



FURRendly Clips



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2

Integrated Marketing Campaign - Service

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- 📍 January 5th, 2026



Table of Contents

4	Overview	14-15	Activities and Schedule
5	Description of service	16	Calendar
6	SWOT Analysis	17	Budget
7-12	Campaign Objectives	18	Key metrics
13	Target Market	19	ROI
	20	Bibliography	

Overview of our Campaign

Why FURRendly Clips?

Our Campaign was chosen to address a key business need; Low brand visibility and inconsistent customer traffic.

Key Strategies

- Red ball Campaign
- Gift Cards
- Referral system
- Website creation
- Custom Ornaments
- Dog tag Giveaway

Goals:

- Increase Sales
- Online Engagement
- Support our community
- Boost brand awareness
- Spread Holiday cheer

5

Service Description



About the company

FURRendly clips is locally owned and community focused pet grooming business located in Brooklin. They specialize in having high quality service, and personalized care.

Core services

- Full Grooming
 - Small - \$95
 - Large - \$165
 - Medium - \$125
 - X-Large - \$200
- Walk-in nail trims - \$15-\$25
- Food & Supplies - Price varies

SWOT Analysis

Strengths

- Flexible booking
- Reasonable rates
- Staple in Brooklin

Weakness

- Limited brand visibility
- No reward/loyalty plan
- Low social media presence

Opportunities

- Growing market (Families)

Threats

- Saturated in Brooklin
- Increase in Mobile Groomers

7

Campaign Objectives

- “Paw-some Holidays”

Objectives

- Holiday-themed marketing campaign
- Encourage emotional, family-centered messaging
- Increase grooming appointments during the holiday season
- Boost online engagement and social media participation
- Incorporate customer participation (photos, ornaments, dog tags, contests)
- Strengthen brand visibility both in-store and online



8

Campaign Objectives

• “Paw-some Holidays”

Campaign theme

- “Because they’re family”
- Celebrating bonds between pets and owners
- Highlight pets as family members
- Create a sense of “warmth” with customers

Target outcome

- Increase grooming bookings during Nov–Jan
- Keep customers coming back with personalized gifts and rewards
- Grow online presence through customer photos and shared content

Campaign Objectives

Red ball campaign

- Customers receive a red ball upon their first visit at FURRendly clips
- Then encouraged to post their dog with the ball, using #FurrendlyRedBall
- FURRendly clips then reposts these photos on their business social media
- Customer will gain 15% off their next visit

Referrals/Gift Cards

Referrals

- When a customer refers a new client, they gain 20% off
- The referred customer gains 10% off
- Low cost and customer promotion

Gift Cards

- Available as E-GC's and physical GC's
- Great way to discover business
- Reinforces customer loyalty

11 Campaign Objectives

Online Bookings

- Simple website for customers to schedule appointments
- Saving time and increasing convenience for our customers
- Realistic, cost-effective solution that is efficient and doesn't require staff attention
- More appealing than talking on the phone, back and forth with a representative

Campaign Objectives

Dog tags

- Every customer getting their dog cut in the month of December
- Customer receives a free holiday themed dog tag
- In order to redeem, customer must book their next appointment with FURRendly clips



Target Market



Primary

Family oriented customers

- Owners seeing pets as family
- Consumers Valuing tradition and holidays

Connection to our plan

- Personalized ornaments allowing greater connection to pets
- Offering gift cards as the “paw-fect gift”



Secondary

Pet posting customers

- Owners having a strong social media presence
- Customers responding to visual content

Connection to our plan

- Offers a chance to dress up your pet and post in turn for rewards
- “12 days of pawmas” - Creating something easy to interact with



Tertiary

Incentivized customers

- Customers inclined to respond to promotions and refferals
- Those who value convenience and rewards

Connection to our plan

- Customers recieve free dog tags in October
- Referral program that offers discounts

Activities and Schedule



Paw 1 (Days 1-10).

Nov 13th - Nov 22nd

Paw 1 is all about our kickoff and announcement phase. The focus is to announce:

- Website publishing
- Red Ball Campaign

Goals

- Gain 500 Instagram followers by day 15
- Collect upwards of 50 red ball posts



Paw 2 (Days 11-20).

Nov 23rd - Dec 2nd

Paw 2 focuses on customer interaction and encouraging entries.

- Increase submissions
- Referral program

Activities and Schedule

Paw 3 (Days 21-32).

Dec 3rd - Dec 13th

Paw 3 is all about our rewards during the month of december. This includes:

- Encourage referalls
- Free dog tags

Paw 4 (Days 33-45).

Dec 14th - Dec 25th

Paw 4 is the final stretch of our campaign and focuses:

- Gift card promotion
- Highlights/winner of red ball campaign

Goals

- Interact with customers
- Increase december bookings
- Create long term retention

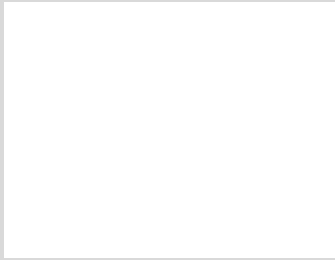


Nov 13th - Dec 25th

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25		



End of campaign



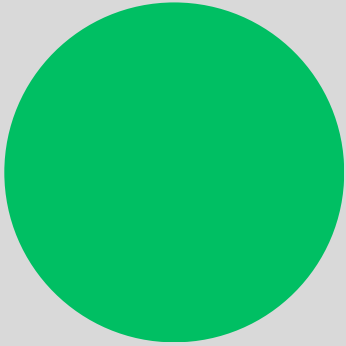
Start of campaign



Paw 1



Paw 2



Paw 3



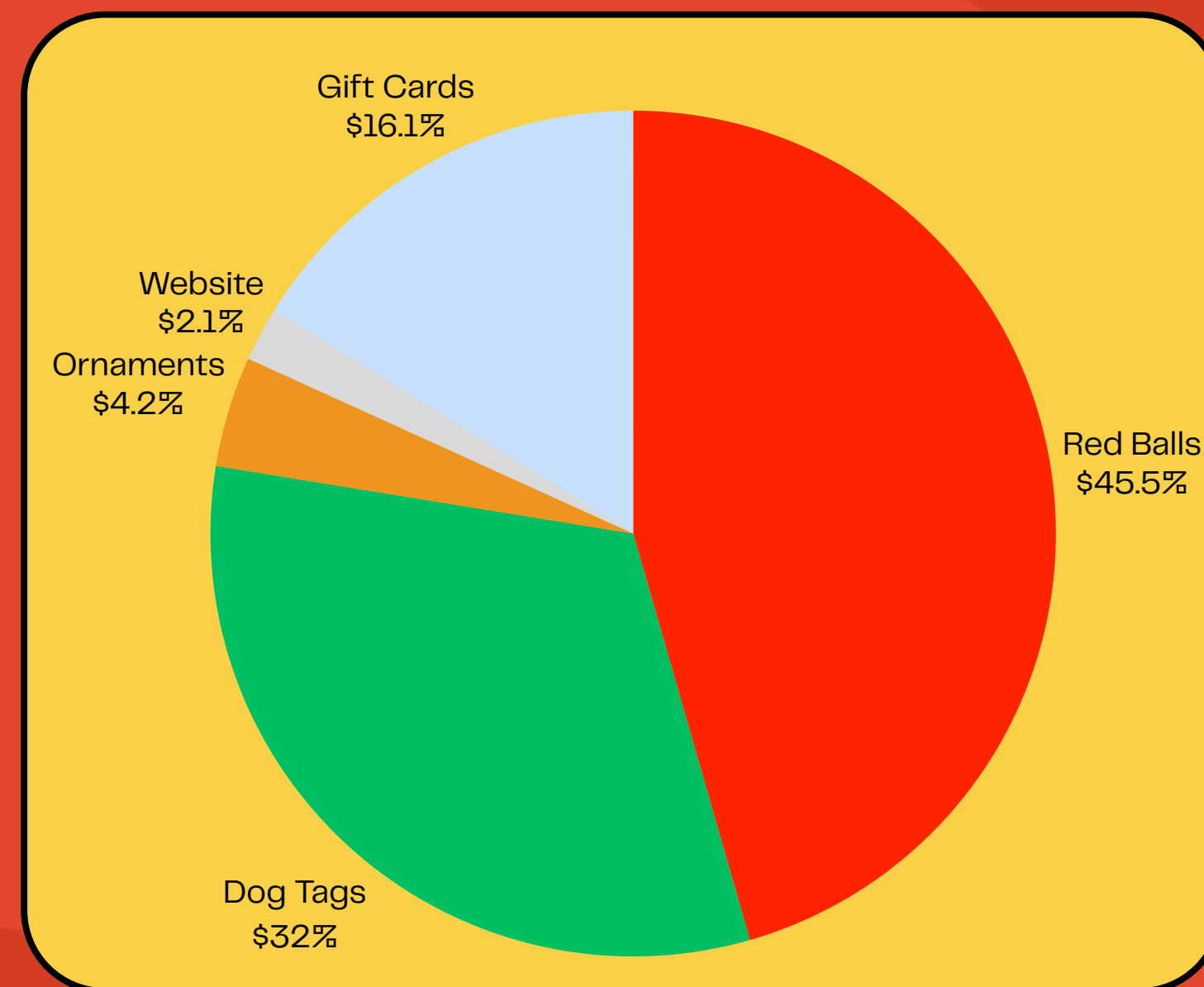
Paw 4

Budget

\$724.60 Budget

Campaign Budget

Item	Price Per Order	Price Per Order	Amount needed	Total Spent on Item
Website	\$15	\$15	1	\$15/year
Red Balls	\$4.40	\$4.40	75	\$330
Dog Tags	\$4.64	\$4.64	50	\$232.00
Ornaments	\$6.18	\$0.52	30	\$15.60
Ornament Materials	\$0.50	\$0.50	30	\$15.00
Gift Cards	\$117.00	\$2	75	\$117



Key Metrics

20

Attract new customers

Get 20 new first time clients at Furrendly Clips between November 13th and December 25th

31

Increase Online Presence

Grow Furrendly Clips' social media following by 31% between November 13th and December 25th

42

Boost Customer Engagement

Achieve over 42 photo responses to our Red Ball campaign content from November 20th and December 31st

Return on Investment

Estimated Campaign ROI

~418%

\$724.60 invested. 20 new clients × \$125 avg. groom = **\$2,500** first-visit revenue. 50% return for dog tag pickup = **+\$1,250**.

Total new-client revenue: **\$3,750**.

Total Budget

\$724.60

All-in campaign cost: red balls, dog tags, ornaments, gift cards + website

Projected New Revenue

\$3,750.00

20 new clients × \$125 avg + 10 return visits via dog tag redemption

Long-Term Customer Value

A loyal grooming customer visits 4-6 times per year. If just 10 of 20 new clients become regulars -> **\$5,000 - \$7,500 in recurring annual revenue** – all from one 45-day campaign.

Bibliography

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