

# A Marketing Guide For A Pet Sitting And Walking Business

There is no big secret to marketing this type of business but there is a strategy and you need to make sure that everyone and their nan knows you exist.

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## Why should you listen to me?

I am speaking from direct experience! I ran this type of business with my son for 2 years and more recently I coached business owners in Marketing. This was the very strategy that we used and it worked for us.

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There are some essentials you need for your marketing. Make sure you have:

- A Facebook/Instagram Group
- A logo
- Flyers
- Business cards
- A website (optional)



# Strategies

## Local notice boards

Seek out all the local notice boards whether they are in the street, the church or in the post office and pin up a very colourful flyer. Include a photo of you and a pet to build trust with potential customers. ✨

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## Social media

Join all of the local community groups. Some will allow you to advertise and some won't. There will be discussions in those groups and you can direct message any potential clients. Have a look at the members profiles and where they have pets introduce yourself. ✨

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## Collaborate

Run a joint competition with other local pet businesses to win a free walk or sit. If you collaborate with a vet they could provide a free check up or a Groomers could provide a free mini grooming session. Once you have an email list you could offer to send a promotional email to your list for them and ask them to do the same for you. ✨



# Strategies

## Approach dog walkers

Let me stress....don't be running across the park arms flailing to give your business card to an unsuspecting dog walker. As you pass just compliment the dog, offer the business card to the human and strike up a conversation. Be very casual and build that trust.

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## Newspaper

Take an advert out in the local newspaper or in your community magazine/booklet.

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## Leaflets/Flyers

This was time consuming but I had most of my leads contact me because I posted a leaflet through their door. Get those leaflets everywhere! In local shops, churches, local pet businesses, in your car window and give them to your friends.

### Tips

- On a corner write 'Keep me on the fridge'
- Use your QR code from your Facebook group
- Add all your social media handles
- Have a questions and answers section
- Include a picture of you and a pet

# Strategies

## Cat and Dog shelters/rescue centres

Ask your local rescue centre if they would add your leaflet to their adoption packs and keep some in their main office. They may also allow you to post something on their social media.

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## Blog

If you have a website then consider adding a blog. Think about the words your customers will be typing into Google to find you and make sure to use these on your website and strategically in some of your blogs.

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## Referrals

Offer a discount to your current customers for referring new clients. Apply the discount once you receive money from the new client they sent your way.

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## Good luck

The best thing about marketing this type of business is that the cost is mostly your time and not your money - make sure to ask customers where they saw your business advertised so you know where to continue your marketing efforts. Good luck and let me know how you get on! Wishing you all the success in the world!