

**Marcom Individual Project: Zoetis**

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## Marcom Individual Project: Zoetis

### Contents

<b>I. Executive Summary .....</b>	<b>3</b>
<b>II. Introduction .....</b>	<b>4</b>
<b>III. Marcom Objectives .....</b>	<b>5</b>
<b>IV. Market Segmentation and Target Audience .....</b>	<b>7</b>
<b>V. Positioning Strategy .....</b>	<b>9</b>
<b>VII. IMC Implementation .....</b>	<b>12</b>
<b>VIII. Suggestions.....</b>	<b>13</b>
<b>IX. Conclusion .....</b>	<b>14</b>

## **I. Executive Summary**

Improving brand equity and consumer engagement for Zoetis Inc. includes implementing specific and measurable IMC objectives (Andrews & Shimp, 2017). Some objectives that Zoetis should pursue include promoting vaccination programs for livestock farmers, increasing the market share in companion animal pharmaceuticals, and enhancing customer engagement through educational content (MarketLine, 2024). With these IMC objectives and the promotional and marketing mix, Zoetis' core mission can be communicated to consumers in an effective manner (Andrews & Shimp, 2017). These IMC objectives, along with market segmentation and target audience, a positioning strategy, budgeting, and suggestions, Zoetis will improve in brand equity and consumer engagement (Andrews & Shimp, 2017).

## II. Introduction

Zoetis Inc is a leading animal healthcare company that focuses on the discovery, development, manufacture, and commercialization of a wide range of animal health products to aid veterinarians, pet owners, and farmers with the care of animals (MarketLine, 2024). Some of the animal health products include vaccines, medicines, preventatives, and diagnostic products that focus on both livestock and pets. Scientists at Zoetis often conduct genetic tests and precision livestock farming with biodevices. Vaccines, parasiticides, anti-infectives, dermatology, medicated feed additives, animal health diagnostics, and other pharmaceuticals and non-pharmaceuticals are all members of Zoetis' eight major product categories. Zoetis has its own global manufacturing facilities, and also offers third-party manufacturing services by contract. Zoetis houses 29 manufacturing facilities in 12 countries and distributes its products throughout North America, South America Africa, Asia, Australia, and Europe (MarketLine, 2024). Zoetis' purpose is "to nurture the world and humankind by advancing care for animals" (Zoetis, n.d.). The core of Zoetis' responsibilities includes fostering and allowing the comfort, companionship, and nutrition that humans receive from animals daily (MarketLine, 2024).

### **III. Marcom Objectives**

#### **1. Increase Awareness of New Veterinary Diagnostic Tools**

This objective will increase awareness of Zoetis' new diagnostic tools by 20% through targeted digital advertising and email campaigns to veterinary professions over the next 6 months (Andrews & Shimp, 2017). The focus will be on veterinarians and animal clinics in the US, focusing on urban and suburban clinics. Engagement will be tracked with email open rates, ad click rates, and inquiries about the diagnostic tools.

#### **2. Boost Sales of Pet Wellness Products**

Boosting the sales of pet wellness products begins with focusing on pet owners from 25 to 45. The age group we will target will be households with disposable income, and based on previous purchases of pet wellness products (Andrews & Shimp, 2017). Over the next 4 months, the sales growth will be measured by the number of sales, social media engagement on the Zoetis Pet Care page, and website traffic on product pages such as Chewy and other pet care partners (Zoetis Inc., 2019).

#### **3. Promote Vaccination Programs for Livestock Farmers**

To promote vaccination programs for livestock farmers, Zoetis will participate in direct outreach, industry conferences, and educational webinars (Andrews & Shimp, 2017). Within 6 months, the adoption of vaccination programs will increase by 10% and be monitored through the number of sign-ups, inquiries, participation in webinars, and the total number of livestock vaccinated through Zoetis.

#### **4. Increase Market Share in Companion Animal Pharmaceuticals**

Zoetis will increase market share in companion animal pharmaceuticals by 12% over the next 9 months. The company will promote the benefits and ease of use of its products through

targeted digital marketing and sales team outreach. The “who” will include veterinarians’ prescribing pharmaceuticals for companion animals such as cats and dogs based on behavioral and demographic segmentation. The growth will be measured by prescription rates, sales data, and feedback from veterinarians and technicians.

#### **5. Enhance Customer Engagement through Education Content**

Within three months, Zoetis’ customer engagement will increase by 25% through an integrated content marketing strategy. Veterinarians, pet owners, and livestock farmers will be presented with online educational content based on their interest in animal health and wellness. The growth will be tracked by website traffic, social media engagement and shares, and participation in webinars (Andrews & Shimp, 2024).

## **IV. Market Segmentation and Target Audience**

### **Behavioral**

The segments for the marcom objectives will have purchased pet products in the past (Andrews & Shimp, 2017). Pet products these segments have purchased may include veterinary diagnostic tools, pet wellness products, vaccines for livestock, and animal pharmaceuticals (Andrews & Shimp, 2017). Additionally, segments include consumers who spend a considerable amount of time on websites such as AKC.org, Chewy, PetSmart, and other informational animal websites (Zoetis, n.d.). Consumers not only spend time on these websites but also engage and share media such as the Instagram pages of Chewy, Zoetis Petcare, Zoetis Commitment to Veterinary Professionals, Zoetis Equine, among others (Zoetis, n.d.).

### **Psychographic**

Zoetis' psychographic segmentation is essentially made up of those who raise and care for animals (Andrews & Shimp, 2017). This segment of people includes veterinarians, pet owners, livestock farmers, and ranchers all over the world. Furthermore, consumer segments may include ages 20 to 59; income levels can be anywhere from 50k/year to 120k/year; all races and all genders. Consumers in this segment put high value on pet/livestock's quality of life and have a compassionate attitude toward pets/livestock. Consumers in this segment also apply high value to work ethic. As for motivation, consumers in this segment are motivated by their compassion for animals.

### **Demographic**

The demographics that Zoetis will target with these marcom objectives will include ages 20 to 59, all household composition, and all races and ethnicities.

### **Geodemographic**

Zoetis offers its products directly to veterinarians and livestock farmers in 45 different countries. Therefore, the segments that will be marketed to will include each of these countries and areas (Andrews & Shimp, 2017). The countries Zoetis will offer objectives include North America, South America Africa, Asia, Australia, and Europe (MarketLine, 2024).

## V. Positioning Strategy

Zoetis stands up for animals and humankind by always doing what is right (Zoetis Inc., 2019). This customer-obsessed company is “guided by science and inspired” by its shared love of animals. By purchasing Zoetis’ products/services, consumers are promoting a sustainable and compassionate company that strives for the ultimate health of animals. With over 70 years of experience as the “global leader in animal health,” Zoetis has created a “diverse and durable portfolio of products to keep animals healthy.” One of Zoetis’ core values is that the company may accomplish the impossible through passion and research. With clear objectives and demonstrations, Zoetis will advance care for animals.

The key features of Zoetis objectives are in the trusted ethical values in the company’s belief. These beliefs include always doing what is right, being customer-obsessed, understanding that colleagues make the difference, “run it like you own it,” and the Zoetis group is one body with one goal: caring for animals. The benefits of the marcom objectives include enjoying healthy animals and being in the hands of a company that is guided by science and compassion for animals. Zoetis stands for animal’s health and the customers who own them. Zoetis competitive advantage is in its 70+ years of experience as the global leader in animal care. To motivate consumers to action, Zoetis will emphasize its compassion for animals in the care of its consumers (Zoetis Inc., 2019).

## **VI. Budgeting**

As a company, Zoetis implements the objective-and-task method to set a marketing budget (Andrews & Shimp, 2017). The company has seen a decline in revenue according to the numbers released to the public in the company's earnings as of March 2024 (Andrews & Shimp, 2017). Zoetis is currently reporting the first quarter revenue to be \$2,190 million, which is a decline of 1% over the previous quarter (MarketLine, 2024). Zoetis has an assortment of tasks to improve our quarterly numbers and ensure our future success (Zoetis Inc., 2019).

Zoetis' strategy begins by promoting specific initiatives such as vaccination programs for livestock farmers, increasing market share in companion animal pharmaceuticals, and enhancing customer engagement through educational content (Andrews & Shimp, 2017). Zoetis' vaccination program for livestock is one of our main focuses in our marketing efforts. This company also has created a goal that it will increase adoption of vaccination by 10% within the next year. Zoetis' marketing strategies include tracking patient sign-ups, number of inquiries, participation in webinars, and the actual number of vaccines done in our clinics (Andrews & Shimp, 2017).

Zoetis will increase the company's market share by 12% in companion animal pharmaceuticals in the next 3 quarters. The team would like to promote this through specific targeted digital marketing and sales made by our team members to patients. Progress would be tracked through prescription rates, sales information, and feedback from technicians and veterinarians.

To enhance customer engagement, Zoetis is looking to develop a comprehensive library of educational content that spans both livestock and companion animal care (Andrews & Shimp, 2017). The objective is to increase customer engagement by 25%. Veterinarians, pet owners, and

livestock owners will have the resources provided for online educational content based on their needs and interests. The growth will be tracked by social media engagement, participation in online webinars, and website traffic.

By defining clear objectives such as vaccination programs for livestock, increasing the company's market share, enhancing customer engagement, and executing each plan to achieve growth in each objective the company is sure to see success and growth. Each method allows Zoetis to have a greater impact while supporting business growth and strengthening the relationship with each patient and customer. With a well-planned budget that aligns with these objectives, Zoetis will continue to see long-term success across its diverse markets (Andrews & Shimp, 2017)

## **VII. IMC Implementation**

Zoetis' core message for these IMC objectives will be both to "discover the future of veterinary diagnostics that will improve animal health and provide faster and more accurate care," and "Your pet deserves the best. Invest in their health because they're more than pets, they're family" (Zoetis Inc., 2019). Both of these core messages will be used depending on the targeted audience (Andrews & Shimp, 2017). For some objectives, the targeted segment will be veterinarians and animal clinics; some will be livestock farmers; and others will be pet owners ages 25 to 45 with disposable income. As for advertising, digital ads will be distributed through social media and websites that relate to veterinarian practices. These ads will be targeted to those who spend time on veterinary-related websites including Zoetis.com. The ads will be segmented to cater to small, medium, and large-sized practices in urban and suburban areas. With email campaigns, Zoetis will email newsletters to a list of veterinarians and clinics who have purchased Zoetis' products in the past, as well as veterinarians and clinics who have not. Some ads will be targeted to pet owners based on previous purchases of pet wellness products and focus on the health and companionship of their pets. For sales promotion and public relations, Zoetis will provide a one-time 10% discount on diagnostic products for consumers who participate in reading the emails and partner with various segments of veterinarians to provide feedback and give recommendations to other practices and veterinarians (Andrews & Shimp, 2017).

## **VIII. Suggestions**

Zoetis overall is a very well-managed and highly successful company. As any company looks at the future, they must look to see where they can grow and change to ensure they continue future growth as well as staying competitive in the industry. One area that Zoetis should look to improve and grow is growth in relationships with current patients and customers. When it comes to this industry the best form of advertisement is word-of-mouth from happy and loyal customers and client base (Andrews & Shimp, 2017). Any company will fail if there is a decline in relationships and loyalty of patients. When it comes to pets, companions, and livestock owners and family members take their health and wellness to heart. Ensuring growth in relationships with them will push for one of the best types of marketing: word-of-mouth to friends and family. Consumers are even likely to post on social media. Zoetis plans and programs are great initiatives, but one must also remember to keep the customers and current patients that one has at the top of our priority list for satisfaction and growth (Andrews & Shimp, 2017).

## **IX. Conclusion**

Zoetis Inc., a prominent animal healthcare company, is dedicated to improving animal care through its wide range of health products, including vaccines and medicines, while also focusing on innovative practices such as precision livestock farming (MarketLine, 2024). The company's commitment to improve animal healthcare reflects its mission to promote the health and companionship animals provide to everyone (MarketLine, 2024). Incorporating an IMC implementation plan would foster improvement and advance consumer engagement for Zoetis (Andrews & Shimp, 2017). Some IMC objectives include increasing awareness of new veterinary diagnostic tools, boosting the sales of pet wellness products, and promoting vaccination programs for livestock farmers. With the implementation of these objectives via the promotional mix and the marketing mix, Zoetis will improve its brand equity (Andrews & Shimp, 2017).

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