



MARKETING CHECKLIST

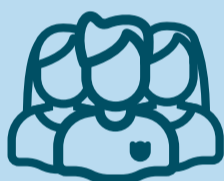
Reaching Clients During COVID-19



- Continue to provide safe telehealth and seamless curbside services for the foreseeable future.



- Stay connected via a newsletter, email blast, texts, or app notifications. Regular communication is key to staying in touch with clients.



- Engage on social media. Post adorable pet pictures or animal health and wellness tips to reach a wider audience and deepen relationships with existing clients.



- Send regular reminders. A gentle reminder such as a postcard or an email for pets' vaccinations and annual checkups can keep busy clients coming back.



- Be a source of knowledge by sharing educational materials that address common client questions on your blog, in an email, or via social media.



- Offer virtual events. Host virtual read-alongs with dogs, training seminars, pet health webinars, Q&A sessions, and trivia nights.



- Become a media expert. Media coverage will establish your practice as a leading expert and increase the hospital's online profile.



- Offer promotions. Promotional offers can help ease the financial burden on clients and promote a sense of community during these difficult times.