



A NEWSLETTER FOR PETS & THEIR HUMANS

news



5 HELPFUL THINGS

ISSUE ONE | JAN 2024

1 get the scoop on self cleaning litter boxes

2 new noms: pet foods go niche

3 pet tech: buy or bye?

4 nailed it: when to clip

5 diet vs. proper nutrition

Contents

Don't rush to replace your lost pet..

Losing a beloved pet can be devastating. But in our hurry to mend a broken heart we may try and replace them too soon. Here's why experts say its often healthier to let ourselves grieve, first.

"People who don't experience the deep love and companionship of a pet find this difficult to understand and may not be able to validate the experience of the person who is grieving. Leave from work is not typically granted when a pet passes. Funerals for pets are becoming more common but are still not commonplace..."

[Article here](#)

FRIEND OF THE MONTH



Bandit's a 7-year-old male terrier mix who suddenly lost his appetite and began pawing at his eye. It turned out he had an infected, blocked tear duct.

We were able to flush the duct and prescribe an antibiotic. The slightest change in your pets routine often signals somethings amiss, so give us a call if you notice anything out the ordinary, we're always here!

upcoming

f LIVE TALK

may 6th, 2024



tick talk

join on your break!
@12:30pm

what to look for,
when to worry

With so many fun locations to explore, CT is one big pet playground. Unfortunately it's also home to a number of tick species that can put a real damper on outdoor adventures. Vet Lisa will take you through your own "check list" so you can venture out, fully prepared.

CARING FOR PETS & OWNERS SINCE 2001!

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WHY NEWSLETTERS ARE SO EFFECTIVE

AND CAN HELP GROW YOUR VETERINARY PRACTICE



WHAT IS AN E-NEWSLETTER?

An Electronic (E) Newsletter helps you stay in touch with your customers and provides the latest news about your Veterinary practice and developments in the world of pet care.

Besides building your online presence, your Newsletter is a timely update from a trusted expert offering valuable information in the form of:

- Important updates in Pet care.
- New services you're offering.
- Important events or webinars.

Your newsletters become a meaningful way to showcase your expertise and bring valuable content to your customers.

DID YOU KNOW THAT...

A monthly Newsletter is more than just marketing - it establishes your practice as an integral part of the community, as well as:

- Builds trust in your business.
- Establishes your expertise.
- Keeps you top-of-mind as the first call for pet care.

Meanwhile, the more that people trust you understand their needs, the likelier they are to trust their pets care to you.

- 7 out of 10 pet owners would act on email content if it came from their veterinarian
- 89% of business owners see an increase in returns when their message is personalized to users interests.



Your Newsletter keeps you engaged with your customers.

While keeping them informed about what's new and exciting in your Veterinary practice.

About to launch a Microchipping service with expanded features?

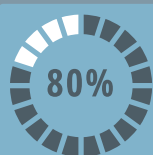
Let your customers know they're the first to hear about it – and when to schedule their pet for an evaluation.

I'll plan each month's Newsletter so it showcases innovations and best practices, updates to your services, and pet-centered events.

And I'll design your Newsletter to complement your website making it a seamless part of all your marketing assets - digital and print .

And if you want, we can figure out other ways your Newsletter can support the community, such as:

- Implement Loyalty programs
- Host Pet Webinars
- Reach out to new pet owners.



Of pet owners say a strong relationship with their veterinarian is important to them.