



30 DAYS
OF CONTENT IDEAS TO
BARK 
ABOUT YOUR BUSINESS

LENDING A HELPING PAW

Welcome!

We're very passionate about businesses who open their doors to our furry paws and our tails are wagging to have you here.

Covid-19 has bought uncertainty for many of us and the hospitality and tourism industry has been hit hard. No doubt, you're busy chasing your tail, taking steps for your business to survive and thrive post lock-down. It's easy to feel alone, overwhelmed, and isolated.

Pause, stroke the dog (if you have one), and take a deep breath. You're not alone, our community is here for you, so let's get through this thing together.

When measures ease, one thing will be important now more than ever - customers. The good news is, dog owners are itching with cabin fever. They can't wait to grab a cuppa, a bite to eat or a cheeky pint. The tricky part will be getting a slice of the action - you'll need to be seen above the noise.

That's where we come in. We'll help you to build your audience, your future customers or as we like to call them, your 'pack'.

This content guide will help you to attract new customers during this down-time and thrive post lock-down with a social media audience to bark about.

Our supportive Facebook group will be there for you every step of the way. We'll be sharing weekly resources to equip you with ideas and tools that can help you take action.

Our paws are up for pubs, we're rolling over for restaurants and howling for hotels!

Make today the first paw-print on a long and prosperous adventure.

If you need any suppawt, tag me @Adele Pember.

Our whole community is rooting for ya!

Adele - Founder of Dog Furiendly



THREE PAW PRINTS OF CONTENT

Growing a pack of followers is the first step to building your business and monetising your offering. But building a loyal following is just the first step. If you can't convert your audience into paying customers, it may be hard to justify your marketing efforts.

This is where using the right mix of content that is fun, informative and nurturing, together with content that directly promotes your offering is critical to your success.

When creating content you'll want to consider 3 types of paw-print content.

NURTURE

Fun content that encourage interaction by asking your audience questions and engaging with their responses. Alternatively use this content to entertain, connect and have fun! Your audience is seeking connection with the person behind the brand. Share sneak peeks into your life and behind-the-scenes of your process.

PROMOTE

That's why we're on social media right? Highlight your offer with how it can add value to your customer include a strong call to action and be clear with how/ where your audience can go to purchase. Add value to your audience by providing the opportunity to understand what you do, why you do it, and how you can best serve them.

GROW

If you don't have a community of people to sell to and nourish then none of this really matters. You don't want it to feel like you're convincing your same community that they need to buy your thing, you want new leads coming in whether or not they're ready to buy right now. Growing your community can take place in the form of building your email list, growing your social media followers, increasing traffic coming to your website.



CONTENT TO BARK ABOUT

These social media content ideas can be used across Instagram - in your posts, stories, live. Use these in any order.

-  Introduce the story behind your business or brand
-  Share a photo of your town/city and why you love it
-  Share tips, advice or how-to. Recipes, how to make the perfect bed etc.
-  Offer a sneak-peak behind the scenes of your business
-  Share a customer review
-  Share your business vision or brand values
-  Top dog of the month (invite your audience to share dog photos)
-  Introduce other members of the team #teamtuedays
-  Ask your audience a question about themselves
-  Address a barrier to your audience purchasing
-  Ask your audience their opinion on something
-  Answer an FAQ
-  #Throwback Share an old image that helps to tell your story
-  Freebie or special offer for people to receive via email
-  Share photos of previous guests or customers
-  Tell the story behind your business name
-  Share an inspirational or motivational quote
-  Shout out to other small businesses
-  Direct your audience to take action with an offer
-  Get your audience to pick a gif or emoji that describes their day
-  Invite people to leave reviews on your Dog Furiendly listing
-  Celebrate mother nature, share something nature related
-  Write or share an interesting blog post about the local area
-  Local dog charity, work or support a local dog charity
-  Share an interesting fact about the local area
-  Ideas for local day trips or dog walks
-  Invite people to leave reviews on your Dog Furiendly listing
-  Run a like and share giveaway
-  Ask your audience for their opinion on something
-  Focus on an audience, dog friendly, eco friendly, accessible etc.

NEED A HELPING PAW?

Still struggling to come up with amazing content? Find that with everything going on you just don't have the time to produce or focus on it? Well we've got your back.

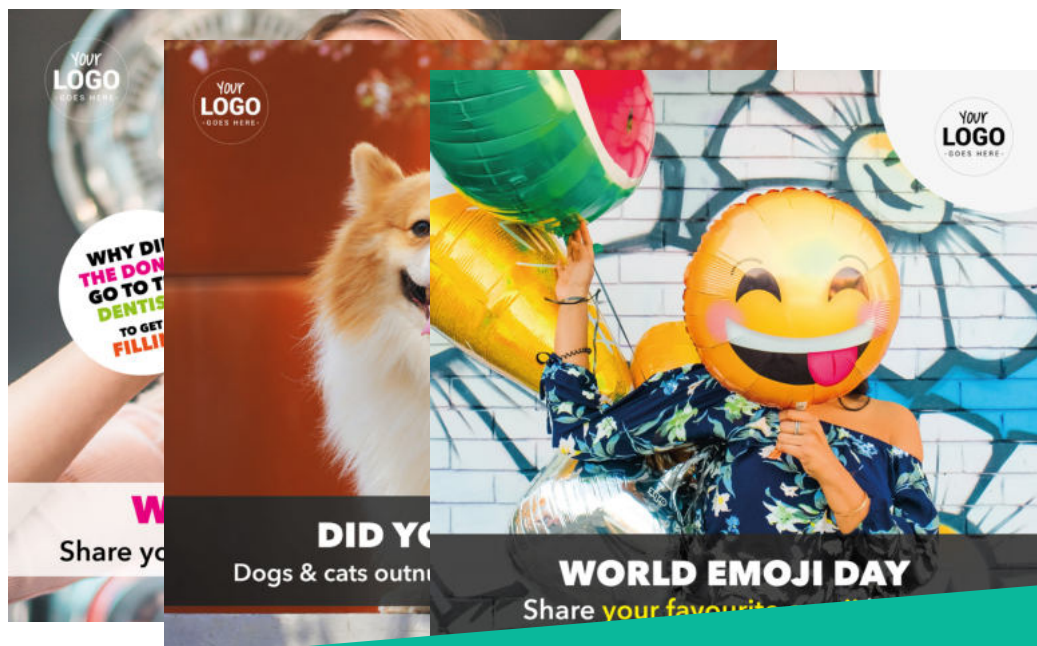
Our tails are wagging to announce that as of July we're going to be providing **free content and template text** for businesses to use as part of our premium packages.

BECOME A PREMIUM MEMBER

So for £9.99 per month, not only will you get a premium listing with more exposure, no adverts, special features and a welcome social media post; but you'll also have a bank of **50 social media posts/stories** to choose from and schedule throughout the month.

Our posts are intertwined with awareness day and are all suitable for those in the hospitality industry (meaning they're not all dog related). We'll also be providing template text and will be on hand for any social media or marketing questions. We'll be working closely with you all monthly to ensure that the content we're providing is tailored to your audience types.

Sign up for premium via the Dog Furiendly website or email us woof@dogfuriendly.com for more details.



DOGFURIENDLY.COM