

FREE

PET CARE OFFER

Limited to the first 250 patients!

please present this card

Schedule an appointment
for a regular pet health exam
and receive your one choice
of any of the following:

- FREE** Any one core vaccination that your pet may require.
- FREE** A one-month supply of heartworm or flea prevention medication.
- FREE** A regular nail trim.



Waunakee
VETERINARY CLINIC

(800) 803-8832 • www.VetPracticeMarketing.com

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SAMPLE

GET THE WORD OUT!

A high-impact
postcard can increase
PRACTICE GROWTH!

DESIGN NOTE:

You can edit **ANY** elements
to meet your unique
practice requirements.

PET OWNER COMPLIANCE POSTCARD

Design fee - \$129

Print 500 - \$139

Print 1,000 - \$189

phil winter's
marketing communications
ph. 800-803-8832



Oops...did you forget?



Physical exams, vaccinations and parasite prevention are an important part of your pet's health care, **protecting both your pet and your family** from various diseases.

We hope that you have simply forgotten the healthy pet actions that are now **PAST DUE** for your pet. Occasionally reminders get lost in the mail or possibly you have moved, changed services, no longer have a pet, or our medical history does not correspond to your pet's current health status.

! Our **FREE PET CARE OFFER** is available only to the first **250 patients**. **Please call us to schedule a pet health exam and healthy pet review today or let us know of any status change.**

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SAMPLE

Practice Growth Marketing Tip –

Create a sense of scarcity with an act-fast limited unit offer. Most special offers from veterinary practices typically have an expiration date of 30-90 days out, which does not create a sense of urgency. When you provide a limited unit offer you typically get clients to **act fast** – often within days.

Increased Income! Postcards are “Superheroes” –

High-impact postcard marketing, one of the least expensive forms of direct mail, can work wonders for the veterinary practice who wants to increase client education, improve pet owner compliance. *A well-designed postcard can mean a great boost to your business and bottom line.*