



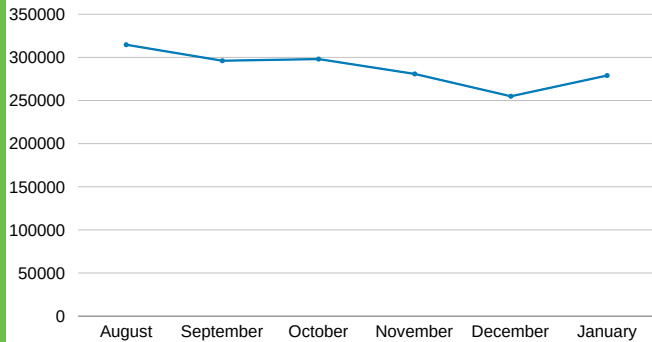
# MARKETING UPDATE

## March 2025

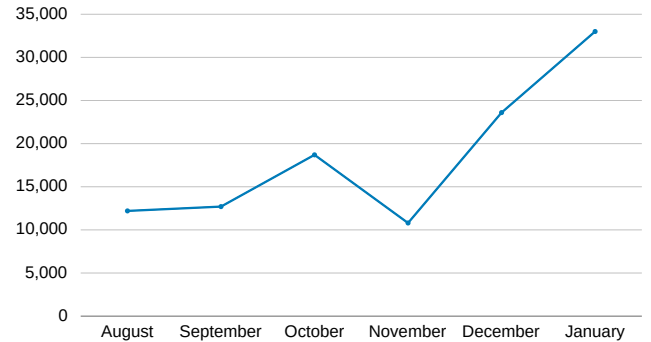
### January Analytics

\*This data is for all CareVet hospitals

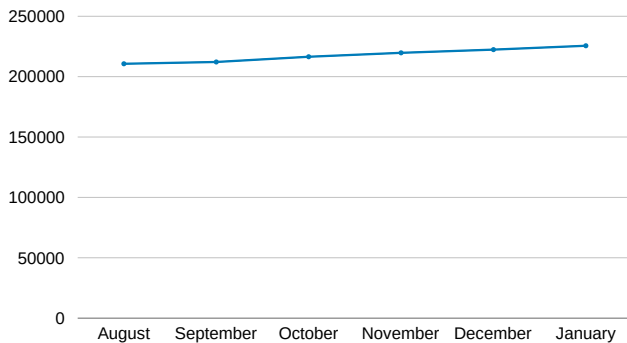
#### Website Visitors



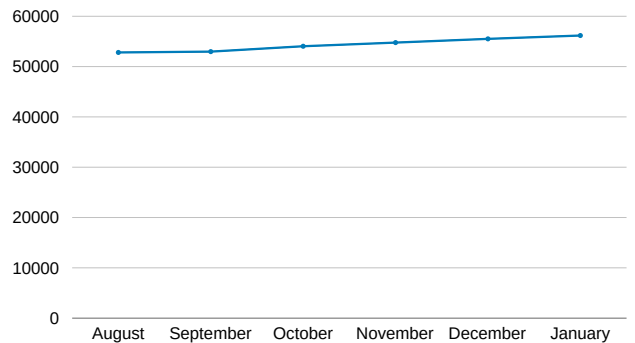
#### Facebook Engagements



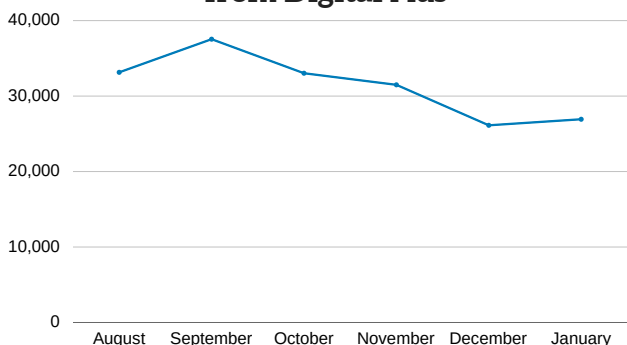
#### Total PetDesk App Users



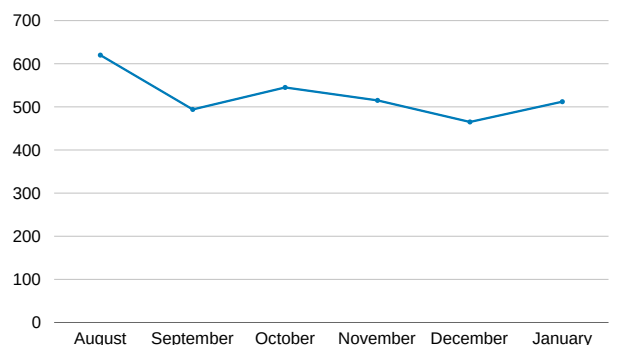
#### Total PetDesk Loyalty Users



#### Incremental Appointments from Digital Ads



#### 5 star reviews



# Non-Promotional Social Posts

March 14



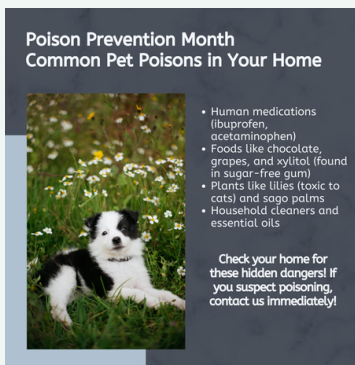
Spring is almost here, and so are fleas, ticks, and heartworms! Protect your pet before pests become a problem with prevention. Schedule a visit today to keep them happy, healthy, and pest-free!

March 21



Hello, spring! 🌸 Longer days, warmer walks, and fresh adventures await! Tell us what you and your pet are excited about this season in the comments below!

March 24



Did you know everyday items like chocolate, grapes, and certain houseplants can be toxic to pets? Keep harmful substances out of paw's reach and always double-check what's safe!

March 26



Think you know what's safe for your dog? Blueberries & carrots ✅ With Veterinarian approval! Onions, sugar-free peanut butter, and cooked bones? ❌ Dangerous! Always check before sharing snacks.

March 28



If your pet eats something poisonous, act fast! 🚨 Call your Veterinarian or the Pet Poison Helpline immediately—don't wait for symptoms to appear. Quick action saves lives!

Please continue to the next page ->

# Promotional Social Posts

March 3

## Q1 Offer: Dental Health Offer - Varies by Hospital

(Only for participating hospitals that opted into a Q1 promotion lasting through the end of March in the December Marketing Planner - posts will be customized with your offer!)



"Bad breath" isn't just unpleasant—it can be a sign of dental disease! Regular dental care is key to your pet's overall health, and there's never been a better time to give them a fresh, healthy smile.

Receive [YOUR Q1 OFFER WITH DATES]. Don't wait—schedule today! Limited appointments available, so book early!

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

March 7



Regular brushing and dental care are essential for your pet's overall health. There's never been a better time to start a routine and keep their smile fresh!

Receive [YOUR Q1 OFFER WITH DATES]. Don't wait—schedule your pet's dental exam today!

Limited appointments are available, so act fast!

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

March 17

## 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)



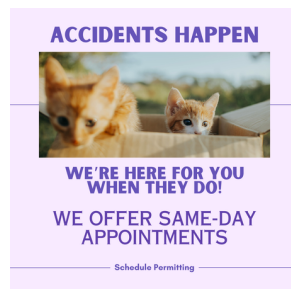
Give your pet a little extra love this March with our mid-week wellness specials! Keep them happy and healthy with [your mid-week offer] every [your mid-week offer day of the week]. It's the perfect mid-week pick-me-up for your pet—plus, you save!

Book your appointment today!

March 19

## Same Day Appointments

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



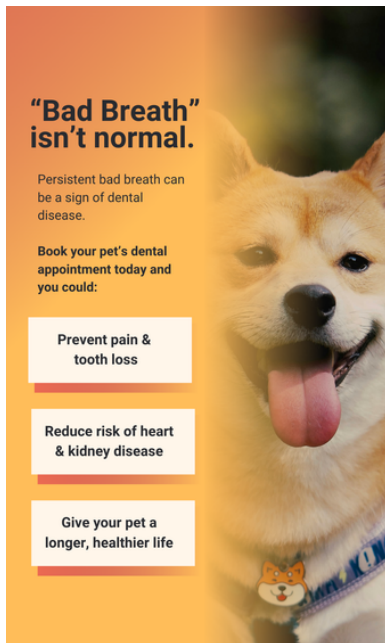
Need a vet visit today? We've got you covered! 🐾 Same-day appointments are available, so whether it's a last-minute concern or a wellness check, we're here when you need us. Call now to book!

Please continue to the next page ->

# Emails

March 4

Subject Line:  
Fresh Breath, Healthy Smiles! Don't Miss Our Special  
Dental Offer!



This email will include your Q1 Offer If you opted into a Dental Health offer through the end of March as indicated by the December Marketing Planner. It will be customized to reflect the offer you selected.

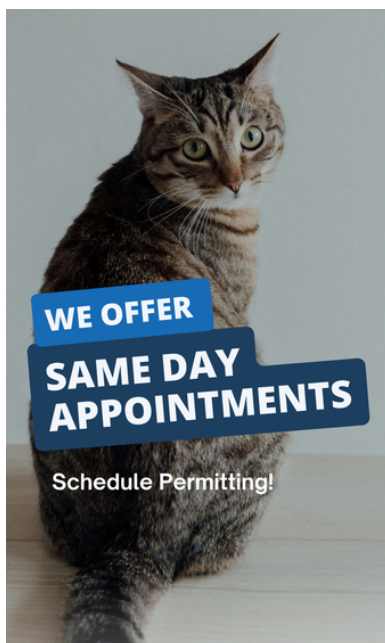
March 13

Subject Line:  
Warmer Weather Means More Pests! Is Your Pet  
Protected?



March 18

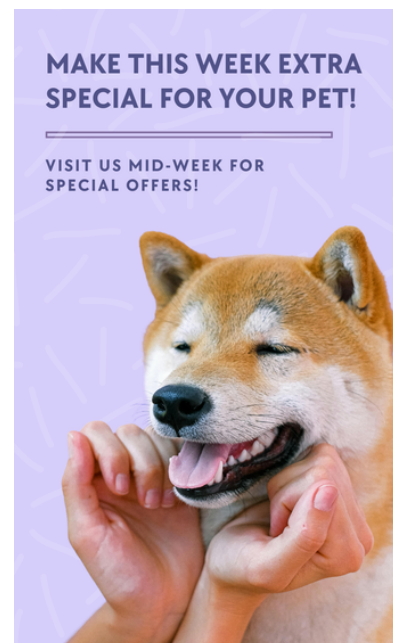
Subject Line:  
Feeling Ruff? We've Got Same-Day  
Appointments!



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

March 27

Subject Line:  
Mid-Week Deal Alert! Snag Your Savings  
Now!



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

March 5



**DOGGY DAYCARE:  
PLAY, SOCIALIZE,  
REPEAT!**

Does your pup need an energy outlet while you're at work?

Our daycare offers:

- Safe, supervised playtime
- Socialization with friendly dogs
- Exercise to keep them happy & healthy

Spring adventures await! Reward your pup with fun, play, and socialization at our doggy daycare while you tackle your to-do list.


+++

**Optional portion if your hospital opted into the March Daycare offer.**

All clients who purchase a daycare package in March will be entered to win a free day of daycare!

March 10

**WE OFFER BOARDING-  
GIVE YOUR PET A HOME  
AWAY FROM HOME!**



**Call us now to book your spot!**

Spring break is almost here! While you relax, let your pet enjoy a vacation of their own with our safe and comfortable boarding services.

+++

**Optional portion if your hospital opted into the March Boarding offer.**

All clients who purchase a boarding stay during March will be entered to win a free night of boarding!

March 12

**We offer Grooming services!**

Is your pet in need of a spa day?

Our grooming services keep your pet looking and feeling their best!



Spring is just around the corner—time for a fresh start! Treat your pet to a spa day with our grooming services and keep them looking and feeling their best.

+++

**Optional portion if your hospital opted into the March Grooming offer.**

Also, you can receive a free teeth brushing with the purchase of any groom during March!

\*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.

## Email

March 8

Subject Line: Lucky You! Check Out Our March Giveaways!

**SUPPORT YOUR PET'S  
WELL-BEING THIS SPRING.**



**WELCOME THE SEASON WITH A  
LITTLE EXTRA TLC!**

**[YOUR MARCH  
PCS GIVEAWAY OFFERS]**

# Thank you!