



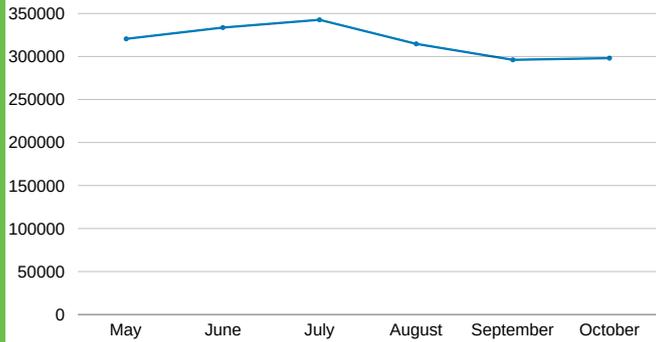
# MARKETING UPDATE

## December 2024

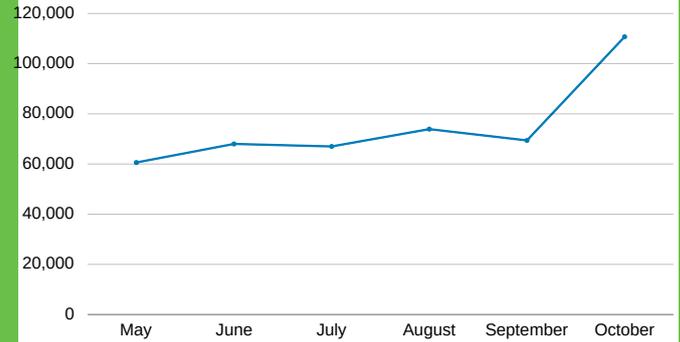
### October Analytics

\*This data is for all CareVet hospitals

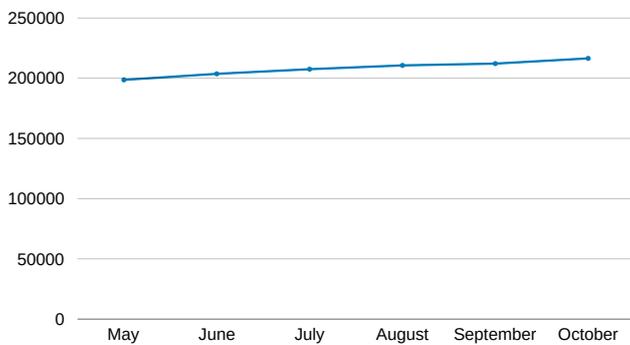
#### Website Visitors



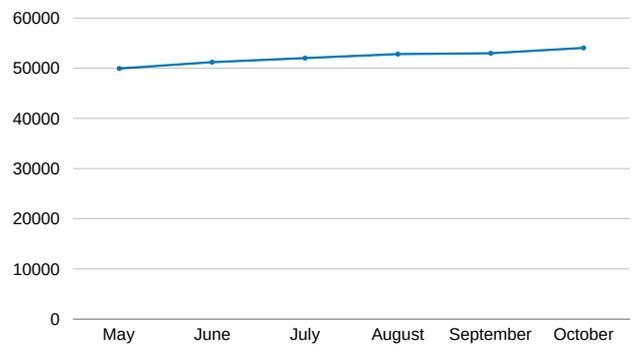
#### Facebook Engagements



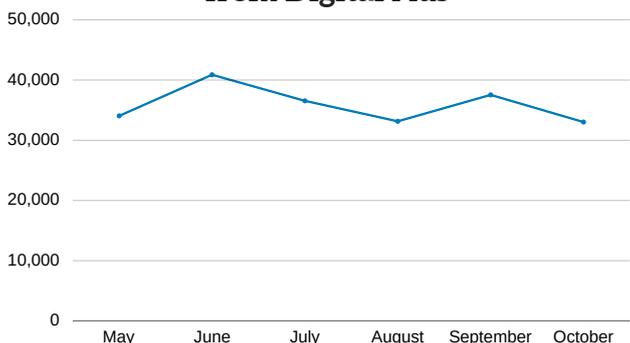
#### Total PetDesk App Users



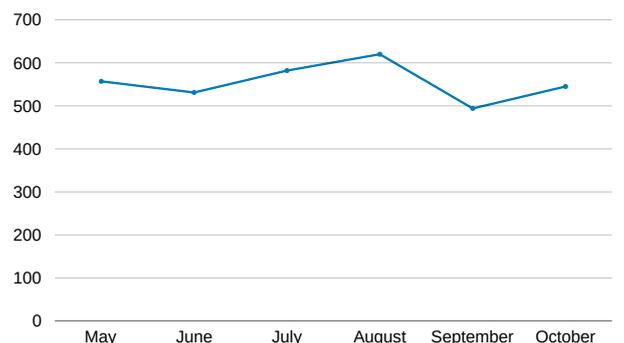
#### Total PetDesk Loyalty Users



#### Incremental Appointments from Digital Ads



#### 5 star reviews



# Non-Promotional Social Posts

December 9



Today, on International Day of Veterinary Medicine, we celebrate the dedication and compassion of our incredible veterinary team! ❤️ Thank you for the love and care you give to every pet. Share a comment below to show your appreciation or tell us how our team has made a difference in your pet's life!

December 19



This holiday season, give your pet the greatest gift of all: a lifetime of health and happiness! 🎁 Schedule their wellness check today and keep those tails wagging into the new year. Contact us to book an appointment!

December 21



Holiday cheer is in the air, but some festive plants can be harmful to your furry friends! 🐾 Learn which plants to avoid to keep your pets safe and happy this season. If you have any questions or concerns, give us a call!

December 24



Happy Holidays to our amazing clients and your beloved pets! Thank you for trusting us with their care—we're so grateful to help keep them healthy. Wishing you all a season filled with joy, love, and wagging tails!

December 31



Cheers to 2025 and a wonderful 2024 with our amazing clients and their adorable pets! We can't wait to see you in the new year. Stay safe tonight and enjoy your celebrations.

Please continue to the next page ->

# Promotional Social Posts

December 2

**December Flash Sale:**  
**\$25 Off Wellness Exam for 1 pet, \$50 for 2 pets, and so on.**

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



Our Healthy Holiday Sale is almost here for your pets! From December 9-13, give the gift of wellness with special savings on exams: Receive \$25 off for 1 pet, \$50 off for 2, and so on.

Call to book an appointment next week and take advantage of these savings! Limited space remains! Call to book an appointment!

Please mention this during your visit to receive your discount, Discounts cannot be combined.

December 6



This holiday season, give your pets the gift of health! From December 9-13, enjoy \$25 off a wellness exam for 1 pet, \$50 off for 2, and even more for additional pets.

Call to book an appointment next week and take advantage of these savings! Limited space remains! Call to book an appointment!

Please mention this during your visit to receive your discount, Discounts cannot be combined.

December 10



Healthy holidays start with wellness! Our Health Holiday Sale is HERE until December 13. Treat your pets to a check-up and enjoy \$25 off for 1 pet, \$50 off for 2 pets, and growing discounts for more. Limited space remains! Call to book an appointment!

Please mention this during your visit to receive your discount, Discounts cannot be combined.

December 16

**Same Day Appointments & Loyalty Program**

**(Only for participating hospitals that opted into the Same Day Appointment messaging in the June Marketing Planner OR hospitals that use PetDesk's loyalty program)**



Did your dog get into the Christmas cookies? 🍪 No worries! We offer same-day vet appointments for those holiday mishaps. Contact us for same day appointments —your pets are in good hands!

December 27



Earn rewards while taking care of your pet! Join our loyalty program through the PetDesk app and start earning rewards for vet visits, services, and more. Download the app today and opt into loyalty—it's that easy!

**Please continue to the next page ->**

# Pet Care Services

**As a final reminder, if your hospital offers boarding, daycare, or grooming AND DID NOT OPT OUT OF THE SEPTEMBER OFFERS, these were continued through Dec. 31, 2024.**

**Clients may redeem these offers until the end of this year.**

## **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/October, and we will continue to honor any special modifications you may have requested.

## Social

## December 2

December 7



Heading out of town for the holidays? Let us be your pet's home away from home! Our holiday boarding offers a safe, cozy, and caring environment so your pet can enjoy the season too. Book their stay today!

December 13



Get your pet holiday-ready with our grooming services! From fresh cuts to festive flair, we'll have them looking and feeling their best this season. Book your pet's grooming appointment today!

Subject Line: Going Away for the Holidays? Book Your Pet's Boarding Stay Today!

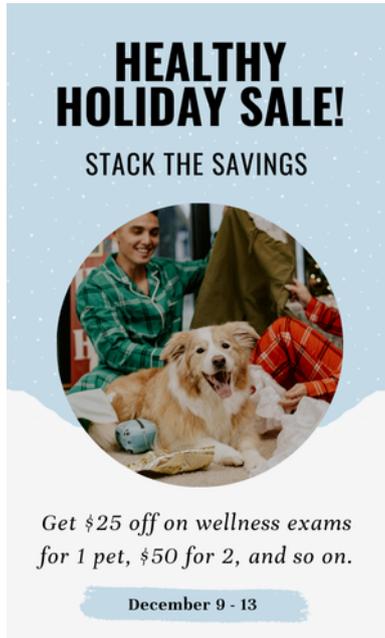


**Please continue to the next page ->**

# Emails

December 6

Subject Line:  
Healthy Holiday Sale: Save Big on Wellness Exams  
Dec 9-13!



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

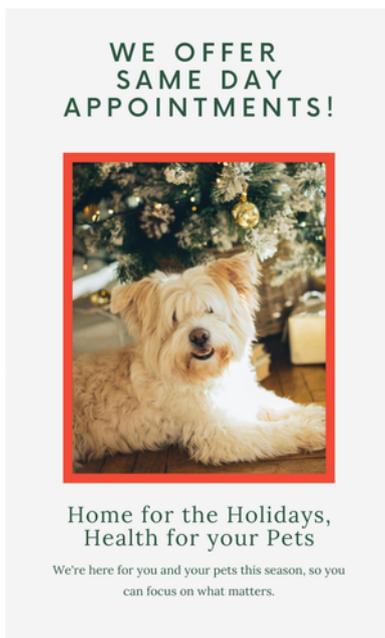
December 12

Subject Line:  
Give the Gift of Wellness: Keep Your Pet Happy & Healthy This Holiday Season!



December 19

Subject Line:  
Holiday Pet Care Made Easy: Same-Day Appointments Available!



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.

December 27

Subject Line:  
Gifts for You and Your Pet: Join Our Loyalty Program Today!



This will only be sent out if your hospital agreed offers the client loyalty program in the PetDesk app.

Thank you!