

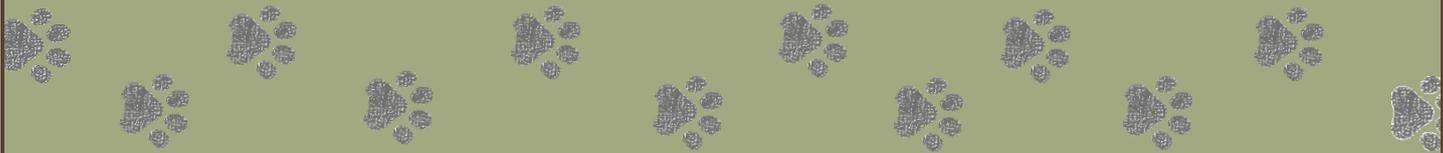


B2B OPTIMISE

Showcase the Genius of your Business

Gregory Hustler: gregory@b2boptimise.com

Matthew Barker: matthew@b2boptimise.com



The Dog House



The Dog House is a small dog grooming business in the heart of Meltham, West Yorkshire. The business had recently been taken over, with the client requiring a re-brand and a digital presence.

Website

www.thedog-housegrooming.co.uk



The client asked for a professional website while representing the fun and friendly personality of their business.

This homepage immediately tells customers that they are welcomed to *The Dog House* with open arms. The dog images and video of a dog grooming ensure there is no confusion about what the business offers.

The idea of this being an informal family business was very important to the client. We portrayed this by showcasing the business story and personality through an engaging conversation with the owners.

With click-throughs on the images of the owners explaining their roles, customers have a good understanding of the people they will be seeing.



Milly Hustler



Linda Hustler

In autumn 2019, we were booking an appointment at The Dog House for the family dogs, Poppy and Minnie. They'd been going to The Dog House since we got them in 2016 and so we knew the previous owner, Maggie, quite well. She told us that she was leaving the business in December but that there was no-one to take over the business. "Hmmm", we thought, "that's going to be inconvenient!". A couple of minutes passed.



Do you fancy running a dog grooming business?

Wow, yes! shall we?



Lets talk about your dog

When we're open
0900 – 1800
Tuesday – Saturday

Call us at
+44 7568 354010
Email us at
milly@thedog-housegrooming.co.uk
Visit us at
31 Greens End Rd, Meltham, Holmfirth HD9 5NW

First Name
Last Name
Email
Message

Send



Because this business relies on bookings and communication with customers, this website displays all necessary information to get in contact with the business.

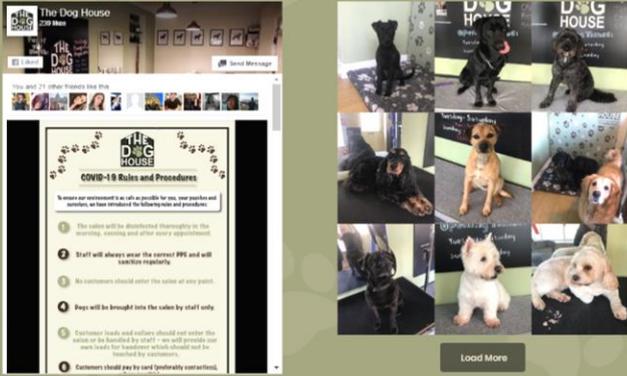
There is also a built-in messaging system to make it easy to send an email to the business owner.

Along with a well-designed and highly functional website, social media is hugely important to all businesses that need to build relationships with customers.

We integrated the social pages of *The Dog House* on the website so customers can easily find where to get regular updates. This keeps the company at the front of the customers' mind.

Follow Us

@thedoghousehuddersfield



Re-branding



THE DOG HOUSE

COVID-19 Rules and Procedures

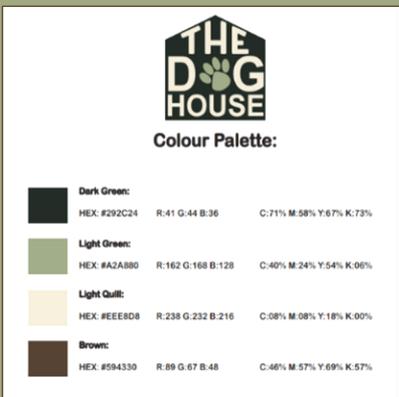
To ensure our environment is as safe as possible for you, your pooches and ourselves, we have introduced the following rules and procedures:

- 1 The salon will be disinfected thoroughly in the morning, evening and after every appointment.
- 2 Staff will always wear the correct PPE and will sanitize regularly.
- 3 No customers should enter the salon at any point.
- 4 Dogs will be brought into the salon by staff only.
- 5 Customer leads and collars should not enter the salon or be handled by staff – we will provide our own leads for handover which should not be touched by customers.
- 6 Customers should pay by card (preferably contactless), where possible!

The client specified that the re-brand should be neutral, unoffensive and represent the outdoors.

The brand colours represent this, while being distinctive enough to stand out against the competition and on busy social media platforms.

The documents that are used in both traditional methods and digitally follow these brand-



THE DOG HOUSE

Colour Palette:

Dark Green:	HEX: #292C24	R:41 G:44 B:36	C:71% M:58% Y:67% K:73%
Light Green:	HEX: #A2A880	R:162 G:168 B:128	C:40% M:24% Y:54% K:60%
Light Quilt:	HEX: #EEEE88	R:238 G:232 B:216	C:08% M:08% Y:18% K:90%
Brown:	HEX: #594330	R:89 G:67 B:48	C:46% M:57% Y:69% K:57%

guidelines. Consistency is key when it comes to creating a memorable brand.



Building Re-brand

Alongside the digital renovation, the shopfront also gained a refreshed look. From a purple background and limited information, we aligned the design to the new branding and added dog paws and embossed the logo to make it appear fun, friendly and professional. Social media details were also added to improve the omnichannel strategy.



Loyalty Scheme

As part of a customer retention strategy, we developed a loyalty card for customers to get stamped each time they enter. Though this is not a revolutionary concept, we thought it was important that it was more than just a loyalty card – we saw it as a potential for merchandise. With an appealing design and all necessary information, customers will keep this with them, and keep *The Dog House* front of mind.



Are you ready to Showcase the
Genius of Your Business?



B2B OPTIMISE
Showcase the Genius of your Business