



CASE STUDY

ProDog Raw

www.prodograw.com



ProDog Raw is a UK based, raw dog food brand, dedicated to educating owners on canine nutrition. In addition to meals, they also provide a range of other products such as natural support supplements and a range of raw treats. With a wealth of knowledge across all breeds, they tailor make their food to suit the individual needs of every dog.

 Premium Pet Food  United Kingdom

The Challenge

After bringing us onboard for help with their marketing, ProDog Raw wanted VerriBerri to create a social media strategy. From our findings, our main focus was to boost social media output and increase reel content. The aim was to improve brand presence, build a loyal customer base, and drive sales for new product launches. We also suggested a strong PR and influencer marketing strategy to build greater brand awareness and credibility.



Social Media



Design



Public Relations



Influencer Outreach

The Process

In order to increase their presence on social media, the VerriBerri content team managed ProDog's Instagram, Facebook, and LinkedIn platforms. Producing images and videos with our own pets, we created a bank of multimedia. Our specialists closely monitored trends on Instagram and utilised these to create Reel content where possible.

In addition to this, we also started implementing an influencer marketing strategy. This involved finding dog influencers who were currently being fed a kibble diet or

who were looking to transition to raw food. We then began outreach and monitored the progress of these collaborations carefully. We also had an ongoing partnership with TV personality Nathan Massey (@nathanmassey_).

In addition to social media and influencers, we have also been implementing a comprehensive strategy. As part of this, our PR specialists targeted both industry specific and mainstream media, for example, Companion Life and The Daily Express.

Key Metrics

When we started working on ProDog's Instagram, they had a total following of **10,241**. A year on, they now have **12,807** followers. During this time, we launched **16 campaigns** and **7** new product lines. A recent product launch saw just over 300 sales in the first two hours of going live on social media.

Across one year working with ProDog, we were successful in securing 101 press mentions. 5 of these were in The Daily Mirror which has a readership value of 832,000 people. In February 2022 alone, we secured 26 press opportunities, way above our quota of 6 per quarter.

101

press mentions

134%

reach increase

300

sales the first 2 hours of going live on socials