

A New Experience for Your Customers

Digital Informational Screen Proposal · **Exclusively for your pet grooming salon**

PRESENTED BY PAWS IN TOWN

Digital Magazine · YouTube · Social Media · Pet-Friendly Events



Why Have a Screen in Your Pet Grooming Salon's Waiting Area?

Every minute a client waits is an opportunity. A well-designed screen turns that time into a positive, entertaining, and memorable experience for your pet grooming salon.

Grooming Information

Tips on coat care, baths, cuts, and maintenance delivered while clients wait.

Services & Packages

Direct communication about grooming services, special packages, and salon promotions.

Shorter Perceived Wait

Engaging content makes the wait feel much shorter and more pleasant.

Professional Image

Reinforces the modern and innovative identity of your pet grooming salon on every visit.



Smart Technology and Total Flexibility

The screen is designed to operate independently, adapting to the pace of the grooming salon without requiring daily staff supervision.

1

Automatic On and Off

The schedule follows the salon's business hours exactly, with no manual intervention required.

2

Fully Autonomous Operation

No daily supervision needed. The system runs on its own without disrupting the grooming team.

3

Personalized Content on Demand

The salon can send content at any time: new services, grooming packages, promotions, events, or team introductions.

4

Professional Presentation Guaranteed

Our team integrates your content into the schedule, ensuring an attractive and consistent presentation.

High-Value Educational Content

Paws in Town produces original, high-quality content designed specifically for pet owners in South Florida.



Grooming Techniques

Cuts, coat styles, baths, and professional maintenance for dogs and cats.



Coat Care

Nutrition for a healthy coat, brushing, and tangle prevention.



Salon Behavior

How to prepare your pet for a calm and stress-free visit to the groomer.



Hygiene & Wellness

Cleaning routines, nail care, ear care, and dental hygiene at home.



Responsible Adoption

Information and resources for those considering or who have already adopted a pet.



Trends & Styles

The latest trends in cuts and seasonal styles for pets.

Seasonal Programming: Always Fresh and Relevant

Content is updated every quarter to stay aligned with the seasonal grooming needs of pets and their owners — always up to date, with no effort required from the salon.



Spring

Shedding season, skin allergies, and spring haircuts.



Summer

Cool cuts for the heat, sun protection, and refreshing baths.



Fall

Coat preparation for the cold, seasonal styles, and extra care.



Winter

Warm coats, care in cold weather, and festive holiday looks.

Paws in Town Takes Care of Everything

Your pet grooming salon gets all the benefits of a professional digital screen without taking on any operational or financial burden. Our team handles every detail so your team can focus on what matters most — the care and grooming of pets. Just a **one-time installation fee of USD \$650** (Initial Loyalty Program).

Paws in Town takes care of

 Scheduling and periodic content updates

 Design and production of Paws in Town content

 Sponsor and partner management on our end

 Production of educational content on grooming and pets

 Ongoing schedule maintenance

Your grooming salon receives

 An active screen with fresh, professional content

 Their own space to communicate grooming services and promotions

 Greater client comfort and satisfaction during wait times

 An internal communication channel with no extra effort

 Potential shared advertising revenue

Your Grooming Salon's Featured Space on Screen

The screen is also a powerful internal communication tool. All of the salon's content is professionally integrated into the programming schedule.

Meet the Grooming Team

Humanize your salon and build trust by showcasing your groomers and pet stylists.

Seasonal Packages & Services

Share available grooming packages and current special promotions.

Special Promotions

Communicate offers, discounts, and packages directly to clients while they wait.

Before & After

Show real pet transformations to inspire and strengthen confidence in your work.



Shared Revenue Model and Carefully Curated Advertising

50/50 Revenue Split

When your grooming salon secures an advertiser, revenue is divided equally and transparently — turning an existing space into a source of passive income. **No risk.** Just a one-time installation fee from the Initial Loyalty Program of USD \$650.

What Will Never Appear

- Other competing grooming salons or pet styling businesses
- Grooming services that directly compete with yours
- Any other service offered at the salon

Accepted Complementary Advertisers

- Pet photography, trainers, daycare, and pet care services
- Pet accessories, clothing, hygiene products, and animal beauty supplies
- Pet insurance and premium pet food companies



Premium Digital Signage: 12 Dedicated Slots Per Cycle

Each location receives **12 exclusive content slots** within each 30-minute cycle — **15 seconds each**, totaling **3 minutes of airtime** per cycle.



Grooming Promotions and Packages

Highlight seasonal offers and special packages to generate immediate bookings.



Grooming Techniques and Trends

Educational content under your brand that positions your team as experts in animal aesthetics.



Events and Announcements

Promote upcoming special days and community events throughout the year.



Meet the Grooming Team

Build trust and familiarity before clients even walk through the door.



Available Services and Treatments

Inform clients about your full range of services, from baths to specialized cuts.



Client Testimonials

Turn your most satisfied customers into your best on-screen brand ambassadors.

 **Total Control. No Additional Cost.** Your dedicated content slots can be updated regularly at no extra charge — always reflecting your most current services and promotions.



Exclusive Bonus & Media Value Comparison

Your Free Advertising Bonus

By hosting a screen in your dog grooming salon, you receive **free advertising packages** across 12 locations of your choice:

- **70,080** Total Ad Plays (16 plays × 365 days × 12 screens)
- **17,520** Minutes of Airtime
- **\$8,400** Equivalent Value

Equivalent Cost for 70,080 Ad Plays (292 Hrs)

Platform	Equiv. Cost
Meta (Facebook & Instagram)	\$7,008
YouTube Ads	\$5,606

Compared to these digital alternatives, your space on the screen network represents exceptional advertising value for your dog grooming salon.



An Invitation to Transform Your Grooming Salon's Waiting Room

We want to turn your pet grooming salon's waiting room into an educational, informative, and entertaining space — a memorable experience for every client and their pet. A modern, professional, and hassle-free solution, backed by a well-established multimedia platform in South Florida.

Digital Magazine

Seasonal publication with articles and guides for pet owners.

Social Media

Active community on Instagram and other platforms with daily content.

YouTube Channel

Educational videos and the Pawsitive Vibes program for the entire community.

Pet-Friendly Events

Coverage and organization of community events throughout South Florida.

Web: www.pawsintown.com | **Instagram:** @pawsintownofficial | **YouTube:** Paws in Town

Thank you for your time and consideration. We are at your disposal to answer any questions and take the next step together.