

# Cooper's Scoopers Local Marketing Outline

## How to Successfully Connect with Your Customers & Grow Your Business Locally

Building a strong local presence is key to growing your Cooper's Scoopers franchise. This guide outlines the most effective marketing strategies to establish trust, attract customers, and generate long-term business in your community.

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## 1. Define Your Ideal Customer

### Target Audience:

- Pet owners (especially busy families, working professionals, elderly individuals)
  - Homeowners with yards
  - Apartment complexes and HOAs
  - Pet-friendly businesses and dog-friendly parks
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## 2. Build a Strong Local Online Presence

- **Google Business Profile** – Claim and optimize your listing with photos, reviews, and contact information.
  - Google Business Profile Rules:
    - Keep Posts Relevant and Professional.
    - No misleading, false or exaggerated claims.
    - Think of your Google Page as a real world look into your business vs a billboard.
    - Avoid blurry, low-quality or stock images that don't reflect your actual business.
    - Post once a week - customer feedback and testimonials are great!
    - Respond to reviews quickly.
  - **Local SEO Strategy** – Use keywords like “pet waste removal in [City]” on your website and social media.
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  - **Nextdoor and Facebook Groups** – Engage in local discussions and promote your services where pet owners are active.
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## 3. Social Media Marketing Plan

### Posting Schedule: 2-3 times per week

- **Engagement Posts** – Share customer testimonials, fun pet facts, and behind-the-scenes content.
  - **Educational Posts** – Inform people about the dangers of pet waste, sanitation services, and seasonal cleaning tips.
  - **Promotional Posts** – Offer discounts, referral incentives, and special offers.
  - **Community Engagement** – Like, comment, and share local pet business pages to build relationships.
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## 4. Community Involvement and Events

- Attend and sponsor **local pet events, farmers' markets, and adoption fairs** to introduce your business to the community.
  - Offer **giveaways and raffles** (such as a free month of service) to attract attendees.
  - Partner with local **pet businesses, groomers, and vets** to cross-promote services.
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## 5. Referral and Partnership Marketing

- **Customer Referral Program** – Offer a discount for both new and existing customers when they refer a friend.
  - **Business Partnerships** – Team up with groomers, dog trainers, and pet stores to offer bundled services or discounts.
  - **HOAs and Property Managers** – Pitch your services as a solution for maintaining clean and pet-friendly communities.
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## 6. Print and Direct Mail Marketing

- **Door Hangers and Flyers** – Distribute in targeted neighborhoods with high pet ownership.
  - **Branded Vehicle Marketing** – Your Cooper's Scoopers van is a moving billboard—keep it clean and visible.
  - **Business Cards and Magnets** – Hand them out at local pet-friendly businesses.
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## 7. Customer Retention and Engagement

- **Email Marketing** – Send monthly updates with promotions, pet care tips, and company news.
  - **Encourage Reviews** – Ask happy customers to leave reviews on Google and Facebook.
  - **Loyalty Program** – Offer rewards or discounts for long-term customers.
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## 8. Seasonal Promotions and Special Offers

- **Winter Clean-Up Specials** – Promote pre-spring yard cleanups.
  - **Spring and Summer Packages** – Target dog owners spending more time outdoors.
  - **Holiday Discounts** – Offer deals around pet-related holidays or local events.
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### Final Tips for Success:

- Be **consistent** with your marketing efforts.
- Focus on **building relationships** in your community.
- Track your **results** and adjust strategies based on what works.
- Provide **exceptional service**—word of mouth is your most powerful tool.