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Market Research

Pawsome Publicity: leveraging media to get animals adopted

Finding Furever homes, one paw at a time

The animal shelter industry is mature and has stayed pretty much at the same rate the whole time they have been around. Certain areas will have more than others. Not much has changed within this industry other than marketing being more accessible and affordable since most shelters are run by volunteers. Natural disasters that have continued to ramp up down south will create a greater need for shelters up north. A lot of the local shelters here will go down south and rescue the dogs that got stranded during things like hurricanes. The main trend that is hot right now is using TikTok trends to showcase a dog/animal's personality. It makes them more attractive to potential adopters. Although my competitors are technically the other local shelters, they all have the same goal and tend to work together.

- One tip I learned was to capture each dog's unique personality
- Second tip, create meaningful posts
- Third, connect the animals with people because it makes them more attractive to potential adopters

I chose the animal shelter industry because it is this close to home and everyone is working together for the same goals.

Animal shelters are more than 150 years old. The main reason animal shelters were started was to adopt horses. Since this was the most common animal used back then it was the main reason shelters were started. The number of stranded animals is becoming higher each year so animal shelters have been growing and needing more support in all areas. Because of natural disasters and COVID-19, a lot of people cannot take care of animals anymore. The biggest issue occurring right now is overcrowding which can cause long-term issues for each animal in the shelter.

Since overcrowding is an issue, getting animals adopted is a huge goal for many shelters right now. I can use this to leverage potential adopters in hopes of bringing them in.

[Adoptable Animals | Animal Humane Society](#)

Animal Humane Society has multiple locations throughout Minnesota. They help around 23,000 animals per year.

- Their website is up to date, very user-friendly
- Professional photos of the animal
- Uses funny/personality pictures to showcase animals (if possible)
- Has a recently adopted page (never seen this before)
- Posts multiple times a week sometimes even multiple each day
- Mix of content to showcase animals, not just one thing being posted each day

[Adopt a Dog | Welcome to Wayside Waifs](#)

Wayside Waifs in Missouri also helps thousands of dogs each year. It has been a shelter since 1944

- Unique format for adoption page, has a different way of showing off each animal
- Professional photos being used for every animal
- Very user friendly
- TikTok has 27k followers
- Funny videos, follows trends
- Shows off different animals' personalities through video
- Training tip videos (Trainer Talk Tuesday)

[New York Bully Crew \(nybullycrew.org\)](#)

New York Bully Crew

- Specializes in techniques to help rescue Pitbulls (use this at the shelter because they have a lot of Pitbulls and they are the least likely to get adopted)
- User-friendly website
- Shows the sweet side of the breed, interacting with others
- Good, professional photos

I picked these three “competitors” because they have had the most success in the industry and help a lot of animals each year. They each have strong websites and social media accounts, which can give me ideas for trends that help get other animals adopted. They all have a significant number of followers as well. They have a unique style of showing the animal's personality and I felt I could take a little from each when creating content.

For me, the most effective thing when researching was finding other successful shelters and the techniques they used in their videos. I was able to see which animals got adopted from each video based on the captions and their website. I took the two from above and went through each of their social media accounts to get an idea of what was successful and what wasn't. The research gave me a lot of new ideas and I have them all saved so that I can follow the popular trends. I also took down notes of how I can help with their website to make sure everything works as smoothly as possible.

I do wish it was easier to figure out each shelter's website technique or how they build their content. The tool that helped me the most was Facebook. It has the best target audience age

range for what shelters are looking for, so that is where the best content is (in my opinion). It got the most engagement and ROI. A lot of the dogs shown on there were also shown on the adopted page on each website. I was surprised to see how much effort each of these shelters put into their Facebook pages.