

Innovetive Petcare **Pet Dental Awareness Month**

MARKETING DEPARTMENT

FEBRUARY 2022



innovetive
PETCARE



Campaign Overview

- Goals
- Approach
- Materials & Timeline
- Campaign Pro-tips
- Participating Clinics
- Questions

Campaign Goals



Why Drive Pet Dental Awareness?

- **New And Existing Clients Are Captured Audiences:** Dental disease affects more than 87% of dogs and 70% of cats aged three years and above.
- **Dental Compliance helps** increase transactions and visits
- **Marketing “Awareness”** doesn’t always mean discounting
- **Supports Exam Room Conversation:** nutrition, annual visits, at-home oral care, treats, etc.

A Collaborative Approach

- **Regional Operations Managers**

- Lead clinic participation 45 days in advance of campaign
- Lead content approvals to optimize the execution process
- Leads clinic conversations on campaign pro-tips with PMs

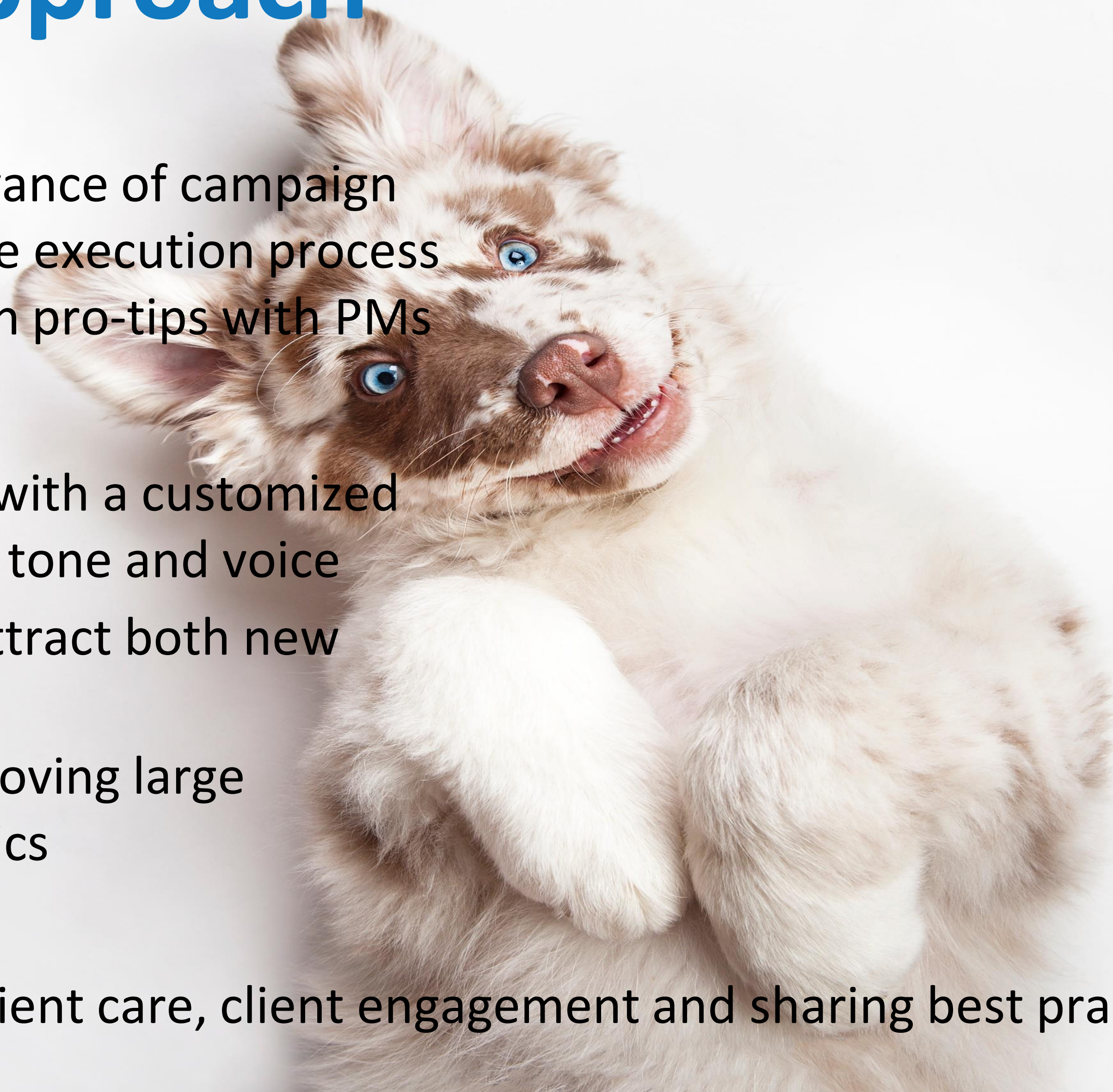
- **Marketing Department**

- Creates professional marketing assets with a customized approach to each clinic's brand identity, tone and voice
- Uses communication levers aimed to attract both new and existing clients
- Executes a timely, scalable roll-out removing large portion of marketing burden on the clinics

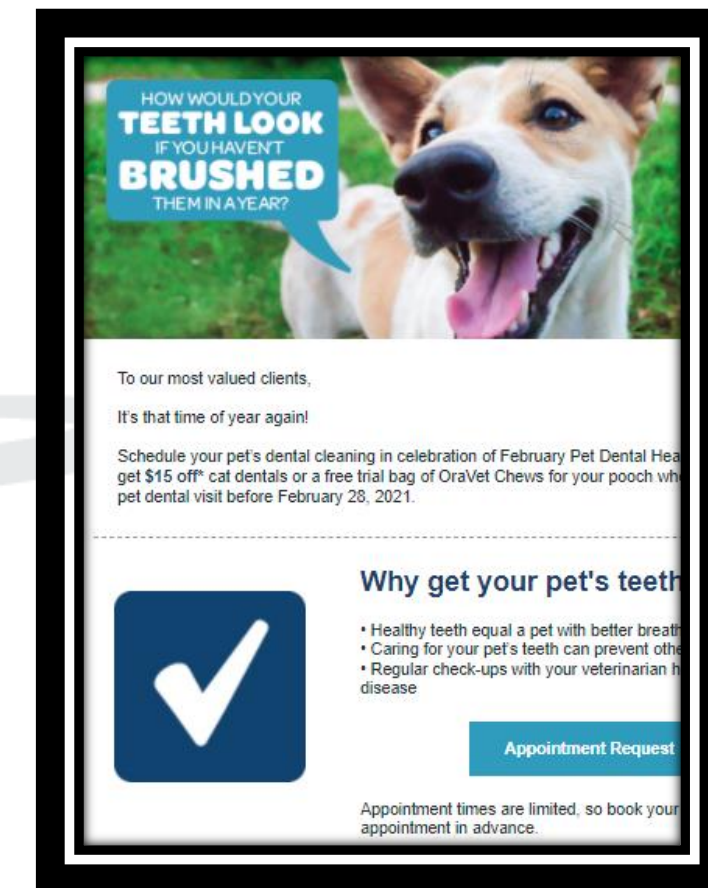
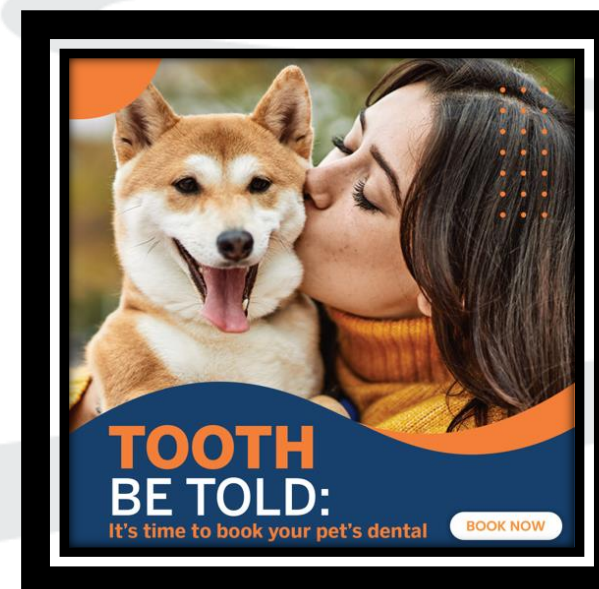
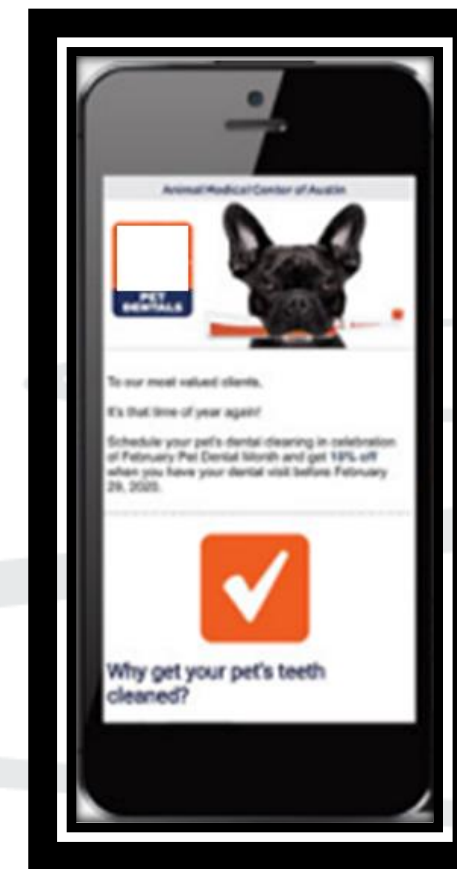
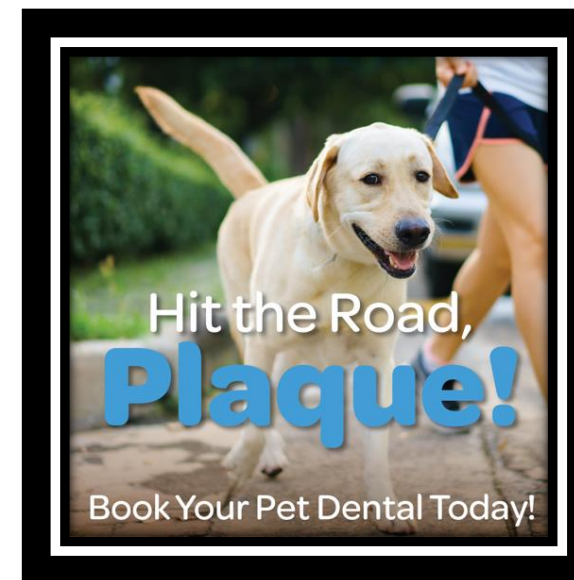
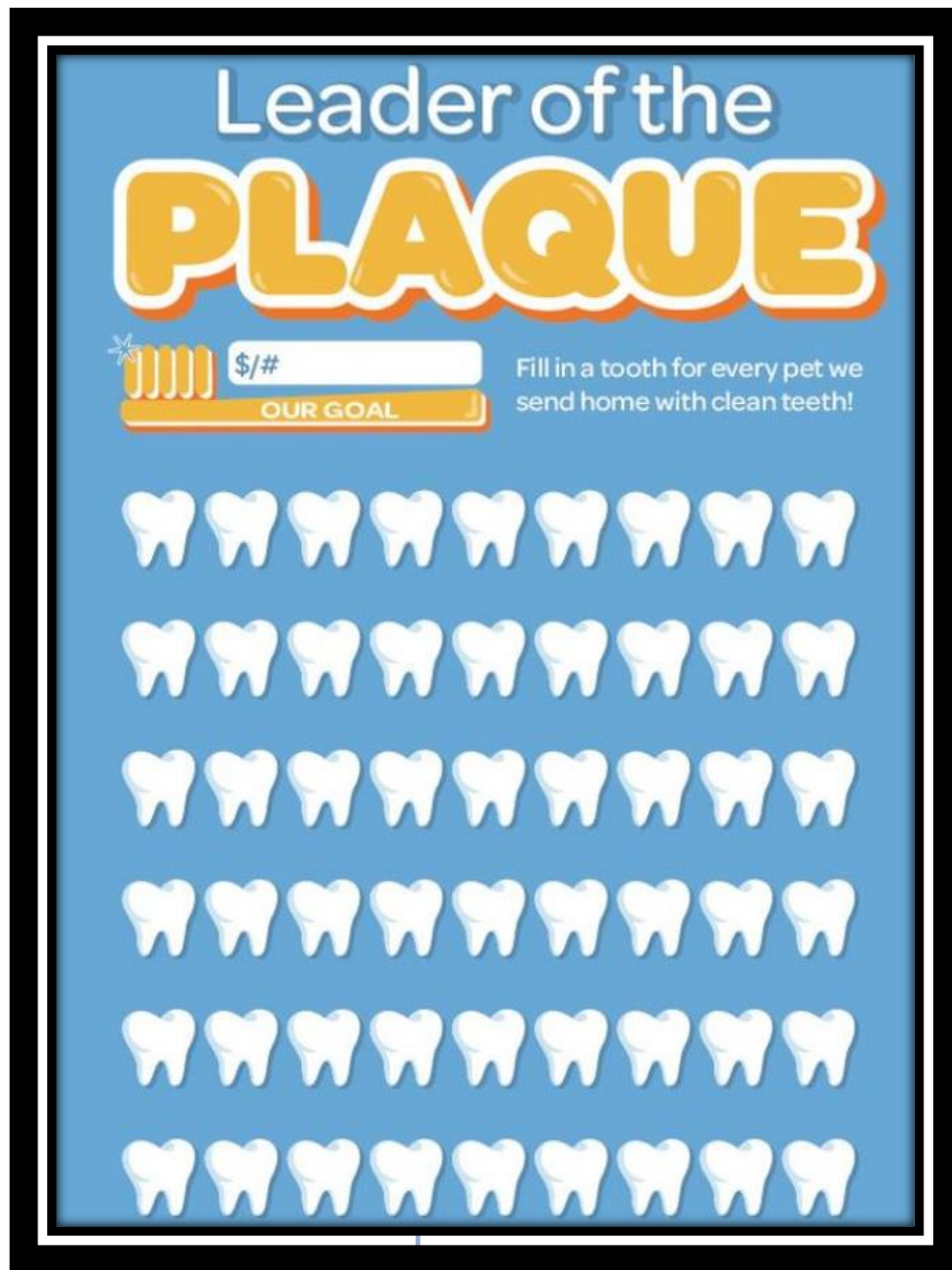


- **IPC Clinics**

- 100% focused on patient care, client engagement and sharing best practices



Materials & Timeline



DENTAL IN-CLINIC TRACKER POSTER*

Available By Request

MRFs must be submitted by Jan 3rd

BAGSTUFFER

'Chew on This'

250 Q

Opt-Ins arrive pre-printed in-clinic early/mid-January

DIGITAL

Pet Dental Social Post Library

- Available on Hootsuite
- Available on WorkPlace
- Geo/Hyper Targeted by Marketing Website Updates mid-January

EMAIL*

Available By Request

MRFs must be submitted by Jan 3rd



Campaign Pro Tips



Social/Digital

- Assign a “paw-parazzi” in the clinic to take/post photos of “Pets Showing Their Pearly Whites”
- Take before & after pet dentals
- Add campaign messaging to digital/printed invoices
- Consider sharing pet dental articles, blogs and posts on Social Media
- Request changes to website pop-ups or banners to highlight ANY SPECIAL DENTAL PROMOTIONS



Share Success

- Get fun markers and pens for employees to track Pet Dentals in Feb for prizes
- Monitor your bookings, bandwidth, promos & new clients vs returning clients in your PIMS
- Share your campaign best practices with sister clinics on WorkPlace



Print

- Place bagstuffers in bags, on counters and exam rooms
- Bring bagstuffers to any local events or neighboring businesses (*Hint: Like-minded businesses*)
- Request [“At-Home Oral Care” Rack Cards](#)
- Want to create a clinic contest? Request a [Printed Dental Tracker Poster](#)
- Need promo items? Must submit an [MRF](#) at least 3-4 weeks in advance to Feb 1

Opt-in Clinics by Region According to 2022 Marketing Planning Worksheets



STEPHEN TRACEY

CLINIC (4)

Animal Hospital of Lewisville
Sun Dog Cat Moon
Wilkes
Stoney Creek

CLINIC (6)

Vernon Woods Animal Hospital
(VW) Brookhaven Animal Hospital
(VW) North Springs Animal Clinic
Sprayberry Animal Hospital
Ranch Animal Hospital
Animal Hospital at Lakewood Ranch



DEB ROBERTS

CLINIC (7)

Crossroads / Lancers Pet Hospital
MPAH - Skillman
MPAH - White Rock
MPAH - Oak Cliff
Belton Small Animal Clinic
Country Brook



ELLE PRIOR



ERIKA PETROSINO

CLINIC (6)

Lange Animal Hospital
Lenoir City Animal Clinic
Hernando Animal Clinic & Surgery Center
All Animal
Chowan (if whole)
Copeland and Flatt (if whole)



JOSHUA JASPER

CLINIC (2)

Doral
Dade County



STEVEN GOLLA, DVM

CLINIC (8)

All 3 CTVC- New Braunfels - Luling - Lockhart
Acorn Hill
West Houston Veterinary Medical Associates
Pearland Pet Health Center
AMC
Springs

** Q3/Q4 New IPC partners case by case basis*

Thank You

Innovative Petcare

[Submit Requests to the Marketing Request Form](#)

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