



30-Day Omnipresence Action Plan

Omnipresence isn't built in a day—but it starts with one decision to show up. So let's structure your next 30 days for success, breaking it down into today, week one, and your 30-day goal.

Start Today! Take Your First Step



Momentum starts with action. What will you do before the day ends?

- Post a behind-the-scenes video or photo about attending the Connect Pet Expo.
- Reach out to a local business, vet, rescue, or groomer about a potential partnership.
- Talk to a vendor and learn more about a product you sell to improve your team's expert knowledge. Book a store training session or take home samples to share with your customers.
- Draft some ideas for how you could become involved in print media in your local region.

WEEK ONE: Establish Your Presence

**Your goal this week?
Start showing up in your glass jar—and make sure your community sees you.**

- Find your local BIA or Chamber of Commerce and start building relationships with other businesses in your community.
- Review your social content. Is it balanced? Refer to the Balanced Content Strategy and make changes where needed to enhance the personal impact of your digital marketing.
- Plan an in-store community event that means something to you and your community. Support a rescue or even the local food bank.
- Plan at least one creative media outreach- start a blog, get a spot on a local podcast or create your own! Remember your goal is to be visible and authentic.

30 day goal: Be visible and Authentic

**Your goal this month?
Practice the Omnipresence mindset, educate your staff, and watch customer loyalty grow**

- Engagement- You've built stronger relationships through personalizing the customer experience. You have organized a VIP treatment plan and are ready to start trying it in your store.
- Visibility- Your community is beginning to recognize you because they have seen you. You are implementing your balanced content strategy following the 25% rules. You have planned social media, local media, events, and new partnership opportunities. You have a calendar of intentions and plans.
- Momentum- You are starting to see results. Plan your next 30 days on how you will continue to increase sales, trust, and long term loyalty. Get a journal for omnipresence and start tracking your ideas, progress, intentions, and your results. Ask your entire team for feedback!
- Mindset- Remember omnipresence is a mindset. It takes practice to make every transaction with your business authentic and connected. Keep logging your progress and making changes to find your space.