



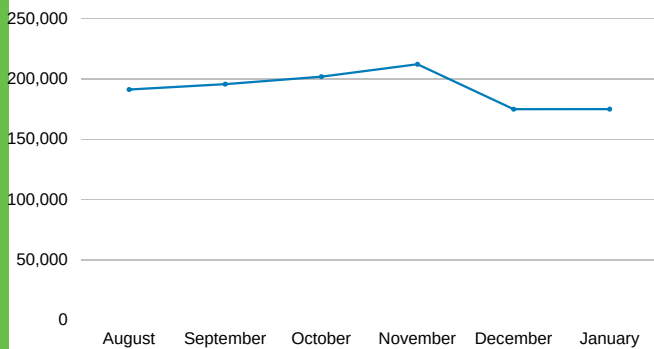
MARKETING UPDATE

March 2023

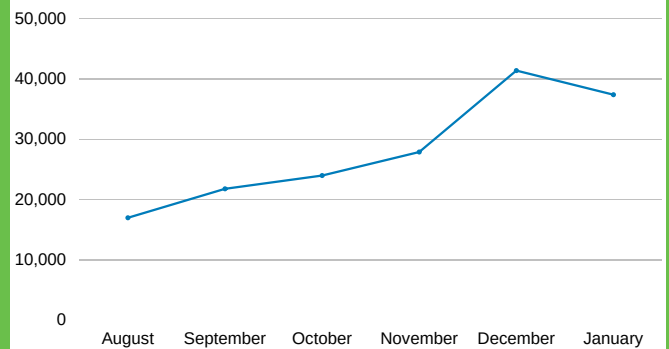
January Analytics

*This data is for all CareVet hospitals

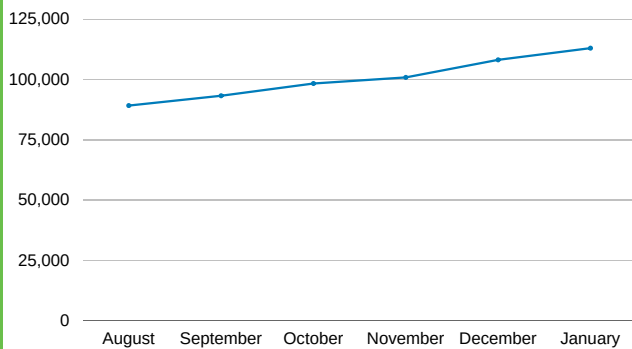
Website Visitors



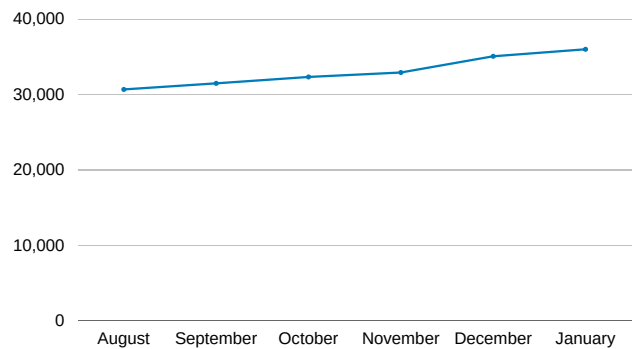
Facebook Engagements



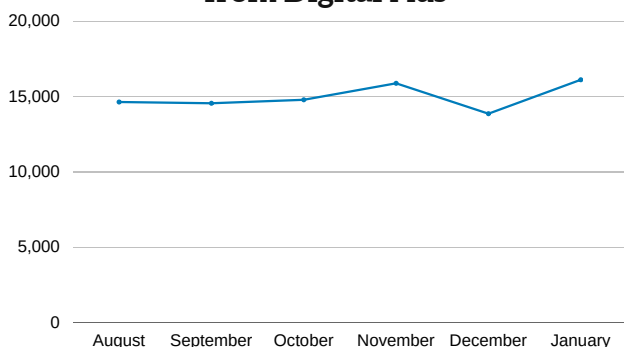
Total PetDesk App Users



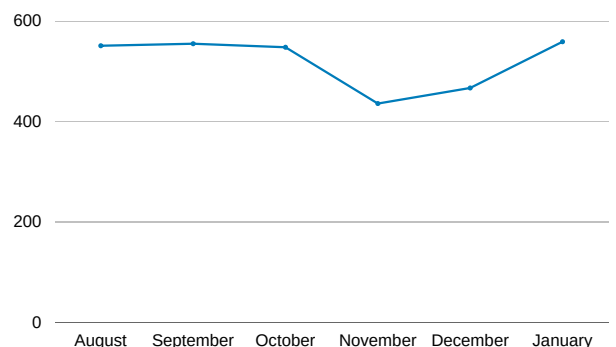
Total PetDesk Loyalty Users



Incremental Appointments from Digital Ads



5 star reviews



Social

Engagement Posts

March 11



The best part of Daylight Savings is that breakfast comes an hour early tomorrow! Don't forget that we spring forward tonight!

March 17



Happy Saint Patrick's Day! How are your pets celebrating?

March 23



Happy National Puppy day! Share your favorite picture of your dog as a puppy in the comments!

Educational Posts

March 20



March is Poison Prevention Awareness Month! This month, keep an eye on our page for information on everyday toxic items and common poisoning symptoms in dogs and cats!

March 27



Make sure to keep these common toxins away from your pet! Also, always check with your Vet before giving your pet any human food to ensure they won't be harmed accidentally.

March 30



If you notice any of these signs in your pet, don't panic! Call us or an emergency clinic for help.

Promotional Posts

March 2



*This post is only for hospitals running a Q1 Promo that ends on March 31st.

Your pet's dental health is essential! If you don't have time to brush your pet's teeth daily, you can still help them. Regular dental cleanings are another great way to prevent disease and damage to your pet's mouth, teeth, and jaw.

You can also receive [Q1 Promo] through the end of March!

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

March 7



*This post is only for hospitals running a Q1 Promo that ends on March 31st.

While all breeds are susceptible to dental disease, small-breed dogs tend to be at a higher risk. Start good habits early by brushing their teeth when they are young and staying diligent about their dental care routine.

ENDING MARCH 31st: [Q1 Promo]! Don't miss out on this deal - we have just a few spots left.

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

March 14



*This post is only for hospitals running a Q1 Promo that ends on March 31st.

Don't miss out! Take advantage of [YOUR Q1 Offer] before it ends on March 31st!

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)

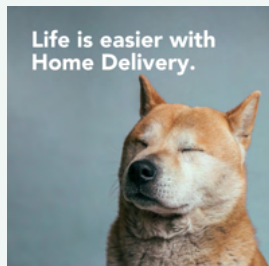
March 5



Zoetis Pet Care Rewards

Did you know that with the @ZoetisPetcare Rewards Program you'll get \$1 in Rewards to spend on future vet visits for every 10 points you earn with eligible product purchases? Sign up now and start earning! <http://ow.ly/rtl450LsbYo>

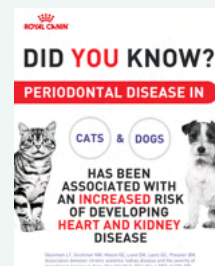
March 9



VetSource

Shop from the comfort of home, set up recurring shipments of your pet's food and meds, and get free shipping on most items. So sit back and relax — we've got you covered! Check out our online store by visiting our website!

March 25



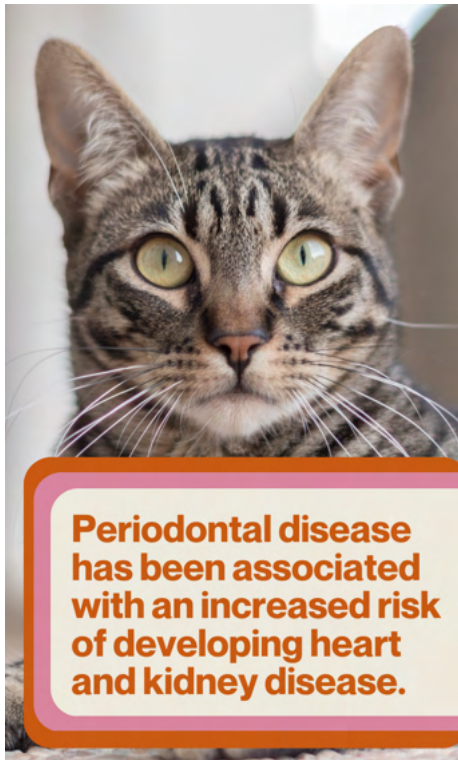
Royal Canin

A healthy mouth can help a healthy life. Looking after your pet's teeth doesn't just help them avoid bad breath — it's also a way to contribute to their overall wellbeing. Talk to your veterinarian about how a tailored diet may help. #HealthyPetSmiles

Emails

March 6

Subject
Ending Soon: [YOUR Q1 Promo]!



*This will only be sent out if you chose an offer for Q1 that ends on March 31st.

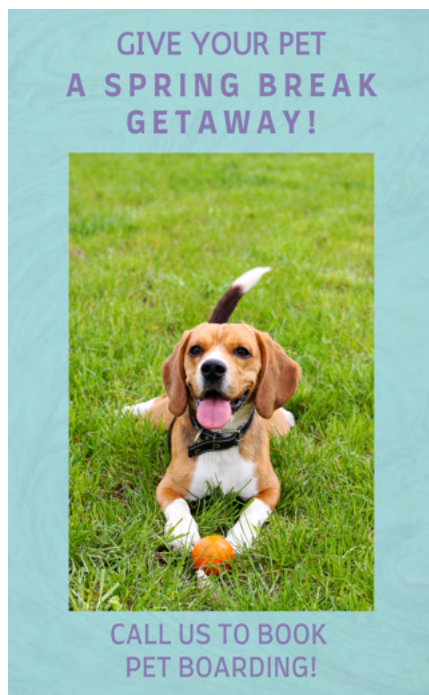
March 15

Subject
We have what you need to keep your pet flea & tick free!



March 23

Subject
Your pet deserves a Spring Break getaway!



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

March 28

Subject
Beat heartworm with an easy prevention routine!



Thank you!