

Ushering Plush Puppy Success in a New Market Using Web Development, SEO, & SMM

[H2] Who is Plush Puppy?

Plush Puppy is an Australian brand that develops and sells dog grooming products from shampoo and conditioner to brushware and remedies. The brand is a leading and well-established dog grooming product manufacturer that has been operating for over 30 years catering to dogs, especially those which are to take part in dog shows.

[H2] Goals

The brand had stores in over 70 countries and was looking to enter the Indian market and become a major player in the dog grooming niche. To fulfill this goal, the company needed to develop a website after which activities to make the website more visible, especially through appropriate keywords used to search for similar products on search engines and social media platforms. Plush Puppy required website development services along with annual maintenance, SEO (Search Engine Optimization), and social media marketing services from D'Genius Solutions.

[H2] Obstacles

Entering a new market requires starting from the very beginning when other competitors have already become established.

Also, to gain trust and a loyal customer base, the brand would have to give enough reason for dog owners to change the brand of grooming products they currently use.

[H2] Strategy

Market Research

Much market research had to be conducted to determine what products are most popular, and what breed of dogs are popular in India. Additionally, in-depth research into the target audience (dog owners), their habits, and preferences when it comes to dog grooming care. Also, research into competitors would provide details on how to overtake other competitors.

Website Development

Understanding the website requirements would help when it came time to develop the website. An easy-to-use website that showcased all products with images and descriptions was required. Additionally, the website needed to offer a safe and reliable payment solution.

Social Media Profile Development

Social media profiles had to be customized to ensure they reciprocated the correct message. Social media profiles had to be adapted to deliver marketing content that would be able to deliver leads and convert.

[H2] Implementing the Strategy

Creative Development

Content had to be crafted by our content and designer team in a way that would not only spread brand awareness, garner followers, and possibly lead to conversions as well.

Website UI & UX

Keeping the requirements in mind, our website development team chose the best frameworks and payment solutions that would ensure seamless navigation and safe product checkout and payment. Menus and website layout were key to providing a desirable experience to website visitors so UI was carefully designed and executed and constantly tested for bugs and vulnerabilities.

Content Optimization

The content was developed and search engine optimization activities were followed including keyword research and optimizing the content accordingly. Similar practices were adopted in crafting social media content with the use of researched hashtags.

Analytics & Metrics

The performance of the website, content, and social media profiles was constantly monitored to understand how the audience was interacting with them and how successful our strategies were. It also offered solid data that we could use to decide to change the strategy and how to do so to receive the best results.

[H2] Results

Using data from research the D'Genius Solutions team developed a website that served as a forefront for Plush Puppy products in India, allowing consumers to easily purchase products from anywhere across the country. Social media platforms were converted into marketing channels with engaging content that delivered the marketing brief to the audience.