

### **DB PET SITTER BRANDING/MARKETING METRICS:**

- Created marketing materials such as a: logo, website, business cards, flyers, mailings, and online ads.
- Illustrated custom art for branding such as: leashes, toys, and treats.
- Telling the brand's story on Facebook, Instagram, website and print materials using industry trends, content strategy, creation and implementing it on a daily, weekly and monthly basis.
- Capture compelling photos and videos daily for marketing and social media usage.
- Used data analytics and creator tools to increase Facebook followers by 50%.
- Implemented a retargeting campaign to generate new leads and opportunities for business growth, saw 10% increase in leads and 75% increase in website traffic.

### **DB PET SITTER OPERATIONS METRICS:**

- 100% client retention.
- Provided care for 250+ animals since October 2023.
- Hit an all time revenue of \$4,612 in one month.
- Averaging nearly a full month of overnight or drop-in bookings, while providing walking services 5-6 days per week.
- Received 2nd place and a \$1,500 business grant from Briar Cliff University Swimming with the Sharks and Iowa West Coast Initiative.
- Won a spot in the Morningside Business Clinic - a 5 month training and educational course designed for entrepreneurs to fine tune their business planning. .
- Partnered with 4 local businesses to promote each other's business and provide industry support.
- Hosted an open house/meet and greet at 3 local dog parks, resulting in 10 new clients.