



FNQ FOSTER FARMS INC.

Marketing Plan

Contents

Organisation summary	3
Mission and vision	4
Target Market	5
Buyer personas	6
SWOT	8
Competitive Analysis	9
Market Strategy	11
Marketing Channels	12

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

25–34

Gender

Female

Marital status, children

Unmarried

Income

\$37001–
\$48000

Education

VET qualified

Location

Australia

Lifestyle

Personality

Outgoing, competitive, ambitious

News sources

Social media

Hobbies

horse riding, fitness, friends

Preferences

Inspiration/motivation

Trick riders, celebrity horse trainers

Goals/passions

Own a horse

Values,

kindness, enjoy life to the max

Occupation

Roles/seniority

store assistant/entry level

Company/industry

medium/retail

Career goals

get a raise

Online

Device

smart watch or phone

Frequency

multiple times daily

Activities

social media, streaming

Social Media Networks

Favourite networks

Tik Tok, Insta, Facebook, Snapchat

Content preferences

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

35–44

Gender

Female

Marital status, children

Married with kids

Income

\$59538–
\$60432

Education

Tertiary qualified

Location

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

Content preferences

Blog posts, images

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">• <u>workplace giving</u>• transparency by making <u>financial documents</u> available on website• Meet the <u>team</u> 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 <u>terms and agreement form</u>• Adoption <u>information</u>• Fundraising <u>ideas and portal</u>• Sponsorship <u>dropdowns</u> to sponsor specific horse with specific monthly increments• Online <u>volunteer application</u>• Online <u>wishlist</u>• <u>Shop</u> with keyrings and stubby coolers• Cleverly named <u>programs</u>
<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

What they do well	<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
What we do differently	<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.