



CareVet®

Local Marketing Guide

Get involved with your local community
using these strategies!

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NEW CLIENT OFFER BUSINESS CARDS

Check out the branded goods marketplace if you need updated business cards that include your New Client Offer!* These will be helpful to give out to other hospitals, groomers, boarders, etc., when discussing referrals.



*If you don't know your login Information for the marketplace, please reach out to Sydney Pultman at spultman@carevethealth.com

CREATE A REFERRAL NETWORK IN YOUR AREA

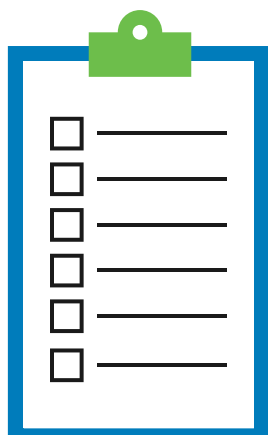
Reach Out to Other Hospitals

Other hospitals in the area may not be able to take on new clients and might be willing to refer new clients to you. By reaching out, you can begin forming a relationship and plant the seed for now or later. Even If they're accepting new clients now, they may not be able to at some point In the future. Below are several steps you can take to locate and reach out to other local hospitals.



Step One:

Identify other hospitals in your area that might have overflow clients by Googling "Veterinary Hospitals Near Me."



Step Two:

Create a list of emails and addresses for the hospitals you've identified



Step Three:

Send the hospitals you identified one or several of the following:

1. An email
2. A personalized letter
3. Sweets such as cookies
4. A bag of goodies
5. A physical note

SAMPLE MESSAGE

Send the note below to other hospitals in your area to form a relationship and new referral source!

Hi {{Hospital Name}},

My name is {Insert your name}, and I'm Hospital Manager at {Insert your hospital's name}. We understand that many hospitals in our area have to turn away new clients and urgent cases. We wanted to let you know that we are available to take on new clients and can often accommodate same-day appointments. If you are not accepting new patients at this time or ever have difficulty accommodating an emergency visit, we would love to be added to your referral list.

Our address is {Insert Hospital Address}. We're open Monday-Friday: XX:00 AM - XX:00 PM.

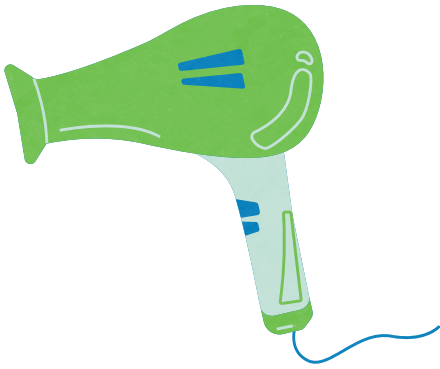
Please let us know if you want us to drop off some business cards or provide additional information. Thank you for considering!

Thank you,
The {{Your Hospital Name}} Team

*Feel free to customize the message and add in some personal touches! Just be mindful of typos!

CONTACT GROOMERS, BOARDERS & SHELTERS

Consider reaching out to various local businesses to discuss developing a referral network. If you have a pet, consider asking your groomer or boarder (or both) if they would refer their clients to you, and don't forget to tell them that you will refer clients to them! If there are other pet-related businesses in the area with a positive reputation, it never hurts to stop by and ask if you can leave some of your cards on their desk.



Step One:

Identify Groomers, Boarders, and Shelters local to your area via Google and other methods.



Step Two:

Call or send a note out to these businesses and see if they'd be willing to refer their clients to you for vet services.



Step Three:

Offer to bring over some of your business cards with your chosen new client offer on the back, and take a stack of their cards to keep on your front desk.

SAMPLE MESSAGE

For Groomers, Boarders, and Shelters

Hi {{Business Name}},

We want to let you know that we are available to take on new clients! If any of your clients are looking for Veterinary Services, send them our way! In return, we'd be happy to refer clients at our hospital in search of [xx] services to your business.

We are located nearby at {Insert Hospital Address}. We're open Monday-Friday: XX:00 AM - XX:00 PM.

We would happily drop off some business cards and pick up some of yours for our front desk!

Thank you,

The {{Your Hospital Name}} Team

*Again, feel free to customize the message and add in some personal touches! Just be mindful of typos!

PARTICIPATE IN LOCAL EVENTS

How To Get Involved:

Be on the lookout for local events hosted in your community! Events such as 5k runs, Fall/ Winter festivals and holiday events can all be great places to meet new clients!

If you know of any such event, reach out to the people running it and ask for ways to participate. See if you can participate in ways such as putting a branded magnet or pen in the event's swag bags or setting up a table and passing out brochures (and branded items!).

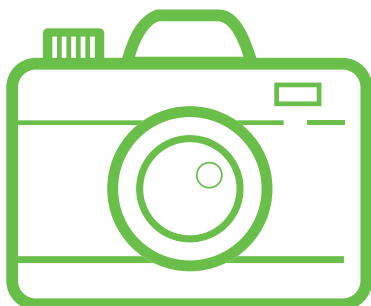
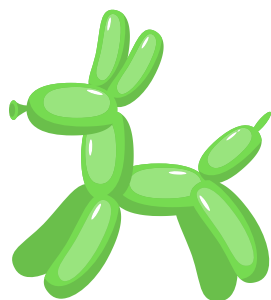
Where To Find Community Events:

- Check Facebook:
 - Look out for announcements on community pages
- Local Newspapers and Newsletters:
 - Look for announcements and ads
- Local News Stations:
 - Watch for segments on upcoming events or go to their website!
- Ask Around:
 - Family, friends, and even clients might know of a fun event coming up!



CONSIDER AN OPEN HOUSE

An open house can be a great way to engage with your community and client base, especially if you've recently welcomed new Doctors or completed a renovation.



Planning Phase

- Decide on a date that works for doctors and staff so potential clients can connect with them.
- Choose an activity, food option, and or fun theme.
 - Food truck, balloon artist, photo booth, corn hole
 - A holiday theme like cookie decorating
 - Come up with some ideas for a raffle
 - You could even reach out to reps for some products!

Decide Which Jobs Team Members Will Be Taking On:

- Create a set-up crew and a clean-up crew
- Decide who will give tours of the facility to clients (if you choose to give tours)
- Who will stay by the entrance to welcome people and direct them to food and activities
- Who is going to pick up the food or greet the vendors
- Who will snap some pictures of the event to use later on Social Media

OPEN HOUSE PREPARATION

Weeks Leading Up to the Open House

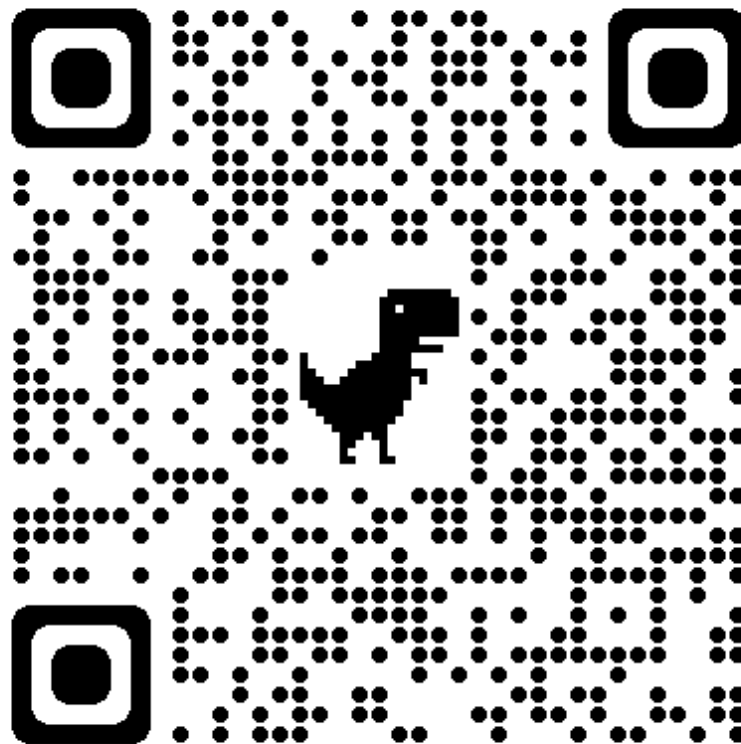
- Tell Your Clients (and Friends + Family) - the Marketing Team can help!
 - Mass Email
 - Send out an email to all clients inviting them to the Open House
 - Tell clients to bring their friends and families along for the fun
 - Facebook Post/Event
 - Social Media posts can help spread the word to potential clients and people for whom you don't have email addresses.
 - Set up a Facebook event for your open house.
 - Signage
 - Order a banner to put outside of your hospital promoting your event.

*If you want support with the above, please get in touch with CareVet's marketing team. We're happy to help you promote your event.

- Order Some Swag (allow for a six-week lead time)
 - Reach out to Sydney Pultman on the CareVet Marketing Team to help you order branded items like:
 - pens
 - pet bandanas
 - business cards
- Misc. Items
 - Ask for a volunteer or pick a team member to make a Walmart trip a few days before the event to get drinks (water bottles, drinks in cans), plates, forks, napkins, foldable tables, tablecloths, balloons in your hospital's colors, and other decorations.
 - Ensure your facility is being cleaned in the days leading up to the event so you won't be stressed trying to clean it all the day before the event!

Amazon Open House Shopping List

Use the QR code or follow the link to
check out our Amazon Shopping List
for Open Houses!



https://www.amazon.com/hz/wishlist/ls/1MNUMTT9OFKXQ?ref=wl_share