



 **Marketing Samples** | Dental Health



## Intended Use

The purpose of this marketing sample packet is to provide examples of the ways your practice can implement text for newsletters, emails or letters, on-hold messages, cable and radio spots, postcards, social media, and more.

The examples herein should be used as a framework to assist your practice in creating marketing materials concerning a particular topic. Although each example is complete, they are not exhaustive, and are designed to be customized to your practice's preferences and needs.

Feel free to use the existing text herein to communicate with your clients, making sure to modify each example to correspond to the services, technologies, opinions, and needs of your practice.

Design examples, including post cards and newspaper ads, can be modified and customized in Adobe InDesign. Talk with your consultant about how to best implement the design examples shown in this packet. Most often, a third-party design/printing service will be required to offer design customization and printing services.

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## Plan of Action

- Position your practice as the go-to source for veterinary information by distributing flyers or newsletter articles highlighting the most important facts about dental health and periodontal disease in animals.
- Promote your practice's retail section by highlighting dental health products (tooth brushes, toothpaste, dental treats, chew toys, bones, etc.) on your website and social media pages. Offer special discounts during National Pet Dental Health Month (February).
- Display informational posters in exam rooms or at the front desk that educate clients about proper dental care. Include one or two tips (i.e. how to best brush their dog's teeth) that clients can commit to memory and put into practice when they get home.
- Hand out brochures in the office, or send an email to clients stressing the importance of dental health upkeep. Include information about the symptoms of periodontal disease and what clients should do if they think their pet might need a professional cleaning.
- For pet owners interested in making an appointment to get their pet's teeth cleaned, provide a brochure or flyer explaining what they need to know about the procedure, i.e., what to do before and after anesthesia, how long it takes, how long until they should feed their pet, etc.
- Create shareable info-graphics for your social media sites that offer simple tips for keeping pets' teeth and gums clean at home.
- Include a section on your website with facts and/or frequently asked questions regarding canine and feline oral health.

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## On-Hold Messages

Thank you for contacting Animal Care Clinic. Our staff is currently assisting another customer and will be with you shortly.

February is National Pet Dental Health Month. All month long, Animal Care Clinic is offering 20% off dental cleanings for dogs and cats. You'll also find special savings on all of our dental hygiene products, including tooth brushes and toothpaste, bones, dental treats, and chew toys.

Your pet's dental health is just as important as your own. Just like humans, pets can suffer from periodontal disease, which can begin as gingivitis and gum swelling, but evolve into more severe issues such as gum recession, loose teeth or loss of teeth, bone infection, or potential infection of internal organs.

Fortunately, periodontal disease is preventable with regular cleanings. This February, start making dental health part of your pet's regular routine. Ask the staff member on the line about scheduling a cleaning, or learn more by visiting us on the web at [www.animalcare.com](http://www.animalcare.com).

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# Newsletter Article Sample 1

## February Is Dental Health Month

When it comes to your pet's health and well-being, you make good habits out of the important things: ensuring a balanced diet, regular exercise and playtime, and the occasional bath and grooming session. But how often do you think about your pet's oral hygiene?

Your pet's dental health is as equally important as your own. Just like humans, plaque and tartar that builds up on the teeth can cause real problems over time. The most common issue is periodontal disease, which occurs when plaque bacteria under the gum line produces toxins and damages tissue. Early effects can include gingivitis and gum swelling, but if left untreated, periodontal disease can cause more severe issues, including gum recession, loose teeth or loss of teeth, bone infection, and potential infection of other areas of the body, such as internal organs.

The good news is that periodontal disease is preventable, but it may require a little work on your part to help keep your pet's mouth clean. Luckily, there are a few tell-tale signs that your pet's oral hygiene may need some attention. Bad breath, excessive drooling, and inflamed gums are a good indication that your pet needs regular brushing or a trip to the vet for a professional dental cleaning.

February is National Pet Dental Health Month, and to increase awareness and participation in this important animal health issue, Animal Care Clinic is offering 20% off dental cleanings for dogs and cats during the entire month of February. You will also find savings on all of our dental hygiene products, including tooth brushes and toothpaste, bones, dental treats, and chew toys.

This February, start making dental hygiene part of your pets' regular wellness schedule. For questions about dental health or tips on how to keep your pet's teeth clean at home, call the office at (123) 456-7890, or visit us on the web at [www.animalcare.com](http://www.animalcare.com).

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## Newsletter Article Sample 2

### Do You Brush Your Pet's Teeth?

Plaque and tartar can build up on your pet's teeth—just like it would on yours if you didn't regularly brush and receive cleanings from the dentist.

Dental hygiene is just as important for pets as it is for humans. If your dog or cat has bad breath, drools excessively, or has inflamed gums or cysts in the mouth, they might be suffering from the early signs of periodontal disease. Fortunately, periodontal disease is completely preventable. How? Regular brushings at home, chew toys and dental treats, and periodic cleanings by a professional veterinary dentist. If left unattended, however, periodontal disease can cause real issues over time, including gum recession, loose teeth or tooth loss, bone infection, fractured jaws, or infection of internal organs.

February is National Pet Dental Health Month, the perfect time to start your pet on a positive dental hygiene routine. Start by practicing good habits at home—provide plenty of chew toys for dogs that will help scrape away plaque. Offer cats hard treats that will help loosen plaque as they crunch on their snack. And invest in brushing supplies, such as a canine or feline toothbrush and toothpaste. If you're not sure how to brush your pet's teeth, consult your vet for tips to help make dental care less stressful for both you and your pet.

For pets two years and older, consider scheduling regular cleanings with your vet. These cleanings typically require your pet to undergo anesthesia, but once the cleaning is done, your pet should be up and active in about fifteen minutes.

For more information about the importance of your pet's dental health, contact your local veterinarian.

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## Patient Letter/Email Sample 1

Dear Friend of Animal Care Clinic,

February is National Pet Dental Health Month, the perfect time to educate and participate in good dental hygiene habits for our pets.

Did you know that your pet's dental health is just as important as your own? Just like humans, plaque and tartar that builds up on the teeth can cause real problems over time. The most common issue is periodontal disease, which occurs when plaque bacteria under the gum line produces toxins and damages tissue. If left untreated, periodontal disease can cause serious issues:

- Gum recession
- Bone loss
- Loose teeth or tooth loss
- Bone infection
- Fractured jaws
- Infection of internal organs

Fortunately, periodontal disease is preventable. Start by practicing good habits at home—provide plenty of chew toys for dogs that will help scrape away plaque. Offer cats hard treats that will help loosen plaque as they crunch on their snack. And invest in brushing supplies, such as a canine or feline toothbrush and toothpaste. For pets two years and older, consider scheduling regular cleanings with your vet.

During the month of February, Animal Care Clinic is offering 20% off dental cleanings for cats and dogs. Our wide selection of dental hygiene products, including toothbrushes and toothpaste, chew toys, and treats, are also discounted. Call (123) 456-7890 or visit us online at [www.animalcare.com](http://www.animalcare.com) to learn more about your pet's dental hygiene, or to schedule a cleaning at our discounted rate.

For the pets,

John Smith, DVM

Jane Doe, DVM

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## Patient Letter/Email Sample 2

Dear Friend of Animal Care Clinic,

Did you know that plaque and tartar can build up on your pet's teeth—just like it would on yours if you didn't regularly brush and receive cleanings from the dentist?

February is National Pet Dental Health Month, and to increase awareness and participation in this important animal health issue, Animal Care Clinic is offering 20% off dental cleanings for dogs and cats during the entire month of February.

If your dog or cat has bad breath, drools excessively, or has inflamed gums or cysts in the mouth, they might be suffering from the early signs of periodontal disease. Early effects can include gingivitis and gum swelling, but if left untreated, periodontal disease can cause more severe issues, including gum recession, loose teeth or loss of teeth, bone infection, and potential infection of other areas of the body, such as internal organs.

With routine dental cleanings and regular brushing at home, periodontal disease is completely preventable. That's why we're also offering discounts on all of our home remedies, including toothbrushes and toothpaste, bones, dental treats, and chew toys.

February is the time to start making good dental hygiene habits for your pets. Contact Animal Care Clinic today at (123) 456-7890 or online at [www.animalcare.com](http://www.animalcare.com) to schedule a dental cleaning.

Sincerely,

John Smith, DVM

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## **:30 Cable Spot**

### **VIDEO**

Fade into close-up shots showing the mouths and snouts of various dogs and cats—dogs “smiling,” and cat’s meowing—showing their teeth.

Fade into close-up shot of veterinary dentist performing dental scaling on a dog.

Fade into shot of veterinarian showing client how to use a toothbrush to clean a cat or dog’s teeth.

Fade into shot of veterinarian and client looking through the retail section, highlighting dental products.

Fade to shot of owner giving dog or cat a dental treat.

Overlay the practice’s name and contact info in black or white lettering; include logo.

### **AUDIO**

Fade in music (upbeat, fun, positive tone).

Animal Care Clinic is celebrating National Pet Dental Health Month with savings on all of our dental hygiene products and services for cats and dogs.

Get your pet’s teeth pearly white and fight periodontal disease with a professional dental cleaning—20% off all February long.

Brushing your pet’s teeth regularly is a great way to fight tooth decay. Our toothbrushes and toothpaste for cats and dogs are also on sale.

And keep your pet’s breath smelling fresh with dental chew toys and treats, also 20% off during the month of February.

Call or stop in to Animal Care Clinic to learn more about the importance of canine and feline dental health, and keep your pet’s smile clean and bright for years to come.

Fade out music.

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## **:30 Radio Spot**

SFX: Light music in background; upbeat, fun, positive tone.

ANNOUNCER:

At Animal Care Clinic, we're celebrating National Pet Dental Health Month with 20% off professional dental cleanings for cats and dogs all February long.

Your pet's dental health is just as important as your own, so fighting plaque and tartar at home critical. Enjoy discounts on all of our canine and feline dental hygiene products, including tooth brushes and toothpaste, bones, dental treats, and chew toys.

Contact Animal Care Clinic today at (123) 456-7890 or online at [www.animalcare.com](http://www.animalcare.com) to schedule a dental cleaning with our certified veterinary dentist.

SFX: Light music fades out.

Stay informed and connected!

