



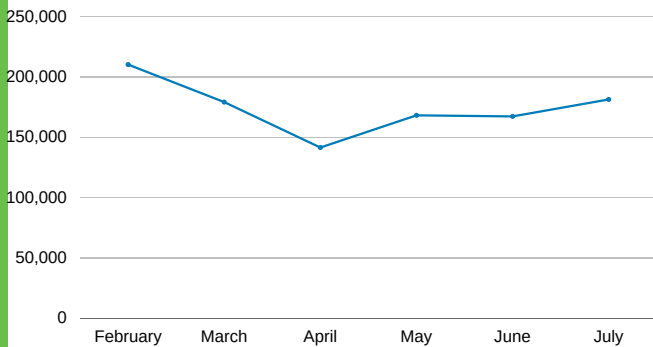
MARKETING UPDATE

September 2023

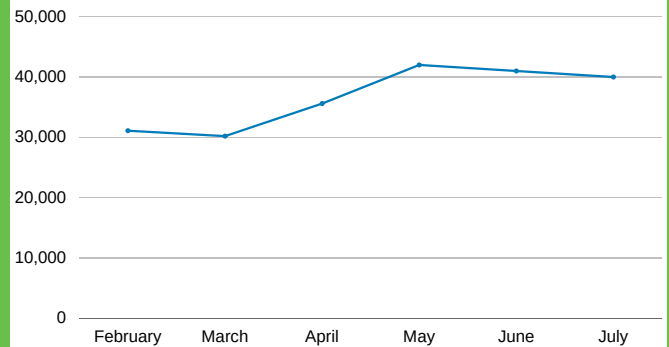
July Analytics

*This data is for all CareVet hospitals

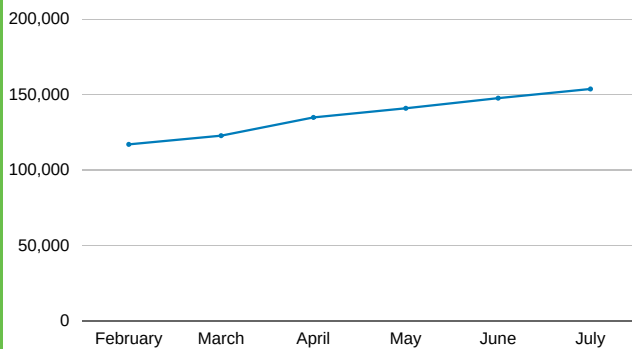
Website Visitors



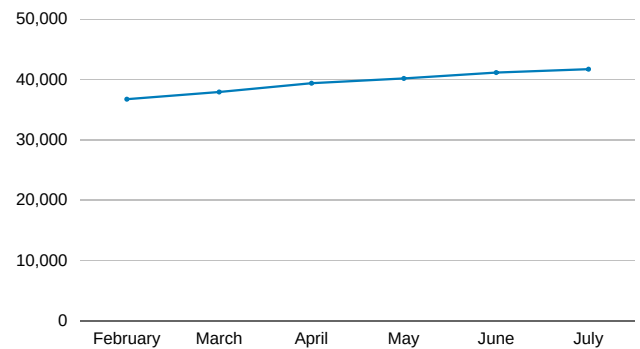
Facebook Engagements



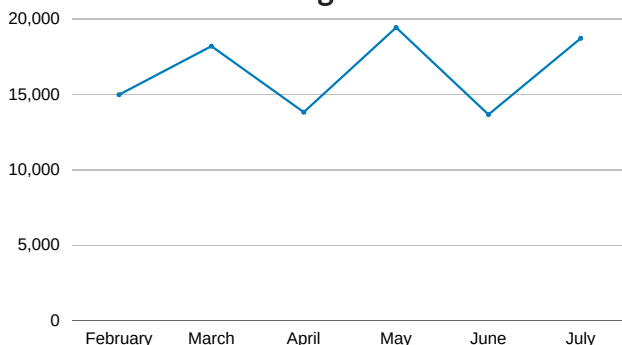
Total PetDesk App Users



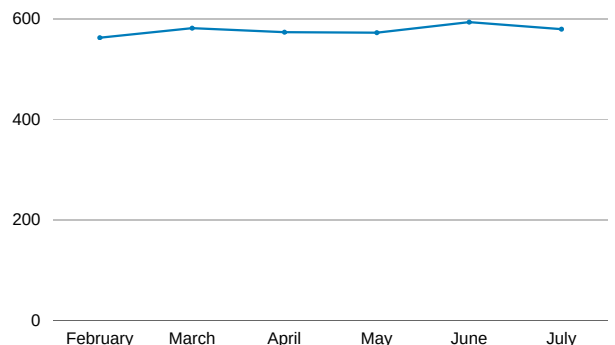
Total PetDesk Loyalty Users



Incremental Appointments from Digital Ads



5 star reviews



Social

September 1



By 2 years old, 80% of dogs and 70% of cats have some form of periodontal disease

If your pet is showing signs of dental disease, including tartar buildup, swollen or red gums, trouble chewing, pawing at the mouth and more, bring them in for an oral assessment. We will evaluate your pet's teeth and develop a cleaning routine that keeps them feeling their best! 🐾

***If you opted into the Dental X-Ray promo for Sept., we will add: September Special: We are offering \$15 Off Dental X-Rays through the end of this month! Mention this offer to receive the discount. This offer cannot be combined with others.**

September 2



Dogs that lose just 6% of their weight see a noticeable improvement in mobility.

If your pet is overweight, they may be at risk of developing certain diseases and you may end up spending more money on obesity-related treatments. Protect your pet and your wallet by developing a healthy diet and exercise routine!

***If you opted into the \$15 off Weight/Nutrition consultations promo for Sept., we will add: September Special: We are offering \$15 Off Weight Consultations through the end of this month! Mention this offer to receive the discount. This offer cannot be combined with others.**

September 4



HOW ARE YOU CELEBRATING LABOR DAY?

This Labor Day, we're celebrating our incredible Veterinary team that works hard daily to keep pets in our community healthy! Share your appreciation for our awesome team in the comments below! Have a safe and happy Labor Day!

September 7



Happy National CAT MONTH
September

There's no better way to celebrate your feline friend this #NationalCatMonth than by bringing them in for their annual check-up and by sharing your favorite cat moments in our new photo gallery! That's right, your cat can be featured on our website. [CLICK HERE](#) to share your favorite pics [\[LINK\]](#).

September 12



Don't choose between your savings and your pet ever again.

Don't choose between your pet and your wallet! Pet insurance is a great safety net for unexpected moments, but there are also plans that will cover routine wellness care as well. If you're interested in exploring your options, please visit www.pawlicy.com to compare plans and receive personalized quotes.

September 14



Periodontal disease is the number one health problem in small animal patients

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!

***If you opted into the Dental X-Ray promo for Sept., we will add: September Special: We are offering \$15 Off Dental X-Rays through the end of this month! Mention this offer to receive the discount. This offer cannot be combined with others.**

September 15



Dogs with healthy weights live, on average, 2.5 years longer than overweight dogs!

Maintaining a healthy weight in pets is essential for their health and well-being. If your pet has difficulty moving, lethargy, labored breathing, joint problems, etc., they may be overweight. The good news is that, we're here to help! Let our knowledgeable team advise you on the best diet and exercise routine for your unique pet!

***If you opted into the \$15 off Weight/Nutrition consultations promo for Sept., we will add: September Special: We are offering \$15 Off Weight Consultations through the end of this month! Mention this offer to receive the discount. This offer cannot be combined with others.**

September 17



RESPONSIBLE DOG OWNERSHIP DAY

Let us help you be the best pet parent possible!

Today, we're celebrating Responsible Dog Ownership Day! 🐾❤️ From lots of walks to regular vet visits, we applaud all of the paw-some dog owners that go above and beyond for their best friends. Share your favorite moments with your dog with us using our new photo gallery! That's right, your dog can be featured on our website. [CLICK HERE](#) to share your favorite pics [\[LINK\]](#).

September 20



If your pet has stopped acting like themselves, has difficulty climbing up or down stairs, running or jumping, they may be suffering from arthritis. Ask us about Solensia for feline osteoarthritis pain relief!

***This post will only go out if your hospital carries Solensia.**

September 23



September is #NationalPetInsuranceMonth, and now is a great time to explore coverage options for your pet. Find peace of mind with a pet insurance policy that meets your budget and lifestyle. Explore options at www.pawlicy.com.

September 25



Do these symptoms seem familiar to you? If so, reach out to us to learn more about how Solensia can bring relief to feline osteoarthritis discomfort!

***This post will only go out if your hospital carries Solensia.**

September 28

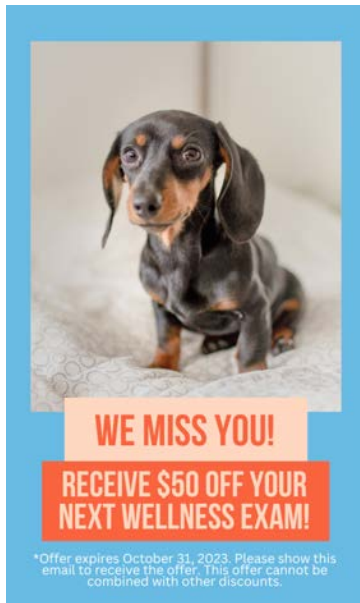


On World Rabies Day, let's join paws to protect our beloved companions! When it comes to rabies, prevention is key. By prioritizing regular vaccinations for our furry friends, we create a safer environment for them and our communities. If your pet is overdue for their vaccine boosters, give us a call today to book an appointment!

Emails

August 25

Subject
Come back in and receive \$50 OFF
your next wellness exam!



*This email will only be sent to your lapsed clients. Please set up a discount code in advance. Clients must show the email and mention offer for discount. Discount cannot be combined with others. Offer ends October 31, 2023.

***Please note that this will be replacing the previously communicated email on August 25th regarding skin allergies.**

August 31

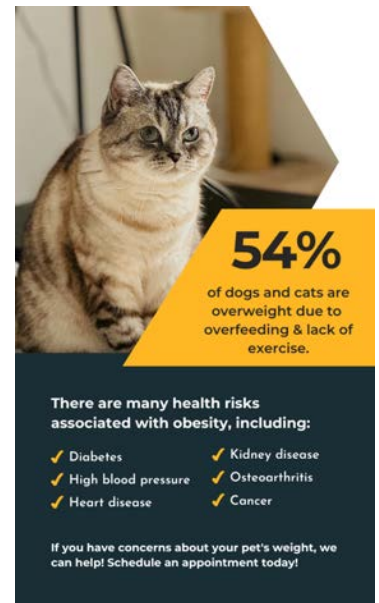
Subject
Coming Soon: [YOUR Q3 Promotion]



*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.

September 7

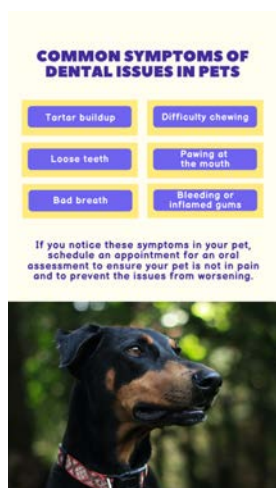
Subject
Is your pet overweight?



*If your hospital opted into the September \$15 Off Dental X-Rays offer, this email will include mention of the offer. Offer ends on September 30th. Client must mention offer to receive discount. Offer cannot be combined with other offers.

September 12

Subject
Your pet's new dental routine starts here!



*If your hospital opted into the September \$15 Off Dental X-Rays offer, this email will include mention of the offer. Offer ends on September 30th. Client must mention offer to receive discount. Offer cannot be combined with other offers.

September 18

Subject
Find peace of mind with pet insurance.



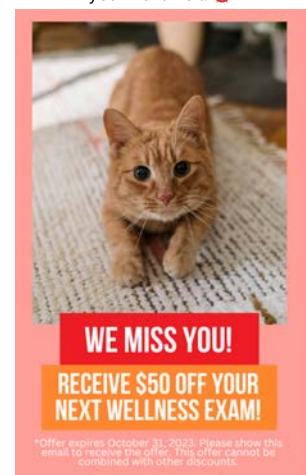
September 23

Subject
Join us in celebrating National Cat Month! 🐱



September 27

Subject
Time is running out to get \$50 off your next visit! ⌚



*This email will only be sent to your lapsed clients. Please set up a discount code in advance. Clients must show the email and mention offer for discount. Discount cannot be combined with others. Offer ends October 31, 2023.

Thank you!