



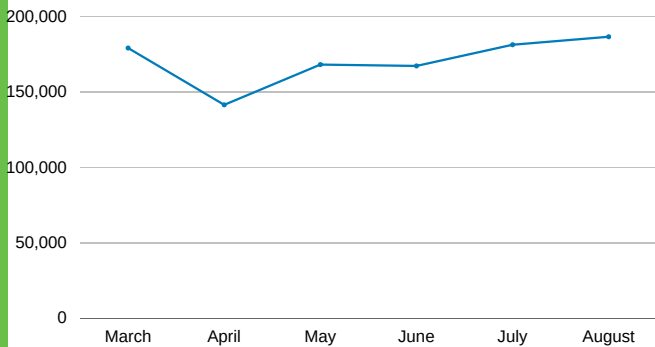
MARKETING UPDATE

October 2023

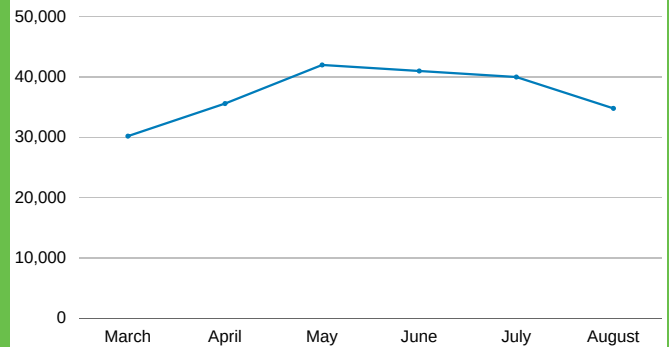
August Analytics

*This data is for all CareVet hospitals

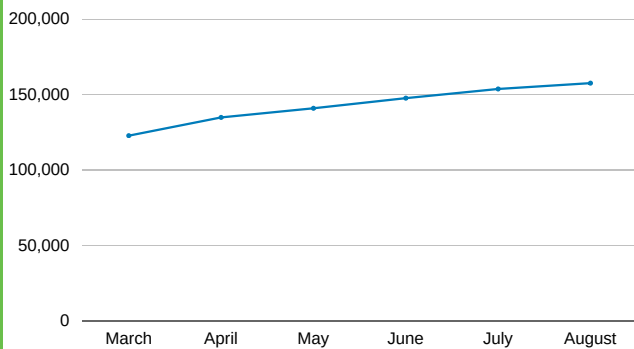
Website Visitors



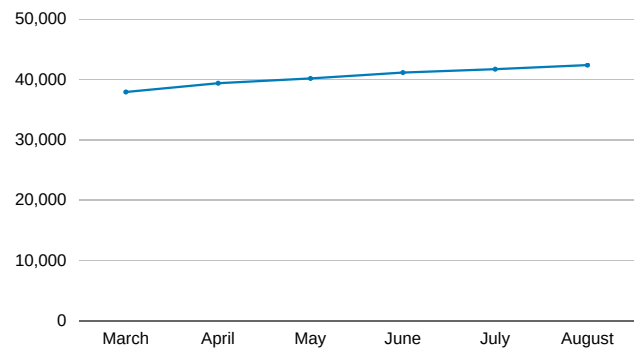
Facebook Engagements



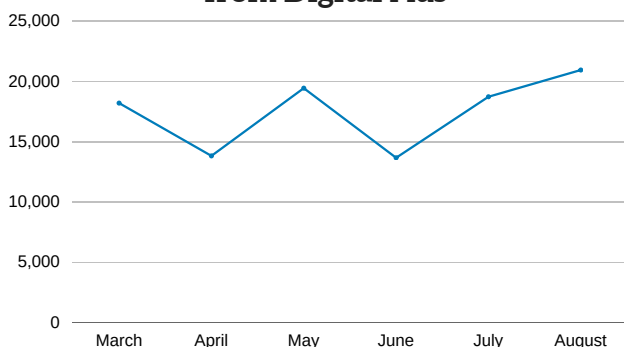
Total PetDesk App Users



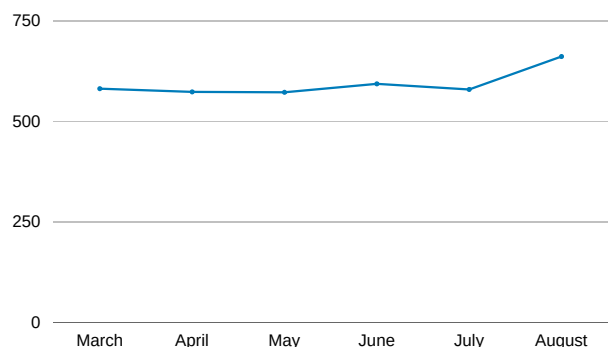
Total PetDesk Loyalty Users



Incremental Appointments from Digital Ads



5 star reviews



Social

October 2



October is #PetWellnessMonth, and even though pet wellness is our focus year-round, we'll be sharing our easiest wellness tips to celebrate. If you have a wellness tip to share, drop your thoughts in the comments below!

October 5



It's National Walk Your Dog Week, and we're challenging you to start a new routine of regularly walking your dog this week! Explore the changing scenery, enjoy the fresh air, and get outside with your canine companion. 🐾🐾🐾

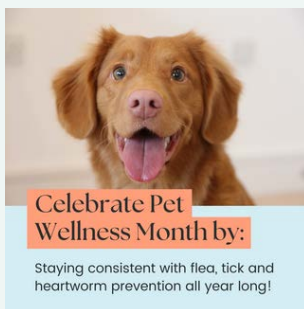
October 10



Recognize the signs of osteoarthritis (OA) pain in cats with this simple checklist. An easy-to-use checklist can help explain the diagnosis and treatment of OA pain. Go to the Cat OA Pain checklist quiz. <https://bit.ly/OAChecklist>

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

October 12



Ready for another easy tip to celebrate Pet Wellness Month? Set a reminder for yourself so that you stay consistent with your pet's flea, tick and heartworm prevention (even during winter months)! This is one easy way to keep them safe and healthy! #PetWellnessMonth

October 16



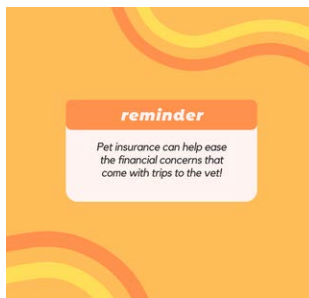
It's National Vet Tech Week, and we want to extend our heartfelt gratitude to the incredible veterinary technicians who work tirelessly to care for your beloved pets. Join us in saying thank you in the comments below to show your appreciation for these heroes of pet healthcare. 🐾🐾 #VetTechWeek #ThankYouVeterinaryTechnicians

October 19



When was the last time you said yes to wellness bloodwork for your pet? If it's been a while, now is a great time to come in and get bloodwork done. Just like human health, bloodwork is a great way to catch disease early or establish a baseline for the future. Call today to book an appointment! #PetWellnessMonth

October 23



Loving our pets often means worrying about their wellbeing. When their health is at risk, receiving proper care should be a priority. This can become difficult when treatment costs seem unmanageable. Pet insurance exists to minimize your financial concerns so that you can focus on the most important thing: caring for your pet. Explore pet insurance options today at pawlicy.com!

October 25



This Halloween, let's keep our furry friends safe from spooky snacks! 🍬🍬 Chocolate, candy, and certain treats can be toxic to pets, so make sure to keep them out of reach! If your pet does happen to get into one of these treats, give us a call immediately so that we can advise!

October 29



Happy National Cat Day! 🐾 Today, we celebrate our feline friends with extra love and treats! There's no better way to celebrate your cat than by bringing them in for their annual check-up and by sharing your favorite cat moments in our photo gallery! That's right, your cat can be featured on our website. [CLICK HERE](#) to share your favorite pics [LINK].

October 31



Happy Halloween to those who celebrate! 🎃 Remember to ensure your pet is comfortable and safe if they'll be costumed! We'd love to see how they're celebrating in the comments below!

Emails

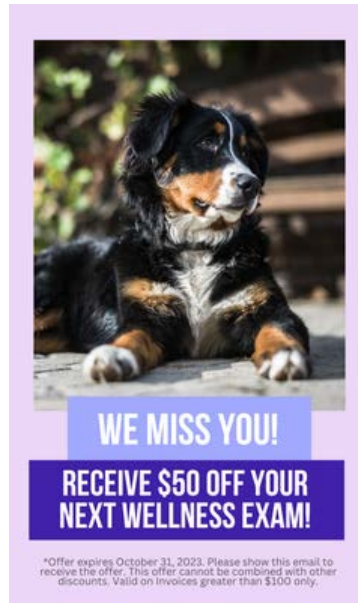
October 3

Subject
Celebrate Pet Wellness Month with
[Hospital Name]!



October 9

Subject
Final Days: \$50 OFF a
Wellness Exam!



October 18

Subject
Relieve your cat's arthritis pain
today!



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

*This email will only be sent to your lapsed clients only if you are still opted into this. Please set up a discount code in advance. Clients must show the email and mention offer for discount. Offer may only be used one time per client. Discount cannot be combined with others. Offer ends October 31, 2023.

October 25

Subject
Prioritize your feline friend this
National Cat Day!



October 30

Subject
Coming Soon: [YOUR Q3 Promotion]



*If you opted into a Q4 Offer in your June Marketing Planner, this email will be sent out to your clients and will feature the offer you selected.

Thank you!