



Social Media for Pet Groomers

7 Tips to *Grow* Your Business



Groomers are busy, but social media is where clients are.

Simple, repeatable strategies any grooming business can use.

1. Film Everything While You Work



What: Authentic clips > polished production.

Bonus tip: Repurpose across Instagram, TikTok, Facebook.

2. Share Transformations and “Real” Moments

What: Before/after grooming glow-ups.

Bonus tip: Candid or “sassy pet” clips get the most engagement.



3. Reuse and Repurpose Content



What: Save all clips so you can build a library.

Bonus tip: Reshare every 3–6 months (audiences won't notice).

4. Pick One Platform First

What: Focus your energy where your target clients are.

Bonus tip: IG = loyal + buyers, TikTok = reach, FB = community.



5. Post Consistently at Peak Times



What: Use analytics to find your sweet spot (for most users, this is often after 3PM).

Bonus tip: Always cross-share to Stories.

6. Engage Back — Messages Build Trust

What: Answer those DMs and comments.

Bonus tip: Engaging with your audience will turn followers into clients.



7. Don't Fear the Haters

What: Haters = growth sign.

How: Honesty is better than perfection. Authenticity builds trust.



Direct messages

Total: 16



Want to save time while growing your grooming business?

DaySmart Pet helps you book more clients, stay organized, and free up time for content creation.

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