

For Pet Businesses Who Want to Grow on Social Media

# Grow Your Pet Business on Social Media

A Simple, Practical Guide  
to Attract More Clients and Stay Consistent



**S.A.M.**  
PET SERVICES

Emma [S.A.M Pet Services/Pet Biz Success Hub]  
Pet Business Support & Mentor

Helping pet businesses grow with confidence

Built from real experience, not guesswork



# Introduction

When I first started my pet business, I thought posting on social media meant putting up a photo and hoping for the best.

Some days it worked, most days it didn't.

I watched other pet businesses grow, attract dream clients, and look like they had it all figured out. Meanwhile, I was second-guessing every post, wondering if I was saying the wrong thing or not doing enough.

What I realised over time is this...

It's not about doing more. It's about doing the right things consistently.

This guide and checklist is everything I wish I had when I started. Simple, practical steps you can follow to grow your pet business online without feeling overwhelmed.



# Goal Setting

## My Journey

Goal setting has played a huge role in building my business from the very beginning.

Coming from a managerial background where KPIs were part of everyday life, I already understood how important it was to have something to aim for. But when I started my dog walking business, those goals became much more personal.

In the early days, I was only working Monday, Tuesday and Thursday. That meant I didn't need loads of clients, I just needed the right number of dogs to make it work. Once I understood my numbers, everything became clearer. I knew exactly what I was working towards and where to focus my efforts...



# Goal Setting

## My journey cont...

As my children got older and I had more time, I was able to expand my working days. Naturally, my goals grew with that. I increased my targets, took on more clients, and started thinking bigger about what I wanted from my business. I also began focusing on growing my social media following, because I knew the more people who saw my page, the more opportunities I'd have.

But I quickly realised it wasn't just about numbers, it was about attracting the right people and that's where everything started to shift.

Goal setting isn't about pressure, it's about clarity. When you know what you're aiming for, every action has purpose.



# Goal Setting

## Practical Tips & Examples

Setting goals is one thing, but knowing how to break them down into achievable steps is what makes the difference.

### Example 1: Income Goal (Service-Based)

If your goal is to earn £1,000 per month and you charge £13 per dog walk:

- $£1,000 \div £13 = 77$  walks per month
- $77 \text{ walks} \div 4 \text{ weeks} = \text{around } 19$  walks per week

That gives you a clear weekly target to work towards.

### Example 2: Income Goal (Product-Based)

If you sell products at £10 each and want to make £1,000 per month:

- $£1,000 \div £10 = 100$  sales per month
- That's roughly 3–4 sales per day

Now you know exactly what your content needs to support.



# Goal Setting

## Practical Tips & Examples Cont...

### Example 3: Growth Goal

If your goal is to gain 100 new followers in a month:

- That's around 3–4 followers per day

To support that, you could:

- Post consistently
- Use engaging captions
- Encourage shares and saves
- Show up on Stories or video content

### Example 4: Content Goal

If your goal is to post 3 times a week:

- Plan 3 different types of content:
  - 1 relatable
  - 1 educational
  - 1 promotional

This keeps your content balanced and engaging.



# Goal Setting

## Why this matters

If you don't know what you're working towards, social media quickly becomes random and inconsistent. Having clear goals gives your content purpose and helps you stay focused on what actually grows your business, not just what fills your feed.

## Checklist

- I have set a clear monthly goal (enquiries, bookings, sales)
- I know what service or product I am focusing on right now
- I have broken my goal down into weekly actions
- I track what's working (posts, enquiries, engagement)
- I review and adjust my goals each month

Tip: If your goal is “more clients”, get specific. For example, “3 new dog walking clients this month”.



# Goal Setting

## Workbook

My Goal This Month:

---

---

---

---

---

---

---

My Focus:

---

---

---

---

---

---

---

Weekly Actions:

---

---

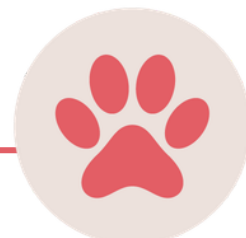
---

---

---

---

---



# Audience Building

## My Journey

Audience building is something I'm really proud of, but it wasn't something I got right straight away.

I've grown my Instagram to over 2,5K followers, my Facebook business page to 1,5K , a community group to 7K and my TikTok to over 1K followers in just eight weeks. But here's the honest truth, those numbers only started to grow when I understood who I was actually talking to.

At the beginning, I made the mistake a lot of people make. I thought my audience was "anyone with a dog or a cat". But when you try to speak to everyone, your message becomes too general and doesn't really connect...



# Audience Building

## My Journey Cont...

I invested time into learning about ideal clients, even paying for a course to really understand it properly. Once it clicked, everything changed. My content became clearer, my messaging became stronger, and I started attracting the kind of clients I actually wanted to work with. It's important to remember that defining your ideal client doesn't mean you turn others away. If your ideal client is a 30-year-old female, it doesn't mean you wouldn't work with an 80-year-old male. It simply means your marketing is focused, intentional, and designed to attract the right people.

When you know who you're talking to, your content stops feeling forced and starts feeling natural.



# Audience Building

## Practical Tips & Examples

Understanding your ideal client helps you create content that actually connects.

How to build your ideal client profile:

Think about:

- Age
- Gender
- Location
- Job or lifestyle
- Interests and hobbies
- Where they spend time online
- What problems they have
- What they want help with

Example Ideal Client:

- 30-year-old female
- Works full-time
- Owns a dog but struggles with time
- Enjoys weekends out and holidays
- Active on Instagram and Facebook



# Audience Building

## Practical Tips & Examples Cont...

Where they might be:

- Instagram (for daily scrolling and inspiration)
- Facebook groups (for recommendations and local services)

Example of speaking directly to them:

Instead of:

“Dog walking spaces available”

Try:

“Working long hours and worrying about your dog being home alone all day? I’ve got you covered...”

That’s what makes someone stop scrolling.



# Audience Building

## Why this matters

Not every pet owner is your ideal client and that's a good thing. When you try to speak to everyone, you end up connecting with no one. The more specific you are, the easier it is for the right people to see themselves in your content.

## Checklist

- I know who my ideal client is (location, lifestyle, needs)
- I understand their biggest struggles or worries
- I use language they relate to in the posts I create
- I create content that speaks directly to them
- I avoid trying to appeal to “everyone with a pet”

Tip: Think about your favourite client. Write as if you're talking directly to them.



# Ideal Client

## Workbook

Who do I love working with: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What do they struggle with: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What do they want: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# Marketing

## My Journey

When I first started marketing my business on social media, I thought it was just about introducing myself and listing my services. “Hi, I’m Emma, I’m a dog walker, here are my prices...”

But social media is so much more than that. There are billions of users, and your content is only shown to a small percentage of your audience. If you want to stand out, you need to create content that people actually want to engage with.

In the early days, I didn’t have loads of client photos to share, so I had to think differently. I’d go out walking, map a local route, and take photos along the way, sometimes just with my own dog, Oscar....



# Marketing

## My Journey Cont...

I'd use an app to track the route, then create a collage showing different points along the walk. I'd explain where it was, what made it a great route, and why people might want to try it. Those posts worked really well because they were useful, local, and relatable. People in my area engaged with them, shared them, and started recognising my page.

Alongside that, I made sure my content spoke directly to my ideal client. I added a bit of humour, asked questions, and shared bits of knowledge from my experience, whether that was from first aid training or working hands-on with dogs.

Marketing isn't about constantly selling. It's about building trust, showing your personality, and giving people a reason to stick around.



# Marketing

## Practical Tips & Examples

Your content should connect, not just sell.

Hook Examples (to grab attention):

- “Be honest... does your dog actually listen on walks?”
- “I bet your dog does this one thing you pretend not to notice...”
- “Thinking about getting a dog walker but not sure where to start?”

Call to Action Examples:

- “Pop me a message if this sounds like you”
- “Comment YES if you can relate”
- “Save this for later”



# Marketing

## Practical Tips & Examples Cont...

Educational Post Example:

“3 things to check before choosing a dog walker”

Humour Post Example:

A relatable post about dogs pulling on leads or ignoring recall

Product-Based Example:

- “Struggling to find toys your dog doesn’t destroy in 5 minutes? Here’s what I recommend...”



# Marketing

## Why this matters

If all you post is “buy this” or “spaces available”, people will switch off. Social media is about building trust first. When people feel connected to you, they’re far more likely to book or buy.

Types of content to include:

- Relatable posts
- Educational tips
- Behind the scenes
- Client stories
- Personal posts
- Offers and promotions

### Checklist

- I post consistently (not just when I remember)
- I mix different types of content (not just sales posts)
- I show my face or personality regularly
- I share real experiences from my business
- I include clear calls to action (message me)

Tip: Think “connection before conversion”.



# Content Planning

## Workbook

3 Post ideas this week: .....

.....

.....

.....

.....

1 Personal post idea: .....

.....

.....

.....

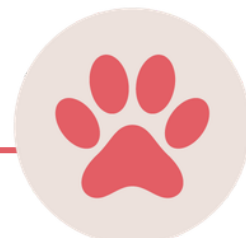
1 Promotional post idea: .....

.....

.....

.....

.....



# Networking

## My Journey

I've been running online businesses for over 13 years, and one thing I learned very early on is how important networking really is.

None of my businesses would have been as successful as they were without the connections I built along the way.

But networking doesn't have to mean walking into a room full of strangers or pitching your business on a Zoom call. In fact, some of the most effective networking I've done has been much simpler than that.

It's been about showing up in my local community, getting to know other business owners, and building genuine relationships. One example that really shows the power of this was when I connected with another local dog walker. We built a good relationship over time, supporting each other and staying in touch. When she later moved to Greece to help care for rescue cats, she passed a number of her clients over to me.



# Networking

## My Journey Cont...

That happened at exactly the right time, just as I was transitioning into working full-time in my business.

That didn't happen by chance. It happened because of the relationship we had built.

I kept things simple. Just 10 minutes a day, Monday to Friday, engaging, connecting, and building relationships. Over time, those small actions added up.

Those connections haven't just supported my previous businesses, they've helped grow my dog walking business and continue to support what I'm building now.

Networking isn't about quick wins, it's about long-term relationships built on trust.



# Networking

## Practical Tips & Examples

Networking is about building relationships that naturally lead to opportunities.

Where to network:

- Local parks (speak to other dog walkers)
- Vets
- Groomers
- Trainers
- Pet shops

Online networking:

- Local Facebook groups
- Business support groups
- Pet communities

You can also join my Pet Owners & Pet Businesses community over on Facebook, where connections and collaborations happen daily.



# Networking

## Practical Tips & Examples Cont...

In-person opportunities:

Some business groups run in-person networking events. These are great for meeting local business owners, many of whom may have pets or know people who do.

Simple daily action:

Spend just 10 minutes a day:

- Commenting on posts
- Supporting other businesses
- Starting conversations

Extra support:

I also run monthly networking sessions, and you'll find more information on how to join at the back of this guide.



# Networking

## Why this matters

You don't have to grow your business alone. Building relationships with other pet businesses can open the door to referrals, collaborations, and new opportunities you wouldn't reach on your own.

### Checklist

- I have connected with other local pet businesses
- I engage with their content regularly
- I have explored collaboration ideas (giveaways, shoutouts)
- I recommend other businesses when appropriate
- I build genuine relationships, not just for gain

Tip: The best referrals come from trust, not transactions.



# Networking Plan

## Workbook

3 Businesses I can connect with:

---

---

---

---

---

---

---

---

Collaboration Ideas:

---

---

---

---

---

---

---

---

---

---



# Mindset

## My Journey

Mindset is a very personal journey for me. The truth is, we can't control everything that happens in our lives. Bad things happen to good people all the time. We can't control when we're born or when we die, but we can control what we do in between.

I've experienced a lot of challenges in my life, from my first child being born with a life-limiting illness to losing people close to me. For a long time, I found myself asking "why me?" and feeling stuck in that mindset.

But over time, through meeting and learning from other business owners, I started to see things differently...



# Mindset

## My Journey Cont...

I realised that staying in that negative mindset wasn't going to change anything. So I began putting small things in place to help shift it. At the start, it was simple. Reading positive quotes, listening to podcasts, using affirmations, and learning from mindset books. I even explored things like Reiki, which I now practise and find really calming.

What I've learned is that mindset isn't something you fix once and forget about. It's something you work on regularly, just like your physical health.

One simple habit I still do now is thinking of three things I'm grateful for at the end of each day.

Mindset looks different for everyone, but finding what works for you can make all the difference, not just in your business, but in your life.



# Mindset

## Practical Tips & Examples

Mindset isn't just about thinking positively, it's about supporting yourself in a way that allows you to keep going.

Practical ways to support your mindset:

- Take care of your physical health
- Eat and drink properly
- Get enough rest
- Set boundaries around your working hours

Lifestyle balance:

- Spend time with people you care about
- Do things you enjoy outside of work
- Don't let your business become your whole life



# Mindset

## Practical Tips & Examples Cont...

Simple daily habits:

- Write down 3 things you're grateful for
- Limit time spent comparing yourself to others
- Focus on what's going well

Try different approaches:

- Podcasts
- Books
- Journalling
- Meditation
- Reiki or other calming practices



# Mindset

## Why this matters

You can have the best strategy in the world, but if your mindset is negative or full of doubt, it will hold you back. You won't always be able to control what happens in your business or life, but you can control how you respond.

## Checklist

- I don't compare myself negatively to others
- I focus on progress, not perfection
- I take action even when I feel unsure
- I celebrate small wins
- I take breaks when I need them

Ways to support your mindset:

- Surround yourself with supportive people
- Limit scrolling when it affects your confidence
- Remind yourself why you started
- Focus on what is working



# Mindset Check

## Workbook

What's holding me back right now:

---

---

---

---

---

---

---

---

One action I'll take anyway:

---

---

---

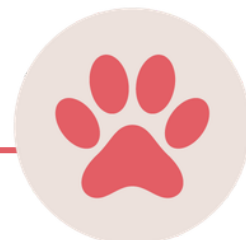
---

---

---

---

---



# The Reality... of Social Media Growth

Social media is always changing.

Algorithms update, trends come and go, and what works one month might not work the next. It's easy to feel like you're constantly trying to keep up or figure out the latest "trick" to get more reach.

But here's the truth...

It's not about trying to beat the algorithm.

Every social media platform is a business. Their goal is to keep people on their platform for as long as possible. With billions of users worldwide, they don't need more content, they need better, more engaging content that keeps people scrolling, watching, and interacting.

That's where you come in.

The content that performs well isn't the content that tries to outsmart the system. It's the content that connects with people.



## What Actually Matters

Instead of focusing on what the algorithm is doing, focus on what you are doing.

- Are you showing up consistently?
- Are you creating content your ideal client actually cares about?
- Are you giving people a reason to engage, comment, or share?
- Are you giving people a reason to engage, comment, or share?
- Are you using the key words your ideal clients are searching for?

Social media now works a lot like a search engine, so including clear, descriptive words about what you do, who you help, and where you are can make your posts more discoverable. For example, instead of just posting “Lovely walk today,” you could say “Dog walk in [your area] with a high energy Spaniel.” Small changes like this help the right people find you.

Because that’s what the platforms are looking for.



## Consistency Over Perfection

You don't need to be on every platform.

You don't need to follow every trend.

You don't need to post perfectly polished content every day.

What you do need is a strategy that works for you.

That might look like:

- Posting three times a week
- Showing up on Stories daily
- Focusing on one or two platforms instead of all of them

Consistency builds trust. And trust is what turns followers into clients.



## Find What Works for You

There is no one-size-fits-all approach to social media.

What works for one pet business might not work for another, and that's completely normal.

Your business, your lifestyle, your clients, and your goals are all different. So your strategy should reflect that.

The key is to:

- Test different types of content
- Pay attention to what works
- Do more of what connects
- Let go of what doesn't

## Final Thought

Social media isn't something you master once and tick off the list.

It's something you build over time.

The businesses that grow aren't the ones chasing every change.

They're the ones who stay consistent, keep learning, and continue showing up, even when things feel slow.



# Your Social Media Strategy

Take a few minutes to think about your current approach to social media. Be honest with yourself, this isn't about getting it perfect, it's about getting clear.

What's currently working well for me?  
(Think about posts that get engagement, enquiries, or feel easy to create)

.....  
.....  
.....

What am I overcomplicating or overthinking?

.....  
.....  
.....

Am I being consistent? If not, what's getting in the way?

.....  
.....  
.....

.



What type of content do I enjoy creating the most?

(This is important, because you're more likely to stay consistent with it)

.....  
.....  
.....

What is one simple change I can make this week?

(Keep this realistic and achievable)

.....  
.....  
.....

What will my consistent schedule look like?

(For example: 3 posts a week, Stories daily, 1 video a week)

.....  
.....  
.....

### Your Next Step

Don't try to change everything at once.

Choose one thing from above and take action on it this week. Small, consistent actions will always beat big bursts of motivation.



# Weekly Social Media... Tracker

Use this page each week to stay consistent, track what you're posting, and see what's working in your business.

## My Focus for This Week

What is my main goal this week?

(e.g. enquiries, engagement, consistency, visibility)

.....

## My Content Plan

What am I posting this week?

- Post 1: .....
- Post 2: .....
- Post 3: .....

Optional:

- Post 4: .....
- Post 5: .....



# Tracker Cont...

## Content Types

Tick what you plan to include this week:

- Relatable
- Educational
- Personal
- Promotional
- Behind the scenes

## Platforms I'm Focusing On

- Facebook
- Instagram
- TikTok
- Other: .....



# Daily Action Tracker

## Workbook

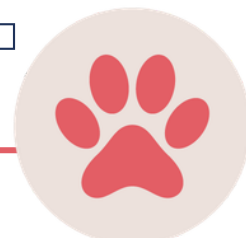
Tick off each day you show up  
(however that looks for you)

Day	Posted	Engaged (comments/ messages)	Showed Up (Stories/ Videos etc)
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			
Sunday			

## Engagement Check

This week I have:

- Replied to comments
- Replied to messages
- Engaged with other accounts
- Started conversations



What Worked Well?

(Posts, content types, or interactions that performed well)

.....  
.....

What Will I Do Differently Next Week?

.....  
.....

Small Wins This Week

(Do not skip this part)

.....  
.....

Commitment for Next Week

One thing I will stay consistent with:

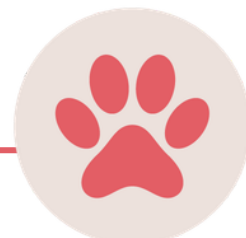
.....

You don't need to do everything on this page perfectly.

If you showed up more than last week, that's progress.

If you stayed consistent, that's growth.

If you're still going, you're already ahead of most people.



# Conclusion

Building a pet business on social media isn't about going viral or being perfect.

It's about showing up, staying consistent, and building real connections with the people who need what you offer.

Some days will feel easy. Others won't. That's completely normal.

The difference between those who grow and those who stay stuck is simple... they keep going, even when it feels slow.

If you'd love more support, guidance, and ideas to help you grow your pet business with confidence, that's exactly why I created my membership.

A space where you're not doing this alone, where you get the tools, support, and accountability to keep moving forward.

Because you can build a business you love... you just need the right support around you



# Want More Support?

If you've worked through this guide, you've already taken some great steps.

But if you're ready for more support, guidance, or accountability, here's how I can help...

## Free Community

Join the Pet Owners & Pet Businesses Community to connect, learn, and get support from like-minded people.

- Share ideas and ask questions
- Learn from real experiences
- Be part of a supportive space

Click to join



## Membership

If you want more structure and ongoing support to grow your business, my membership is designed to help you:

- Grow consistently on social media
- Attract the right clients
- Build confidence and stay accountable

Click here to learn more



## Networking Sessions

Join my monthly networking sessions to build connections, increase referrals, and meet other pet businesses in a relaxed, friendly space.

Click here to find out more



## Final Thought

You don't have to do this alone.

Start with what feels right for you, and take that next step.

Small, consistent actions really do make the difference.

