

Prairie Navigator

Your local partner for independent veterinary clinics in eastern Nebraska and western Iowa. We specialize in digital marketing and facilities management to help your clinic thrive with improved online visibility and professional on-site operations.



Shine On-line and On-site

Digital Marketing Services

Strategic marketing solutions tailored specifically for independent veterinary practices. Our comprehensive digital marketing approach helps you connect with pet owners in your community and grow your practice through targeted online strategies.

Social Media Management

Professional social media presence across multiple platforms with consistent content creation and paid advertising campaigns to reach local pet owners.

- Account setup: \$150-\$400 per platform
- Monthly content: \$350-\$850 per platform
- Paid ads: 8%-12% of ad spend

Search Engine Optimization

Improve your clinic's visibility in search results and AI-powered search platforms to attract new clients when they need veterinary services most.

- Website audit: \$250-\$700
- Monthly SEO management: \$450-\$1,200
- Local search optimization: \$350-\$800

Content Creation

Engaging blog posts, email newsletters, and video content that educates pet owners and positions your clinic as the trusted local expert.

- Blog posts: \$90-\$250 each
- Email campaigns: \$125-\$400 each
- Video scripts: \$175-\$500 each

Website Design & Development

Your website is often the first impression potential clients have of your veterinary practice. We create custom, mobile-responsive websites that showcase your services, build trust with pet owners, and convert visitors into clients.

Custom Website Design

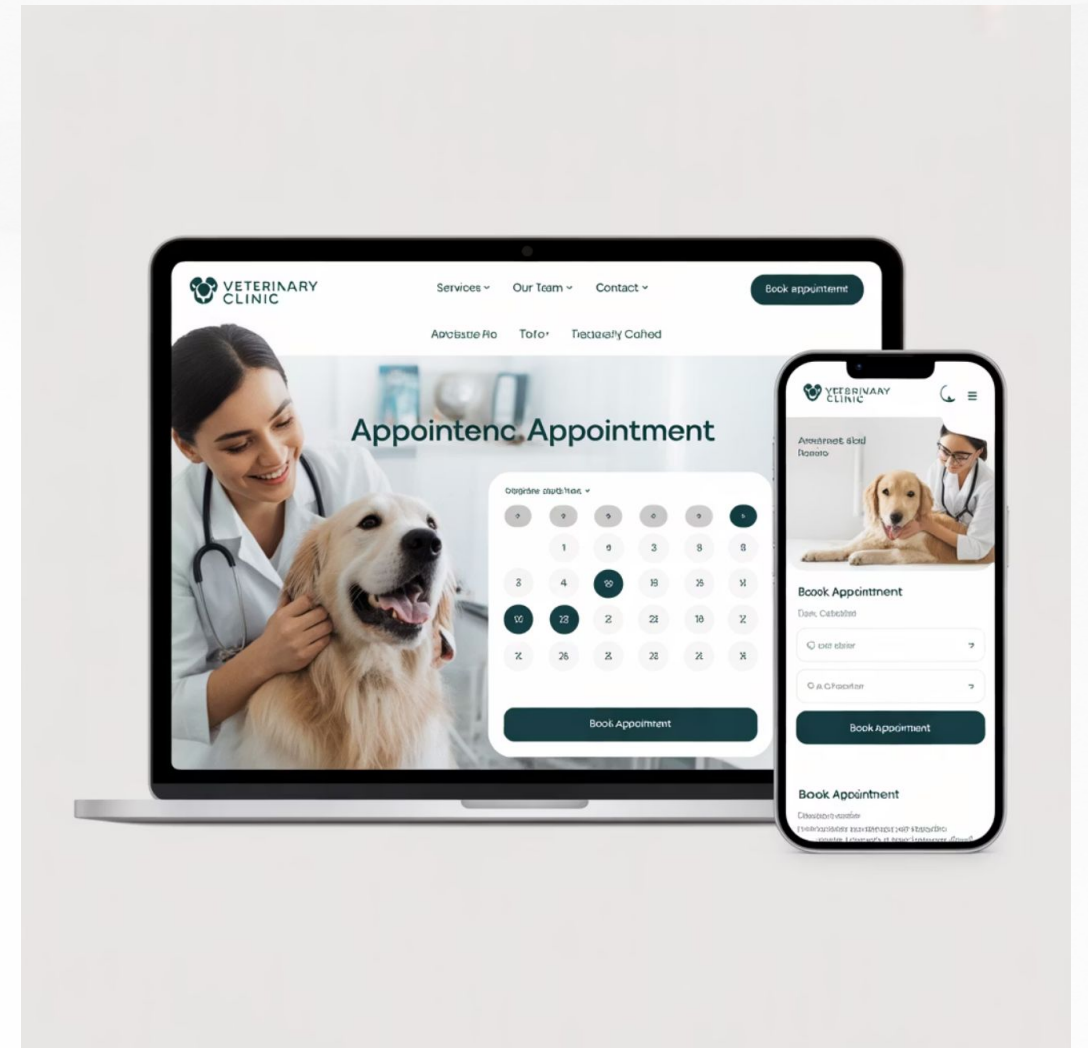
Professional website design tailored to veterinary practices, featuring appointment booking, service information, and client testimonials. Our designs are mobile-responsive and optimized for search engines.

- Custom website (5-10 pages): \$1,800-\$4,500
- Landing page design: \$400-\$1,000
- E-commerce setup: \$2,500-\$6,000

Ongoing Maintenance

Keep your website secure, updated, and performing optimally with our comprehensive maintenance services including security monitoring, backups, and content updates.

- Monthly maintenance: \$90-\$250
- Website updates: \$45-\$85/hour
- Security & backups: \$120-\$450/month



Analytics & Pay-Per-Click Advertising

Data-driven marketing decisions and targeted advertising campaigns that deliver measurable results for your veterinary practice. We track performance, optimize campaigns, and provide detailed reporting to show your return on investment.

Google Ads Management

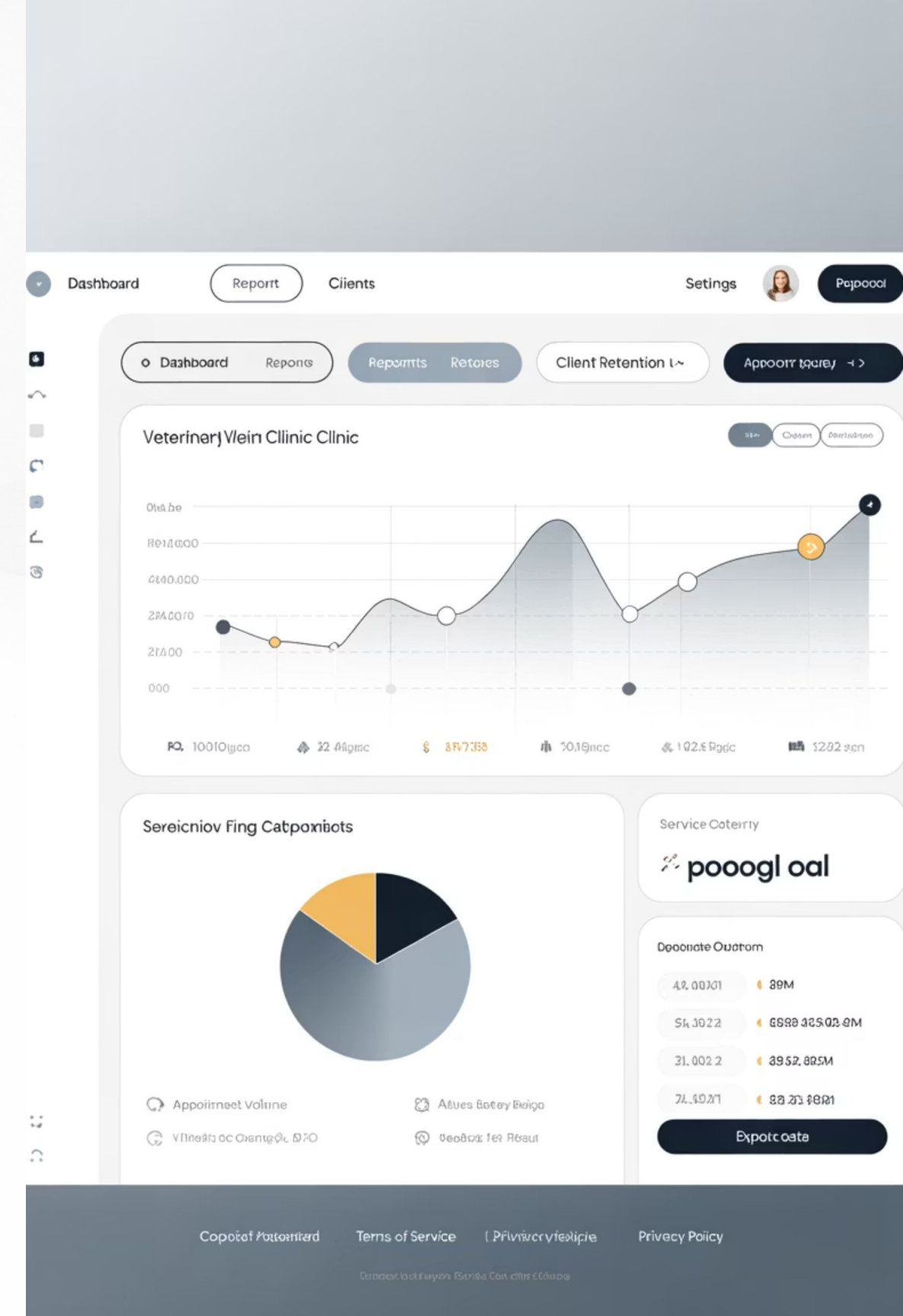
Strategic pay-per-click advertising campaigns targeting pet owners searching for veterinary services in your area. We handle setup, optimization, and ongoing management to maximize your advertising budget.

- Google Ads setup: \$250-\$800
- Ongoing PPC management: 8%-15% of ad spend

Performance Tracking

Comprehensive analytics and reporting to track website traffic, conversion rates, and campaign performance. Custom dashboards provide real-time insights into your marketing effectiveness.

- Monthly performance reports: \$90-\$250
- Custom analytics dashboard: \$400-\$1,200



Digital Marketing Packages

Comprehensive marketing solutions designed to fit different practice sizes and budgets. Our bundled packages provide better value and coordinated marketing efforts across multiple channels for maximum impact.

1

Starter Package

\$1,250-\$2,500/month

Perfect for new practices or those just beginning their digital marketing journey. Includes essential services to establish your online presence.

- Social media setup (2 platforms)
- Basic SEO & AI search optimization
- 4 blog posts per month

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Growth Package

\$2,000-\$4,000/month

Ideal for established practices looking to expand their reach and attract more clients through comprehensive digital marketing.

- Social media management (2 platforms)
- Advanced SEO & AI search
- 1 email newsletter per month

3

Comprehensive Package

\$4,500-\$8,500/month

Full-service marketing solution for practices ready to dominate their local market with complete digital presence and content strategy.

- Website management
- Social media (3 platforms)
- SEO & AI optimization
- 4 blog posts per month

Facilities Management Services

Maintaining a clean, safe, and welcoming environment is crucial for any veterinary practice. Our comprehensive facilities management services ensure your clinic always presents a professional image while meeting the highest standards of cleanliness and safety for both pets and their owners.

Daily Cleaning Services

Essential daily maintenance to keep your practice spotless and hygienic. Our trained staff understands the unique cleaning requirements of veterinary facilities.

- Basic cleaning: \$0.07-\$0.11 per sq ft
- Sanitizing exam rooms: \$7-\$13 per room
- Trash removal & restocking: \$35-\$70/month

Deep Cleaning Services

Thorough cleaning services that go beyond daily maintenance to keep your facility in pristine condition.

- Carpet & upholstery: \$35-\$70 per room
- Window washing: \$3-\$7 per window
- HVAC vent cleaning: \$7-\$11 per vent
- Floor polishing: \$0.35-\$0.70 per sq ft



Specialized Cleaning & Maintenance

Veterinary practices have unique cleaning and maintenance needs that require specialized knowledge and equipment. Our team is trained in veterinary facility requirements and uses appropriate cleaning protocols for medical environments.

Specialized Cleaning

Medical-grade cleaning services designed for veterinary environments, including surgical areas and biohazard cleanup.

- Surgical sterilization: \$70-\$130 per visit
- Biohazard cleanup: \$180-\$350 flat fee
- Enclosure cleaning: \$7-\$18 per enclosure

General Maintenance

Essential maintenance services to keep your facility running smoothly and safely for staff, clients, and patients.

- HVAC filter replacement: \$35-\$70 per unit
- Lightbulb replacement: \$7-\$13 per fixture
- Paint touch-ups: \$20-\$35/hour
- Plumbing repairs: \$35-\$65/hour

Specialized Maintenance

Technical maintenance services that require specialized knowledge of veterinary equipment and facilities.

- Equipment calibration: \$60-\$110/hour
- Pest control: \$35-\$110/month
- Flooring repair: \$1.25-\$3.50 per sq ft

Exterior Maintenance & Emergency Services

Your clinic's exterior creates the first impression for clients and affects the overall professional image of your practice. We provide comprehensive exterior maintenance plus emergency services when you need them most.

Exterior Maintenance

Keep your clinic's exterior looking professional and welcoming year-round with our comprehensive exterior maintenance services.

- Parking lot sweeping: \$35-\$125 per visit
- Snow removal: \$70-\$220 per visit
- Gutter cleaning: \$130-\$275 flat rate
- Pressure washing: \$0.40-\$0.90 per sq ft

Emergency Services

When emergencies happen, we're available to handle urgent cleaning and maintenance needs outside of regular business hours.

- After-hours service: +25% premium on hourly rates
- Emergency biohazard cleanup: \$250-\$500 flat fee



Facility Management Packages

Comprehensive facility management solutions tailored to different clinic sizes and needs. Our packages provide coordinated services at better value than individual service pricing, ensuring your facility maintains the highest standards consistently.

1

Small Clinic Package

\$1,600-\$2,200/month

Perfect for smaller practices with essential cleaning and maintenance needs. Provides consistent daily cleaning with periodic deep cleaning and maintenance.

- Daily cleaning 5 days per week
- Monthly deep cleaning service
- Quarterly maintenance check

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Medium Clinic Package

\$2,300-\$3,000/month

Ideal for mid-sized practices with moderate traffic and facility needs. Includes more frequent deep cleaning and regular maintenance.

- Daily cleaning 5 days per week
- Bi-weekly deep cleaning service
- Monthly maintenance service

3

Large Clinic Package

\$3,800-\$5,200/month

Comprehensive solution for larger practices or hospitals with high traffic and extensive facility needs requiring daily attention.

- Daily cleaning 7 days per week
- Weekly deep cleaning service
- Bi-weekly maintenance service

Discounts & Get Started

We believe in building long-term partnerships with veterinary practices in our community. That's why we offer several ways to save on our services while ensuring you get the best value for your investment.



Bundle Discount

Save 10% when you book three or more services together. Combining digital marketing with facilities management creates synergies that benefit your practice.



Multi-Location

Growing practice with multiple locations? Save 5% for 2 locations or 10% for 3 or more locations across our service area.



Annual Contract

Commit to a full year and save 10% with prepaid annual contracts. This option provides budget predictability and ensures consistent service delivery.



Referral Bonus

Refer another veterinary clinic to Prairie Navigator and receive a \$150 credit toward your services when they sign up.

"We help you shine—on-line and on-site."

Ready to take your veterinary practice to the next level? Contact Prairie Navigator today for a custom quote tailored to your specific needs. We serve independent veterinary clinics throughout eastern Nebraska and western Iowa.

Call (402) 699-1738

Email skline@prairienavigator.com

[PrairieNavigator.com](https://prairienavigator.com)