

Grass hay, such as Timothy Hay, Orchard Grass, and Mountain Grass, should make up 80% of a rabbit's diet to keep them healthy. The constant foraging and grazing encouraged by hay helps to keep them healthy and mentally stimulated.

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Rabbit Hole Hay is a 11 year old eCommerce pet supply company that offers various types of hay and products for pet rabbit, guinea pig, and chinchilla **owners**, offering direct to home delivery service to customers. In addition to direct to consumer, RHH also sells on Amazon, Chewy.com and Walmart.com and to national and international wholesalers. Half a Bubble Out manages the website, creates all blog and email content and manages the Instagram and Facebook strategy.

Website: www.rabbitholehay.com

Deliverables include:

- Website management
- Content development
- Social media management
- Email management
- Online videos

CONTACT INFORMATION:

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Michael and Kathryn's team revamped our Shopify site in 2017, and again in 2023. We had been experiencing modest growth prior to the shift, but are now experiencing increases of 20% or higher month over month. Their social media campaign on both Facebook and Instagram has grown our following month over month and has created strong engagement with the rabbit owner community. Additionally, their team provides ongoing support for email marketing and running sales for RHH. We anticipate moving into paid search in the next few months and their expertise will be highly valued."

– Jason Krueger, President/COO

