



## OUR PROCESS

**Step 1:** Build your Dog Haus community by targeting two different age demographic audiences, utilizing unique messaging and inform them about when your new location is opening.

**Step 2:** Promote your Free Haus Dog Day Grand Opening event, plus build excitement by starting a countdown to your location's opening.

**Step 3:** Educate your audience about hours, menu offerings, in-store experiences and Dog Haus culture.

## WE HAVE PRODUCED CONSISTENT SOCIAL MEDIA RESULTS

BUILD YOUR AUDIENCE

Average Follower Growth: 3,509

PROMOTE YOUR GRAND OPENING

Average Grand Opening Post Engagements: 4,600

EDUCATE YOUR AUDIENCE

Average Campaign Impressions: 478,642



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