

MONTHLY *marketing* PLAN

TO HELP YOUR VET CLINIC
INCREASE SPAY AND NEUTER AWARENESS



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: EVERY PATIENT WHO GETS SPAYED/NEUTERED WILL BE ENTERED TO WIN "X" GIFT CERTIFICATE/LOYALTY REWARD POINTS TO YOUR PRACTICE.

BLOG POST TOPIC PROMPTS:

- SIGNS A PET SHOULD BE SPAYED/NEUTERED
- BENEFITS TO SPAYING/NEUTERING

VIDEO IDEAS:

- WHAT HAPPENS DURING A PATIENT'S STAY FOR SPAY/NEUTER

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: YOU'LL WANT TO DIRECT PEOPLE TO YOUR LANDING PAGE FOR YOUR PROMO ON YOUR WEBSITE.
- GOOGLE ADS: YOU'LL WANT TO DIRECT PEOPLE TO YOUR LANDING PAGE FOR YOUR PROMO ON YOUR WEBSITE.

WEBSITE

- UPDATE YOUR WEBSITE WITH CURRENT INFO FOR SPAY AND NEUTER
- 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 ARE INTACT PATIENTS OVER 6 MONTHS OF AGE.

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 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 NEW PATIENTS. PRO TIP: CREATE A SPREADSHEET WITH A LIST OF NAMES OF NEW 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 SPAYING AND NEUTERING (STATS AND FACTS) AND YOUR PROMO.

IN CLINIC

- SPREAD THE WORD ABOUT YOUR REFERRAL PROGRAM AND SHARE THE DETAILS WITH YOUR CLIENTS, WHO ARE IN-PERSON VISITING. BEFORE YOUR LAUNCH DATE, MAKE SURE YOUR TEAM IS UP TO SPEED ON YOUR CURRENT REFERRAL PROGRAM.
- CREATE AND POST PAW PRINT POSTERS FOR EACH PATIENT THAT GETS ALTERED

DO
SOMETHING
remarkable
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: In this email, share the link to your giveaway landing page. If you have a referral program, share the details in this email too.

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!

Graphic Tip: Use simple but eye-catching details when designing your graphic. Also, include your own photos when possible.

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

Post #2: Show a photo of a patient being admitted for spay/neuter.

Graphic Tip: Add your logo to your photo.

Caption Tip: Tell your patient’s story and why they are at your practice. Include a call to action (CTA) that asks your clients to visit your landing page.

Instagram Posts Week 1

Post #1: Announce the giveaway!

Graphic Tip: Use simple but eye-catching details when designing your graphic. Also, include personal photos when possible.

Caption Tip: Tease your followers with only some of the promo details. Then, direct them to visit your giveaway landing page through the link in your bio. Make sure to include local hashtags, like city and county.

Post #2: Show a photo of a patient being admitted for spay/neuter.

Graphic Tip: Add your logo to your photo.

Caption Tip: Tell your patient’s story and why they are at your practice. Include a call to action (CTA) that asks your clients to visit your landing page through the link in your bio.

Post #3: Show off your paw print posters with a photo of your lobby.

Graphic Tip: Add your logo to your photo.

Caption Tip: Explain what the paw prints posters mean and how followers can get their pet a paw print poster. Direct them to visit the link in your bio.

Story: Announce the giveaway!

Graphic Tip: Record a team member talking about the promo.

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

Email Week 3: Educate on the benefits of spaying/neutering.

Email tip: Include the link to your blog on the benefits of spaying/neutering.

Push Notification #3: Educate on the benefits of spaying/neutering.

Text Tip: “Spaying or neutering your pet has a healthy impact on your pet. Our blog tells you why!”

Social Media: Facebook & Instagram

Facebook Posts Week 3

Post #1: Share your blog post on the benefits of spaying/neutering directly.

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

Caption Tip: Make it easy for clients to request an appointment for their pet by sharing a link to schedule an appointment on your website.

Post #2: Post a true or false question and have some fun! Take one of the facts from your blog on the benefits of spaying/neutering and ask followers if the statement is true or false.

Ex: Spaying or neutering your pet reduces of certain health risks.

Graphic Tip: Create a simple graphic with the question typed out.

Caption Tip: Provide your followers with a hint by linking to your blog post on the benefits of spaying/neutering.

Instagram Posts Week 3

Post #1: Share a picture of a patient or a staff member surrounded by a lot of stuff animals.

Graphic Tip: Add your logo to your picture.

Caption Tip: Talk about the importance of spaying/neutering pets to reduce the number of unwanted pets. Then in your CTA direct everyone to your blog on benefits of spaying/neutering via the link in your bio.

Post #2: Post a picture of your staff bundling a patient in blankets and providing comfort post-surgery.

Graphic Tip: Add your logo to the photo.

Caption Tip: Explain how your team recovers a patient after surgery and why it is important.

Post #3: Share a picture of a tech snuggling/recovering a spay/neuter patient post-surgery.

Graphic Tip: Add your logo to the photo.

Caption Tip: Share how your patients have a dedicated team member by the patient’s side during the entire procedure. Direct people to your promo landing page via the link in your bio.

Story: Show behind the scene of the extensive support offered to your patients during the spay/neuter procedure (like warmth, monitors, staff, etc.)

Graphic Tip: Use video to capture the tour.

Caption Tip: Summarize each video slide.

Email Week 4: Remind your clients about the giveaway.

Email tip: For your call to action, direct people to visit the promo/giveaway landing page on your website.

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

Text Tip: “Last chance! Enter to win “X” before [INSERT DATE]”

Social Media: Facebook & Instagram

Facebook Posts Week 4

Post #1: Remind your clients about the giveaway with a picture of a patient being discharged.

Graphic Tip: Add text to your picture, “We’ll miss you!”

Caption Tip: Remind your audience to visit your landing page for more information.

Post #2: Show an updated photo of the paw print posters in the lobby.

Graphic Tip: On the photo, add text summarizing the number of animals altered in the month.

Caption Tip: Celebrate the number of pets your team has altered.

Instagram Posts Week 4

Post #1: Post a reminder for your promo/giveaway.

Graphic Tip: Create a graphic with text saying, “There’s still time to enter!”

Caption Tip: Remind your followers of the promo/giveaway you’re hosting. Encourage people to visit the link in your bio for more details.

Post #2: Show a photo of your staff hanging up the paw print posters in the lobby.

Graphic Tip: Add your logo to your photo.

Caption Tip: Update everyone on the number of pets your team as altered this month.

Post #3: Show a photo of a patient with a huge smile as they are being discharged from the hospital.

Graphic Tip: Add your logo to the photo.

Caption Tip: Share how your patient was a superstar and you’ll miss them. Encourage your audience to book an appointment for their pet via the link in your bio.

Story: Remind your followers of your promo.

Graphic Tip: Share the number of pets your team as altered this month.

Caption Tip: Encourage your followers to visit the link in your bio for details on your promo.

sunday	monday	tuesday	wednesday

wednesday	thursday	friday	saturday

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