

Cheerble Project Proposal

I. Introduction

This report aims to propose a rescue plan and some marketing strategies that can potentially benefit the growth of Cheerble.

The report will address the rescue plan first before discussing marketing ideas as Cheerble's most urgent problem now is its order fulfilment issue, which should be tackled first before any marketing strategies targeted at business growth is implemented.

II. Rescue Plan

To come up with a rescue plan for Cheerble, research is carried out to identify some problems that Cheerble should tackle to handle their angry customers. These problems are as follows:

1. *Misalignment of Social Media with Stage of Business*

Currently, Cheerble's social media accounts are heavily promoting their products. However, it is clear from the angry comments that the team is stuck with order fulfilment issues which gives people the impression that they are unable to fulfil orders. This makes the business look like a scam as they're heavily promoting the product despite their customers knowing that they have many unfulfilled orders.

Proposed Solutions:

Cheerble's social media content should focus more on the behind-the-scenes, especially since they are a new business and just starting out.

- Cheerble can show more images and videos about them preparing the products for shipping. This helps to generate trust in the business and prove that Cheerble is working hard to process and fulfil every single order that is delayed.
- Cheerble can also share more user-generated content by real customers using WickedBall with their pets as social proof to dispel the rumours and impression that Cheerble is a scam business.
- There should also be routine updates about their fulfilment process in Cheerble's social media, eg

"We have successfully shipped out 20% of our first backers' orders and will aim to ship out another 20% in the coming two weeks. Please bear with us as we try our best to ensure that you can get your hands on your Wicked Balls as soon as possible!"

Currently, there are some updates on Indiegogo but not on their social media. If Cheerble amps up on providing customers with shipment updates, there will be lesser enquiries and angry comments to handle as customers feel accounted for, which can help to salvage their image.

2. *Inactiveness in Handling Customer Queries*

Comments by angry customers have shown that Cheerble haven't been actively responding to queries in both emails and social media platforms. Although Cheerble is likely unable to respond to the massive volumes of queries from so many customers given its small team and inexperience, the lack of response further worsens the image of Cheerble by giving off the impression that Cheerble doesn't care about their customers and is unprofessional.

Proposed Solutions:

Cheerble can look to set up a proper customer service team to do damage control.

- Having a properly trained customer service team allows Cheerble to be more active in sending out update emails and replying to queries. By sending out regular update emails to customers, there will be lesser email queries as customers know the progress of the shipment, thus making it more manageable to respond to every email in a timely manner. This includes informing customers from Indiegogo that they are fulfilling Kickstarter orders (first batch of orders) first and to seek their understanding.
- Considering that Cheerble is a China company, if the limited access to social media platforms and Google is a contributing factor to the lack of response, Cheerble can consider hiring a social media manager that is based abroad to better manage their platforms.

3. *Shipping Experience*

Currently, customers are frustrated with months of waiting with no clue about the progress of their orders and are losing faith in the business. This is made worse by the lack of response to queries by Cheerble.

Proposed Solutions:

- Cheerble can consider setting up a tracking system (similar to UberEats or GrabFood) that informs customers about every step/details of their shipping. The stages are as follows: Order received → Packaging in Progress → Preparing for Shipping → Shipped from China Warehouse → Reached China Customs → Left China Customs → Shipped to <country> → Shipped. With a tracking system, customers feel more updated and in control of the situation, and will be more patient as they feel that there is progress. This in turn helps to reduce the number of email queries flooding in.
- It may also be useful to offer special deals such as free outer covers that will be shipped together with the late shipment to appease angry customers.

Ultimately, there is a limit to how long we can delay shipment and appease customers before they get frustrated and lose faith in the business. Hence, it is also very important for Cheerble

to re-examine their production and shipping processes to come up with a proper plan to optimise the processes and resolve any bottlenecks.

In line with the proposed Rescue Plan, Cheerble should release an Announcement Message as follows:

“Dear customers and supporters,

Due to overwhelming demand for our WickedBalls, our shipment fulfilment centres are still working hard to fulfil all the orders. As a small team, our focus on our shipment process have led us to neglect our customer support, which is unacceptable for any business.

We fully recognise our shortcomings and value your feedback so please be assured that we are currently working on setting up a professional customer service team to provide you with frequent updates and to serve you better. We seek your patience as we look to improve our communications with you in the coming months.

The Cheerble team sincerely apologise for the delays in shipment and the inconvenience brought to you. We deeply appreciate your kind understanding and support throughout our start up journey thus far, and hope that you continue to believe in us and our mission to make your pets happy.”

III. Ideas to market Cheerble

Cheerble had seen significant success in its initial launch of WickedBall on crowdfunding platforms as seen from the huge sums they managed to secure. To build their branding and strengthen their marketing strategy, Cheerble can consider some of these ideas:

1. CSR

For every sale of WickedBall, Cheerble can consider donating a small amount to dog and cat shelters. This demonstrates that Cheerble is not just another profit-driven company but one that truly cares for our furry friends. It also helps to make the price point feel more acceptable to customers and increase the satisfaction of their purchase as buying WickedBall not only brings joy to their pets but also benefits other animals.

2. Influencer Marketing

There is rising trend of pet accounts created by owners on social media which are followed by many pet owners and animal lovers. These are great channels to reach out to promote WickedBall as it not only helps to increase awareness about the product but also provides social proof as well as user generated content which can be used for WickedBall’s social media marketing.

3. Improvement in Social Media Marketing

Currently, every post on Cheerble feels like an advertisement as it's very product-oriented. Social media is a channel where people connect with loved ones and like-minded individuals for interesting and useful content. Businesses can tap into this marketing space by joining in on the consumer's conversation and by sharing entertaining content to stay relevant.

Having so much promotional content on Cheerble's social media page makes it less engaging to consumers on social media and would not be effective in getting traffic to the page. Therefore, Cheerble can instead create more entertaining and engaging content that is 'Share-worthy' to be able to make use of consumers to help spread word of mouth about the brand and the product. This ties in nicely with influencer marketing, where Cheerble can reuse the content that influencers have created around WickedBall on their own social media page.

4. Community Page

Cheerble can create a platform where WickedBall users can discuss topics related to their pets, including sharing how they like to incorporate WickedBall in their pet's play routine as well as tips and tricks to resolve any issues they may be facing with the product. This is another avenue to listen in to customers' feedback and encourage interaction between customers to form a sense of community, in turn increasing their sense of belonging and loyalty to cheerble and their products.

5. Blog

Cheerble can also look to setting up a blog where they publish regular blog posts with useful content that is relevant to pets and play. It doesn't necessarily have to be completely related to the product but Cheerble can mention WickedBall in the posts where relevant.

6. Brand Collaborations

Cheerble can consider collaborating with pet supplies companies such as dog food or accessories (such as cage or play house) to do value bundles or lucky draw eg, buy 3 cans and stand a chance to win a full set of WickedBall. This is a mutually beneficial collaboration as it helps the collaborating company generate more sales during the promotion period while Cheerble can use their reach to raise awareness of WickedBall.

IV. Top 3 & Execution

Although all of the ideas above have the potential to be explored further, Influencer Marketing, Social Media Marketing and Blogging would be most relevant for Cheerble considering the stage that the business is at. CSR and Brand Collaborations can be the second phase in Cheerble's marketing strategy.

Influencer Marketing

Strategy: To reach out to influential accounts to share more about the unique selling point of WickedBall and get them to promote to their audience to increase reach. With a hashtag that's created by Cheerble eg, #wickedlyfun, accounts can use it on their posts so that users can look at all the user generated content about WickedBall (providing social proof) through it.

How: Do a monthly search of 5 to 10 pet accounts with decent following and good engagement to reach out to offer a free WickedBall + a small fee if required in exchange for posts. To keep budget low, Cheerble can choose mid range accounts with 10 - 30k followers for effective campaigns.

Social Media Marketing

Strategy: To shift social media content from purely promotional to entertaining for better engagement with the audience, and to use social media channels as avenue for feedback and innovative ideas from customers. When the content is engaging and interesting, users will share it with others allowing Cheerble to get free advertising via word-of-mouth (which is the most influential form of marketing as it is targeted and trustworthy).

How: On top of normal content, post funny videos and images of pets playing with WickedBall (or even unrelated ones that are hilarious just for laughs) and ask followers to 'caption this'. Come up with contests and giveaways for users to participate in. eg, "*What would you like to see next from Cheerble and who would you share it with (tag them)? Most creative answers win a complete set of WickBall!*" Research relevant hashtags that has significant traffic to use on posts (for Instagram), tag relevant accounts that may be interested and want to repost to increase reach.

- Frequency: Post on social media once daily or every 2-3 days
- Planning: Use planning apps such as UNUM and Facebook Schedule to plan posts in advance (selection and crafting of captions) to keep track of the content crafted and ensure each post is a high quality content.

Blog

Strategy: To offer valuable content to users to build a relationship and trust and potentially obtain feedback and ideas from the audience through their comments. Provide sharing function and comment section to increase reach and encourage discussion and engagement with the brand.

How: Research on interesting pet topics to write about by looking at competitors and also online forums to see what people are discussing about. Craft good quality content around those topics in a way that is engaging and useful for owners/pet lovers.

- Frequency: Post once or twice a month or even once a week if there is sufficient manpower.