



May Marketing Tips for your Practice or Clinic

May offers a variety of great opportunities to market your practice and drive new business. Veterinary Education Network offers the following ideas the 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 include:

- National Service Dog Eye Examination Month
- Pet Cancer Awareness Month
- Asthmas and Allergy Awareness Month

May 4-10	Be Kind to Animals Week
May 18-24	National Dog Bite Prevention Week
May 25-31	National Hurricane Preparedness Week

Other special days include:

- May 4 International Firefighters Day
- May 11 Mothers Day
- May 16 Endangered Species Day
- May 26 Memorial 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).

- Offer responsible pet owner tips and ways to “be kind to animals” on Facebook, your website or in your newsletter.
- Invite the local fire department to visit your clinic and honor them with an award for their hard work or raise money to help them buy pet oxygen masks.
- Have a Mother’s Day Special for all new Pet Parents
- Partner with Animal Behavior Specialists or Trainers to educate your clients about Dog Bite Prevention Week.
- Work with the Red Cross to provide information and emergency kits for pet for National Hurricane Preparedness Week. Offer a micro-chip special to assure all pets have proper ID. Hold A Hurricane Pet Food Drive
- Work with the local Zoo to provide education about endangered species. Consider local celebrities you can invite to come to your clinic.
 - In many markets you can get the local news anchors on television or radio will offer attend your events (complimentary) if there is a good human interest story or an event tied to Be Kind to Animals; Dog Bite Prevention, or Safety Tips.
- Hold a Pet Cancer Awareness Workshop – partner with your vendors to help educate the signs of cancer or if you have a Pet Cancer Center hold an open house with them. Consider sponsoring a local walk or run.
- Events such as Memorial Day offer a great opportunity for Animal Behavior workshops and education.

For more ideas about the specific holidays and events such as Memorial Day, Hurricane Preparedness Week and Be Kind to Animals Week that are in the Veterinary Education Network on-line library. Go to the website under Resources.

