

# PET MARKETING

# NEWSLETTER

Issue 1.18, September 2014

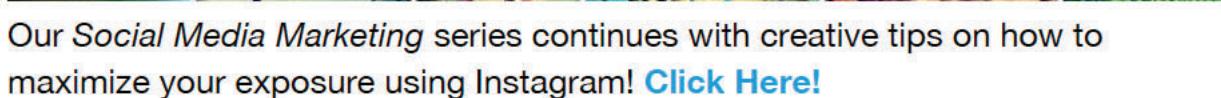
LOOKING TO LIFT UP YOUR  
ANIMAL ADOPTION & RESCUE WORK?

INSPIRATION STARTS HERE AT RESCUEMECENTRAL.COM!

VISIT  
US!



## Photo-Bomb Your Brand!



Our Social Media Marketing series continues with creative tips on how to maximize your exposure using Instagram! [Click Here!](#)

### Focus Groups – What are they good for?

Join us for an exclusive interview with focus group expert and author Thomas L. Greenbaum. What you learn may be surprising and profitable!

[Click Here!](#)

### Ever wonder why non-pet related brands feature animals in their advertising campaigns?

Do you really have to ask? Check out this [slideshow](#) of the most persuasive, smooth talking Spokesanimals of all time.

Keep your pet brand and business on-trend with the help of our Pet Marketing Resource Center!

[CHECK US OUT!](#)

### Coming in Our Next Issues



Cat Fancy  
January Issue

Ad Close:  
10/6/2014

[CatChannel.com](#)



Dog Fancy  
January Issue

Ad Close:  
10/7/2014

[DogChannel.com](#)



Rescue Me  
Jan./Feb. Issue

Ad Close:  
10/21/2014

[RESCUE ME  
CENTRAL.COM](#)



Veterinary  
Practice News  
December Issue

Ad Close:  
10/28/14

[Veterinary  
Practice News](#)