

<https://petsetonline.com>



Pets Etc Website Recommendations



Add CTAs (Call to Actions)



Adding CTAs to the homepage on both the desktop and mobile version will help turn traffic into customers.



Reduce & Revise Menu Options



Simplifying the menu options will help make the website both easy to maintain for the company and will make it easier for the customer to navigate

Redesign Homepage Text & Images



Adding a banner that scrolls with CTAs, reducing introduction text, and adding brighter, friendlier images will make the homepage more inviting and easier to read



Third-Party Mobile Solutions



Instead of an app, utilizing a third-party mobile solution to notify customers about appointments, deliveries, discounts, and events will help save money and increase communication with the customer



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Pets Etc Advertising Recommendations



Search Ads



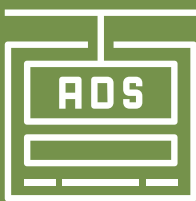
By utilizing Google Ads, Pets Etc can reach a specific target audience by using "phrase" and [exact] keyword searches. A small budget can be used to start with to see which searches are strong and weak.



Social Media Ads

Social media ads can reach the younger, local pet owner. Pets Etc can also have their products/services advertised by pet owners and other pet themed businesses.

Paid Ads on



Websites & Blogs

Banner and pop-up ads can be advertised on local news website or pet themed websites and blogs. Products/services can also be shared on blogs with a link to the specific landing page.



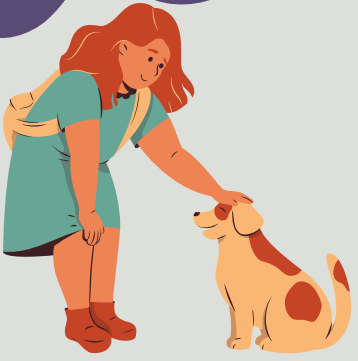
SMS (Text) Advertising

Text ads can reach both new and existing customers. The offer to receive discounts via signing up for texts can help with customers who choose to order online or have products delivered.



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Pets Etc Email Recommendations



Design & Personalize Emails



Designing and personalizing emails will help build a relationship with new and existing customers. This is for both free email notifications and the membership program.

Enhance Membership Program



The membership program is only offered inside the store. Pets Etc should include the option to receive emails when customers sign up to keep track of rewards and special offers. This will be more convenient for customers.

Send Email Notifications



Notifying customers of their service appointments or members of their points in the membership program will help Pets Etc continue to build relationships.

Monthly Newsletters



Send a monthly newsletter that includes advice and/or tips from other local pet related businesses or includes products that are top sellers online and in-store.



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Pets Etc Social Media Recommendations

Facebook
& Instagram
as Platforms



Facebook & Instagram are under the same company, so the same post can be made to both platforms which will save time. Also, these will reach both older & younger audiences who might own pets.

Post Created
and Curated
Content



Created

- Promoting Sales
- Promote products & events
- Behind the Scenes
- Visiting Customers



Curated

- Pet related news
- Share tips & advice from local vets & trainers
- Share customers posts

Post Content
at
Least 3x a Week



Pets Etc should start by posting 3x a week. Post created and curated content to see which posts work best. If certain posts gain responsiveness, keep posting those types of most and begin to post more frequently.

Respond to
Customers in a
Timely Manner



Customers expect a response within 24 hours. Responding in a timely manner will not only make the customer happy, but will help build a bond. Like and comment customer's responses to posts to show interest in what they have to say. This will help them feel important to the business.



Pets Etc Digital Marketing Plan

Search Engine Optimization (SEO)

- On Page SEO
 - Add local cities
 - Add Chicagoland
- Off Page SEO
 - Social Media
 - Blogs & Local News Sites



Website



- Add CTAs
- Reduce & Revise Menu Options
- Redesign homepage
- Third-Party Mobile Solutions

Advertising

- Search Ads
- Social Media Ads
- Paid Ads on Websites & Blogs
- SMS (Text Message) Ads



Email Marketing



- Design & Personalize Emails
- Enhance Membership Program
- Send Email Notifications
- Monthly Newsletter

Social Media Marketing

- Facebook & Instagram
- Post Created & Curated Content
- Post Content 3x Week
- Respond to Customers



Metrics & Analytics

- Track: SEO, Website, Email, & Social Media
- Free Tracking Tools



Privacy Policy

- Statement About Policy
- Cookies & Third-Party Analytics
- Personal Information & Security

