

Month 1: Introduction & Awareness

(Goal: Introduce the owner, establish brand trust, and educate about pet waste dangers.)

Week 1

Post 1 – Personal Introduction

- **Caption:** "Hey there, [City Name]! I'm [Your Name], the proud owner of your local Cooper's Scoopers! As a pet lover and owner myself, I know how much joy our furry friends bring—but also the *less glamorous* part... 🤢 That's why I launched this business—to keep your yard clean and your pets happy! Comment below and tell me about your pets! 🐾🐾 #MeetTheOwner #CoopersScoopers"
- **Image/Video Idea:** A picture of you with your pet or a short video introducing yourself.

Post 2 – Why Pet Waste is a BIG Deal

- **Caption:** "Did you know that pet waste isn't just a gross nuisance—it can be *dangerous*? 🚫 Leftover waste can spread harmful bacteria, parasites, and even contaminate our water supply! 🤢💧 Let's keep our yards clean and our pets (and families) safe. Cooper's Scoopers is here to help! DM us to schedule your first cleanup. 🐾 #PetWasteFacts #KeepYourYardClean"
 - **Image/Video Idea:** A simple infographic about bacteria & diseases in pet waste.
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Week 2

Post 3 – Service Spotlight: Poop Scooping




- **Caption:** "Hate scooping poop? You're not alone! 😊 Let us do the dirty work while you enjoy a clean, fresh yard. Our team will scoop, bag, and dispose of pet waste so you don't have to. Message us today for a free estimate! 🐾🤢 #WeScoopYouRelax #CoopersScoopers"
- **Image/Video Idea:** A before/after shot of a cleaned yard.

Post 4 – Fun Pet Poll



- **Caption:** "Let's settle this debate once and for all! 🐶🐱 Are you a dog person or a cat person? Drop an emoji in the comments! 🐾 #DogVsCat #PetLoverLife"
 - **Image/Video Idea:** A side-by-side image of a dog and a cat.
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Week 3

Post 5 – Owner's Personal Story



- **Caption:** "Why did I start Cooper's Scoopers? Because I've *been there!*  As a pet owner, I used to dread yard cleanups. I wanted to create a service that takes this chore off your plate—so you can spend more time playing with your pets instead of cleaning up after them!   #WhyIStartedThis #CoopersScoopers"
- **Image/Video Idea:** A personal story post with an image of you and your pet.

Post 6 – The Hidden Dangers of Pet Waste



- **Caption:** "Think rain washes away pet waste? Think again!   Pet waste contains harmful bacteria that seep into the ground and contaminate water sources. Let's keep our yards and community clean—Cooper's Scoopers has your back! DM us to book your cleanup today. #EcoFriendlyPets #CleanYardHappyDog"
 - **Image/Video Idea:** A fact-based carousel or short video explaining the dangers.
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Week 4

Post 7 – FAQs About Our Services

- **Caption:** "Got questions? We've got answers! Here are the top 3 FAQs about Cooper's Scoopers:
 - 1) How often do you scoop? (We offer weekly, bi-weekly, and one-time cleanups!)
 - 2) Do you take the waste with you? (Yes! No stinky bins for you!)
 - 3) How do I sign up? (Just DM us or visit our website!)Drop any other questions in the comments!   #PoopScoopFAQs #CoopersScoopers"
- **Image/Video Idea:** A Q&A-style video.


Post 8 – Fun Pet Meme/Engagement Post

- **Caption:** "POV: When your dog sees you cleaning the yard but still poops in the same spot.   Tag a friend who can relate! #DogLife #CoopersScoopers"
 - **Image/Video Idea:** A funny dog meme.
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Month 2: Education & Engagement

(Goal: Educate on sanitation, introduce add-ons, and increase engagement.)


Post 9 – Spotlight on Sanitization & Deodorization Services

- **Caption:** "Did you know we don't just scoop poop—we *sanitize and deodorize* too?  Our eco-friendly spray eliminates bacteria and odors, keeping your yard fresh & safe. Book an add-on service today! #FreshYard #PetSafeSanitation"
- **Image/Video Idea:** A video demonstration of the spray in action.


Post 10 – Client Testimonial

- **Caption:** "Another happy customer!  [Client's Name] and their pup love their fresh, clean yard! No more stepping in surprises. Thanks, Cooper's Scoopers! Want the same peace of mind? DM us to book your first cleanup!   #CustomerLove #PoopFreeYard"
- **Image/Video Idea:** A smiling client with their dog in a clean yard.

Post 11 – Common Myths About Pet Waste

- **Caption:** "MYTH: 'Pet waste is good fertilizer.'  TRUTH: Unlike cow manure, dog poop contains harmful bacteria and won't help your grass—it actually *kills* it! Book a cleanup today. #PetWasteTruths #CoopersScoopers"
- **Image/Video Idea:** A myth-busting infographic.




Post 12 – Behind-the-Scenes Look at a Cleanup

- **Caption:** "Ever wondered what a poop scoop service looks like? Here's a behind-the-scenes look at how we keep your yard clean and fresh!  #WeDoTheDirtyWork #CoopersScoopers"
- **Image/Video Idea:** Time-lapse of a yard cleanup.



Month 3: Converting Followers to Customers

(Goal: Build trust, offer promotions, and encourage sign-ups.)

Post 13 – Limited-Time Offer

- **Caption:** "  New Customer Special! Get your first scoop FREE when you sign up for a weekly service! Limited spots available—DM us today!   #LimitedTimeDeal #CleanYardHappyDog"
- **Image/Video Idea:** A bright, eye-catching graphic with the offer details.

Post 14 – Share Your Pet's Photo Contest

- **Caption:** "Show us your pet!   Drop a photo in the comments and tell us their name. The cutest pet wins a FREE yard cleanup! #CutestPetContest #CoopersScoopers"

- **Image/Video Idea:** A post with a collage of pets.

Post 15 – Fun Fact Friday

- **Caption:** "FUN FACT: The average dog produces over 275 lbs of poop per year! That's a *lot* to clean up... Let us handle it for you! #PoopScoopFacts #CoopersScoopers"
- **Image/Video Idea:** A fun poop-related fact graphic.

Post 16 – Call-to-Action for Bookings

- **Caption:** "Spring is around the corner! 🌸☀️ Book your yard cleanup now before slots fill up! DM us or call [your number] today. #SpringCleaning #CoopersScoopers"
- **Image/Video Idea:** A happy dog running in a clean yard.