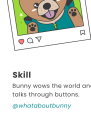


Couch to Celebrity

Pet Influencer 101



The Makings of a Star



Cuteness

Jiff is celebrated for his adorable outfits and fuzzy face.

@jiffpom

Skill

Bunny wows the world and talks through buttons.

@whataboutbunny



Backstory

Prissy & Pop are classroom pigs and farm rescue advocates.

@prissy_pig

Novelty

Noodle shares his gift with daily readings — is it a “bones” or “no bones” day?

@longnaw



Exotic

Juniper & Friends showcases the happy lives of rescued exotic pets.

@juniperfox

Celebrity Secrets for Success



Find an Angle

Every pet has a power! Identify your pet's niche, whether it be a unique breed, special talent or exceptional cuteness.

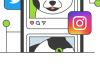


Star Maker

Lola the wolfdog has 2 million followers and earns over \$380K a year.

Create a Content Plan

Plan ahead with a backlog of photos, seasonal trends and your pet's brand voice.



Star Maker

Dog parents post about their dog on average 6x a week, and 33% have a doggy Instagram.



Commit to Consistency

Accounts that post regularly are favored by algorithms, so consistency boosts engagement and visibility.



Star Maker

Instagram recommends 2 posts per week and 2 stories a day for optimal growth.

Boost Your Brand

Invest in your brand with graphic design, high-quality photos and merchandise.



Star Maker

You can file Fluffy's care costs, like grooming and training, as business expenses if they earn income.



Collaborate With Creators

Connect with similar creators and collab on content or fundraisers to build a community of fans.



Star Maker

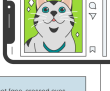
Influencer marketing spending is expected to increase 12% to \$4.62 billion invested in 2023.

Influencer Inspiration

Nala

@nala_cat

Nala has 4.3 million Instagram followers (a cat influencer record) and launched a book and her own food brand.



Super Power

Nala's famous for her sweet face, crossed eyes and genuine peek into her daily adventures.

Tika

@tikatheggy

Tika has 1.1 million Instagram fans who follow her fashion career and a recent book launch.



Super Power

Italian greyhound turned supermodel, Tika is runway-ready with over 200 outfits.

Jiff

@this_girl_is_a_squirrel

712K followers have made Jiff, a 9-year-old rescued squirrel, a household name.



Super Power

Jiff was rescued during Hurricane Isaac and gained popularity for her sweetness and acrobatics.