

MONTHLY *marketing* PLAN

TO HELP YOUR VET CLINIC
BOOK MORE LASER THERAPY & ACUPUNCTURE



snout school x hashwag

**TABLE OF
CONTENTS**

03

05

07

11

19

GOALS

QUESTIONS

CHECKLISTS

WEEKLY

MONTHLY

GET SMART WITH GOALS!

*You need a goal if you're going to get results!
SMART goals allow you to have something that is measurable,
and it is something you can base all of your content around.*

THE BASICS

SPECIFIC - GET DOWN TO THE NITTY GRITTY!

MEASUREABLE - HOW WILL YOU MEASURE IT?

ATTAINABLE - 15% - 20% GROWTH IS USUALLY REASONABLE

RELEVANT - DOES IT ACTUALLY HELP PETS & THE CLINIC?

TIMELY - PUT A TIMELINE/DEADLINE ON IT

FOR MORE ON SMART GOALS, VISIT: [SNOUTSCHOOL.COM/SMART-GOALS](https://snoutschool.com/smart-goals)

PUT IT IN ACTION

S

M

A

R

T

QUESTIONS

WHY IS THIS **SMART GOAL**
IMPORTANT?

WHO WILL ASSIST YOU?

HOW WILL YOU TRACK
YOUR PROGRESS?

HOW WILL YOU CELEBRATE
YOUR SUCCESS?

LIGHTS, CAMERA, CHECKLISTS!

Now that you have a SMART goal, it's time to get everything you need ready. These checklists will help you prepare, and then you'll be able to plan your own unique weekly schedule in the next section. These are just guidelines, so be sure to add your own special flare! If you're feeling stuck, we have tips and prompts for you on the weekly breakdowns.

DEFINE PROMO/GIVEAWAY:

-  **IDEA: EVERY LASER THERAPY/ACUPUNCTURE PACKAGE PURCHASED, PATIENTS ARE ENTERED TO WIN "X" GIFT CERTIFICATE/LOYALTY REWARD POINTS TO YOUR PRACTICE.**

BLOG POST TOPIC PROMPTS:

-  **SIGNS THAT A PET NEEDS A DENTAL**

VIDEO IDEAS:

-  **WHAT HAPPENS IN A LASER THERAPY/ACUPUNCTURE SESSION**

SOCIAL MEDIA POSTS: IN YOUR SOCIAL MEDIA POSTS, BE SURE TO INCLUDE A CALL TO ACTION (CTA) TO SCHEDULE AN APPOINTMENT ON YOUR WEBSITE OR TO YOUR CORRELATING BLOGS (SEE THE WEEKLY BREAKDOWN FOR OUR BEST TIPS.)

-  **FACEBOOK**
-  **INSTAGRAM**

DIGITAL ADVERTISING

- FACEBOOK & INSTAGRAM ADS - DIRECT PEOPLE TO BOOK AN APPOINTMENT ON YOUR WEBSITE.

WEBSITE

- UPDATE YOUR WEBSITE WITH CURRENT INFO FOR LASER THERAPY/ACUPUNCTURE

- LANDING PAGE: FEATURE THE DETAILS FOR YOUR PROMO/GIVEAWAY

- ADD THE LINK TO YOUR INSTAGRAM PROFILE OR INSTAGRAM SPECIFIC LANDING PAGE.

EMAIL MARKETING: PLAN FOR ONE EMAIL PER WEEK = A TOTAL OF 4 EMAILS (SEE WEEKLY BREAKDOWN FOR WRITING PROMPTS)

- TARGET AUDIENCE: YOU'LL WANT TO FOCUS ON REACHING CLIENTS WITH PATIENTS WHO ARE GREAT CANDIDATES FOR LASER THERAPY/ACUPUNCTURE, LIKE

DIGITAL COMMUNICATIONS

- PUSH NOTIFICATIONS: ONE NOTIFICATION PER WEEK = A TOTAL OF 4 NOTIFICATIONS (SEE WEEKLY BREAKDOWN FOR WRITING PROMPTS)

- CHECK YOUR REMINDERS

- ARE YOUR SERVICE REMINDERS WORKING PROPERLY?
- ARE YOUR SMS REMINDERS WORKING PROPERLY?

SIGNAGE

- CREATE FLYERS WITH DETAILS FOR YOUR PROMO/GIVEAWAY TO HANG IN THE LOBBY, EXAM ROOMS, OR ANYWHERE IN THE PRACTICE YOU DESIRE. FOR MOBILE PRACTICES, CONSIDER PUBLISHING YOUR FLYERS IN BUSY AREAS IN YOUR COMMUNITY.

- SETUP YOUR LOBBY BOARD TO WELCOME NEW PATIENTS OR PATIENTS COMING IN FOR LASER THERAPY/ACUPUNCTURE. PRO TIP: CREATE A SPREADSHEET WITH A LIST OF NAMES OF PATIENTS EXPECTED TO COME IN. THIS WILL ALLOW YOUR STAFF TO WRITE AND WELCOME PATIENTS ON THE LOBBY BOARD EFFICIENTLY.

- IF YOU HAVE COMPUTERS IN YOUR EXAM ROOMS, CREATE SCREENSAVER SLIDES WITH INFORMATION ON LASER THERAPY/ACUPUNCTURE (STATS AND FACTS) AND YOUR PROMO.

IN CLINIC

- SPREAD THE WORD ABOUT YOUR REFERRAL PROGRAM AND SHARE THE DETAILS WITH YOUR CLIENTS, WHO ARE IN-PERSON VISITING. BEFORE YOUR LAUNCH DATE, MAKE SURE YOUR TEAM IS UP TO SPEED ON YOUR CURRENT REFERRAL PROGRAM.

- CREATE A SIGN SAYING, "I GOT MY FIRST LASER TREATMENT!"

YOU
CAN'T
level up if you
DON'T
CHANGE

pa-push it real good!

Your content is ready, and all your promo ducks are in a row! Now it's time to plan out when you will pa-push each part of your marketing out into the world. We've broken it down into weekly chunks and checklists, so use this space to customize your own specific timing.



Email Week 3: Educate on signs of pain in pets.

Email tip: Include the link to your blog on signs of pain in pets.

Push Notification #3: Educate on signs of pain in pets.

Text Tip: “Do you know the signs of pain in pets?”

Social Media: Facebook & Instagram

Facebook Posts Week 3

Post #1: Share a success story about a patient who is being treated for pain

Graphic Tip: Add an encouraging note in text.

Caption Tip: Celebrate your patient’s success and share his testimony.

Post #2: Show a picture of a patient who just got approved for laser therapy/acupuncture after coming in for pain.

Graphic Tip: Use a cute sign to show the announcement.

Caption Tip: Share that the patient was approved for laser therapy/acupuncture after coming in for pain. Include the link to your blog on signs of pain in pets.

Instagram Posts Week 3

Post #1: Show a picture of a patient who just got approved for laser therapy/acupuncture after coming in for pain.

Graphic Tip: Use a cute sign to show the announcement.

Caption Tip: Share that the patient was approved for laser therapy/acupuncture after coming in for pain. Share the link to your blog on signs of pain in pets via the link in your bio.

Post #2: Share how laser therapy/acupuncture was used to treat a patient

Graphic Tip: Add your logo to the photo.

Caption Tip: Talk about how the patient’s laser therapy/acupuncture treatment plan has helped to improve the patient’s condition. Encourage followers to learn more by visiting your blog via the link in your bio.

Post #3: Show photo of a patient enjoying their laser therapy/acupuncture.

Graphic Tip: Add your logo to the photo.

Caption Tip: Talk about how relaxed the patient was during their laser therapy/acupuncture session. Encourage people to read more about laser therapy/acupuncture on your landing page via the link in your bio.

Story: Share a fact about laser therapy/acupuncture.

Graphic Tip: Use a sticker to engage your followers.

Caption Tip: Explain on laser therapy/acupuncture fact and encourage people to visit your blog for more information via the link in your bio.

Email Week 4: Remind your clients about the giveaway.

Email tip: For your call to action, direct people to visit the promo/giveaway landing page on your website.

Push Notification #4: Remind your clients about the giveaway.

Text Tip: “Last chance! Enter to win “X” before [INSERT DATE]”

Social Media: Facebook & Instagram

Facebook Posts Week 4

Post #1: Post a reminder for your promo/giveaway.

Graphic Tip: Create a graphic with text saying, “There’s still time to enter!”

Caption Tip: Remind your followers of the promo/giveaway you’re hosting. Encourage people to visit your website.

Post #2: Share a funny photo of a laser therapy patient in their laser goggles or acupuncture patient relaxed.

Graphic Tip: Add text saying, “caption this!”

Caption Tip: Encourage your followers to use their best caption on this photo. Direct people to make an appointment on your website.

Instagram Posts Week 4

Post #1: Post a reminder for your promo/giveaway.

Graphic Tip: Create a graphic with text saying, “There’s still time to enter!”

Caption Tip: Remind your followers of the promo/giveaway you’re hosting. Encourage people to visit the link in your bio for more details.

Post #2: Give an update on a patient who has been receiving laser therapy/acupuncture.

Graphic Tip: Add your logo to your photo of the patient.

Caption Tip: Update everyone on the improvement your patient has been showing. Tell your followers to learn more about laser therapy/acupuncture by visiting the link in your bio

Post #3: Show a photo of a pet after a laser therapy/acupuncture session celebrating with treats and love.

Graphic Tip: Add your logo to the photo.

Caption Tip: Share how happy the patient was after receiving their treatment. Encourage your audience to visit your website via the link in your bio for more information on laser therapy/acupuncture.

Story: Remind your followers of your promo.

Graphic Tip: Show a picture of the prize.

Caption Tip: Let your followers know that it’s not too late to enter to win the grand prize. Encourage your them to visit the link in your bio for details on your promo.

sunday	monday	tuesday	wednesday

wednesday	thursday	friday	saturday

snout school x hashwag