



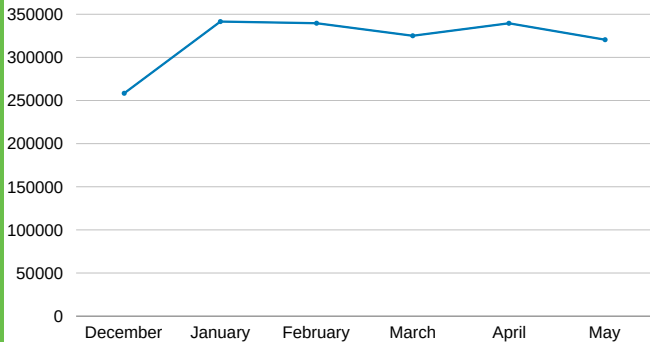
# MARKETING UPDATE

## July 2024

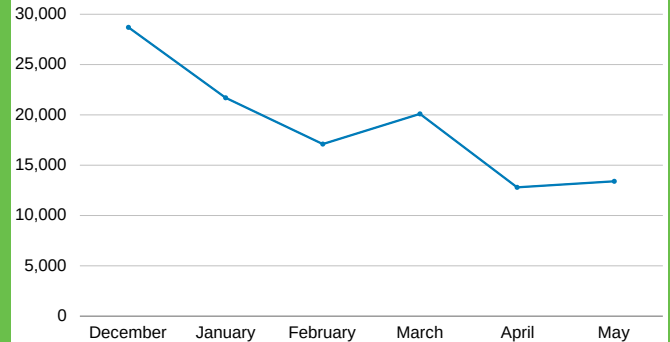
### May Analytics

\*This data is for all CareVet hospitals

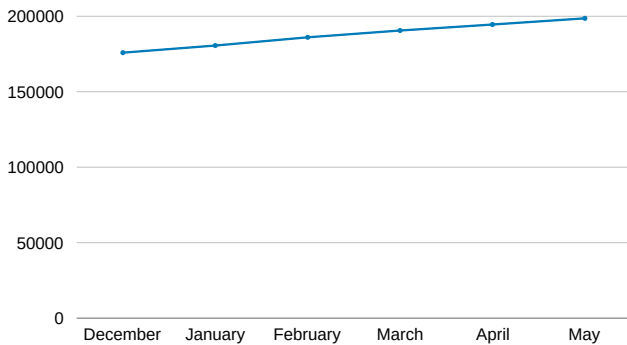
#### Website Visitors



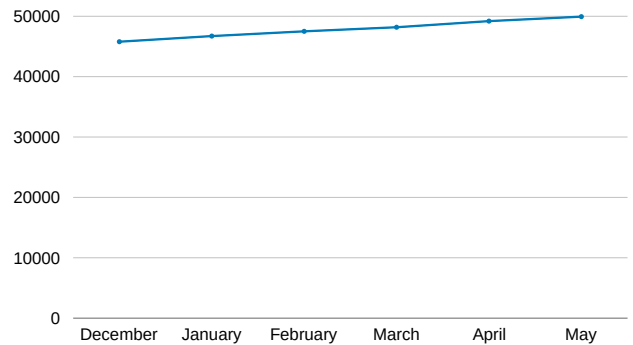
#### Facebook Engagements



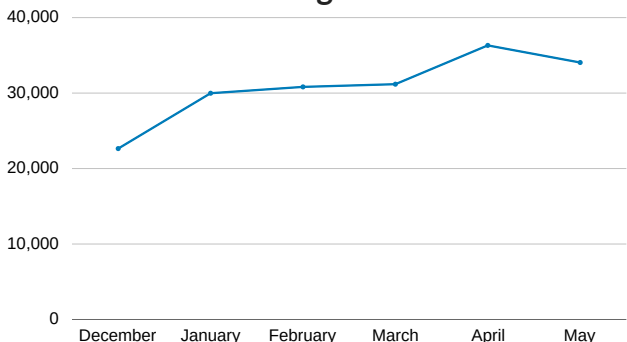
#### Total PetDesk App Users



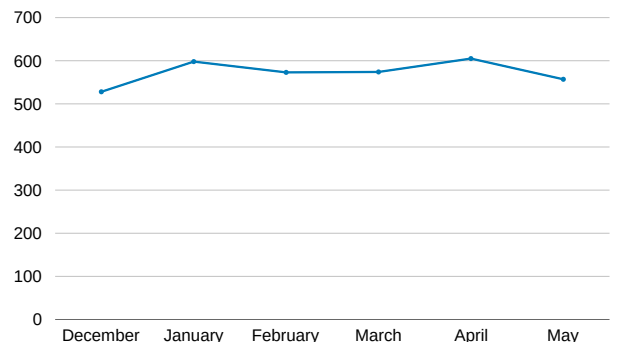
#### Total PetDesk Loyalty Users



#### Incremental Appointments from Digital Ads



#### 5 star reviews



# Non-Promotional Social Posts

July 2



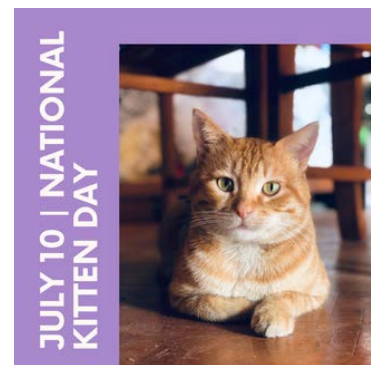
Fireworks can be frightening for pets! 🐾🐾  
Ensure your pets are safe this July 4th by keeping them indoors, providing a cozy space, and playing calming music. Let's celebrate responsibly and keep our pets stress-free!

July 4



Happy 4th of July from all of us at [Your Vet Hospital]! 🇺🇸 As you enjoy the festivities, remember to keep your pets safe and secure. Fireworks can be scary for our pets, so create a calm environment indoors. Enjoy your celebrations!

July 10



Happy National Kitten Day! Celebrate your kitten by showing us your purr-fect companion in the comments below!

July 16



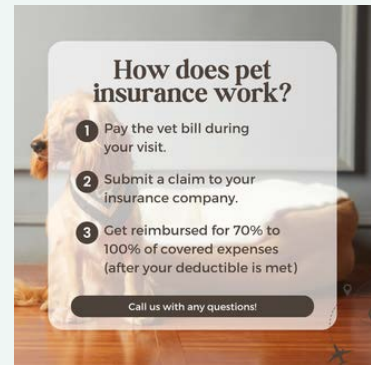
July is National Pet Lover Month, a perfect time to show them some extra love! Whether it's a visit to the vet for their health, leisurely walks for their happiness, or cuddle sessions for their comfort, every moment counts. How do you pamper your pets? Share your caring routines below!

July 26



Keep your pets cool and safe this summer! Remember to provide plenty of shade, hydration, and never leave them in hot cars. Contact us if you have any questions or concerns about your pet's safety.

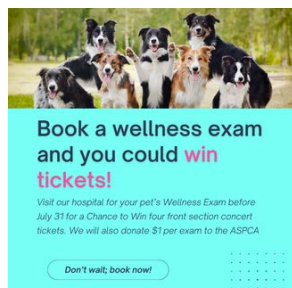
July 30



Protect your furry family members with pet insurance! 🐾 Visit [pawlicy.com](https://pawlicy.com) for guidance on finding the right coverage. Your pet's health is worth it!

# Promotional Social Posts

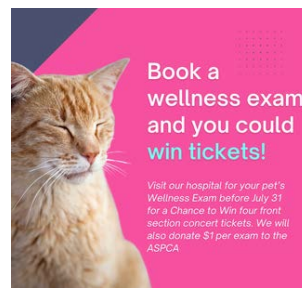
July 1



Schedule your pet's wellness exam this July for a chance to win 4 front section tickets to [concert] at [location] on [date]. Plus, we're donating \$1 per exam to the ASPCA to support animals in need. Book now and make a difference!

One winner will be selected at random. The winner will be notified by August 9th, 2024, via the email on file. Ticket purchases will be coordinated by hospital team. Only exams completed during July will be eligible.

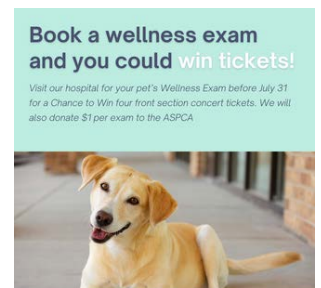
July 11



Don't forget about our July giveaway! Schedule your pet's wellness exam this July for a chance to win 4 front section tickets to [concert] at [location] on [date]. Plus, we're donating \$1 per exam to the ASPCA to support animals in need. Book now and make a difference!

One winner will be selected at random. The winner will be notified by August 9th, 2024, via the email on file. Ticket purchases will be coordinated by the hospital team. Only exams completed during July will be eligible.

July 24



Last call on our July giveaway! Schedule your pet's wellness exam this July for a chance to win 4 front section tickets to [concert] at [location] on [date]. Plus, we're donating \$1 per exam to the ASPCA to support animals in need. Book now and make a difference!

One winner will be selected at random. The winner will be notified by August 9th, 2024, via the email on file. Ticket purchases will be coordinated by the hospital team. Only exams completed during July will be eligible.

# Promotional Social Posts

## Misc Promotions/ Programs: Wellness Wednesday & Same - Day Appointments

July 8



Visit us for Wellness Wednesdays 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.

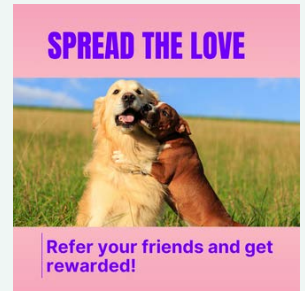
\*If your hospital chose a custom Wellness Wednesday offer, this social post will reflect the custom offer instead.

July 18



We offer same-day vet appointments, schedule permitting! If your pet needs urgent care, please contact us today to check availability!

July 20

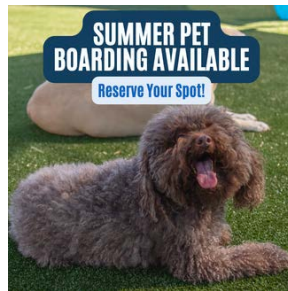


Refer a friend and enjoy \$X off your next visit! You can also gift the \$X off their pet's first exam. Simply have your friend mention your name during their first visit to unlock the savings. It's our way of saying thank you for trusting us with your pet's care.

# Pet Care Services Posts

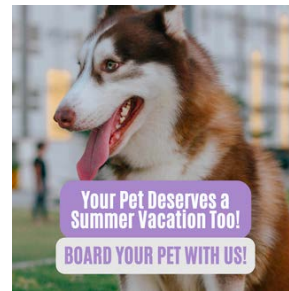
## Pet Boarding and Daycare Posts (only for hospitals offering these services)

July 6



Planning summer travel? Trust our hospital for top-notch pet boarding! Your furry friends will enjoy safe, comfortable accommodations while you're away. Book their stay with us today!

July 13



Choose us for pet boarding! Your pets will receive personalized care and attention from our dedicated team of pet experts. Book their stay today and enjoy peace of mind knowing they're in good hands!

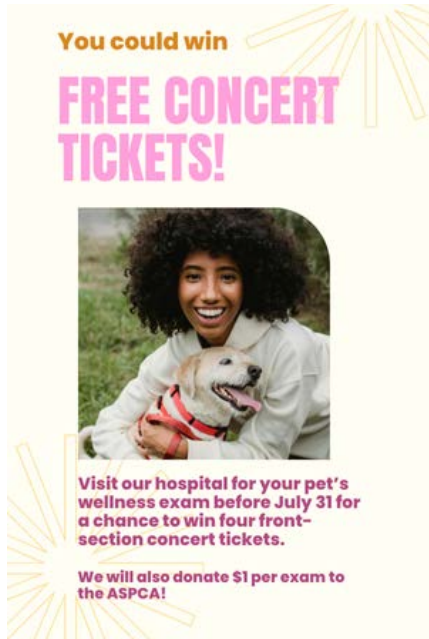
Please continue to the next page ->



# Emails

July 1

Subject  
Visit Us in July & Win Concert  
Tickets!



This will only be sent out if your hospital is participating in the July Giveaway as indicated by the June Marketing Planner responses. If you chose to customize your offer, this email will reflect the custom offer instead.

July 5

Subject  
Visit us and receive [LAPSING  
CLIENT OFFER]!



This will only be sent out if your hospital is participating in the lapsing client offers once per quarter as indicated by the June Marketing Planner responses. If you chose to customize your offer, this email will reflect the custom offer instead.

July 10

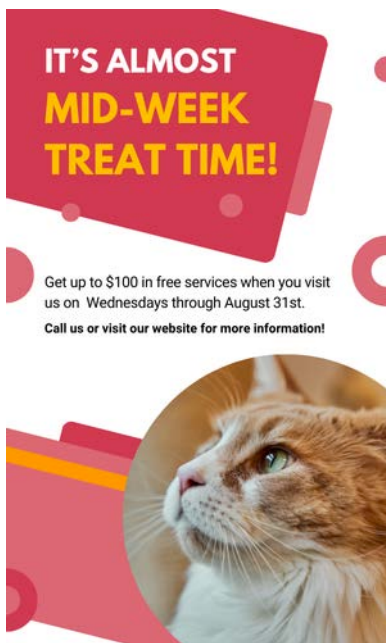
Subject  
Book your pet's summer stay at  
[HOSPITAL NAME]!



This will only be sent out if your hospital indicated that you offer pet boarding in the June Marketing Planner responses.

July 15

Subject  
It's almost treat time! Join us for  
Wellness Wednesdays.



This will only be sent out if your hospital is participating in Wellness Wednesdays as Indicated by the June Marketing Planner responses. This email will reflect the offer you selected.

July 23

Subject  
Final Days: Summer Concert  
Giveaway



This will only be sent out if your hospital is participating in the July Giveaway as indicated by the June Marketing Planner responses. If you chose to customize your offer, this email will reflect the custom offer instead.

July 30

Subject  
Earn big when you refer a friend!



This will only be sent out if your hospital is participating in a Referral Program as indicated by the June Marketing Planner responses. This email will reflect the custom offer you selected.

## Thank you!