

# 10 Steps to Advertising on the Internet

The public utilizes the internet more and more every day when searching for a new puppy to bring into their home.

The following outline offers you advice and opinions on ways to improve the presentation and increase sales of your puppies on the internet with proven success.

When advertising your puppies on the internet there are some “do’s” and some “don’ts”. Consider at the same time...what may work for one person...may not work for another. Your personal experiences will be part of a successful search for new puppy homes.

Input to offer this outline has been offered by: Website Builders

Owners of Internet Puppy Selling Sites

Individual Dog Breeders of all types

APRI experts

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1. Photos
  2. Names
  3. What to write about yourself and the puppy
  4. Email
  5. Answering the telephone
  6. Websites
  7. Where to Advertise
  8. What if a puppy does not sell
  9. Other avenues to sell puppies
  10. Do Your research and Know your Puppies



# 1. Photos

## PATIENCE

- Advertise the litter or Individual puppies?
- Paying for photos – or - using the ‘right’ camera
- Today’s Digital cameras take VERY CLEAR pictures
- When in doubt –do not use the photo
- What catches your attention?
- No cages in background-unless it is a home or nursery environment.
- CLEAN PUPPIES. Freshly bathed. No poop-No Eye boogies-No runny Noses-Nails cut
- No eye flash or red eye – day or night photos
- People or places in the background
- Backgrounds colors – Dark with Dark ...Light with light
- Dressing the puppy and props
- Photo of the Parents
- Photo with Children or other people
- Photo with other pets or with the parents-Make sure the puppy is the center of attention.
- Learn how to crop a photo.
  - When and Why. Far away photos make puppy look smaller
  - Create great head shots
  - Inappropriate accidental backgrounds
- Consider at what age to present puppies and keep photos updated.
- Videos-Discussion-Sound vs no sound

# 2. NAMES

REASON: Establishes a personality or a bond

How to choose a name. Be Creative

Look around the room-at home or in a commercial establishment

The Telephone Book

A Map or Atlas

Television, Movie or Storybook Characters

Add “THE” “Mr” “Mrs”

Double Word Names

Names of Paint Colors on Paint Charts



### **3. What to write about yourself and the puppies?**

Tell a short story.

Size of the puppy. Sizes can be a benefit or a negative. Big Boy or Little Boy...Big Girl or Little Girl

Your education

Years and experience breeding dogs

Health guarantee

Keep negatives out of your ads

Suggestion to Not write "No Sunday calls"

Do you ship – methods of transportation

### **4. EMAILS**

Answer promptly

Encourage the buyer to CALL you

Give personal responses.

### **5. ANSWERING THE TELEPHONE**

Answer promptly

Polite, friendly, professional message on answering machine

Return Messages promptly

### **6. WEBSITES**

Can be helpful

Consider the number of puppies you sell

Use with Website optimization – or – for personal reference to customers.

Links to additional information and sources

### **7. WHERE TO ADVERTISE**

Website

Free Puppy Sites

Per Puppy Paid

Commission Paid

Local

National

HSUS endorsed sites BEWARE

Newspaper



## 8. WHAT IF A PUPPY DOES NOT SELL?

- 1<sup>st</sup> Change order of photos
- 2<sup>nd</sup> Change photos with new photos
- 3<sup>rd</sup> Consider time of year and be patient
- 4<sup>th</sup> Change price-raise or lower
- 5<sup>th</sup> Learn how to and when to negotiate
- 6<sup>th</sup> Re-identify the puppy

## 9. OTHER AVENUES TO SELL PUPPIES

Local Newspapers-Depends on the area, cost, circulation

Direct to Pet Stores

Individual re-sellers 50% of a retail sale may be a better option

## 10. Do Your Research and Know Your Breeds

Have confidence and Knowledge about what you are breeding

Know what your competition is presenting

Proof read your listings

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This is offered as an outline. APRI representatives are available to share and detail this information to work best for you. Just give us a call.

Best Success to all of you.

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