DaySmart Pet

The Ultimate Off-Season Guide for Pet Groomers

Your essential guide to keeping your business thriving during the slow season

daysmart.com/pet

Let's Get Started!

The holiday rush is over, and the off-season in the pet grooming industry has begun. But don't worry—this quieter period doesn't have to mean a slowdown for your business! Instead, it's the perfect opportunity to pause and reflect on strategies to keep your business thriving year-round.

This guide is packed with actionable tips to help you:

Maintain steady business during slower months

Retain clients and keep them coming back

Plan your budget & forecast finances for the year ahead

With these expert strategies, you'll start the new year on the right paw and tackle any off-season challenges with confidence. Let's dive in and set your business up for success all year long!

Keep the Tails Wagging

Maintaining Steady Business During Slow Months

The slow season can be a challenge for any business owner, but with the right strategies, you can keep your schedule full and your clients happy. Whether you're aiming for quick wins or ready to focus on long-term growth, there are plenty of opportunities to fit your business goals.

Keep reading for a breakdown of strategies—from the simplest to the most involved—to help you choose the best fit for your needs.

Easy Wins: Low Cost, High Impact Ideas

Boost your bookings without breaking the bank.

Appointment Scheduling at Checkout

Encourage clients to book their next appointment before they leave your business. Securing future visits during checkout keeps your calendar full and ensures their pets stay well-groomed all year long.

Referral Programs

Reward clients for spreading the word! Launch a referral program that offers discounts or free services for successful referrals. It's an easy way to attract new clients while showing appreciation for your loyal customers.

Off-Season Specials

Attract new clients and keep loyal ones returning with limited-time discounts and promotions. These are easy to set up and can help fill your schedule while turning one-time visitors into regulars.
Examples could include: 'Buy 3 Baths, Get 1 Free!' or 'Half-Price Nail Trims Every Wednesday in February.'

Take It to the Next Level: Medium-Effort Opportunities

Strategies that strike the perfect balance between effort and impact.

Memberships

Create grooming memberships that offer a set number of services per month for a fixed price. This approach generates consistent revenue while fostering repeat business and client loyalty.

Packages

Bundle complementary services at a discounted rate to provide added value for your clients. Packages not only encourage more bookings but also help clients discover the full range of your offerings.

Maximize Your Wins: High-Effort Strategies

These strategies require significant planning and coordination, but they can deliver big rewards.

Host Workshops and Events

Organize grooming workshops or pet care events to connect with your local community and demonstrate your expertise. These events not only showcase your skills but also attract new clients and strengthen your reputation.

You can even offer small incentives for attendees, like discounts on future appointments or free samples of products, to help secure future appointments.

Partner with Local Businesses

Team up with nearby pet stores, veterinarians, or shelters to expand your reach. There are many ways to make partnerships mutually beneficial, like creating co-branded social media posts or shared referral discounts.

Collaborating with other businesses helps you tap into new audiences and build valuable relationships that benefit everyone involved.

Best Practices for Retaining Clients

DID YOU KNOW...

Getting a new customer is
5 times more expensive
than retaining an existing one.
(smallbiztrends.com)

Loyal clients are the backbone of any successful pet care business. By fostering genuine connections and building trust, you can create lasting relationships that keep clients coming back. While trust is key, there are plenty of additional strategies to ensure your clients remain loyal to your business.

1. LOYALTY PROGRAMS

72% of consumers will favor a brand if there is a loyalty program. (KPMG)

Give clients a reason to keep coming back by rewarding their loyalty. Offering perks like service rewards, exclusive discounts, or even small treats for their pets can make all the difference. Pets and their owners form lasting bonds with businesses they trust, and a loyalty program reinforces that connection.

Best Practices for Retaining Clients continued...

2. PERSONALIZED COMMUNICATION

76% **of customers said personalized messages were essential in enhancing their consideration of a brand. (sender.net)**

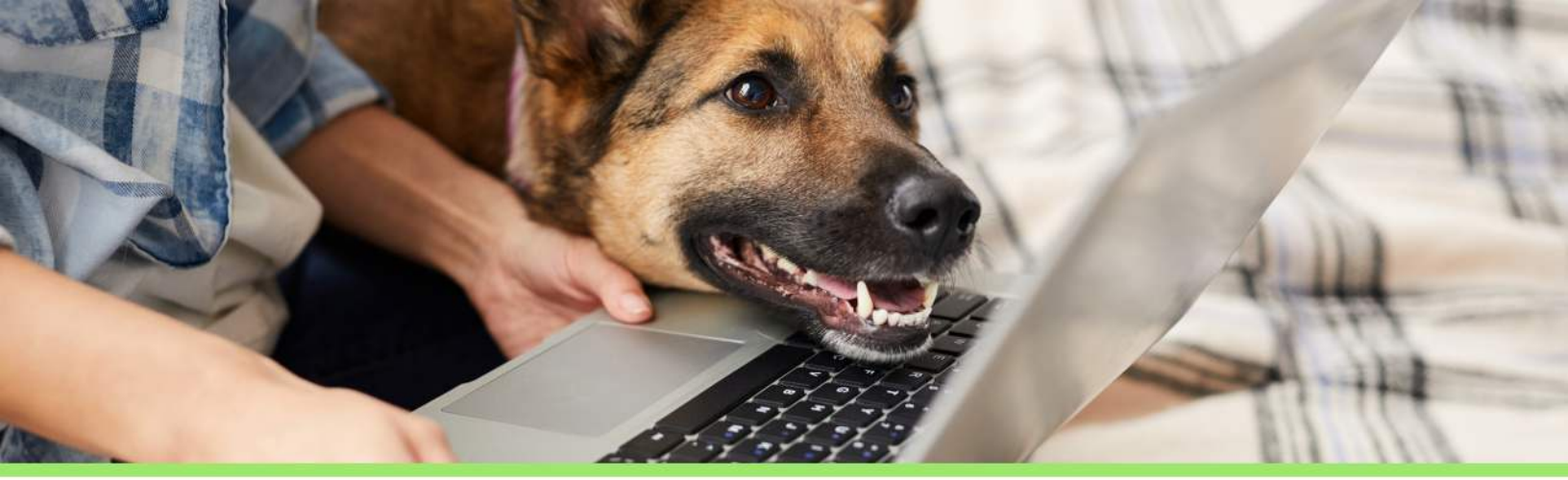
Clients want to feel seen and valued—not just another name on the schedule. Personalized communication helps you connect with clients on a deeper level, showing them that you care about their unique needs. When clients feel appreciated, they're more likely to return and stay loyal to your business.

3. SOCIAL MEDIA ENGAGEMENT

65% **of customers who receive a response to their positive comment or DM would recommend the brand to others. (synup.com)**

Stay top of mind with your clients between grooming sessions by connecting on social media. Create a business profile and actively engage with your community by responding to comments, messages, and posts.

Share adorable pet photos, showcase grooming transformations, and update followers on your services or specials. Social media is a powerful tool to strengthen relationships both online and in-store!



Budgeting and Financial Forecasting for the Year Ahead

The slower months are the perfect time to shift your focus to something equally important—your finances!

While budgeting and forecasting might seem overwhelming, the right tools and a bit of planning can make it manageable. Let's walk through some straightforward steps to get your finances in top shape and set the stage for your best year yet.

82%

of failed businesses cite poor cash flow management as one of the reasons for failure.
(AmericanDeposits)

1 Track Your Income and Expenses

Consistently tracking your income and expenses is the cornerstone of effective financial management. It ensures your finances stay on track while helping you identify trends and uncover areas where you might be overspending.

PRO TIP

Use a spreadsheet, online tool, or app to log all incoming payments and expenses. These options allow for easy tracking and give you a clear view of your finances. The more consistently you track, the better prepared you'll be to plan for the future!

2 Estimate Your Monthly Income and Basic Costs

Next, let's dive into simple forecasting. Review your past months of business to estimate your average monthly income. Then, pair that with your basic monthly costs—this will give you the foundation for your budget in the new year!

PRO TIP

Be realistic when estimating your income and expenses, especially during the slow season. If you expect a dip in appointments or revenue, account for that. Also, make sure to budget for any new initiatives or goals you want to implement this year, like seasonal promotions or new services that can help boost your income.

3 Save for Emergencies

Planning ahead is key to long-term success! Your business should have a financial cushion to handle unexpected events. Aim to save at least 3 months' worth of expenses in your emergency fund. Start small and gradually build it up – every little bit helps. Whether it's a sudden repair, an unexpected bill, or a dip in clients, an emergency fund ensures your business can keep running smoothly during tough times.

PRO TIP

Consider automating your savings through a business bank account, which will routinely transfer a set percentage of your revenue into your savings account.

4 Utilize Tools

In today's digital world, there are plenty of reporting tools that can help you better understand your finances. By using pet care business management software, you can stay organized, streamline your day-to-day, and gain valuable insights into your business performance.

PRO TIP

DaySmart Pet offers business reporting features that let you view key stats at a glance, monitor employee performance, and eliminate tedious accounting tasks. Plus, you'll have access to real-time reports, helping you create a solid, data-driven plan for your business's growth.

The Slow Season Doesn’t Have to Be Daunting

We hope this Ultimate Off-Season Success Guide has given you helpful tips and fresh ideas! Whether you're maintaining steady business during the slow months, strengthening your client relationships, or planning your budget for the year ahead, we’re excited about the future of your pet care business.

Thanks for Reading!

DaySmart Pet starts at $29/month

Learn how DaySmart Pet software can help your business succeed in the slow months!

TRY IT FOR FREE

DaySmart Pet