

THE TOP 15 OF 2015



Where to spend
your limited time
& resources to
get **MAXIMUM**
results.

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INTRODUCTION

Over the last 17 years we at Black Dog Marketing have worked with hundreds of pet professionals. And in that time we've found that no matter the size of the business, number of employees, or amount of sales per year, business owners always have 3 common marketing struggles:



- They have way too many things to do already.
- Not enough time to do them.
- They don't know how to get started with new marketing projects.

Does any of this sound familiar to you?

Unfortunately, there's no magical trick or hack that can do your marketing for you. Good marketing is a never ending cycle of research, goal setting, targeting, implementing and analysis to determine how better results can be achieved.

But none of this can be done without a strong understanding of where you are now and a plan to take you where you want to go. With this marketing blueprint you'll have a bird's eye view of all the elements necessary to push your business forward with an overall marketing strategy.

This ebook has been expertly crafted with the most cutting edge marketing techniques in mind for 2015. We hope that you gain some valuable insight from it and make this year your most successful ever.

1. BUYER PERSONAS

Your target market drives every aspect of prospecting clients, and is the foundation for your entire marketing strategy. It will influence important marketing decisions like:

- Where to find new clients.
- How to communicate with clients.
- How to find effective marketing channels and campaigns.



By creating a crystal clear buyer persona, or graphical representation of your perfect client, you're creating a cheatsheet of how to sell to them. Sounds simple, but this is one of the most important things you can do in your business. Without it you'll be wasting tons of resources on attracting the wrong types of clients or missing the mark completely with your marketing.

"The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself."

- Peter Drucker

"A buyer persona enables you create marketing content that is for someone and not everyone."

- Jeremy Victor of B2B Bloggers



2. WEB DESIGN & MOBILE MARKETING

Having an online presence for your business is an absolute necessity. Prospects need a centralized place online where they can learn more about your business and see if you'll serve their needs and solve their problems. 2015 is the year of mobile devices, so it's not enough just to have a website. Your website needs to load quickly, be easy to navigate and be optimized for screens of all sizes. If it isn't, prospective clients won't stick around.

"The trend has been mobile was winning. It's now won."

- Eric Schmidt, Google - 2014

Consumers today spend nearly **60%** of their time on the Internet on their mobile devices.



3. INCREASING PERSONAL PRODUCTIVITY

Most pet professionals lack the time to care for animals, deal with troublesome employees, keep track of invoices and stay on top of the hundreds of other tasks already on their out of control daily to-do lists. If you want to add marketing to the mix you'll need to have obtainable goals, actionable steps to get there and the focus to stay on track. This will ensure that your time is well spent working **on** your business, instead of just **in** your business.



"Time is the scarcest resource and unless it is managed nothing else can be managed."

- Peter Drucker

4. SEARCH ENGINE OPTIMIZATION

If your website was a race car, than search engine optimization (SEO), would be the high octane fuel needed to make it actually go somewhere. By optimizing your website for search engine bots you're making it easier for potential clients to find you with search engines like Google or Yahoo. SEO can be frustrating at times, but by using tricks like link sharing, keyword research and meta tags, you can get totally free website traffic.

60% of all organic clicks go to the top 3 search results.



5. UNDERSTANDING GOOGLE ANALYTICS

This doesn't sound sexy, but understanding Google Analytics tracking and reporting is critical to your success. By knowing how to navigate through the wilderness of Google Analytics you can easily figure out how to tweak and modify website flow, marketing campaigns and sales funnels. These simple modifications can lead to doubling or even tripling your online prospects.



"Marketing decisions should be based on data. If they're not you're just guessing like everybody else."

- Mike Linville, Black Dog Marketing

6. Lead Generation

The old technique of blasting a generic sales message at people and hoping they'll act is outdated, an inefficient use dollars and just simply doesn't work. Consumers don't want to be sold to, they want education and entertainment. So give the people what they want! By creating lead generation pieces like infographics, ebooks, webinars or videos in exchange for a prospect's email address, you'll be leading prospects towards a buying decision in a smart, non-pushy way.

Inbound marketing delivers **54%** more leads than traditional outbound marketing.



7. Social Media

No doubt about it—social media marketing is everywhere. And if you're not careful you can get sucked in and find yourself spending way too much time tweeting and leaving status updates with zero results. For effective social media marketing:

- Set goals before getting started.
- Use time management and automation tools.
- Stay true to your brand.
- Understand who ideal followers are and they want to see.



1.28B monthly active users, **72%** of online adults visit Facebook at least once a month.



255M monthly active users, **500M** tweets are sent per day.



200M monthly active users, over **20B** photos have been shared on Instagram.



40M monthly active users, **80%** of Pinterest users are female.

8. PPC Advertising

Although certain paid advertising methods are as dead as disco—pay-per-click ads (PPC) on Facebook and Google are alive and thriving. PPC ads allow business owners to only pay for the people who actually see or interact with the ads. These hyper targeted ads allow pet professionals to quickly turn a lot of traffic on and off. This allows you to scale your business without pulling out your hair.

In an analysis conducted by Facebook, 70% of campaigns had a 3X or greater return on advertising spending. And 49% of campaigns had a 5X or greater return on advertising spending.



9. Content Marketing

Businesses and brands are more accessible in 2015 than at any other time. Use this opportunity to connect with prospects and clients through content marketing pieces like blogs, podcasts and videos. On top of engaging with prospects, content marketing helps to:

- Position Brand
- Retain Existing Clients
- Improve SEO
- Educate Clients
- Generate New Leads

Don't let the fun of content marketing trick you—it still requires research and strategy. To get content marketing working for your business you need to create and market content your perfect clients want to get their hands on.



Roughly **70%** of SEO is based on “off-page” activity – liking, sharing, linking, etc.



10. Local Marketing

Chances are if you're running a grooming salon, pet sitting service, vet clinic or related type of pet business—you're a local business looking for local clients and local exposure. The key here is to get creative with online and offline local marketing in order to get a better return on your investment and stand out from the competition.



78% of local searches on mobile result in offline purchases.



11. Increasing Sales With Email

Did you know it's 6-7 times more expensive to acquire a new customer than it is to keep an existing one? Don't forget about selling to your loyal customers who already know, like and trust your business. Small increases in frequency of customer purchases or additional products/services can lead to huge impacts in revenue and lifetime customer value.



44% of email recipients made at least one purchase last year based on a promotional email.



12. Lead Nurturing

Not every prospect who signs up for your email list is ready to buy from you right away. On the contrary, most prospects won't buy right away for any number of reasons. But by staying in front of these leads and continually giving them information they find valuable you can help reduce buying risk and be available when they're ready to purchase.



98% of people introduced to your brand will not do business with you right away.



13. Enhancing Customer Experience

65% of customers stop working with a business, not because of a bad product, but because they aren't 'feeling the love'. By improving the flow of the sales process and overall customer experience you can reduce customer churn, improve customer satisfaction, increase referrals and boost sales without added marketing costs.

"Make a customer, not a sale."

- Katherine Barchetti

14. Security + Backups

A website hack is much more than a major headache for business owners. It could mean:

- Losing the trust of customers.
- Loss of website credibility.
- Weeks of lost revenue due to a down website.
- Decreased search engine rankings.
- \$1000s of dollars to get it fixed.



There's no way to 100% lock out a hacker, but by having website data backed up and a cyber security plan in place, you'll get things back on track much faster and for a fraction of the cost.

It only takes about **10 minutes** to crack a 6-letter, lowercase password.



15. Marketing Automation

Once you have the systems in place and working efficiently for lead generation, lead nurturing, attracting referrals and getting testimonials, you're ready to take the next step—automation. By automating these manual tasks with an all-in-one system like InfusionSoft, you'll be able to:

- Get & Stay Organized
- Close More Sales
- Create 'Hands-Off' Campaigns
- More Effectively Track Lead Behavior
- And Most Importantly—Save Time!



Infusionsoft

The more marketing you can automate the more time you can spend focusing on your business's most important tasks.

79% of top-performing companies have been using marketing automation for more than 2 years.



Conclusion

So there you have it—the complete blueprint for marketing in 2015. The only thing left to do is to get to work! Here are a couple of tips on how you can get started:



Know Your Goals

Before you do anything, know where you want to take your business. By setting up yearly, monthly and even weekly goals, you'll understand exactly where you are and what you'll need in order to achieve your goals.



Have A Plan

Each concept mentioned in this ebook will take a little work to get up and running. But by knowing what needs to be done you can figure out the tasks that need to be completed along the way. With this framework you'll be able to set deadlines and benchmarks to help keep you on track.



Aim For Mastery

Trying to do every blueprint item at once will result in hair thinning chaos. Instead, focus on 1 marketing item at a time. Get that piece working for your business, master it, then move on to the next piece. This will keep you focused and avoid overwhelming yourself into a frenzy.

Are You Ready To Make 2015 Your Best Year?

After working with hundreds of pet professionals we have discovered the perfect formula for do-it-yourself marketing on a shoe-string budget. We call it the Pet Business Marketing Mastery program.

This 18 month online training program has been specifically created with the busy pet professional in mind. Each month we tackle 1 marketing mastery item giving you:



- Educational online videos needed to breakdown important concepts.
- Worksheets to help you build your own action plan.
- Weekly coaching calls with a marketing expert as a go-to resource to answer questions, get feedback on ideas and help keep you on track.
- Access to our community group where you can network with other pet professionals and get support from others in the industry.
- Additional unreleased bonus content and much more!

Want to see what the Pet Business
Marketing Mastery program can do for you?
[Click here to learn more.](#)