

Mutt-her's Day

PET CARE PROMO PACK



Introduction

Thank you for purchasing the Mutt-her's Day Pet Care Promo Package!

Below you'll find a series of posts and accompanying images you can use to promote your pet business throughout April. 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 May 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 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, and feel free to add custom, branded hashtags.
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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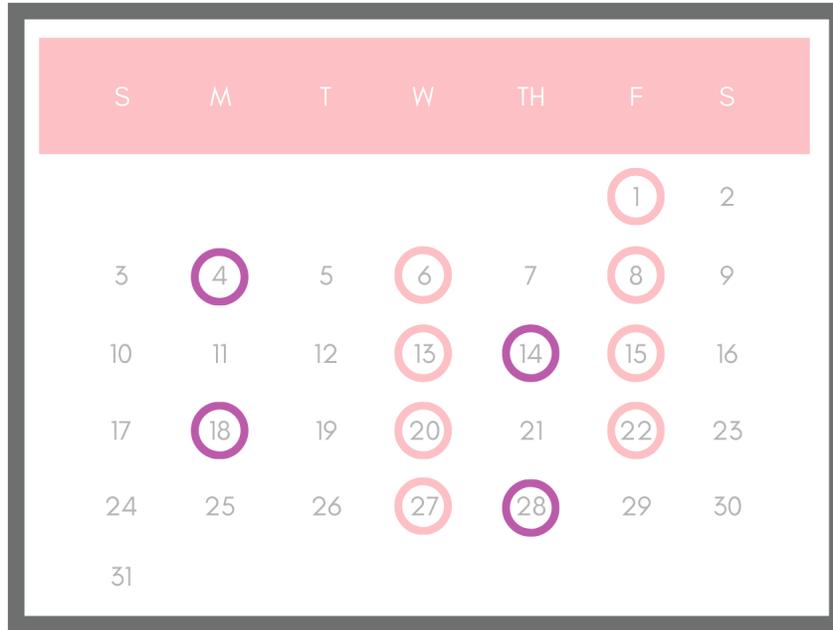
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Sample Post Scheduling

MAY 2020



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	Pet Tips	Holiday
WK 2	Holiday	Pet Safety
WK 3	Holiday	Pet Tips
WK 4	Holiday	Pet Health
WK 5	Pet Tips/Misc	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.

More Information:

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

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1. Pet Tips – Warm Weather Prep

○ **Short Form**

How furry are your furry friends? If they're like these guys, they could get too warm this Spring!

○ **Long Form**

Long-haired pets getting a little warm outside? Consider a special "summer cut" from your local groomer to make your pet's hair more manageable. Just remember to never shave down to the skin or try to cut the hair yourself with scissors!

○ **Hashtags**

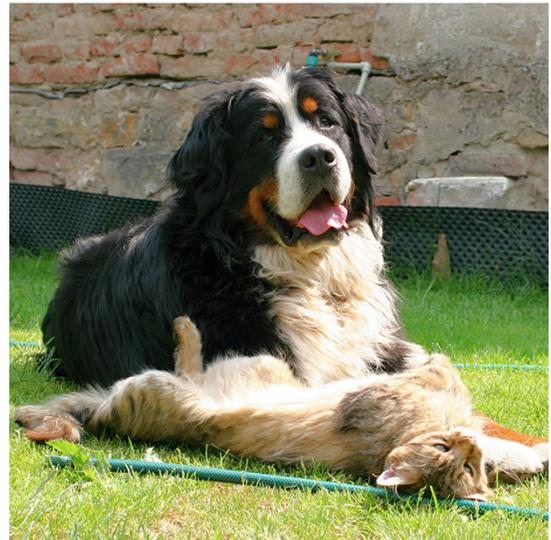
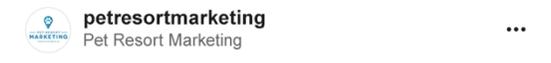
#petgrooming #petsofinstagram #pets #cat #puppy

○ **Bonus Promotion Idea**

Consider offering a percentage off grooming services.

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

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



194 likes
petresortmarketing How furry are your furry friends? If they're like these guys, they could get too warm this Spring! #pettips



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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:** To celebrate Mother's Day this year, try offering a discount on daycare to give moms a day off!
 - Short Form:
 - Happy Mutt-her's Day! Take a second to celebrate the dog moms in your life today with <%> off daycare: <your URL here>
 - Long Form:
 - Did someone say breakfast in bed? In our minds, dog moms are moms too, so happy Mutt-her's Day! Celebrate the moms in your life today and take the day off with <%> off daycare: <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!
 - Short Form:
 - Does your dog have a BFFF (best furry friend forever)? If not, try daycare to socialize your pup and take <%> off: <your URL here>
 - Long Form:
 - Does your dog have a BFFF (best furry friend forever)? If not, try socializing him through doggy daycare! Being correctly introduced to other dogs can reduce anxiety about new situations. A socialized dog is a happy dog, and you can take <%> off daycare now: <your URL here>
 - **DISCOUNT** – Hashtags:
 - #doggydaycare #dogsofinstagram #dog #pets #lovepets

- **CHARITY IDEA:** Customers love giving back to causes they care about. For Pet Cancer Awareness Month this May, consider donating a percentage of profits to pet cancer awareness campaigns like the Petco Foundation.
 - Short Form:
 - Every dog deserves a long life! For Pet Cancer Awareness Month, we're donating <%> of profits to <campaign>: <your URL here>
 - Long Form:
 - Did you know that May is Pet Cancer Awareness Month? According to the Veterinary Cancer Society, there are a few warning signs you can look out for like weight loss and lameness. Book now and we'll donate <%> of profits to <campaign>: <your URL here>
 - **CHARITY** - Hashtags:
 - #petcancerawareness #pethealth #dogsofinstagram #pets #lovepets

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.

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