

## DESIGN SCOPE- NEW MEXICAN KENNELS

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### OVERVIEW

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[New Mexican Kennels](#) – Website Redesign and Digital Marketing

Our mandate was to rebrand an outdated non-responsive website with ineffective navigation. The owners wanted a bright, fresh, modern, responsive, user-friendly website, which encouraged new prospects to take action by calling for information and make it easy for returning customers to reserve lodging or grooming online. They also wanted to create a Tour Video, arrange for a photographer to take customer/pet photos and obtain testimonials to incorporate into the site.

Since New Mexican Kennels was the first boarding kennel in the state of New Mexico, founded in 1951, it was vital for them to convey the message that they are in touch with the needs of today's pet owner.

Our standard procedure before beginning a website project is to take the client through our Discovery process and provide a Solutions Report along with a Proposal for Services.

However, in the case of New Mexican Kennels, we forgo this process since Maryle had been managing their marketing endeavors since 2013 and she was intimately familiar with their current strategies, UVP, and target market.

### ISSUES

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- Selecting the platform for the site which provided security, CMS and email components
- Choosing which of my development partners was appropriate for this project
- Bring in the project at a cost that was acceptable to the CEO and Board
- Create a new Reservation process. Note: *Since implementing the online Reservation options in 2015, we have made several adjustments based on user data and testing*

### SCOPE- PREPARATION AND PROPOSAL

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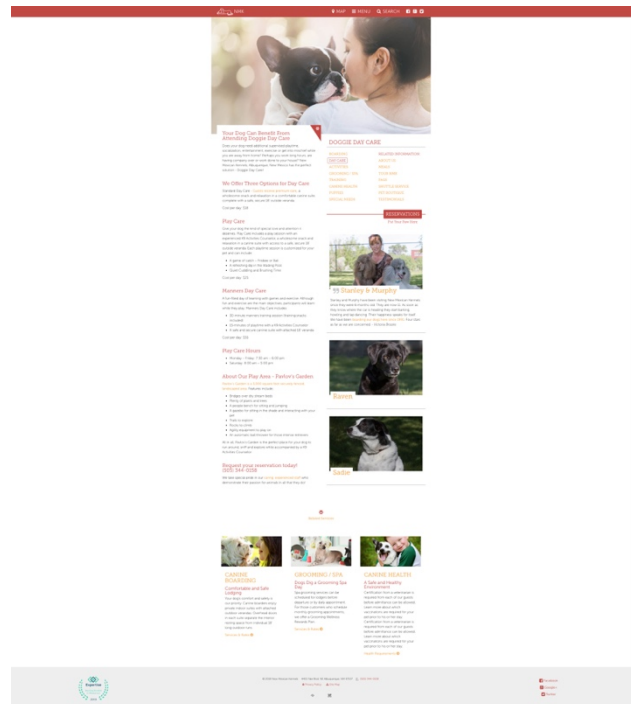
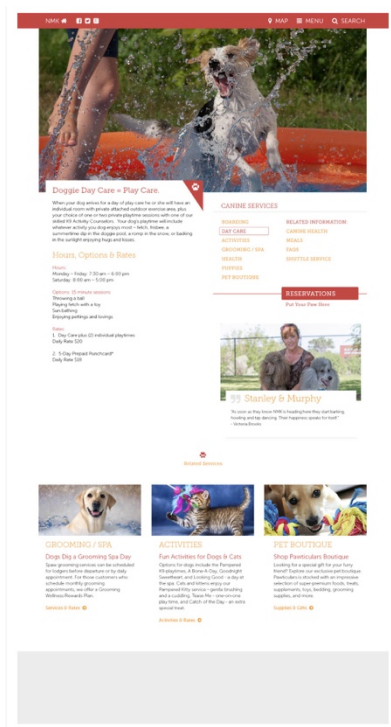
1. Prepare outline and Menu for the site.
2. Chosen Platform: Adobe Business Catalyst. Development Partner: Wide Web Marketing, Lafayette, Louisiana
3. Wireframed and structured a mega Menu
4. Conversations with development partner to begin our Proposal for Services
5. Design prototype of Home page and (1) interior page using Photoshop
6. Finalize Proposal for Services
7. Present Proposal and Design to Board for approval
8. Agreement signed – work commences

## SCOPE- CONTENT AND DESIGN

1. Scrape content from old site
2. Review and edit current content and write content for new programs and services
3. Present content for each page on the approved Menu to CEO for review and comment
4. Obtain final approval on content
5. Hired a videographer to create a Tour video featuring the owner and members of the staff. Note: *A new video is planned for Summer of 2018 that will feature several upgrades to the facility since the original video was made in 2015*
6. Ongoing discussions with development partner, Jared Allardyce. In addition to running a talented team of coding experts, Jared has a design background, so we are extremely compatible. We both understand how everything must work together to provide the ultimate user experience

Photoshop prototype for Interior Page – Day Care

Day Care page from Website – May 25, 2018



**Summary:**

The project commenced in May of 2015 and the website launched on October 15, 2015. We have updated the site graphics several times since October of 2015 with the latest update reflected in the hero graphic on the Home page added on May 20, 2018. New Rates for the boarding pages will be added on June 1st

The site includes flexible images prepared for high definition screens, subtle animation on scroll over (such as the little paw print that pops up when you place the cursor over the Reservation button,) testing across relevant browsers, and Google analytics.

In January of 2016, we kicked off digital marketing strategies to support business growth. Strategies included optimizing web content, strengthening organic growth using SEO, strengthening the Google Ad Words – PPC campaigns, building FB followers with educational posts, creating interesting and informative weekly BLOG articles and promoting them with targeted Facebook ads.

**The Results:**

In 2016, we increased revenue for [New Mexican Kennels](#) by 8% using digital marketing almost exclusively.

In 2017, we increased revenue by 18.5% over 2016.

No marketing initiative can succeed unless the people and systems working in the business are performing at a high level. The strong leadership and dedicated staff at New Mexican Kennels, love and nurture the pets in their care, and treat their customers with kindness and respect. Working together with them, we have been able to achieve significant growth in a tight, competitive market.

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TEAM

Maryle Malloy – Design and Project Management

Jared Allardyce – CEO, Wide Web Marketing – Develop Team Leader

Michelle O’Neal – Administrative Assistant – Wide Web Marketing – Team Support

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MAJOR DELIVERABLES AND TOOLS

<i>DELIVERABLES AND TOOLS</i>	Software/Tools
Website Design/Prototyping	Photoshop
Budget and Financials	Excel
Website Platform and Development	Adobe Business Catalyst
CMS	Business Catalyst
Email	Business Catalyst

Graphics	Adobe Stock, Unsplash, Adobe Illustrator
Customer Photos	Nancy Taber-Wood
Tour Video	Matt Neal, On Q Productions
Marketing Videos, January 2016 to date - Maryle Malloy	Premier Pro, Animoto, Adobe Spark
Facebook Page and Facebook Ads, January 2016 to Present Maryle Malloy - Posting daily – 7 days per week	Unsplash, Pexels, Animoto, Adobe Spark, Adobe Stock
New Mexican Kennels Newsletter January 2016 – Present Monthly - Maryle Malloy	Business Catalyst
New Mexican Kennels Blog January 2016 – Present Weekly Blog - Maryle Malloy	Business Catalyst