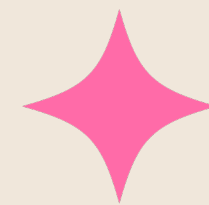
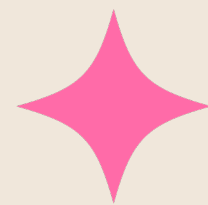


PET DRESS



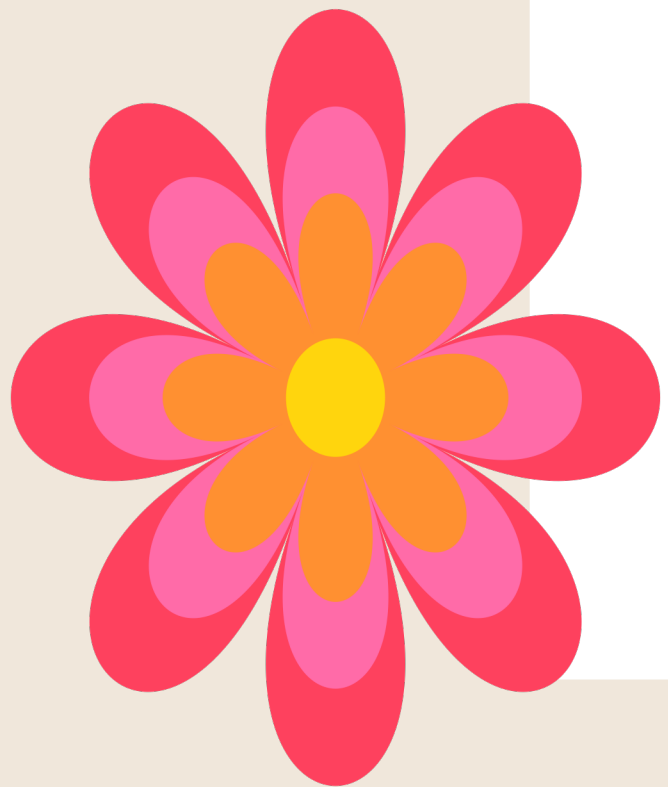
THE BRAND THAT KEEPS YOUR PETS UP TO DATE
ON ALL FASHION TRENDS

SOCIAL MEDIA MISSION STATEMENT

Along with the utilization of a personal Instagram and Facebook page, our company utilizes TikTok shop in order to evaluate customer experience and increase satisfaction of consumers.

We have all merchandise available through TikTok Shop for all TikTok users. With a portion of revenue set aside for advertisement, we provide free samples for TikTok influencers with a following above 10,000 in exchange for promoted content.

At least one free sample is sent out to 10 influencers each month in exchange for one video promoting the brand. This form of advertisement allows for honest reviews from our target market.



OUR TARGET CUSTOMER



PET OWNERS!

GENDER: Male/Female

AGE: 29

MARITAL STATUS: Married

ANNUAL INCOME: 60k

EDUCATION: Bachelors

VALUES: As newlyweds, happy couples are ready to take on the new responsibility of a shared family member. After the purchase of their first pet, it then becomes their top priority. With newlywed expenses and adjustments, they also look for affordability.

COMPETITION

1

Luxury brands are currently extending their merchandise to pets, hoping to attract pet owners. However, this is not affordable to the majority of this target market.



Luxury

PRADA	\$875.00	POINT
EXPENSIVE	NOT AVAILABLE TO TARGET MARKET	✗
GENERATES MORE SALES	EXPANDS THEIR BRAND	✓

2

Popular fashion brands for pets often are specific to only dogs/cats or only offer accessories. However, brands such as Mozy & Co. find success in unique opportunities, such as customizing the products.



PET-SPECIFIC

MOZY & CO.	~ \$20.00	POINT
PRIMARILY FOR DOGS	ACCESSORIES ONLY	✗
AFFORDABLE	CUSTOMIZABLE	✓

3

Spark Paws specializes in matching outfits for dogs and owners. Although their products are affordable and unique, the sizes only range from S-2XL and there is also no merchandise for other animals.



PET AND OWNER FASHION

SPARK PAWS	~ \$80.00	POINT
MATCHING OUTFIT FOR HUMANS	AFFORDABLE	✓
SPECIFIC TO DOGS	ONLY 5 AVAILABLE SIZES	✗

SOCIAL MEDIA AUDIT

Our approach is unique compared to other brands, as we promote through TikTok influencers

Our target market is very active on Instagram and TikTok

We began by following TikTok accounts with similar audiences to engage in the algorithm of our target market

TIKTOK LINK

https://www.tiktok.com/@pet.dress0?_t=8ht2ZINBXVX&_r=1

petdress

Private account

PET DRESS

@pet.dress0

13

Following

7

Followers

2

Likes

Edit profile

Share profile

PET DRESS

Elevate your pet's style

Available on TikTok Shop

Add Yours



Data since post time: Dec 3, 2023 4:46 PM

7

1

0

0

0

Analytics

View all >

417

Video views
0% 7d

3

Net followers
0% 7d

12

Likes
0% 7d

Your latest post



7

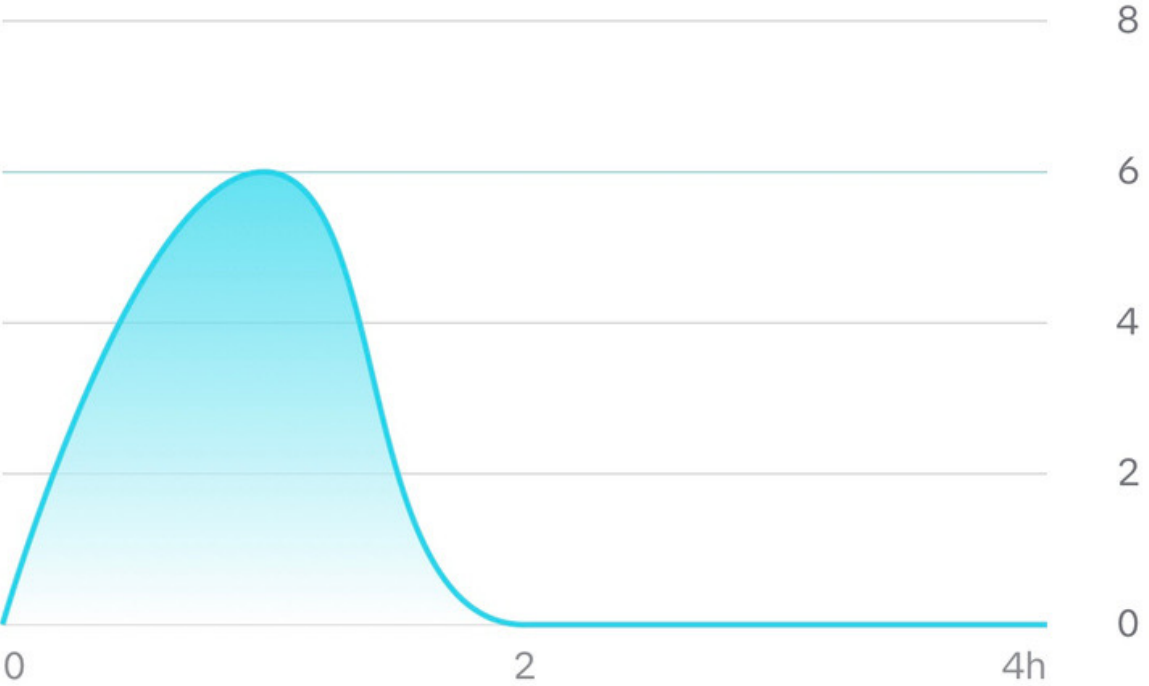


1



Video views ⓘ

The trend of video views since posted



SOCIAL MEDIA CALENDAR

MONDAY

INSTAGRAM

NEW INSTAGRAM
PHOTO

TUESDAY

TIKTOK

UPLOAD NEW
TIKTOK AND SEND
SAMPLE

WEDNESDAY

INSTAGRAM

CHECK
INSTAGRAM
ANALYTICS

THURSDAY

FACEBOOK

SHARE
INSTAGRAM POST
TO FACEBOOK

FRIDAY

INSTAGRAM

NEW INSTAGRAM
PHOTO

SATURDAY

TIKTOK

SEND SAMPLE
AND CHECK
SALES

SUNDAY

FACEBOOK

SHARE
INSTAGRAM
POST

FACEBOOK

CHECK ANALYTICS

INSTAGRAM

NEW INSTAGRAM
PHOTO

INSTAGRAM

SHARE TIKTOK TO
INSTAGRAM

FACEBOOK

SHARE
INSTAGRAM POST
TO FACEBOOK

FACEBOOK

SHARE TIKTOK
POST TO
FACEBOOK

TIKTOK

UPLOAD NEW
TIKTOK AND SEND
SAMPLE

INSTAGRAM

NEW INSTAGRAM
PHOTO

TIKTOK

SEND SAMPLE
AND CHECK
SALES

FACEBOOK

SHARE
INSTAGRAM POST
TO FACEBOOK

TIKTOK

UPLOAD NEW
TIKTOK AND SEND
SAMPLE

FACEBOOK

SHARE TIKTOK
POST TO
FACEBOOK

FACEBOOK

CHECK ANALYTICS

INSTAGRAM

SHARE TIKTOK TO
INSTAGRAM

TIKTOK

SEND SAMPLE
AND CHECK
SALES

TIKTOK

UPLOAD NEW
TIKTOK AND SEND
SAMPLE

FACEBOOK

CHECK ANALYTICS

TIKTOK

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SALES

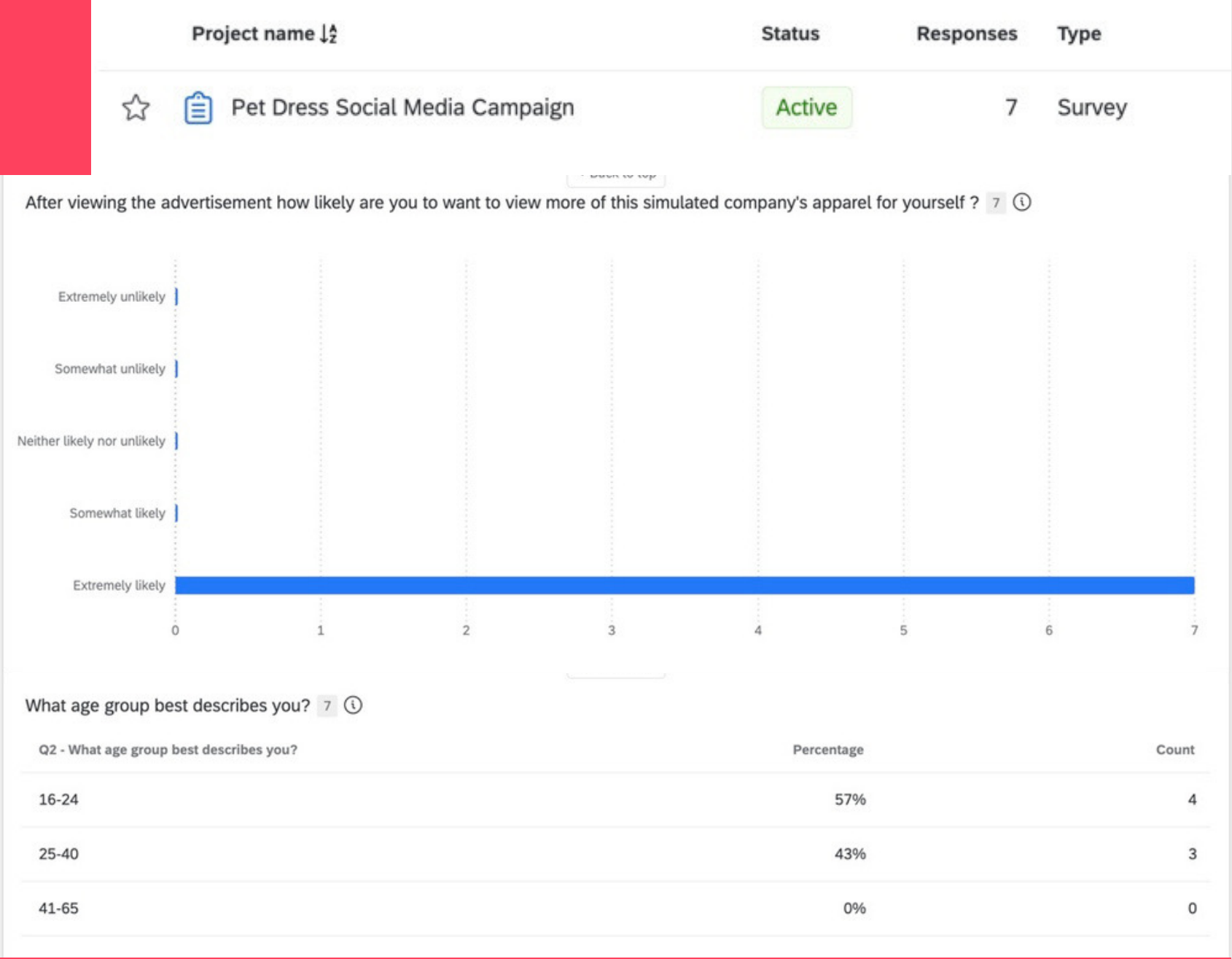
FACEBOOK

SHARE TIKTOK
POSTS TO
FACEBOOK

TIKTOK

UPLOAD NEW
TIKTOK AND SEND
SAMPLE

LAST DAYS OF THE MONTH: SHARE TIKTOKS TO INSTAGRAM AND CHECK ALL ANALYTICS



Expanding outside of TikTok: We are aware that social media platforms evolve. This is why we prioritize TikTok (with it being our primary outlet for this target market) but also stay involved on Instagram and Facebook.

As our brand grows through TikTok advertisement, it will grow in popularity and eventually expand through any platform.

