



# Commercial Pet Waste Marketing Plan

## Step 1: Identify High-Value Commercial Clients

### Best Commercial Targets:

- Apartment complexes and condominiums (pet-friendly communities)
- HOAs and gated communities (shared green spaces)
- Dog parks and recreation areas
- Veterinary clinics and pet boarding facilities
- Property management companies (multiple properties = repeat business)
- Hotels with pet-friendly accommodations
- Local businesses with green spaces (corporate parks, golf courses, etc.)

**Goal:** Build a list of 50-100 commercial prospects in your service area.

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## Step 2: Cold Outreach & Relationship Building

### Direct Calls & Visits

- Call property managers and facility managers to get the decision-maker's name.
- Schedule free on-site consultations to demonstrate the problem and solution.
- Offer a limited-time discount or trial period for first-time customers.

### Sample Call Script:

*"Hi [Name], I'm [Your Name] with Cooper's Scoopers, and we specialize in keeping commercial properties clean and pet-friendly. We currently work with properties like [similar business nearby] and wanted to see if we could set up a free consultation to show you how we can help. When would be a good time to chat?"*

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## Step 3: Email & Direct Mail Campaigns



## Email Outreach (For Property Managers and Business Owners)

- Send a personalized email introducing your service.
- Include before/after photos, testimonials, and pricing details.
- Offer a discounted first month or discount the installation fee for their first pet waste station.

### Sample Email:

**Subject:** Keep Your Property Clean & Pet-Friendly – Free Consultation

*"Hi [Name], I noticed that [Property Name] is pet-friendly, and I wanted to introduce our professional pet waste removal services. We help properties like yours maintain cleaner grounds, reduce tenant complaints, and improve curb appeal. We'd love to offer you a free consultation to show how we can help. Let me know a time that works for you!"*

## Direct Mail (For HOAs and Property Management Groups)

- Deliver professionally designed postcards or brochures.
- Include before-and-after photos and customer testimonials.
- Offer a special commercial discount.

A good strategy is to **hand-deliver brochures** with a small branded gift, such as dog treats or poop bag dispensers with your logo, to improve engagement.

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## Step 4: Networking & Partnerships

### Join Local Business Groups

- Chamber of Commerce meetings to connect with property managers.
- HOA meetings and real estate events to discuss pet waste solutions.
- Apartment Association and Property Management Conferences to secure bulk contracts.
- Small business Facebook Groups.

### Partner with Pet Businesses

- Vet clinics, dog groomers, and pet stores can refer clients.
- Pet trainers and boarding facilities can cross-promote services.



A referral incentive can be effective, such as: "For every commercial client you refer, we'll give you \$100 off of your next service."

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## Step 5: Online and Social Media Advertising

### Google Ads & SEO

- Run Google Ads targeting keywords such as:
  - "Pet waste removal for apartment complexes"
  - "Commercial dog waste cleanup near me"
  - "HOA pet waste management"
- Optimize the Google Business Profile with relevant keywords and five-star reviews.

### Facebook and LinkedIn Ads

- Run Facebook Ads targeting property managers and HOAs.
- Use LinkedIn ads to connect with real estate professionals.

**Best Ad Hook:** "Tired of complaints about pet waste? We offer affordable, professional cleanup for HOAs, apartments, and businesses. Get a free consultation today!"

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## Step 6: Special Offers and Promotions

### Limited-Time Offers for New Commercial Clients

- Bundle Discounts: "Sign a six-month contract and get 50% your first installation fee."
  - Referral Incentives: "\$100 off for every new commercial client you refer."
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## Step 7: Track and Optimize Growth

### Key Performance Indicators (KPIs) for Commercial Growth



- Number of cold calls/emails sent per week (goal: 10-20).
  - New commercial leads per month (goal: 3-5).
  - Consultations scheduled (goal: 5 per month).
  - Closed contracts per quarter (goal: 3-5).
  - Revenue increase from commercial clients (goal: +\$3,000/month).
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## 90-Day Action Plan for Commercial Growth

- **Week 1-4:** Build contact list, start outreach (calls, emails, networking).
  - **Week 5-8:** Schedule consultations, run ads, launch referral programs.
  - **Week 9-12:** Close first 3-5 contracts, optimize campaigns, expand reach.
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## Summary: How to Land More Commercial Clients

- Target the right prospects (HOAs, apartments, property managers).
- Cold call and email decision-makers with a compelling offer.
- Use Google, Facebook, and LinkedIn Ads to generate inbound leads.
- Leverage referrals and partnerships with pet businesses.
- Offer discounts and incentives to encourage sign-ups.