



## July Marketing Tips for your Practice or Clinic

---



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

- National Grilling Month
- National Ice Cream Month
- National Farriers Week, July 6-12

### Other Special Days include:

- Fourth of July, July 4
- Shark Awareness Day, July 14
- Cow Appreciation Day & Pet Fire Safety Day, July 15
- National Mutt Day, July 31

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).

- 4<sup>th</sup> of July offers many opportunities to educate about Animal Behavioral issues. Fear, stress and anxiety with fireworks and grilling outdoors makes this holiday one of the worst for pets.
  - Offer Pet Safety Tips: Is your pet micro chipped, has ID or need medication to survive the holiday?

## More Pets Go Missing on July 4th Than Any Other Day Of The Year!

Share these great tips to provide a safe Independence Day for your canine household!



Take your dog for a long walk before the festivities begin. This will allow them to potty before the noise begins and it tires them out.

Never use fireworks around your dog. The noise can spook them into taking off, or they can accidentally get burned by the fireworks.

Leave your dog at home with all the windows securely closed and all shades drawn. Turn on some music to drown out noise from fireworks.

Leave your dog with something to play with (A frozen kong stuffed with treats will last hours).

Make sure your dog is wearing an ID collar with your current contact info. Collars can come off, so microchip your dog as well (and be sure to register it).

Consider staying home with your dogs to insure they remain safe, especially if they have anxiety.

Loud, crowded fireworks displays are no fun for dogs. Resist the urge to bring your dog with you to the festivities.

If your dog is extremely anxious, consult with your vet about giving a mild sedative to help calm your dog.



- National Farriers Week – Celebrate the special people who care for our horses.
- Create a “Be Cool” theme for July – It’s cool to bring your pet in for an exam. You select the type of procedures. Give away ‘sunglasses or water bottles’ for clients (provided by a vendor partner)
- Summertime offers a great opportunity to provide information about any of the following:
  - Traveling or Vacation Tips for pets (great opportunity to educate about boarding and pet sitter tips)
  - Water safety for Pets (offer CPR classes)



**94% OF VETERINARIAN DERMATOLOGISTS RECOMMEND THE USE OF SUNSCREEN ON YOUR PETS**  
Recommended by AAHA, ASPCA, and the Humane Society of America

<p><b>WHY USE SUNSCREEN?</b></p> <ul style="list-style-type: none"> <li>- Sun Burnt Skin</li> <li>- Pain Associated with Sun Burns</li> <li>- Solar Dermatitis</li> <li>- Skin Cancers</li> <li>- Auto Immune Diseases</li> </ul> <p><b>Why Use Epi-Pet Sun Protector Sunscreen Spray?</b></p> <ul style="list-style-type: none"> <li>- Waterproof</li> <li>- Only Pet Sunscreen that meets the FDA Guidelines for ingredients and stability</li> <li>- SPF Factor equivalent to 30-40</li> <li>- Fine Mist Application to easily penetrate hair to cover skin</li> <li>- Non-Greasy</li> <li>- Quick Dry Formulation</li> </ul>	<p><b>WHO NEEDS SUNSCREEN?</b></p> <ul style="list-style-type: none"> <li>- Short + Thin Haired Pets</li> <li>- White + Light Haired Pets</li> <li>- White + Pink Skin Pets</li> <li>- Shave Down Dogs</li> <li>- All Pets Subjected to Excessive Sun (Beaches, Hikes, Dog Park, etc.)</li> <li>- Breeds Predisposed to Skin Tumors (Boxers, Weimaraners, Bull Dogs, Pit Bull Terriers, Bichons, Poodles, etc.)</li> </ul>	
--	--	---

- Sunscreen for Pets (offer classes about dermatology or grooming)
- Pet Friendly Beaches (offer toys and sunscreen for pets, micro-chips and updated vaccine info)
- Water Safety Tips for Boating and Water
- Protecting Pets and Kids in Hot Cars (work with the Fire Department to offer educational workshops; many local VMAs have special information to share with your clients)

**ON A 78° DAY:**



Car parked in **SHADE** = 90°  
Car parked in **SUN** = 160°  
in minutes

**PLEASE DO NOT LEAVE YOUR DOG IN THE CAR!**

National Mutt Day offers a variety of fun themes to drive business, develop client engagements and have fun with your team while giving back.



For more ideas about the specific holidays and events such as Ice Cream Day, National Mutt Day or go to our Facebook page on those days for details or our online. Go to the website under Resources.



