

Simply Done Tech Solutions

Six-Month Marketing Plan Effective February 2015

Marketing Focus: **Dental Month**

Start Date: February 1, 2015

End Date: February 29, 2015

- ___ / ___ **Team Education (Pharmaceutical):** Tech Animal Health
- ___ / ___ **Team Education (Veterinarian):** Dr. Tech Nology

Offline Marketing (Team Member: Receptionist)

Bulletin Board

- Design dental bulletin board with before and after pictures
- Empty bag of dental food with brochure and pro dental tartar treat samples

Exam Rooms

- Tartar mini sample bags with attached brochure (Simply Done Tech Solutions' Sponsor)

Other

- Dental kit: Toothbrush, Sample Toothpaste, Brochure, and Dental Month Promotion

Website Marketing (Team Member: Eric & Mary Margaret)

- Latest News/Blog: Share blog/article with before and after dental pictures
- Care Guidelines: Update with VetStreet dental care article

Social Media Marketing (Team Member: Rocky & Jason K.)

Facebook:

- Social Posting Dates: 2/13; 2/20; 2/27
- Educational Posting Dates: 2/9; 2/16; 2/23
- Important Mentions: Before and After Pictures
- **Education Retention Topics:** Winter safety

Foursquare:

- Promotion – Check in and receive a FREE Dental Kit for your Dog or Cat

Email Marketing (Team Member: Eric & Jason K.)

1. Informative (Related Education): Share AAHA article on dental health
2. Announcement (Practice Info): Welcome to our Newest Technician!
3. Promotional (Related Promotion): Dental promotion

Resource List

- Dog & Cat: <http://www.vetstreet.com/care/dental-health>
- Dog & Cat: <https://www.vetsecure.com/greenvalleyvet.net/articles/256>
- Dog: <http://pets.webmd.com/healthy-dog-teeth-10/default.htm>
- Cat: <http://www.vetstreet.com/dr-marty-becker/getting-serious-about-your-cats-dental-health>
- Dental Radiographs: <http://www.vetstreet.com/care/dental-radiography-for-pets>
- Winter safety: <http://www.vetstreet.com/winter-hazards-and-your-dog>

