

## **PetBiz Marketing Positions itself to Reach Veterinarians, Boarding Kennels and Pet Supply Retailers in the US Pet Care Industry in 2016**

*Local businesswoman, Maryle Malloy launches PetBiz Marketing.com to capitalize on the opportunities for serving small to medium size businesses in the booming pet industry*

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Albuquerque, NM November 13, 2015 – According to the American Pet Products Association (APPA), there are more than 82.5 million U.S. homes with pets, and this is expected to rise to 92 million by 2018. People are spending greater amounts on pets all the time; many treating pets more as family members. Worldwide, the pet industry is valued at \$98 billion.

PetBiz Marketing (PBM) is a full-service marketing agency focused on developing Internet marketing strategies for pet care providers such as veterinarians, boarding kennels and small to medium size pet supply stores. Services available from PBM include consulting, branding, web design/development, SEO, PPC, social media and email marketing, reputation management, advertising and printing.

PetBiz Marketing is the “love” child of Maryle Malloy, founder and creative director of Malloy Visual Design, a collaborative marketing agency. Malloy brings to her Agency, a lifetime of experience working with animals and expertise as a leader in several industries, including 15 years as a veterinary hospital administrator and marketing specialist, and three years as Marketing Director and Board advisor for a large boarding kennel. Among her achievements is a 2004 Dog Writers of America award for her book “The Golden Retriever, An Owner’s Survival Guide.”

PBM is committed to helping clients build their Internet business. Their premise is that to help a prospective client and provide an accurate, and realistic proposal for services, they need to understand the business, its customers and the effectiveness of its current marketing strategy first. As such, they conduct numerous Discovery sessions with the business owner or key stakeholders, before presenting a Proposal for Services. Once Discovery is complete, they submit a written Solutions Report along with a Proposal for Services. A proposal for Internet marketing services typically includes a solution for optimizing the client’s website, SEO, social media marketing and customer conversion tactics. All of these components are required to build a business using the Internet. Malloy states “Without using the appropriate Internet tools and implementing various techniques to drive a targeted audience to your website, it is simply a brochure, sitting on the Internet, patiently waiting for someone to happen upon it.”

Juxi Burr, President, and CEO of New Mexican Kennels in Albuquerque, NM says, “Our new website is everything we hoped for and more. We just want to say Thank You to the team at Malloy Visual Design for providing us with the best website experience ever. We are “over the moon” happy. Keep up the good work as you improve our SEO and social media reach.” Juxi Burr, CEO and Chief Pet Wrangler

Malloy has two business websites: <http://www.malloy-visual> design and

<http://www.petbizmarketing.com>

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