



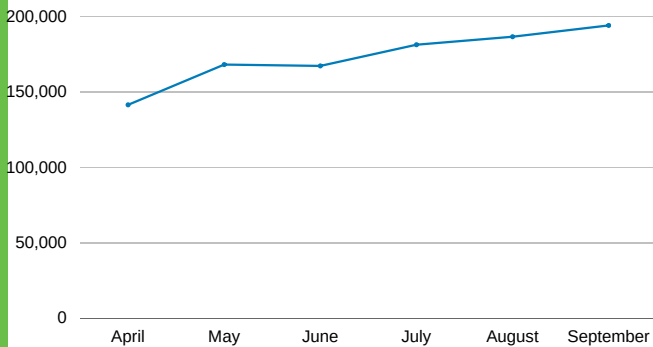
MARKETING UPDATE

November 2023

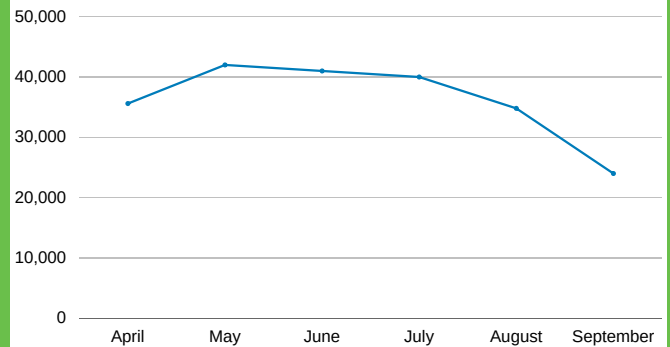
September Analytics

*This data is for all CareVet hospitals

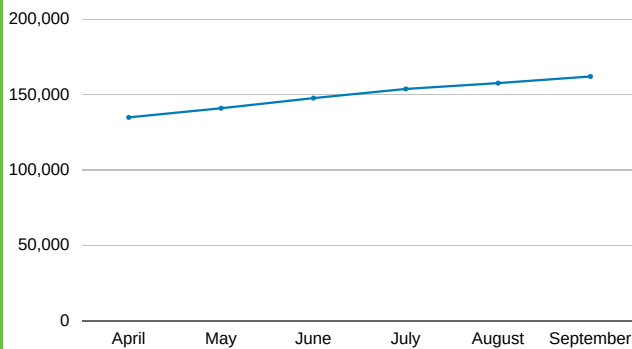
Website Visitors



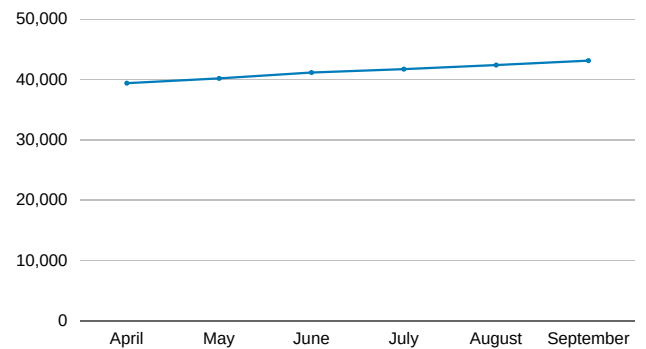
Facebook Engagements



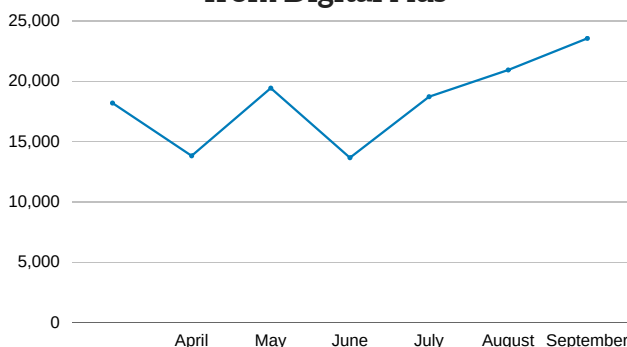
Total PetDesk App Users



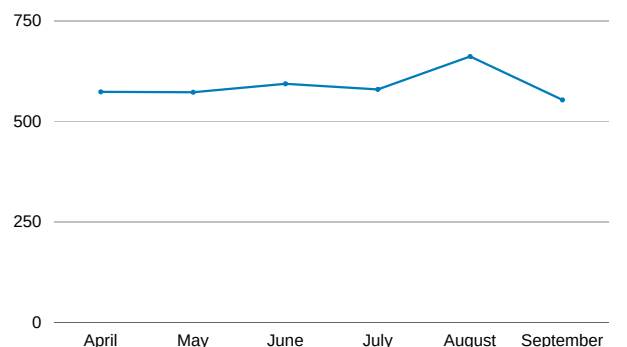
Total PetDesk Loyalty Users



Incremental Appointments from Digital Ads



5 star reviews



Social

Promotion Specific Posts

November 1



Happy November! 🍁 Enjoy \$15 OFF on wellness bloodwork panels! Don't wait to book; this offer ends on November 30th.

*Please mention this offer during your examination to receive the discount. This offer cannot be combined with other discounts.

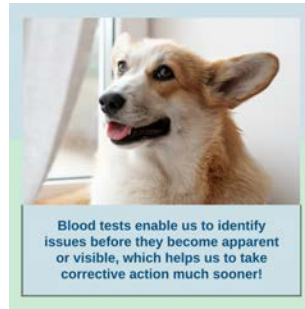
November 1



Happy November! 🍁 Enjoy \$15 OFF on feline wellness exams! Don't wait to book; this offer ends on November 30th.

*Please mention this offer during your examination to receive the discount. This offer cannot be combined with other discounts.

November 3



Routine wellness bloodwork is a key component of your pet's proactive care! Detect and address potential issues early to begin treatment right away, improving the chances of success.

***If you are participating in the Q4 \$15 Off Wellness Bloodwork promo, this post will feature the offer.**

November 6



It's Shelter Pet Appreciation Week! Let's take a moment to celebrate our shelter pets! Share your adoption stories and photos in the comments below! 🐾💖🐾 #ShelterPetAppreciationWeek

November 9



All pets, but especially felines, are masters at concealing illness, making routine wellness exams essential to catch issues like obesity, ear infections, and dental disease early. Give your feline friend the gift of health with a visit to the Vet!

***If you are participating in the Q4 \$15 Off Feline Wellness Visits promo, this post will feature the offer.**

November 13



Just like human health, bloodwork is a tool that reveals hidden issues before they surface! Bloodwork can help us detect a variety of illnesses from kidney disease to cancer to diabetes and more. Don't wait! Now is a great time to begin an annual bloodwork routine for your pet.

***If you are participating in the Q4 \$15 Off Wellness Bloodwork promo, this post will feature the offer.**

November 16



Everyone wants their pet to live nine lives, and getting your pet started off on the right foot plays a huge role in their long-term health. If you recently welcomed a new family member or if you have plans to welcome one this holiday season, give us a call to discuss our vaccine and healthcare recommendations.

***If you are participating in the Q4 \$15 Off Feline Wellness Visits promo, this post will feature the offer.**

November 19



This Thanksgiving, let's keep our pets safe! While we savor our holiday feasts, remember to avoid sharing foods like turkey bones, stuffing with onions and garlic, and desserts with chocolate, as these can be harmful to pets. Prioritize their health and stick to pet-friendly treats to ensure a happy and worry-free Thanksgiving for everyone. 🐾🍂

November 21



Hosting a holiday party with your pet's health in mind? Follow these four tips for a purrfectly peaceful celebration! Create a cozy pet retreat, secure the trash, and remind guests to be mindful of your furry family members. Your pets will thank you for a stress-free holiday season!

November 23



Wishing all our cherished clients a warm and wonderful Thanksgiving! Your trust in us is something we're truly thankful for, and we're here to ensure your furry family members stay healthy and happy. From all of us at [Your Vet Hospital Name], have a joyous and pet-filled holiday! 🍂🐾

November 27



November is Adopt a Senior Pet Month and is a great time to consider giving a senior companion a loving, forever home! If you decide to welcome a senior pet into your life, we are here to help! Give us a call with any questions you have and get ready to enjoy the golden years with your new family member.

November 30



Pet health insurance isn't just a policy; it's peace of mind and financial security rolled into one. With unexpected veterinary expenses, you can focus on what truly matters - your pet's well-being - without worrying about the cost. Check out pawlicy.com to learn more.

Emails

November 3

Subject
Save on Hill's Pet Food!



*Our partners at Hill's are teaming up with your online store to run this promotion. The promo code will expire on 11/30/23. If you do not have an online store, we will not send this on your behalf.

November 8

Subject
Don't forget to reserve your holiday pet boarding!



*This email will only be sent out if you indicated that you offer pet boarding in the June Marketing Planner.

November 14

Subject
Unlock the secrets to extending your cat's nine lives!



*If you opted into the Q4 Offer of \$15 Off Feline Wellness Exams in your June Marketing Planner, this email will feature promotion.

November 20

Subject
Prevent disease with wellness bloodwork!



*If you opted into the Q4 Offer of \$15 Off Wellness Bloodwork in your June Marketing Planner, this email will feature promotion.

November 28

Subject
November is Pet Cancer Awareness Month!



Thank you!