Making Every Penny Count:

THE 'PAWFECT' BRANDING CHECKLIST

FOR SMALL PET BUSINESSES

sniff DESIGN STUDIO

Sniff This! BRANDING CHECKLIST

BREED TRUST

PROFESSIONALISM BREEDS TRUST

Make your brand look pro and trustworthy with a cool logo, matching colors, and catchy messages. Be known as reliable and memorable to your customers.

BARK APART

DIFFERENTIATION IN A CROWDED MARKET

Stand out by investing in strong branding for your pet business. Use unique packaging, eye-catching store displays, and cool social media posts. Paw-yeah!

BOND PAWFECTLY

EMOTIONAL CONNECTION

Connect with your audience using their love for animals. Share your story and values to connect with like-minded customers who support eco-friendly products or animal welfare.

SPEAK YOUR PRICE

COMMANDING PREMIUM PRICES

Build trust with customers to charge higher prices. Show your commitment to quality through branding. Invest in branding to boost profits for your pet business.

BREED LOYALTY

CONSISTENCY BREEDS LOYALTY

Stay consistent across your website, social media, packaging, and ads. Build trust with customers. And get more sales and recommendations from happy customers as result and to make more money.

GROWL TO GROW

SCALABILITY

Start strong by building a solid brand. Use your brand to enter new markets or launch new products. Keep customers loyal as your pet business grows.

WOOF-WORTHY IMPRESSIONS

VISUAL IMPACT

Use visual branding to stand out and be remembered. Invest in awesome packaging and eye-catching social media posts to make your brand shine online.

NOTES: