


Example marketing plan

 Maple Vets		ANNUAL MARKETING PLAN											
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Ad hoc/ sponsored	GENERAL & COMPANION ANIMALS	Keeping Trim – weight loss advice	Dental Health month	Flea & Tick awareness	Love your pet Healthy Heart Month	Vet Nursing Awareness Month	Heating up – Summer time help	Dry Eye awareness	Senior Pet campaigns	Focus on CKD	BANG! Help with noise phobias	Christmas time – what's your poison?	Christmas card
	Monthly subscription	Welcome Packs											
		Vaccination Amnesty • Send at the press of a button or prescheduled											
		Inactive Clients • Re-engage lapsed clients											
		Birthday & Christmas Cards • Delight your clients											
		Neutering Reminders • Drive awareness of the benefits											