



MARKETING INSIGHTS

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FROM 110 DOG TRAINERS

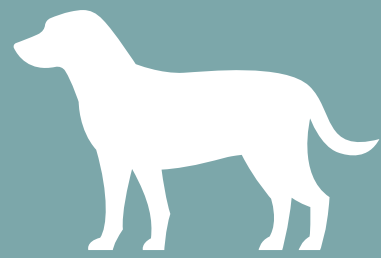
# WHO PARTICIPATED IN THIS SURVEY?

110

x



DOG  
TRAINERS



42% 10+ years  
experience



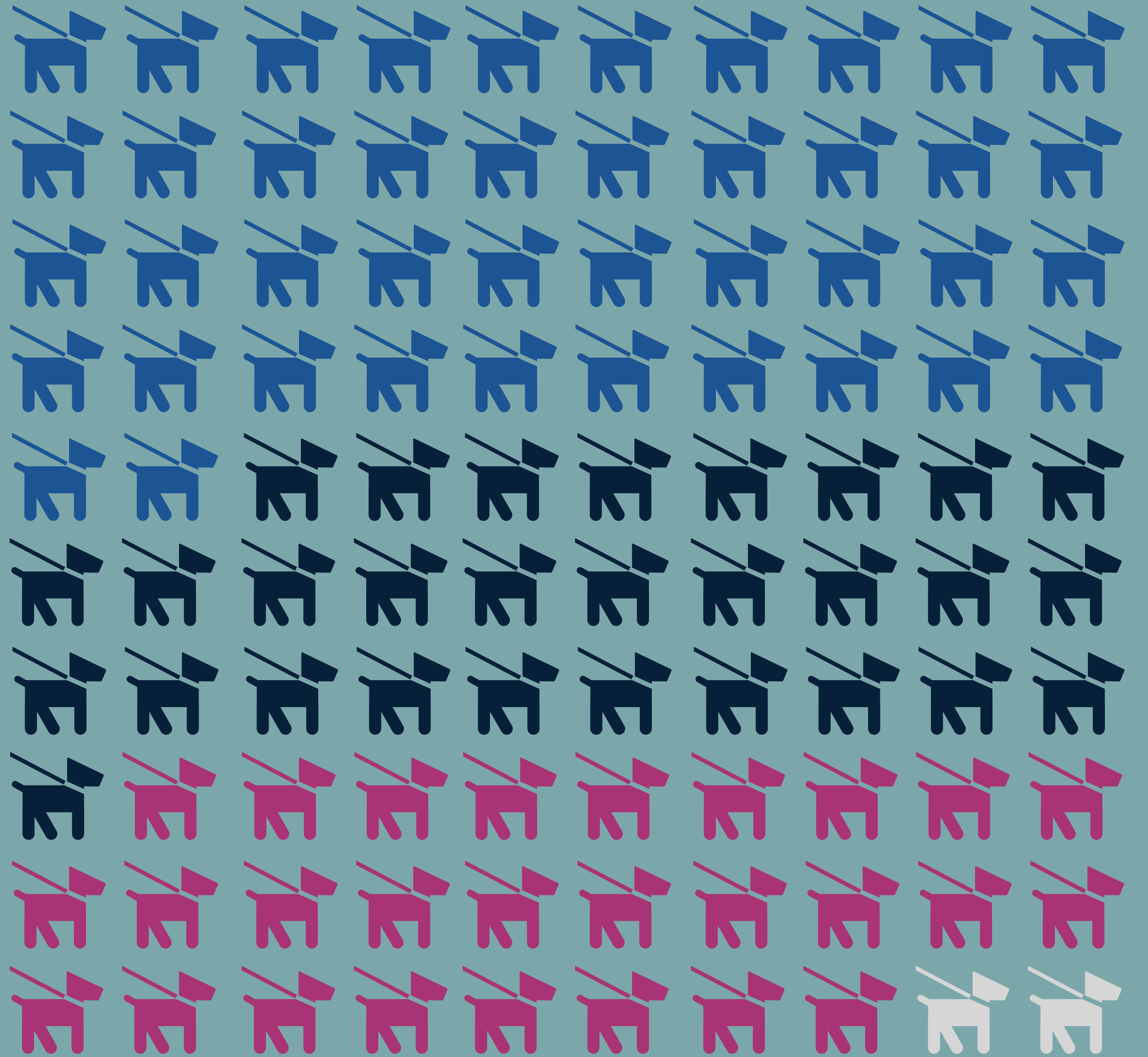
27% 1-5 years  
experience



29% 5-10 years  
experience

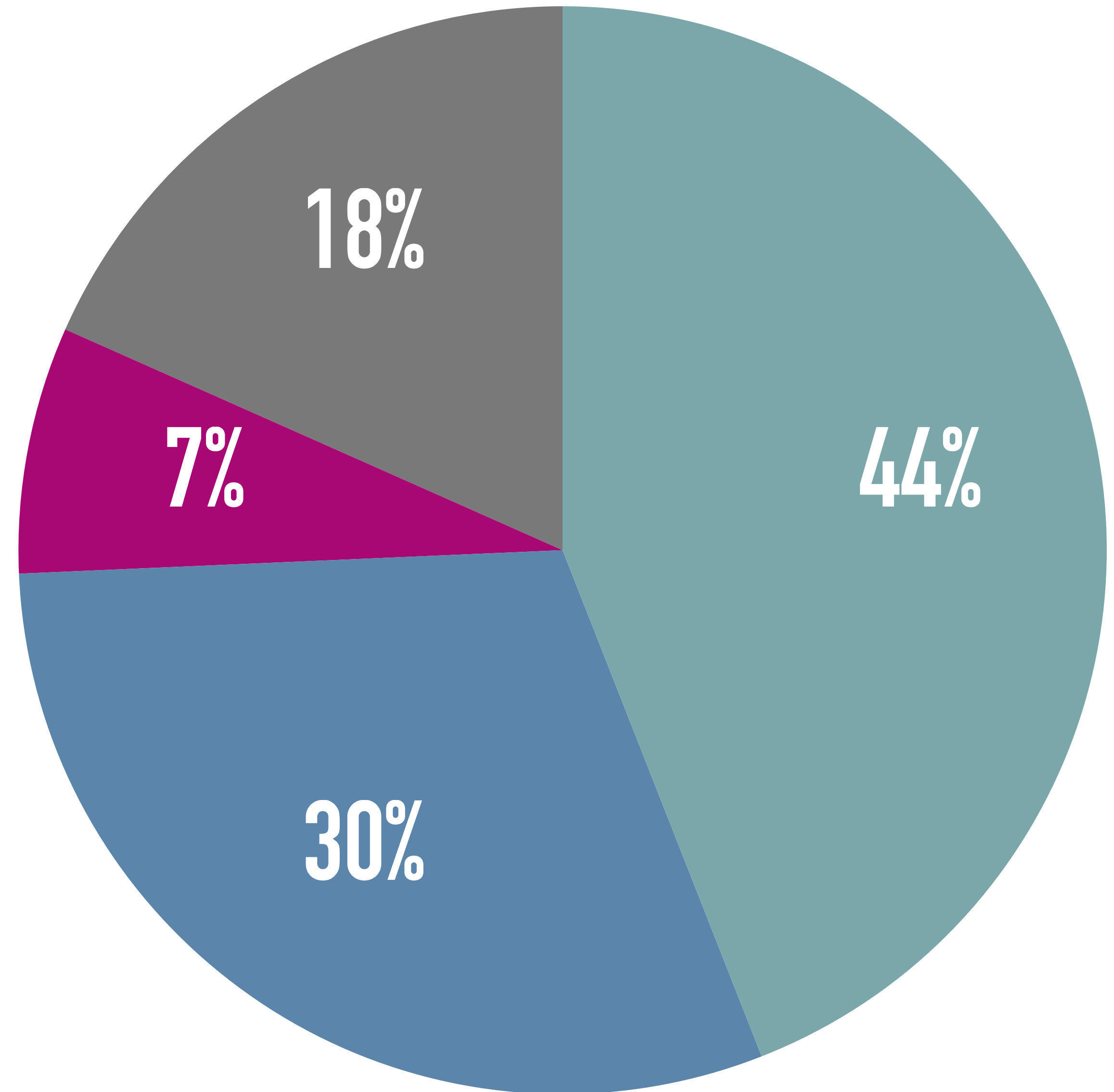


2% > 1 year  
experience



# PROFESSIONAL CERTIFICATIONS (OUT OF 110)

- 48/110 NO certification
- 33/110 CPDT
- 8/110 Karen Pryor Academy
- 20/110 "Other"



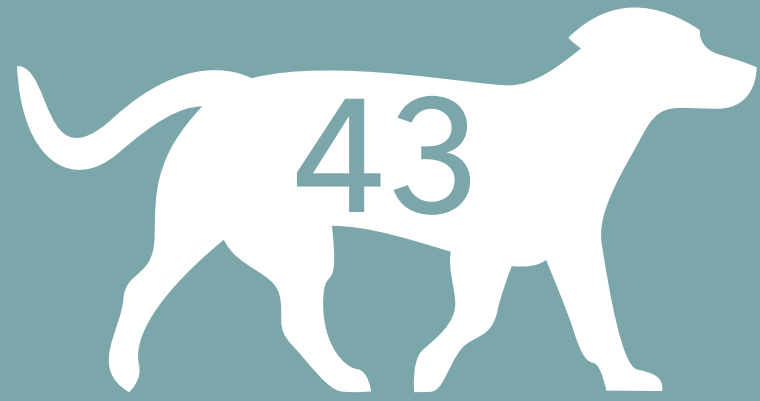
# WHICH OF THE FOLLOWING BEST DESCRIBES YOUR DOG TRAINING BUSINESS?



I'M AN EMPLOYEE AND WORK FOR A DOG TRAINING BUSINESS OWNED BY SOMEONE ELSE



I TEACH AT A CLUB



I RENT SPACE OR TEACH AT SOMEONE ELSE'S FACILITY, BUT OWN MY OWN BUSINESS



PRIVATE LESSONS AT CLIENT'S HOME



I OWN MY OWN FACILITY AND SPACE.



OTHER



WHICH OF THE FOLLOWING MARKETING TACTICS HAVE YOU TRIED?

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**& WERE THEY SUCCESSFUL?**

# WHICH OF THE FOLLOWING MARKETING TACTICS HAVE YOU TRIED?

1. Social Media (85)
2. Doing Demos at Dog Events (64)
3. Email Newsletter (55)
4. Training in Public while Wearing a Logo (51)
5. Facebook Ads (46)
6. YouTube Channel (40)

**MOST  
POPULAR BY  
NUMBER TRIED**

# WHICH OF THE FOLLOWING MARKETING TACTICS HAVE YOU TRIED?

7. Free classes or Seminars (39)
8. Blogging on their Website (39)
9. Newspaper or Magazine Ads (32)
10. Write for Someone Else's Website or the Local Paper (24)
11. Google Adwords (18)

**MOST  
POPULAR BY  
NUMBER TRIED**

## SPAGHETTI, MEET WALL.

There's a famous quote in marketing circles. It's from John Wanamaker, who started a series of department stores that later became a part of Macy's.

He said, **“Half the money I spend on advertising is wasted; the trouble is I don't know which half.”**

I think we can see a bit of this in the results here; there was a lot of variety in what tactic people were trying and in their results with those tactics.

I think this is because many dog trainers (like many small business owners) aren't sure how to measure whether a particular tactic is working... or not.

All too often small business owners take a “Spaghetti marketing” approach. That is, they throw things against a wall and see what sticks.

Except they don't always even know how to tell what actually stuck.

To avoid the Spaghetti approach, it's important to understand the concept of a **Key Performance Indicator** – a metric or two that gives you some insight into whether a particular tactic is performing as you might hope.

For example, it might be traffic from Facebook to your website, or sign ups for your email newsletter from your blog. These metrics provide you with invaluable insight into what's working and what isn't, so you – unlike Wanamaker – know what's working and can avoid spaghetti all over your floor.



# THE 3 MOST SUCCESSFUL MARKETING TACTICS...

1. AN EMAIL NEWSLETTER
2. SOCIAL MEDIA, AND
3. FACEBOOK ADS.

91% of those who tried an **email newsletter** ,  
87% of those who tried **social media**, and  
80% of those who tried **Facebook ads**  
rated that tactic as at least  
"slightly successful"

THE SINGLE LEAST SUCCESSFUL MARKETING TACTIC WAS....



**FREE CLASSES**

(33% OF THOSE WHO TRIED OFFERING FREE CLASSES SAID THEY WERE NOT SUCCESSFUL)

THE MARKETING TACTIC RATED “MOST SUCCESSFUL” WAS . . . .

SOCIAL MEDIA

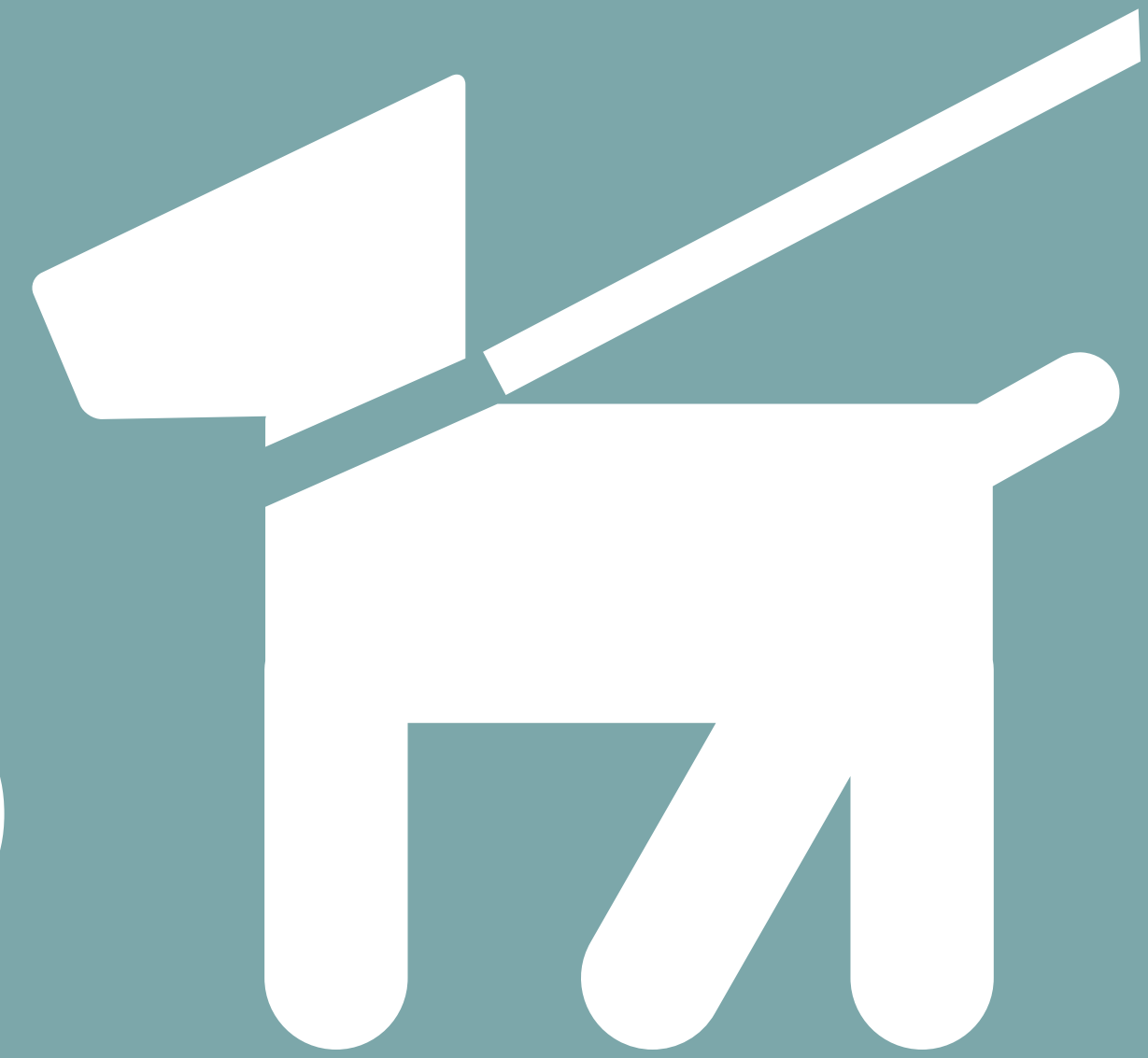
24% OF THOSE WHO TRIED SOCIAL MEDIA RATED IT VERY SUCCESSFUL



FOLLOWED BY...

YOUTUBE AND

TRAINING IN PUBLIC



20% RATED YOUTUBE VERY SUCCESSFUL AND 18% RATED TRAINING IN PUBLIC VERY SUCCESSFUL.

## USING THIS FOR YOUR BUSINESS: CREATING A MARKETING PLAN

I've broken out success in two distinct ways here.

First, I looked at each marketing tactic and totaled the percentages of people who rated a tactic at least slightly successful, those who rated it successful, and those who rated it very successful.

This provided us with three tactics that were most likely to provide at least some measure of success – email marketing, social media, and Facebook advertising.

Then I looked at just the percentage of people who rated each marketing tactic as “very successful.” The top three very successful tactics were social media, YouTube, and Training in public.

So, if you're a dog trainer looking for new marketing ideas, those 6 tactics are where I'd start.

Consider which you've done before and which you haven't, and work those you haven't into your marketing plan for the next few months.

**I usually recommend small businesses include no more than 5 marketing tactics in their marketing plan each month, to avoid spreading themselves too thin.**

Then, at the end of each month, evaluate what's working and what's not... double down on the thing that's working best, eliminate the thing that's working least, and, finally, add something new to the mix.



THE MARKETING TACTIC PEOPLE WERE LEAST SURE OF WAS....

**BLOGGING**

(33% OF THOSE WHO TRIED BLOGGING SAID THEY WERE UNSURE IF IT WORKED)

## WHAT IS “UNSURE” REALLY, ANYWAY?

On the original survey I included the option for participants to indicate they were “unsure” whether a tactic had been successful or not because I figured it would allow them to share what they had tried, even if they didn’t know how well it was working.

And knowing what dog trainers are trying is valuable – it helps me know what other content it might be worth it for me to produce information around.

But finding that the tactic with the largest percent of “unsure” responses was blogging initially surprised me.

I’m a huge proponent of blogging – it offers a lot of different benefits, from helping to optimize your website for Search Engines (SEO) to encouraging repeat website visits and allowing you to build a following.

After thinking about it for a while, though, I’m pretty sure I’ve pinned down why people struggle to tell whether it’s working or not... and I think the answer is twofold.

First, they aren’t sure how to track results. They don’t know what KPIs apply to blogging. Second, they’re not sure how to do it well... they don’t know how to decide what topics to cover and many dog trainers just wind up writing about anything that comes to mind on a particular day rather than being strategic about it.

*(Continued on the next page.)*

## WHAT IS “UNSURE” REALLY, ANYWAY? (CONTINUED)

Since this seems to be an area where people struggle, I thought I'd share a few insights into each of those.

**First, what to track:** If you have Google Analytics (a free tool) installed on your site, you can look at organic search traffic to your blog posts, and time spent on page for those posts (to tell if people are reading them).

If you have an email newsletter and use it to allow people to subscribe to your blog, you can also look at sign ups for that to tell if it's working as intended.

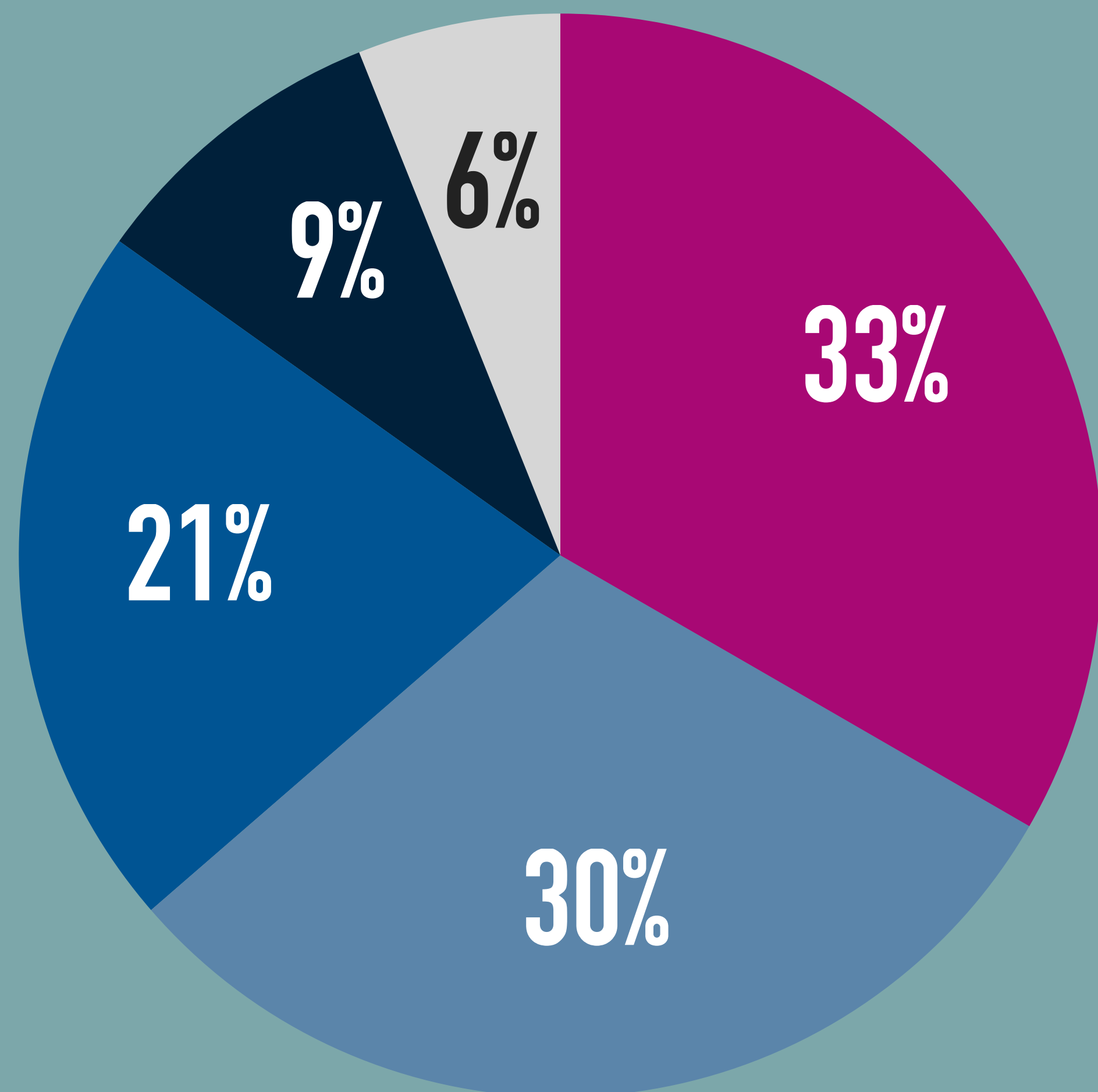
**Second, you always want to write for your “favorite kinds of customers.”**

Marketers call this your target audience, but it's much more useful (and practical) to simply think of your favorite customers and what kinds of content would be most useful for them. That method will rarely steer you wrong.

And ta-da! Now you know the secret to being more strategic and successful with your blog.



# RATINGS FOR INDIVIDUAL MARKETING TACTICS



- Not Successful
- Slightly Successful
- Successful
- Very Successful
- Unsure



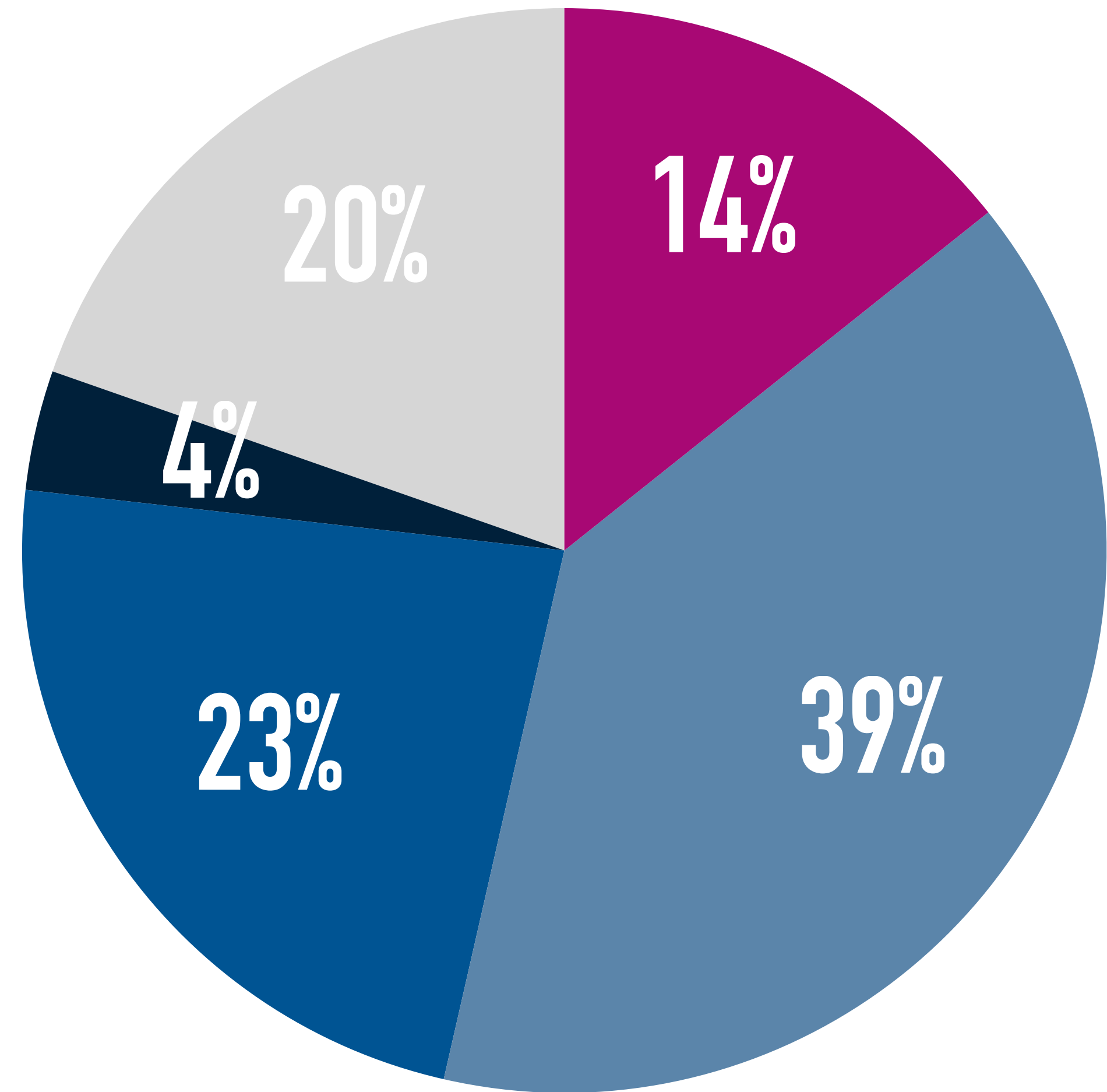
39 TRAINERS TRIED

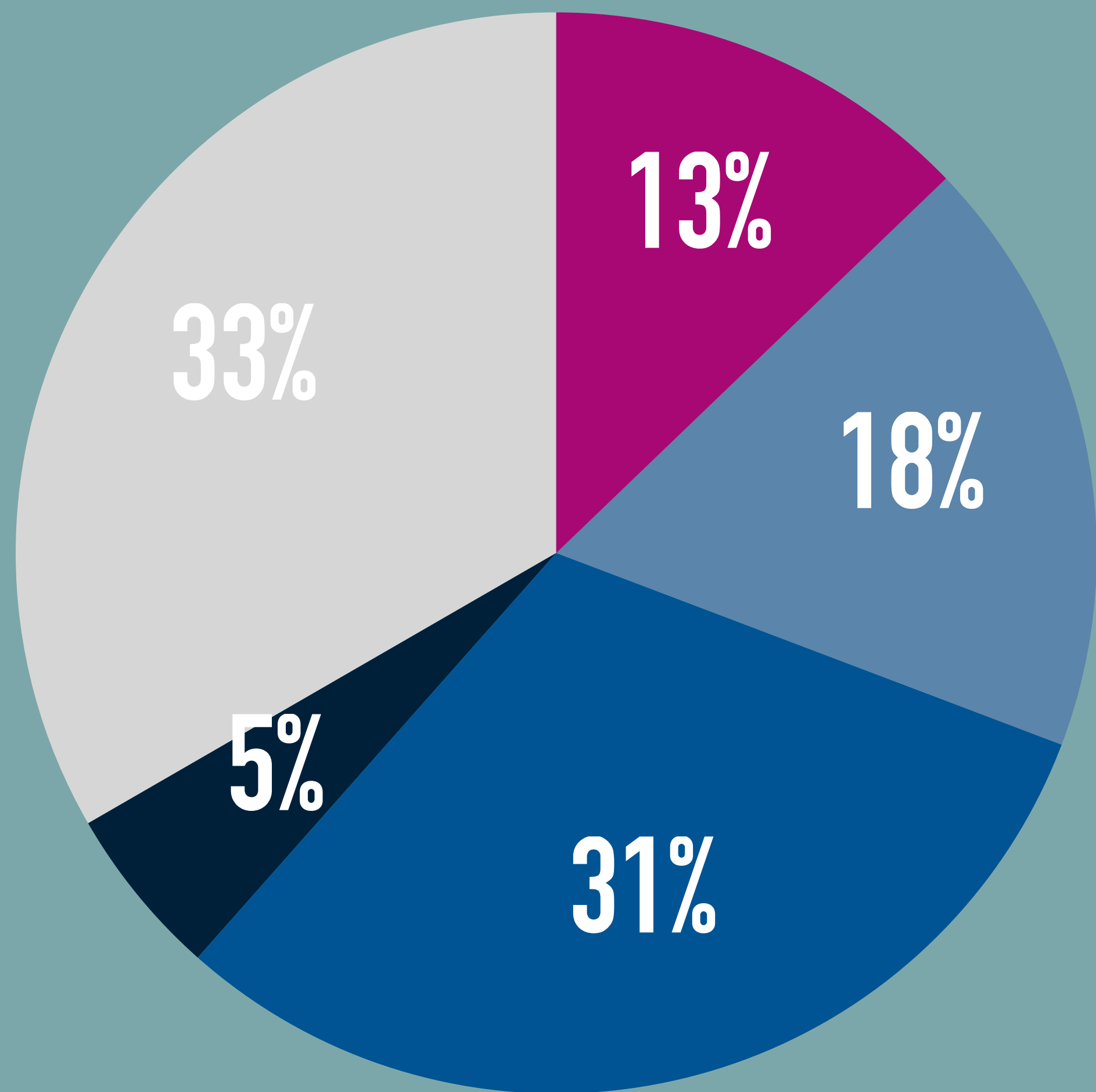
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OFFERING FREE CLASSES  
OR SEMINARS

# 64 TRAINERS TRIED DOING DEMOS AT DOG EVENTS

- Not Successful
- Slightly Successful
- Successful
- Very Successful
- Unsure





- Not Successful
- Slightly Successful
- Successful
- Very Successful
- Unsure



39 TRAINERS TRIED

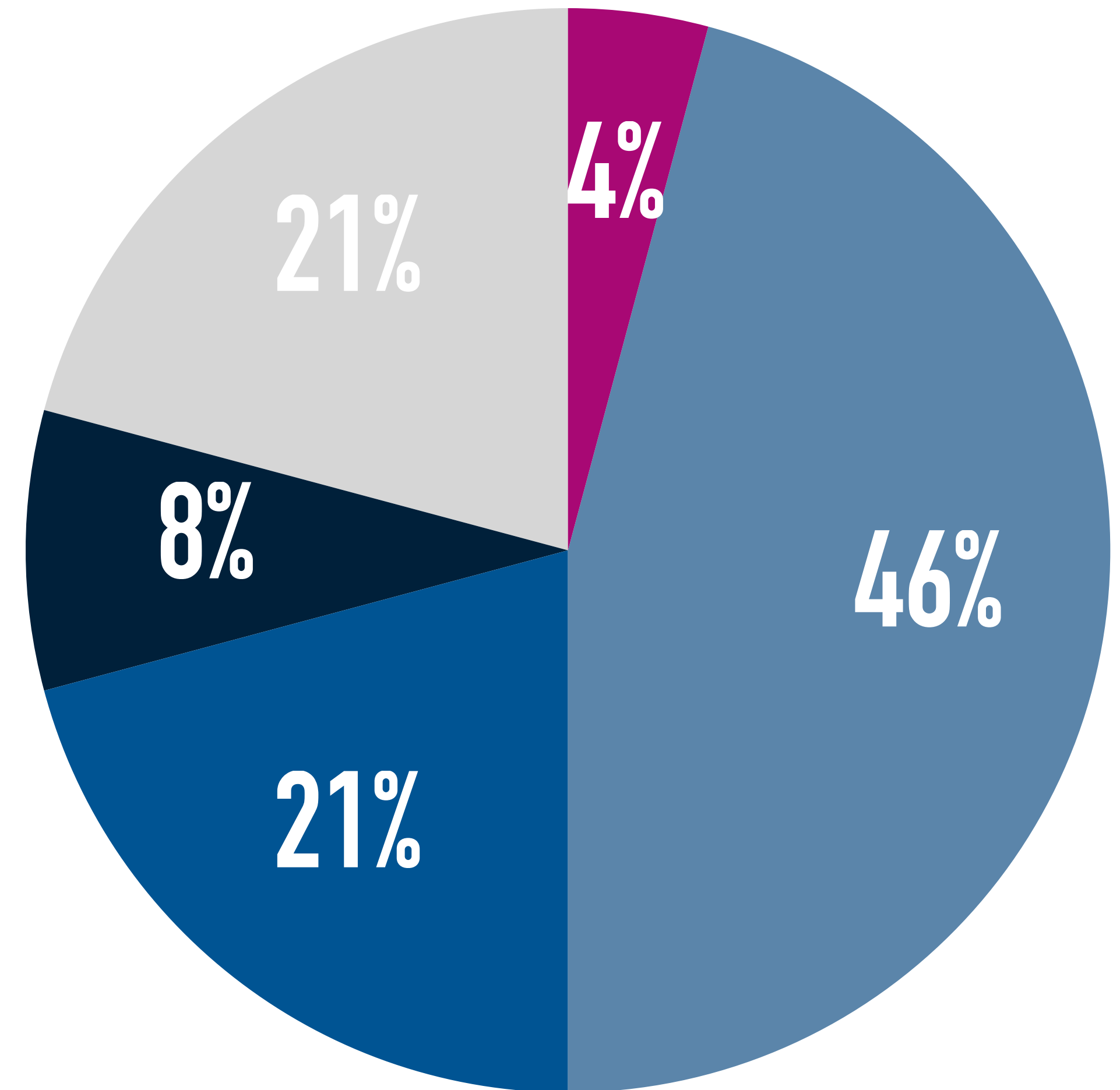
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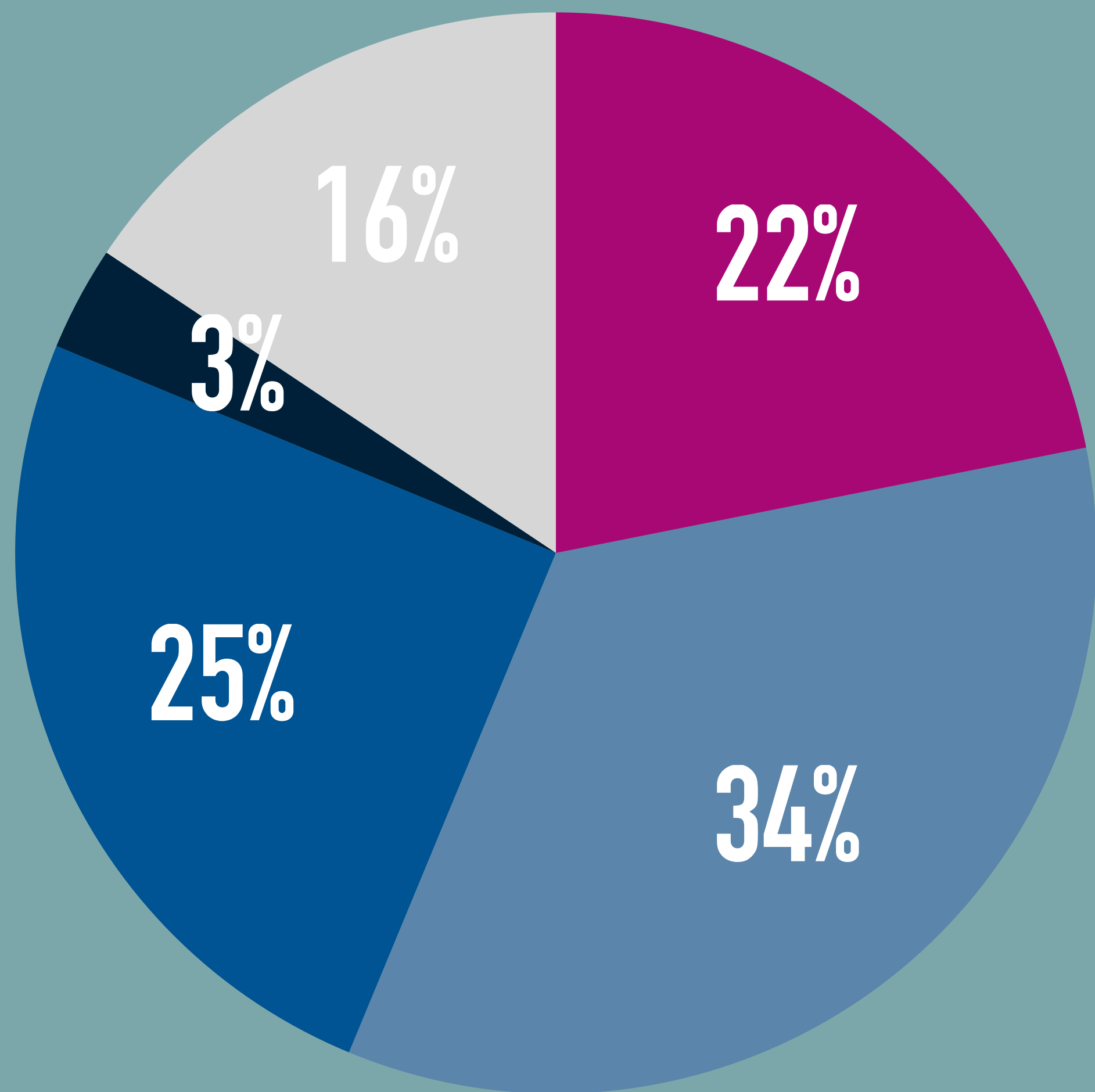
## BLOGGING ON THEIR WEBSITE

## 24 TRAINERS TRIED

# WRITING FOR OTHER PEOPLE'S WEBSITE OR THE LOCAL PAPER

- Not Successful
- Slightly Successful
- Successful
- Very Successful
- Unsure





- Not Successful
- Slightly Successful
- Successful
- Very Successful
- Unsure



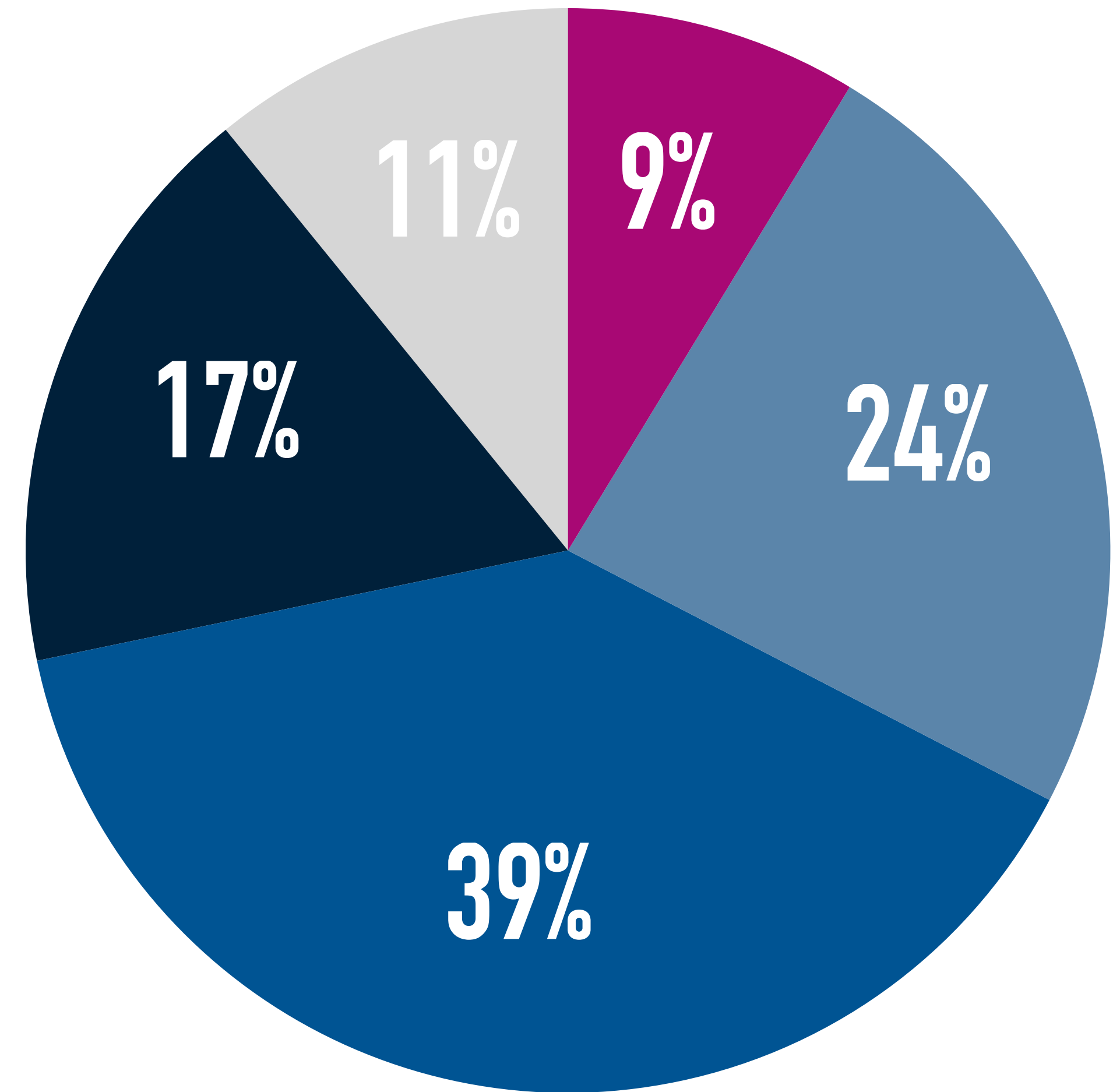
32 TRAINERS TRIED

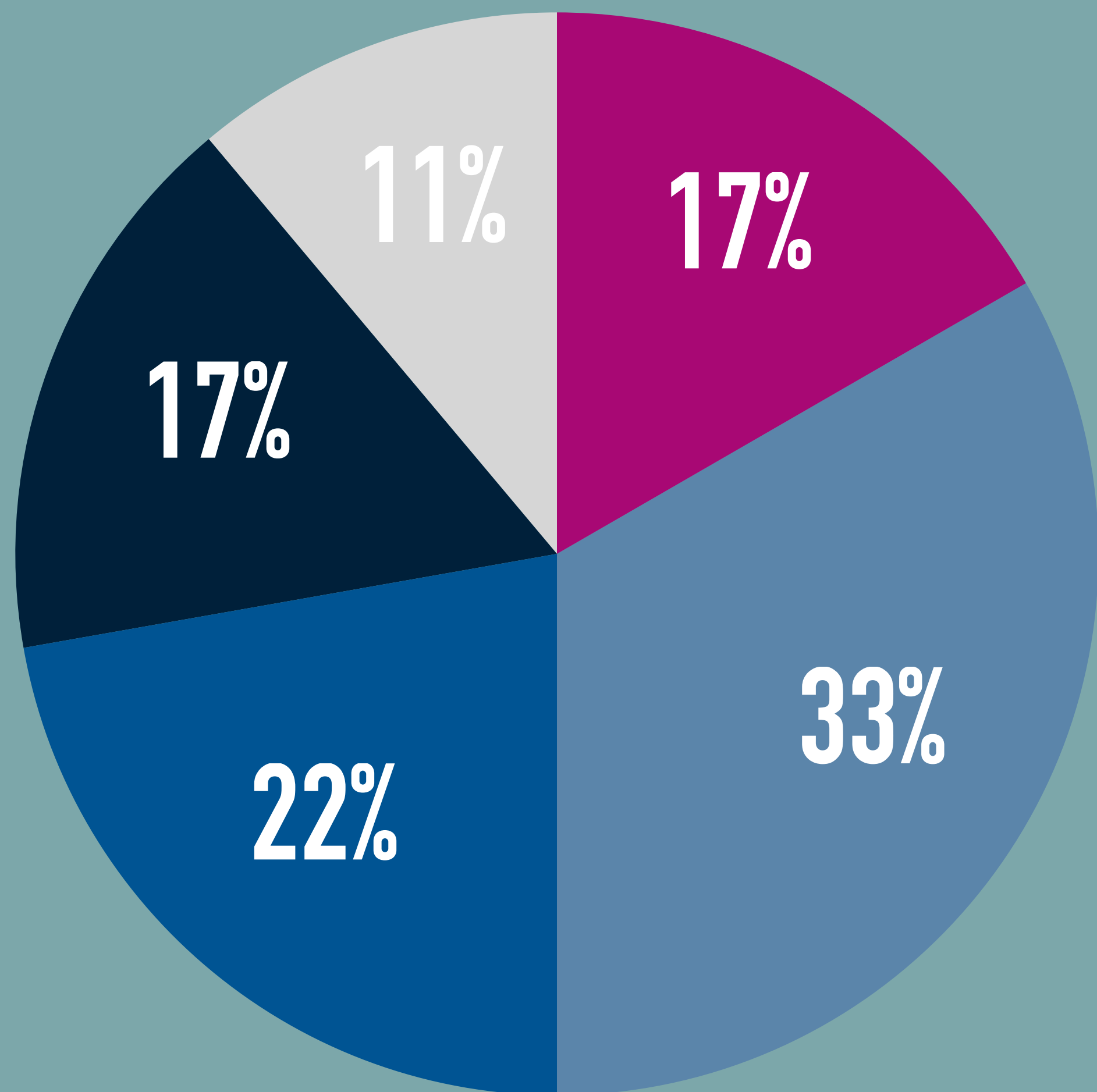
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## NEWSPAPER OR LOCAL MAGAZINE ADS

# 46 TRAINERS TRIED FACEBOOK ADS

- Not Successful
- Slightly Successful
- Successful
- Very Successful
- Unsure





- Not Successful
- Slightly Successful
- Successful
- Very Successful
- Unsure



18 TRAINERS TRIED

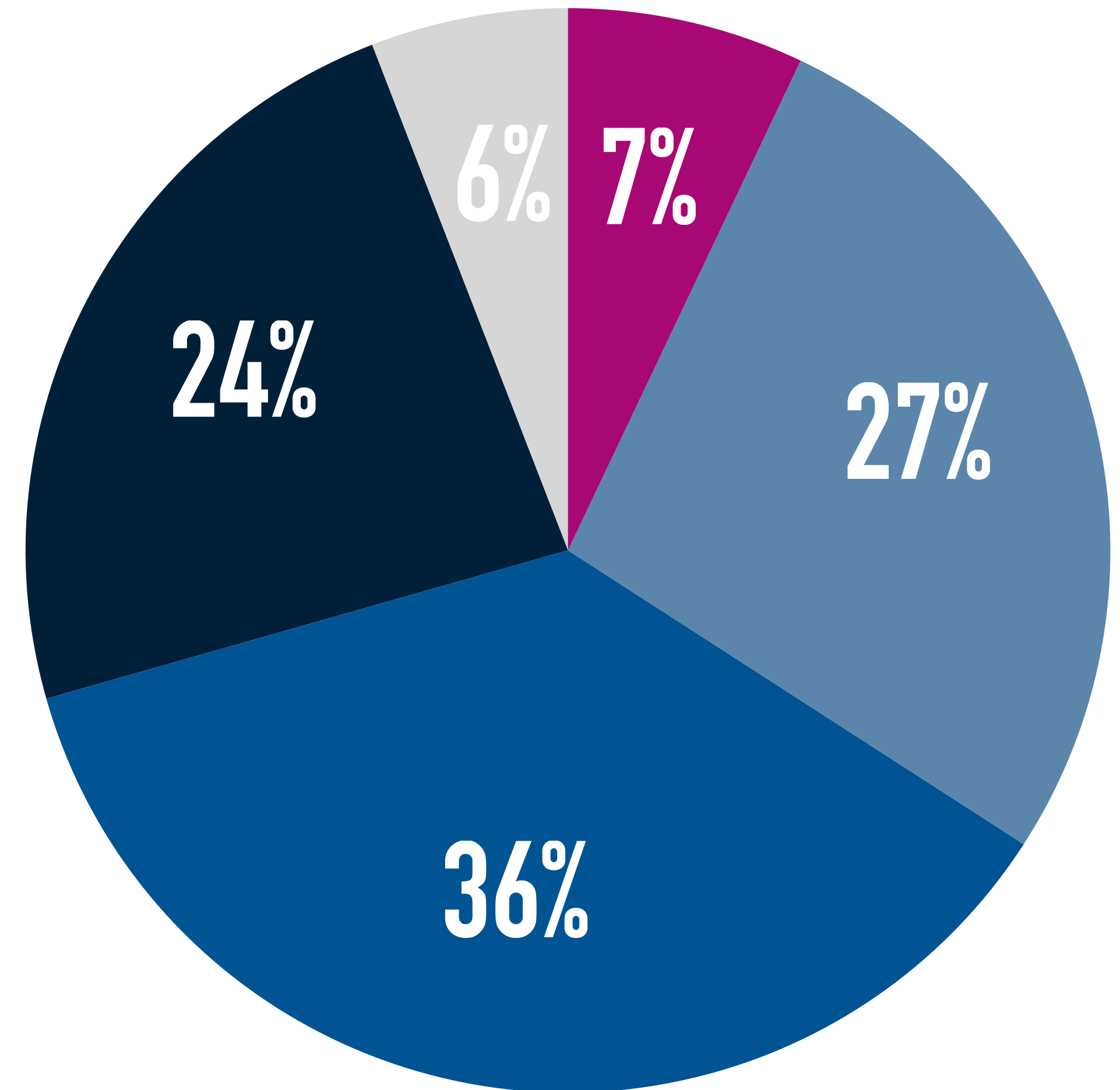
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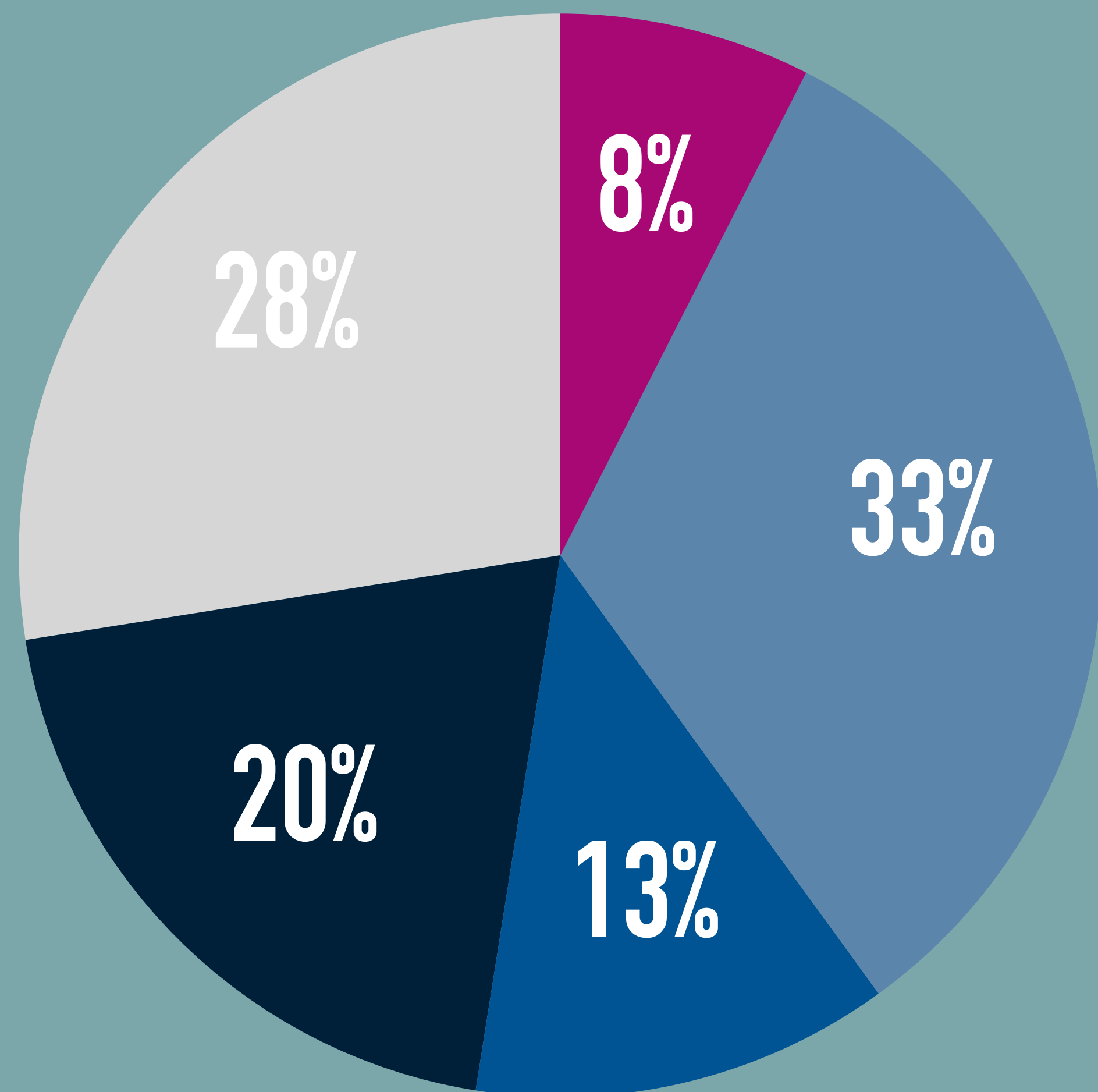
# GOOGLE ADWORDS



# 85 TRAINERS TRIED SOCIAL MEDIA

- Not Successful
- Slightly Successful
- Successful
- Very Successful
- Unsure





- Not Successful
- Slightly Successful
- Successful
- Very Successful
- Unsure



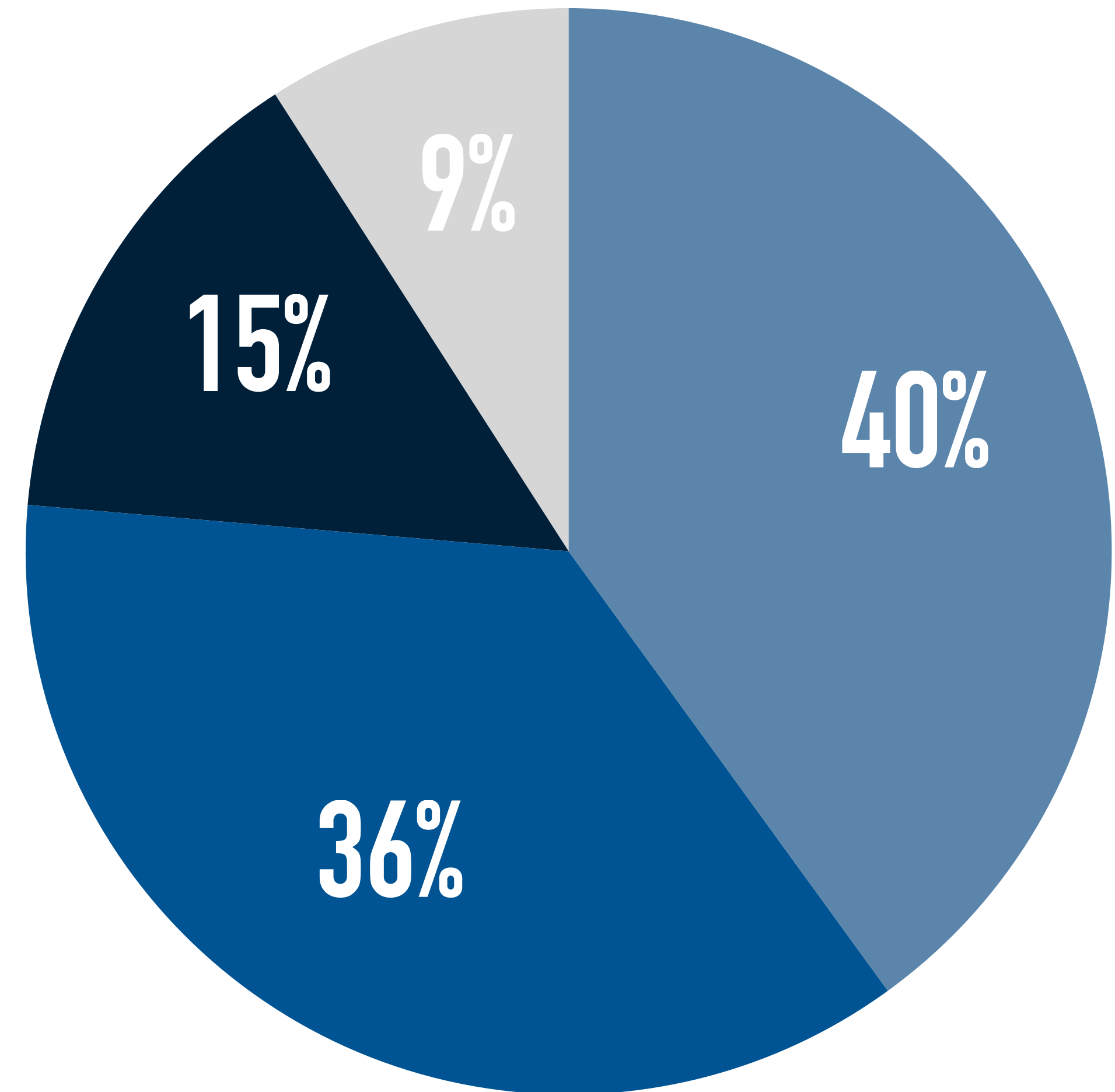
40 TRAINERS TRIED

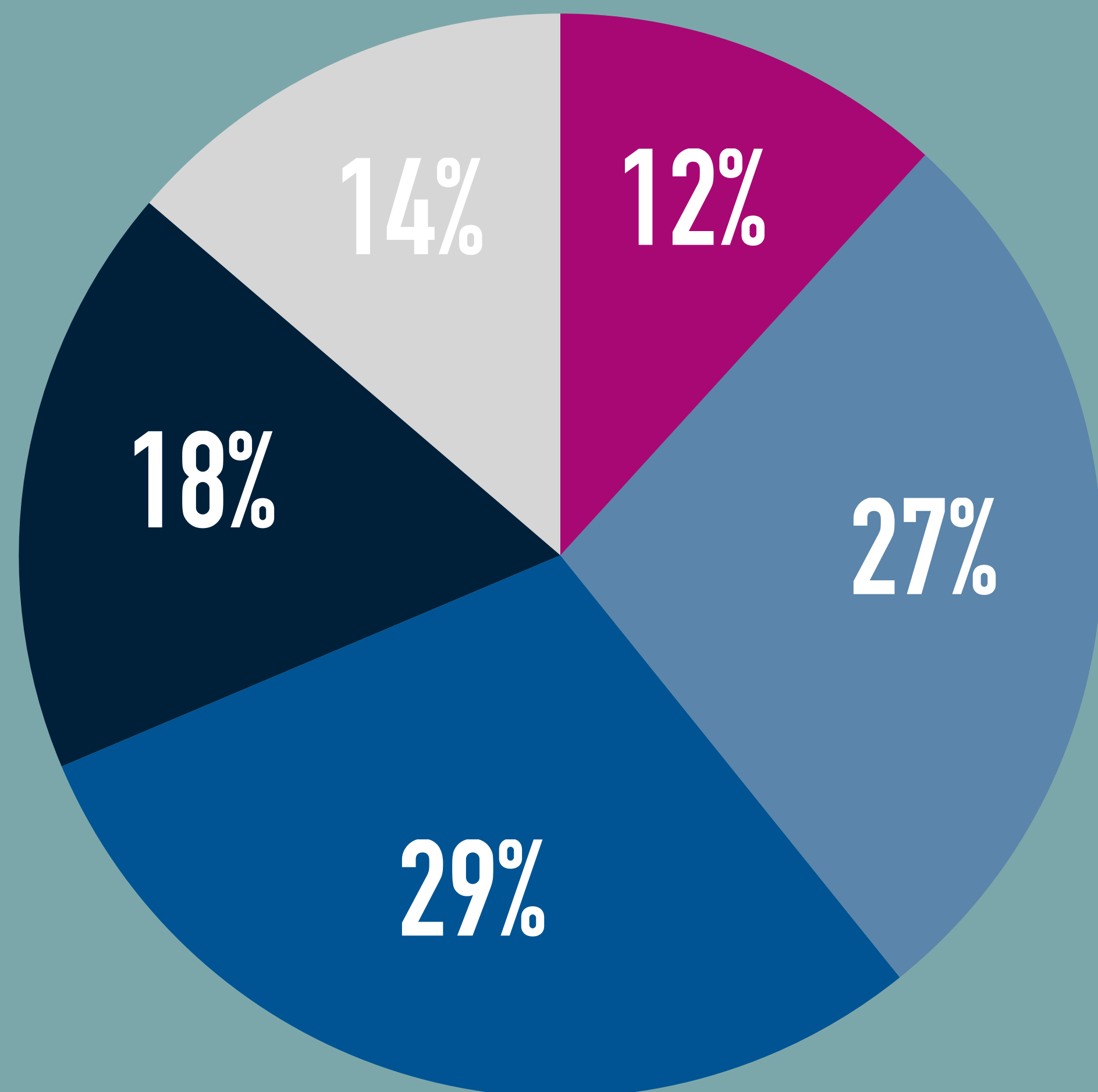
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A YOUTUBE CHANNEL

# 55 TRAINERS TRIED AN EMAIL NEWSLETTER

- Not Successful
- Slightly Successful
- Successful
- Very Successful
- Unsure





- Not Successful
- Slightly Successful
- Successful
- Very Successful
- Unsure



51 TRAINERS TRIED

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**TRAINING IN PUBLIC WHILE WEARING A LOGO**



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# QUESTIONS?

Email Melissa: [melissa@clickandrepeat.com](mailto:melissa@clickandrepeat.com)