



## August Marketing Tips for your Practice or Clinic



Back to School



Take your Cat to the Vet Day



Senior Citizens Day

August offers a variety of great opportunities to market your practice and drive new business. Veterinary Education Network offers the following ideas that show how you can use these events and special occasions to partner with your vendors to promote your products, services and educate your clients.

### Month and Week - Long Events

- International Dog Assistance Week (8/3-9)
- Elvis Week (8/16-22)
- Shark Week (8/10-16)

### Other Special Days include:

- Girlfriends and Friendship Days
- Coast Guard Day
- Back to School
- Summer Vacation
- Senior Citizens Day
- Take your Cat to the Vet Day
- Emmy Awards
- National Dog Day
- Check your Chip Day



Here are a few educational and marketing ideas for you to use in conjunction with these events in your practice. VEN posts ideas daily on Facebook with specific details for each day. Visit us on Facebook at [Facebook.com/venonline](https://www.facebook.com/venonline).

- *Check the Chip Day* - Offer Pet Safety Tips: Is your pet micro chipped, has the right ID? Hold a safety class discussing animal behavior, safety tips in the summer and partner with your ID vendor to offer micro-chipping, ID tags, etc.
- Offer Animal Behavior Tips on how the going *Back to School* will affect your pets
- *Senior Citizens Day* is a great opportunity to focus on senior pets and their special need and care

- *Take your Cat to the Vet* is a perfect event to promote feline special needs and increase your feline business overall; this is one of the number one areas you can help your bottom line with a few feline friendly additions to your clinic; but you have to promote it!
- Create a “Be Cool” theme for August – It’s cool to bring your pet in for an exam. You select the type of procedures. Give away ‘sunglasses or water bottles” for clients (provided by a vendor partner)
- Summertime continues to offer opportunities to provide information about any of the following:
  - Traveling or Vacation Tips for pets (great opportunity to educate about boarding and pet sitter tips)
  - Water safety for Pets (offer CPR classes) (Perfect tie-in with *Coast Guard Day*)



**94% OF VETERINARIAN DERMATOLOGISTS RECOMMEND THE USE OF SUNSCREEN ON YOUR PETS**

Recommended by AAHA, ASPCA, and the Humane Society of America

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| <p><b>WHY USE SUNSCREEN?</b></p> <ul style="list-style-type: none"> <li>- Sun Burnt Skin</li> <li>- Pain Associated with Sun Burns</li> <li>- Solar Dermatitis</li> <li>- Skin Cancers</li> <li>- Auto Immune Diseases</li> </ul> <p><b>Why Use Epi-Pet Sun Protector Sunscreen Spray?</b></p> <ul style="list-style-type: none"> <li>- Waterproof</li> <li>- Only Pet Sunscreen that meets the FDA Guidelines for ingredients and stability</li> <li>- SPF Factor equivalent to 30-45</li> <li>- Fine Mist Application to easily penetrate hair to cover skin</li> <li>- Non-Greasy</li> <li>- Quick Dry Formulation</li> </ul> | <p><b>WHO NEEDS SUNSCREEN?</b></p> <ul style="list-style-type: none"> <li>- Short + Thin Haired Pets</li> <li>- White + Light Haired Pets</li> <li>- White + Pink Skin Pets</li> <li>- Shave Down Dogs</li> <li>- All Pets Subjected to Excessive Sun (Boaters, Hikers, Dog Parks, etc)</li> <li>- Breeds Predisposed to Skin Tumors (Boxers, Weimaraners, Bull Dogs, Pit Bull Terriers, Boston, Poodles, etc.)</li> </ul> |
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- Sunscreen for Pets (offer classes about dermatology or grooming)
- Pet Friendly Beaches (offer toys and sunscreen for pets, micro-chips and updated vaccine info)
- Water Safety Tips for Boating and Water
- Protecting Pets and Kids in Hot Cars (work with the Fire Department to offer educational workshops; many local VMAs have special information to share with your clients)



- Host an “Emmy Party” – Share fun facts about famous pets on TV.



- List interesting facts about Sharks during Shark Week
- Host an Elvis Party during Elvis Week

**For more ideas about the specific holidays and events go to our Facebook page on those days for details. We also we offer a daily subscription service where you will be notified with a daily email about the event for that day, how to promote it and market your services.**

**Go to our website to learn more.**



