MONTHLY *marketing* PLAN

TO HELP YOUR VET CLINIC
BOOST BOARDING & DOGGY DAYCARE

snout school x hashwag

TABLE OF CONTENTS

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

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?

ANYTHING ELSE YOU NEED TO BRAINSTORM ON?
HERE'S SOME SPACE!

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: FOR EACH CLIENT THAT PURCHASE "X" DAYCARE DAYS OR "X" BOARDING NIGHTS WILL GET "X" FREE.**

- [ ] **BLOG POST TOPIC PROMPTS:**
  - [ ] **TRAVELING FOCUSED**
  - [ ] **BENEFITS OF BOARDING OR BENEFITS OF DAYCARE**

- [ ] **VIDEO IDEAS:**
  - [ ] **TOUR VIDEO OF BOARDING FACILITY/DOGGY DAYCARE AREA**

- [ ] **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.
- GOOGLE ADS: YOU'LL WANT TO DIRECT PEOPLE TO FILL OUT YOUR BOARDING OR DAYCARE FORMS.

WEBSITE

- **UPDATE YOUR WEBSITE WITH CURRENT INFO FOR LASER THERAPY/ACUPUNCTURE**
  - INFORMATION ON YOUR PET BOARDING AND DAYCARE SERVICES
  - BOARDING FORM

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 OVERDUE ON ANNUALS, VACCINES, AND BLOOD WORK

DIGITAL COMMUNICATIONS

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

SIGNAGE

- CREATE FLYERS WITH DETAILS FOR YOUR PROMO/GIVEAWAY TO HANG IN THE LOBBY, EXAM ROOMS, OR ANYWHERE IN THE PRACTICE YOU DESIRE.

- SETUP YOUR LOBBY BOARD TO WELCOME BOARDING PATIENTS. 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.

- HIGHLIGHT YOUR BOARDING/DAYCARE SERVICES ON YOUR LOBBY MESSAGE BOARD.

TRY
SOME-
THING
new
TODAY

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 1: Announce the giveaway!

Email tip: Include info about your boarding/daycare services and share the link to your landing page.

Push Notification #1: Tell about boarding/daycare services.

Text Tip: "Did you know that we have boarding/daycare?"

Social Media: Facebook & Instagram

Facebook Posts Week 1

Post #1: Tell about boarding/daycare service.
Graphic Tip: Show a picture of your boarding/daycare facility with texting saying, "Did you know we offer boarding/daycare services?"
Caption Tip: Highlight the features of your boarding/daycare in detail. Direct your clients to your landing page.

Post #2: Show a picture of a staff member getting your boarding/daycare facility ready for pets.
Graphic Tip: Include a message like, "Now accepting borders! "
Caption Tip: Highlight on the cozy amenities you offer with a call to action (CTA) to visit your website to learn more about your boarding/daycare services.

Instagram Posts Week 1

Post #1: Tell about boarding/daycare service.
Graphic Tip: Show a picture of your boarding/daycare facility with texting saying, "Did you know we offer boarding/daycare services?"
Caption Tip: Highlight the features of your boarding/daycare. Direct your clients to the giveaway landing page via the link in bio.

Post #2: Show a picture of a staff member getting your boarding/daycare facility ready for pets.
Graphic Tip: Include a message like, "Now accepting borders! "
Caption Tip: Highlight the features of your boarding/daycare in detail. Direct your clients to your landing page via the link in your bio.

Post #3: Show a video of pets and staff playing together while boarding or in daycare.
Graphic Tip: Add your logo to the video.
Caption Tip: Talk about the playtime patients receive. Encourage the audience to visit your website to book boarding/daycare via the link in your bio.

Story: Show video of pets playing.
Graphic Tip: Record patients playing during playtime and show behind the scenes at your boarding/daycare facility.
Caption Tip: Direct people to visit the link in your bio for contest details.

WEEK 1

SUN

MON

TUES

WED

THUR

FRI

SAT

WEEK 2

SUN

MON

TUES

WED

THUR

FRI

SAT

Email Week 2: **Help clients prepare for traveling and planning for their pet's needs.**
> *Email tip:* Share the link to the blog on traveling.

Push Notification #2: **Remind clients to prepare their pet's travel needs. .**
> *Text Tip: "Traveling soon? We've got some tips on our blog for you!"*

Social Media: Facebook & Instagram
Facebook Posts Week 2
> Post #1: Share the importance of preparing early for boarding or daycare while pet parent is at work.
> *Graphic Tip:* Make a checklist of things clients need to plan ahead for traveling with or without their pet.
> *Caption Tip:* Tell client that you are there to help prepare their pet for travels. Add a link to your blog on traveling or booking an appointment.

> Post #2: Share a client testimony about boarding/daycare.
> *Graphic Tip:* Make a graphic with client's testimonial written out.
> *Caption Tip:* Thank the client for their testimonial and prompted people to book boarding or daycare services. Include a link to your landing page.

Instagram Posts Week 2
> Post #1: Share the importance of preparing early for boarding or daycare while pet parent is at work.
> *Graphic Tip:* Make a checklist of things clients need to plan ahead for traveling with or without their pet.
> *Caption Tip:* Tell clients that you are there to help prepare pet for their travels. Encourage people to visit the link in your bio to view your blog on traveling.

> Post #2: Say farewell to a pet preparing to leave.
> *Graphic Tip:* Show a picture of a patient being discharged from your practice after boarding or visiting the daycare.
> *Caption Tip:* Say goodbye to your patient and thank them for staying. Include a link to your giveaway via the link in your bio.

> Post #3: Show your staff snuggling with a pet.
> *Graphic Tip:* Add your logo to the photo.
> *Caption Tip:* Share about the staff's excellent care for the patient. Encourage your audience to book an appointment via the link in your bio.

> Story: Reshare your tips from your checklist from Post #1.
> *Graphic Tip:* Share each tip on separate story slides.
> *Caption Tip:* Encourage people to visit your website to book services via the link in your bio.

Email Week 3: **For boarding, focus your email towards holiday care. For daycare, focus on the needs of a working pet parent and how pets need care during the day.**

Email tip: IShare the link to your blog on either topic depending on your needs for boarding or daycare.

Push Notification #3: **Remind clients to update their pet's vaccines for holiday boarding or travel needs for daycare.**

Text Tip: "Boarding your pet soon?" or "Is your dog home alone while you go to work?"

Social Media: Facebook & Instagram

Facebook Posts Week 3

Post #1: Show video of what it is like in the day of the patients boarding or enjoying daycare.
Graphic Tip: Add your logo and any captions to the video.
Caption Tip: Invite your followers to see the extensive list of things you offer for your boarding or daycare. Share a link to your landing page for the promo via the link in your bio.

Post #2: Feature a patient who loves your boarding or daycare facility.
Graphic Tip: On your picture add text saying, "Meet [INSERT PATIENT'S NAME]".
Caption Tip: hare your patient's story and what they love best about their time with your staff.

Instagram Posts Week 3

Post #1: Show video of what it is like in the day of the patients boarding or enjoying daycare.
Graphic Tip: Add your logo and any captions to the video.
Caption Tip: Invite your followers to see the extensive list of things you offer for your boarding or daycare. Share a link to your landing page for the promo.

Post #2: Feature new guest at your boarding/daycare facility.
Graphic Tip: Add your logo to the photo/video.
Caption Tip: Talk about how happy the patient is during their visit and mention that they are entered in the giveaway. Direct the audience to the giveaway landing page via the link in your bio.

Story: Pop Quiz! Quiz your followers on what you offer in your boarding/daycare.
Graphic Tip: Use the "Question" sticker to ask your pop quiz question.
Caption Tip: Provide a hint by directing people to visit the blog on benefits of boarding or daycare via the link in your bio.

WEEK 3

SUN

MON TUES WED THUR

FRI

SAT

WEEK 4

SUN

MON

TUES

WED

THUR

FRI

SAT

Email Week 4: **Highlight the features of your boarding/daycare facility.**

> *Email tip:* Direct people to visit your landing page on your website.

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

> *Text Tip:* "Pets who stay with us are treated like royalty. Tour our boarding/daycare facility to get a taste."

Social Media: Facebook & Instagram

Facebook Posts Week 4

Post #1: Show a video tour of boarding/daycare.
Graphic Tip: Add captions to your video with Facebook's auto-generate option.
Caption Tip: Briefly explain the purpose behind the video and direct the audience to book boarding/daycare services through your website.

Post #2: Pop Quiz: quiz people on what you offer in your boarding/daycare.
Graphic Tip: Make a graphic with a pop quiz question on it.
Caption Tip: Tell your audience to find a hint on your website and share the link to your blog.

Instagram Posts Week 4

Post #1: Highlight a feature of your boarding/daycare service like playtime, comfy bed, private suite, text updates etc.
Graphic Tip: Show a picture of a patient in or with one aspect of your boarding or daycare facility and add your logo.
Caption Tip: Describe the feature in the details and how patients love it. Direct people to your website for more information via the link in your bio.

Post #2: Include a picture of your team members and add text, "We're dedicated to your pet's comfort."
Graphic Tip: Add your logo to your photo of the patient.
Caption Tip: Focus on the patient care your staff member provides. Include a CTA to book boarding/daycare services on your website.

Post #3: Show a photo of happy pets in boarding/daycare.
Graphic Tip: Add your logo to the photo.
Caption Tip: Share about all the fun your patients have while boarding or in daycare.
Ask people to book now via the link in your bio.

Story: Show a photo of patients in comfort.
Graphic Tip: Add your logo to the photo.
Caption Tip: Describe the comfortable amenities you provide and remind clients of the giveaway. Direct them to the landing page via the link in your bio.

sunday	monday	tuesday	wedn

esday	thursday	friday	saturday

snout school x hashwag