



Helping Your Pet Care Business Thrive

5 FREE OR INEXPENSIVE WAYS TO GET CLIENTS DURING A PANDEMIC





Helping Your Pet Care Business Thrive

Hello pet business owners!
Let's face the elephant in the room:
2020 has been a rollercoaster ride
that NOBODY asked for. Whether
you've been in the pet care field a
week or a decade, everyone's business
has been affected. Everyone has
been struggling at some point,
with losing business, then gaining
some back, then losing some more.
Businesses have been hit hard,
but I want to offer some ideas
you should be doing to keep getting
clients during a pandemic.



Helping Your Pet Care Business Thrive

GOOGLE MY BUSINESS PAGE (FREE)

If you don't have a FREE GMB page for your business set up yet, do it now!

It's important to be seen and indexed by Google,
and it will help the search engine optimization for your website.

GMB helps your website SEO, not the other way around.

Add pictures, posts and edit all your relevant services,
products and links on this page regularly.



Helping Your Pet Care Business Thrive

SPRUCE UP YOUR WEBSITE

To get good SEO, your website should answer important questions for the customer, like WHO you are, WHAT do you offer, WHERE do you operate and HOW to get in touch with you, all on the home page. You can also add your service areas

(if you go to clients' homes)

on your home page AND a separate service area page.

Consider adding a FAQ page to answer questions that your customers are always asking you. If you get asked a question more than once, chances are the average prospect wants to know the answers as well, so answer it here! Also be sure to address how your business is dealing with Covid, and any safety protocols and procedures you have in place. Add a banner on top of your home page about this that links to a special Covid safety protocol page.



Helping Your Pet Care Business Thrive

SELL GIFT CERTIFICATES/CARDS

Consider offering gift cards/certificates for your customers.

This is a great way to generate quick income now, for services they may need in the future. If money is tight, try to save the income generated from these until you've actually performed the service, so you don't feel like you're doing the work for free.

If you use a credit card processing service, like Square, they may offer a quick way to customize a digital gift card with your business name on it, then you can send the link in a newsletter to all of your clients.

Also add it to all of your social media, including your GMB page. If you prefer the old school method, you can make paper gift certificates and announce your offer similarly on all of your socials, website, blog, newsletter, etc. Office big box stores like Staples have blank certificates you can purchase.

Just fill in your name and amount, and off you go!



Helping Your Pet Care Business Thrive

PUSH THE DOG WALKING ANGLE (FREE)

Since most people are working from home now, you need to really educate the public about how important regular exercise and dog walking is for their dogs. Bring up points such as reducing barking and interruptions, unwanted behavior such as chewing, soiling in the house, etc. Nobody wants their work Zoom meeting interrupted by a barking unhappy dog. Or worse, a soiled house! Again, spread the word of what you offer, and why the client needs it.

What problems do you help to solve for them in their new work from home environment?



Helping Your Pet Care Business Thrive

GOOGLE ADS

In my experience as a pet sitting business owner, Google Ads are the best way to attract new clients.

During the beginning of the pandemic, when all was shut down and nobody knew what to do, it was wise to pause all advertising, including Google Ads.

But when people started going back to work, it was time to get back on that horse, so I resumed my ads and got a pretty good return on investment. Meet online with your Google ad representative (they will email, and never call), and they can help guide you on how to set up your ads for your particular goal in mind.



Helping Your Pet Care Business Thrive

I hope these tips are helpful.
If you get working and make a dent on them all,
you should see some success.
If you need more one on one help,
feel free to reach out to me

Best wishes,
Gina

Gina McGrath is the Founder and CEO of The Pet Business Advisor. She provides one on one coaching calls with pet-related business owners to help them start and grow a successful business.

She has been in the pet sitting field since 1996, has owned 2 award-winning businesses on two US coasts, and loves to coach entrepreneurs in need.

Contact her at 858 692 7448
today for more information and
set up a free 15-20 minute exploratory call to assess your needs!