

CASE STUDY



About

Petculture is a celebration of the joy that animals bring into our lives every day. What makes us stand out from our competition is simply that 'we speak pet' and so does our staff. At Petculture we don't hire 'people' we hire 'pet care specialists' with a resume including: compassion, care and concern for the human-pet bond. With everything you need for your pet under one roof we look forward to meeting you and your pet soon. We love visitors. And we speak pet.

Challenge

Petculture knew that social media was an advertising outlet they could surely capitalize on. They already had an existing presence on both Facebook and Twitter but were struggling with creating and deploying a strategy that would not only leverage their current fans, but gain new fans, and in turn increase their reach across the web. Their main objective was to learn how to use Facebook and Twitter to its full potential to benefit the business and increase their customer base on both Social Networks.

Solution

After meeting with one of Metroland Digital's Marketing Consultants, Petculture had a chance to explain and identify their overall goal. The solution Metroland provided was a full Social Media re-design. This included: training on how to market, engage, and expand Petculture's social network via Facebook and Twitter. After making some minor changes to their current Facebook page our Social Media experts spent two hours with a Petculture representative, via web conference, explaining background information, tips on engaging and responding to your fan base, tracking and reading statistics, increasing page views, likes, and followers. These are all strategies, which if done correctly, would greatly impact the overall Google Rank (Search Engine Optimization) of the business.

Result

Petculture's Social Media representative increased his knowledge of how to use, improve and maximize the tools he already had, Facebook and Twitter, to promote the business. Moreover he learned the importance of keeping the Facebook page clean and various ways to engage fans.

"After my experience with Metroland I feel much more confident in my knowledge of how my social networking tools work and the strategies that I need to use in order to keep them up to date and interesting. My needs were addressed in a professional and patient manner and I felt that I could take my time and really get to know the process, as well as ask any questions, without pressure or judgment. I recommend this service to anyone who's looking to enhance and expand their Social Media knowledge."

Robert Pivar, Petculture Social Media representative

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The screenshot displays the Facebook profile for Petculture Guelph. The cover photo features a close-up of a dog's face with the text "Tell your friends, bring your owner." The profile picture is the Petculture logo. The page shows 115 likes and 3 talking about this. A recent post from Petculture Guelph asks "Can you guess which animal this eye belongs to?" with a photo of a hand holding a green frog's eye. The post has 3 comments from Natalie Macfarlane and Petculture Guelph. The right sidebar shows recommendations for other local businesses like Fish and Bird Emporium and Instant Ocean.