

For Doggie Walk Bags, Business is Picking Up!



Doggie Walk Bags Inc. is a woman-owned, family-operated business established in 1988. The organization manufactures bags specifically designed to help dog owners clean up the waste that pets “leave behind” in public areas. Although used during an “unpleasant task,” Doggie Walk Bags’ products are baby powder scented to neutralize odors for pet owners, are opaque in color to hide the contents, and are fitted with easy tie handles to help make pet waste easily disposable. The organization is located in Balboa Island, CA and has 10 employees.

The company wanted to diversify its customer base. They didn’t have a formalized marketing strategy, and most of the company’s sales relied on its top customers. Around March 2015, Doggie Walk Bags lost one of its biggest clients, negatively impacting sales and putting six jobs at risk. The organization needed to embrace a new marketing plan to appeal to new consumers and grow its client

base. Doggie Walk Bags was also challenged by the emergence of increased foreign competition, so the organization wanted to implement a marketing program to solidify their standing with current customers and retain sales.

Doggie Walk Bags had an established relationship with CMTC and reached out to them, once again, for assistance. After an evaluation of their challenges and current marketing efforts, consultants worked with the company to develop a formalized, multi-faceted strategic marketing program. Marketing and sales planning sessions were set on a weekly basis with key team leaders to determine threats and specific opportunities for growth.



With CMTC’s assistance, the organization developed a multi-tiered marketing approach to enhance brand awareness and connect with new customers. Additionally, Doggie Walk Bags launched a new website featuring a modern online ordering system to help generate new leads and sales from the Internet. Consultants also recommended using Search Engine Optimization (SEO) best

practices so that it could be found by new prospects when they searched for pet products via search engines like Google, Yahoo and Bing. Doggie Walk Bags learned how to integrate social media marketing into the mix, as well as embracing social networks such as Facebook and Flickr.

Doggie Walk Bags also worked with CMTC to increase their tradeshow activity. Consultants helped to identify target tradeshow that were filled with prospects. New collateral materials were developed to assist with their trade show efforts; an introduction letter with information on the company's top products was created for new prospects, and an e-mail marketing program was launched to consistently follow-up with prospects met at trade shows.

As a result of these efforts, the company projects \$750,000 in increased sales from these new orders, and an additional staff member was hired to manage the follow up process for new leads.

To help with their client retention efforts, a special quarterly newsletter was created to keep the Doggie Walk Bags brand on top of their customers' minds. A special quarterly offer was created to encourage repeat sales and entice at-risk customers to keep their

business with Doggie Walk Bags. A customer service representative was also hired to resolve any client issues. The organization estimates that these efforts retained \$1.5 million in sales and 6 jobs. A marketing calendar was distributed to all key leaders to keep management aware of all marketing functions and activities. This was in addition to the marketing strategy developed along with planning and coaching.



"With CMTC's assistance with marketing, strategy development and coaching, our organization was able to increase and retain sales by \$2.25 million. Our organization now has the strategy and structure in place to target new customers and retain key clients."

- Chris Crosson, Co-Owner

FEATURED CUSTOMER

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