

A background image showing a close-up of a silver laptop keyboard and trackpad, with a pair of black-rimmed glasses resting on the surface to the right.

ALPHA WOLFE



One Stop Product Engineering & Digital Solutions

**Project:** Alpha Wolfe

**Client Name:** Alpha Wolfe

**Prepared By:** Aqib Hussain

Lead Digital Marketer

DIGIMETA

OUR ONLINE  
**ADVERTISING**  
SOLUTIONS

- Digital Marketing Team for Alpha Wolfe



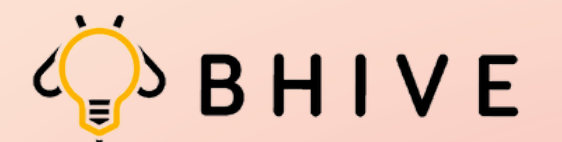
**Aqib Hussain**

Lead Digital Marketer  
DIGIMETA

"Digital marketing professional with 7 years of experience in brand building, product marketing and online sales generation with a specialisation in Search Engine Marketing, Social Media Marketing, Display Advertisement, Email Marketing, Reputation Management, and Search Engine Optimisation.

Fortune enough to have worked for 150+ established brands and startups globally"







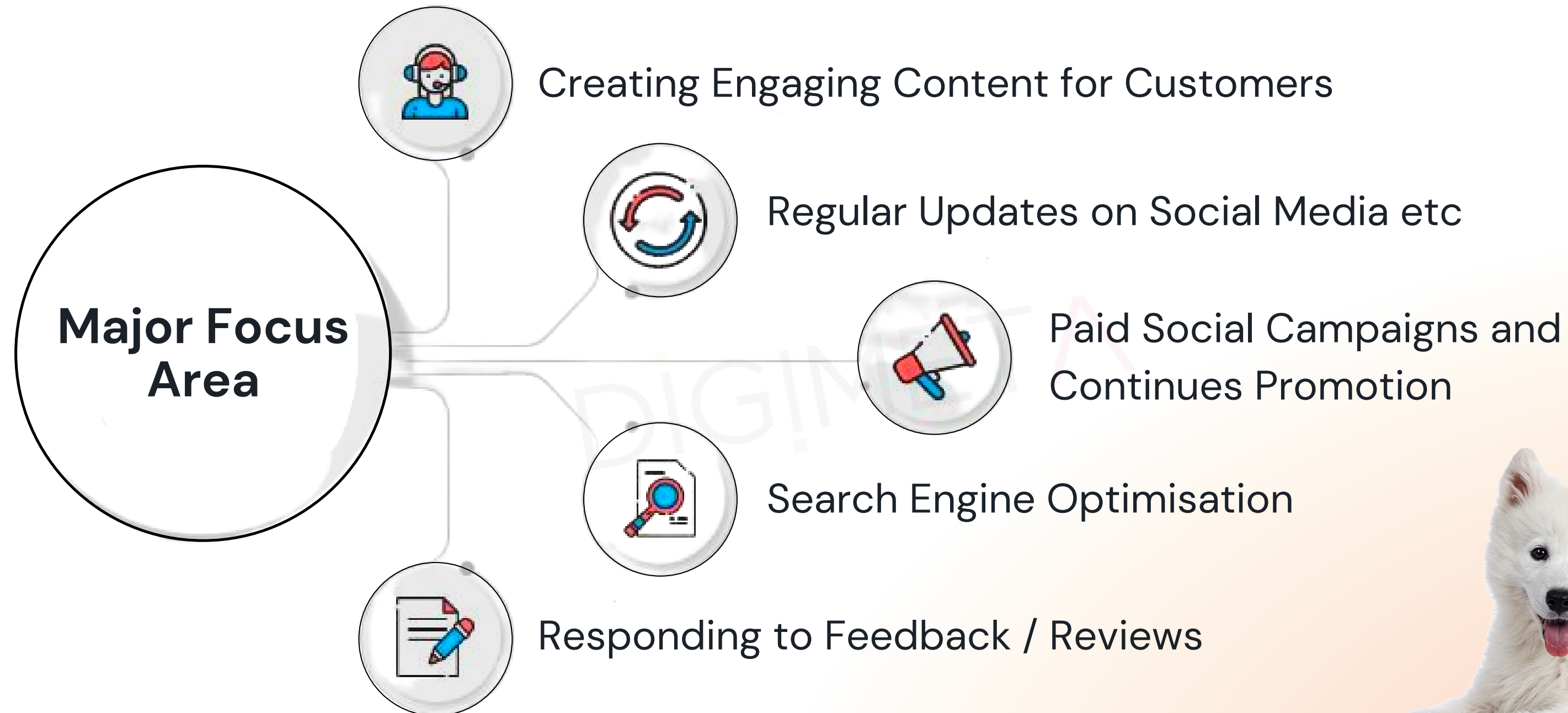
- **Branding Objective**

Branding or brand objectives are the measurable goals of a particular brand. A company's branding refers to how the public views it and includes brand awareness, engagements etc

Here we will attract the target audience to our platform and make them aware about problems



- Objectives for Online Brand Building



- **Recommended Platforms to be Engaged for Brand Building**



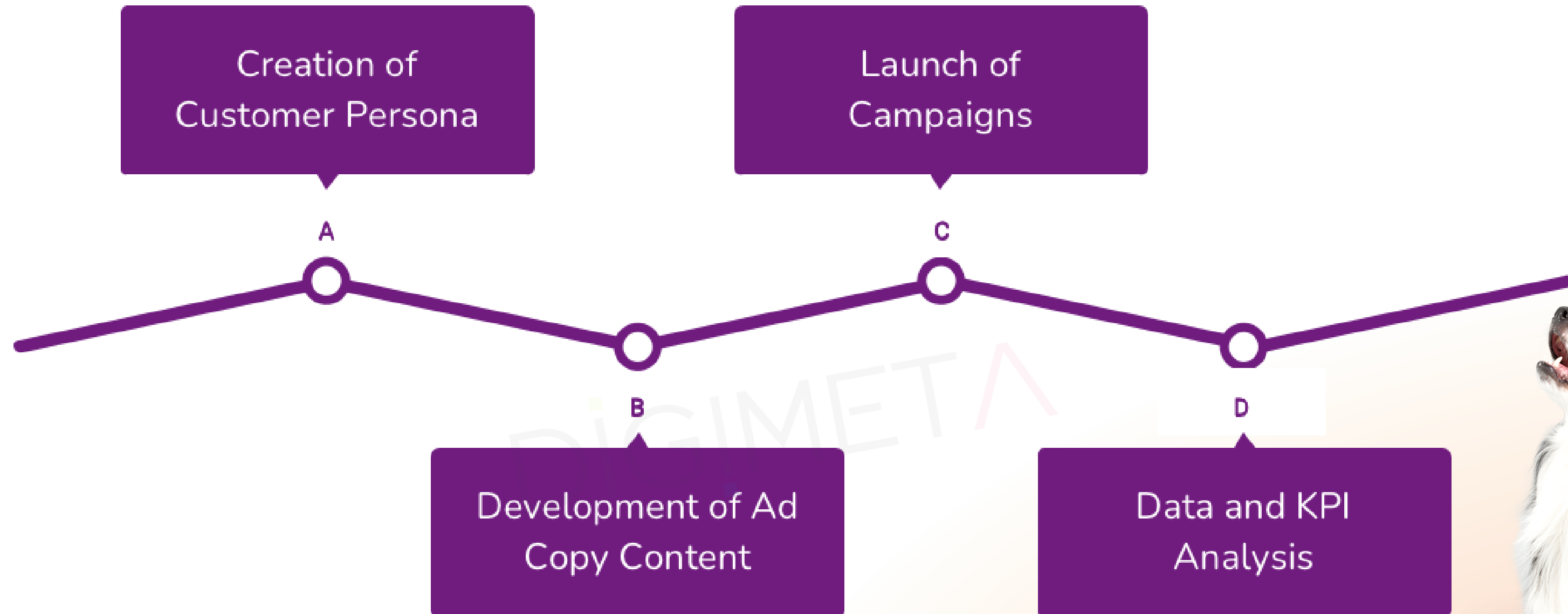
We will be using those platforms to reach the maximum possible audience organically and through paid ads, create awareness about problems, engage them with precautions and convert them into sales with solutions.

At this stage we will be posting images, videos/reels, writing blogs and giving quick respond to users' queries.





- Marketing Flow



- Branding Roadmap for Alpha Wolfe

**Research:**

Audience Persona  
Keywords Analysis

**Setup:**

Creating Social Channels  
Landing pages

**Reaching to Audience:**

Launching Social Media  
Campaigns for Brand Visibility

**Posting:**

Pitch Speaking Engagements  
Posting Content as per calendar

**Engagement:**

Engagement Audience  
through Newsletters,  
Emailers



- **Estimated Crufts Audience 2022 Analysis**

- £12 million Advertising value was spent to reach a combined audience of over 746 million people.
- 31,000 visitors attended Crufts in 2022 over the four days
- The average View figure was around 7,913,000 for MORE4 and CHANNEL4 for 16-hour broadcast
- 3 million views were recorded on Cruft's official website during the show and 50% of viewers spend four hours on the show
- 85% of all visitors exploring the trade stands were the most visited part of the show
- Over 93% of visitors were extremely satisfied with the show
- And 83% of all visitors are dog owners which means 108730 visitors own a dog.





- **Projected Crufts 2023 Analysis**

- £15 million Advertising value is expected to be spent to reach a combined audience.
- 150,000 visitors are expected to attend Crufts 2023 in four days
- Show will be telecasted on MORE4 and CHANNEL4 from THURSDAY 9 MARCH to SUNDAY 12 MARCH in 10 Slots.
- Unfortunately no dogs other than those that have been invited by The Kennel Club and assistance dogs are permitted into the show which means there are high chances viewers will be attending virtually.
- The average weekly viewership of CHANNEL4 is around 4.17 million and 4.17 million of MORE4 with 2.48M subscribers of CHANNEL4 youtube channel.
- Crufts will be telecasted on youtube which is having 457K subscribers currently and 746 million views are expected during Crufts 2023.
- Crufts marketplace, your essential online directory of all the best canine food, equipment, retailers and much more





- **Estimated TG Audience / Audience Persona**

According to the 2021 Pet Population report published by the UK's Pet Food Manufacturers' Association (PFMA), an estimated **12 million UK** households have pets.

Of these households, 26% have dogs, and 24% have cats.

Based on the latest population estimates for the UK, which is around 68 million, we can estimate that there are approximately:

17.68 million pet dogs in the UK (26% of 68 million)

16.32 million pet cats in the UK (24% of 68 million)

It's important to note that these are estimates and the actual number of pet dogs and cats in the UK may vary.



- **Estimated Consumer TG / Audience Persona**

The average age of pet owners in the UK is:

- Dog owners: 49 years old
- Cat owners: 54 years old

Pet ownership is highest among adults aged 55–64, with 40% of this age group owning a pet. The second-highest pet ownership rate is among adults aged 45–54, with 37% owning a pet.

Overall, pet ownership rates decline as age decreases. For example, 28% of adults aged 35–44 own a pet, while only 18% of adults aged 16–24 own a pet. However, it's worth noting that pet ownership rates among younger age groups have been increasing in recent years, particularly among millennials (born 1981–1996).

So while pet ownership is most common among older adults in the UK, there are still many younger adults who own pets.





- **How we are going to market it.**
- Running Search and Display Campaigns on Google and its partner platforms by targeting **Keywords, Search terms, Cruft website and youtube channels** related to Crufts, Pet Care, Veterinary doctors and youtube channels of CHANNEL4 and MORE4 through Google Ads
- Targeting users who like/follow pet marketplace, pet influencers and pet care pages on Facebook, Instagram etc
- Targeting users demographically who are present around Crufts Venue at The NEC Birmingham through paid ads on Facebook, Youtube, Instagram, Snapchat, Twitter, LinkedIn & Tiktok etc.
- Creating Landing pages to promote on keywords of Crufts and display Crufts registration CTA and Our products with some attractive CTA redirecting to alpha-wolfe.com
- Creating a **Newsletter Signup** pop-up on Landing pages as well as on alpha-wolfe.com





- Will be tracking audience through cache technic and analytic tools methods to retarget them through display ads will become our customers.
- Creating Informative content on platforms like Quora, Blogger, Reddit etc sharing information about Crufts as well as pet care products with backlinks to alpha-wolfe.com
- Collaborating with brand, pet care influencers & other relevant influencers to get traction on alpha-wolfe.com



• Pre lunch 2 Weeks Plan SEO, Paid Search and Social Media Plan

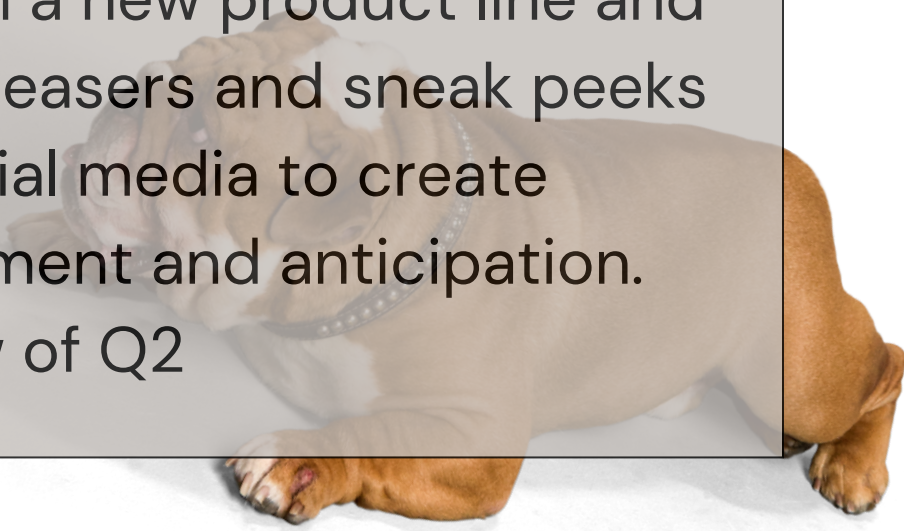
Days	01 to 02	03 to 04	05 to 06	07 to 08	09 to 10	11 to 12	13 to 14
Social Media	Creating Social Media Handles	Posting 1 Post and 1 Reel daily on all Platforms	Posting 1 Post and 1 Reel daily on all Platforms	Posting a carousel and sharing blog content on all Platforms	Posting 1 Post and 1 Reel daily on all Platforms	Posting 1 Post and 1 Reel daily on all Platforms	Posting a carousel and sharing blog content on all Platforms
SEO	Website SEO Audit	Installing Analytics Code	Page Optimisation and setup GMB	Content Optimisation	Link Building	Page Optimisation	Link Building
Paid Ads		Installing Analytics Code	setup accounts	Publish Brand and awareness campaigns		Publish campaign to target CRUFTS	
Content Marketing		Posting A Weekly Blog	Posting A Micro Blog		Posting A Weekly Blog		Posting A Micro Blog
Email Marketing				Email Campaign on database			Email Campaign on database



• 6 Months SEO, Paid Search and Social Media Plan for Alpha Wolfe

Month 01	Month 02	Month 03
<div>1.Create social media accounts on popular platforms such as Facebook, Instagram, Linkedin, Youtube, Twitter, and Pinterest.</div> <div>2.Set up a posting schedule with a mix of promotional and educational content. Post at least 3-4 times per week.</div> <div>3.Conduct market research to determine the best hashtags and keywords to use for your posts.</div> <div>4.Run a giveaway or contest to encourage followers to engage with your brand.</div>	<div>1.Share customer reviews and testimonials to build trust and social proof.</div> <div>2.Use Instagram Stories to showcase new products and behind-the-scenes footage.</div> <div>3.Collaborate with pet influencers or bloggers to reach a wider audience.</div> <div>4.Launch a referral program to incentivise customers to refer their friends to your store.</div>	<div>1.Share user-generated content to show off happy customers and their pets.</div> <div>2.Run a social media ad campaign to increase brand awareness and drive traffic to your website.</div> <div>3.Create educational content such as pet care tips, nutrition guides, and training advice.</div> <div>4.Use Facebook Live to host a Q&amp;A session with a pet expert or veterinarian.</div> <div>5.Review of Q1.</div>

Month 04	Month 05	Month 06
<div><div>1.Host a social media takeover with a pet influencer to generate buzz and attract new followers.</div><div>2.Use Instagram Reels to showcase your products and demonstrate their benefits.</div><div>3.Create pet-themed memes or funny videos to engage with your audience.</div><div>4.Share updates on any charity or community work your brand is doing to support animal welfare.</div></div>	<div><div>1.Use Pinterest to create boards with pet-related inspiration and ideas.</div><div>2.Run a flash sale or limited-time offer to boost sales and create urgency.</div><div>3.Host a pet photo contest on Instagram or Facebook to increase engagement.</div><div>4.Collaborate with a local animal shelter or rescue organization and donate a portion of your sales to support their cause.</div></div>	<div><div>1.Share a customer success story or case study to demonstrate the value of your products.</div><div>2.Use Twitter to engage with customers and respond to any inquiries or feedback.</div><div>3.Create a social media calendar for the next six months with a focus on upcoming holidays and seasonal events.</div><div>4.Launch a new product line and share teasers and sneak peeks on social media to create excitement and anticipation.</div><div>5.Review of Q2</div></div>





Thank You



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