

POPL:

This is a button with a QR code. Customers can swipe the button with their phone and its is a digital business card. I put it on the outside of my van. Learn more: <https://popl.co/>

Dog Parks:

Post your business cards or 10% off coupon on doggie bag dispensers w/ binder clips

Facebook Events:

Create an event for a neighborhood that you would like to spend the day grooming in. Middle to upper-middle-class neighborhoods value convenience and you will be most successful in these areas. Plan the event for about 2 weeks from the date you post it and have a friend that lives in that neighborhood share the event.

Gaps In A Groomer's Schedule:

Buy your groomer lunch and have them park near a busy area or a busy dog park to eat. The groomer is happy bc they get free lunch and you get free advertising. I also buy my groomers dinner if they are out grooming past 8 pm.

Chew Toys With Business Cards:

This is a cheap, easy "goodie" that attracts a lot of interest at dog events. Also, have a treat bowl, a water bowl, and poop bags. Stuff that caters to dogs.

Call Local Boarding/Doggy Daycare Places That Don't Offer Grooming:

Offer 10% discounts to their customers if they want to partner with you to offer their clients grooming. It benefits them because it offers additional services and it benefits you because of increased business.

Last Minute Appointments Available:

2 options are available:

- You can join neighborhood Facebook pages and post here occasionally when you have a last-minute appointment that you can't fill.
- You can create a post that advertises the appointments on a specific date and boost that post.

Business Cards & Apparel For Your Groomer:

They are a huge source of advertisement. Buy them business cards, ZG shirts, and ZG sweatshirts. If they have kids that want the shirts/sweatshirts, buy them some too :) I get a ton of interest because my groomer and her kids wear their shirts and sweatshirts to their soccer games.