



Janine here from Not Just Pets. We are a small family-run pet retail business with two petshops and a website, and they do okay - but in today's market, okay is not enough. Everyone is looking online and although we have a good brand and logo and a Facebook/Instagram presence of sorts, we have just not found the time or headspace to write blogs and regularly post on social media in an effective way to get our name out there and drive people organically to our stores. We needed affordable help!

But!! I am picky about content and language and wanted someone who would take care with what was being written and posted. I was so lucky to find Piera from LanzaVA {[hyperlink here](#)} She was approachable, proactive, full of creative ideas and understood our needs immediately. She came up with a blog idea and I was chuffed to bits when I saw that she even wrote it as I would - brilliant! The social media posts to follow were relevant and timely.

I feel like a weight has been lifted from my shoulders, knowing I can rely on the content and presentation of her work. I would wholeheartedly recommend Piera to anyone looking for blog and social media content or anything of a similar vein. I just wish I had thought of outsourcing this sooner – I just hadn't found the time!