PROMOTE YOUR PET-RELATED BUSINESS

Feature your business on HoustonDogMom.com, reach your audience and get results! Promotional packages from $75 to $250.

Joasis-Houston

Feature article promoting dog birthday parties at this dog swimming and training facility.
- Initial Facebook post: 1,700 reached
- Birthday Photo Contest: 4,500 reached

The Pup Stop on Wakefield

Corner treat box and community outreach for a local realtor, supporting rescue.
- Feature articles in The Houston Chronicle and The Leader News
- Social media management for IG and FB
- Quarterly event coordination with rescue groups
The Dog Gym

Indoor dog play and training facility.
- Feature article in support of Grand Opening
- Social media sponsored posts
- Cross promotion to multiple breed-focused online groups

Pinterest Promotion

Dog owners search Pinterest for ideas on canine enrichment, training, food and toys.
- Pinterest has generated 5,800 unique visitors to HoustonDogMom.com for "How to Make a Snuffle Mat"
- Site ranks #4 for "Dollar Tree Snuffle Mat"
- Pin creation, board set-up, pinning strategy to drive site traffic

Online Events

Photo contest attracting 90 entries
- Featured posts for prize sponsors
- 42,000 dog owners reached via FB and IG promotion
- 14% increase in social media followers for sponsors
Houston Dog Mom, founded in May 2019, is quickly becoming a central point for Houston Dog Owners that want an alternative information source. We cover: dog events, rescue and health; local business profiles; and canine enrichment. We would love to work with you!

**ABOUT HOUSTON DOG MOM**

**62,200**
MONTHLY PINTEREST IMPRESSIONS

**3,800**
SOCIAL MEDIA FOLLOWERS

**1,400**
AVE. DAILY FACEBOOK POST VIEWS (ORGANIC)

**2,100**
MONTHLY WEB SESSIONS

Based on Sept 2020 - March 2021

**FEATURE POST**
- 1000-1500 Words
- Optimized for search
- Boosted Facebook Post
- Instagram Post
- 3 Pinterest Pins
- $250

**ROUND-UP POST**
- Featured with 3-5 related companies in a round-up post.
- $75 per participant

**ADVERTISING**
- Home Page, right margin
- 3-month commitment
- $50 per month

FACEBOOK | PINTEREST | INSTAGRAM | WEBSITE @HOUSTONDOGMOM

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