

MONTHLY *marketing* PLAN

TO HELP YOUR VET CLINIC
DENTAL MARKETING PLAN



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!

MEAUREABLE - 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 A DENTAL WILL BE ENTERED TO WIN "X" GIFT CERTIFICATE/LOYALTY REWARD POINTS TO YOUR PRACTICE. FOR EACH CLIENT THAT PURCHASES A DENTAL PRODUCT, THEY RECEIVE A SMALL GIFT OR ITEM OF SIMILAR VALUE.

BLOG POST TOPIC PROMPTS:

- SIGNS THAT A PET NEEDS A DENTAL

VIDEO IDEAS:

- HOW MUCH TO BRUSH YOUR PET'S TEETH
- WHAT HAPPENS DURING A DENTAL

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:**

- **LANDING PAGE: FEATURE THE DETAILS FOR YOUR PROMO**

- **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 OVERDUE ON DENTAL EXAMS AND DENTALS**

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 OR PATIENTS COMING IN FOR DENTALS AND DENTAL EXAMS. 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 DENTAL HEALTH (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 TOOTH POSTERS FOR EACH PATIENT THAT GETS A DENTAL.**

YOU CAN'T
photoshop
HUSTLE

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.



WEEK 2

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Email Week 2: Educate on when it's time for a dental.

Email tip: Share the link to the blog on signs of when a dental is needed.

Push Notification #2: Educate on when it's time for a dental.

Text Tip: "Does your pet need a dental? Find out!"

Social Media: Facebook & Instagram

Facebook Posts Week 2

Post #1: Show a picture of a pet's mouth open and staff pinching their noses to show bad breath.

Graphic Tip: Add text to your photo that somehow expresses smelly breath.

Caption Tip: Educate on how bad breath is an indicator that pets need a dental.

Post #2: Quiz your audience on dental health.

Graphic Tip: Create a graphic with the question typed out. EX: How many teeth do adult dogs have?

Caption Tip: Encourage everyone to share their guesses in the comments. Direct the audience to view your landing page.

Instagram Posts Week 2

Post #1: Show a picture of a pet's mouth open and staff pinching their noses to show bad breath.

Graphic Tip: Add your logo to your photo.

Caption Tip: Educate on how bad breath is an indicator that pets need a dental. Encourage people to read your blog on signs that pets need a dental via the link in your bio.

Post #2: Show a picture of a staff member holding their mouth like they have a toothache.

Graphic Tip: Add your logo to the photo.

Caption Tip: Educate on signs of dental disease. Tell people to read your blog on signs that pets need a dental via the link in your bio.

Post #3: Show a photo of a patient's dirty mouth.

Graphic Tip: Add your logo to the photo.

Caption Tip: Explain how dental health affects a pet's heart health. Direct people to learn more via the link in your bio.

Story: Show the extensive support offered to the patient during the dental procedure (warmth, monitors, staff, etc.)

Graphic Tip: Take your followers on a video tour.

Caption Tip: Summarize each slide in a textbox. Encourage followers to learn more about dentals by visiting your landing page via the link in your bio.

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 tooth posters in the lobby.

Graphic Tip: On the photo, add text summarizing the number of dentals performed.

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

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 dental posters in the lobby.

Graphic Tip: Add your logo to your photo.

Caption Tip: Update everyone on the number of pets your team as helped 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: Ask followers to caption your photo of the patient. Encourage your audience to visit your website via the link in your bio..

Story: Remind your followers of your promo.

Graphic Tip: Share the number of pets your team as helped 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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