

A Tweet From Theo Paphitis Gives Leeds-Based Pooch Pack A Business Boost

Monday 5 August, 2013

Pooch Pack, a Leeds-based business owned by Taesha Glasgow, has received a boost from retail magnet Theo Paphitis after being selected as one of his weekly #SBS (Small Business Sunday) winners.

On Monday 22nd July, Theo re-tweeted Taesha's competition entry to his 370,000+ follows after selecting her tweet below as one of his six winners.

@TheoPaphitis We sniff out the best goodies & deliver to your pooch every month. Gladys would approve! poochpack.co.uk #SBS

As a result, Pooch Pack has already enjoyed a significant increase in Twitter followers as well as a big increase in website hits. Pooch Pack's profile is also featured on Theo's dedicated #SBS website (www.theopaphitissbs.com/profile/poochpack) a promotional opportunity offered exclusively to Small Business Sunday winners.

Taesha said, "I'm a big fan of Twitter and find it a great way for connecting with customers and answering their questions quickly. I've been entering #SBS for the last nine months and it's great to be finally recognized - it proves persistence pays. I think it's fantastic that Theo is supporting small business and I really appreciate him looking out for the little guy. As a relatively new business, gaining exposure is crucial to Pooch Pack's success and I'm very excited that Theo has spread the word about what we do to his followers."

Pooch Pack is a monthly subscription service that makes it easy for dog lovers to treat their dog. Each month customers receive a carefully prepared parcel to their door that contains specially selected treats, toys and other doggie goodies.

Taesha said, "I really enjoying sniffing out something different for my customers. The contents of a Pooch Pack vary each month and usually contain up and coming brands and products that customers may not have seen in pet shops and supermarkets. I've attracted customers from across the UK and into Europe and dogs seem to love it. In fact I've had lots of dog lovers tell me their pet anticipates its monthly arrival and gets very excited when any parcel turns up! I've now sent a Pooch Pack to Theo's dog Gladys, and as I said in my #SBS winning tweet I'm sure she'll approve."

Any small business owner looking for a re?tweet from Theo should tweet him about their business on Sunday between 5 PM and 7.30 PM and include the hash tag #SBS. Six lucky businesses are re?tweeted every week on Monday evening at 8pm and then invited to enter their profile on the dedicated SBS website.

? Ends ?

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