

Pet Psychic Marketing Strategy

Pet Psychic Marketing Strategy & Distribution Plan

Prepared: February 6, 2026

Document Type: Comprehensive Marketing Strategy Report

App: Pet Psychic (iOS/Android - Expo/React Native)

Executive Summary

Pet Psychic is uniquely positioned in the mobile entertainment space, combining the universally beloved pet content niche with AI-powered humor generation. This report outlines a comprehensive go-to-market strategy leveraging organic social virality, targeted influencer partnerships, and strategic paid acquisition to achieve sustainable growth.

Key Opportunity: The pet content market generates billions of views monthly across TikTok and Instagram, yet there are surprisingly few apps that capitalize on this demand with shareable, user-generated comedic content. Pet Psychic fills this gap.

Primary Goal: Achieve 100K downloads in the first 90 days through a combination of viral organic content (70%) and targeted paid acquisition (30%).

1. Competitive Analysis

1.1 Direct Competitors

Talking Pet AI Apps

App	Downloads	Monetization	Key Features
TalkingPets AI	3M+	Freemium subscription	AI lip-sync, singing pets, video creation
Talking Pet: Revive AI Photo	100K+	Freemium	Animation, talking videos, costumes
My Talking Pet	500K+	Freemium + Ads	Basic talking animations
Mango AI Talking Animals	50K+	Credits/subscription	High-quality lip-sync

Pet Photo/Entertainment Apps

- **Prisma** - Art-style photo filters (popular with pet photos)
- **FaceApp** - While human-focused, shows viral potential of AI photo apps
- **Comedy Pet Photo Awards** - Annual competition with massive viral reach

1.2 What's Working for Competitors

Distribution: - TikTok organic content drives 60-70% of downloads - User-generated content (pet owners sharing results) is the primary growth engine - Influencer partnerships with pet accounts (10-40% engagement rates) - Reddit communities (r/aww has 37.7M members)

Monetization: - Soft paywalls with free tier generating shareable content - Weekly subscriptions (\$4.99-\$9.99/week) outperform monthly - Premium features: HD export, watermark removal, extra voices/effects

Content Patterns: - "Before/After" reveals perform best - Relatable pet commentary ("POV: Your cat explaining why...") - Trending audio integration - Duet/stitch-friendly formats






1.3 Gaps & Opportunities


Gap	Opportunity for Pet Psychic
No app focuses on "psychic"	Unique positioning - mystical/fortune-teller aesthetic is untapped

Gap	Opportunity for Pet Psychic
readings" angle	
Most apps create videos; few create shareable static content	Instagram Story optimization with swipe-up quotes
Competitors lack personality/brand voice	Build distinctive "mystical pet advisor" character
Daily engagement hooks are weak	Daily Horoscope feature drives daily opens
Limited localization	Expand to Spanish, Portuguese markets early

2. Distribution Strategy

2.1 Platform Priority Matrix

Platform	Priority	Audience Fit	Content Type	Est. Reach Potential
TikTok	 Critical	18-34, Gen Z	Short-form video, trends	1B+ monthly users
Instagram Reels/Stories	 Critical	25-44, Millennials	Polished video, Stories	500M+ daily Stories users
Reddit	 High	18-35, engaged communities	Native posts, AMAs	37M+ in pet subs
YouTube Shorts	 High	All ages	Repurposed TikToks	2B+ monthly users
Facebook	 Medium	35-55, pet groups	Shareable posts, Groups	1.5B+ in pet groups

Platform	Priority	Audience Fit	Content Type	Est. Reach Potential
Twitter/X	 Medium	25-45, meme culture	Screenshots, threads	Viral potential

2.2 TikTok Strategy (Primary Channel)

Content Pillars:

- Pet Reading Reveals** (40% of content)
 - Format: Show pet photo → dramatic reveal of “psychic reading”
 - Hook: “My cat’s true personality according to AI...”
 - Use trending sounds, mystical/dramatic audio
- User Submissions/Reactions** (30% of content)
 - Repost user-generated content with permission
 - Create duet/stitch opportunities
 - “Send us your pet for a FREE reading” CTAs
- Behind the Scenes/Relatable** (15% of content)
 - App development snippets
 - “When we created this feature because...”
 - Team pets getting readings
- Trend Jacking** (15% of content)
 - Adapt viral trends with pet twist
 - React to viral pet content with readings
 - Seasonal content (Mercury retrograde, etc.)

Posting Schedule: - 2-3 posts per day during launch - 1-2 posts per day post-launch -
Peak times: 7-9am, 12-1pm, 7-10pm EST

Key Hashtags: - Primary: #PetPsychic #PetReading #WhatMyPetThinks - Secondary: #DogsOfTikTok #CatsOfTikTok #PetHumor #FunnyPets - Trending: Monitor and adapt weekly

2.3 Instagram Strategy

Content Mix: - **Reels** (60%): Repurposed TikTok content, optimized for IG - **Stories** (30%): Interactive polls, user submissions, behind-scenes - **Feed Posts** (10%): High-quality results, testimonials, announcements

Instagram-Specific Tactics: - Optimize sharing to Stories (app results should be Story-sized) - Add "Add Yours" sticker prompts to encourage UGC - Collaborate feature with pet influencers - Shopping integration for premium features

2.4 Reddit Strategy

Target Subreddits: | Subreddit | Members | Approach | |———|———|———| | r/aww | 37.7M | Organic posts only, no promotion | | r/cats | 5M+ | Cat-specific readings, engage genuinely | | r/dogs | 4M+ | Dog-specific readings, advice threads | | r/funny | 50M+ | Occasional viral-worthy content | | r/WhatsWrongWithYourDog | 2M+ | Humorous readings for weird pet behavior | | r/astrology | 500K+ | Pet astrology crossover |

Reddit Rules: - Never direct promote; let content speak for itself - Engage in comments authentically - Build karma in relevant communities first - Consider Reddit Ads for targeted reach (\$5-10 CPM)

2.5 Influencer & Partnership Strategy

Tier 1: Micro-Influencers (1K-50K followers) - Cost: \$100-\$400 per post (pets) / Free product exchange - Target: 50+ partnerships in first 90 days - Focus: High engagement pet accounts (10-40% engagement typical) - Platforms: TikTok, Instagram

Tier 2: Mid-Tier Influencers (50K-500K followers) - Cost: \$500-\$2,000 per post - Target: 10-15 partnerships - Focus: Pet lifestyle, comedy, relatable content creators - Example accounts: Local pet celebrities, rescue advocates

Tier 3: Macro Influencers (500K+ followers) - Cost: \$2,000-\$15,000 per post - Target: 2-3 strategic partnerships - Focus: Awareness spikes, launch moments - Examples: Famous pet accounts (JiffPom-level)

Outreach Template:

Subject: Free Pet Psychic Reading for [Pet's Name] 🐾

Hey [Name]!

I'm [Name] from Pet Psychic – we built an app that gives hilarious "psychic readings" for pets based on their photos. Think mystical fortune teller meets pet comedy.

Would love to give [Pet's Name] a free premium reading! No strings attached – if you think it's funny enough to share, amazing. If not,

no worries at all.

[Link to app]

[Your name]

Partnership Opportunities: - Pet food brands (co-branded readings) - Animal shelters (free readings for adoptable pets) - Pet subscription boxes (BarkBox, Meowbox) - Veterinary chains (waiting room entertainment)

2.6 Paid vs. Organic Approach

Phase 1: Launch (Days 1-30) - 90% Organic / 10% Paid - Focus on organic virality and content testing - Minimal paid spend to test creative and audiences - Budget: \$1,000-\$2,000

Phase 2: Scale (Days 31-60) - 70% Organic / 30% Paid - Double down on winning content formats - Scale paid with proven UGC - Budget: \$5,000-\$10,000

Phase 3: Optimize (Days 61-90) - 60% Organic / 40% Paid - Full paid acquisition engine - Retargeting engaged users - Budget: \$10,000-\$15,000

3. Growth Tactics

3.1 Viral Mechanics (Maximizing Sharing)

Built-In Virality Features:

1. Frictionless Sharing

- One-tap share to Instagram Stories, TikTok, iMessage
- Pre-formatted results optimized for each platform
- No watermarks on free tier (controversial but viral)
- Subtle branding: "Get your pet's reading at PetPsychic.app"

2. Share Triggers

- Readings designed to be surprising/funny enough to share
- "Your pet's SECRET desire" - curiosity gap
- Relatable pet owner humor ("Your cat thinks YOU'RE the pet")

- Social proof: "1M+ readings generated"

3. Referral Program

- Invite 3 friends → Unlock premium reading
- Double-sided rewards (both parties benefit)
- Unique referral codes for tracking
- Leaderboard for top referrers

4. Challenge Mechanics

- Weekly "Pet Psychic Challenge" themes
- "Tag your friend's pet for a reading"
- Pet vs. Pet comparisons
- Seasonal events (Halloween fortunes, Valentine's love readings)

Viral Coefficient Target: - K-factor goal: 0.3+ (every 3 users brings 1 new user) - Industry benchmark: 0.2 is good, 0.5+ is excellent

3.2 User Acquisition Funnels

Funnel 1: Social Discovery → App Download

TikTok/IG View → Watch Full Video → Click Bio Link →
App Store → Download → First Reading (Free) →
Paywall Prompt → Convert or Share

Funnel 2: Referral Loop

Friend Shares Reading → View Reading → Curiosity →
"Get Your Pet's Reading" CTA → Download →
Own Reading → Share to Friends (Loop)

Funnel 3: Influencer-Driven

Influencer Post → Trust Signal → App Store →
Download → Replicate Influencer's Content →
Share Own Version → Attract More Users

Key Funnel Metrics to Track: - Video view → Bio click: Target 2-5% - Bio click → App Store visit: Target 40-60% - App Store visit → Install: Target 30-50% - Install → First reading: Target 70%+ - First reading → Share: Target 20-30%

3.3 Retention Strategies

Daily Engagement Hooks:

1. **Daily Horoscope** (Premium Feature)
 - Push notification: "Your pet's cosmic forecast is ready"
 - New content daily drives habitual use
 - Time-gated to create daily return
2. **Reading History/Collection**
 - Save all past readings
 - "Reading of the Week" highlights
 - Shareable collections
3. **Progressive Unlocks**
 - New reading categories unlocked over time
 - Streak bonuses for consecutive days
 - Achievement badges ("100 readings generated!")
4. **Personalization**
 - Pet profiles with saved photos
 - Personalized reading styles
 - Birthday reminders/special readings

Retention Benchmarks (Target vs. Industry): | Metric | Industry Average | Pet Psychic Target | |———|———|———| | D1 Retention | 25-30% | 35%+ | | D7 Retention | 10-15% | 18%+ | | D30 Retention | 5-10% | 12%+ |

Churn Prevention: - Soft paywall (let users experience value first) - Win-back campaigns for lapsed users - "We miss [Pet's Name]!" notifications - Free premium weekend events

3.4 App Store Optimization (ASO)

App Title: Pet Psychic – Funny Pet Readings

Subtitle (iOS) / Short Description (Android): AI Fortune Teller for Your Cat & Dog

Primary Keywords: - pet psychic - funny pet app - dog personality - cat horoscope - pet humor - talking pet - pet reading

Long-Tail Keywords: - what does my dog think - pet fortune teller - funny cat app - pet comedy - animal psychic - dog astrology

App Store Listing Optimization: 1. **Screenshots:** Show the humor immediately -
Screenshot 1: Dramatic "reading reveal" - Screenshot 2: Hilarious reading example -
Screenshot 3: Social sharing in action - Screenshot 4: Daily horoscope preview -
Screenshot 5: Premium features

2. App Preview Video:

- 15-30 second demo
- Show complete flow: photo → reading → laugh
- Include real user reactions if possible

3. Reviews Strategy:

- Prompt for review after positive moments (funny reading shared)
- Never prompt after paywall rejection
- Respond to all reviews (especially negative)

ASO Tools to Use: - AppTweak (keyword research) - SensorTower (competitor tracking) -
App Radar (ASO monitoring)

4. Content Recommendations

4.1 Sample Social Posts/Hooks

TikTok/Reels Hooks (First 3 Seconds):

1. "I asked an AI psychic what my cat REALLY thinks of me..."
2. "POV: You discover your dog's secret past life"
3. "My pet's psychic reading called me OUT"
4. "This app exposed my cat's true personality and I can't stop laughing"
5. "I got my dog a psychic reading and now I'm concerned"
6. "Apparently my cat was a royal in a past life??"
7. "This is what my dog's cosmic forecast says about today"
8. "I didn't expect my pet's reading to be THIS accurate"

Caption Templates:

For Pet Reading Reveals:

gave [pet name] a psychic reading... and this is actually scary accurate 🥺
👁️

#petpsychic #dogsoftiktok #fyp

For User Reactions:

she did NOT just expose my cat like this 🤖

download in bio if you're brave enough to find out what your pet really thinks

#catsoftiktok #funny #pethumor

For Call-to-Action:

comment your pet's name and I'll manifest their reading 🧙‍♀️✨

(or just download the app yourself, link in bio 😊)

#petreading #psychic #funnyanimals

4.2 Video Script Ideas

Script 1: "Pet Reading Gone Wrong" (30 sec)

[Hook – 0–3 sec]

TEXT ON SCREEN: "I asked AI what my cat thinks of me..."

AUDIO: Suspenseful/dramatic sound

[Setup – 3–10 sec]

Show: Opening app, selecting photo

TEXT: "Let's see what the cosmic forces reveal..."

[The Reveal – 10–25 sec]

Show: Reading appearing on screen

ZOOM IN on funny/roast-y parts

REACTION: Shocked face, zooming in more

[Payoff – 25–30 sec]

TEXT: "...she's not wrong though 🐾"

End card: App name, "Get your pet's reading"

Script 2: "Multi-Pet Comparison" (45 sec)

[Hook]

"Ranking my pets by their psychic readings..."

[Pet 1]

"First up, [name]... *reads* okay not bad"

[Pet 2]

"Now [name]... *reads* EXCUSE ME?!"

[Pet 3]

"And finally... *reads* this is actually accurate"

[Ranking]

"So the rankings are:

3. [name] – too mean

2. [name] – accurate but harsh

1. [name] – cosmic perfection"

[CTA]

"Comment who should get a reading next"

Script 3: "Storytime" Format (60 sec)

[Hook]

"Storytime: I got my rescue dog a psychic reading and discovered his past life"

[Build Up]

"So I found this app called Pet Psychic..."

"You upload a photo and it gives you this mystical reading..."

"I wasn't expecting much BUT..."

[The Story]

"Apparently [name] was once a [funny past life]..."
 "And his cosmic forecast said [funny prediction]..."
 "And honestly? The way he acts... it makes sense"

[Reveal/Payoff]

Show the actual reading

"Like look at this... *reads funniest part*"

[CTA]

"Someone tell me if their pet's reading was this accurate"

4.3 User-Generated Content Strategies

UGC Campaign Ideas:

1. #PetPsychicChallenge

- Share your pet's funniest reading
- Tag 3 friends to do the same
- Weekly winner gets featured + free premium

2. "Most Accurate Reading" Contest

- Users share reading + proof it's accurate
- Community votes on most relatable
- Prize: Year of premium

3. Pet Celebrity Readings

- Ask famous pet accounts to participate
- Create reading for their pet
- They share, tag app

4. Duet/Stitch Bait

- Post controversial readings
- "Rate my pet's cosmic forecast"
- "Tell me if this is accurate"

UGC Incentives: - Feature on official account (exposure) - Free premium access - Merch (if available) - Shoutouts

UGC Collection: - Dedicated hashtag monitoring - Permission requests for reposts - User submission form in app - Discord community for power users

5. Launch Plan

5.1 30/60/90 Day Roadmap

Days 1-30: LAUNCH & LEARN

Week 1: Soft Launch - [] Final ASO optimization - [] Launch social accounts (TikTok, IG) - [] Seed content: 10+ posts ready to publish - [] Reach out to 20 micro-influencers - [] Join and engage in Reddit communities - [] Set up analytics (Mixpanel, Amplitude, or similar)

Week 2: Content Blitz - [] Post 2-3x daily on TikTok - [] Cross-post to Reels, YouTube Shorts - [] First influencer posts go live - [] Monitor and engage with all comments - [] A/B test hooks and formats

Week 3: Optimize - [] Double down on best-performing content - [] Launch referral program - [] First Reddit posts (organic) - [] Start small paid tests (\$500)

Week 4: Scale Winners - [] Identify viral content patterns - [] Scale paid spend on proven creative - [] Secure 5+ influencer partnerships - [] First press/blog outreach

Key Metrics - Day 30: - Downloads: 10,000+ - Daily Active Users: 1,500+ - Social followers: 5,000+ - Organic install rate: 60%+

Days 31-60: SCALE

Week 5-6: Content Engine - [] Systematize content production (3 posts/day) - [] Launch UGC campaigns - [] Mid-tier influencer partnerships (5+) - [] Reddit Ads testing

Week 7-8: Paid Acquisition - [] Scale TikTok Ads (\$3,000-5,000) - [] Launch Instagram Ads - [] Retargeting campaigns - [] Lookalike audiences from converters

Key Metrics - Day 60: - Downloads: 40,000+ - DAU: 5,000+ - Social followers: 20,000+ - Trial conversion rate: 10%+ - Paid CPI: <\$2.00

Days 61-90: OPTIMIZE & SUSTAIN

Week 9-10: Retention Focus - [] Push notification optimization - [] Win-back campaigns - [] New feature launch (if ready) - [] Community building (Discord?)

Week 11-12: Growth Compounding - [] One macro influencer partnership - [] PR push for coverage - [] Seasonal campaign (if applicable) - [] International expansion prep

Key Metrics - Day 90: - Downloads: 100,000+ - DAU: 12,000+ - Social followers: 50,000+
- Monthly revenue: \$10,000+ - D30 retention: 10%+

5.2 Quick Wins vs. Long-Term Plays

Quick Wins (Week 1-2): | Tactic | Effort | Impact | Timeline | |———|———|———|———| |
Optimize App Store listing | Low | High | Day 1-2 | | First 10 TikTok posts | Medium | High |
Day 1-7 | | Micro-influencer outreach | Low | Medium | Day 1-7 | | Reddit community
engagement | Low | Medium | Ongoing | | Referral program launch | Medium | High | Day 7-
14 |

Long-Term Plays (Month 2+): | Tactic | Effort | Impact | Timeline | |———|———|———|———|
| | Brand partnerships | High | High | Month 2-3 | | PR/Media coverage | High | Medium |
Month 2+ | | International localization | High | High | Month 3+ | | YouTube presence |
Medium | Medium | Month 2+ | | Community/Discord | Medium | High | Month 3+ |

5.3 Budget Recommendations

Scenario A: Lean Launch (\$5,000 total / 90 days) | Category | Budget | Allocation | |
———|———|———| | Micro-influencers | \$1,500 | 10-15 partnerships | | Paid Ads
(TikTok/Meta) | \$2,500 | Testing + small scale | | Tools & Software | \$500 | ASO, analytics | |
Contingency | \$500 | Opportunity fund |

Scenario B: Moderate Launch (\$15,000 total / 90 days) | Category | Budget | Allocation
| |———|———|———| | Influencers (all tiers) | \$5,000 | 30+ partnerships | | Paid Ads |
\$7,000 | TikTok, Meta, Reddit | | Tools & Software | \$1,500 | Full stack | | Content
Production | \$1,000 | UGC, editing | | Contingency | \$500 | |

Scenario C: Aggressive Launch (\$50,000 total / 90 days) | Category | Budget |
Allocation | |———|———|———| | Influencers | \$15,000 | Including 1-2 macro | | Paid Ads |
\$25,000 | Full-funnel campaigns | | Tools & Analytics | \$3,000 | Premium tools | |
Content/Creative | \$4,000 | Professional production | | PR/Comms | \$2,000 | Press
outreach | | Contingency | \$1,000 | |

Expected ROI by Scenario: - Lean: 100-150% (50K+ downloads achievable) - Moderate:
150-250% (100K+ downloads likely) - Aggressive: 200-400% (250K+ downloads possible)

6. Metrics & KPIs

6.1 Key Metrics Dashboard






Acquisition Metrics: | Metric | Definition | Target | |———|———|———| | Downloads | Total app installs | 100K in 90 days | | CPI (Paid) | Cost per install | <\$2.00 (Entertainment avg: \$1.10) | | Organic Rate | % downloads not from paid | >60% | | Referral Rate | % downloads from referrals | >15% | | K-Factor | Viral coefficient | >0.3 |






Engagement Metrics: | Metric | Definition | Target | |———|———|———| | DAU | Daily active users | 15% of total downloads | | Readings/User | Average readings generated | 3+ per session | | Share Rate | % users who share results | 25%+ | | D1 Retention | Users returning Day 1 | 35%+ | | D7 Retention | Users returning Day 7 | 18%+ | | D30 Retention | Users returning Day 30 | 12%+ |






Monetization Metrics: | Metric | Definition | Target | |———|———|———| | Trial Start Rate | % users starting trial | 15%+ | | Trial Conversion | % trials converting to paid | 40%+ | | Free-to-Paid | % all users converting | 3-5% | | ARPU | Average revenue per user | \$0.50+ | | LTV | Lifetime value | \$5+ | | LTV:CPI Ratio | Payback efficiency | 3:1+ |

Social/Content Metrics: | Metric | Definition | Target | |———|———|———| | Followers (Total) | Across all platforms | 50K in 90 days | | Video Views | Total views | 10M+ in 90 days | | Engagement Rate | Likes+comments/views | 8%+ | | UGC Volume | User-created posts | 500+ in 90 days |

6.2 Success Benchmarks

Phase 1 Success (Day 30): -  10,000+ downloads -  Viral content (1M+ views on single post) -  5,000+ social followers -  Positive App Store reviews (4.0+ rating) -  5+ influencer partnerships completed

Phase 2 Success (Day 60): -  40,000+ total downloads -  Consistent content performance (50K+ avg views) -  Paid CPI under \$2.00 -  Trial conversion rate 35%+ -  D7 retention 15%+

Phase 3 Success (Day 90): -  100,000+ total downloads -  \$10,000+ monthly revenue -  Self-sustaining viral loop (K-factor 0.3+) -  Brand partnership secured -  Positive unit economics (LTV > 3x CPI)

6.3 Tracking Tools Recommendations

Tool	Purpose	Cost
Mixpanel/Amplitude	Product analytics, retention	Free tier available

Tool	Purpose	Cost
RevenueCat	Subscription analytics	Free for <\$2.5K MRR
Adjust/Branch	Attribution, deep links	Paid (\$500+/mo)
AppTweak	ASO monitoring	\$69+/mo
Later/Buffer	Social scheduling	Free-\$15/mo
TikTok Analytics	Native platform data	Free
Meta Business Suite	Instagram analytics	Free

7. Risk Mitigation

Potential Risks & Mitigation

Risk	Likelihood	Impact	Mitigation
Content doesn't go viral	Medium	High	Test multiple formats, iterate fast
High CPI on paid	Medium	Medium	Start small, optimize before scaling
Low conversion rate	Medium	High	A/B test paywall timing, pricing
App Store rejection	Low	High	Follow guidelines strictly
Competitor copies concept	Medium	Low	Move fast, build brand moat
Negative reviews	Medium	Medium	Respond promptly, fix issues

8. Conclusion & Next Steps

Pet Psychic has significant potential in the pet entertainment space. The combination of AI-powered humor, mystical positioning, and optimized social sharing creates a strong foundation for viral growth.

Immediate Next Steps: 1. Finalize ASO and App Store listing 2. Create content backlog (20+ posts) 3. Launch TikTok and Instagram accounts 4. Begin micro-influencer outreach 5. Set up analytics and tracking 6. Execute soft launch

Success depends on: - Speed of content iteration - Quality of shareable outputs - Community engagement and UGC cultivation - Data-driven optimization

The pet content market is massive and evergreen. With disciplined execution of this strategy, Pet Psychic can capture meaningful market share and build a sustainable, profitable app business.

Appendix A: Influencer Outreach List

Priority Micro-Influencers to Contact: - Search Instagram/TikTok for: #dogsoftiktok, #catsoftiktok, #funnydog, #catmom - Filter by: 5K-50K followers, 5%+ engagement rate, US/English-speaking - Look for: Humor-focused accounts, active posting, responsive to comments

Outreach Platforms: - Direct DMs (best for micro) - Influencer marketplaces: Collabstr, AspireIQ, Grin - Pet-specific: The Pet Collective partnerships

Appendix B: Content Calendar Template

Day	Platform	Content Type	Topic/Hook	Status
Mon	TikTok	Reading Reveal	"My cat's secret personality..."	
Mon	IG Stories	Poll	"Should we read this dog?"	
Tue	TikTok	Trend + Pet	[Current trend adaptation]	
Tue	Reels	Repurpose	Monday's TikTok	

Day	Platform	Content Type	Topic/Hook	Status
Wed	TikTok	UGC/Duet	React to user submission	
Wed	Reddit	Native post	r/cats engagement	
Thu	TikTok	Comparison	"Pet vs. pet readings"	
Thu	IG Feed	Carousel	"Top 5 funniest readings"	
Fri	TikTok	Behind scenes	Team pet gets reading	
Fri	Stories	Q&A	Answer questions	
Sat	TikTok	Viral attempt	High-effort/high-reward	
Sun	All	Repurpose	Best of week	

Appendix C: Useful Resources

Pet Content Inspiration: - @jlouxo (TikTok) - Viral pet content - @crusoe_dachshund - Brand partnerships - @nala_cat - Instagram success

Marketing Resources: - TikTok Creative Center:
<https://ads.tiktok.com/business/creativecenter> - Lenny's Newsletter (growth tactics) - Mobile Dev Memo (mobile marketing)

Tools: - Canva (quick content creation) - CapCut (video editing) - Notion (content planning)

Report prepared February 6, 2026 Pet Psychic Marketing Strategy v1.0