



CareVet

**PET CARE SERVICES**  
**SUMMER**

*Social Media & Add-Ins*

# Introduction



If you're wondering if you should feature add on services at your hospital this Summer, the answer is YES!

Add on services for daycare and boarding have been proven to **boost EBITA by as much as 60%!**

Enrichment options should be **priced 30-40%** higher than traditional daycare and boarding.

Pet parents are always looking for ways to provide unique and fun experiences for their pets. The more we include pet parents in their pup's day to day, the more likely they are to share, repost, and tell their friends!

This guide will outline 3 different low labor options to start enrichment based add-ons at your hospital with social media posts to promote, so you can have a pawsitively profitable Summer!

# All Summer Long Add-Ons

## Daycare & Boarding Freebies

### When to Offer:

Choose days that are your slowest for daycare & boarding. Offer these as a free treat to increase visits, and/or a day of your choosing for social media content/report cards.



### Caption:

🍦 FREE ICE CREAM 🍦

Bring your pup for a day of daycare or boarding fun this DAY HERE, and they'll get an extra special treat! Doggy safe of course!

Book today by (enter preferred method here).



### Caption:

🌟 IT'S PUZZLE TIME 🌟

Book SERVICE(S) from DATES/DATE and you're pup will get a free enrichment session with a puzzle toy! Add a bedtime treat for \$X an extra special night!



### Caption:

It's BUBBLE DAY!

You read that right! Starting DATE, every DAY OF THE WEEK is BUBBLE DAY! Sign you pup up for a day of bubble filled enrichment!



### Caption:

Sign up for Birthday freebies!

If your dog (or cat!)'s birthday is this month, let us know! We'll treat them to a birthday photo shoot and a goodie bag! Want their day to be extra special, upgrade to our Birthday Bash package, that includes: a 4x6 print, a birthday pupcake, bandana, ice cream and a bath!

# June

## Optional Promos

### JUNE 2-4



### Play Outside Flash Sale

The first Saturday of every month is National Play Outside Day! If you're struggling to meet capacity or you're looking for a quick boost to your daycare and boarding revenue, let's try a flash sale!

#### What Is It?

From June 2nd to the 4th, we can offer:

- Buy a daycare package get 2 days free.
- Buy 5 days of daycare get 2 free.
- Buy 4 nights of boarding get 2 free.

This promo can be edited to match your facilities current structure.

### WHOLE SUMMER



### Summer Camp Special

For the whole Summer pet parents can enrich their pup's daycare or boarding stay!

#### What Is It?

- Ball pit sniff session!
- Puzzle toy time!
- Doggy ice cream!

This promo can be edited to match your facilities current structure. Enrichment options can rotate options weekly to encourage pet parents to add to multiple days, can also charge monthly or weekly.



# June

## Social Media Posts

*Editable calendar provided to post and share*

### JUNE 16TH - FATHERS DAY



#### 🔴 Father's Day Craft Alert! 🔴

Looking for a great Father's Day gift? Why not let your pup be Pawcasso for a day?

For \$X, your pup will paint custom canvas!

Don't worry, it's dog-safe:

<https://www.youtube.com/watch?v=S7ywasrhqE8>

### JUNE 21ST - SMOOTHIE DAY



It's National Smoothie Day! Add a blueberry smoothie to your pup's visit for \$X!

### JUNE 27TH - PHOTO DAY



#### 🌸 Barkaritaville Photobooth 🌸

Sign you pup up today! (Through DATE HERE)

Includes:

🖼️ 1 4x6 printed photo

📷 2-3 digital photos (we'll try for 3!)

🥥 Pawgarita (coconut water and a hot dog garnish)

Add on or book today by (insert preference here)!

# Other Fun Posts

## When to Post:

As much as possible and tag clients that follow you! If you don't know where to start or need inspiration:

### Daily

- Facebook album of dogs at daycare and in boarding
- Instagram post of numerous dogs in facility
- Any activities going on (best to use Instagram Reels)
- Reminder of any upcoming event/activities and how to book. (Post & Reels)

### Weekly

- Tongue out Tuesday
- Throwback Thursday
- Flashback Friday
- Videos of add ons/playtime
- Welcome new pack members
- Dog of the Day

### Monthly

- Social media calendar
- Reminder on birthday add ons
- Daycare anniversaries
- Dog of the Month
- Meet the Team

### Fun Ideas

- Dogs at daycare/boarding with human names
- Have pet parents submit a dog's 'best trick'. These should be silly like going up the stairs backwards.
- What dogs can catch treats. Slow motion is great for this!
- Photo Contests! Parents submit and the most likes wins a prize.

### Other

- A Day in the Life video
- Pets that become a big sister or brother
- Birthdays
- Congratulations posts for pet parents that get married
- Pool parties
- Groups of the same breed
- Obedience tricks
- Before and after baths and grooms

# *Where to Find Inspiration*

## **Basic Search**

Hop online and search for:

- Dog daycare/boarding photoshoots
- Dog daycare/boarding games
- Dog daycare/boarding add-ons

## **Join These Facebook Groups**

- Pet Business Support & Resource Group
- Dog Daycare & Boarding Best Practices
- Dog Daycare Owners & Staff
- Dog Daycare Business Think Tank

## **Hospitals In Our Network For Inspiration**

- @goldsboropetresort
- @riverroadanimalhospital

# *Supplies, Pricing & How To*

## **Supplies**

All materials needed will be provided via a Google Sheets link for easy access to Amazon Lists and VetCove. Some materials will be purchased at your local grocery store. When purchasing supplies, please opt for sustainable materials.

Example: For pupsicles, buy reusable molds and use treats as sticks.

Example: Buy small reusable cutting boarding for barkeuterie boards.

## **Pricing**

Suggested price ranges will be listed on the Add-Ons sheet. Choose what fits your pet parents best. You can always start on the lower end, then raise if it's successful.

## **How To**

Descriptions and videos will be provided in the Add-Ons spreadsheet.

## **Tips & Tricks**

- Start posting ASAP so pet parents can reserve spots. This will keep you from over spending on supplies.
- Prep in bulk. Prep for a week at a time, store in freezer.
- Post as many pictures as you can of pets enjoying add-ons.

## **Photos**

Please share photos to the Pet Care Services Workplace board!

## **Note**

The Add-Ons sheet lists out all seasons with suggested add-ons. If you offer an add-on that's not listed, please reach out to the contact below so we can share with other hospitals.

## **Contact**

If you have questions on pricing, supplies, or need an images/captions created or adjusted for your facility, please email:

**Kelsey Smyth, Director of Pet Care Services | [ksmyth@carevethealth.com](mailto:ksmyth@carevethealth.com)**