



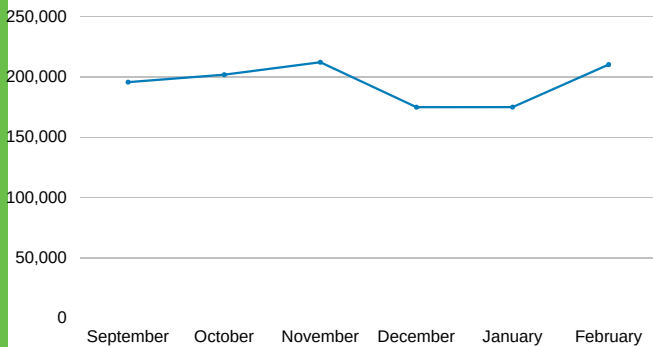
MARKETING UPDATE

April 2023

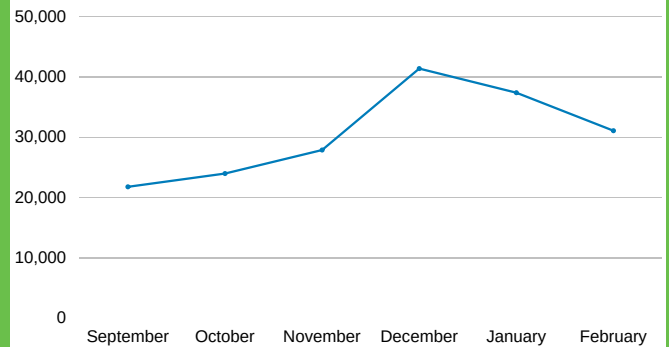
February Analytics

*This data is for all CareVet hospitals

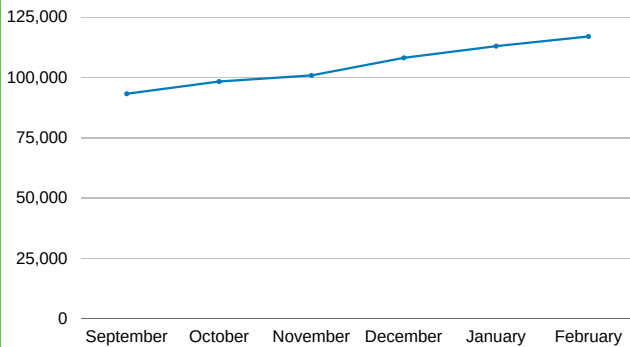
Website Visitors



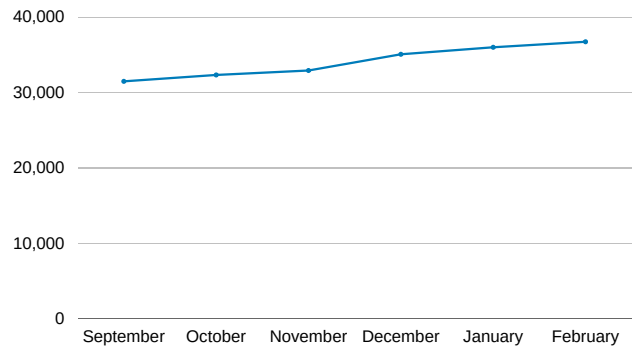
Facebook Engagements



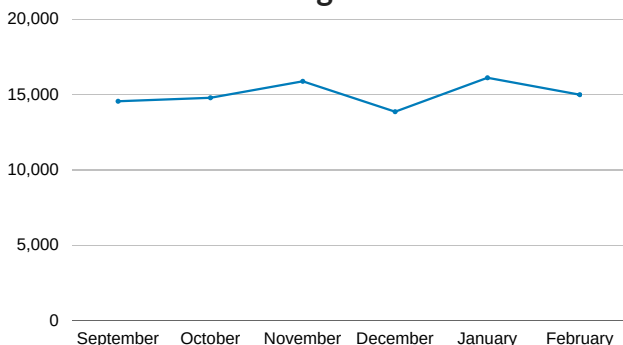
Total PetDesk App Users



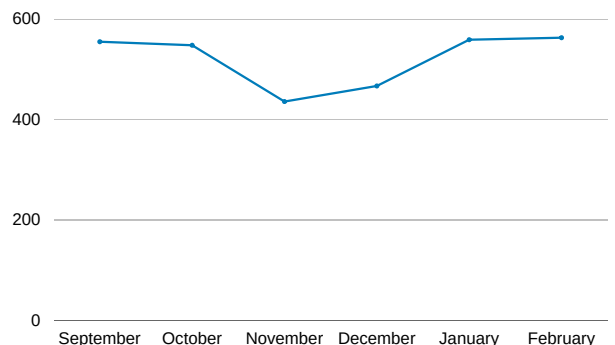
Total PetDesk Loyalty Users



Incremental Appointments from Digital Ads



5 star reviews



Social

April 3



April is #NationalHeartwormAwarenessMonth which means we'll be sharing information on keeping your pet healthy all month. Tip #1 is easy. When it comes to prevention, year-round is always best!

April 7



Celebrating Easter this weekend? Be sure to keep an eye on your pet amidst the fun. Easter brings a lot of temptations for your pets that can be dangerous!

April 10



Celebrate National Hug Your Dog Day with an extra squeeze and a few of our favorite spring pet care tips.

April 14



If you're a pet owner, it's important to know the signs of heartworm disease even if your pet is on year-round preventative.
#NationalHeartwormAwarenessMonth

April 19



Celebrate National Cat Lady Day by learning which plants your cat should avoid this spring! Many popular spring flowers and plants can actually be harmful to your cuddly companion.

April 22



Happy Earth Day! Get outside for a long walk or an extra round of fetch this evening!

April 25



Cats are experts at hiding illnesses, but there are some symptoms of heartworm disease that you can be aware of to detect it early.
#NationalHeartwormAwarenessMonth

April 29



We're celebrating the end of Veterinary Receptionist Week and World Veterinary Day today by saying THANK YOU to our amazing team. Comment below to share some love with your favorite Veterinary team.

April 30



Today is National Adopt a Shelter Pet Day! Share photos of your shelter pets in the comments!

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

April 16 - Zoetis Simparica Trio



Protect your dog from fleas by killing them before they can lay eggs. Prescribing Info: <https://bit.ly/3b4nDjk>

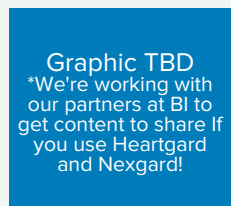
[Click to watch video](#)

April 16 - Elanco Credelio and ICP



As your vet, our #1 job is to protect your pet. By prescribing the 360-degree protection of Credelio® (lotilaner) and Interceptor® Plus (milbemycin oxime/praziquantel), we know your pup is getting comprehensive coverage all month long. Stop by our clinic to lower your dog's risk of infection. Indications for Interceptor Plus: Interceptor Plus prevents heartworm disease and treats and controls adult roundworm, hookworm, whipworm, and tapeworm infections in dogs and puppies 6 weeks or older and 2 pounds or greater.

April 16 - BI Heartgard/Nexgard



April 3

Subject
Come back in and receive [YOUR LAPSING
CLIENT OFFER]!



*This will only be sent out if you opted into a lapsing client offer in your December Marketing Planner. This email will only be sent to out of compliance clients.

April 11

Subject
Our top spring pet care tips are in!



April 19

Subject
Where are you purchasing
prewantatives?



April 28

Subject
Coming Soon: [YOUR Q2 PROMOTION]!



*This will only be sent out if you opted into a Q2 promotion in your December Marketing Planner.

Thank you!