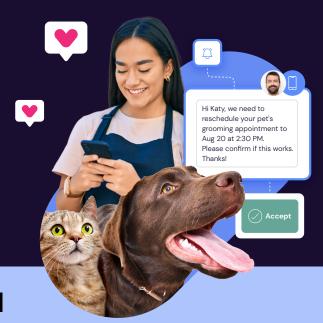


**Social Media for Pet Groomers** 

## 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.



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.



### Want to save time while growing your grooming business?

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