

2022 MARKETING PLANNER

A comprehensive marketing
planner for Q3 and Q4 of 2022.



CareVet

TABLE OF CONTENTS

THE PURPOSE OF THIS PLANNER

We know you work diligently every day to provide best in class care to every patient. Our goal is to support this mission. These marketing initiatives are to increase compliance of pets in your community, educate your clients on preventive healthcare and to give your clients the resources they need to afford the care their pet deserves.

3

WHAT WILL 2022 PLANNING INCLUDE?

This section drills into the various components of our 2022 Marketing Planning. We take you through each initiative and explain what it is and why we want to pursue it during the upcoming year. No action is needed here, in the next section of the planner you will determine more specifics.

5

2022 SELECTIONS

Now that you've had an overview of what we are planning for and the goals of our Q3/Q4 initiatives, we are asking you to make selections. This section is where you will determine the specifics of your marketing plan.

7

NEXT STEPS

You've determined your marketing plan for Q3 and Q4- the hardest part is done! We've created a checklist of action items for you and us that will turn these plans into reality over the next several weeks and beyond!

IF YOU'D RATHER GO OVER THIS TOGETHER...

Feeling overwhelmed or confused? Let's review this together and discuss what would be best for your hospital. I will be holding ZOOM office hours at the times specified below (click in the box to launch zoom meeting):

June 10, 15, 16 & 17 @ 8AM-9AM CST

Alternatively, if none of these times work please reach out to me at eehl@carevethealth.com to find a time that does.

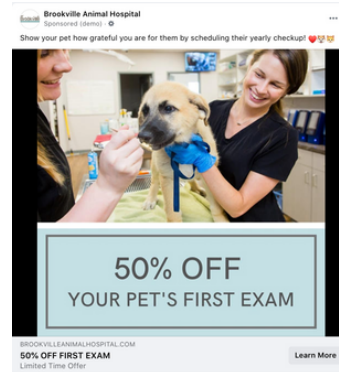
What will 2022 planning include?

An overview of what we are planning, our goals and our asks.

New Client Offer

- We typically encourage that you adopt an ongoing new client offer, especially if you're interested in driving new client traffic.
- We use these offer in the digital ads we manage for your hospital on Facebook. Google and Bing.
- Digital ads are targeted - we can reach your ideal type of customer. Additionally, digital ads are extremely easy to modify and adjust as needed.
- The goal of digital ads is to drive the right amount of new clients to your hospital each month. If your hospital hires a new DVM or needs some help reaching your revenue goal, ads can help.

Facebook Ad



Google Ad

Ad · www.vetstopanimalclinics.com

50% Off First Exam | Vet Stop Animal Clinic

Pet Care Can Be Complicated - Find A Partner You Trust! Get 50% Off Your Pet's First Exam. Curbside Drop-Off Service.

Ad · www.rrahvets.com

Niskayuna Pet Grooming | Professional Grooming Services

Bathing, Grooming, Nail Clipping, and More. Schedule Appointment Now! Let Our Professional Dog Groomers Take Care Of All Your Pet's Grooming Needs.

Client Referral Programs



- Client referrals can increase loyalty of existing clients and generate new client growth, especially when coupled with the right materials.
- We want to establish a referral program if you do not have one already and provide you with literature to promote the program to clients.

Lapsing Client Outreach

- Lapsing clients are clients that have received PetDesk health service reminders, have at least one pet that is out of compliance and have not scheduled an appointment in the past year.
- Our goal is to get these patients back in compliance!
- PetDesk already automates health service reminders (when clients are coming due) and a lost client finder (when a client reaches 18 months since their last transaction) but we want to add one more lapsing client outreach per quarter to incentivize this audience to come back.



Dental Health Marketing



We recommend adopting an ongoing promotion to encourage clients to schedule their dental procedure at the time of their wellness or oral exam when it is recommended to them. This discount would be applied to the dental procedure at the time of completion but can be offered during the wellness/oral exam as a way to motivate clients to book their future procedure.

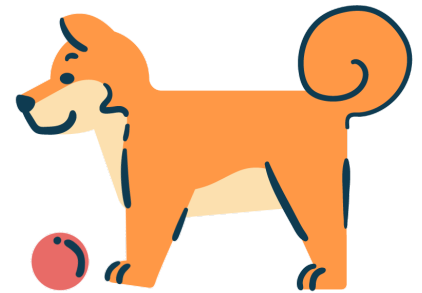
Quarterly Promotions



- Short-term promotions are a great way to increase awareness and compliance for a particular service.
- These promotions usually involve a small discount on particular services and are accompanied by social media posts, email blasts, physical signage and verbal recognition to generate awareness.
- The goal of these is to educate clients on proper pet care and drive incremental revenue.
- We want to plan these promotions further in advance so we can generate more awareness amongst staff members and clients.

New Client Offer for Ancillary Services

- If your hospital offers ancillary services such as boarding, daycare or grooming, you might consider running an offer for these to encourage existing clients to try out a new service or attract entirely new clients to try out these services.
- If you choose to participate in a new client offer for ancillary services, we will use that offer in digital ads to promote these services.
- These are ongoing offers (not just for a specific month or set timeframe). If you choose to discontinue them, please notify us.



Planner continued on next page.

2022 Selections

Please use our digital form to submit your selections. [CLICK HERE!](#)

New Client Offer

Choose 1:

Option 1

50% Off Pet's First
Wellness Exam
(New Clients Only)

Option 2

\$10 Off Pet's First
Wellness Exam
(New Clients Only)

Option 3

\$25 First Wellness
Exam
(New Clients Only)

Client Referral Programs

Choose 1:

Option 1

50% Off First Exam for
New Client,
\$20 Credit for Existing
Client (referrer).

Option 2

\$10 Off First Exam for
New Client,
\$20 Credit for Existing
Client (referrer).

Option 3

\$25 First Wellness Exam for
New Client,
\$20 Credit for Existing
Client (referrer).

Lapsing Client Outreach

Choose 1:

Option 1

\$10 Off Total at Next Visit

Option 2

Free Nail Trim with Wellness Exam

Dental Health Marketing

Choose 1:

Option 1

\$25 off a dental procedure when booked at
the time of wellness/oral exam

Option 2

Free dental goody bag when dental
procedure is booked at the time of
wellness/oral exam

*Dental procedure includes anesthesia, radiographs, scaling, polishing, etc.

2022 Selections

Please use our digital form to submit your selections. [CLICK HERE!](#)

Quarter 3 [September Only]

Choose 1:

Option 1

**\$15 Off Weight/Nutrition
Consultation**

Option 2

**\$15 Off
Dental X-Rays**

Quarter 4 [November Only]

Choose 1:

Option 1

**\$15 Off
Bloodwork Panel**

Option 2

**\$15 Off Feline
Wellness Exam**

New Client Offer for Ancillary Services

Choose 1:

Option 1

**Free First
Night of Boarding**

Option 2

**Free First Day
of Daycare**

Option 3

**\$10 Off
First Groom**

Option 4

**We do not offer ancillary services or
do not want to offer a new client
discount on these services**

Next Steps

What happens now that I've made my selections? (Bolded items are your to-do's and the rest is ours!)

New Client Offer

- ☐ • Communicate the new offer with your team (if this is a new offer). The offer you chose should only be given to new clients who mention it during their visit!
- ☐ • Set up a discount code in your PIMS: **NewClientAdHalfOff** or **NewClientAd10Off** or **NewClientAd25Exam**- this is very important for us to track usage.
- If you do not have ads running, we will launch your ads on July 1 - ads will reflect your choice.
- This offer and corresponding ads run indefinitely and will only be modified if you reach out to us and make a request. Remember, each month we set a budget for your ads that reflects the capacity you have for new clients.

Client Referral Programs

- ☐ • Communicate the new client referral program to your team.
- ☐ • Adjust your new client form to include a question about how people heard about your hospital and give them the option to name an existing new client as their referrer.
- ☐ • Set up a discount code in your PIMS: **ClientReferral10Off** or **ClientReferralHalfOff** or **ClientReferral25Exam** - this is very important for us to track usage.
- We will order client referral cards to your hospital for you to begin passing out to each customer during their visit to promote the new program.

Lapsing Client Outreach

- ☐ • Communicate the lapsing client incentive to your team.
- ☐ • Set up a discount code in your PIMS: **LapsingClient10Off** or **LapsingClientTNT** - this is very important for us to track usage.
- We will send a targeted email to this audience during the first month of each quarter: July and October.

Dental Health Marketing

- Communicate the dental marketing promo to your team. This initiative relies heavily on your staff communicating the offer with clients who may benefit, so make sure you really emphasize the importance to your staff.
- Set up a discount code in your PIMS: **25OffDentalProcedure** this is very important for us to track usage.
- If you chose the goody bag option, please visit our branded goods store and order items from the dental care section of the store for your hospital. Let us know if you have any questions or need your login credentials.

Quarterly Promotions

- ☐ • The Quarter 3 promotion you selected will run during September. The Quarter 2 Promotion you selected will run during November. It is extremely important that you discuss the quarterly promotions with your teams.
- ☐ • Set up a discount code in your PIMS: 15OffNutritionConsult, 15OffDentalXRay, 15OffFelineExam or 15OffBloodwork prior to the start of the promotions - this is very important for us to track usage.
- We will create the social media, email, and physical signage for the promotion you chose and continue to preview this in our monthly marketing newsletter.

New Client Offer for Ancillary Services

- ☐ • Communicate the new offer with your team (if this is a new offer). The offer you chose should only be given to new clients who mention it during their visit!
- ☐ • Set up a discount code in your PIMS: BoardingFreeFirstNight or DaycareFreeFirstDay or 10OffGrooms- this is very important for us to track usage.
- This offer and corresponding ads run indefinitely and will only be modified if you reach out to us and make a request. Remember, each month we set a budget for your ads that reflects the capacity you have for new clients.

Questions or concerns?

I would love the opportunity to discuss any questions or concerns with you. I will be holding ZOOM office hours during the following times:

June 10, 15, 16 & 17 @ 8AM-9AM CST

Alternatively, if none of these times work please reach out to me at eehll@carevethealth.com to find a time that does. Additionally, please feel free to reach out with any other feedback.

Final selections must be submitted by June 17 via our digital form located [HERE!](#)
Thank you for completing the

2022 Marketing Planner!