

Horse Adoption Marketing Checklist

Marketing is an important element of helping more people see, fall in love with, and adopt your horses! There are many simple and impactful marketing tactics you can employ to get your horses in front of potential adopters.

Use this checklist as a guide to help you audit your current marketing efforts and make manageable, effective improvements.

✓ **WALK – The marketing basics**

Our website shows our adoptable horses front and center on the home page.

We have a system for regularly checking and responding to all emails.

Our adoption interest form is easily found on the website near the adoptable horse listings, so adopters know how to proceed.

Our website has contact information readily available so adopters can get in touch.

Our adoptable horse listings use at least three photos.

Our adoptable horse listings use **quality photos** showing the horse groomed, healthy, and happy.

If we communicate about sensitive situations, such as starving horses, seizures, or cruelty cases, we are respectful and professional to all involved people and horses.

We have a Facebook page and post on it at least twice a week.

Our Facebook posts regularly showcase our adoptable horses.

We are responsive to Facebook messages and comments.

We are committed to representing ourselves as a professional organization and have a system in place to prevent typos, incomplete sentences, and grammatical errors.

Next: Trot and Canter

Horse Adoption Marketing Checklist, *continued*

✓ **TROT – The next steps**

We have an Instagram account.

Our adoptable horse listings include video of the horse in action (under saddle, at liberty, or being handled).

We have developed an email list of our supporters and followers who we contact with important updates and information about our adoptable horses.

We have a defined marketing plan and strategy that we follow throughout the year.

We have identified our branding elements. Our fonts, colors, and logo are clearly defined and used consistently across all our communications.

✓ **CANTER – Advanced steps to supercharge your marketing**

We use Instagram stories to post adoptable horses and other information.

We use Facebook live videos to showcase our programs and adoptable horses.

We use other social media platforms like Twitter, LinkedIn, TikTok, or Pinterest where appropriate.

We have printed materials, brochures, and information about our program and our horses.

We attend local speaking and equine events to promote adoption to our community.

Browse all **ASPCApro Equine Welfare** topics for webinars, articles, and tips on marketing.
