



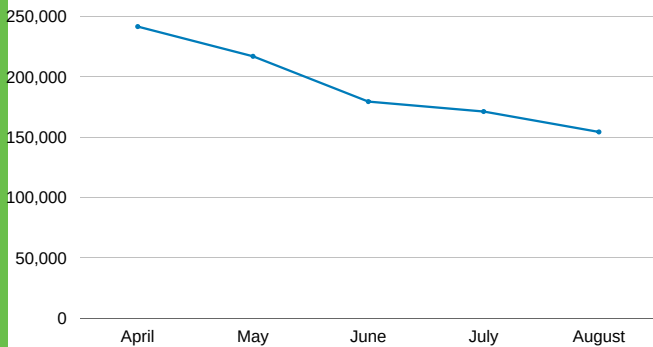
# MARKETING UPDATE

## October 2022

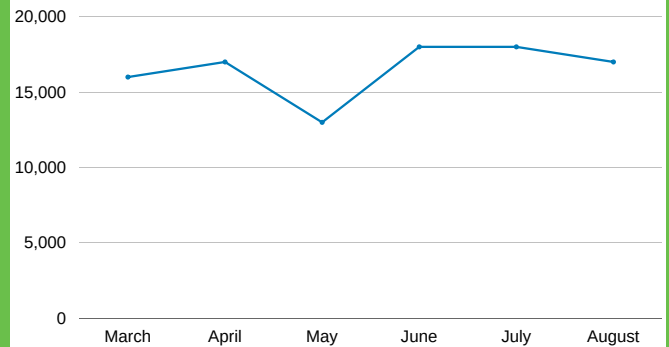
### August Analytics

\*This data is for all CareVet hospitals

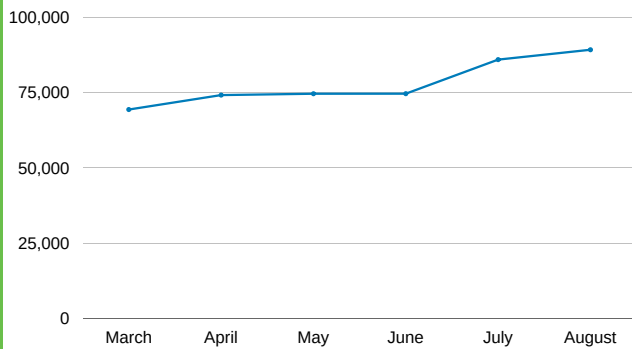
#### Website Visitors



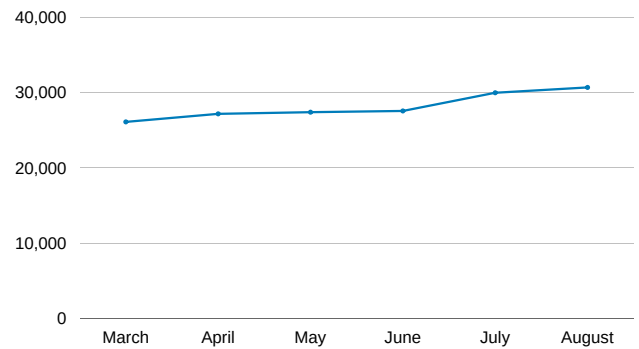
#### Facebook Engagements



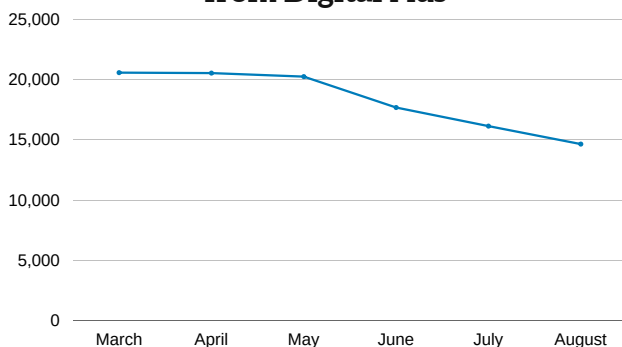
#### Total PetDesk App Users



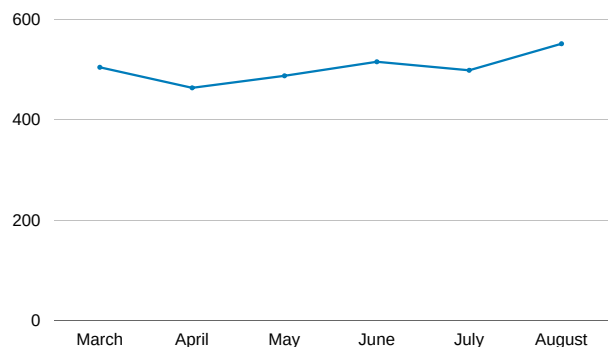
#### Total PetDesk Loyalty Users



#### Incremental Appointments from Digital Ads



#### 5 star reviews



# Social

October 1



Happy National Walk Your Dog Week!  
Celebrate by taking your pup on an extra long walk tonight

October 5



Healthy Pet = 😊😊😊  
From vet check-ups to extra playtime, join us in celebrating & prioritizing your pet's health this #NationalPetWellnessMonth!

October 10



'Tis the season for pets in cute costumes  
Tell us your Halloween costume ideas for your pet!

October 13



Show love for your pets by participating in  
#NationalPetWellnessMonth ♥

October 16



Let's hear it for all Vet Techs out there saving lives & helping our pets stay happy & healthy

Happy National Vet Tech Week!

October 22



We're proud to be your pet's health partner  
♥. Give us a call & schedule an appointment this #NationalPetWellnessMonth!

October 26



Learn what precautions you can take this Halloween Season 🐱

October 29



Happy National Cat Day! You know the drill, share your adorable cat pics in the comments 🐱

October 31

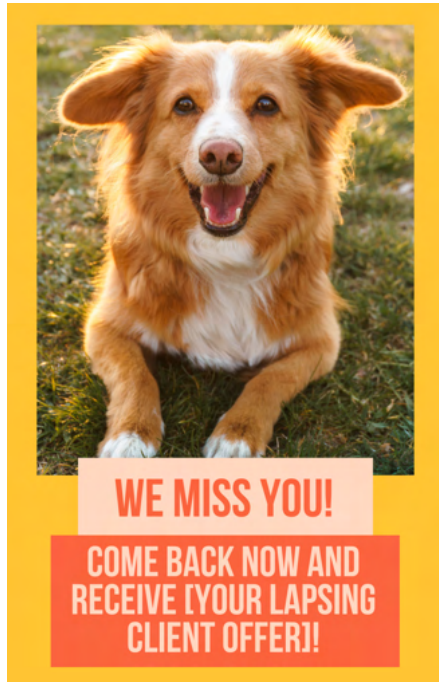


Happy Halloween 🐱  
Stay safe & leave a picture of your pet strutting their costumes below.

# Emails

October 6

Subject: [Your lapsing client promo]



\*This will only be sent if you opted into a lapsing client offer.  
Will be sent to out of compliance clients.

October 14

Subject  
3 Easy Wellness Tips for Your Pet



## October is Pet Wellness Month!

There's no better way to celebrate than by making positive choices that can help your pet live a long, healthy life.

Make annual or bi-annual wellness appointments.

Don't forget about your pet's dental health!

Keep an eye on your pet's weight & exercise them daily.

October 17

Subject  
Thank you to our Veterinary Technicians!



October 29

Subject  
It's National Cat Day!



Thank you!