

# BREEDING LOYAL CUSTOMERS

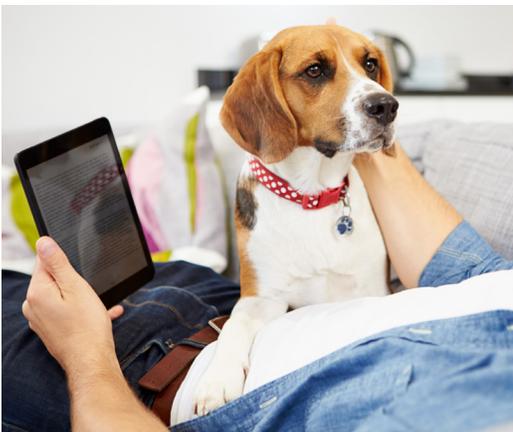
To establish a loyal customer base, you need to form an emotional connection between brands and end-users. Here are the top 4 reasons pet-related products need to be added to your product wheelhouse, and how they can help you fetch major success for your customers.

## 🐾 PRACTICAL EVERYDAY USE

When it comes to promotional products, items that can be used daily tend to be the best in show. Think about traditional giveaways, like pens and mugs; the same idea is true for pet products. Pet owners take their dogs for daily walks, play with them outside every evening, and have to clean up after them. That means they'll also interact with your customer's brand every day.

## 🐾 SOCIAL MEDIA SAVVINESS

Brands can receive tons of additional exposure by giving away Instagram-worthy items like colorful pet bandanas or stylish collars. Social media takes word-of-mouth (or should we say "bark-of-mouth") to a whole new level.



### GET SOCIAL!

People love posting pictures of their pets on social media so branded apparel will have an even wider reach than you think. Get this: 50% of pet owners who post about their pets on social media reported their pets get more likes than they do!

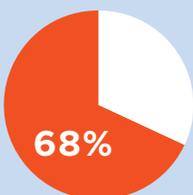
## 🐾 POSITIVE EMOTIONAL ATTACHMENT

Do more than get your client's brand in recipients' hands- get them in their hearts, too. While end-users will be happy when they receive these giveaways, the special moments really happen when they get home. They can give that branded treat to their furry friend, or use that branded toy to play a game of fetch in the backyard. They'll remember your client's brand as the company that made a joyful moment possible, and associate those good feelings with them.

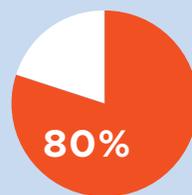


## 🐾 START A CONVERSATION

Everyone likes talking about their pets. Pet products are the perfect way to open a dialogue with customers you want to win over. Rather than starting with a sales pitch, your clients can instead give out pet-related items and ask recipients about their beloved pooch or kitty. This will establish a personal connection with the customer, increasing brand recognition and making it easier to sell to them later on. This can work for you too!



Percentage of homes that own a dog or cat. (84.6 million households)



Percentage of people who say that their pet brings them more happiness.