



Hamilton Hounds  
DAY CARE & SPA  
FOR  
DISCERNING DOGS



# HOWLING SUCCESS THROUGH DIGITAL STRATEGY

Hamilton Hounds is a contemporary doggie daycare facility, located in New Zealand. Busy modern lives and full-time jobs create a challenging environment to provide your favourite canine kid with all the love and care

they require every day. Hamilton Hounds Day Care & Spa delivers quality service to your special canine kid through its daycare, featuring: an indoor and outdoor play area for paw friends to socialise and exercise; grooming; training needs; and rehabilitation services, including hydrotherapy and massages. A happy pooch makes a happy parent.

## TRAFF1K D1G1TAL WAS ENGAGED TO:

Implement a Digital Strategy

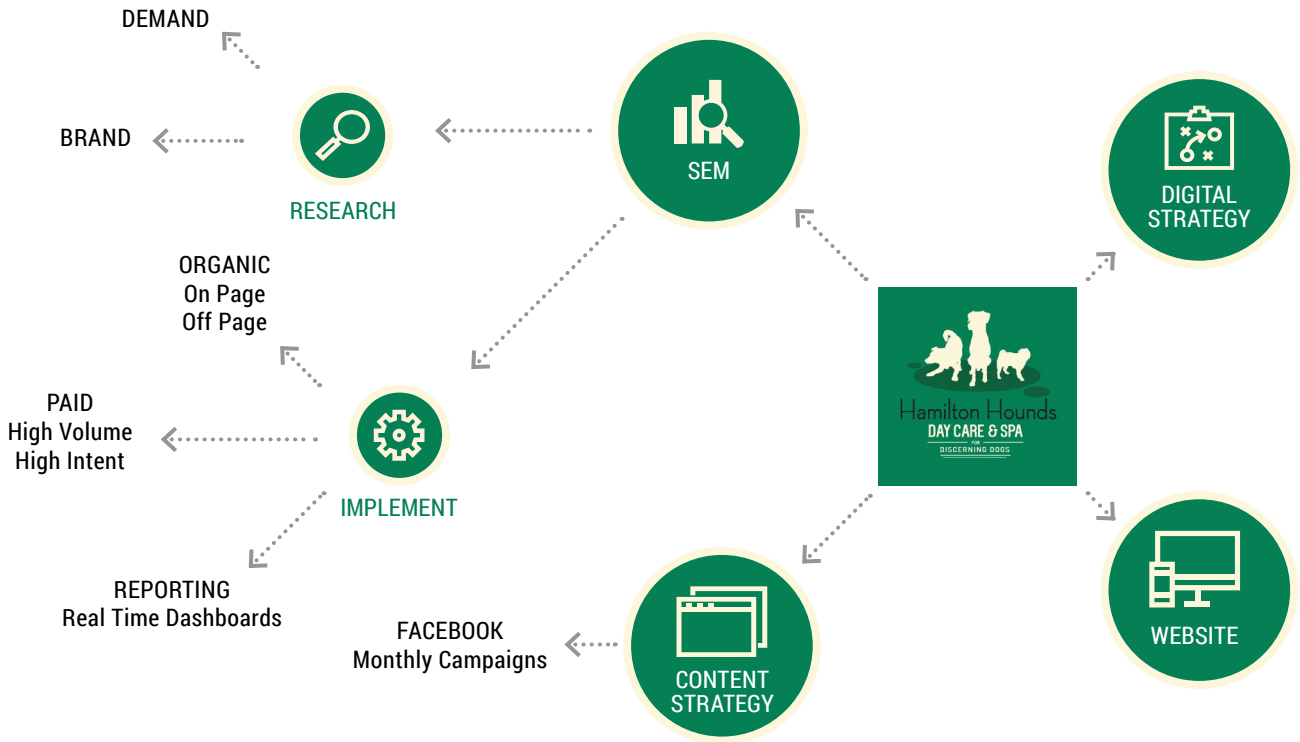
Dominate location base Organic Search Engine marketing in Google

Design website, build and launch

Provide Social Media Marketing to increase awareness and engagement

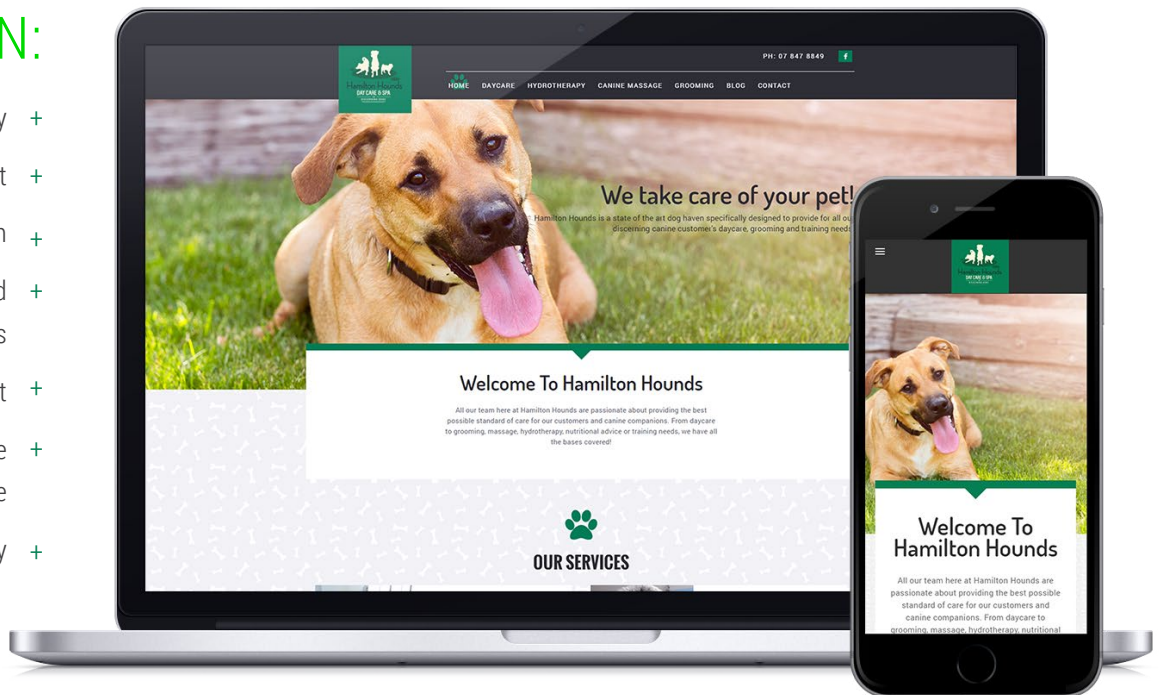
**ANALYSIS:** Virtually an untapped market with only one other major competitor, there was great potential for gaining market share within the canine daycare industry. Being a new business, once competitor analysis was complete, Traff1k D1g1tal got underway.

# STRATEGY:



# SOLUTION:

- Digital strategy +
- Website development +
- Branded keyword research +
- Demand driven keyword research and patterns +
- Customer intent +
- On page and off page optimisation of website +
- Social media strategy +



# RESULTS:

850 P/ MONTH	1300+	53K	18K	90-100%
WEBSITE VISITS (ON AVERAGE)	SOCIAL FOLLOWING ON FACEBOOK	IMPRESSIONS (AVERAGE PER MONTH)	POST ENGAGEMENT (AVERAGE PER MONTH)	OCCUPANCY LEVEL PER DAY