

# Dogs Trust Campaign Concepts

**Category:** Campaigns & Strategy | MBA Digital Marketing Coursework

This is a collection of independent marketing and communications campaign concepts developed through MBA coursework using Dogs Trust as a case study. These projects explore how storytelling, audience insight, and multi-channel digital strategy can be used to increase engagement with animal welfare initiatives, strengthen connection with adoptable dogs, and support adoption outcomes.

*Disclaimer:*

*These concepts were created independently for academic purposes and were not commissioned by Dogs Trust.*

# Adoption Match Quiz Campaign

**Category:** Campaigns & Strategy | MBA Digital Marketing Coursework

## Goal

Increase awareness of Dogs Trust adoption services and encourage more qualified adoption inquiries by helping potential adopters find dogs that align with their lifestyle, preferences, and home environment.

## Strategy

Develop a personality-based matching quiz that helps potential adopters discover dogs that may be a strong fit for their lifestyle before beginning the adoption process.

The campaign was designed to:

- increase engagement with adoption content
- connect users with compatible dogs
- support stronger long-term adoption outcomes

## What I Created

- Campaign concept and messaging
- Audience strategy
- Digital advertisement concept
- Social media creative and copy

## Planned Distribution Channels

- Social media
- Digital advertising
- Dogs Trust website adoption journey

## Intended Outcome

- Increased adoption inquiries

- Improved adopter-dog matching
- Increased engagement with available dog profiles

## Visuals

### Dogs Trust Adoption Match Campaign — Digital Campaign Concept

A campaign concept designed to connect potential adopters with dogs based on lifestyle, preferences, and compatibility.



# Dogs Trust Sponsorship Email Campaign

**Category:** Email Marketing Strategy | MBA Digital Marketing Coursework

## Goal

Develop an email campaign designed to encourage existing Dogs Trust supporters to continue engaging with the organization through sponsorship opportunities.

## Strategy

Use audience insights and storytelling to create a supporter-focused email experience that highlights the connection between people and individual dogs while providing a clear path to action.

The campaign focused on:

- creating an emotional connection through dog-centered storytelling
- making sponsorship feel like an accessible way to support animal welfare
- guiding supporters toward learning more and taking action

## What I Created

- Audience targeting approach
- Email messaging and copy
- Subject line and preheader strategy
- Email design and layout
- Calls-to-action
- Campaign build using Constant Contact

## Marketing Channel

- Email marketing
- Supporter engagement journey

## Intended Outcome

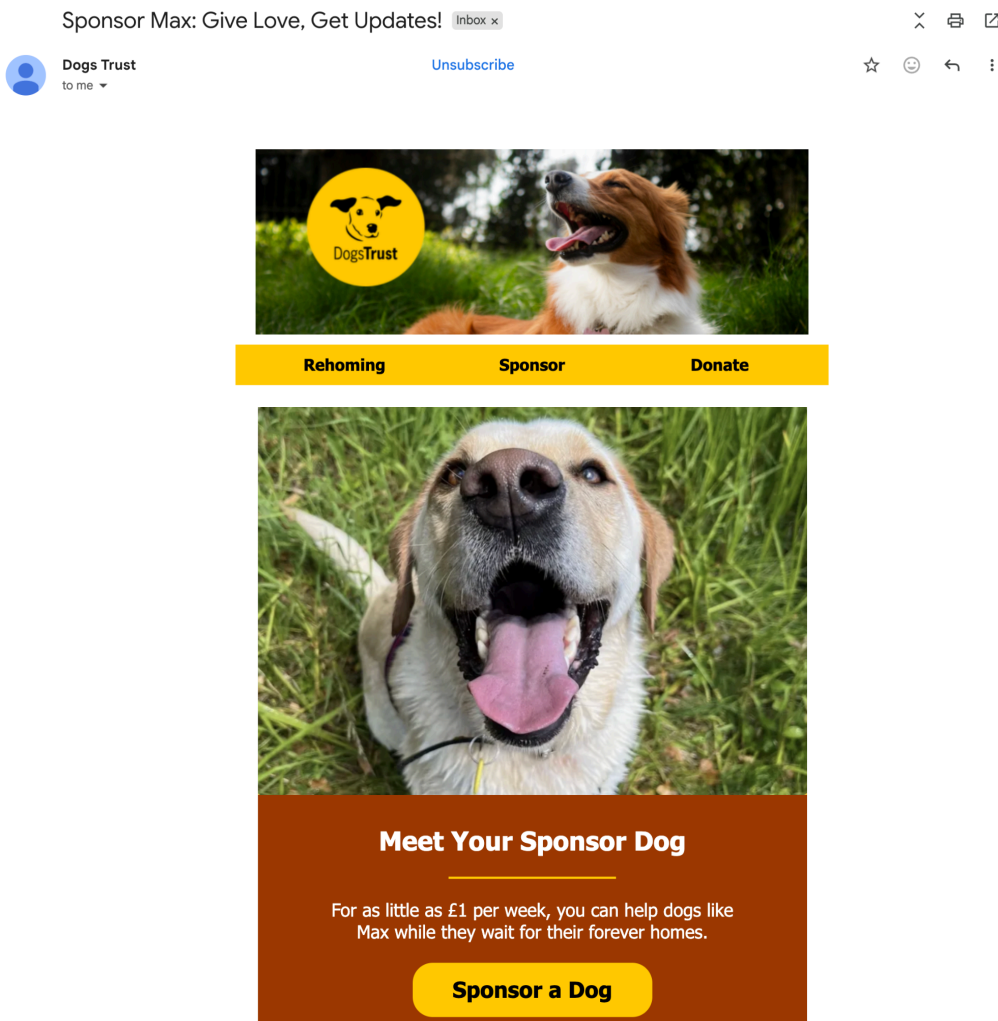
- Increase sponsorship interest

- Strengthen supporter connection
- Encourage continued involvement with Dogs Trust

## Visuals

### Dogs Trust Sponsorship Email Campaign — Email Design Concept

Designed in Constant Contact using Dogs Trust branding, imagery, and supporter messaging to encourage engagement with dog sponsorship.



## How Your Sponsorship Helps

- Running rehoming centers
- Heating dogs' kennels
- Washing bedding
- Providing food and treats
- Supplying enrichment toys
- Supporting training and vet care

## What Sponsors Receive

- A photo certificate featuring your sponsored dog
- Updates throughout the year about how your dog is doing
- A chance to stay connected to a dog in need
- The opportunity to support all dogs in Dogs Trust care

## Find a Dog to Sponsor



Every dog is different. You can choose a dog who reminds you of a beloved pet or simply one whose story speaks to you.

[Browse Sponsor Dogs](#)

## Follow us on social media



Dogs Trust | 2 Wakley Street | London, EC1V 7LT GB

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)

# Dogs Trust “A Day in My Paws” Social Campaign

**Category:** Social Media Strategy | MBA Digital Marketing Coursework

## Goal

Increase engagement with adoptable dogs by helping audiences connect with each dog’s personality, daily life, and story.

## Strategy

Develop a storytelling-focused Instagram campaign that highlights dogs in care through behind-the-scenes content, personality traits, and adoption-focused messaging.

The campaign uses:

- carousel posts
- short-form storytelling
- interactive Instagram Stories features

to build emotional connection and encourage users to explore adoption opportunities.

## What I Created

- Instagram carousel campaign concept
- Caption strategy
- Hashtag strategy
- Engagement strategy
- Measurement framework

## Campaign Channels

- Instagram feed (carousel posts)
- Instagram Stories
- Adaptable for Facebook and other social platforms

## Intended Outcome

- Increase interest in adoptable dogs by helping audiences build an emotional connection through personality-driven storytelling and daily life content.

## Measurement

Engagement and performance metrics used to evaluate impact, including:

- Engagement rate (likes, comments, shares, saves)
- Story interactions (polls, replies, stickers)
- Website traffic to dog profile pages

## Visuals

“A Day in My Paws” — Instagram Campaign Concept

A storytelling-focused social media campaign designed to highlight the daily lives, personalities, and adoptability of dogs in care.

