



INTRODUCTION

Thank you for purchasing the Happy Howlidays Pet Care Promo Package!

Below, you'll find a series of posts and accompanying images you can use to promote your pet business throughout the holiday months of November and December. 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 Howliday Pack:

1. Decide which social media channels you'll be using:
 - a. The 'short form' posts are ideal for both Facebook and Instagram.
 - b. The 'long form' posts are ideal for Facebook, but you can test some with Instagram.
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 and Instagram 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 at least twice per week in the weeks leading up to Thanksgiving and Christmas.
 - b. Simply highlight the text you wish to use (Short Form or Long Form). Then, copy 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 Howliday-themed offer!



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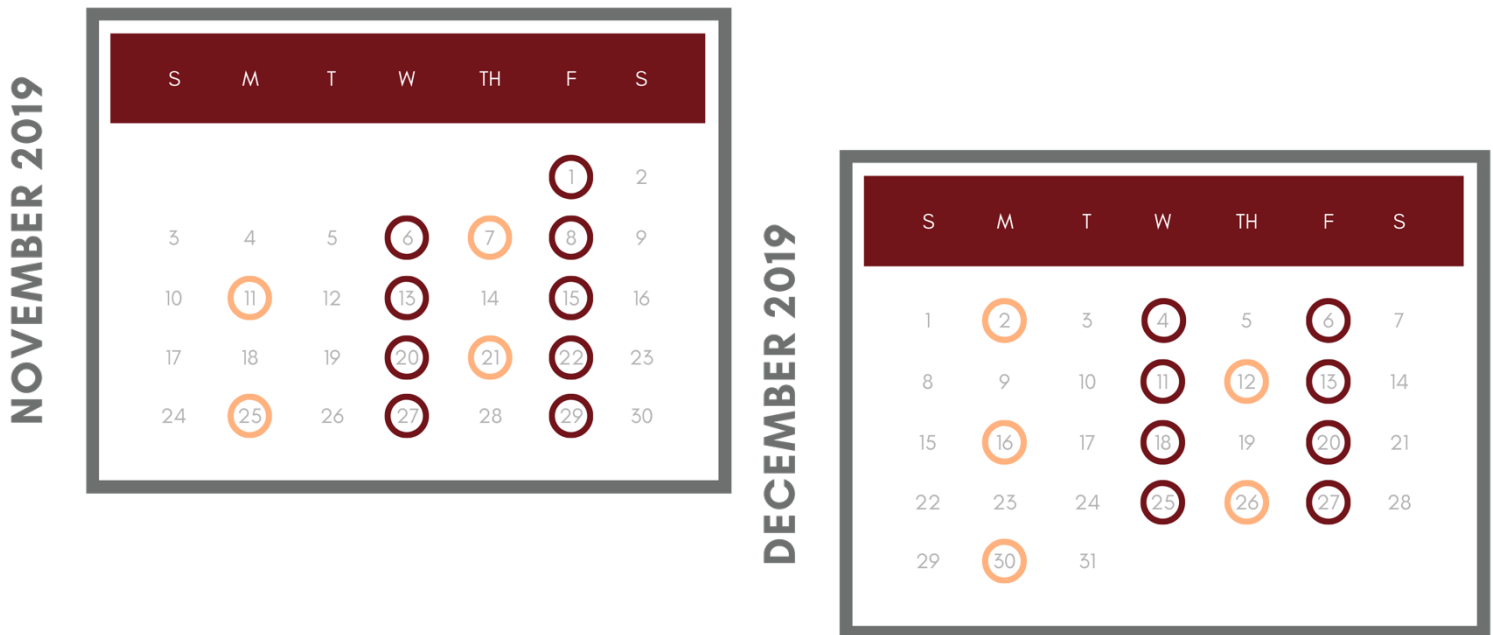


NOVEMBER | DECEMBER



Happy Howlidays

PET CARE PROMO PACK

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.

WK 1	Travel/Vacation	Pet Safety
WK 2	Pet Safety	Decorations
WK 3	Travel/Misc	Travel/Misc
WK 4	Pet Safety	Gifts
WK 5	Travel/Vacation	

Image Sizes:

- Facebook Post – Recommended size: 1200px x 628px, 504px max width, <100kb. Also good for ads.
- Instagram – Recommended size: 1200px x 1200px. Can be 566px to 1350px high. Try to stay away from landscape images.

More Information:

- We recommend using plenty of **hashtags** on Instagram posts. This promo guide includes 5 hashtags for each post, but more curated hashtags can be found in your pack spreadsheet. Add 1-3 branded hashtags to your posts for even more engagement!
- For help with scheduling and boosting posts see: <https://www.petresortmarketing.com/happy-howlidays/scheduling-boosting/>



1. Cat Health (Nov) – Pumpkin Healthy for Cats

- **Short Form**

Your pet might not love company as much as you! Let your cat stay with us during the holidays.

- **Long Form**

Big family gatherings or parties can make pets anxious. Consider leaving your pets where they can get rest without the stress of many strangers and loud noises. They'll appreciate the peace and quiet!

- **Hashtags**

#catsofinstagram #catstagram #cats #kitten #catlover

- **Image Selections (images with bubble captions have “_art” at end of file names)**

- Facebook_Promo-Sample-1200x628.jpg
- Instagram_Promo-Sample-1080x1080.jpg





**** 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:** Offer the holiday gift-shopping pet parent an opportunity to give their pet a special gift for the holidays by giving them an overnight stay at your pet resort with a discount *in January*, to jump start your sales in the first quarter!
 - **Short Form:**
 - Not seeing any Black Friday deals for your pets? Look no further! Book an overnight stay between January 5th-30th and get <x%> off: <your URL here>
 - **Long Form:**
 - Want to get a special gift for your pet this holiday but can't find any Black Friday specials for them? Book an overnight stay between January 5th-30th and get <x%> off: <your URL here>
- **DISCOUNT IDEA:** Offer the fun, fashion conscious pet parent an opportunity to show off their pet in dazzling attire by inviting them to a specially discounted day at your pet resort for a spectacular Fashion Show on January 14th! Consider giving each invitee a further discount if they bring a friend and their pet!
 - **Short Form:**
 - Join us for our Pet Fashion Show on Jan 14th, National Dress-Up-Your-Pet Day! Advance reservation discount of <x%> off that day! <your URL here>
 - **Long Form:**
 - Jan 14th is National Dress-Up-Your-Pet Day! Celebrate with us in our first annual Pet Fashion Show! Special rate of <x%> off that day! Additional of <x%> off when you bring a friend and their pet! <your URL here>
- **OFFER IDEA:** In support of National Dress-Up-Your-Pet Day (January 14th), offer a festive collar or other dazzling fashion accessory for your pet when your pet parent books a night with you in advance!
 - **Short Form:**
 - Doing anything special for National Dress-Up-Your-Pet Day on January 14th? Book your pet's lodging for a stay before Jan 13th and get a free pet fashion accessory: <your URL here>
 - **Long Form:**
 - In preparation for National Dress-Up-Your-Pet Day on January 14th, why not spruce up your pet's attire! Book your pet's lodging before January 5th and get a free pet fashion accessory: <your URL here>
 - **OFFER - Hashtags:**
 - #petboarding #petresort #lovepets #lovepetsforever

Happy Howlidays! 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.

Happy Howlidays

PET CARE PROMO PACK

Legal Rights

If you have purchased the Happy Howlidays 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 January 1, 2020.
- 2) You **DO NOT** have the right to share or publish the zip file that contains the Happy Howlidays 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, 2020 may remain in your social media channel as long as the original published date is not on or after January 1, 2020.
- 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 Happy Howlidays 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