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A Day When All Independent Pet Stores Will Hold an In-Store Event

(New York, NY) NexPet, the national co-op of independent pet store retailers, is partnering with distributors and manufacturers across the country to promote “Independent Pet Store Day,” a ‘Small Business Saturday’ for pet stores. On June 2nd, 2018, each participating store will hold its own event co-branded with the national Day. With hundreds or thousands of pet stores, both NexPet members and others, promoting an event on the same day, Independent Pet Store Day will call much more attention to the stores’ events, and to the stores themselves, than each store could do individually. There will be a national program to bring customers into the stores, as well as individual and local promotions done by retailers to promote to their customers. This same model is currently being executed successfully by independent book stores, toy stores and other types of retail stores in the US.

Leading up to the event, stores will be provided with tools to attract local media coverage, e.g. press releases, drafts of e-mails, etc. Stores will be provided with ideas for sale themes, events and activities based on successful store practices nationwide. T-shirts, tote bags and signage will be available to participating retailers, and exclusive content will be made available only in the stores on that day. Sponsoring brands could run “one day only” promotions only in independent stores. A national contest will be held for a year’s supply of pet food from participating brands, with entry forms available only in stores on that day. Participating brands should also consider launching new products in stores on that day.

NexPet is currently working on encouraging manufacturers, distributors and other industry organizations to sponsor the program, which would enable them to promote the day to their dealer networks and to the public. A number of distributors and manufacturers have already expressed their support. Visit www.indiepetstoreday.org for more information.

