How to Promote Your 'National Pet Shop Day' Event

Whilst events can provide a great way to engage with both existing and potentially new customers, if no one knows your event is happening, it's likely that all your efforts will go to waste, and your audience will be limited.

So how do you reach the maximum possible amount of visitors, promote your event effectively, and increase your chances of success? Let's take a look at the best ways of spreading the word;

- **Window displays:** Shop windows, regardless of how big or small they are, are arguably one of the greatest marketing tools you have, yet many don't maximise their full potential.

  A well thought-out window display can disrupt, stop people in their tracks, capture people's attention, and change someone's perceptions. You might just have to think outside the box to make it effective.

  Think bold and bright. Think big. If your event is centred around having a pet health advice hub, why not mock up a DR's surgery in your window? If you're hosting a pet pawtrait opportunity, or an activity for children, make it look like a theatre with drapes, Hollywood spotlights, and a "Now Showing…" message.

  It needn't be expensive, but it does need to set your window apart from the rest. Even clever stacking or creative positioning of products with good lighting can visually appealing if you plan it carefully.

- **Instore messaging:** So your window displays have worked, and people have come inside to take a closer look. Or, you have a regular customer who has popped by for their 'flea treatment' and you recognise there might be an opportunity to cross-sell. Point of sale information or carefully positioned messaging is crucial, if you want to influence a person's future behaviour.

  Having posters behind the till, balloons, badges, or even graphics on the shop counter is a fab way of explaining there is an event or promotion happening as this is where there will be the most dwell time.

  Targeted messaging around your most popular products is also wise, as it will be in the eyeline of those who are showing an active interest in the services you provide. So why not take the opportunity to invite them to engage with you further?

- **Social posts:** Social Media is now solidified as a part of our everyday lives. Whilst different generations will engage differently with the various social platforms, there are endless opportunities to shout about your plans, products, events and services.

  Creating and promoting a Facebook event is an excellent start, as not only do such posts explain the 'wheres' and 'whys' of any event, but it can also help you to gauge interest before you secure resource, purchase supplies, or plough too much time or effort into actually hosting it.

Instagram and TikTok are two other channels which enable you to set the scene – sharing teasers, updates or explanations more widely - whilst adding in a little personality, which is important, as people buy from people. If you can build a rapport with your target customers, they are more likely to spend with you.

- **Press releases:** There is something to be said for the more traditional methods of promotion, especially given that pet owners span generations. It only makes sense to cover all bases when promoting an event to ensure you get in front of the maximum amount of people.

  Many people are frightened of the media, but there is really no reason to be. Most local media outlets are happy to support their local communities, and want to celebrate the positive news stories and events that are occurring nearby.

  Of course, not everyone will be comfortable with the idea of writing a press release, and many will struggle with where to even start, so we have created a template in our National Pet Shop Day PR Toolkit to help get you started [LINK TO TEMPLATE]. You can then simply find the editorial desk email on most local news websites, and off you go!

- **Word of mouth:** Finally, but perhaps most importantly, be sure to share what's happening in your business with your customers. You know as pet healthcare hubs in the community, the relationship between customer and store owner can be crucial to the bottom line, and the best way to build that relationship is to keep talking.

  Relationships are a two-way street. When people come into the store to discuss their concerns, needs, or queries it's an opportunity to not simply discuss your products or offer your valuable advice, but also use that face-to-face interaction to share news about your forthcoming events or business updates too. Often people will then choose to pop by an event simply because they feel they've had a personal invite from a friendly face. And how lovely is that? Afterall, it is those special relationships that you've developed with your customers that National Pet Shop Day is aiming to celebrate!