



# Petly™ Plans

## Guide to Success

### Everything you need to successfully market and educate pet owners on Petly™ Plans

Find the materials you need to create emails, social media posts, your digital client book, and more at the Petly Plans Helpdesk. You'll also find ideas for getting your whole staff involved and excited about Petly Plans.

#### TWO WEEKS PRIOR TO LAUNCH

- ☐ Send email: "Coming soon: Easy, affordable preventive care plans!"
- ☐ Frame and hang Petly Plans posters.
- ☐ Schedule preventive care appointments.

#### ONE WEEK PRIOR TO LAUNCH

- ☐ Update your practice website.
- ☐ Hold a staff meeting.
- ☐ Place scripts by phones.
- ☐ Schedule preventive care appointments.

#### LAUNCH DAY

- ☐ Send email: "Enroll today: Preventive care plans are here!"
- ☐ Place Petly Plans brochures in waiting and examination areas.
- ☐ Set up digital client book.
- ☐ Post to social media.
- ☐ Launch staff contest.

#### WEEK 1

- ☐ Post to social media 3 days after launch.
- ☐ Assess goals.

#### WEEK 2

- ☐ Post on a weekday to social media.
- ☐ Assess goals.
- ☐ Post on the weekend to social media.

#### WEEK 3

- ☐ Send email: "A quick guide to preventive care for your pet."
- ☐ Post on a weekday to social media.
- ☐ Assess goals.
- ☐ Post on the weekend to social media.

#### WEEK 4

- ☐ Post on a weekday to social media.
- ☐ Assess goals.
- ☐ Hold a staff meeting with contest payout (if applicable).
- ☐ Post on the weekend to social media.

#### WEEK 5

- ☐ Send email: "Be an A+ pet parent and earn a reward!"
- ☐ Post on a weekday to social media.
- ☐ Assess goals.
- ☐ Post on the weekend to social media.

#### WEEK 6

- ☐ Post on a weekday to social media.
- ☐ Assess goals.
- ☐ Hold a staff meeting.
- ☐ Post on the weekend to social media.

#### WEEK 7

- ☐ Post on a weekday to social media.
- ☐ Assess goals.
- ☐ Post on the weekend to social media.

#### WEEK 8

- ☐ Post on a weekday to social media.
- ☐ Assess goals.
- ☐ Hold a staff meeting with contest payout (if applicable).
- ☐ Post on the weekend to social media.

To access the content for these materials, log into the [Petly Plans Helpdesk](#).

Contact your IDEXX representative with questions at **1-844-878-3738, option 1**.

Strengthen **the bonds.**™