



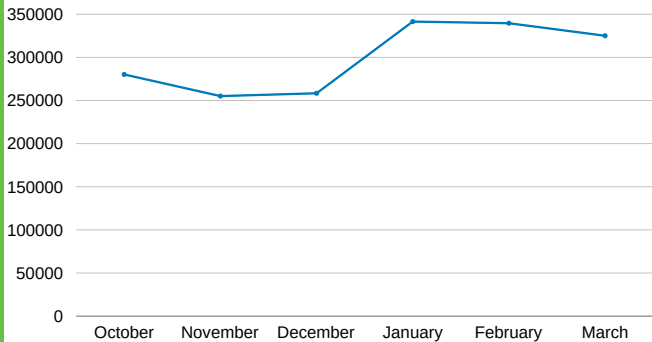
MARKETING UPDATE

May 2024

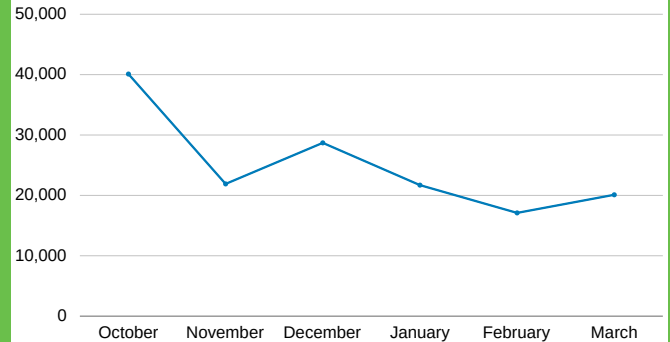
March Analytics

*This data is for all CareVet hospitals

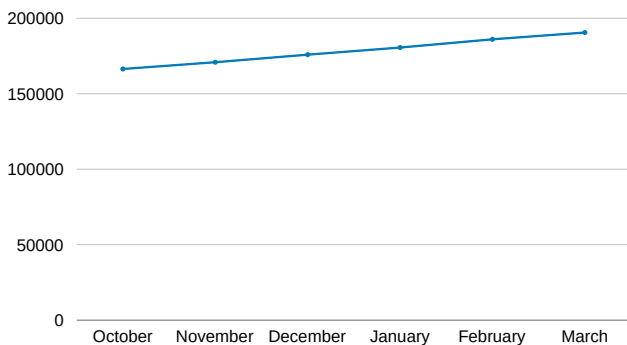
Website Visitors



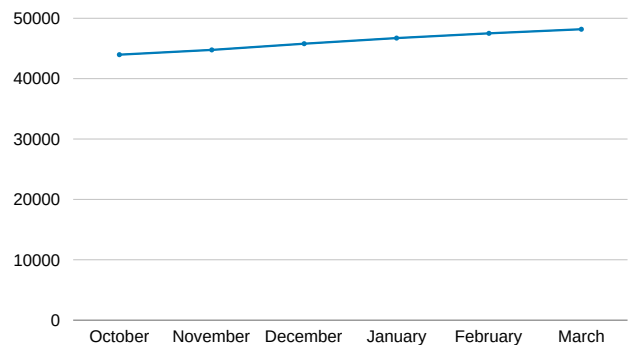
Facebook Engagements



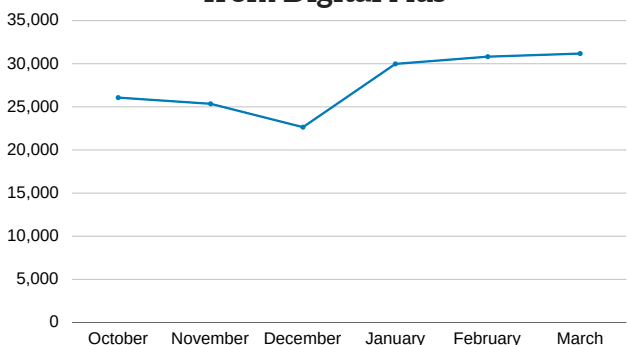
Total PetDesk App Users



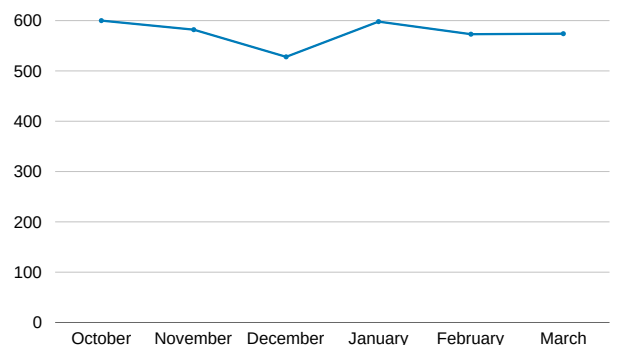
Total PetDesk Loyalty Users



Incremental Appointments from Digital Ads



5 star reviews



Non-Promotional Social Posts

May 3

Allergy Symptoms in your pets:

Watery Eyes

Allergic reactions can cause pets' eyes to become red, watery, and itchy. You may notice your pet rubbing their eyes or squinting due to discomfort.

Chewing on Paws:

Pets may chew or lick their paws excessively if they have allergies, especially if they are allergic to environmental allergens or certain ingredients in their food.

Scratching or Itching:

Persistent itching and scratching are signs of allergies in pets. They may scratch at their ears, face, belly, or other areas of their body in an attempt to relieve the itching caused by allergens.

This month, we're sharing tips to keep pet allergies under control this spring season. It's important to keep an eye out for common allergy symptoms like paw chewing, watery eyes, and constant scratching as seasonal allergens creep up. Don't fret! We're here to help you navigate through the allergy season with expert tips and tricks to keep your pet feeling their best.

May 9

Chip Your Pet MONTH



MAY 2024

May is Chip Your Pet Month! 🐾 Ensure your pet stays safe and secure with a microchip. It's a small step that can make a big difference in reuniting lost pets with their owners. Don't forget to keep your chip registration up to date as well!

May 11



Happy Dog Mom Day! Cheers to all the pawsome dog moms out there that go above and beyond. Tell us how you're celebrating in the comments below! 🐾💕

May 20

Common Causes of Allergies in your pets:

Food Ingredients:

Pets can be allergic to certain ingredients in their food, such as beef, chicken, dairy, wheat, soy, or corn.

Environmental Allergens:

Mold, dust mites, and other environmental allergens can trigger allergic reactions in pets!

Seasonal Allergies:

Pets are affected by seasonal allergies just like they affect humans. Common seasonal allergens for pets include pollen, grass, and mold spores!

Fleas and Ticks:

Flea allergy dermatitis is a common condition in pets where they develop an allergic reaction to flea saliva.

Is your pet feeling the itch? While pollen, grass and mold can trigger allergies in your pets, so can their indoor environment, their food & pests. Call us if you have noticed your pet suffering from allergies and want help diagnosing the cause and finding a treatment option that will work for them.

March 25

Treatments for Itchy Pets

For best treatment options make an appointment with us!

1

Medication:

Medications such as Antihistamines, Corticosteroids, and in severe cases, Immunosuppressive drugs.

2

Topical Treatments:

Medicated Shampoos and Topical Creams/Sprays containing ingredients like oatmeal, aloe vera, or hydrocortisone can soothe itchy skin and provide relief.

3

Dietary Management:

Switching to a hypoallergenic diet can help identify and eliminate food allergies.

Help your pet find relief from allergies with tips! From tailored medication to soothing topical treatments and allergy-conscious diets, we've got the solutions to keep your pet happy and healthy. If you have noticed your pet is showing signs of allergies, call us so that we can help you develop an effective treatment plan that addresses the root cause.

May 30



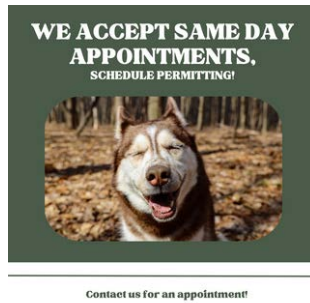
How does Hill's Derm Complete line help your pet?

- ✓Visible skin improvement in 21 days in dogs with food sensitivities
- ✓Nutrition has been shown to reduce night scratching & improve sleep quality
- ✓Supports the skin barrier against environmental irritants- year-round

If your pet is suffering from allergies, talk to us about Hill's Derm Complete pet food.

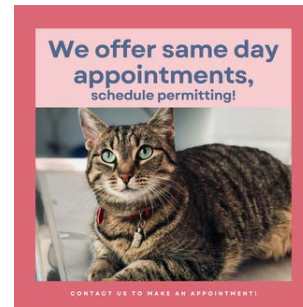
Promotional Social Posts

May 1



We've got your urgent pet needs covered! At our veterinary hospital, we offer same-day appointments, schedule permitting. Your pet's well-being is our priority, so never hesitate to reach out. We are dedicated to making sure that your pet gets the care they deserve!

May 15



Need prompt veterinary care? 🐾 We've got your back! Our hospital is here to accommodate same-day appointments, schedule permitting. Don't wait when your pet needs attention—contact us now and let's ensure they get the care they need, when they need it.

Same Day
Appointments,
Schedule
Permitting
(Participating
Hospitals)

May 16



Don't miss out on our Flash Sale, May 28-31st! Protect your pet with \$10 OFF Microchips. This is a limited-time offer—book your appointment now!

Please mention this offer at your appointment to receive your discount. Only one discount will be given per household. Discounts cannot be combined.

April Flash Sale
(Participating
Hospitals)

May 22



Our Flash Sale is right around the corner, running from May 28th to 31st! Prep your pet for warmer weather with \$10 OFF Microchips. Hurry, book your slot now!

Please mention this offer at your appointment to receive your discount. Only one discount will be given per household. Discounts cannot be combined.

May 28



Our Flash Sale is here today through the 31st! There is very limited space remaining for \$10 OFF Microchips. Contact us to book your spot.

Please mention this offer at your appointment to receive your discount. Only one discount will be given per household. Discounts cannot be combined.

May 6

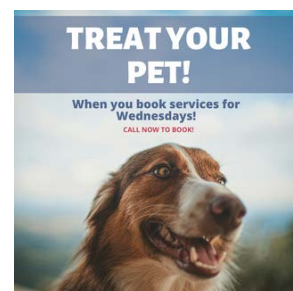


Our next Wellness Wednesday is coming up! Don't miss this chance to get up to \$100 in free services when you visit us for a wellness exam on Wednesdays until May 31. Choose between a complimentary heartworm test for canines or a free feline leukemia test for felines, plus enjoy a \$25 credit for future visits before 8/31/24. Book now!

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

Wellness
Wednesday
(Participating
Hospitals)

May 13



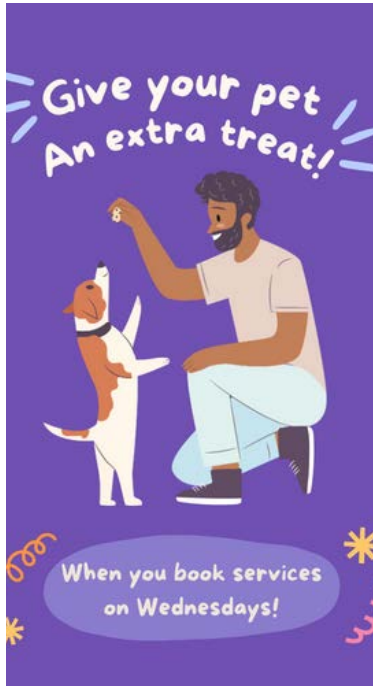
There are only a handful of Wellness Wednesdays left! Get up to \$100 in free services when you visit us for a wellness exam on Wednesdays until May 31. Choose between a complimentary heartworm test for canines or a free feline leukemia test for felines, plus enjoy a \$25 credit for future visits before 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.

Emails

May 6

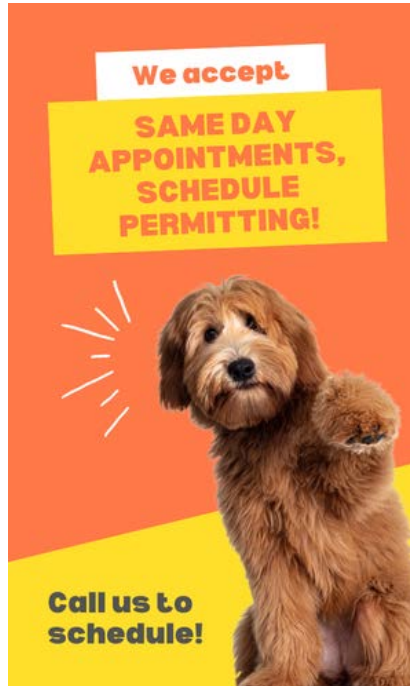
Subject
Ending Soon:
Free Services on Wednesdays



This will only be sent out if your hospital chose to participate in a Wellness Wednesday offer. This will be customized with the offer you chose.

May 14

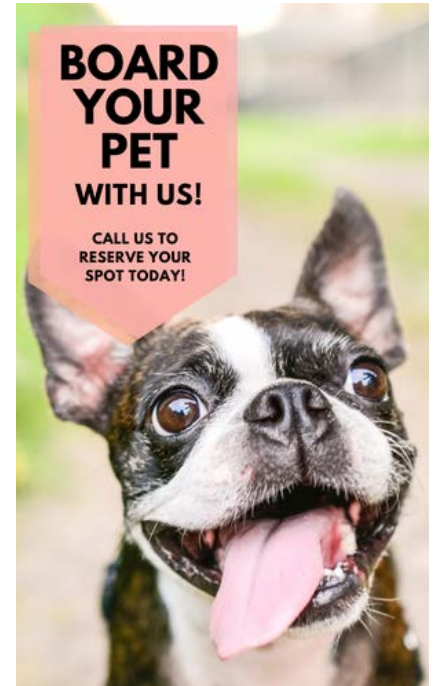
Subject
If your pet needs immediate care,
we're here to help!



This will only be sent out if your hospital indicated we could promote same day appointments, schedule permitting.

May 18

Subject
Reserve your pet's summer
boarding!



This will only be sent out if your hospital indicated you offer pet boarding services in the December Marketing Planner.

May 24

Subject
Flash Sale: \$10 OFF Microchips
Next Week



This will only be sent out if your hospital chose to participate in the May Flash Sale when you completed your Marketing Planner in December. Discounts cannot be combined.

May 29

Subject
Find relief for your pet's allergies!



Thank you!