



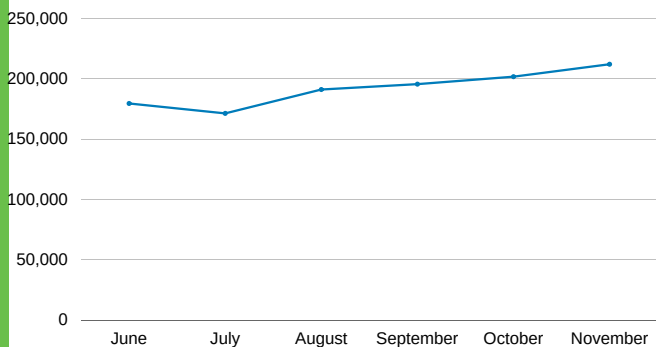
MARKETING UPDATE

January 2023

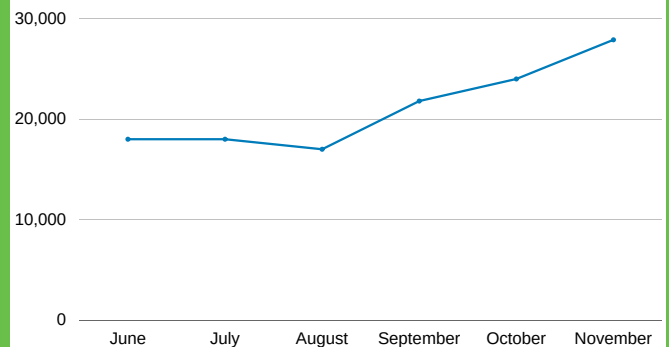
November Analytics

*This data is for all CareVet hospitals

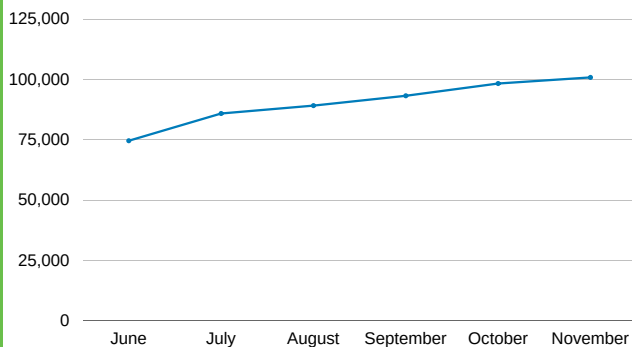
Website Visitors



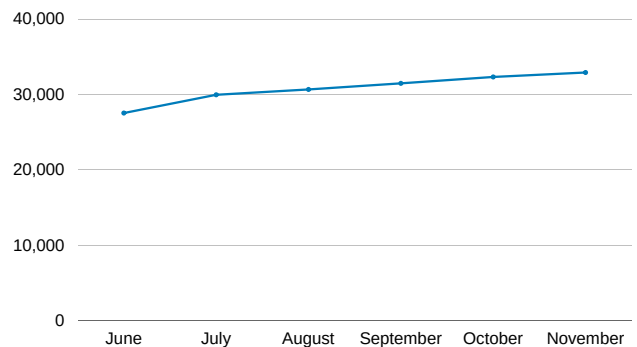
Facebook Engagements



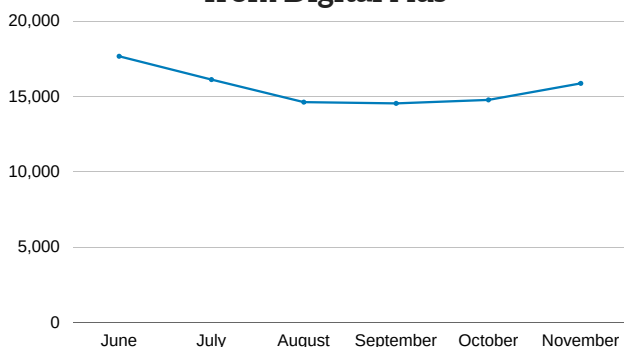
Total PetDesk App Users



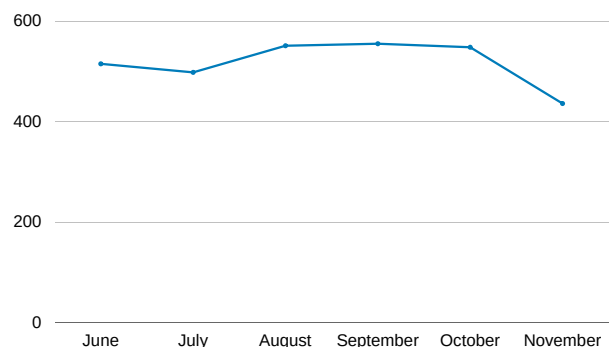
Total PetDesk Loyalty Users



Incremental Appointments from Digital Ads

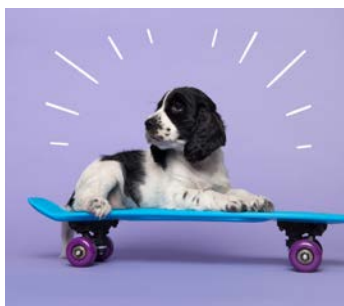


5 star reviews



Social

January 1



New Year, New Tricks.

Wishing you a happy & health New Year!

January 4



It's walk your dog month! Tell us your favorite song/artist to listen to while you walk your dog?

January 8



Adding a new pet to the family? We made a checklist of essentials to help you prepare! Most importantly, make sure to call us and set up an appointment for your new furry friend!

January 11



In 2023, put you and your pet's health first with our self-care ideas! Keep an eye out for more Pet Self-Care Tips!

January 14



Happy National Dress Up your Pet Day! Share your best pet costumes in the comments below!

January 17



Self Care in the New Year! Start the new year off with a fresh manicure for you and your pet!

January 24



Plan a fun activity to get your pet active! Go on a walk with friends and their dogs, or visit a dog park!

January 27



Are you planning to welcome a new feline friend soon? Check out our cat checklist to ensure you're prepared when the time comes to bring them home. Don't forget to call us and set up an appointment for your new addition!

Partner Posts (Please Email Us If You Need to Opt Out)

January 6



Zoetis Solensia

Is your cat having difficulty with jumping up or down, climbing stairs or running? It could be a sign of cat OA—a serious condition that affects the joints. Help your pet get back to normal with Solensia, the only FDA-approved treatment for cat osteoarthritis (OA) pain. Call us to learn more!
[Click here to watch the video!](#)

January 21



Hill's Pet Food

January 30



VetSource

Our online store always has the latest manufacturer discounts and rebates on food, medications, and more for your pet. See how easy it is to save! Shop now by visiting our website or by clicking the shop button on our Facebook Page.

Emails

January 2

Subject
Wishing you a happy, healthy 2023!



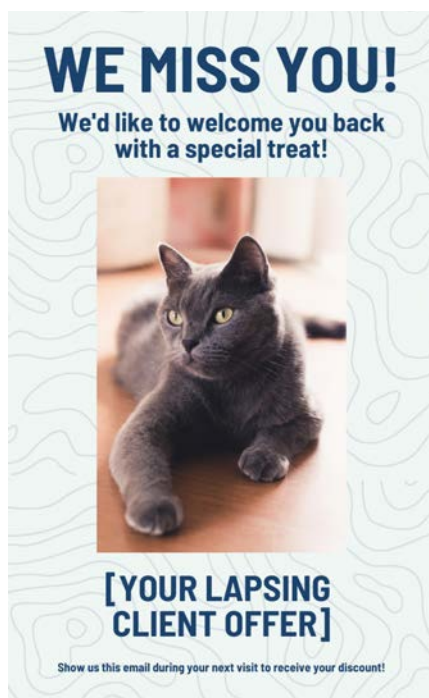
January 10

Subject
Pet resolutions for the New Year!



January 20

Subject
Come back in & get
[YOUR LAPSING CLIENT OFFER]!



January 30

Subject
COMING SOON: [Your Q1 Offer]



*This will only be sent out if you selected a lapsing client offer.

*This will only be sent out if you selected a Q1 offer in your marketing planner.

Thank you!