

Innovative Petcare offers our veterinary practices best-in-class marketing tools and resources that we like to call **IPC MarkeThings**. These “things” will help make your job easier and allow you to focus on what you love best - serving clients!

HAVE AN IDEA?

WANT HANDS ON?

READY TO GROW?

Our team is well-versed in IPC MarkeThings, and we work alongside you to ensure your clinic’s culture, brand, and messaging align with your ideas.

Your clinic will always be involved in the marketing process. You decide your level of involvement on what works best for your practice.

Our suite-of-services is designed to promote and expand your business by focusing on new client acquisition, client retention, and client experience.



ALLY DVM

We help our practices book more appointments through online retention calendars and ongoing client communications.



CAMPAIGNS

Want to promote dental? Share flea and tick prevalence? We have a suite of seasonal campaign materials to support you.



CONSTANT CONTACT

We design and send customized client emails for you. We create, you approve!



EVENTBRITE

We help tackle event listings, registrations, payment, and attendee management for successful events.



GOOGLE ADS

Need more clients? We create online paid search offers that help drive new clients from the internet to your door.



GOOGLE MY BUSINESS

We help you rank higher in search by claiming, optimizing, and managing your business listing.



HOOTSUITE

We create, upload and schedule all of your veterinary practice’s social media posts, months in advance.



MELTWATER

Our public relations platform helps reach thousands of news outlets, writers, and influencers.



SIMPLECERT

We simplify the continuing education process by sending professional CE certificates to event attendees.



SURVEY MONKEY

We design and broadcast surveys to help you obtain sought-after information you need to succeed.



VERTICAL VET

We optimize client reminders across multiple communication channels including print, e-mail, and text messaging.



VET SUCCESS

Aggregates data from your veterinary practice software so you can work smarter, not harder.



WEBSITES

We create fully-optimized and mobile-friendly websites with online form and other e-submission capabilities.



YELP

We claim, manage and update your practice listing and highlight business photos, offers, check-ins, and reviews.



YEXT

We manage your clinic’s vital business listing information on over 150+ online directory listings (even on Uber!).