

STREETDOG MARKETING INC.

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# PET BUSINESS

MARKETING GUIDE



# Marketing Guide Breakdown

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## OVERVIEW

- Top tips to help manage your pet business
- Social media metrics that really matter
- How to market your pet business online
- Useful Tools for your pet business

## TOP TIPS TO HELP MANAGE YOUR PET BUSINESS

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- **Make sure your company information is up to date**

Whether that is your Google my business listing, your website information, contact information, products and or staff



## TOP TIPS TO HELP MANAGE YOUR PET BUSINESS

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- **Start a Business Blog**

Blog content is free for your customer and making it impactful and actionable can help nurture a loyal following and customer base.

Here are **4 reasons** you need a blog:

- Drive traffic to your website
- Increase your SEO
- Position your brand as an industry leader
- Develop better customer relationships



# TOP TIPS TO HELP MANAGE YOUR PET BUSINESS

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- **Invest in Marketing**

To invest in marketing properly, you'll need to do a little research to find out what works best for your business model and the pet market



## TOP TIPS TO HELP MANAGE YOUR PET BUSINESS

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- **Don't Lose Sight of the Bigger Picture**

Immediate-term problems have to be addressed, but make sure you create opportunities to be proactive as well.

Network with other pet businesses and leaders, read up on trends in the pet industry, attend webinars to identify and start initiatives that will take your pet business to the next level.



## TOP TIPS TO HELP MANAGE YOUR PET BUSINESS

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- **Focus on Making a Big Impact**

It can be overwhelming to juggle multiple tasks.

If you can't complete all the tasks, just focus only on those that will make the biggest difference to your pet product or service.



# SOCIAL MEDIA METRICS THAT REALLY MATTER

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## ENGAGEMENT

These are the people who have built up an interest in what you say and what you sell and are most likely to purchase from you.



## BRAND AWARENESS

It's the attention your brand gets over a certain period of time that determines whether people are aware of your brand and what they think of it.



## NEW FOLLOWERS

Followers may not be the ultimate metric to track, but new followers and viewers are important, because you can use these similar metrics to understand where these people came from and how they found you.



## CONVERSIONS

You've likely tracked conversions outside of social media to track and understand how people come to make a purchase from your pet brand, but social media platforms can offer similar insight, and this is one metric you don't want to lose focus on.

# HOW TO MARKET YOUR PET BUSINESS ONLINE

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## BOOST UP YOUR INSTAGRAM

Actively post 3-5 times a week on your Instagram, replying to comments left by fans and engaging with as many relevant Instagrammers as possible.

## INCREASE YOUR FACEBOOK PRESENCE

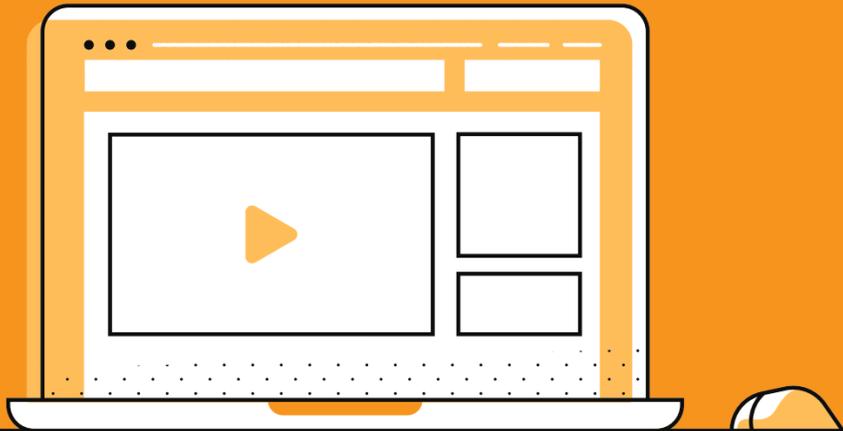
As you develop your posting strategy, remember to minimize your ask; not every piece of content needs to have a call to action (CTA). Create a mix of content that combines promotional posts with posts that add value, educate, and entertain./

## CONTESTS ON INSTAGRAM

Contests continue to be a popular way to reach out to potential clients. Personalize it with your brand's voice, make sure to send a message to participants thanking them for their participation and then announce the winners!

## CREATING YOUTUBE VIDEOS

You can do product reviews of your inventory or show people what your services look like. You can then incorporate shorter clips of the video on Facebook and Instagram to reach your current followers,





# FREE ONLINE TOOLS

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## EMAIL MARKETING

It might be time to try out a more professional email tool. There are plenty of free options for your pet business to give a go.

## VISUALS

Incorporating strong visual content into your social media posts helps give your pet business the edge it needs to stand out

## SCHEDULING

Social media management tools allow you to not only keep track of your posting and engagement with prospects; you can also schedule posts across multiple channels

# Free Email Marketing Website to give a try

- MailChimp
- Sender
- MailerLite
- moosend

## Email Marketing

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# Free Visual templates to give a try

- Canva
- Fotor
- Stencil

## Visuals

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## Free Scheduling Tools to give a try

- Buffer
- Later
- Hootsuite Free

# Scheduling Tools

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# HAVE QUESTIONS?

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WE'D LOVE TO HEAR FROM YOU

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