

2017  
September (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  
September

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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

**Make Customers Feel Appreciated And Offer Them Incentives For Staying Loyal-** This can be easily achieved by letting them know that you do offer incentives for loyalty such as [customer rewards cards](#) (template included in our advanced kit) and by giving them a discount when they refer their friends by utilizing the referral coupons that are included with the paid editions of this planner. This will help to cut down on customers getting enticed to try a new salon due to coupons or discounts that they see in advertisements. We recommend having the referral coupons and the rewards cards always displayed in a stack on your front counter so that customers will see them and take one. That way the programs practically run themselves. It's also effective to occasionally post printable versions on your Facebook page and also email them to clients.

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

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

**Run A Targeted Zipcode Ad For \$20 On Facebook Or Put A Business Card Sized Coupon Ad In Your Local Penny Saver Paper-** You will need a facebook page for your business first. If you don't already have one, it just takes a few minutes to set one up-it's free. From your business Facebook page, you will see an option to place a paid ad. Simply click on the link they provide to get started. Their system will walk you through it step by step and it's really quite easy to do. Facebook paid advertising brings incredible results since it allows you to laser target your local audience. For just \$20 or less, you can target your ad to show to only local people within your zipcode. You can also target competitor's facebook fans, dog owners or target according to local people's likes and interests. Because of this laser targeting ability, you can reap a huge return on your advertising dollar. A simple \$20 campaign can easily bring you in a dozen new customers! We have seen the best results when we ran the ad for only two to three days and during the middle of the week.

Small paid ads in local penny saver newspapers are also an inexpensive option. A small business card sized black & white ad will work just as good as an expensive full color ad but should cost under \$100. By turning your ad into a coupon, you will be able to track the effectiveness of the ad. If it brings in more new business than what it cost to run it, then you might want to place the same ad 4x per year. If you need ad layouts, our advanced kit includes some ad templates.

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

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

**Promote A Pampering Fall Spa Package Or Fall Seasonal Promotion** - Included with this planner is a fall seasonal promo printable sign with blank space on it to write in your own promo. Spa packages can easily be offered as an upgrade to add-on to the regular grooming. A spa package could include almost anything that you want to add to it. From pumpkin facials to yummy smelling seasonal sprays and shampoos, to skin care solutions, etc. Depending on your location, this can add on an additional \$10-50 more in profit to each grooming.

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



## Monthly Business Success Planner And Review

### 3 Key Success Goals:

**1. Customer Retention**

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

**2. Customer Growth**

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

**3. Increase Profit Margin**

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

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

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

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

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

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

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

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

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

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

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

# 2017 September

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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	



# HOLIDAY HOURS

Halloween

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Thanksgiving Day

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Happy Holidays!



This Month's Specials



We hope that you have found the free September 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)**