



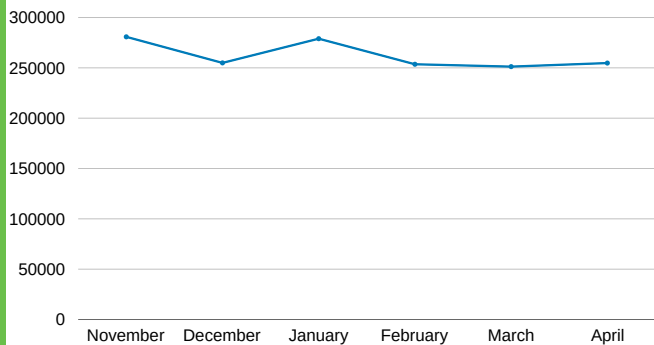
# MARKETING UPDATE

## June 2025

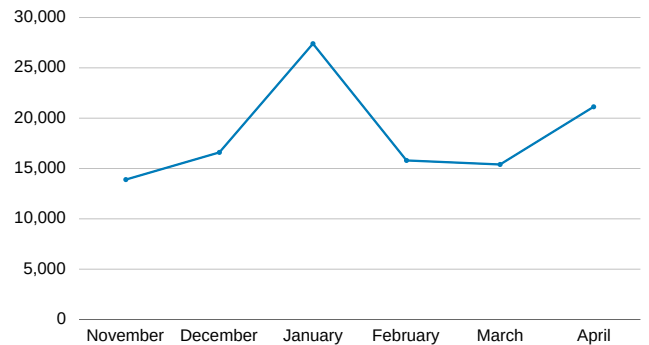
### April Analytics

\*This data is for all CareVet hospitals

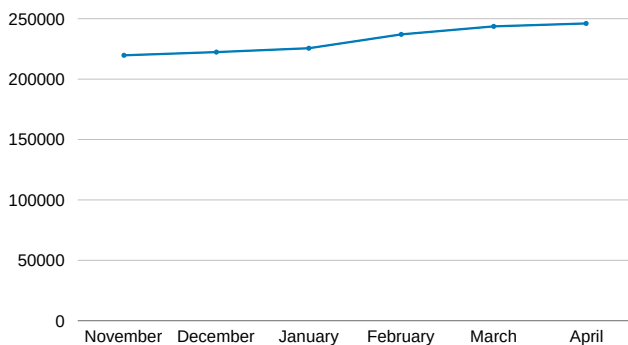
#### Website Visitors



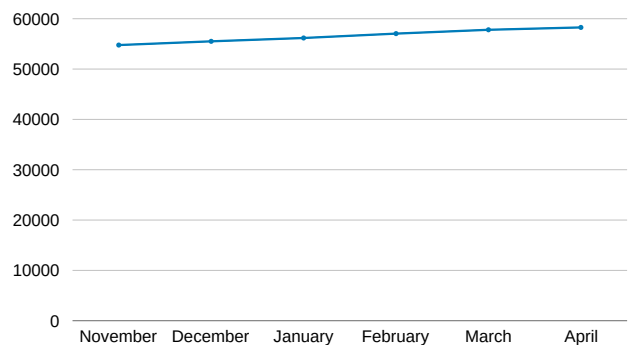
#### Facebook Engagements



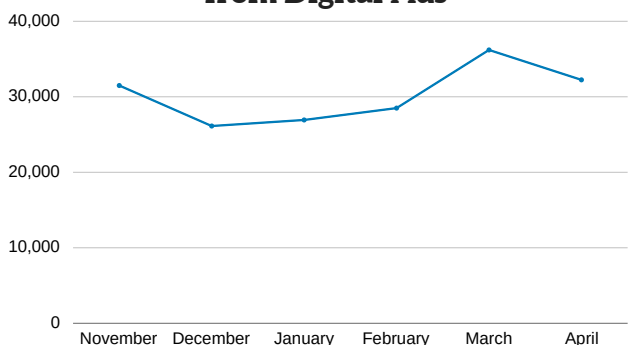
#### Total PetDesk App Users



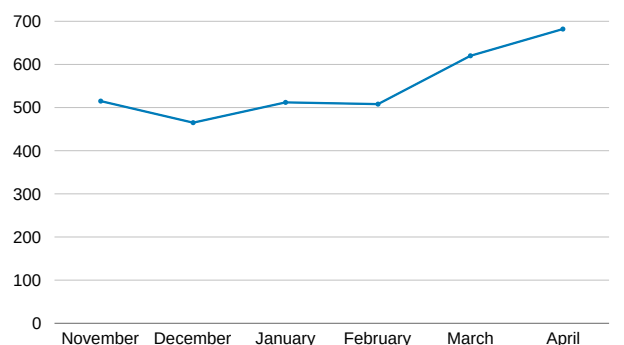
#### Total PetDesk Loyalty Users



#### Incremental Appointments from Digital Ads



#### 5 star reviews



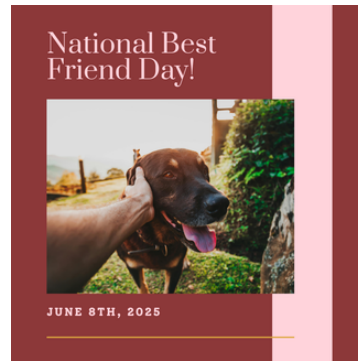
# Non-Promotional Social Posts

June 2



Celebrate the ones who make every day brighter – book a vet visit and keep them healthy, happy, and wagging. Contact us today to schedule an appointment!

June 8



The best friends have four legs, a wagging tail! Share your best friend in the comments below!

June 28



Pets are family, and just like us, they can face unexpected health hiccups. Pet insurance helps cover the costs of sudden illnesses, accidents, and even routine care, so you can focus on the belly rubs, not the vet bills. Because a healthy pet is a happy pet

June 30



When the sun's out, the snacks get chilly! Treat your pup to a DIY popsicle – a refreshing blend of peanut butter, yogurt, and love. ❤️ Perfect for those summer days when the dog park feels like a sauna.

# Promotional Social Posts

## June Flash Sale

(Only for participating hospitals that opted into the June Flash Sale in the December Marketing Planner. This will be customized according to your selected offer.)

June 6



FLASH SALE NEXT WEEK: From June 9-20, get \$25 off itchy pet exams. Your pet deserves comfort, not constant scratching!

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

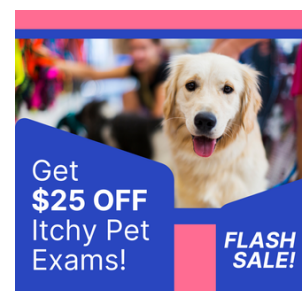
June 10



Save \$25 on itchy pet exams until June 20. Get your pet the relief they deserve. Book today!

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

June 16



Ending Soon! Enjoy \$25 off itchy pet exams ending June 20. Itchy pets don't have to wait – book now and let the relief begin!

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

June 24

## Same Day Appointments

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



### SAME DAY APPOINTMENTS

Accidents happen; we're here when you need us!

Life with pets can be unpredictable – that's why we offer same-day vet appointments, schedule permitting! Contact us if your pet needs immediate care.

## Mid-week Offer

(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)

June 17



GIVE YOUR PET A  
**MID-WEEK TREAT!**  
A Little Something for Your Schedule and Your Wallet!

Give your pet the care they deserve with our [Mid-Week Offer]. Regular check-ups can help prevent bigger problems down the road – and now you can save while you're at it!

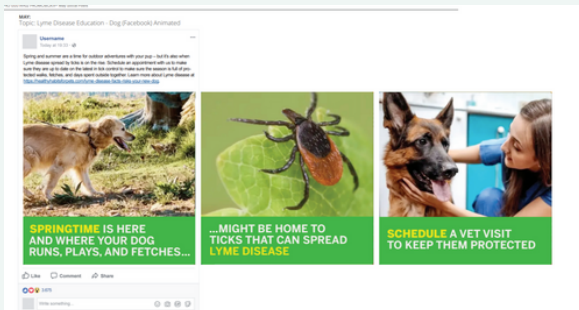
Please mention this during your visit to receive your discount. Discounts cannot be combined.

## Vendor Social Posts

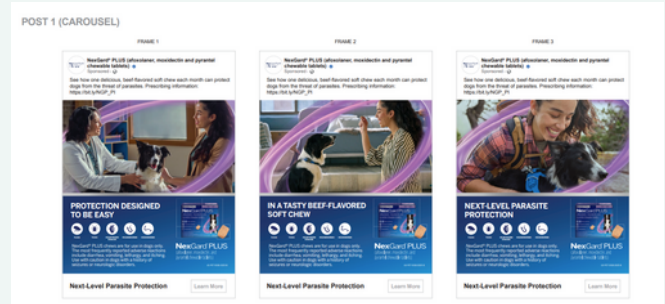
Vendors that have been sponsoring events like the Manager Accelerator Programs were given the opportunity to post. We appreciate you allowing this, even if your hospital does not carry the product in-clinic. We will be linking to your online store where the product is available for purchase.

June 5 - Boehringer Ingelheim

If your hospital used VetSource or Covetrus store we will post about lyme vaccine



If your hospital uses VetCove online store we will post about NexGuard Plus



Elanco

May 17



June 13

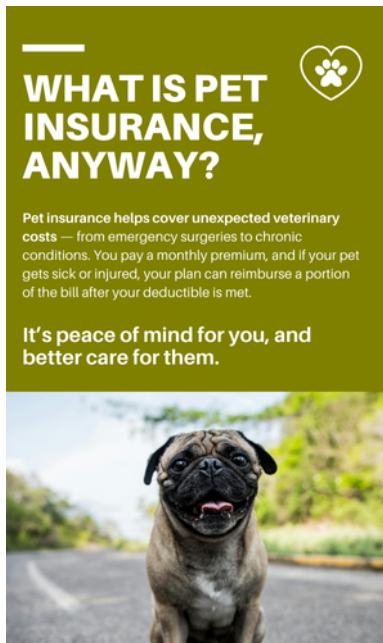


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# Emails

June 2

Subject Line:  
Love Your Pet? Make Sure They're Covered



June 7

Subject Line:  
Give Your Itchy Pet Some Relief – \$25 Off Exams for a Limited Time!



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

June 17

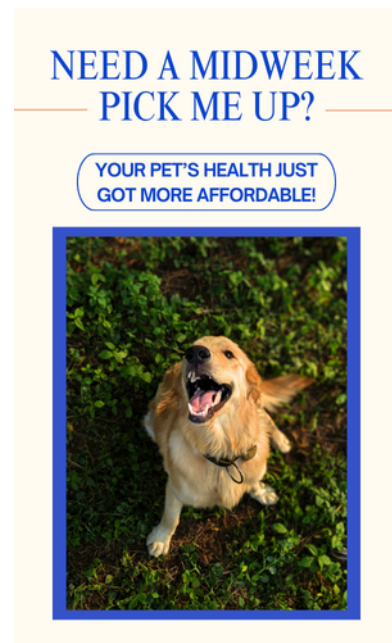
Subject Line:  
Need Care Now? Schedule a Same-Day Vet Visit!



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.

June 25

Subject Line:  
Treat Your Pet – Weekly Savings Inside



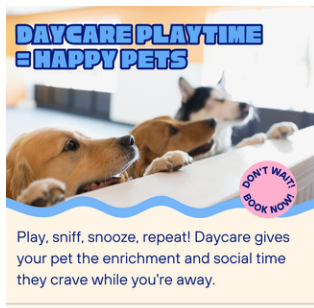
This will only be sent out if your hospital agreed to participate in the Mid Week Offer as indicated by the December Marketing Planner responses. This will be customized to reflect your selected offer and day of week.

Please continue to the next page ->

# Pet Care Services

## Social

June 12



Busy day? No problem. Let your pup play, learn, and burn off some energy at our doggy daycare! Contact us to make a reservation!

June 20



Travel with peace of mind knowing your pet is in good hands – book their boarding stay today!

June 26



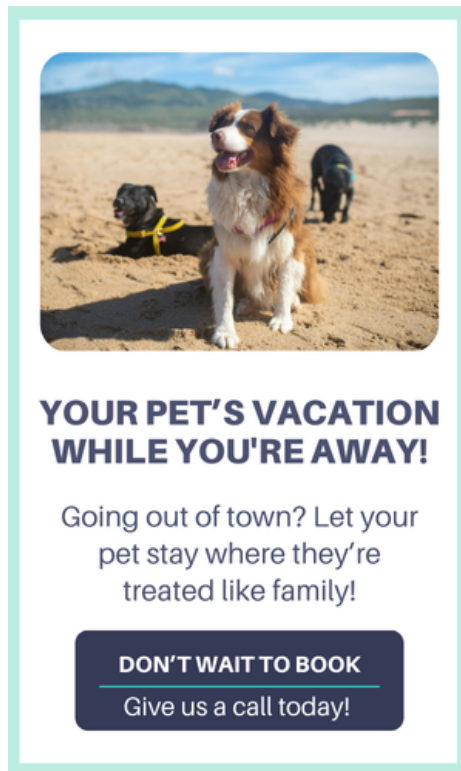
Keep your pet looking and feeling their best – book a grooming session today!

If your hospital does not offer pet boarding, daycare or grooming these will not be scheduled.

## Email

June 12

Psst...Have You Seen Our May Offers Yet?



# Thank you!