



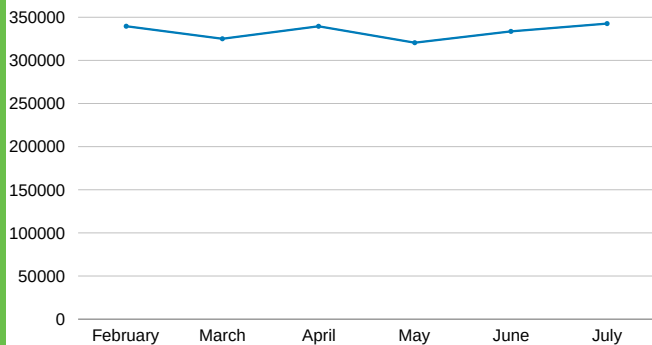
MARKETING UPDATE

September 2024

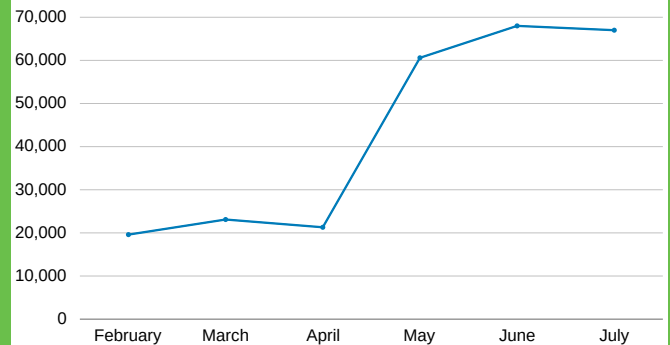
July Analytics

*This data is for all CareVet hospitals

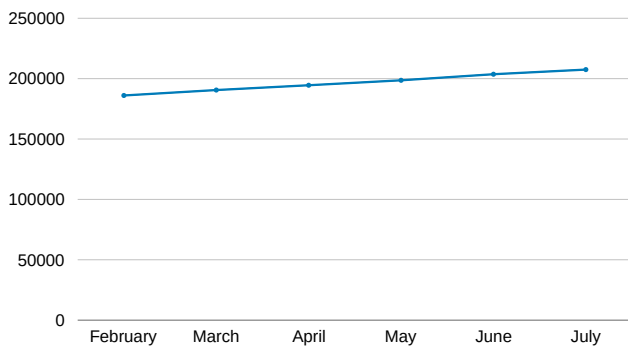
Website Visitors



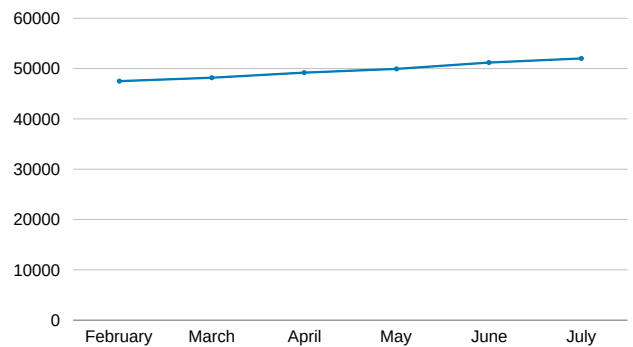
Facebook Engagements



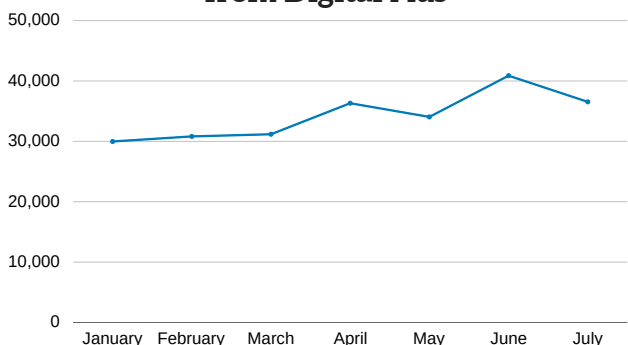
Total PetDesk App Users



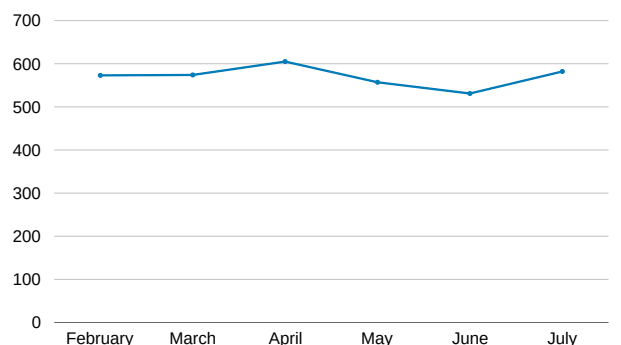
Total PetDesk Loyalty Users



Incremental Appointments from Digital Ads



5 star reviews



Non-Promotional Social Posts

September 5



September is Animal Pain Awareness Month, and we're here to help you keep your pets comfortable and healthy! When monitoring for symptoms of pain in your pets, keep an eye out for changes in your pet's behavior, like reduced activity or reluctance to jump or climb stairs. Oftentimes, these can be early signs of pain. If you notice anything unusual, don't hesitate to reach out for advice!

September 15



September is National Pet Insurance Month! It's the perfect time to consider how pet insurance can help protect your pet. Stay prepared for unexpected vet visits and give your pets the care they deserve without worrying about the cost. Visit pawlicy.com to learn more.

September 20



September is Emergency Preparedness Month! 🐾 Don't forget to include your pets in your plans. Create an emergency kit for your pets with essentials like food, water, medications, and comfort items. Being prepared ensures their safety in any situation!

September 24



September is Happy Cat Month! Celebrate by giving your feline friend some extra love and attention, and maybe a few tasty treats. Share your favorite photo of your celebrations in the comments below!

September 26



Regular dental cleanings are essential for your pet's health! Keep their smile bright and their breath fresh by scheduling a cleaning to prevent dental disease and ensure their overall well-being. Book your pet's next dental cleaning today!

September 28



Today is World Rabies Day! Protect your pets by ensuring their vaccinations are up-to-date. Regular check-ups and responsible pet care help keep everyone safe. Contact us if you have any questions.

Please continue to the next page ->

Promotional Social Posts

Q3 Promo 1: \$15 Off Feline Wellness Exams

Please note that these posts will still be scheduled w/o promotional language if you opted out of this Q3 Offer. Reference June Marketing Planner responses to see if you opted in.

September 1



Keep your feline friend feeling their best with regular check-ups and a healthy diet! A happy, healthy cat is ready to leap and play with joy.

Add On for Hospitals Participating In the Q3 Promo 1:
September Special: Receive \$15 Off Feline Wellness Exams through September 30th, 2024! Don't wait - contact us to make an appointment!

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

September 7



Keep those purrs and meows coming with top-notch dental care for your cat! Good oral hygiene helps your cat stay playful, happy, and pain-free so that they can keep exploring.

Add On for Hospitals Participating In the Q3 Promo 1:
Limited Time Offer: Receive \$15 Off Feline Wellness Exams through September 30th, 2024! Book today before availability runs out!

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

September 12



Keep your cat agile and playful by incorporating regular playtime into their routine! Engaging activities help maintain their flexibility and energy, keeping them nimble and ready for action.

Add On for Hospitals Participating In the Q3 Promo 1:
Ending Soon: Receive \$15 Off Feline Wellness Exams through September 30th, 2024! Contact us to make your appointment!

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

Q3 Promo 2: \$15 Off Bloodwork Panels

Please note that these posts will still be scheduled w/o promotional language if you opted out of this Q3 offer. Reference June Marketing Planner responses to see if you opted in.

September 3

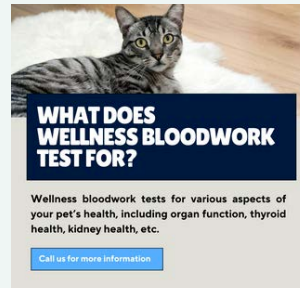


Annual monitoring can detect changes in your pet's health, which is why we recommend adult pets undergo wellness lab work yearly!

Add On for Hospitals Participating In the Q3 Promo 2:
September Special: Receive \$15 Off Wellness Bloodwork Panels through September 30th, 2024! Don't wait - contact us to make an appointment!

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

September 9



Wellness bloodwork is a key tool in monitoring your pet's health! It screens for vital information like organ function, blood cell counts, and early signs of disease, helping you catch issues before they become serious.

Add On for Hospitals Participating In the Q3 Promo 2:
Limited Time Offer: Receive \$15 Off Wellness Bloodwork Panels through September 30th, 2024! Book today before availability runs out!

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

September 17



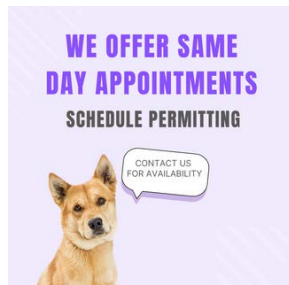
Wellness bloodwork is like a health check-up for your pet's insides! It provides a detailed snapshot of their overall well-being, helping you make informed decisions and catch any hidden concerns early. Schedule wellness bloodwork for your pet today!

Add On for Hospitals Participating In the Q3 Promo 2:
Ending Soon: Receive \$15 Off Wellness Bloodwork Panels through September 30th, 2024! Contact us to make your appointment!

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

Same Day Appointments

September 22



If you have a sudden pet concern, we offer same-day appointments, schedule permitting! We work hard to be here for those "uh-oh" moments. Your pet's health is our top priority! Contact us if you or your pet needs help urgently.

Please continue to the next page ->

Pet Care Services

If your hospital offers boarding, daycare or grooming, you will automatically be opted into these offers according to what is indicated below on September 1st!

September Pet Care Services Bark to School Offers:

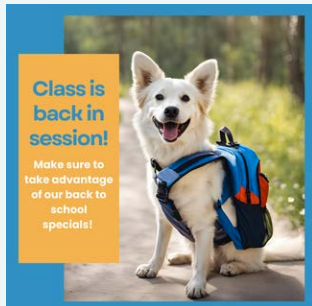
- Offer 1: Clients can save 10% on a daycare package, boarding stay or grooming appointment when they purchase a wellness exam.
 - This offer will only feature the pet care services your hospital offers.
- Offer 2: Clients can purchase a full day of daycare, bath and brush for \$50
 - This offer will only be promoted if your hospital offers both daycare and grooming.
- Offer 3: Clients will receive a free ear cleaning for their pet when they book a boarding stay of 3 nights or more.
 - This offer will only be promoted if your hospital offers pet boarding

We will use June Marketing Planner responses to determine which services are active at your hospital. We highly encourage you to give these promotions a try, but If you cannot accommodate them In September, please submit the form linked below to opt out.

[Click here to request to opt-out.](#)

Social

September 4



🐾 Back to school means special deals for your pets that you won't want to miss! Check out our Bark to School offers:

[Offer 1]
[Offer 2]
[Offer 3]

Get your pets ready for the new season with these great savings!

Please mention this offer to receive your discount. Discounts cannot be combined.

September 14



🐾 It's back to school time, and we've got some paws-itively amazing offers for your pets! Take advantage of our Bark to School specials:

[Offer 1]
[Offer 2]
[Offer 3]

Treat your pet pals to something special as the school year kicks off!

Please mention this offer to receive your discount. Discounts cannot be combined.

Email

September 10

Subject Line: Check Out Our Exclusive Bark to School Offers!



Please continue to the next page ->

Emails

September 3

Promo Subject Line:
Receive \$15 Off Feline Wellness Exams!
Alternative: Open for Expert Tips for Your Cat's Wellbeing



The promotional subject line will only be used if your hospital is participating in the Q3 \$15 Off Feline Wellness Exams in September, as indicated by the June Marketing Planner responses. If you chose to customize your offer, this email will reflect the custom offer instead.

September 19

Subject
Everything you need to know about
Pet Insurance!



September 7

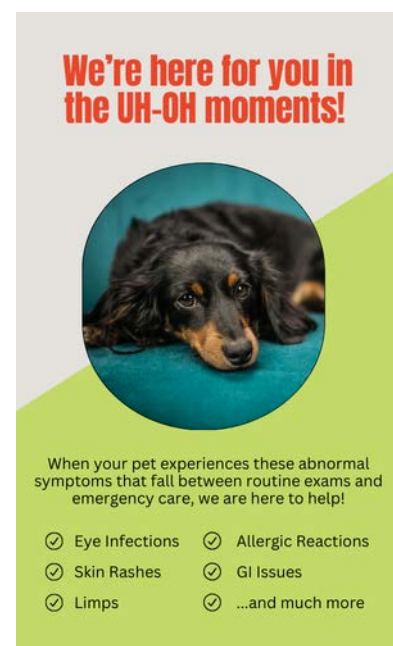
Promo Subject Line:
Receive \$15 Off Wellness Bloodwork!
Alternative: Why Annual Pet Bloodwork Matters



The promotional subject line will only be used if your hospital is participating in the Q3 \$15 Off Bloodwork in September, as indicated by the June Marketing Planner responses. If you chose to customize your offer, this email will reflect the custom offer instead.

September 25

Subject
We've Got Your Pet's Back with Same Day
Availability, Schedule Permitting!



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!