

MONTHLY *marketing* PLAN

TO HELP YOUR VET CLINIC
EDUCATE ABOUT FLEA & TICK PREVENTION



snout school x hashwag

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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

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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: FOR EVERY PURCHASE OF YOUR PRODUCT, YOUR CLIENT RECEIVES ONE ENTRY FOR THE GRAND PRIZE. FOR CLIENTS WHO PURCHASE A YEAR'S WORTH OF PREVENTIVE, REWARD THEM WITH A BAG OF TREATS OR A SMALL GIFT OF EQUAL VALUE. THE GRAND PRIZE WOULD BE A GIFT CERTIFICATE FOR YOUR PRACTICE.

BLOG POST TOPIC PROMPTS:

- EDUCATE ON THE BENEFITS OF THE PREVENTIVE YOU'RE SELLING.

VIDEO IDEAS:

- HOW TO APPLY OR GIVE PREVENTIVE TO PET

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 CURRENT INFO FOR THE FOLLOWING:**

- CURRENT HEARTWORM INFORMATION
- CURRENT HEARTWORM PREVENTIVES YOU ARE SELLING

- **LANDING PAGE: FEATURE THE DETAILS FOR YOUR PROMO**

- 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 OVERDUE ON DENTAL EXAMS AND DENTALS**

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?

PRINT MARKETING

- **COUPONS OR REBATES FOR PRODUCT**

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.**

- **IF YOU HAVE COMPUTERS IN YOUR EXAM ROOMS, CREATE SCREENSAVER SLIDES WITH INFORMATION ON HEARTWORM (STATS, FACTS, OR PREVENTIVE BENEFITS) AND YOUR PROMO.**

IN CLINIC

- **SET UP A DISPLAY TABLE WITH INFORMATION AND FACTS ABOUT YOUR PRODUCT.**

- **CREATE A SIGN FOR PATIENTS TO TAKE A PHOTO WITH SAYING, " I GOT MY [INSERT PREVENTIVE HERE]"**

NEVER
FORGET
how capable
YOU ARE

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.



sunday	monday	tuesday	wednesday

wednesday	thursday	friday	saturday

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