

Marketing Plan

News Media

2-3 Weeks Prior to Launch: Press release; invite local news/weather personality or reporter to take part
Ongoing: Press releases on success stories, program expansion, program data

Social Media

1-2 Weeks Prior to Launch: Announcement campaign

At Least 3 Times a Week: Posts on dogs who recently went on field trips

At Least Once a Week: Posts recruiting Dog Day Out (DDO) participants for individual dogs who need a day out

Ongoing: Soliciting field trip fosters, post poll on favorite places to go on DDO, Facebook group or page for participants, crowd sourced Instagram account or common hashtag for participants to use

Website

One Week Prior to Launch: Slider or pop up about program, branded landing page for the program (for example, www.myshelter.com/doggydayout)

Ongoing: Updated information on program webpage

Distribution List/Newsletters

1-2 Weeks Prior to Launch: Send information on program via email or newsletter

Regularly in Newsletter: Doggy day out success stories and instructions for how to get involved, recurring segment on best DDO photos

Ongoing in Newsletter: Program expansion and updates

Printed Materials

Fliers about program

Foster agreements and/or packets

Business cards for participants with space for pet's name and adoption information (business cards can be made cheaply via vistaprint.com and designed for free on canva.com)

Outreach

Monthly meet-up events

Form partnerships with local businesses in order to cross-promote the program

Meet with your city or county's Chamber of Commerce to discuss partnership and cross-promotion

OPTIONAL:

Program Promotional Items

"Adopt Me" leashes and vests

Cloth bag for supplies with program logo

Water bottle with program logo

Cloth water bowl with program logo

Stickers with program logo

T-shirts for participants

If promotional water bottles, etc., are out of your range, you can find inexpensive sticker printing online and use those to brand your water bottles and bowls.