

Purrtastic Presents

Fun, bold and sassy t-shirts, mugs and hoodies for cat lovers.

About Purrtastic Presents

Founded during the COVID lockdowns as a creative outlet and tribute to my two beloved rescue cats, Peggy and Sally. With its colourful, confident designs and cheeky attitude, Purrtastic Presents proudly lives by its tagline: "not your grandma's cat lady store!"

Challenges & Growth

My biggest challenge has been driving consistent traffic to my website and creating engaging social media content that converts followers into customers. After exhibiting at my first live event at the Birmingham NEC, I saw how valuable in-person experiences can be for building brand recognition and connecting with customers face to face. It motivated me to do more events and grow Purrtastic Presents into a full time venture.

Next steps

Over the next six months, I will continue to grow my customer base by attending more live events and introducing new product ranges. AI will play a key role in trialling new designs, refining my product descriptions, and improving customer engagement online

Support from Enterprise Oxfordshire Business

I took part in the Generative AI Accelerator for Business workshop, where I developed a personalised AI strategy for my online store. The facilitator, Grae Laws, was fantastic. His 1:1 advice helped me see how AI could be used to improve everything from product descriptions to marketing and content creation. Since the programme, I've started optimising my website for SEO and plan to relaunch my blog with a stronger focus on attracting cat-loving customers through relevant keywords and engaging, AI-assisted content.

"I found the Generative AI Accelerator for Business workshop excellent and believe every small business should conduct an AI audit to discover how AI can save them time and money."

