



Marketing Plan

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Summary

An animal welfare farm based in Lake Eacham. Specialising in rehabilitation, retraining and rehoming for wildlife, livestock and horses

Mission

Our mission is to reduce neglect, abuse and abandonment and increase human/animal understanding through education, so that rehoming outcomes are improved and humans have better relationships and purpose for the animals in their lives.

Vision

We envision a future without animal abuse, neglect and abandonment.

We aspire to be the region's most reputable rehoming service with sponsors, volunteers, adopters and donators seeking us out to see how they can get involved.

Target Market

We're targeting the following industries for potential sponsors, donators, volunteers and adopters:

Industry One

Local businesses with similar values we can target for sponsorship and support and promote in return.

Industry Two

Community members we can target for education, donation, volunteering, adoption and to become ambassadors of our organisation.

Buyer persona One

Personal

Age	Gender	Marital status, children
25–34	Female	Unmarried

Income	Education	Location
\$37001–\$48000	VET qualified	Australia

Lifestyle

Personality	Inspiration/motivation
Outgoing, competitive, ambitious	Trick riders, celebrity horse trainers

News sources	Goals/passions
Social media	Own a horse

Hobbies	Values,
horse riding, fitness, friends	kindness, enjoy life to the max

Occupation

Roles/seniority	Device
store assistant/entry level	smart watch or phone

Company/industry	Frequency
medium/retail	multiple times daily

Career goals	Activities
get a raise	social media, streaming

Social Media Networks

Favourite networks	Content preferences
Tik Tok, Insta, Facebook, Snapchat	Short form video with subtitles

Their fears, frustrations, pains, and urgencies (What are their biggest problems?)

Your ideal customer is...

A young woman who has always enjoyed horses but lacks the knowledge or support to care for one of her own.

Buyer persona Two

Personal

Age	Gender	Marital status, children
35–44	Female	Married with kids

Income	Education	Location
\$59538– \$60432	Tertiary qualified	Australia

Lifestyle

Personality	Nurturing, maternal, sensitive
News sources	news sites, print newspapers, blogs, social media
Hobbies	Reading, spending time with family, pets

Preferences

Inspiration/motivation	Memories/new experiences/good deals
Goals/passions	Teach kids to ride
Values,	Family, service

Occupation

Roles/seniority	Admin executive/senior
Company/industry	Large/local government
Career goals	Take long service leave and travel

Online

Device	Smartphone, tablet, laptop
Frequency	Daily
Activities	Work related, news, social media

Social Media Networks

Favourite networks	Facebook, YouTube, Pinterest
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Content preferences	Blog posts, images
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Their fears, frustrations, pains, and urgencies (What are their biggest problems?)

Your ideal customer is...

A middle aged woman who'd like to get her family involved with her love for horses but it has been a while since she was in the industry and may not have all the know-how and up to date resources and information.

SWOT Analysis

STRENGTHS

WHAT YOU ARE KNOWN FOR E.G. UNIQUE SELLING POINTS, NETWORK

- Ongoing support for adoption/new homes
- After adoption support till death with training and health issues
- Honesty in rehoming no missing information
- detailed training plan
- adoptees are matched to an animal and you have time to decide

WEAKNESSES

WHAT MIGHT HINDER OPTIMUM PERFORMANCE E.G. WEAK BRAND, HIGH TURNOVER

- Small team
- Lack of funding
- Stigma of 'rescue'

OPPORTUNITIES

WHAT ARE THE FAVORABLE EXTERNAL FACTORS?

- Only organisation servicing horses in the region other than 'backyard' rescues
- Good relationships local businesses/sponsors

THREATS

WHO ARE THE COMPETITORS?

- Organisations for domestic rescues including cats and dogs get more reach and attention

OTHER NOTES : While we have a small team our strengths are many and by leveraging our processes and good relationships we are on track for success.

Competitive Analysis

Organisation One — Save a Horse Australia

<p>What they do well</p>	<ul style="list-style-type: none">• workplace giving• transparency by making financial documents available on website• Meet the team to put faces to names and show areas of responsibility• Profiles/statuses for animals i.e. up for adoption, long term care, rainbow bridge• Surrender a horse terms and agreement form• Adoption information• Fundraising ideas and portal• Sponsorship dropdowns to sponsor specific horse with specific monthly increments• Online volunteer application• Online wishlist• Shop with keyrings and stubby coolers• Cleverly named programs
<p>What we do differently</p>	<ul style="list-style-type: none">• Ongoing support after adoptions• Collaboration with like-minded organisations• No 'forever home' promise — we understand that circumstances change and are here to support that.

Competitive Analysis

Organisation Two — Horse Rescue Australia

<p>What they do well</p>	<ul style="list-style-type: none">• fundraising plans• Well established — have been around since 1986• leverage observances i.e., Melbourne Cup, Christmas• Horse of the month• volunteer care-taker• self-funded through memberships• sponsorships, donations and benefit events• Merchandise• Volunteer days every 2nd month
<p>What we do differently</p>	<ul style="list-style-type: none">• more activity driven for fundraising — get something in return for support• Ambassadors e.g., Beth 'Horse Whisperer FNQ'• Trainer Gillian to add education and value to rehoming prospects

Market Strategy

Services

The services we enter the target market with solve the challenges of our buyer personas by providing support and education to assist new and experienced owners alike in maintaining the welfare of their animal. These services differ us from our competition in that we are the only organisation locally offering them and they are for everyday people.

- Thermal imaging \$50
- Health assessments \$50
- Homeopathic treatments \$50
- Transport starting at \$70 depending on km.

Programs

- Horse games — donation basis
- Family building
- Equine Assisted learning

Price

We are charging realistically for our customers' budget and may offer a bulk discount should a customer purchase two or more services. Equine Assisted Learning will be NDIS subsidised.

Promotion

We will promote these services on our website and social media channels. This content will drive value because we will have evidence-based case studies.

Marketing Channels

Facebook Group

Purpose	Engagement — two way conversation with followers. An intimate platform where they feel like they know our team and are part of the family.
Metrics	50 new members join, 50 people post and comment per month.

Instagram

Purpose	Brand awareness — increase engagement, showcase brand story, interact with followers and build brand loyalty.
Metrics	150 accounts reached, 500 impressions per month.

Website

Purpose	Inform customers and entice them to trust FFF.
Metrics	250 website visitors per month.

Tik Tok

Purpose	Brand awareness — create organic viral content.
Metrics	50 video views and 10 profile views per month.

Pinterest

Purpose	Reach a new audience and grow online presence.
Metrics	100 impressions, 50 engagements per month.

YouTube

Purpose	Connect to a global audience — establish FFF as expert in industry. Create playlists around content specific to target audience e.g. support animals owners with owners on a budget content.
Metrics	1 hour watch time per month.

LinkedIn

Purpose	Connect with LinkedIn members and empower them to discover more about FFF services and opportunities.
Metrics	50 impressions per month.

Twitter

Purpose	Cultivate a brand community — join in on relevant conversations, engage and build a loyal following.
Metrics	50 impressions and 5% engagement rate per month.