

## June Marketing Tips for your Practice or Clinic

June 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

Adopt A Cat-Month

Adopt a Shelter Cat Month

National Zoo and Aquarium Month

National Dairy Month

June 1-7 – Pet Appreciation Month & Hurricane Awareness Month

June 22-28 - National Lightning Safety Awareness Wee

### Other Special Days include:

- June 4 - International Hug Your Cat Day  
June 8 – World Ocean Day and Father's Day
- June 10 - World Pet Memorial Day  
June 21- First Day of Summer
- June 27 - Take Your Dog to Work 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).

- Organize a cat "adopt-a-thon." Work with your local animal shelter to supply homeless cats to interested parties. Promote your event on Facebook, your website and newsletter and in clinic. Show photos of cats and offer a special for anyone that adopts a cat on their first exam such as a feline gift package (provided by your vendor partners) or a spay/neuter special.



- Create a “Be Cool” theme for June – It’s cool to adopt a cat, cool to protect pets in the summer, etc. Give away ‘sunglasses or water bottles” for clients (provided by a vendor partner)
- Tie in with “Hug your Cat’ Day (June 4<sup>th</sup>). Posting of fun photos that would allow you to create a contest.
- Tell your clients about your cat-friendly practice; from cat-friendly exam rooms to products and services.( hint, partner with your vendors to have “specials” and to help promote.
- Offer responsible cat owner tips on Facebook, your website or in your newsletter.

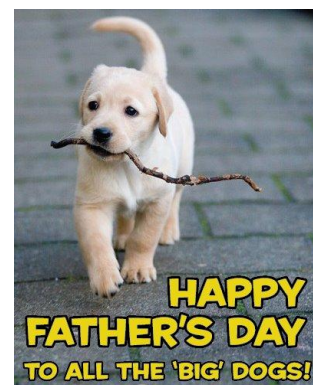
- Have a Father’s Day Special for all new Pet Parents

- Work with the Red Cross to provide information and emergency kits for pet for National Hurricane Preparedness Week. Offer a micro-chip special to assure all pets have proper ID. Hold A Hurricane Pet Food Drive

- Work with the local Zoo or Aquarium to provide education and specials for exotic pets.

- Offer a new program in your clinic to memorialize pets. Offer ‘bricks or tiles” that clients can order for their pets. Consider adding a memorial page to your website and honor those pets lost this past year. You can create a memorial garden or walkway outside with a meditation area to allow pet owners to visit and their family or friends to purchase gifts. This includes sympathy cards on display in your lobby.

- Days such as the First Day of Summer offer 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 (Boaters, Hikers, Dog Parks, etc)</li> <li>- Breeds Predisposed to Skin Tumors (Boxers, Weimaraners, Bull Dogs, Pit Bull Terriers, Bichons, Poodles, etc.)</li> </ul>	
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- Sunscreen for Pets (offer classes about dermatology or grooming)
- Pet Friendly Beaches (offer toys and sunscreen for pets, micro-chips and updated vaccine info)
- Protecting Pets and Kids in Hot Cars (work the Fire Department to educate, 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!**

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For more ideas about the specific holidays and events such as Adopt a Shelter Cat, Hurricane Awareness Week, Pet Memorial Day, or Take your Dog to Work Day go to our Facebook page on those days for details or our online. Go to the website under Resources.



