



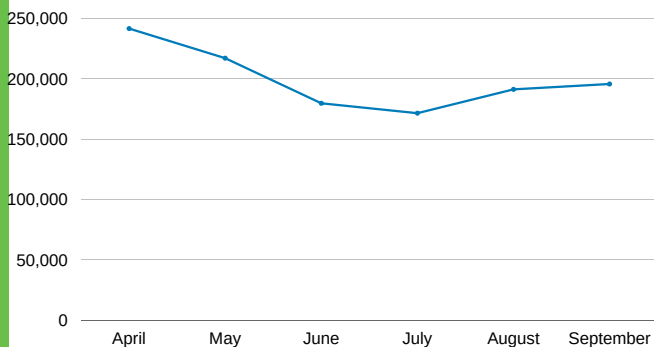
# MARKETING UPDATE

## November 2022

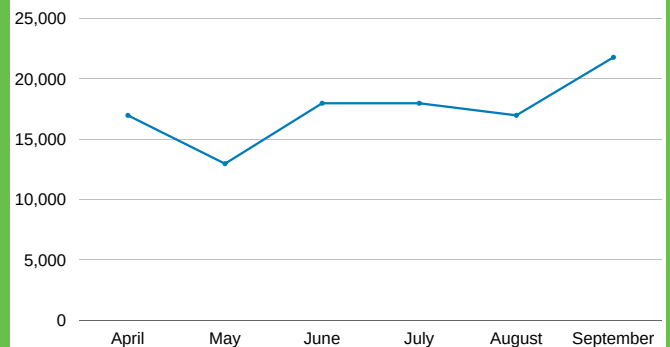
### September Analytics

\*This data is for all CareVet hospitals

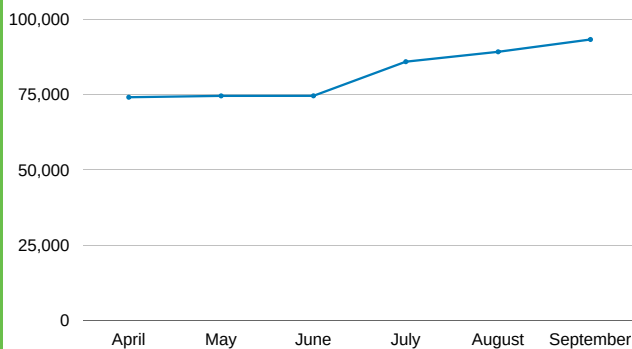
#### Website Visitors



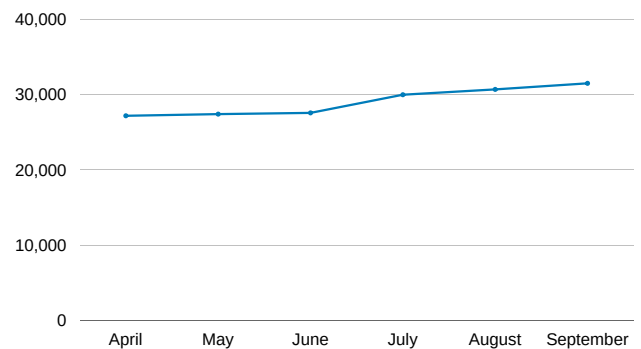
#### Facebook Engagements



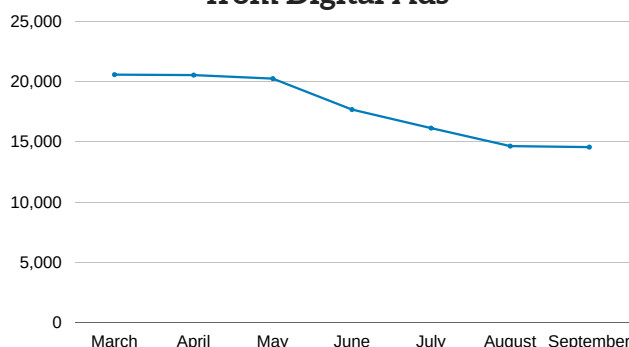
#### Total PetDesk App Users



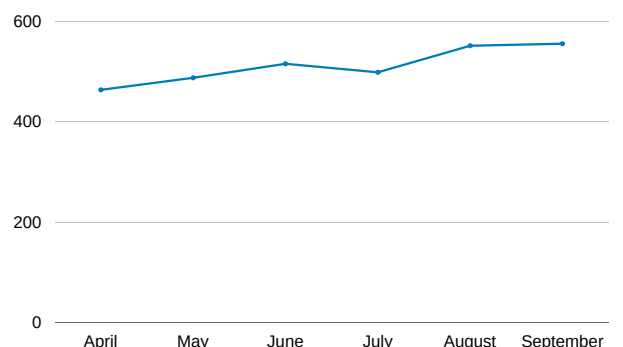
#### Total PetDesk Loyalty Users



#### Incremental Appointments from Digital Ads



#### 5 star reviews



# Social

## Engagement Posts

November 7



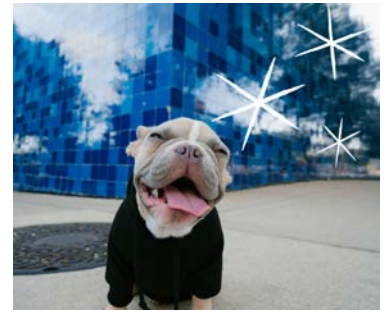
Celebrate National Animal Shelter Appreciation by shouting out an animal shelter and/or volunteer that deserves recognition in the comments ♥♥♥

November 24



Feeling grateful for the abundant joy our pets add to our lives ♥

November 29



♥ Fall = Hoodie Season ♥

## Educational Posts

November 4



Did you know? It's Adopt a Senior Pet Month! Adopting a senior animal brings a special kind of joy to your life and theirs!

November 14



The holiday season can be a stressful time for humans and pets alike! Keep your furry friend happy and relaxed during your next holiday party by:

November 22



Keep your best friend safe and healthy during Thanksgiving by keeping the following dangerous foods far away:

November 1



Let's work together to keep your pet happy & healthy this fall

Book an appointment in November to receive \$15 Off Feline Wellness Exams!\*

\*Offer ends November 30th. Please mention this offer during your exam to receive the discount.

November 10

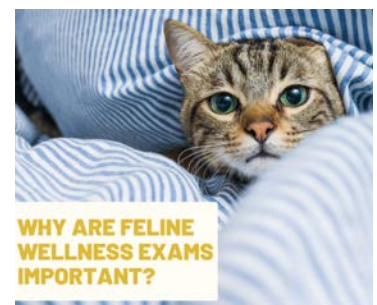


In addition to keeping your feline friend's vaccinations up to date, wellness care also allows your vet to catch any disease processes early before further damage occurs.

Book an appointment in November to receive \$15 Off Feline Wellness Exams!\*

\*Offer ends November 30th. Please mention this offer during your exam to receive the discount.

November 17



Pets are genetically wired to hide any illness. Through routine wellness exams, preventable diseases like obesity, ear infections and dental disease can be addressed.

Book an appointment in November to receive \$15 Off Feline Wellness Exams!\*

\*Offer ends November 30th. Please mention this offer during your exam to receive the discount.

November 1



Let's work together to keep your pet happy & healthy this fall

Book an appointment in November to receive \$15 Off Bloodwork Panels!\*

\*Offer ends November 30th. Please mention this offer during your exam to receive the discount.

November 10

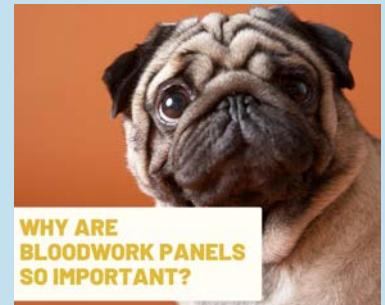


Routine blood work is part of an effective pet care prevention program to avoid a myriad of diseases or catch them early on when the odds of recovery are likely better.

Book an appointment in November to receive \$15 Off Bloodwork Panels!\*

\*Offer ends November 30th. Please mention this offer during your exam to receive the discount.

November 17



Blood tests enable us to identify issues before they become apparent or visible, enabling us to take corrective action much sooner.

Book an appointment in November to receive \$15 Off Bloodwork Panels! \*

\*Offer ends November 30th. Please mention this offer during your exam to receive the discount.

## If you chose \$15 Off Feline Wellness Exams for Your Q4 Promo

## If you chose \$15 Off Blood Panels for Your Q4 Promo

# Emails

November 1

Subject  
November Special:  
**\$15 OFF Bloodwork Panels!**

\*Will only be sent for your hospital if you chose to participate in this offer.  
We will instruct clients to mention the offer at their exam.



**\$15 off Bloodwork Panels this month**

Bloodwork is a vital part of maintaining your pet's health. These tests help screen for diseases or underlying illnesses that may make your pet sick.

**Schedule a bloodwork panel today!**

November 1

Subject  
November Special:  
**\$15 OFF Bloodwork Panels!**

\*Will only be sent for your hospital if you chose to participate in this offer. We will instruct clients to mention the offer at their exam.

***\$15 Off Feline Wellness Exams in November!***



Ensure your cat stays healthy and happy by scheduling an appointment today!

November 10

Subject  
**Limited Availability: Holiday Pet Boarding**

\*This will only be sent if your hospital offers pet boarding.

**We Offer Holiday Pet Boarding**



As the holidays approach, make sure you have pet boarding arrangements in place.

**MAKE YOUR RESERVATIONS TODAY!**

November 18

Subject  
**Open for Holiday Pet Care Tips**

***Helpful Holiday Tips for Your Pet***

-  Keep them safe by keeping them away from table scraps!
-  Make sure your pet has a safe quiet space to retreat to if they become overwhelmed.
-  Be patient with your pets and make sure to go slowly when introducing them to new people.
-  Noisemakers like fireworks, bells, and whistles may frighten pets!
-  Holly, ivy, and mistletoe are all toxic to pets if ingested. Be sure to keep these plants out of reach!



**Thank you!**