

ADVERTISING GUIDE

We have a Vet Portal available that allows you to register Paw Finders rabies tags for your clients. If you want to leave the registration process up to the pet owner, then please read our suggested Advertising Guide. These helpful tips will encourage your clients to go home and register their Paw Finders tag themselves. The more tags that are registered, the less lost pet phone calls your clinic will receive.

1. Visit our website www.PawFinders.com/Media-Kit and download our "Paw Finders Easy How-To" PDF flyer. You can then add the PDF to your website, blog, email blasts, and social media. Or, print out additional copies to hand out to your clients.
2. Visit www.PawFinders.com/Media-Kit and print off our Mini-Instruction sheets. There are 3 different sizes to choose from! You can hand a mini-instruction sheet out with each tag, or leave a pile on your front desk for those that are interested.
3. When you hand your client their tag, verbally tell them that they can scan the QR Code, or register on the Paw Finders website, their name and phone number for a one-time \$2.99 fee.
4. Monthly social media posts are a quick and easy way to remind clients to register their tag to access its full benefits. An intro post at the beginning of the year is also recommended so clients are excited to get their Paw Finders tag at their annual appointment.
5. Follow Paw Finders on Facebook and Twitter for additional content.