



**CASE**

**STUDY**

**PET STORE  
SOCIAL MEDIA**

**REVERSE MARKETING**

**With Reputation Management**

A local pet store received a negative, 1-star review on Google that they didn't deserve. Our strategists at Pet Engine Marketing saw it as an opportunity to use it to benefit and build the brand, engage with the community, and bring in more positive reviews to drown out the negative. The results were extremely encouraging for the pet store owner and their marketing partner.

**THE RESULTS**

**Working with Pet Engine**

Post engagement increased by **370%**, while post reach increased by **2,875%** month over month.

Brand followers went above and beyond in response to the post, resulting in a dramatic increase in positive reviews, recommendations, and verbal support through organic social media engagement.

