

Doggie Walk Bags



Doggie Walk Bags Inc. manufactures bags specifically designed to help dog owners clean up the waste that pets "leave behind" in public areas. The organization is located in Balboa Island, CA and has 10 employees.

Challenge

Doggie Walk Bags wanted to diversify its customer base. The organization didn't have a formalized marketing strategy, and most of the company's sales relied on its top customers. 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.

Solution

The organization worked with CMTC to develop a multi-tiered marketing approach to enhance brand awareness and connect with new customers. A new website was launched featuring a modern online ordering system. Doggie Walk Bags learned how to integrate social media marketing into the mix, as well as embracing social networks such as Facebook and Flickr.

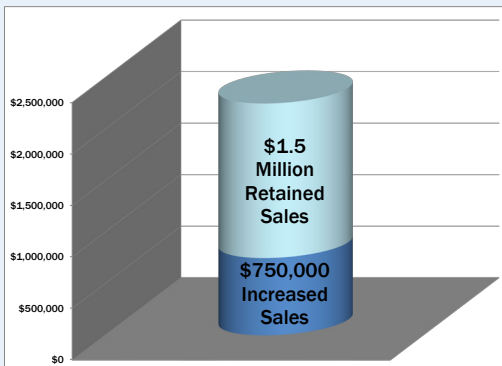
Doggie Walk Bags also worked with CMTC to increase their tradeshow activity. Consultants worked with Doggie Walk Bags to identify target tradeshow filled with potential prospects. New collateral materials were developed to assist with their trade show efforts; an introduction letter with information 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. 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.

"With CMTC's assistance with marketing, strategy development and coaching, our organization was able to increase and retain sales by \$2.25 million."

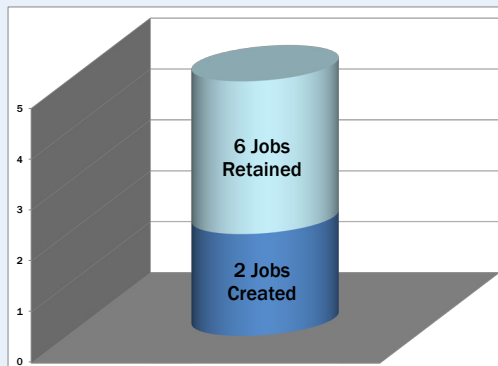
- Chris Crosson,
Co-owner



Increased / Retained Sales



Jobs Created / Retained



FINANCIAL & PRODUCTIVITY RESULTS

- \$750K in increased sales
- \$1.5M in retained sales
- 2 jobs created
- 6 jobs retained