



Marketing and Educational Tips for January

January offers a variety of ways to educate your clients and promote your products and services. Veterinary Education Network (VEN) has provided a list of items below to consider.

Start off with New Year's Eve Pet Safety tips

- Don't leave your pet outside and offer microchipping or ID services
- Crate your pet or kennel professionally (offer a special)
- Use drug therapy (anti-anxiety medications or tranquilizers) or offer holistic alternatives
- Play music or the televisions to camouflage noises of fireworks and party noisemakers
- Avoid party and rich foods, especially alcohol, grapes, raisins, garlic, and onions.



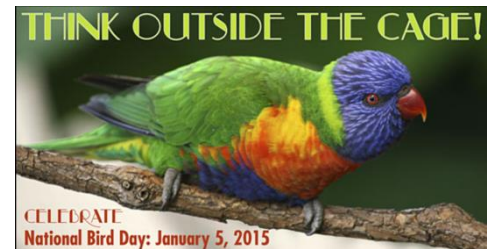
National Pet Travel Safety Day, January 2

- Offer Travel Tips on Facebook or your website
- Offer a special discount on products that will help pets travel stress-free
- A great time to offer specials on boarding



National Bird Day, January 5

- Hold a photo contest on Facebook
 - Go to www.NationalBirdDay.com to learn great promotional ideas to support the aviary community.



National Train Your Dog Month

- A website dedicated to this go to: trainyourdogmonth.com. A list of resources and tips are offered that include contests, webinars and more.
- Post contests on your Facebook page
- Partner with your vendors to offer educational clinics.

National Walk Your Dog Month

January is national walk your dog month and what a great way to kick off the new year with your dog! Did you know that the [Association for Pet Obesity Prevention](#) reported 44% of dogs are overweight? Give your pooch a smooch and make a point to take him or her for a few extra walks this month. Let's promote good pet health!

Does your dog have issues walking on a leash? Offer tips on your website or on Facebook.

Partner with a vendor to create leashes with your clinic name, phone and website. *"Come in and get your complimentary leash with your annual exam."*



Partner with a pet food company and create a "Biggest Loser" competition trying in exercise with a special food plan. Give a winner a year's supply of prescription pet food donated by your pet food partner. Post progress on Facebook.

Offer a few of these tips about exercising your dog:

Daily exercise is important for dogs, not only to keep their weight in check but to keep joints and muscles healthy. Healthy adult dogs can require up to two hours exercise each day

Arthritic pets can enjoy water exercises as it keeps their muscles moving without the pressure of land activity, check to see if your community offers a pet friendly indoor or outdoor pool if you have a pet with arthritis

If you have a pet with arthritis, it is better to walk them a little than to not walk them at all. It keeps their joints moving which will help reduce stiffness throughout the day

For dogs that were not regularly exercised, walking should be introduced in steps. Always keep the dog on a leash so you can control the amount of exercise they receive. Just as people need to work up to longer workouts, dogs do too: start off slow and in time, increase the length of the walk.

Couch pet-toes are at risk for heart disease, diabetes and a whole host of life shortening consequences

Consider the many New Year Resolutions you can use to educate or promote our products and services with your clients:

- Get Healthy - offer a "Get Fit" Program and nutrition classes
- Exercise more – partner with a local fitness center and offer fitness classes
- Manage Finances – offer a wellness program
- Spend more time with family and friends – offer boarding services
- Stop smoking – remind clients of the dangers of second-hand smoke and cancer in pets.
- Get organized – offer classes on getting organized, partner with a local organizer, include pet related spaces in a home to make it fun. Show how to recycle items at home for pets (see sample below)



Prepare for February Dental Month- now is the time to start promoting your dental program.



All of these events are great opportunities to offer educational events for your staff and clients and promote the variety of services you offer in your clinic or hospital.

Questions: Call 214.716.7600 or 800.480.0600

Email at info@veterinaryeducationnetwork.com