

Facebook Strategies That Produce Results



Lisa Peterson
American Kennel Club
Director of Communications

Early AKC Social Media

165 Breed Badges
to post on
Facebook

Building Brand
Loyalty

Leveraging Breed
Affinity







Get Social with AKC



- Two distinct emails, one for dog lovers (general public) and one for AKC club members (fanciers) and created dedicated email lists from among the “AKC Family” to send the targeted emails.
- Exclusive content (training tips, video, etc.) by audience and asked them for their input and to share about their canine family member.
- Use social media icons in AKC communications online, print brochures, press releases, magazine advertisements, and even in the AKC President’s Welcome Letter to new registrants.
- Cross-promotion is key. We are continually looking for new areas to promote AKC’s social media channels.

Take our Facebook Poll and weigh in on the hardest thing to teach your dog!
Tell us: Has your dog passed the AKC Canine Good Citizen test?
Post a photo of YOUR Canine Good Citizen!


[Like Us on Facebook](#) and post your dog's name and tell us what obedience exercise and trick he performs best (Jinx loves "sit" and High-5!) on our wall and you may be randomly selected for a FREE AKC Breed ID Guide with cool illustrations, fun facts and more! We update often, so join us today and share in the fun! We'd love to hear from you!





Best,
Lisa Peterson & Jinx
Director of Communications



AMERICAN KENNEL CLUB

Like Us!

americankennelclub

Follow Us!

@akcdoglovers

Watch Us!

americankennelclub



Engaging Content

Engaging content is key to building an audience:

- **Fun Friday Question** – Each Friday, we post a light-hearted question for the average pet lover to answer. – **ONGOING**
- **Breed of the Week** – We focus on a different breed each week and post fun facts, photos and more. We ask owners of that breed to tell us their dog's name, share a photo, etc. – **BRAND LOYALTY**
- **Polls** – Our followers answer questions about various aspects of dog ownership/training. – **VALUABLE PR FODDER TO PROMOTE TIPS**
- **“Meet Me”** – We share photos of competitors prior to National events. Posting athletes (canine) training prior to National Agility Championship and AKC Agility Invitational. – **FOLLOWING THEIR FAVORITE CANINE ATHLETE IN NATIONAL & WORLD CHAMPIONSHIPS**
- **AKC News** – Promote Charitable giving such as Search and Rescue grants – **REAL TIME RESULTS FOR BIG EVENTS & PROGRAM MILESTONES**



AMERICAN
KENNEL CLUB®

Fun Friday Question



American Kennel Club

Fun Friday Question: Have you/will you ever use your dog as your Facebook profile picture? Or does he have his own Facebook or Dogbook page?

54,731 Impressions · 1.83% Feedback

April 8 at 10:32am · Like · Comment

👍 463 people like this.

💬 View previous comments

50 of 537



Debbie Livesay My babies are there!!

April 9 at 3:55pm · Like



Holtz Eileen Sure. Why not?

April 9 at 4:08pm · Like



Beverly J Lagana Yes all the time...

April 9 at 4:47pm · Like



Shari Riseman Wolfe As you can see, my Cavaliers are the profile photos - all the pix!

April 9 at 5:38pm · Like



Donna J George Of course I use my dogs picture as my profile, and no she doesn't have her own page.!

April 9 at 5:45pm · Like



Diane Castaneda Yes I have used my Dogs pics for my profile..now I have the "old man" the Papa, head of all as my profile pic..

April 9 at 7:02pm · Like

- Weekly
- Fun
- Easier to answer
- Greater response



AMERICAN
KENNEL CLUB®

Breed of the Week



American Kennel Club added 15 new photos to the album Breed of the Week: Golden Retriever.



Breed of the Week: Golden Retriever

131,184 Impressions · 0.80% Feedback

📅 June 16 at 11:18am · Like · Comment · Share

👍 889 people like this.

💬 View all 164 comments

Write a comment...

People enjoy sharing their personal experiences and “favorites.” As they say, “pictures are worth a thousand words.”



AMERICAN
KENNEL CLUB®

Campaign Results

Get Social with AKC!

Dear AKC Club Member,

Get Social with AKC on Facebook and Twitter!

- Keep members in the know when your club "Likes" and "Follows" AKC
- Share fun content with club members on your social media spaces!
- Special deals just for you and your dog!

[Like Us on Facebook](#) and post your dog's name and breed (Jinx is my Norwegian Elkhound) on our wall and you may be randomly selected for a FREE AKC Breed ID Guide with cool illustrations, fun facts and more! We update often, so join us today and share in the fun! We'd love to hear from you!



Best,
Lisa Peterson & Jinx
Director of Communications



AMERICAN
KENNEL CLUB®

3/28/11 – Dog Lovers Email

- 1.3 million emails sent
- 188,000 gross opens
- 17,329 gross clicks (all links)
- 16,270 clicks to FB (91%)

3/28/11 – Clubs Email

- 51,364 emails sent
- 17,259 gross opens
- 2,326 gross clicks (all links)
- 2,594 clicks to FB (82%)

Results:

First week: 11,370 new "Likes"
(UP 25% in first week)

Campaign: 25,000+ new
"likes" (55% increase; compared to
previous 3-month period, an
increase of 219%)



Digital Rx

- Take advantage of company lists
- Tell them about brand's FB page
- Stick to regular posting schedule (3x daily)
- Ask for their opinions to create a conversation they care about
- Make brand personal
- Everyone loves their dog!





AMERICAN
KENNEL CLUB®

Lisa Peterson

Director of Communications

American Kennel Club

212-696-8228

lxp@akc.org

Facebook:

AmericanKennelClub

@akcdoglovers

