

PROMOTE SENIOR WELLNESS AND BLOODWORK



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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

#### **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?

### 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 SENIOR PATIENTS WHO HAVE BLOOD WORK DONE IN "X", THEY WILL BE ENTERED TO WIN "X" GIFT CERTIFICATE/LOYALTY REWARD POINTS TO YOUR PRACTICE. ADDITIONALLY, EACH SENIOR PATIENT WHO HAS BLOOD WORK DONE GETS A SAMPLE OF A JOINT SUPPLEMENT. BLOG POST TOPIC PROMPTS: WHY SENIOR PETS NEED REGULAR BLOOD WORK. BASICS OF SENIOR PET CARE WITH AN EMPHASIS ON BLOOD WORK. VIDEO IDEAS: WHAT HAPPENS DURING A BLOOD DRAW 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                                                                                                                                                                                                              |
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| FACEBOOK & INSTAGRAM ADS - DIRECT PEOPLE TO BOOK AN APPOINTMENT ON YOUR WEBSITE.                                                                                                                                                 |
| WEBSITE                                                                                                                                                                                                                          |
| ■ SENIOR WELLNESS ■ BLOOD WORK ■ 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 CONSIDERED SENIORS.                                                                                                                              |
| DIGITAL COMMUNICATIONS                                                                                                                                                                                                           |
| PUSH NOTIFICATIONS: ONE NOTIFICATION PER WEEK = A TOTAL OF 4 NOTIFICATIONS (SEE WEEKLY BREAKDOWN FOR WRITING PROMPTS)                                                                                                            |
| CHECK YOUR REMINDERS                                                                                                                                                                                                             |
| <ul><li>■ ARE YOUR SERVICE REMINDERS WORKING PROPERLY?</li><li>■ ARE YOUR SMS REMINDERS WORKING PROPERLY?</li></ul>                                                                                                              |
| 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 SENIOR WELLNESS (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 A SIGN SAYING, "TODAY I'M YEARS YOUNG!" WITH THE HASHTAG, #SENIORPETWELLNESS ON THE SIGN FOR PATIENTS TO GET THEIR PICTURE TAKEN.                                                                                         |

## AWESOME SERVICE TO MARKET

## 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, s hare 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!

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

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

Post #2: Share a photo of a senior patient with your "years young" sign.

**Graphic Tip:** Add your logo to your photo.

<u>Caption Tip:</u> Tell your patient's story and about their personality. Include a call to action (CTA) that asks your clients to visit your landing page.

#### Instagram Posts Week 1

Post #1: Announce the giveaway!

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

<u>Caption Tip:</u> 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: Share a photo of a senior patient with your "years young" sign.

**Graphic Tip:** Add your logo to your photo.

<u>Caption Tip:</u> Tell your patient's story and about their personality. Include a call to action (CTA) that asks your clients to visit your landing page through the link in your bio.

Post #3: Share a client testimonial.

**Graphic Tip:** Create a graphic using a quote from a client's testimonial.

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

Story: Announce the giveaway!

<u>Graphic Tip:</u> Record a team member talking about the promo.

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

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#### Email Week 2: Educate on senior wellness.

Email tip: Share the link to the blog on senior wellness.

#### Push Notification #2: Remind clients about their senior pet's health.

Text Tip: "Does your senior pet need more TLC?"

#### Social Media: Facebook & Instagram

#### Facebook Posts Week 2

Post #1: Share your blog post on senior wellness directly.

<u>Graphic Tip:</u> Make sure the thumbnail on the link is visible and relevant to the topic. <u>Caption Tip:</u> Make it easy for clients to request an appointment for their senior pet 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 senior wellness and ask followers if the statement is true or false. Ex: Pets are considered a senior once they turn 7 years old.

<u>Graphic Tip:</u> Create a simple graphic with the question typed out.

<u>Caption Tip:</u> Provide your followers with a hint by linking to your blog post on senior wellness.

#### **Instagram Posts Week 2**

Post #1: Share a senior wellness tip.

<u>Graphic Tip:</u> Create a simple graphic with your tip typed out.

<u>Caption Tip:</u> Encourage your followers to read your blog on senior wellness for more information via the link in your bio.

Post #2: Show a picture of a patient who has entered the contest.

<u>Graphic Tip:</u> Add text to your photo that will grab your client's attention like, "Still kickin'!" <u>Caption Tip:</u> 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 via the link in your bio.

Post #3: Show a picture or video of a senior patient celebrating after their senior check-up with treats or loves.

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

<u>Caption Tip:</u> 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 senior patient's entire visit.

**Graphic Tip:** Follow a patient around and make quick video updates.

<u>Caption Tip:</u> Tell your followers that the 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 importance of blood work.

Email tip: Include the link to your blog on why seniors need regular blood work.

#### Push Notification #3: Educate on the importance of blood work.

Text Tip: "DYK: Senior pets need regular blood work completed? Read why on our blog."

#### Social Media: Facebook & Instagram

#### Facebook Posts Week 3

Post #1: Share your video on what happens during a blood draw.

Graphic Tip: Add captions to your video with Facebook's auto-generate option.

<u>Caption Tip:</u> Briefly explain the purpose behind the video. For your CTA, direct the audience to visit your landing page for more information.

Post #2: Invite clients in on a case.

**Graphic Tip:** Show a picture of the patient being examined.

<u>Caption Tip:</u> Present the symptoms of a senior patient and share that the doctor is running bloodwork. Ask followers what they think the doctor is checking for and provide multiple choice.

#### Instagram Posts Week 3

Post #1: Share your video on what happens during a blood draw.

Graphic Tip: Add captions to your video.

<u>Caption Tip:</u> Briefly explain the purpose behind the video. For your CTA, direct the audience to visit your landing page via the link in your bio.

Post #2: Post a picture of your veterinarian reviewing a senior patient's blood work.

**Graphic Tip:** Add your logo to the photo.

<u>Caption Tip:</u> Share the patient's story. Explain how thorough the doctor is in confirming their diagnosis. Invite follows to the patient's status in your story.

Post #3: Share a picture of a senior pet who got good news from the results of their blood work.

<u>Graphic Tip:</u> Add text saying, "Congrats, [INSERT PATIENT'S NAME]!".

<u>Caption Tip:</u> Share how it was good that the client brought the patient in for blood work.

Direct your followers to your blog on why blood work is important via the link in your bio.

Story: Invite clients in on the case from "Post #2",

Graphic Tip: Share the post from "Post #2" to your story.

<u>Caption Tip:</u> Ask followers what they think the doctor is checking for and provide multiple choice in the form of a sticker.

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#### 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 senior patient.

<u>Graphic Tip:</u> Add text to your picture, " [INSERT PATIENT'S NAME] is here to remind you about our contest."

<u>Caption Tip:</u> Remind your audience to visit your landing page for more information.

Post #2: Share throwback pictures to when a senior patient was an infant with a present-day photo.

<u>Graphic Tip:</u> On the photo, add text saying, "Then" and "Now".

<u>Caption Tip:</u> Share the patient's favorite treats, pastimes, and quirks. Then share the link to your landing page for a CTA.

#### 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!"

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

Post #2: Share throwback pictures to when a senior patient was an infant with a present-day photo.

Graphic Tip: On the photo, add text saying, "Then" and "Now".

<u>Caption Tip:</u> Share the patient's favorite treats, pastimes, and quirks. Then encourage your followers to visit the link in your bio.

Post #3: Show a picture of your staff obsessed with a senior patient.

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

<u>Caption Tip:</u> Tell about your staff's obsession with the patient and what makes them special. Encourage your audience to book an appointment for their senior pet's checkup via the link in your bio.

Story: Share a story slide asking for your followers to tell you about their senior pet. <u>Graphic Tip:</u> Create a fill in the blank template where your followers can add their pet's information.

<u>Caption Tip:</u> Encourage your followers to visit the link in your bio for great resources for senior pets.

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