

April Marketing Tips



April 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 Long Events include:

- ASPCA's Prevention of Cruelty to Animals Month
- American Red Cross's National Pet First Aid Awareness Month
- Prevention of Lyme Disease in Dogs Month
- National Frog Month
- National Heartworm Awareness Month

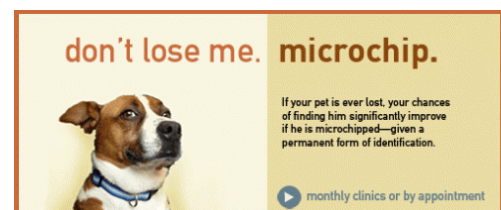
Special week long events include:

- National Volunteer Week
April 6-13
- National Public Health Week
April 7-13
- National Animal Control Officer Appreciation Week
April 13-19
- National Environmental Education Week
April 13-19
- National Pet ID Week
April 20-26



Special unique and wacky days to consider:

- April 1 April Fools Day! Start the month off with a wacky trick.
- April 3 World Party Day
- April 11 National Pet Day
- April 14 National Dolphin Day
- April 15 Tax Day
- April 16 National Wear Your Pajamas To Work Day
- April 20 Easter
- April 21 World Creativity and Innovation Day
- April 22 Earth Day
- April 23 Administrative Professionals Day
- April 25 National DNA Day
- April 25 World Penguin Awareness Day
- April 25 Hairball Awareness Day



- April 26 National Kids & Pets Day
- April 25 World Veterinary Day
- April 28 International Guide Dog Day
- April 30 National Adopt a Shelter Pet 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)

- Go Orange!! Give out orange ribbons and educate, educate, educate. Tie this in with National Animal Control Officer Appreciation Week.
- Offer Pet First Aid Classes and partner with the Red Cross.
- Work with a local animal shelter to help promote adoptions and responsible pet ownership. Highlight a pet each day that's up for adoption. Collect donations from newspapers, blankets, food to cash. Match donations by partnering with your vendors to donate items for a local shelter.
- Offer an 'Adoption Special' package for anyone that adopts a pet from a local shelter and schedules an exam.
- Hold a DNA contest by showing photos of various dogs and ask people to 'guess' the breed on Facebook or in your clinic (on your flat screen while they wait). The winner gets put into a raffle for a DNA test for their pet. Post results on Facebook.
- Provide educational information about heartworm disease on your website; social media and your newsletter and of course in the clinic. Create an incentive for your team (partner with your vendors to offer a year supply as part of an incentive) to increase awareness and drive sales.
- On April 15th (Tax Day) offer a special price of \$ 10.40 for a specific services
- Pet ID Day is perfect to offer micro-chip specials.
- Hold a recycling day on Earth Day.



All of these events are great opportunities to offer educational events for your staff, clients and community (press). You can promote your expertise, services and products in your practice.

Visit us on social media for more ideas.



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