



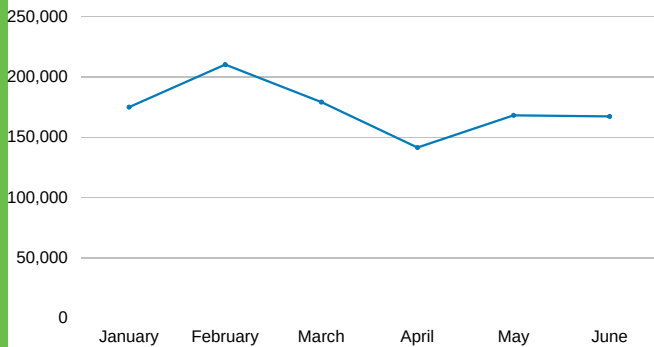
# MARKETING UPDATE

## August 2023

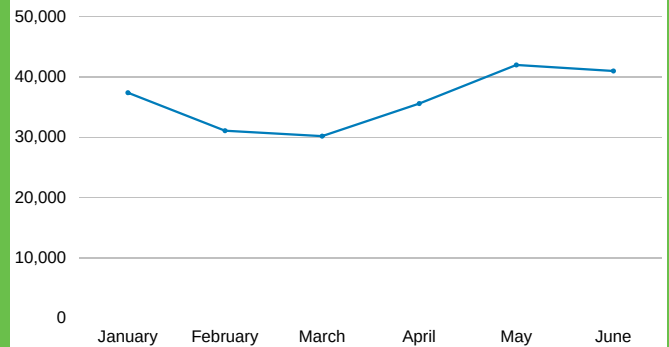
### June Analytics

\*This data is for all CareVet hospitals

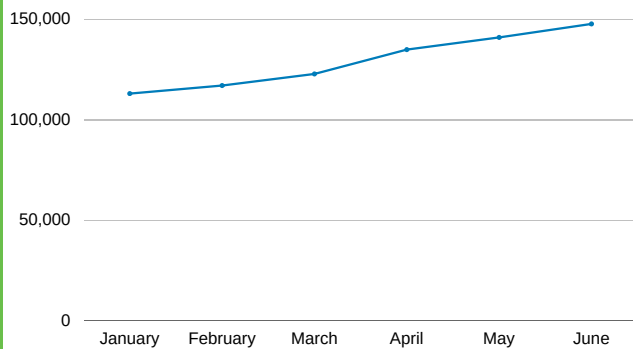
#### Website Visitors



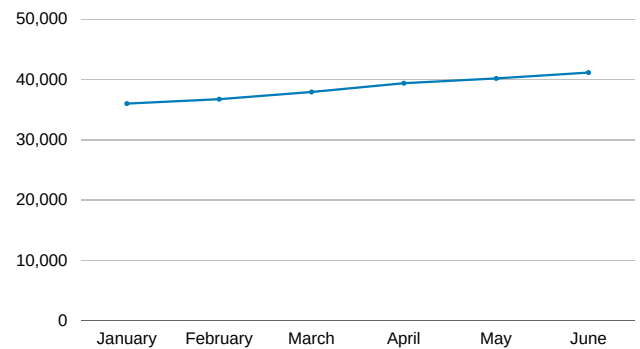
#### Facebook Engagements



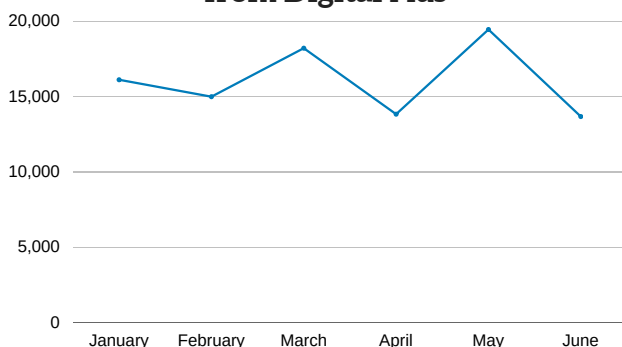
#### Total PetDesk App Users



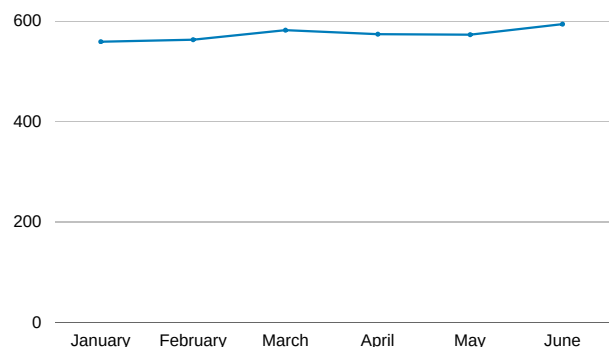
#### Total PetDesk Loyalty Users



#### Incremental Appointments from Digital Ads



#### 5 star reviews



# Social

August 1



If you've adopted your pet and aren't certain of the real birth date, today is their day. Join us in celebrating the universal birthday for shelter dogs by donating a few dollars to your local shelter, volunteering your time, or even considering fostering or adopting a pet!

August 4



Is your pet missing their playmates already? Tackle those back-to-school blues with additional stimulation, including engaging toys and activities.

August 8



Happy International Cat Day! Today, we celebrate the purrfect companions who bring so much joy into our lives. Shower your cats with extra love and treats today, and remember that healthy pets are happy. 🐾

August 10



August is Clear the Shelters Month! It's the perfect time to give a second chance to pets looking for forever families. Whether you're considering adoption or spreading the word, your support can make a world of difference!

August 14



Take part in #ItchyPetAwarenessMonth by scheduling a skin health or wellness visit with us today.

August 15



Take a moment to ensure your pet's microchip is up to date with your contact information. It's a small action that can make a world of difference in their safety!

August 18



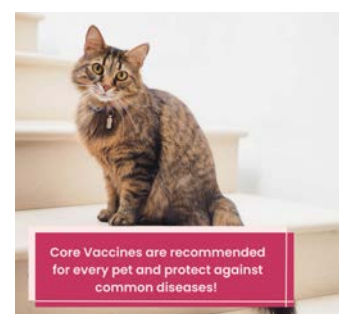
When it comes to puppy or kitten vaccines, we've got you covered! Give your pet the best start to life by bringing them to our hospital for wellness exams, vaccines and more! We're looking forward to getting your newest addition started off on the right paw.

August 22



Stay diligent with your pet's health routine these last few weeks of summer! If you are looking for a great way to protect your pet and your wallet year-round, consider investing in pet insurance! Explore your insurance options and compare providers today by clicking here: <https://www.pawlicy.com/>.

August 25



Protect your pet and prevent illness by keeping your pet current on their vaccines! Our team can tailor a vaccine plan specific to your pet's needs, ensuring they receive the right protection at the right time. Contact us today to discuss what vaccines will help your pet stay healthy.

August 27



Clear the Shelters Month is coming to a close, but there is never a bad time to give a pet a second chance. Our friends at Hill's Pet Nutrition support shelter pets all year round with pet food donations, and you can too!

August 29



Did you know that your pet needs vaccine boosters regularly to keep them protected? Just like humans need annual flu shots, pets need that ongoing boost to keep them healthy and happy. Call us for more information on when your pet should be getting updated vaccines.

August 31



Have you spotted these signs in your pet? Schedule an exam with the veterinarian for a skin health check! #ItchyPetAwarenessMonth

# Emails

August 1

Subject  
Are you celebrating National Dog Month?



August 9

Subject  
Prevent pet illnesses with vaccines!



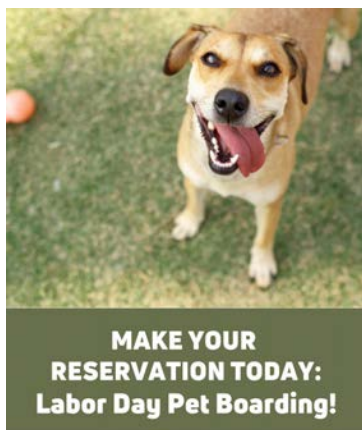
August 15

Subject  
Prevent pet illnesses with vaccines!



August 21

Subject  
Limited Space: Labor Day Pet Boarding



Embarking on a final summer adventure? Don't forget to include your pet in your plans! Secure their spot at our lodge before it's too late – reservations are filling up quickly!

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

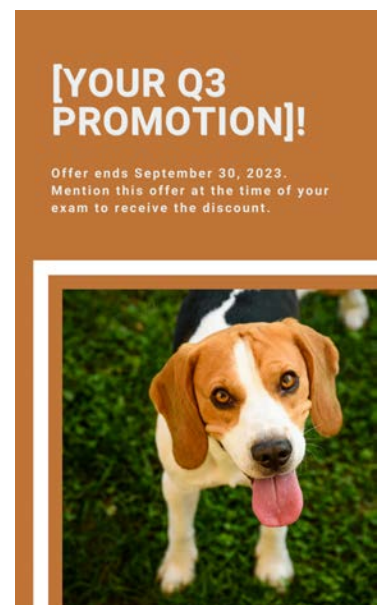
August 25

Subject  
Is your pet suffering from skin allergies?



August 31

Subject  
Coming Soon: [YOUR Q3 Promotion]



\*If you opted into a Q3 Offer in your June Marketing Planner, this email will be sent out to your clients and will feature the offer you selected.

# Thank you!