



TO: Innovative Petcare General Practices

ATTN: Practice Managers, Field and Med Ops, Training and Development

FROM: Marketing Department

LAUNCH DATE: Ongoing

CAMPAIGN: Pet Dental Campaign

Innovative Petcare is excited to announce the launch of a new “Pet Dental Marketing Toolbox” that will help further promote **Pet Dental Month** to your patients. We will be providing a selection of marketing tools and resources that will help increase dental awareness, dental compliance, clients and revenue. These tools will be customized to your clinic, brand and promotion. After all, according to AAHA, the number one reason why clients do not seek dental services for their pet is because they may not be hearing the dental recommendations and health benefits regularly from their animal clinic. Therefore, Innovative Petcare is here to help make Pet Dental Month a success for you.

Within 45 days leading up to a Dental Campaign, Marketing will create a library of resources for your practice that will include:

- Client Email Blast (with or without a dental promotional offer)
- 8.5 x 5.5 flyer hand-outs to staple to client invoices
- Social Media Posts
- Dental Promotion Website Updates
- Pharma Rebate Cross-Marketing for Home Delivery

BENEFITS OF THIS CAMPAIGN

- ✓ There is little to no marketing cost to your practice for participating in a dental marketing campaign
- ✓ With earlier awareness, clients will be able to book their pet’s dental appointment in advance
- ✓ Forward booking will allow you to better schedule your staff
- ✓ Increase your pet dental compliance and dental revenue
- ✓ Healthier and happier pet patients and better-informed clients

WHAT WE NEED FROM YOU TO GET STARTED IN 3 EASY STEPS

1. Notify us *in advance* if you would like to opt-out of dental support marketing due to operational issues, otherwise this campaign is an **automatic opt-in**.
2. Let us know your promotion [% off] and what it includes or not includes [Discount is for cleaning only, does not include digital x-rays or extractions, etc.]
3. If you would like to add any other dental marketing tools to your campaign.

MOST IMPORTANTLY

Upon the campaign launch, **huddle** and talk to your front desk and medical team about the promotion so that everyone is onboard and knowledgeable for the client. If a client cannot book in February, or wants to come in earlier, clearly communicate a **“come-in-early”** response and **“honor the discount.”** Education is key- the more you speak about the **importance of good pet dental health**, the more your clients will schedule dentals on an ongoing basis.

If you have any questions about the dental campaign, please reach out marketing@innovativepetcare.com.