

## A list of some of the ways you can market your pet business

Here is a list of ways to grow and market your business. Remember these are a general list, always refer to your weekly themes and learning materials on the website for more in-depth information on each.

Starting out my focus was networking and community meet ups, backed up with meaningful content. Remember not every way will be right for you so play with your strengths and skillset and remember to think about where your client's hang out!

1. FACEBOOK - pages, community groups, your groups personal profile, create connections) build good content, be visible, create conversations.
2. OTHER SOCIAL MEDIA PLATFORMS
3. YOUTUBE
4. FREE WEBINARS
5. EMAIL LIST
6. WEBSITE – remember SEO (search engine optimisation)
7. ADVERTISING ON OTHER WEBSITES/LINKS ON OTHER WEBSITES
8. WORD OF MOUTH
9. NETWORKING AND COLLABORATION (offline and online)
10. BROCHURES/BUSINESS CARDS
11. FREE EVENTS/COACHING CLINICS
12. CONTENT CREATION - blog, in groups, on your page)
13. CONTACTING OLD CLIENTS
14. REFERRAL SCHEMES
15. LOYALTY SCHEMES
16. LIASING WITH RESCUES

17. FREE TALKS - schools/vets/other
18. SIGN WRITING ON CAR
19. TSHIRTS/WORKWEAR
20. FREE DOWNLOADS (lead magnet)
21. LOCAL SHOP NOTICEBOARD
22. GUEST SPEAKER (podcasts)
23. OWN PODCAST
24. GETTING IN THE MEDIA
25. GUEST SPEAKER – conferences/local vet speaker slot
26. GOOGLE REVIEWS
27. VIDEO PROMOTION
28. STALL AT LOCAL EVENTS - for example local fetes or dog shows
29. SPONSORSHIP – events/websites
30. GOOGLE ADS