



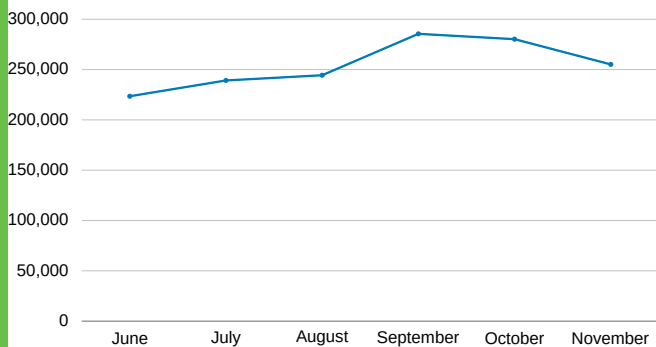
MARKETING UPDATE

January 2024

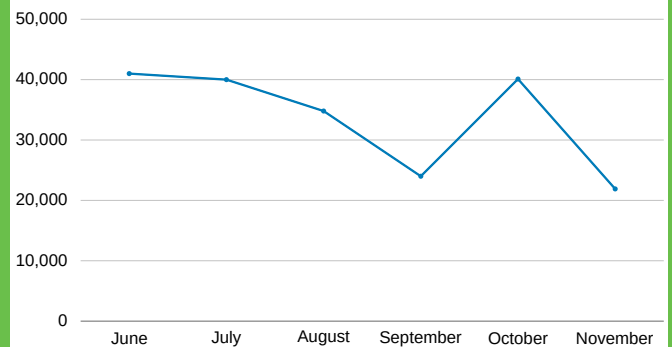
November Analytics

*This data is for all CareVet hospitals

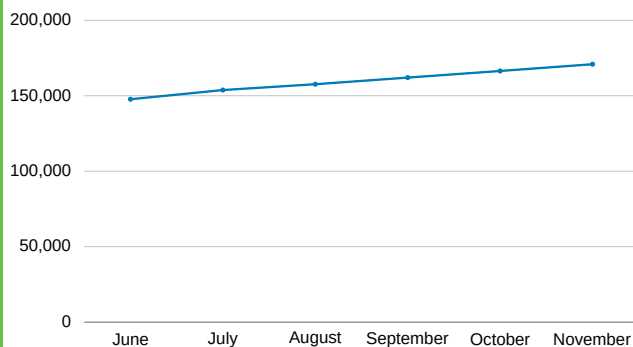
Website Visitors



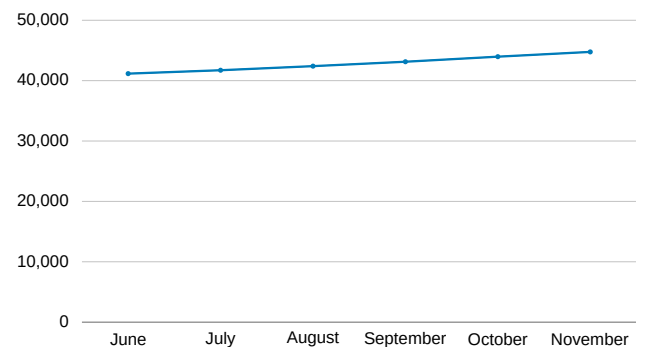
Facebook Engagements



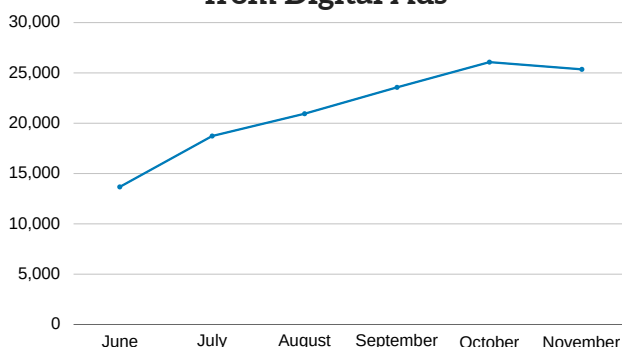
Total PetDesk App Users



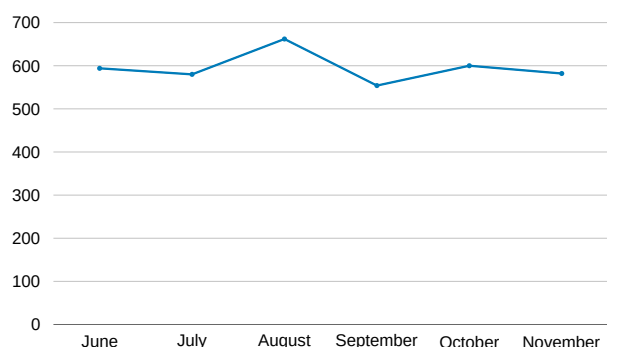
Total PetDesk Loyalty Users



Incremental Appointments from Digital Ads



5 star reviews



Social

January 2



Start the year off on a healthy note! Schedule a visit to the vet to ensure your pet kicks off 2024 on the right paw. A proactive checkup is the best way to guarantee a year full of tail wags and purrs!

January 4



January is National Train Your Dog Month, and we're here to help you unleash the best in your pet! Stay tuned all month for expert tips, tricks, and advice to kickstart your dog's training journey.

January 9



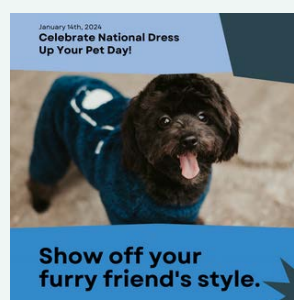
Take a step towards a healthier, happier life for both you and your dog this National Dog Walking Month. Walking not only strengthens your bond but also promotes physical fitness and mental well-being. Now is a great time to start a new routine that benefits you and your pet!

January 11



Winter is here, and it's crucial to keep our pets warm and safe! Remember to check their paws for ice and use pet-safe salt. Cozy sweaters and a warm bed go a long way, too. If you have concerns about your pet's safety, we are only a call away and are happy to provide guidance.

January 14



Share your pet's style this National Dress Up Your Pet Day! Be sure to choose costumes that are not only adorable but also comfy and safe. Don't forget to submit your favorite pic to our pet photo gallery by clicking here: [LINK].

January 18



Training tip #2: Break it down! Short and sweet sessions are the key to success. Keep it fun, positive, and rewarding, ensuring your dog stays engaged without feeling overwhelmed. Consistency is the magic ingredient for a successful training journey!

January 23



Your pet's well-being is our top priority! Call us today to schedule their next wellness visit. Regular checkups are crucial for preventive care, early detection, and to keep them feeling their best. A happy, healthy pet is the best way to

January 26



Protect yourself and your pet against unexpected vet bills with pet insurance! Check out Pawlicy Advisor to compare your pet insurance options. Get started today by visiting pawlicy.com.

January 30



Our final dog training tip is to always end your training sessions with positivity and praise. Whether it's mastering a new trick or making progress on an old one, celebrate the small wins. Ending on a high note creates a happy learning experience and strengthens the bond between you and your pet!

January 6



Have you noticed changes in your dog's activity and behavior? This easy-to-use checklist can help you spot the signs of osteoarthritis (OA) pain. Take the Canine OA Pain Checklist Quiz to learn more. <https://bit.ly/3OFYdC>

We will only schedule this post if your hospital has ordered Librela.

January 16



Did you know? We're not just for small pets – our veterinary hospital is proud to serve large animal patients, including equines! Trust our knowledgeable veterinarians for comprehensive care tailored to your four-legged companions. Your large animals are in capable hands with us!

We will only schedule this post if you indicated your hospital sees large animals in your December Marketing Planner

January 28



Dogs suffering from osteoarthritis(OA) pain may start acting differently. Ask us about Librela™ (bedinvetmab)injection, a monthly injection that controls your dog's OA pain.

See Prescribing Info: <https://bit.ly/3snhsFq>.

We will only schedule this post if your hospital has ordered Librela.

Emails

January 3

January 11

January 17

Subject
New year, new wellness goals
for your pet!



Subject
Come back in and receive [YOUR
LAPSING CLIENT OFFER]!



*We will only schedule this if your hospital opted into a lapsing client offer in your December Marketing Planner.

Subject
Dog Osteoarthritis (OA) Pain:
Recognizing the Signs



We will only schedule this post if your hospital has ordered Librela.

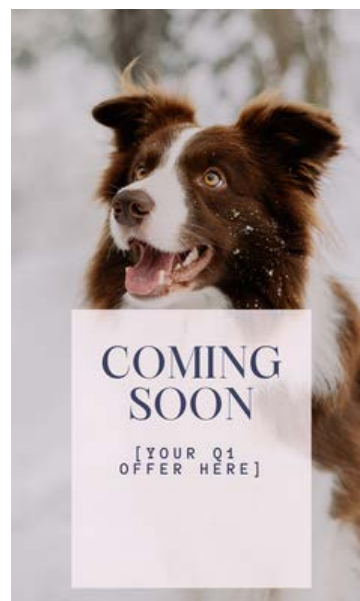
January 25

January 31

Subject
Open for new pet tips!



Subject
Coming Soon: [Your Q1 Promotion]



*We will only schedule this if your hospital opted into a Q1 offer in your December Marketing Planner.

Thank you!