



Introduction

Thank you for purchasing the Spring Break Pet Care Promo Package!

Below you'll find a series of posts and accompanying images you can use to promote your pet business throughout March. 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 2020. (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 March Pack:

1. Decide which social media channels you'll be using:
 - a. The 'short form' posts are ideal for 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 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

MARCH 2020

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.

WK 1	Holiday	Pet Safety
WK 2	Holiday	Pet Tips
WK 3	Pet Safety	Travel
WK 4	Travel	Pet Safety
WK 5	Pet Health/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:

- We recommend using lots of **hashtags** on Instagram. This guide includes 5 hashtags per post, but more can be found in your pack's spreadsheet.
- For help with scheduling and boosting posts see: <https://www.petresortmarketing.com/social-media/scheduling-boosting/>



1. Travel – Keeping Your Dog Comfortable

- **Short Form**

Traveling with dogs over Spring Break? Always make sure they're up for the trip!

- **Long Form**

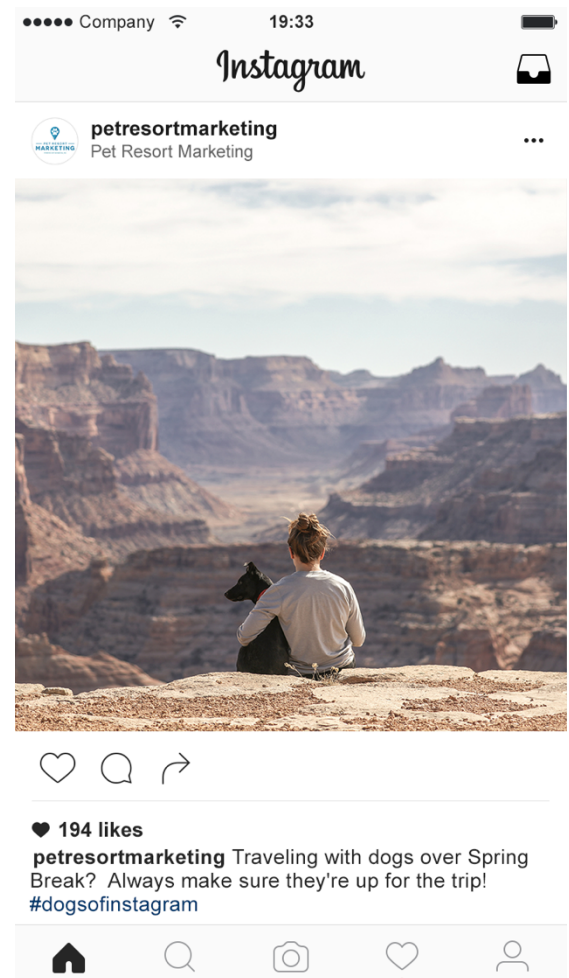
Does your dog really like to travel? Some dogs have a hard time traveling so make sure you've made proper accommodations before leaving for a Spring Break trip!

- **Hashtags**

#dogtravel #dogsofinstagram #dog #springbreak #dogstagram

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

- **Facebook** > Promo-Canyon-1200x628.jpg
- **Instagram** > Promo-Canyon-1080x1080.jpg





****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:** With Spring upon us, dogs with thicker coats may start to get uncomfortable. Consider offering a percentage off grooming services to ensure clients pups stay cool and comfortable.
 - **Short Form:**
 - Cold weather dog? As Spring warmth arrives, consider bringing Fido in to get a cool trim for <%> off: <your URL here>
 - **Long Form:**
 - Is your dog built for cooler weather? To avoid large amounts of shedding and potentially even heat exhaustion, consider bringing in your dog for a cool trim at <%> off: <your URL here>
- **DISCOUNT IDEA:** If veteran's discounts are a thing for people, why couldn't they also be a thing for dogs? Consider offering a discount to pets that have served!
 - **Short Form:**
 - Today is K-9 Veterans Day! We're thanking pets who've served by offering a <%> discount: <your URL here>
 - **Long Form:**
 - K-9 veterans deserve thanks and respect too! K-9 service dogs typically work most of their life and have to go through intense training to be ready for any situation. This K-9 Veterans Day, we're offering <%> off for pets who've served: <your URL here>
 - **DISCOUNT – Hashtags:**
 - #k9veteransday #petresort #lovepets #dogsofinstagram #dogboarding
- **OFFER IDEA:** Customers love free. Consider giving customers a small toy for free when they book a stay with your resort.
 - **Short Form:**
 - Rising temps means more outdoor play time with your dog! Book a stay with us and you'll get a FREE new dog toy: <your URL here>
 - **Long Form:**
 - As Springtime warmth arrives, consider increasing your dog's outdoor play time with his friends at your local resort to help reduce his boredom and anxiety. And, get a free toy when you book a stay: <your URL here>
 - **CHARITY - Hashtags:**
 - #dogtoys #petplaytime #petresort #lovepets #dogsofinstagram

Happy Spring! 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.

Spring Break PET CARE PROMO PACK

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 April 1, 2020.
- 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 April 1, 2020 may remain in your social media channel as long as the original published date is not on or after April 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 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