

Launch Guide



PetHub[®]
Licensing
Solutions

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Who Is PetHub

PetHub was founded in 2010 by former Microsoft employee, technical author, repeat entrepreneur, and above all, "pet parent," Tom Arnold.

Since that time, the team has grown, and includes an incredible, talented and dedicated group of people. As Tom likes to put it, "I surround myself with smart people who inspire me and elevate the original vision of PetHub."

PetHub was the first company to launch a QR code ID tag and filed patents for that invention in October 2010. Since that time, the company has grown from focusing on retail to moving into the municipality and pet licensing space.

We are so excited to be working with your agency and cannot wait for you to see what a difference PetHub will make for you, your community, and all the pets you help serve!



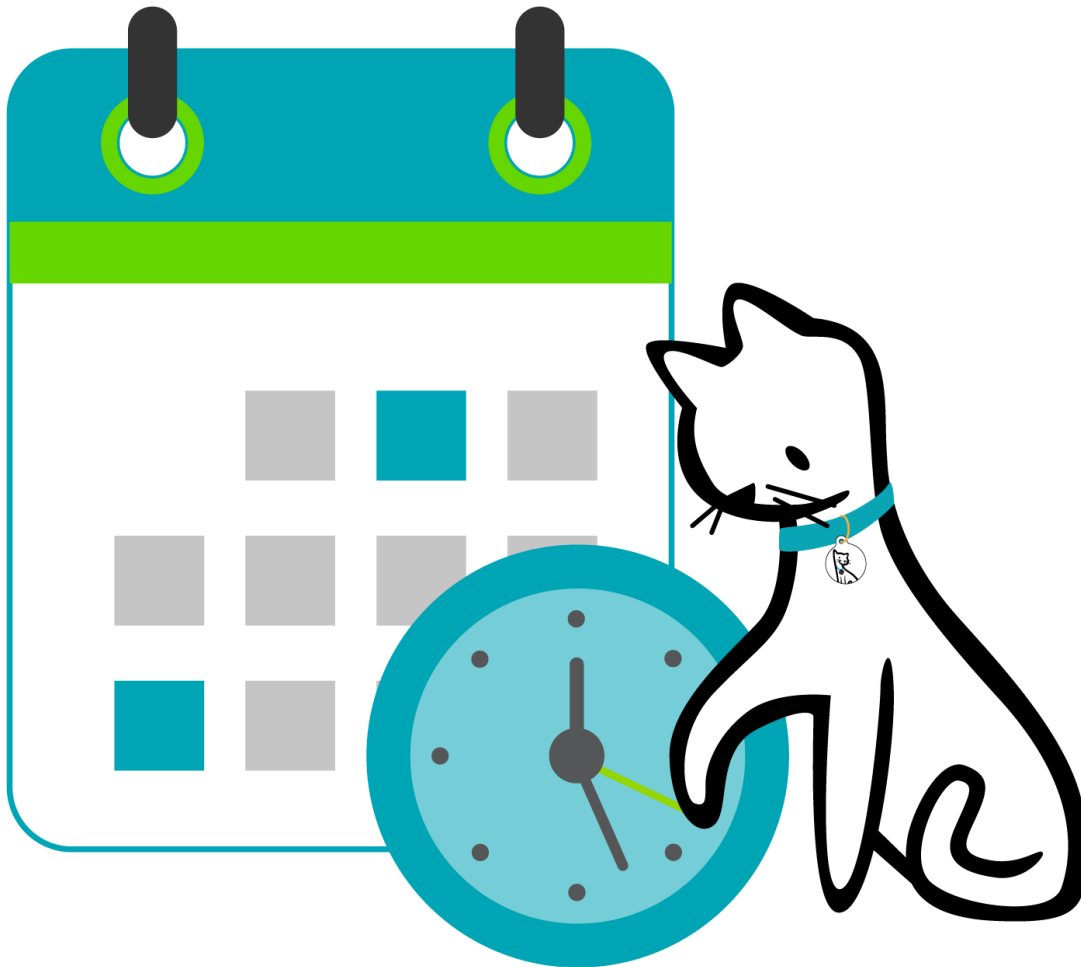
Launch Timeline Checklist

Over the next several weeks, there is a lot to do to make sure you have a successful launch. But don't worry, we are here to help make everything go as smoothly as possible.

Throughout this guide, we will provide you with templates, examples, worksheets, checklists, marketing materials, and more to assist you and your team.

We have created a simple checklist for you to keep handy and keep track of your team's progress.

You can find & print that [HERE](#).



PetHub Training Handbook

You and your team will be getting lots of in depth training and help from us on how your new PetHub tags work, what you need to do to successfully launch, and, of course, provide support after your tags are in rotation.

That said, we understand that when you hire new employees or bring on new volunteers, sometimes it can be time consuming to go over every little detail or try to remember everything that you need to review with them. To that end, our PetHub refresher/training handbook is a great resource to keep on hand at all times. It covers all the basics such as what PetHub is, how it works, activating a tag, explaining the GPS service, what is Premium and why people should upgrade, and more.

You can find the handbook to view or print [HERE](#).

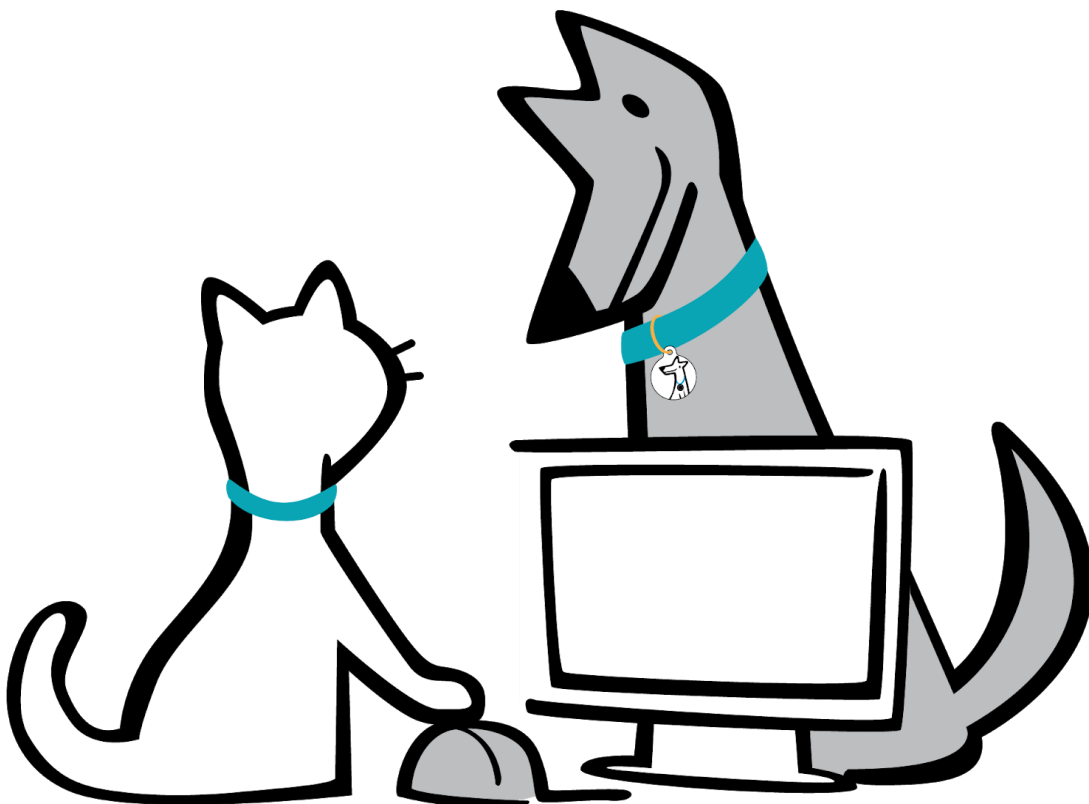


PetHub Info For Your Website

Updating your website with information about PetHub is one of the best ways to let people know about the new digital ID tags coming into your area! Having a comprehensive, but simple, breakdown of what PetHub is and how it works is important. We have pulled together the information for you!

Feel free to simply copy & paste the information linked below to your site (but make sure you add your agency name where you see the [insert agency name here] marks). You can also add information about your own licensing policies or take out information you feel is unnecessary.

You can find the website info template [HERE](#).



Announcement Email To Stakeholders

As important as it is to let the community know about the new tags you will be using, it is even more important to make sure that those who will be handling and distributing the tags know what's coming.

We recommend sending out an email to all your stakeholders right away to let them know that the new tags are coming and that training and more information will be coming their way soon!

You can find our template email to send out [HERE!](#)



Creating A Press Release

One of the most important parts of your launch is announcing to the press that you are bringing in these new tags. Getting out in the local newspaper, online press, and any local print or media press can really help spread the word about the PetHub tags that you are bringing into your community.

However, creating a successful press release can be stressful. That is why we took the time to write out a sample press release for you. We have taken best practices from our most successful clients and combined them into a comprehensive and straight forward template for you to use!

Check out the sample press release template [HERE!](#)



Social Media

In this day and age, just about everyone is on social media. In a recent survey, it was determined that over 72% of people rely on social media platforms as their main source of news and information.

This means that it is crucial, and essential, for you to advertise your new PetHub tags on your social media platforms. Facebook, Instagram, Twitter, LinkedIn, and any others you might use. Most places these days have someone who runs their social media pages, so advertising and announcing the new tags should be a breeze.

We have a large selection of beautiful pre-made social media graphics that can be customized if needed. [Contact](#) our marketing team anytime and we will send them your way!



Shelter Share

We started our Shelter Share program in order to give back to the organizations that are focused on helping animals in their communities.

Animal welfare organizations that distribute customized PetHub ID tags to pets in their communities (through license, rabies or other ID programs) are automatically part of PetHub Shelter Share. As pet parents register their pets and activate their Powered by PetHub tags, they have the option to upgrade to PetHub's Premium Membership. When customers upgrade their pets to the Premium Subscription on PetHub, we donate a portion of our profits back to the community animal welfare organization that gave them the PetHub tag. So every time pet parents choose the Premium Subscription for their pets, they are not only helping protect their furry family members, but also helping local municipal and animal welfare organizations as well!



Plus, because most of our Premium Service accounts have recurring subscriptions, every year, your program can earn a bigger donation!

What Pet Parents Need To Know

PetHub tags are new to you, which means you are learning all about them and how they work and what they do. This also means the tags are new to the pet parents in your area who will be receiving them.

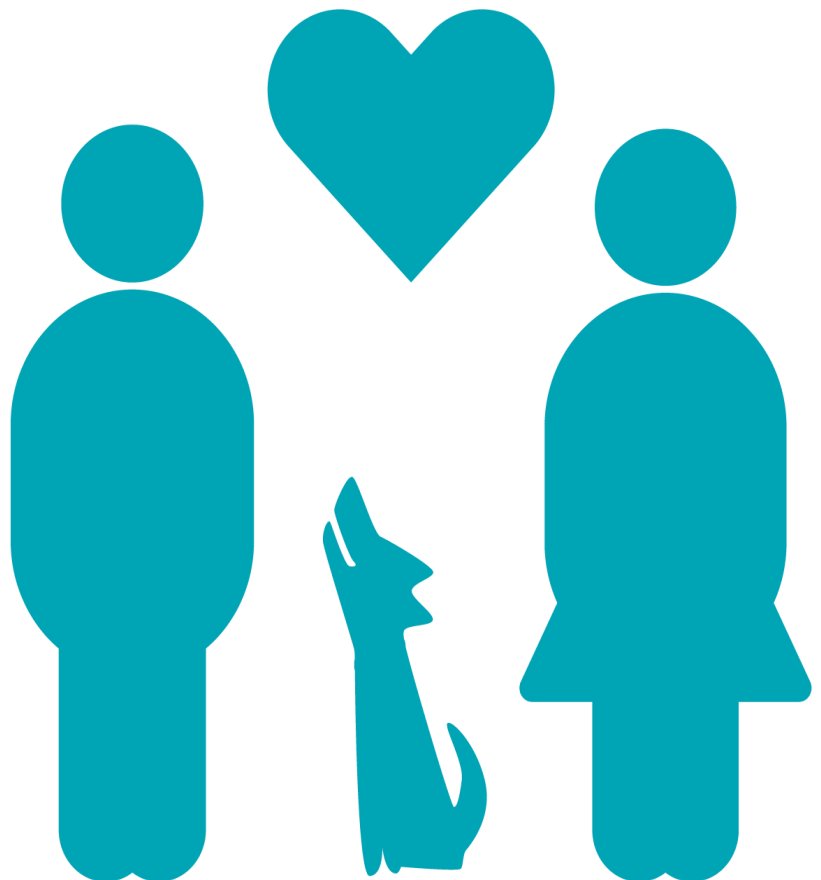
We want to make sure every pet parent leaves with all the information they need about how to setup their new PetHub tag for their pet, how and why they should upgrade, and if your tags are licenses that need to be renewed, we want them to be sure they know when to take care of that.

We know that you have a lot going on when helping the pet parents, so we made a simple and easy printable sign

to put up for your employees or tag handlers to see and make sure the pet parents gets all they need! You can find the sign and print it out for yourself

[HERE!](#) We also have an FAQ sheet with all the most asked questions you can print and keep handy! You can find that and print it out for yourself

[HERE!](#)



Questions?

If you have any questions regarding training, reordering, marketing help or materials, how certain things work, or anything in general, feel free to reach out to our team!

You can find all the above resources & more on our [Program Tools](#) page!

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