

MONTHLY *marketing* PLAN

TO HELP YOUR VET CLINIC
GET MORE CLIENTS & APPOINTMENTS!



snout school x hashwag

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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

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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: ALL APPOINTMENTS SEEN IN X WILL BE ENTERED TO WIN X GIFT CERTIFICATE/LOYALTY REWARD POINTS TO YOUR PRACTICE.

BLOG IDEA PROMPTS:

IMPORTANCE OF ANNUAL EXAMS

IMPORTANCE OF VACCINES

GUIDE IT PUPPY/KITTEN WELLNESS

VIDEO IDEAS:

TOUR OF YOUR HOSPITAL AND STAFF

WHAT HAPPENS DURING A VISIT

SOCIAL MEDIA POSTS: CALL TO ACTION (CTA): BOOK AN APPOINTMENT ON YOUR WEBSITE (SEE WEEKLY BREAKDOWN FOR OUR BEST TIPS.)

FACEBOOK

INSTAGRAM

DIGITAL ADVERTISING

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

WEBSITE

- **UPDATE YOUR CURRENT INFO FOR THE FOLLOWING:**

- CURRENT STAFF
- CURRENT SERVICES
- UPDATED HOSPITAL SERVICES
- APPOINTMENT REQUEST PAGE
- NEW CLIENT CENTER WITH FORM

- **LANDING PAGE: INCLUDE PROMO/GIVEAWAY DETAILS**

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

- **TARGET AUDIENCE: 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)**

- **CHECK YOUR REMINDERS**

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

SIGNAGE

- **CREATE FLYERS WITH PROMO DETAILS TO HANG IN THE LOBBY, EXAM ROOMS, OR ANYWHERE IN THE CLINIC YOU DESIRE.**
- **SETUP YOUR LOBBY BOARD TO WELCOME NEW PATIENTS. PRO TIP: CREATE A SPREADSHEET WITH A LIST OF NAMES OF NEW PATIENTS FOR THE MONTH, SO YOUR STAFF CAN EASILY WRITE AND WELCOME PATIENTS ON THE LOBBY BOARD.**

IN CLINIC

- **SPREAD THE WORD ABOUT YOUR REFERRAL PROGRAM TO YOUR CLIENTS THAT ARE IN-PERSON VISITING. BEFORE YOUR LAUNCH DATE, MAKE SURE YOUR TEAM IS UP TO SPEED ON THE CURRENT REFERRAL PROGRAM.**

NEVER
BE AFRAID
of 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.



sunday	monday	tuesday	wednesday

esday	thursday	friday	saturday

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