



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

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discovering
your market



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





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DISCOVERING YOUR MARKET



existing demand



similar products





price sensitivity



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

which means...



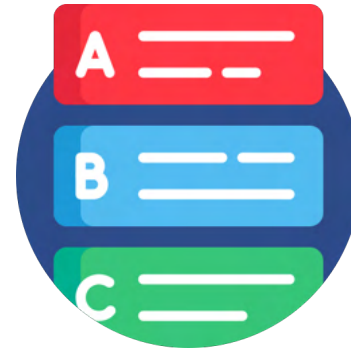
Quality



Value



Availability



Choice



sounds difficult right?



and it's only getting harder...



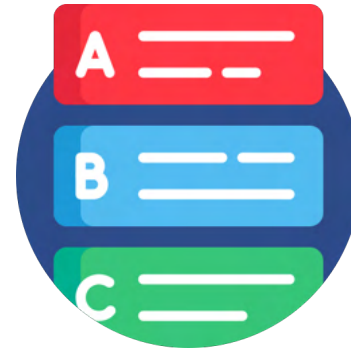
**Globalization
improving
production
rapidly**



**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®



V

VERKEER

DISCOVERING YOUR
MARKET

NETFLIX



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DISCOVERING YOUR
MARKET

how?



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DISCOVERING YOUR
MARKET



innovate more
than ever

verkeer.co

[@hannahjthorpe](https://twitter.com/hannahjthorpe)

hannah@verkeer.co





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



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DISCOVERING YOUR
MARKET

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



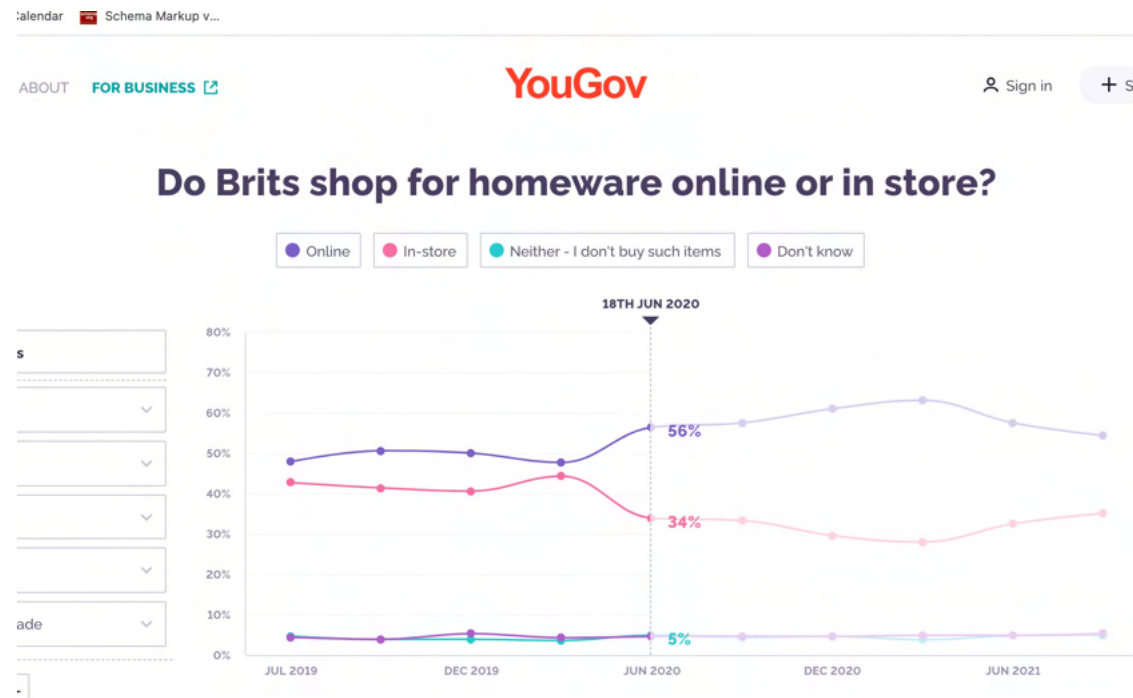
**finding your
niche**

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 > DogCare > comments > neigh...

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 > DogCare > comments > what_...

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 > DogCare > comments > i_wan...

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?



BUILD YOUR
CONTENT



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**build your
content**



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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

BUILD YOUR CONTENT



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

This doesn't work.



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BUILD YOUR
CONTENT





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BUILD YOUR CONTENT

Non-customers in markets distant from yours

Unexplored

Non-customers who consciously choose against your market

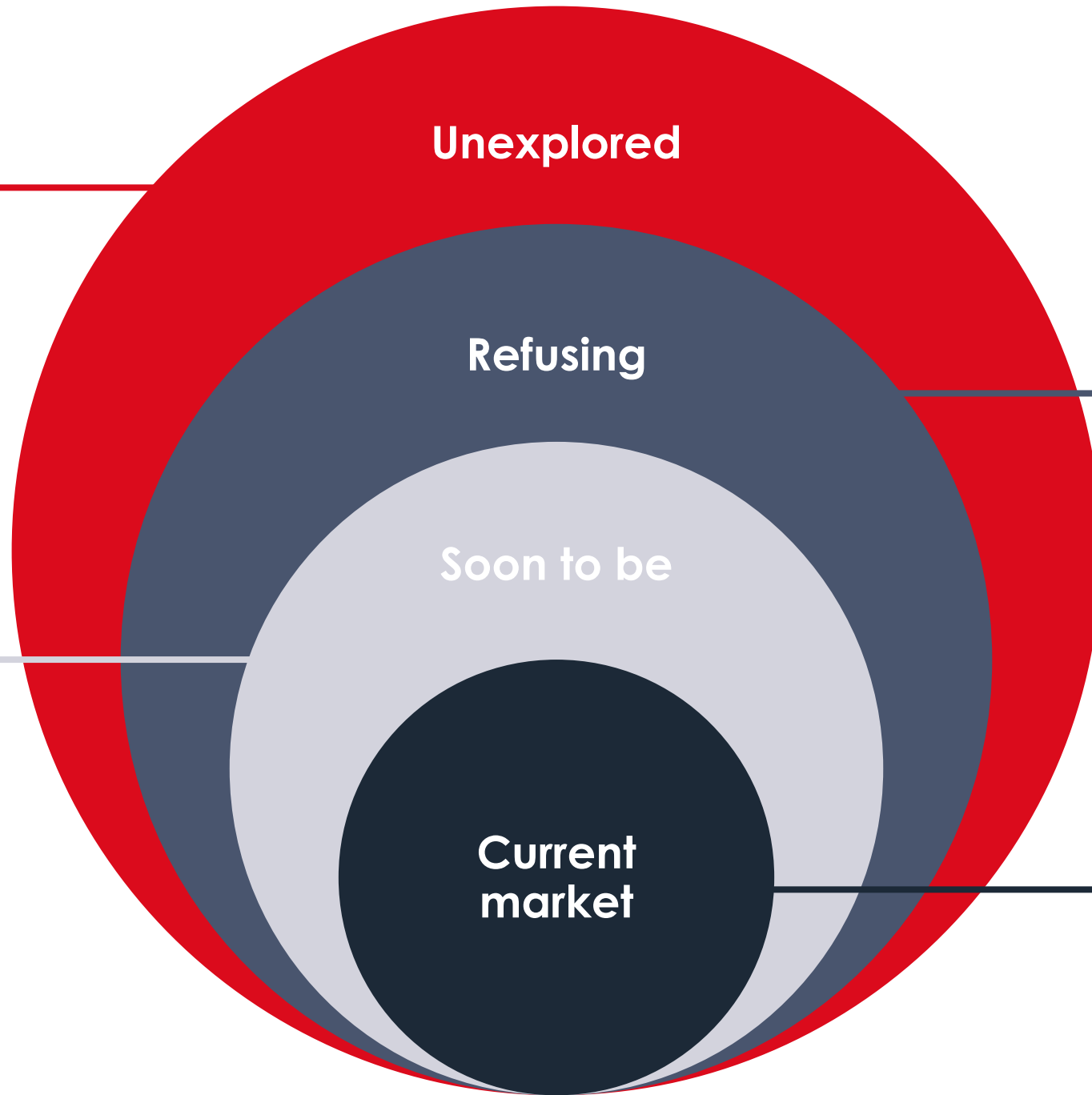
Refusing

Non-customers who are on the edge of your market

Soon to be

Current market

Customers of your industry





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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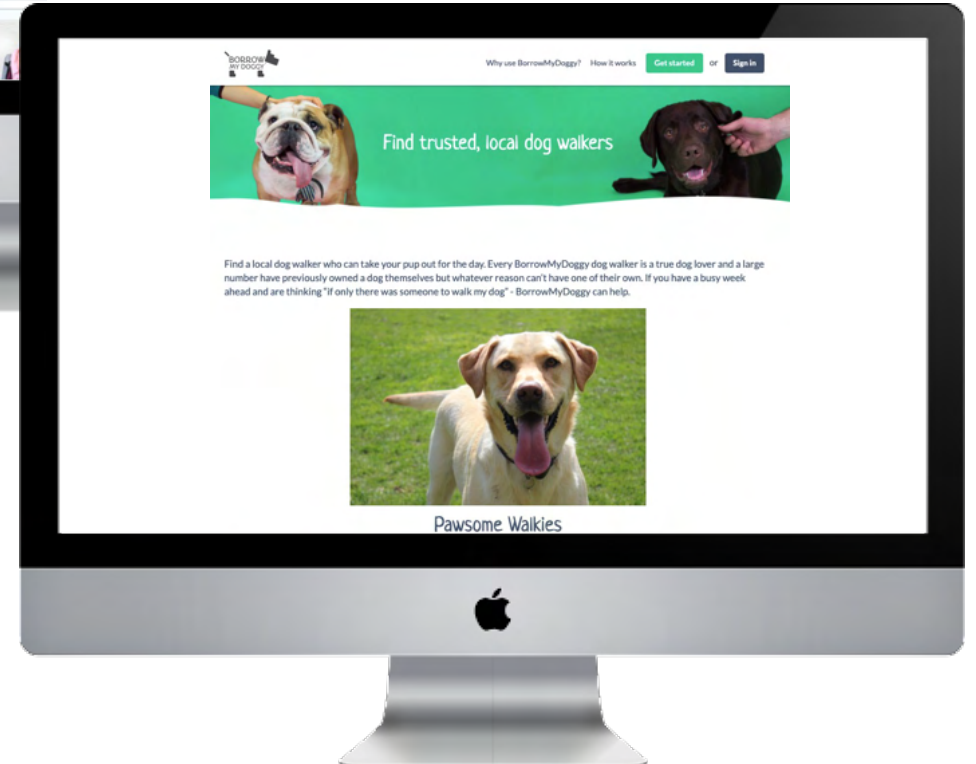
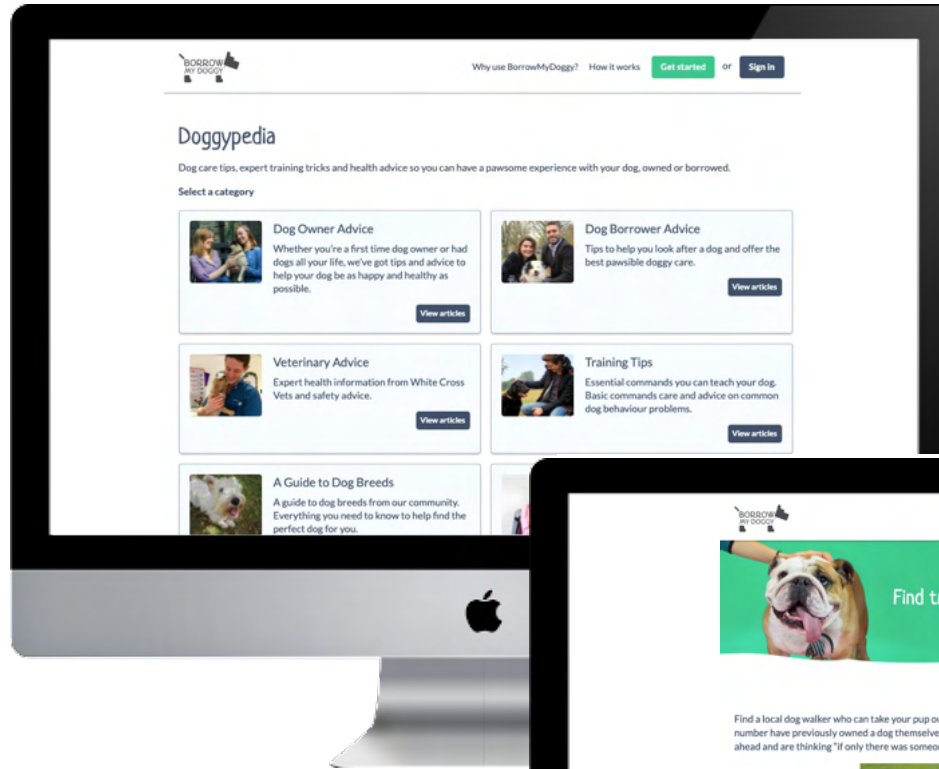
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Content to appear where unexplored audiences would be searching





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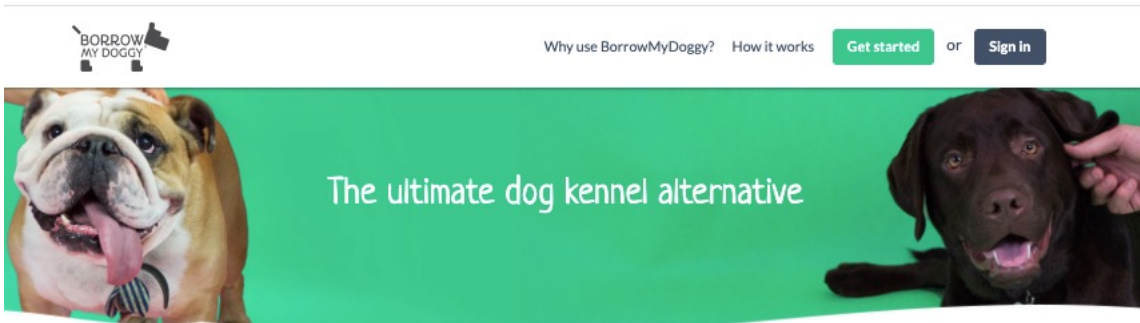
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Heading off for a few days without your pooch and looking for an alternative to dog kennels? You are in luck. Whether you're away for an afternoon, day or longer, BorrowMyDoggy has a lovely borrower to suit your needs. Each one of our Premium borrowers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

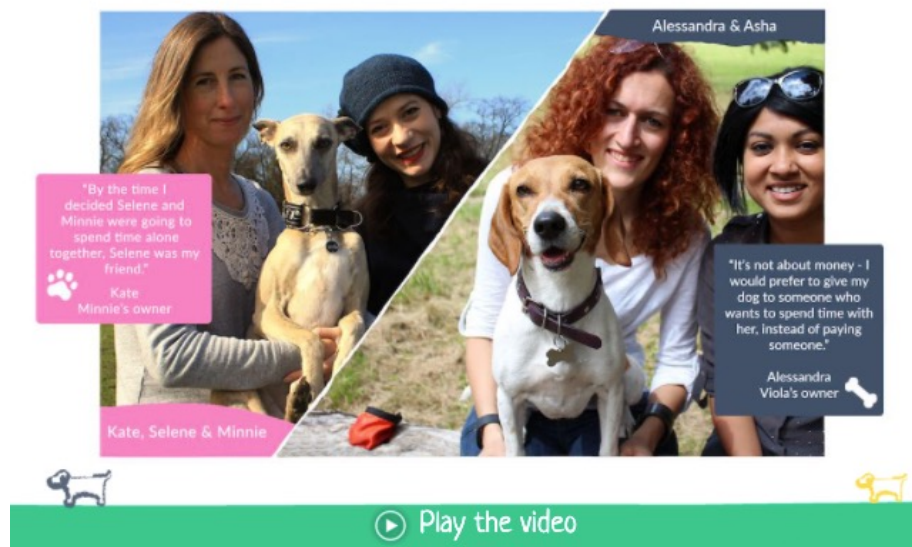


Finding an alternative to dog kennels is a walk in the park

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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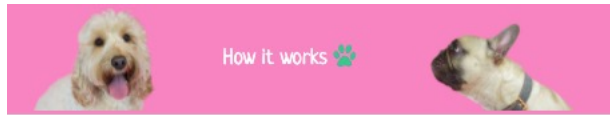
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BorrowMyDoggy connects dog owners with trusted local people who love to look after dogs. From walks, playtime, and overnight stays on holidays, anyone can sign up to BorrowMyDoggy.



Still have questions? [Check out our FAQs](#)

Over 160 FAQs answered on-site



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 deactivate 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 Walk?
- 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 restricted 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?

Clear, step by step explanations





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Trusted publications



As featured in

The Daily Telegraph THE SUNDAY TIMES THE IRISH TIMES TimeOut The Galpitan
EveningStandard. BBC INDEPENDENT

Our community

Minnie and her borrower
Felicity

"We have been borrowing, Minnie, a Miniature Dachshund for 2 years now. We got married in August and invited Minnie to be part of my bridal party - as 'vausage of honour"! She walked down the aisle and was immaculately behaved and partied on into the night! She has become such a big part of our lives and her owners have become true friends."

Minnie the Dachshund from Reading

Sally and her owner Claire

"I joined BorrowMyDoggy when Sally, was 4 months old and it helped me immensely with her training and socialising. The biggest benefit for Sally (besides the snazzy ice-creams her walkers take her to get!) has been the mental stimulus of company for her while I'm out. BorrowMyDoggy has been an amazing find!"

Sally the Samoyed from Scotland

Luna and her borrower
Natasha

"I joined BorrowMyDoggy a few months ago. Kate found me and got in touch as she needed someone to help walk her beautiful Labrador, Luna, whilst she was heavily pregnant at the time. It was a bonus that she lived only a 5 minute walk from me! Since then, I've been walking Luna nearly every week and it's been an absolute joy."

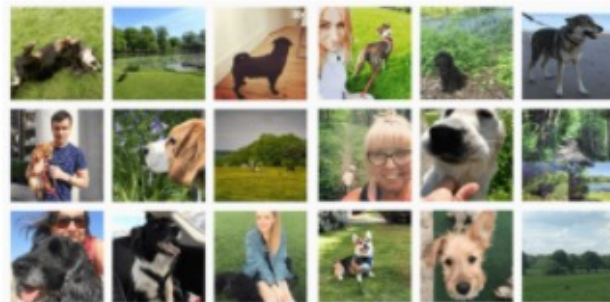
Luna the Labrador from Woking

[View more stories](#)

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.**





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AMPLIFY IT

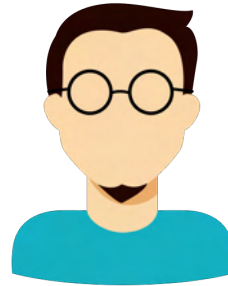


we're building demand, not links.

making a good story



Record
breaking



Human
interest



Timely



Proximate



Expert



Hyper
relevant

Educating about a need – rather than selling a product



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

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

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

Upskilling Swap shop

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



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 was able to lead the group, so it was a shared effort.

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.

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



Industry Advice

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.



Hair Industry

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.



Inspiration THE CUT

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 – 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

population is diagnosed as coeliac, while 3% are black.

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

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 advice with afro hair with the 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



SALONFOCUS | AUTUMN 2021



BRINGING IT ALL
TOGETHER



VERKEER



**bringing it all
together**

1

Find your
niche

2

Build
content

3

Amplify
it



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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