



# Social Media Strategy

## Getting Started

The most important thing to remember when setting up your social media profiles is continuity in brand is essential!

The Zoomin Groomin brand guide provides direction and clarity when creating new content. It includes exact color codes, brand elements, and the font(s) that should be used on all posts, ads, marketing materials, etc.

[ZG Brand Guide.pdf - Google Drive](#)

This clean, uniform standard for ZG social media presence conveys trustworthiness and professionalism. It also maximizes the strength of collective brand equity across all franchises.

Don't reinvent the wheel, this is how your page should look.



Below are links where you can download the above images for your social media profiles.

Profile Image for Facebook and Instagram

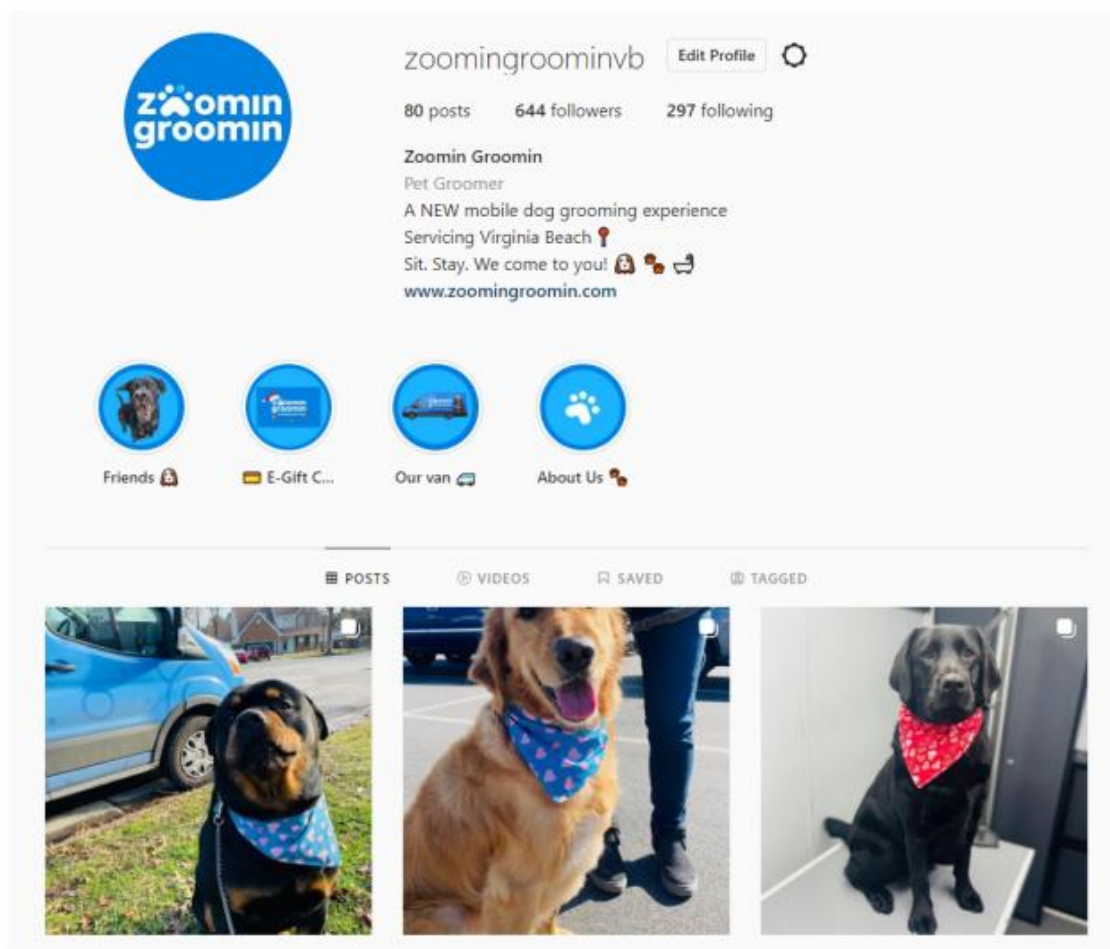
[ZG Facebook Profile Frame.png - Google Drive](#)

Facebook Header Image

[ZG Facebook Cover.png - Google Drive](#)

## Building your foundation

A standardized tone, look, and feel for your brand is essential to growing your online presence, attracting new business and building a loyal following.



Investing in brand equity can be tedious at times but In the long run it will drastically decrease the amount of time and effort required to steadily grow your business. It takes thought, time, and effort but will play a huge role in the overall success of your business. Most of the time it doesn't even cost you any money.

## Growing your business

Organic growth is by far the most effective way to market and grow your business. Simply buying ads without doing the above is like trying to build a house without laying a foundation. There are no shortcuts. The key is to provide value to your customers that fall outside the scope of your direct sale or the products/services you are selling.

You can do this by offering recommendations for other pet services, suggesting grooming products or techniques, providing resources to answer commonly asked questions, or just simply entertaining them by creating and sharing high quality content.

### A few tips:

1. Use the search function to find relevant posts from people in your area and spend 30 minutes a day liking, commenting, and sharing other people's content. Simply engaging with the community helps build brand awareness and is essential to building positive brand equity.
2. Connect with influencers in your area who are relevant to your business and try to reach their following through strategic partnerships, giveaways, etc. Search for people who have similar interests, a big following, and high engagement on their posts and send them a direct message.

Here is an example:



