

Pet Psychic Marketing Strategy

Pet Psychic Marketing Strategy & Distribution Plan

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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:

1. 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

2. 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

3. Behind the Scenes/Relatable (15% of content)

- App development snippets
- "When we created this feature because..."
- Team pets getting readings

4. 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)

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