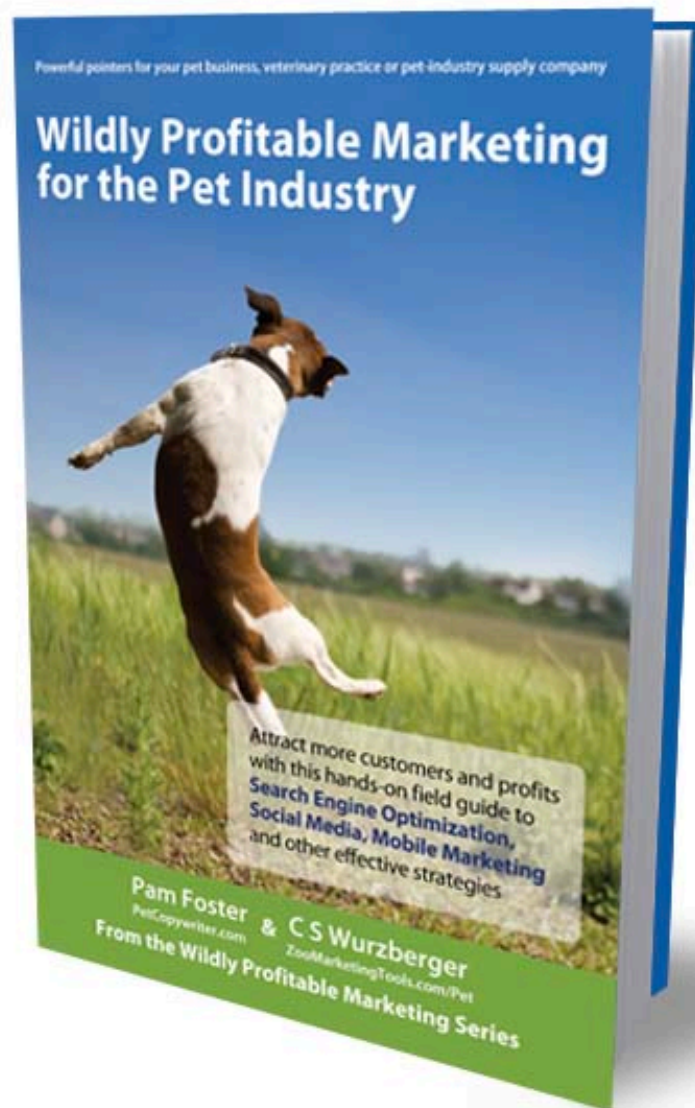


# *Wildly Profitable Marketing for the Pet Industry*

## **Worksheets and Checklists for your Profit Producing Planner**



## **Worksheets and checklists included in this document:**

- Define Your Ultimate Destination (Chapter 1)
- Competitor Evaluation Sheet (individual) (Chapter 2)
- Competition Master Sheet (comparing several competitors) (Chapter 2)
- Know Your Target Audience: Prospect/Persona Question List (Chapter 3)
- 43-Point Website Usability Checklist (Chapter 4)
- Your Site Map (Wireframe/Architecture Template) (Chapter 4)
- Web Creative Brief (Chapter 4)
- Web Team Interview Questionnaire (Chapter 5)
- Keyword Research Checklist (Chapter 6)
- Online Tactics Checklist – tactics you have tried (Chapter 13)
- Offline Tactics Checklist – tactics you have tried (Chapter 13)
- Online Tactics Checklist – tactics to try (Mandatory and Optional) (Chapter 13)
- Offline Tactics Checklist – tactics to try (Mandatory and Optional) (Chapter 13)
- Calendar (1 quarter example to get started) (Chapter 13)
- Measuring Checklist/Sheet (Chapter 14)

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## **Define your Ultimate Destination**

(Confirm Your Business Mission and Unique Value)

### **Part 1: Company Information**

Organization name: \_\_\_\_\_

Marketing contact name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_

Website Address (URL): \_\_\_\_\_

Email Address: \_\_\_\_\_

# of years in business: \_\_\_\_ # of employees: \_\_\_\_ # of customers: \_\_\_\_

#### **Describe what makes your business special or different, in 4 sentences or less.**

For example, what sights, sounds, feelings and other experiences do you offer that your audience may not find anywhere else?

Where are you now:

**What types of products and services do you offer?** [Example: All-natural dog food and treats, a website with luxury pet supplies, a membership/rewards program, training services, grooming services, pet cleaning supplies, innovative medical solutions, etc.]

**How's business?** Describe your current business climate. (What are the trends? What's popular?) [Example: Organic and natural pet food sales are expected to grow 3 times as fast as pet sales overall through 2015 (*Packaged Facts data*).]

**Describe your current market position in your geographic region if you depend on local business?** (Where do you currently stand?) [Example: There are 3 major pet supply stores that compete for pet-parent dollars. People don't think to come to our boutique pet supply store more than once every few weeks or months.]

**What barriers do you have to overcome?** What might stop pet parents and others from visiting your retail store, doggie daycare, grooming facility or website... or what might stop pet professionals from buying your solutions? [Example: There are many competitors in our territory or market category, or potential visitors can't find our website in the search engines, etc.]

**What makes your products or services unique in the buying landscape?** What's the biggest benefit or unique solution you offer customers or target prospects? [Example: Of all the leash and collar companies selling products online, ours is the only one offering hand-tooled leather products that can be personalized with the pet's name and other finishing touches such as chrome accents.]

**What were your organization's top 3 accomplishments during the last year regarding business growth?**

**What were the top 3 growth challenges your organization faced last year?**

**What did your organization fail to achieve last year with its marketing?**

**Clarify your business vision — what drives your current sales and your future:**

- What types of programs, experiences, products and/or services do you really want to provide and promote?
- What is your organization's history?
- Where do you want your revenue and position to be at the end of the year? (In other words, what's your biggest marketing wish for the coming year?)

- What are your primary marketing goals? Let's get super-specific by setting 3 to 6 [S.M.A.R.T.] marketing objectives to grow your company. They need to be:
  - Specific
  - Measurable
  - Actionable
  - Realistic
  - Time-based

**Example:** Increase monthly sales 12% within the next 12 months, or sell 125 widgets this month.

**Now set your yearly marketing objectives:**

- 1.
- 2.
- 3.
- 4.
- 5.

# # #

## Competitor Evaluation Sheet

**COMPETITOR** (Other pet businesses or veterinary practices in your community and/or online):

Business name: _____			
Contact name: _____			
Address: _____			
City: _____	State: _____ Zip: _____		
Phone: _____	Fax: _____		
Website Address (URL): _____			
Email Address: _____			
# of years in business: _____	# of employees: _____ # of customers: _____		
Brief description of their business:   			
List their primary products and/or services	and prices		
What do they offer that's similar to your business? What do they offer that's unique or different from your business? <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border-right: 1px solid black; vertical-align: top;">What are their strengths?</td> <td style="width: 50%; vertical-align: top;">What are their weaknesses?</td> </tr> </table> On a scale of 1-10, how user-friendly is their website?		What are their strengths?	What are their weaknesses?
What are their strengths?	What are their weaknesses?		

# # #

## Competition Master Sheet

Now, collect your competitor worksheets and fill in the following table to compare your business to your local (if applicable) and online competitors.

	<b>YOUR COMPANY</b>	<b>COMPETITOR #1</b>	<b>COMPETITOR #2</b>	<b>COMPETITOR #3</b>
<b>PRODUCTS OR SERVICES</b>				
<b>PRICES</b>				
<b>TARGET CUSTOMERS</b>				
<b>MARKET POSITION</b>				
<b>MARKETING TACTICS</b>				
<b>TAGLINE OR SLOGAN</b>				

# # #

# Know Your Target Audience

(Define the Searchers You're Trying to Attract)

Here are the key questions that help you better understand your ideal prospects:

- **What types of people or businesses are you trying to attract to your organization's various offerings?** [List everything you can about them: gender, age, geographic location, etc.]
- **What are their characteristics?**  
[List their lifestyles, buying habits, hobbies, etc.]
- **Are they sophisticated, knowledgeable consumers regarding your offerings... or do you need to educate them?**  
[For example, do they already use all the items or services you offer or are you breaking new ground with them?]
- **What do you know about their interests, attitudes, hopes and needs — especially related to your various offerings?**  
[For example, are they excited about your products or services... or had they not even considered them?]
- **What major "pain" or need do they have that your organization can alleviate or address (what keeps them up at night)?** This will be different for each target: pet parents, pet-supply store owners, veterinary practices, etc. [For example, someone with an aging dog is hoping to ease their pet's aching joints and maintain a good quality of life during the golden years.]



- **What solution are they looking for?**  
[For example, are they looking for something that's easier, cheaper, faster; or something that will make them be a hero by keeping their pets healthy and happy? To be specific as possible, go back to page 19 to review the examples of what searchers are looking for.]
  
- **How do your products or services offer the BEST solution for these prospects?**  
[For example, is it the easiest, cheapest, fastest, most reliable, most attractive or meaningful solution? This is where it really pays to know your competition and what they offer.]

# # #

# Our 43-Point Checklist for Your Web Marketing Excellence

## Site identity:

1. Show your organization's name and logo in the upper left-hand corner or at least in the top masthead area.
2. Include a tagline that summarizes the main benefit your business offers in a customer-focused benefit statement (such as, "The Original High-Density Foam Pet Ramps and Stairs").
3. Include a marketing hook (headline) that emphasizes your organization's unique value and solutions from the visitor's point of view.

## Company information:

4. Include an "About Us" page with location or company information.
5. Organize your information into standard/expected categories, such as:
  - Our Staff
  - Press Room
  - History
6. Present a unified face/brand to your audiences. All web pages and related marketing materials include your organization's brand look and "voice." (Everything needs to look like brothers and sisters.)
7. Include a "Contact Us" button that goes to a page with all contact information: email, phone and physical address, as well as live chat or other contact features.
8. Include a footer on every page with:
  - Organization name
  - Address
  - Phone
  - Live link to email
9. If your site gathers customer information, include a "Privacy Policy" page.

## Content:

10. Use customer-focused language that explains the benefits of your business: what's in it for the visitor. Explain how you provide solutions or services in a way no one

else offers. Or if you're a supplier, show the special benefits of doing business with you.

11. Incorporate keywords into content in ethical, well-crafted messages, especially in the headline, subhead and other main areas. (See Chapter 6.)
12. Use "benefit-rich" bullets that make the content easy to scan.
13. Use uppercase letters sparingly for easier reading.

### **Links:**

14. Differentiate links and make them stand out through bold and/or underline format (underlines are especially helpful for vision-impaired individuals). The only exception is your Social Sharing links. (See Point #42.)
15. Don't use generic instructions, such as "Click here," as a link name. Use specific beneficial action words instead, such as "Find your lost pet now."
16. Allow link colors to show visited and unvisited status, so your visitors remember whether or not they clicked on the link already. (Standard link colors: Blue #0000FF visitor has not been to yet, Purple #800080 visited link, Red #FF0000 active link)
17. If a link goes to a non-web page item such as a PDF, video clip, audio clip, email window, etc., add an icon or short caption indicating this so there are no surprises for the visitor.

### **Navigation:**

18. Make sure your primary navigation runs across the top of the page or down the left, never on the right. Reader studies prove that visitors expect your buttons to be placed in these locations for a user-friendly experience.
19. Group similar items together within navigation sections.
20. Use standard naming conventions: Home, About Us, Products, Services, Directions, Contact Us. Don't use made-up words for button names; it may confuse visitors.
21. If you sell products on your website, place the shopping cart buttons in the upper right-hand side of the main masthead so people see it on every page. The most popular button names are:
  - Your account

- Shopping cart
- Check out

22. Add a site map, which helps visitors and search engines know what's on your website.

**Search boxes within your site:** If you offer a search function on your site...

23. Give users a SEARCH box on the home page (so they can quickly find what they are looking for), not a link to a search page.

24. Use a “search” or “go” button to the right of the box.

25. Don't offer a “search the web” feature. In general, don't link people to other websites. Why would you want visitors to leave your site?

**Graphics and animation:**

26. Optimize graphics to web-appropriate sizes (72 dpi is recommended). Be aware that large files slow down page viewing and annoy visitors. (In fact, search engines punish slow-loading sites.)

27. Use photos that relate to the content, not just as decorations or irrelevant entertainment.

28. Let users choose whether they want to see an animated intro to your site! Don't make it the default.

29. Video and audio should be in the off position. Give users the option of turning them on with a clear PLAY button. Even better, offer a MUTE button for the sound.

**Graphic design:**

30. Limit font styles to 2 or 3 maximum per site. Over-designing the site can be distracting to the user.

31. Use black type on a white background for easy reading... especially for the body text where there's lots of copy.

32. Avoid forcing visitors to do horizontal (side-by-side) scrolling at 800 x 600 screen size.

33. The most critical page elements should be visible “above the fold” — on the first screen visitors see when they land on your web pages. (Above the fold is a graphic term that refers to placing graphics in the upper half of the web page.)

34. Make sure pages rarely force the visitor to scroll more than 2.2 times. (Exception: sales-letter landing pages)
35. Avoid using pop-up windows. Yes, some companies swear by them. But, most web visitors find them to be distracting and annoying. (A recent study identified them as one of the “top hated” online marketing techniques.)

### **Communicating unfinished pages:**

36. If parts of your website are not finished, add a date of when they will be finished. (Statistics show that when a viewer goes to a page under construction you have a 12% chance of having that person come back to your site. Yuck.)

### **SEO (search engine optimization) basics** (we cover SEO in detail in Chapter 6):

Make sure every page of your site includes these unique and relevant behind-the-scenes “meta tags”:

37. Title tag with keywords/keyphrases. (70 characters/spaces maximum; real sentences are best)
38. Header tags with keywords/keyphrases. (Headline = H1 Tag, Subhead = H2 Tag)
39. Meta description using keywords/keyphrases in a complete sentence or two. (This may be displayed in search engine results; limit to 150 characters/spaces)
40. Keyword tag. (Ideally no more than 10 keyword phrases)
41. Alt tags with keywords/keyphrases. (for charts, photos and other graphics that aren't text)

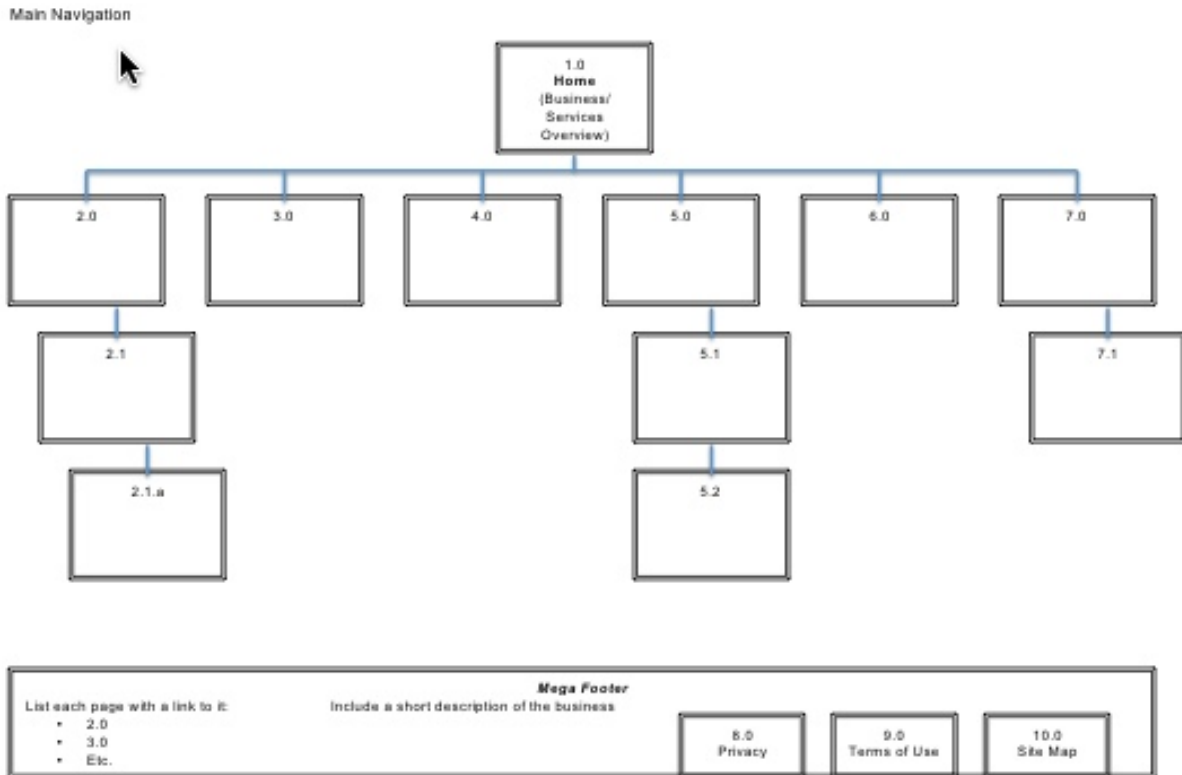
### **Social Media:**

42. Place your social media buttons/links prominently at the top of each page. Or, in the upper part of your right-hand margin. Also, invite people to join you and share any benefits they may receive as a follower.
43. Include an invitation to subscribe to your blog by email and/or RSS feed, and also to share posts in social media. The best placement is also in the upper right part of your right-hand column.

# # #

# Your Site Map Wireframe/Architecture Template

This is a snapshot of a template you can create in Word or in sitemap programs such as SlickPlan (<http://slickplan.com/>)



###

# The Web Creative Brief

(Identify the critical design elements and key messages for your site.)

## PART 1: Current Situation

- Business marketing goals:
- Competitive climate:
- Barriers to overcome — what might stop customers from buying? (price, not aware, selection)
- What marketing efforts have worked? Not worked?

## PART 2: Graphic Design Considerations

- What does your current brand look like? Describe in detail (or attach your Branding Guidelines):
- Logo:
- Color palette:
- Typography (fonts and styles):
- Imagery (illustration, art):
- Photography:
- Other considerations (use of white space, position of elements):
  - What is the visual tone to be conveyed on your site? (light-hearted, fun, practical, bright, cheery, serious, authoritative, feminine)
  - Does your audience already know your brand?
  - What do your competitors look like on their sites?
  - Do you own digital photographs for your products, services and people? If so, in what size and format?
  - Do you own artwork/illustrations?

### **PART 3: Content/Message Considerations:**

- What's the main UNIQUE benefit or solution only your facility, products and services can offer? (This is the USP, or Unique Selling Proposition/Unique Solution Proposition.)
- List the key features of your organization: what you offer.
- List the key benefits of your organization: the desired results or value of what you offer.
- How interested is the target audience in your events, products and solutions?
- What key "pains" of your target audience (problems or wishes) can you solve?
- What are you really selling? (e.g., you're not selling pet portraits/photography; you're selling a special image/heirloom that honors a beloved pet. Or, you're not selling innovative diagnostic blood analyzers to veterinarians; you're selling better medical answers so the practitioner can be a hero to his clients.)
- Are there any other emotional motivators you should consider (frustration, pride, greed)?
- What support or "reasons to believe" do you have for your key promise messages (testimonials, endorsements, case studies, product specifics, etc.)?
- What obstacles or objections do you need to overcome for success?
- What are your competitors offering?
- How can you set your business or organization apart from the competition? Why choose you?
- What's the proper, branded tone of "voice" for your messages? (serious, light-hearted, fun, practical)
- Does your audience know you? Will you need to address issues of credibility?
- What phrases (keywords) does your audience use to find your products or services in search engines... or what would you expect them to use?
- What is your call-to-action? Why should the audience respond NOW?
- How can the audience respond to you (phone/mail/web/mail/fax)?  
# # #



# Web Team Interview Questionnaire

Hire the best crew you can afford

**To get a true sense of what a professional web team can do for you, use these interview questions when you meet with the various candidates:**

- What are your credentials?
- What is your site domain? (Take a look at the candidate's site to see if it follows the best practices we've outlined in Chapter 4.)
- What are your technical capabilities?
- What skills and training do you have?
- Can you provide samples of your work — sites that are optimized, profitable and successful?
- Do you have any before/after screen shots, case studies or other proof of your work results?
- Can you describe your web development process?
- Can you explain your process and its phases in non-technical terms so I can understand and make smart decisions?
- What's the average budget range you work with?
- Will you turn over ownership of all graphics created for my site?
- Would you please provide references from at least three satisfied clients?

# # #

# Keyword Research Checklist

**1. Make a list of all the keywords you can think of for each web page:**

_____	_____
_____	_____
_____	_____

**2. Keywords from customer interviews:**

_____	_____
_____	_____
_____	_____

**3. Keywords from your traffic reports:**

_____	_____
_____	_____
_____	_____

**4. Keywords from your competition:**

**Competitor 1:**

_____	_____
_____	_____
_____	_____

**Competitor 2:**

_____	_____
_____	_____
_____	_____

**Competitor 3:**

_____	_____
_____	_____
_____	_____

**5. Cover all keyword variations:**

_____	_____
_____	_____
_____	_____

**6. Be descriptive:**

_____	_____
_____	_____
_____	_____

**7. Use action words:**

_____	_____
_____	_____
_____	_____

**8. Target local markets, if relevant:**

_____	_____
_____	_____
_____	_____

**9. Keywords from research tools:**

_____	_____
_____	_____
_____	_____

**Keyword placement:**

<b>Page:</b> _____	<b>Keywords:</b> _____
<b>Page:</b> _____	<b>Keywords:</b> _____
<b>Page:</b> _____	<b>Keywords:</b> _____
<b>Page:</b> _____	<b>Keywords:</b> _____
<b>Page:</b> _____	<b>Keywords:</b> _____

# # #

## ONLINE Marketing Tactics You Have Tried

Marketing Activities	Tried Yes or No	Details	Amount Spent	Use Again
Website (site makeover strategy if needed)				
SEO (Search Engine Optimization)				
Social networking: Facebook				
Social networking: Twitter				
Video/YouTube				
Blogging				
PPC ads				
Banner ads				
Directory listings				
Email/Enewsletter				
Podcasts				
Linking campaign				
QR Codes				
News releases				

# # #

## OFFLINE Marketing Tactics You Have Tried

Marketing Activities	Tried Yes or No	Details	Amount Spent	Use Again
Business cards				
Letterhead – stationery				
Envelopes				
Signs				
Answering machine “on hold” message				
Invoices, statements, contracts				
Packaging: bags, gift boxes, etc.				
Promotional items				
Other:				

# # #

## ONLINE Marketing Tactics To Try

Marketing Activities	Tried Yes or No	Details	Amount Spent	Use Again
Website (site makeover strategy if needed)				
SEO (Search Engine Optimization)				
Social networking: Facebook				
Social networking: Twitter				
Video/YouTube				
Blogging				
PPC ads				
Banner ads				
Directory listings				
Email/Enewsletter				
Podcasts				
Linking campaign				
QR Codes				
News releases				

###

## OFFLINE Marketing Tactics To Try

Mandatory...

<b>Marketing Activities</b>	<b>Tried Yes or No</b>	<b>Details</b>	<b>Amount Spent</b>	<b>Use Again</b>
Business cards				
Letterhead – stationery				
Envelopes				
Signs				
Answering machine “on hold” message				
Invoices, statements, contracts				
Packaging: bags, gift boxes, etc.				
Promotional items				
Other:				

# # #

## OFFLINE Marketing Tactics To Try

Optional...

<b>Marketing Activities Traditional advertising “the classics”</b>	<b>Use tactic Yes or No</b>	<b>Assigned to</b>	<b>Due by</b>	<b>Budget Amount</b>	<b>Actual Amount</b>	<b>Completion Date</b>
Brochures and flyers						
Sell sheets						
Newspaper ads						
Magazine ads						
Direct mail postcards & multi-piece mailings						
Coupons, promos						
Radio commercials						
TV commercials						
Public Relations						
Media kits and press releases						
Sponsorships						
Trade shows						

# # #



# Marketing Calendar

(Map out your marketing actions each week/month/year)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

# # #

# The Marketing Measurement Checklist

Each month, monitor your marketing results to evaluate effectiveness.

## 1. Your own website data

Traffic log report from your hosting company and/or Google Analytics:

Page hits: \_\_\_\_\_

Page visits: \_\_\_\_\_

Total unique visitors: \_\_\_\_\_

Number of new visitors: \_\_\_\_\_

Pages viewed: \_\_\_\_\_

Number of pages visited per visit: \_\_\_\_\_

Duration on each page: \_\_\_\_\_

Browser types: \_\_\_\_\_

Bounce rate: \_\_\_\_\_

Operating systems: \_\_\_\_\_

Referring domains: \_\_\_\_\_

Keywords entered: (list in order, starting with most frequent) \_\_\_\_\_

\_\_\_\_\_

## 2. Social media efforts

### Facebook:

Number of Facebook fans: \_\_\_\_\_ + or - since last week \_\_\_\_\_

Number of monthly active users: \_\_\_\_\_ + or - since last week \_\_\_\_\_

Number of wall posts this week: \_\_\_\_\_ + or - since last week \_\_\_\_\_

Number of visits this week: \_\_\_\_\_ + or - since last week \_\_\_\_\_

### Twitter:

Number of Twitter fans: \_\_\_\_\_

Number of Retweets: \_\_\_\_\_

Number of Mentions: \_\_\_\_\_

## 3. Emails/Enewsletters

Number sent successfully: \_\_\_\_\_

Number opened: \_\_\_\_\_

Number bounced back: \_\_\_\_\_

Number of click-throughs on links: \_\_\_\_\_

## 4. Mobile Marketing

**Track QR codes & MS Tags**

Campaign name: \_\_\_\_\_  
Number of scans: \_\_\_\_\_  
per hour \_\_\_\_\_  
per day \_\_\_\_\_  
Type of devices used to scan: \_\_\_\_\_

### **Mobile Apps**

Total numbers of apps downloaded this month: \_\_\_\_\_  
Number of unique app users this month: \_\_\_\_\_  
Active user rate this month: \_\_\_\_\_  
App ranking compared to industry: \_\_\_\_\_

### **Mobile website**

Number of visitors: \_\_\_\_\_  
Pages they have visited: \_\_\_\_\_  
Length of stay: \_\_\_\_\_  
Location and entry/exit points: \_\_\_\_\_  
Plus, track the phone's model, manufacturer, service provider and language used:  
\_\_\_\_\_

## **5. General online advertising**

Banner ad click-throughs to your landing page: \_\_\_\_\_  
Inquiries or purchases as a result: \_\_\_\_\_  
Directory listing click-throughs to your landing page: \_\_\_\_\_  
Inquiries or purchases as a result: \_\_\_\_\_

## **6. Pay-Per-Click (PPC) campaigns**

From your Google AdWords report:

Number of impressions: \_\_\_\_\_  
Number of clicks per day: \_\_\_\_\_  
Average cost per click: \_\_\_\_\_  
Cost per day (total clicks): \_\_\_\_\_  
Average ad position: \_\_\_\_\_  
Targeted keywords: \_\_\_\_\_

## **7. Link-building campaigns**

Number of sites linking to yours: \_\_\_\_\_  
URL's of sites linking to yours: \_\_\_\_\_

## **8. Public Relations**

### **Monitor each PR campaign**

PR outputs: \_\_\_\_\_

PR outtakes: \_\_\_\_\_

**9. Your traditional sales reports**

Inquiries received via Contact Form: \_\_\_\_\_

Leads via Enewsletter Sign-up Form: \_\_\_\_\_

Purchases made via shopping cart: \_\_\_\_\_

# # #