



Keep Calm & Train On

Marketing Roadmap

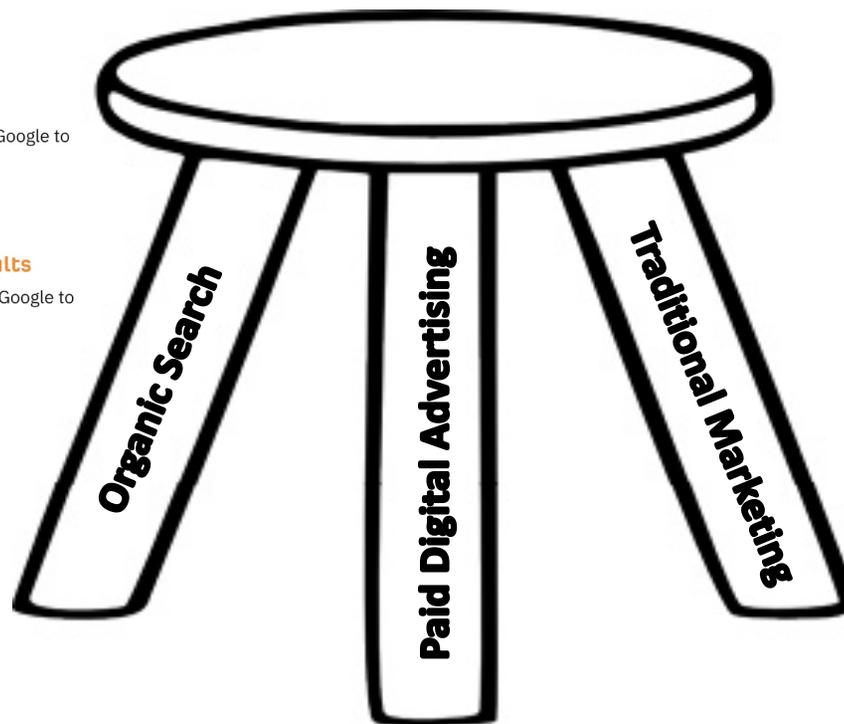
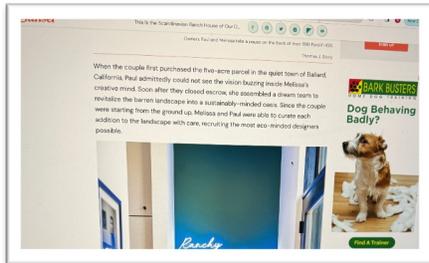


Paid results

Businesses pay Google to be here.

Organic results

Nobody can pay Google to be here.





Google Dominates Search & Reviews

If you're looking to reach the most users locally, then opt for Google. According to [BrightLocal's 2023 Local Consumer Review Survey](#), 87% of people used Google to research local businesses in 2022, up from 81% in 2021. Only 48% said they used Yelp, which decreased from 53% in 2021.

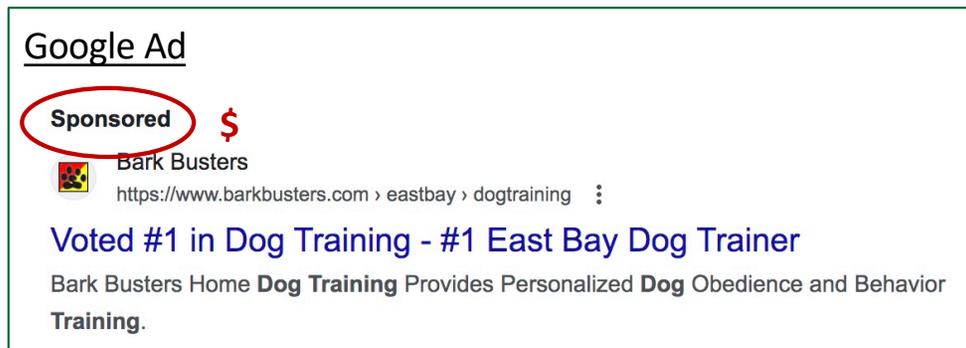
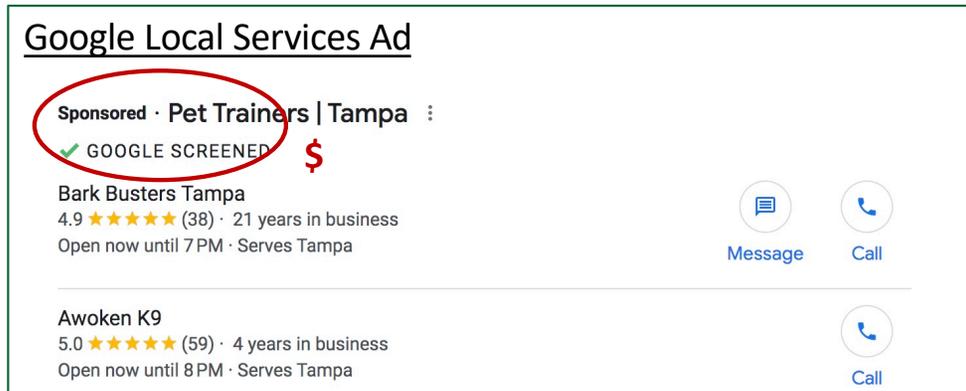
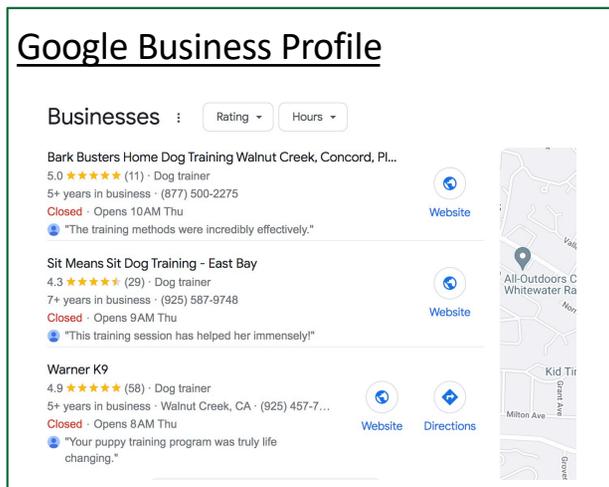
Looking at market share, people use Google Reviews more than Yelp. According to [Review Trackers](#), Google dominates the online review market at 73%. Yelp is second but only accounts for 6%.

According to statistics from [Statcounter GlobalStats](#), Google still owns the biggest share of the search engine market by a wide margin. The following are the worldwide statistics on all platforms as of February 2024:



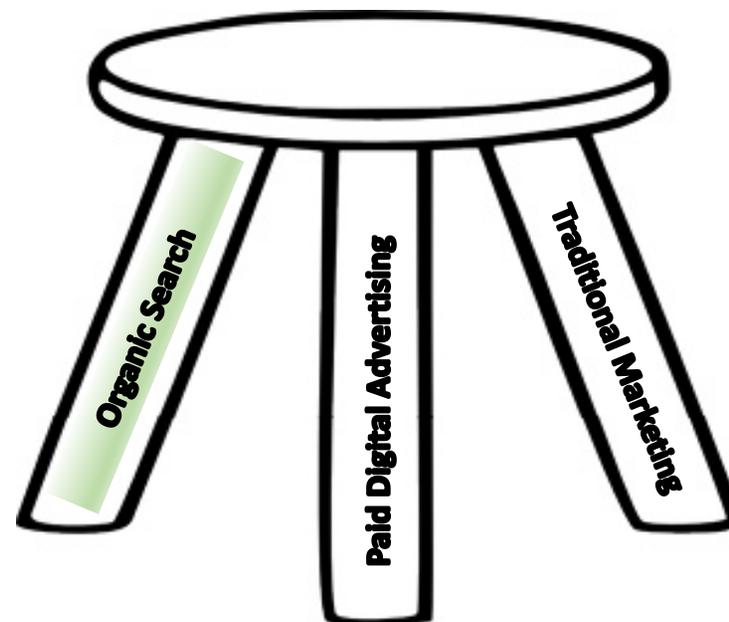


Google Search Results



What are “Organic Search” Results?

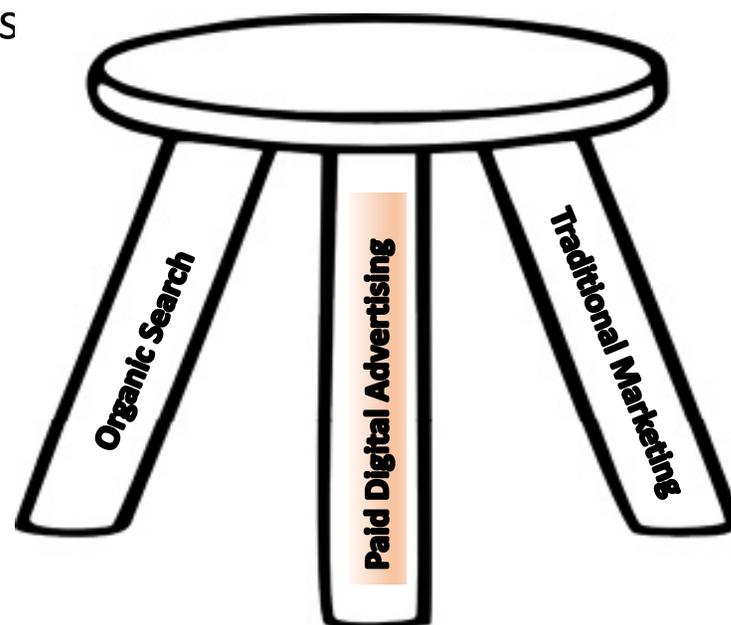
- FREE listings that appear in search results
 - Website
 - “Free Business Listings”
 - Google Business Profile
 - Yelp
 - Facebook
 - Nextdoor
 - Others
- Investment of time vs. money
 - Consistency
 - Reputation / Reviews
 - Engagement



- Is my website profile updated and optimized?
- Can prospects find me in places they go to looking for services?
- Are platforms showing consistent business information including name, phone number and website
- Am I actively getting five-star reviews? prioritizing the best platform?
- Do I reply to all reviews in a timely manner?
- Am I engaged on my active platforms - pictures, posts, responding to messages, comments?
- Do I have updated and inviting professional photos?

Paid Digital Advertising

- Paid listings that appear in search engine results
 - Google Ads, Google Local Service Ads
- Paid placement in search & display networks
 - Facebook Advertising Network
 - Yelp Ads
 - Social Media “Boosts”
 - Thumbtack
 - Bark
 - Nextdoor sponsorships
 - Others
- Investment dollars for ads and hiring of vendors, when appropriate, to help





Paid Digital Advertising

Sponsored Google Search Ads

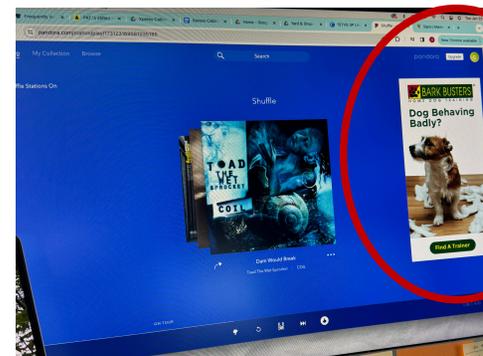
 **Bark Busters**
https://www.barkbusters.com › eastbay › dogtraining

Voted #1 in Dog Training - #1 East Bay Dog Trainer

Bark Busters Home **Dog Training** Provides Personalized **Dog** Obedience and Behavior Training.

 [Get phone number](#)

Display / Image Ads



Sponsored · Pet Trainers | Tampa : Google Local Service Ads

 **GOOGLE SCREENED**

Bark Busters Tampa
4.9 ★★★★★ (38) · 21 years in business
Open now until 7 PM · Serves Tampa

 [Message](#)  [Call](#)

Awoken K9
5.0 ★★★★★ (59) · 4 years in business
Open now until 8 PM · Serves Tampa

 [Call](#)

[More pet trainers →](#)

Yelp Ads



Bark Busters Home Dog Training San Francisco

★★★★★ 86 reviews

 **Verified License**
Pet Training

 **Locally owned & operated**

 **17 years in business**

We believe no dog is beyond help! Are you embarrassed by your dogs behavior? We work with

Paid Digital Advertising: Considerations

- Determine your goals
 - Do you want to generate leads? Build brand reputation in your market? Outrank competition?
- Set a monthly budget and ROI
 - How much can I spend?
 - What is the metric to determining success?
 - How will I track return-on-investment?
- Define your audience
 - Geo-targeting by zip to ensure accuracy
 - Demographic criteria to consider (new home, new puppy, multi-dog households, age, etc.)
 - Is my advertising appropriate for this audience?
- What is my call-to-action? (call, email, message, take quiz, etc.)
- Are my Ads and Assets appropriate, professional, and engaging for the platform (text, picture, video, format, size, content)?

Licensed Images



Branded Display Ads

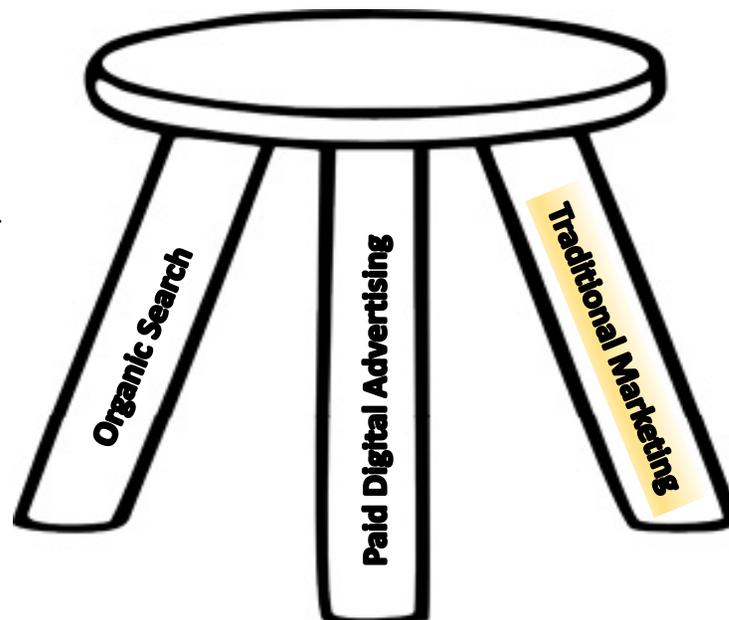


Branded Videos



Traditional Marketing

- Client Referrals
- Local Pet Influencers (vets, groomers, rescue, boarding)
- Local Small Business Influencers
- Local Organizations and Companies
 - Chamber of commerce, military bases, real estate, pet-friendly apartment buildings, gyms, universities, etc.)
- Local TV, Radio, Print
- Email Marketing (new laws as of 2/1/24)
- Direct Mail
- Car Signage
- Local Advertising / Sponsorships / Events
- Calling prospects who have not booked








LIVE A
HAPPIER
LIFE

TOGETHER
WITH YOUR
DOG

DECEMBER 2023	JANUARY 2024	FEBRUARY 2024	MARCH 2024
1 2 3 4 5 6 7 8 9 10 11 12	1 2 3 4 5 6 7 8 9 10 11 12 13	1 2 3 4 5 6 7 8 9 10 11 12 13	1 2 3 4 5 6 7 8 9 10 11 12 13
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APRIL 2024	MAY 2024	JUNE 2024	JULY 2024
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Contact Your Local Trainer Today!

(877) 500-BARK @ BarkBusters.com



Merry Christmas & Happy Holidays

This is the perfect time of year to express your love, peace & unity with your dog and your canine companions. Our Holiday Treats are like no other! You'll get a gift and a wonderful holiday message.

To show my appreciation for your business, I've made a donation to your name to the Business Society of Alton-Millsboro.

Please remember to reach out to me if you have questions, need a referral, or would like to book a session, including our all-in-one pack!

Sincerely,
Erin Miller
Prop and Inspo

THE CUP GAME

LINE UP THREE CUPS ON THE FLOOR IN FRONT OF YOUR DOG. TAKE A YUMMY SMELLING TREAT AND PUT IT UNDER ONE CUP. LET YOUR DOG WATCH AS YOU MOVE THE CUPS AROUND. IF HE PICKS THE RIGHT CUP, GIVE HIM THE TREAT!

Try out fun game before.

Bark Busters rewards you and your dog to enjoy your time together this holiday season.



'Tis the season for TREATS!

HAPPY PAW-LIDAYS FROM BARK BUSTERS

Pawlidays Promotion

Refer a friend, family member or co-worker. If they book and complete their first lesson between now and February 29, 2024, you will receive a \$200 Visa Gift Card as my "Thank You" to you for this referral. Please have them mention your name at their first lesson and I will send you your gift card.

Erin Miller
Dog Behavior & Trainer
616-443-3597
erinmiller@barkbusters.com
facebook.com/barkbusterserinmiller
instagram.com/barkbusterserinmiller

Consider: Traditional Marketing

- Am I building relationships with people in my community that influence pet-related decision-making?
- Am I building a reputation for a reputable small business in my community?
- What local-to-me opportunities are available to reach high-volume of dog-owners in my community?
- Can I partner with or take advantage of the marketing of similar like-minded businesses in my community for us both to grow, provide a service to our respective clients/prospects?
- Where do I spend time in my community? How can I use that time to help my business?

- Review Current Organic Search Presence
 - Set Strategy
 - Define Action Items, Timeline, Responsibilities
 - Execute
 - Measure Success
 - Adjust, as needed
- Review Current Paid Advertising Presence
 - Set Strategy
 - Define Action Items, Timeline, Responsibilities
 - Execute
 - Measure Success
 - Adjust, as needed
- Review Current Traditional Marketing Efforts
 - Set Strategy
 - Define Action Items, Timeline, Responsibilities
 - Execute
 - Measure Success
 - Adjust, as needed





Action Plan

2024 MARKETING STRATEGY						
	ORGANIC SEARCH		PAID ADVERTISING		TRADITIONAL MARKETING	
	Action	Owner	Action	Owner	Action	Owner
Q1 2024						
Q2 2024						
Q3 2024						
Q4 2024						