

MARKETING PLAN CHECKLIST



ESTABLISH A SMART GOAL



DEFINE THE PROMO

What's the offer, and what products services are included?



CREATE A STRATEGY

How will you promote the offer?

Social media (graphics, videos, blogs, ads)



Website (landing pages, changes on homepage, blog posts)

Email, text, push notification campaign

Waiting room, front desk protocol

How will you promote the offer?

Community: Educational event, partner businesses

Outdoor signage



DEFINE ROLES

Who will educate the team about products/services in the promo? (Lunch and learns!)

How will each member discuss the promo?

Who will order marketing materials, write blogs, take pictures/film videos etc.?

Who will make the social media posts?

Who will track success (and HOW)?



PREP MARKETING MATERIALS

Hit up your vendors for goodies! ;)

Order posters, check brochure stock

Prep anything you need for rooms – eg: “props” like pricing charts

Design emails, prep text messages/push notifications

Write blog posts, create graphics

Prizes for any social media contests



CONVERSION STRATEGY

Answers: How will you actually get pet owners to buy into your promo?

IN CLINIC:

ONLINE:

- Calls-to-actions on your posts
- Landing pages, dedicated to your offer



LAUNCH & TRACK

On social:

- Schedule at least one "soft" reminder and one "direct" reminder about your promo on Facebook each week.
- Schedule at least two "soft" reminders and one "direct" reminder about your promo on Instagram each week.
- Create at least one Instagram story related to your promo each week, and save it to your highlights

Tracking:

- Use dedicated landing pages to monitor form submissions/orders
- Look at online pharmacy sales, PMS reports
- For ads, have your web developer install your Facebook pixel



CELEBRATE!

How will the whole team celebrate when you hit your goal? And how will you share your success with your clients online?
