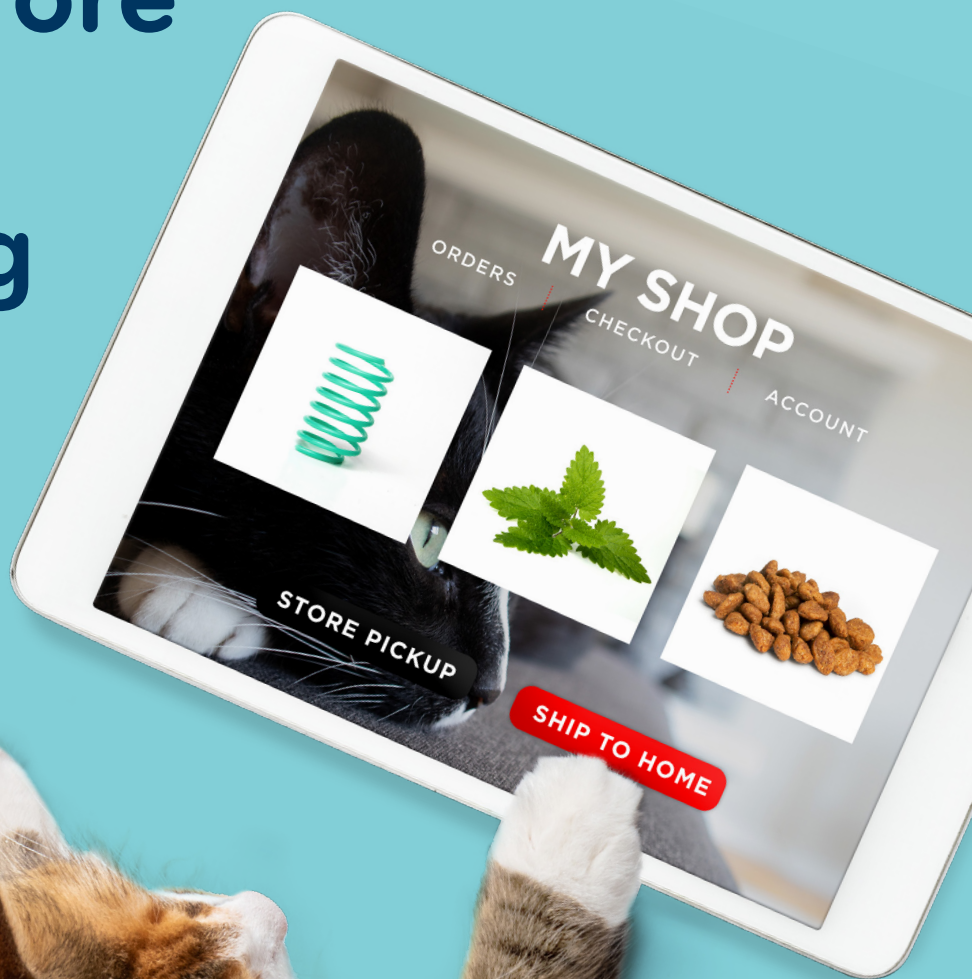


Quick-Start Checklist for Pet Store Digital Marketing

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To stay competitive in the ever-evolving pet industry, it's crucial that you incorporate effective digital marketing strategies to amplify your reach and connect with a broader audience. As a pet retailer, you already have a lot on your plate, from operations and financial management to customer service, staffing and beyond. That's why we created a Quick-Start Checklist for Pet Store Digital Marketing, designed to streamline your efforts and ensure your business is well-positioned for success in the digital landscape.

The checklist focuses on three areas: social media, search engine optimization (SEO) and email marketing. Together, they form a comprehensive digital strategy that can help you attract more customers and ensure sustained growth into the future.

SOCIAL MEDIA

TikTok is the fastest-growing social media platform.

Improve visibility and customer engagement:

- Identify your customers' preferred platforms. Facebook (FB) and Instagram (IG) boast over two billion active users each, and TikTok is the fastest-growing social media platform. If you don't have the resources to develop and maintain a consistent TikTok presence, prioritize FB and IG for diverse content scheduling, including static posts, videos and stories, with the option to plan and pre-schedule content.
- Determine and allocate time for monthly content planning and build social media calendars that can be scheduled in advance. Pro tip: Leverage tools like Sendible, Sprout Social and Hootsuite to enhance efficiency and alleviate the manual workload on your team.
- Establish and maintain a consistent brand image across all social media platforms – including logos, colors and messaging – to enhance recognition and authenticity and build trust.
- Consider key factors like national holidays and new product launches when planning your monthly content calendar. Create a framework around pillars of content focused on educating and entertaining, including store events, charity initiatives and non-promotional material. Allow room for engaging elements like cute pet memes and incorporating shared/ tagged posts from customers.
- Respond promptly to comments, messages and mentions to foster a sense of community and show that your business values and appreciates its audience.
- Consistently review social media analytics directly on the platform or through your scheduling software, which often provides insightful metrics. This strategic process will enable you to fine-tune and optimize your content strategy for the upcoming month.



SEARCH ENGINE OPTIMIZATION

68% of online experiences begin with a search engine.

Elevate online discoverability:

- Set up Google Analytics and Google Search Console (GSC) accounts to enhance SEO optimization by unlocking valuable insights into website performance and user behavior.
- Conduct keyword research to pinpoint relevant terms and phrases used by your target audience and identify how difficult it is to rank for them. Think about what search terms people might use for your pet store and the products you offer. Get started using a free keyword research tool, like GSC or SEMRush Keyword Magic Tool.
- Develop valuable content (e.g., blog posts, resource page, etc.) that naturally incorporates the keywords and phrases identified during your research, addresses customer questions, provides solutions and is likely to be shared.
- Optimize meta titles and descriptions, headers and image alt tags with relevant keywords to help search engines understand and rank your content appropriately. Additionally, cultivate high-quality backlinks from reputable websites to enhance your site's authority and trustworthiness. If you use a website builder like WordPress, you can look for SEO plugins (e.g., Yoast) to integrate meta data.
- Regularly refresh your content by updating outdated information, finding and fixing keyword cannibalization and improving content readability to signal relevance to search engines and improve your ranking.
- Employ off-page SEO tactics to build more credibility, authority and visibility for your store. Start by conducting a backlink gap audit to identify the sites linking to your competitors and not you. Why? Because there's a good chance these sites will also link to your site — especially if you have better content.



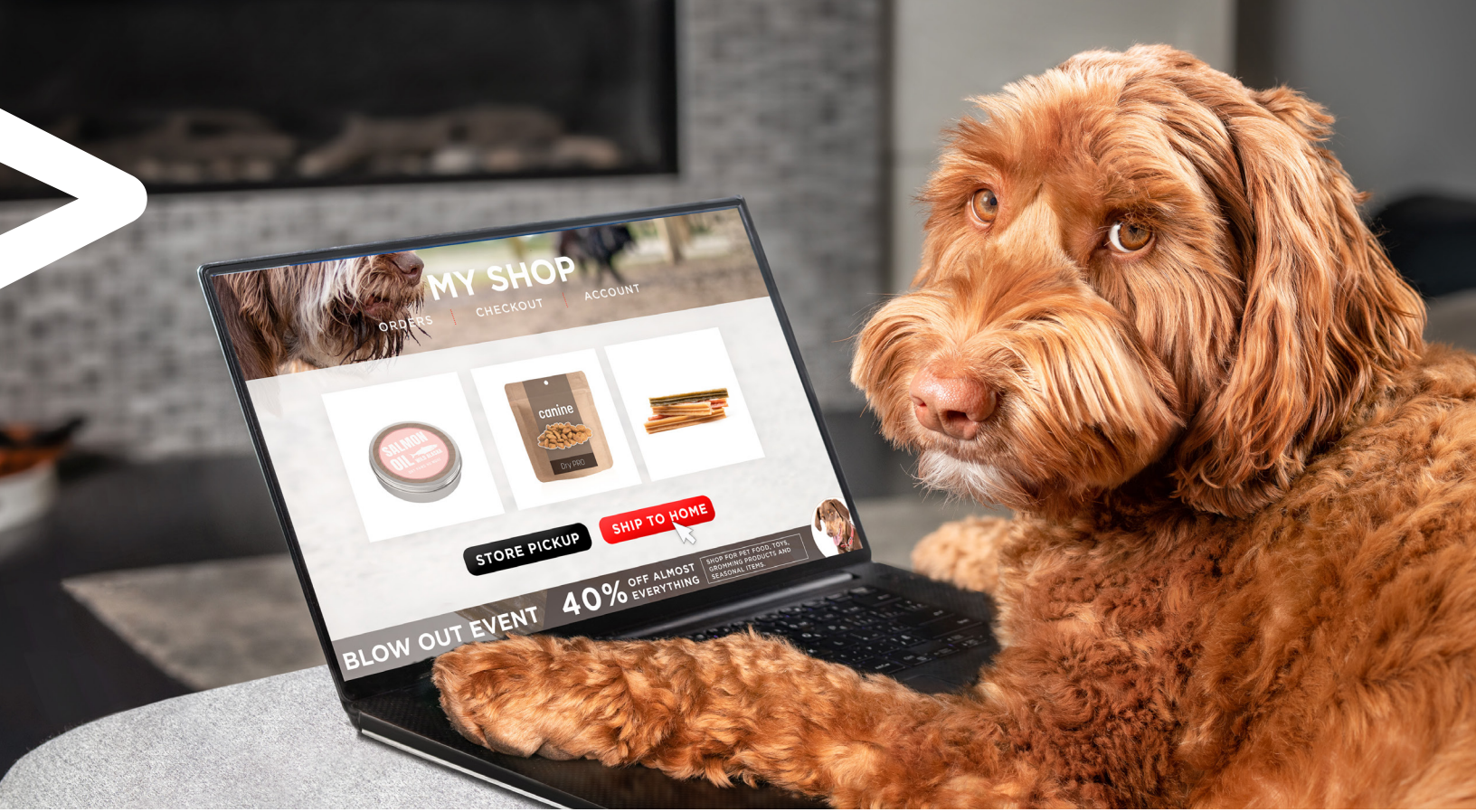
EMAIL MARKETING

Email marketing generates \$36 for every \$1 spent.

Foster brand loyalty and drive sales:

- Invest in an email marketing system such as HubSpot, Mail Chimp or Constant Contact to automate large-scale email campaigns, facilitate list segmentation and unlock additional features for enhanced efficiency and targeted communication.
- Define the purpose and frequency of your email campaigns by identifying the specific types of emails you plan to send, e.g., newsletters, promotional offers or event announcements. This strategic planning ensures a well-rounded and tailored approach to your email marketing efforts.
- Segment your email list based on behavior or preferences – for instance, past purchases and type(s) of pet(s) owned – to send targeted, personalized content to each audience.
- Create an email template that is optimized for both desktop and mobile interfaces and seamlessly integrates your brand's elements (logo, colors, etc.).
- Craft short and concise email content that includes an attention-grabbing subject line that entice recipients to open your emails as well as a compelling call to action that guides readers toward the desired next step, whether it's making a purchase or sharing the email.
- Regularly analyze email campaign performance metrics (open rates, click-through rates, conversions) to refine future campaigns for better results.





Want to learn more strategies that can take your pet business to the next level? Register to attend SUPERZOO 2024 to access expert insights on the hottest pet retail trends, industry-leading education, more marketing tips and beyond. Join 18,000+ pet professionals in Las Vegas, August 14-16.

