

## WILLOW CREEK PET CENTER: "FUR THE LOVE OF DOGS" PROMOTION

*When we approached Willow Creek about running a promotion we had one phrase in mind: Philanthropy. This was a client who spent their days saving animals, providing top-notch care, and connecting with their community. By identifying this key organizational component for this client, we were able to structure a new kind of promotion dedicated entirely to helping others.*

### WHAT WE DID

For one month, we partnered with Rescue Rovers to find dogs that were in desperate need of adoption. We determined the easiest way to get these dogs adopted would be to get them in front of a larger audience to find their forever family. We posted three dogs a week for three weeks and requested that users share their photos to enter into the promotion. We had weekly prizes that were donated from local establishments. Each share would be an entry to win. In the meantime, we also ran a collection for donations for Rescue Rovers.

In the end, six of the nine dogs were adopted and the feedback we got from the audience was all positive.

### THE RESULTS



#### AUDIENCE INTERACTION

- **4,399 Likes** were received on the posts throughout the promotion, with **2,379 shares** as well.
- **604 web clicks** were generated to the Willow Creek website. **7,120 interactions** were received over the duration of the promotion.
- **And 6 canine friends found forever homes!**



#### CAMPAIGN RESULTS

POST LIKES	SHARES	IMPRESSIONS	INTERACTIONS	PAGE LIKES	WEBSITE CLICKS
4,399	2,379	345,969	7,120	317	604