## A CONTRACTOR OF CLIENTS & APPOINTMENTS!



snout school x hashwag

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## 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

### **PUT IT IN ACTION**


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

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.



## 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 referral program if available and share the link to your giveaway landing page.

#### **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!

<u>Graphic Tip:</u> Make your own graphic with simple, but eye-catching details.

<u>Caption Tip:</u> Don't forget the call to action (CTA)! Direct your clients to the giveaway landing page.

**Post #2:** Show off your practice's special pet accommodations (split entry, custom exam rooms, stress-free elements, etc.)

<u>Graphic Tip:</u> Include a picture from your clinic saying with text that grabs attention like, "Feline exclusive!"

<u>Caption Tip:</u> Make sure to describe your service in a way that appeals to pet owners. In clude a call to action (CTA) to book an appointment on your website.

#### **Instagram Posts Week 1**

Post #1: Announce the giveaway!

Graphic Tip: Make your own graphic with simple, but eye-catching details.

<u>Caption Tip</u>: Entice people to visit your website for more details. Include local hashtags like your town and county. Don't forget the call to action (CTA)! Direct your clients to the giveaway landing page via the link in bio.

Post #2: Show off your practice's special pet accommodations (split entry, custom exam rooms, stress-free elements, etc.)

<u>Graphic Tip:</u> Include a picture from your clinic saying with text that grabs attention like, "Feline exclusive!"

<u>Caption Tip</u>: Make sure to describe your service in a way that appeals to pet owners. In clude a call to action (CTA) to book an appointment on your website via the link in bio.

Post #3: Share a client testimonial.

<u>Graphic Tip:</u> Create a graphic with a quote from the client's testimonial.

<u>Caption Tip</u>: Thank the client for their testimonial and include a call to action (CTA) to book an appointment on your website via the link in bio.

Story: Announce the giveaway! <u>Graphic Tip:</u> Record a team member dancing with the prize. <u>Caption Tip:</u> Direct people to visit the link in your bio for contest details.

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#### Email Week 2: Educate on annual exams.

Email tip: Share the link to the blog on annual exams.

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

Text Tip: "Annual up to date? Check now!"

#### Social Media: Facebook & Instagram

Facebook Posts Week 2

Post #1: Share your video of DVM performing an annual exam. <u>Graphic Tip</u>: Add captions to your video with Facebook's auto-generate option. <u>Caption Tip</u>: Briefly explain the purpose behind the video and direct the audience to visit your annual exam blog.

Post #2: Show a picture of your staff caring/interacting with a patient. <u>Graphic Tip:</u> Add your logo and a short, cute phrase onto your picture. <u>Caption Tip:</u> Tell the story behind the picture - focus on the patient care your staff provides. Include a CTA to book now.

#### Instagram Posts Week 2

Post #1: Repurpose your Facebook video of DVM performing an annual exam.

<u>Graphic Tip:</u> Download the video with captions from Facebook.

<u>Caption Tip</u>: Briefly explain the purpose behind the video and direct the audience to visit your annual exam blog via the link in your bio.

Post #2: Show a picture of your staff caring/interacting with a patient. <u>Graphic Tip:</u> Add your logo to the photo. <u>Caption Tip:</u> Tell the story behind the picture - focus on the patient care your staff provides. Include a CTA to book now.

Post #3: Feature a new client/patient. <u>Graphic Tip:</u> Add your logo to the photo. <u>Caption Tip:</u> Tell the patient's story. Ask people to book now via the link in bio.

Story: Feature a patient's entire visit. <u>Graphic Tip:</u> Follow a patient around and make quick video updates. <u>Caption Tip:</u> Tell the audience to visit the giveaway landing page via the link in bio.

#### Email Week 3: Educate on vaccines.

Email tip: Share the link to your blog on vaccines.

#### Push Notification #3: Remind clients to update their pet's vaccines.

Text Tip: "Are your pet's vaccines current? Check now!"

#### Social Media: Facebook & Instagram

#### Facebook Posts Week 3

Post #1: Post a reminder for current vaccines.

<u>Graphic Tip</u>: Make a graphic with text saying, "Is your pet's vaccines up-to-date?" <u>Caption Tip</u>: Make it easy for clients to get their pet's vaccines updated by including a link to book an appointment.

Post #2: Show a list of treats you offer with a picture of patients enjoying treats. <u>Graphic Tip:</u> On your picture add text saying, "Our patients get goodies." <u>Caption Tip:</u> Focus on the goodies your patients get and encourage clients to book an appointment online.

#### **Instagram Posts Week 3**

Post #1: Post a reminder for current vaccines.

<u>Graphic Tip</u>: Make a graphic with text saying, "Is your pet's vaccines up-to-date?" <u>Caption Tip</u>: Make it easy for clients to get their pet's vaccines updated by including a link to book an appointment.

Post #2: Show a pet getting treats during vaccines.

Graphic Tip: Add your logo to the photo.

<u>Caption Tip</u>: Share how the patient was a good patient for vaccines and about the yummy treat they got. Direct the audience to visit the blog on vaccines via the link in bio.

Post #3: Show a picture or video of a happy patient during their visit.

Graphic Tip: Add your logo to the photo/video.

<u>Caption Tip:</u> Talk about how happy the patient was during their visit and mention that they are entered in the giveaway. Direct the audience to the giveaway landing page via the link in bio.

Story: Post a pop quiz!
<u>Graphic Tip:</u> Use the "Question" sticker to ask your followers,
"Are all vaccines good for 3 years?"
<u>Caption Tip:</u> Provide a hint by directing people to visit the blog on vaccines via the link in bio.

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#### Email Week 4: Remind about the giveaway.

Email tip: Direct people to visit the giveaway landing page on your website.

#### **Push Notification** #4: Remind 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 annual examines.

<u>Graphic Tip:</u> Make a graphic with text saying, "When was your pet's last annual exam?" <u>Caption Tip:</u> Make it easy for clients to book their pet's annual exam by including a link to book an appointment.

Post #2: Show a picture of DVM on a personal level with a patient. <u>Graphic Tip:</u> Show the picture and include text saying, "Patient care at its best" <u>Caption Tip:</u> Share why your team chooses to get on the patient's level during examines. Prompted people to book an appointment on your website - share the link.

#### Instagram Posts Week 4

Post #1: Post a reminder for annual examines

<u>Graphic Tip:</u> Make a graphic with text saying, "When was your pet's last annual exam?" <u>Caption Tip:</u> Make it easy for clients to book their pet's annual exam by including a link to book an appointment via the link in bio.

Post #2: Show a picture of DVM on a personal level with a patient and client. <u>Graphic Tip:</u> Show the picture and include text saying, "Patient care at its best" <u>Caption Tip:</u> Share why your team chooses to get on the patient's level during examines. Prompted people to book an appointment on your website - share link.

Post #3: Show a picture of your staff interacting with new a patient/client (Image 1 & Image 2.)

<u>Graphic Tip:</u> Add your logo to the photo.

<u>Caption Tip</u>: Share about the staff's excellent care for the patient Encourage your audience to book an appointment via the link in bio.

Story: Show how convenient clients can make an appointment online or via your app. <u>Graphic Tip:</u> Share a screen recording on you making an appointment online or on your app. <u>Caption Tip:</u> Encourage people to book an appointment by visiting the link in your bio.

sunday	monday	tuesday	wedn

esday	thursday	friday	saturday

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