

MONTHLY *marketing* PLAN

TO HELP YOUR VET CLINIC
PROMOTE SENIOR WELLNESS AND BLOODWORK



snout school x hashwag

**TABLE OF
CONTENTS**

03

05

07

11

19

GOALS

QUESTIONS

CHECKLISTS

WEEKLY

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

S

M

A

R

T

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 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

- FACEBOOK & INSTAGRAM ADS - DIRECT PEOPLE TO BOOK AN APPOINTMENT ON YOUR WEBSITE.

WEBSITE

- UPDATE YOUR CURRENT INFO FOR THE FOLLOWING:

- 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

- 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 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
is easy
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 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.

Caption Tip: 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.

Caption Tip: 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.

Caption Tip: 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.

Caption Tip: 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.

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

Caption Tip: 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.

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

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.

Graphic Tip: Add text to your picture, “[INSERT PATIENT’S NAME] is here to remind you about our contest.”

Caption Tip: 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.

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

Caption Tip: 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!”

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: 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”.

Caption Tip: 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.

Graphic Tip: Add your logo to the photo.

Caption Tip: 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.

Graphic Tip: Create a fill in the blank template where your followers can add their pet’s information.

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

sunday	monday	tuesday	wednesday

wednesday	thursday	friday	saturday

snout school x hashwag