



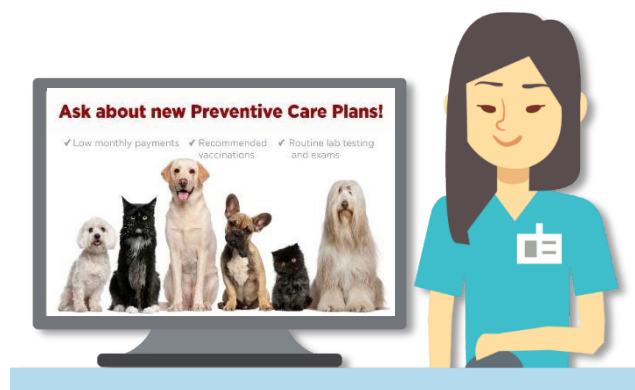
Practice Website & Social Media

Use your practice's website as an educational resource to help you get discovered online and to save time. Drive traffic to the site through newsletter and social media posts, brochures, daily interactions, and using SEO. Keep the following ideas in mind when designing your website pages:

- Use our [Petly Plans mock website](#) as a template for content and verbiage when designing your site. Post up-to-date images of your plan services and pricing, or prompt pet owners to call for pricing. Don't have plan services in a chart on your website? Get in touch with your Petly Plans team for info on obtaining design help!
- Post images on your pages that are specific to wellness plans. Click this [link](#) to download and share royalty and copyright free images to your site, newsletters, and social media posts featuring puppies, kittens, senior pets, dental month content, flea and tick prevention, and so much more!
- Educate pet owners about the importance of wellness plans by listing frequently asked questions. Differentiate wellness plans from insurance! List their primary benefits so pet owners can read about them before the visit. Use and adapt our FAQ's from the [Petly Plans Helpdesk](#) and post on your site.
- Use SEO (search engine optimization) to help pet owners find your practice! Embedding SEO keywords on site images like: *"Wellness plans, preventive care, wellness plans in X city, wellness plans in X state/county/local jurisdiction"* and other targeted keywords can help pet owners shopping for practices with wellness plans find you online.

 **Best Practice Tip:** Link a pre-enrollment form on your site to expedite the enrollment process. Instruct your clients to complete and submit the form online prior to their appointment. Don't have a form to post on your site? [Click here](#) to see our sample form.

 **Best Practice Tip:** Dedicate an area or a page of your website to pet owner testimonials with pet photos. Ask your most devoted plan-holders for their thoughts about your plans. Be sure to post comments that tout the ease of financing monthly payments, and other plan perks. *Don't forget to obtain permission before positing!*



Practice Website & Social Media

Download the Free Social Media Toolkit

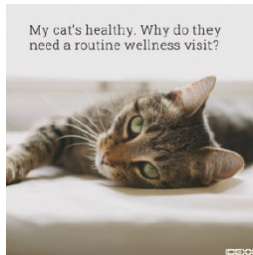
Recommended Captions to Promote Your Plans

To make the most of these resources:

1. Download the free toolkit: <https://www.idexx.com/en/veterinary/preventive-care/client-communication-tools/social-media-toolkit/>
2. Save the photos to your smartphone, tablet, or computer.
3. Upload the photo to your practice's social media channels.
4. Copy and paste the recommended caption from the suggestions below.
5. Schedule the post and interact with any comments or messages you receive.



Post 1 recommended caption: But fecal screenings are an important step in protecting your pet. Fecal antigen testing helps us find intestinal parasite infections that other types of testing may miss. Bring a sample to your pet's next visit and ask us about year-round parasite preventives! Did you know our Wellness Plans include fecal screenings? Ask our team how to enroll your pet today!



Post 2 recommended caption: Cats are great at hiding underlying medical issues. When you bring your feline companion in for a routine wellness visit, we'll do a physical exam and run diagnostic screening tests to help detect issues before your cat shows signs of illness. These services are included in your cat's wellness plan. Not yet enrolled? Call us to learn how!



Post 3 recommended caption: Don't forget regular tick checks! If you find any, remove them immediately and give us a call. It's important to protect your pet year-round and to test annually for evidence of tick-borne diseases! Did you know Wellness Plan members receive a discount on parasite prevention? Enroll today and start saving!

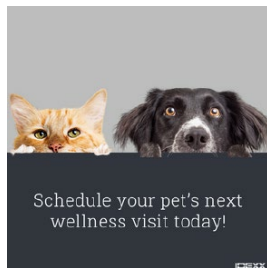
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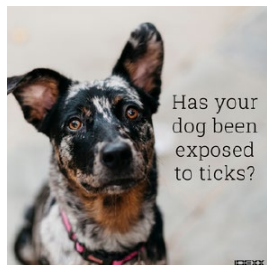
Post 4 recommended caption: Routine wellness visits are a great way to help your pet live a healthy life for as long as possible. These visits can help us detect potential health issues early and may help you avoid larger treatment costs that can happen as disease progresses. Exams are so important to the wellbeing of your cat or dog of any age, that's why we have included them in our wellness plans. Ask us about a plan for your pet today!



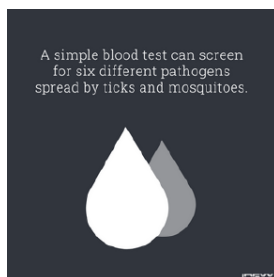
Post 5 recommended caption: Great question! Diagnostic screening tests can act as an early warning system to uncover health issues before your dog shows signs of illness. Comparing test results from year to year also helps us to better understand your dog's individual health needs. Be sure your dog is enrolled in our Wellness Plans!



Post 6 recommended caption: What happens during your pet's wellness visit? A typical visit might include a physical exam, diagnostic screening tests, and a subsequent review of results to track your pet's overall health and identify early warning signs of health problems. Regular examinations are so important to your pet's health that we have included physical exams in our Wellness Plans. Ask us how to enroll today!

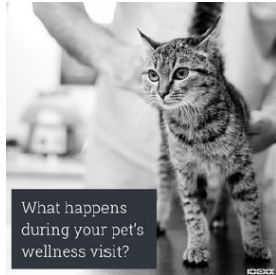


Post 7 recommended caption: Infected ticks spread many diseases that can threaten the health of your dog and family. It's important to protect your dog year-round with preventives and to have them tested for exposure regularly. Did you know our Wellness Plans include annual testing for tick-borne diseases? Ask our team how to enroll your pet today!

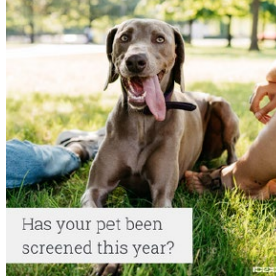


Post 8 recommended caption: When it comes to protecting your dog, annual blood testing and year-round preventives go hand in hand. Enroll in one of our Wellness Plans at your pet's next wellness visit!

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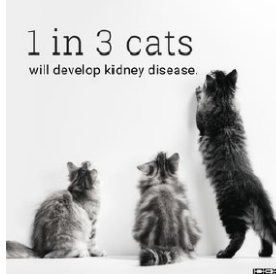
Post 9 recommended caption: A typical visit might include a physical exam, diagnostic screening tests, and a subsequent review of results to track your pet's overall health and identify early warning signs of health problems. Because this is so important to your pet's overall health, we have included important tests in your pet's Wellness Plan!



Post 10 recommended caption: It can take years for signs of parasite infections to appear. Including screening tests during your pet's wellness visit can help prevent illness from these parasites. Give us a call today to schedule their next screening and enroll your fur baby into a Wellness Plan!



Post 11 recommended caption: Dogs can become infected with intestinal parasites through exposure to contaminated soil or feces that contain the eggs or larvae of hookworms, roundworms, and whipworms. Bring a sample to your pet's next visit to be tested! It's even included in our Wellness Plans. Ask our team how to enroll today!



Post 12 recommended caption: Cats are great at hiding underlying medical issues. When you bring them in for a routine wellness visit, we'll run diagnostic screening tests that can help catch health issues as soon as possible. If your cat doesn't have our Wellness Plan, ask us how to enroll!



Post 13 recommended caption: Testing your pet's urine helps us uncover painful but often hidden conditions, like infections and kidney and bladder stones, as well as give us more information on your pet's general health. Ask us about how this testing can be included in your pet's wellness plan!