American Kennel Club®

Barketing BASICS

AT AKC NATIONAL CHAMPIONSHIP

Orlando, FL │ December 11-14, 2019

AKC Barketing Basics

1 Intro to Your Marketing Toolkit
Overview of all the digital marketing channels AKC clubs and breeders can use to help grow their events and membership

2 Social Media 101
How AKC clubs and breeders can use social media effectively, including Facebook pages, groups and events and paid social ads

3 Website Best Practices
Overview of what AKC clubs and breeders should consider when creating/redesigning a website, including content, design, and metrics

4 Email Marketing 101
How AKC clubs and breeders can use email to reach members, puppy owners, exhibitors, and public, plus design, content, and metrics

5 Make the Most of AKC Marketplace
Tips on how to create an optimized breeder profile, plus learn how AKC Marketplace helps breeders build waiting lists and vet puppy buyers

6 AKC Breeder Resources
How the AKC supports breeders: AKC Canine College breeder education, Breeder Education Facebook group, and new Breeder Toolkit, etc.

1 Intro to Your Marketing Toolkit

Overview of all the digital marketing channels AKC clubs and breeders can use to help grow their events, membership and public awareness

- ❑ **What is Digital Marketing?**

- ❑ **Website and Content Marketing**
    - ❑ Website Design & Google Analytics
    - ❑ Search Engine Optimization (SEO)

- ❑ **Email Marketing**
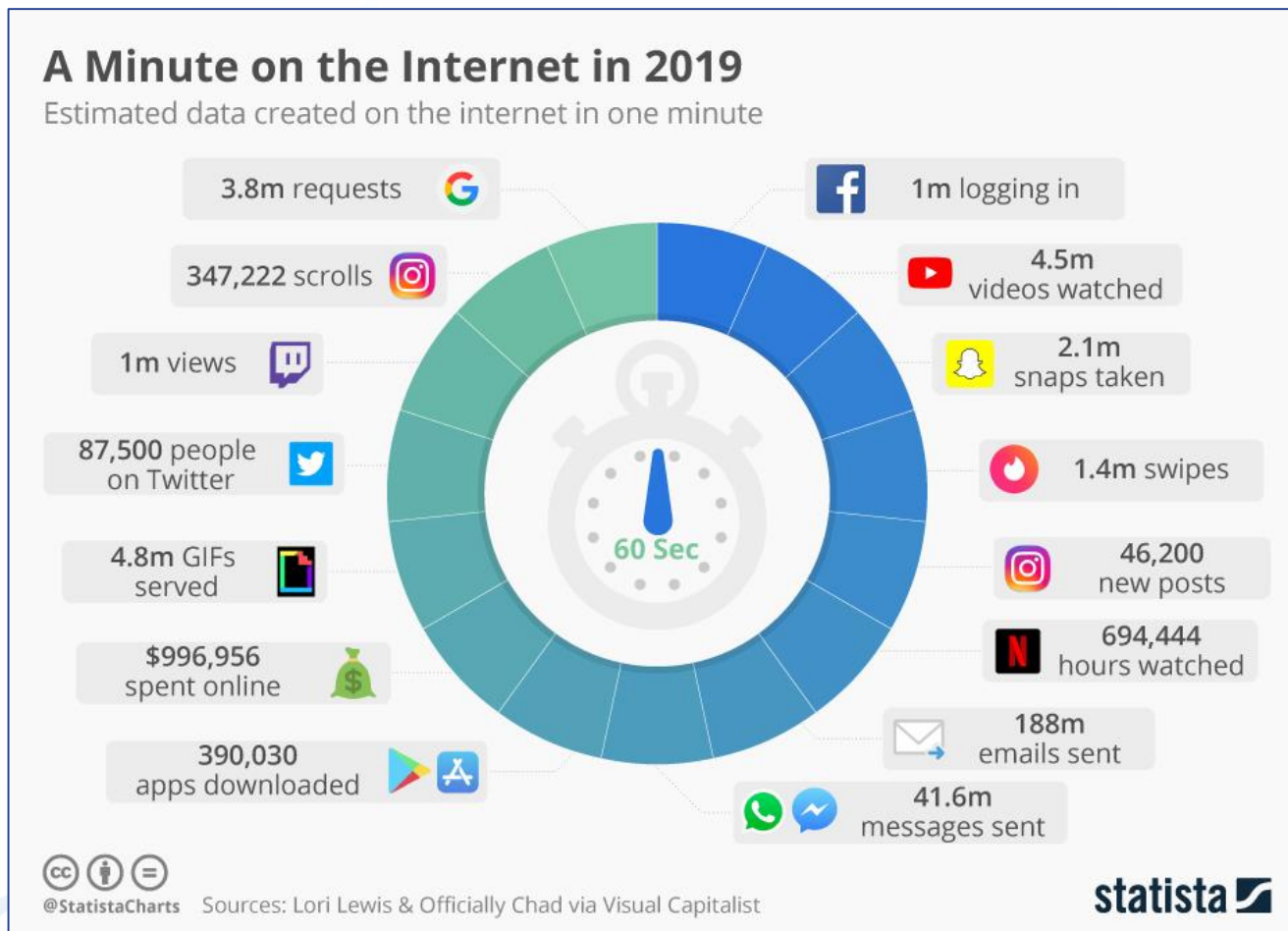
- ❑ **Social Media**

- ❑ **Offline/Other Channels**

- ❑ **Market Research & Feedback**

What is Digital Marketing?

Digital Marketing is any form of marketing that uses an electronic device or the Internet. Digital channels include search engines, social media, email, and websites to connect with the "audience(s)" you want to reach.

A Minute on the Internet in 2019
Estimated data created on the internet in one minute

- 3.8m requests (G)
- 347,222 scrolls (Instagram)
- 1m views (Twitch)
- 87,500 people on Twitter
- 4.8m GIFs served
- $996,956 spent online
- 390,030 apps downloaded
- 1m logging in (Facebook)
- 4.5m videos watched (YouTube)
- 2.1m snaps taken (Snapchat)
- 1.4m swipes
- 46,200 new posts (Instagram)
- 694,444 hours watched (Netflix)
- 188m emails sent
- 41.6m messages sent

60 Sec

@StatistaCharts   Sources: Lori Lewis & Officially Chad via Visual Capitalist

statista

What Are the Benefits of Digital Marketing?

❑ **Reach the Right Audiences and Build Awareness**
  ❑ Drive traffic to your club, event or breeder website
  ❑ Increase exhibitor and dog owner awareness of your club or event
  ❑ Connect with your target audiences where they are – irrespective of time or location

❑ **Opportunity to Showcase Your Club's Expertise Through Content**
  ❑ Ability to personalize website and email content for your target audiences (e.g. exhibitors, the public, prospective puppy buyers)

❑ **Barrier to Entry is Low – Anyone Can Get Started/Implement**
  ❑ Digital marketing can be more cost-effective than traditional marketing – you set the budget (spend as little or much as you decide)

❑ **Digital Campaign Results Can Be Monitored in Real-Time**
  ❑ Ability to "test and learn" and analyze to determine what is working (i.e. driving website traffic, engagement, entries, membership) and make adjustments quickly
  ❑ Opportunity to reach out to people and gauge satisfaction and obtain feedback

Website and Content Marketing

Your website is often the first interaction someone has with your club or event—make a good impression!

❑ **Website –main place to drive traffic from digital marketing efforts**

  ❑ Showcase your club's breed and/or sports expertise, history, upcoming events, and community outreach

  ❑ Add a way to capture contact/email information to aid your other marketing efforts

❑ **Make Your Website Useful and Engaging**

  ❑ Content should always be kept up-to-date; add/update event info as soon as available

  ❑ Include contact info, membership criteria, training tips, breed info, and upcoming events and classes

  ❑ Add photos and videos – AKC intro sport videos can be easily embedded on your website: **https://akc.tv/watch/4/2026/series/intro-to-akc**

❑ **Educate Your Website Visitors**

  ❑ Create an FAQ section for common exhibitor and spectator queries

Website Design & Google Analytics

- **Website Design**
    - Screen size: Your website will been viewed on different devices (e.g. desktop, smartphone, tablet) – implement a responsive or mobile-friendly design
    - Navigation: Can visitors easily find what they are looking for on your website?
        - Include navigation headers across the top that is clear and concise
        - Add a website footer with additional links (e.g. social media links, email capture box)
        - Implement a search bar
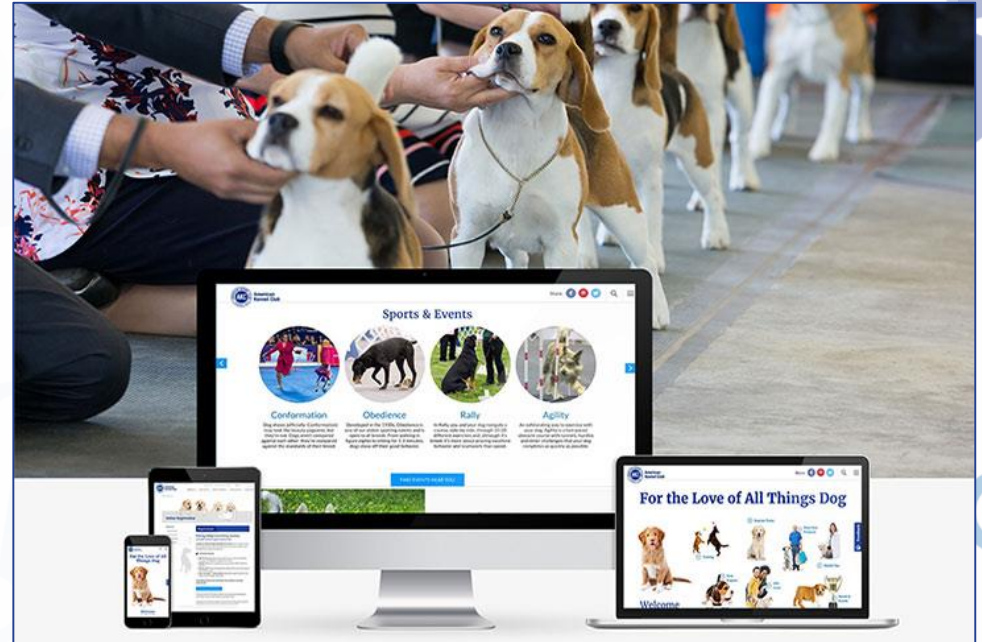
- **Google Analytics**
    - Google Analytics is a free tool that enables you to track website visitors – see which pages on your website they are visiting and how long they are staying there
    - Learn more here about installing it on your website: **https://analytics.google.com/analytics/academy/course/6**

DESIGN + DIGITAL MARKETING

LAYOUT Can customers quickly find what they are looking for on your website?

SCREEN SIZE Does the design adjust to mobile screen sizes?

SPEED How long goes it take your website to load?

Source: Noble Desktop

Content Marketing – Search Engine Optimization

80% of people use search engines to find local information (Think with Google)

. . . and 75% of people never scroll past the first page of search results.

- ❑ **Content marketing is one of the best ways to increase awareness of your club/event, but searchers need to be able to find your content**
  - ❑ **Search Engine Optimization (SEO)** is the practice of optimizing website content so that search engines like Google can understand what your website and content is about so that it can rank them in the search results for specific keywords.
  - ❑ **Ranking in search engine search results (SERP)** enables you to reach new people who could benefit from your club's expertise and attend your events

- ❑ **SEO Best Practices to know**
  - ❑ **Secure Site - SSL/HTTPS:** Search engines use presence of a secure site (SSL Certificate) as a ranking factor. This means that having a secure website will aid in your SEO Ranking.
  - ❑ **Meta Descriptions:** optimizing meta description is crucial for on-page SEO. It summarizes what a page is about, this is what's seen in the SERP when searched-for phrase matches your website. Make sure descriptions are interesting and further elaborate on the
  - ❑ **Write Great Content:** Google looks for pages that contain high-quality, relevant information about a searcher's query. Emphasize quality over quantity – but copy length does matter. Aim for at least 1,200 words for "informational, explainer, and about us

Content Marketing – SEO

Up to 70% of web traffic happens on a mobile device (CIODive, 2018)

More SEO Best Practices…

- **<u>Use keyword-rich phrases:</u>** Use relevant, keyword rich phrases in your headlines (e.g. H1, H2, H3) and throughout your content to let both your readers and the engines know what your article is about. But beware, too many keywords will turn off both readers and by search engines and could be penalties for keyword stuffing.

- **<u>Mobile-friendly website:</u>** make sure that your website is mobile friendly, because 70% more people search on mobile than on desktop. If your site is not mobile-friendly, users are less likely to stick around. And if your site is slow, they may not wait for the page to load.
    - Google Mobile-Friendly Website Tester: **https://search.google.com/test/mobile-friendly**

- **<u>Promote natural link building</u>**: have good internal link structure throughout your site that are well-balance with high-quality external links from industry leaders, influencers and other relevant sites. It also a good practice to get backlinks not only from sites with the .com domains, but from other types as well, including .org, .net, .gov, and .edu extensions.

- **<u>Fix or redirect broken links</u>** – and page URLs should use dashes instead of underscores between words (e.g. **http://www.akc.org/about-our-club**)

- **<u>Webmaster Tools – monitor & track:</u>** register your domain with Google Search Console & Bing webmaster tool, it provides keywords and relevant details on your website including performance, mobile usability, speed, errors, and sites linking to your domain.

Email Marketing – Advantages

Email is almost 40 times more effective than Facebook and Twitter combined in helping businesses acquire new customers (McKinsey)

- ❑ **Price and Ease**: email is an inexpensive way to market your event or club compared to other types of marketing – develop relationships with current/potential exhibitors and members, plus the public/community. **Relevance, personalization, and send frequency are key factors**

- ❑ **Reach**: people are more likely to see an email than a social media post. However, beware of sending too much email!

- ❑ **Personalization**: recipients are more likely to respond to/take action on emails that look like they have been specifically tailored to them and their interests/what matters to them

- ❑ **Test & Learn**: Segment your email list to better target specific content to some users, plus A/B test subject lines, email creative, or call-to-actions (CTA) buttons to see which versions are most successful

- ❑ **Reporting**: email offers real-time metrics reporting, e.g. email open rate, click-through-rate, and CTA conversions to measure success

Email vs. Social Media, Engagement

0.58%	22.86%	3.71%
Social Media	Email Open Rate	Email CTR
Social Media's overall engagement rate is 0.58% for Facebook, Instagram, and Twitter.	Email's open rate across industries is 22.86%.	Email's click-through rate across industries is 3.71%.

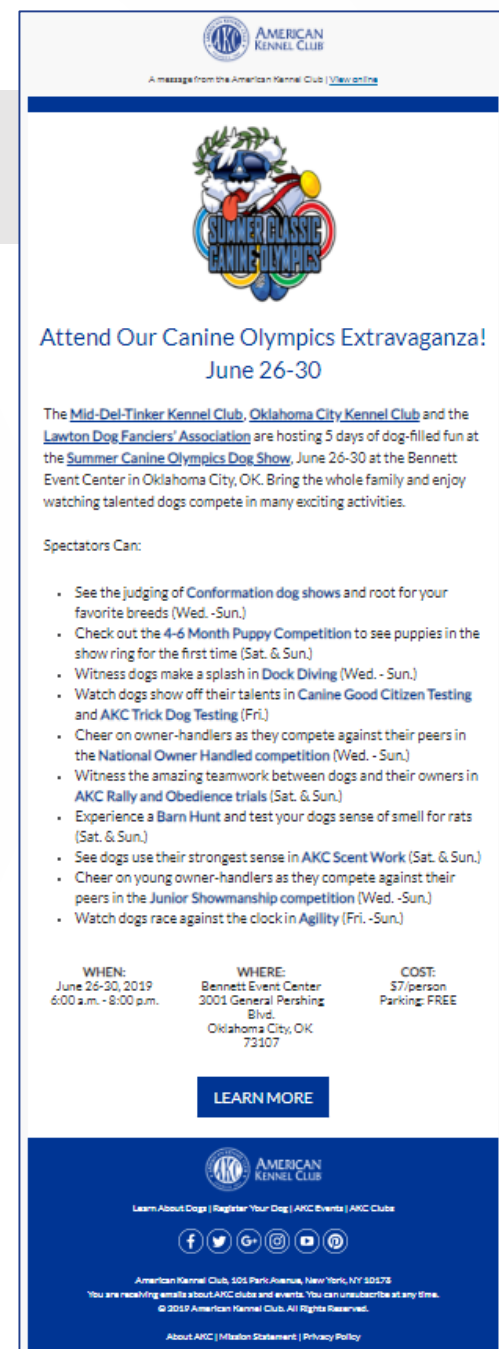optinmonster

Email Marketing – Ideas

Engage with Club Members, Puppy Buyers, Community Leaders, Press, and Exhibitors Year-Round

❑ **Pre- and Post-Event Emails**

    ❑ Drive entries through emailing past exhibitors

        ❑ Send an email when your show site is final

        ❑ "Save the date" email when judging panel is set

        ❑ "Enter now" email when premium list is posted

        ❑ Deploy an "what to expect at show" email

        ❑ Send a post-event survey to gauge exhibitor satisfaction

❑ **New Member & Puppy Buyer Welcome Email Series**

    ❑ When a new member joins your club or when you send a puppy to their new home, you can create a 2-3 email series to provide useful info and start a long-term relationship with user

        ❑ Club member: introduce them to your Club, highlight volunteer opportunities, and survey them about interests (e.g. they may have marketing, PR, or photo/video editing skills)

        ❑ Breeder: send then puppy training tips, product suggestions, things to look out for in your breed, getting started in sports and "events near them" info

AMERICAN KENNEL CLUB

A message from the American Kennel Club | View online

Attend Our Canine Olympics Extravaganza!
June 26-30

The Mid-Del-Tinker Kennel Club, Oklahoma City Kennel Club and the Lawton Dog Fanciers' Association are hosting 5 days of dog-filled fun at the Summer Canine Olympics Dog Show, June 26-30 at the Bennett Event Center in Oklahoma City, OK. Bring the whole family and enjoy watching talented dogs compete in many exciting activities.

Spectators Can:

- See the judging of Conformation dog shows and root for your favorite breeds (Wed. -Sun.)
- Check out the 4-6 Month Puppy Competition to see puppies in the show ring for the first time (Sat. & Sun.)
- Witness dogs make a splash in Dock Diving (Wed. - Sun.)
- Watch dogs show off their talents in Canine Good Citizen Testing and AKC Trick Dog Testing (Fri.)
- Cheer on owner-handlers as they compete against their peers in the National Owner Handled competition (Wed. - Sun.)
- Witness the amazing teamwork between dogs and their owners in AKC Rally and Obedience trials (Sat. & Sun.)
- Experience a Barn Hunt and test your dogs sense of smell for rats (Sat. & Sun.)
- See dogs use their strongest sense in AKC Scent Work (Sat. & Sun.)
- Cheer on young owner-handlers as they compete against their peers in the Junior Showmanship competition (Wed. -Sun.)
- Watch dogs race against the clock in Agility (Fri. -Sun.)

WHEN:	WHERE:	COST:
June 26-30, 2019 6:00 a.m. - 8:00 p.m.	Bennett Event Center 3001 General Pershing Blvd. Oklahoma City, OK 73107	$7/person Parking: FREE

LEARN MORE

AMERICAN KENNEL CLUB

Learn About Dogs | Register Your Dog | AKC Events | AKC Clubs

American Kennel Club, 101 Park Avenue, New York, NY 10178
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Email Marketing – Ideas

Engage with Club Members, Puppy Buyers, Community Leaders, Press, and Exhibitors Year-Round

- ❏ **Holiday & Annual Check-In Emails**
  - ❏ Send a holiday e-card or annual update to remain in touch and obtain feedback
    - ❏ <u>Club</u>: After a member reaches a year with your Club, reach out to see how they are doing, asking for feedback. If they haven't volunteered, ask why and encourage them to come to the next meeting
    - ❏ <u>Breeder</u>: When your puppies reach a year-old, send an email saying happy birthday and checking in.

- ❏ **Monthly or Quarterly Newsletter**
  - ❏ Update prospective puppy buyers about your upcoming litter
  - ❏ Share highlights of your dogs' accomplishments and those or your puppy buyers
  - ❏ Update local dog owners, exhibitors, local media, etc. about the club event and community activities (show your impact!)
  - ❏ Spread the word about events that you're attending
  - ❏ Share dog care or training tips

The
4 Main Purposes
of Email Newsletters

Build a relationship with readers

Inform readers of company and industry news

Reinforce the company's story and reputation

Increase visibility for the company, products, and services

Source: Salesforce

Social Media Platforms

Which One is Right for Me?

Facebook is best for creating a community. The most successful posts include optimized videos. Offers great products like Facebook Live, Events and Groups.

Instagram is highly visual and best suited for sharing high quality images and videos. Sharing links is only available to approved accounts.

Twitter is best suited for fast-paced news updates and sharing short-form content. The best tweets include links, photos or videos.

Think about the audience you want to reach and engage with!

Use of different online platforms by demographic groups

% of U.S. adults who say they ever use the following online platforms or messaging apps

	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter
U.S. adults	73%	69%	37%	28%	27%	24%	22%
Men	78	63	31	15	29	24	24
Women	68	75	43	42	24	24	21
White	71	70	33	33	28	22	21
Black	77	70	40	27	24	28	24
Hispanic	78	69	51	22	16	29	25
Ages 18-29	91	79	67	34	28	62	38
18-24	90	76	75	38	17	73	44
25-29	93	84	57	28	44	47	31
30-49	87	79	47	35	37	25	26
50-64	70	68	23	27	24	9	17
65+	38	46	8	15	11	3	7
<$30,000	68	69	35	18	10	27	20
$30,000-$74,999	75	72	39	27	26	26	20
$75,000+	83	74	42	41	49	22	31
High school or less	64	61	33	19	9	22	13
Some college	79	75	37	32	26	29	24
College+	80	74	43	38	51	20	32
Urban	77	73	46	30	33	29	26
Suburban	74	69	35	30	30	20	22
Rural	64	66	21	26	10	20	13

Note: Respondents who did not give an answer are not shown. Whites and blacks include only non-Hispanics. His[...]

Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

Facebook Pages vs. Facebook Groups

Facebook Pages are recommended for public sharing; Facebook Groups best used for internal sharing

PAGES

All Content Is Public-Facing; Recommended for Use as the Main Club Page

- ❑ **REQUIRE FREQUENT POSTING CADENCE AND MODERATION**
- ❑ **REQUIRE CONSTANT STREAM OF OPTIMIZED CONTENT**
- ❑ **OFFER COMPREHENSIVE AD MANAGEMENT**
- ❑ **OFFER ELABORATE AUDIENCE INSIGHTS AND DATA**
- ❑ **REQUIRE SINGULAR BRAND VOICE**
- ❑ **VERIFICATION = TRUST & CONFIDENCE**

GROUPS

Content Contained Within Group; Recommended for Club Member Conversations

- ❑ **FAVORED BY THE ALGORITHM**
- ❑ **MEMBERS CAN REPORT/FLAG CONTENT**
- ❑ **DO NOT NEED HEAVY POSTING CADENCE**
- ❑ **ALLOW YOU TO SCREEN MEMBERS VIA ENTRY QUESTIONS**
- ❑ **GROUP-SPECIFIC FEATURES**
- ❑ **OFFERS THREE PRIVACY LEVELS (OPEN, CLOSED, SECRET)**
- ❑ **CAN BULK INVITE MEMBERS**

Social Media – Ideas

❑ **Social Media – Organic Posts:**

  ❑ **<u>Consider a Facebook Event</u>** – Include all the event specifics (location, schedule, ticketing, etc.), so it becomes a one-stop-shop for Event info

  ❑ **<u>Create a Hashtag</u>** – Utilize a clear and unique hashtag for Instagram, Twitter, email, and other marketing promotions to build a social community

    ❑ Example: #ThisIsAKC is our brand hashtag we use everywhere but Facebook to connect with our constituents, competitors and fans.

  ❑ **<u>Live Content</u>** – Post high-quality event photos and videos to encourage social engagement; look into using Facebook Live and Instagram Stories.

    ❑ If your Club has Junior members, they are probably pros at this and can assist

❑ **Paid Social:**

  ❑ Target potential exhibitors via ads, including Facebook events. Your organic social posts can also be "boosted" on Facebook to reach a larger audience: **https://www.facebook.com/business/help/347839548598012**

  ❑ How to create a Facebook Event Ad: **https://www.facebook.com/business/help/860042077457803**

  ❑ Reach people who have visited your website (via Facebook Pixel), have attended past events (via uploading email lists as a Custom Audience), or live nearby your event site (geo-target the ads)

> Organic Posts: Posts that are not amplified by paying money for increased visibility. They utilize the free tools provided by each social network to build a social community.

Promote Your Event – Offline/Other Channels

Digital marketing should be paired with offline and third-party marketing, PR/communications and on-site activations.

- ❑ **Offline Marketing:**
  - ❑ Print advertisements in dog pubs, dog sport magazines, and local newspapers
  - ❑ Reach out to local websites with event listings to request that they include your event
  - ❑ Ask local veterinary, dog training, and dog care facilities and pet retail locations, plus local businesses, to add your event to their newsletter or client emails and to distribute your flyers
  - ❑ Create a "short vanity link" (via bitly.com or other tools) and include it on all print collateral.
    - ❑ Add UTM parameters to the link you create (link can send people to your Club or Event website), so you can track the success of your offline marketing via Google Analytics

- ❑ **PR/Communications:**
  - ❑ Create a press release and media alert to get the word out about your event, including opportunities for spectators and any special programs, demos or new exhibitor tours you are offering at your event. Invite local press to attend your event.
    - ❑ Resources and templates: **https://www.akc.org/clubs-delegates/promote/**

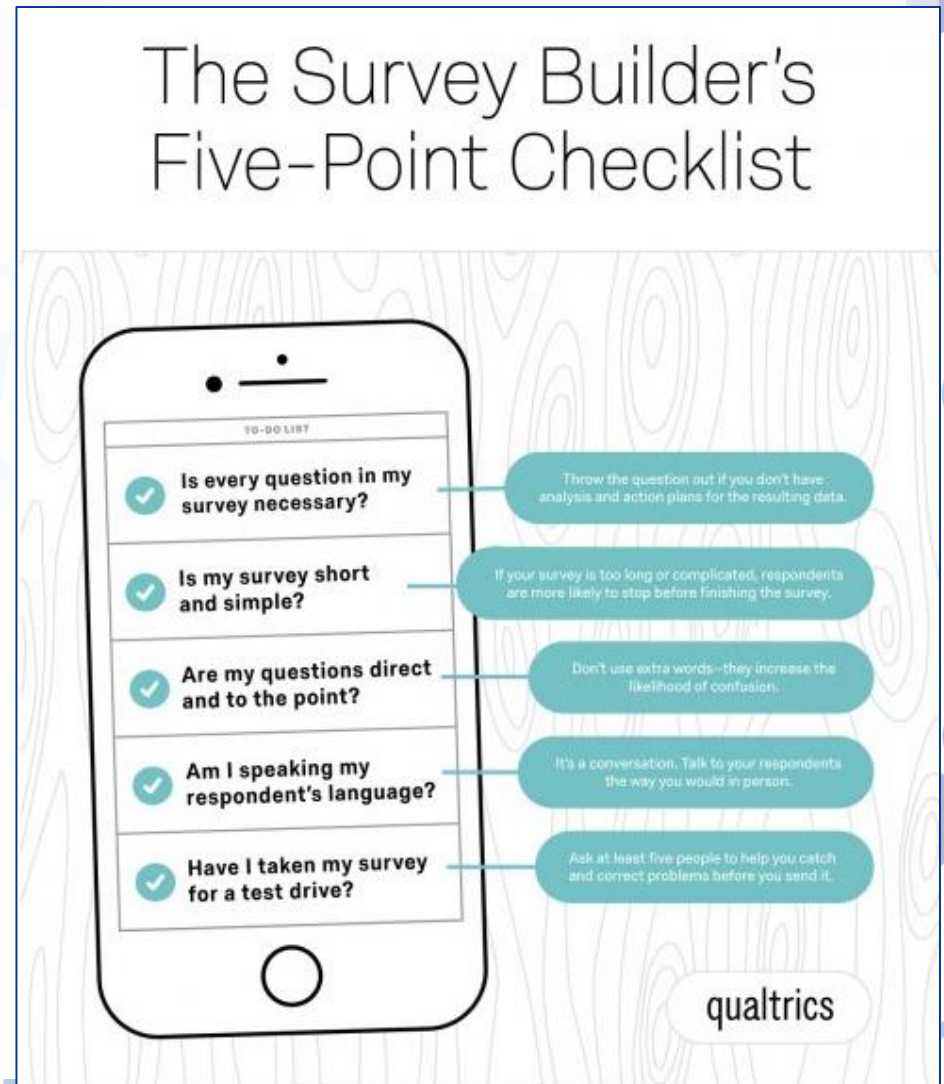- ❑ **Club Promotion (On-Site)**
  - ❑ Sign-up for a booth at community or other dog-related events to show the great work your Club is doing; offer CGC or AKC Trick Dog testing
  - ❑ Create "About Us" flyer or brochure about your Club, plus a postcard that list any upcoming events
  - ❑ Include a paper or digital sign-up sheet to "learn more about Club" – obtain emails for future marketing

Market Research & Feedback – Tips

Obtaining feedback enables your club to better understand the needs of your target audience(s), plus measure the success of your events/programs

❑ **Survey Tips:**

  ❑ Define a clear, attainable goal for your survey – and use it as your guiding principle as you create your survey questions

  ❑ Only ask must-have questions—and only ask one question at time

  ❑ Keep your surveys short: as survey length grows, the survey completion rate drops

  ❑ Limit your open-ended text boxes

  ❑ Surveys can be sent via email, embedded on websites, or posted on social media as polls

The Survey Builder's Five-Point Checklist

TO-DO LIST

✓ Is every question in my survey necessary? — Throw the question out if you don't have analysis and action plans for the resulting data.

✓ Is my survey short and simple? — If your survey is too long or complicated, respondents are more likely to stop before finishing the survey.

✓ Are my questions direct and to the point? — Don't use extra words—they increase the likelihood of confusion.

✓ Am I speaking my respondent's language? — It's a conversation. Talk to your respondents the way you would in person.

✓ Have I taken my survey for a test drive? — Ask at least five people to help you catch and correct problems before you send it.

qualtrics

Market Research & Feedback – Tips

Obtaining feedback enables your club to better understand the needs of your target audience(s), plus measure the success of your events/programs

❑ **Types of Surveys:**

❑ **Member Outreach:** regular surveys to members to measure member satisfaction and obtain input on event/community outreach suggestions, etc.

❑ **Post-Event Member/Volunteer Feedback:** what went well and what didn't and obtain ideas for the future

❑ **Post-Event Exhibitor:** Reach out to exhibitors/attendees after an event to obtain feedback: satisfaction with event, any scheduling or site issues, things they liked, and suggestions for the future

❑ **Website User Surveys:** using tools such as Usabilla or HelloBar, ask short surveys to better understand whether visitors are finding the info they seek on your website

❑ **Public Input:** obtain feedback on new programs, etc. by conducting short social media polls or reaching out to people who have contacted your Club for "more info"

2 Social Media 101

How AKC clubs and breeders can use social media effectively, including Facebook pages, groups and events and paid social ads

❏ **Social Media Platforms**
    ❏ Which is right for me?
    ❏ Engagement & Platform Rules and Guidelines

❏ **Facebook**
    ❏ Best Practices
    ❏ Facebook Pages, Groups, Events

❏ **Instagram Best Practices**
    ❏ Best Practices
    ❏ Instagram Stories Examples

❏ **Twitter Best Practices**
    ❏ Best Practices
    ❏ Twitter Engagement Examples

❏ **Key Takeaways**

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Black	77	70	40	27	24	28	24
Hispanic	78	69	51	22	16	29	25
Ages 18-29	91	79	67	34	28	62	38
18-24	90	76	75	38	17	73	44
25-29	93	84	57	28	44	47	31
30-49	87	79	47	35	37	25	26
50-64	70	68	23	27	24	9	17
65+	38	46	8	15	11	3	7
<$30,000	68	69	35	18	10	27	20
$30,000-$74,999	75	72	39	27	26	26	20
$75,000+	83	74	42	41	49	22	31
High school or less	64	61	33	19	9	22	13
Some college	79	75	37	32	26	29	24
College+	80	74	43	38	51	20	32
Urban	77	73	46	30	33	29	26
Suburban	74	69	35	30	30	20	22
Rural	64	66	21	26	10	20	13

Note: Respondents who did not give an answer are not shown. Whites and blacks include only non-Hispanics. His[...]
Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

Engagement Guidelines

ALWAYS ENGAGE WITH CARE...

1 – Conversational
Your account should have a specific voice and feel natural. Keep comment replies conversational and in line with the tone of your account.

2 – Accurate
We all make mistakes but spelling and grammar errors and other inaccuracies can be easily avoided if you take your time while planning and publishing posts. Fun, intentional doggo-speak (e.g. hooman, goodest) is okay!

3 - Educational
Think of yourself as an AKC ambassador. When it makes sense in conversation, use your platform and experience to teach people about the sports you compete in, your breed, breeding tips, favorite training methods and ways to be a responsible dog owner.

4 - Respectful
The internet is full of jerks, but you don't have to stoop to their level. Regardless of the tone of the comment made on your page, always respond respectfully and objectively. Avoid cursing, insults and name-calling.

> Engagement: interacting (includes commenting, reacting) with your fans and followers in a way that fosters relationships and conversations

Platform Rules and Guidelines

❑ **Facebook**
    ❑ Community Standards: **facebook.com/communitystandards/**
    ❑ Terms of Service: **facebook.com/legal/terms**

❑ **Instagram**
    ❑ Community Standards: **https://help.instagram.com/477434105621119**
    ❑ Terms of Service: **https://help.instagram.com/581066165581870**

❑ **Twitter**
    ❑ Community Standards: **https://help.twitter.com/en/rules-and-policies**
    ❑ Terms of Service: **https://twitter.com/en/tos**

Facebook Marketplace & Instagram Commerce products have prohibited the selling/buying of animals for over three years.

6. Animals

Policy

Listings may not promote the buying or selling of animals.

Examples

✅ Animal cages

✅ Products for animals (toys, collars, etc.)

❌ Any product or part, including but not limited to leather, skin, hide, fur, wool, or hair from any dogs, cats, or endangered or threatened animals

❌ Live animals

❌ Livestock

❌ Pets

❌ Prohibited animal parts, including but not limited to bone, teeth, horn, ivory, taxidermy, organs, external limbs, secretions, or carcasses

FACEBOOK PAGE BEST PRACTICES

1 – TRY TO POST ONCE PER DAY
  Why? Industry studies have found this is the sweet spot for smaller pages.

2 – VIDEOS ARE IMPORTANT & SHOULD INCLUDE TEXT, CAPTIONS OR GRAPHICS
  Why? Videos are the most engaging content on the platform. 85% of users watch videos on mute.

3 – AVOID PUTTING LINKS AND HASHTAGS WITHIN THE POST COPY
  Why? Facebook wants people to stay within the app. There is no real payoff.

4 – INTERACT WITH USERS
  Why? Interactions boost overall engagement, which improves reach.

5 – AVOID SPAMMY CLICKBAIT
  Why? Don't use the words "share", "like", "comment", "tag" in the post copy.
    https://about.fb.com/news/2017/12/news-feed-fyi-fighting-engagement-bait-on-facebook/

6 – KEEP PROFILE CLEAN AND ORGANIZED
  Why? Be sure cover photo and avatar are properly sized, bio is succinct and website link properly directs to your website.

FACEBOOK PAGES

Approximately 7 out of 10 U.S. adults use Facebook. 74% of them visit the site at least once a day.
- Pew Research Center

PAGES

Recommended for Public Sharing

- REQUIRE FREQUENT POSTING CADENCE AND MODERATION

- REQUIRE CONSTANT STREAM OF OPTIMIZED CONTENT

- OFFER COMPREHESIVE AD MANAGEMENT

- OFFER ELABORATE AUDIENCE INSIGHTS AND DATA

- REQUIRE SINGULAR BRAND VOICE

ℹ Learn More

Home | About | Groups | Videos | Events | Photos

About

⊙ 3,510 people checked in here

🌐 http://www.akc.org/

📞 (212) 696-8200

🗂 Nonprofit Organization · Pet Service · Sports & Recreation

⊙ @americankennelclub

🕐 Open Now · 8:30 AM - 8 PM ⌄
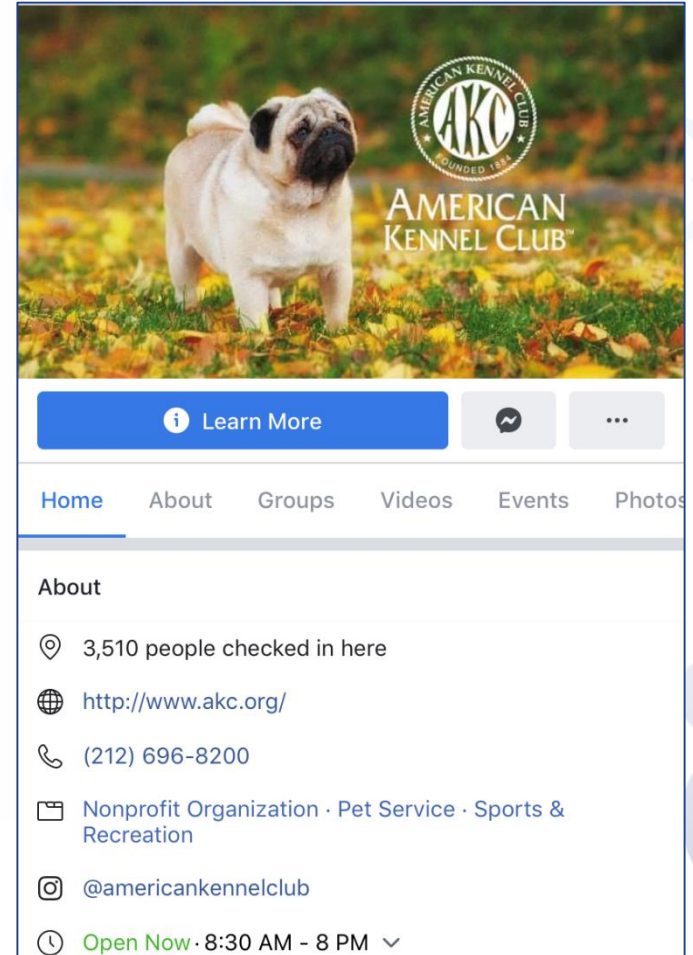
FACEBOOK GROUPS

GROUPS

Recommended for Internal Sharing

- OFFERS THREE PRIVACY LEVELS (PUBLIC/OPEN, CLOSED, PRIVATE/SECRET)

- ALLOWS YOU TO SCREEN MEMBERS VIA ENTRY QUESTIONS

- CAN BULK INVITE MEMBERS

- FAVORED BY THE ALGORITHM

- DO NOT NEED HEAVY POSTING CADENCE OR MODERATION

- ACCESS TO MENTORSHIP PRODUCT

AKC CLUB DEVELOPMENT

Group by American Kennel Club

AKC Club Development ›
CLOSED GROUP · 517 MEMBERS

+ Invite

Announcements Photos Files Albums

Write something...

Live   Photo   Recommend

About

Welcome to the AKC Club Development Facebook Group!
... See More

Closed
Anyone can find the group and see who runs it. Only members can see who's in it and what they post.

HOW CAN YOU UTILIZE GROUPS?

SHOW CHAIRS

CLUB OFFICERS & DIRECTORS

JUNIORS **BREEDERS**

PUPPY BUYERS

TRAINERS

CLUB MEMBERS

MENTORS/MENTEES

SHOW VOLUNTEERS

Facebook Group Ideas

Do you want an **easy way** to disseminate information and get feedback?

Do you want a place where people **feel comfortable** asking questions and engaging?

FACEBOOK EVENTS

EVENTS

- **ONE STOP SHOP FOR ALL INFO (TIME, LOCATION, TICKETS, ETC)**

- **OFFERS TWO MAIN PRIVACY LEVELS (PUBLIC, PRIVATE)**

- **SURFACES ON AKC FACEBOOK IF AKC IS ADDED AS CO-HOST**

- **PEOPLE WHO RSVP GET NOTIFICATIONS AS EVENT NEARS**

- **ABILITY TO BOOST AND TARGET SPECIFIC AUDIENCE**

- **DISCUSSION TAB FUNCTIONS AS FACEBOOK WALL**

MAR 27, 2020 - MAR 29, 2020

2020 AKC National Agility Championship

Georgia National Fairgrounds & Agricenter · Perry, GA

★ Interested   ✓ Going   ↗ Share ▾   ⋯ More

🌐 Public event by **American Kennel Club** and **AKC.TV**

📍 Georgia National Fairgrounds & Agricenter
401 Larry Walker Pkwy, Perry, Georgia 31069

👥 38 Going · 197 Interested · 26 Shares

🕐 Mar 27, 2020, 8 AM - Mar 29, 2020, 8 PM

About   Discussion

HOW CAN YOU UTILIZE EVENTS?

WHELPING DATE

TRAINING CLASSES

SEMINARS & PANELS

SPECIALTY SHOWS

MEET & GREETS

HUNT TESTS

SCENT WORK TRIALS

ALL-BREED SHOWS

FUNDRAISERS

LOCAL FAIRS

PARTIES

Facebook Events Ideas

Do you want to **reach** and **engage** your local community?

Do you want to **engage** and **excite** your members?

INSTAGRAM BEST PRACTICES

1 – TRY TO POST ONCE PER DAY IN FEED
  Why? Industry studies have found this is the sweet spot. Use your best photos and videos for these posts.

2 – DON'T FORGET ABOUT INSTAGRAM STORIES
  Why? 300 million people watch stories daily, feature includes stickers and "swipe up" if it's available.

3 – AVOID PUTTING LINKS WITHIN THE POST COPY
  Why? Instagram does not have a hyperlink feature beyond the bio link.

4 – QUALITY OVER QUANTITY
  Why? Instagram is a visual platform, curation is key! Industry studies have found that nine hashtags is optimal.

5 – INTERACT WITH USERS
  Why? Interactions boost overall engagement, which improves reach.

6 – KEEP PROFILE CLEAN AND ORGANIZED
  Why? Be sure avatar is properly sized, bio is succinct and website link properly directs to your website.

INSTAGRAM STORIES EXAMPLES
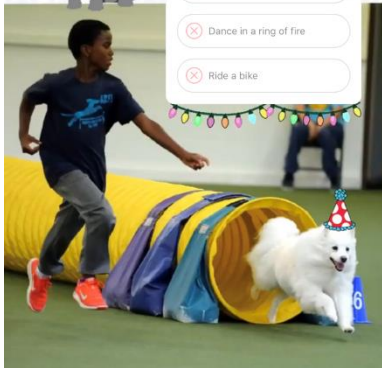
TWITTER BEST PRACTICES

1 – ALWAYS INCLUDE A VISUAL UNLESS SENDING A REPLY TWEET
   Why? People are 3x more likely to engage with tweets that contain visuals.

2 – TRY TO POST AT LEAST 4 TIMES PER DAY
   Why? Industry studies have found this to be the baseline.

3 – HOP ON <u>RELEVANT</u> TRENDING TOPICS, EVENTS & NEWS
   Why? You can provide another angle or more depth to a story.

4 – USE PURPOSEFUL HASHTAGS
   Why? Twitter search function mines keywords the same way as hashtags.
   Too many looks cluttered.

5 – INTERACT WITH USERS, ESPECIALLY VERIFIED USERS
   Why? Industry studies suggest 20% promotional v. 80% conversational content.

6 – KEEP PROFILE CLEAN AND ORGANIZED
   Why? Be sure avatar and cover photo are properly sized, bio is succinct and
   website link properly directs to your website.

TWITTER ENGAGEMENT EXAMPLES

Key Takeaways

❑ **Social media is a great tool to create a community and market your club or kennel**

❑ **Successful use of social media requires time and strategic planning**

❑ **Always think before you post**
  ❑ Is this the best representation of your club, breed, sport or kennel?
  ❑ Is the photo or video you are posting high quality?

❑ **Follow platform community guidelines and best practices**

❑ **Interact with your audience!**

3 Website Best Practices

Overview of things AKC clubs and breeders should consider when creating (or redesigning) their website, including content, design and digital metrics

❑ **Defining your Website's Purpose**

❑ **Modern Website Best Practices**

❑ **Prioritization**

❑ **Getting Started with Building a Website**

❑ **Key Takeaways**

Defining your Website's Purpose

What is your site's primary goal?

Goals should be S.M.A.R.T.

Acronym	Explanation	Examples
Specific	What would you like to accomplish?	• Increase club membership by 15%. • Find the right homes for my puppies and sell my puppies faster by enabling a waiting list of interested puppy buyers
Measurable	How will you know it is accomplished?	• Tracking the number of membership applications submitted on your club website. • Tracking the number of interested puppy buyers for my next litter
Attainable	Can it be realistically accomplished?	• Engaging our target audience through better site design and more effective call outs is projected to drive a 10% increase in membership. • An additional 5% can be accomplished by driving more traffic through SEO enhancements. • My site gets about 10,000 visitors a month, so making it possible to join a waiting list should capture at least 15-20 interested puppy buyers
Relevant	Does this match your needs?	• This 15% increase is aligned with next year's club goals of generating an increase of $X in club dues. • Acquiring 15-20 interested puppy buyers (qualified leads) gives me a good chance to sell my full litter of 5 puppies.
Timely	When would you like to reach this goal?	• The 15% increase in club membership will start with an initial 10% resulting from website improvements. We **project to achieve this 8 months after** we implement our site improvements. • The other 5% will result from driving additional traffic to the website which **will take at least another 6 months**. • The development of a waiting list should happen a few months before my litter is whelped to give interested buyers a chance to find and connect with me.

Defining your Website's Purpose

What do you want visitors to do on your website?

Every website should have conversion goals. What do you want to happen when people get to your website?

Primary Goal	Example Conversion Goal
Increase club membership	• **Click a link** to learn what your club can offer to prospective members • **Submit** a membership application
Educate people about your breed	• **Click a link** to your breed standard • **Submit a contact form** with questions about your breed
Attend club events	• **Click a link** to your club's calendar of events
Sell puppies	• **Submit an inquiry** about available puppies • **Submit email** to join a waiting list
Increase awareness for my club	• **Click a link** to learn more about what your club does • **Share a link** from your website that talks about your club

Defining your Website's Purpose

Who is the primary audience for your website?

Know who you're designing your site for. Your site can serve multiple groups of people, but there should be a clear focus on the primary group that you're trying to support with your site based on your club's or breeding program's goals. Some examples include:

Goal	Possible Primary Audience	Ideas
Increase club membership	Dog owners	• Showcasing members participating in events • Highlighting member testimonials on the homepage to help convey how great club membership is
Support club members	Current club members	• Include a main site navigation link to access the club member portal
Encourage people to submit inquiries about available puppies	Prospective dog buyers	• Showcase a slideshow on your homepage with available puppies from your new litter • Place an easily accessible inquiry form for people to check if you still have available puppies

Modern Website Best Practices

| Practice	Description	Resource
Website Domain	Make your domain name memorable. Strive for domain names that are short, easy to remember, easy to type, and easy to say. Because of search engine's growing reliance on accessibility and usability as a ranking factor, the easier a domain (or URL) is to read for humans, the better it is for search engines.	• **Free Resource: Moz Learning Center for Domains** • **Free Tool & Paid Service:** Use **GoDaddy** to test out options for your domain to see if it's available. If so, you can use GoDaddy to purchase your domain.
Fast Loading	People are much more likely to leave your site if it loads slow, especially on mobile device. 40% of people abandon a website that takes more than 3 seconds to load. Heavy images are a popular culprit. Be sure that your images are no larger than they need to be and that they are compressed for the web.	• **Free Tool: Test My Site** tests your mobile site speed, performance, and provides recommendations for improvements with resources for how to complete each reco. • **Bonus Free Tool: Kraken.io** provides a free image optimizer tool and can connect to Dropbox and Google Drive. They also have paid plans for as low as $5/month if needed.
Mobile First	**Mobile internet usage overtook** desktop back in October 2016 and that trend still continues to this day. Websites need to make sure they have a mobile-friendly design to support the growing mobile audience.	• **Free Tool: Responsive Design Checker** enables you to view how your site looks with different devices, including mobile and tablet devices.
SEO	If you're looking to attract more people to your site, search engine optimization needs to be a critical component of your site strategy to ensure it can be found when people search for things related to your breed, your club, and more. Generate content for your readers but don't forget about search engine crawlers.	• **Free Guide: Moz's Beginner's Guide to SEO** provides an in-depth tutorial on how search engines work. This guide covers the fundamental strategies that make your websites search engine–friendly.

Modern Website Best Practices

Practice	Description	Resource
Content Strategy	Whether it's written, video, graphic, or any other type of media, there should be a purpose behind it. The content you produce helps convey who you are and what you stand for. It also plays a major role in helping to drive traffic and increasing awareness for your site.	• **Free Guide: [HubSpot's Guide on How to Develop a Content Strategy](#)**
User Feedback	Gathering user feedback helps improve your website and create a better experience. You can do this in different ways, such as email surveys, feedback widgets, and more.	• **Tool (Paid): [Feedbackify](#)** provides a feedback widget you can add to your site. They have a 15-day free trial and it's $19/month after that.
Email Marketing	It's important to have different touch points with people that visit your site. Any form on your website should connect with your email marketing system to automate the storing of visitor's information and a related email regarding their interest.	• **Free Tool: [Mailchimp](#)**
Website Tracking	With proper website tracking in place, you'll be able to gauge how successful your website is in achieving your goals.	• **Free Tool: [Google Analytics](#)** is the standard analytics tool in the industry. It is easy to view basic info like number of users and pageviews as well as set up goal tracking and website conversions.

Modern Website Best Practices

Practice	Description	Resource
Easy to Use Content Management System (CMS)	As experts in your breed, people look to you for information, education, guidance, and more. A CMS will enable you to update and publish content as needed, helping to execute on the above content strategy.	• **Free Guide: DreamHost's Comprehensive Guide to Content Management Systems** goes into more detail about what a CMS really is, the benefits, and the top available options. • **Free Tool: Wordpress** is the most popular CMS and easy to get up and running.
Site Security	Make sure to include fundamental security and privacy protocols, such as basic security checks, to keep any sensitive data safe.	• **Free Tool: Observatory by Mozilla** has helped over 125,000 websites by teaching developers, system administrators, and security professionals how configure their sites safely and securely.
Social Media Integration	Make it easy for visitors to share interesting content from your site and enable them to quickly access your social media pages from your site will broaden your reach and increase visibility and traffic.	• Include social sharing buttons at the end of articles, blog posts, and other pieces of content. • Make sure content is optimized to be shared, such as including an image that depicts what the content is about.

Prioritization

As you plan for different enhancements you want to add to your website, one practice you'll instinctively need to do is prioritize. There are many techniques to do this, but one common approach is the Impact vs. Effort matrix.
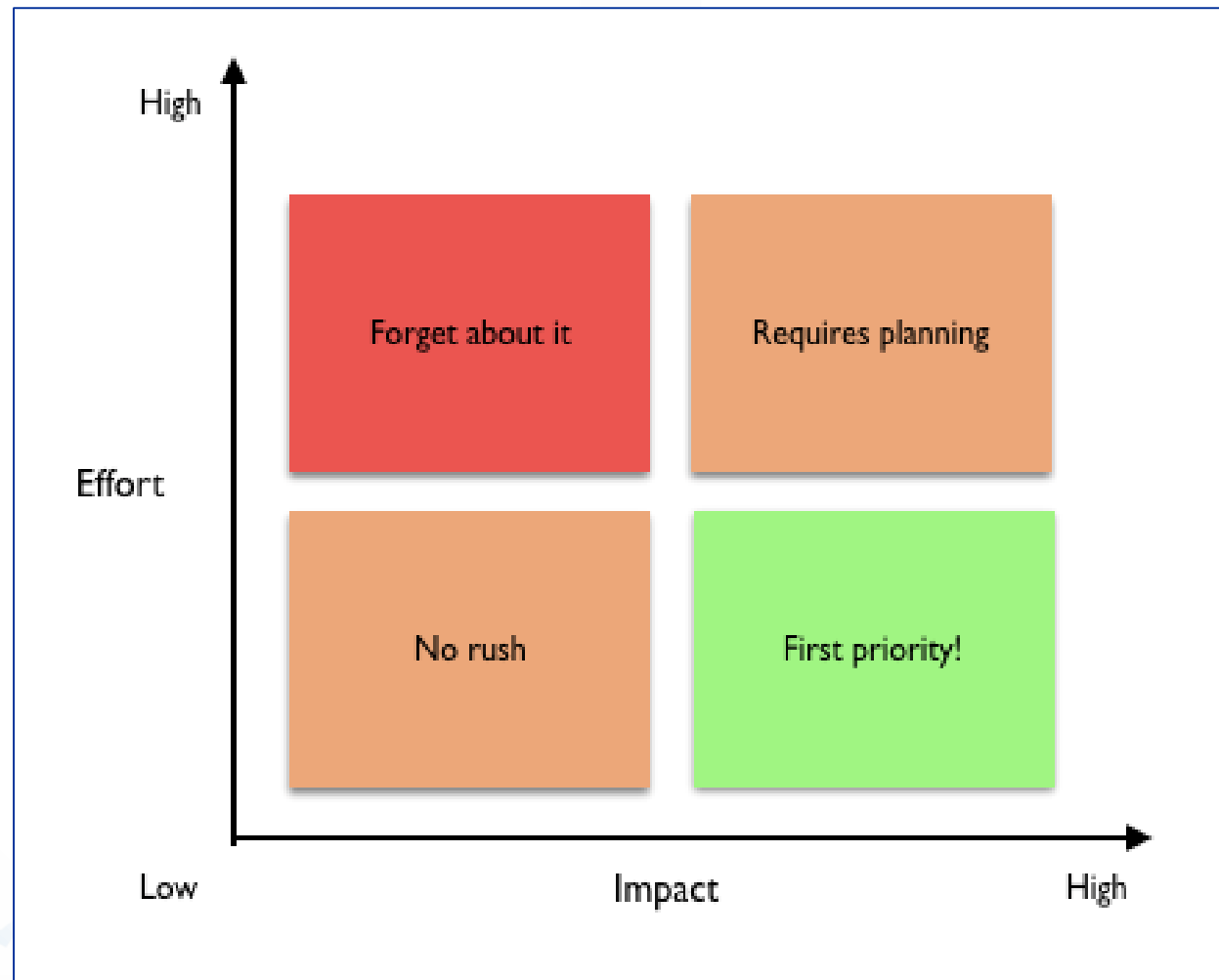
Getting Started with Building a Website

There are several different website builders to help you build a website without development support.

Each of these are products have out-of-the-box templates to get up and running easily as well as a large community that can help solve problems as you're building your site.

Key Takeaways

❑ Having a website is essential but understanding how your site supports your organization is even more important. How are you using your website to grow your club membership or help to find the right homes for your puppies? Use the S.M.A.R.T. framework to **set site goals that will help align your website goals** to the goals of your organization.

❑ There are many different tasks that someone can perform on your site. **Define the conversion points that will help drive the results you want** and highlight those for the user in visible places.

❑ Different audiences prefer different experiences. Do you want to provide different content to a current dog owner vs. someone looking to buy your breed for the first time? Define the audience you're trying to reach and **focus your efforts on them**.

❑ There are a number of website best practices. While your site may be doing some of them, try and implement some of the practices you haven't gotten to yet by **leveraging the free resources and tools**.

❑ There are an endless amount of things you can do on your site, so prioritization is key. Focus on additions to your site that have a **high impact with minimal effort**.

❑ Need a website but don't have a developer you can work with? **Try one of the site builders to get up and running** with pre-built templates and no developer support required!

4 Email Marketing 101

Are you currently leveraging email marketing for promotional purposes?

In **Email Marketing 101** we'll cover topics to help you develop successful email marketing campaigns. We will dive into design best practices, personalization, and how to measure email marketing success. Plus, learn how to reach various audiences, including new and prospective members, exhibitors and the general public.

What we'll cover...

❑ Why use an Email Service Provider

❑ Types of Email Marketing

❑ Email Marketing Advantages

❑ Personalization

❑ Email Design Best Practices

❑ Measure success

❑ Key Takeaways

7 Reasons to Use an Email Service Provider (ESP) to Send Email to Your Constituents

1. **No design/coding background required** - Each ESP offers access to a studio of optimized templates that makes it easy to build optimized emails.

2. **List management with ease –** Segment users based on specific criteria and message accordingly

   Ex. Easily identify new club members by start date so that you can send them a Welcome email.

3. **Subscription Management** - ESPs manage opt-outs for you and will automatically suppress unsubscribes from future sends

4. **Tracking Response -** ESPs have built in reporting that allows you to get important insights on email performance

5. **Management of messages** - The ESP allows you to organize your messages and keep track of who and what was sent

6. **CANSPAM Compliance** - The ESP will enforce CAN-SPAM regulations (Controlling the Assault of Non-Solicited Pornography And Marketing)

7. **Automate messages** - An ESP allows you to schedule and automate email campaigns.

   Ex. If you need to send a premium list out on the release date, you can create the email in advance and schedule it to deploy on the release date.

3 Types of Email Marketing Campaigns that can be Executed through ESPs

Types	Definition
Targeted	Curated emails such as promotions, newsletters, event announcements that are targeting specific segment audiences. Examples: (1) Promoting an upcoming event by targeting members in that city/state. (2) Breeders can send announcements of a new litter to previous customers.
Automated/Triggered	Pre-determined messages that will be sent out to your audience based on a defined criteria. Examples: (1) Sending a Happy 1st Year Anniversary message sent out based on the date the puppy went home to their new home. Triggered emails are fired out by specific actions taken by a web users on your site. Example: (1) When a user signs up to your site, a welcome email triggers out to that person (2) A constituent signs up out to those users when new information becomes available. (3) if a users has started registering for an event and then the abandon ship, an email can be triggered out to remind the user to complete their registration.
Transactional	Emails that are sent out based on confirmation based on an action the user has taken. Example: (1) User purchases something off your site and a an order confirmation fires off to customer.

*In a world of massive email clutter, marketers need to send fewer, better targeted and more relevant emails that break through the cacophony. – **Email Monks***

Targeted campaigns are essential in Email Marketing

Getting started with targeted email campaigns:

1. **Define, collect, and store user profile information**
   Example: Email Address, Owner first name/last name, Dog Name, Dog Call Name, Dog Age, Purchase date, Take home date

2. **Define objectives for your email campaign**
   Example 1: A Breeder may want to make an announcement that they are expecting a new litter to recent prospective buyers and/or previous clients.
   Example 2: Nurturing a customer relationship by creating a curated newsletter with helpful information or announcements.

3. **Analyze user and define relevant segments based on profile data**
   Example 1: If you have collected dog age, you can create a segment based on dog age range (1yr-3yrs-old, Under 1-year-old etc.).
   Example 2: Clubs may want to capture the last time a member has participated

4. **Tailor and target your message based on segments**
   Example 1: Send a check-in message to your puppy owner customers and pre-populate the owners name and puppy call name. *"Hi Mara, I wanted to check in to see how your first year with Max has been going... Also to offer any advise on recent and upcoming puppy milestones.*

Email marketing should be personalized as this has become an expectation. Honing-in on your audience segments and messaging appropriately is a must.

Personalization Tips:

1. Address your user by first name in the subject line or email body

2. Use images that may connect to your audience
   Ex. If you are sending to your agility segment, feature a photo of agility. If you are sending to your cavalier owners, feature an image of a cav.

3. Create a message that is tailored to that segment
   Ex. If you are sending an announcement about an expected new litter, message prospects and previous customers differently.

4. Message based on activity level
   Ex. Send emails more frequently to those that open and less frequently to those that do not.

Emails with the recipient's name in the subject line are 26% more likely to be read. — Experian

Personalized email messages improve click-through rates by an average of 14% and conversions by 10%. — Aberdeen

Automated and Triggered Emails Get Higher Engagement

Getting started with automated and trigger emails:

❑ **Outline the scenario of each trigger or automation**
1. Define the action your audience would take (Signed up on your website, Downloaded a whitepaper)
2. When does the message fire out to the user (real-time, 2hours, 2days etc.)
3. What is the message and what action would you like the user to take (Ex. Triggered messages can be used to automatically confirm that web sign-up was successful.)
4. Design and set up template in ESP

❑ **Pass your customer data into your ESP**
1. Customer email address will automatically being passed into your email platform

91% of users say automation is important to their success

Triggered emails have a **70.5% higher open rate** than regular email marketing

Set Your Email Up for the Inbox Using Essential Email Etiquette…

From line
Identify your brand here

Subject line
Be short, concise, and use it to introduce your email content
- 35 Characters or less
- Avoid spammy words
- Don't use ALL CAPS

Pre-header
Use as an extension to your subject line not a repeat of it.
-Limit to 100 characters

American Kennel Club	Inbox	**Can dogs see ghosts 💀 ?** - plus Halloween safety tips and what to do if you find a lost dog Vie
AKC Shop	Inbox	**Are you and your pup ready for sweater weather?** - Shop our Editor's Picks Shop Now View onl
AKC Shop	Inbox	**What do you get for a guy who loves dogs?** - Apparel, Drink Accessories, and More! Shop Now
American Kennel Club	Inbox	**The Most Popular Training Myths DEBUNKED!** - and other can't miss training news! View online

AKC Shop <akcshop@akc.org> Unsubscribe
to me ▾

From email address
Use an email address that correlates with your brand (site domain, club, event, etc.)

Only 79% of emails sent by genuine email marketers reach subscribers' inboxes. - ReturnPath

Avoid high Spam ratings that can land your emails in the recipient's spam folder by following these simple rules:

1. Clearly identify your brand

2. Be Clear and concise

3. Optimize email layout to render well across various email clients and platforms (desktop and mobile ready)

4. Provide users an easy way to unsubscribe and respect opt-outs

5. Avoid large images that increase load times

6. Tone down fonts and colors

Rules To Good Email Design:

1. Keep it simple

2. Make it visual

3. Make it scannable

4. Personalize

5. Call to Action (CTA) Buttons

Email Marketing Design – Do's and Don'ts

DO's

Ensure that your email renders well on Mobile devices

Use short Subject lines that are to the point 35 characters or less when possible

Break up your content into 3-5 lines paragraphs.

Use images that are good quality, bright and appealing

Use Headers to create a clear focus for your message

Prioritize then contents based on what message you need to convey

Use clear and descriptive Call-to-Action (CTA) "RSVP to the Event Now", "Join our Club", "Find out more about our Club"

Always identify yourself by adding your logo in the header and clearly stating your company name in the from line

DON'Ts

Not send emails that are difficult to read on mobile devices

Avoid lengthy and all caps in Subject lines

Avoid wall of text approach.

Avoid pixelated images or images that are poor quality images.

Avoid large images that slow load time

Do not make it difficult to determine who your email is from

Avoid ambiguous CTAs "Submit", "Click her"

More than half (56%) users open emails on their mobile devices, and up to 80% will delete an email that does not display correctly on their mobile device.

Required Elements for Every Email

Logo

Header

Hero shot

Body copy

CTA text link

Title

CTA button

Contact details

Footer logo

Social links

Legal copy
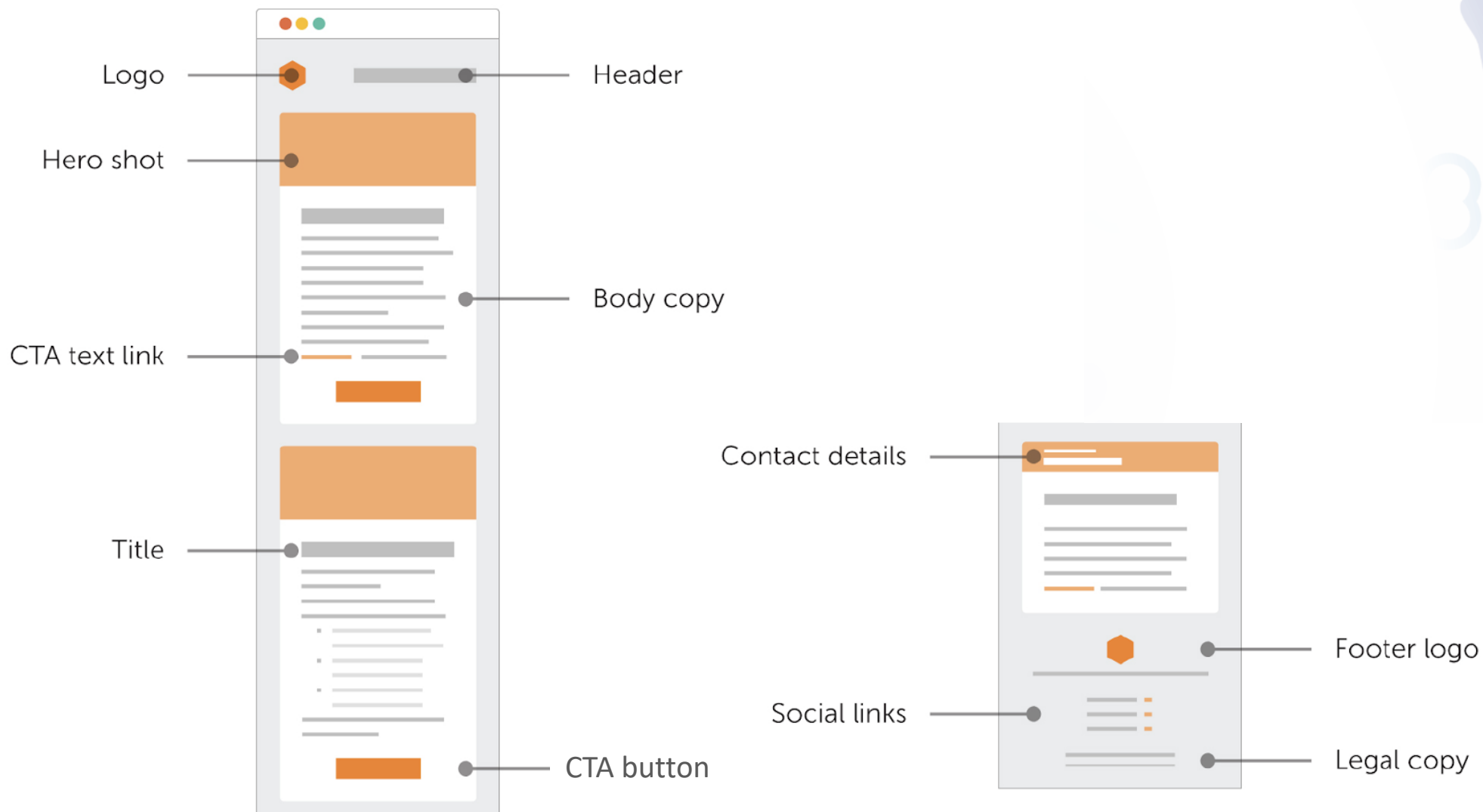
Often overlooked, the footer is one of the most crucial elements of your marketing emails

What makes the footer so important?

❑ The footer allows you to share information that helps subscribers contact your brand.

❑ The footer should also let the user know about other platforms from where they can get more information about you.

❑ The unsubscribe link is an important consideration for those who are designing the footer. Make sure you design it in sync with GDPR and CAN-SPAM legislation.

❑ ESPs will help you manage and designate your footers to your various campaigns.

GDPR: General Data Protection Regulation
CAN-SPAM: Controlling the Assault of Non-Solicited Pornography And Marketing

5 Elements that should always be present in an Email Footer

Footer Information

Links to:
Unsubscribe
Privacy Policy
Email Preferences

unsubscribe | privacy notice | update preferences

Remind users of other places they can interact with your brand

Intended Recipients Email Address

Every product is independently selected by editors. If you buy something through our links, New York *may earn an affiliate commission.*

This email was sent to ▓▓▓@gmail.com. Was this email forwarded to you? **Sign up now** to get this newsletter in your inbox. **View this email in your browser.**

Reach the right online audience with us
For advertising information on e-mail newsletters please contact **AdOps@nymag.com**

Contact information

Senders US postal address

New York Media LLC
75 Varick St., New York, NY 10013
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Once you define your goal, choose the metrics or key point indicators (KPIs) to determine your email's success.

Conversion Rate The percentage of email recipients who completed a desired action after clicking on a link in your email.	**Return on Investment** calculated by dividing revenue by the cost of your investment.	**Open Rate** the percentage of recipients who opened your email based on a tracking pixel being downloaded
Click-Through Rate (CTR) Divide the number of clicks on email links by the number of emails delivered, then multiply by 100 and you have a click-through rate percentage.	**Click-to-Open Rate (CTOR)** measures unique clicks as a percentage of the number of unique opens. Often used to measure engagement	**Delivery Rate (Acceptance Rate)** percentage of emails that were successfully received by your subscribers' email servers your mailing list
Spam Complaint Rate number of recipients who hit the button marking your messages as spam	**Unsubscribe Rate** The rate at which people opt out from an email list	**Bounce Rate** The inverse of delivery rate. Two types Soft and Hard bounces. Hard bounces are to removed immediately. Soft are temporary delivery issue

Key Takeaways

❑ **Establish your objective before creating the email**

❑ **Create an email message that is clear and concise**

❑ **Add a clear Call-To-Action**

❑ **Abide by the CAN-SPAM rules (respect opt-outs, identify your brand, do not mislead)**

❑ **Analyze your data and make changes based on results**

5 Make the Most of AKC Marketplace

Tips on how to create an optimized breeder profile, plus learn how AKC Marketplace helps breeders build waiting lists and vet puppy buyers

What we'll cover…

- ❑ **Simple Optimization Tips**
  - ❑ Good Photos
  - ❑ Write Directly

- ❑ **Using Messenger**

- ❑ **Puppy Buyer Questionnaire** (subscription-only feature)

- ❑ **Summary**

Simple Things that Make a Big Difference

❑ **Good Photos**

  ❑ Good photo basics

  ❑ Brain hack – use the rule of thirds

  ❑ Focus on the idea and crop out the stuff that doesn't contribute

❑ **Write Directly**

  ❑ People don't read – write directly, crisply, and briefly

  ❑ Write a value proposition and a call to *action*

❑ **Use Messenger**

  ❑ Communicate with buyers quickly

  ❑ Pre-screen buyers with the questionnaire

  ❑ Know that there are different kinds of buyer

Good Photos

❑ Consumers love good photos

❑ Listings with just one photo get nearly 2x as many views

❑ Consumers 3x more likely to contact a breeder with a photo

❑ Good photos show consumers that you **care**

All These Images Are Good, Except for One Thing

Shadowed – what am I looking at?

Low resolution – hard to see

Obscured subject – roll down the window!
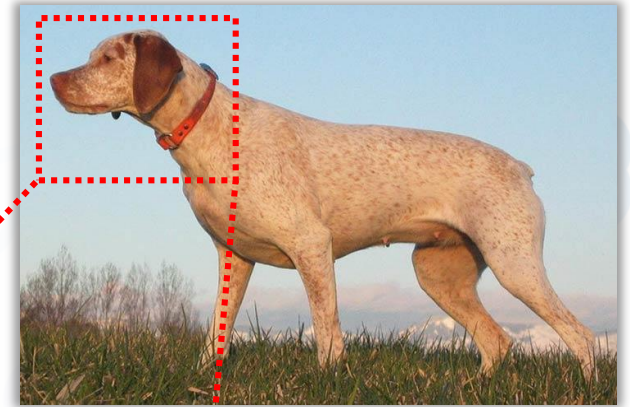
This is a good photo!
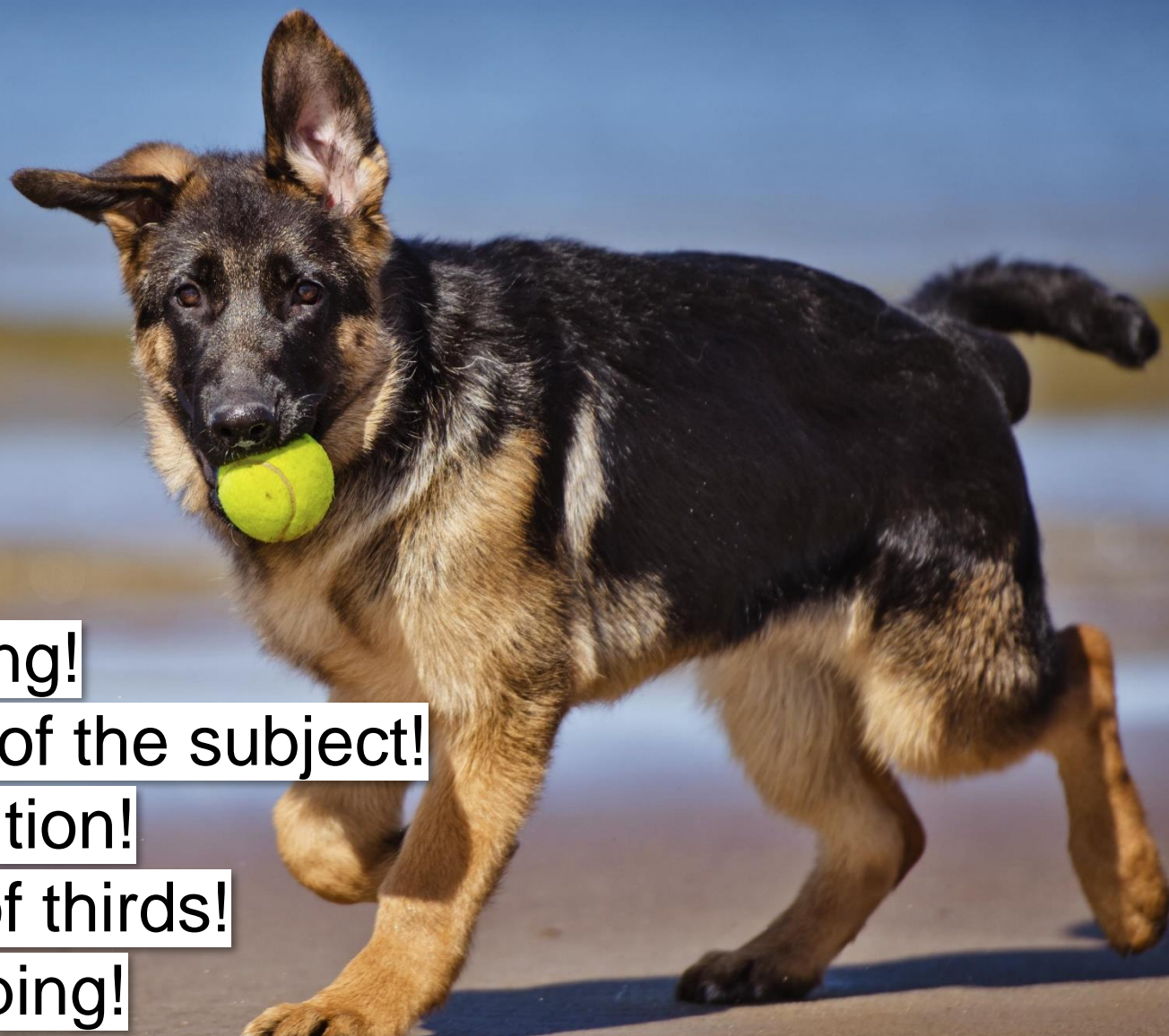
Good lighting!
Clear view of the subject!
High resolution!
Uses rule of thirds!
Good cropping!
Strong idea: beach playtime

Brain hack: Use the Rule of Thirds

❑ **The human eye is naturally drawn to images divided into thirds**

❑ **This helps us highlight the emotional connection – many people will buy based on emotion first**

Let's take a look →

This is an emotionally warm image
It roughly follows the rule of thirds
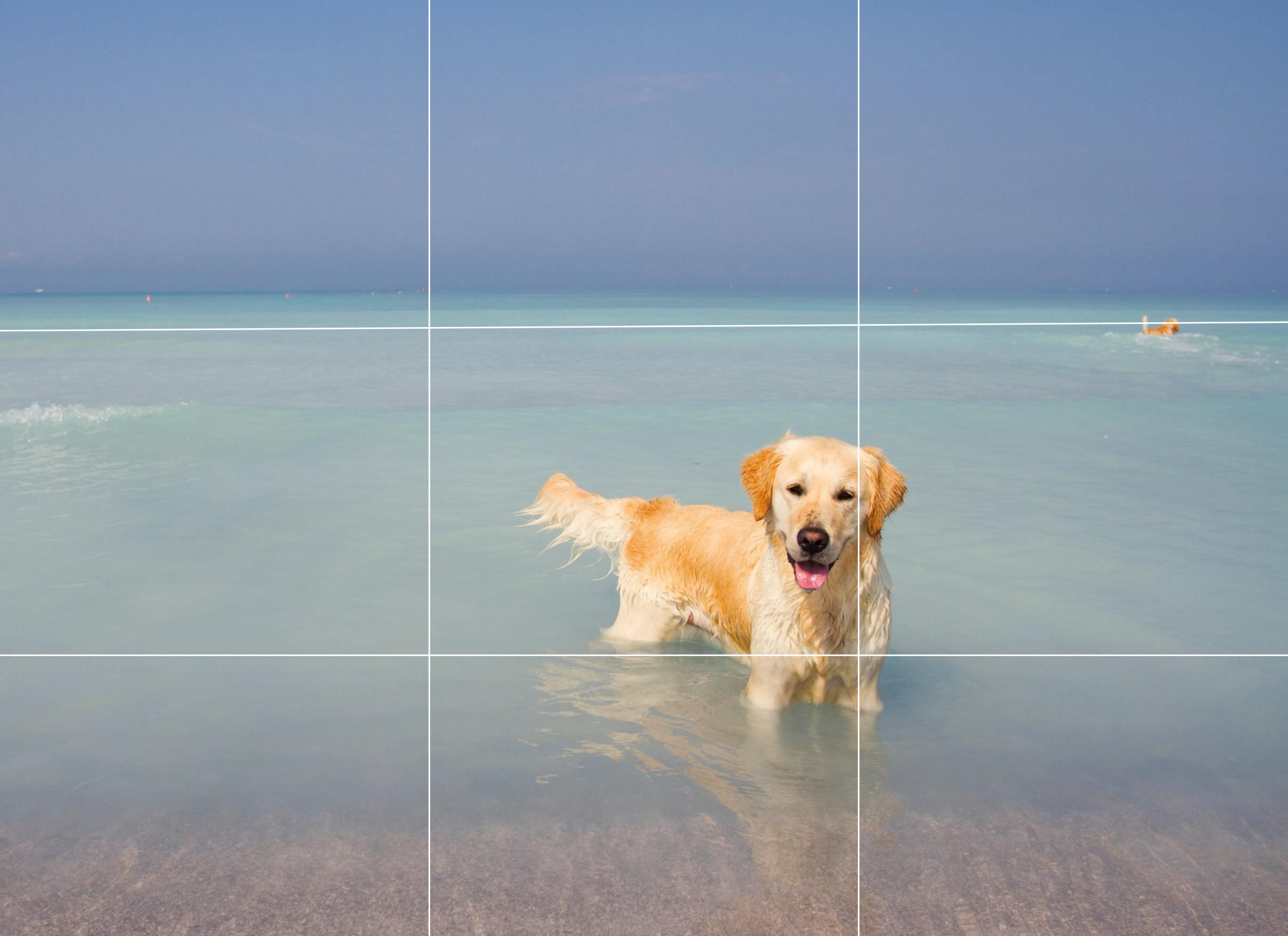
The eye is naturally drawn to these lines and the intersection of these lines
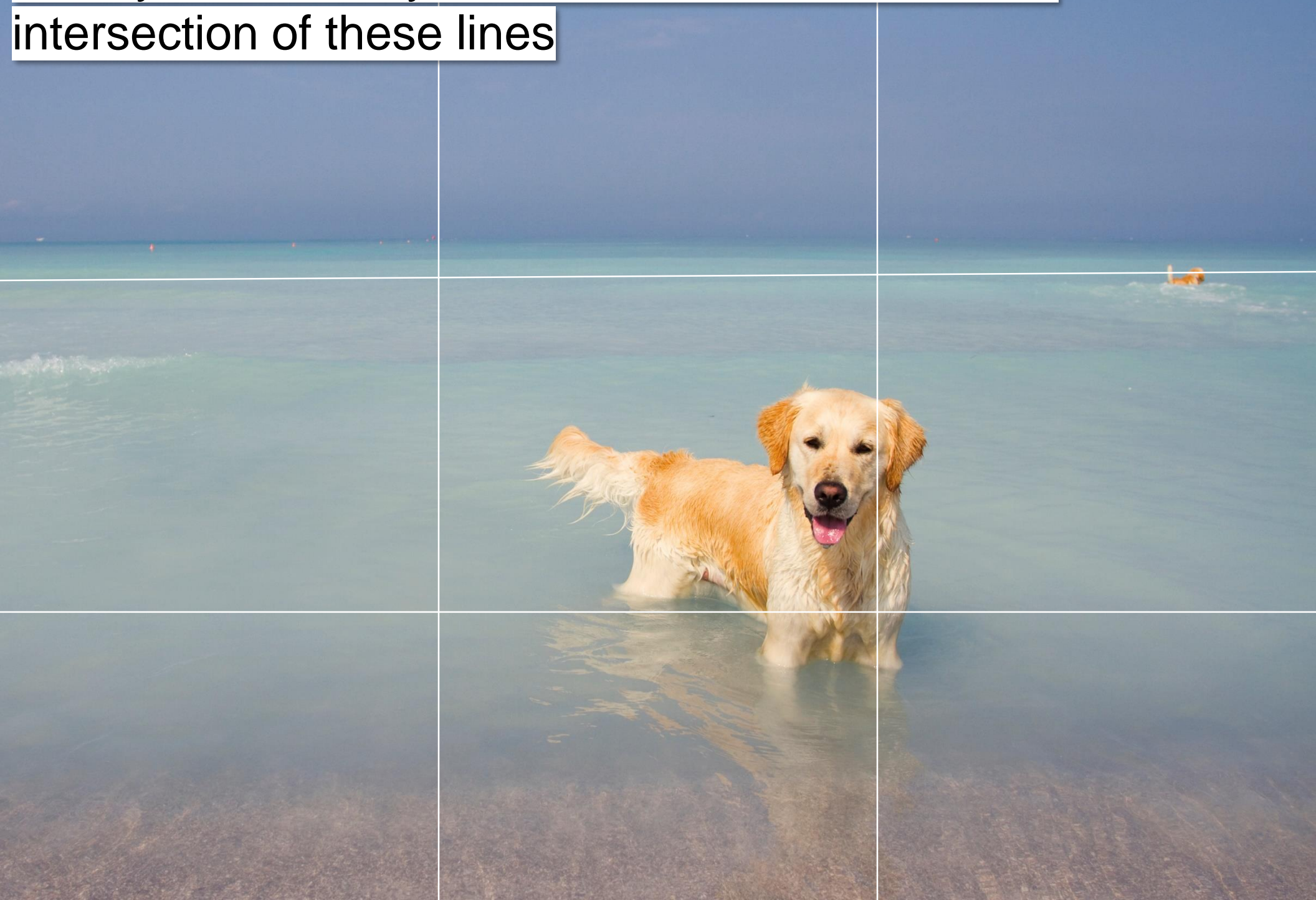
Our eye looks for a foreground and a background, as well as object moving into and out of the frame

Where are you going??

Objects that straddle two areas are naturally interesting

Focus on the idea of the picture and crop out the bad stuff

What's the Idea of the Picture?

❑ **Pick one thing you want to communicate and create the photo around that idea**

❑ **Possible ideas:**
  ❑ The dog having fun
  ❑ The dog in a perfect conformance stance
  ❑ The with an interesting look
  ❑ The dog displaying emotion
  ❑ The dog sleeping
  ❑ The dog being cute
  ❑ And so on…

You can center an image and still use the rule of thirds by cropping it in interesting ways

- **This dog's naturally square features are emphasized by the rule of thirds**

- **The eye is drawn to the eyebrows and jowls which are expressive**

- **The previous background is good, but didn't add much, so cropping is a good move**

- **This focuses on the idea of the image: a squinting face, which we can all identify with**
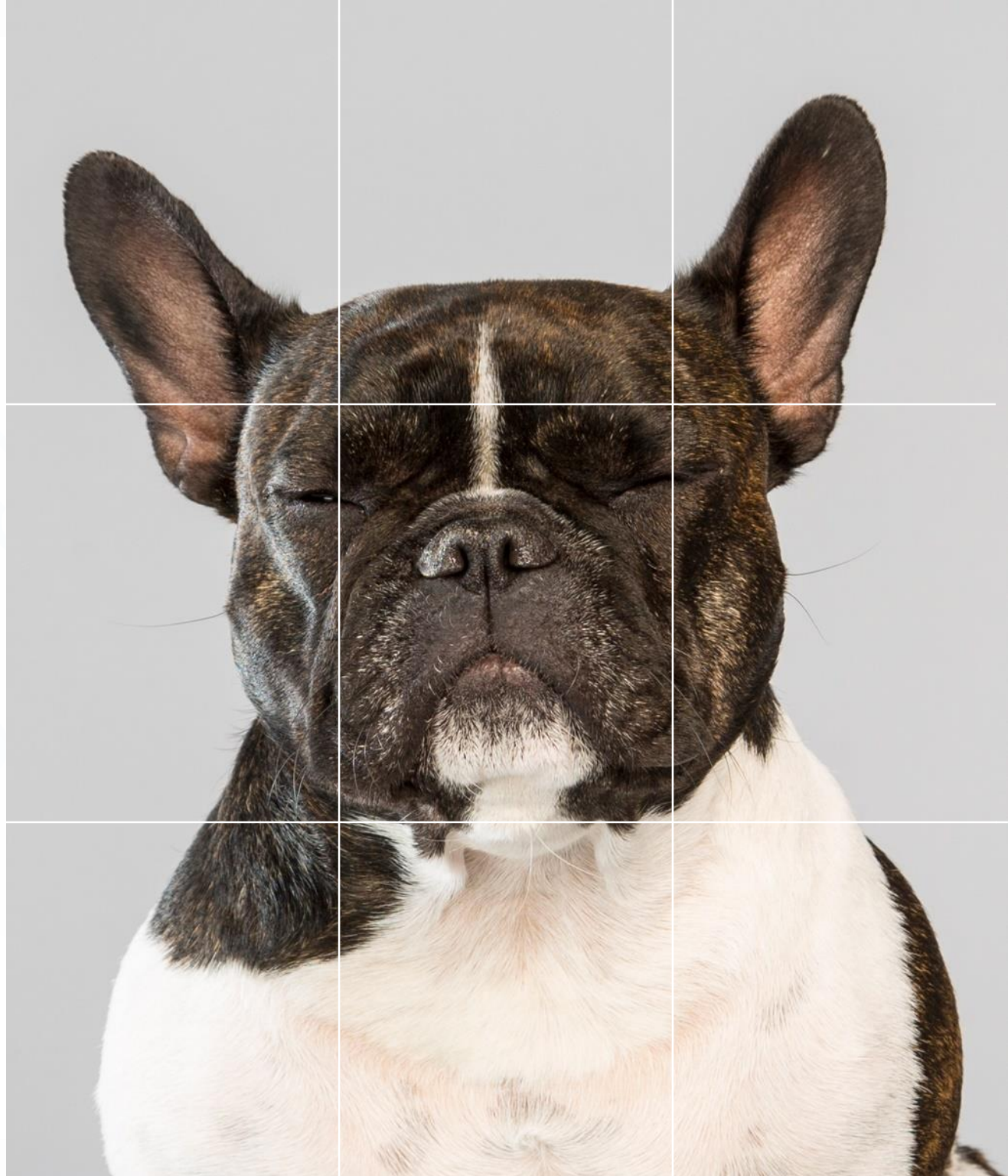
Write Directly

People Don't Read

Write directly, Crisply, and Briefly

Our Numbers Show:

❑ **Interested buyers** spend about 2 minutes and 50 seconds on a listing

❑ Two-thirds of that time is spent looking at photos

❑ Have someone read your listing aloud and stop at 60 seconds

❑ Most of us are more direct speakers than we are writers, so consider recording yourself with your phone or dictating to someone

Which Would You Read?

███████████████████████████████
████████████████████ The puppies will arrive on October 14, 2019 WE HAVE TWO SPACES FOR RESERVATIONS! Call or write us they will not be available for long. Be a part of our family! We provide a Bouvier that can compete in all AKC sport areas if you voice your desires for this need. AKC Champions Bloodlines. We have been in Bouviers for more ███ years. Our dogs are the most versatile Bouvier available. We as breeders, pride ourselves in meeting YOUR needs. Our process is hands on which is paramount in a Bouvier upbringing and training. Visit our website to read more about us. Striving to fulfill the breed standard using suggested health testing, structurally sound body type, mentally stable, and physically healthy dogs we strive to produce exceptional puppies! It is our hope that ██████ will be your final choice when looking for a Bouvier des Flandres! A legacy preservationist Kennel, We look at the past of the Breed to determine our trek in to the future. Our mentors and our experience taught us many fundament facts about the Breed from the early 1930s on. Our motto is: "For a dog you can live with, and a breeder you can trust. NO bones about it!" Our puppy buyers return to us for another companion or show worthy dog to share their lives with them. in the breed for over █ years now, our buyers stay connected with us for the life of their dogs. . . and beyond. Come join our family of proud owners and see that owning a ██████ Bouvier des Flandres is the best experience ever. Visit our website: ██████████████████████ to obtain more information about us and our dogs. We are looking forward to talking to YOU!

████████ is in Indiana and has been professionally breeding Golden Retrievers and Siberian Huskies for █ years. We want nothing more than to bring you that perfect little puppy, sharing the lifetime of happiness, adventures, and making many memories.

Socializing and enrichment is very important to us, making sure our puppies are ready for any homes, along with genetic testing of the Momma and Daddy, ensuring you will have a very genetically healthy companion. Puppies have access to grass and sunshine and an inside play room filled with toys, and many different things; our children play with them every day; they get treats, and lots of attention.

Shipping is available with United Pet Safe Program, for an additional fee. AKC proudly supports dedicated and responsible breeders.

We encourage all prospective puppy owners to do their research and be prepared with questions to ask the breeder. Make sure you are not only choosing the right breed for you, but also that you're getting it from the right individual.

Which Would You Read?

Lots of plain English words

Good white space

Strong value proposition

████████ is in Indiana and has been professionally breeding Golden Retrievers and Siberian Huskies for ██ years. We want nothing more than to bring you that perfect little puppy, sharing the lifetime of happiness, adventures, and making many memories.

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Use Messenger

Our Numbers Show:

❑ 35,000 inquiries per month, growing at about 5% month-over-month

❑ Breeders that respond within 24 hours are the most successful

❑ Our messenger helps breeders stay up-to-date on inquiries
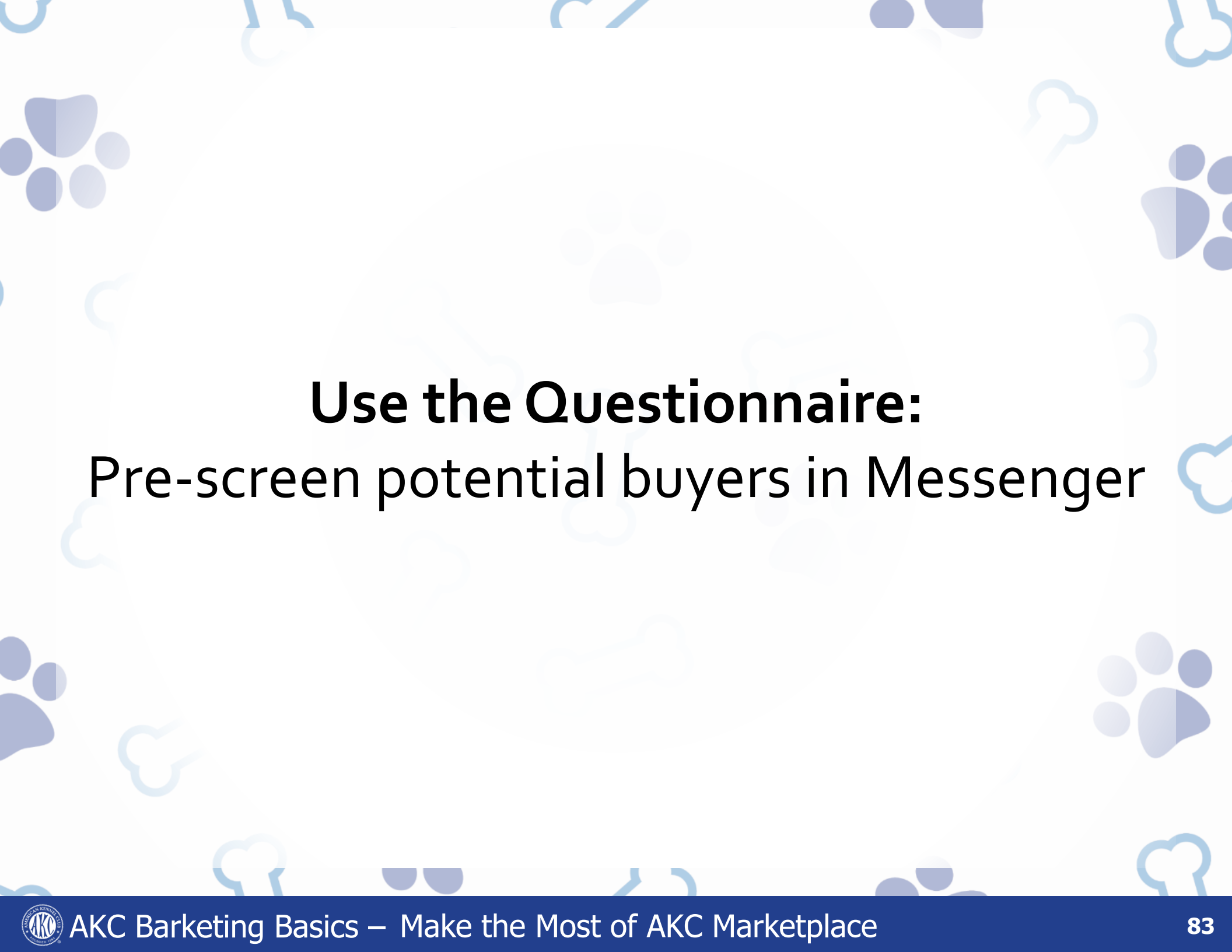
Every user gets messenger
It is fast, easy, and familiar to use
You can send messages, images, video, and documents
Track multiple conversations at once

Use the Questionnaire:

Pre-screen potential buyers in Messenger

Pre-Screen Buyers with Questions You Design

☑ Make this public and require that interested buyers fill this out before contacting you.

Questionnaire Introduction

Use this area to write a brief introduction about your questionnaire.

Thank you so much for your inquiry. We do have a few questions -- this helps us ensure that we are placing our dogs in the best homes.

366

==As many question and answer types as you want==

Your Questionnaire currently has **3 questions** (you are limited to a maximum of 10 as to not deter interested buyers from contacting you).

Drag & drop your questions below to order how they will appear in your Questionnaire. Responses to your Questionnaire will be sent to you via email as well as show up in Messenger.

QUESTION 1:   ✥ ✕

TYPE OF QUESTION: *

Multi-line Text   ▲

Text

Multi-line Text

Yes/No

Their Answers Are in Messenger

Summary

❑ **Good Photos**
- ❑ Good photo basics
- ❑ Brain hack – use the rule of thirds
- ❑ Focus on the idea and crop out the stuff that doesn't contribute

❑ **Write Directly**
- ❑ People don't read – write directly, crisply, and briefly
- ❑ Write a value proposition and a call to action

❑ **Use Messenger**
- ❑ Communicate with buyers quickly
- ❑ Pre-screen buyers with the questionnaire
- ❑ Know that there are different kinds of buyer

6 AKC Breeder Resources

How the AKC supports breeders: AKC Canine College breeder education, Breeder Education Facebook group, and new Breeder Toolkit, etc.
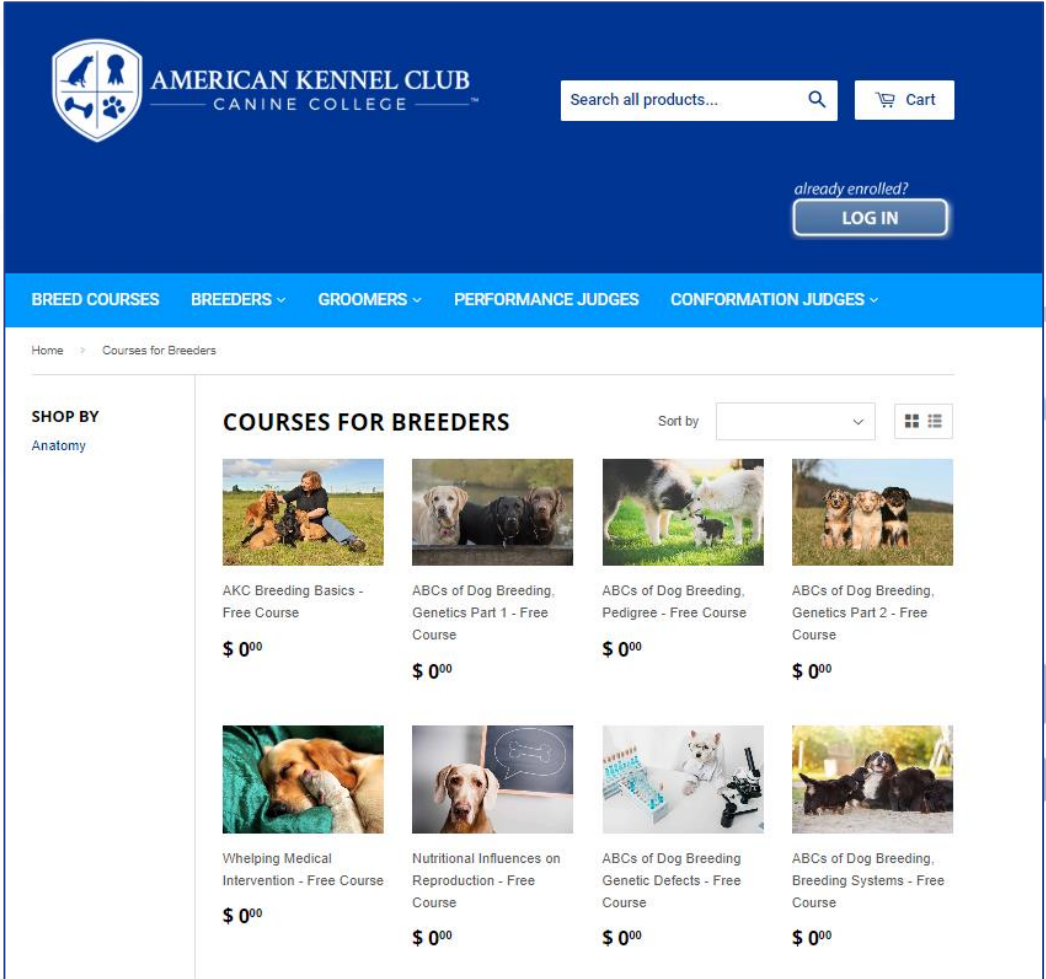
- ❑ **AKC Canine College Breeder Education**

- ❑ **Breeder Education Facebook group**

- ❑ **AKC.org Content Resources**

- ❑ **AKC Sports Intros for Puppy Buyers**

- ❑ **AKC Marketplace**

- ❑ **AKC Breeder Programs**

- ❑ **AKC Registration Resources**
  - ❑ New Breeder Toolkit

- ❑ **AKC Government Relations**

- ❑ **AKC Shop Resources**

Breeder Education Courses

❑ AKC Canine College offers courses covering a wide range of dog breeding education topics, such as breeding basics, genetics, selection, and anatomy.

❑ All courses are FREE to take

❑ If you want to take a course's associated exam and earn a frameable certificate, it is $25

❑ Satisfies the AKC Bred with H.E.A.R.T. annual education requirement

❑ Courses include:
   ❑ ABC's of Canine Anatomy
   ❑ AKC Breeding Basics I
   ❑ Nutrition Influences on Reproduction
   ❑ ABC's of Dog Breeding - Genetics Part 1

caninecollege.akc.org

Breeder Education Facebook Group

☐ **Group Purpose**
- ☐ Group is intended to create a safe space for dialogue between dog breeders
- ☐ Share information and best practices, network, and engage in meaningful conversations about responsible breeding

☐ **Mentoring**
- ☐ Any group member can ask someone to mentor them when they see that person listed as a mentor. Group members can also offer to mentor people.

facebook.com/groups/dogbreedersnetwork

AKC Breeder Content Resources

☐ **AKC.org Content**

- ☐ Articles on dog breeding for beginner and more experienced breeders, including best practices, tips and responsible breeding
  - ☐ **akc.org/expert-advice/dog-breeding/**

☐ **AKC Gazette**

- ☐ The official journal of the sport of purebred dogs, the AKC Gazette since 1889
- ☐ Breed columns feature articles about the breeding, exhibiting, health, behavior, conditioning, and training of the AKC breeds, written by the AKC parent clubs

☐ **Newsletters**

- ☐ AKC Breeder Newsletter – articles and info to benefit your breeding program
- ☐ AKC Communicates – shares AKC club news and give tips on promoting events

https://www.akc.org/subscribe/

AKC Sports Intros for Puppy Buyers

❑ **AKC.org Intro Sport Articles Include:**
  ❑ How to Complete an AKC Dog Show Entry Form
  ❑ How to Teach Your Dog Scent Work
  ❑ It's All Tricks Training: Preparing Your Puppy for Dog Agility
  ❑ How to Train at Home for AKC Rally

❑ **AKC Sports & Programs Intro Videos**
  ❑ Embeddable on your website or share on social or in emails
  ❑ Current Videos available on AKC.tv:

  ❑ AKC Farm Dog Certified Test   ❑ AKC Dog Shows
  ❑ AKC S.T.A.R. Puppy Program   ❑ How Do I Get Started Showing Dogs?
  ❑ Why Canine Good Citizen?   ❑ AKC Rally
  ❑ Agility Course Test (ACT)   ❑ AKC Junior Hunter Test For Retrievers
  ❑ How Does a Dog Show Work?   ❑ AKC Junior Hunter for Pointing Breeds
  ❑ AKC Scent Work

akc.tv/watch/4/2026/series/intro
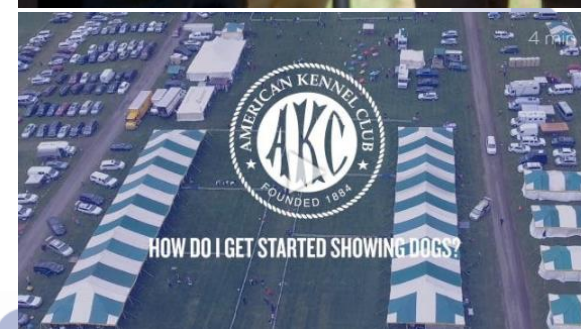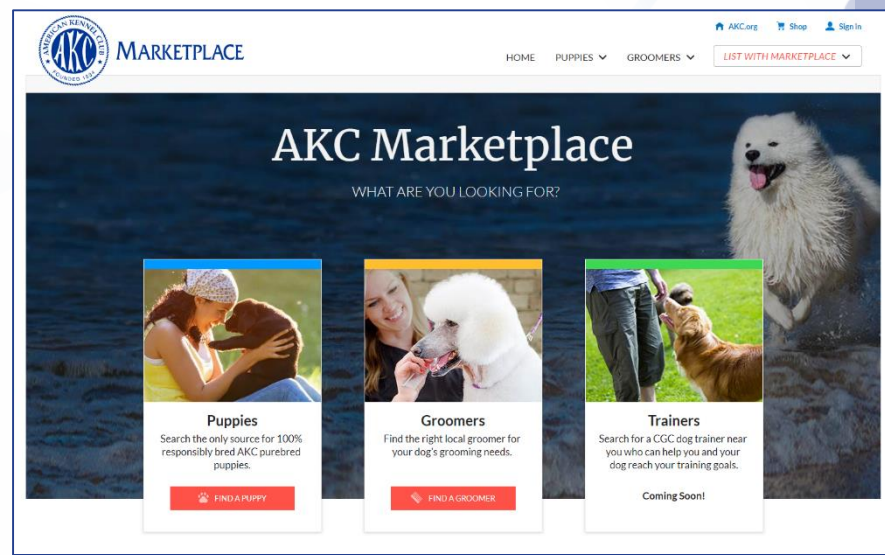
AKC Marketplace: Puppies

❑ **Find the right homes for your AKC puppies**

    ❑ Upload unlimited photos and videos

    ❑ Educate puppy seekers about your breed

    ❑ Receives 1.5 million site visitors/month

❑ **AKC Marketplace Options:**

    ❑ **Individual Litter Listing** – your litter listing will be searchable by puppy seekers for 90 days

    ❑ **Monthly & Annual Subscriptions** – continued exposure to puppy buyers to be an ambassador for their breed and provide education

        ❑ Receive unlimited litter listings

        ❑ Screen potential puppy buyers with our customizable Buyer Questionnaire

        ❑ Indicate when your next litter will be available and build your waiting list

        ❑ Continuously educate public about your breed(s)

marketplace.akc.org

Breeders Feedback on AKC Marketplace

"Great job. I'm confident my puppies will find the right homes." – Cathy R.

"I've gotten more puppy inquiries than any other website." – Julia H.

"This will be my #1 place to promote our breed and puppies." – Gary H.

AKC Breeder Programs

❑ **AKC Breeder of Merit Program**
- ❑ Program Criteria:
  - ❑ Recognizes breeders who have at least 5 years involvement with AKC events
  - ❑ Member of an AKC Club and earned titles on a min. of 4 dogs from AKC litters bred or co-bred
  - ❑ Certify that applicable health screens are performed on breeding stock as recommended by the respective AKC Breed Parent Club
  - ❑ Commit that 100% of puppies from litters become individually AKC registered
  - ❑ Online or Print application reviewed by AKC for approval
- ❑ <u>Benefits</u>: BOM registration applications and registration certificates with a special designation, online reports monthly credit; free litter listings on AKC Marketplace for qualified breed(s), web banner, lapel pin, and more!
- ❑ More info: **breederofmerit@akc.org**

❑ **Bred with H.E.A.R.T. Program**
- ❑ Program Criteria:
  - ❑ Registered at least one AKC litter in past 5 years and in good standing with AKC
  - ❑ Certify that applicable health screens are performed on breeding stock as recommended by the respective AKC Breed Parent Club
  - ❑ AKC-approved and/or AKC-provided continuing breeder education courses
  - ❑ Online application process and an annual fee of $25 per breed
- ❑ <u>Benefits</u>: BWH registration applications and registration certificates with a special designation, litter registration and microchips discounts, favorable search result positioning on AKC Marketplace, and web banner
- ❑ More info: **BredwithHEART@akc.org**

akc.org/breeder-programs

AKC Registration Resources

❑ **Breeder E-Z Reg Program**
  ❑ An efficient method to register and maintain records for all the puppies in a litter, plus save on registration fees!
    ❑ Discounted puppy registration pricing ($10 off per puppy)
    ❑ No co-owner, long dog name, or late fees
    ❑ Register a puppy to the new owner(s) or to yourself
    ❑ Lock in registration status and your Registered Kennel Name

    https://www.apps.akc.org//apps/ezreg

❑ **AKC Online Certificate Transfers**
  ❑ Transferring your dog has never been easier. Using the information on the most current AKC Registration Certificate, you can complete your ownership transfer online by following a few steps: **akc.org/register/transfer**

❑ **Registered Kennel Name Program**
  ❑ Protect the use of a breeder's kennel name in the naming of AKC registered dogs to help them protect their reputation and legacy: **akc.org/register/information/kennel-names**

Coming Soon: AKC Breeder Toolkit

❑ **New, Convenient Record Keeping System**

  ❑ AKC Breeder Toolkit will incorporate Litter and Dog Management, Litter Registration and Coupons, Breeding Records, Online Reports, and much more into one convenient platform

  ❑ Personalize and maintain a list of AKC dogs you own or want to follow under Manage Dogs tab

    ❑ Filter your view or search for any dog by name

    ❑ Mark a dog as a favorite (or hide a dog that you are no longer interested in seeing regularly)

    ❑ Each dog will have an expandable "drawer" to view additional details, such as Owners, Litter of Origin, and Titles & Points Earned.

    ❑ Save or print a PDF of your dog's record, or download entry forms for any dogs you are showing.
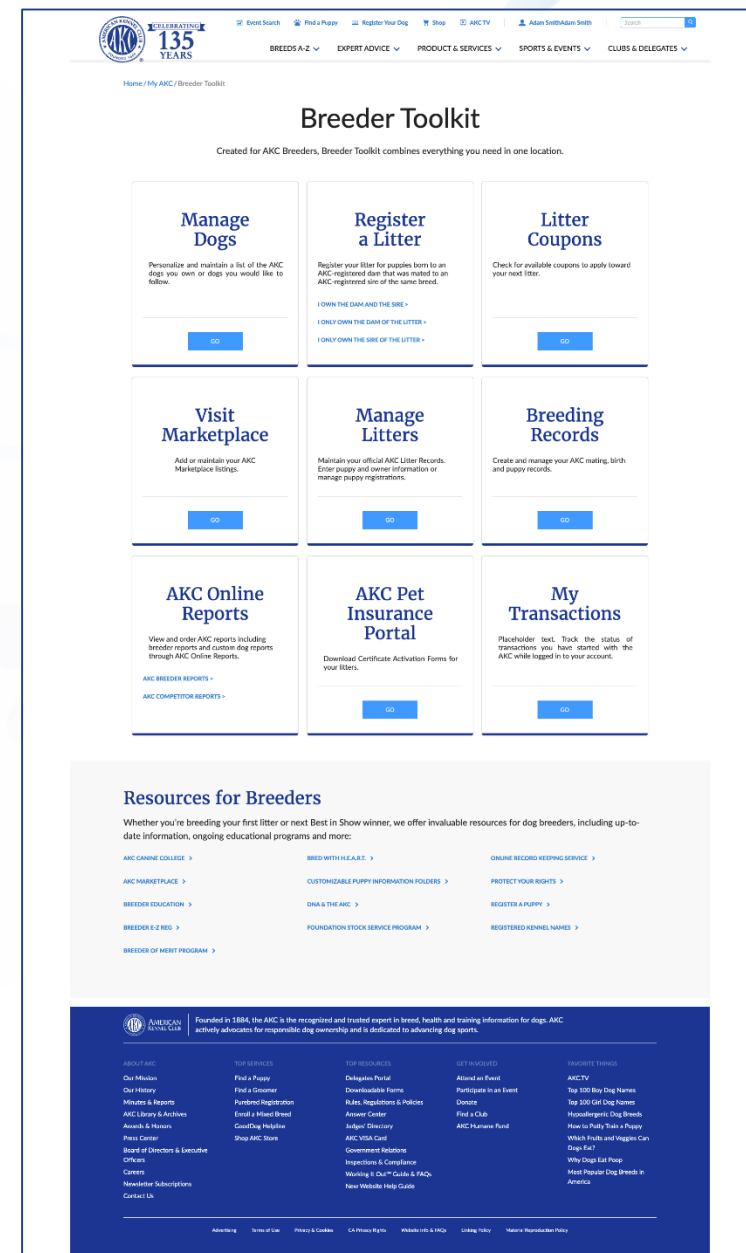
Coming Soon: AKC Breeder Toolkit

❑ **Breeding Records**
   ❑ Add and track matings and births for your litters
   ❑ Filter by All Records, your Dogs and Bitches, Date Range, Dog Name
   ❑ Maintain your personal AKC records for each puppy Under the Puppies tab
   ❑ <u>Note</u>: if you were a previous user of Online Record Keeping, any info there will be transitioned into Breeding Records for your convenience

❑ **Manage Litters**
   ❑ View your official AKC Litter Records, register puppies, and maintain ownership records for each puppy in the litter
   ❑ Filter your litters by a date range or litter number
   ❑ Expand the litter drawer to see which puppies are not registered and register them right there on the spot!

❑ **Litter Coupons**
   ❑ Once 100% registration is reached for that litter, you can access your litter coupon directly from the Breeder Toolkit

AKC Government Relations

The AKC Government Relations Department (GR) educates and informs responsible breeders about potential legislation that may impact your dogs and breeding program.

❑ Each year, AKC GR sees an increase in the number and variety of proposals and legislation that could impact your dogs, kennel and breeding program

❑ **Taking Command** – AKC Government Relations monthly newsletter about dog policy issues, the latest legislative updates and tales from the "trenches" of fellow club members and dog owners who are leading and succeeding in advancing dogs and the rights of responsible breeders

AKC Government Relations: An Overview

AKC Education Summit
June 10, 2018

Sheila Goffe
Vice President, Government Relations

❑ **Legislative Action Center** – learn more about and advocate on key issues that impact dogs and dog ownership

❑ **GR AKC.tv presentation:** https://akc.tv/watch/23/1416/collection-video/akc-government-relations-sheila-goffe/

❑ **More info:** akcgr.org

AKC Shop Resources

- ❑ **Breeder & Puppy-Specific Products**
  - ❑ Puppy collars, puppy leads, puppy folders, etc.
  - ❑ Plus, items to send your puppies home with special, including the Welcome Home Puppy Box

- ❑ **Special AKC Barketing Basics Discount**

20% OFF*

Code: BARKBASICS
*Excludes DNA Kits and Puppy Folders
Exp. 03/01/20

shop.akc.org

Helpful Links & Resources

❑ **Email Resources**

  ❑ Low-cost email services providers:

    ❑ MailChimp: **https://mailchimp.com**

    ❑ Constant Contact: **https://www.constantcontact.com**

    ❑ Campaign Monitor: **https://www.campaignmonitor.com**

  ❑ Really Good Emails (email design samples): **reallygoodemails.com**

  ❑ Send Grid Email Marketing 101: **https://sendgrid.com/resource/email-marketing-101/**

  ❑ HubSpot Guide to Email Marketing: **https://blog.hubspot.com/marketing/email-marketing-guide**

❑ **Website Resources:**

  ❑ Website/SEO Audit Tool (enter URL to get a free website analysis): **seoptimer.com**

  ❑ Website builders (with out-of-the-box templates):

    ❑ WordPress: **wordpress.com**, Squarespace: **squarespace.com**, Wix: **wix.com**

  ❑ Website domain info: **https://moz.com/learn/seo/domain**

  ❑ Hello Bar (add scrolling header bars to your website): **hellobar.com**

Helpful Links & Resources

❑ **SEO Resources**
- ❑ MOZ Beginner Guide to SEO: **https://moz.com/beginners-guide-to-seo**
- ❑ How to Create Perfectly Optimized Content: **https://www.searchenginejournal.com/seo-guide/anatomy-of-perfectly-optimized-content/**
- ❑ SEMrush SEO Fundamentals Course (free): **https://www.semrush.com/academy/courses/14/info**

❑ **AKC Facebook Groups:**
- ❑ AKC Club Development: **https://www.facebook.com/groups/AKCClubDevelopment/**
- ❑ Dog Breeder Education Network: **https://www.facebook.com/groups/dogbreedersnetwork/**

❑ **Social Media Resources**
- ❑ Facebook & Instagram Blueprint Free Courses: **https://www.facebook.com/business/learn**
- ❑ Using Twitter: **https://help.twitter.com/en/using-twitter**

Helpful Links & Resources

❑ **Market Research / Survey Resources**

  ❑ Free or low-cost survey/feedback platforms:

    ❑ Google Forms: **https://www.google.com/forms/about/**

    ❑ SurveyMonkey: **https://www.surveymonkey.com/dashboard/**

    ❑ JotForm: **https://www.jotform.com/**

  ❑ Social Media

    ❑ Facebook polls: **https://www.facebook.com/help/1575289455869004**

    ❑ Instagram Stories Polls: **https://instagram-press.com/blog/2017/10/03/introducing-polls-in-instagram-stories/**

  ❑ Survey Design/Question Tips:

    ❑ Qualtrics: **qualtrics.com/blog/10-tips-for-building-effective-surveys**

    ❑ SurveyMonkey: **surveymonkey.com/mp/survey-guidelines/**

❑ **Digital Marketing Creative Tools**

  ❑ Design Tools: **Canva.com**, **Crello.com**

  ❑ Social Media Image Sizes: **https://sproutsocial.com/insights/social-media-image-sizes-guide/**

  ❑ Video creation tools: **Promo.com**, **Animoto.com**

Helpful Links & Resources

❑ **Google Analytics**
- ❑ Training:
  - ❑ Google Analytics Academy (free): **https://analytics.google.com/analytics/academy/**
- ❑ UTM Parameters (track your marketing success)
  - ❑ What are UTM parameters?: **https://neilpatel.com/blog/the-ultimate-guide-to-using-utm-parameters/**
  - ❑ Campaign URL Builder: **https://ga-dev-tools.appspot.com/campaign-url-builder/**
  - ❑ What is a Vanity URL: **https://bitly.com/blog/what-is-a-vanity-url/**

❑ **AKC Resources**
- ❑ AKC Public Education Webinar Series: **https://www.akc.org/public-education/akc-education-webinar-series/**
- ❑ AKC Club Development: **https://www.akc.org/clubs-delegates/clubs/about-club-development/**
- ❑ AKC Newsletter Sign-Up: **https://www.akc.org/subscribe/**

Any Questions?

Email marketing@akc.org