

THE 5 THINGS MOST **DOG TRAINERS GET WRONG IN MARKETING**

5 SIMPLE TACTICS DOG TRAINERS
CAN IMPLEMENT IN JUST 20 MINUTES
TO CHANGE YOUR MARKETING
OVERNIGHT

5 THINGS OVERVIEW

As a successful dog trainer, you've honed your skills and built a real business. However, you may be experiencing an ongoing struggle when it comes to attracting new clients, even though your expertise could easily help more dogs and their owners.

The problem often lies in your holistic marketing approach, which can feel overwhelming to optimize when you have to keep the business running.

1. OPTIMIZE YOUR MESSAGING

Clarity is critical when it comes to your marketing messages. If potential clients don't understand what sets you apart or how your services can benefit their dogs, chances are they won't engage.

Craft messaging that connects with your audience's emotions—show them that you understand their challenges and can deliver the transformation they desire.

HOW TO OPTIMIZE MESSAGING

1

Talk about your customer, and what they want as it relates to what you offer

2

Discuss the pain that your customer is experiencing, and how that pain makes them feel

3

Position yourself as a guide to help your customer solve the problem they are dealing with

4

Give your customer a simple to follow plan that will help them see how they can progress towards success

5

Call your customers to action, giving them a clear direction on how to do business with you

WESK PRO TIP*

Your messaging is arguably the most critical aspect of creating success for your marketing efforts.

Create a solid foundation using these fundamentals and put them on your website, your business cards, your flyers - really everywhere.

Once you have the foundation for your messaging built, you can then reuse this everywhere you need marketing copy.

So you make a one time investment for a life long return on your efforts.

2. FIX YOUR LANDING PAGE

This digital space is your first impression on prospective clients. If your landing page lacks an inviting design, compelling content, or prominent call-to-action, visitors may bounce away without a second thought.

Focus on creating a landing page that resonates with your ideal clients, highlighting what makes your training unique.

HOW TO OPTIMIZE LANDING PAGES

- 1 Include CTAs (Calls-To-Action) in every single section
- 2 Avoid talking about yourself, instead talk about your customer and the problem that they are facing
- 3 Use visuals that are relevant to the product or service that you offer
- 4 focus on your headlines, most visitors wont read the entire page - but they will read headlines
- 5 Aim for good not great - perfection is the enemy of progress

WESK PRO TIP*

Your landing page is the first page a person visits when coming to your site.

Depending on how people are coming to your site this could be your home page, a service page, or even a dedicated lead generation page.

Make sure you put time into your landing pages and not the “About Us” pages, or “Team Pages”.

While those other pages are important, you will see a much greater return on your time by focusing on landing pages.

3. USE THE 'SOFT SELL'

Many dog trainers miss the opportunity to include lead magnets that build trust and establish authority.

Offering free resources, like downloadable guides or checklists (just like the one you are reading now), not only serves as a valuable gift for your prospects but also positions you as the go-to expert in your field.

HOW TO OPTIMIZE THE SOFT SELL

- 1 Give away the why, but sell the how to generate maximum demand
- 2 Come up with something that has actual value for your customers - free shouldn't equal useless
- 3 Use a medium that you can execute easily, this could be an ebook, whitepaper, or even a video series on potty training
- 4 Include your soft sell at least one time on each of your landing pages
- 5 in exchange for your soft sell, ask for your prospects email

WESK PRO TIP*

Think of your primary call-to-action (likely schedule a consultation or something similar) as asking 'will you marry me' on a date. If its the first date the answer is likely no.

But your soft sell is like asking 'will you go out with me again'. The commitment is much lower - and as long as the value is there your prospect might take you up on it!

You can then use the email addresses that you have collected to email your customers about promotions to turn 'dates' into 'marriages'

4. USE EMAIL MARKETING

Email marketing is an incredibly effective tool that far too many trainers overlook.

By setting up a CRM with email marketing abilities, you can consistently engage with your current, past, and future customers while providing valuable content or promotions that nurtures leads into clients.

HOW TO OPTIMIZE EMAIL MARKETING

- 1 Don't be afraid to email your entire list - including past customers
- 2 Ask for the sale - sometimes customers just need a little push to do business with you
- 3 Create an offer that your customer can't turn down - If you offer board and train, maybe for the month you include free pickup and dropoff
- 4 Send emails more often than you want - even as often as 3 times a week isn't too much
- 5 Don't get hung up over unsubscribes - If people aren't interested in what you offer that's okay, they're not unsubscribing because you emailed them too much they just finally took the time to get off your list

WESK PRO TIP*

If you don't already know this, your easiest customers to obtain are actually your past/current customers.

While that may sound odd, customers are far more likely to do business with you if they have in the past.

So email your customers often to stay top of mind for when they might need training again.

Remember, dogs regress, situations change, people get new pets, and people ask around for trainers all the time.

5. FIX YOUR ADVERTISING

If your ads aren't eye-catching or fail to resonate with your target demographic, you're likely wasting your advertising budget.

Consider investing time and effort into creating dynamic visuals, along with persuasive copy that clearly outlines the benefits of your services.

HOW TO OPTIMIZE AD CREATIVE

- 1** Show Success - an ad displaying a customer testimonial can work wonders
- 2** Use Video - ads that use video just simply put work better, so get more engagement with video
- 3** Reuse the copy that works - if you have one page on your website that converts better than others use parts of the copy from that page on your ads
- 4** Try new things - advertising is all about experimentation, try new things until you find what works best
- 5** Find your point of greatest leverage - one you have an ad that works well, put all of your budget into what's working, while it's working

WESK PRO TIP*

Just like dog training, advertising is a fine balance of the fundamentals, and soft skills.

Focus your efforts on practicing the 5 tips to the left, but understand you have to experiment and use some intuition to see success.

5 THINGS RECAP

1. OPTIMIZE YOUR MESSAGING

- Talk about what your customers want, not yourself
- Call your customers to action
- Give your customers a plan

2. FIX YOUR LANDING PAGE

- Use your new, and better messaging from step 1
- Focus on headlines
- Aim for good, not great

3. USE THE 'SOFT SELL'

- Give away the why, but sell them the how
- Use your soft sell on every page of your website
- Ask for your customers email address

4. USE EMAIL MARKETING

- Email your entire list
- Send emails more often than you think you should
- Previous customers are your easiest next customers

5. FIX YOUR ADVERTISING

- Show other customers success
- Use video in your advertising
- Double down on what works

ARE YOU READY TO TAKE YOUR MARKETING TO THE NEXT LEVEL?

Simply schedule a discovery call with us today and take the first step toward achieving your goals!

[SCHEDULE A DISCOVERY SESSION](#)

EVERY DOG TRAINER THAT WORKS WITH US GETS:

6 PILLAR BUSINESS OPTIMIZER PROGRAM

A 6 Pillar coaching program on optimizing the way your business grows.

LEAD GENERATING ASSETS

Get the right tools in place to consistently attract and convert leads.

MARKETING FORWARD LANDING PAGE

Custom-built landing page designed to convert traffic into leads for your business.

PURPOSE BUILT ADVERTISING CREATIVE

Our team designs custom, data-driven ad creatives to find you customers.

EMAIL DRIP SEQUENCE

Custom-written automated email sequence to convert leads into customers

24/7 BUSINESS TRACKING DASHBOARD

Real-time dashboard that tracks your leads, ad spend, and return on investment