

“SUCCES” FACTORS (VIA “MADE TO STICK”):

SIMPLE: keep your materials straightforward, clutter-free, and with key details only. Pare down the information. Focus on quality, low-cost, and the use of licensed veterinarians;

UNEXPECTED: surprise people with something fun, eye-catching, and unexpected;

CREDIBLE: deliver your message from a source people trust. Research shows that 60% of people trust veterinarians, so use veterinarians in your materials;

CONCRETE: make the issue real and tangible for people;

EMOTIONAL: people respond to drawing at the heartstrings;

STORY: it’s easier to remember a story than statistics. Tell the story of an individual animal to show the importance of spay/neuter.

Don’t use jargon! We may be familiar with the terms “kitten season” or “TNR” (Trap-Neuter-Return), but the average person may not. Remember the *Curse of Knowledge*, and that sometimes we forget what it was like before we were engrossed in this field.

GETTING THE MESSAGE RIGHT

- Consider IPSOS research:
<http://www.petsmartcharities.org/sites/default/files/Ipsos-Webinar-11-27-12.pdf>
- Top reasons people are not fixing their pets:
 1. Cost;
 2. Accessibility;
 3. Just haven’t gotten around to it.
- Top reasons people are fixing their pets:
 1. Stop unwanted litters;
 2. Stop annoying behaviors;
 3. To do the right thing.
- Focus on these reasons rather than multiple messages, which can be confusing. Be careful with your message, and don’t accidentally feed into concerns. For example, making fun of pets not wanting to get neutered when there are men out there who don’t want to take away their pet’s “manhood.” Showing cute puppies and kittens may also have the adverse effect of people wanting them, instead of wanting to prevent them! Don’t waste limited resources on the wrong message.

HAVE A PLAN (EVEN IF YOU DON'T HAVE A BUDGET)

- Ideally, you would have a budget of \$5,000-\$10,000 annually to allow you to spend on creating materials and promoting specials. Spending \$500-\$1,000 on radio per special promotion with a total of 4 promotions a year has proven successful for a number of clinics.
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ADVERTISING TIPS

- When using radio for advertising, pop radio tends to be the best bet, and you can often get a “buy one, get one free” deal on 30-second ads.
 - Have someone who takes pictures and gathers stories at your clinic and routinely shares with your donors, volunteers, and staff.
 - Make sure to celebrate successes and milestones: 50,000th spay/neuter surgery, intake going down at local shelter, last pet fixed of the year, fixing an entire colony of cats.
 - Use free media: get on radio morning shows, get TV, radio, print to do stories by offering a hook, such as an opportunity to come along to trap cats for a spay day or get a picture of the 50,000th pet fixed who gets a prize, post on Craigslist or contact Craigslist posters, post on social media.
 - Plan for slow times by offering fun catchy promotions: *Beat the Heat*, *No Fathers Day*, *Primp Your Pit*, *Happy New-Ter Year*, and *Labrador Day* are just a few fun ones!
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ADDITIONAL RESOURCES

- Samples of a black book of successful marketing ideas, a Zagat guide for marketing concepts, and sample materials: www.humanealliance.org/e-learning
- Good sample book on marketing: *Made to Stick* by Chip and Dan Heath: <http://heathbrothers.com/>