

Innovetive Petcare Marketing

Boarding and Grooming
Campaign

Spring/Summer 2022



innovetive
PETCARE

- 
- A black and tan dog is lying on a beach, wearing red sunglasses. The dog is holding a drink in a coconut shell with a pink straw and a yellow lemon slice. The background is a clear blue sky and ocean. A large blue circular graphic is overlaid on the right side of the image.
- Goals
 - Approach
 - Materials & Timeline
 - Campaign Pro-tips
 - Participating Clinics
 - Questions

Campaign Overview

Campaign Goals

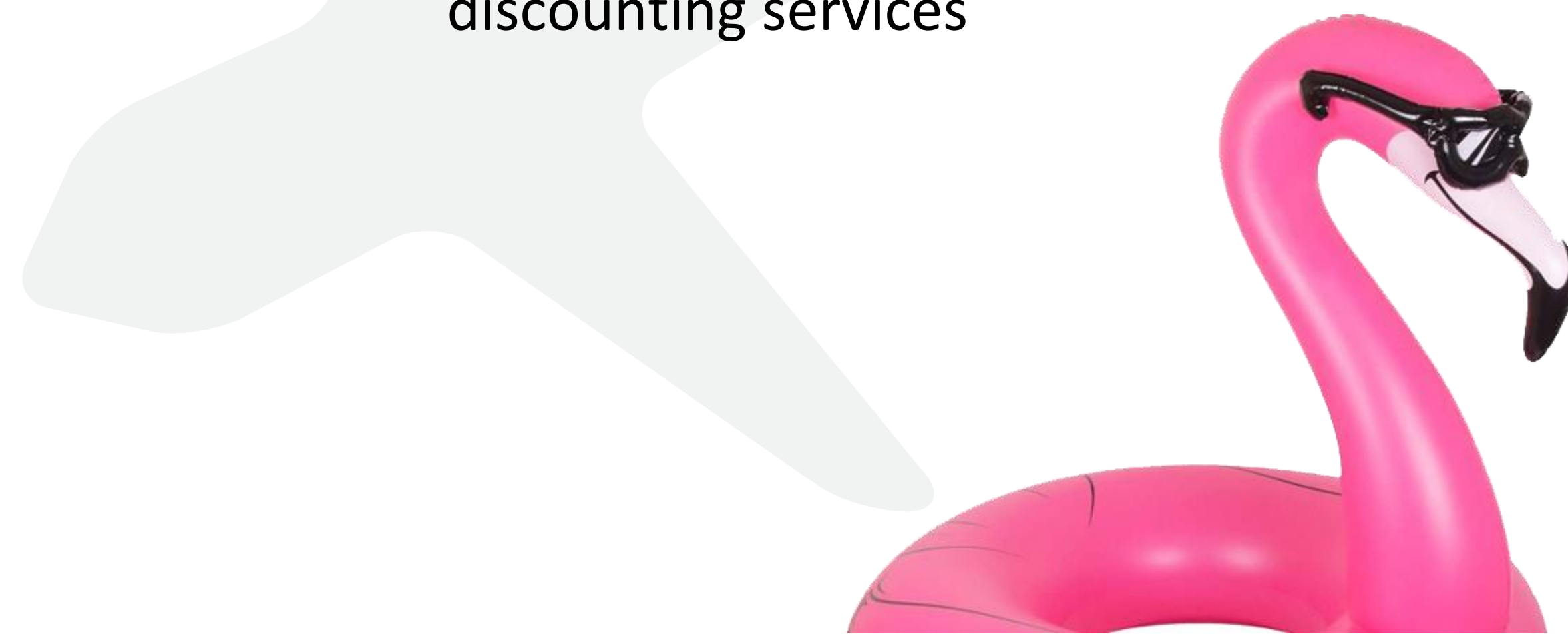
Drive
New Clients

Drive
Awareness

Drive
Ancillary
Revenue

Marketing Will Help:

- Drive awareness and bookings ahead of Spring Break for existing clients
- Drive **new veterinary clients** through ancillary services
- Engage those clients eager to travel post-COVID
- Create a low-risk, low-cost, and *scalable* marketing campaign that will not require discounting services



A Collaborative Approach

- **Regional Operations Managers**

- Leads clinic opt-ins 30-45 days in advance of campaign
- Leads clinic conversations for buy-in and engagement
- Encourages execution of campaign pro-tips

- **Marketing Department**

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



- **IPC Clinics**

- 100% focused on best practices, medicine, and clients



Materials & Timeline



LAUNCH

ROM Opt-In Final

No later than
February 15th



PRINT

**8.5 x 8.5 Grooming Flyer and/or
a Boarding Bagstuffers 250 Q**

(sample artwork)

Arrives pre-printed for opt-ins
Early/Mid March through Summer

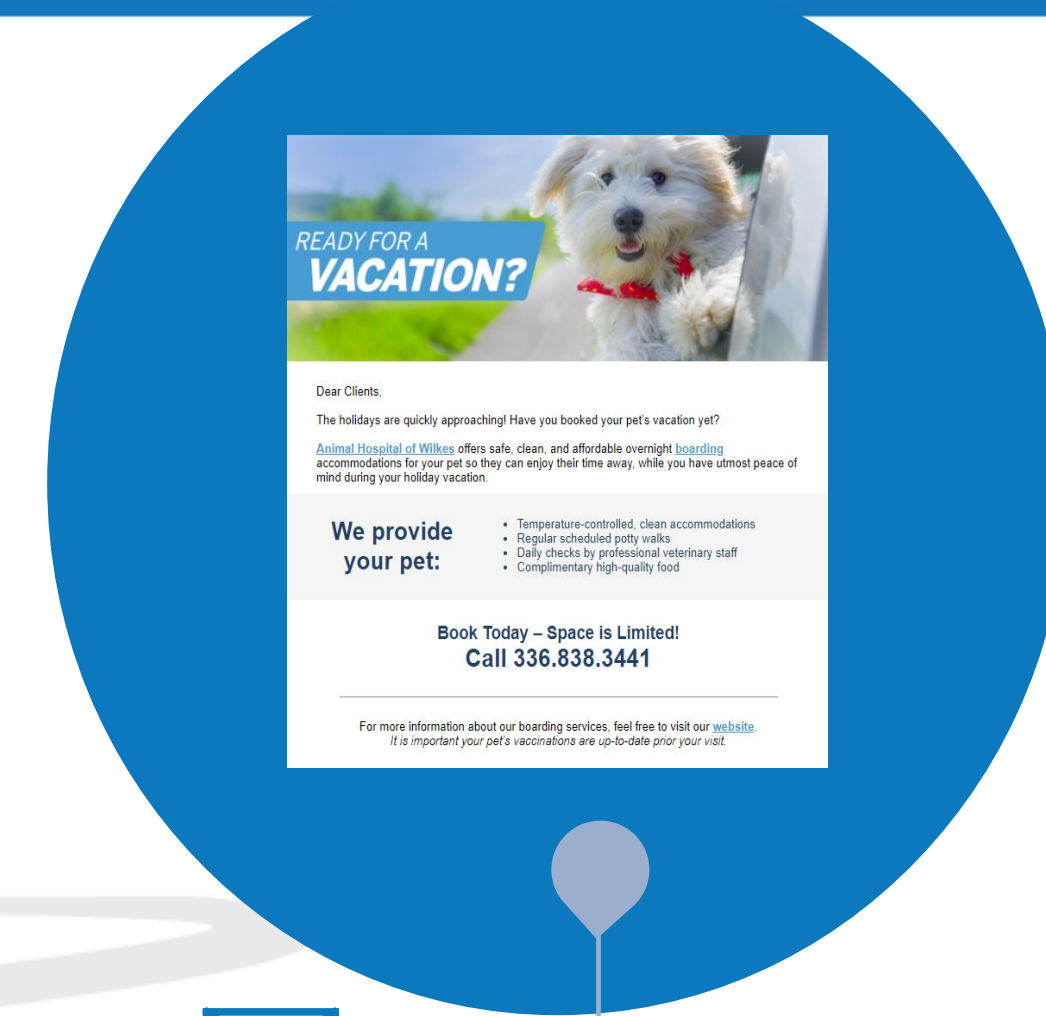


SOCIAL

Marketing to Post and Boost Social
Media Ads to Pet Owners

\$5 day/30 days (*Boarding Only*)
Boarding and Grooming content will
be available on Hootsuite and
WorkPlace

According to AVG Spring Break
window by State – 30 days



DIGITAL

CLIENT EMAIL BLASTS

By MRF request

ADD'L WEBSITE UPDATES

Blogs, Articles, Etc.

By MRF request

Encouraged week of
Feb 20th



Campaign Pro Tips



✓ Social/Digital

- Assign a “paw-parazzi” in the clinic to take/post pet vacation photos for your social pages
- Take before & after grooming photos for clients
- Add campaign messaging to digital invoices
- Submit a MRF to change website pop-ups or add a blog highlighting boarding & grooming

✓ Print

- Staple flyers on invoices whenever possible
- Hand out flyers/bagstuffers curbside
- Put flyers in exam rooms
- Bring extra flyers to local events or local businesses
- Boarding/grooming rate cards (IPC Marketing can create if you do not have them already)

✓ Track Success

- Ask new clients how they were referred and enter notes in your PIMS
- Try to monitor your bookings, occupancy & new clients vs returning clients
- Share campaign best practices with sister clinics on WorkPlace



Participating IPC Clinics



STEPHEN TRACEY

CLINIC

Animal Hospital of Wilkes
Archdale

Boarding Grooming?

✓ No
✓ No



ERIKA PETROSINO

CLINIC

Hunt Valley
Lange Animal Hospital
Lenoir City Animal Clinic
Cahaba
Elmore Road
Woodland

Boarding Grooming?

✓ No
✓ No
✓ No
✓ No
✓ No
✓ ✓



DEB ROBERTS

CLINIC

Vernon Woods Animal Hospital
Brookhaven Animal Hospital
Ranch
Lakewood Ranch
Sprayberry Animal Hospital

Boarding Grooming?

✓ ✓
✓ ✓
✓ ✓
✓ ✓
✓ No



JOSHUA JASPER

CLINIC

CTVC – Luling
West Houston Veterinary
Pearland Pet Health Center

Boarding Grooming?

✓ No
✓ ✓
✓ No



ELLE PRIOR

CLINIC

Crossroads Pet Hospital
Loop 363
MPAH - Skillman
MPAH - White Rock
MPAH - Oak Cliff
Belton

Boarding Grooming?

✓ ✓
✓ No
✓ No
✓ No
✓ No
✓ ✓



STEVEN GOLLA, DVM

Questions?

Innovetive Petcare
Submit Your MRF [Here](#)

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