

Dog Friendly New Hampshire (DFNH)

Verification, Advertising & Partnership Guide

Welcome to DFNH!

New Hampshire's Go To for all things Dog related in NH! We're the largest, fastest-growing, and most engaging dog-friendly community, with an estimated 150,000+ dogs across the state. Expanding by thousands every month. DFNH helps dogs and their people connect with pet-friendly businesses like yours.

Our strategic marketing approach spans website promotions, blog features, recommendations, and multi-platform social media engagement, ensuring your business gets noticed where it matters most and by the people who matter most!

Driven by our mission and a team of passionate pet lovers, marketing professionals, and business strategists with over 20 years of combined experience in the pet industry, social media marketing, and community engagement, we know what works. We're here to help your business grow by offering authentic connections, transparent pricing, and real opportunities for exposure with a partner who truly cares about your success.

Key Advertising Update

Dog Friendly NH has grown into a thriving community, and we're now more than a Facebook group—we're a business dedicated to helping dog owners connect with businesses like yours (but we do still happen to operate the largest, fastest growing dog resource on Facebook)

We now have a dedicated team managing operations to ensure businesses receive maximum visibility while maintaining the high-quality experience our members expect and our new partners deserve.

For years, DFNH has had a no-advertising policy in our groups, but we've been very lenient. To maintain the integrity of our space, provide the best experience for our members and to ensure businesses receive more visibility with less competition, we're implementing a structured advertising approach.

What This Means for Businesses

To maintain the highest quality within DFNH, we've introduced a business verification process for those wishing to advertise.

Each business category has its own specific requirements, such as training, certifications, insurance, bonding, or relevant credentials; those credentials will be verified along with making sure that businesses are registered with the state, in good standing, and free from complaints or negative history.

This process guarantees that only top-quality businesses like yours are promoted, giving dog owners confidence in the services they find through DFNH.

Get Verified & Start Advertising

To maintain a trusted network, businesses must first become DFNH Verified for a one-time \$20 fee—credited toward your first ad. This ensures that we connect dog owners with reliable, high-quality businesses.

Each business category has its own specific requirements, such as training, certifications, insurance, bonding, or relevant credentials. We also verify all businesses to ensure they are legitimate, registered with the state, in good standing, and free from complaints.



Get verified here: dogfriendly603.com/getverified

Here are our Advertising & Sponsorship Options

One-Time Ad – \$55

What You Get:

Your ad featured on DFNH website, email campaigns, Facebook pages & groups, blog articles, and boosted on Facebook.

- Exclusive, targeted exposure to NH-based dog owners who are actively seeking pet-friendly services and businesses.
- Your ad reaches an engaged audience in New Hampshire with over 65,000 active members and 150,000+ dogs.
- Optimized timing & placement—Your ad is scheduled and boosted for maximum visibility.
- Guaranteed visibility—Only one business ad is posted per day, so your ad stands out.

Why This Works:

Cost-effective—Running your own Facebook ad to reach a similar audience could cost \$700–\$1,050. DFNH provides strategic, cost-effective exposure for just \$55.

- Better engagement—Ads are tailored and strategically placed for maximum interaction and reach.

Four-Ad Campaign – \$200

What You Get:

Four strategically optimized and boosted ads on Facebook & Instagram, posted over time to maximize engagement.

- Ads shared across DFNH website, Facebook groups, and Instagram to ensure maximum reach.
- Performance tracking & optimization—We monitor and adjust each post to improve results.
- Exclusive placement—Only one business ad posted per day ensures your business doesn't compete with others.
- Strategic support—We ensure your ad performs to the best of its potential by analyzing the engagement and adjusting for optimal results.

Why This Works:

Repeated exposure—Multiple posts give your business repeat visibility across our platforms, which helps build trust and drive traffic.

- Better ROI—The four-post campaign is strategically optimized for maximum engagement and reach at a better value than four separate posts.
- Performance guarantee—If one of your ads doesn't perform well, DFNH will run a fourth ad at no extra cost to ensure your business gets the attention it deserves.

Business Registry Listings

Basic Listing – \$99/year

What You Get:

Profile, logo, and website link on the DFNH Business Directory.

- Permanent visibility in DFNH's trusted business directory, ensuring customers can always find your services.
- Your business is listed in the appropriate category to help potential customers find you.
- Social media mentions for engagement.

Featured Listing – \$250/year

What You Get:

Everything in Basic Listing, plus:

- Priority placement at the top of your category for better visibility.
- Bolded & highlighted entry to stand out.
- Social media mentions and review sharing to boost engagement.
- Top placement in DFNH's Business Directory.
- Blog feature about your business to tell your story and showcase your services.
- Exclusive perks—Additional social media promotion, priority recommendations, and more

Why These Work:

Year-round exposure—Your business is visible to dog owners looking for reliable pet services, 24/7.

- Long-term value—Unlike social media posts, this listing is permanent, meaning your business stays visible all year long.
- Top-tier visibility—Your business is placed at the top and gets the DFNH endorsement for added credibility.
- Trust & reputation—Being DFNH-endorsed boosts your trustworthiness among our audience.

Event Sponsorships & Custom Promotions

Puppy Pals Sponsor – \$750

What You Get:

Brand exposure at high-traffic events.

- Your logo featured in event materials and social media promotions.
- Mentions across DFNH's Facebook, Instagram, and email campaigns.
- Tail Wagger Sponsor – \$1,500

What You Get:

All Puppy Pals benefits, plus:

- Vendor space at DFNH events to interact directly with customers.
- Stronger exposure on all event platforms and post-event shout-outs.
- Pack Leader Sponsor – \$2,500

What You Get:

All Tail Wagger benefits, plus:

- High-visibility exposure across DFNH's channels, both before and after events.
- Exclusive mentions in event promotions, ensuring your business is at the forefront.
- Priority placement for future event sponsorships.

Top Dog Sponsor – \$5,000

What You Get:

Exclusive headline sponsorship at DFNH events.

- Your logo on all event materials, signage, and social media.
- Highest visibility and priority recognition across all DFNH platforms.
- Full access to DFNH's marketing for the entire year.
- À La Carte Sponsorships – \$250+

What You Get:

Custom promotional options, including things like: Photo Booth Treat Station, Agility Course, Stage/Demo Area, Swag Bag Sponsor

Why This Works:

In-person exposure—Meet thousands of dog owners at high-traffic events, building direct relationships.

- Comprehensive visibility—Your business is highlighted across multiple DFNH platforms before, during, and after the event.

NH State Bark Pass Program

- No Cost to Join – Gain exposure without upfront fees.
- Increased Visibility – Your business will be featured across DFNH's platforms (Facebook, Instagram, website, newsletters).

- Attract New Customers – Bark Pass holders visit your business and experience your offerings firsthand.
- Exclusive Promotions – Your business will be tagged and included in all Bark Pass promotions.
- Flexible Participation – You set the terms of the offer and when it can be redeemed.

For Dog Owners:

Great Value – Access to multiple dog-friendly locations for one fee.

Encourages Loyalty – A great experience brings Bark Pass holders back as paying customers.

Additional Perks – Exclusive deals and promotions.

DFNH Membership Program

This free membership program helps businesses gain exposure by offering exclusive perks to DFNH members.

- No Cost to Join – Gain exposure without upfront fees.
- Attract & Retain Customers – Members seek out participating businesses for perks.
- Free Marketing – Your business gets promoted through DFNH’s website, social media, and emails.
- Be Part of a Trusted Directory – Members rely on DFNH for recommendations.

How It Works:

- Join for Free – Simply enroll your business.
 - Choose Your Offer – Provide a small incentive (e.g., discount, free treat, special perk).
 - Get Featured – DFNH promotes your business, encouraging members to visit.
 - Gain Customer Insights – Businesses receive data insights to optimize their marketing strategies.
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DFNH Partner Pricing & Benefits

Small Business Partner – \$500/month

What You Get:

- 1 Ad per Week (4 per month) to DFNH's Social Media Platforms.
- 6 Blog Features per year to boost your online presence.
- Priority Placement in the DFNH Business Directory with top-tier visibility.
- Event Sponsorship: 1 Mid-Level Sponsorship (Pack Leader – \$2,500 value).
- Social Media Engagement with DFNH comments on your posts.
- PR Support & Reputation Management.
- Custom Marketing Strategy: DFNH works with you to boost your visibility.
- Additional Discounts on sponsorships and advertising.

Why This Works:

- Hands-on Marketing Support: DFNH works like a PR firm for your business, actively promoting you across our platforms.
- Year-round Exposure: Your business gets consistent, high-level visibility with regular ads, blog features, and social media mentions.
- Engaged Audience: Access New Hampshire's largest pet-loving community.

Premium Partner – \$800/month

What You Get:

- 6 Ads per Month to DFNH's Social Media Platforms.
- 8 Blog Features per year for increased engagement and brand visibility.
- Priority Placement in the DFNH Business Directory for maximum visibility.
- Event Sponsorship: 1 High-Level Sponsorship (Top Dog – \$5,000 value).
- Boosted Social Media Engagement, with extra attention on your posts.
- Custom Marketing & Strategy Adjustments to align with your goals.
- PR Support & Reputation Management with strategic feedback.

- Priority for Sponsorships and additional discounts on events and ads.

Why This Works:

- Extra Visibility: Your business gets more exposure with consistent, high-quality ads.
- Ongoing Support: We work with you to adjust your strategy based on performance, ensuring optimal results.
- Community Trust: Being part of the Premium Partner program provides credibility and trust among our loyal audience.

Elite Partner – \$1,000/month

What You Get:

- 8 Ads per Month (Biweekly or Monthly) on DFNH's Social Media Platforms.
- 12 Blog Features per year, optimized for engagement and SEO.
- Top Placement in DFNH Business Directory with exclusive visibility.
- Event Sponsorship: 1 Top-Level Sponsorship (Top Dog – \$5,000 value) + 1 Mid-Level Sponsorship (Pack Leader – \$2,500 value).
- Full Social Media Engagement with ongoing comments, reposts, and boosted interactions.
- Full Reputation Management & Proactive Engagement across all DFNH platforms.
- Monthly Strategy Calls to track performance, set goals, and review your marketing progress.
- Custom, Tailored Marketing Campaigns to help you launch new initiatives and reach your target customers.
- Priority Access to all DFNH sponsorships and exclusive promotional opportunities.

Why This Works:

- All-in-one marketing solution: We handle everything from ads to strategy, boosting your presence across multiple channels.
- Maximized Exposure: Elite Partners receive priority placement and exclusive marketing tailored to their goals.

- True Business Growth: With full PR support, your business gains stronger customer loyalty and increased visibility in New Hampshire's pet-loving community.
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Why Become a DFNH Partner?

- Continuous Exposure: Each partner program level ensures your business gets consistent visibility, increased engagement, and trust within the community.
 - Exclusive Perks: Priority placement, blog features, ads, and custom strategies designed to maximize your business potential.
 - Engagement Beyond Ads: Unlike other advertising methods, DFNH ensures your business gets active engagement, brand trust, and personalized marketing to deliver measurable results.
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Participation Guidelines for Non-Verified Businesses

If our advertising packages don't fit your budget, you can still actively participate in our community without promoting your services.

- Holiday and Community Posts:
- Share holiday greetings, seasonal posts, or personal stories that celebrate our community.
- Posts should focus on engagement, not promotions.

- Customer Recommendations & Responses:
 - If someone asks for a recommendation, you can respond with a genuine suggestion.
 - Standalone promotional posts are not allowed.
 - Engage in Genuine Conversations:
 - Share dog-friendly adventures, tips, and personal insights.
 - Do not include promotional language or a call to action unless responding to a direct inquiry.
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How to Get Started

Step 1: Review advertising options & choose what's best for your business.

Step 2: Get DFNH Verified: dogfriendly603.com/getverified

Step 3: Connect with DFNH and schedule your ad experience.

Step 4: Let's grow together!



Email: info@dogfriendly603.com



Phone: 603-573-5175



Website: dogfriendly603.com

"We're a dog-loving community here to support you. Let's grow together and make NH

the most dog-friendly state!"

