

# Innovative Petcare Marketing



Hootsuite

MARKETING DEPARTMENT

WINTER 2021



**innovative**  
PETCARE



# Topics Covered

- ✓ Importance of Social Media
- ✓ Logging into the Dashboard
- ✓ Posting
- ✓ Scheduling
- ✓ Frequency
- ✓ Content & Audience
- ✓ Pop Quiz & Next Steps



# Why Social Media Presence Is Important



**95% Pet Owners**



**Cost Effective**



**Rankings**



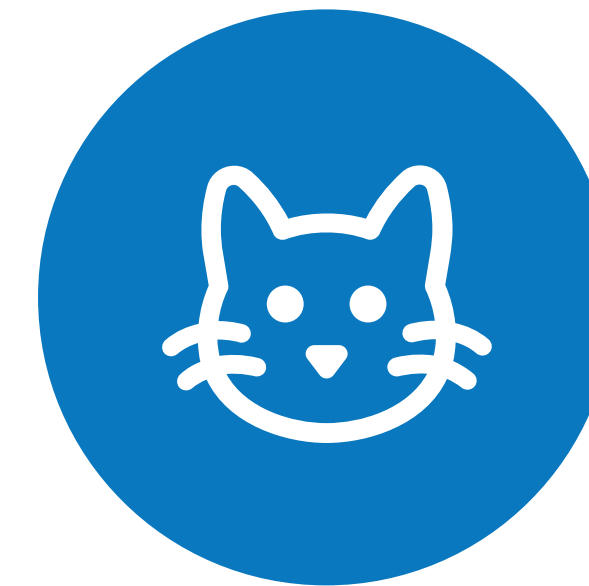
**Competition**



**Followers**



**Engagement**



**Fun**



# Getting Started on Hootsuite.com



https://hootsuite.com/login

**Hootsuite**

## Sign in

Email

Password [Forgot password](#)

**Sign in**

Single sign on

[Sign up](#)

By clicking Sign in, I agree to [Hootsuite's Terms](#), including the payment terms, and [Privacy Policy](#)

[Use Social Sign In](#)



# Dashboard - Streams

Don't Let This Be You!

https://hootsuite.com

### Streams


- New board
- Twitter quick search
- MY BOARDS
  - IPC
  - SVC
  - CVAC
  - CPH
  - AHL
  - AMC
  - SDCM
  - VRHOH
  - AESC-CH
  - AESC-KX
  - CTVC-LL
  - CTVC-LK

#### Sprayberry Animal Hospital (Facebook Page)

- Timeline** Spr... ↻ 🔍 ...
- Messages** Sp... ↻ 🔍 ...
- My Post...** ↻ 🔍 ...
- Mentions** Sp... ↻ 🔍 ...

**Sprayberry Animal Hospital** • Nov 6

We will be closed from 12:30-1:30pm on Tuesday, November 16th for a clinic meeting. No, really, we're not kitten.



**Boost post**

5 likes

Write a comment...

**Gislene Hamberger** Jul 28, 2015, 4:12pm

My dog Sparky Hamberger is a patience of Dr Horton and a the moment we r living in NC. I stopped by at the clinic more than a Month AGO and left a note to the Dr Call me I haven't receive any call. Is tomorrow is a good day to call her?

**Genevieve Sunday** Jul 28, 2015, 5:44am


What is the latest spot you guys have available today???

**Brian Saxon Rainey** Jun 22, 2015, 2:36pm

Hi my name is Brian Rainey and i work

**Sprayberry Animal Hospital** • Nov 6

We will be closed from 12:30-1:30pm on Tuesday, November 16th for a clinic meeting. No, really, we're not kitten.




**Boost post**

5 likes

Write a comment...

**Team Southern Charm** • Sep 22, 2020 · Sprayberry An

The fluffies all had their annual checkups today with Dr. Kwak at Sprayberry Animal Hospital. Clean bills of health for all, recommendations to keep...



**Facebook User** • Sep 15, 2020

Hey everyone. I usually don't speak out much online, but I'm appalled at the way the staff have been treated at Sprayberry Animal Hospital. In case...





# Dashboard

- ✓ Access Profiles
- ✓ View Messages
- ✓ Monitor Mentions
- ✓ Publish
- ✓ Respond
- ✓ Schedule
- ✓ Performance



## Streams

[+ New board](#)

[Q Twitter quick search](#)

### MY BOARDS

IPC

SVC

CVAC

CPH

AHL

AMC

SDCM

VRHOH

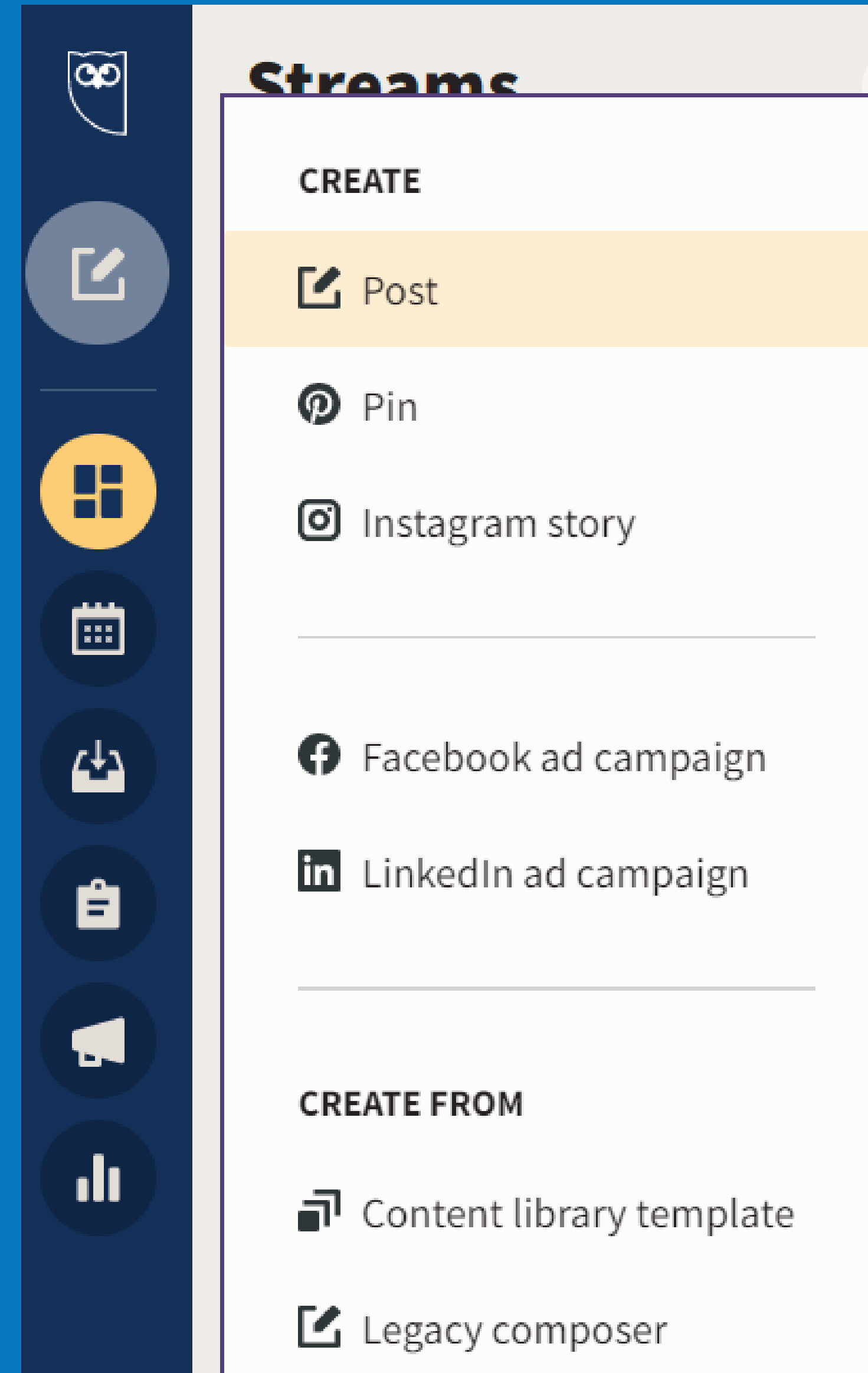
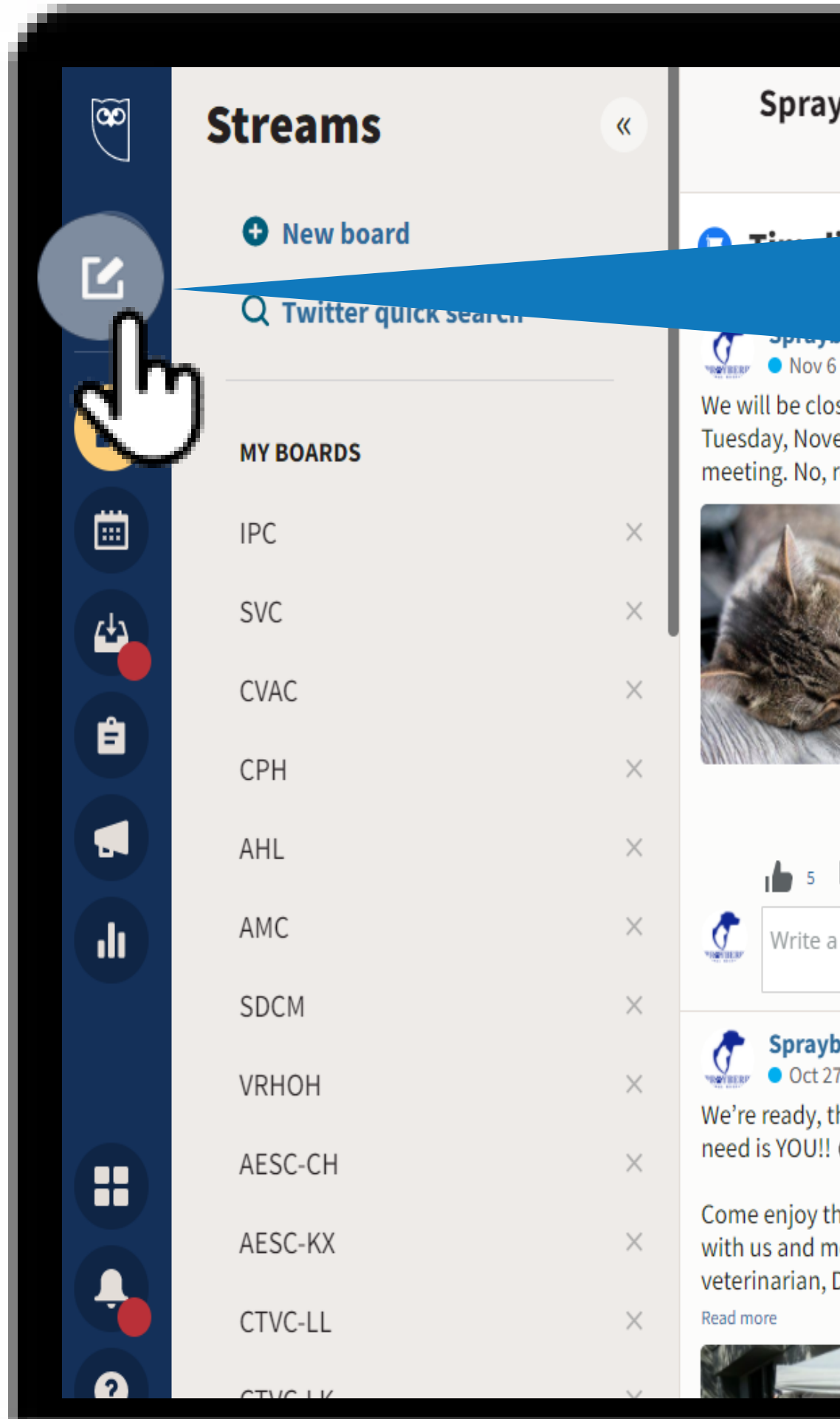
AESC-CH

AESC-KX

CTVC-LL

CTVC-LK

# Getting Started



# Posting

**New post** | Select campaign ▾

**Post to**

Select a social account ▾

recently used:

- aesc\_chattanooga
- Animal Emergency & Specialty Cente
- Metro Paws Animal Hospital - Skillma
- Cahaba Valley Animal Clinic +2 more
- Lange Animal Hospital +1 more

**Content** 0

Enter your text and links

Post to Clear accounts

- sprayberryanimalhospital ×
- Sprayberry Animal Hospital ×
- Sprayberry Animal Hospital ×

sprayberry

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**INSTAGRAM**

- sprayberryanimalhospital Business

**LINKEDIN COMPANY**

- Sprayberry Animal Hospital

**FACEBOOK PAGE**

- Sprayberry Animal Hospital



# Posting

Enter your content here....

**New post** | Select campaign ▾

**Post to** Clear accounts

- sprayberryanimalhospital X
- Sprayberry Animal Hospital X
- Sprayberry Animal Hospital X

Recently used:

- aesc\_chattanooga
- Animal Emergency & Specialty Cente
- Metro Paws Animal Hospital - Skillma
- Cahaba Valley Animal Clinic +2 more
- Lange Animal Hospital +1 more

**Initial content** 0

Enter your text and links

**Media** Open media library

- Drag files here  
Or select files to upload
- Explore thousands of assets  
Browse your media

Publish directly

**New post** | Select campaign ▾

**Content** 17

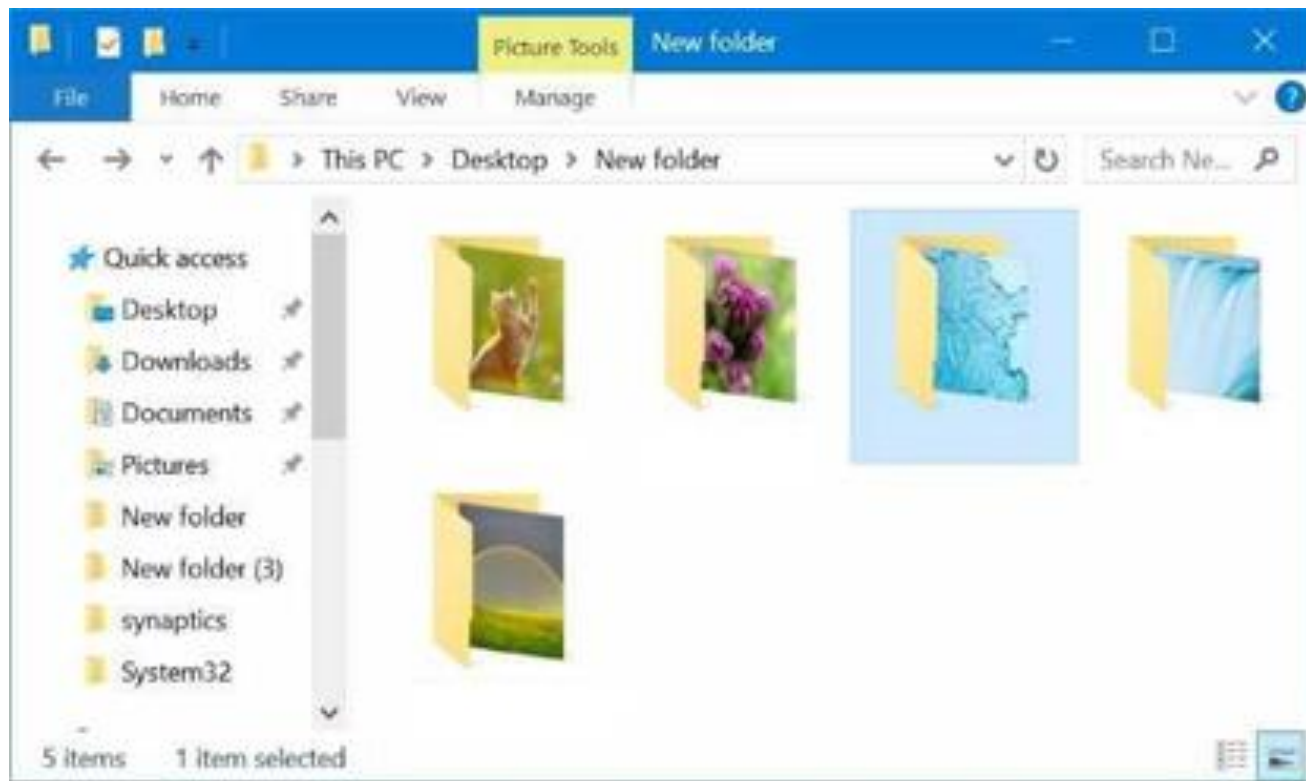
We Love Our Pets!

**Media** Open media library

- Drag files here  
Or select files to upload
- Explore thousands of assets  
Browse your media

# Uploading Photos

**Drag** or **Upload** photos from  
computer or phone



**New post** | Select campaign ▾

**Content** 17

We Love Our Pets!

**Media**

Drag files here  
Or select files to upload

**Open media library**

Explore thousands of assets  
Browse your media



# Post Now...

-- OR --

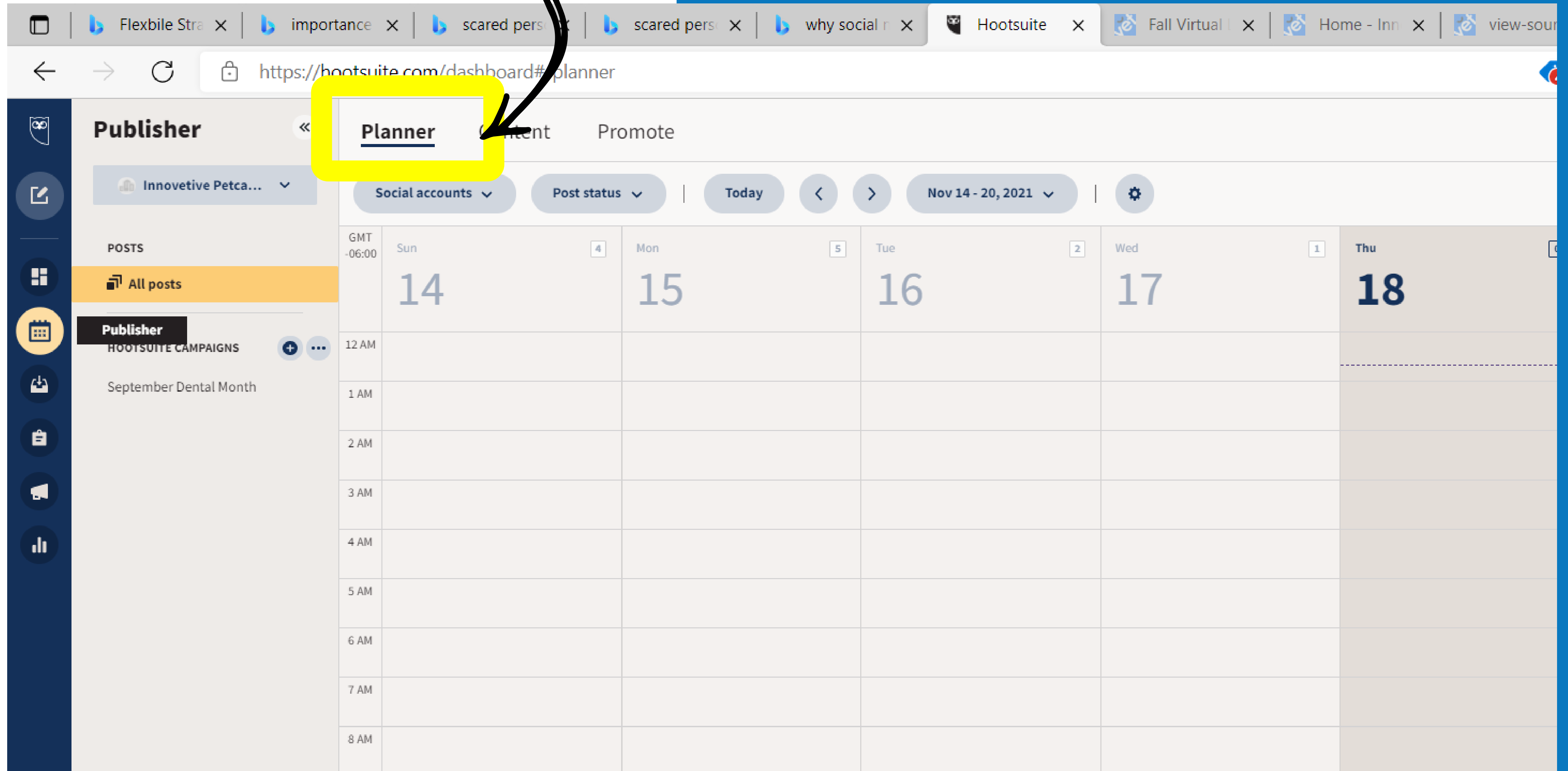
# Schedule Later

This screenshot shows the Facebook post creation interface. The 'Post to' dropdown is set to 'Sprayberry Animal Hospital'. Under 'Recently used', several other accounts are listed. The 'Content' section has a text input field. A yellow callout box highlights the 'Post Now' button. Below the content field, there is a 'Media' section with an uploaded image 'Lange PF.jpg'. At the bottom, there are buttons for 'Schedule for later' and 'Post now'.



This screenshot shows the 'Schedule post' dialog. The date is set to 'November 18 2021 (today)'. A warning message states: 'There are no recommended times available. Manually set the time for this post. Learn more'. Below this, there is a section for 'Manually set time'. A yellow callout box highlights the 'Schedule (3)' button. At the bottom, there is a 'Done' button and a 'Schedule (3)' button.

# View Your Schedule

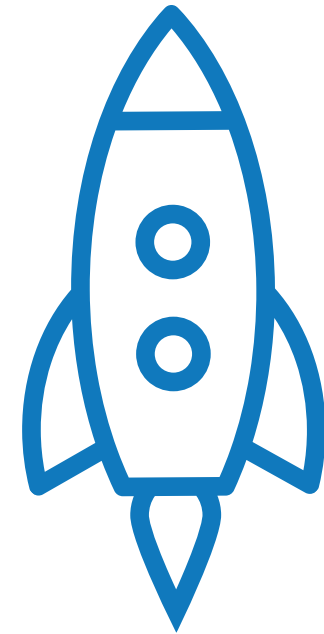


The screenshot shows the Hootsuite Planner interface. The browser address bar displays <https://hootsuite.com/dashboard#planner>. The main navigation bar includes 'Publisher', 'Planner', 'Content', and 'Promote'. The 'Planner' tab is highlighted with a yellow box and a black arrow. Below the navigation bar, there are filters for 'Social accounts', 'Post status', and a date range of 'Nov 14 - 20, 2021'. The main content area is a calendar grid with columns for Sun 14, Mon 15, Tue 16, Wed 17, and Thu 18. The time slots on the left range from 12 AM to 8 AM. The 'Publisher' sidebar on the left shows 'All posts' and 'HOOTSUITE CAMPAIGNS' with a campaign titled 'September Dental Month'.



# Frequency

## As a Marketer:



Post between **3-7 times per week**



Post between **1 and 2 times a day**





Post between **1 and 5 times a day**

## As a Clinic:



1-2 times a week - **Good** 



3-5 times a week - **Great**  



1-2 times a week – **Thought Leader**

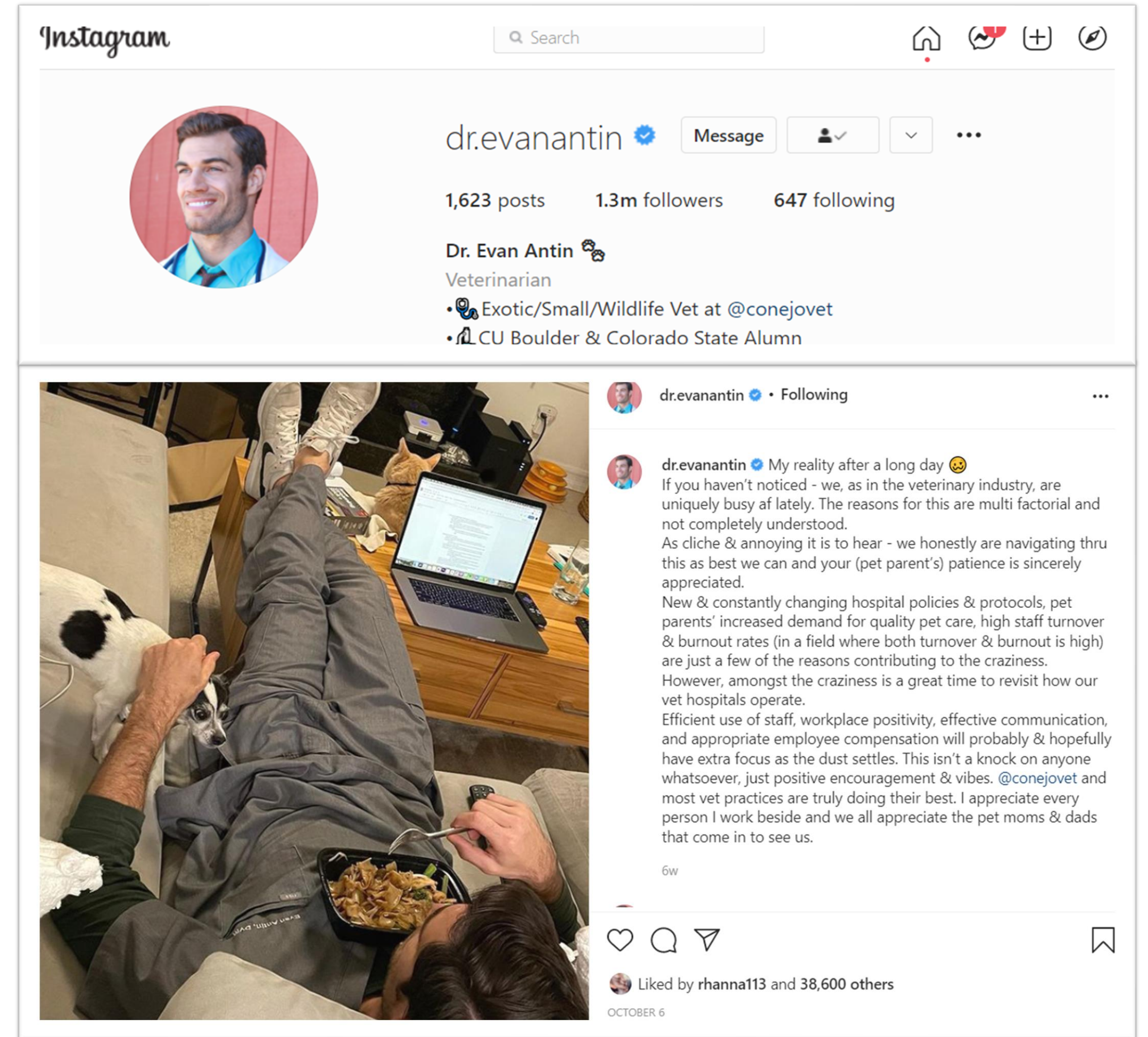




# Content – “Show, Don’t Tell!”

## Show because:

- ✓ **A picture** is worth a thousand words
- ✓ **A video** is worth a thousand pictures and a million words
- ✓ **We process visual information** more quickly and viscerally





# Audience

Who is your audience? How can you reach them? What are your goals?

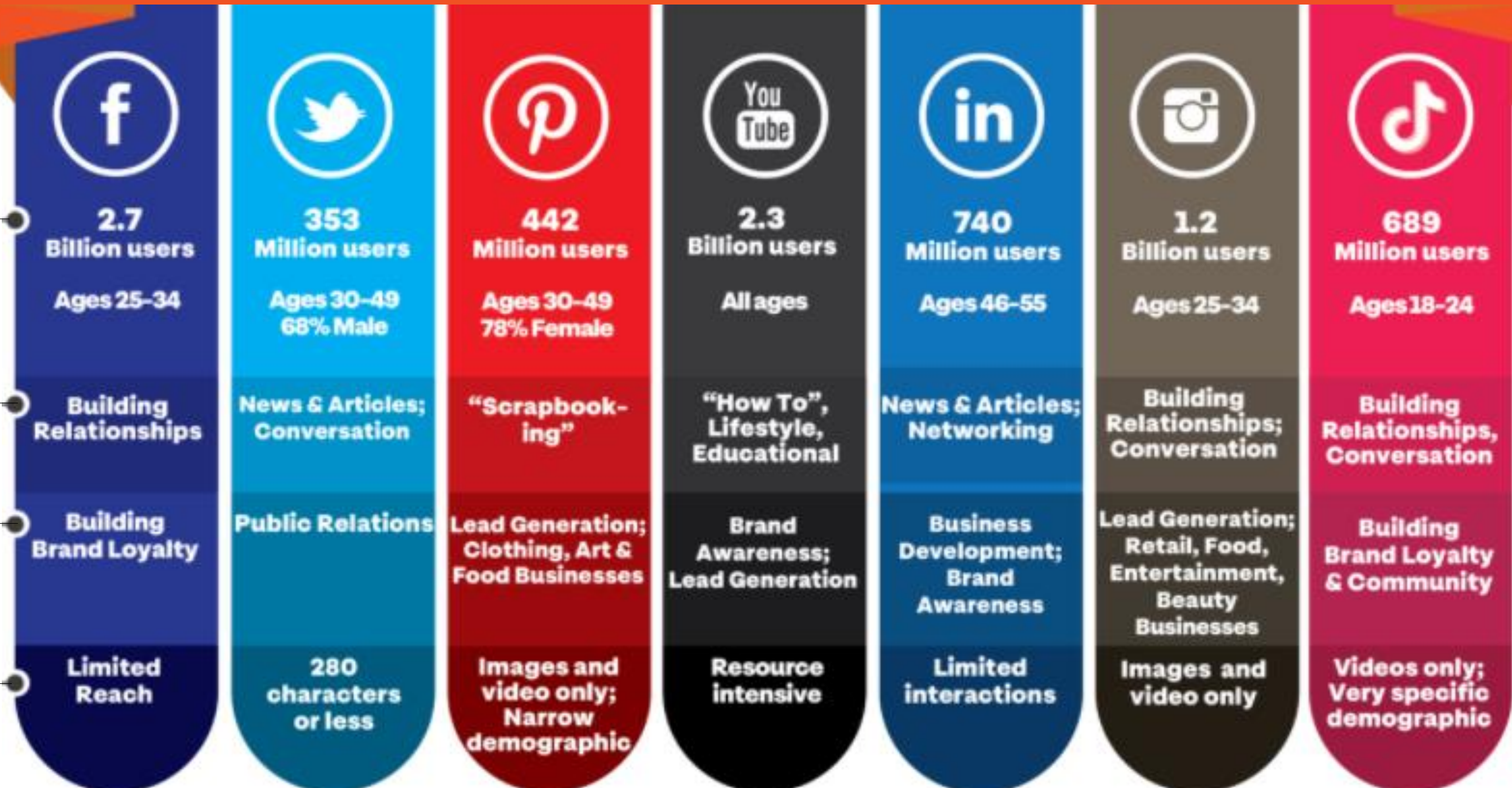
## CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM

DEMOGRAPHICS

PURPOSE

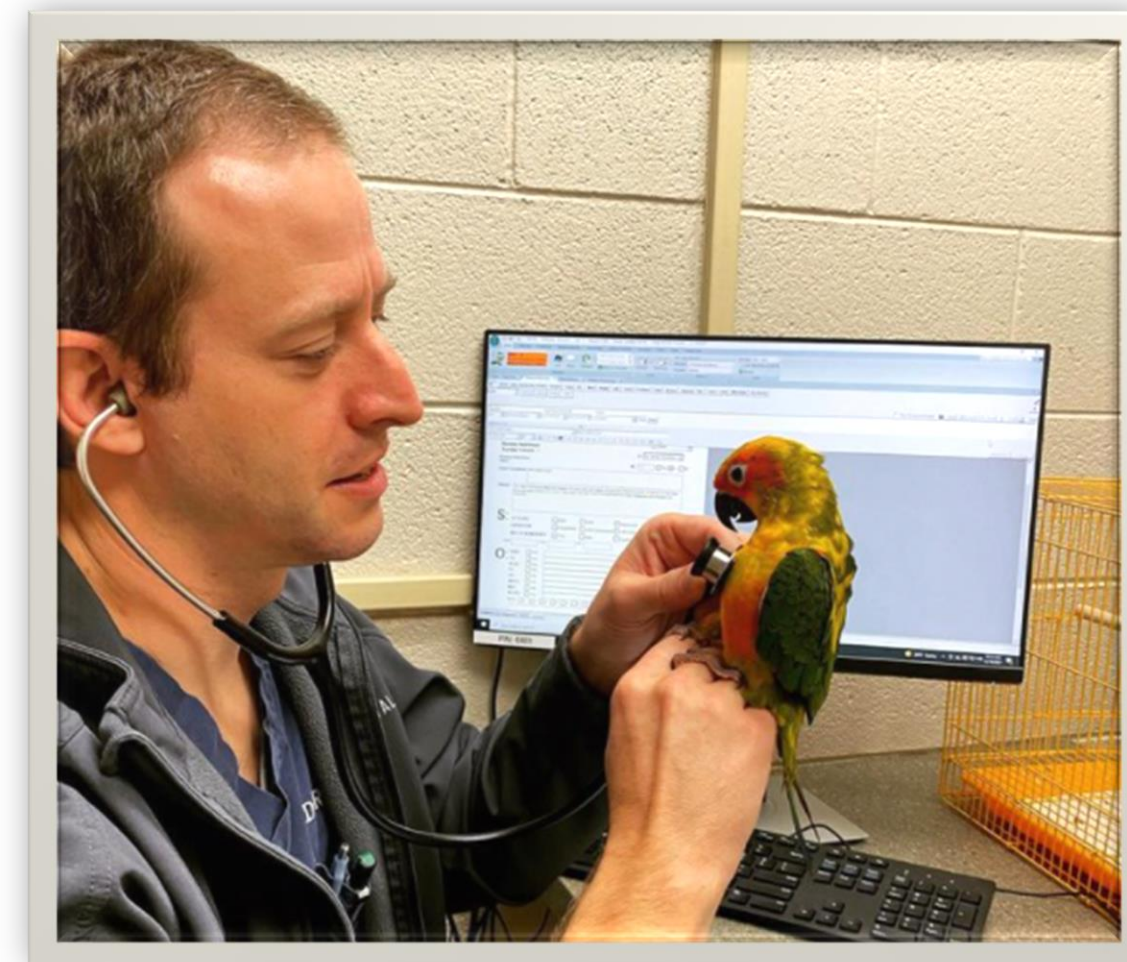
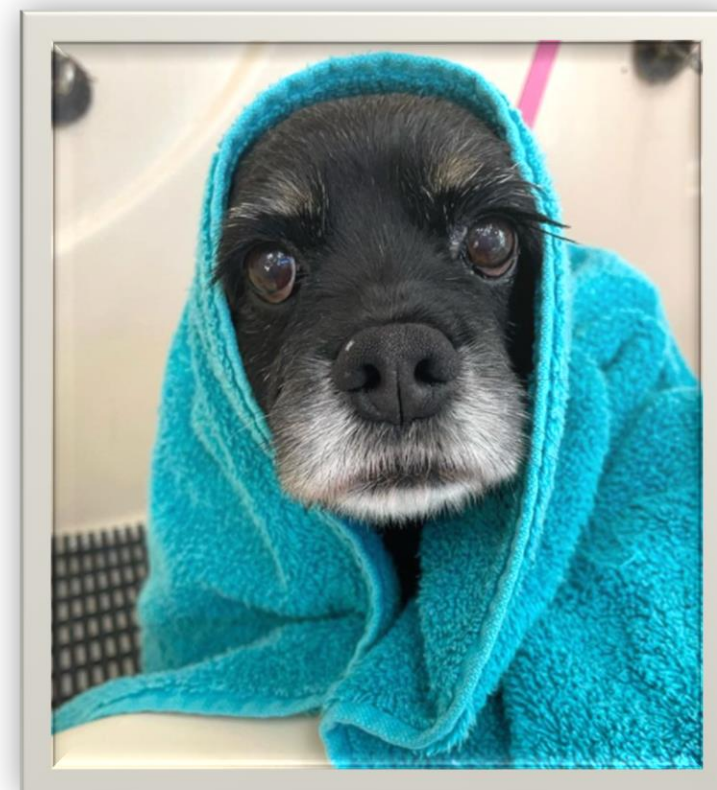
BEST FOR

DOWNSIDE





# Pop Quiz – Best Social Media Lever?





# Next Steps for “Influencer” Status

- Use Hootsuite Scheduler
- Use LinkedIn Effectively
  - Welcome New Team Members
  - Share a “Day in the Life of”
  - Recruit / Recognize
- Create a Content Calendar
  - Holidays
  - Happy Cat-urday
- **Think** as a Pet Owner
  - “Behind the Scenes”
  - “Surprise and Delight” (Boarding/Grooming)
- Use #Hashtags Appropriately
- Incorporate Video (YouTube/Reels)

# Thank You

Innovetive Petcare

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[Innovetivepetcare.com](http://Innovetivepetcare.com)

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