



EASTER MARKETING CHECKLIST

for veterinary practices

Holiday Opening Hours:

- Website
- Notice on front doors
- Social media posts
- Email blast to all clients
- Newsletter article

Pet Safety:

- Chocolate toxicity, Easter lilies etc..
- Newsletter
- Social media posts
- Link in opening hours email

Vaccination Reminders:

- Phone calls to overdue clients
- Email and SMS reminders
- Newsletter reminder - vacc required 2 weeks prior to boarding

Boarding:

- Phone calls to regular boarders
- Email blast to all clients
- Newsletter reminder
- Social media posts



Waggy Dog

