

The end of the year offers a variety of unique marketing opportunities for your clinic. They range from the usual holiday events to specific AVMA events and also events to prepare for next year.

In alignment with AVMA Official calendar here are events you should celebrate and use to educate and build your business.

These events offer a variety of ways that you can partner with your vendors and create client events, educational seminars or posting information on your website and social media.



### Specific Dates

December 2 National Mutt Day

December 3 Shelter Pets take over Facebook Day  
Giving Tuesday

December 4 World Wildlife Conservation Day

December 12 National Poinsettia Day (great to remind people about dangerous plants to pets)

December 13 National Day of the Horse

December 21 - Winter Solstice, the shortest day of the year.

December 27 Visit the Zoo Day



### Month long Ideas

Remind clients of gift ideas: Gift certificates for Grooming, Boarding, Vet Services or "Spend a day with the Vet" (help with surgery, learn all about what it's about to be a vet; video and post on Facebook)

Grooming specials for holiday photos



Boarding specials for the holidays

Sell tiles kits to make ornaments (see photo)

Paw Print Ornaments

Host a year- end party- celebrate with your favorite clients – Host an Open House with Pot Luck

It's a good time to remind folks about the dangers of the holidays, food, ornaments, packages, etc for pets.

It's a good time to remind folks about the dangers of winter weather to pets such as holding a poison control workshop (antifreeze, plants, etc).

Hold a blanket/ coat or food drive for both animal and homeless shelters.

Photos with Santa Paws and post favorites on Facebook.

Angel Tree- have a Christmas tree in the lobby with tags for a local animal shelter/ charity- help fund items for clients who have limited funds

Also it's a great time to remind your clients and staff about the charities you support. Include in your holiday cards or offer to valued clients a "gift has been donated in your name." Local animal shelters or groups like Heifer International (heifer.org)



Giving Tree

Start preparing for next year! Ask clients about their resolutions and post on Facebook.

Start A "Get Fit Program" for pets and their parents on January 1<sup>st</sup>! Work with your pet food vendors and a local gym to create a program.

Start scheduling dental exams for Dental Month in February. Offer special gifts for early appointments!

Finally, don't forget your team. They are a critical part of your success. Veterinary services for their pets and gift cards are always a big hit. Paid time off is priceless also. Partner with your vendors to see what they can do to help with a staff holiday party.

Follow us on Facebook to see detailed ideas.

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