

# Marketing Overview



Understanding DocuPet's marketing approach and methods to promote licensing in your community.



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A photograph of a young girl in a red and white striped shirt walking a large, fluffy white dog on a leash. She is walking on a sidewalk with other people in the background. The scene is outdoors and brightly lit.

## Marketing Approach

An overview of DocuPet's marketing approach as it relates to pet licensing.



# Marketing Approach

DocuPet's marketing approach is simple: we aim to help pet owners understand the true value of their pet's licence, not only for their own pet but also for other animals in need.

We are here to support promoting pet licensing within your community! With extensive experience in marketing licensing programs, we've successfully trialed many marketing initiatives with various partners.

Through these collaborations, we've gained valuable insights into what drives success enabling us to tailor effective strategies for your organization.





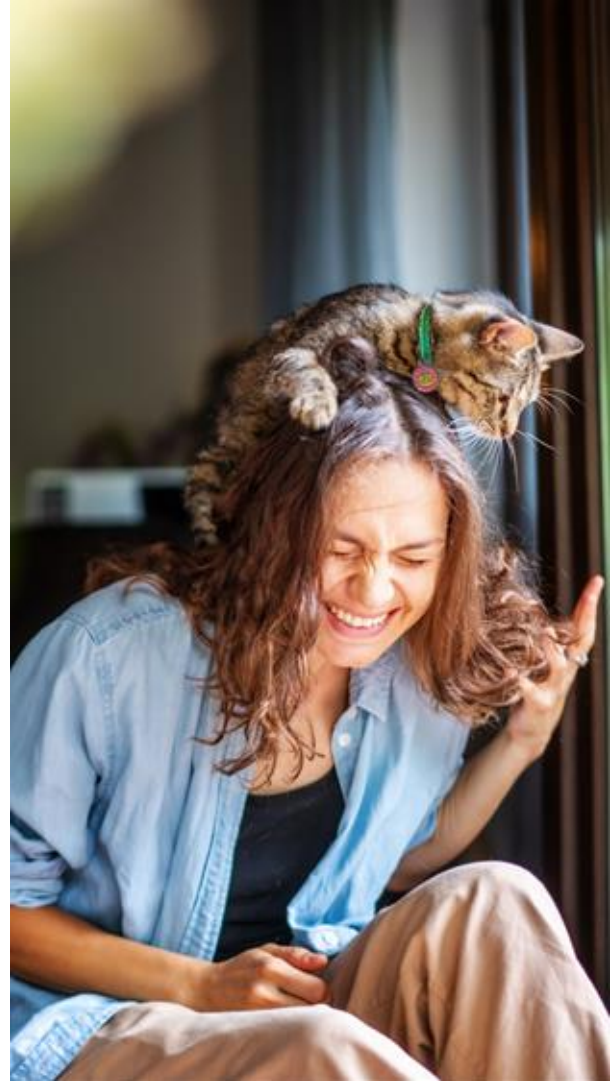
# Marketing Benefits

Marketing pet licensing within your community has many benefits and assists with increasing compliance by bringing in new pet owners and pets to the program.

We have found that:

- Many pet owners are unaware that pet licensing exists and is not merely a formality, but a requirement by law.
- Often, pet licensing is misunderstood or viewed as an unnecessary tax, with little recognition of its broader benefits.

Pet licensing plays a crucial role in protecting pets, reuniting lost animals with their owners, and providing essential funding for local animal shelters. By educating the public and launching effective marketing campaigns, we can shift perceptions and boost compliance, enhancing overall animal welfare.





## Messaging, Materials and Marketing Support





# The Impact of Clear Messaging

When pet owners understand the *why* behind licensing, they're far more likely to take action. A pet licence isn't just a requirement—it's a lifeline that helps lost pets return home and funds critical services like local shelters.

Too often, licensing is seen as an added cost with no clear benefit. That's where strategic messaging comes in. By communicating the community impact of licensing, we make it relevant, personal, and meaningful.

With the right approach, your outreach can change perceptions, build trust, and drive real results.

Let's look at how we bring this message to life through effective campaign materials.





# Marketing Menu

DocuPet has a “menu” of marketing materials and retail items our partners can “shop” from. These items are standardized offerings with some customization considerations. During launch and at any point in the future you may order off the menu. Design is offered free of charge for our templated menu items!

## Marketing Menu

Licensed to *play*.

Keeping pets safe and communities strong starts with pet licensing.  
[Partner]'s licensing partner, DocuPet, makes it easy.

QR CODE License your pet in minutes  
Scan the QR code, or visit  
xxxxxxxxx.docupet.com

DocuPet PARTNER LOGO



Pet licensing is required by law in [City].

Get started in minutes  
Scan the QR code or visit  
xxxxxx.docupet.com

Create your account, enter your pet's details with proof of rabies vaccination, select a tag and check out.

DocuPet PARTNER LOGO

License options

Altered Dog Licenses	
1 Year - \$5	2 Year - \$5

Please visit the website for all license options.

Unaltered Dog Licenses	
1 Year - \$5	2 Year - \$5



# Marketing Order Form

Once you've had a chance to review the Marketing Menu, please complete the Marketing Order Form if you'd like to order any printed materials for your organization.

The form allows you to adjust quantities so you can see a cost estimate that fits within your budget. Once we receive your order form, we'll send you a design mock-up for approval along with a shipping quote, which must be approved before we can ship the materials. Please allow approximately 10 business days for design and 5-10 days for shipping.

Any materials purchased will be deducted from your monthly remittance once they've shipped, or an invoice with the final costs can be sent to your organization if requested.

[Marketing Order Form](#)






## Marketing Menu Order Form

To view all image options, please reference our Marketing Menu, or [click here](#).

Search  Categories: All  Sort By

Postcards

 <b>General Postcards</b> \$82.01 CAD Quantities <input type="text" value="250"/> Image Style <input type="text" value="A"/>	 <b>General Postcards - Bilingual French</b> \$82.01 CAD Quantities <input type="text" value="250"/> Image Style <input type="text" value="A"/>	 <b>Adoption Postcards (Dog)</b> \$82.01 CAD Quantities <input type="text" value="250"/>
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# Digital Launch Package



Reviewing DocuPet's Digital Launch Package to support a successful launch.



# Digital Launch Package

Ahead of DocuPet's soft launch, DocuPet will provide your organization with the following marketing materials to support our launch in your community.

- **Launch Press Release:** DocuPet will prepare a press release to help spread the word about the new licensing system.
  - Recommended use: Release 1–2 weeks before launch to generate awareness among pet owners.
- **Website Recommendations:** DocuPet's marketing team will provide website recommendations (including images) for your organization's site, directing pet owners to the new DocuPet URL to purchase or renew their licences.
  - Recommended use: Implement prior to launch so your site is ready for visitors on day one.
- **Social Content Calendar:** DocuPet will provide an easy-to-follow social content calendar (including images) prior to launch, making it simple for you to share posts on your social media channels.
  - Recommended use: Begin posting 1–2 weeks after launch and continue for several weeks after to maintain engagement.



# Marketing Campaigns

Once your licensing program has been running for a comfortable amount of time, DocuPet may recommend hosting marketing campaigns that are proven to increase compliance. These may include:

## **Late Fee Amnesty Campaigns (if applicable)**

By waiving late fees for a specified period, DocuPet can launch recovery communications alongside additional marketing efforts. This encourages pet owners who have fallen out of compliance to renew their pet's licence without facing a penalty.

## **Free Designer Tag Campaigns**

Offering free designer tags is an effective way to attract new pet owners to the program, providing an incentive when they purchase a licence. Marketing efforts help raise awareness and drive participation in the campaign.





# Marketing Recommendations

Spreading awareness is essential for a successful licensing program. To maximize reach, DocuPet recommends collaborating with local animal organizations and requesting their support in distributing postcards, displaying posters, etc. to promote pet licensing and its associated benefits.

**Vets:** Provide postcards to distribute to pet owners when administering rabies vaccinations, microchips, spay/neuter procedures, etc.

**Local Shelters:** Supply posters to be displayed and hand out postcards during pet adoptions or at events such as rabies clinics, spay/neuter clinics, and microchip clinics.

DocuPet offers a variety of options in the marketing menu to support these efforts across different use cases.

Additional information is available through the [Helpdesk](#)





# Marketing Certified

- If you still have questions about marketing with DocuPet, check out our DocuPet Marketing Certified course for additional context.
- In the course, you'll learn why marketing your licensing program matters, how improve compliance, encourage responsible pet ownership, as well as practical strategies to help your community understand the value, importance, and requirement of licensing their pet.

To enroll and become DocuPet Marketing Certified, click the “Enroll Now” box on the right or [use the course link here](#).



## DocuPet Marketing Certified

📖 Course • 13 lessons

Welcome to your DocuPet Marketing Certified Experience!

Free

Course

## DocuPet Marketing Certified

**Enroll Now**

📖 3 Chapters    ☰ 13 Lessons



# Any Questions?

Contact the DocuPet Team to  
find out more.

