



CareVet[®]

MARKETING PLANNER



A comprehensive pet care services marketing planner for Q1 and Q2 of 2025.

Ongoing New Client Offers

Pet Boarding

First night free when you book 2 nights or more.

Pet Daycare

First day free with successful completion of behavioral evaluation.

Pet Grooming

\$10 off first groom.



Boarding Short Term Promos

January

New Year, New Adventures
(All January)

Receive 10% off of boarding
stays of 5 nights or more.

February

Valentine's Weekend Flash Sale
(February 14 - 17)

2 nights of boarding for \$50 OR
3 nights for \$65!

Suggested Code: B2FOR50 OR B3FOR65

March

Lucky Dog Giveaway
(All March)

All clients who purchase a
boarding stay are entered to
win a free night of boarding.

No code needed, draw a winner at end.

April

Spring Clean
(All April)

Buy 5 nights of boarding + a
groom and receive \$50 off
your services.

Suggested Code: BGBundle50

May

May Mania
(All May)

Buy 2 add ons, get 1 free
(includes add on treats,
enrichment puzzles, etc.)

June

No offer - Peak Season

Daycare Short Term Promos

January

Snow Much Fun Sale
(All January)

Buy 10 days of daycare, get 2
FREE!

Suggested Code: DC10Plus2

February

Date Night Special Flash Sale
(February 14)

Extended pickup hours until 9
PM for \$10 extra

Suggested Code: DCExtPU

March

Lucky Dog Giveaway
(All March)

All clients who purchase a
daycare package are entered
to win a free day of daycare.

No code needed, draw a winner at end.

April

Spring Break Bundle
(All April)

Buy 5 days of a daycare + a
groom and receive \$50 off
your services.

Suggested Code: DGBundle50

May

May Mania
(All May)

Buy 2 add ons, get 1 free
(includes add on treats,
enrichment puzzles, etc.

June

No offer – Peak Season

Grooming Short Term Promos

January

Winter Coat Care (All January)

\$10 off a bath and brush with
de-shedding treatment and
deep conditioner.

Suggested Code: GROOM10OFF

February

Spaw Day (All February)

Bath + Brush includes a free
heart bandana

Suggested Code: GROOMBANDANA

March

Shamrock Special (All March)

Free teeth brushing with the
purchase of any groom.

Suggested Code: GROOMTEETHCLEAN

April

Spring Fling (All April)

Free blueberry facial with the
purchase of any groom.

Suggested Code: GROOMFACIAL

May

May Flowers (All May)

Bath + Brush includes a free
floral bandana

Suggested Code: GROOMBANDANA

June

Summer Splash (All June)

Free upgrade to deluxe
shampoo with the purchase of
any groom.

Suggested Code: GROOMSHAMP

Pet Boarding/Daycare Add On Ideas

Supplies will not be provided by HQ, please plan on getting supplies for your hospital and verbally promoting to clients!

January

Snow Day Play (All January)

Puzzle enrichment game for those cold indoor days

Suggested Code: PupPuzzle

February

Berries & Cream Puppaccinos (All February)

Whipped cream and a raspberry treat for \$3.

Suggested Code: PupCup

March

St. Patricks Pup Cup (All March)

Whipped cream and peppermint dog treat for \$3

Suggested Code: PupCup

April

Easter Egg Hunt (Daily the week of April 14-20)

Pets find hidden treats in cardboard cups throughout boarding/daycare area.

Suggested Code: EggHunt

May

Bark B Q Feast (May 18 - 29)

Pet-safe jerky stick for \$3

Suggested Code: PupTreat

June

Summer Cool Down (All June)

Pup-sicle treats for \$3
(made from frozen yogurt or broth)

Suggested Code: PupTreat

Accelerating Pet Care Services

Want to do even more? Here are some other ideas for you to grow your PCS business.

MONTHLY

- Breed of the month discount (\$10 Off grooms for Australian shepherds in January)
- Walk in nail trim day (Tuesdays we accept nail trim walk ins)
- Monthly raffle for free swag - All daycare pets entered

ONGOING

- Referral discounts (\$10 off next boarding stay when you refer a friend & they tell us at their pet's boarding stay)
- Punch cards (Buy 9 days of daycare, get the 10th free)
- Monthly bath membership
- Birthday specials for pets - free treat during bday week
- New Puppy/Kitten Promo: At their first visit, gift new pet parents a free daycare evaluation, free first night of boarding and \$10 off first bath (modify as needed, something to Introduce new pets to these services).
- Bath + Play Bundle: offer a discount any time baths and daycare are booked together.

CONSIDERATIONS

If you choose to try out these "accelerating pet care services" ideas, please keep in mind that your team will be responsible for promoting them to your clients! Print out signs and post them throughout the hospital, update your phone's on-hold message to promote them, and mention them to clients as you're checking them out.

Next Steps

What happens now that I've made my selections?
(Bolded items are your to-do's and the rest is ours!)

Ongoing Offers

- ☐ • **Communicate the new client offer with your team (if this is a new offer).** The offer you chose should only be given to new clients who mention it during their visit!
- ☐ • **Set up a discount code in your PIMS: FreeFirstNight, FreeDaycareDay, 10OffGroom – this is very important for us to track usage.**
 - If we're not already running ads for you, we'll launch your ads on January 2 – ads will reflect your new client offer if you choose to participate in one.
 - Ads run indefinitely and will only be modified if you reach out to us and make a request. Remember, each month we set a budget for your ads that reflects your capacity for new clients.

Short Term Offers

- ☐ • **Communicate the short term offers for 1H 2025 to your team. Print off your planner summary and paste it at the front desk.**
- ☐ • **Set up a discount code in your PIMS (suggested codes are listed above) – this is very important for us to track usage.**
 - Verbally tell clients about these offers as they are coming up and running, put a sign at the front desk.
 - CareVet Marketing will create social posts and emails promoting these offers which will be shared in the Monthly Marketing Update Newsletter.

Add On Ideas

- ☐ • **Communicate the add on offers for 1H 2025 to your team. Print off your planner summary and paste it at the front desk.**
- ☐ • **Order or purchase supplies for the add on in advance.**
- ☐ • **Set up a discount code in your PIMS (suggested codes are listed above) – this is very important for us to track usage.**
 - Verbally tell clients about these offers as they are coming up and running, and put a sign at the front desk.
 - CareVet Marketing will create social posts to promote the add-on.

Click here to complete the PCS Marketing Planner by EOD 12/20.