

## Cooper's Scoopers Event Guide: How to Maximize Community Events & Grow Your Business!

Events are a fantastic way to **build brand awareness, connect with pet owners, and fill your schedule with new clients**. Follow this guide to make the most out of every event!

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### When Should You Do Events?

1. **As soon as you get your Cooper's Scoopers vehicle!** If you're launching your business or getting a new truck, use events to introduce yourself and start booking clients immediately.
  2. **If you notice a decrease in bookings** or your schedule isn't filling up 3-4 weeks in advance, find local events that cater to pet owners to boost awareness and attract new customers.
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### Who Should Be at the Event?

1. **You, the Franchise Owner!** Being present allows you to connect with your community and share your passion for keeping yards clean and pet-friendly.
  2. **A Friendly Team Member** (if available) to help engage with attendees, answer questions, and share information about your services.
  3. **Wear Your Cooper's Scoopers Gear!** Represent the brand proudly with branded shirts, hats, or jackets.
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### What Services or Promotions Should You Offer?

1. **Free Yard Evaluations!** Offer quick consultations to explain how pet waste removal benefits homeowners.
  2. **Exclusive Event Discounts!** Provide a special promo code for attendees who sign up on-site.
  3. **Pet Waste Facts & Education!** Share why regular clean-up is crucial for pet and family health.
  4. **Raffle a Free Month of Scooping!** Encourage sign-ups by giving attendees a chance to win free service.
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## How to Sign Up New Clients at the Event

1. **Have a Tablet or iPad Ready** to schedule their first service on the spot.
  2. **Use a QR Code** to direct them to your social media pages and encourage followers (even if they don't own a pet, they might refer you to a friend!).
  3. **Hand Out Business Magnets & Flyers** with your contact info so they can reach out later.
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## What Should You Bring to the Event?

✓ **Dog Treats & Water Station** – A simple way to attract pet owners and be a friendly presence.

✓ **Cooper's Scoopers Swag** – Consider giveaways like:

- Branded poop bag dispensers
- Dog bandanas with your logo
- Tennis balls with your contact info
- Pet waste fact sheets or brochures

✓ **Cooper's Scoopers Tent & Table Setup** – Professional branding makes your booth stand out.

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## Final Tips for a Successful Event

✓ **Engage with Attendees** – Strike up conversations, educate pet owners, and explain how your service saves them time and keeps their yard clean.

✓ **Collect Contact Info** – You should schedule them for their first visit but if there is any hesitation at least have a sign-up sheet to capture their information if they are interested in learning more.

✓ **Follow Up After the Event** – Send a thank-you message or special offer to those who expressed interest.

By following these steps, you'll turn every event into a powerful marketing tool for your Cooper's Scoopers business!

## Cooper's Scoopers Event Checklist

### Before the Event (1-2 Weeks Out)

- ✓ **Find & Register for the Event** – Confirm booth space and logistics.
- ✓ **Promote on Social Media** – Announce the event and invite followers.
- ✓ **Order & Gather Supplies** – Flyers, business magnets, dog treats, swag, tent, and table setup.
- ✓ **Prepare Sign-Up Tools** – Set up an iPad for scheduling, create QR codes for social media and website.
- ✓ **Plan Your Offer** – Decide on event specials (e.g., free first scoop, raffle, discount).

### Day of the Event

- ✓ **Set Up Your Booth** – Tent, table, banners.
- ✓ **Engage with Attendees** – Talk to pet owners, offer free evaluations.
- ✓ **Collect Leads** – Sign-ups via tablet or contact sheet.
- ✓ **Give Away Swag & Treats** – Attract visitors to your booth.
- ✓ **Take Photos & Videos** – Capture the event for social media.

### After the Event

- ✓ **Follow Up with Leads** – Send thank-you messages and special offers.
- ✓ **Post Event Recap** – Share photos and tag attendees on social media.
- ✓ **Evaluate Event Success** – Note what worked well and what to improve.

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## Social Media Promo Template for Events




 **Exciting News, [Your City]!** 


Cooper's Scoopers will be at **[Event Name]** on **[Date]** from **[Time]** at **[Location]**, and we can't wait to meet you and your furry friends!

- ✓ **Free Yard Evaluations** – Learn how our pet waste removal service can keep your yard clean and safe!
- ✓ **Exclusive Event Discounts** – Sign up at the event and get a special offer!
- ✓ **Giveaways & Raffle Prizes** – Enter to win a **FREE month of scooping!**
- ✓ **Dog Treats & Water Station** – Because your pups deserve a treat too!

Stop by our booth, say hello, and let's talk about how we can help keep your yard **clean and worry-free!** Look for our **bright Cooper's Scoopers van and tent** – you can't miss us! 

### **Event Details:**

-  **[Date]**
-  **[Time]**
-  **[Location]**

Tag a pet owner who needs our services!  See you there!

#CoopersScoopers #PetWasteRemoval #CleanYardHappyHome #DogLovers #LocalBusiness  
#MeetUsThere