

2017  
August (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 2017 Marketing Planner

*This free sample is an excerpt from the 2017 Groomer's Appointment Book & Marketing Planner compliments of [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. Forgetting simply one key can quickly lead to permanently closing up shop due to loss of customers or profitability. 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!

# 2017 August

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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

**Go Through Old Client Records And Mail A Postcard To All Customers Who Have Not Been in Within The Last Five Months** (but not longer than one year, or if the pets were elderly) This is ideally done twice a year, every six months. This planner listed this strategy first in February and again here, six months later in August so that it avoids the holiday seasons. There is a printable postcard that comes with all paid editions of this planner. It can be printed on white cardstock paper that is available at any Walmart store. Simply print four cards per sheet of paper and then cut into fours. Address the postcards and put a return address label (with a phone number) on the postcards. Or if you have purchased our expanded kit with the templates, then you can customize the postcards with your custom info. This project may be easier to complete if you work on addressing just a few each day when you have downtime.

-or- Reference the Ideas list that came with this marketing plan for other strategic options *(included with paid editions)*.

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

**6 Month Follow Up - Print Out The Half Page Coupon Flyers And Take To Your Local Pet Shelter And Other Local Pet Businesses.** This promotion ran in February and should be followed up on six months later to replenish stock or to add more businesses to the program. There is a printable coupon flyer that comes with all paid editions of this planner. You can simply write or stamp on your business info onto and then make copies. Or, if you purchased our expanded kit then there are over a dozen coupon flyer template designs that you can customize. These flyers are great to take down to your local pet shelter and ask for them to include with their adoption packets. These also work great to exchange with other pet businesses if they have coupons that you can display in your grooming salon in exchange for them displaying yours.

-or- Reference the Ideas list that came with this marketing plan for other strategic options *(included with paid editions)*.

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

**Promote Feather Extensions Or A Back To School Special** - Feather extensions are one of those add-on services that caters to a small group but can be highly profitable. You can purchase a kit of feather extensions and all the tools to apply them for under \$10 on Amazon.com (here is the url to it: <http://amzn.to/2dd6Twj>). Since that comes out to cost just pennies for the feather extensions, you can make a very large profit on this item that only takes minutes to put in the fur on the top of the ears. Depending on what you want to charge and where you are located, this will add on an additional \$10+ profit per grooming. Like other add-on services, feather extensions will practically sell themselves when you utilize some silent sales tools that come with this planner. Included are a printable sign and coupons to hand out. But the best part of offering this fun add-on service is that it makes for a great opportunity to take some cute pictures to post on your social media pages. Fun and colorful photos of pets with colorful feather extensions are the ideal visuals to get shared online and give you some phenomenal free advertising every time the photos get shared. Facebook and Pinterest are the perfect places to post images like these. Get more details about feather extensions on our website at:

<http://www.thegroomerssecret.com/groomer-feather-extensions>

# 2017 August

## 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	31		

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

Campaign Description: \_\_\_\_\_  
Budget: \_\_\_\_\_ Actual Cost Came To: \_\_\_\_\_ Actual Return On Investment Totalled: \_\_\_\_\_

**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 Totalled: \_\_\_\_\_

**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 Totalled: \_\_\_\_\_

**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? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# 2017 August

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## 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	

Cut marks provided to produce two 5x7 inch pieces that can fit into a photo frame or a plexiglass 5x7 table topper



# FEATHER EXTENSIONS FOR DOGS

Want The  
Look? We Can  
Add Them  
Today!

*Exclusively For Pets  
With Personality*

Hair & Feather Design Photo Provided by- Laurie  
Rollins-Cocoa Puffs Poodle Grooming- Acushnet, MA



# FEATHER EXTENSIONS For Dogs

Want  
The Look?  
We Can  
Add Them  
Today!

*Exclusively For Pets  
With Personality*

Hair & Feather Design Photo Provided by-  
Carol Fellbaum- A Dog's Life Pet Salon &  
Boutique- Spring, TX



## FEATHER EXTENSIONS

*Exclusively For Pets  
With Personality*

Limit one coupon per pet

Expires 12/31/2017

# Save \$1.00

**When You Try A Set of Feather Extensions**

**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.  
Photo-Laurie Rollins-Cocoa Puffs Poodle Grooming- Acushnet, MA



## FEATHER EXTENSIONS

*Exclusively For Pets  
With Personality*

Limit one coupon per pet

Expires 12/31/2017

# Save \$2.00

**When You Try A Set of Feather Extensions**

**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.  
Photo-Laurie Rollins-Cocoa Puffs Poodle Grooming- Acushnet, MA



## FEATHER EXTENSIONS

*Exclusively For Pets  
With Personality*

Limit one coupon per pet

Expires 12/31/2017

# Save \$3.00

**When You Try A Set of Feather Extensions**

**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.  
Photo-Laurie Rollins-Cocoa Puffs Poodle Grooming- Acushnet, MA

We hope that you have found the free August Marketing Plan & promo printable fun and helpful. You can get the entire 2017 planner & printable promos for only \$12.95 on our website at:

**[TheGroomersSecret.com](http://TheGroomersSecret.com)**