



# **10 ACTIONABLE WAYS TO GROW YOUR PET BRAND**



**PetBiz**  
CREATIVES



# A WORD FROM THE PBC TEAM

We're not barking up the wrong tree when we say that the pet industry can be seriously competitive.

Just like Darwin once definitely 100% historically said: It's survival of the fittest, my guys and gals.

So how can you become one of those 'fittest'? How can you position yourself at the top of the food chain, outperforming your competitors with continuous business growth and irresistible client-attraction techniques?

*Simple. - through dedication, focus and commitment!*

And although we already know you've got potential by the bucketload... We also understand that you might need some help in getting clear on what areas of your business to tackle first, in order to improve your business performance and, overall, get more organised.

Which is why we've compiled this list of our Top 10 Quickest Ways to Grow Your Pet Industry brand & Get More Clients.





This list contains a mixture of creative projects and easy-to-implement automation systems, so you can improve your lead capture performance, your volume of sales and quality of customer satisfaction. As it's only through high customer satisfaction... wowing your clients... that will ensure your business truly thrives.

## *What's up natural selection?*

- A key step to wowing your potential and existing customers involves delivering above and beyond their expectations. A key step to wowing your potential and existing customers involves delivering above and beyond their expectations.





And although this may seem obvious, in the hustle of daily work - keeping your business ticking along - this can often get overlooked, which can ultimately limit your potential business growth.

Utilising marketing automation tools and implementing a number of creative campaigns will make your relationship with your customers intimate, impactful and amazingly-effective.

So let's take a look at the top 10 projects to help you attract more ideal clients, grow your results and wow your customers so they can't help but become active and loyal members of your community





# Create A Clear Brand Identity & Strategy



In everyday life, you only have one chance to make a first impression. And your brand identity is no different; it's a core component of making a positive initial impact and hooking potential clients.

Inconsistent messaging and brand presentation can be both consciously and subconsciously off-putting for prospective customers.

For instance, a fragmentary and non-cohesive brand identity can quickly damage the credibility and validity of your brand, causing you to look 'dodgy' and potentially even scam-like.



Aesthetically, a confused brand identity is a major red flag; it looks unprofessional, is confusing and undermines the value of the product or services you're offering.

The result? You rapidly lose those potential leads.

Creating and implementing a clear brand identity strategy is therefore vital for your business growth.

It can be massively beneficial not only for establishing the legitimacy of your business but also in helping you to connect and resonate with a broader target audience.

A crystal clear brand identity defines the following:

- Who you are
- Your purpose
- Your company values
- Your USP
- Your practical appearance

Best of all, it gives you an in-depth understanding of your customer's wants and needs (and how you relate to them).







One way to establish a solid brand identity approach is identifying your brand archetype.

This will support you in deciphering an appropriate tone of voice throughout your copy and content, what 'personality' and energy you want to elicit in your creative collateral, what language and terminology will best 'flip a switch' in your target market's mind, and also help you to achieve consistency across all your graphic and product/website design

*Talk to us  
about your*

**BRAND  
ARCHETYPE**







## **Attract More Clients With Content That Connects**



As we touched upon with brand identity, it's important to establish strategies and campaigns that - on a fundamental level - work to connect with your target market.

One way to nurture connection is creating relevant and engaging content, which speaks directly to your audience's interests and desires.



Blogging is one popular way you can attract new customers and also deepen your relationship with any existing audience members.

Blogs offer you the ability to dive more in-depth on topics your audience care about, giving you breathing room to expand on ideas and explore information that other platforms such as social media, for example, may not lend themselves to.

Blogs also have the added benefit of aiding your website's SEO (search engine optimisation), helping you to bump up the search engine rankings.

Yet just take the following statistic into consideration:

Each month, 70 million new posts appear on WordPress blogs alone ... [and] businesses who put the effort into blogging are 13 times more likely to generate good ROI.

Source: [HostingTribunal.Com](http://HostingTribunal.Com)



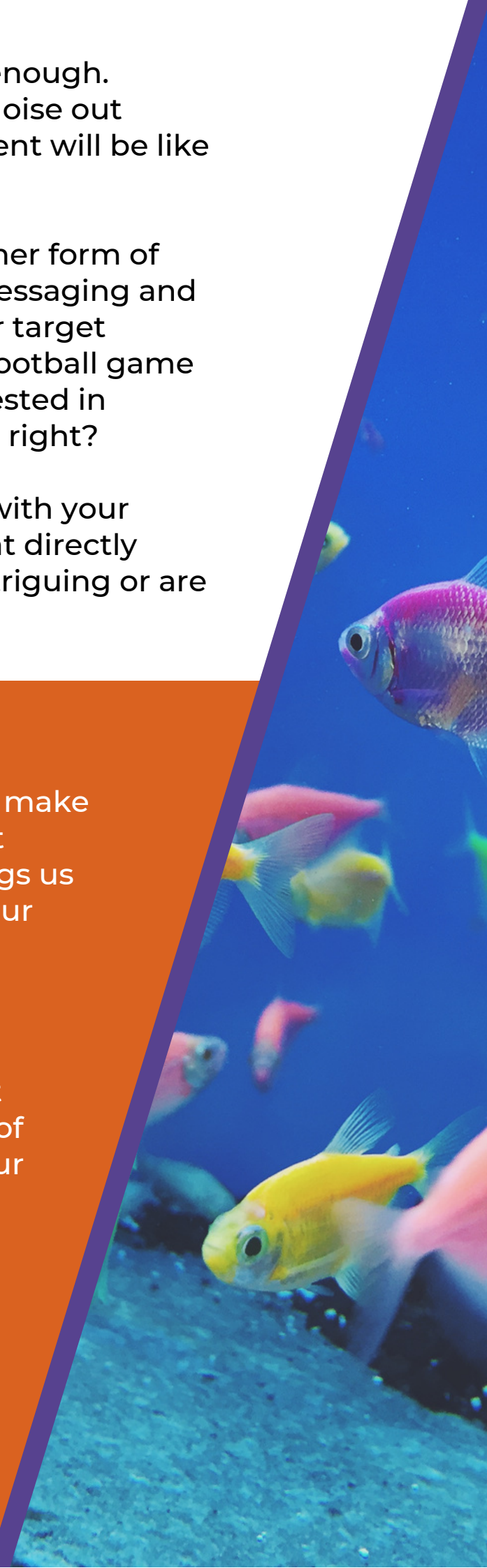
Writing blogs in and of itself is not enough. There's a heap of competition and noise out there, and flinging out any old content will be like shouting into the void.

Whether blogging or creating another form of content, you have to ensure your messaging and purpose are acutely relevant to your target market. It's no use writing about a football game if your ideal customer is more interested in exercises to stimulate their animals, right?

The most effective way to connect with your target market is to craft content that directly talks to elements of life they find intriguing or are curious to investigate.

Indeed, your content will really only make an impact on your audience when it engages their emotions, which brings us on to the Power of Storytelling in your digital marketing efforts.

Whether it's in your blogs, newsletters, EDMs (electronic direct mail), social media or another form of creative collateral, storytelling in your content will be what inspires excitement about your brand and help you convert customers into a loyal, active community.







## **Capture New Leads From Existing Traffic**



Chances are, your Facebook newsfeed is full of lead magnets from free workbooks to webinars, checklists to quizzes, lists of top tips (just like this one!) and much more.

Although popular, these free online tools and packaged content are still a great way for prospective clients to find you and 'try before they buy'.



The great thing about this step is that you can automate the full journey, converting leads to paying clients or booking a strategy call with you to discuss your services without you even having to be present.

It can all be running in the background as you continue the day-to-day operations of your business and you only step in to the process when the phone call is scheduled.

Yet, take note that providing a lead magnet is not enough. Your lead will need to be nurtured along a journey with content-rich emails or video and the time this journey may differ from person to person.

Think about the things a prospective client would need to know and understand, to be able to make a decision to work with you, and include all of this information in the journey that you build in your sales funnel.





# 4

## **Re-engage An Existing List Of Customers**



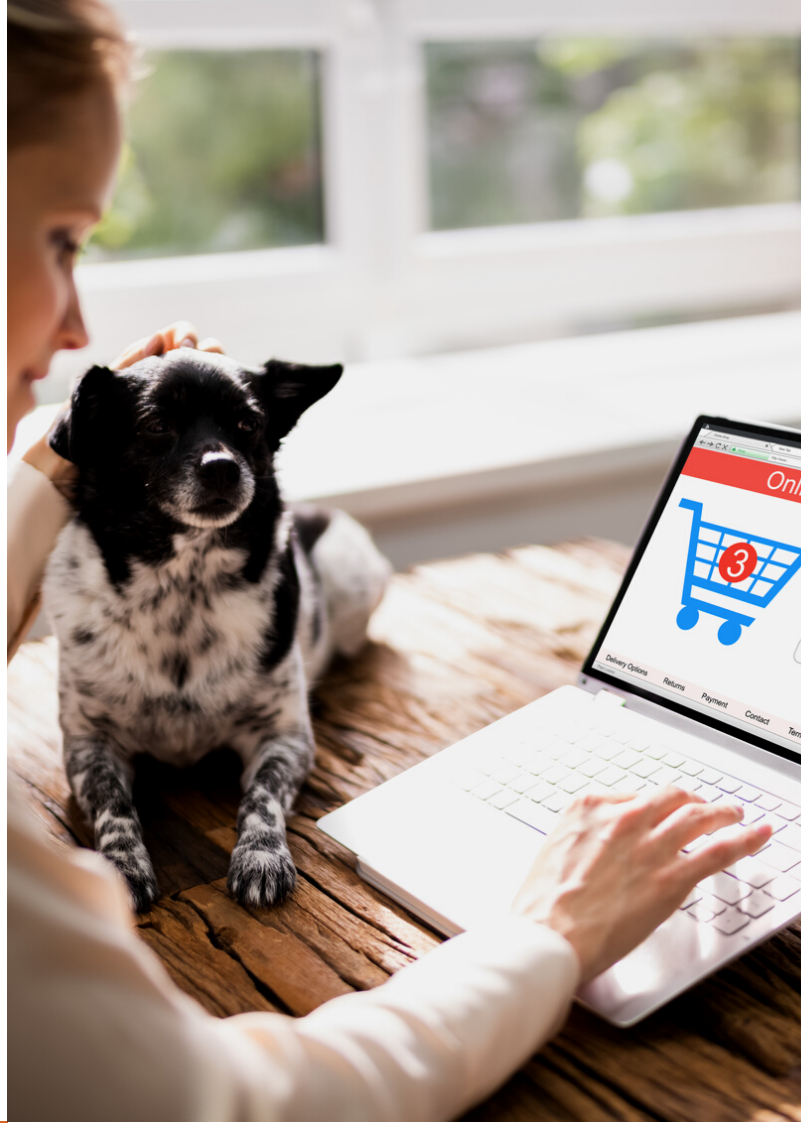
If you have an established list of customers and leads but they've been sitting dormant for months or even years, not receiving regular informative and interesting emails from you, chances are they've forgotten you even exist. Not much of a wow-factor there, right?

Moreover, simply sending out one email won't be enough to re-engage and enliven your list. They may not see or open your email, or have time to read it, wasting your efforts.

Instead, you should establish a well thought out re-engagement campaign to invigorate a business.

This campaign should range between 3 and 10 emails long, depending on your audience and how long it has been since you last connected with them.

Emails scheduled approximately one week apart with high-value content perform best, and in the first re-engagement email, it is beneficial to address why it's been so long since you've been in touch



*Talk to us  
about your*

## RE-ENGAGEMENT FLOW



If they no longer wish to receive content from you, you can additionally use this as an opportunity to direct them to the unsubscribe link at the bottom of your email, helping you to further refine your mailing list to only include genuinely interested, interactive readers.

Remember, it's quality not quantity you're aiming for.

Note: This marketing automation campaign is the quickest path to greater cash flow in your business.





## **Generate New Traffic**



Introduce your business to new people through advertising, events, or networking. Offering to speak at events or pet industry trade shows in your sector is also a great way to build your list with new traffic.

Likewise, advertising campaigns run across social media platforms such as Facebook, Instagram, LinkedIn and Google can all generate a great return on investment (ROI) and ensure a steady stream of new leads coming through to your business.





Think of it like a tap you can turn on and off when you need to increase cash flow to your business. (Plus, who doesn't love to see cute photos of animals on their feeds anyway?)

Remember: with paid advertising campaigns on social media platforms, you need to allow up to 3 months of activity on your Ads before you will start to see results.

You'll need to be prepared to invest around \$2k AUD per month advertising budget to ensure a good ROI.

So if you are still growing your business and do not have the marketing budget for paid advertising, exhaust all other ideas included here first and then progress on to paid advertising as your budget grows.







# **Systemise Your Sales Conversion**



Building a list is just the first step when growing your business. Many forget to put the same time and energy into ensuring that they convert that list into clients who offer repeat custom, rather than one-off purchases.

Your CRM can be used to create a Sales Pipeline process that allows you to track those who are opening your emails regularly.

This will then enable you to take additional actions, such as following up with a phone call, where you can query whether these clients are ready to take the next step.

It also means you can set reminders and create follow-up tasks with those who haven't responded to your quotes for your services.

Ultimately, this will ensure no one falls between the cracks.

Even developing an email nurture sequence to send to those you've had an initial chat with can be beneficial.

You can ensure your emails continue to deliver high-quality content, subtly closing out any objections your leads might have and reaffirming how you will work together, clarifying exactly what next steps you'll take when they do sign on the dotted line.

This means you stay at the forefront of their mind and don't drop off their radar after your initial chat.







# **Deliver A Stellar Customer Experience**



Many pet industry business owners and entrepreneurs focus so intensely on attracting and selling their products and services that they often forget to WOW their customers once they've become a part of their community.

What are you doing to automate a process to make your clients feel amazing?

For example, through a CRM system, you could easily send your customers unexpected bonuses or reach out with offers and further assistance which delivers way over and above what they expect to get.

It also has the added bonus of keeping these customers engaged with your business.

Even if it's through a weekly or monthly email which provides additional value and more generally checks-in with your customers, letting them know what is going on in your world, consistent quality communication will massively benefit your business in building an inclusive and caring community around your brand.







# Ask Happy Customers For Referrals



Identify the customers happiest or most impressed with your service and ask them to refer their friends and colleagues.

Referrals are 10x better than cold leads, as these referred customers already know, like and trust you through your association with the person who referred them.



Taking the time to develop a robust system and process in your business around referrals and asking your clients for feedback is a foolproof strategy to have in place.

Creating partnerships with businesses that support or service your niche industry, but are - most importantly - not in direct competition with you, is another highly beneficial marketing strategy.

Many CRMs now include 'Referral Partner Program' tools or plug-ins, which you can implement to track leads coming through to your website from your partners.

Having visibility of how effective your partners are in sending more custom your way means you are then better able to provide other forms of incentive or financial reward dependent on their performance.







## **Upsell To Existing Customers**



What else can you offer that will help your pet-loving customers?

Sit down and make a list of everything that your ideal customer requires, outside of the immediate products or services that you provide on your website.



This can be a great way to identify other packages or solutions to extend to your list, either through partnerships with other businesses, or through diversifying your own offerings.

For instance, imagine you're selling a dog lead to a customer. That dog-owner may also need a collar, a harness, a treat pouch, a dog whistle, a clicker, a protective car seat cover, a tennis ball flicker... you get the picture.

You can 'upsell' these additional elements to that customer, addressing their adjacent dog walking equipment needs.



One easy way to avoid losing customers is also to remove any barriers and streamline your sales process.

Ask yourself: Are you unwittingly making it difficult for customers to purchase your products and services? Do you have a system set up to allow purchases to be processed 24/7, without requiring a phone call?

With a robust CRM you can establish multiple payment gateway options, offering the choice to make a payment with a debit or credit card, through PayPal and Stripe.

This enables the customer to choose the best method of payment for their situation. It should be set up to automatically issue an invoice or receipt so that all records are catered for, without any manual intervention by yourself or your team required.





10

# **Deliver The Right Content To The Right Audience**



It's crucial for all businesses - not just those in the pet industry - to master the system of segmenting an audience in their CRM. Why?

Because this ensures you have the right message going to the right people. Nothing will annoy a reader more than receiving content meant for leads when they are already an active client of yours, or an invitation to purchase a product that is not relevant to their needs.



Create a good segmenting and tagging structure within your CRM that reflects not only your business model, but also the vision for your business growth.

This will ensure it is quick and easy to adjust email communication and announcements to reflect the right audience.

Now that you've attracted an audience to your list, it's important to schedule regular communications to keep your list up to date on what is new and exciting.

Don't purely focus all your attention and energy on capturing and converting leads; focus should also be directed towards keeping regular communication up with your existing clients.

Sending them informative, educational or enlightening resources and content, in addition to announcing any new opportunities to work with you or other businesses that you're partnering with.



Remember: communication with your existing clients should always offer some form of value. If, for example, you routinely send promotional emails geared only towards furthering your sales, your list may become fatigued and quickly disengage with your business.

Whereas, if you what you're communicating is genuinely intriguing or relevant to their interests, this will further reinforce you as A) an expert in your field and B) a business which legitimately cares about supporting its community members.





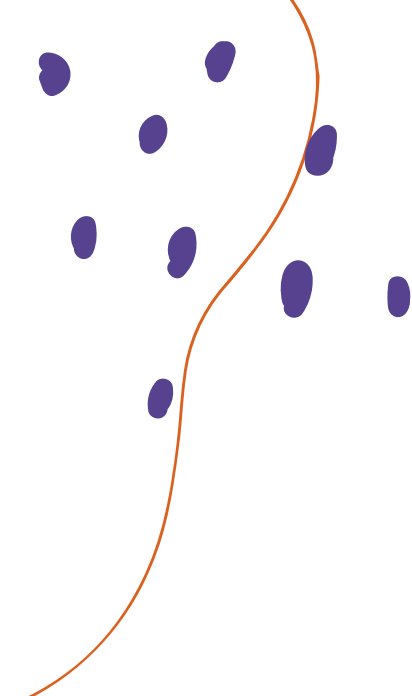


## *In Conclusion.*

So there you have it, our top 10 projects to help support the growth of your business and implement the strategies to 'wow' your new and existing customers.

One of the best things about automation in particular is the fact that it's well... automated. Meaning that for the majority you won't even have to be actively involved in the set-up and execution of these strategies, freeing up your hours to spend on developing other elements of your business, or spending quality time with your friends and family, or simply kicking back and relaxing.





A robust and streamlined CRM system is a must-have for all pet industry business owners, whether you're in eCommerce, B2B or B2C. So if you don't already have one in place, or are looking for straightforward but oh-so effective ways to improve your performance, then why not get cracking with these projects today?

After all, it's as our pal Darwin said...

*"In the long history of humankind (and animal kind, too) those who learned to collaborate and improvise most effectively have prevailed."*

*- Charles Darwin*







## About Us

We support pet businesses big and small, helping to develop their profitability and impact whilst championing each one of our clients to improve the wellbeing of animals around the world.

We love working with the pet industry for several reasons. Firstly, because we're huge animal lovers ourselves. Secondly, because we see so much potential and space to make a difference within this thriving industry.

Our services include coaching, consulting, branding, copywriting, storytelling strategy, content creation, graphic design, email marketing, SEO keyword research, marketing automation, system implementation and much more.



*Erin & Winnie*



*Tarryn & Ash*



[tarryn@petbizcreatives.com](mailto:tarryn@petbizcreatives.com)

[www.petbizcreatives.com](http://www.petbizcreatives.com)