



BECOMING A MARKET MAKER

How to Build Your Own Demand

verkeer



VERKEER

INTRODUCING
VERKEER



hello.

Pace. Performance. Partnership.

Here at Verkeer, delivering on a challenge (your challenge) is what we live to do. It's what gets us out of bed in the morning, what fires up our team, and what's kept us succeeding for our clients since 2013.

We love what we do. And our clients love the way we do it – pragmatically, collaboratively, honestly and always with one eye on the end result. After all, our ambition is very simply that you succeed.



discovering
your market



there are 3 key characteristics of a
competitive market...





existing demand



similar products





price sensitivity



winning in a competitive market
means being **the best.**

which means...



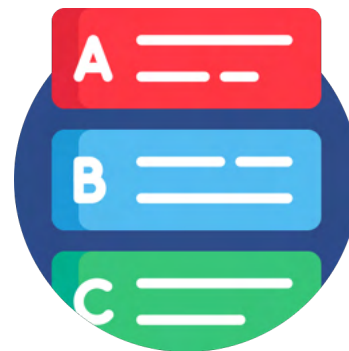
Quality



Value



Availability



Choice



sounds difficult right?

and it's only getting harder...



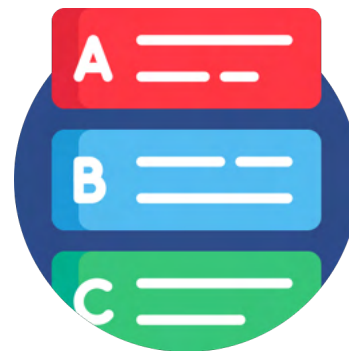
**Globalization
improving
production
rapidly**



**Economic
downturn
increases
sensitivity**



**Faster delivery
& fulfilment**



**No barriers to
entry online**

Red Ocean

Competing in a known market

Beat the competition

Capture existing demand

Make the cost-value trade off

Blue Ocean

Building an unknown market

Make the competition irrelevant

Create new demand

Break the cost-value trade off

“

Taking a Blue Ocean approach means your goal isn't to outperform the competition.

Instead, your aim is to redraw industry boundaries and operate within that new space, making the competition immaterial. ”



brands have been doing
this for **years.**



CIRQUE DU SOLEIL®



NETFLIX



how?



innovate more
than ever



there's huge risk to it
being a flop if you invest
then it doesn't work



if it was easy,
everyone would do it



rather than trying
to reinvent the
market





marketing can create the illusion of a blue ocean



1

Find your
niche

2

Build
content

3

Amplify
it



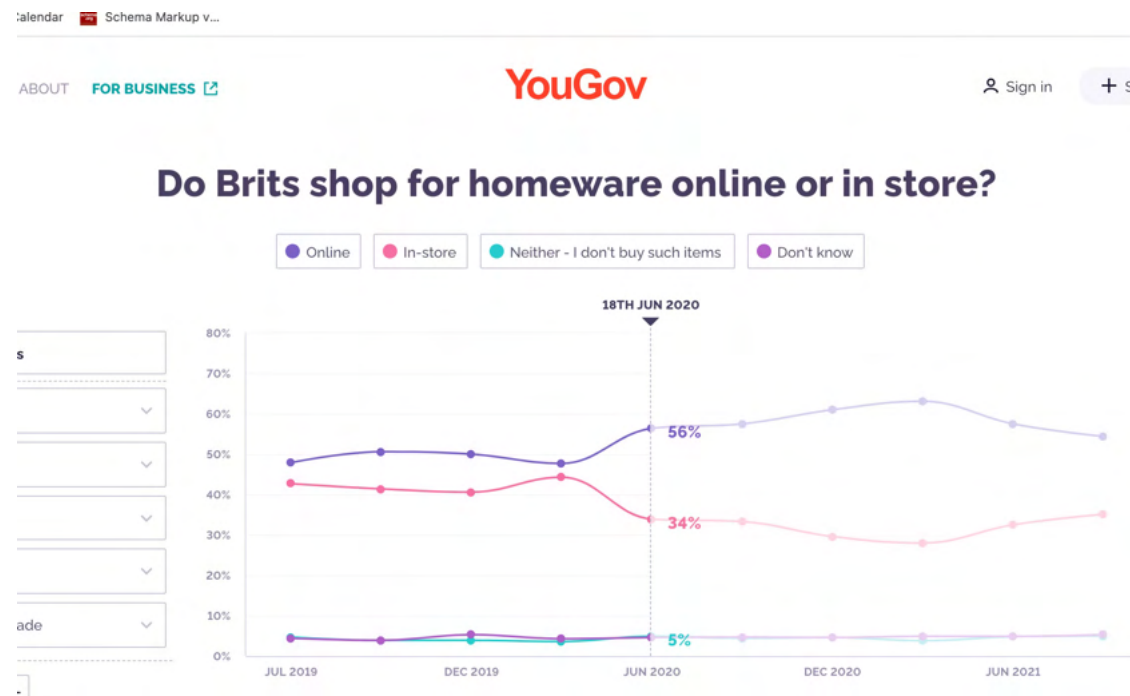
finding your
niche

discovering non-customers

You need to find out

- Where they are
- What they're doing

GW, YouGov, Similar Audiences, Focus Groups, Competitor Research, Market Analysis...



uncovering hidden pain points

- **Forums:** patterns in concerns
- **PAA:** long-standing problems
- **Competitor:** USPs and review
- **Social Media:** real-time, reactive issues

People also ask :

Can you walk unvaccinated dogs? ▾

Is 80 degrees too hot to walk a dog Reddit? ▾

How long can a dog go without a walk? ▴

Adult dogs age one year and up: **up to eight hours**, but ideally no more than six. Senior dogs age eight and up: depending on size and health, anywhere from two to six hours.

<https://www.rover.com/blog/long-can-leave-dog-alone>

[How Long Can You Leave a Dog Alone? - Rover.com](#)

Search for: [How long can a dog go without a walk?](#)

Is it okay to not walk my dog? ▾

Can I leave my dog alone for 3 days? ▾

What happens if I never walk my dog? ▾

[Feedback](#)

site:reddit.com/r/DogCare/ walk

🔍 All 📍 Maps 🖼️ Images 📺 Videos 📰 News ⋮ More Tools

About 690 results (0.83 seconds)

<https://www.reddit.com/r/DogCare/comments/neighborhood/>

Neighbours don't walk their dog : r/DogCare - Reddit

I'm pretty sure one of my neighbours doesn't walk their dog at all. It's a bordercollie. I'm not an expert but I think that kind needs a lot of...

<https://www.reddit.com/r/DogCare/comments/what-are-your-thoughts-on-walking-an-unvaccinated-dog/>

What are your thoughts on walking an unvaccinated dog?

But in the meantime I would love to be able to walk him around the neighborhood. I would of course not allow him too close to other dogs and children, ...

<https://www.reddit.com/r/DogCare/comments/i-want-to-be-able-to-walk-my-dog-even-on-hot-days-how-can-i-make-it-possible/>

I want to be able to walk my dog even on hot days. How can I make it ...

Might not be for all dogs / coat types, but my dog sometimes wears a cooling vest! This might make short walks more comfortable (we never go on large walks when ...)

Data Miner

✓ Data Miner can scrape this site.
✓ You can [make your own recipe](#) for this page.

📁 ✎ 🛡️ 👤

▶ Scrape This Page

Public Recipes My Recipes 📌 Pinned

- * Generic Recipe - Get Emails
- * Google XRay - LinkedIn 2020
- * Google Search Results - Get All Links 2021
- * Google - Movers List 2020
- ECO_ARG
- Auto-generated Recipe (2PfZy)

Logged in as hannah@verkeer.co

minimising market blockers

Once you've found them, you need to limit things that would impact success, like:

- Adoption hurdles
- High costs
- Low demand

Why do they need it?

How do you scale it?

Why should they care?

V

BUILD YOUR
CONTENT

VERKEER



build your
content

Awareness

Attract new audiences

Preference

Show them why you're the best choice

Consideration

Show them what you have to offer

Enquiry / Conversion

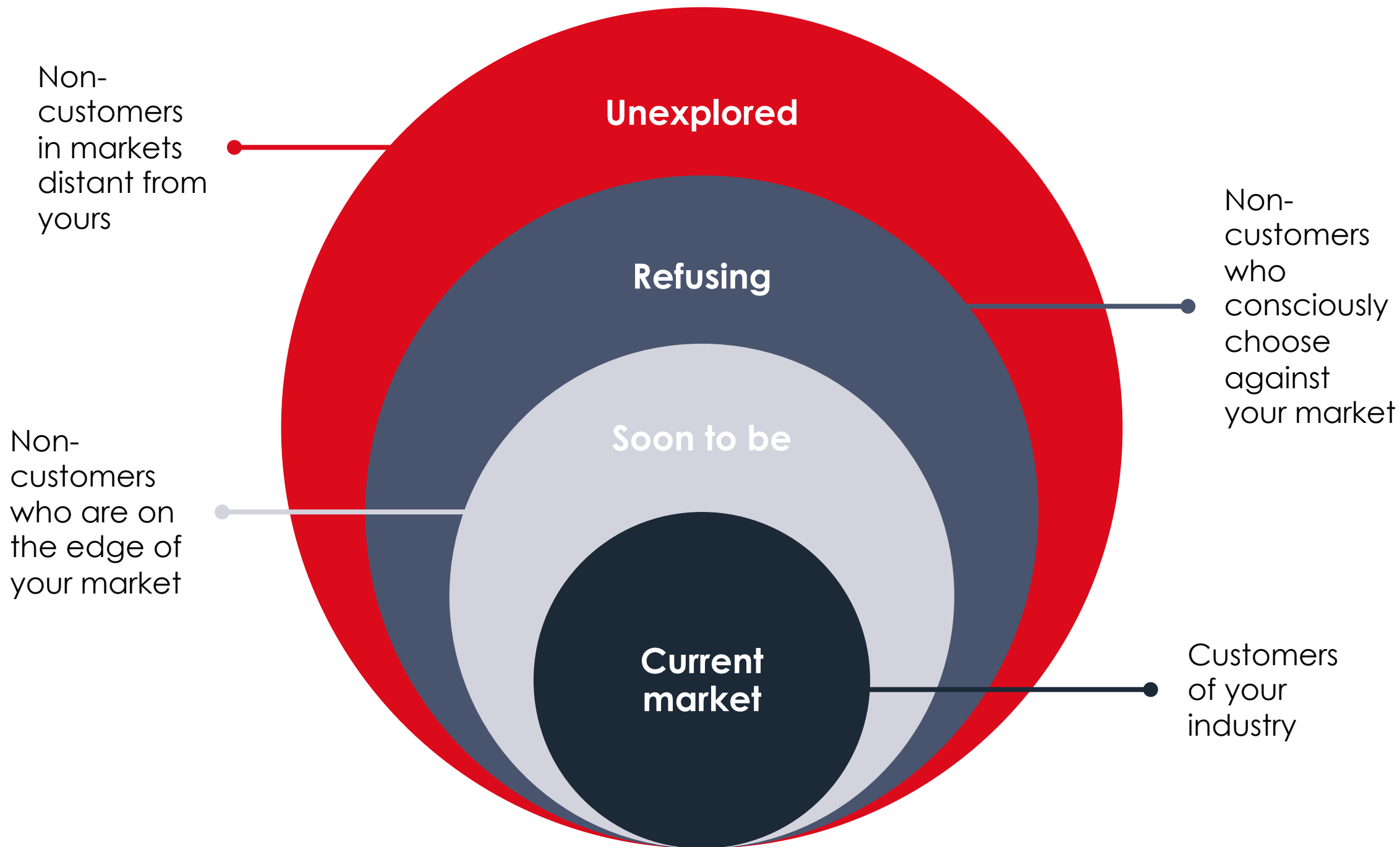
Make it easy for them to convert



but if people don't know your
solution exists...

This doesn't work.





Current Market

Trust signals
Brand awareness
Brand marketing

**Traditional
marketing funnel**

Tier 1: Soon to Be

How you can help
What you offer
Why they should try
it

**Product-focused
marketing**

Tier 2: Refusing

Address concerns
Trust signals
Testimonials
Brand
ambassadors

**Product + Brand
marketing**

Tier 3: Unexplored

Look for
opportunities to
connect
Thought leadership

**Product expansion
+ brand
establishment**



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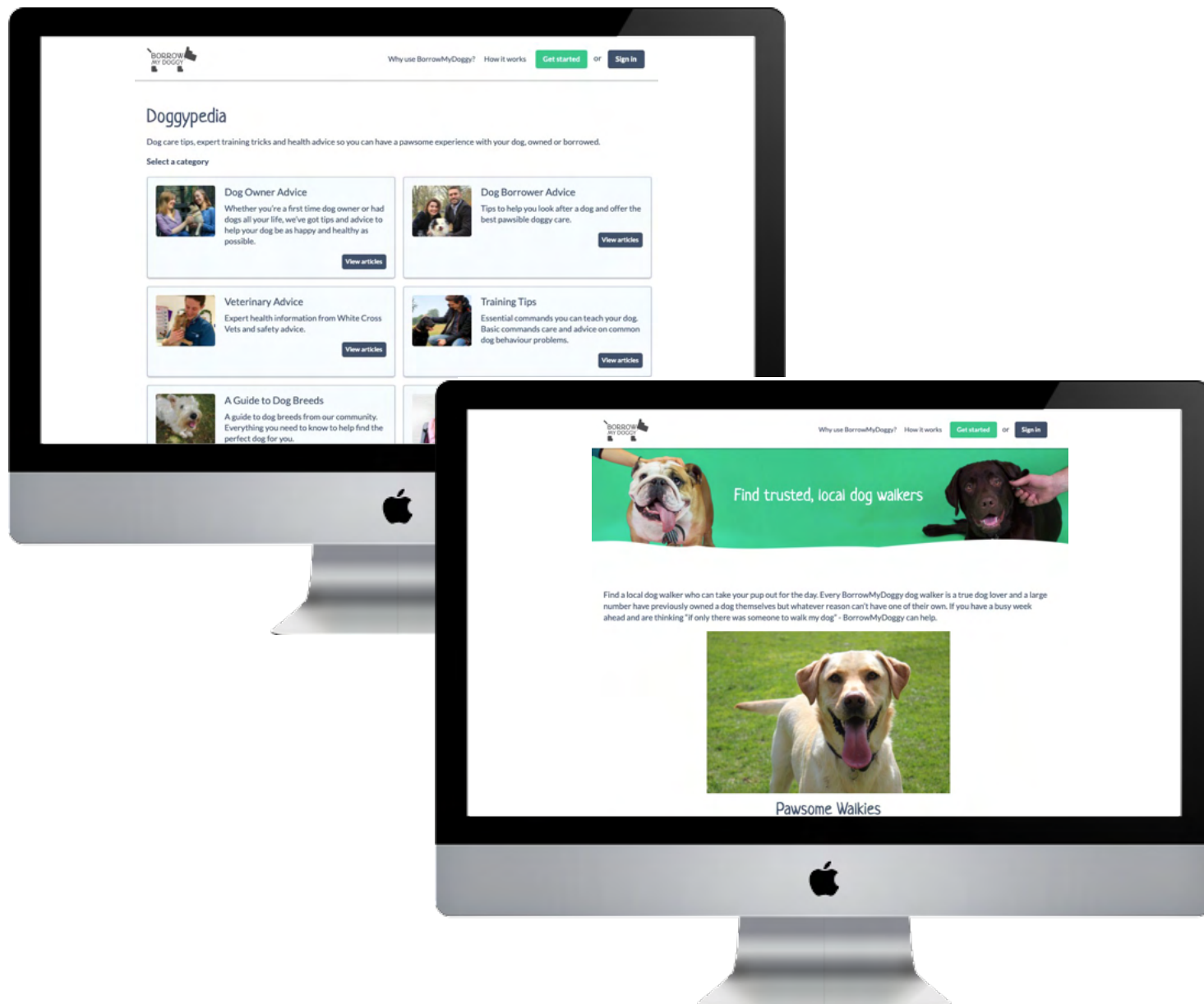
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Content to
appear where
unexplored
audiences would
be searching



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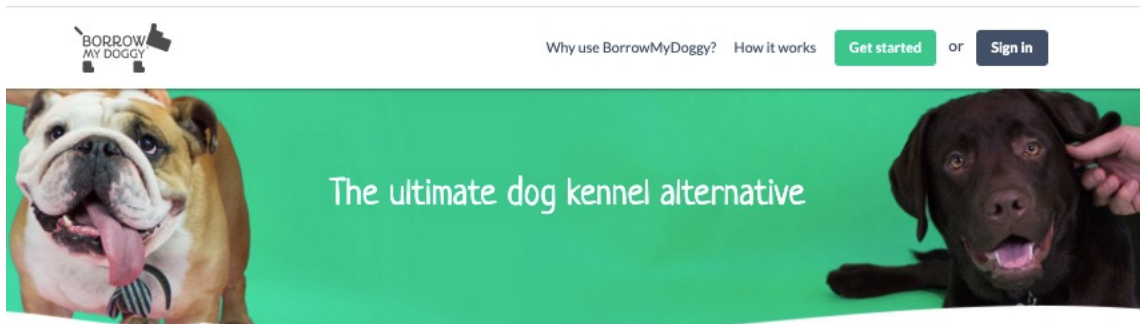
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Heading off for a few days without your pooch and looking for an alternative to dog kennels? You are in luck. Whether you're away for an afternoon, day or longer, BorrowMyDoggy has a lovely borrower to suit your needs. Each one of our Premium borrowers has been verified so you can rest safe in the knowledge that your pup is being taken care of.

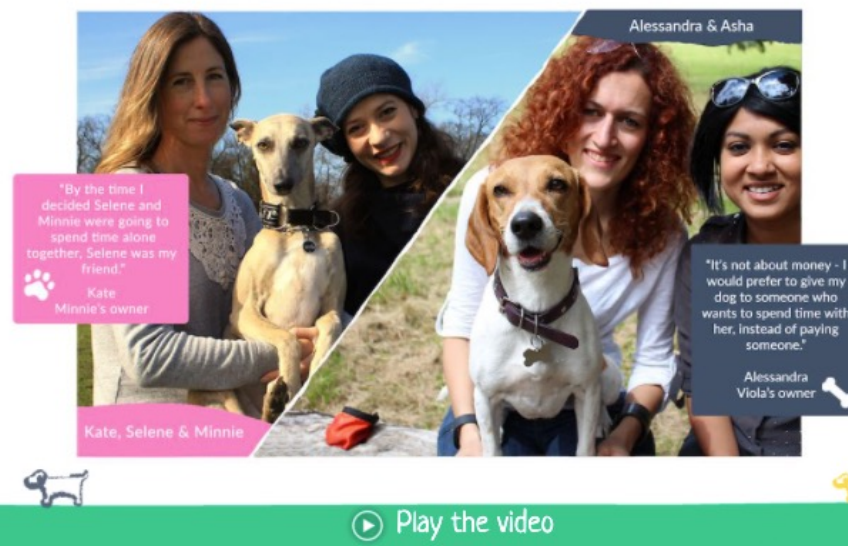


Finding an alternative to dog kennels is a walk in the park

Dog boarding kennels are no longer the only option when it comes to doggy day care. It can seem a daunting prospect, thinking of leaving your lovely ball of fur in a kennel, but BorrowMyDoggy takes away that stress by allowing you to choose a person to spend time with your pooch instead.

As you get to pick the borrower who will be looking after your pup, you can make sure they are a pawsome match before leaving your dog with them. By choosing a borrower instead of a kennel, your pup will be able to enjoy all of the home comforts of a real home as well as plenty of wagulous walkies and belly rubs.

Messaging gets much more direct, focus on that they're an alternative to another service with established demand.





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Over 160 FAQs answered on-site

Clear, step by step explanations

Owner Corner

Getting started

- How does BorrowMyDoggy work?
- What is BorrowMyDoggy?
- How do I join?
- Are there members near me?
- How old do I have to be to use BorrowMyDoggy?
- Why do owners join BorrowMyDoggy?
- What breed of dogs can I register on BorrowMyDoggy?
- What are BorrowMyDoggy's Terms and Conditions?

Account and Profile

- I'm an Owner: What should I put on my profile?
- How do I add multiple dogs to my profile?
- How can I get someone to recommend my dog?
- How do I hide or show my profile?
- How do I edit my dog's profile?
- How do I add or change a profile picture?
- How do I edit my account settings?
- How do I edit the name on my profile?
- How do I change my email address?
- How can I change my email preferences?
- How do I change or reset my password?
- How do I reactivate my account?
- How do I close my Owner account?

Membership and Payment

- Do I need to pay for every dog I sign up?
- Can I have a free subscription?
- How do I update my payment details?
- How do I become a Premium member?
- How much does it cost to become a Premium Owner?
- Can I be a borrower too?
- Do I have to pay Borrowers to look after my dog?
- Can I pay a monthly fee?
- How do I redeem my BorrowMyDoggy Gift Voucher?
- Can I get a refund for my gift voucher?
- I've entered the wrong email address on the voucher form, how can I change it?
- Can I get a refund?

Using BorrowMyDoggy

- What does the crown symbol mean?
- Messaging guide for Owners
- What is the Activity stream?
- Map View for Owners
- Can I foster my dog through BorrowMyDoggy?
- Why aren't borrowers replying to my messages?
- Is BorrowMyDoggy free to use?
- Can I edit or delete a message?
- I've had no interest from borrowers
- What is the Welcome Wurf?
- What is the doggy info sheet and how do I share it with borrowers?
- How can I see which borrowers have liked my dog?
- How close are borrowers to me?
- How do I change my search address?
- Search Filters
- How do I know if a borrower is a Premium member?
- When is a Borrower ready to take care of my dog?
- Why haven't I heard from any borrowers?
- Can I share my contact details?
- How do I like a Borrower?
- Why can't I sign in?
- How do I report a message?
- How do I contact the BorrowMyDoggy Team?

Trust and Safety

- What does BorrowMyDoggy do to support safety?
- What can I do to ensure my dog will be safe?
- Can borrowers let my dog off the lead?
- What is the BorrowMyDoggy Vet Line?
- Where can I find the Vet Line number?
- Are my contact details shared with other members?
- What if a Borrower is looking after my dog for a long period of time?

Insurance

- What does BorrowMyDoggy's insurance cover?
- Does the owner and borrower both need to be Premium Members for insurance coverage?
- Is there an insurance excess to pay?
- Do I have to register the dogs I want covered?
- Is there a minimum age for the insurance to cover my dog?
- Does the insurance cover my dog for its own medical expenses?
- Are banned breeds covered by the insurance?
- What happens if my dog gets injured or sick whilst in the care of a Borrower?
- How do I make an insurance claim?
- My dog is registered on the Dangerous Dog Act index of exempted dogs, is it covered by the BorrowMyDoggy third party insurance?
- If my dog were to cause damage to holiday accommodation would it be covered by the third party insurance?
- I visit a nursing home for elderly people on a regular basis as a volunteer with my dogs. Does the insurance cover these visits?



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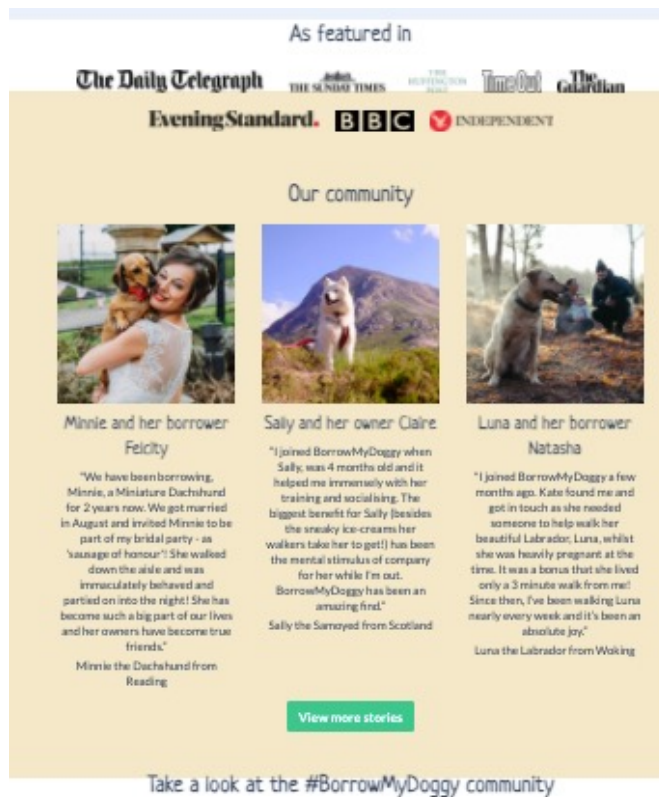
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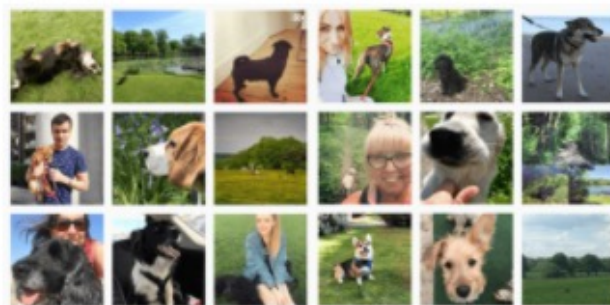
Trusted publications



Real people stories



A community of social proof



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AMPLIFY IT



amplify it



the problem with blue ocean is that
people aren't actively searching
you're generating your own
demand.

established brands / big budget
holders can do this through
billboards, TV, or huge campaigns



but most of us have to think smarter
about how to **get attention.**

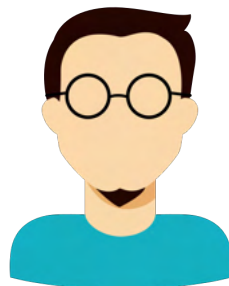


we're building demand, not links.

making a good story



Record
breaking



Human
interest



Timely



Proximate



Expert



Hyper
relevant

Educating about a need – rather than selling a product



Swap shop

Three salon owners in Bradford came together to share their skills. **Jonny Wobz** explains what they did.

OWNERS AND SHOPS
Jonny Wobz, The Yorkshire Chair Barbers
Brittany Neeson, The Hair Bar
Joe Smith, House of Smith Salon

11

Idea initiation
Brittany and I met at a party. I spoke about wanting my team to develop colour and product knowledge. Brittany about her interest in fading techniques and increasing her understanding of short hair – so we arranged a skills swap day.

Setting up
I arranged models, as I had the client portfolio. We ensured we had various hair types and did consultations to ensure they would be happy with the colour and style, and also confirmed

Instant effectiveness
An example of the effectiveness was the impact of the football player Phil Foden. When England reached the Euro 2020 final, many clients wanted scalp bleach with a silver toner like Foden, and because of the swap, my team had the knowledge to meet demand. I spoke with Joe to get extra products, and Brittany came to support on a bleach-heavy Saturday.

Why swap skills?
The benefits speak for themselves: the team-building and morale boost, relationships across salons, and knowledge in new areas.

Top tip
Don't be afraid or too proud to ask! There's always something to learn.

SALONFOCUS | AUTUMN 2021



the image we wanted to achieve in the post-session photo shoot.

Participants
Along with Brittany and Joe, we had three stylists, including myself, and a junior from The Yorkshire Chair.

Skills shared
Brittany and Joe led us through consultation, colouring theory, products, foils and aftercare, and practice. I led the group through male consultation, fading, sectioning, styling and photography. One of my stylists has photography skills and shared effort.

RESOURCES

- Cyber Essentials is a government-backed resource. Visit getreadyfor.cyberessentials.isme.co.uk
- The NCSC has a range of guidance and resources at ncc.gov.uk
- Read an NHBF blog on cyber threats at nhbf.co.uk/cyber-threats

YOU ASKED, THEY ANSWERED

How can I stay alert to security threats? Two experts answer the big question...



DARREN WRIGHT
Payments consultant at Dojo.tech

Keep your card machine in a safe place, and never leave reception unattended – this avoids unauthorised machine 'reversals'. Be careful when taking phone bookings from someone you don't know – especially if they want to pay in full over the phone only a few hours in advance. You can't be sure it's their card, and you could be charged for a reversal if it is stolen or cloned.



KATHLEEN OSBORNE
Regional marketing manager, Phorest Salon Software

Ensure your antivirus is up to date on PCs and laptops. Train staff to be wary about clicking links and make it clear that work computers are for work only. You can configure settings so staff have only the access they need. When staff leave, have procedures for shutting down access. Ensure computers and phones have passwords and screen-lock enabled, and encrypt hard drives.

Niche no more

Afrodrops founder **Luke Carthy** built his business to educate people on afro haircare, and make it more accessible. He shares his story.

During my son's first week at school, he came home in tears because his mixed-race hair was different to his classmates' European hair. He felt unseen and unrepresented, and began to hate the hair he was born with.

What kind of hair brands do you see on the market?

It almost always centres on straight European hair. Afro haircare is seen as specialist – but how can simply washing your hair be specialist or niche? I'm more likely to find a wide and diverse selection of gluten-free foods on the market than a small handful of products that are capable of washing my hair – even though only 1% of the UK



Addressing the problem
I created Afrodrops to improve access to, and wholeheartedly embrace,



population is diagnosed as coeliac, while 3% are black. afro haircare. I also wanted to provide education – whether that's on haircare for babies or children, or for someone who is transitioning to natural hair for the first time. Afrodrops aims to provide those with afro hair with the advice they need, and ultimately help them to love the hair they were born with.

afrodrops.com

MY TOP TIPS FOR NATURAL AND AFRO HAIRCARE

1 SWITCH IT UP

Temperature and humidity can change how hair behaves, and therefore what it needs to remain happy and healthy. When it's colder, consider using a slightly denser oil on your client, such as Jamaican black castor oil, to protect tresses and lock in more moisture. When

summer approaches, consider switching to lighter oils such as flaxseed or avocado – both are protective and lightweight for warmer climates.

2 HAIR POROSITY IS THE BIGGEST PRIORITY

Working out a client's hair porosity is a great way to narrow down the

products that will work best. Low-porosity hair requires less oil and needs lightweight water-based products to prevent build-up and reduce scalp irritation. High-porosity hair is typically super-thirsty and needs richer products to stay happy and hydrated.

3 THE POWER OF LOC

To establish healthy, strong hair and reduce breakage, the LOC (liquid, oil, cream) regime is essential. Start with a liquid (water or leave-in conditioner), then apply an oil to seal in the hydration. Lastly, apply a hair cream or

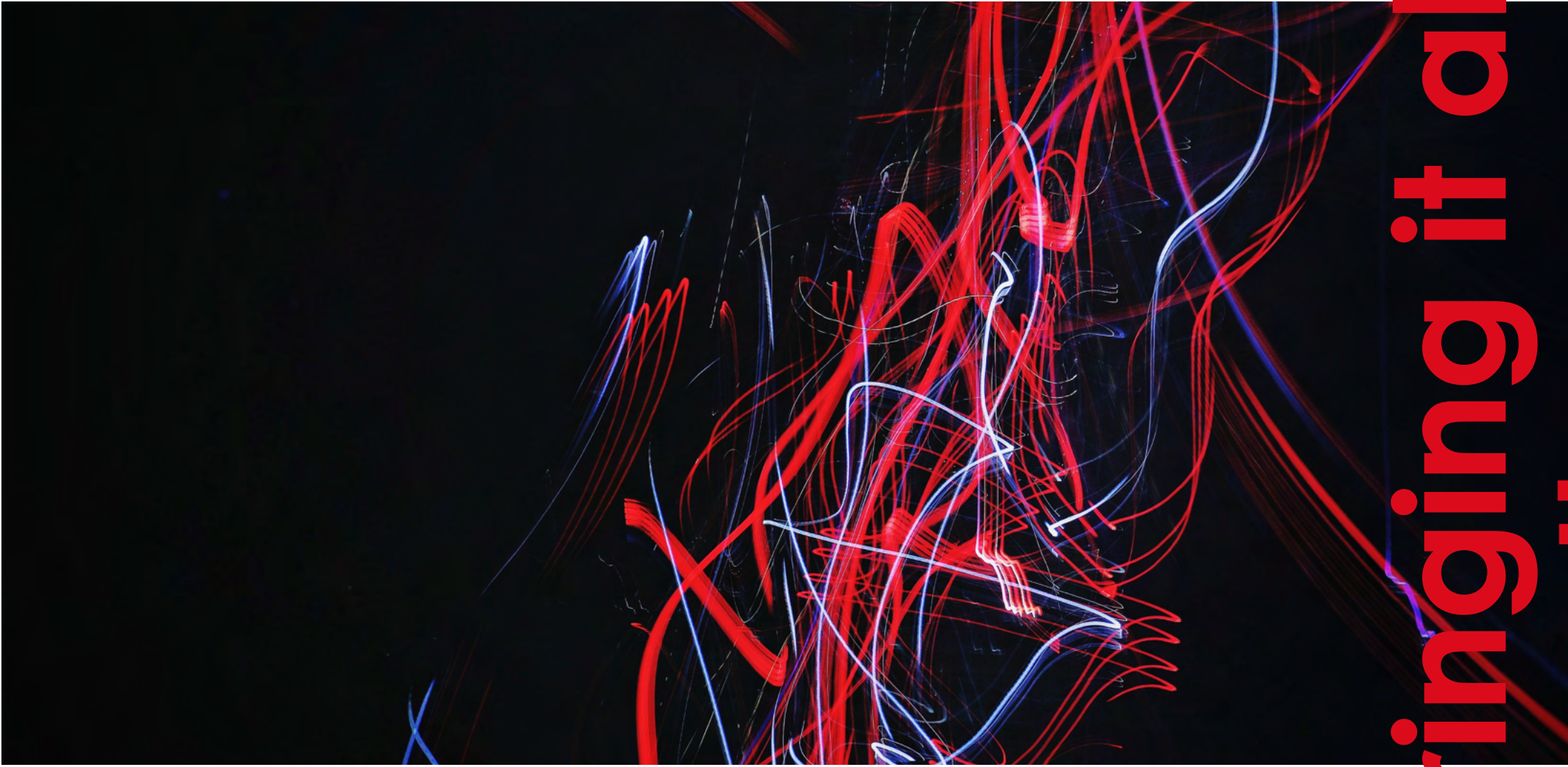


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BRINGING IT ALL
TOGETHER



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bringing it all
together

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shifting to blue ocean is about
changing mindsets



whether that's internal or external, it's
about creating the **illusion of a new
market**



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THANK YOU!

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