



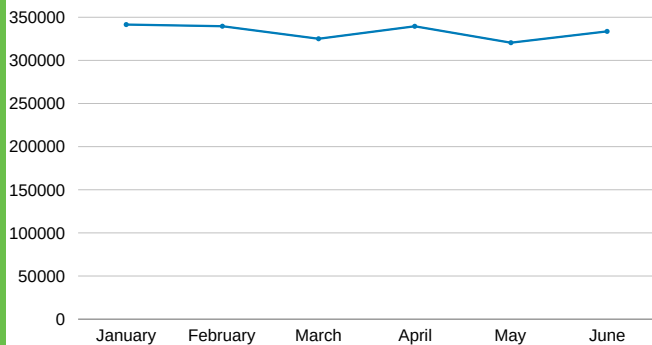
# MARKETING UPDATE

## August 2024

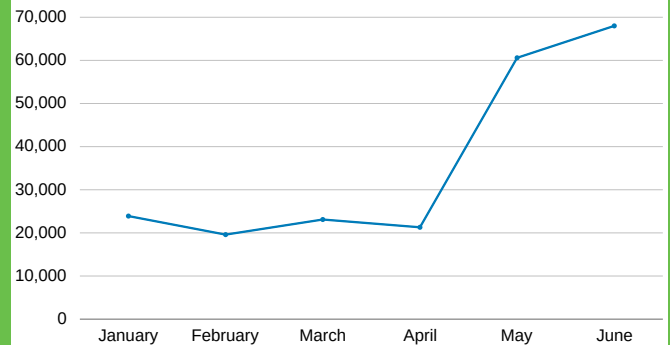
### June Analytics

\*This data is for all CareVet hospitals

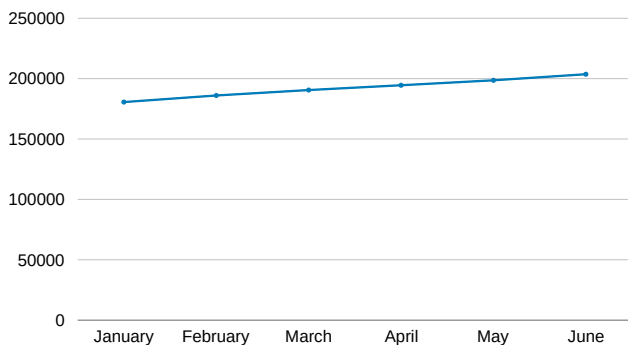
#### Website Visitors



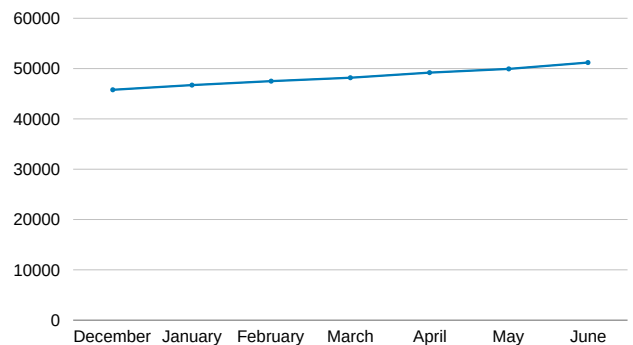
#### Facebook Engagements



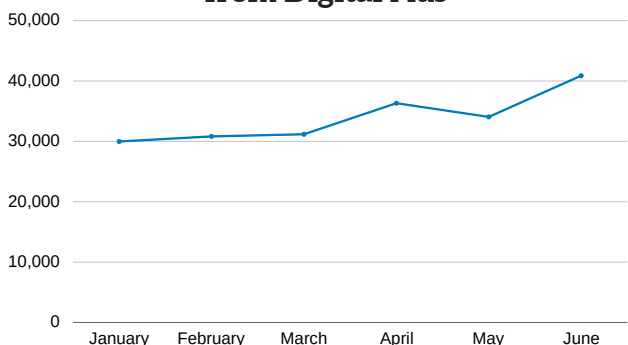
#### Total PetDesk App Users



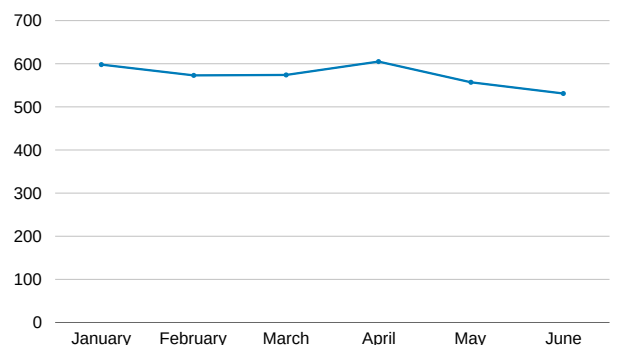
#### Total PetDesk Loyalty Users



#### Incremental Appointments from Digital Ads



#### 5 star reviews



# Non-Promotional Social Posts

August 1



Celebrate Dogust 1st, the Universal Birthday for shelter pets! 🐾 Give pets in need the love and joy they deserve by adopting, donating, or volunteering. Let's make every shelter pet feel special on their big day!

August 6



Fresh breath means a healthy pet! Celebrate National Fresh Breath Day on August 6th by scheduling an oral exam or dental cleaning for your pet. Regular vet visits can prevent dental issues and keep those kisses sweet!

August 9



Regular vet visits are essential for your pet's health and happiness! National Wellness Month isn't just for humans - schedule a check-up for your pet to ensure they stay in top shape. Prevention and early detection are key! Book an appointment today.  
#NationalWellnessMonth

August 12



Protect your pets from pesky parasites! National Wellness Month is the perfect time to update your pet's parasite prevention plan. Keep them safe from fleas, ticks, and heartworms for a happy, healthy life. Call us to stock up on parasite prevention.

#NationalWellnessMonth

August 15



National Check the Chip Day is here! Make sure your pet's microchip information is up-to-date to ensure a safe return if they ever get lost. It's a simple step that could make a world of difference!

August 17



August is National Immunization Awareness Month! Ensure your pets are protected against preventable diseases with up-to-date vaccinations. A little prevention goes a long way in keeping our pets healthy and safe!

August 22



August 22nd is National Take Your Cat to the Vet Day! Ensure your feline friend stays healthy and happy with a regular check-up. Regular vet visits are essential for a long and purr-fect life!

August 31



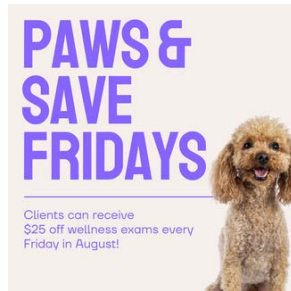
Keep your pet looking and feeling their best with regular grooming! National Wellness Month reminds us that a well-maintained coat is crucial for their overall health. Schedule a professional grooming session today!

#NationalWellnessMonth

# Promotional Social Posts

## July Giveaway (Participating Hospitals)

August 2



Paws and Save Fridays are here for August! Take advantage of \$25 off wellness exams for your pets every Friday this month. Prioritize their health and your savings!

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

August 14



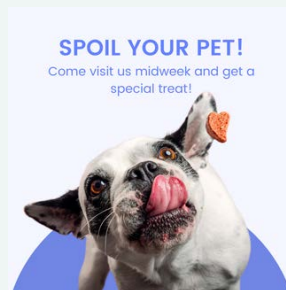
This August, don't miss Paws and Save Fridays! Get \$25 off wellness exams for your pets every Friday. Keep them healthy and happy while enjoying fantastic savings!

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 Appointments

August 20

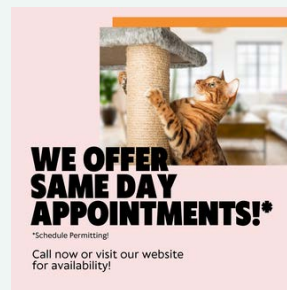


Visit us for Wellness Wednesdays through August 31st! Don't miss out on mid-week treats. You can get up to \$100 in free services when you book an appointment on Wednesdays. Call us to learn more!

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.

August 27



Need a vet today? We offer same-day appointments, schedule permitting! Contact us now to check availability and get your pet the urgent care they need!

# Pet Care Services Posts

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

August 29



Looking for the safest and best dog boarding in town? Book with us for top-notch care, comfort, and peace of mind while you're away. Your pet deserves the best, and that is exactly what they will receive when you board your pet with us! Reserve their spot today.

Please continue to the next page ->



# Emails

August 1

Subject  
Open for \$10 Off Hill's Pet Food –  
Treat Your Pet Today!



August 6

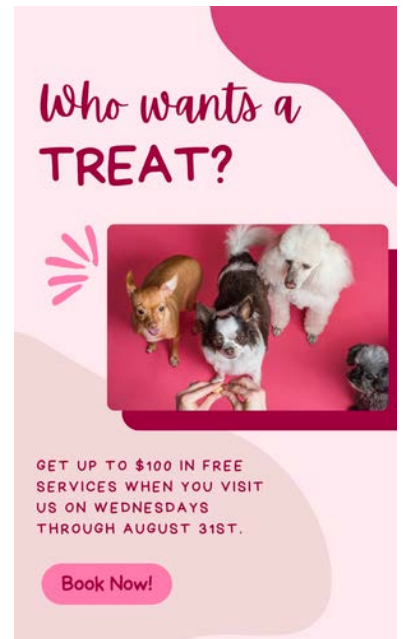
Subject  
Limited Time Offer: \$25 Off Wellness  
Exams Every Friday in August



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

August 12

Subject  
Ending Soon: Up to \$100 in free  
services on 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.

August 16

Subject  
Treat Your Pet to a Home Away from  
Home – Book Boarding Services  
Today!



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

August 21

Subject  
Stay Ahead of Illness – Ensure Your  
Pet's Vaccines Are Up-to-Date!



Subject  
Need a Same-Day Vet Visit? Call Us  
Today for Availability!



This will only be sent out if your hospital agreed to promote same day availability, schedule permitting as indicated by the June Marketing Planner responses.

# Thank you!