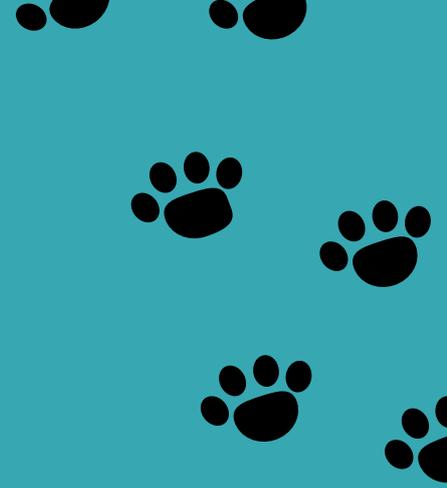


THE  
GROWTH GENIES



THE TOP 10  
QUICKEST WAYS TO  
GROW YOUR PET  
INDUSTRY BRAND &  
GET MORE CLIENTS



# A word from the Genies

There's a reason why transformation is best represented by a butterfly emerging from a cocoon.

Transformation - true growth - is a personal and astonishing process, whether for animals, individuals or... yes, even pet industry businesses! While it can take focus and commitment to achieve true growth, looking internally to discover what areas you need to work on to nurture this transformation, the results are most definitely rewarded when you too break from your cocoon and emerge brighter, bolder and more brilliant than ever.

Luckily for you, you can grow your pet industry brand much faster than it takes for a caterpillar to become a butterfly (and without moulting too!)

To help you along, we've compiled this list of our Top 10 Quickest Ways to Grow Your Pet Industry brand & Get More Clients.

Through a combination of creative projects and automation strategies, this list is designed 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

So let's flutter straight in.





# Create a clear Brand Identity & Strategy

In life, you have one chance to make a first impression. And your brand identity is no different.

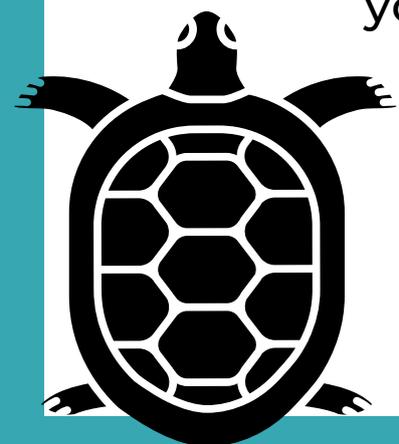
Inconsistent messaging and brand presentation can be both consciously and subconsciously off-putting for prospective customers. It can damage the credibility and validity of your brand, causing you to appear untrustworthy.

Creating and implementing a clear brand identity strategy is vital for not only for establishing the legitimacy of your business, but also in helping you to connect and resonate with a broader target audience.

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

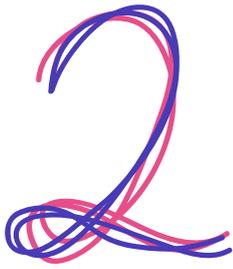
This will support you in deciphering an appropriate tone of voice throughout your copy and content, what 'personality' and energy you want to elicit in your creative collateral & what language and terminology will best 'flip a switch' in your target market's mind.

It will also help you to achieve consistency across all your graphic and product/website designs.



# Examples of popular brands and their aligned Archetypes





# Attract more clients with content that connects

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

The most effective way to resonate with your target market is to touch upon elements of life they find intriguing or are curious to investigate.

After all, it's no use publishing and promoting content which discusses football if your audience is interested in dog training tricks, right?

Indeed, your content will really only make an impact on your audience when it engages and evokes 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 helps you convert customers into a loyal, active community.



# 3

## Capture new leads from existing traffic

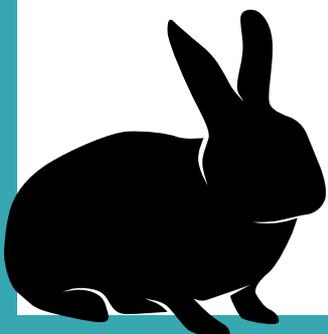
Your Facebook newsfeed is most likely full of lead magnets - from free workbooks to webinars, checklists to quizzes, lists of top tips (just like this one!) and much more. Although popular, these free online tools and packaged content are still a great way for prospective clients to find you and 'try before they buy'.

Developing a number of valuable online assets allows the prospect to build a relationship with you before committing too much of their time or any money.

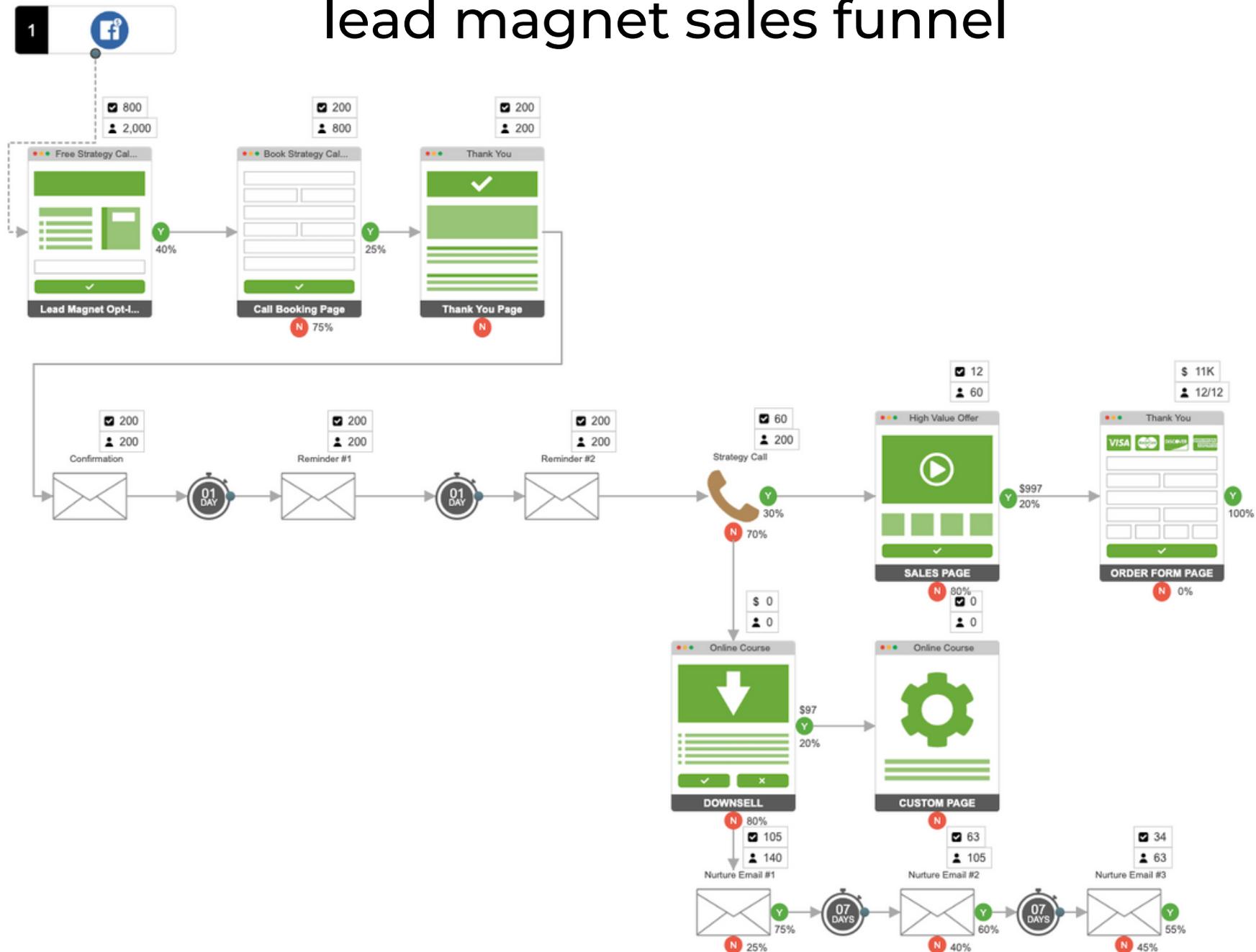
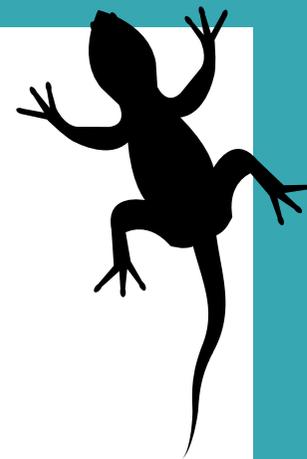
The great thing about this step is that you can automate the full journey, converting leads to paying clients or booking a strategy call with you to discuss your services - without you even having to be present.

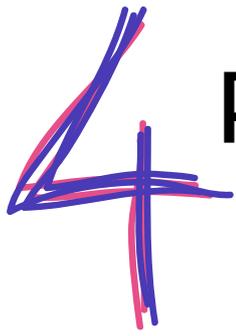
It can all be running in the background as you continue the day-to-day operations of your business.

Just remember: 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.



# An example of a streamlined lead magnet sales funnel





# 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.

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.

You should establish a re-engagement campaign, ranging 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 email, it is beneficial to address why it's been so long since you've been in touch.

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



# 5

## 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.

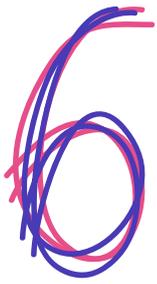
Likewise, advertising campaigns run across social media platforms such as Facebook, Instagram, LinkedIn and Google can all generate a great return on investment (ROI) and ensure a steady stream of new leads coming through to your business.

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 and 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 don't 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

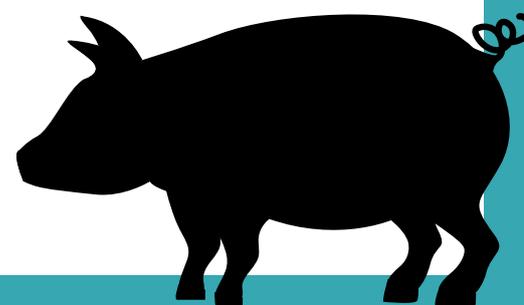
Building a list is just the first step when growing your business. Many forget to put the same time and energy into ensuring that they convert that list into clients who offer repeat custom, rather than one-off purchases.

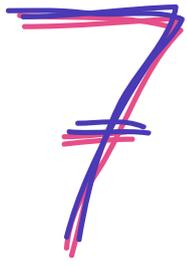
Your [CRM](#) can be used to create a Sales Pipeline process that allows you to track those who are opening your emails regularly.

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.

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





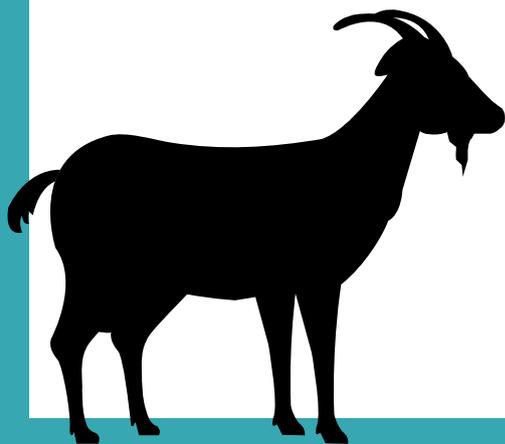
# Deliver a stellar customer experience

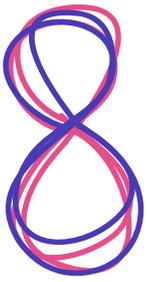
Many pet industry business owners focus so intensely on attracting and selling their products and services that they often forget to WOW their customers once they've become a part of their community.

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

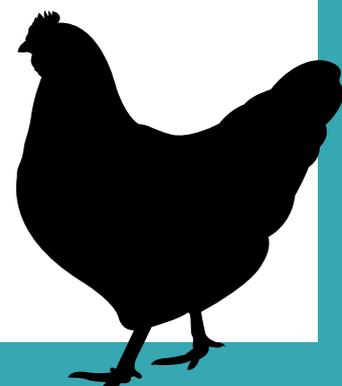
Identify the customers happiest or most impressed with your service and ask them to refer their friends and colleagues. Referrals are 10x better than cold leads, as these referred customers already know, like and trust you through your association with the person who referred them.

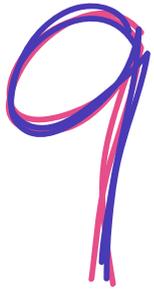
Taking the time to develop a robust system and process in your business around referrals and asking your clients for feedback is a foolproof strategy to have in place.

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

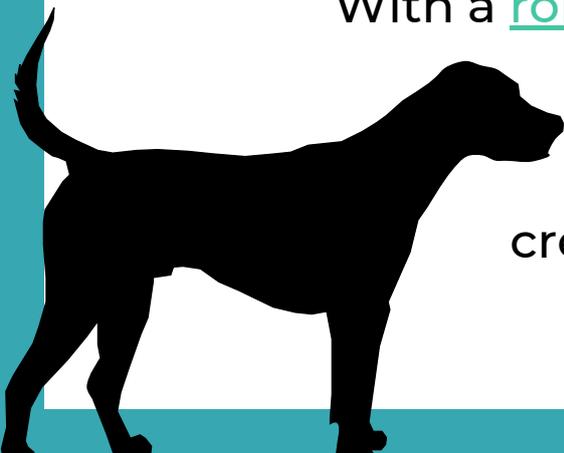
What else can you offer that will help your pet-loving customers? Sit down and make a list of everything that your ideal customer requires, outside of the immediate products or services that you provide on your website.

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 whilst making the payment process seamless.

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



# 10

## Deliver the right content to the right audience

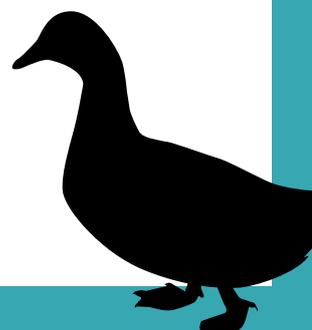
It's crucial for all businesses to master the system of segmenting an audience in their [CRM](#), as this ensures you have the right message going to the right people.

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. Remember: communication with both your new and existing clients should always offer some form of value.



# 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 most part, you won't even have to be actively involved in the set-up and execution of these strategies. Your hours will be freed up to spend on developing other elements of your business, or spending quality time with your friends and family, or simply kicking back and relaxing with your own animals.

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

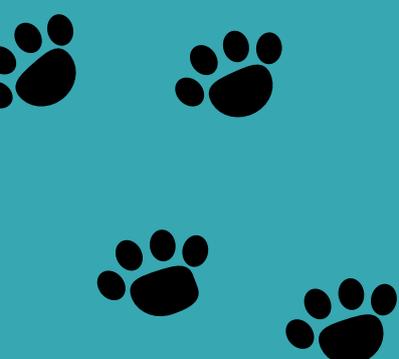


The Growth Genies is a creative growth agency which champions freedom, innovation and curiosity. We seek opportunities for transformation, collaboration and inspiration with all our clients, regardless of what stage they've reached on their journey to exceptional growth.

We particularly love working with the pet industry for several reasons. Firstly, because we're huge animal lovers ourselves and secondly, because we see so much potential and opportunity within this ever-expanding, flourishing industry.

Our services include branding, copywriting, storytelling strategy, graphic design, EDM production, SEO keyword research, CRM email broadcasts, automation system implementation and much more.

If you're interested in discovering how The Growth Genies could assist you, check out our packages [here](#).

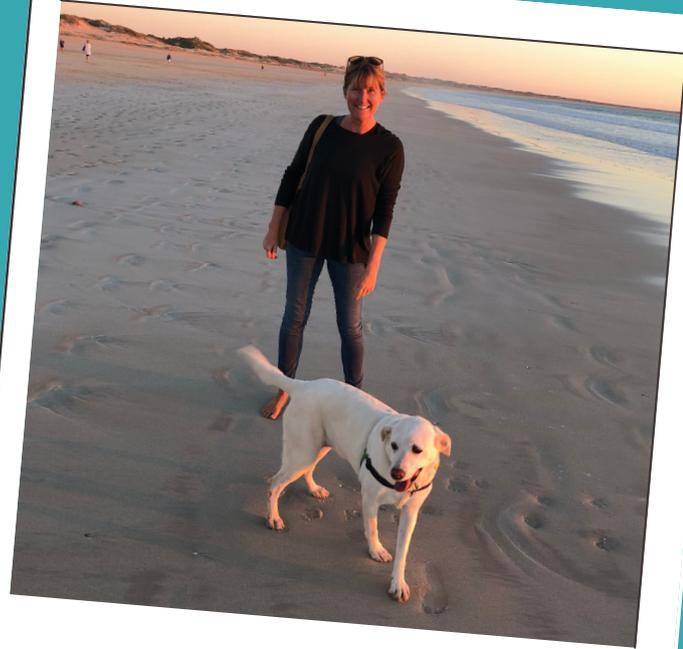


# About Us

## About Tarryn, Founder and Client Relationship Director

Tarryn is the go-to genius Genie for all things business growth, automation and finding true freedom within and beyond your business. She is energised by helping business owners identify easy systems and strategies to improve their results and free up their time to spend doing what they truly love. After all, even as The Growth Genies founder, sometimes all she simply wants is to spend quality time with her doggo!

Fun fact: The perfect date for Tarryn would be a long, romantic walk on the beach... with her gorgeous Labrador, Ash, that is.



*Tarryn & Ash*

## About Erin, Creative Director

When Erin isn't plucking fur out of her clothes or researching tricks that her rescue-mongrel Winnie will never learn in a million years, she loves nothing more than diving into creative and thought-provoking projects. She has been knighted with the title of Word Wizard within our team and her favourite thing is helping brands develop their storytelling strategies and brand identity.

Fun fact: if Erin could be any animal, she'd like to be a wolf: fiercely loyal, driven and endlessly inquisitive. Motivated by food, too.



*Erin & Winnie*