



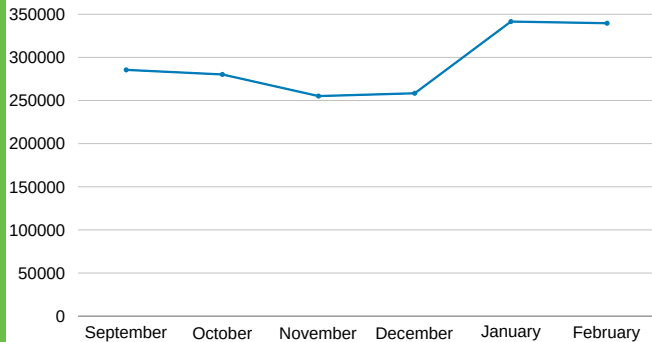
MARKETING UPDATE

April 2024

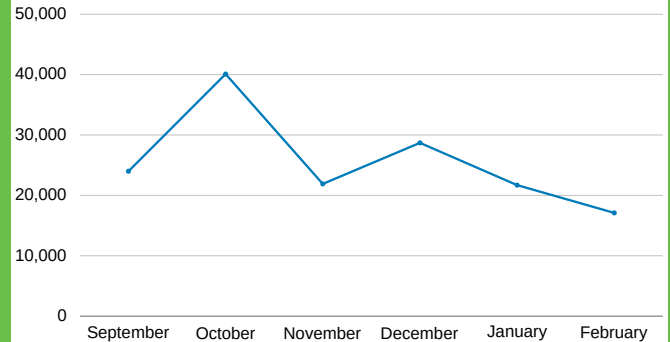
February Analytics

*This data is for all CareVet hospitals

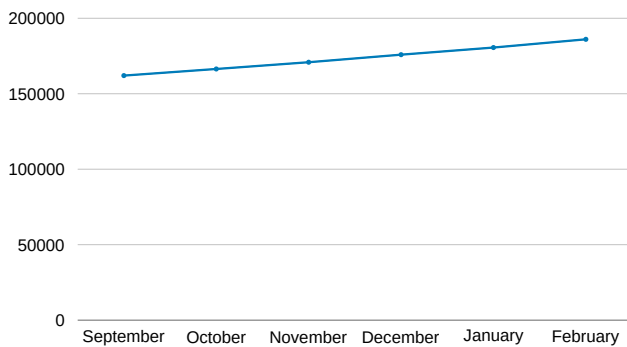
Website Visitors



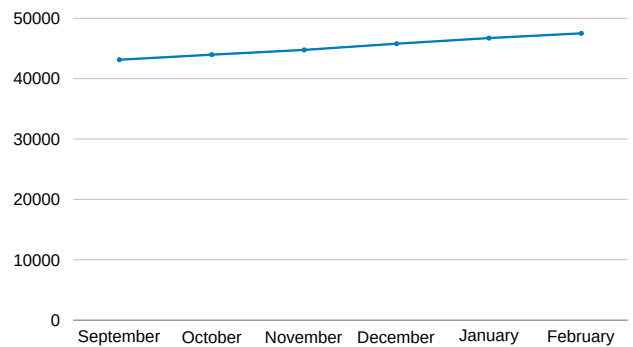
Facebook Engagements



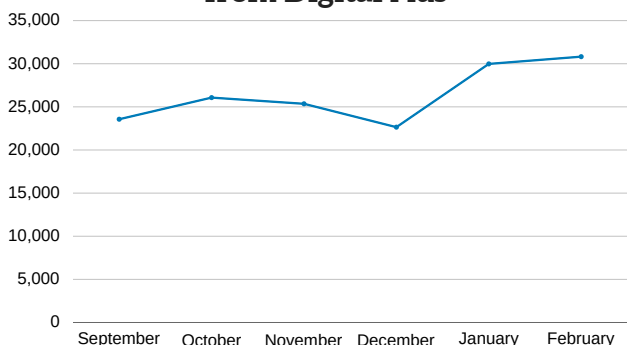
Total PetDesk App Users



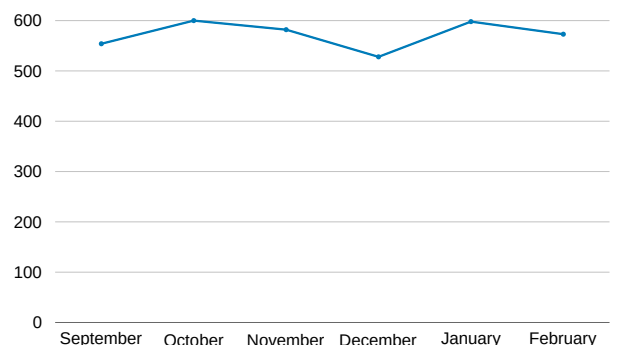
Total PetDesk Loyalty Users



Incremental Appointments from Digital Ads



5 star reviews



Social

April 8



April is National Pet First Aid Awareness Month! 🐾 It's crucial to be prepared for any pet emergencies by learning first aid techniques. Your furry friends deserve the best care, so let's educate ourselves and ensure their safety and well-being!

April 29



April is Heartworm Awareness Month! 🐾 Protect your pets from the threat of heartworm disease by keeping them on preventive medication year round. Let's keep our pets healthy and happy by taking proactive steps against heartworm disease!

April 22



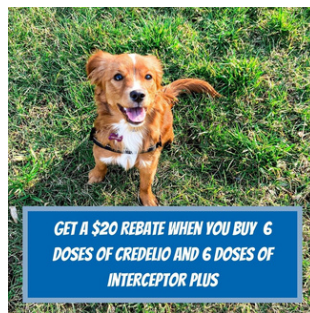
Today, let's celebrate Earth Day with our best friends! 🌿 Whether it's a walk in the park, a hike in the woods, or simply soaking up the sunshine in the backyard, our pets love exploring the great outdoors. Share a photo of your pet enjoying nature and tell us their favorite outdoor spot in the comments below!

April 27



Let's give a round of applause to our incredible veterinary team! 🏥 As we celebrate World Veterinary Day and Veterinary Receptionist Week this April, we want to extend a heartfelt thank you to all our dedicated employees for their commitment to the health and happiness of our patients. Share your appreciation in the comments below!

April 6



Spring into savings and protect your pet from pests! 🐛 As temperatures rise, it's vital to replenish their heartworm, flea, and tick medication. You can also get great deals when you buy from us this season! Get a \$20 instant rebate on 6 doses of Interceptor Plus and Credelio. Don't miss out—ask our team about how you can receive your rebate at your next exam! Offer ends 12/31/24.

April 17



Gear up for Spring and safeguard your pet from pests! 🐛 Now's the perfect time to restock their heartworm, flea, and tick medication. When you purchase from us, you'll score big savings! Receive a \$60 instant rebate with the purchase of 12 doses of Interceptor Plus and Credelio. Ask our team how to secure your rab during your next appointment to secure your rebate! Offer valid until 12/31/24.

April 6



Spring into savings and protect your pet from pests! 🐛 As temperatures rise, it's vital to replenish their heartworm, flea, and tick medication. You can also get great deals when you buy from us this season! Get a \$60 instant rebate on 12 doses of Heartgard and 12 doses of NexGard. Don't miss out—ask our team about how you can receive your rebate at your next exam! Offer ends 5/31/24.

April 17



Gear up for Spring and safeguard your pet from pests! 🐛 Now's the perfect time to restock their heartworm, flea, and tick medication. When you purchase from us, you'll score big savings! Receive a \$20 instant rebate with the purchase of 6 doses of Heartgard and 6 doses of NexGard. Ask our team how to secure your rab during your next appointment to secure your rebate! Offer valid until 5/31/24.

Educational Posts (All Hospitals)

Engagement Posts (All Hospitals)

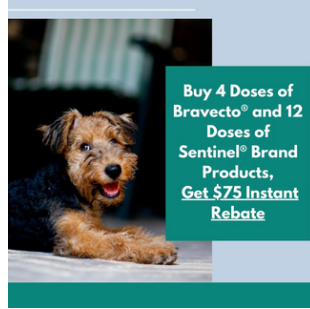
Elanco Greenline Posts (Para Option 1) Click here to choose your option.

BI Greenline Posts (Para Option 2). Click here to choose your option.

Social

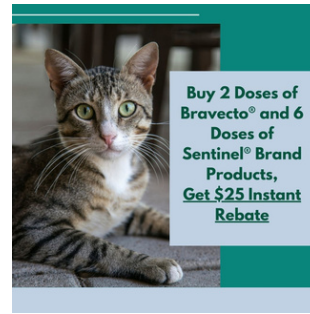
Merck Greenline Posts (Para Option 3). [Click here to choose your option.](#)

April 6



Spring into savings and protect your pet from pests! 🐛 As temperatures rise, it's vital to replenish their heartworm, flea, and tick medication. You can also get great deals when you buy from us this season! Get a \$75 instant rebate on 4 doses of Bravecto and 12 doses of Sentinel brand products. Don't miss out —ask our team about how you can receive your rebate at your next exam! Offer ends 12/31/24.

April 17



Gear up for Spring and safeguard your pet from pests! 🐛 Now's the perfect time to restock their heartworm, flea, and tick medication. When you purchase from us, you'll score big savings! Receive a \$25 instant rebate with the purchase of 2 doses of Bravecto and 6 doses of Sentinel brand products. Ask our team how to secure your rab during your next appointment to receive your rebate! Offer valid until 12/31/24.

April Flash Sale (Participating Hospitals)

April 5



Don't miss out on our Flash Sale, April 15-19! 🐾 Get peace of mind for your pet with a FREE heartworm test when you purchase a wellness exam. This is a limited time offer—book your appointment now!

Please mention this offer at your appointment to receive your free heartworm test. Only one free test will be given per exam. Discounts cannot be combined.

April 12



Don't let this Flash Sale pass you by, April 15-19! Get a FREE heartworm test with your pet's wellness exam. Mention this offer to claim your free test.

Remember, only one free test per exam, and discounts cannot be stacked. Don't miss out, book today!

April 15

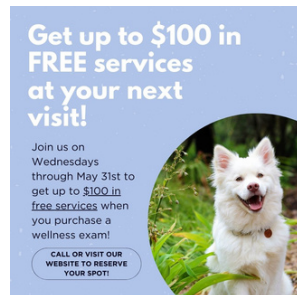


Attention pet parents! Our Flash Sale is happening now from April 15-19! Receive a FREE heartworm test with your pet's wellness exam this week only. Hurry and reserve your spot now—mention this deal during your appointment to receive your free test.

Please note: Only one free test per exam, and discounts cannot be combined. Call us to book!

Wellness Wednesdays (Participating Hospitals)

April 1



Get up to \$100 in free services when you visit us for a wellness exam on Wednesdays until May 31. Choose between a complimentary heartworm test for canines or a free feline leukemia test for felines, plus enjoy a \$25 credit for future visits before 8/31/24. Don't miss this chance to prioritize your pet's health and save! Book now!

*Discounts cannot be combined. Please mention this offer to receive the discount. Limit of one free test per exam.

April 19

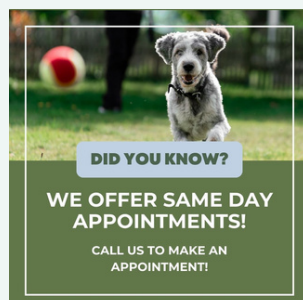


Don't miss out on Wellness Wednesdays! 🌟 Receive up to \$100 in complimentary services with your Wednesday wellness exam until May 31. You'll get your choice of a free heartworm test for canines or a complimentary feline leukemia test for your felines. Plus, you'll get a \$25 credit for future visits before 8/31/24. Book your appointment today!

*Discounts cannot be combined. Please mention this offer to receive the discount. Limit of one free test per exam.

Service Specific (Participating Hospitals)

April 3



Need a last-minute appointment? We've got you covered! Our veterinary hospital offers same-day appointments, schedule permitting. Your pet's health is our priority, so don't hesitate to reach out if they need urgent care. We'll do our best to accommodate them. Your peace of mind matters to us!

April 10

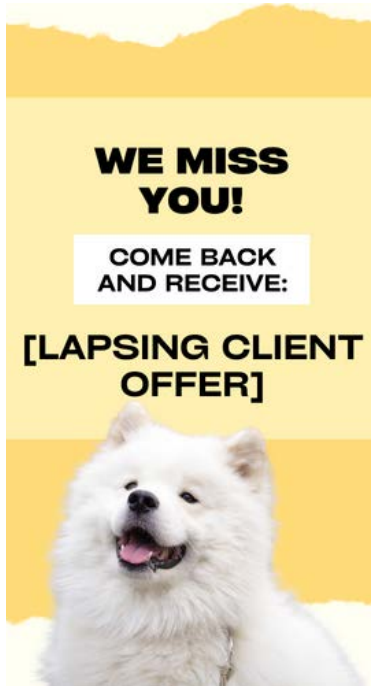


Happy National Farm Animals Day! Did you know that we provide care for not only beloved pets but also small farm animals? We're here to ensure they receive the same quality attention that our small animal companions do. Call us for more information!

Emails

April 1

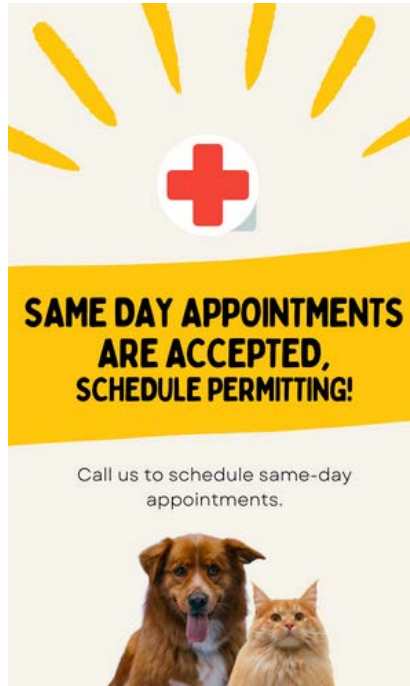
Subject
Come back in and receive [YOUR
LAPSING CLIENT OFFER]!



This will only be sent out if your hospital chose to participate in a lapsing client offer when you completed your Marketing Planner in December. This will only be sent to clients that have lapsed & will be valid until May 31, 2024 when the client shows this email. This will be customized with the offer you chose.

April 5

Subject
Need a same day vet appointment?
Call us!



Many hospitals completed [this form](#) and indicated we could promote same day appointments, schedule permitting. This will only be sent out if your hospital recently agreed this was acceptable to promote.

April 11

Subject
Flash sale next week! Receive a
FREE heartworm test.



This will only be sent out if your hospital chose to participate in the April Flash Sale when you completed your Marketing Planner in December. Clients must purchase a wellness exam to receive a free heartworm test. If you are also participating in Wellness Wednesday, clients that come in on Wed, April 17, can choose which offer they would like to redeem. Discounts cannot be combined.

April 16

Subject
Get free services on Wellness
Wednesdays!



This will only be sent out if your hospital chose to participate in a Wellness Wednesday offer by completing [this form](#). This will be customized with the offer you chose.

April 29

Subject
Essential pet care tips for the spring
season!



Thank you!

Emails

April 23

**Elanco
Greenline Email
(Para Option 1)**

**BI Greenline
Email
(Para Option 2)**

**Merck Greenline
Email
(Para Option 3)**

[Only one will be sent for your hospital - click here to choose.](#)

Subject

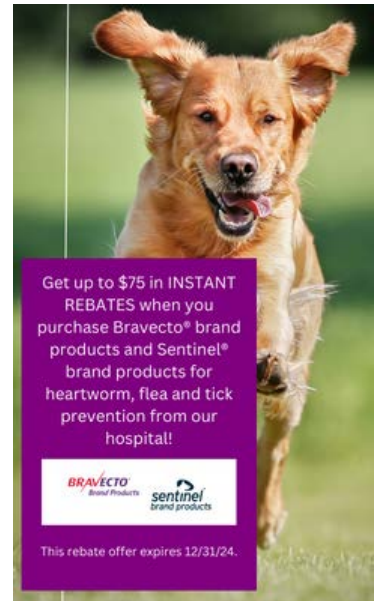
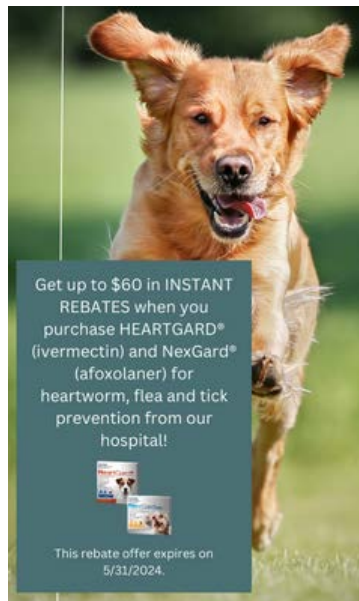
Don't miss out on huge savings on
flea, tick, and heartworm prevention
for your pet!

Subject

Don't miss out on huge savings on
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Thank you!