



TO: Innovative Petcare General Practices

ATTN: Practice Managers, CSRs, Medical Operations, Training and Development

FROM: Marketing Department

DATE: Ongoing

CAMPAIGN: New Mover Campaign

Innovative Petcare is excited to launch a new marketing toolbox, called “New Movers,” that will encourage your veterinary practice to build stronger, community relationships with local pet-friendly living communities in your neighborhood. This low-cost, high-return, marketing campaign will help increase awareness of your practice to local residents once they move into a new neighborhood, apartment building, or senior home at a crucial time when they may be actively looking for a new veterinarian. A *Free First Exam for New Clients* as part of this campaign is an ideal promotion since data has shown, 1 out of 3 new residents will take advantage of this offer if strategically presented to them.

If you are looking for New Clients, why this Campaign is right for you:

- You will be building relationships with businesses who are highly ingrained and trusted in the community by their residents as a reliable source of information.
- These communities have a captured audience where your information can easily be inserted into their new resident packets and leveraged as an ongoing source of new clients for you.
- With the influx of pet fees, pet rent and move-in deposits, pet-friendly living communities are always looking for value-added, discounts and benefits for their residents.
- There is minimal cost and time invested by you and your staff to participate in this campaign to be able to achieve an ongoing influx of new clients into your door.
- Not only will your practice gain exposure with new residents, but your practice can also gain recognition from the employees who work at these communities (who also likely have pets.)

Getting Started

The New Mover Campaign is available at anytime. Please let Marketing know if you are interested and we can start the process.

Step 1: **We** research and provide you with a list of 5-10 pet-friendly living communities less than 10 miles from your practice for review and approval.

Step 2: **We** set up a 30-minute discovery call with you to target 3-5 of those choice communities that best fit your timing, your local practice’s demographic and geography.

Step 3: **We** ship a reasonably priced, small “goodie basket” attention to the Property Management Team as an introduction to your practice and that you can offer a Free First Exam for New Clients to their residents

Step 4: **We** custom design a “Welcome to the Neighborhood” Free First Exam high-quality, high-gloss flyer that can easily be inserted into their Resident Packets.

Step 5: **We** ship pre-printed flyers for you to easily drop off to the community to further solidify the new relationship or we can ship them directly to the community with your endorsement and follow-up.

Tips for Success

Communicate this relationship and offer with your Entire Staff. Warmly welcome new residents to your hospital and to the neighborhood. If a New Mover visits for the first time and does not have the physical flyer, please still accept them as a new client.

The key to building and keeping a strong relationship with pet-friendly communities is ongoing communication and facetime. Given the chance to meet with community management in person, versus email or phone, will only solidify your relationship even further. Regularly connect with the community at least every 1-2 months to ensure they have enough flyers and/or giveaways.

Offer the same “Free First Exam” offer to pet-friendly community staff as well as to the residents. What better people to actively promote your practice to residents than those who will share a first-hand experience about your veterinary services.

If your practice information management software (PIMS) has the ability to track referral redemptions, create a new client referral code for each community you work with- then we can help narrow down or expand your reach over the next 3-6-9 months.

Include Marketing on your monthly client reports by emailing marketing@innovativepetcare.com - we will continue to support and measure the results of your New Mover Campaign.