

**PET STORE
EVENT MARKETING**



EVENT MARKETING

Makes Amazing Memories

A local pet store wanted to throw their first ever Customer Appreciation Day, aligned with their 5-Year Anniversary of opening their doors.

With big goals in mind, we got to work on a plan for content, distribution, promotions, and value-building strategies that would entice new and existing customers to visit for the event.

THE RESULTS

Working with Pet Engine

Through a combination of paid social media advertising, email marketing, word of mouth, and print marketing, the pet store's marketing partner were able to help them have a huge day in-store!

We helped generate over **10,000 views** online, almost **5,000 engagements**, with over **100 event responses** resulting in a day of sales that broke prior records by **\$2,000!**



New Loyalty Accounts
Increased 148% MOM

Avg. Ticket Size
Increased 1.3% MOM

Number of Tickets
Increased 125% MOM

Total Revenue
Increased 126% MOM