

Dog Friendly SLC

Partnership Overview



“

If you want to do everything with
your dog, we're your people.

”

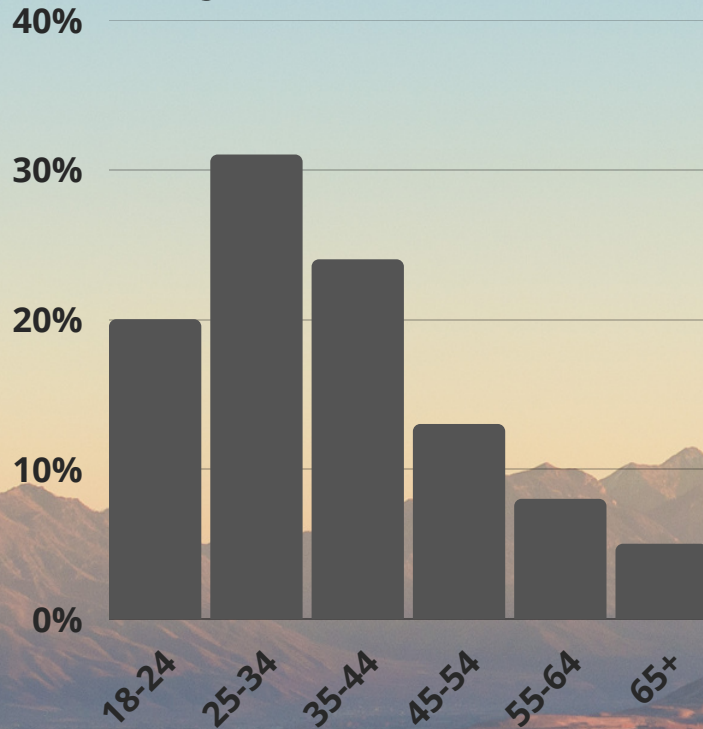




Dog Friendly SLC is a local, woman-owned brand and website that provides a one-stop resource for dog and pet owners living in or visiting the Salt Lake City metro area.

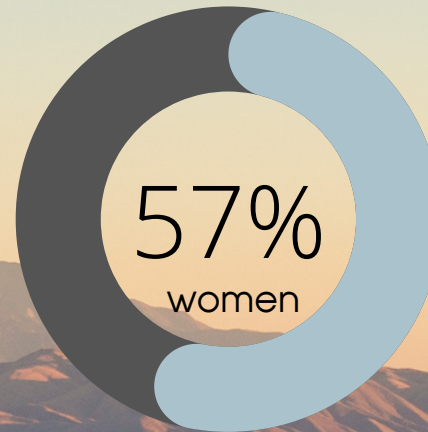
2022 Web Overview

Age Breakdown



78,800
unique visitors

65%
traffic increase

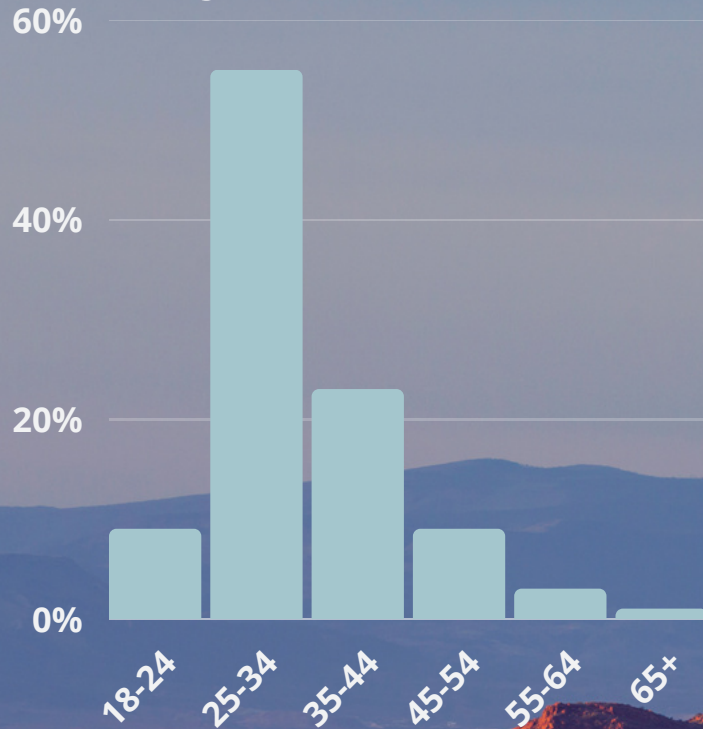


43% of web visitors live in Salt Lake County

Top Cities | Salt Lake City - West Jordan - Sandy

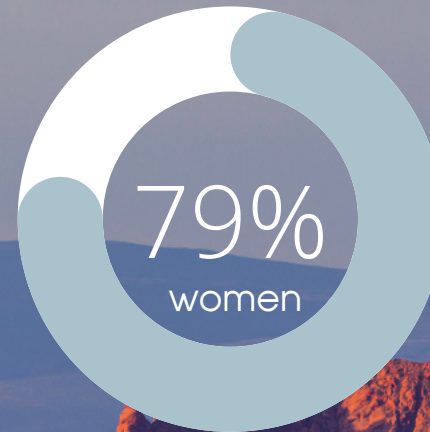
Instagram Demographics

Age Breakdown



14,100
followers

5.66%
engagement rate



Top Cities | Salt Lake City - Sandy - Millcreek



“

We never have had any luck with any sort of advertising, which is understandable. People want the real thing- which is to know other people love the service. And you are making it possible for more people to know about our service. Yay yay!

Suzie Ellison, Aarf Pet Care

”



Reasons to Invest

Reach the exact audience you need:
highly engaged local dog owners
looking to give their dog the best life
possible

Established local authority on all things
dog in Salt Lake City

Small, locally owned business: your
advertising dollars stay in Utah

Highly creative, customized
opportunities available

Your investment fuels future resources
for local dogs





“

We love your recommendations! We moved from Georgia to here and you've helped us find community here. Thank you!!!!

@thechowderhounds

”



Offerings

Web advertisement

Instagram posts
and stories

TikTok or Reels
video features

User generated content for
publication on partner
social media

Email newsletter marketing

Sponsored blog posts

Event planning

Marketing Consultations



Salt Lake City's Best Dog Friendly Fall Activities



[Read the Article →](#)

DOG FRIENDLY SLC SUPPORTERS:

LOGO

LOGO

LOGO

LOGO

Contact Us

Brandy Chenoweth

brandy@dogfriendlyslc.com

385-278-8454

