



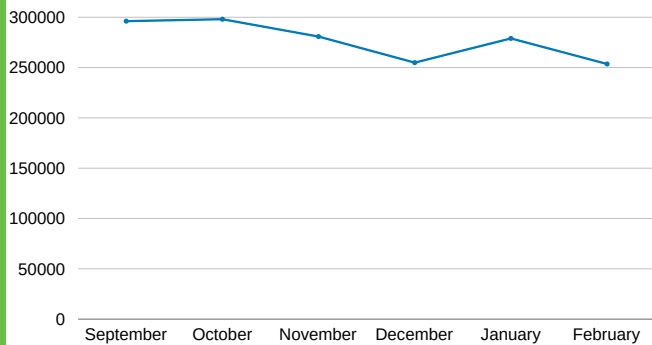
# MARKETING UPDATE

## April 2025

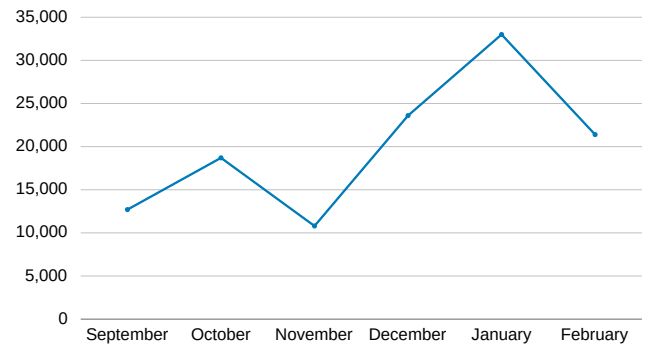
### February Analytics

\*This data is for all CareVet hospitals

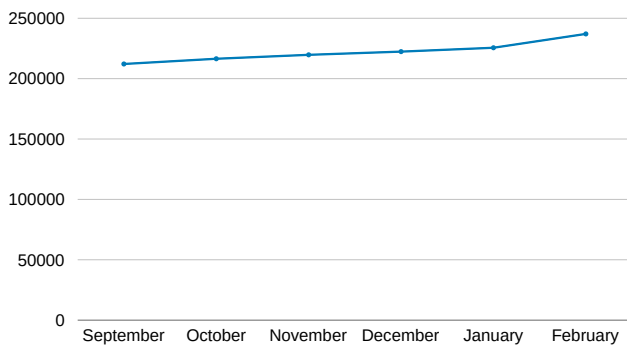
#### Website Visitors



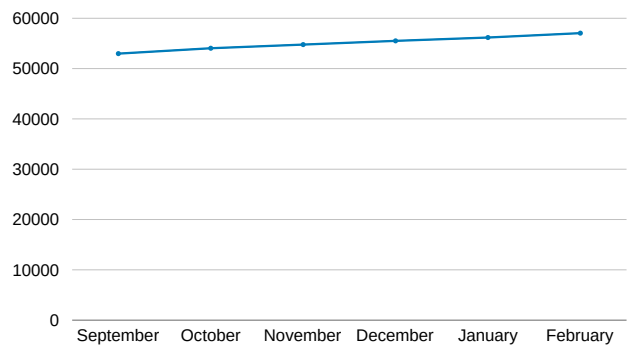
#### Facebook Engagements



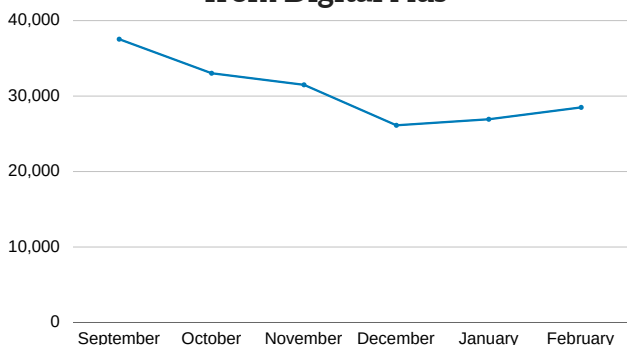
#### Total PetDesk App Users



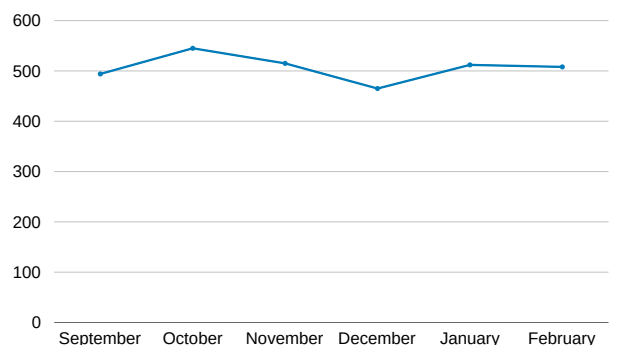
#### Total PetDesk Loyalty Users



#### Incremental Appointments from Digital Ads



#### 5 star reviews



# Non-Promotional Social Posts

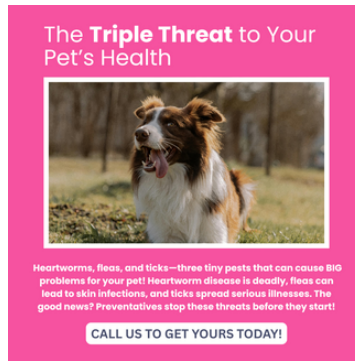
April 1



Taking a pill can be a big deal for cats, and a new methimazole oral solution is now available. Feline Hyperthyroidism is a mouthful, but treatment shouldn't be.

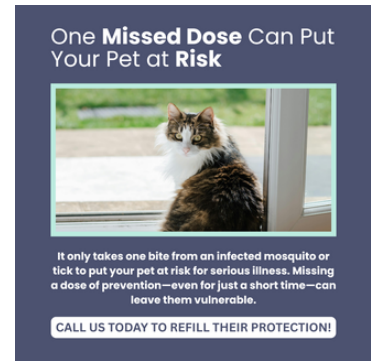
Save \$5 now with coupon code FELANORM5 at xxxxx

April 16



Fleas, ticks, and heartworms—the triple threat your pet doesn't need! 📌 Protect your furry friend with year-round prevention. Stop by today to pick up their defense against these dangerous pests!

April 18



Just one missed dose can leave your pet vulnerable to fleas, ticks, and heartworms! Stay on track and keep them protected—pick up their prevention today or schedule an appointment to develop a prevention plan!

April 20



Prevention is a small price to pay compared to the cost of treatment! Protect your pet from fleas, ticks, and heartworm disease before it becomes a bigger (and pricier) problem. Stop by today to keep them safe and save in the long run!

April 22



This #EarthDay, let's celebrate by making pet-friendly choices that help protect our planet! 🌱 Switch to biodegradable waste bags and upcycle old t-shirts into tug toys (always supervise your pet during use). Every small step makes a big impact—for our pets and the Earth they love to explore!

April 26



Happy World Veterinary Day! Today, we celebrate the incredible Veterinarians and Veterinary Teams who dedicate their lives to keeping our pets happy and healthy. Share your appreciation in the comments below!

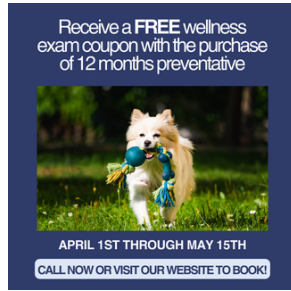
Please continue to the next page ->

# Promotional Social Posts

April 3

## April 1 - May 15 Spring Into Prevention Sale

Please note that the April Flash Sale is canceled. All hospitals will be opted into this offer unless you request to opt out using this form prior to EOD 3/28.



From April 1 – May 15, when you purchase 12 months of heartworm, flea, and tick prevention in-clinic, you'll receive a FREE wellness exam coupon (a \$50+ value) for a future visit before 12/31/25.

Protect your pet now and save on their next check-up! Contact us to schedule a pick-up or visit.

Please mention this during your visit to receive your coupon.

April 10



Protect Now, Save Later!

From April 1 – May 15, purchase 12 months of heartworm, flea, and tick prevention in-clinic and receive a FREE wellness exam coupon (valued at over \$50!) for a future visit before 12/31/25.

Stay ahead on prevention and enjoy extra savings on your pet's care! Contact us to schedule a pick-up or visit.

Please mention this during your visit to receive your coupon.

April 25



For a limited time, when you purchase 12 months of heartworm, flea, and tick prevention in-clinic (April 1 – May 15), you'll receive a FREE wellness exam coupon—valued at over \$50!

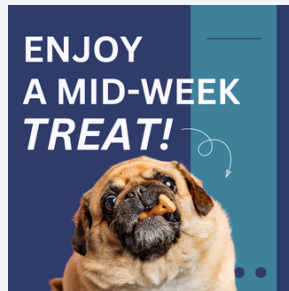
Use it for a future visit before 12/31/25 and keep your pet's health on track. Contact us to schedule a pick-up or visit.

Please mention this during your visit to receive your coupon.

April 30

## 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)



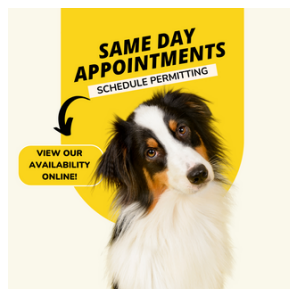
Treat your pet to some extra TLC with our mid-week wellness specials! Stay on top of their health while enjoying savings every [your mid-week offer day of the week]. A little mid-week care goes a long way in keeping them happy and healthy

Book your appointment today!

April 28

## Same Day Appointments

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



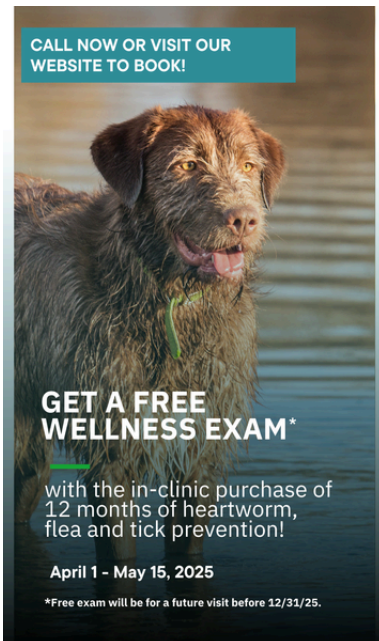
We know that pet health concerns don't always wait—so neither should you. Whether it's an urgent issue or just something that can't be put off, we're here with same-day veterinary appointments to give your pet the care they need, when they need it.

Please continue to the next page ->

# Emails

April 1

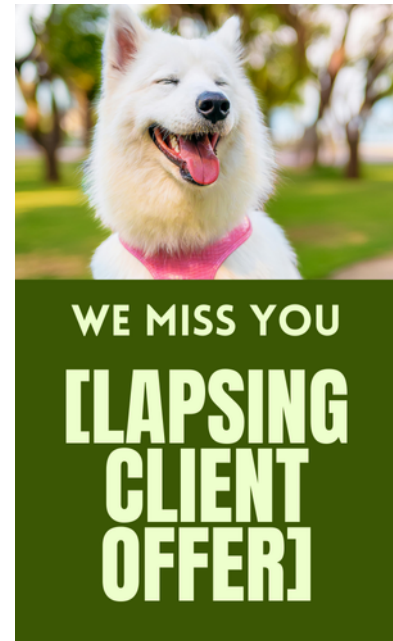
Subject Line:  
FREE Wellness Exam Inside! Protect Your Pet & Save Big!



Please note that the April Flash Sale is canceled. All hospitals will be opted into this offer unless you request to opt out using [this form](#) prior to EOD 3/28.

April 11

Subject Line:  
Come back and receive [your lapsing client offer]!



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 only be sent out to lapsed clients.

April 17

Subject Line:  
Limited-Time Offer: Stock Up on Prevention & Get a FREE Vet Exam!



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.

April 24

Subject Line:  
Mid-Week Specials Available! Treat Your Pet & Save!



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

Email

April 5



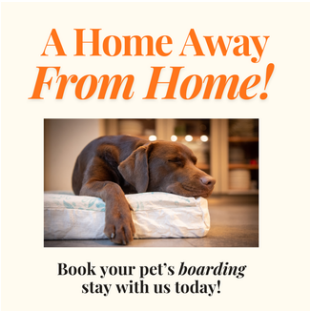
Let your pup soak up the sunshine and fun at doggy daycare! While you take on the day, they'll enjoy playtime, fresh air, and socialization in a safe and supervised setting. Book their spot today!

+++

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

April Special: Buy 5 days of daycare + a groom and receive \$50 off your services! Offer ends April 30, 2025!

April 8



Planning a trip? Give your pet a fun and comfortable getaway with our boarding services! While you're out exploring, they'll enjoy plenty of love, playtime, and relaxation in a safe, caring environment. Book their stay today and let them enjoy a little vacation of their own!

+++

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

April Special: Buy 5 nights of boarding + a groom and receive \$50 off your services. Offer ends April 30, 2025!

April 14



Give your pet a spa day with our professional grooming services! From baths to haircuts, we'll have them looking (and smelling) their best—just in time to enjoy the warm weather! Book their grooming appointment today!

+++

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

April Special: Get a free blueberry facial with the purchase of any groom. Offer ends April 30, 2025!

April 7

Treat Your Pet to Something Special This April!



\*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!