Cooper's Scoopers Marketing Plan

1. Business Overview

- **Franchise Location:** [Insert Franchise Location]
- **Franchise Owner:** [Insert Franchisee Name]
- **Mission Statement**: Empowering pet owners to enjoy their pets with clean, safe spaces through reliable and environmentally friendly services.
- **Target Audience:**
  - **Residential:**
    - **Busy Pet Owners** – Homeowners and renters with dogs who lack the time or desire to clean up their yards.
      Elderly or Disabled Pet Owners – Individuals who may struggle with physically demanding yard maintenance.
      Families with Young Children – Parents who want a clean, safe yard for their kids to play in.
    - **High-End & Luxury Homeowners** – Those who prioritize convenience and are willing to pay for premium services.
  - **Commercial:**
    - **HOAs & Gated Communities** – Neighborhood associations that want to maintain clean common areas.
      Apartment Complexes & Property Managers – Rental properties and dog-friendly apartment communities needing common area maintenance.
      Dog Daycares, Kennels, & Pet Businesses – Facilities with high pet traffic that require frequent waste removal.
      V**acation Homeowners & Airbnb Hosts** – Owners who want their rental properties pet-friendly without worrying about cleanup.

---

2. Marketing Goals

- **Increase Brand Awareness:** Build recognition of Cooper's Scoopers in the local market.
- **Customer Acquisition:** Generate 70 new customers within the first 90 days.
- **Customer Retention:** Achieve a 80% customer retention rate through exceptional service.

- **Revenue Growth:** Drive revenue growth by 20% in the next 6 months.

---

3. Key Marketing Strategies

- **Local Advertising:**
  - **Flyers & Brochures:** Distribute at pet stores, local parks, and community centers..
- **Digital Marketing:**
  - **SEO & Local Search Optimization:** Optimize for "pet waste removal [location]" and other local search terms.
  - **Social Media:** Promote content on Facebook, Instagram, and TikTok, showcasing before-and-after photos of yards, customer testimonials, and fun pet facts.
  - **Google and Facebook Ads:** Run paid campaigns targeting local pet owners and property managers.
- **Partnerships & Referrals:**
  - **Local Partnerships:** Collaborate with local pet stores, shelters, and veterinarians for cross-promotions. Connect with other Brands under Loyalty Brands who may have a similar target audience.
  - **Referral Program:** Offer discounts for customers who refer others.

---

4. Marketing Budget

- **Total Marketing Budget:** $[Insert amount]
  - **Local Advertising:** $[Insert amount]
  - **Digital Marketing (SEO, Social Media, Ads):** $[Insert amount]
  - **Partnerships & Referral Programs:** $[Insert amount]
  - **Miscellaneous (Print, Events):** $[Insert amount]

---

5. Key Performance Indicators (KPIs)

- **Customer Acquisition Cost (CAC):** Track how much is spent to acquire each new customer.
- **Customer Lifetime Value (CLV):** Measure the total revenue expected from each customer.

- **Lead Conversion Rate:** Percentage of leads that convert into paying customers.
- **Website Traffic & Engagement:** Monitor visits, form submissions, and bounce rates.
- **Social Media Growth:** Track followers, engagement rate, and post reach.

---

6. Marketing Timeline

- **Month 1:** Launch local advertising campaign and website updates.
- **Month 2:** Begin Google Ads and social media promotions.
- **Month 3:** Introduce referral program and measure early success.
- **Ongoing:** Optimize based on performance data, adjusting tactics to ensure maximum ROI.