

# MONTHLY *marketing* PLAN

TO HELP YOUR VET CLINIC  
EDUCATE ABOUT HEARTWORM PREVENTION



snout school x hashwag

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**GOALS**

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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

**S**PECIFIC - GET DOWN TO THE NITTY GRITTY!

**M**EASUREABLE - HOW WILL YOU MEASURE IT?

**A**TTAINABLE - 15% - 20% GROWTH IS USUALLY REASONABLE

**R**ELEVANT - DOES IT ACTUALLY HELP PETS & THE CLINIC?

**T**IMELY - 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.**
- **COMMON MYTHS SURROUNDING HEARTWORMS AND HEARTWORM DISEASE.**

## ■ **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/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 WOULD BE A GREAT FIT FOR YOUR PREVENTIVE.

## 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.**

**SETUP YOUR LOBBY BOARD TO WELCOME PATIENTS WHO ARE BEING TESTED FOR HEARTWORM. 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 HEARTWORM (STATS, FACTS, OR PREVENTIVE BENEFITS) AND YOUR PROMO.**

## IN CLINIC

**CREATE A DISPLAY IN YOUR LOBBY THAT FOCUSES ON HEARTWORM. INCLUDE A JAR FULL OF PIPE CLEANERS ("HEARTWORMS") AND ASK CLIENTS TO GUESS HOW MANY HEARTWORMS ARE IN THE JAR.**

DON'T  
JUST  
DO IT  
*For the likes*

# 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:* In this email, share the link to your landing page for your promo.

## Push Notification #1: Announce the giveaway!

*Text Tip:* “We’re giving away “X”! Are you entered?”

## Social Media: Facebook & Instagram

### Facebook Posts Week 1

**Post #1:** Announce the giveaway on a live Q&A with a doctor and/or tech and talk about heart worm prevalence, safety and announce the contest. **PRO TIP:** Visit this site for local heartworm stats.

**Graphic Tip:** Announce that your team will be going live with a simple but eye-catching graphic. Make sure to plan ahead and publish the announcement a day or two before you go live. Include the details of when you plan on going live.

**Caption Tip:** Tease your followers with only some of the promo details. Then, direct them to visit your giveaway landing page.

**Post #2:** Advertise your “heartworm in a jar” game.

**Graphic Tip:** Take a picture of your jar and add text saying, “Can you guess how many heartworms are in the jar?”

**Caption Tip:** Invite people to share their guesses and link to your landing page for details on how pet owners can protect their pets against heartworm.

### Instagram Posts Week 1

**Post #1:** Announce the contest by repurposing your Facebook Live from earlier.

**Graphic Tip:** Download the video with captions from Facebook.

**Caption Tip:** Briefly explain the purpose behind the video. For your call to action, direct the audience to visit your blog about your preventive for more information via the link in your bio.

**Post #2:** Share a staff photo of a patient getting tested for heartworm.

**Graphic Tip:** Create an infographic to display your stats.

**Caption Tip:** Express the dangers of heartworm and why prevention is key. Encourage people to visit your landing page as a solution via the link in your bio.

**Post #3:** Share a photo of a team member with your flea and tick preventive.

**Graphic Tip:** On your photo, add text saying, “The results are in...”

**Caption Tip:** Educate your clients on the results and why it is important to have their pet tested. Remind them that they can request an appointment to have their pet tested on your website via the link in your bio.

**Story:** Announce the giveaway!

**Graphic Tip:** Record a team member dancing with the prize.

**Caption Tip:** For your call to action, direct people to visit the link in your bio for more details on your contest.





## Email Week 2: Educate on heartworm disease.

*Email tip:* Share the link to your blog on your preventive.

## Push Notification #2: Remind clients to update their pet's preventive.

*Text Tip* "Is your pet on a heartworm preventive?"

## Social Media: Facebook & Instagram

### Facebook Posts Week 2

**Post #1:** Share your blog post on your preventive directly.

*Graphic Tip:* Make sure the thumbnail on the link is visible and relevant to the topic.

*Caption Tip:* Share a shocking fact about pets and heartworm, then present your preventive as a solution to the problem you presented.

**Post #2:** Compare the price of coffee to heartworm protection - educate the importance of testing and protection.

*Graphic Tip:* Compare the price of your heartworm preventive to a cup of coffee with a picture of a latte and your preventive and add text.

*Caption Tip:* Educate on the value of preventing heartworm disease and direct people to learn more about your preventive by visiting your relating blog post.

### Instagram Posts Week 2

**Post #1:** Highlight the benefits of your preventive.

*Graphic Tip:* Show a photo of the clinic pet or patient modeling with preventive. Add text saying, "Caption this!"

*Caption Tip:* Educate on the value of preventing heartworm disease and direct people to learn more about your preventive by visiting your relating blog post.

**Post #2:** Feature a patient who has entered your contest.

*Graphic Tip:* Add your logo to the photo.

*Caption Tip:* Congratulate the patient on being protected against heartworm and how they can enter for a chance to win the grand prize. Include a CTA to visit your landing page via the link in your bio.

**Post #3:** Advertise your "heartworm in a jar" game.

*Graphic Tip:* Take a picture of your jar and add text saying, "Can you guess how many heartworms are in the jar?"

*Caption Tip:* Invite people to comment with their guesses. Direct your followers to visit the link in your bio for details on protecting their pets against heartworm disease.

**Story:** Promote your blog post.

*Graphic Tip:* Share a cool fact about your preventive.

*Caption Tip:* Invite your followers to learn more about your preventive and enter to win "X" by visiting the link in your bio.





# WEEK 3

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