

MONTHLY *marketing* PLAN

TO HELP YOUR VET CLINIC
INCREASE VACCINE 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: FOR PATIENTS WHO RECEIVE "X" VACCINE, THEY WILL BE ENTERED TO WIN "X" GIFT CERTIFICATE OR LOYALTY REWARD POINTS TO YOUR PRACTICE.

BLOG POST TOPIC PROMPTS:

- FAQS ABOUT VACCINES
- BENEFITS OF VACCINES

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 THE FOLLOWING:

- CURRENT INFORMATION ON THE VACCINE YOU ARE OFFERING.

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 COMING DUE, DUE, OR OVERDUE FOR VACCINES.

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 VACCINES (STATS, FACTS, OR PREVENTIVE BENEFITS) 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.

MAKE
THINGS
that are worth
SHARING

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 picture of a pet who entered the contest.

Graphic Tip: Use a picture from your practice and place text that will grab your client’s attention like, “Feline exclusive!”

Caption Tip: Appeal to your clients by describing your service in a way that they can relate to. Include a call to action (CTA) that asks your clients to schedule an appointment on your website.

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 getting treats while they are receiving their vaccine(s).

Graphic Tip: Use a picture from your practice and add text that will grab your client’s attention like, “We’ve got the good stuff!”

Caption Tip: Appeal to your clients by describing the special treats patients receiving when they get vaccines. Include a call to action (CTA) that asks your clients to schedule an appointment on your website via the link in bio.

Post #3: Show a photo of a patient who entered the contest.

Graphic Tip: Add text to your photo saying, “Congrats, [INSERT PATIENT’S NAME]!”

Caption Tip: Congratulate the patient in the photo and share that the patient has been entered into your contest. Prompt clients to schedule an appointment on your website via the link in your bio.

Story: Announce the giveaway!

Graphic Tip: Show off the grand prize! Make it enticing!

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 the basics of vaccines.

Email tip: Share the link to the blog on FAQs about vaccines.

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

Text Tip: "Is your pet due for vaccines?"

Social Media: Facebook & Instagram

Facebook Posts Week 2

Post #1: Host a live Q&A focused on the basics of vaccines with your veterinarian.

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: Show how the staff implements low-stress techniques while a patient is receiving their vaccine(s).

Graphic Tip: Add your logo and text saying, "Good job, [INSERT PATIENT'S NAME]!"

Caption Tip: Tell the story behind the photo. Focus on the patient care your staff provides. Include a CTA to schedule an appointment through your website.

Instagram Posts Week 2

Post #1: Repurpose your Facebook Live Q&A video about the basics of vaccines.

Graphic Tip: Download the video with captions from Facebook.

Caption Tip: Briefly explain the purpose behind the video. For your CTA, direct the audience to visit your FAQ blog for more information via the link in your bio.

Post #2: Show a picture of your staff snuggling with a patient after their vaccine(s).

Graphic Tip: Add your logo to the photo.

Caption Tip: Tell the story behind the picture. Focus on the patient care your staff provides. Include a CTA to schedule an appointment through your website via the link in your bio.

Post #3: Highlight a new client or feline patient who came in for their in vaccine(s).

Graphic Tip: Add your logo to the photo.

Caption Tip: Tell the patient's story and why they were visiting. Ask followers to schedule an appointment via the link in your bio.

Story: Follow a patient's entire visit.

Graphic Tip: Follow a patient around and make quick video updates throughout their visit.

Caption Tip: Tell your followers that "X" patient is entered for your promo/giveaway. Encourage them to learn more by visiting your landing page via the link in your bio.

Email Week 3: Educate on the benefits of vaccines.

Email tip: Include the link to your blog on the benefits of vaccines.

Push Notification #3: Educate on the benefits of vaccines.

Text Tip: "Vaccines are essential to your pet's health. Why? Our latest blog has the answer!"

Social Media: Facebook & Instagram

Facebook Posts Week 3

Post #1: Share your blog post on the benefits of vaccines 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 get their pet's vaccines updated by including 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 FAQs about vaccines and ask followers if the statement is true or false.

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 FAQs about vaccines.

Instagram Posts Week 3

Post #1: Take picture of a staff member looking questionably at some vaccine vials.

Graphic Tip: Add your logo to your picture.

Caption Tip: Talk about the benefits of vaccines and direct followers to your "benefits of vaccines" blog as a reliable.

Post #2: Show picture of a patient in front of the "I got "X" vaccine today"

Graphic Tip: Add your logo to the photo.

Caption Tip: Share how the patient was brave for their vaccines. Tell about the yummy treat they got in exchange. Direct the audience to visit the blog on vaccines via the link in your bio.

Post #3:Show your staff supporting a patient as they get vaccinated.

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

Caption Tip: Talk about how happy the patient was during their visit. Mention they are entered to win your grand prize. Direct your followers to the giveaway landing page via the link in your bio.

Story: Ask a true or false question about vaccines.

Graphic Tip: Use the "question" sticker to ask your followers your true or false question.

Caption Tip: Provide a hint by directing your followers to visit your blog on FAQs about vaccines via the link in your bio.

sunday	monday	tuesday	wednesday

wednesday	thursday	friday	saturday

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