Introduction

Thank you for purchasing the Fur-Ever Love Pet Care Promo Package!

Below you'll find a series of posts and accompanying images you can use to promote your pet business throughout February. We have taken professional stock photographs and added custom graphics and/or cropping to help each image and post stand out and engage with social media users. This promotion includes both dogs and cats, or just dogs or cats depending on the package selected. As a purchaser of this package you have the non-exclusive right to use all the images and posts "as is" or to edit and customize them for your business in 2019. (Please review Legal Rights on last page of this document). The goal of these posts is to engage pet parents with your brand on social media, allowing you to build a following and more easily reach pet parents in the coming months by retargeting those who have engaged with your post.

Follow these steps to successfully leverage your February Pack:

1. Decide which social media channels you'll be using:
    a. The 'short form' posts are ideal for Facebook, Twitter and Instagram.
    b. The 'long form' posts are ideal for Instagram, but you can test some with Facebook.
2. Select the image in the appropriate folder for your social media channel. All images are contained in the downloaded zip file in directories named Facebook, Instagram and Twitter and are labeled to match the post.
    a. Download the images and save to your personal computer in an appropriate directory.
    b. Copy the Instagram images to the mobile device you use with your Instagram account.
3. Decide when you will post.
    a. Look at the suggested posting times on page 3 for guidance. We suggest posting twice per week.
    b. Simply highlight the text you wish to use (Short Form or Long Form). Then copy it and paste it onto your social media channel's page. You can also copy text from the spreadsheet included with the zip file.
    c. Use any or all of the hashtags along with your post.
4. Upload the image to your post.
    a. Images are designed to go with specific posts, so make sure the image and post 'names' match.
    b. Follow the social channel's instructions for uploading the image you previously downloaded.
5. Publish your post!
    a. TIP: Tell your employees, friends & family to "like" and share your post. The more interaction your posts get, the more opportunity you have to grow your pet business and establish yourself as a community influencer!
    b. To increase the reach of your post, consider targeting audiences within a 15-mile radius of your facility and spending $50 to $100 to boost each post. This will significantly increase your overall reach of the campaign, introduce new prospects to your brand, and drive more engagement with your social media pages.
6. BONUS POSTS & IMAGES!
    a. Check out the bonus posts in some of the pages and on our Bonus Page if you'd like to take your social media campaigns one step further by offering a discount or special themed offer!

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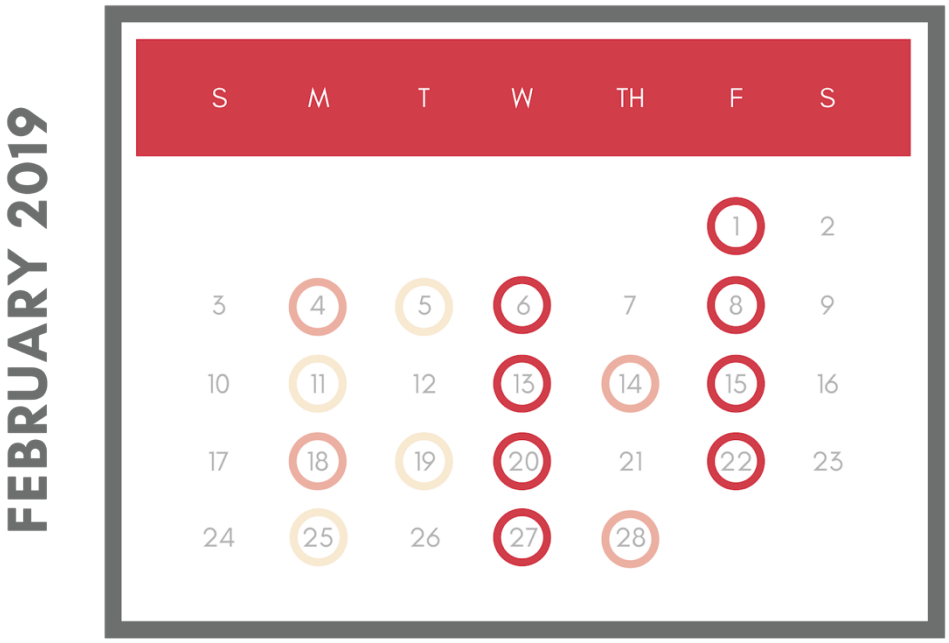
Sample Post Scheduling



Post Timing by Channel

- Facebook
  - Saturday and Sunday between 12-1 p.m.
  - Thursday and Friday between 1-4 p.m.
  - Wednesday at 3 p.m.
- Instagram
  - Best days: Monday & Thursday
  - Best times: 8-9 a.m., 2 p.m., 5 p.m.
- Twitter
  - Wednesday at noon and 5-6 p.m.
  - Monday-Friday between 12-3 p.m. and 5 p.m.

WK 1	Pet Tips	Pampering
WK 2	Pampering	Pet Safety
WK 3	Pet Health	Pet Playtime
WK 4	Pampering	Pet Tips
WK 5	Pet Safety/Misc	

Image Sizes:

- Facebook Post – Recommended size: 1200px x 628px, 504px max width, <100kb. Also good for ads.
- Instagram – Recommended size: 1080px x 1080px. Can be 566px to 1350px high. Try to stay away from landscape images.
- Twitter In-Stream - 1024 x 512px. Up to 5MB for photos, 3MB for animated GIFs

More Information:

- For help with scheduling and boosting posts see: https://www.petresortmarketing.com/social-media/scheduling-boosting/

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1. Pet Playtime – Avoiding the Winter Blues

- **Short Form**

  We still have more winter to go! Will your pup be getting enough outside play time?

- **Long Form**

  Too cold to take your dog out for long walks or play times? Try creating a space in your home where they can still play or bring them to doggy daycare where they can play with their friends!

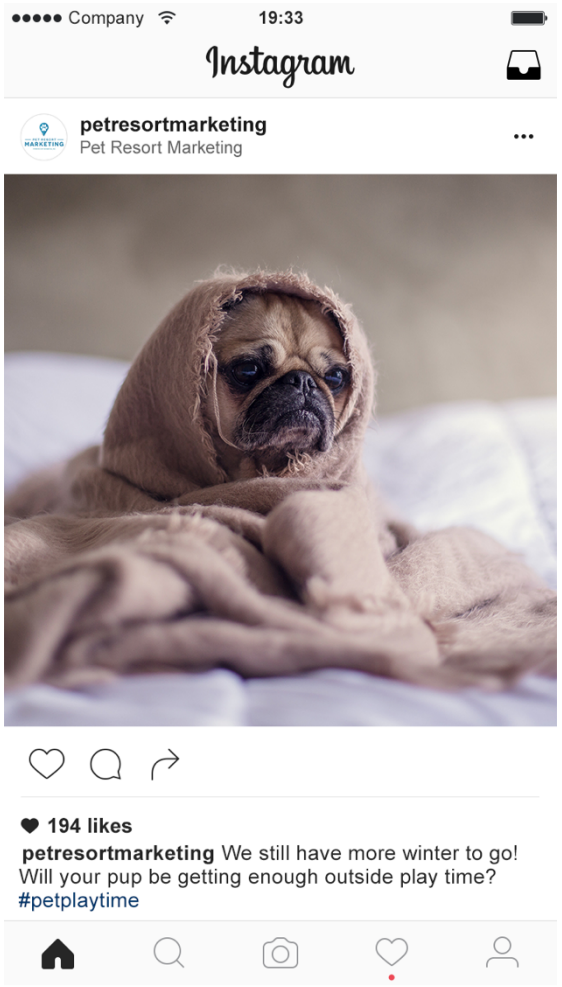
- **Hashtags**

  #pettips #petsafetytips #lovepets #lovepetsforever #petparent

- **Bonus Promotion Idea**

  Consider offering a percentage off doggy daycare/playtime sessions.

- **Image Selections (images with bubble captions have "_with caption" at end of file names)**
  - **Facebook >** Promo-Lonely-1200x628.jpg
  - **Instagram >** Promo-Lonely-1080x1080.jpg
  - **Twitter >** Promo-Lonely-1024x512.jpg



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BONUS!!

Do you want to take your social promotion one step further and offer an exciting holiday-themed discount or offer? Check out the ideas below and make them your own by customizing posts and using some of the images provided to make pet parents howl for your pet business!

- **DISCOUNT IDEA:** If it looks like winter is going to go on for a while, offer pet parents a discounted rate for indoor stays at your pet resort to keep their pets warm and socialized!
  - Short Form:
    - Looks like we're in for a long winter! Keep your pet safe and warm by booking an indoor stay for <%> off: <your URL here>
  - Long Form:
    - It looks like we're in for a long winter, which means more of your pet being cooped up inside. Help them maintain a healthy play schedule by booking a stay with us for <%> off: <your URL here>

- **DISCOUNT IDEA:** A long winter means some pets could be going stir-crazy. Offer a percentage off daycare to keep them healthy and stimulated!
  - Short Form:
    - We still have more winter to go! Make sure your pup gets enough playtime with <%> off daycare: <your URL here>
  - Long Form:
    - Too cold to take your dog out for long walks or play times? Bring them in to doggy daycare where they can play with their friends for <%> off: <your URL here>
  - **DISCOUNT** – Hashtags:
    - #doggydaycare #petplaytime #lovepets #petresort #petboarding

- **CHARITY IDEA:** Customers love to know that you care about more than just your business. Try donating a percentage of profits to local animal rescues this month for National Justice for Animals Week.
  - Short Form:
    - Make a purchase this week and we'll donate <%> of profits in honor of National Justice for Animals Week: <your URL here>
  - Long Form:
    - We know you probably spoil your pups, but some dogs aren't so lucky. This week bring your pup in for any services and we'll donate <%> for National Justice for Animals Week: <your URL here>
  - **CHARITY -** Hashtags:
    - #givingback #justiceforanimals #petresort #lovepets #lovepetsforever

Happy Valentine's! Send questions or comments to info@petresortmarketing.com. We'd love to hear how successful your promotion is!

Take the first step toward your customer connection plan https://www.petresortmarketing.com/growth-acceleration-plan or simply give us a call at 512-900-1070. We will get in touch within 48 hours.

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2) You **DO NOT** have the right to share or publish the zip file that contains the Pet Resort Marketing Pet Care Promo Pack and any of the contents with anyone outside your business with the intent of selling or freely distributing the contents.
3) These images and text are provided "as is" with no warranty regarding the suitability of the image for any purpose. Nehmedia is not liable to the purchaser or its clients or any person or entity for damages, costs or losses stemming from any usage of these images and text. Use is restricted to a business with a single location.
4) The use of the Promotion Pack, text copy and images are restricted to the purchaser's business only and can be used for a single business location only. Multi-location businesses within the same Metro Area may use a single Promotion Pack. Multi-location businesses with locations outside of a single Metro Area please contact us for pricing at info@petresortmarketing.com or (512) 900-1070.
5) Images may be cropped, edited and modified by the purchaser as necessary to represent their business and brand, for the sole use in promotional purposes.
6) Text copy can be modified and changed without restriction.
7) Text copy and images may be used on any social media channels associated directly with the purchaser's business and not on any social media channels not directly associated with the purchaser's business. Social media posts made prior to January 1, 2019 may remain in your social media channel as long as the original published date is not on or after January 1, 2019.
8) The purchaser indemnifies and holds harmless Nehmedia against all claims, liability, damages, costs and expenses stemming from a breach of this agreement, the use of the image, your failure to abide by any restriction regarding the use of an image, or any claim by a third party related to the use of the image.
9) Nehmedia provides a 100% satisfaction guarantee for the contents of the Pet Resort Marketing Pet Care Promo Pack. If for any reason, purchaser is dissatisfied with the contents of their purchase, Nehmedia will refund their money within 10 business days as a credit on the credit card used to make the purchase. This satisfaction guarantee does not reflect a performance guarantee, and purchaser must not have used any of the images or text copy on their website or social media channels. Any online or promotional use of any of the materials contained in the package will be considered as full satisfaction with the contents of the package and negate the satisfaction guarantee.

If you have any questions or concerns about your rights and privileges, please email Pet Resort Marketing at info@petresortmarketing.com

Thanks,

Your Pet Resort Marketing Team

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