



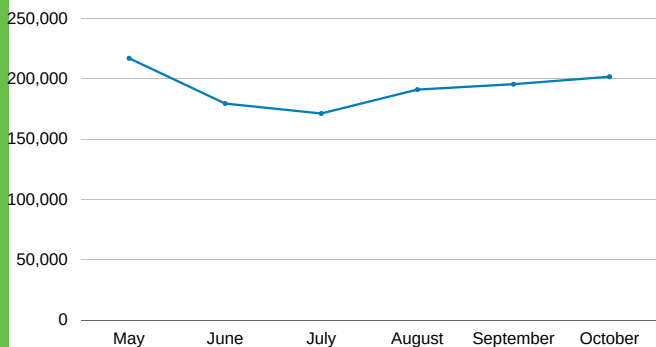
# MARKETING UPDATE

## December 2022

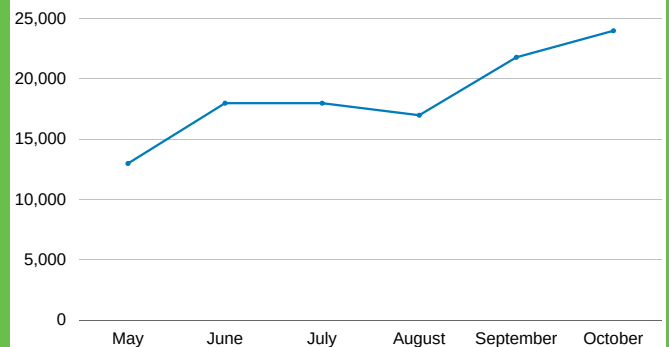
### October Analytics

\*This data is for all CareVet hospitals

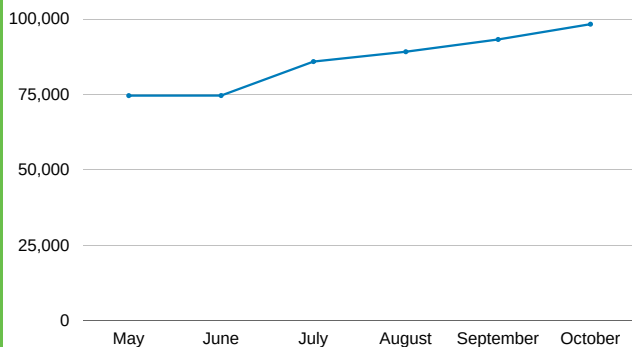
#### Website Visitors



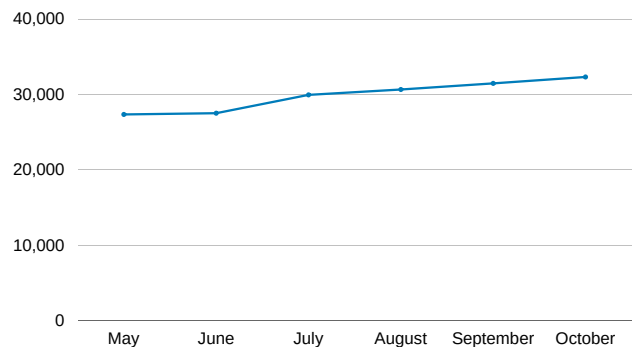
#### Facebook Engagements



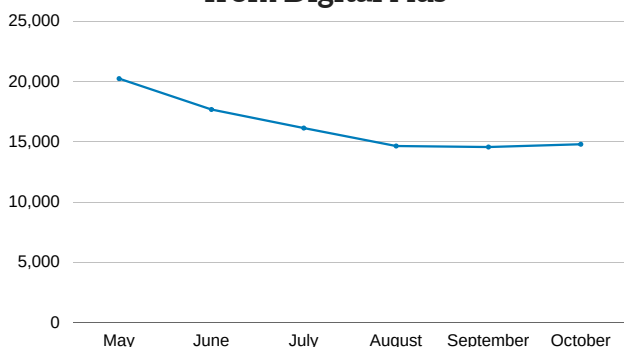
#### Total PetDesk App Users



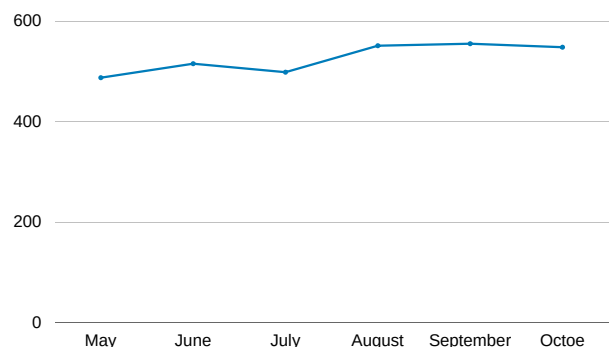
#### Total PetDesk Loyalty Users



#### Incremental Appointments from Digital Ads



#### 5 star reviews



# Social

December 1



♥ Keep your furry friends out of harm's way this holiday season by weighing down your tree, keeping ornaments high & out of reach and taking precautions with string lights & tinsel.

December 6



On top of all of the other goodies your pet is receiving this holiday season, make sure to give them the gift of health with an annual wellness visit! ♥

December 9



Toys, treats, holiday sweaters -- what's on your furry bestie's holiday wishlist this year?

December 13



Keep your pet healthy and happy by keeping them away from these poisonous seasonal plants!

December 16



🐾 It's that time of year! Share your holiday family pics in the comments! \*♥

December 20



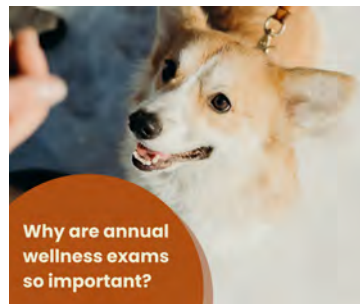
Keep the holiday cheer with these tips for stress free travel!

December 23



From our family to yours, we wish you a happy and healthy holiday season! 🐾

December 28



Set your pet up for success in the new year by scheduling a wellness exam! Annual or bi-annual wellness exams are a great way to prevent illness or disease that may harm your pets. Don't wait - book today!

December 31



Cheers to the New Year  
What's your pet's New Year's resolution?

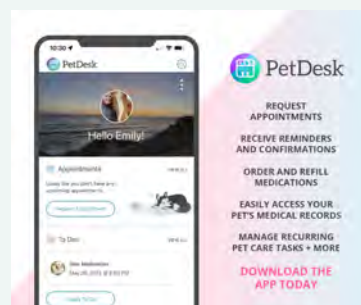
The following posts will be scheduled if your hospital participates in these programs/offers these services.

December 8



Do you have travel plans for the holidays? Reduce your stress and board your pets with us!!

December 14



Did we mention that we also have a loyalty program and we'll gift you points just for signing up?! Download the PetDesk app today, search for our hospital and opt into the loyalty program to start earning rewards!

# Emails

December 1

Subject  
What's on your pet's wishlist?



December 22

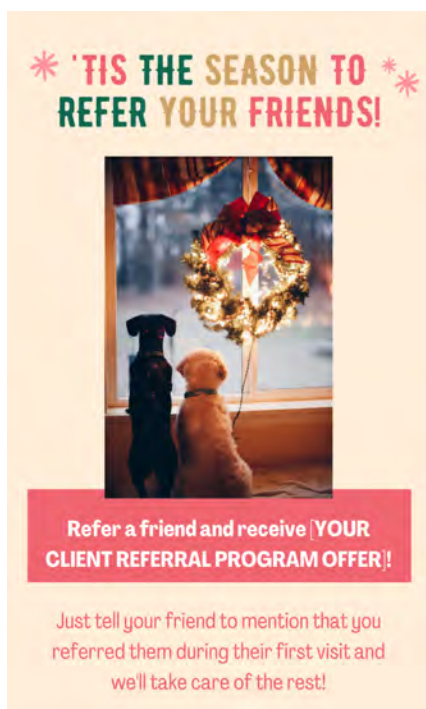
Subject  
We're sending holiday joy your way!



The following emails will be sent only If your hospital participates in these programs/offers these services.

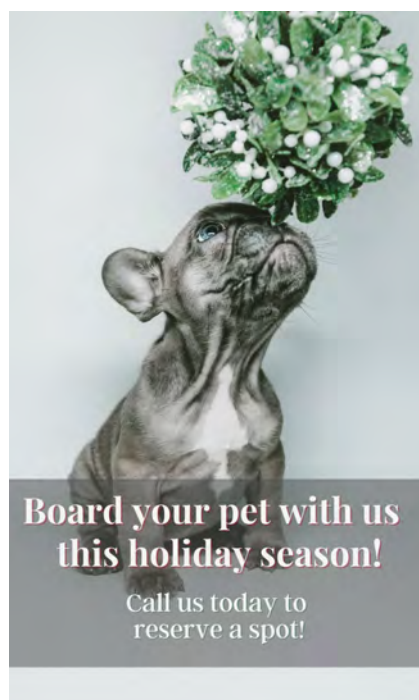
December 7

Subject  
Gift time! Earn \$X when  
you refer a friend.



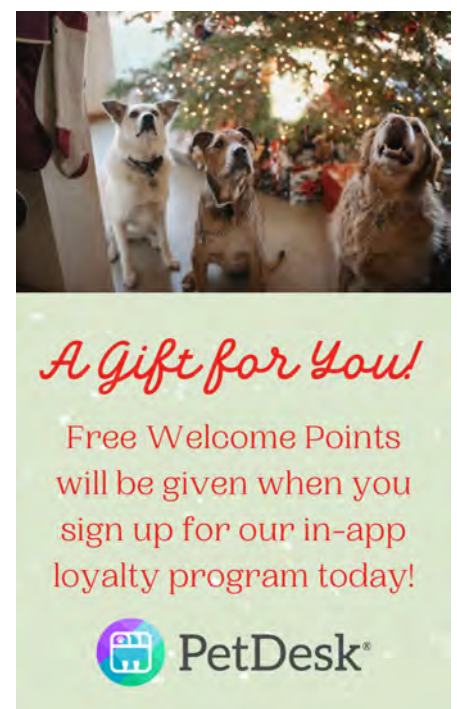
December 12

Subject  
Last call: Holiday Pet  
Boarding



December 28

Subject  
Earn free rewards with  
our loyalty program!



Thank you!