



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



ABOUT HOUSTON DOG MOM

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!

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