

ANIMALITO COUNTY

Animal Shelter

Group 1

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Project 2 | Personalized Marketing Campaign

DIGM 2357 | Professor Monika Alters

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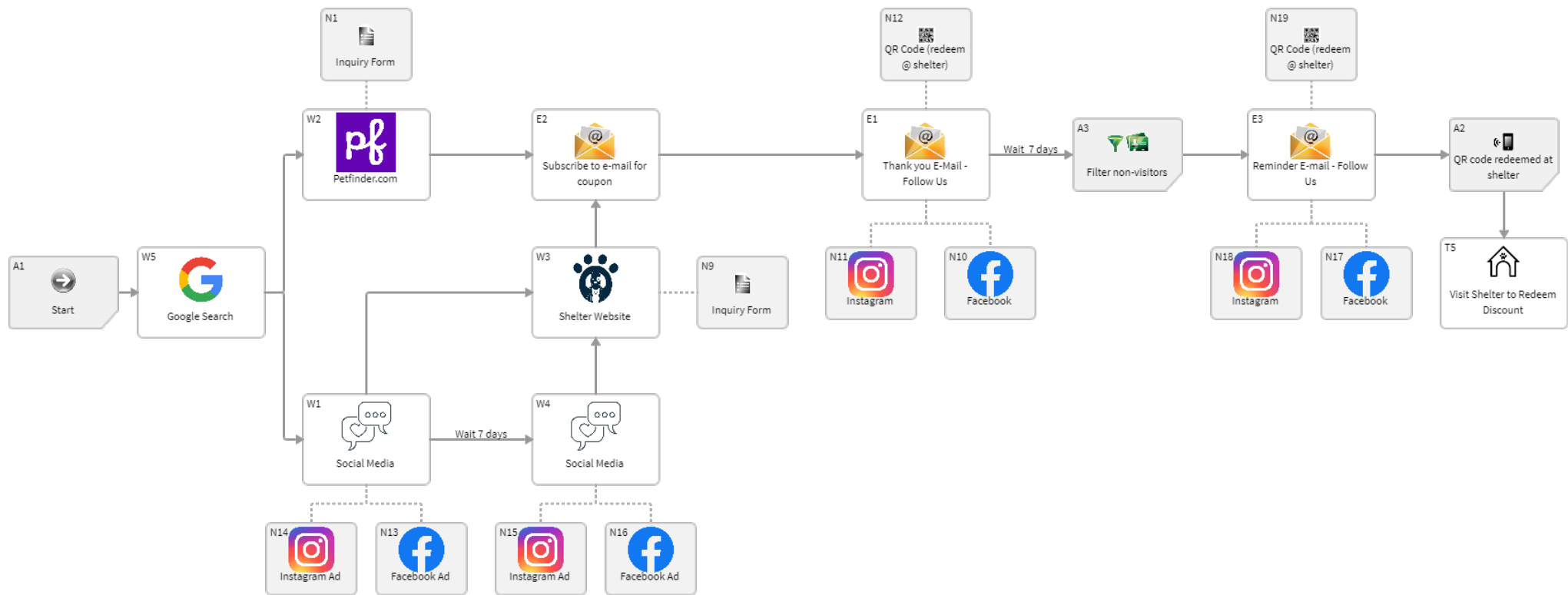
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XMPIE Workflow



Social Media Calendar

	Time	Channel	Post	Post Type	Poster
6/15/22	11am	Instagram	Looking for a Study Buddy?	Photo	Charity
6/15/22	1pm	Facebook	Ollie's Journey - Adoption Story	Video	Alan
6/16/22	11am	Instagram	Mentally Stimulate Pets	Video	Miriam
6/16/22	12pm	Facebook	Fur-Ever Home - Bugsy	Photo	Esther
6/17/22	11am	Instagram	Milo Adoption Bio and Info	Photo	Alan
6/17/22	1pm	Facebook	Animalito Health Services	Video	Charity
6/18/22	11am	Instagram	Lucinda Going Bananas	Video	Esther
6/21/22	12pm	Facebook	Pet Safety in Different Situations	Infographic	Miriam
6/22/22	11am	Instagram	He's a 10 But...	Photo	Charity
6/22/22	1pm	Facebook	Animalito Behind the Scenes	Video	Esther

Instagram Posts



Looking For a
Study Buddy?



Caption and Hashtags

Looking for a pawsome study buddy? Come on down to the Animalito County Animal Shelter today!

#cute #petsofinstagram #dogsoftheday #shelterpet
#adoptadog #dogstagram #takemehome
#adoptdontshop #animalitocountyanimalshelter

Instagram Posts

Milo



Born: Jan 2019

Breed:

Bernese

Mountain Dog

Weight: 92 lb.

Gender: Male

Energy: Mid



Caption and Hashtags

Milo is a chill, playful friend looking for a caring, friendly, and amazing owner. Check out this link to adopt him! animalitoadoption.org/pets/milo

#petsofinstagram #dogsofinstagram #dogsoftheday
#shelterpet #adoptadog #dogstagram #adoption
#takemehome #adopt#adoptdontshop
#animalitocountyanimalshelter

Instagram Posts



He's a 10 But...

**He Sleeps 15
Hours a Day**



Caption and Hashtags

He's still a 10 in our book!

#funny #cats #hesa10but #catsagram
#catsofig #catsofworld #CatsOfInsta
#catslover #catsoninstagram #catslife
#catsgram #funnyanimals #adoptdontshop
#animalitocountyanimalshelter

Instagram Posts

Teach
them
new
tricks!



<https://express.adobe.com/video/n1CjIWYdab7vt>

Caption and Hashtags

You may be physically exercising your pet, but are you mentally exercising them? Dogs need more than just physical attention! Here are some tips on what to do to give your pet their needed mental work-out!

#dogs #pets #shelterdogs #pettraining #dogtraining
#tipsandtricks #dogtips #bordercollie #activedogs
#petcare #animalitocountyanimalshelter

Instagram Posts



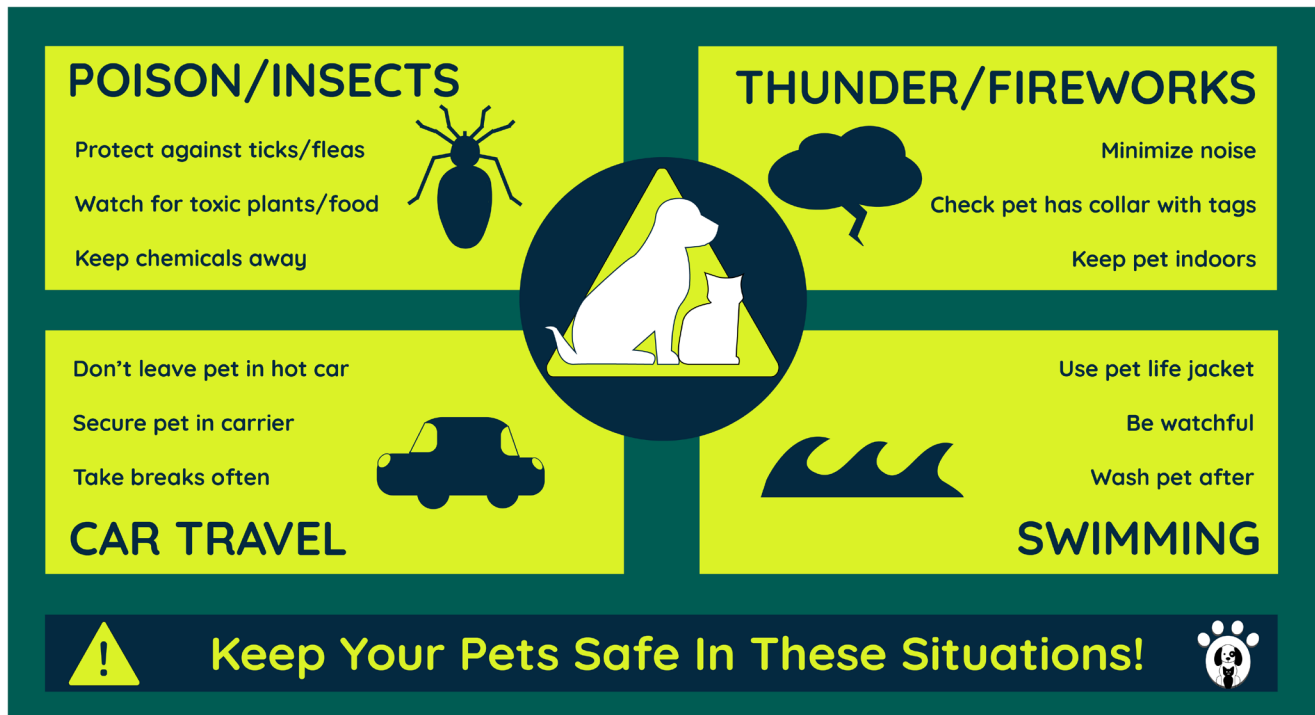
<https://express.adobe.com/video/duNvJq6Xejw7b>

Caption and Hashtags

Lucinda is going bananas over her brand new toy!

#funny #cats #catsagram #catsofig #catsofworld
#CatsOfInsta #catslover #catsoninstagram #catlife
#catsgram #funnyanimals #adoptdontshop
#animalitocountyanimalshelter

Facebook Posts



Caption and Hashtags

Make sure to look after your beloved pets!
Here are some things to be mindful of.

#petsafety #animalitocountyanimalshelter

Facebook Posts



Caption and Hashtags

Bugsy is SO happy to be with his pawsome pals, Maddie and Grace! He loves his fur-ever home!

#petadoption #dog #adoptdontshop
#animalitocountyanimalshelter

Facebook Posts



Ollie was a stray puppy found alone in an alley.

He was brought to the adoption center to be taken care of.



<https://express.adobe.com/video/UqLvFGuyD2CQQ>

Caption and Hashtags

Ollie's journey is just one of many in our animal shelter. Visit our website to learn more about all our amazing pets available for adoption.

#adoption #pets #dog #adoptme #petsarefamily
#animalitocountyanimalshelter

Facebook Posts

Here at the Animalito County Animal Shelter, we care about the well-being of our furry friends!



<https://express.adobe.com/video/HS83PQu0TA2cV>

Caption and Hashtags

It's important to keep up with the health of your pets. Watch this video to learn about some of the services we offer.

#pethealth #adoptdontshop
#animalitocountyanimalshelter

Facebook Posts



https://youtu.be/AG_okg9ZvdY

Caption and Hashtags

We do so much more for our animals than just adopt them out. Here's a behind-the-scenes of Animalito County Animal Shelter!

#behindthescenes #adoptdontshop
#animalitocountyanimalshelter