

# 33 Simple Pet-Sitter Marketing Ideas to Try this Year



For professional pet sitters, building, growing and maintaining a good client base requires ongoing attention. Check out these ideas for marketing your pet-sitting business to local pet owners that you may want to try this year:

1. **Press releases:** Send press releases to your local media announcing new employees, new services offered and significant business anniversary dates. Also send seasonal press releases (winter weather tips for pets, for example) or releases announcing special events (Professional Pet Sitters Week™, etc.). PSI members, you can access [press release templates](#) in the Members' area of petsit.com.
2. **Post your business card on hospital bulletin boards.** Chances are convalescing patients are unable to walk their dogs or clean the litter boxes. Your services would be greatly appreciated by someone looking for help.
3. **Get social! Set up a free Facebook business page or Twitter account for your pet-sitting business.** Not sure where to start? PSI's latest social media survey found that the majority of pet sitters choose to promote their services on Facebook.
4. **Don't leave home without them—your business cards, that is.** Whether you are at a dog park, networking event, grocery store or simply strolling down the street with Rover, keep your business cards handy. Pets are great icebreakers and wonderful sources of conversation. And it may lead to future business!
5. **Also, always give out business cards to those you do business with.** This includes the hair dresser, dry cleaner and bank. Also, when eating out locally, make sure you leave a business card with your tip. (Remember the tip. If you are not tipping your server, you probably shouldn't leave a business card!)
6. **Donate to a local charity auction.** Consider making a donation (certificate for free pet-sitting services) to a local charity auction. It's a great way to help out a local organization, garner free advertising for your business and spread the word about your services to a new client base.

7. **Door hangers:** As you are walking clients' dogs or even in your own neighborhood, be looking for signs of a pet-owning household—outdoor dog runs, fencing, etc. Leave door hangers at homes that have invisible fence flags and signs. Be sure to inquire about any local ordinances. For example, in some areas putting fliers, signs, etc. on mailboxes is not permitted. The Pet Sitter Shop offers a wide selection of [promotional door knob hangers for pet sitters](#).
8. **Pet-supplies stores:** Don't forget about your local feed store or retail pet food outlet. People who have pets always buy pet food and pet supplies. Check with the owner to see if you can leave your brochures on the counter or post fliers on a bulletin board inside the store.
9. **Online listings:** Make sure your pet-sitting business is listed on [PSI's Pet Sitter Locator](#) as well as local online directories like Google My Business, Bing Local, etc. If you are searching for other online pet-sitter directories to include your listing, be sure to read this post on [what you need to know about online pet-sitter directories](#).
10. **Craigslist:** While Craigslist has received mixed reviews, some pet sitters have been very successful in gaining new clients from posting on their local Craigslist sites. As one PSI member said, "I've had some luck with Craigslist, and best of all it's free! You have to be a little careful with it, but just like some upstanding sitters advertise there, some upstanding clients shop there as well!" For Canadian pet sitters, Kijiji is a free online site for classified ads, similar to Craigslist.
11. **Google AdWords:** Many pet sitters are finding success advertising online through Google AdWords. You can set your monthly spending budget and your ad stops running after that. One PSI member reported that her business more than doubled once she starting using Google AdWords.
12. **Chamber of Commerce and other local business-owner meetings:** These local business meetings are often free or very low cost (or offer free introductory meetings before you are required to join). Pet sitters have shared that they've been asked to speak at local business meetings such as these and these local groups have helped grow their referrals and helped them meet other businesses in the area.
13. **Target new home owners:** One PSI member shared that she mails flyers to people/addresses listed in the local paper as buying new homes. She said she tailors it to the specific ZIP codes she covers.
14. **Animal shelter adoption packets:** Partner with a local shelter and offer to put your information or a pet-sitting coupon in their adoption packets. This is a great way to reach new pet owners.
15. **Veterinarians:** Talk to your local veterinarians to introduce your pet-sitting service. Once you build a relationship with the veterinarians, they can be excellent referral sources and may also allow you to leave fliers or business cards at their front desks.
16. **Cute photos:** Your clients likely love seeing cute photos of their pets. Consider posting these photos on your company's Facebook page (with the clients' permission). Your clients will share these photos and their online friends will learn about your business.
17. **Be chatty:** It may sound simple, but talk up pet sitting everywhere you go. Most people love talking about their pets, and you can find a way to work in that you own a professional pet-sitting service.
18. **Pens:** Pens are inexpensive and you can leave them everywhere from your table when you leave a restaurant to your vet's office, post office, gym, etc. ( any place where people sign in.) Folks often walk off with them so the business owners are usually happy to have them. This way they don't have to provide their own pens.
19. **Volunteer with a local non-profit or animal shelter:** As a business owner, your free time is likely limited. However, volunteering at a local pet-related non-profit or animal shelter is a wonderful opportunity to meet other pet owners, promote your pet-sitting services and give back to your local pet community.



- 20. Product promotion:** If there are companies in your area that sell pet products, consider offering to share free samples with your clients in exchange for promotion at their stores or on their websites.
- 21. Referral incentives:** Your current clients are your best promoters. Consider offering referral incentives to your clients who bring in new clients to your business.
- 22. Blog:** Adding a blog to your company website can help establish you as a local authority on pet care and can improve search engine rankings for your business website. When your site visitors share your blog posts, you will expand your audience of potential clients.
- 23. Claim your business:** Whether you know it or not, your pet-sitting business is likely already listed on online review sites such as Yelp, Google Business, etc. Claim your business listing so that you are able to update your company information and benefit from your listing on the sites.
- 24. Former clients:** To generate additional business, consider sending a postcard, letter or e-mail to past clients with a special pet-sitting offer to remind and encourage them to book your services again.
- 25. Network with other pet sitters:** Often one of the best ways to advertise your pet-sitting business is to network with other local pet sitters. These pet sitters can refer clients to you when they are booked or contacted by a client outside of their service areas. PSI members, you can search for [local pet-sitter networks](#) on the PSI website.
- 26. Groomers:** Networking with your local groomer/s can be beneficial as well. You can refer clients to one another, and if your company offers a pet-taxi service you could consider working together to offer groomer trips.
- 27. Participate in a school career day:** While school-aged children are not your target clientele, their parents are! Participating in a career day and providing the children with information to take home is a great way to become more involved in your local community and spread the word about your business. You can contact the guidance counselor at your local schools to learn about upcoming career days. (PSI members: Check out [PSI's Early Education Program](#) for materials you can customize for elementary school children.)
- 28. Law enforcement notification card:** Do you provide clients with a notification card to give to their local law enforcement when they are out of town and using your service? These notification cards alert local law enforcement that you have permission to be in the client's home, but are also an easy way to spread the word about your pet-sitting business. (PSI members, [download your free notification cards](#) in the Members' area of [petsit.com](#).)
- 29. Neighbor notification card:** Similarly, you can give your clients notification cards to give to their neighbors. These cards alert neighbors that a different person and vehicle may be seen at the home during the client's absence—and again, promotes your business to ideal clientele...potential clients in a neighborhood you already service! (These cards can be downloaded by PSI members in the Members' area of [petsit.com](#) also).
- 30. Pamphlets and brochures:** While there's now a huge focus on online promotions, don't underestimate the value of printed materials. Brochures and pamphlets, especially those that offer helpful pet tips, are great to hand out to pet owners you meet and at local events. Be sure to include your business card or contact information on the brochures. Be sure to check out the [wide selection of brochures](#) at The Pet Sitter Shop.
- 31. Dog trainers:** Local dog trainers can also be a great source for client referrals. Partner with a local dog trainer (that you feel offers quality service) to co-promote to each other's clients.



**32. T-shirts:** T-shirts with your company name and contact information on them can be a great form of advertisement. Wear them when you are dog walking and share them with staff sitters and clients.

**33. Plan an event:** If you have the time, hosting a local event, such as a pet fair or a pet-food donation drive, is a great way to give back to your community while promoting your pet-sitting services. Consider partnering with other local businesses to host a local [Hungry Bowl™ Pet Food Drive](#) or host an educational event, such as a pet first aid training or a pet-care session. Organizing a community event allows you to partner with other businesses and establish yourself as a local pet-care expert—two great ways to promote your pet-sitting business!

For more easy-to-implement ideas for promoting your pet-sitting services, download PSI's free Ebook, [Top Pet-Sitter Advertising Ideas](#).

Do you have other marketing ideas that have worked well for your pet-sitting business? We'd love to hear from you! If you'd like to share your marketing idea, please [contact us](#).



You can also follow us and join the conversation online:



**The PSI Blog**

PSI members only:

**Professional  
Pet Sitters Chat**

Hosted by Pet Sitters International (PSI)  
for PSI member pet sitters

