



CareVet[®]

MARKETING PLANNER



A comprehensive marketing
planner for Q1 and Q2 of 2023.

Why Plan?

We know you work diligently every day to provide best-in-class care to every patient. Our goal is to support this mission. These marketing initiatives are to increase compliance of pets in your community, educate your clients on preventive healthcare and to give your clients the resources they need to afford the care their pet deserves.

If you'd rather go over this together...

Feeling overwhelmed or confused? Let's review this together and discuss what would be best for your hospital. I will be holding ZOOM office hours at the times specified below (click in this box to launch zoom meeting):

- December 6, 7, 8, 9 & 13th from 8 am – 9 am CT

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What Will 2023 Planning Include?

This section drills into the various components of our 2023 Marketing Planning. We take you through each initiative and explain what it is and why we want to pursue it during the upcoming year. No action is needed here, in the next section of the planner you will determine more specifics.

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2023 Selections

Now that you've had an overview of what we are planning for and the goals of our Q1/Q2 initiatives, we are asking you to make selections. This section is where you will determine the specifics of your marketing plan.

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Next Steps

You've determined your marketing plan for Q1 and Q2- the hardest part is done! We've created a checklist of action items for you and us that will turn these plans into reality over the next several weeks and beyond!

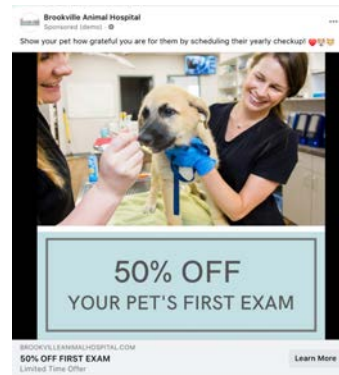
What will 2023 planning include?

An overview of what we are planning, our goals and our asks.

New Client Offer

- We typically encourage you to adopt an ongoing new client offer, especially if you're interested in driving new client traffic.
- We use these offers in the digital ads we manage for your hospital on Facebook, Google and Bing.
- Digital ads are targeted – we can reach your ideal type of customer. Additionally, digital ads are extremely easy to modify and adjust as needed.
- The goal of digital ads is to drive the right amount of new clients to your hospital each month. If your hospital hires a new DVM or needs some help reaching your revenue goal, ads can help.

Facebook Ad



Google Ad

Ad · www.vetstopanimalclinics.com

50% Off First Exam | Vet Stop Animal Clinic

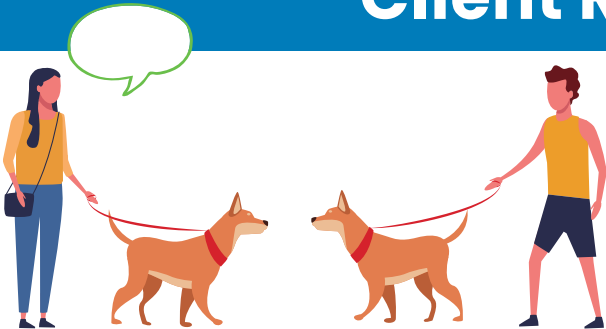
Pet Care Can Be Complicated - Find A Partner You Trust! Get 50% Off Your Pet's First Exam. Curbside Drop-Off Service.

Ad · www.rrahvets.com

Niskayuna Pet Grooming | Professional Grooming Services

Bathing, Grooming, Nail Clipping, and More. Schedule Appointment Now! Let Our Professional Dog Groomers Take Care Of All Your Pet's Grooming Needs.

Client Referral Programs



- Client referrals can increase the loyalty of existing clients and generate new client growth, especially with the right materials.
- We want to establish a referral program if you do not have one and provide you with literature to promote the program to clients.

Lapsing Client Outreach

- Lapsing clients are clients that have received PetDesk health service reminders, have at least one pet that is out of compliance and have not scheduled an appointment in the past year.
- Our goal is to get these patients back in compliance!
- PetDesk already automates health service reminders (when clients are coming due) and a lost client finder (when a client reaches 18 months since their last transaction), but we want to add one more lapsing client outreach per quarter to incentivize this audience to come back.



Dental Health Marketing



We recommend adopting an ongoing promotion to encourage clients to schedule their dental procedure at the time of their wellness or oral exam when it is recommended to them. This discount would be applied to the dental procedure at the time of completion but can be offered during the wellness/oral exam as a way to motivate clients to book their future procedure.

Quarterly Promotions



- Short-term promotions are a great way to increase awareness and compliance for a particular service.
- These promotions usually involve a small discount on particular services and are accompanied by social media posts, email blasts, physical signage and verbal recognition to generate awareness.
- The goal of these is to educate clients on proper pet care and drive incremental revenue.
- We want to plan these promotions further in advance so we can generate more awareness amongst staff members and clients.

New Client Offer for Ancillary Services

- If your hospital offers ancillary services such as boarding, daycare or grooming, you might consider running an offer for these to encourage existing clients to try out a new service or attract entirely new clients to try out these services.
- If you choose to participate in a new client offer for ancillary services, we will use that offer in digital ads to promote these services.
- These are ongoing offers (not just for a specific month or set timeframe). If you choose to discontinue them, please notify us.



Preventative, Parasiticide & Other Product Marketing

- Many of you have asked for help promoting products in addition to services. During 2023 we plan to develop more content that educates clients about preventatives, pet foods, etc., that you encourage clients to purchase.
- Since every hospital prefers different products, we want to collect information on which products your hospital would like to promote.
- We will preview this content in the Monthly Marketing Update as usual and you'll have the opportunity to opt-out of the product posts at that time.



Planner continued on next page ->

2023 Selections

Please use our digital form to submit your selections. [CLICK HERE!](#)

New Client Offer

Choose 1:

Option 1

\$10 Off Pet's First
Wellness Exam
(New Clients Only)

Option 2

\$25 Off First
Wellness Exam
(New Clients Only)

Option 3

50% Off First
Wellness Exam
(New Clients Only)

Client Referral Programs

Choose 1:

Option 1

\$10 Off First Exam for
New Client,
\$20 Credit for Existing
Client (referrer).

Option 2

\$25 First Wellness Exam for
New Client,
\$20 Credit for Existing
Client (referrer).

Option 3

50% Off First Exam for
New Client,
\$20 Credit for Existing
Client (referrer).

Lapsing Client Outreach

Choose 1:

Option 1

\$10 Off Total at Next Visit

Option 2

Free Nail Trim with Wellness Exam

Dental Health Marketing

Choose 1:

Option 1

\$25 off a dental procedure when
booked at the time of wellness/oral
exam

Option 2

Your own dental health offer.

*Dental procedure includes anesthesia, radiographs, scaling, polishing, etc.

Quarter 1 (Promo Runs Feb & March)

Choose 1:

Option 1

\$10 Off Oral Exam

Option 2

\$25 Off Dental
Procedure*

Option 3

Double Points on
Dental Procedures

*Dental procedure includes anesthesia, radiographs, scaling, polishing, etc. Either of these can be combined with the Dental Marketing push.

Quarter 2 (Promo Runs May & June)

Choose 1:

Option 1

\$15 Off
Allergy Testing**

Option 2

\$15 Off
Laser Therapy

**If you do not currently offer one of these services but would like to we can help!

New Client Offer for Ancillary Services

Choose 1:

Option 1

Free First
Night of Boarding

Option 2

Free First Day
of Daycare

Option 3

\$10 Off
First Groom

Option 4

We do not offer ancillary services
or do not want to offer a new
client discount on these services

**And a few more more questions...CLICK HERE
TO ACCESS THE DIGITAL FORM.**

Next Steps

What happens now that I've made my selections?
(Bolded items are your to-do's and the rest is ours!)

Digital Ads

- ☐ • **Communicate the new offer with your team (if this is a new offer). The offer you chose should only be given to new clients who mention it during their visit!**
- ☐ • **Set up a discount code in your PIMS: NewClientAd10Off or NewClientAd25Off – this is very important for us to track usage.**
 - If we're not already running ads for you, we'll launch your ads on January 1 – ads will reflect your choice.
 - Ads run indefinitely and will only be modified if you reach out to us and make a request. Remember, each month we set a budget for your ads that reflects your capacity for new clients.

Client Referral Programs

- ☐ • **Communicate the new client referral program to your team.**
- ☐ • **Adjust your new client form to include a question about how people heard about your hospital and give them the option to id an existing client.**
- ☐ • **Set up a discount code in your PIMS: ClientReferral10Off or ClientReferral25Off – this is very important for us to track usage. We only track new client redemptions, so no need to give us the existing client discount code.**
 - Order client referral cards to your hospital and begin passing them out to each customer during their visit to promote the new program. You can order these on the branded marketing goods website.
 - We will add this offer to your website if we manage It.

Lapsing Client Outreach

- ☐ • **Communicate the lapsing client incentive to your team.**
- ☐ • **Set up a discount code in your PIMS: LapsingClient10Off or LapsingClientTNT – this is very important for us to track usage.**
 - We will send a targeted email to this audience during the first month of each quarter: January, April, July and October.

Dental Health Marketing

- ☐ • **Communicate the dental marketing promo to your team. This initiative relies heavily on your staff communicating the offer with clients who may benefit, so make sure you emphasize the importance to your staff.**
- ☐ • **Set up a discount code in your PIMS: 25OffDentalProcedure this is very important for us to track usage.**
 - We will add this to your website if we manage your site.

Quarterly Promotions

- ☐ • **The Quarter 1 promotion you selected will run during February and March. The Quarter 2 Promotion you selected will run during May and June. It is extremely important that you discuss the quarterly promotions with your teams.**
- ☐ • **Set up a discount code in your PIMS: 10OffOralExam, 25OffDental Procedure, 15OffAllergyTest or 15OffLaser before the start of the promotions – this is very important for us to track usage.**
 - We will create the social media, email, and physical signage for your chosen promotion and continue to preview this in our monthly marketing newsletter.
 - NEW: We will add this to your website during the timeframe it is running if we manage your site.

New Client Offer for Ancillary Services

- ☐ • **Communicate the new offer with your team (if this is a new offer). The offer you chose should only be given to new clients who mention it during their visit!**
- ☐ • **Set up a discount code in your PIMS: BoardingFreeFirstNight or DaycareFreeFirstDay or 10OffGrooms– this is very important for us to track usage.**
 - This offer and corresponding ads run indefinitely and will only be modified if you reach out to us and make a request. Remember, each month we set a budget for your ads that reflects your capacity for new clients.
 - We will add this to your website if we manage your site.

Everything Else!

- Wellness Plans
 - If you indicated that you have a wellness plan and are not currently advertising this on your website, social media, etc., we will reach out to you to discuss how we can promote this.
- Insurance
 - If you indicated that you have insurance and are not currently advertising this on your website, social media, etc., we will reach out to you to discuss how we can promote this.
- Compliance Phone Calls
 - If you indicated that you would like help with compliance phone calls, we will contact you to discuss.
- Health Service Reminder Overview
 - If you indicated that you have not gone through your HSR Overview and need support, we will reach out to you.

Please allow us until December 31st to respond to reach out or respond to questions.

Final selections must be submitted by December 16 via our digital form located [HERE!](#)

Thank you for completing the
2023 Marketing Planner!