

# Dog Days of Summer

## PET CARE PROMO PACK

## Introduction

Thank you for purchasing the Dog Days of Summer Promo Package!

Below you'll find a series of posts and accompanying images you can use to promote your pet business throughout June. 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 July 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

JULY 2019

S	M	T	W	TH	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

### 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	Holiday	Pet Tips
WK 2	Holiday	Pet Health
WK 3	Pet Tips	Pet Safety
WK 4	Pet Health	Pet Tips
WK 5	Holiday/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. Holiday – National Mutt Day (7/31)

#### ○ Short Form

Bark if you love a mutt! How are you planning to celebrate National Mutt Day?

#### ○ Long Form

Bark if you love a mutt! We know your dog's unique mix is what make him or her so special. How are you planning to celebrate your special furry friend this National Mutt Day? We recommend extra treats!

#### ○ Hashtags

#nationalmuttday #dogsofinstagram #dog #pets #lovepets

#### ○ Image Selections (images with bubble captions have “\_art” at end of file names)

- Facebook\_Promo-Sample-1200x628.jpg
- Instagram\_Promo-Sample-1080x1080.jpg
- Twitter\_Promo-Sample-1024x512.jpg





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### \*\*BONUS!\*\*

Do you want to take your social promotion one step further and offer an exciting season-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:** For Fourth of July (7/4) consider giving your pet parents a deal on overnight stays to avoid the possibility of losing a pet due to fireworks.
  - Short Form:
    - Happy 4th of July! Make sure your dog is safe this fireworks season with <%> off overnight stays: <your URL here>
  - Long Form:
    - Happy 4th of July! Independence Day is no holiday for pets. The sound of fireworks causes many dogs to panic and run, resulting in many lost dogs every year. Take precautions to ensure your dog is safe this season with <%> off overnight stays: <your URL here>
- **DISCOUNT IDEA:** Socializing your pet is important. Try giving your pet parents a percentage off daycare to help socialize their furry friends for the summer!
  - Short Form:
    - Do you love going to the park? Make sure you and your dog are up to date on good park etiquette with <%> off daycare: <your URL here>
  - Long Form:
    - Do you love going to the park? Make sure you and your dog are up to date on good park etiquette! Ensure your dog is wearing a collar, keep your leash with you (even in off-leash areas), and have fun! Or, bring your dog in for daycare and take <%> off: <your URL here>
  - **DISCOUNT** – Hashtags:
    - #doggydaycare #dogsofinstagram #dog #pets #lovepets
- **OFFER IDEA:** Customers love showing off their pets. For All-American Pet Photo Day this July, consider offering a free photoshoot for pet parents who book a stay or service!
  - Short Form:
    - Happy National All-American Pet Photo Day! Bring your pet in today for a free pet photoshoot: <your URL here>
  - Long Form:
    - Happy National All-American Pet Photo Day! Whether your pet is showing off his or her belly or just looking exceptionally adorable, we'd love to capture the moment! Bring your pet in today for a free pet photoshoot: <your URL here>
  - **CHARITY** - Hashtags:
    - #petphotoday #catsofinstagram #dog #pet #lovepets

**Happy Summer! Send questions or comments to [info@petresortmarketing.com](mailto:info@petresortmarketing.com). We'd love to hear how successful your promotion is!**

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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.

## Legal Rights

If you have purchased the Pet Resort Marketing Pet Care Promo Pack, you receive the following rights and privileges for all text copy and images provided in your package:

- 1) The text copy and images provided are original creations copyrighted by Nehmedia, Inc. and its service Pet Resort Marketing. Nehmedia grants you, the purchaser, non-exclusive, non-transferable and non-assignable use of this material for commercial and promotional purposes through August 1, 2019.
- 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](mailto: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 August 1, 2019 may remain in your social media channel as long as the original published date is not on or after August 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](mailto:info@petresortmarketing.com)

Thanks,

Your Pet Resort Marketing Team



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