



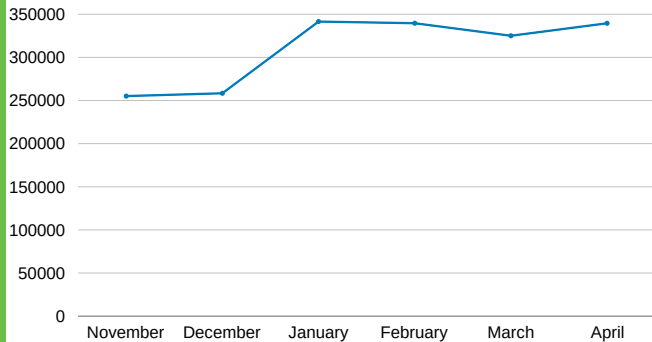
# MARKETING UPDATE

## June 2024

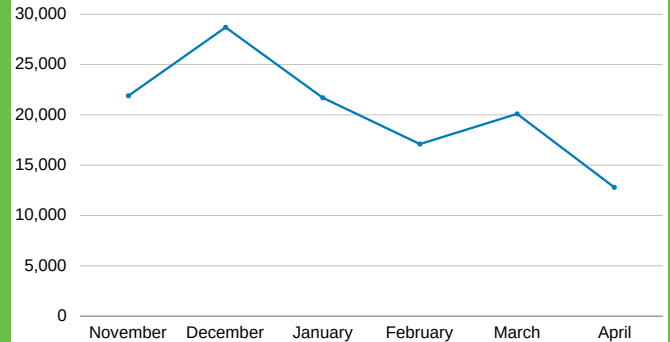
### April Analytics

\*This data is for all CareVet hospitals

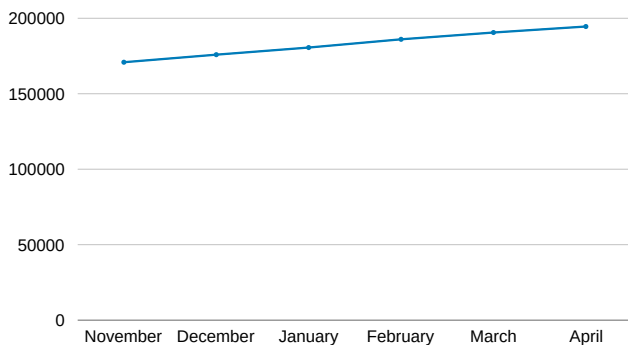
#### Website Visitors



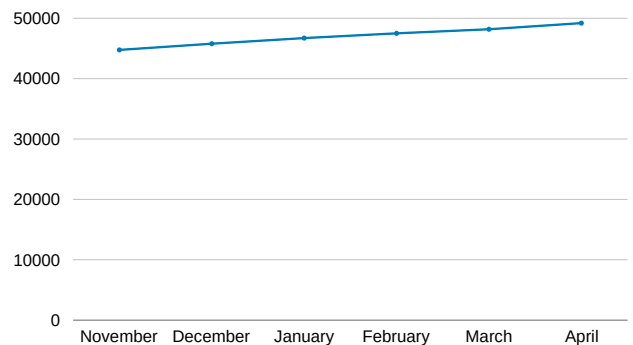
#### Facebook Engagements



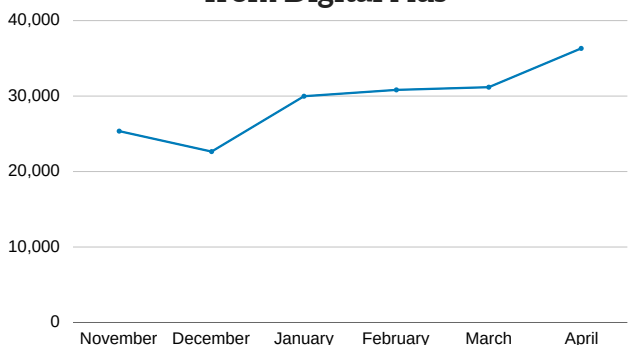
#### Total PetDesk App Users



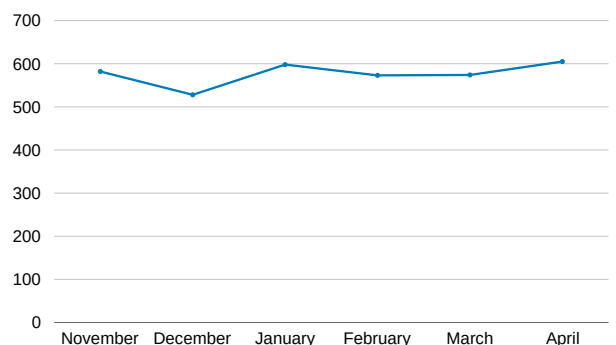
#### Total PetDesk Loyalty Users



#### Incremental Appointments from Digital Ads



#### 5 star reviews



# Non-Promotional Social Posts

June 4



Happy National Hug Your Cat Day! Give your feline friend some extra love and snuggles today to celebrate. Share a photo of your cat with us in the comments below!

June 6



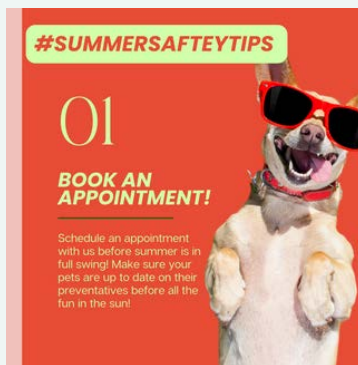
Celebrate National Pet Appreciation Week by giving your pet some extra love! Treat them to their favorite toys, an extra-long walk or an annual veterinary visit! Share how you're celebrating in the comments below!

June 15



Happy Dog Dad Day to all the amazing dog dads out there! Your pet appreciates all you do for them. Share a photo of you and your pup enjoying the day!

June 24



Kick off our Summer Pet Safety Tip series with Tip #1: Book a vet appointment! Ensure your pet is in top health for all your summer adventures. Stay tuned for more tips this week to keep your pet safe this season!

June 26



Continuing our Summer Pet Safety Tip series, Tip #2: Prevent your pet from overheating! Keep them cool with plenty of water and shade during hot days. Stay tuned for more tips to ensure a safe and fun summer for your furry friend!

June 28



Wrapping up our Summer Pet Safety Tip series, let's talk grooming! Regular brushing and proper trims help keep your pet cool and comfortable in the heat. If you have questions, call us!

# Promotional Social Posts

June 8



Don't miss out on our Flash Sale, June 17-24th! Protect your pet with 10% OFF Vaccines. 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.

June 13



Our Flash Sale is right around the corner, running from June 17th to the 24th! Protect your pet with 10% OFF Vaccines. 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.

June 17



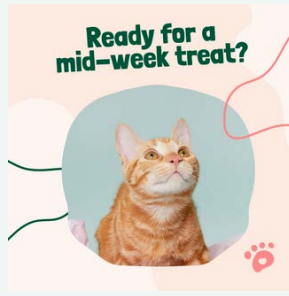
Our Flash Sale is here today through the 24th! There is very limited space remaining for 10% OFF Vaccines. Contact us to book your spot.

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

# Promotional Social Posts

## Misc Promotions/ Programs: Wellness Wednesday, Same - Day, & PetDesk Loyalty

June 1

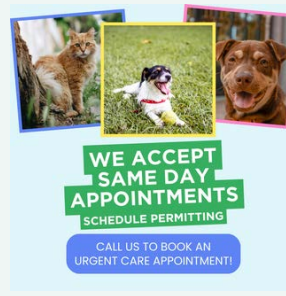


Wellness Wednesdays are EXTENDED THROUGH AUGUST 31st! Don't miss out on mid-week treats. You can get up to \$100 in free services when you book an appointment on Wednesdays. Call us to learn more!

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

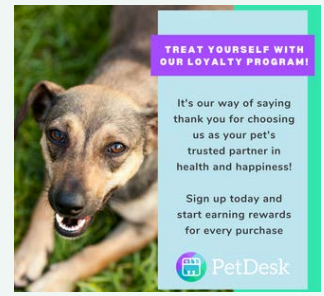
\*If your hospital chose a custom Wellness Wednesday offer, this social post will reflect the custom offer instead.

June 11



We offer same-day vet appointments, schedule permitting, to ensure your pets get the timely care they need. Our commitment is to provide the best possible care for our clients and patients. Contact us today to check availability!

June 20



Take pet care to the next level by downloading the PetDesk app and enrolling in our loyalty program! Earn rewards for every vet visit and purchase. Start today and give your pet the best care while enjoying exclusive perks!

## Emails

June 3

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



June 8

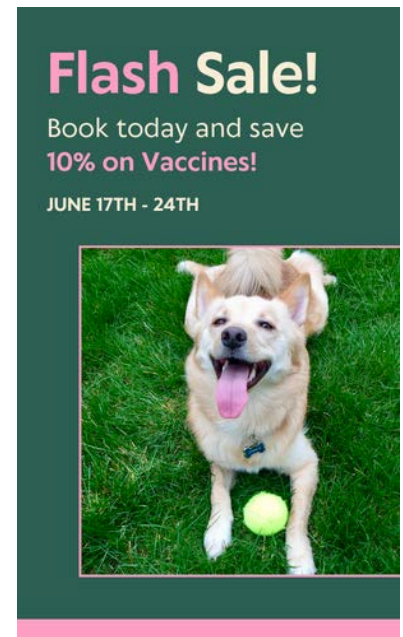
Subject  
This Just In: Wellness Wednesdays  
Extended!



This will only be sent out if your hospital is participating in Wellness Wednesdays. If you chose to customize your offer, this email will reflect the custom offer instead.

June 13

Subject  
10% Off Vaccines Next Week!

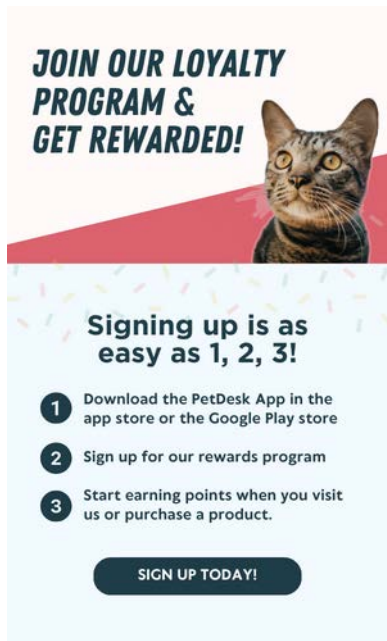


This will only be sent out if your hospital opted into the June Flash Sale when you completed your December Marketing Planner.

# Emails

June 20

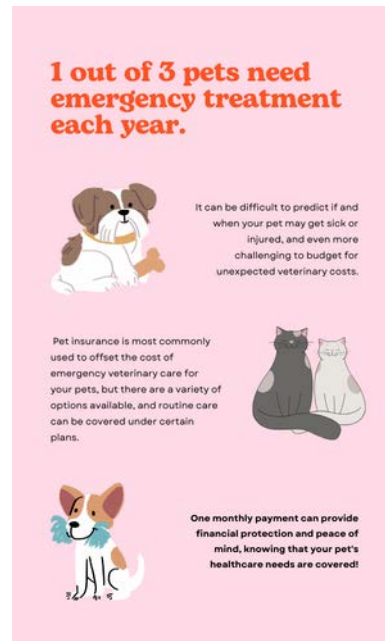
Subject  
Join our rewards program and enjoy  
exclusive perks!



This will only be sent out if your hospital  
uses PetDesk's loyalty program.

June 26

Subject  
Are you prepared for a pet  
emergency?



## Coming Soon:

The Marketing Planner for Q3/Q4 2024 will be distributed in early June. Please look out for this and complete it before the deadline.

## Thank you!