



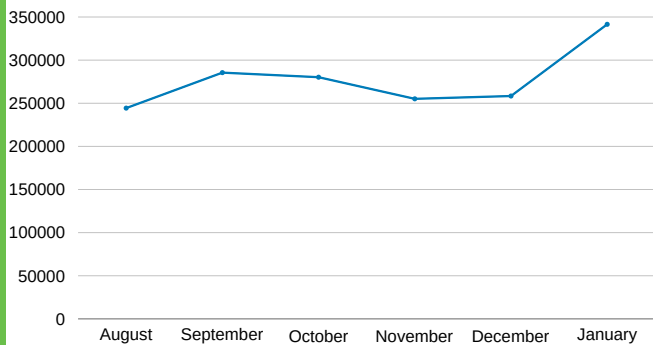
MARKETING UPDATE

March 2024

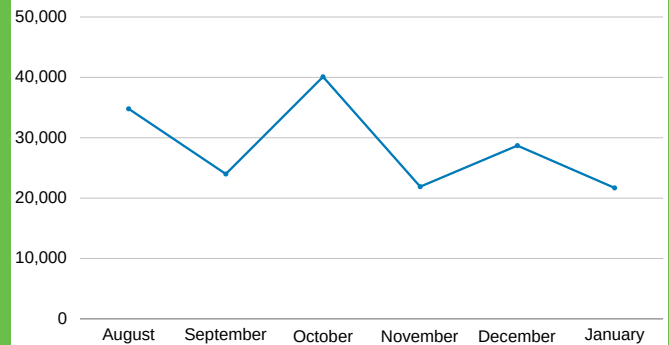
January Analytics

*This data is for all CareVet hospitals

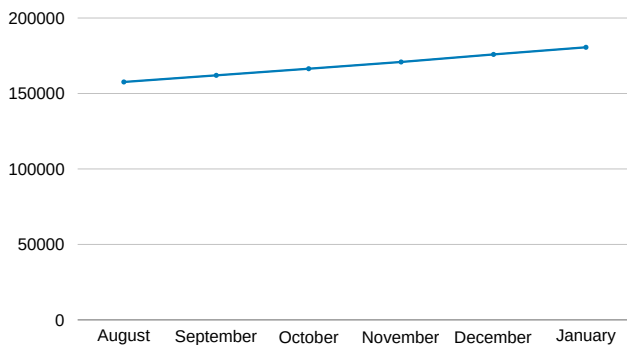
Website Visitors



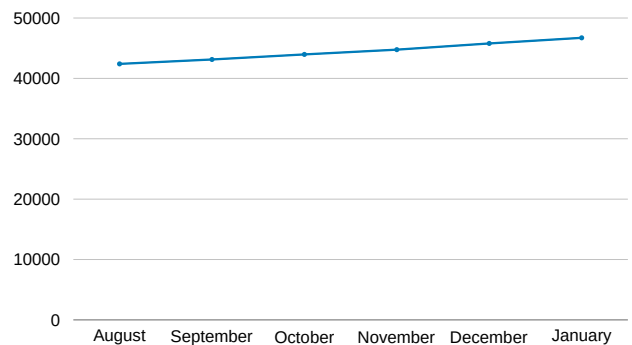
Facebook Engagements



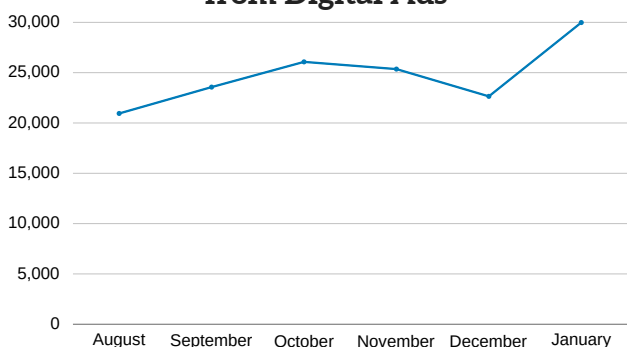
Total PetDesk App Users



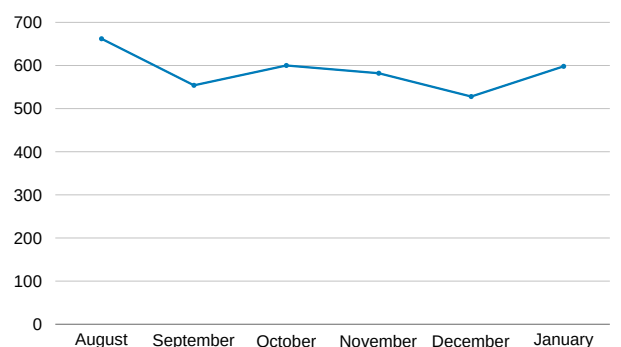
Total PetDesk Loyalty Users



Incremental Appointments from Digital Ads



5 star reviews



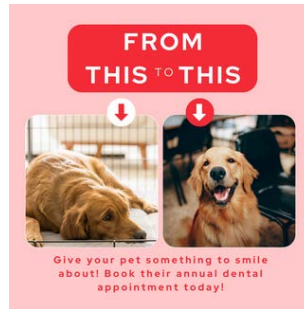
Social

March 1



Celebrate National Peanut Butter Lover's Day with your pet by making a safe and delicious treat! Simply mix unsalted, natural peanut butter with mashed banana or pumpkin puree for a healthy snack your pet will adore. Remember to check that the peanut butter doesn't contain xylitol, a harmful sweetener for pets.

March 4



Give your pet a reason to smile by prioritizing their dental health! Regular teeth cleanings not only keep their pearly whites shining but also prevent painful dental disease. Show your pets some love and book their dental appointment today!

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

March 7



Dental disease affects pets as early as three years old! You can protect your pet's oral health by starting dental care early and scheduling regular check-ups with your veterinarian. A healthy smile means a happier pet! 🐾

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

March 9



Don't forget to "spring forward" with your pet! Set your clocks ahead for daylight savings on March 10th and ensure your pet's schedule adjusts smoothly. Their routine matters too! 🕒🐾

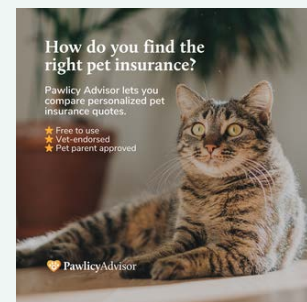
March 12



Give your pet the gift of a longer, healthier life with good dental hygiene! Regular dental care can significantly extend your pet's lifespan by preventing painful dental diseases and maintaining overall health. Keep those pearly whites shining bright for years of happy moments together!

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March 15



From sudden illnesses to accidents, pet insurance can help you ensure your pet gets the care they need without financial stress. Give yourself peace of mind and explore pet insurance options today! Visit pawlicy.com to learn more.

March 17



Happy St. Patrick's Day to those who celebrate! 🍀 Share in the fun and tell us how you and your pet celebrate in the comments below. Whether it's wearing green or enjoying some Irish-inspired treats, let's make this St. Paddy's Day a paw-some celebration!

March 20



It's Pet Poison Prevention Week – a reminder to keep our pets safe from potential hazards! Always take proactive measures to keep poisonous substances out of reach from your pet. If your pet is exposed to a poisonous substance, take immediate action and follow these steps!

March 23



Have you heard about Solensia? It's a breakthrough monthly injection for managing your cat's osteoarthritis pain! If your pet has trouble with the activities pictured, help them find long-lasting relief with just one simple dose each month. Keep your feline friend comfortable and active with Solensia.

We will only schedule this post if your hospital has recently purchased Solensia through BAPS.

March 26



As spring blooms, so do the risks of fleas, ticks, and heartworm for our furry companions. Stay ahead of the seasonal surge by scheduling a vet visit to discuss a robust prevention plan tailored to your pet's needs. Give your pet a springtime full of outdoor adventures without any of the risks! 🌱🐾

March 28



Celebrate National Respect Your Cat Day by showing your feline friend some extra love and care! There is no better way to show your cat that you care than by scheduling a vet visit to make sure your cat's health and well-being are top-notch!

March 30



It's Take a Walk in the Park Day, so let's leash up our furry friends and hit the trails together for some outdoor fun and exercise! Regular walks not only keep our pets physically fit but also provide mental stimulation and strengthen the bond between us. Take this opportunity to get out and enjoy some fresh air while keeping your pet healthy.

Emails

March 4

Subject
Spot these pet dental red flags! 🚩



*If your hospital opted into a Q1 promotion through the end of March, this email will feature your custom offer.

March 11

Subject
Hop into spring and book your pet's boarding stay!



*We will only schedule this if your hospital indicated that you offer pet boarding in your December Marketing Planner.

March 15

Subject
Choose routine care for your pet and avoid costly emergencies!



March 22

Subject
Prevent pet poisoning in your home!



March 28

Subject
Stay ahead of pests with parasite prevention!



Thank you!