



NOVEMBER MARKETING IDEAS FROM VEN!

November has a number of great marketing opportunities for your clinic. 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 such as Facebook.

Weekly Events:

- 1st week of November: National Cat Week
- November 3- 9 is National Animal Shelter Appreciation Week

Events to promote the entire month:

- Adopt a Senior Pet Month
- National Pet Cancer Awareness Month
- National Pet Diabetes Month
- Upcoming holidays.

Marketing Ideas from VEN:

Discounts for exams or gift items for anyone who adopts a senior pet. Share the benefits of adopting a senior pet. Create a video to play on your website, post on Facebook or on your YouTube channel. Here is a great example a clinic made. <http://www.youtube.com/watch?v=EHgyHJdZJVI>

For Pet Diabetes Month offer an online test for your clients to make them aware that their pet could be at risk. You can create a simple survey using Survey Monkey (at little cost) to have on your website or send via email. Here is an example offered by Merck: <http://www.petdiabetesmonth.com/>

Hold a food drive at your clinic. Consider asking your clients to donating (human) food to your clinic and you will match the food with pet food to a local animal shelter. Donate the human food to the local food pantry and tell the press about both events. Take photos of people donating and post them on Facebook.

Thanksgiving is a good time to tell your clients about nutrition and food scraps, healthy eating for your pets, etc. and post tips in your newsletter, post on Facebook or on your website or blog.

Go through your client database and identify the breeds or pets that are prone to cancer or diabetes and send a customized email, note or phone call and tell them. For example the following breeds are prone to cancer in dogs:

- Golden Retrievers
- Labrador Retrievers
- Rottweilers
- Bernese Mountain Dogs
- Boxers

Education is key, so sharing this information in your newsletter, on Facebook or on your website makes you the expert and sets you apart. These are just a few examples, call us for more ideas.

OUR MISSION STATEMENT: 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. Veterinary Education Network (VEN) delivers high impact 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 for more information.

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