

Dog Friendly SLC

Partnership Overview



“

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

”

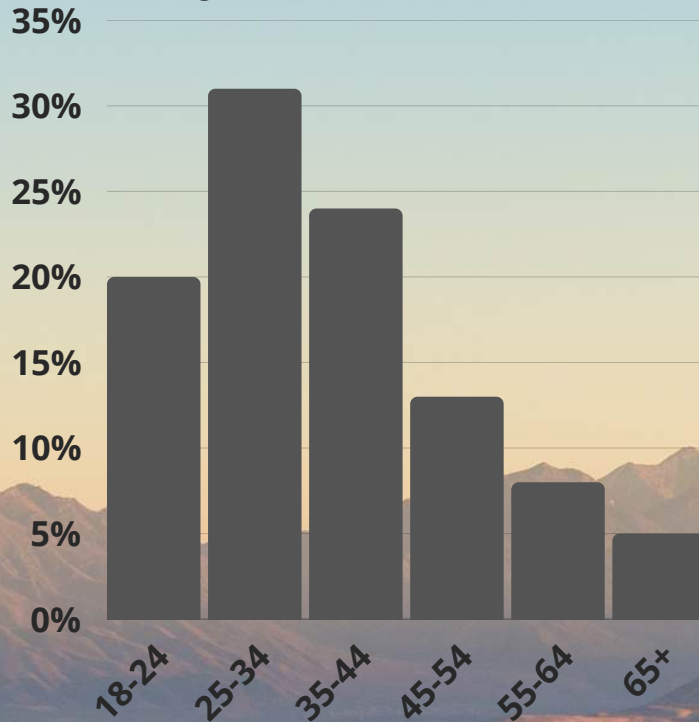




Dog Friendly SLC is a local, woman-owned brand and website that provides a one-stop resource for dog and pet owners living in or visiting the Salt Lake City metro area.

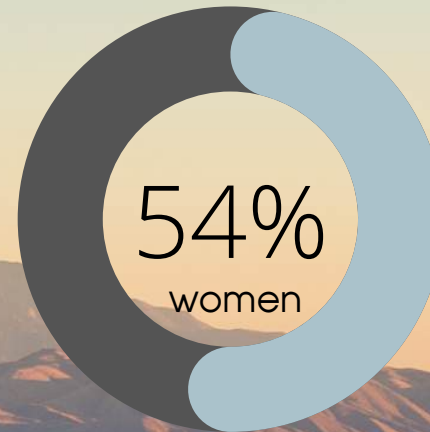
DogFriendlySLC.com

Age Breakdown



131k+
annual visitors

21.1k
avg monthly views

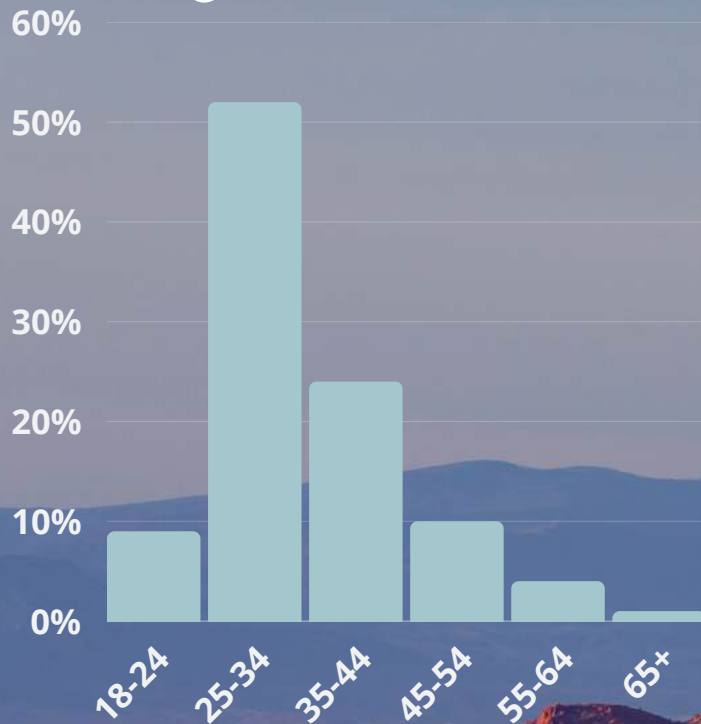


47% of web visitors live in Salt Lake County

Top Cities | Salt Lake City - West Jordan - West Valley

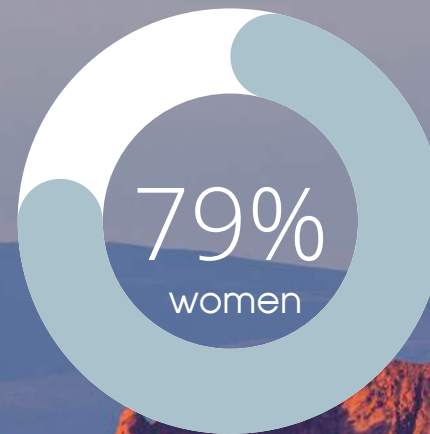
Instagram Demographics

Age Breakdown



27k+
followers

5.2%
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

Website advertising
(\$75-\$350+ per month)

Instagram Reels
video features (\$750+)

Instagram stories (\$100+)

User generated content for
publication on partner
social media (\$150+)

Email newsletter marketing
(\$100+)

Sponsored blog posts
(\$500+)

Event planning
(Rate Varies)

Marketing Consultations
(\$75/hr, 3 hour min)

Contact Us

Brandy Chenoweth

brandy@dogfriendlyslc.com

385-278-8454

