



This guide will help you establish a strong online presence, attract customers, and grow your franchise using digital marketing strategies. Follow these steps to maximize your success.

1. Branding & Online Presence

1.1 Brand Consistency

- Use the official **Cooper's Scoopers logo, colors, and messaging** in all marketing materials.
- Maintain a **consistent voice** across social media, website, and ads.
- Use high-quality images and videos showcasing services.

1.2 Setting Up Your Online Presence

Google Business Profile

- Claim and optimize your **Google Business Profile (GBP)** for better local search visibility.
- Add accurate business details (name, phone, website, hours).
- Upload professional photos and encourage customer reviews.

Website & Landing Page

- Ensure your franchise page on the Cooper's Scoopers website is updated.
 - Use clear **calls-to-action (CTAs)** like "Enjoy a Clean Backyard Today" or "First Scoop Free."
 - Include customer testimonials and before/after photos.
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2. Social Media Marketing

2.1 Platforms to Focus On

- Facebook (Main platform for local business marketing)
- Instagram (Visuals, Reels, and Stories for engagement)



- Nextdoor (Neighborhood-based marketing)
- TikTok (Short-form content to reach pet owners)

2.2 Posting Strategy

Post at least 3-5 times per week using a mix of:

- Educational content (e.g., “Why Regular Pet Waste Removal Matters”)
- Behind-the-scenes posts (e.g., “A Day in the Life of a Cooper’s Scoopers Technician”)
- Customer testimonials and before/after photos
- Special promotions and referral incentives
- Engaging polls, Q&A, and pet-related content

2.3 Engagement & Community Building

- Engage with your audience by responding to comments, messages, and reviews.
- Join local Facebook and Nextdoor groups to share promotions and engage with pet owners.
- Run contests and giveaways (e.g., “Tag a pet-loving friend for a chance to win a free month of service”).

3. Paid Advertising & Promotions

3.1 Facebook & Instagram Ads

Target Audience: Pet owners in your service area.

- Use location-based targeting with a radius around your city.
- Ad types to run:
 - Awareness Ads (Introduce your service to pet owners)
 - Lead Generation Ads (Offer a free first scoop for sign-ups)
 - Retargeting Ads (Remind visitors who didn’t book yet)

3.2 Google Ads

Run local search ads for keywords like:

- “Pet waste removal near me”
- “Dog poop cleanup service”



- “Pooper scooper service [City Name]”

Focus on **Google Local Services Ads** to appear at the top of search results.

3.3 Nextdoor and Facebook Groups

- Post about promotions in local groups and discussion threads.
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4. Referral & Loyalty Programs

- Offer a referral discount (e.g., “\$10 off for every friend you refer”).
 - Partner with **local vets, dog trainers, and pet groomers** for cross-promotions.
 - Consider a **loyalty program** (e.g., “Every 10th scoop is free”).
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5. Online Reviews & Reputation Management

Encourage Happy Customers to Leave Reviews

- Ask satisfied clients to leave a **Google review**.
- Send a follow-up text or email with a direct review link.

Respond to All Reviews (Good & Bad)

- Thank positive reviewers to build loyalty.
 - Address negative reviews professionally and offer solutions.
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6. Email & Text Marketing

- Collect customer emails and phone numbers for promotions and reminders.
 - Send a **monthly newsletter** with pet care tips, promotions, and service updates.
 - Use **SMS marketing** for reminders and special deals.
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7. Local Partnerships & Community Engagement

- Sponsor or attend local pet events, adoption drives, and dog parks.
- Collaborate with **pet influencers** and local businesses.
- Run a "**Pet of the Month**" contest and feature winners on social media.