

GROW A
SOCIAL MEDIA
AUDIENCE TO
BARK 
ABOUT!

4 DAY CHALLENGE

BARK 
FOR BUSINESSES

DOG 
FRIENDLY

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 4 day challenge 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 sup pawt, tag me @Adele Pember.

Our whole community is rooting for ya!

Adele - Founder of Dog Furiendly



DAY 1: SAY NO TO CRICKETS

You spend a good half-hour perfecting content and putting it on social media, and then ***crickets***. Nobody engages and that can be really frustrating. With the right audience, your community will organically engage. All you're missing is a couple of puzzle pieces.

Before we delve into the pieces, it's really important to tune in with your goals. Why are you using this social media channel? What do you want to achieve through your content? Is it to engage with past, current, and prospective customers? Maybe you want to generate more traffic to your website? Increase email subscribers? Or maybe you just want to increase your brand recognition?

Once you have clarity on that, the puzzle will start coming together.

6 MONTH GOALS

3 Key Goals

Make sure they're specific, measurable, attainable, relevant.

#1 Increase monthly sales/bookings by 25%

#2 Have 100 reviews on our Dog Furiendly listing

#3 Increase Website Traffic by 10%

Other Measurable Goals (KPI's)

For example, I currently have 100 followers on Instagram, in six months I will have 1000.

Current Number

Website Traffic:

Email subscribers:

Facebook Followers:

Instagram Followers:

Twitter Followers:

Other:

Goal

Website Traffic:

Email subscribers:

Facebook Followers:

Instagram Followers:

Twitter Followers:

Other:

DAY 2: CREATE A BANGING BRAND

Having clear brand values is everything when it comes to presenting yourself online.

Knowing your key values will help you connect with your audience and build trust. Not only that, but you'll have a much clearer idea on how to present your business.

SELECT VALUES THAT RESONATE

Review this list of potential values. Highlight the 5 that stand out as important to your business and brand. If the words are not there, feel free to add your own.

- Don't think too hard about your choices or second-guess any of them.
- Be honest about what is important to your business

| | | | | | |
|------------|---------------|-------------|--------------|--------------|---------------|
| Caring | Supportive | Warm | Thankful | Exciting | Luxurious |
| Love | Fair | Generous | Community | Lively | Bold |
| Service | Collaborative | Human | Minded | Surprising | Fast |
| Devotion | Family | Loving | Soulful | Charity | Imaginative |
| Accessible | Home | Comfort | Global Citi- | Authenticity | Inspirational |
| Friendly | Sharing | Smart | zens | Local | Original |
| Ethical | Generous | Experienced | Safe | Integrity | Curious |
| Hospitable | Open | Wise | Self Aware | Hospitality | Dreamers |
| Helpful | Structured | Mature | Generous | Adaptability | Mysterious |
| Candid | Loyal | Quality | Creativity | Quality | Experimental |
| Honest | Flexible | Skilled | Cheerful | Consistency | Ambitious |
| Humble | Inclusive | Organised | Fun | Teamwork | Warm |
| Trusting | Focused | Meticulous | Enthusiastic | Credibility | |
| Listening | Happy | Careful | Playful | Respect | |
| Open | Sensitive | Dependable | Balanced | Innovators | |
| Tolerant | Understanding | Thoughtful | Sporty | Inquisitive | |
| Loyal | Welcoming | Humble | Happy | Confident | |
| Generous | Available | Selfless | Positive | Passionate | |

COMMUNICATE YOUR CORE VALUES

Below, write your core values and a definition for each value that communicates what it means to you and why it is important.

Once you've determined this, you'll find that you have a clearer tone of voice to use on social media.

| | |
|----------|-------------|
| Value #1 | Description |
| Value #2 | Description |
| Value #3 | Description |
| Value #4 | Description |
| Value #5 | Description |

DAY 3: NICE TO MEET YA!

When we're working on the business day-to-day, we already know a lot of what makes the business great, but we tend to forget the vital information others need to know.

By listing yourself on Dog Furiendly, you're already one step ahead to let people know that you're dog friendly, but have you mentioned your dog friendliness in your social media bio and about page?

AUDIENCE TYPES

Have a think about all the different customers you get day-to-day and the keywords they may be using to find somewhere to visit and social media channels or websites they may be using. Write down 5 below.

Audience Type:

Dog Owners

Keyword

Dog Friendly

Platforms

FB, Insta, Tik Tok, Dog Furiendly

Audience Type:

Families

Keyword

Child friendly

Platforms

FB, Insta

Audience Type:

Keyword

Platforms

Audience Type:

Keyword

Platforms

Audience Type:

Keyword

Platforms

HOW DO THEY KNOW?

Next you need to go through each of those audience types and figure how they will know that your business accommodates for them. Do they have access to that information easily? By putting yourself in your customers paws you can avoid the majority of time-consuming and unnecessary calls or messages coming through.

Make sure your information is really clear to customers by creating touch-points! If they're non-existent, write down places to update in the boxes below.

Keyword

How do they know?

Dog Friendly

Bio, Dog Furiendly, content etc.

Keyword

How do they know?

Keyword

How do they know?

Keyword

How do they know?

Keyword

How do they know?

MAKE THE CHANGES YOU NEED

Oh yeah, and if you haven't already, add your FREE listing on Dog Furiendly for dog owners to find you!

DAY 4: FLOWER YOUR COMMUNITY

Focus on building and nurturing a relationship with your audience, gaining trust. Once you have established that, your social media will blossom into a beautiful flower. By focussing on these three types of content weekly you're more likely to convert your audience into visiting customers and reach the goals set out in day one! I'll explain these further in the Facebook LIVE.

 **NURTURE**  **GROW**  **SELL**

YOUR PLAN

How will you **nurture** your community in the next month?

What lead-magnet will you create?

How will you **grow** your community in the next month?

How will you **sell** or share your services/products in the next month?



14 DAY PLAN

MON

 Woofers of the Week



TUE



 Ask audience to pick new dog treats for doggy visitors.



WED

 Local dog walking guide



 Dog walking guide (lead-magnet)

THU



FRI



SAT



SUN



MON



TUE



WED



THU



FRI



SAT



SUN

