

CHRISTMAS MARKETING CHECKLIST

for veterinary practices

Holiday Opening Hours

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

Pet Safety:

- Chocolate toxicity, pancreatitis etc.
- Newsletter
 - Social media posts
 - Website Blog

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

Promotions:

- Competition / Hamper Prize
- Cute pet Xmas photos
- Top 10 Gifts for Pets
- Charity collection

