



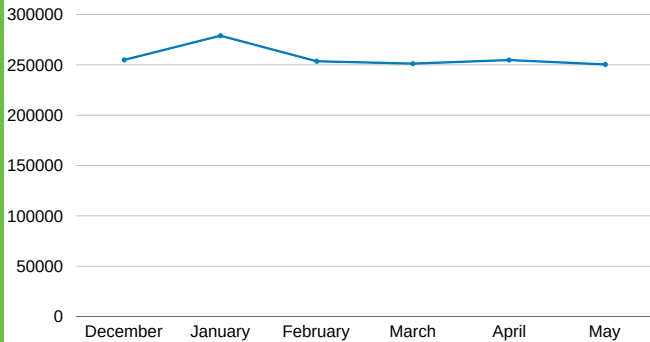
MARKETING UPDATE

July 2025

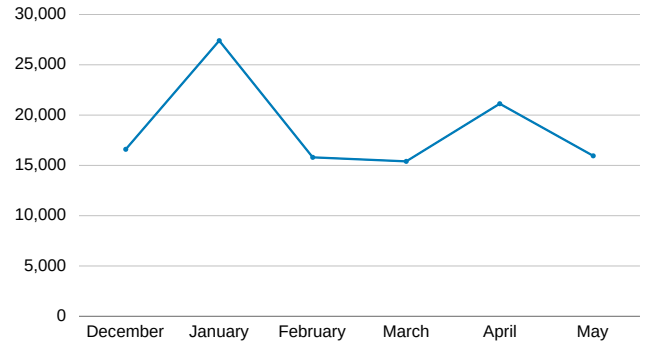
May Analytics

*This data is for all CareVet hospitals

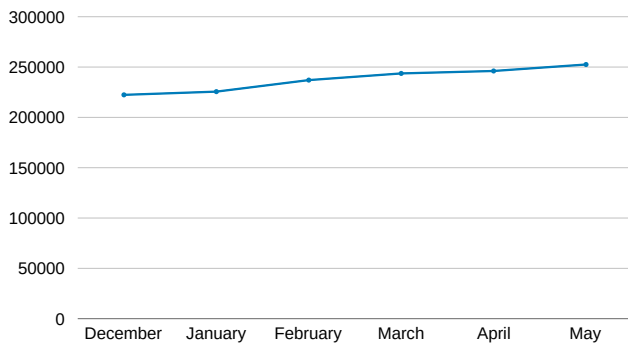
Website Visitors



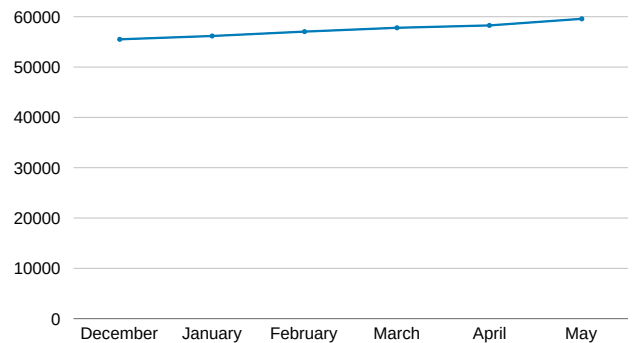
Facebook Engagements



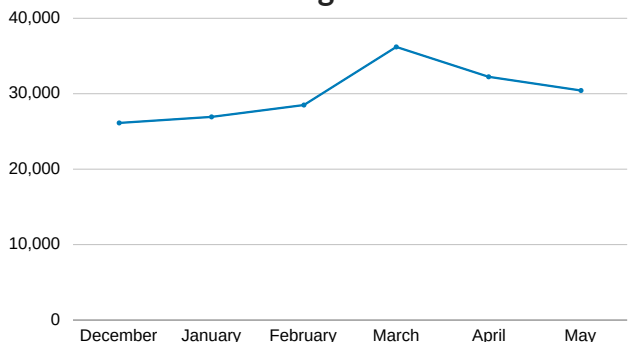
Total PetDesk App Users



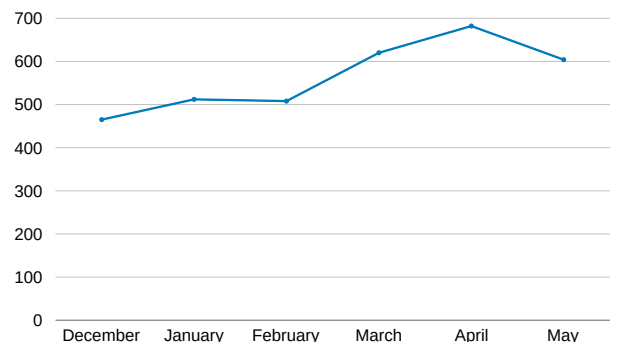
Total PetDesk Loyalty Users



Incremental Appointments from Digital Ads



5 star reviews



Non-Promotional Social Posts

July 2



Keep your pets safe this 4th of July with these simple tips. ❤️💙 Have questions? Call us or book an appointment ahead of the holiday!

July 4



Wishing you and your pets a safe and joyful Independence Day! 🇺🇸❤️

July 10



Today we celebrate the tiny paws, big purrs, and playful hearts that make kittens so irresistible! Share a pic of your kitten in the comments below.

July 18



Celebrate your bond with a long walk, extra belly rubs, a new toy—or a visit to their favorite Veterinary team! However you show it, let your pet feel the love all month long!

Promotional Social Posts

July Sale

(Only for participating hospitals that opted into the July Sale in the June Marketing Planner.

July 1



\$25 Off Spay & Neuter Procedures all of July!
Spaying or neutering isn't just about population control—it also helps prevent serious health issues like infections and certain cancers.

Book your pet's procedure today!

Mention this offer to receive your discount.
Discounts cannot be combined.

July 10



\$25 Off Spays & Neuters this July!

Did you know? Spaying and neutering can reduce roaming, marking, and aggression. That means fewer bad habits—and a calmer companion. 🐾🐾

Book your pet's procedure today!

Mention this offer to receive your discount.
Discounts cannot be combined.

July 16



Final reason to schedule that spay or neuter: it helps pets everywhere.

Preventing accidental litters reduces shelter overcrowding and gives every animal a better chance at a loving home. ❤️

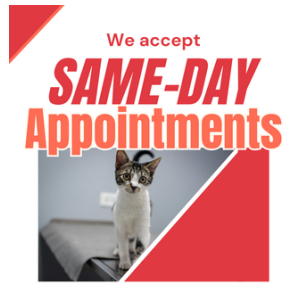
Book your pet's procedure today and save **\$25** through the end of July!

Mention this offer to receive your discount.
Discounts cannot be combined.

July 22

Same Day Appointments

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

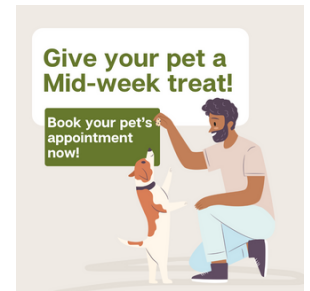


Same-day appointments are available—schedule permitting. Contact us and we'll do our best to get your pet seen ASAP!

Mid-week Offer

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

July 28



This [Day of Week] only, enjoy [Offer] as our little way of saying thanks for being part of the pack.

Take advantage of this offer while it lasts!

Mention this offer to receive your discount. Discounts cannot be combined.

Social Media Monthly Giveaways

(Only for participating hospitals that opted into the Social Media Monthly Exam Giveaway in the June Marketing Planner. This will be customized according to your selected offer.)

July 12

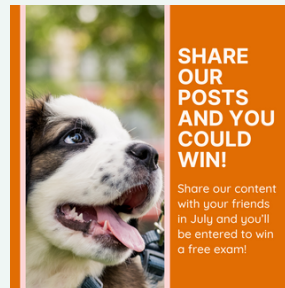


Want a chance to win a FREE pet wellness exam? 🐾

Follow our page and share our posts with your fellow pet-loving friends!

It's that easy—and your pet will thank you later! 💙

July 25



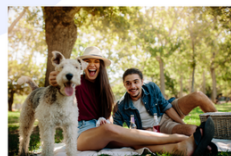
Follow our page and share our posts with your friends and you'll be entered to win a free wellness exam this month!

July 30

Referral Offer

(Only for participating hospitals that opted into a Referral Offer in the June Marketing Planner)

Refer a Friend and get rewarded!



Refer a friend and you'll get [Referral Offer] when they become a client. They'll also receive [New Client Offer] when they come in for their first visit.

It's our way of saying thank you for sharing the care. 💙

New clients must mention who referred them at their first exam for referring clients to receive their credit!

Please continue to the next page ->

Emails

July 1

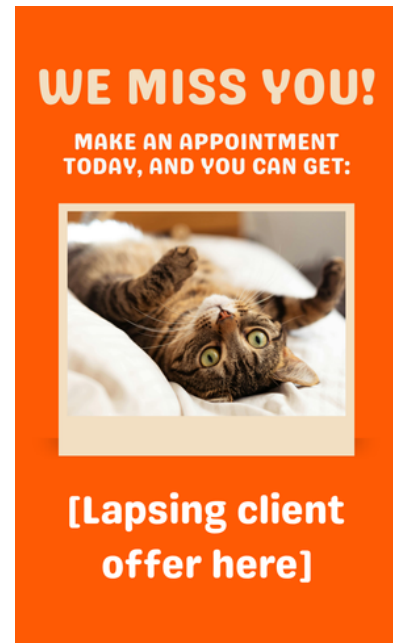
Subject Line:
July Special: \$25 Off Spay & Neuter Procedures!



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

July 7

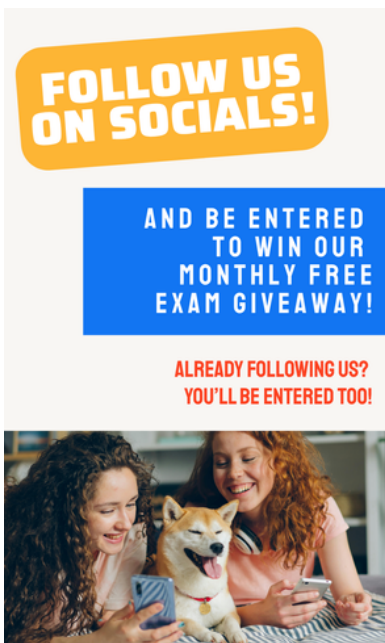
Subject Line:
Come back and receive [YOUR LAPSING CLIENT OFFER]!



This will only be sent out if your hospital agreed to participate in the Lapsing Client Offer as indicated by the June Marketing Planner responses. This will be customized based on your offer selection.

July 16

Subject Line:
Follow Us & Win a Free Pet Exam!



This will only be sent out if your hospital agreed to participate in monthly social media exam giveaway as indicated by the June Marketing Planner responses.

July 22

Subject Line:
Midweek Discounts? Yes Please.



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

July 30

Subject Line:
Love Us? Refer a Friend & Get Rewarded!



This will only be sent out if your hospital agreed to participate in a Client Referral Offer as indicated by the June Marketing Planner responses.

Please continue to the next page ->

Pet Care Services

Social

July 5



Beat the heat with supervised socializing at doggy daycare.

A perfect way to keep your pup active while you stay cool.

July 21



Summer fur getting out of control? We've got you covered. ☀️🐾
Keep your pet cool, clean, and feeling fresh with a spa day this July!
Appointments fill fast—book now!

July 7



Our cozy, supervised boarding gives your pet the comfort and care they need while you're away. Book early—July spots are going fast!

July 11

Don't Wait—Secure Your Pet's Stay Today!



These will only be posted or emailed according to what you shared that your hospital offered for PCS in the June Marketing Planner. If you do not offer these services, these posts and emails will not go out.

Email

Thank you!