

# HOW DO YOU GET WAGGING TAILS WITH INCREASING SALES!!

What would be the plan for Expert Dog Trainer Joe to implement so that his potential customers notice his business? Keep in mind that people need to see something about what you're doing in an ad 7 to 11 times before it's recorded in their minds, even before they consider buying your services. The best way to get started is to be noticed when somebody is searching for the services that you are offering. So Let's get the plan started!



## Have you listed your Business on Google My Business?

If not, then do pounce on this free listing tool at once and grab the opportunity to be listed on Google My Business and Google Maps. In doing this you can target the people who need your services in your Locality. When the user searches for the search term dog trainer, dog walking or obedience training, etc. your business will pop up on their screen with directions, working hours and definitely reviews of clients who have given positive reviews for your services. Business gets easier when you make it convenient for the client to reach you, thereby improving your reach and conversions.

## 5P Theory to Increase your Reach

### **Product /Service:**

The most important element of your dog business is your product / service.

### **Price:**

The cost of dog training varies widely, depending on a trainer's expertise, the number of dogs in a class and the location of a business.

### **Promotion & Marketing:**

Flyers are a good way to reach your target audience, but are they interesting and informative? Well you could make it interesting with addition of a quick helpful relevant tip that can catch the attention of the dog owner. Do not forget to add details of the contacts. People want to read and believe that the service you provide is going to be of real value to them and then you will form a professional relationship with your client. This is exactly what clicks.

WELL SEO  
TRAFFIC SPIDER  
HAS JUMPED UP  
TO LET YOU  
KNOW ABOUT A  
DIGITAL PLAN  
IF YOU ARE IN  
THE DOG  
BUSINESS. A  
BUSINESS PLAN  
TO TAKE YOU  
FROM ZERO TO  
A PACK OF  
DOGS!!

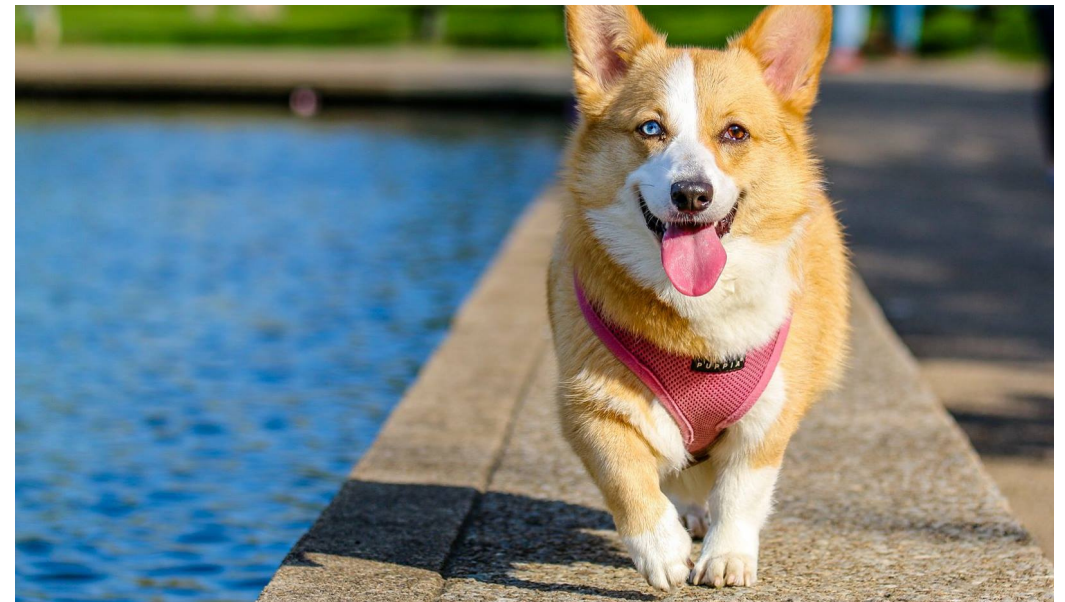


**Place:**

Do the research on how you would define your market and which channel of marketing you will use and why? SEO Traffic Spider suggests the Digital Market definitely.

**Profit:**

The most important aspect for any entrepreneur in their business is sustainability.



## WE MAKE YOUR BUSINESS PROFITABLE BY ESTABLISHING YOUR DIGITAL PRESENCE AND FOCUS ON YOUR USP.

**Getting the relevant traffic**

Every second, millions visit the internet. For many fresh entrepreneurs the internet is vast and complex. SEO Traffic Spider's proactive digital consultant team understands the complexities surrounding this and makes it easier for you to follow and gain insights into your business. Relevant traffic to the website pages can be achieved if relevant keywords are used on the landing pages. Harness the ability of a keyword research tool to give you a set of keywords to be sprinkled on your webpages and on Google My Business.

The relevance of keywords, optimized web pages along with a strategic paid promotion will improve your Ad Rank and make your website rank higher. In short, targeting the right keywords and a good marketing strategy can help your site rank on Google's first page. Now since your services are on the first page of Google's Search Engine you will be getting more traffic to your site. Customers can sign up for your newsletters ,read blogs on your website. This creates interests in the mind of the consumer while you create your lead.

**Get your Website designed by a professional**

Your website is like a customer service representative. If your website is bright, modern and inviting, it will make your audience feel more welcome on your website. You'll give the impression that you're open to new people visiting your website. You can use good SEO strategies to drive traffic to your site. Indeed, the backbone of an online business is a good website. Create a good audience base and strive to improve the quality of your site.





## DISPLAY YOUR USP AND POSITION YOUR BRAND

Developing a niche for your services will actually simplify your marketing message. Don't be afraid to be specific. It's simply not possible to do good in all areas of dog business right away! Be who you are and market what you are capable of.

- Define your services like
- Dog Training
- Dog Boarding
- Doggie Daycare
- Grooming
- Dog Walking

### Choose a Dog Training Area of Expertise

Dog training is also a huge market. When people get a puppy, they want to potty train the dog. People would like to train their dogs for obedience, security, even to do tricks. So find out the area of your expertise and promote it. Some of these are:

- Therapy Dogs, Service Dogs,
- Emotional Animals
- Adventure Training and Around Town Training
- Dog Sport Training
- Reactive Dog
- Dogs with Phobias or Fear Issues
- Puppy Training,
- Socialization,
- General Obedience and Manners
- Dogs with Separation Anxiety





## DISPLAY YOUR SKILLS

Your customers would love to read and see your credibilities by the number of dog training certificates and awards you have achieved in the past years. Getting more certifications gives trainers more expertise. By doing this you will also gain confidence in the minds of the customers resulting in better sales.

### Seeing is believing

Enhance the visual appeal of your posts by creating videos of

- Untrained dogs coming in for training
- While being trained
- Completely trained and listening to commands.



## DEFINE YOUR BRAND

You are the founder of the business and you must have given a nice name to it according to your taste and business nature. So it certainly involves your passion and dedication to your business. Your brand is what your company stands for, as well as how the public perceives your business. A strong brand will help your business distinguish itself from competitors. Create a catchy Tagline to define your Business service and your brand in the most concise way possible.

## CREATE A BUZZ THROUGH PAID PROMOTION AND SOCIAL MEDIA

Create relevant and engaging social media posts. Instagram is the perfect platform for getting your audience involved with training videos of dogs and for creating relevant polls to further engage your audience. Strategically you should approach content creation. This means conducting keyword research using the right hashtags to find out what interests your audience and how they're talking about it.

### PAID PROMOTIONS

It takes money to make money. Once things get rolling and you can feel the momentum of your business growing, it's time to switch the gear to Paid Promotions. Nearly 92 percent of your potential target audience uses the Digital Platform and search engines to make decisions about the services and products to invest in. Advertising on Facebook is much easier and you can target exactly who your client is, and in what area they live. The point is that advertising should be kept consistent.



Create a Facebook business page, put together some high-quality articles and images, then boost the posts and target them to people in your area, with interests that suit all things dog. Using Facebook's Custom Audience, you can create an audience that represents any group of customers or prospective customers on your website expressing interest in your product /service.



You can use Custom Audience on your website to:

- Remarket to people using your website
- Ads can be made more efficient by excluding audiences of people who have already converted
- A Lookalike audience can be created in your campaign. In this campaign an audience of people who look like the people browsing your website are targeted.

If you are truly committed to being successful financially, you should invest in your paid advertising business. And then you will see the magic happen.

**So What are you waiting for?**



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SMALL BUSINESSES, LIKE CITIZEN CANINES, TO  
ACHIEVE EXCEPTIONAL GROWTH BY  
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