

MONTHLY *marketing* PLAN

TO HELP YOUR VET CLINIC
PROMOTE PET WEIGHT MANAGEMENT



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 PATIENTS WHO LOSE WEIGHT IN "X" WILL BE ENTERED TO WIN "X" GIFT CERTIFICATE/LOYALTY REWARD POINTS TO YOUR PRACTICE. THE PATIENT WHO LOSES THE MOST WEIGHT IN "X" WILL RECEIVE A LARGER GIFT CERTIFICATE/LOYALTY REWARD POINTS TO YOUR PRACTICE. PARTICIPANTS WHO COME IN FOR REGU-**

BLOG POST TOPIC PROMPTS:

-  **WAYS PETS CAN LIVE A HEALTHY LIFESTYLE**
-  **APPROPRIATE DIET FOR PETS**
-  **DANGER OF OVERWEIGHT PETS**

VIDEOS IDEAS:

-  **PROPER EXERCISE TECHNIQUES**

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.

WEBSITE

- UPDATE YOUR WEBSITE WITH CURRENT INFO FOR WEIGHT MANAGEMENT.

- 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 WHO ARE GREAT CANDIDATES A WEIGHT MANAGEMENT PROGRAM.

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 THE 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 WEIGHT CHECKS. 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 WEIGHT MANAGEMENT (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.

- HAVE A SIGN SAYING, "TODAY I'M COMMITTING TO LOSING ___ POUNDS BY ____" WITH THE HASHTAG, #HEALTHYPET ON THE SIGN FOR PATIENTS TO GET THEIR PICTURE TAKEN.

DON'T BE
SCARED
YOU ARE

To show how great

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

wednesday	thursday	friday	saturday

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