

THE

PETWORK

Welcome to The Petwork

The Petwork is the go-to source for pet owners to make sure they have all the tools for their best friend to live their furriest, or scaliest, life.

The Ultimate Network.



97% of pet owners consider
their pets to be family.

And we do too.

Revenue Sources

- **Advertising**
 - Banner Ads (Website and Newsletter)
 - Video Ads (Passive - YouTube)
 - Podcast Ads (Second, Mid, and End Roll)
- **Affiliate**
 - Links to pet food, accessories, toys, etc.
- **Membership**
 - Annual membership fee
- **Events**
 - Pet happy hour, adoptions
- **E-Commerce**
 - Merchandise



Audience Development

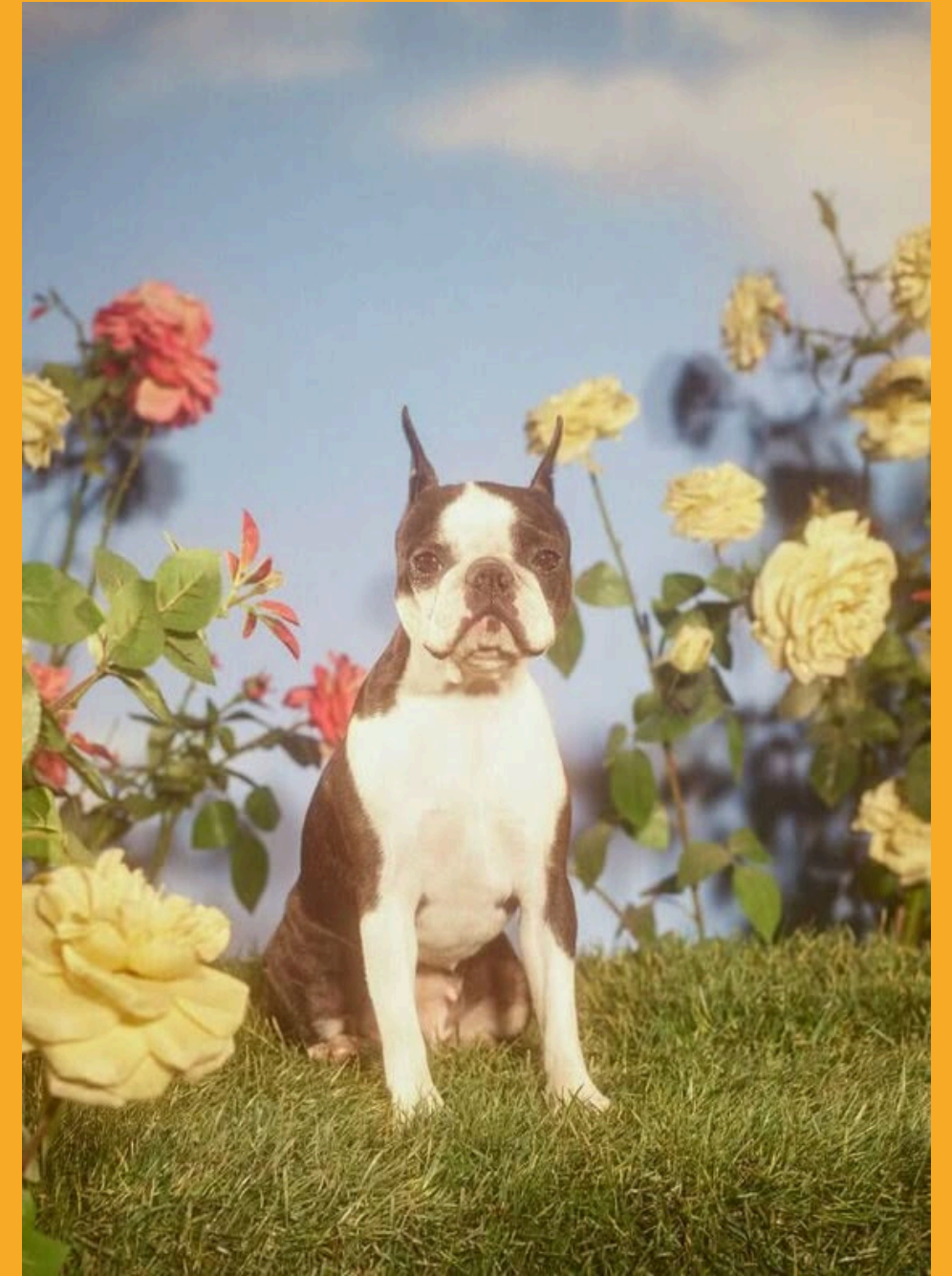
- **SEO:**
 - Relevant keywords, links, and high-quality content
- **Social Media Strategy:**
 - Launch social media platforms: Instagram, TikTok, YouTube, Facebook, Pinterest, Snapchat
 - Short-form video
 - Posts 1-5 times a day
- **Memberships:**
 - Exclusive events, merchandise, content, and community forums



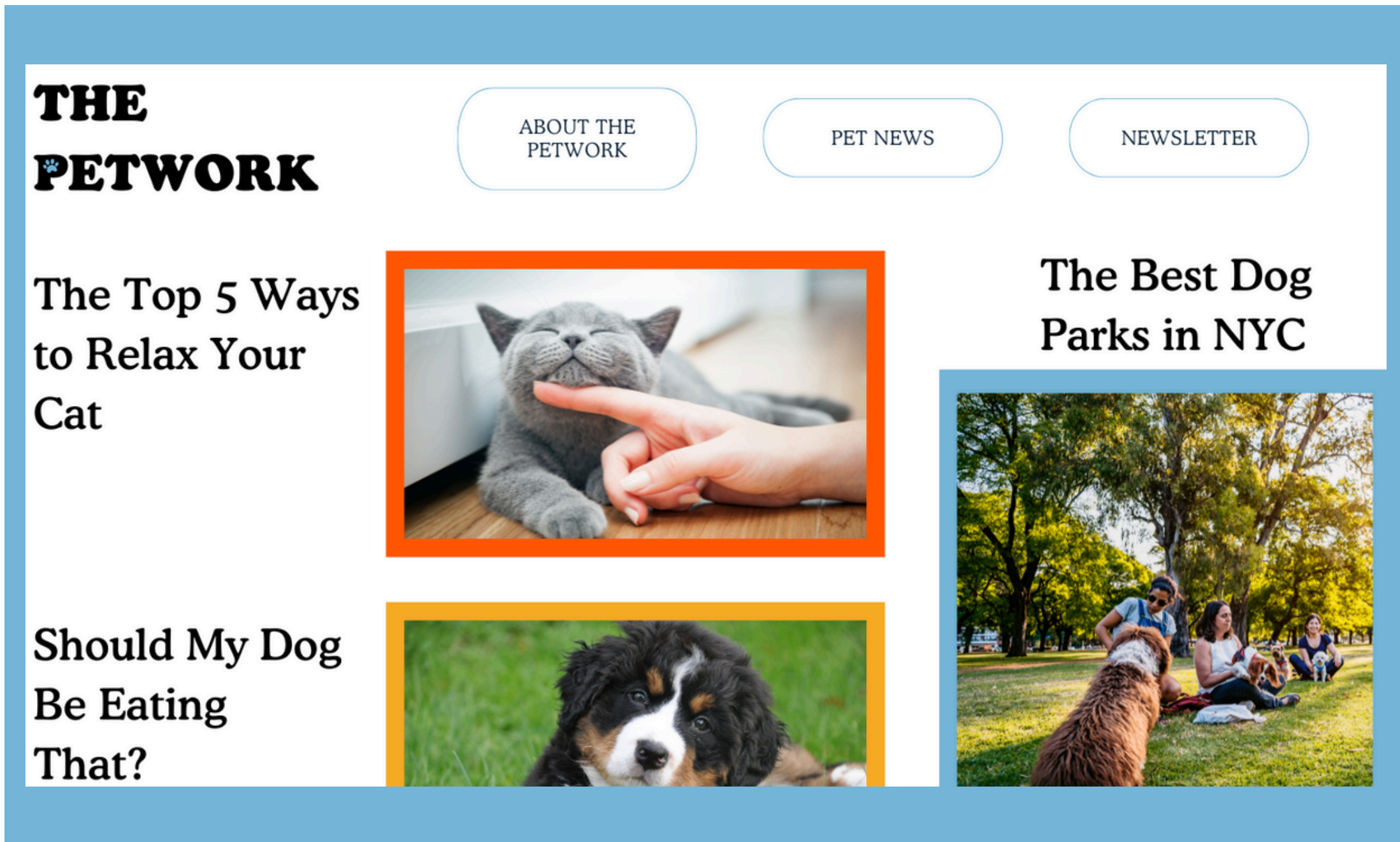
Operations - Content

Content Cadence:

- **Daily**
 - Social posts, video clips, trending pet news, reviews, memes, 10 to 15 articles
- **Weekly**
 - Newsletter, podcast episodes, pet of the week, long form video
- **Monthly**
 - Sponsored content



Our Platforms



The Petwork is accessible through a website, social media pages (Instagram, TikTok, YouTube, and X), weekly newsletter, and podcast.

Operations - Key Roles



A diagram showing seven key roles in operations, each represented by a colored circle with a black outline. The roles are arranged in two rows. The top row contains three circles: Editor-In-Chief (grey), Social Media Manager (light grey), and Freelance: (yellow). The bottom row contains five circles: Video Producer (orange), Sales and Partnerships Manager (yellow), Content Specialist (light blue), Writers (orange), and Graphic Designers (light blue).

Editor-In-Chief

Social Media Manager

Freelance:

Video Producer

Sales and Partnerships Manager

Content Specialist

Writers

Graphic Designers

Media Strategy



Advertising:

- Facebook, Instagram, TikTok, Google, Out-of-home

B2C:

- User-generated content, influencer collaborations

Press:

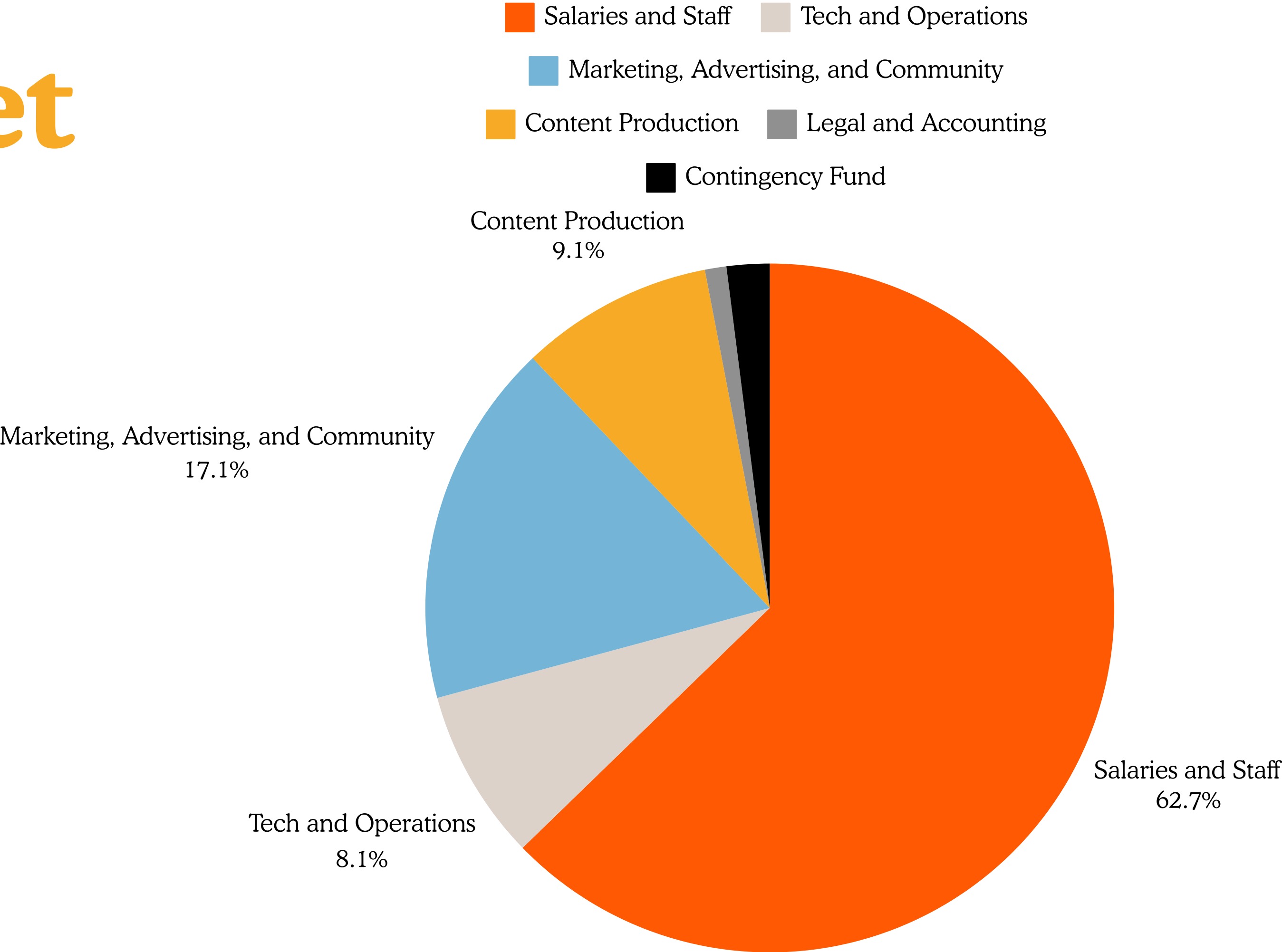
- Local and national press

Annual OKRs



- **Year One:** Build brand awareness and launch core platforms
 - 50k unique monthly visitors, 100k followers across all platforms
- **Year Two:** Expand audience reach and build diverse revenue streams
 - 100k unique monthly visitors, 300k followers across all platforms
- **Year Three:** Achieve profitability and build industry relevance/presence.
 - 300k unique monthly visitors, 500k followers across all platforms

Budget



Why Petwork Now?



The pet industry is growing.

- Pet owners spent \$136.8 billion on their pet in 2022
- Pet spending has increased over 50% since 2018
- By 2032, the global pet care market will grow from to \$427.75 billion.



Any Questions?