



March offers a variety of great opportunities to market your practice and drive new business. VEN 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:

- Expanding Girls' Horizons in Science and Engineering Month
- Poison Prevention Awareness Month
- National Women's History Month
- National Red Cross Month

Special week long events include:

- National Invasive Species Awareness Week - March 2-8
- National Severe Weather Preparedness Week - March 2-8
- National Wildlife Week - March 13-20
- National Flood Safety Awareness Week - March 16-22
- Poison Prevention Week - March 16-22 *Third full week of March starting with a Sunday*
- National Tsunami Awareness Week- March 23-29

Special unique and wacky days to consider:

- 1 – National Pig Day
- 2 – Academy Awards in Hollywood
- 7- Employee Appreciation Day & National Salesperson Day
- 8 – Working Women's Day
- 9- Panic Day
- 12- Girl Scouts Day
- 14- National Pi Day (3-14, the value of Pi)
- 17- St Patrick's Day
- 20 – Earth Day and the First Day of Spring
- 23- National Puppy Day
- 26- Manatee Appreciation Day
- 30 – National Doctors Day & Take a Walk in the Park Day



March Marketing Tips

Here are few events or ideas how to use these dates in your practice. VEN posts ideas daily on Facebook for specific details for each day. Visit us at [Facebook.com/venonline](https://www.facebook.com/venonline)

- Expanding Girls Horizons in Science- Hold a Career Day at the Clinic – invite clients to learn about a career in veterinary science. Do a behind the scenes tour with 'teddy bear' surgeries, meet and greet your team.
Combine this with Girl Scout Day



- National Severe Weather Preparedness Week – Partner with the local fire department to hold a weather preparedness clinic. Educate clients how to prepare for the upcoming spring thunder storms and tornado season. Consider an Animal Behavior clinic for pets that are scare of storms. Offer micro chipping and/or special pricing for behavioral drugs and products.



- Hold a St Patrick's Day party, (Irish setters come as special VIPs) or participate in the local parade and create float to promote your clinic. Wear t-shirts with your clinic name and pass out pet treats. Invite your clients to come by the clinic to pick up St Patrick's Day bandanas for their dogs.
- Host a Academy Award Party. Show famous films with famous dogs from Rin Tin Tin, Benji to Toto or an assortment of Disney films. Offer discounts to any pet named "Oscar."
- Host an employee appreciation party on Employee Appreciation Day and have your manufacturer and distributor partners donate food and prize items to put in gift baskets for each of the employees.
- Hold a recycling day in honor of Earth Day. Recycle pets- adopt from a shelter, offer spay/neuter specials, collect newspapers for the local animal shelter (be a drop off center).

**ADOPT A PET
FOR EARTH DAY!**
It's Good for the Planet! It's Good for the Pet!

- National Puppy Day can be celebrated in multiple ways:
 1. Adopt a puppy from your local shelter or pure breed rescue organization.
 2. Write your Congressman and ask that he/she support the ban of Puppy Mills in your state.
 3. Assist an ill or elderly neighbor by walking their puppy.
 4. Have a puppy party and invite all your friends and their puppies!
 5. Volunteer at your local shelter and offer to walk a puppy or play with a puppy, clean cages or anything else they need help with.
 6. Have a tee shirt made with your puppy's photo on it.
 7. Hire a pet photographer to capture your puppy's fleeting moments.

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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