



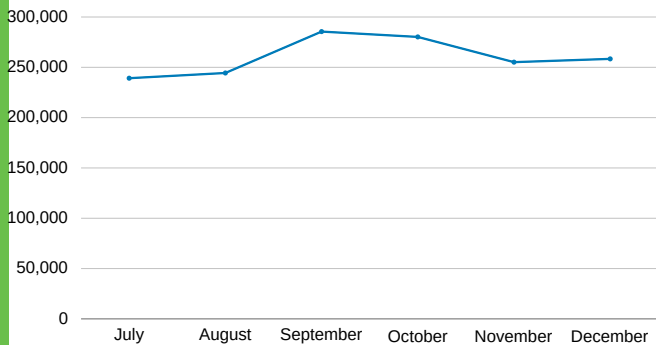
MARKETING UPDATE

February 2024

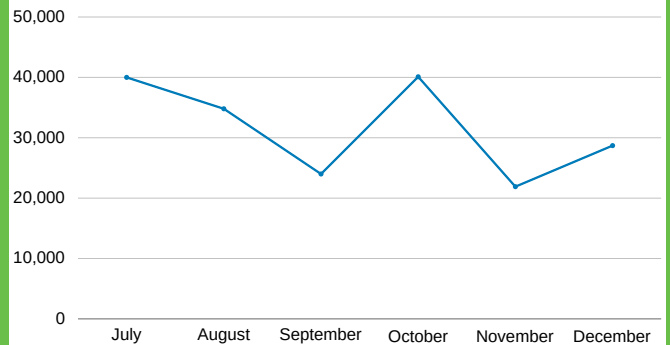
December Analytics

*This data is for all CareVet hospitals

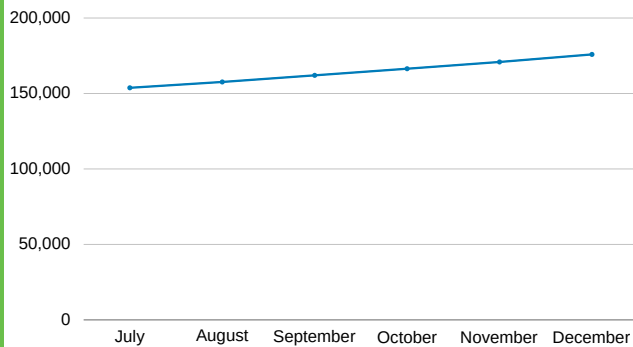
Website Visitors



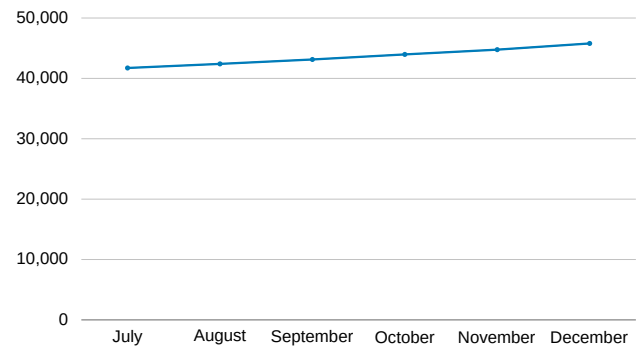
Facebook Engagements



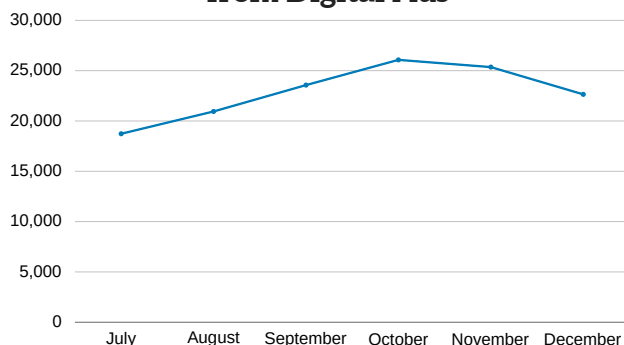
Total PetDesk App Users



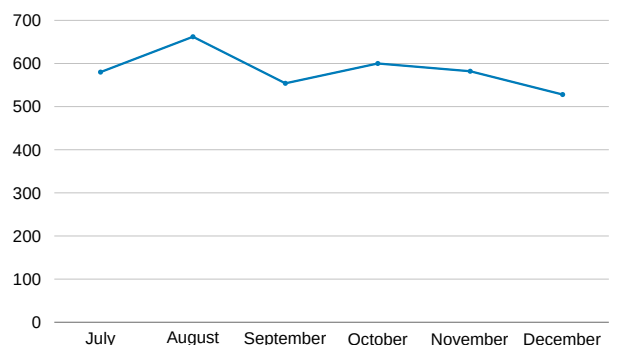
Total PetDesk Loyalty Users



Incremental Appointments from Digital Ads



5 star reviews



Social

February 1



Did you know that good oral hygiene is key to your pet's overall well-being? This month we'll be sharing some common oral health myths, and to kick things off, let's talk about your pet's bad breath. The truth is, bad breath can be an indication that your pet has dental disease and should not be disregarded! Call us to schedule an appointment & learn more.

If your hospital opted into a Q1 Dental Promotion, this post will feature your customized offer & additional parameters, including discounts cannot be combined & clients must mention the offer to receive the discount.

February 3



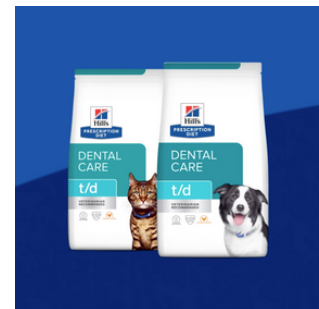
Join us this Wednesday to get up to \$100 in free services when you visit us. Run to book your appointment today!

✨ Introducing Wellness Wednesdays! ✨
Receive a free heartworm test for canines OR a free feline leukemia test for felines with the purchase of a wellness exam on Wednesdays in February!

You'll also get a \$25 credit to use toward your next exam before August 30th, 2024.

Offer ends on February 29th - call or visit our website to reserve your spot! Offer ends on February 29th - call or visit our website to reserve your spot! Mention this offer during your visit to receive the promotion! Discounts cannot be combined!

February 5



Hill's Dental Care Prescription Diet is clinically proven to reduce plaque, stain and tartar buildup. Plus, it provides vital nutrition for your dog's daily health and immune system support. Brush your pet's teeth with every meal when you feed them Hill's Dental Care diet!

If your hospital selected Hill's Dental Care Diet as an approved product to promote in your December Marketing Planner, we will schedule this post for you. If you did not, we will opt your hospital out.

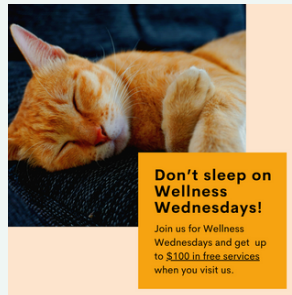
February 8



Contrary to popular belief, not all chew toys and bones are tooth-friendly for your pets. 🐾 Some toys might do more harm than good. Ask us what is safe for your pet before purchasing your treats - your pet's smile will thank you!

If your hospital opted into a Q1 Dental Promotion, this post will feature your customized offer & additional parameters, including discounts cannot be combined & clients must mention the offer to receive the discount.

February 12

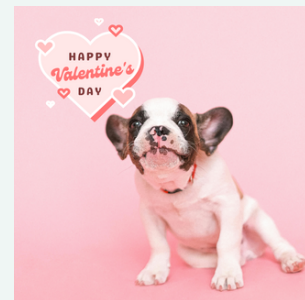


Have you heard about Wellness Wednesdays during February? You can get a free heartworm test for canines OR a free feline leukemia test for felines with the purchase of a wellness exam each Wednesday this month!

You'll also get a \$25 credit to use toward your next exam before August 30th, 2024.

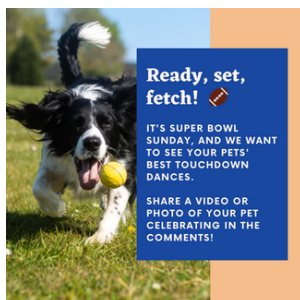
Offer ends on February 29th - call or visit our website to reserve your spot! Mention this offer during your visit to receive the promotion! Discounts cannot be combined!

February 14



Love is in the air today! Wishing all our patients and their wonderful humans a paw-some Valentine's Day. ❤️

February 18



This Super Bowl Sunday, let's see your fur-bulous friends' touchdown dance moves! Share a video of your pet's game-winning celebration in the comments below. 🏈

February 20



February 20th is National Love Your Pet Day, and what better way to show your furry friends some extra love than with a health checkup? The best way to show your pet that you love them is to keep them happy and healthy!

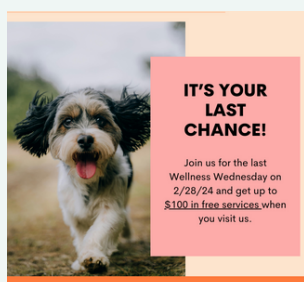
February 22



Don't let this misconception fool you – dental issues aren't an unavoidable part of your pet's aging journey. Your pet can enjoy a lifetime of strong, healthy teeth! Ask our pet care team how to keep your pet's mouth healthy today.

If your hospital opted into a Q1 Dental Promotion, this post will feature your customized offer & additional parameters, including discounts cannot be combined & clients must mention the offer to receive the discount.

February 25



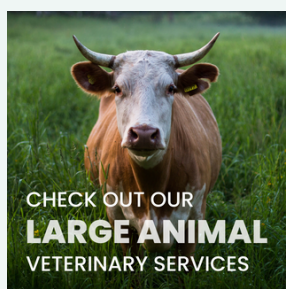
Time is running out! 🕒 We only have one more Wellness Wednesday!

Receive a free heartworm test for canines OR a free feline leukemia test for felines with the purchase of a wellness exam on Wednesdays in February!

You'll also get a \$25 credit to use toward your next exam before August 30th, 2024.

Offer ends on February 29th - call or visit our website to reserve your spot! Mention this offer during your visit to receive the promotion! Discounts cannot be combined!

February 27



Ensure the well-being of your livestock with our top-notch cattle veterinary services! 🐄 Our dedicated team is here to provide expert care for your herds. Call us today for more information!

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

February 29



Take a leap towards your pet's well-being this Leap Day! 🐾 Schedule a comprehensive pet exam to make the most of this extra day. It's an easy way to keep your pet feeling their best and jumping for joy!

Emails

February 5

Subject
Essential Tips for Your Pet's At-Home Dental Care!



*If your hospital opted into a Q1 promotion, this email will feature your custom offer.

February 12

Subject
Receive up to \$100 in free services on Wednesdays in February!



February 19

Subject
Celebrating National Cat Month! 🐱



February 23

Subject
Plan Your Pet's Perfect Spring Break Retreat!



*We will only schedule this if your hospital has pet boarding as indicated in your December Marketing Planner.

February 27

Subject
Receive \$10 Off Hill's Pet Food!



*We will only schedule this if your hospital has an online store. The discount code will work on prescription weight loss diets purchased through Hill's to Home, Vet's First Choice or VetSource Online Store.

Thank you!