



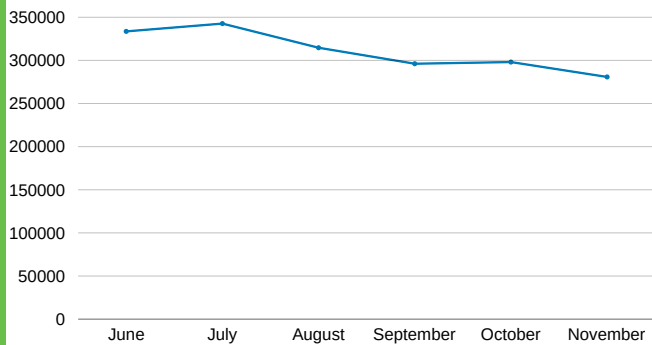
# MARKETING UPDATE

## January 2025

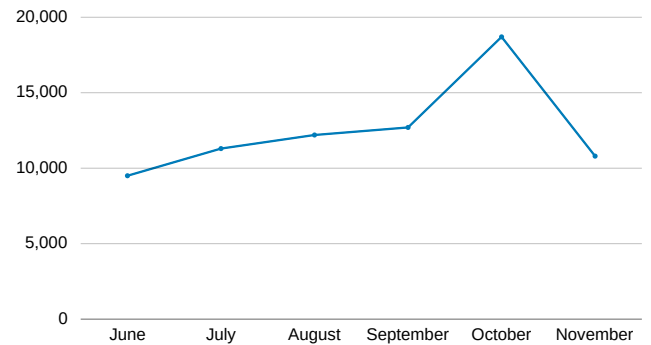
### November Analytics

\*This data is for all CareVet hospitals

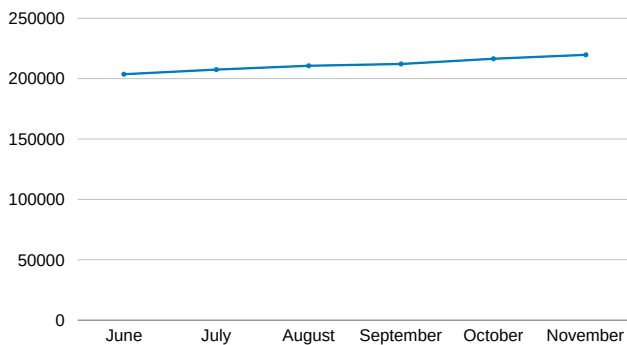
#### Website Visitors



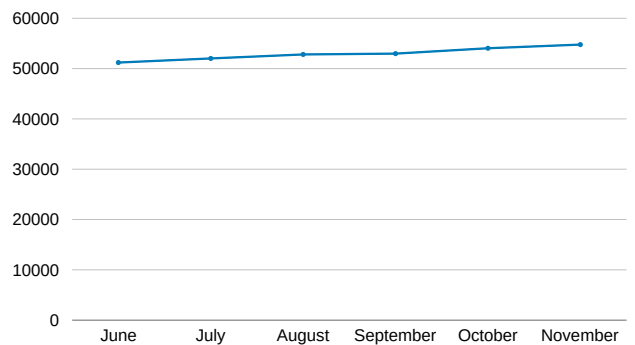
#### Facebook Engagements



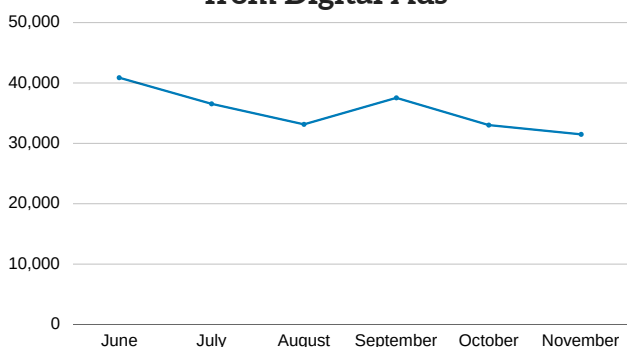
#### Total PetDesk App Users



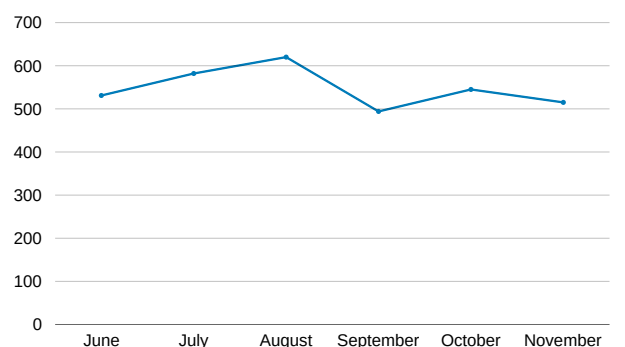
#### Total PetDesk Loyalty Users



#### Incremental Appointments from Digital Ads



#### 5 star reviews



# Non-Promotional Social Posts

January 17



We're kicking off 2025 by sharing tips to help keep your pets happy and healthy all year long. Tip #1 is to stay up to date on your pet's routine checkups. If it has been a while since your pet has seen their Veterinarian, turn a new leaf in 2025 and schedule an appointment today!

January 21



Tip 2 of our New Year Wellness Tip Series: Set wellness goals for your pet! 🐾👉 Prioritize regular exercise, a balanced diet, and activities to keep them mentally stimulated. A healthy routine means a happy pet—let's make 2025 their best year yet!

January 25



Tip 3 of our New Year Wellness Tip Series: Don't overlook oral health! 🦷 Regular dental care, including professional cleanings, helps prevent gum disease, bad breath, and other health issues. A healthy smile means a healthier pet—schedule their teeth cleaning today!

January 27



If you've recently welcomed a new family member or plan to soon, start off strong with our New Pet Checklist! From vaccines to nutrition tips, our team is happy to help you get them acclimated to their new home.

January 30



Keep your furry friends safe this winter! ❄️ From staying warm to protecting their paws, our winter pet safety tips will help your pets enjoy the season while staying happy and healthy.

Please continue to the next page ->

# Promotional Social Posts

January 1

## January Flash Sale: \$25 Off Wellness Exams Jan 1-15

(Only for participating hospitals that opted into the New Year, New Health Goals promotion in the December Marketing Planner)



Start the year off right with a healthy pet! 🐾 From Jan 1-15, enjoy \$25 off wellness exams to help your pets stay happy and healthy all year long. Don't miss out—schedule your appointment today! Limited space is available!

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

January 6



Kick off the new year with \$25 off wellness exams for your pet! 🐾 This limited-time offer runs from Jan 1-15, so don't wait—spaces are going fast!

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

January 9



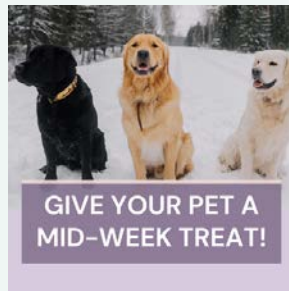
Time is running out! 🐾 From Jan 1-15, get \$25 off your pet's wellness exam and start the year with a healthy pet. Limited appointments are available, so book yours now before it's too late!

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

## Mid-week Offers

(Only for participating hospitals that opted into a Mid-week offer in the December Marketing Planner. This will be customized according to your selected offer and day of week)

January 7



Our mid-week wellness specials are here to help you prioritize your pet's health! 🐾 Receive [your mid-week offer] when you visit us for a wellness exam on [your mid-week offer day of the week]. Don't miss out on the chance to save and keep your pet healthy. Book your appointment today!

\*Discounts cannot be combined. Please mention this offer to receive the discount.

January 14



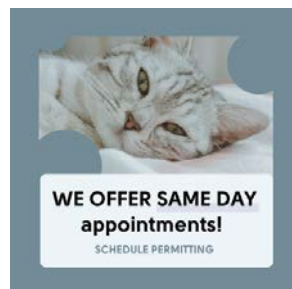
Make the most of our mid-week wellness specials! Receive [your mid-week offer] when you visit us for a wellness exam on [your mid-week offer day of the week]. Your pet's health is our priority, and this special offer is the perfect way to save while keeping them feeling their best. Act now—spaces are limited! Schedule your visit today!

\*Discounts cannot be combined. Please mention this offer to receive the discount.

January 23

## Same Day Appointments

(Only for participating hospitals that opted into the Same Day Appointment messaging in the December Marketing Planner)



Accidents and illnesses can happen when you least expect them—but we're here to help! We offer same-day pet urgent care services, schedule permitting. These services are available to provide your pets with top-notch care when they need it most. From minor injuries to unexpected illnesses, we're ready to support your pet's health. Contact us for more information!

Please continue to the next page ->

# Emails

January 1

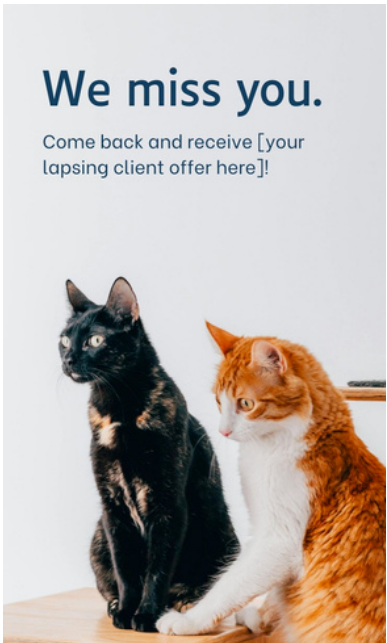
Subject Line:  
Kick Off the New Year with \$25 Off Wellness Exams!



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

January 13

Subject Line:  
Receive [your lapsing client offer] at your next visit!



This will only be sent out if your hospital agreed to participate in the Quarterly Lapsing Client Offer as indicated by the December Marketing Planner responses. This will be customized to reflect your selected offer.

January 21

Subject Line:  
New Pet? Start Their Wellness Routines Off Right!



January 27

Subject Line:  
Midweek Pet Wellness Offers You Don't Want to Miss!



This will only be sent out if your hospital agreed to participate in the Mid Week Offer as indicated by the December Marketing Planner responses. This will be customized to reflect your selected offer and day of week.

Please continue to the next page ->

# Pet Care Services

Social

January 7

January 4

January 11

Subject Line: January Specials Inside:  
Treat Your Pet This Winter!



Take advantage of our special [pet boarding and/or daycare] offers this January! 🐾🏠 Whether it's for a day or a longer stay, our team will ensure your pet feels right at home. Book now and let us treat them like family!



Don't miss out on our special [grooming offer] available all January! 🐾🛁 Give your pet the spa day they deserve and keep them looking and feeling their best—even in the winter chill. Book their grooming appointment today!

\*These emails and social posts will be adapted based on your December Marketing Planner selections and your hospital's offerings. If your hospital does not offer pet boarding, daycare or grooming these will not be scheduled.



Thank you!