



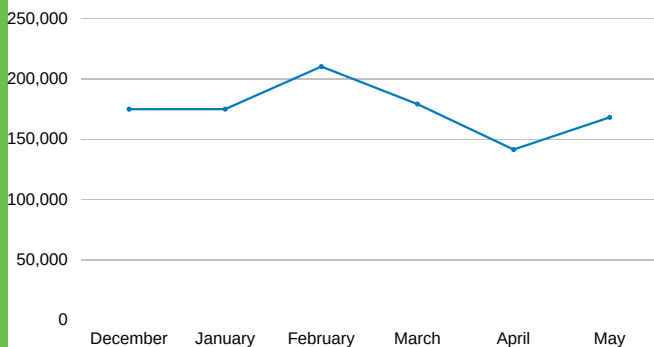
MARKETING UPDATE

July 2023

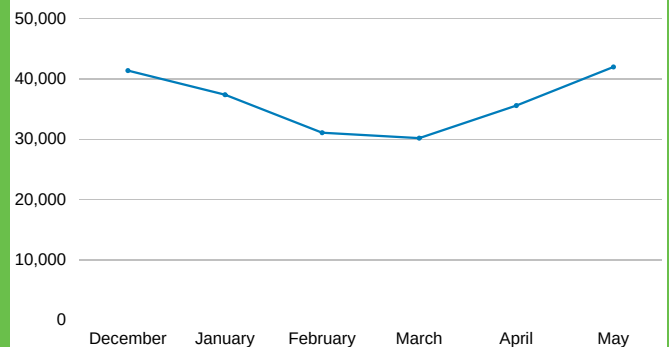
May Analytics

*This data is for all CareVet hospitals

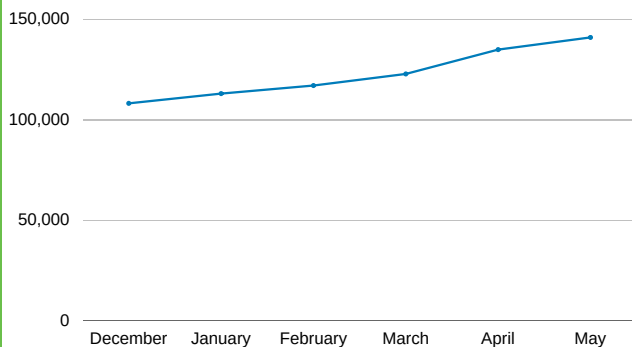
Website Visitors



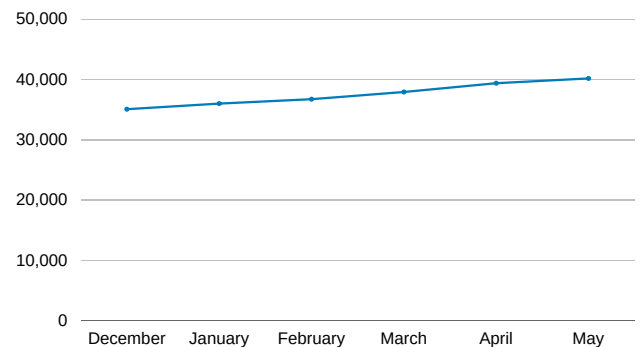
Facebook Engagements



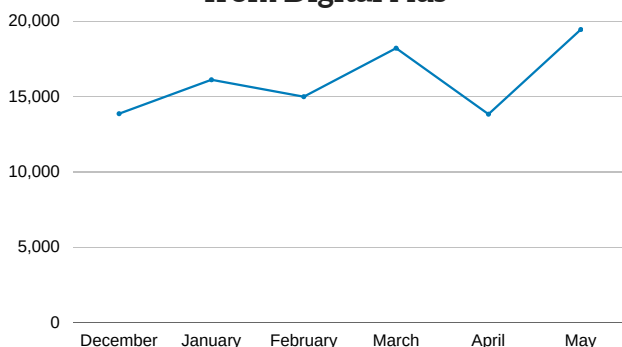
Total PetDesk App Users



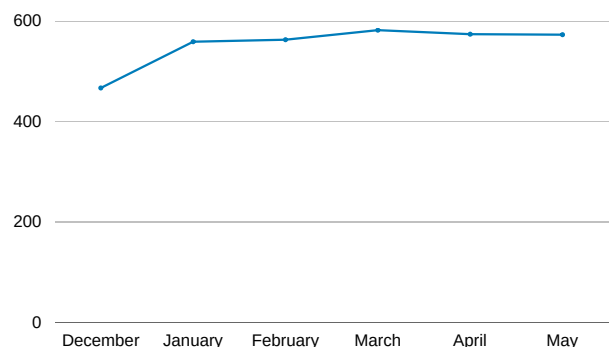
Total PetDesk Loyalty Users



Incremental Appointments from Digital Ads



5 star reviews



Social

July 1



Ensure a safe and stress-free holiday by preparing your pets in advance. Keep them indoors, create a quiet space for them to retreat to, and shield them from fireworks' loud noises. 🐾

July 4



Wishing everyone a spectacular 4th of July! Share your favorite Independence Day moments with us in the comments below.

July 7



Get your furry friends ready for a fun-filled summer with a comprehensive wellness exam! Make sure your pets are in prime health for all the adventures ahead. While you're at it, ask us about all of our other service offerings to keep your pet feeling great!

July 10



Happy National Kitten Day! Share your favorite kitten moments in the comments below!

July 12



Nearly 70 percent of households in the U.S. own a pet, according to a survey conducted by the American Pet Products Association. Of those pets, it is estimated that 1 in 3 will need emergency veterinary treatment every year. Don't let your pet be one of them! Routine care helps prevent pet emergencies. Book your next wellness appointment today!

July 15



Stay prepared and keep your furry friends safe on Pet Fire Safety Day! Make sure you have an emergency plan in place, including pet-friendly evacuation routes and a designated meeting spot. Don't forget to pack their essentials like food, water, and their favorite toys!

July 19



Avoid the unexpected and expensive cost of an emergency vet visit by prioritizing routine veterinary care! Accidents can still happen, but routine care allows us to catch illness early and prevent future issues before they begin.

July 24



Even if your pet is microchipped, it is important to check and see if the chip is registered. This ensures your contact information is tied to the chip if your pet were to get lost. If you're not sure how to check your chip, give us a call today!

July 28



Give your pet the care they deserve with pet insurance – it's easier than you think! Say goodbye to financial worries and hello to peace of mind when unexpected vet bills arise.

July 9



Travel worry-free and treat your furry companion to a luxury vacation of their own with us! Our pet boarding services ensure that your beloved friend receives top-notch care, attention, and pampering while you're away.

*We will not post this unless you offer boarding.

July 17



It's time to treat yourself! If you are not already a member of our loyalty program, now is a great time to start! Download the PetDesk app, search for our hospital and opt into our loyalty program to start earning rewards! *

*If you opted into the double point offer through July 31, we will modify this post to include: Don't forget, you can earn double points on wellness exams through July 31st! Book your appointment today!

July 22



Happy AAHA Accredited Hospital Day! Today, we celebrate our dedication to excellence in veterinary care as an AAHA accredited hospital. We take pride in providing the highest standard of care for our furry patients, and we thank our amazing team and loyal clients for their trust and support.

*We will not post this unless you opt into it by emailing us.

Optional

Emails

July 3

Subject
Microchip Your Pet for Ultimate
Peace of Mind



Unleash the Benefits of Microchipping Your Pet!

PERMANENT IDENTIFICATION
Microchipping is a reliable and permanent form of identification for pets, increasing the chances of being reunited if they go missing.

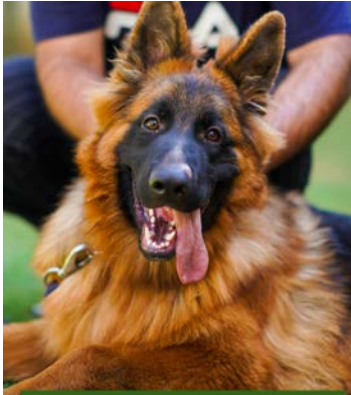
ENHANCED SAFETY
Unlike microchips, pet collars can be removed. Veterinary hospitals and pet shelters with a microchip scanner can easily identify a lost pet's owner.

COST-EFFECTIVE
Microchipping your pet is inexpensive and there is often no fee or a very low fee to keep the registration active.

PAIN FREE
A microchip is about the size of a grain of rice, and you will not need to put your pet under anesthesia to microchip them. It will feel like your pet is getting a vaccine and cause little to no discomfort.

July 10

Subject
Open for [LAPSING CLIENT OFFER]
at your next appointment!



We Miss You!

Come back and receive
[YOUR LAPSING CLIENT OFFER]

Valid with a Wellness Exam! Show us this email to receive the offer.

*If you opted into the Lapsing Client Offer in your June Marketing Planner, this email will be sent out to your clients and will feature the offer you selected.

July 14

Subject
Last Chance: Double Loyalty Points
on Wellness Exams!

TREAT YOURSELF TO DOUBLE POINTS!

Earn double the loyalty points on wellness exams until July 31st.

Not a member of our loyalty program yet? Download the PetDesk app from the App Store or Google Play store and then create an account using the email we have on file!

Search for our hospital and then opt into our loyalty program to start earning rewards for your purchases!

Don't delay! Book today to claim double points for your pet's next wellness exam.




*This will only be sent out if you opted into the double point offer through July 31.

July 19


Subject
Summer Pet Boarding: Trust Us with
Your Furry Friends! ☀️

STAY AND PLAY:
Elevate your pet's summer with our pet boarding services!



Regular Exercise Personalized Attention Nutritious food and treats Cozy Accommodations

Reserve their spot today for a tail-wagging summer!



*This will only be sent out if your June Marketing Planner responses indicated that you offer pet boarding services.

July 27

Subject
Prevent Costly Emergencies:
Prioritize Routine Wellness Visits

An emergency veterinary visit can cost more than 2x that of annual routine care.

\$326	vs.	\$800
Average cost of annual veterinary services per household		Average cost of one unexpected emergency veterinary visit

Don't get trapped with an expensive ER bill! Routine wellness care is one of the easiest ways to prevent illness and unexpected bills!



Thank you!