



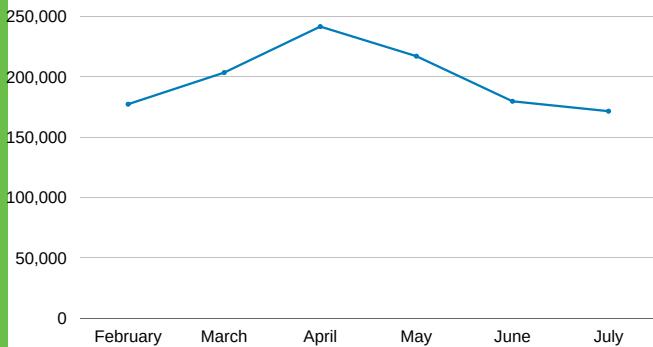
MARKETING UPDATE

September 2022

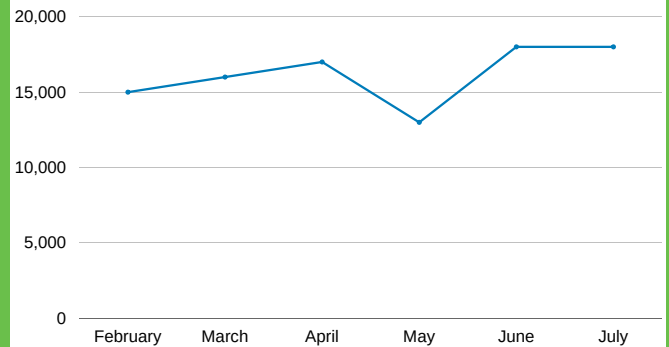
July Analytics

*This data is for all CareVet hospitals

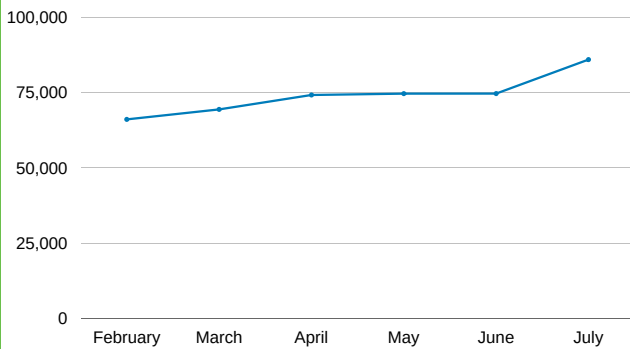
Website Visitors



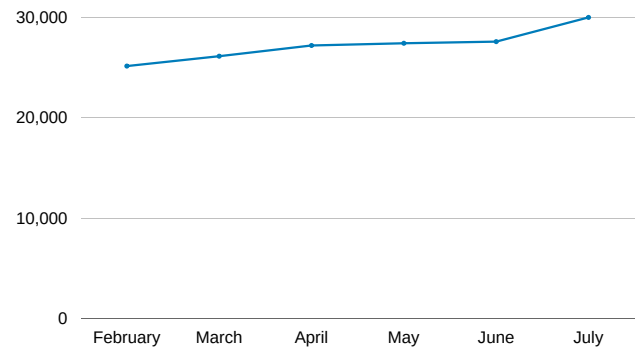
Facebook Engagements



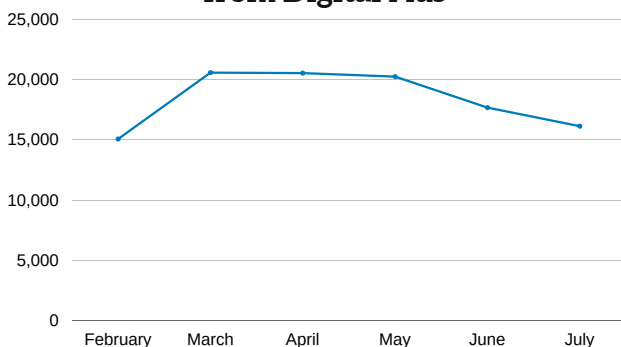
Total PetDesk App Users



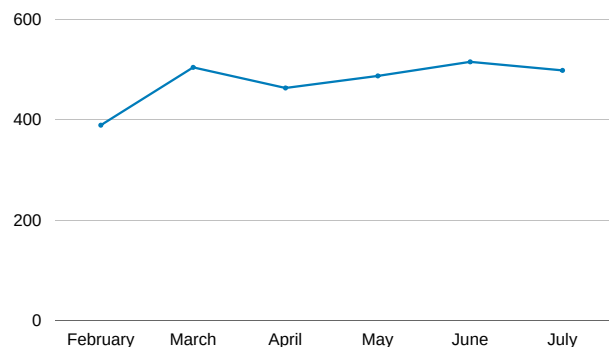
Total PetDesk Loyalty Users



Incremental Appointments from Digital Ads



5 star reviews



Social

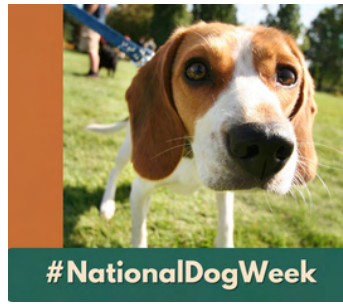
Engagement Posts

September 5



Someone is all set to celebrate #LaborDay with friends and family 🐾 How are you celebrating???

September 20



Dogs bring so much joy to our lives, so join us in celebrating National Dog Week and your pets by sharing a pic of your best friend in the comments!

September 27



It's football season and we've got the whole nine yards when it comes to keeping your pet safe during watch parties 🐾

Educational Posts

September 13



September is Animal Pain Awareness Month! Be sure to follow our Facebook page this month to learn the signs that your best friend may not be feeling their best.

September 23



Do you know how to recognize pain in your dog? Look out for the following behaviors and contact us if you think your dog is in need of a more thorough physical exam.

September 30



Cats are masters of hiding their discomfort. Keep an eye out for the following behaviors and contact us if you think your cat is in pain.

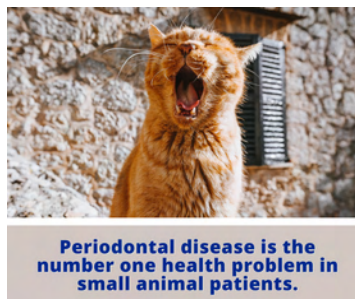
If you chose \$15 Off Dental X-Rays for your Q3 Promo

September 1



Your pet's health is our #1 priority! Give us a call today and book an appointment in September to receive \$15 Off Dental X-Rays!

September 8



By 2 years of age, 80% of dogs and 70% of cats have some form of periodontal disease. Good News, we're here to help!

Book an appointment in September to receive \$15 Off Dental X-Rays!

September 16



Most periodontal disease starts below the gum line. X-rays help your vet identify if your pet has a serious dental problem that can be treated, relieving discomfort for your pet.

Book an appointment in September to receive \$15 Off Dental X-Rays!

If you chose \$15 Off Weight/Nutrition Consultations for your Q3 Promo

September 1



Your pet's health is our #1 priority! Give us a call today and book an appointment in September to receive \$15 Off Weight/Nutritional Consultations!

September 8



Obesity in pets comes with significant consequences including arthritis, chronic kidney disease, bladder/urinary tract disease, liver disease, and more. Good News, we're here to help!

Book an appointment in September to receive \$15 Off Weight/Nutrition Consultations!

September 16



Nutrition plays a crucial role in treating and preventing diseases. Book an appointment in September to receive \$15 Off Weight/Nutrition Consultations!

Emails

September 5

Subject

Send your pet back to daycare!

*Will only be sent for your hospital if this is a service you offer



BACK TO SCHOOL, BACK TO DAYCARE!

Is your pet bored at home now that your
kids are back in school?

Bring them to Doggy Daycare so they can
socialize and play while you're away!

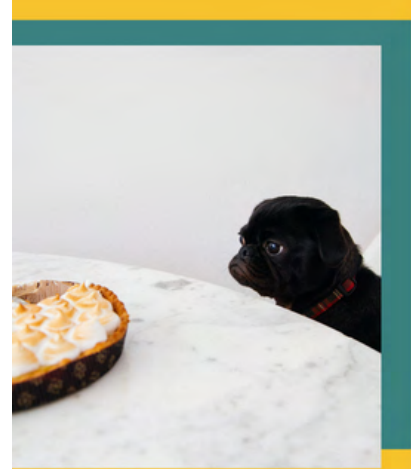
**New Clients Receive a Free First Day
Of Doggy Daycare! Call us to book!**

September 12

Subject

Is your pet a healthy weight?

*We plan on sending this email out for hospitals that opted out of a Q3 promotion. Additionally, we will send this out for hospitals that opted into the \$15 Off Weight Consultations promotions with the offer added!



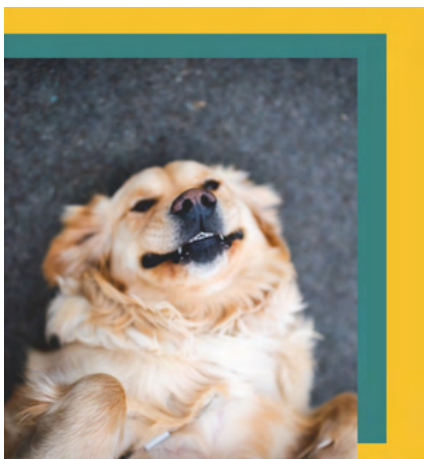
Healthy weight, feeling great!

Keep your pet feeling their best by practicing portion control and limiting the number of treats that you give them each day. Additionally, exercising your pet daily is a great way to both spend quality time together and keep them trim.

September 12

Subject

Give your pet bright smiles & healthy gums!



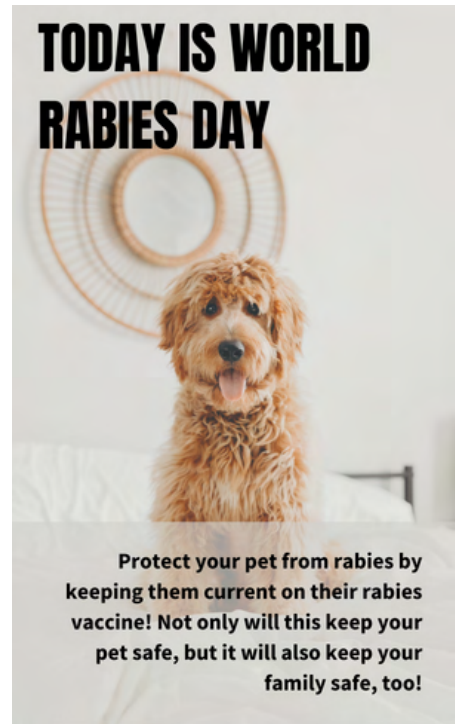
Happy pets start with healthy teeth!

Most dental disease starts below the gumline which means it may not be visible until it has already progressed. Dental x-rays allow us to assess the health of your pet's tooth roots and jaw, which means we can catch dental disease earlier and prevent pain down the road.

September 28

Subject

Is your pet current on their rabies vaccine?



TODAY IS WORLD RABIES DAY

Protect your pet from rabies by keeping them current on their rabies vaccine! Not only will this keep your pet safe, but it will also keep your family safe, too!

Thank you!