



# ANNUAL MARKETING PLAN

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>GENERAL &amp; COMPANION ANIMALS</b>	Keeping Trim - weight loss advice	Dental Health month	Flea & Tick awareness	<b>Love your pet</b> Health Heart Month	Vet Nursing Awareness Month	Heating up - Summer time help	Dry Eye awareness	Senior Pet campaigns	Focus on CKD	<b>BANG!</b> Help with noise phobias	<b>Christmas time</b> - what's your poison?	<b>Christmas e-card</b>

**Birthday e-cards • Delight your clients**

**Vaccination Amnesty • Send at the press of a button or prescheduled**

**Inactive Clients • Reengage lapsed clients with promotions**