

TO: Chelsea Newman, Clinical Assistant Professor

FROM: Sinais Alvarado, Education Manager SA

DATE: February 2, 2020

SUBJECT: Pawsitive Rescue Facebook and Website Promotion

Pawsitive Rescue is a place where people can visit to adopt and/or foster a cat or dog. Through their website and Facebook, they are able to share information regarding the business, services, animals, and any other special information that the public may want to know. The strength of using the website will come in the form of having a strong first impression of the company, while a weakness will be the lack of awareness and visits to the page. Facebook brings the strength of having a large number of users that can be targeted and reached, however, it can also pose the weakness of having too many of the same type of companies using the platform.

The target audience in mind for this company are young adults age 25-35, who are looking to expand their small families to include a pet. The audience is socially conscious of the importance of adoption and helping animals in need, they are technologically savvy, and enjoy special promotions and incentives. To market test these products I will conduct two focus groups, each with at least six people, so that they can review and discuss the website and Facebook page and share any changes or suggestions that they would like to see. Holding these focus group will be beneficial to the research and overall goal of implementing improvements that the audience wants to see.


Website: <https://pawsitiverescuemke.weebly.com/>

Facebook Page:

https://www.facebook.com/PawsitiveRescueMKE/?view_public_for=103575674384927

facebook


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Pawsitive Recue
 November 20, 2019 · 🌐

Pets are family, we can help your family grow by adding a furry companion to the mix!
 Adopt a pet today!
 #pet #adoption #petadoption #dogs #cats #petsarefamily #adoptdontshop



ABOUT PAWSITIVE RECUE

Our Story

Pawsitive Rescue has been rescuing cats and dogs from all over Wisconsin and finding them a forever ...
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Finding Loving Homes For Pets Is Our Priority!

Pawsitive Rescue is dedicated to the prevention of cruelty and abuse to animals. We aim to help re-home abandoned, lost, or surrendered dogs and cats with the hopes of helping them find their forever home.