

2019  
June (Complimentary Sample)

Monthly

Grooming  
Business  
MARKETING PLANNER

Format

A "DONE FOR YOU" Marketing Plan For The Whole Year!

 Printable Promotional Pieces!  Goal Planning Sheets  
 Monthly Marketing Plans  Income & Expense Reports

by the creator of [PetGroomingMarketingKit.com](http://PetGroomingMarketingKit.com)

# Instructions For 2019 Marketing Planner

This free sample is an excerpt from the 2019 Groomer's Appointment Book & Marketing Planner compliments of [PetGroomingMarketingKit.com](http://PetGroomingMarketingKit.com) & [TheGroomersSecret.com](http://TheGroomersSecret.com)

## How To Get The Most Out Of This Marketing Planner

The secret strategies behind the most profitable and successful businesses can basically be broken down into three key goals to work towards every month. All three keys are crucial in order for a business to thrive. This planner has all three key goals built right into every monthly promotion and planning worksheet so that you will be able to effortlessly implement all three keys to success.

### 3 Key Success Goals:

1. **CUSTOMER RETENTION**- Maintain and keep current clients as happy customers.
2. **ACQUIRE NEW CUSTOMERS**- Acquire more grooming clients to replace any lost ones and to grow the business.
3. **INCREASE PROFIT MARGIN**- Increase the profit amount on each and every sale transaction by offering add-on items & services.

Each month focuses on running a single promotion from each of the three key goal categories. This marketing plan is designed to be broken down into a monthly schedule that will slowly introduce and implement these key business strategies, so that **by the end of the year, you will have a complete profit system in place and running.**

This marketing planner makes it quick and easy for you grow your business every month since it focuses on all three of the key goals. Most of the promotions that are included with this planner are super easy to put into place by either simply displaying a printable sign or running off a couple of copies. We have tried to eliminate all of the time consuming marketing work for you. Ideally, you will run one promotion from each of the three above categories each month so that you are continually growing your business by focusing on all three of those key elements to success.

To get the most out of this planner, we encourage you to measure the success of your promotions at the end of each month and then adjust your strategy accordingly for the next month. To make it easy, there is a monthly goal planner included for each month. It will help you to evaluate how well your promotions did and to help you identify how you can improve upon next month's promotions. You may want to make note of things such as "did we point out this month's promotion to each and every client"? Did we advertise the promotion on our Facebook page and website? What can we adjust in order to see better results next month?

Since it is difficult to measure the success of something if you don't first set an end goal when you start, you will also notice that the monthly goal planning sheets include a section to record your results at the end of each month so that you can compare your actual results to the initial goals that you set. This makes it easier to evaluate your marketing results and see if you may need to adjust things.

The goal planners, monthly marketing plans and printable promo pieces should provide you with everything that you will need to grow your grooming business and your profits for the next 365 days. We wish you great success with your grooming business this year. May it be your best year ever!

2019  
June

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## This Month's Marketing Strategies

Each month focuses on running a single promotion from each of the three key goal categories. The three keys to a profitable business are **1.** Retain current customers, **2.** Acquire new customers to replace lost ones and to grow the business, and **3.** Increase the profit margin on each and every transaction. This marketing plan is designed to be broken down into a monthly schedule that will slowly introduce and implement these key business strategies, so that by the end of the year, you will have a complete profit system in place and running.

### This Month's Suggested Marketing Strategy For Customer Retention

**Retain Customers & Cut Down On No-Shows By Utilizing Appointment Cards & Making Reminder Phone Calls-**Handing out appointment cards to every customer when they re-book will help to cut down on no-shows. This can easily be written right on the back of your current business card (There is also an appointment card template included with our advanced kit). You might also want to set up a routine time every day to call and remind tomorrow's customers of their appointment. You could also utilize email and text messaging to send appointment reminders. The Pet Release Form that is included with all editions of our kit, has a section on it that asks clients to specify how they prefer to be reached for appointment reminders. The option of phone, text or email is listed on that form. You can easily use your current email account and a company cell phone to send text or email reminders for little to no cost.

**-or-** Reference the Ideas list that comes with all paid editions of our kit, for other strategic options.

### This Month's Suggested Marketing Strategy For Customer Growth

**Utilize Pinterest As A Free Way To Bring In More Customers-** You will need a free Pinterest business profile first. If you don't already have one, it just takes a few minutes to set one up-it's free. It's super easy to do and the most important part is that it will give your grooming salon free online exposure when people in your area are doing an online search for a local pet groomer. Pinterest pins often come up first in online search results, so you can leverage this for your business.

You can quickly and easily create a pin board titled after your business. Then pin photos of your salon and grooming onto that board and type in a description of each pin that includes your business name, a description and your address. Our advanced kit gives more details on how to use Pinterest to market your business for free. It also includes some image templates that you can upload to your Pinterest boards to give you a quick start towards success.

**-or-** Reference the Ideas list that comes with all paid editions of our kit, for other strategic options.

### This Month's Suggested Marketing Strategy For Increasing Profit Margin

**Promote Nail Filing As An Inexpensive Add-On Service** - Your salon may already be filing or dremeling nails as part of your grooming service but some do charge extra for it and make it an add-on service. This could be an easy low cost seller for you too. This planner includes printable coupons that you can handout to inform customers of this service and to get them to try it. If you have purchased our advanced kit, it also includes a printable counter sized sign that promotes nail filing. As well as social media image templates that promote it as well. You could also include them in an email campaign this month.

**-or-** Reference the other profit Ideas that come with all paid editions of our Groomers Profit Kit.

# 2019 June

## Monthly Business Success Planner And Review

### 3 Key Success Goals:

#### 1. Customer Retention

(List the number of existing customers served this month) Goal: \_\_\_\_\_  
Actual End Result Was: \_\_\_\_\_

#### 2. Customer Growth

(List the number of new customers served this month) Goal: \_\_\_\_\_  
Actual End Result Was: \_\_\_\_\_

#### 3. Increase Profit Margin

(List the dollar amount of add-on products & services for the month) Goal: \_\_\_\_\_  
Actual End Result Was: \_\_\_\_\_

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

### This Month's Marketing Strategy For Customer Retention

Campaign Description: \_\_\_\_\_

Budget: \_\_\_\_\_ Actual Cost Came To: \_\_\_\_\_ Actual Return On Investment Totaled: \_\_\_\_\_

**Campaign Review:** Was this campaign a success? How can it be improved? Were there any problems? Should we run it again and if so when? \_\_\_\_\_

### This Month's Marketing Strategy For Customer Growth

Campaign Description: \_\_\_\_\_

Budget: \_\_\_\_\_ Actual Cost Came To: \_\_\_\_\_ Actual Return On Investment Totaled: \_\_\_\_\_

**Campaign Review:** Was this campaign a success? How can it be improved? Were there any problems? Should we run it again and if so when? \_\_\_\_\_

### This Month's Marketing Strategy For Increasing Profit Margin

Campaign Description: \_\_\_\_\_

Budget: \_\_\_\_\_ Actual Cost Came To: \_\_\_\_\_ Actual Return On Investment Totaled: \_\_\_\_\_

**Campaign Review:** Was this campaign a success? How can it be improved? Were there any problems? Should we run it again and if so when? \_\_\_\_\_

# June 2019 Monthly Social Media Planner

June 2019 Monthly Social Media Planner			Facebook	Instagram	Pinterest	Youtube	Other	Scheduled	Completed
Date	Day	Description	✓	✓	✓	✓	✓	✓	✓
1	Saturday								
2	Sunday								
3	Monday								
4	Tuesday								
5	Wednesday								
6	Thursday								
7	Friday								
8	Saturday								
9	Sunday								
10	Monday								
11	Tuesday								
12	Wednesday								
13	Thursday								
14	Friday								
15	Saturday								
16	Sunday								
17	Monday								
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19	Wednesday								
20	Thursday								
21	Friday								
22	Saturday								
23	Sunday								
24	Monday								
25	Tuesday								
26	Wednesday								
27	Thursday								
28	Friday								
29	Saturday								
30	Sunday								

# 2019 June

## Monthly Income And Expense Overview

	This Month's Sales Goals	Actual Sales This Month	Next Month's Sales Goals
Grooming			
Add-on Services			
Add-on Products			
Total Sales			
COGS (subtract)			
Total Profit			
Sales Tax			

Expenses This Month	
Advertising & Marketing	
Automobile	
Banking	
Books & Education	
Dues, fees, licenses & permits	
Insurance	
Office Supplies	
Postage & Shipping	
Professional Services	
Tools & Equipment (depreciated)	
Rent	
Utilities	

Expenses Continued	



**NAIL**

**FILING**

TRY OUR NAIL FILING SERVICE

Limit one coupon per pet

Expires 12/31/2019

**Save \$1.00**

**When You Try Our Nail Filing Service**

This exclusive savings voucher is courtesy of:

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Limit one coupon per pet. Valid for first time service only. Not valid with any other discounts.



**NAIL**

**FILING**

TRY OUR NAIL FILING SERVICE

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Expires 12/31/2019

**Save \$1.00**

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Limit one coupon per pet. Valid for first time service only. Not valid with any other discounts.

***We hope that you have found this month's free Marketing Plan & Printable Promos fun and helpful. You can get the entire 2019 planner & printable promos for only \$12.95 on our website at:***  
**[TheGroomersSecret.com](http://TheGroomersSecret.com)**

**Editable template versions of this month's printables, plus over 850 more pet grooming business templates are available in our 2019 Advanced Groomer's Profit Kit available at**  
**[TheGroomersSecret.com](http://TheGroomersSecret.com)**

These printable promo files and the marketing planner files that come with this are intended for use by pet grooming salon business owners only. Please feel free to print them out or save them to a CD or flash drive as a backup copy or to take into your local copy shop to be printed for your own use. "Your own use" refers to: the use of these files permits one file owner to print the materials for their own use at one pet grooming salon business of which they personally own, manage or work for. You may print copies for your own salon or up to three groomers who work within the same grooming establishment directly associated with the original person who downloaded this file. Any other use is strictly prohibited. Companies or persons whom market to pet grooming salons are strictly prohibited from using these materials in any way and any use whatsoever will be immediately referred to our legal counsel and the proper authorities.

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