

## September Marketing Tips for your Practice



September 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 and Week - Long Events

- Catalyst Councils Happy Healthy Cat Month
- National Disaster Preparedness Month
- National Food Safety Education Month
- Responsible Dog Ownership Month
- International or National Guide Dog Month
- National Pet Memorial Month
- National Save A Tiger Month
- World Animal Remembrance Month
- Suicide Prevention Week (7-15)
- Farm Animal Awareness week (20-26)
- Deaf Dog Awareness Week (21-28)
- National Dog Week (21-27)

**National**  
**Pet Memorial**  
DAY: SUNDAY, SEPTEMBER 14, 2014




## Other Special Days include:

Day of Charity (5)

Oncology Nurses Day (8)

Stand up for Cancer (12)

Hug your Hound Day (14)

Responsible Dog Ownership Day (20)

Puppy Mill Awareness Day (20)

Elephant Appreciation Day (22)

Dogs in Politics Day (23)

Hug a Vegetarian Day (26)

## Here are a few educational and marketing ideas for you to use in conjunction with these events in your practice.

1. Hold classes about Responsible Pet Ownership. Work in conjunction with local schools, Boy and Girls clubs such as scouts, church groups, 4-H groups, etc. Go to the AVMA website for marketing materials at: <https://www.avma.org/KB/Policies/Pages/Guidelines-for-Responsible-Pet-Ownership.aspx>
2. Offer a grieving class for Pet Memorial Day. Create a 'memorial page' on your website and offer candles, or sell bricks or tiles to sell. Place them in your Memorial Garden, near your entry of your clinic.
3. Share Cancer information for Oncology Nurses and Stand up for Cancer Days.
4. Partner with the local zoo or a Wildlife Rescue group for Elephant and Tiger Days/Month. Consider "adopting" a tiger or elephant for your clinic and share the story on your website/Facebook page.
5. Partner with the local Red Cross, Fire and Police Departments to host a Disaster Preparedness Class (or any crisis). Teach Pet CRP, take in donations, hold a blood drive, or make emergency kits for pet owners. Identify a charity to support and take donation all month. Ideas include: oxygen masks for the fire department for pets, pet and human food (get a pet food company to match your donation. Follow the news and use timely events to tie with your message such as earthquakes, hurricanes, floods, fires or an accident. Notify the press, they love human interest stories.

For more ideas about the specific holidays and events go to our Facebook page on those days for details or go to the website under Resources.

VEN offers daily sent emails directly to you with specific details and resources to use. Subscribe today at [www.veterinaryeducationnetwork.com](http://www.veterinaryeducationnetwork.com)



