### **BALANCED CONTENT STRATEGY**

TIP: OMNIPRESENCE ISN'T ABOUT CHASING CLICKS — IT'S ABOUT SHOWING UP SO CONSISTENTLY AND AUTHENTICALLY THAT NO ALGORITHM CAN COMPETE WITH YOUR COMMUNITY CONNECTION.

# COMMUNITY & CONNECTION

Share local pet related events, rescue stories, or inititative that matter to your audience. Position your store as a hub of the pet community.

# EDUCATION & EXPERTISE

Own your status as the local pet expert. Share training tips, nutrition advice, or pet care insights. Your information must be clear, accurate, and helpful

25%

25%

#### **FUN & PERSONALITY**

Show your store's vibe!

Post relatable pet
memes, funny moments,
quirky observations, or
lighthearted polls to
spark engagement.

## PRODUCT HIGHLIGHTS

Showcase new arrivals, sales, and personal product picks. Don't just drop prices- TELL STORIES!! Why do you love this product? Why will customers love the product?

25%

25%

