



**Pets InStyle**

Your pet is special to us

## Our understanding of **Pets InStyle Grooming Academy N Studio's** challenge

- Deploy a Pan India website
- Kickstart Digital Presence
- Digital Marketing
- Social Media Marketing
- Standardise the marketing process  
(Online and Offline)
- Drive sales

**People don't care about your Brand**

**They care about what you do for them**

# Market Research

# Competitor Analysis | TAM

Search Per Month | Google



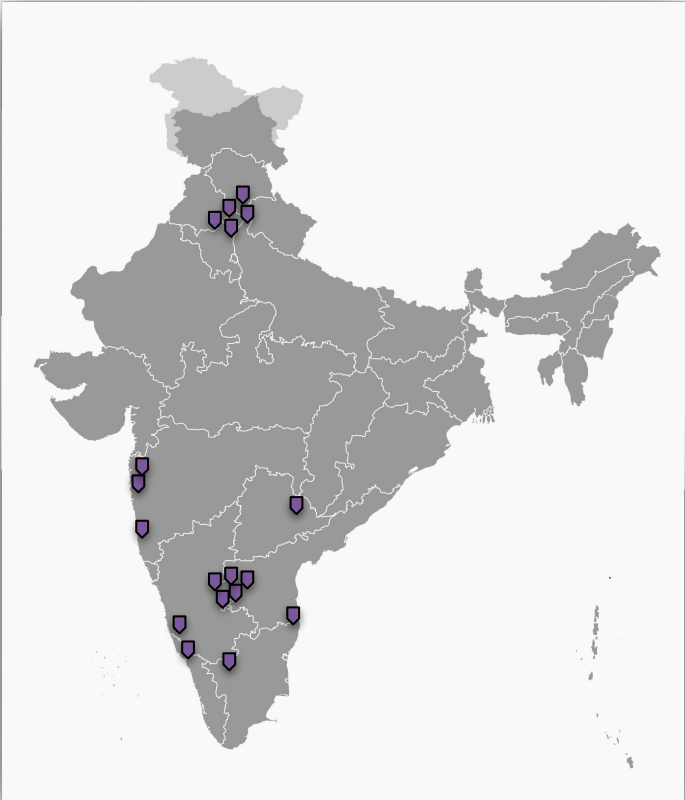
Conversion



Market



Competitors



## Competition Benchmarking

Particulars	Red Paw	PawPad	PetsBurgh	Pets InStyle
Facebook Fans	6,200	620	5,100	25
Instagram Followers	3701	273	1315	187
Youtube subscribers	-	-	-	-
Have a Blog?	Yes	Yes	No	-
Digital Marketing	Medium	-	Low	Soon
Location	Delhi	Bangalore	Mumbai	Mumbai
Posts how often?	1 Post/Week	3 Posts/Week	3 Posts/Week	3 Posts/Week
Influencer Marketing	Low	NA	NA	-
Approx Budget per Month	35,000	NA	NA	-

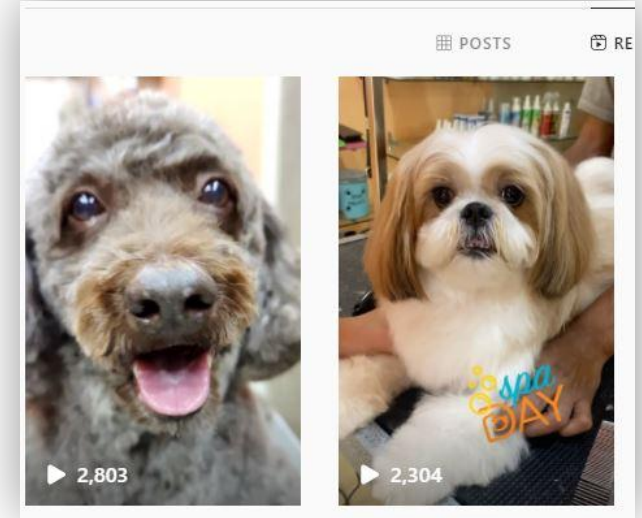
# Red Paw Insights Report



# Competitor Analysis | Red Paws



High Quality Website with Blogs



Instagram Reels for increasing Engagement

# Competitor Analysis | Red Paws



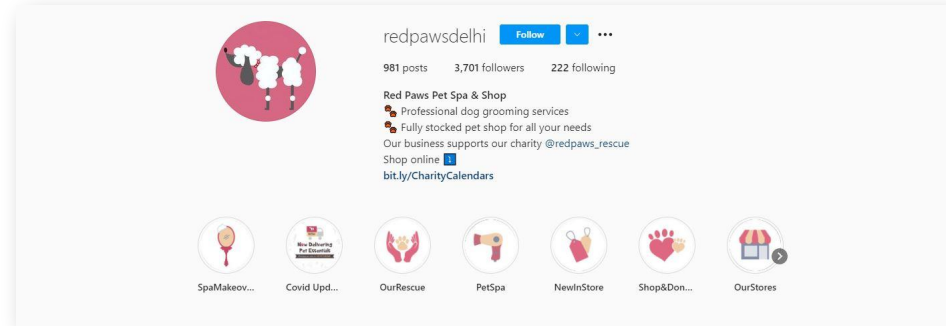
redpaws\_rescue [Follow](#) [10.2k](#) [67](#) [...](#)

284 posts 10.2k followers 67 following

**Red Paws Rescue**  
Registered animal welfare charity in New Delhi, India 🐾  
Rescue, Rehabilitate, Sterilize, Adopt 🐾🐾  
Help us continue our efforts 🙏  
[linktr.ee/RedPawsRescue](https://linktr.ee/RedPawsRescue)

[ADOPTUs](#) [2WeekOld...](#) [HAPPYEndi...](#) [OurDOGS](#) [DONATE](#) [2021 Calen...](#) [SHOPMerch](#)

Driving Brand Awareness & Increasing Networking



redpawsdelhi [Follow](#) [3,701](#) [222](#) [...](#)

981 posts 3,701 followers 222 following

**Red Paws Pet Spa & Shop**  
🐾 Professional dog grooming services  
🐾 Fully stocked pet shop for all your needs  
Our business supports our charity @redpaws\_rescue  
Shop online 🙏  
[bit.ly/CharityCalendars](https://bit.ly/CharityCalendars)

[SpaMakeov...](#) [Covid Upd...](#) [OurRescue](#) [PetSpa](#) [NewInStore](#) [Shop&Don...](#) [OurStores](#)

Following Brand Colours & Designs

# Competitor Analysis | Red Paws

Launched in July 2021



Started with Digital Marketing Recently

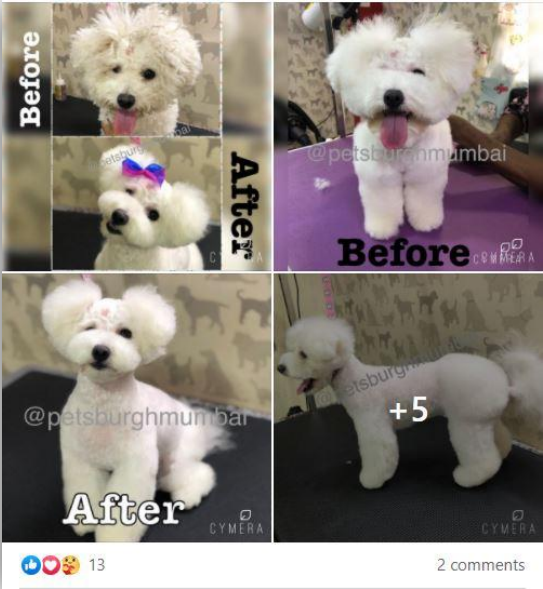


# **Petsburgh Insights Report**

# Competitor Analysis | Petersburg



Poster Boy Formula



Engagement Driving Posts

# Competitor Analysis | Petsburgh

**UNDERSTAND YOUR BRAND**  
Presented by **James Bennett**

**SUNDAY**  
**25TH JULY 2021**  
**8:30 A.M (IST)**

LIVE ON  
**zoom**  
[www.ppgai.com](http://www.ppgai.com)

James Bennett is renowned Poodle breeder and groomer from Australia. Having travelled the world learning and perfecting his craft in grooming and conducting grooming seminars around the world. James is a Plush Puppy Consultant and travels with Plush Puppy Australia demonstrating his knowledge and experience with the brand as some of the worlds biggest dog shows including Crufts. James owns La Casa De Poodles a very popular salon in Brisbane Australia, which has won Brisbane's Best Grooming Salon in 2020 and in 2021 within 5 months of opening. The passion James has for grooming his show dogs and in the salon is why he also has opened his own grooming school called James Bennett Grooming Akademie.

petsburghmur  
Mumbai, Mahara

petsburghmur  
25th July 2021  
informative an  
Puppy Product  
#jamesbennet  
www.ppgai.co  
learning oppo  
grooming exp  
#plushpuppyin  
#atnainventerpt  
#showdog #pt  
#doggrooming  
#teaggoing #  
#followus #pp  
@jd\_bennett\_1

11 likes  
JULY 19

Add a comment

Collaborations

**Pet Pamperer Pet Grooming Salon & School**  
4.8 ★★★★★ (218)  
Pet groomer - Shop No: 11, Sterling Society, Sundarvan Complex, Off Lokhandwala Road Andheri West Lokhandwala  
Open until 8:07 pm · 09930076551  
[Website](#) [Directions](#)  
"Amazing pet grooming centre."

**Petsburgh Grooming Salon and School**  
4.5 ★★★★★ (86)  
Pet groomer - Rishab Complex, 07-08, opposite Off New Link Road  
**Closed today** · 07045133970  
[Website](#) [Directions](#)  
"Probably the best pet grooming salon I've visited."

**Smart Pets Spa, Grooming, Training Academy**  
5.0 ★★★★★ (4)  
Pet groomer - Arunodaya, Lajpatrai Rd  
Open until 8:00 pm  
[Directions](#)

Top 3 on GMB Mumbai

**Mallerine Kukian**  
3 reviews

★★★★★ 2 months ago  
Very punctual, thorough professional and an amazing job done for my Poodle.  
Right from scheduling the appointment to handing over our Chester to us after his session, was a wonderful experience at Petsburgh 🍷 ...  
[More](#)

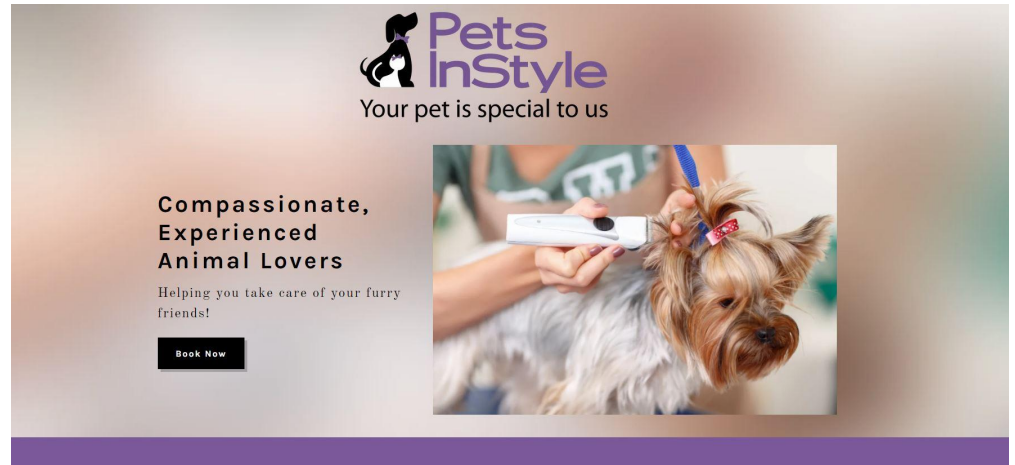
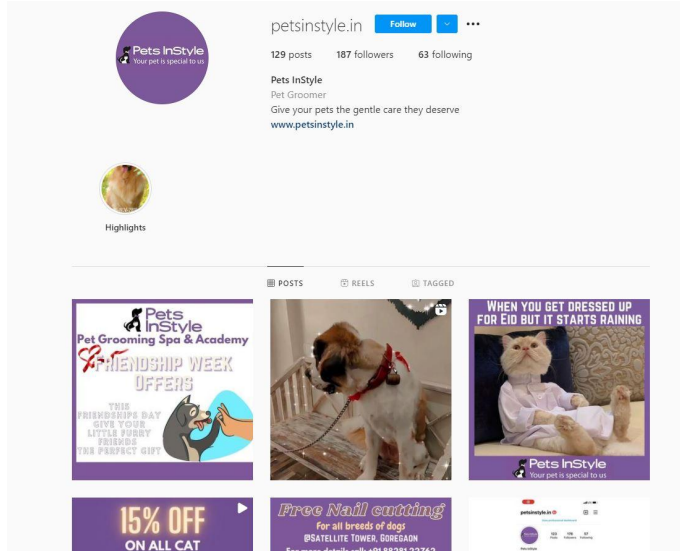
👍 1    [Share](#)

**Response from the owner** 2 months ago  
Thank you so much for the review Mallerine. Chester was a sweetheart to groom and we absolutely loved having him and you visit us 🍷🍷🍷🍷🍷🍷

Personalized ORM

# The Current Landscape

# Current Scenario



Improvements on Reach & Engagement

Growing Social Media Community

High Quality Content

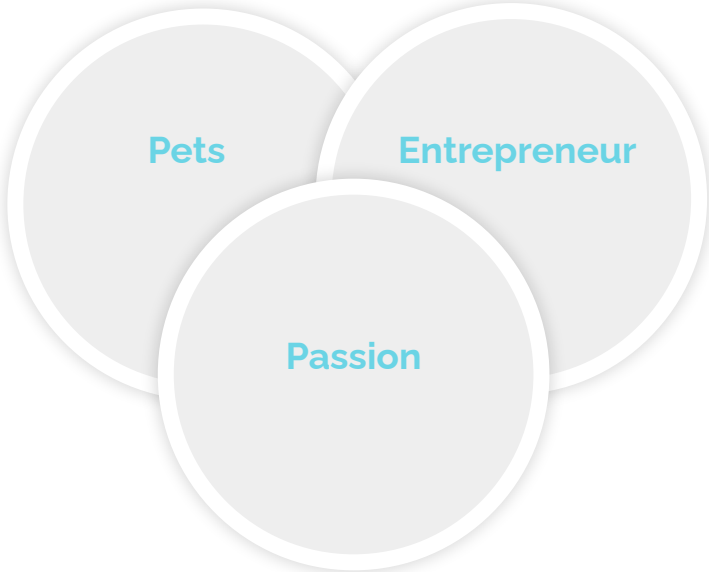
Professional SEO Friendly Website

Blogs & Content



# Targeted Audience

Pet Lovers  
Hobbyist



Starting a Business  
Revenue Model

## Opportunities

High Quality Content to drive sales

Creating Brand awareness and feel

Influencer Marketing

Increasing GMB Presence

SEO & SEM to increase sales

Collaborations