Pet Product Marketing Trends in the U.S.: Technology, Mobile, and Social Media

Description: Pet Product Marketing Trends in the U.S.: Technology, Mobile, and Social Media provides the pet marketer with a bevy of best practices for marketing to the pet parent. The report examines the ways in which pet companies have capitalized on and continue to leverage the ever-evolving usage and consumption of media by pet owners. More specifically, the report addresses:

- A wide range of cutting-edge digital technologies, including social media, loyalty programs, e-mail marketing, mobile marketing, online video, content marketing and native advertising, interactive games, paid search, display advertising and many other forms.
- Pet owner technology usage trends related to smartphones, desktops/laptops, e-mail, loyalty programs, social media, and mobile use.
- Psychographic data for pet owners relating to Internet, mobile, and social media.
- Dozens of images and examples of new technologies from pet marketers – from pet food and supply brands to pet retailers to pet medications to pet treats to veterinary services to animal shelters.

The report also contains analysis of consumer technology usage trends and motivations, drawing primarily on two data sources. The first is national consumer survey data from Simmons. Through an ongoing program of telephone and booklet questionnaire surveys of a large probability sample of consumers who represent a statistically accurate cross-section of the U.S. adult population, Simmons is able construct detailed demographic profiles across various consumer product and service markets, including the chocolate market. The discussion of consumer patterns also draws on the Packaged Facts Pet Owner Survey, an exclusive look at pet owners across the country.

Contents:

Chapter 1: Executive Summary
Scope and Methodology
Report Methodology
Digital Media Usage and Pet Owners
Table 1-1 Technologies Used in the Last Seven Days, Pet Owners vs. Non-Pet Owners
The Digital Behaviors of Pet Owners
Table 1-2 Pet Owners’ Use of Internet for Pet Products, Last 30 Days
Retailers Embrace Digital Adoption, Omnichannel Experience
Pet Product Marketers and Service Providers Jumping in Too
Loyalty Programs a Key Tactic
E-mail Marketing a Tried and True Tactic
Reaching Pet Owners on the Move
Pet Owners Get Social
Pet Marketing in Action
Taking Control of the Narrative
No Shortage of Creative Ways to Reach Pet Owners

Chapter 2: Overview
Overview
Digital Media Usage and Pet Owners
Table 2-1 Technologies Used in the Last Seven Days, Pet Owners Vs. Non-Pet Owners
The Digital Behaviors of Pet Owners
Table 2-2 Pet Owners’ Use of Internet for Pet Products, Last 30 Days
Retailers Embrace Digital Adoption, Omnichannel Experience
Pet Product Marketers and Service Providers Jumping in Too
Loyalty Programs a Key Tactic
E-mail Marketing a Tried and True Tactic
Reaching Pet Owners on the Move
Pet Owners Get Social
Pet Marketing in Action
Taking Control of the Narrative
No Shortage of Creative Ways to Reach Pet Owners

Figure 2-1 Level of Agreement with the Statement: “I use the Internet to find information about pet care
services," 2014(percent)  
Figure 2-2 Level of Agreement with the Statement: “I use the Internet to find information about which pet foods to buy,” 2014 (percent)  
Retailers Embrace Digital Adoption, Omnichannel Experience  
Pet Product Marketers Jumping in Too  
Chapter 3: Loyalty Programs  
Loyalty Programs  
Nothing Like a Loyal Customer  
Table 3-1 Influence of Loyalty Programs on Pet Owners’ Pet Purchase Decisions, Last 30 Days  
Consumer Loyalty Programs  
Illustration 3-1 Fresh Step Paw Points Rewards and Million Meow Mission  
Loyalty Programs for Veterinarians  
Illustration 3-2 Trade Ad for Elanco Earnings  
Illustration 3-3 IDEXX Points Program screen shot  
Chapter 4: E-mail Marketing  
E-mail Marketing  
E-mail Marketing a Tried and True Tactic  
Table 4-1 Influence of E-mail on Pet Owners’ Pet Purchase Decisions, Last 30 Days  
E-mail Psychographics of Pet Owners  
Table 4-2 E-mail Psychographics of Pet Owners, 2015(overall percent and index by pet ownership)  
Consumer E-mail Efforts  
Illustration 4-1 Kong Connect Sign-Up Page  
Illustration 4-2 Personalized E-mail for Thanksgiving from Purina  
Illustration 4-3 PetFlow.com E-mail  
E-mail Marketing, Veterinary-Style  
Illustration 4-4 Partners for Healthy Pets E-mail Marketing Program  
Chapter 5: Mobile Marketing  
Mobile Marketing  
Reaching Pet Owners on the Move  
Table 5-1 Influence of Mobile Marketing on Pet Owners’ Pet Purchase Decisions, Last 30 Days  
Mobile App Usage of Pet Owners  
Table 5-2 Pet Owners’ Use of Mobile Apps, Last 7 Days  
Table 5-3 Past and Future Mobile App Usage of Pet Product Shopping  
Mobile App Usage of Pet Care  
Table 5-4 Dog Care Apps, Past Usage and Future Interest in Using  
Table 5-5 Cat Care Apps, Past Usage and Future Interest in Using  
Mobile Psychographics of Pet Owners  
Table 5-6 Mobile Psychographics of Pet Owners, 2015(overall percent and index by pet ownership)  
Table 5-7 Mobile Advertising Psychographics of Pet Owners,2015 (overall percent and index by pet ownership)  
Retailers and Brands Board the App Train  
Illustration 5-1 Screenshots of Banfield Pet Health Tracker App  
Illustration 5-2 Screenshot of Purina Pro Plan’s P5 Dog Training App Website  
Illustration 5-3 Friskies CatFishing 2 Page on Google App Store  
Illustration 5-4 Target’s Purina Beggin’ Poppers Mobile Game  
Table 5-8 Selected Pet Apps  
Location-Based Marketing  
Illustration 5-5 Mobile Paid Search for Petco Near Me  
Chapter 6: Social Media  
Social Media  
Pet Owners Get Social  
Table 6-1 Influence of Social Media Post/Advertising on Pet Owners’ Pet Purchase Decisions, Last 30 Days  
The Social Media Actions of Pet Owners  
Table 6-2 Social Media Actions of Pet Owners  
Table 6-3 Pet Owners’ Reasons for Liking a Pet Retailer or Brand  
Social Media Psychographics of Pet Owners  
Table 6-4 Social Media Psychographics of Pet Owners, 2015(overall percent and index by pet ownership)  
Popular Social Media Sites  
Table 6-5 Popular Social Media Sites of Pet Owners, Last 30 Days(overall percent by pet owner)  
Table 6-6 Popular Social Media Sites of Pet Owners, Last 30 Days(index by pet owner)  
Pet Industry Cultivates Relationships Online  
Pet Retailers
Pet Food
Illustration 6-1 Facebook Sampling Promotion for Fancy Feast Broths
Pet Treats
Illustration 6-2 Promoted Tweet for Nylabone Nutri Dent 3-Point Edible Dental Chews
Natural Pet Products
Illustration 6-3 Wellness TruFood Thanksgiving Twitter Chat
Illustration 6-4 Wellness Watercolor App
Pet Medication
The Intersection of Cause Marketing and Social Media
Illustration 6-5 Screen shot from NexGard “Doggone Funny” Video
Chapter 7: Online Video
Online Video
Pet Marketing in Action
Table 7-1 Influence of E-mail on Pet Owners' Pet Purchase Decisions, Last 30 Days
A Story with Every Pet
Illustration 7-1 Friends with Animals PSA with Danny Trejo and Jaleel White
Illustration 7-2 Vital Essentials Trick or Treat Video Contest
Illustration 7-3 Screenshot from Temptations Snacky Cat Video
Illustration 7-4 Screenshot of Pets Add Life YouTube Channel and Paranormal Petivity Video
Illustration 7-5 Screen Shot from Vectra 3D Video
Illustration 7-6 Screen Shot from Dog Goldberg Machine by Beneful Video
Other Video Types
Illustration 7-7 Beggin’ Vine Clip
Illustration 7-8 Purina ONE Cats' Twitter Feed Promoting its Periscope Appearance
Chapter 8: Content Marketing / Native Advertising
Content Marketing
Illustration 8-1 The Puppyhood website from Purina Puppy Chow
Illustration 8-2 Petplan on Pinterest
Illustration 8-3 Screenshot of Elanco's Celebrate the Bond website
Illustration 8-4 Screenshot of Bayer's PetParents.com website
Illustration 8-5 Screenshot of Merial's Power of 12 website
Illustration 8-6 Screenshot of Target's Digital Storybook
Native Advertising
Illustration 8-7 Buzzfeed Video for Purina Puppy Chow's Puppyhood on Youtube
Illustration 8-8 Buzzfeed Channel for Frontline Plus
Illustration 8-9 Buzzfeed Video for Pets Add Life
Chapter 9: Other Digital Strategies
Other Digital Strategies
No Shortage of Creative Ways to Reach Pet Owners
Pet Emojis
Illustration 9-1 Purina Cat Chow's New Meanings for Emojis
Illustration 9-2 Dogs Trust Emoji Keyboard
Interactive Games
Illustration 9-3 Purina's Playtime Page at Sam's Club
Illustration 9-4 Friskies CatFishing 2 Page on Google App Store
Illustration 9-5 Target's Purina Beggin' Poppers Mobile Game
Illustration 9-6 Frontline Branding in Pet Rescue Saga
Opinions About Brands in Video Games
Table 9-1 Pet Owners Opinions about Brands in Video Games, 2015 (overall percent and index by pet ownership)
Daily Deal Sites
Popular Deal Sites
Table 9-2 Popular Deal Sites of Pet Owners, Last 30 Days (overall percent by pet owner)
Table 9-3 Popular Deal Sites of Pet Owners, Last 30 Days (index by pet owner)
Paid Search
Illustration 9-7 Blue Buffalo Paid Search Results on Google
Illustration 9-8 Paid Search Results on Google for Cat Treats
Electronic Flyers
Table 9-4 Influence of E-mail on Pet Owners' Pet Purchase Decisions, Last 30 Days
Illustration 9-9 Screenshot of Electronic Flyer from Pet Supplies Plus
Illustration 9-10 Kmart Pet Meds Flyer
Purina's Digital Aisle at Sam's Club
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