

From Pawzoola Publishing, a division of A Trip to the Zoo.com, Inc.  
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## **“Toto” pulls back the curtain on pet marketing with new book: *Wildly Profitable Marketing for the Pet Industry***

*This hands-on field guide is the first marketing book for all pet professionals... demystifying what works today in SEO, social media, mobile marketing, email marketing, and other online and offline approaches.*

Wilmington, Vermont May 30, 2012 – While pet-care spending is at all-time high, many pet and veterinary professionals are frustrated by lackluster marketing results. Today’s marketing options (SEO, social, mobile, etc.) – seem like overwhelming wizardry to many super-busy pet marketers. Pet marketing professionals Pam Foster and C S Wurzberger decided to become the pet marketer’s “Toto,” inspired by that Wizard of Oz scene where Toto pulls back the curtain on the "Wizard," and Dorothy says, "Why, you're no wizard at all."

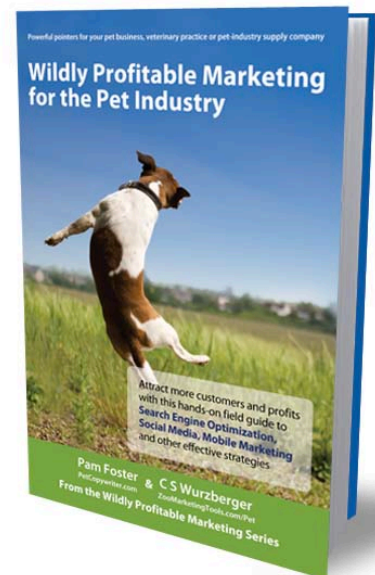
In their clear and simple guide, [\*\*Wildly Profitable Marketing for the Pet Industry\*\*](#), they’ve pulled back the curtain to demystify today’s marketing options and show pet businesses exactly what works to bring in more customers and profits.

“With our hands-on work book, we’ve curated today’s marketing best practices and presented them with clear, pet-industry-specific explanations, work sheets, checklists, screen shots and a **Profit Producing Planner** — an actionable marketing roadmap,” explained Foster. “It’s the first marketing guide we know of that’s 100 percent relevant to pet and veterinary professionals.”

James Carroll, Chief Operating Officer, LifeLearn, Inc., wrote the book’s Foreword. “I am personally excited to see a marketing guide written specifically for the pet and veterinary industries. Pam Foster and C S Wurzberger outline the steps that help you position your products or services, create a powerful brand presence, and set your business apart. [\*\*Wildly Profitable Marketing for the Pet Industry\*\*](#) provides a solid foundation with the latest best practices.”

***Wildly Profitable Marketing for the Pet Industry*** is published by Pawzoola Publishing, an online bookstore created by Foster and Wurzberger. [Visit this web page to order](#), or see [www.PawzoolaPublishing.com](http://www.PawzoolaPublishing.com) for more details.

**About the Authors**



Pam Foster, owner of [PetCopywriter.com](http://PetCopywriter.com) and ContentClear.com, is a Certified SEO Copywriter, web marketing content consultant and teacher who specializes in helping pet-industry businesses get more traffic and sales online through smart content marketing strategies. As a lifelong pet parent, Pam focuses on making a difference to all pet professionals. She works as a virtual team member with web professionals to launch websites, optimize existing sites, and help test email and landing page campaigns. Pam also has extensive print and direct response copywriting experience. Pam is the co-founder of Pawzoola Publishing, a co-founder of PetIndustryTV.com, a columnist for Veterinary Advantage magazine, and a frequent presenter of marketing webinars and live workshops.

C S Wurzberger is an accomplished Internet and Ecological marketing strategist and conservationist with over 25 years of experience. Her businesses include ATripToTheZoo.com, [ZooMarketingTools.com/Pet](http://ZooMarketingTools.com/Pet), ItsOurEarthToo.com, TheGreenUpGirl.com and others. With a specialized focus on pet companies, zoos, aquariums, nature centers and wildlife conservations centers - and their suppliers - C S helps clients assess their current sustainability and marketing issues and map out strategies for success. She's also the founder of The Greening Up Initiative... an action plan to reduce waste streams and costs while improving brand reputation and profits. C S is an in-demand web educator for business organizations, national gift shows and educational institutions. She's the co-founder of Pawzoola Publishing and is a co-founder of PetIndustryTV.com.

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