

Pet Adoption Marketing Checklist

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

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

✓ The Marketing Basics

Our website shows our adoptable animals 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 animals' bios, so adopters know how to proceed.

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

Our animal bios use multiple, quality photos, showing the animals groomed and happy.

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

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

Our Facebook posts regularly showcase our adoptable animals.

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: Next Steps

Pet Adoption Marketing Checklist, *continued*

✓ **The Next Steps**

We have an Instagram account.

Our adoptable animal bios include video.

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

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.

✓ **Advanced Steps to Supercharge Your Marketing**

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

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

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 animals.

We attend local events to promote adoption to our community.