



## October Marketing Tips for your Practice

October offers a variety of opportunities to offer as client education and marketing opportunities. We suggest you partner with your vendors to create a variety of educational programs, promotions in your clinic, for social media, create contests or plan for a celebration and they can provide not only financial support but offer speakers, food and entertainment for events or supporting educational collateral.

Below are just a few official and unofficial events held during October that are opportunities to educate your clients and engage them.

- Adopt-a-Dog Month
- National Service Dog Month
- National Animal Safety and Protection Month
- Breast Cancer, Rett Syndrome, Brain Injury, World Blindness, Eye Health, Celiac, Lupus Awareness Month Domestic Abuse Awareness Month.
- National Vegetarian Month

Specific weeks include:

- National Walk Your Dog Week (discuss health, obesity, pain management)
- National Veterinary Technician Week (hold a contest, highlight a tech each day of the week)
- Winter Weather Preparedness Week (discuss crisis planning, poison, health issues related to weather)
- Financial Planning Week (discuss trusts, wills, wellness plans)

There are specific days such as

- World Farm Animals Day
- World Animal Day
- Animal Welfare Week
- National Pet Obesity Awareness Day
- Reptile Awareness Day
- National Cat Day



- Halloween

**Here are a few ideas.**

- Start planning for a **Halloween** party or costume contest for your clients. Work with your vendors, they can provide financial support.
- Hold a Fall Festival with your vendors offering educational booths, adopt pets (work with a local shelter), teddy bear surgeries, carnival games and food and beverages and prizes.
- Highlight your Veterinary Technicians during **Vet Tech Appreciation Week**; tell their stories on Facebook and let your clients write raving reviews about them!
- Form a team and join in on a local walk/run for Breast Cancer. Offer special branded bandanas for dogs and sponsor a water station on the walk. This offers the opportunity to invite clients to visit the clinic (to pick up their bandana). Offer to take donations for any charity you have selected this month.
- Educational information can be posted on Facebook, your website, in your Enewsletter or in the clinic for such topics as:
  - Domestic Violence and the relationship to animal abuse. (see sign below)
  - Breast cancer in pets
  - Pet Obesity Day and health implications to pets.



VEN offers a daily marketing tip for not only these events but many others that include what to post on Facebook, events and promotions to create and educational information to use to tell clients about your products and services. To subscribe go to our website at [www.VeterinaryEducationNetwork.com](http://www.VeterinaryEducationNetwork.com)

Veterinary Education Network (VEN) delivers high impact unbiased quality continuing education and the tools that help you boost productivity, strengthen employee commitment, and improve bottom-line profits for your veterinary business.

VEN's mission is dedicated to helping DVM's achieve their professional goals while improving the quality of life for people, the planet and pets through quality education and industry.

Go to [www.VeterinaryEducationNetwork.com](http://www.VeterinaryEducationNetwork.com) for more information.