



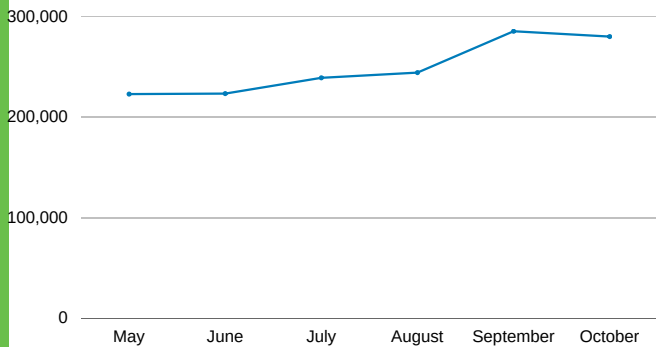
MARKETING UPDATE

December 2023

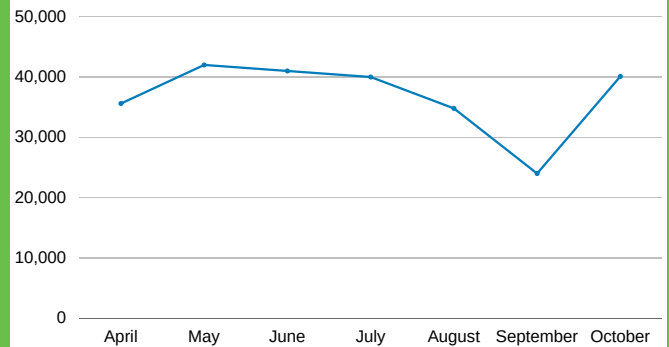
October Analytics

*This data is for all CareVet hospitals

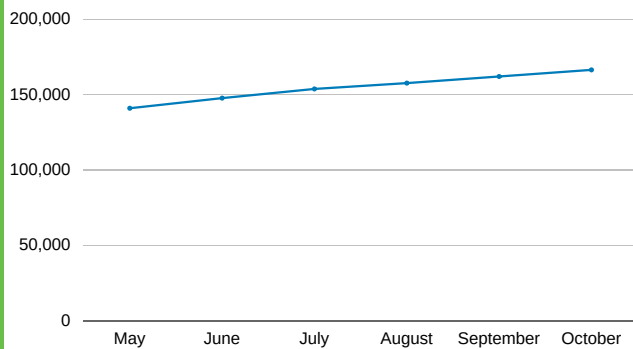
Website Visitors



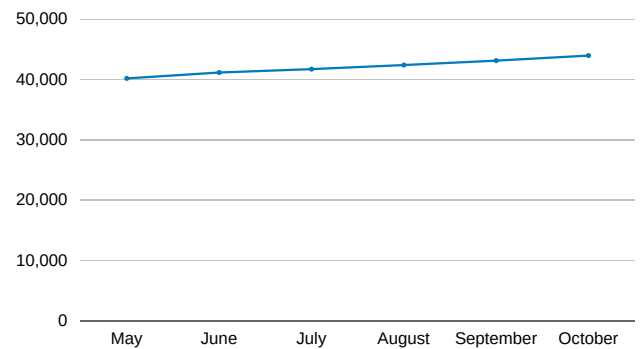
Facebook Engagements



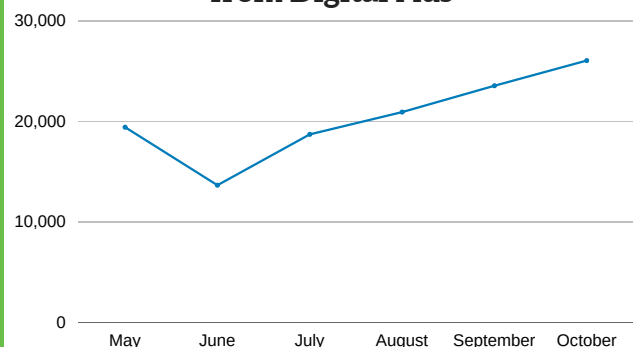
Total PetDesk App Users



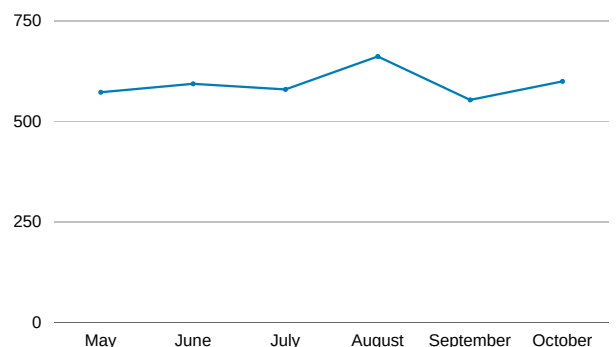
Total PetDesk Loyalty Users



Incremental Appointments from Digital Ads



5 star reviews



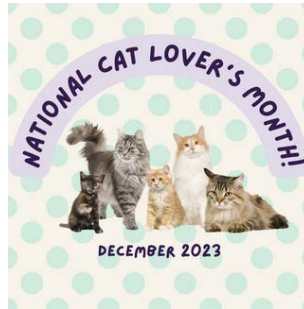
Social

December 1



Show your pet some love this holiday season by investing in their health! From heartworm, flea and tick prevention to a dental cleaning, or comprehensive wellness bloodwork, the best gift you can give your pet is the gift of health!

December 5



December is National Cat Lover's Month! Shower them with love and appreciation all month long! Don't forget to share a pic of your feline friend in the comments below or on our website's pet photo gallery: [\[LINK\]](#)

December 9



On this International Day of Veterinary Medicine, share a big thank you to your incredible veterinary team in the comments below! The dedication, compassion, and expertise that our entire team demonstrates daily makes a world of difference for the community, and we appreciate each of them so much!

December 12



This holiday season, keep your pets safe! Some festive plants may be beautiful but can pose a risk to our cats and dogs. Know the naughty list: poinsettias, mistletoe, and holly are a no-go for pets. If your pet consumes one of these plants, give us a call ASAP so we can advise!

December 15



It's that time of year! Is your pet on the mischievous or well-behaved list? Spread some holiday cheer and share a pic or story of your pet's festive antics in the comments below!

December 19



This holiday season, the greatest gift you can give your furry friend is the gift of health! Schedule a trip to the vet and ensure a happy, tail-wagging year ahead. 🐾💖

December 22



From our family to yours, we wish our amazing clients and patients a season filled with joy, warmth, and wagging tails! May your holidays be merry and bright, surrounded by the love of family and the company of your best friends! 🐾🥰

December 28



Did you welcome a furry friend into your home over the holidays? Ensure a lifetime of love and joy with the peace of mind that pet insurance brings! Check out [pawlicy.com](#) to explore pet insurance options today!

December 31



Thank you for a spectacular 2023! We cannot wait to see you in the New Year! Enjoy your celebrations this evening and stay safe. 🥰🎉

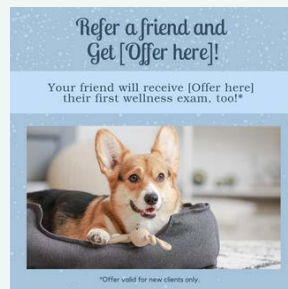
December 7



Don't forget to make boarding reservations for your pets if you have trips planned this month! 🐾 Secure their spot with us before we run out of space. Book your pet's holiday retreat now and ensure they have a cozy home away from home!

We will only post this if you indicated that your hospital offers boarding services in the June Marketing Planner.

December 17

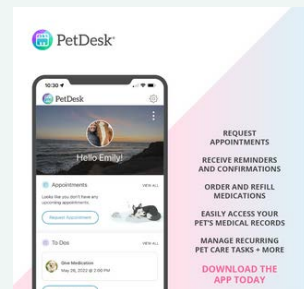


Spread holiday cheer and earn something special for both you and a friend! 🐾 When you refer a friend, and they come in for their first visit, you both receive a gift from us!

*Client being referred must be a new client!

We will only post this if you opted into a client referral program in your June Marketing Planner.

December 26



Good things come to those who enroll in our loyalty program! Download the PetDesk app and search for our hospital, then opt into our rewards program to start earning points when you visit us!

Did we mention that you'll receive free welcome points when you enroll? Don't wait! Become a member of our loyalty program today!

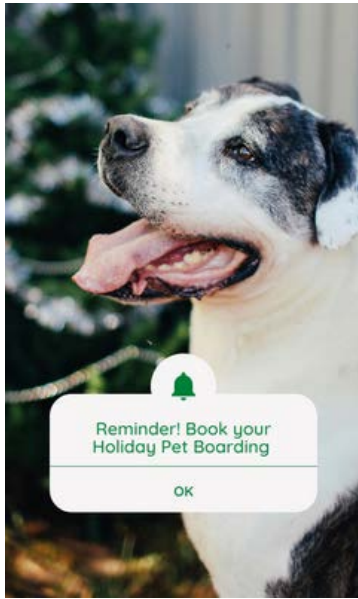
We will only post this if your hospital uses PetDesk, uses the loyalty program and offers welcome points.

These posts will only be scheduled for participating hospitals!

Emails

December 4

Subject
Limited Availability: Holiday Pet
Boarding



*We will only schedule this if you indicated your hospital offers boarding in your June Marketing Planner.

December 10

Subject
Give your pet the gifts they really want this season!



December 15

Subject
Keep your pet away from these holiday treats!



December 19

Subject
Top tips to prepare your pet for holiday travel!



December 23

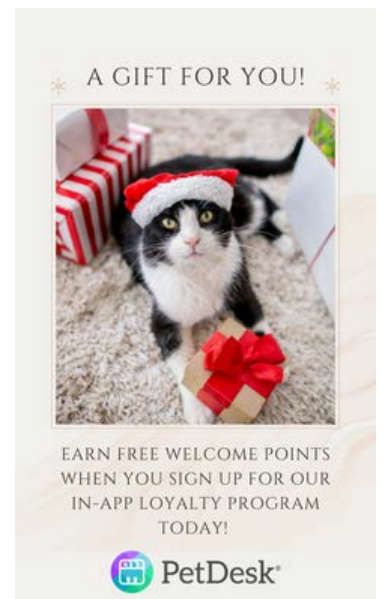
Subject
Refer a friend and receive [your client referral offer]!



*We will only schedule this if you opted into the a Client Referral Offer in your June Marketing Planner, this email will be customized to reflect your offer.

December 28

Subject
Join our loyalty program to start earning rewards!



*We will only schedule this if your hospital uses PetDesk, uses the loyalty program and offers welcome points.

Thank you!