Lupa Pets Communication Plan

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Overview

Lupa Pets is a UK-based startup company specializing in pet care solutions for both pet care owners and pet care practitioners. Founded in 2023, the company aims to modernize the veterinary and pet care industry through advanced technology, specifically Native AI solutions and integration. Lupa Pets' product portfolio includes a fully integrated Practice Management Software (PMS) for veterinary practitioners and an AI-powered application for pet parents. These solutions are available as standalone products but are also designed to work together, enabling communication between veterinary professionals and their clients. Moreover, the company aims to improve the client-facing application to include pet owner community interaction, engaging its audience and connecting pet owners. Since its founding, it has established a website with product offerings and a presence on Instagram, LinkedIn, and TikTok to communicate its B2B and B2C products.

Products

1. B2B Veterinary Operating System / PMS (Practice Management Software)
   This system is designed for pet care service providers, primarily veterinarians but also for groomers and pet lodgings, to enhance practice management efficiency through AI integration. Features of this service include client management and communication, ROTA, HR, financing, and 3rd party integrations.

2. AI Petcare Application (B2C)
   The AI-powered application serves as a 24/7 virtual vet for pet owners, analyzing the pet's profile to provide real-time advice and care suggestions. This app aims to improve the pet-owner experience by offering immediate data-driven pet care and connecting users to veterinary

practitioners when needed. Lupa Pets is adding more features to the app, including a pet-parent community forum and a pet-friendly places map.

In auditing the communication strategies of Lupa Pets, although it is apparent that the company has successfully established itself across various platforms and has formed partnerships with industry leaders, there are gaps in the clarity and consistency of its overall messaging. Lupa Pets' mission and purpose are not clearly defined or featured in their communication materials. This lack of a clearly articulated mission and offered solutions may impact Lupa Pets' credibility as potential customers and partners may struggle to understand the core goals and values of the company. Additionally, the audit highlighted an issue with audience targeting. Although Lupa Pets serves both B2B and B2C markets, its messaging across channels does not clearly communicate this distinction, impacting transparency and limiting the overall effectiveness of its communication. The communication regarding their actual product offerings lack uniformity, particularly in regards to product differentiation and description. The various benefits and functionalities of each product are not consistently displayed, magnifying the lack of transparency for their target audience.

In conclusion, Lupa Pets should focus on refining its owned media to improve the clarity and transparency of its product communication. The following actions are recommended:

1. Include more company information regarding Lupa Pets' mission and background, potentially using an "About" page. This page should clearly articulate what Lupa Pets stands for and the problems it aims to solve, invoking trust and credibility among its audience. The effect of this could be measured through qualitative consumer/user insight data.
2. Define their target audience more explicitly throughout their owned media. This will ensure their product communication is tailored to B2B and B2C customers, enhancing reach and engagement. This can be measured by quantitative engagement metrics.

3. Enhancing their website usability to better accommodate both their B2B and B2C products. This can be measured through qualitative user insight data.

Strategic Approach

Lupa Pets has two primary target audiences for its dual products: pet care practitioners and pet owners within the UK. Given the dual nature of Lupa Pets' products, serving both B2B and B2C markets, it is crucial to clearly define and communicate these distinct target audiences as well as communicate its unique solutions for both audiences. Only upon auditing is it clear who the target audience is. As an initial step, Lupa Pets should consider launching an awareness campaign to increase recognition of its distinct B2C and B2C audiences. Additionally, investing in the website's structure and content will ensure that both target audiences are addressed and clearly defined. Parallelling with website investment, this effort should translate to Lupa Pets' other platforms, such as LinkedIn, Instagram, and TikTok, to ensure consistency across all communication channels.

For the B2B audience, pet care practitioners, specifically veterinary clinics within the UK, should be prioritized. While the product can be used in other sectors of the pet industry, the immediate focus should be solely on veterinary professionals for the purpose of establishing expertise with a specific target audience. Platforms like LinkedIn may be the most efficient in inspiring B2B audience reach.

For the B2C audience, the company should clearly communicate the benefits and functionality of its standalone application, ensuring pet owners understand how it can assist them in caring for their pets, regardless of the veterinary practice they use. Platforms like Instagram and TikTok may effectively reach this audience as pet owners have established presence and activity in this space.

Communication

Due to Lupa Pets’ operation in both B2B and B2C spaces, its messaging should be tailored towards each audience's unique needs and problems. They should initially prioritize messaging that emphasizes clarity, differentiation, and problem-solving,

ensuring that it informs its audiences and positions itself as a solution provider in both markets.

The first step in Lupa Pets' communication plan should be clearly defining who they are and what they offer. Being a technology startup, it is essential for Lupa Pets to communicate its innovative approach to solving pet-related problems. Currently, there is no information offered regarding Lupa Pets' mission. Precise messaging about its commitment to enhancing pet care for consumers and enhancing veterinary practice efficiency for professionals should be established. Lupa Pets must also ensure its communication is problem-oriented, highlighting the issues its products aim to solve. For example, pet owners face challenges tracking their pets' health, while veterinary practices struggle with outdated technology. By aligning its purpose with these specific problems, Lupa Pets can position itself as a solution provider. This could be achieved by implementing an "About" page on the company's website and intertwining its mission with general messaging such as social media posts and emails. In doing this, company credibility and understanding would be enhanced.

Referring again to defining target audiences, each group has different needs, and therefore, the messaging must be tailored accordingly. Specialized messaging for each target audience would magnify their differentiation, aiding with general target audience clarification. For the B2B market, the focus should be on addressing the technological gap within the veterinary space specifically. Many veterinary practices still rely on outdated systems that limit their efficiency, and Lupa Pets' product offers a solution. Despite the product's usefulness in other pet related sectors, focusing on veterinary practices alone is important for efficient targeted messaging.

On the other hand, for the B2C market, the messaging should center on how Lupa Pets' products make life easier for pet owners by offering convenience and peace of mind. Moreover, it should clearly address this target audience, demonstrating application applicability to a wide-range of pet owners. As it stands, it is unclear what kind of pet owner the application is tailored to thus this distinction should be initiated. Lupa Pets' target audience differentiation can be achieved through distinct communication channels or dedicated sections on its website. For example, website tabs could be implemented separating each product. This not only helps in organizing

the messaging but also ensures that users are directed to the content applicable to them, encouraging overall reach.

Once the target audiences are distinguished, the next step is to focus on the products. Each of Lupa Pets' offerings must be described in detail, emphasizing their unique features and benefits. Moreover, this should be done across every communication channel. This is particularly important given that the products cater to two very different markets. Incorporating separate website pages for each product would prove useful, clearly outlining their unique functions and purposes. To reinforce these messages, Lupa Pets could incorporate videos and tutorials that demonstrate the real-world applicability of their products. This website investment also will reinforce the technological mission and advantage of Lupa Pets as a savvy communicated website would demonstrate overall technological expertise and skill.

(Why) Evaluate and Assess

With the overall communication goals being relatively broad, the methods for measuring their success will also reflect this broad scope. All of the suggested communication goals are unified under the overall objective of enhancing general transparency: the company's mission/purpose, the definition of its target audiences, and clarity around its dual product offerings. Thus, a combination of both qualitative and quantitative metrics should be used to assess the effectiveness of the communication efforts.

Qualitative measurements can provide insights into how the target audience understands the company's mission and solution. This can be done through user interviews and surveys. This type of measurement would be especially effective in measuring how Lupa Pets' mission is understood and if their product solutions are clear.

On the other hand, quantitative measures would provide concrete data to measure user engagement such as website visits, content clicks, and time spent on the website. As the communication goals focus on Lupa Pets' owned media, Google Analytics and other website metrics would prove useful.

To reiterate, as the communication goals seek to enhance core company messaging, the best measurements would relate to transparency. Thus, overall engagement is the primary metric.