



Marketing to a Petfood Niche



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Agenda

- Introduction
- Definition of a Niche
- Find Yours
- Ready, Aim, Market!
- Boxed In = Boxed Out



Introduction

- Me
- Weruva



Niche Definition

- Well...



Niche Definition

- We know it is not Mass Marketing
 - Walmart
 - Coca Cola
 - CVS



Niche Marketing Definition

- For our purposes...
 - A narrowly focused segment of a larger market that addresses a particular concern with a particular set of goods



Weruva as an Example

- Feed ->
 - Pet Food ->
 - Cat Food ->
 - Pet Specialty ->
 - » High End Holistic ->
 - Human Food Style ->
 - Expensive...



Finding Yours

- Key To Marketing in a Niche
 - Find that one that is right



Finding Yours

- Can you outspend P&G?



Finding Yours

- What Makes it Correct?



Finding Yours

- What Makes it Correct?
 - Expertise
 - Visibility in a Community
 - Educability



Finding Yours

- Lets Go Down A Funnel...



Weruva as an Example

- Cat Lovers Need Food
 - Human Food Manufacturing Experience
 - Cat Food Translatable?
 - Educability?
 - » Community Presence
 - Products



Ready, Aim – Market!

- Product
 - Avoid Clutter of General Marketplace



Ready, Aim – Market!

- Product
 - “Blue Waters”
 - Just a tweak is often enough...



Ready, Aim – Market!

- Expertise
 - Build Credibility
 - Be Visible in Community



Ready, Aim – Market!

- Expertise
 - Show that you are the Expert
 - = ++\$++



Ready, Aim – Market!

- Expertise
 - Shhhhhh....listen



Ready, Aim – Market!

- Expertise
 - Shhhhhh....listen
 - Big Boats we are not...



Ready, Aim – Market!

- Expertise
 - Be Honest with Your Portfolio
 - Then, prune/adapt



Ready, Aim – Market!

- Into a Box
 - Communicate



Ready, Aim – Market!

- Into a Box
 - What is the product differential?



Ready, Aim – Market!

- Into a Box
 - Do not get boxed in..



Thank You

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