



Events Playbook



Purpose



A key component of your marketing program is to engage in local events and fundraisers and/or create your own events and fundraisers within the community. Maintaining a positive image in your area is an effective means of promoting business. We have found that being active in the community is a great way to grow your business by making people aware of Woofie's and the services you offer.

To get involved, consider sponsoring local groups, youth sports teams, or events. This is a great way to get the Woofie's name out in your community while at the same time giving back to the community. Social awareness and giving back to your local community are key components of the Woofie's brand and will lead to many PR opportunities for you.

Staff & Support



Consumer Marketing Team is your remote event support team, providing:

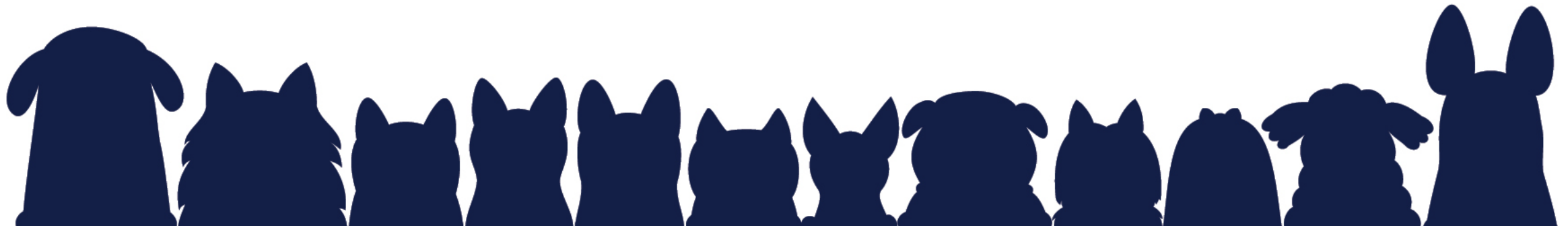
- Digital marketing
- Digital brand presence
- Content and assets
- Custom art requests
- Resources

Operations Team is your event advisory team

Franchise Owner (you!):

- Logistics planning
- On-the-ground event planning and execution

Grand Opening Event



Timeline & Steps



Timing:

Plan your grand opening event 1-2 months after your actual open date while keeping the season and weather in mind. You'll want to make sure you have hired a groomer on staff and have your van ready as well. Schedule the day so that your entire staff can attend and have all hands on deck!

Steps:

Consider getting a booth at a pre-existing larger pet-centered event in your community or decide if you'd like to create your own. You can also do a few smaller events leading up to your grand opening versus one large event, depending on your territory size and area.

After you select your date and time, selection your location next. Location considerations: a location in a high-traffic area that is pet-friendly, has a strong social media following and has potential for hosting future events.

Research local food trucks and invite 1-2 to attend to help draw a crowd. (The truck can sell treats for humans or for pets!)

Invite [neighboring Authority Brands franchises](#) and other local pet-friendly businesses, like nearby vet offices, pet boutiques, animal rescue groups, dog food stores, etc. They can have their own booth area with no charge, and you can both benefit from extra brand exposure.

Consider hiring a local cartoonist to draw caricatures of pets or a local photographer to have a small photo booth.

Example: Community Event



Woofie's of Leland



Example: Build Your Own



Woofie's of Rochester



Example: Build Your Own



Woofie's of Rochester



Marketing



Pre-Event:

Word of mouth marketing will be key. Invite all of your family, friends and business connections, and encourage your staff to invite theirs!

Coordinate attending a local BNI Group meeting as a guest and invite them and ask them to share with their networks, too. Invite the local Chamber to do a ribbon cutting at your event as well.

Leverage your own personal social media network to share about the event, and ask your family, friends and staff to do so as well.

Ask the local businesses you partner with to share on their social media networks too.

Join and share in local Facebook Groups (City Name Fur Moms, Real Ladies of City Name, etc.).

Ask any neighboring Woofie's locations to include your event information in their client newsletter so they can share with anyone they know in your town.

Marketing



Pre-Event:

Your Grand Opening Marketing budget can be allocated to promoting your Grand Opening Event with a Facebook event response campaign and local PR as well.



A screenshot of a Facebook event post from 'Woofie's of Rochester'. The post includes a sponsored announcement, event details (Date: Sunday, May 7, Time: 2-5 pm, Location: Irondequoit Beer Company, 765 Titus Ave.), and a list of services (Nail Trims, Ear Cleanings, Prizes & Giveaways, and More!). It also features an image of a dog and a cat with beer mugs. The event is titled 'Woofie's Grand Opening Event' and has 185 reactions and 38 comments.

Woofie's of Rochester
Sponsored · 🌐

We hope you can make it! Stay tuned for announcements on all the pet friendly fun that will be happening at the event. ...See more

woofie's
Join Our Grand Opening Event on May 7th and receive 25% OFF ANY SERVICE.

Date: Sunday, May 7
Time: 2-5 pm
Location: Irondequoit Beer Company, 765 Titus Ave.

Services:
Nail Trims,
Ear Cleanings,
Prizes & Giveaways
and More!

SUN, MAY 7
Woofie's Grand Opening Event Interested

👍❤️👎 185 38 comments



A photograph of the Woofie's grand opening event. A white van is parked under a blue and white canopy tent. The tent has the Woofie's logo and the text 'YOUR TRUSTED PET EXPERTS' and 'Pet Sitting Dog Walking Mobile Pet Spa'. Several people are gathered around the tent, and a dog is visible in the foreground.

13WHAM.COM
Woofies of Rochester holds grand opening celebration
Woofies of Rochester held its grand opening at the Irondequoit Beer Company on Sunday.Tho...

Marketing



During Event:

Collect email information through signing a waiver for a nail trim / bath or by hosting a raffle. Create a swag bag to give away from items in your grassroots marketing kit.

Bring print collateral from your grassroots marketing kit to hand out.

Have a designated staff member in charge of taking photos and videos for social media channels.

Ask attendees to share photos on their social media and tag you.

Be in a recruiting mindset to grow your staff.

Post-Event:

Share photos from the event on social media.

Send a follow-up email to attendees announcing the raffle / prize winner(s) and include a refer a friend promotion.

Type of Events



Local Business Events



- Locations: Farmer's Markets, "Yappy Hours" and "Bark and Brunch" at local restaurants
- Staffing Requirements: 1 admin and 1 bather
- Cadence: Recommendation of at least monthly for first 6 months of opening, can do as often as each weekend but be careful not to take the van off the road from doing real jobs. A higher frequency of events may be necessary for brand awareness starting out.



Paws and Claus



Host an annual fundraising event each November (typically within the first two weeks of the month) and offer pet photos with Santa. Partner with a local professional pet photographer and a local interior designer and market the event as Pictures with Santa Paws.

All proceeds go to a charity and the pet's owner receives a web-optimized professional photo of their pet. Invite local vendors to have tables to sell items that may be of interest to pet owners and invite local companies to donate food, drink and musical entertainment.

Donate all proceeds to a local animal charity. This is always an extremely popular event and will lead to lots of great PR opportunities for you and lots of new clients. Plus, you will have amazing pictures for your social media pages.



- Location: Office or Business
- Staffing Requirements: 1 admin, 1 photographer

Pooches and Smooches



Host an annual fundraising event each February (typically within the first two weeks of the month) and offer pet photos with a Valentine's Day themed backdrop.

Partner with a local professional pet photographer and a local interior designer and market the event as Pooches and Smooches. All proceeds go to a charity and the pet's owner receives a web-optimized professional photo of their pet. Invite local vendors to have tables to sell items that may be of interest to pet owners and invite local companies to donate food, drink and musical entertainment.

Donate all proceeds to a local animal charity. This is always an extremely popular event and will lead to lots of great PR opportunities for you and lots of new clients. Plus, you will have amazing pictures for your social media pages.



- Location: Office or Business
- Staffing Requirements: 1 admin, 1 photographer

Casting Call



Hold a casting call for an annual Woofie's calendar featuring the pets in your community and turn it into a fundraiser.

Partner with a pet photographer and work with a local printer to give you a price break on printing costs.



Marketing for Events

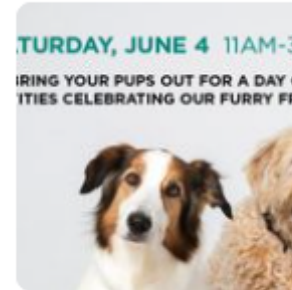


Pre-Event Marketing Tips



Event Promotion Ideas:

- Utilize word of mouth, social media, and email marketing as your main event marketing tactics
- Create a Facebook event and tag other partnering local businesses as co-hosts
- Create Facebook posts and tag other partnering local businesses and ask local Authority Brands neighbors to repost and tag you
- Share photos of the event on social media to help foster more community relationships and brand awareness even after the event
- Send a media alert to your local papers and local tv stations promoting your event



SAT, JUN 4

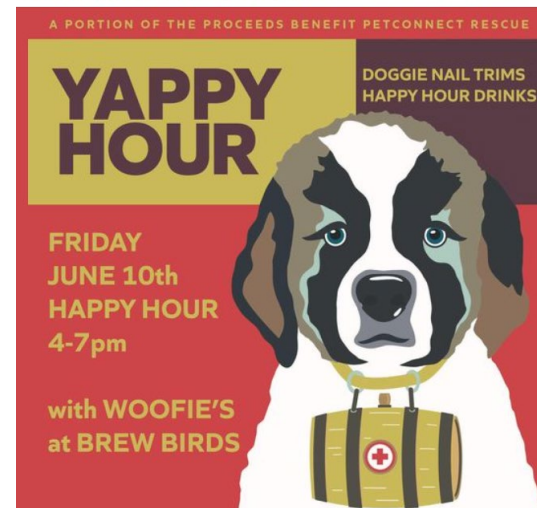
Woofie's at Paws on the Plaza Woofie's - Tysons Corner Center



We had a fabulous time this weekend at not one, but TWO incredible events!
Our Woofie's team at the [EatLoco Farmers Market at One Loudoun](#) met so many good boys and girls for nail trims and baths. And another team headed to the Paws on the Plaza event at Tysons Corner Center. That's where Woofie's groomer, Caitlyn, unexpectedly ran into a sweet puppy just waiting to be adopted from [K-9 Lifesavers Dog Rescue](#). Caitlyn said, "I thought was just going to work but I came home with a perfect little puppy!" Best wishes to Caitlyn and her new best friend, "Lemon." 🐾❤️

Woofie's South Riding Aldie (Woofie's South Riding Aldie) is in Aldie, Virginia.
June 6 at 11:20 AM · Instagram · 🌐

Join us this Friday June 10th from 4-7pm for Yappy Hour at [@brewbirdscafe](#). We will providing nail trim services with a portion of the proceeds going to [@rescuepetconnect](#)! Hang out with your fur babies on the patio and grab some yummy dinner and they will have house made peanut butter bacon pup treats available. Hope to see you there!!



Post-Event Marketing Tips



Follow-Up Ideas:

- Add new attendee emails to distribution list for monthly newsletter and send an event-specific email thanking them for their attendance
- Event-specific promotion offer for new clients, share at event and also on social media
- Social media contest or promotion for event attendees – “share event photo in comments for XX off”



Event & Promo Items



Giveaway Items



Poop Bag Dispensers



Dog Bone Shaped Magnet



Branded Pens



Branded Dog Bandana



Pet Food Scooper



Tennis Ball Thrower



Dog Stress Ball

Event Items



Branded Canopy



Blade Flag



Rollup Banners



Tablecloth: Loose & Fitted



Sandwich Board Signs: Plastic & Metal

Print Items



Business Cards



Postcard



Brochure



Recruitment Flyers



Raffle Cards

Additional Helpful Items



Tent Items

Sandbags

White buckets for sandbags

Woofie's labels for white buckets

Side flaps to close entire tent

Equipment Items

Hammer

Box cutters

Zip ties

Scissors

Screwdrivers

Additional Helpful Items



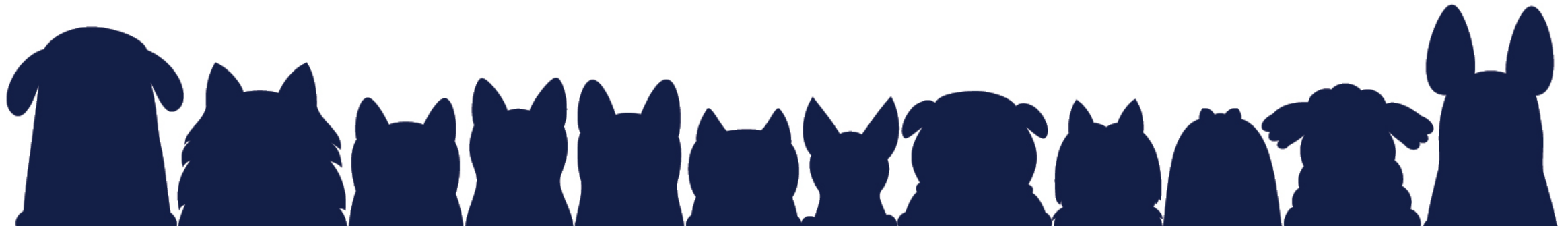
Miscellaneous Items	
Green AstroTurf	Clipboards
Side plants & hanging plants	Staxx card reader
Snacks & water for team members	App for MPS pricing
Candy bowl for kids	Drone for overhead photos
Branded water dog bowl for dogs	Keep packing boxes and bags for tear down
Chairs	Grand Opening sign
Brochure & business card holders	Friendly Dog 😊

The Farmer's Dog



- The Farmer's Dog will send any swag or samples (or both!) for any of your events with preferably a two week's notice.
- Shoot an email to **ambassador@thefarmersdog.com** once you've picked a date and have a rough estimate on number attendees. Let them know if you are equipped for and want to serve samples as well so they can make arrangements to ship packs to you.
- Encourage guests to take/posts pictures and to tag The Farmer's Dog in any Farmer's Dog related pics that they post.
- Be sure to pass out postcards with your referral link or include them in a goodie bag (along with swag).

Operational Guidelines & Details



Event Staff Job Overview



Working as a Woofie's event staffer is a critical role within our team as you are a representative of our whole organization! Woofie's mission statement is to ***ensure each and every client interaction is an exceptional one***. Not only does this apply to our pet sitting, dog walking and grooming clients, but this extends to the people we interact with and serve within our community, at events. Woofie's events may include Farmer's Markets, Yappy Hours, special events, community events, fundraisers, dog swims, curbside services and winery/brewery events.

Responsibilities:

- Assisting in all aspects, as needed, of event planning, preparation, and execution of Woofie's events
- Helps to load and unload mobile pet spa van prior to and following events
- Set up and take down of display stands, retail items, sandwich boards, signs and event materials
- Assists bather/groomer as needed
- Uses the Square app and reader to ring up customers for pet services and retail items
- Politely and pleasantly interacts with customers, informing them about Woofie's pet services and answering any questions
- Uses the Airtable app to answer general questions about mobile grooming pricing
- Represent Woofie's in a professional, friendly manner at all times
- Your physical appearance is clean, and tidy at all events
- Wear Woofie's t-shirt/apparel at events
- Helps to maintain a safe, clean, and well-organized event
- Ability to work alone or with other staff at an event
- Reports to Director of Marketing

Event Staff Job Overview



Necessary Skills and Qualifications:

- Love of pets!
- Customer service skills: comfortability in speaking with the general public
- Ability to stand on your feet for 4-5 hours at a time
- Ability to lift heavy objects as needed
- Attention to detail and desire to help when needed
- Punctuality, reliability
- Weekend and weekday evening availability

Appearance and Demeanor:

Remember that you are a representative of Woofie's at all times. This means that you must be on your best behavior and present yourself in a clean and well-kept fashion (i.e. tidy hair, clean clothes). You must be actively engaging with clients and potential clients, smiling, welcoming and answering any questions.

Please only use your phone as needed and to ring up clients on the Square app.

Please do not sit in or lean up against the Woofie's van. If you need or want to eat a snack during your shift, please do it inside the van at an appropriate time, letting other team members know where you are. Food and drink should be out of sight and any personal items should be stored in the front of the van. You should be proactively greeting passers by and their pets even if they are not approaching the van. If many people are standing in front of the van, waiting for service and you are busy with other customers, please don't ignore them. Let them know you see them and you'll be with them as soon as possible.

Connecting to Square



Instructions:

- Attach the Square device to your phone.
- Download the Square app and log in to the Woofie's account:
- Log in: marketing@woofies.com
- Password: Woof6503!
- Find the service(s) you are charging for and add them to the client's bill by pressing on them.
- At the market, we only do the following: Wash N Go baths(shampoo and towel dry only), Brush Out, Paw Pad Treatment, Paw Pad Trim, Healthy Breath Bundle(teeth brushing, freshening rinse)
- Press "Charge \$XX.xx" (big blue button)
- Swipe the client's credit card.
- Once the payment is processed, let the client sign on your phone. (They also have an option to add a tip for the groomer/bather.)
- To delete a charge, click "Current Sale" at the top of the screen. Left swipe to delete the sale. Exit out of the screen.
- If you do not see an item listed that you need to charge for, click on "Event Misc. Services" and manually enter the cost of that item. Press "Add."

Download the Airtable App to access grooming starting rates:

- Log in: franchise@woofies.com
- Password: Woof6503!