



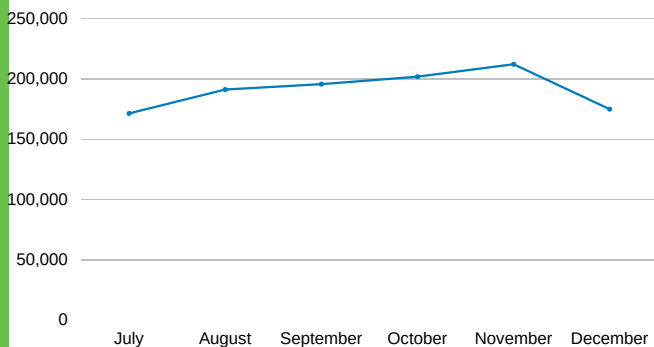
# MARKETING UPDATE

## February 2023

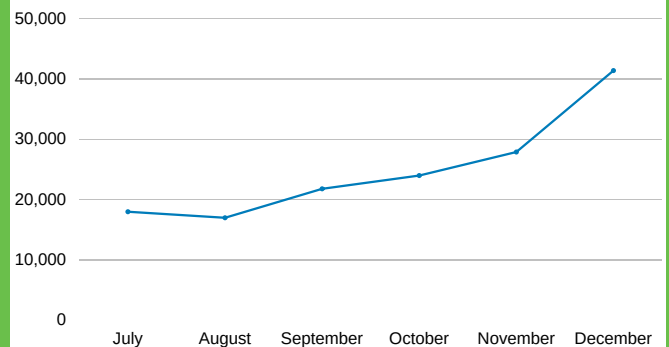
### December Analytics

\*This data is for all CareVet hospitals

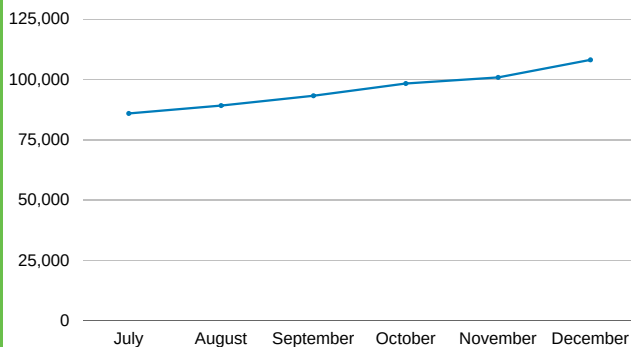
#### Website Visitors



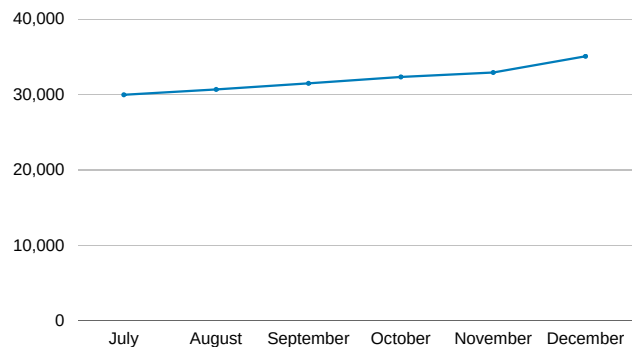
#### Facebook Engagements



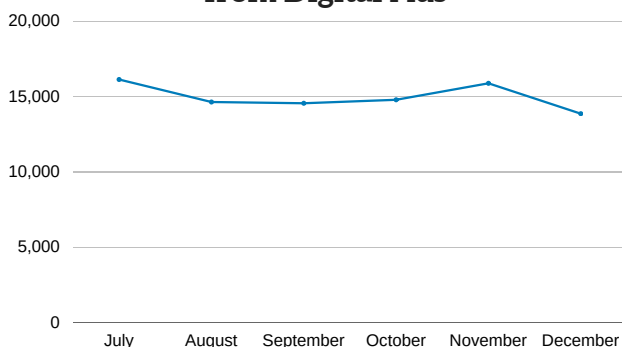
#### Total PetDesk App Users



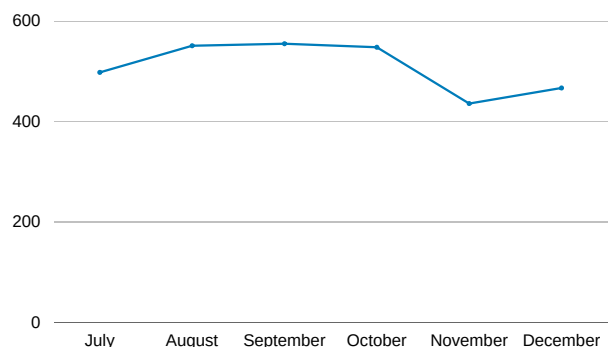
#### Total PetDesk Loyalty Users



#### Incremental Appointments from Digital Ads



#### 5 star reviews



# Social

## Engagement Posts

February 4



Calling all Cat Owners February is your feline friend's month and a great time to think about their health. If your cat could use a little extra love this month, we're here to help! Book an appointment for your cat & we'll do a nose to tail examination to ensure they're feeling great all year long.

February 14



Happy Valentine's Day! Show us your furry Valentine in the comments below! 🐾

February 20



How are you going to show your pet you love them today? Our ideas include:  
-Extra hugs & snuggles  
-A longer walk or more fetch time  
-Scheduling their annual wellness exam to ensure they're feeling their best!  
Tell us how you're celebrating in the comments!

## Educational Posts

February 8



Most pets have short memories, and won't understand why you're scolding them! Our pets just want to make us happy, so praising them for going potty outside helps to reinforce that behavior.

February 17



If you're potty training your pet, be sure to take them out frequently to avoid accidents! Staying patient and persistent with your schedule will ensure they have fewer accidents inside and learn where they're supposed to potty quicker!

February 27



Need we say more? We all wish our pets could live forever and proper dental healthcare is one way to love them for longer. Investing in your pet's mouth is an investment in their overall wellness.  
Oral bacteria can spread to their liver, heart and kidneys, so it's extremely important to stay proactive in your pet's dental hygiene routine.

## Promotional Posts

February 1



\*This post is only for hospitals running a Q1 Promo. Keep your pet SMILING this winter! 🐾  
Dental care is an important part of your pet's healthcare routine, but it can be easily overlooked! For a limited time, we're offering [Insert Q1 Offer here]. Take advantage of this deal while it lasts, and book an appointment today!

\*Offer ends on [Offer End Date].

Please note, if your Q1 Promo is a % off, we will add:  
\*Does not include advanced procedures or extractions.

February 10



Just like humans, pets need regular oral care too. One of the most common issues we see in pets is dental disease. Most dogs and cats have some form of dental disease before three years of age. Don't let your pet become one of them! Be proactive with your pet's oral hygiene, and ask us how you can ensure their mouth stays healthy.

[Optional] Also, remember that we're offering [Insert Q1 Promo] until [Insert Q1 Promo End Date].

Please note, if your Q1 Promo is a % off, we will add:  
\*Does not include advanced procedures or extractions.

February 23



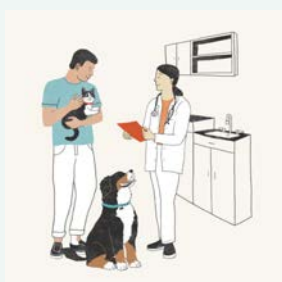
Even if you don't think your pet's teeth need regular brushing, you never know what lives below the gumline. Many times, the signs of dental disease may not be visible until the disease is very advanced. This is one of the many reasons that it is very important to begin preventative dental care for your dog at an early age. It's never too soon to start! Give us a call to discuss an at-home care routine & annual dental cleaning options for your pet.

[Optional] Also, don't forget that we're offering [Insert Q1 Promo] until [Insert Q1 Promo End Date].

Please note, if your Q1 Promo is a % off, we will add:  
\*Does not include advanced procedures or extractions.

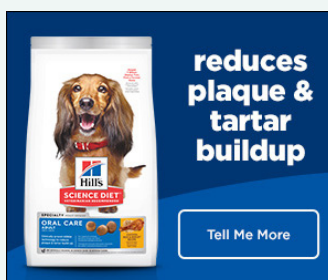
## Partner Posts (We will post these based off Marketing Planner Responses)

February 11



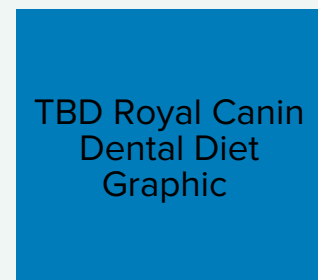
Zoetis Pet Health Checklist  
Download the @zoetispetcare Pet Health Checklist to help your furry friend live a longer, healthier, and happier life. <http://ow.ly/HBua50LsggE>

February 25



Hill's Pet Food  
Did you know there are pet foods that can improve your pet's dental health by reducing plaque & tartar build-up?! Hill's unique Oral Care kibble has an innovative texture designed to work like a toothbrush as your pet chews. Ask our team about this option to learn more!

February 25



Royal Canin  
Did you know there are pet foods that can improve your pet's dental health by reducing plaque & tartar build-up?! Royal Canin's unique Oral Care kibble has an innovative texture designed to work like a toothbrush as your pet chews. Ask our team about this option to learn more!

# Emails

February 6

Subject

Click to learn more about your pet's dental health!

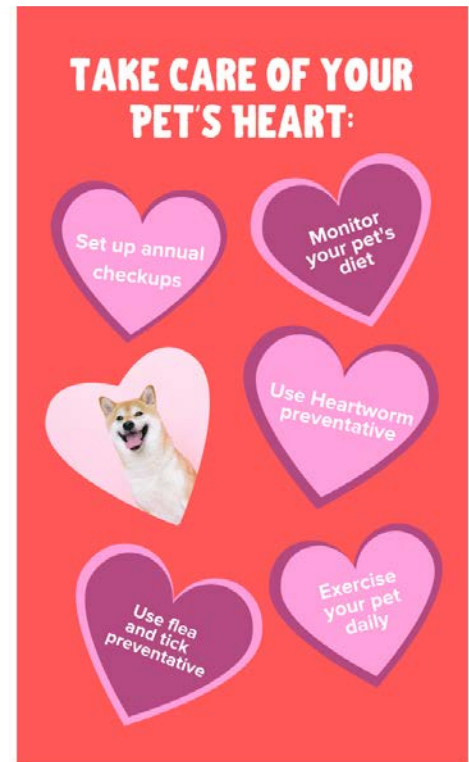


\*This will sent out for everyone and if you completed the Marketing Planner/chose an offer for Q1, it will mention the Q1 Dental Health Offer you chose.

February 14

Subject

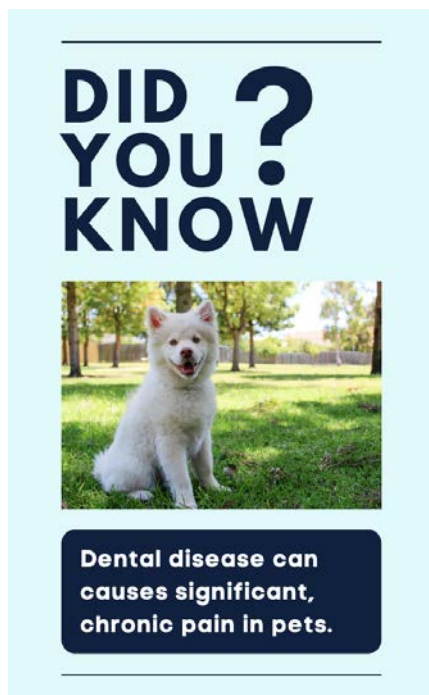
Show your pet you love them this Valentine's Day! ♥



February 22

Subject

Time is running out to claim your discount!

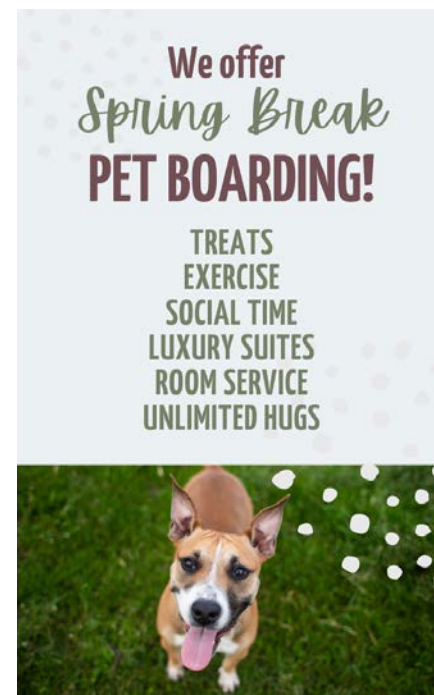


\*This will only be sent out if you opted into the Q1 Promo & will be personalized with your dental health offer.

February 28

Subject

Limited Availability:  
Spring Break Pet Boarding



\*This will only be sent out if you indicated you offer pet boarding in the Marketing Planner.

# Thank you!