

MONTHLY *marketing* PLAN

TO HELP YOUR VET CLINIC
RUN A FUN PET PHOTO CONTEST



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: THE OVERALL WINNER WILL WIN "X" GIFT CERTIFICATE/LOYALTY REWARD POINTS TO YOUR PRACTICE AND FEATURED ON YOUR FACEBOOK/INSTAGRAM PROFILE PHOTO. ALL RUNNER-UPS GET A SMALL GIFT AND FEATURED ON YOUR FACEBOOK COVER PHOTO.**

 **SOCIAL MEDIA POSTS:** THE PHOTO CONTEST SCHEDULE INCLUDED IN THIS PLANNER REFLECTS THE GUIDELINES DESCRIBED ON OUR BLOG. THIS SCHEDULE REFLECTS ENOUGH ROUNDS FOR 32 PICTURES (4 IN EACH ROUND). YOU MAY NEED TO ADJUST IF YOU RECEIVE MORE OR LESS. IF YOU RECEIVE MORE, FEEL FREE TO EXTEND THE CONTEST PAST THE 4 WEEKS LISTED AND REPEAT THE PROCESS LISTED. ADD A CALL TO ACTION ON EACH PHOTO CONTEST ROUND TO BOOK AN APPOINTMENT.

 **FACEBOOK**

 **INSTAGRAM**

DIGITAL ADVERTISING

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

WEBSITE

- **LANDING PAGE: FEATURE THE DETAILS FOR YOUR PROMO/GIVEAWAY AND HAVE**
 - **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 WHO HAVE SOCIAL MEDIA ACCOUNTS.**

DIGITAL COMMUNICATIONS

- **PUSH NOTIFICATIONS: ONE NOTIFICATION PER WEEK = A TOTAL OF 4 NOTIFICATIONS (SEE WEEKLY BREAKDOWN FOR WRITING PROMPTS)**

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.**
- **ANNOUNCE THE CONTEST ON YOUR LOBBY BOARD AND ENCOURAGE PEOPLE TO VISIT YOUR FACEBOOK PAGE TO VOTE OR ENTER ON YOUR WEBSITE.**
- **IF YOU HAVE COMPUTERS IN YOUR EXAM ROOMS, CREATE SCREENSAVER SLIDES WITH THE PHOTO SUBMISSIONS.**

ASKING
FOR HELP
IS NOT A
SIGN OF

weakness

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: Announce winners of each round so far. Encourage people to visit your social media pages to vote in the current rounds.

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

Push Notification #3: Encourage people to visit your social media pages to vote in the current rounds.

Text Tip: “Have you voted yet? Vote for your favorite pet picture on [INSERT SOCIAL PLATFORM]”

Social Media: Facebook & Instagram

Repeat the same process for each voting round until you reach your final round. Tip for graphics:

Make copies of your graphics, so you can easily just replace photos for the next voting round.

Caption tip: Always share the rules on voting and include a link for people to book an appointment on your website or through the link in your bio depending if you are on Facebook or Instagram.

Post #1:

Post Round 4 (open for 2 days). Announce the winner of Round 3 in the comments of the post for Round 3.

Post #2:

Post Round 5 (open for 2 days). Announce the winner of Round 4 in the comments of the post for Round 4.

Story: Share each round to your story and encourage people to vote by using the “poll sticker.”

Email Week 4: Announce winners of each round so far. Encourage people to visit your social media pages to vote in the current rounds.

Email tip: Share the link to your Facebook page so your clients can see the cover photo.

Push Notification #4: Winners have been announced, share the news.

Text Tip: “Winners have been announced! Did your pet win? Check [INSERT SOCIAL PLATFORM] to find out!”

Social Media: Facebook & Instagram

Repeat the same process for each voting round until you reach your final round. Tip for graphics: Make copies of your graphics, so you can easily just replace photos for the next voting round. Caption tip: Always share the rules on voting and include a link for people to book an appointment on your website or through the link in your bio depending if you are on Facebook or Instagram.

Post #1:

Post Round 6 (open for 2 days). Announce the winner of Round 5 in the comments of the post for Round 5.

Post #2:

Announce the winner of Round 6 and encourage people to stay tuned for when you’ll announce the overall winner.

Post #3:

Announce winners (grand and runner ups) by adding their pictures to your cover photo.

Story: Share each round to your story and encourage people to vote by using the “poll sticker.”
BONUS Story: Announce the winners.

sunday	monday	tuesday	wednesday

wednesday	thursday	friday	saturday

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