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KRISTEN LEVINE PET LIVING LAUNCHES NEW PET CREDIBLE INFLUENCER PROGRAM

Tampa, Florida, October 23, 2018 – Kristen Levine Pet Living announced the official launch of its new Pet Credible Influencer Program today. The newly designed program helps pet and lifestyle brands overcome some of the challenges of working with online advocates and delivers consistent content campaigns that align with a brand's annual marketing initiatives.

As a renowned pet living expert, entrepreneur, sought-after speaker and columnist, Kristen Levine of Kristen Levine Pet Living strives to use her experience as a marketer and business owner to enhance her brand advocacy services to drive bottom-line results for her clients.

The new Pet Credible Influencer Program is designed to alleviate some of the pains around influencer marketing that brands shared with Levine during her 6-month research process on the subject.

"Recurring themes I came across after talking to dozens of lifestyle and pet brands included difficulty finding the right online advocates to work with, wondering if their fees are fair, managing influencers, measuring results of campaigns and occasional frustrations when influencers work with competitors too soon after a paid campaign with their brand," said Levine. "These are among the reasons many brands hire agencies to manage their influencers. While I can't solve every problem related to working with online advocates, I can certainly deliver a better experience for my clients on many levels."

With over 25 years working in the pet industry, 17 years working in PR and marketing and two successful business ventures under her collar, her combined experience sets her apart from other influencers. Levine discovered she could best help companies by bundling content programs based on campaigns that have worked best for her clients. In addition, she manages the entire process, delivers monthly reports and offers an exclusive program for brands that prefer her to be category exclusive to their brand.

"We love working with Kristen," said Leslie Ellis, communications manager at Healthy Pet's carefresh® brand. "Her platform is easy to use and she is always very knowledgeable and professional in everything she does. She has various options available within her platform that

any brand can work with no matter what their budget. Plus, she is extremely flexible and a pleasure to work with. I just can't say enough nice things about her."

Levine's platform has helped well-known global and national pet brands like Nestle Purina, Vetericyn Animal Wellness and World's Best Cat Litter, as well as consumer brands like Toyota, Qualcomm, Comcast and BISSELL. She serves as a go-to resource for brands and helps them meet their business and marketing goals by creating engaging content that is shared with her audiences on multiple platforms through guest posts, product reviews, broadcast media, lead-generating giveaways, social posts, her email newsletter and more.

Beyond her popular online platform and blog, Levine is also a pet and veterinary industry thought-leader and she educates pet parents on various pet lifestyle topics. She is a frequent guest and contributor on popular news outlets and has appeared on over one thousand live television broadcasts, including Good Morning America and FOX & Friends. Additionally, Kristen is a guest columnist for several top pet advice blogs, including Chewy.com and has contributed to feature articles in national publications, such as USA Today, Reader's Digest, Martha Stewart Living and various leading pet and veterinary trade publications including Pet Business and Pet Age.

For more information about the Pet Credible Influencer Program, visit the brands page on her [website](#). You can also follow Kristen Levine Pet Living on [Facebook](#), [Instagram](#), [Pinterest](#) and [Twitter](#), and see her television reel on [YouTube](#).

About Kristen Levine Pet Living

Pet expert, speaker, blogger and advocate Kristen Levine founded Kristen Levine Pet Living to help pet parents live happier, healthier lives with pets. The website is a multimedia platform where Levine offers health, wellness and lifestyle solutions and advice from experts. A leading pet lifestyle and marketing expert for close to 30 years, Levine is a nationally-known speaker, media personality, and author, reaching passionate pet lovers. She began her career in the pet industry as the PR Director for the Tampa Bay SPCA, where she served for 15 years. In 2003, she launched the first pet-focused marketing agency, [Fetching Communications](#), and later acquired [PetPR.com](#). Currently, she is the Senior Vice President for Pet & Veterinary Practices with [French/West/Vaughan \(FWV\)](#) one of the nation's largest independently owned public relations, advertising and digital marketing agencies.

Media Contact:

Mackenzie Smith
mackenzie.smith@fetchingcommunications.com
(877) 703-3824 x 106

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