



**TO:** Innovetive Petcare General Practices

**ATTN:** Practice Managers, CSRs, Medical Operations, Training and Development

**FROM:** Marketing Department

**DATE:** Ongoing

**CAMPAIGN:** American Kennel Club Vet Network

Innovetive Petcare is excited to announce a new campaign with the American Kennel Club, the largest registry of purebred dogs in the United States and most influential, not-for-profit breed registry in the world. Representing over 8.5M dogs in their database, the AKC, which started in 1834, is also affiliated with the AKC Humane Fund who supports national breed rescue activities and assists local shelters while educating dog lovers about responsible dog ownership.

Marketing will create an online directory listing on [AKC.com](http://AKC.com) for your general practice which will expand your new client reach to attract new dog owners looking for a new veterinarian in your area. The Marketing Department will alert your team when your online listing goes live. When pet owners find your practice through the AKC Veterinary Network, they will receive a free first exam voucher [Sample Below] after registering their dog with the American Kennel Club.

#### **BENEFITS OF THIS CAMPAIGN**

- There is zero marketing cost to your practice for participating in an online listing
- New clients are encouraged to show their Free First Exam coupon at check-in/out for easy recognition
- The AKC website receives over 7.5 million unique visitors per month
- 700,000 + free exam vouchers are downloaded annually by AKC registered dog owners
- Your practice will be reaching new dog owners actively searching for a veterinarian
- AKC online audience has a median HH Income of \$120,000+ and spends more than the average consumer on their vet visits

#### **WHAT WE NEED FROM YOU**

Within your PIMS to track redemptions, please create a new client referral code (*suggested: AKC FFE*) in order to track the number of AKC members who have redeemed a free first exam voucher at your practice.

Print this communication out, huddle and train your front desk staff on recognizing new pet owners who visit using the AKC free vet exam voucher and ensure they are inputting those referral codes in properly.

If an AKC dog owner visits for the first time and does not have the physical voucher, please still accept them as a new client. They have already chosen you to be their veterinarian, embrace it.

Send monthly client reports end of month so the Innovetive Petcare Marketing Department can support measuring the results of this campaign.

Please contact the Marketing Department at [marketing@innovetivepetcare.com](mailto:marketing@innovetivepetcare.com) if you have any questions.

## AKC FREE FIRST EXAM VOUCHER SAMPLE



### Welcome to the American Kennel Club!

The AKC Veterinary Network wants to help your new puppy to get off to a great start with a complimentary exam from a veterinarian near you.

Redeem for a complimentary office visit on a wellness exam:

#### COMPLIMENTARY WELLNESS EXAM

Dog Name:  
Dog Number:  
Date of Birth:  
Microchip:  
Breed:  
Colors/Markings:  
Sex:  
Expiration Date:

*Please print certificate, reference it when making your appointment and present it at the beginning of the office visit. Valid only with AKC Veterinary Network practices (one per practice). Cannot be redeemed for specialty consultations, emergency exams, vaccinations, X-rays, medications or procedures. Use of this certificate implies agreement with terms stated at the bottom of this file. There is a limit of one certificate per registration. The certificate cannot be combined with any other offer and is not redeemable for cash or cash value.*

WW Code: 700.450 National AKC Free Exam DISC  
PW#3739