Waggy Dog

VETERINARY MARKETING PLANNER

MONTH	OBJECTIVES	CAMPAIGNS	ACTIVITIES	BUDGET
JANUARY	New clients	Discount incentive for first consult	Facebook and Instagram ad campaigns Letterbox drop	
FEBRUARY	Client engagement / loyalty	Valentines Day	Social media posts Heart shaped dog biscuits at reception	
MARCH	Clinic renovations	Launch new facilities to the public	Clinic open day	
APRIL	Client education	Easter pet safety ANZAC Day	Autumn newsletter, infographics Social media posts	
MAY	Wellness Plan renewals Client engagement / loyalty	Renew overdue plans Mothers Day	Phone calls to clients with expired plans Social media posts	
JUNE	Senior Pets Health Awareness	Senior pet promo - discount incentive Arthritis education	Social media ad, in-clinic posters & flyers Winter newsletter	
JULY	Community support	Winter fund-raiser for animal rescue group	Dog wash - gold coin donation	
AUGUST	Dental focus	Dental promo - discount incentive	Social media, posters in-clinic, email blast, phone calls to follow up estimates & treatment plans	
SEPTEMBER	Spring Health focus	Awareness and education - call to action	Spring newsletter Infographics for social media	
OCTOBER	Boarding Bookings for Xmas Client engagement	Boarding promo - value add incentive Halloween Competition - Pet Costumes	Social media, email blast to clients, poster at reception Social media - pet photos	
NOVEMBER	New online booking system	Inform clients and mitigate potential for complaints	Social media, signs at reception, customer service training	
DECEMBER	Holiday safety Client engagement	Awareness and education - call to action	Christmas newsletter Infographics for social media Christmas hamper give-away, clinic decorations	

SAMPLE