

# MESSY DOG TRAINING

*Helping owners and their pets live in harmony*



## ABOUT MESSY

Alex Oldenburg is a Certified Professional Dog Trainer (CPDT-KA) with over a decade of experience in modifying a dog's behavior. She started MESSY Dog Training in 2016 and has helped hundreds of dogs and their owners since opening.

MESSY provides positive reinforcement training through group classes, private lessons, day training, and online coaching. The company also offers snuffle balls and mats for enrichment.



26K

WEBSITE HITS

since the beginning of my  
business in 2016

OVER 800

DOGS TRAINED

in private lessons and group  
classes since opening in 2016

34%

ENGAGEMENT

average for organic reach on  
Facebook as of March 2020

## *About the blog*

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MESSY DOG  
BLOG

MESSY Dog Blog began in March of 2019. Blog topics cover positive reinforcement dog training, the life of a dog trainer, and enrichment to help make the most of a dog's life. It's accessible and uses layman's terms to ensure all dog owners are able to benefit.

# BLOG AUDIENCE

## MOST FREQUENT VISITORS

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- 75% female
- 30% ages 25-34
- 25% ages 45-54
- 92% live in the United States
- 70% of users visit on mobile phones



## IN THE MEDIA

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**'GOOD BOY' MESSY Dog focuses on positive training**

Mankato Free Press

October 22, 2018

by Dan Greenwood

## PROFESSIONAL AFFILIATIONS

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Certified Professional  
Dog Trainer,  
Knowledge  
Assessed

