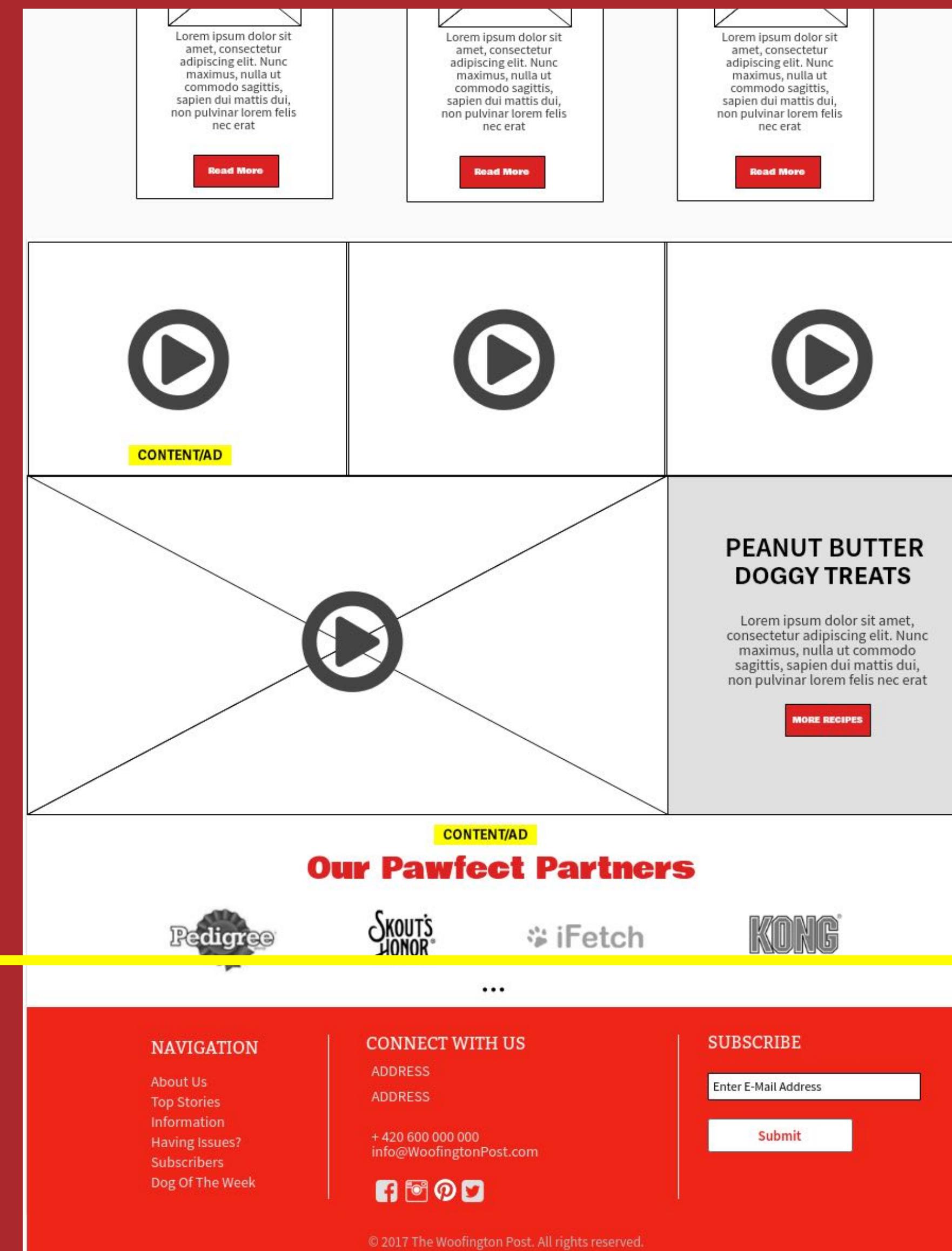
VIDEO CONTENT

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
INTEGRATED API'S
RESPONSIVE WEB DESIGN
REVENUE POA
SUBSCRIBER PERKS



IN SUMMARY

QUESTIONS?



IG Metall fordert 6 Pr

Die Metallergewerkschaft (IG Metall) in Deutschland fordert die Löhne für die Stahlarbeiter.

an Stiefelkönig

Die Metallergewerkschaft (IG Metall) in Deutschland fordert die Löhne für die Stahlarbeiter.

Casinos Austria expandieren

Die Casinos Austria expandieren nach Großbritannien. Sie eröffnen im schottischen Glasgow das Casino im „Corinthian Club“.

uern sparen 4160 Euro

heimischen Bauern sind fleißige Sparer. Laut einer Umfrage im der Raiffeisen Bausparkassenbericht sind sie durchschnittlich 4160 Euro pro Jahr zu sparen. Die beliebteste Form der Landwirte ist die Bausparer.

an Stiefelkönig

Die Metallergewerkschaft (IG Metall) in Deutschland fordert die Löhne für die Stahlarbeiter.





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