

## **Pawsitive Impact: Elevating Compassionate Connections Through Pet Cremation Content Marketing.**

MJ2 Marketing is a boutique marketing agency specializing in digital performance strategies designed to amplify online presence, drive measurable results, and boost profitability for growth-minded businesses. Our expertise lies in elevating brand voices and forging meaningful connections with target audiences through strategic, impactful content.

One of our longstanding partnerships is with Pet Cremation Services (PCS), a trusted provider with over 25 years of experience in animal cremation. They serve pet, equine, and large animal owners with compassion and care, offering a comforting goodbye tailored to individual needs and budgets. They partner with a network of veterinarians across Ohio, ensuring every cremation is handled with dignity and respect.

When we took on their content strategy, we prioritized understanding what content would resonate with animal owners and veterinary professionals who dedicate their lives to caring for animals. To achieve this, we interviewed Pet Cremation Services leadership and team members - individuals who have worked extensively alongside vet professionals and those who have lost beloved pets – to discover that these target audiences wanted:

- 1) Reliable support throughout various stages of pet care and loss.
- 2) Reassurance that animals in the care of PCS are treated with the utmost dignity and respect after they pass.

So, our focus became creating a comprehensive blog strategy that illustrates Pet Cremation Services' expertise and that services go beyond just the technical cremation process.

Through the PCS blog, we have tailored articles to veterinary professions, pet owners facing end-of-life decisions for their animals, and those seeking guidance on pet care and memorialization. Key themes and topics of our strategy include:

- **Pet care guidance**, including practical advice on pet health, safety, and general well-being, such as summer safety tips and first aid for pets.
- **Grief support and memorialization**, with articles focused on guidance for coping with pet loss, including ways to memorialize pets and comfort children during such times.

- **Service information**, through posts detailing the company's offerings, like equine cremation services and at-home pickup processes, educating clients about available options.

### What To Do If My Pet Dies at Home



It may not be something that you want to think about, but there will come a time when you need to say the final farewell to your beloved pet. While that oftentimes will take place at your trusted veterinarian's office, there are times your pet dies at home. At Pet Cremation Services we are here to support you and strive to make such a difficult time just a little easier.

If your pet does die at home, there are a few things that every pet parent or owner should know.

#### **About this blog post:**

This content piece was written to kick off the original blog and website and due to the overwhelming continued performance, our content and SEO teams opted to update it and give it a refresh. The data performance for 2024:

#### **What To Do When My Pet Dies at Home – 2024 Performance Data**

- 86,066 views
- 81,988 sessions
- 52s average engagement time on site (avg 50s)
- 4% of visitors (3,286) go on to visit the Contact page and/or click to call/email or complete a form

- 95% of visitors landing on this blog post are from organic/google search

### [How To Memorialize Your Pet](#)



Many times, our pets are our first and longest lasting friends and losing them can be heartbreaking. While there is nothing that can be done to take away that pain and sense of loss, you can lessen it by choosing to find joy in your memories.

By memorializing your pet, you can celebrate the life that you shared together, which can help you move on. You might consider a ceremony in honor of your pet, surrounding yourself with people who support you can be helpful. Sharing fond memories and even laughing a little is a good release for grief...

### [Our At-Home Pickup Process](#)



## **Our At-Home Pickup Process**

Our at-home pickup services provide a more compassionate and convenient solution for this challenging time. The Pet Cremation Services' experienced team members are trained to handle these situations with the utmost respect, arriving at your location to transport your pet according to the process we have refined over the past 25 years. This trustworthy and sensitive approach allows you to focus on saying goodbye, while we take care of the rest, providing support in this difficult time.