



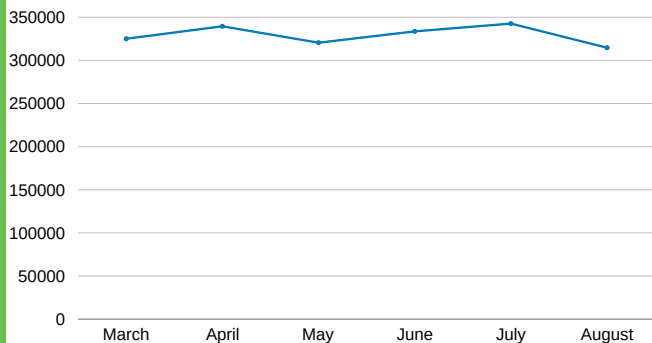
MARKETING UPDATE

October 2024

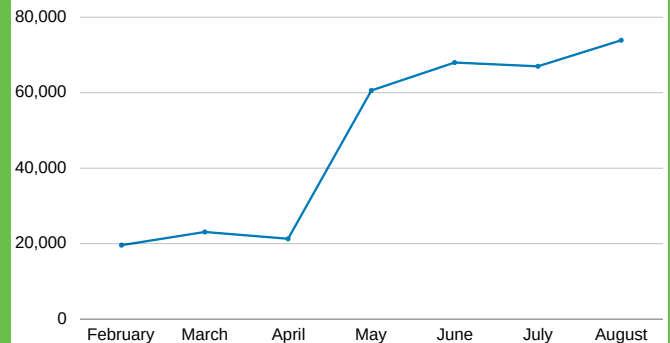
August Analytics

*This data is for all CareVet hospitals

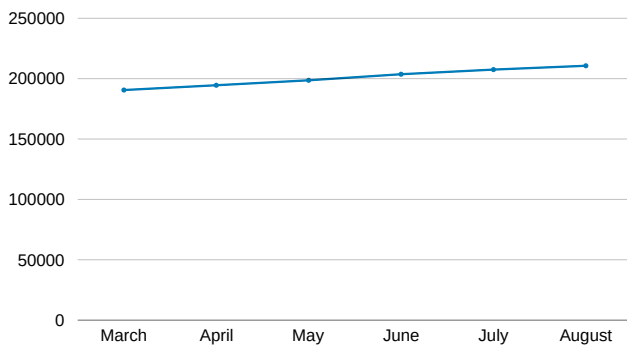
Website Visitors



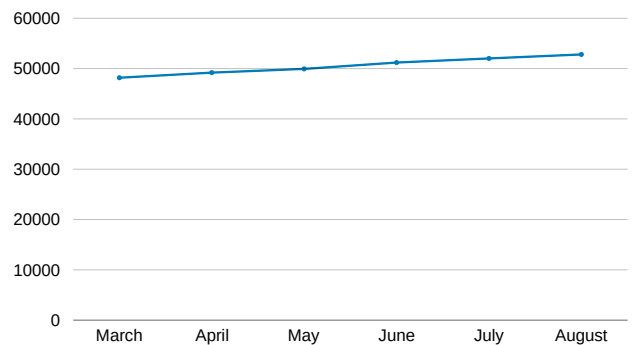
Facebook Engagements



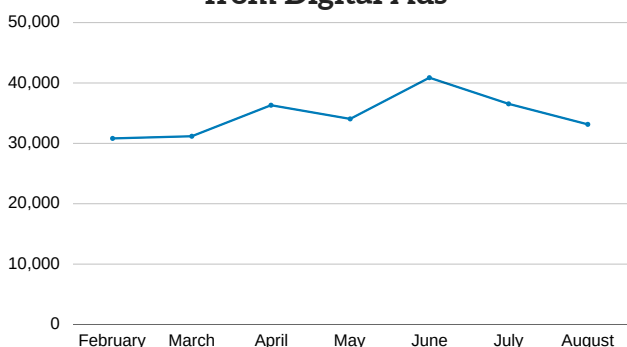
Total PetDesk App Users



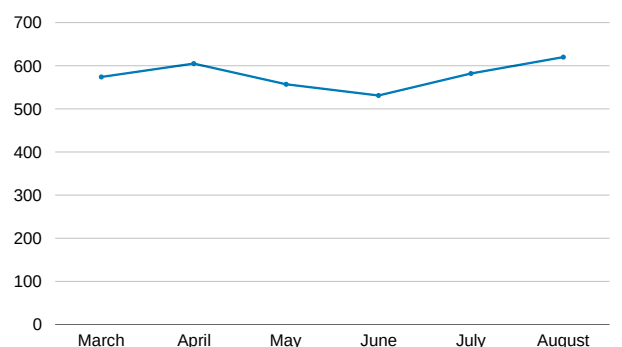
Total PetDesk Loyalty Users



Incremental Appointments from Digital Ads



5 star reviews



Non-Promotional Social Posts

October 1



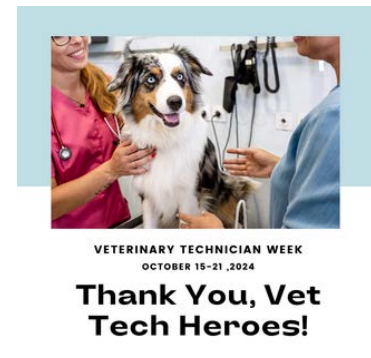
October is National Pet Wellness Month! Keep your pets happy and healthy with regular check-ups, a balanced diet, and plenty of exercise. 🐾 Schedule a vet visit today to ensure your pet's wellness is on track!

October 11



As the weather cools down, our pets may feel the chill in their joints too! If your pet seems stiff or sluggish, it might be time to explore pain management options. Help them enjoy a cozy, pain-free fall—schedule a vet visit today!

October 14



🐾 Happy National Veterinary Technician Week! 🐾

We're pawstively grateful for our incredible vet techs who care for our patients with expertise, compassion, and dedication. Your hard work and love make a world of difference every day. Thank you for all that you do! Celebrate our Vet Techs in the comments below!

October 21



From arthritis to dental health, early intervention is crucial to pain management in your pets. Book a vet appointment today to discuss your pet's health and ensure their well-being!

October 27



Happy National Black Cat Day! 🐾 Celebrate your feline friend today by booking their annual wellness exam today and share a photo of your kitty in the comments below!

October 31



Happy Howl-oween, pet owners! 🎃 As you enjoy the festivities, remember to keep Halloween candy away from your furry friends—chocolate and sweets can be harmful to pets. Let's keep their Halloween treats safe and fun!

Please continue to the next page ->

Promotional Social Posts

October 18

October Flash Sale: \$25 Off Dental Procedures

(Only for participating hospitals that opted into the Halloween Flash Sale in the June Marketing Planner)



Keep those fangs gleaming and treat your pet to a healthier smile this Halloween with our spooky flash sale starting October 28th! Get \$25 off pet dental procedures booked from October 28 to November 1, 2024. The dental procedure must be completed by year-end to receive the discount.

Please mention this offer while booking your procedure to receive your discount. Only one discount will be given per household. Discounts cannot be combined.

October 24



Our Halloween flash sale starts next week—save \$25 on pet dental procedures booked from October 28th through November 1st, 2024. The dental procedure must be completed by the end of the year to receive the discount. Keep those smiles healthy after all the Halloween treats!

Please mention this offer while booking your procedure to receive your discount. Only one discount will be given per household. Discounts cannot be combined.

October 28



Our Halloween flash sale starts TODAY! Save \$25 on pet dental procedures when you book between October 28th and November 1st, 2024. The dental procedure must be completed by the end of the year to receive the discount. Don't let those Halloween treats lead to dental tricks—schedule your pet's dental cleaning now to take advantage of these savings!

Please mention this offer while booking your procedure to receive your discount. Only one discount will be given per household. Discounts cannot be combined.

October 4

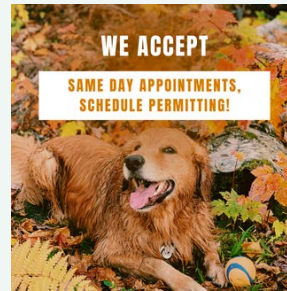
Same Day Appointments & Client Referral Programs

(Only for participating hospitals that opted into the Halloween Flash Sale in the June Marketing Planner)



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.

October 8



Need quick care for your pet? 🐾 We've got you covered with same-day appointments whenever possible! Contact us today if your furry friend needs to be seen urgently. We're here to help!

Please continue to the next page ->

Pet Care Services

If your hospital offers boarding, daycare, or grooming AND DID NOT OPT OUT OF THE SEPTEMBER OFFERS, we will continue promoting the same set of offers we did in September for your hospital on social and via email. WE WILL NOT schedule this content for hospitals that do not offer PCS.

Pet Care Services Bark to School Offers CONTINUED through DECEMBER 31, 2024:

- 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.
 - **SUGGESTED CODE: PCS10**
- 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.
 - **SUGGESTED CODE: PCS50**
- 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
 - **SUGGESTED CODE: PCSEAR**

Please begin using these codes to track the discounts! We will only schedule this content if you stayed opted into the PCS Bark to School offers for September, and we will continue to honor any special modifications you may have requested.

Social

September 4



Good news! Our Bark to School offers are EXTENDED through December 31st. There's still time to check out these amazing deals:
[Offer 1]
[Offer 2]
[Offer 3]

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

September 14



There are no tricks here - we're offering awesome treats for your pet through December 31st, including:

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

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

Email

October 8

Subject Line: Boo! Open for surprise savings!

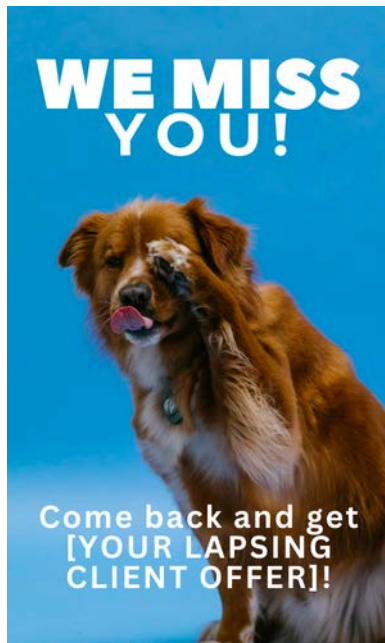


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Emails

October 2

Subject Line:
Visit us and receive [YOUR LAPSING CLIENT OFFER]!



This will only be sent out if your hospital agreed to participate in the Lapsing Client Offer as indicated by the June Marketing Planner responses.

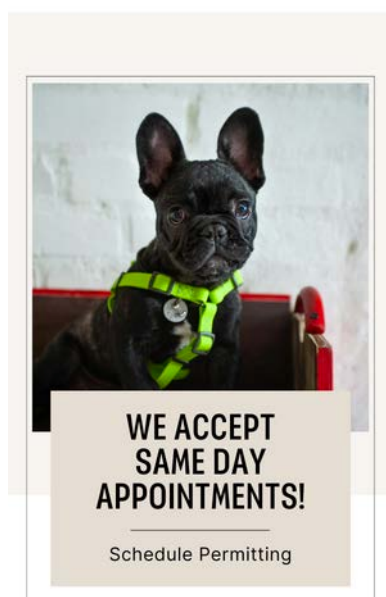
October 14

Subject Line:
Keep Your Pets Happy with These Pain Management Tips



October 21

Subject Line:
Same-Day Appointments for Fast,
Reliable Care



This will only be sent out if your hospital agreed to participate in Same Day Appointment Marketing as indicated by the June Marketing Planner responses.

October 26

Subject Line:
Don't miss our FLASH SALE!



This will only be sent out if your hospital agreed to participate in the Halloween Flash Sale as indicated by the June Marketing Planner responses.

Thank you!