

## Finding Your Marketing Message Theme(s)



**Who are your clients?** List 3-4 attributes or demographics (such as age, marital status, socio-economic level, shopping habits, other types of services they regularly use, etc.)

- 1.
- 2.
- 3.
- 4.



**What are your clients' top 3 concerns or worries about their dogs?**

- 1.
- 2.
- 3.



**What are the benefits your business has to offer?** Considering your answers to the above, particularly focusing on client concerns and worries, list the benefits of your services. Ex: How will you soothe your clients' concerns? How will they feel differently after using your services? What will using your services allow them to do?

- 1.
- 2.
- 3.



Given your answers to the above, **which marketing message theme(s) are most likely to resonate with your clients?**

- |   |  |
|---|--|
| <input type="checkbox"/> Relief from stress, worry, or fear | <input type="checkbox"/> Enjoying a well-behaved dog                                     |
| <input type="checkbox"/> Relief from guilt                  | <input type="checkbox"/> Enjoying a dog you can take anywhere                            |
| <input type="checkbox"/> Relief from frustration            | <input type="checkbox"/> Enjoying a dog who's the envy of their friends, neighbors, etc. |
| <input type="checkbox"/> Relief from schedule pressure      | <input type="checkbox"/>   |
| <input type="checkbox"/> Results                            | <input type="checkbox"/>   |
| <input type="checkbox"/> Peace of mind                      | <input type="checkbox"/>   |

## Choosing Your Marketing Projects: Assessing the Stability of Your Marketing Stool



### Referral Source Marketing

What I'm already doing:

- I'm already rocking this
- I've got referral sources but need to make more of them and/or deepen and protect those relationships
- I really need to build referral sources

### Public Marketing

What I'm already doing:

- I'm already rocking this
- I've got some projects going but need to add to them and/or get more consistent with what I'm doing
- I really need to get some public marketing going

### Retention Marketing

What I'm already doing:

- I'm already rocking this, or it's too early to prioritize this leg
- I'm doing some retention work but need to add to it and/or get more consistent with what I'm doing
- I really need to get some retention marketing going

## Choosing Your Marketing Projects

Check the box for any projects you're interested in pursuing, then rank your projects in the order you intend to tackle them.

### Referral Source Marketing

### Order #

- Wellness or Adoption Folders
- Staff or Volunteer Training
- Vet Reports
- Grooming Tip Sheet
- Shopping List
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### Public Marketing

### Order #

- Print Newsletter
- Tip Sheets
- Lecture Series
- Local Article or Column
- Events
- Trading Cards
- Educational or How-To Flier or Rack Card
- Update or Renovate Website
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### Retention Marketing

### Order #

- Next Class Discount Card
- Thank You Cards
- Email Newsletter
- Social Media
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