

MONTHLY *marketing* PLAN

TO HELP YOUR VET CLINIC
CAT VISITS MARKETING PLAN



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: FOR ALL THE APPOINTMENTS THAT ARE SEEN IN "X" THEY WILL BE ENTERED TO WIN "X" GIFT CERTIFICATE OR LOYALTY REWARD POINTS TO YOUR PRACTICE.**

BLOG IDEA PROMPTS:

-  **TIPS FOR GETTING A CAT TO THE VET**
-  **COMMON MYTHS ABOUT FELINE**

VIDEO IDEAS:

-  **TOUR OF CAT AMENITIES**

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.
- GOOGLE ADS - DIRECT PEOPLE TO BOOK AN APPOINTMENT ON YOUR WEBSITE

WEBSITE

- UPDATE YOUR CURRENT INFO FOR THE FOLLOWING:
 - FELINE SERVICES/PRODUCTS
- 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 FELINE PATIENTS WHO ARE OVERDUE ON ANNUALS, VACCINES, AND BLOOD WORK.

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 FELINE PATIENTS. PRO TIP: CREATE A SPREADSHEET WITH A LIST OF NAMES OF FELINE PATIENTS EXPECTED TO COME IN. THIS WILL ALLOW YOUR STAFF TO WRITE THE NAMES OF PATIENTS ON THE LOBBY BOARD EFFICIENTLY.
- IF YOU HAVE COMPUTERS IN YOUR EXAM ROOMS, CREATE SCREENSAVER SLIDES WITH INFORMATION ON FELINE WELLNESS (STATS, FACTS, OR SPECIAL CAT SERVICES) AND YOUR PROMO.

IN CLINIC

- HAVE A SIGN SAYING, "I'M FELINE FINE AT [NAME OF PRACTICE]!" FOR PATIENTS TO GET THEIR PICTURE TAKEN. THEN SHARE OR POST THOSE PHOTOS ON SOCIAL MEDIA WITH THE PATIENT'S STORY.

GREAT
CULTURE
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.



sunday	monday	tuesday	wednesday

wednesday	thursday	friday	saturday

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