

Straight Talk about Marketing and Communication

Lets get real and get common sense into your digital
marketing and communication investment



Bo Nielsen

CEO/Founder



About Me

20 years working with thousands of Human and Animal Health offices through AutoRemind Inc.

Degree in computer science and a background in software development.

Dog owner. Westie called Cooper
(My 6th dog)

My first job was as a LEGO toy designer back in 1988.





Today's Goal

I want to make you Think!

I want you to spend your marketing and communication budget wisely

I want to give you the tools to make great decisions when you buy communication products



Learning Objectives

AutoRemind

- Clearly state your company's value proposition on your **website**, highlighting what sets you apart from the competition.
- Find out if your followers actually get to see **your social posts** and utilize your social media channels more effectively.
- See if it is possible to **manage your online reputation**. Discover strategies for managing and improving your online reputation.
- Learn the pros and cons of **Search Engine Optimization (SEO)** and online advertising.

Can you really rank #1 on Google?

- Understand the importance of Customer Relationship Management (CRM) and why digital communication is essential for **engaging your current customers**.
- Learn the basic **legal considerations in client communication** to ensure compliance and avoid common potholes.

WEBSITE

**How many go to their
Dentist's website
a few times a month to
check for updates?**





Analytics. Understand your client

1-2 minutes on
Your Website

1-2 Pages are
Viewed

85%+ Chance it is
a New Visitor

Front Page, Staff
and Services are
most Viewed

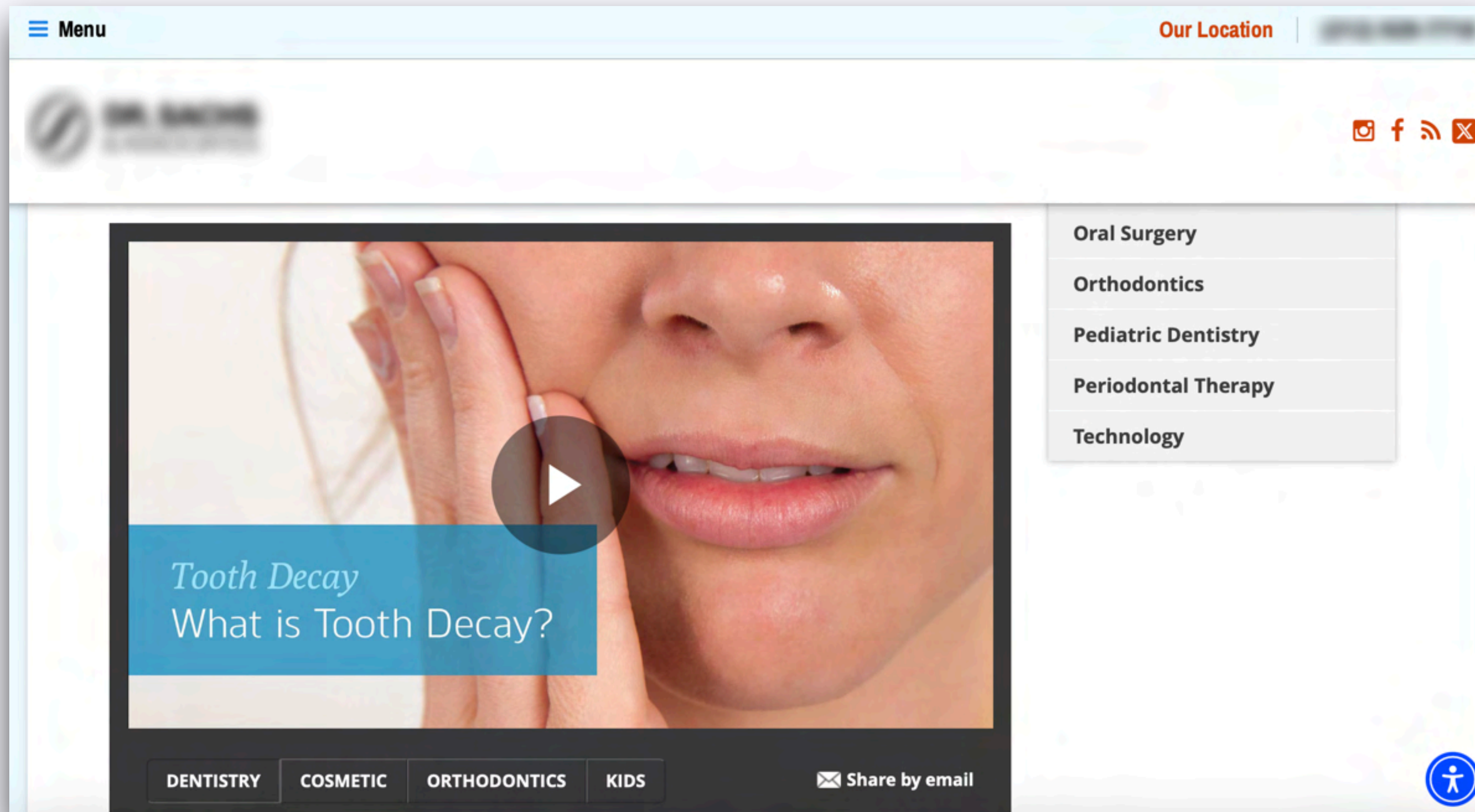
Marketing and Communication industry has become data-driven





Make Better Decisions

AutoRemind



0 (ZERO) Views - **\$3,600 a year cost**



Blog Example from Vets

LocalMobileVet@gmail.com (919) 219 - 4919 Emergency

Servicing the Triangle Area: Raleigh, Durham, Chapel Hill, Wake Forest, Cary, and Hillsborough NC

Local Mobile Veterinary Service Providing care for your daily dose of joy

Home Staff Services **Blog** Shop Contact

New Client Request Appointment

Blog

Home Blog

Trusted Pet Care Resources

We know you can find anything on the internet and that means you may not know who to trust.

[Read More](#)

Cat Friendly Practice

We are very proud to announce that we have just become certified by the Feline Veterinary Medical Association as a Cat Friendly Practice!

[Read More](#)

Understanding Skin Pyoderma

Meet Missy! She is a recently rescued English Bulldog and she is the sweetest dog who loves everyone, even her veterinarians

[Read More](#)

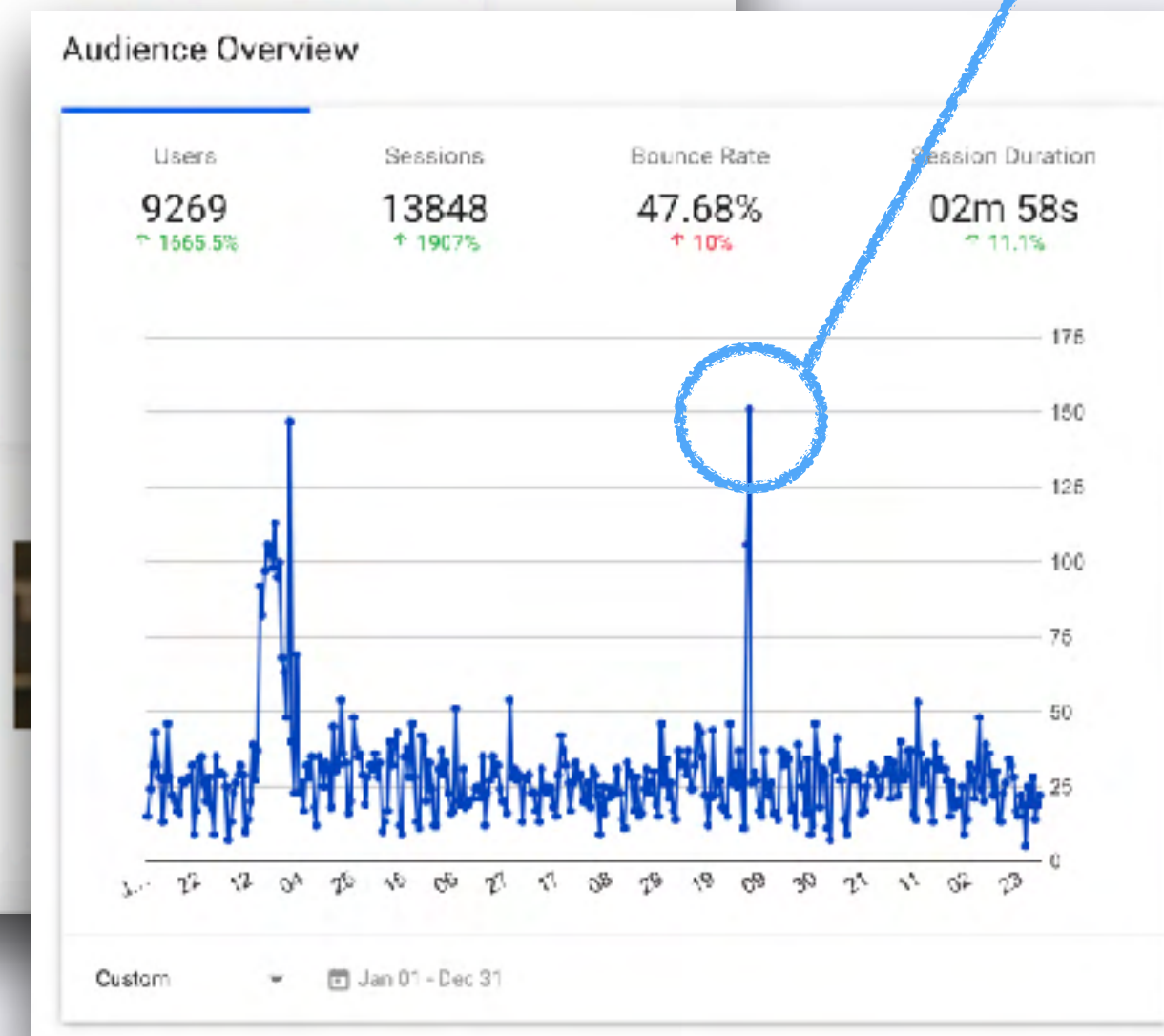
Moving or Traveling with Cats

Allergic Dermatitis

Why is my pet itchy? Allergic Dermatitis is an inflammatory

Anxiety in Dogs

Dogs are social animals and form strong bonds with people, so it is



LV Local Mobile Vet

Did you know that Local Mobile Vet now has a blog?

To: Bo Nielsen

Local Mobile Veterinary Service

Did you know that Local Mobile Vet now has a blog?

We want to ensure that you have accurate information for your pets and are working to expand our library regularly. You can catch periodic updates by following us on [Facebook](#) or [Instagram](#). But right now, check out a very important reminder about your pet and [FLEAS](#) directly on our [blog](#)!

It's Fall, temperatures are starting to drop a bit, and what a relief it is to step outdoors without immediately breaking a sweat (most, well some days). Fall is such a wonderful time of year! Did you know that fleas love the Fall too? As the temperature becomes more bearable for us, it becomes ideal for fleas to break out of their cocoons and find hosts, such as your furry friends or even you. Don't stop your flea and tick prevention now; in fact, in our temperate environment here in North Carolina, fall is the number one season for flea infestations. Year round prevention for fleas and ticks is highly recommended.

[CLICK TO READ MORE](#)

localmobilevet.com

f

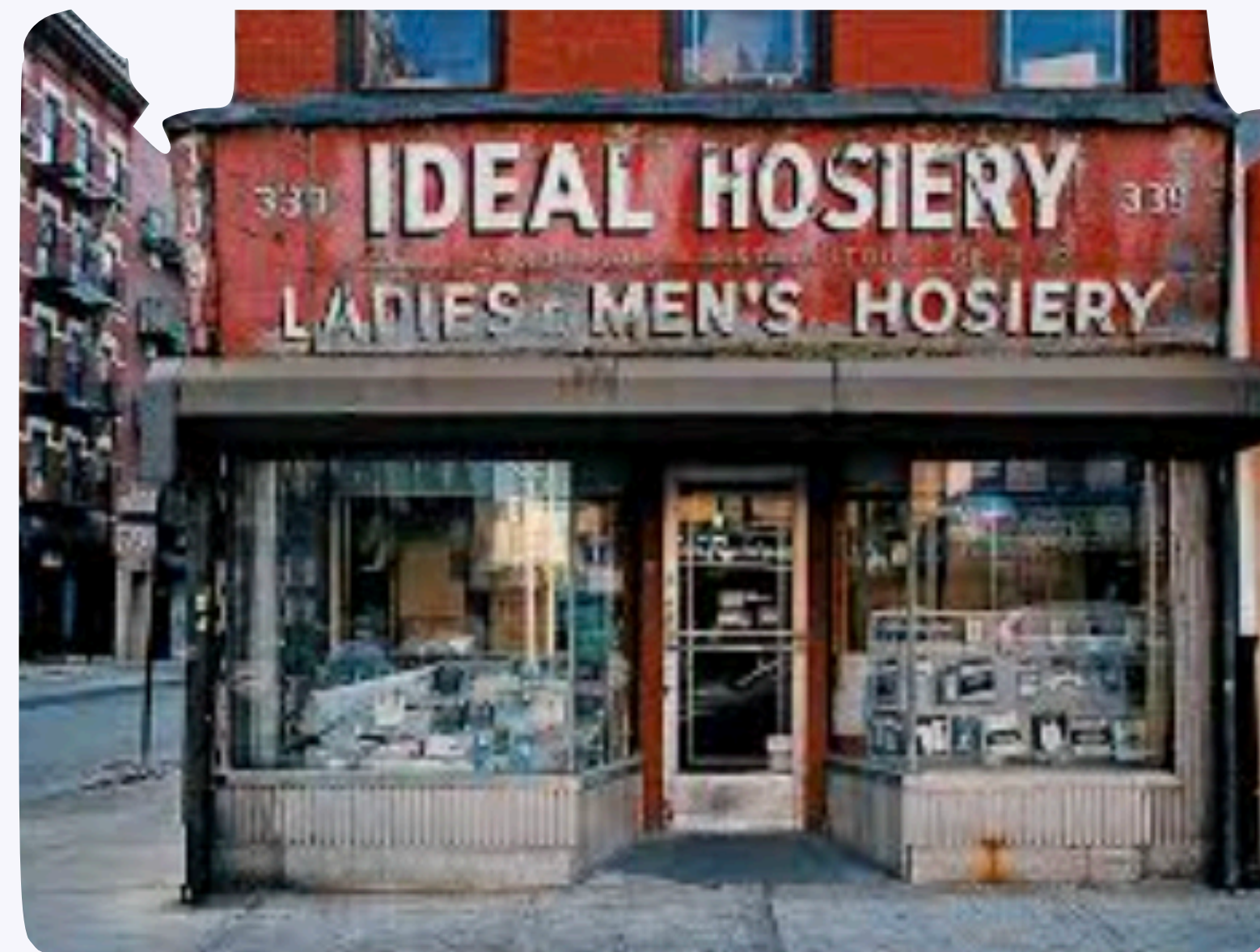


Your Website is
Your Storefront

AutoRemind



VS



Look good online. Communicate your Value proposition!

If most are new customers, talk to them

You got less that 10 sec

Talk about values for your client



LocalMobileVet@gmail.com

(919) 219 - 4919



Servicing the Triangle Area: Raleigh, Durham, Chapel Hill, Wake Forest, Cary, and Hillsborough NC



Local Mobile Veterinary
Service
Providing care for your daily dose of joy

[Home](#)

[Staff](#)

[Services](#)

[Blog](#)

[Shop](#)

[Contact](#)

[New Client](#)

[Request Appointment](#)

Mobile House Call:

We Come Directly to You!

[Request Appointment](#)

(919) 219 - 4919



4.7 ★★★★★

[Read our 52 reviews](#)



5.0 ★★★★★

[Read our 21 reviews](#)

Yelp Reviews

4.7 ★★★★★

[Read our 14 reviews](#)

// About Us //

Providing Care

AutoRemind

Explain the values
your office provides

LocalMobileVet@gmail.com

(919) 219 - 4919



Servicing the Triangle Area: Raleigh, Durham, Chapel Hill, Wake Forest, Cary, and Hillsborough NC



Local Mobile Veterinary
Service
Providing care for your daily dose of joy

Home

Staff

Services

Blog

Shop

Contact

New Client

Request Appointment

Pet Comfort:

We want you and your pet to feel at ease.

Request Appointment

(919) 219 - 4919



4.7 ★★★★★

[Read our 52 reviews](#)



5.0 ★★★★★

[Read our 21 reviews](#)

Yelp Reviews

4.7 ★★★★★

[Read our 14 reviews](#)

AutoRemind

Find 2-4 unique selling points for your company

// About Us //

Providing Care

20+


4.7 ★★★★★
[Read our 52 reviews](#)


5.0 ★★★★★
[Read our 21 reviews](#)

Yelp Reviews
4.7 ★★★★★
[Read our 14 reviews](#)

20+
Years Experience



// About Us //

Providing Care for Your Daily Dose of Joy!

The Definition of Joy:

Your dogs greeting you at the front door wagging their entire bodies in anticipation of your return. Your cat jumping into your lap to snuggle as soon as you sit down. The effortless, unconditional love they show you - it sparks pure joy, and we all want to make that joy last as long as possible. We at Local Mobile Vet are honored to help you provide for their care.

Local Mobile Vet: Providing care for your daily dose of Joy!

Why Use a House Call Vet?

We believe that you want the best for your family and that means peace of mind. When you choose Local Mobile Vet, you can know that there will be less stress and fear for your pet, less risk of contagious disease or parasites, less time out of your busy day, and more personal time with the veterinarian. Let us come to you!

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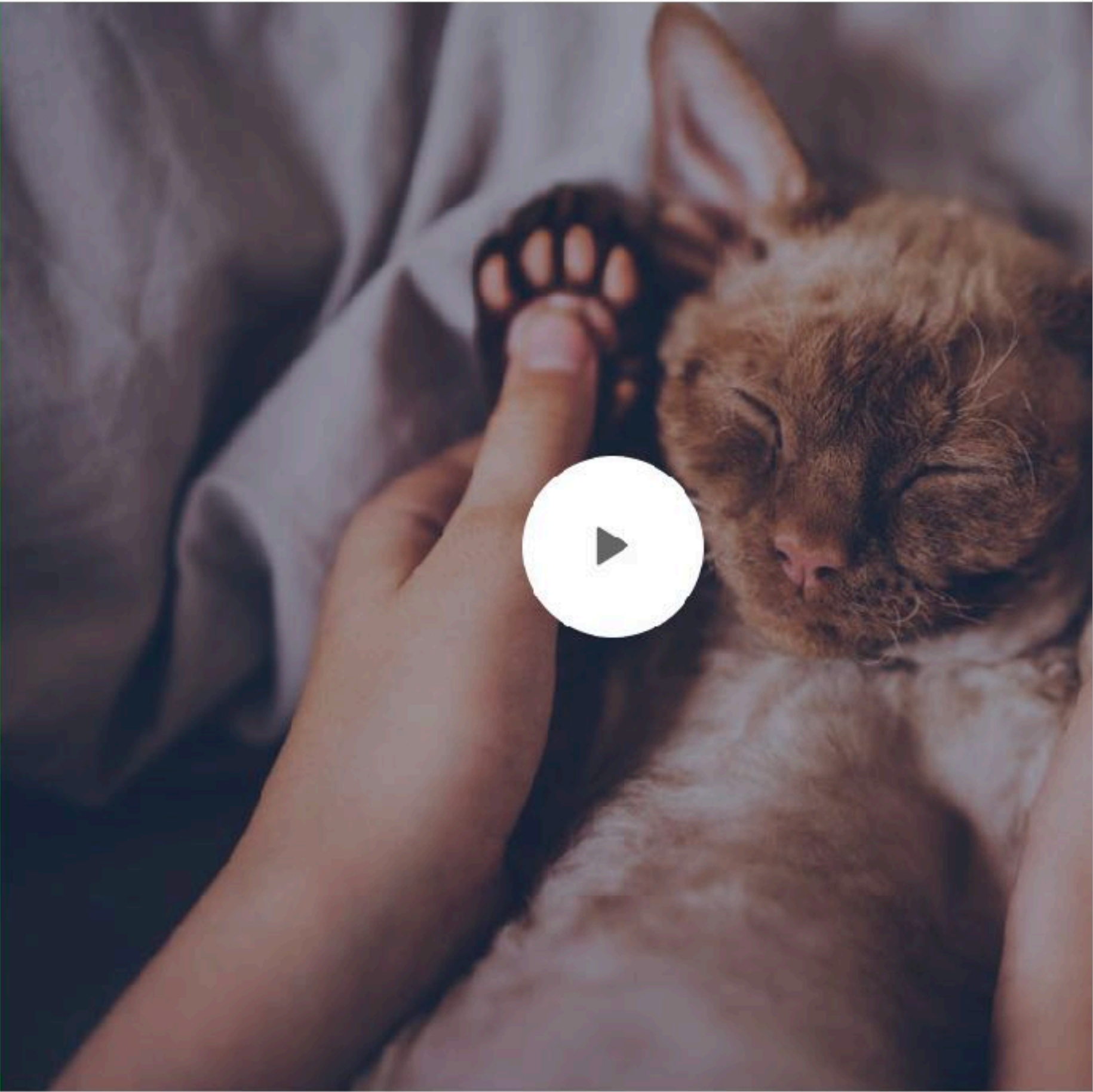
AutoRemind

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Let us come to you!

 Watch Video



Office Hours.

// Book //

Request an Appointment.

Convenience is king

The coming generations want to do everything electronically

Office Hours.

| | |
|---------------------|-----------|
| Monday | 9am - 5pm |
| Tuesday | 9am - 5pm |
| Wednesday | 9am - 5pm |
| Thursday | 9am - 5pm |
| Friday | 9am - 5pm |
| Saturday and Sunday | Closed |

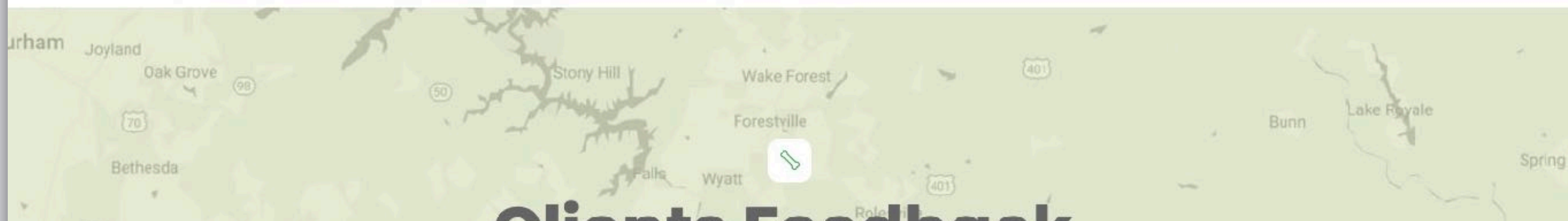
// Book //

Request an Appointment.

We are excited to see you and your pet! Our team will respond to your request as soon as we possibly can, however if you have an **URGENT** request, please call **919-219-4919**. We schedule all appointments in 3-4 hr windows of arrival time- you will be able to choose whether you prefer the morning or afternoon arrival window. If you are flexible all day for your appointment, we would really appreciate you putting that information in the notes as it will really help us with efficient driving times. We will always let you know your window of arrival the day before your appointment.

A deposit is required for all appointment reservations (typically the travel fee and full exam for one pet). The reception team will collect payment when the appointment details are confirmed. This form does NOT set up an appointment or request payment; it only sends the request to our team.

Request Appointment



Client Feedback



Ask your clients what they think using Surveys


151 Brighton Road, Banstead, Surrey, SM7 1BU
office@ashley-house-dental.com 01737 355368

Ashley House
Specialist Dental Group

Home Services Team Patient Satisfaction News Contact + REFER A PATIENT + REFERRING DENTISTS

Patient Satisfaction

Read about Ashley House Specialist Dental Group's focus on patient satisfaction.



ASHLEY HOUSE PATIENT SATISFACTION

Delivering the highest quality patient experience has always been essential to me in creating Ashley House Specialist Dental Group. What matters most is what our patients think about our services after their treatment. For us, the patient journey starts at the moment we receive the dentist's referral and ends when the treatment is completed, followed by a short patient satisfaction survey.


We have received over 2000 completed patient satisfaction surveys. This emphasises the level of attention we pay to the quality of our work and our patients' satisfaction with our services. Below you will see the result of these surveys.

T Niel Meekin
MSc MClinDent BDS FDS MRDPerio

SURVEY RESULT OF MORE THAN 2000 SURVEYS

1. Please rate how promptly you received your treatment.
★★★★☆
4.78 Stars
2. Please rate how polite and courteous the staff and clinicians were.
★★★★☆
4.95 Stars
3. Please rate how well you felt you were informed about your treatment.
★★★★☆
4.92 Stars
4. Please rate your overall satisfaction with how your treatment was carried out.
★★★★☆
4.93 Stars
5. Please rate your overall satisfaction with the Practice as a whole.
★★★★☆
4.90 Stars

Quality Pet Care LLC 4:36 PM
Please share your experience with us! | Quality Pet Care LLC
To: Bo Nielsen



Quality Pet Care, LLC

"Our Family Caring For Your Family"

Survey

Thank you for your visit!

You visited us for the first time and we want to let you know that we do appreciate you allowing us to care for pet. We also value any information you can provide about your experience visiting us.

We sincerely want to do the best for you and your pets, so any feedback is appreciated.

We hope you would click the button below and take a quick survey. It is just a few questions and take typically 1-2 minutes.

[Take Survey](#)

Warmly,
The Team at Quality Pet Care

www.qualitypetcarellc.com f i s y

This message was sent by AutoRemind on behalf of Quality Pet Care LLC.
Please direct all questions regarding the message to our client.
Click here to [unsubscribe](#).



Top Recommended

New York City Eye Care

[More About Us](#)

Most Insurances Accepted

4.8 ★★★★★
[Read our 172 reviews](#)

4.7 ★★★★★
[Read our 21 reviews](#)

Why Choose Us

We Always Provide The Services

We prioritize your vision and comfort. Our friendly team of exceptional care in a welcoming environment at our Manha difference for yourself - Schedule your appointment today!



Friendly & Professional

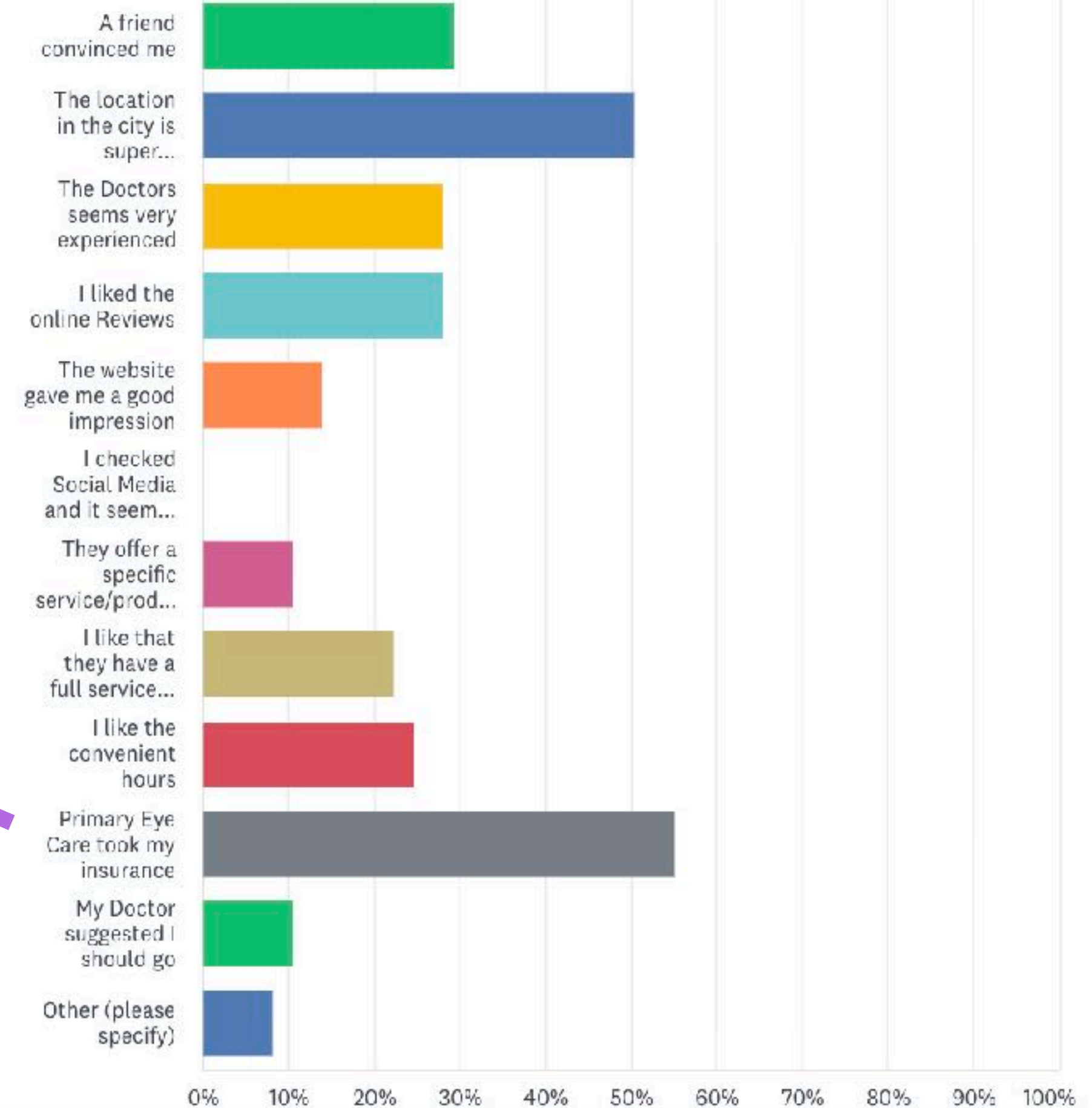


Full Service Eye Care
Our full-service eye care team

AutoRemind

What was the determining factor for choosing Primary Eye Care NYC? (Check all that apply)

Answered: 85 Skipped: 105





Top Recommended

New York City Eye Care

More About Us

Most Insurances Accepted

4.8 ★★★★★
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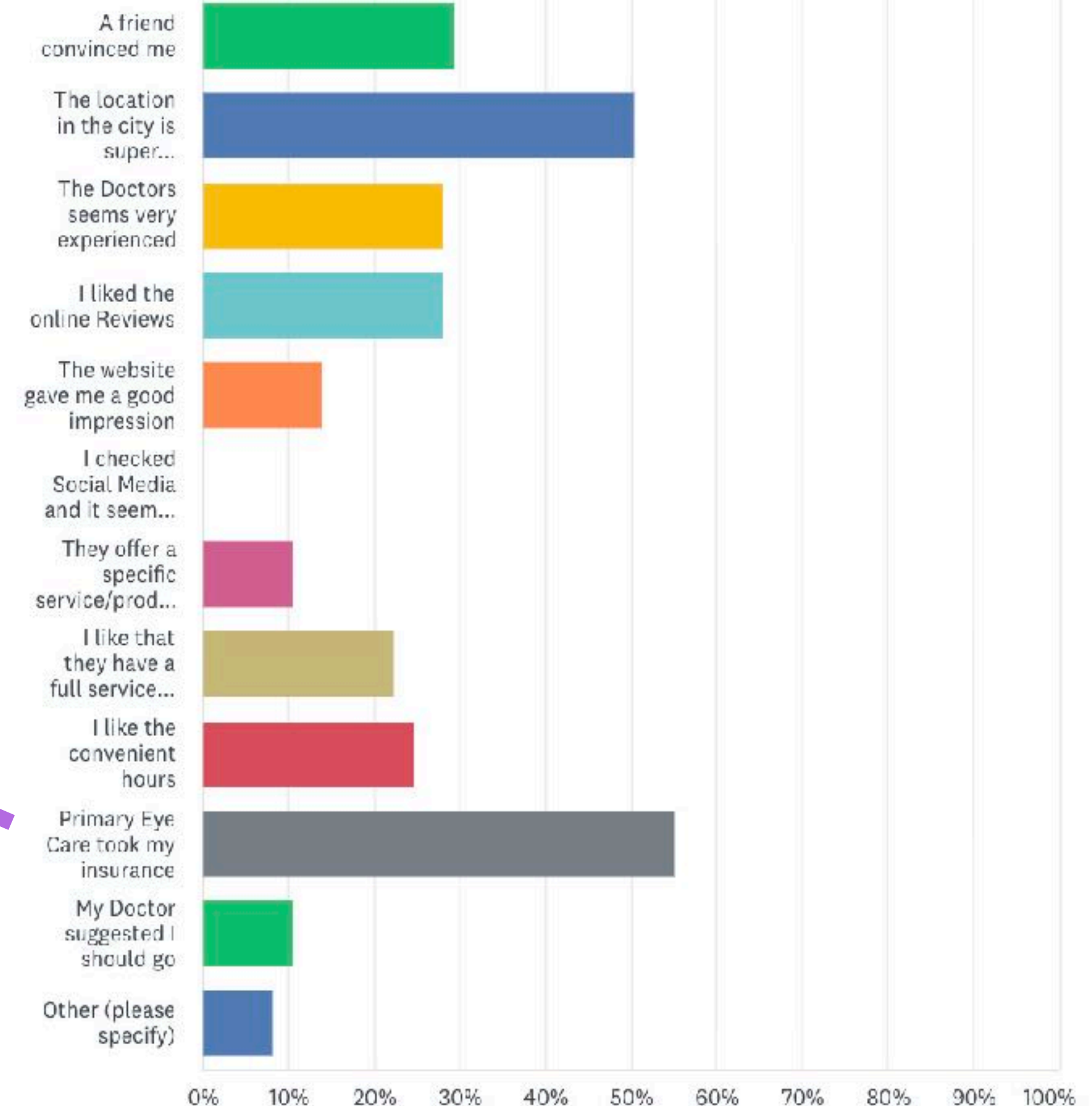
Friendly & Professional

Full Service Eye Care
Our full-service eye care team

AutoRemind

What was the determining factor for choosing Primary Eye Care NYC? (Check all that apply)

Answered: 85 Skipped: 105





Website Checklist

AutoRemind

- ✓ **Remember:** Your website is for new client COMMUNICATION and existing clients CONVENIENCE.
- ✓ **Make sure** your vendor has Google Analytics (or similar).
- ✓ **Learn about visitors.** New vs people coming back. Time spent on your site. Are your content seen?
- ✓ **Make sure your company value proposition** is on point as you only have a few seconds to capture them.
- ✓ **If you want share videos,** blogs posts, etc make sure you to tell the world. Don't trust SEO only.
- ✓ **Think like a client.** Think Convenience and customer service. Texting, chat, prescription, vaccines, etc.
- ✓ **Capture client data** from surveys to help you understand what your customers think.
- ✓ **Website, Social, SEO, Content.** Think about what you need before you buy.

Social Media



Why? What are you trying to achieve?

I seen a series of strategies

- *“We created a social media account, but never posted”*
- *“We posted 7 times and then no posts since 2020”*
- *“We are posting many times every week”*
- *“I purchase a product that post generic content several times every week”*
- *“I have a marketing company posting adverts”*
- *“I post to get many followers”*
- *“We post a lot to improve our SEO (Search Engine Optimization) so we are found”*



Let's get back to the data view

We follow 200-800
people/companies on
Instagram

*

Avg. post from instagram
business is around 1.7
posts per day

= 400-1600
Posts per day

This does NOT include any advertisement posts from META

META's job is to have you stay on their platform. They want you to spend time

Algorithm will promote content that makes you stay

Estimations is only 20% of your followers see your posts

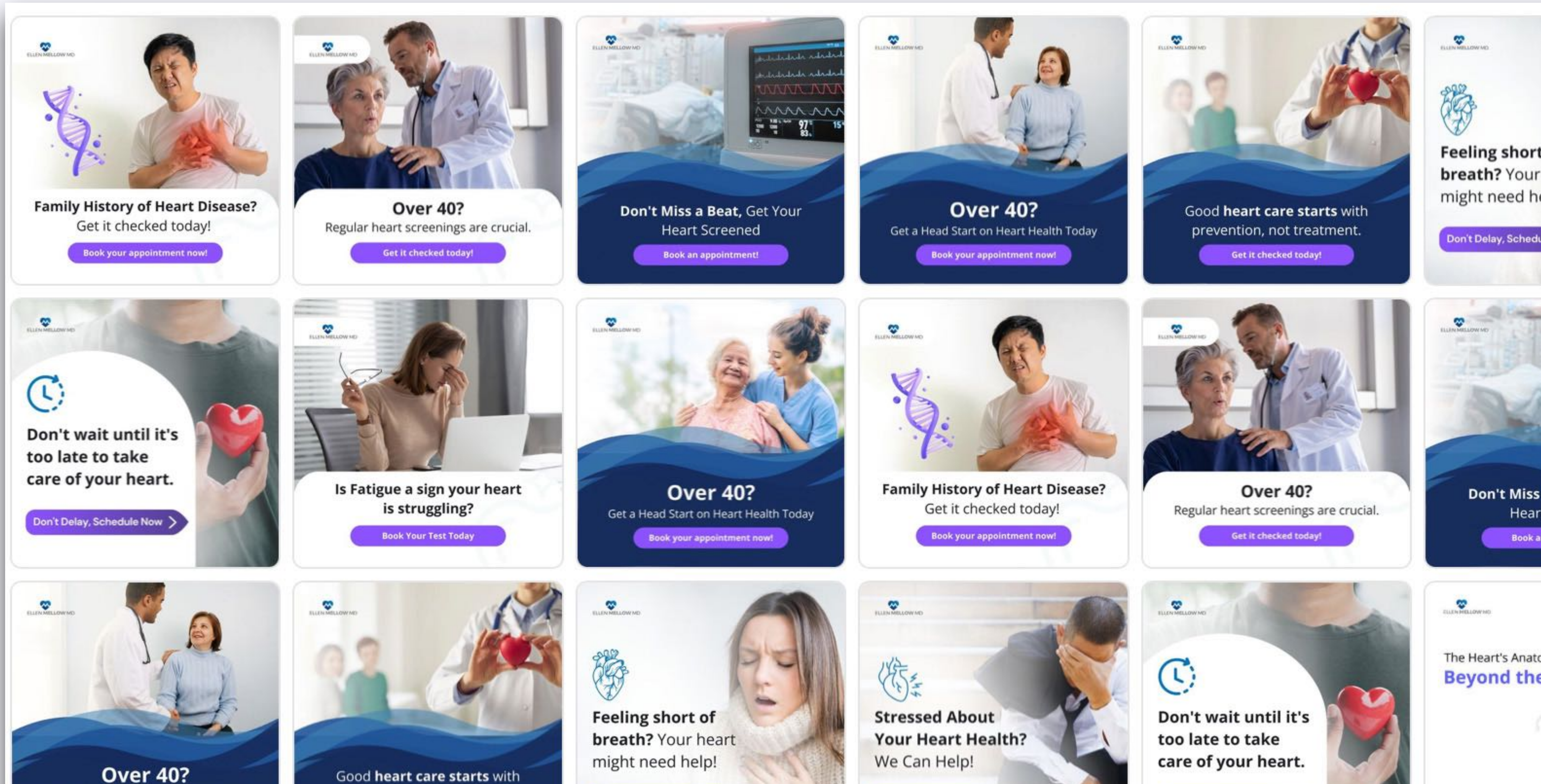
Examples of people trying to convert followers to email now



“Growth Companies”

Over 160 posts in 12 months

AutoRemind



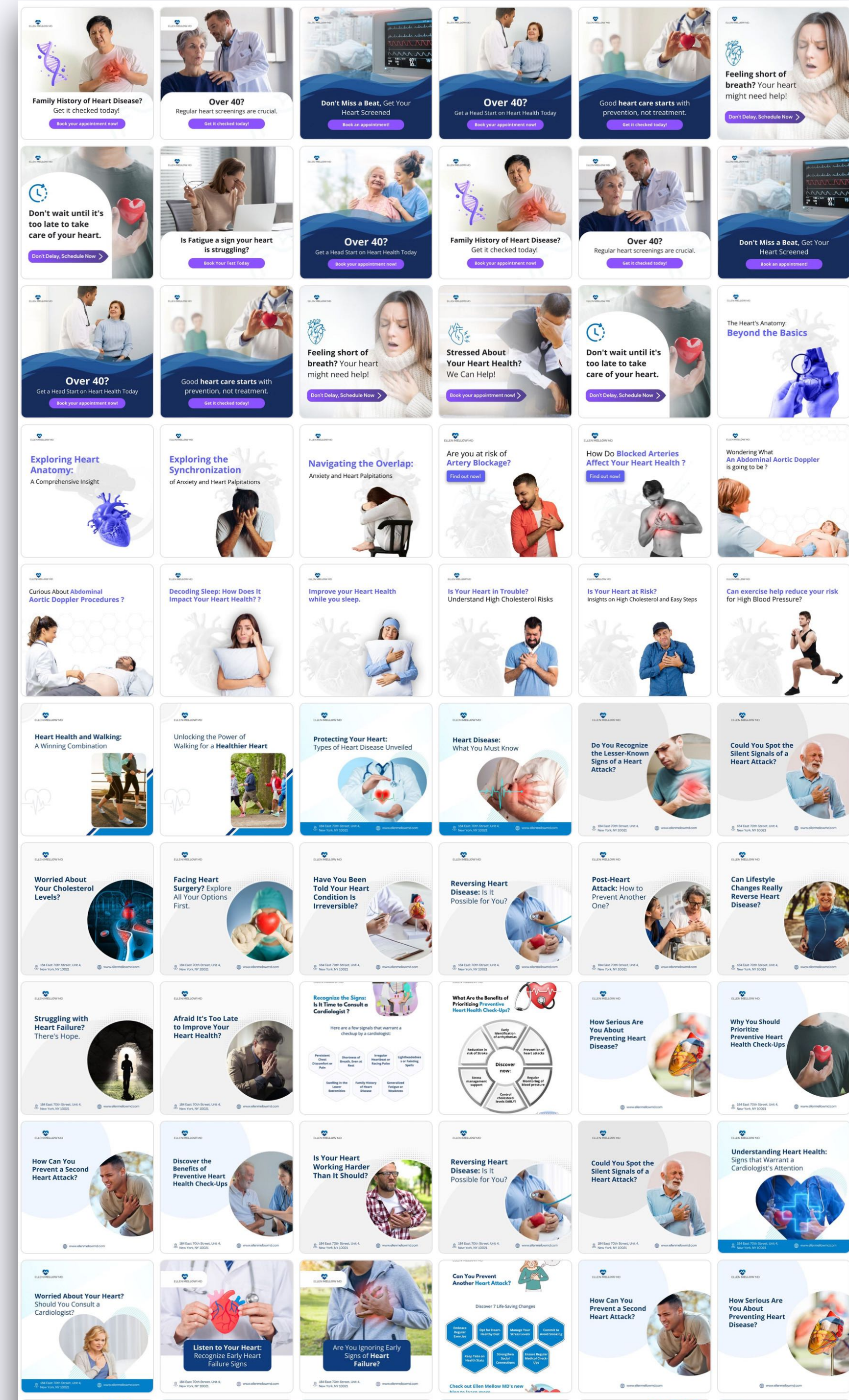


“Growth Companies”

Over 160 posts in 12 months

Result:

- \$36,000 in revenue for the “growth” company
- 12 Likes
- 10 New followers
- 1-2 new clients





Social Media and SEO

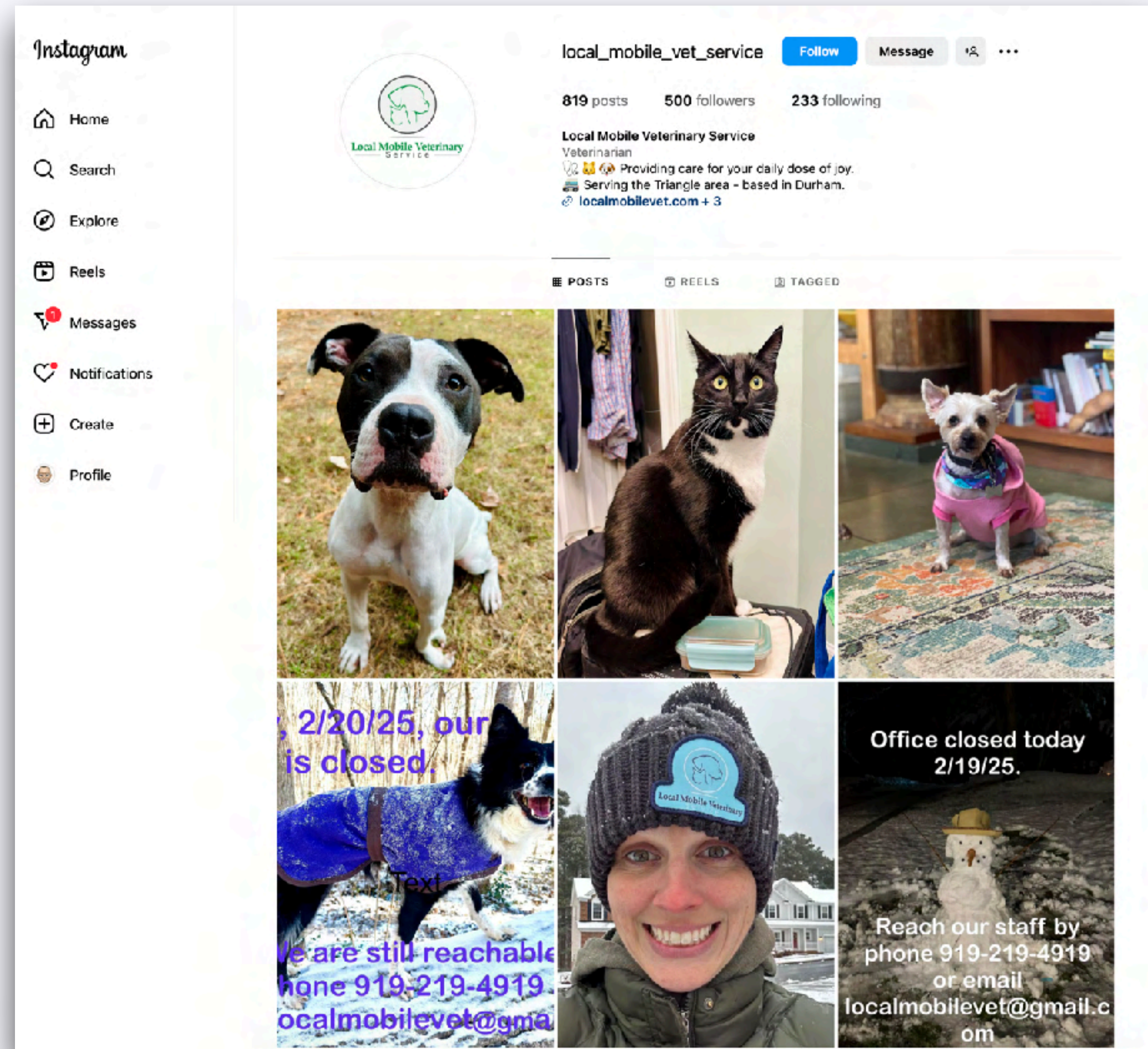
“You need to post a lot to help SEO”.

Typical companies selling content.

Does not help SEO significantly or at all

Google and Meta are not financially interested in sending people to each other

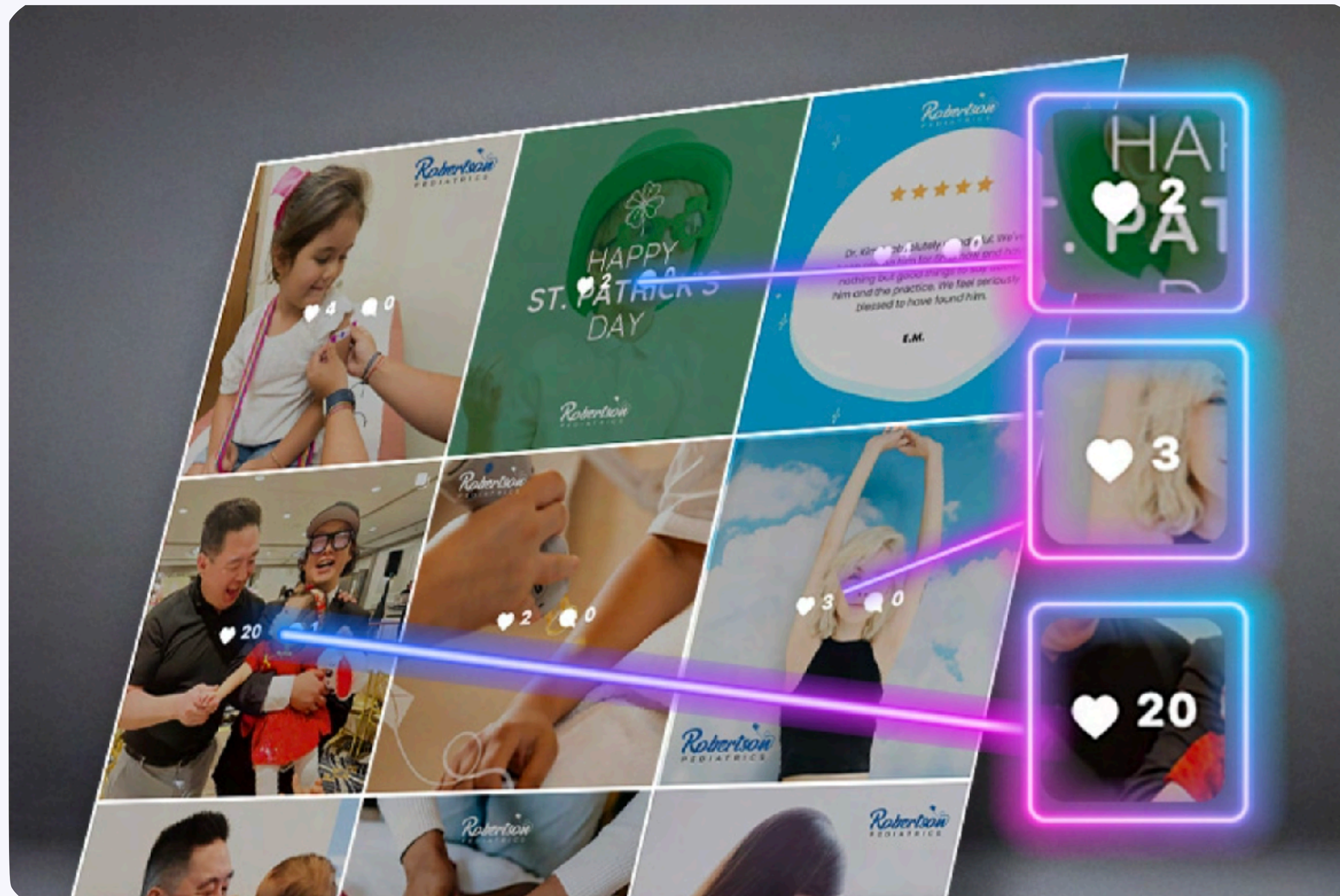
They want them to stay and see more ads





AutoRemind

Do you like ads when you watch a movie?



Quantity
VS
Quality



Another Strategy. Leave a digital foot print

A strategy could be: **“I want to leave a digital foot print for when I am found”**

Younger generation will start looking for you on Social Medias

Imagine what you want to see if you are found and worry less about number of followers and being a content creator

Maybe post 1-2 times a month

Nothing wrong with posting every day. If you have the skill in the office

Be personal. Make a view into your practice.

Quality over Quantity



Social Media Checklist

AutoRemind



Remember: In many cases, not all your followers see your posts. Adjust your spend to the value



Ensure your posts have quality and represent you rather than generic and advertisement content.



Social Posts do not make you found, but they can make you look good for new customers that find you



Focus on quality rather than quantity to save time and money.



Strategy for a smaller practice could be leaving a digital footprint for those that find you. Look good online!



Reputation



Reputation Management

We all want to look great online

You need to Automate this process

This section will focus on the
“**Management**” of your reputation





Reputation Management Evolution

10+ Years ago

Upload a review
and everybody
looked great.

Google



Reputation Management Evolution

10+ Years

Upload
everybody

Go

Industry offered
landing pages



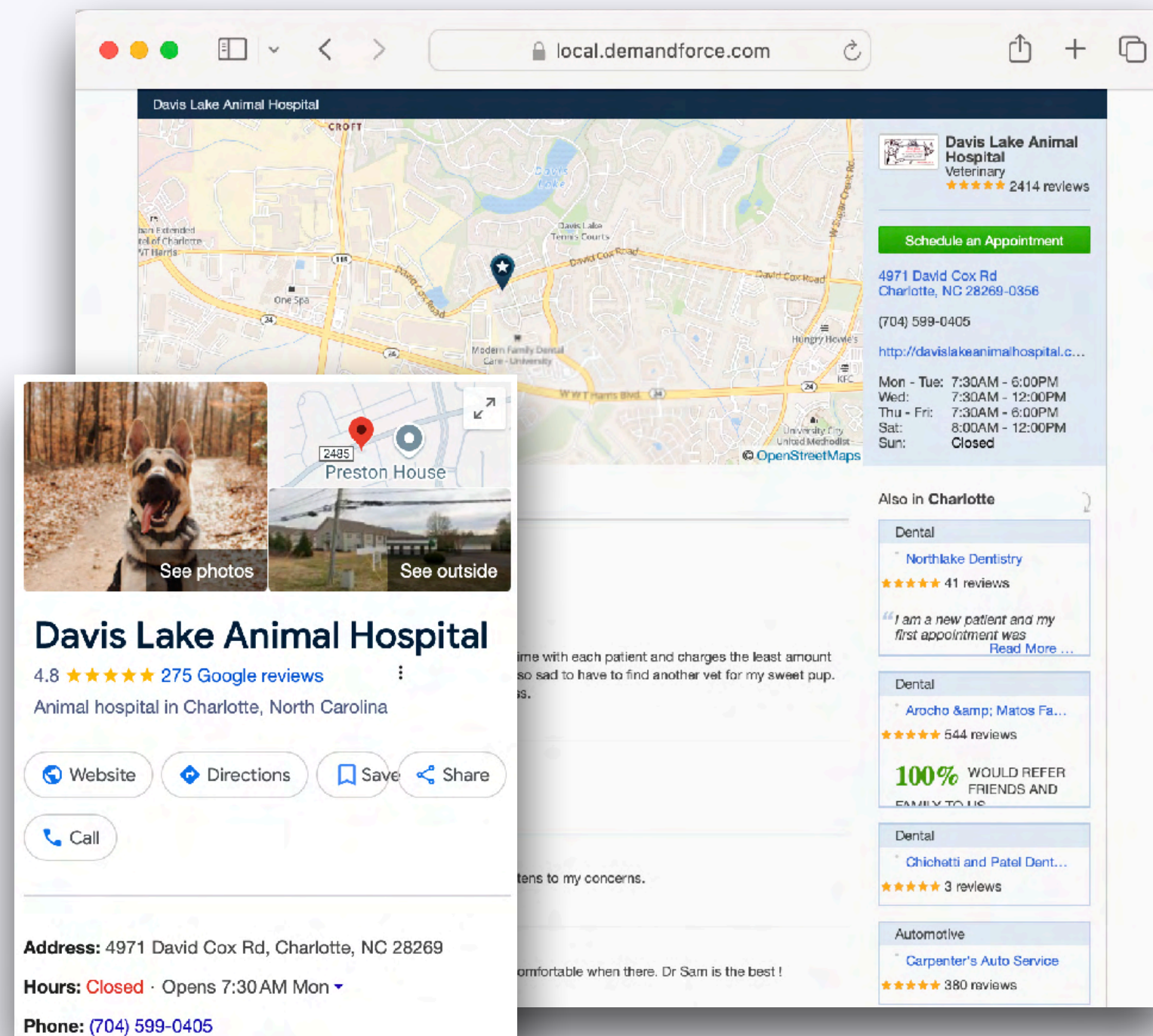
Reputation Management Evolution

10+ Years ago

Upload a review and everybody looked great.



Industry offered landing pages



Review Gating



Reputation Management Evolution

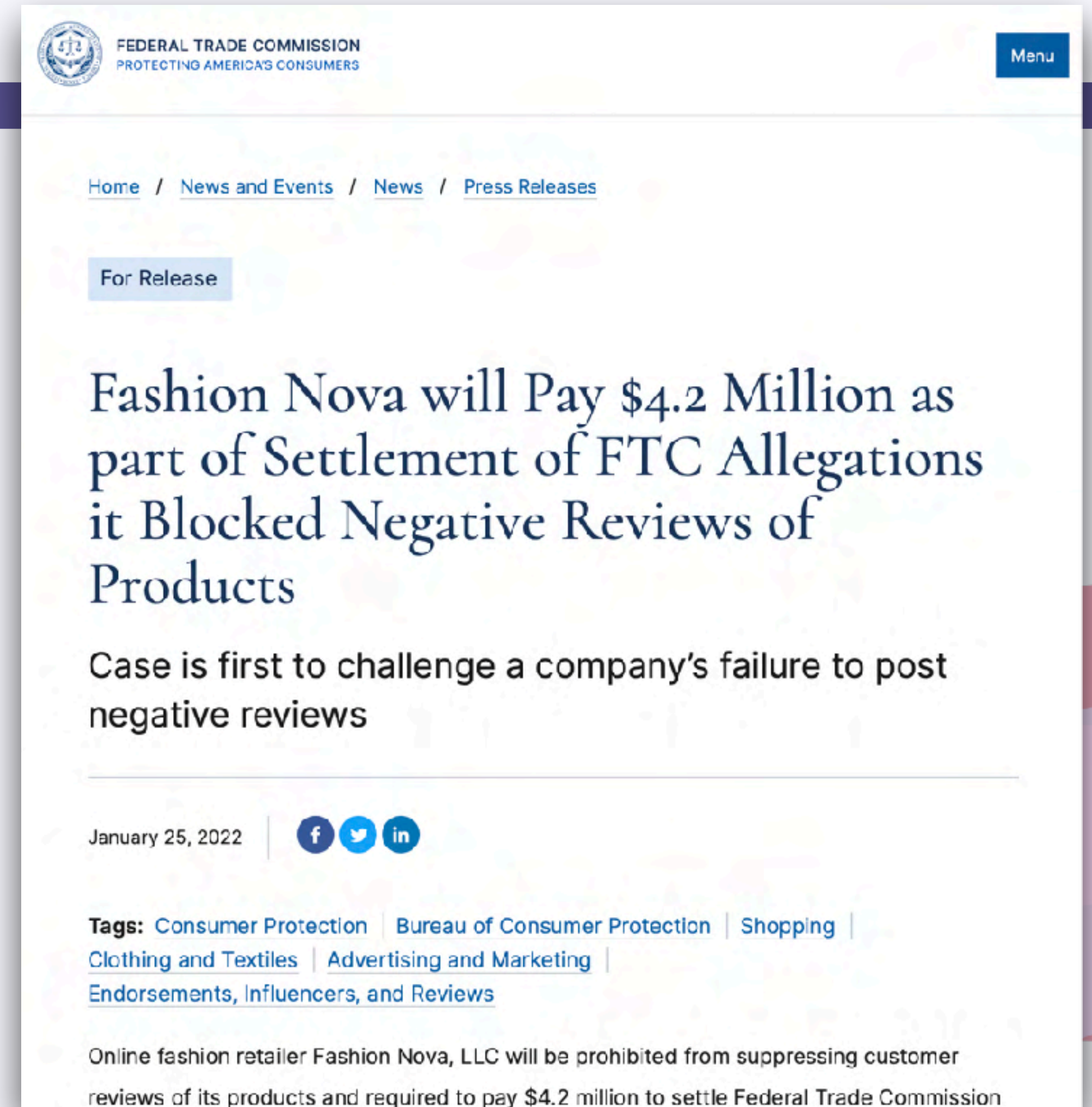
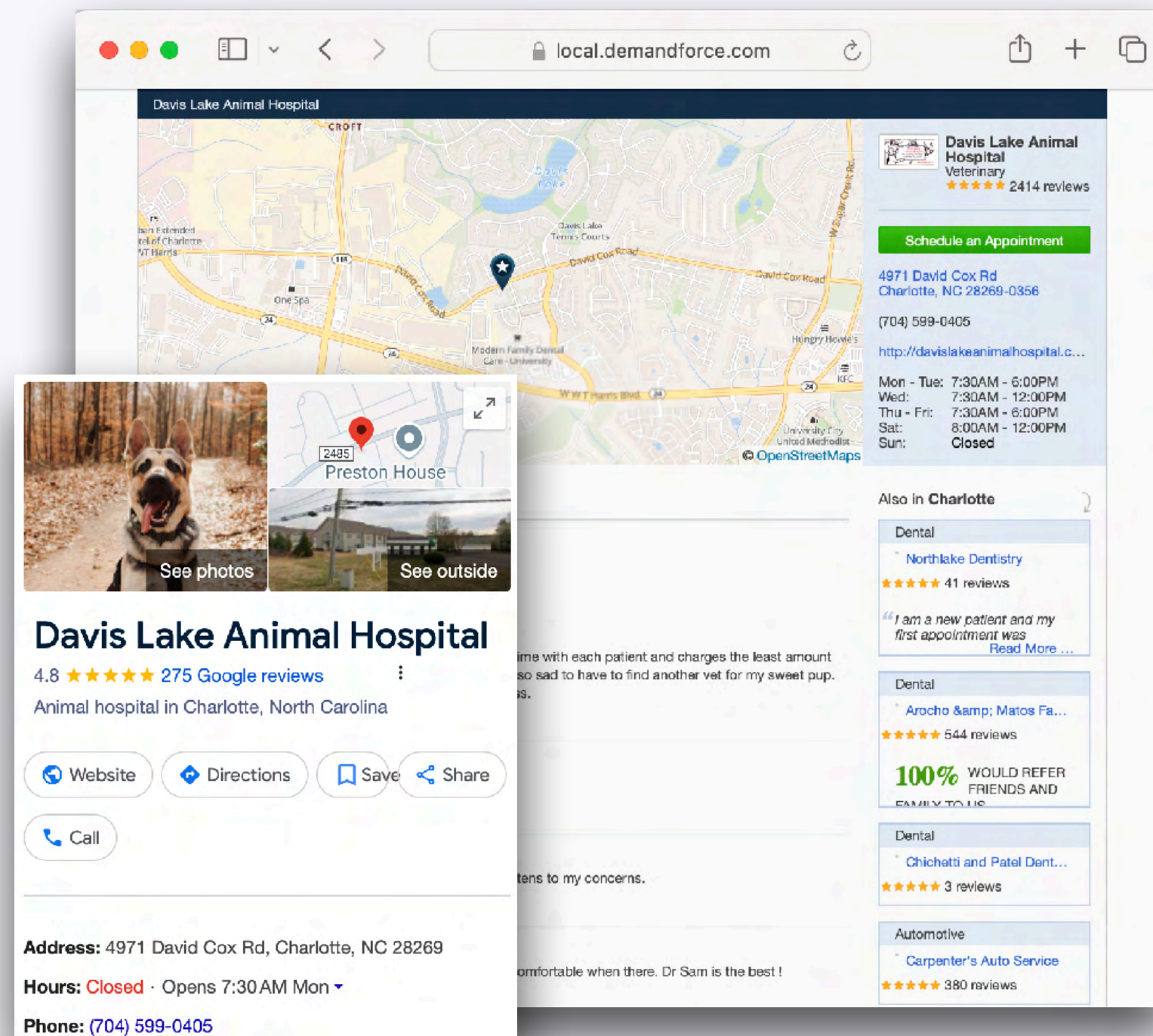
10+ Years ago

Upload a review and everybody looked great.



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Review Gating



(<https://www.ftc.gov/business-guidance/resources/featuring-online-customer-reviews-guide-platforms>)



What did FTC state?

through operators of open systems may face more challenges in determining whether reviews are legitimate. Some companies are proactive in seeking more reviews, using repeated requests and sometimes offering incentives to consumers. As reflected in cases brought by the FTC and other law enforcement agencies, some of these companies go too far, offering incentives only for positive reviews, or taking improper steps to avoid collecting negative reviews.

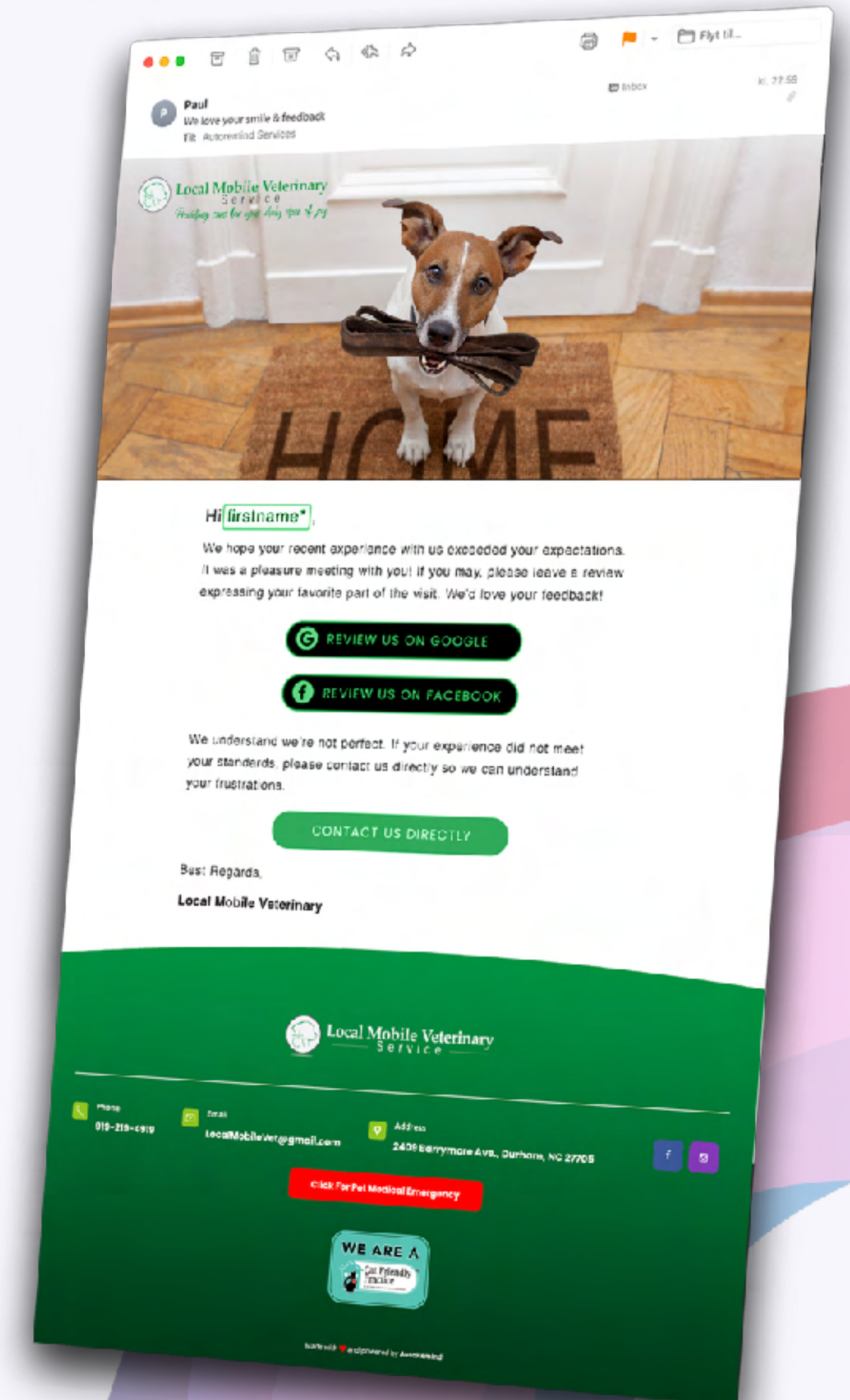
Here are some basic principles that FTC staff believes companies should follow:

1. Don't ask for reviews only from people you think will leave positive ones.
2. If you offer an incentive to consumers for leaving a review, don't condition it, explicitly or implicitly, on the review being positive. Even without that condition, offering an incentive to write a review may introduce bias or change the weight and credibility that readers give that review. For these reasons, some platforms have prohibited incentivized reviews altogether or have established mechanisms for labeling them.
3. Don't prevent or discourage people from submitting negative reviews.

Review moderation

How a company processes or "moderates" reviews is another element that varies depending on a number of factors — for example, the company's business model, size, and resources. Many companies use both automated systems and human moderators to filter out fake reviews or content that violates company policies (such as prohibitions on obscenity and harassment). Companies may moderate reviews before they're posted, after they're posted, or at different times throughout the process.

FTC staff believes that, despite the wide variety of processing techniques, a few basic principles





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Hi **firstname***,

We hope your recent experience with us exceeded your expectations. It was a pleasure meeting with you! If you may, please leave a review expressing your favorite part of the visit. We'd love your feedback!

 [REVIEW US ON GOOGLE](#)

 [REVIEW US ON FACEBOOK](#)

We understand we're not perfect. If your experience did not meet your standards, please contact us directly so we can understand your frustrations.

[CONTACT US DIRECTLY](#)

Best Regards,

Local Mobile Veterinary



Local Mobile Veterinary
Service



If you got an unfair bad review

Reach out to the client to see if bad review can be taken down.

Comment on the review from your Google business listing.

Flag a Google policy violation

If denied - **write an appeal** with a full overview of your side of the issue.

Google management tools:

https://support.google.com/business/answer/4596773hl=en&ref_topic=6109360&sjid=10006704745869304420-NA

Google Policy Violations

- Fake Engagement
- Impersonation
- Misinformation
- Misrepresentation
- Harrassment
- Hate Speech
- Offensive Content
- Personal Information
- Sexually Explicit Content
- Adult-Themed Content
- Violence & gore
- Dangerous Content
- Illegal Content
- Child Safty
- Terrorist Content
- Off-topic
- Advertisement & Solicitation
- Unclear and Repetitive Content
- Defacement and Mischief



Reputation Checklist

AutoRemind

- ✓ **Automate the review invitation**, so you don't depend on your staff remembering
- ✓ Request reviews via **text and email**, and select the best time
- ✓ Ensure that your reputation system **follows the FTC** guidelines
- ✓ Offer multiple review sites
- ✓ Can you **block some** of your appointments for not getting an invitation? Not all appointment types may be appropriate.
- ✓ Make sure your Review responsible know your “**rules of engagement**” and knows how to how to flag and appeal. **Define a policy.**
- ✓ Make sure you can **stop the review invitations** in case a problem arises in your office that creates bad reviews

SEO vs Online Ads



What is SEO? Can you really rank #1 on Google?





What is SEO and Online Ads



\$8M Superbowl Ad's in 2025



Prerequisite



Independent



Corporate



Can you really rank #1 on Google?

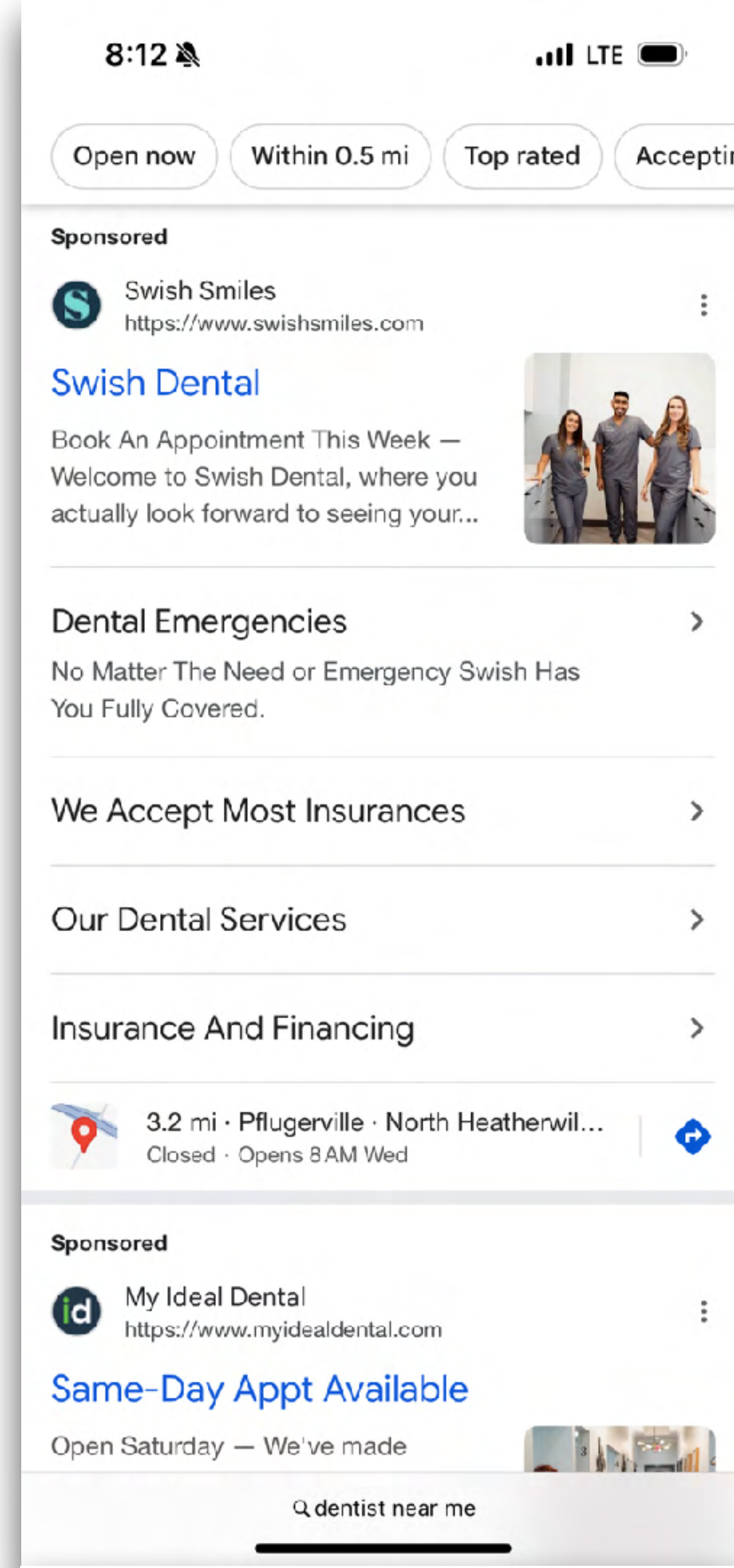
**You will NEVER be number 1
on Google.... unless you pay
Google**



Do I rank number 1?

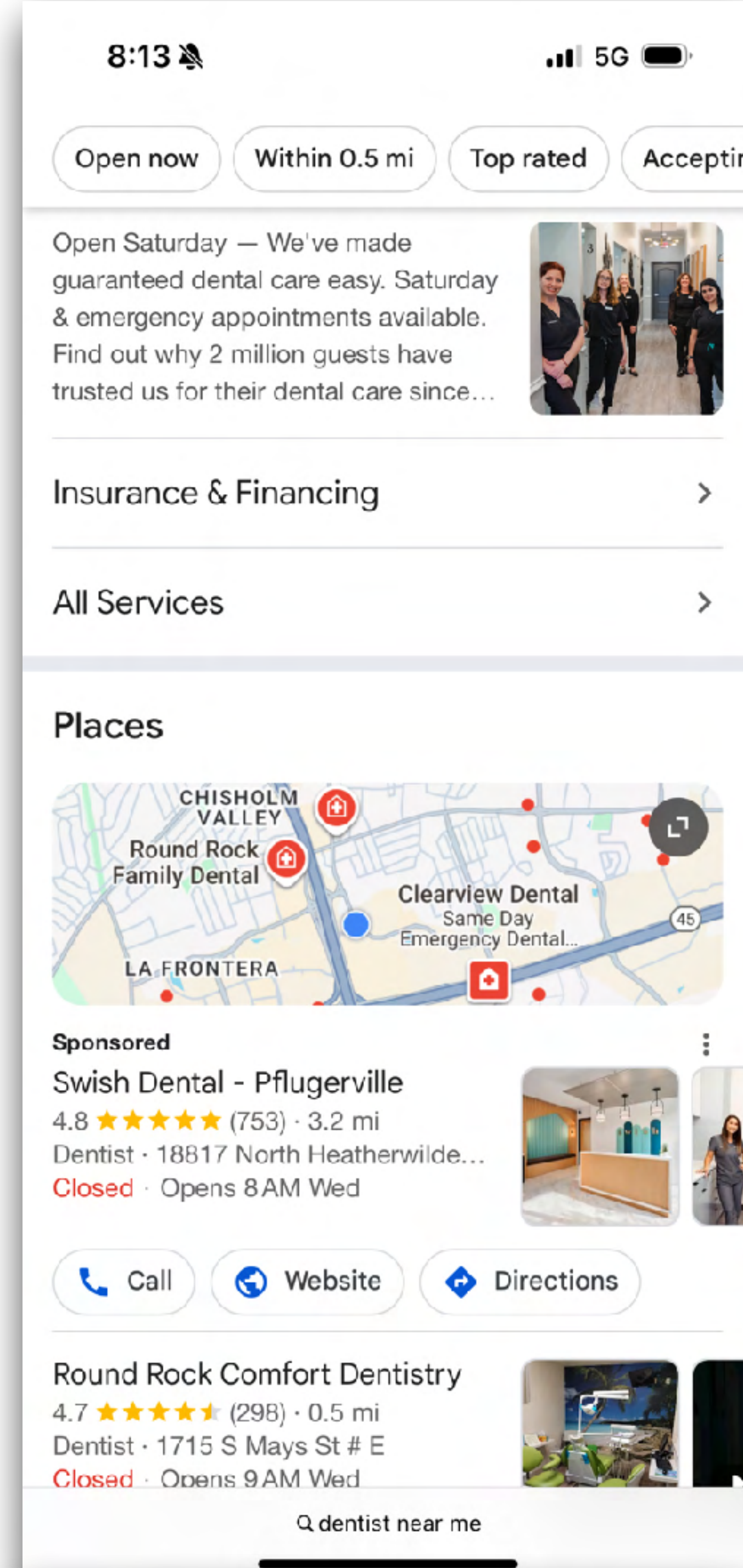
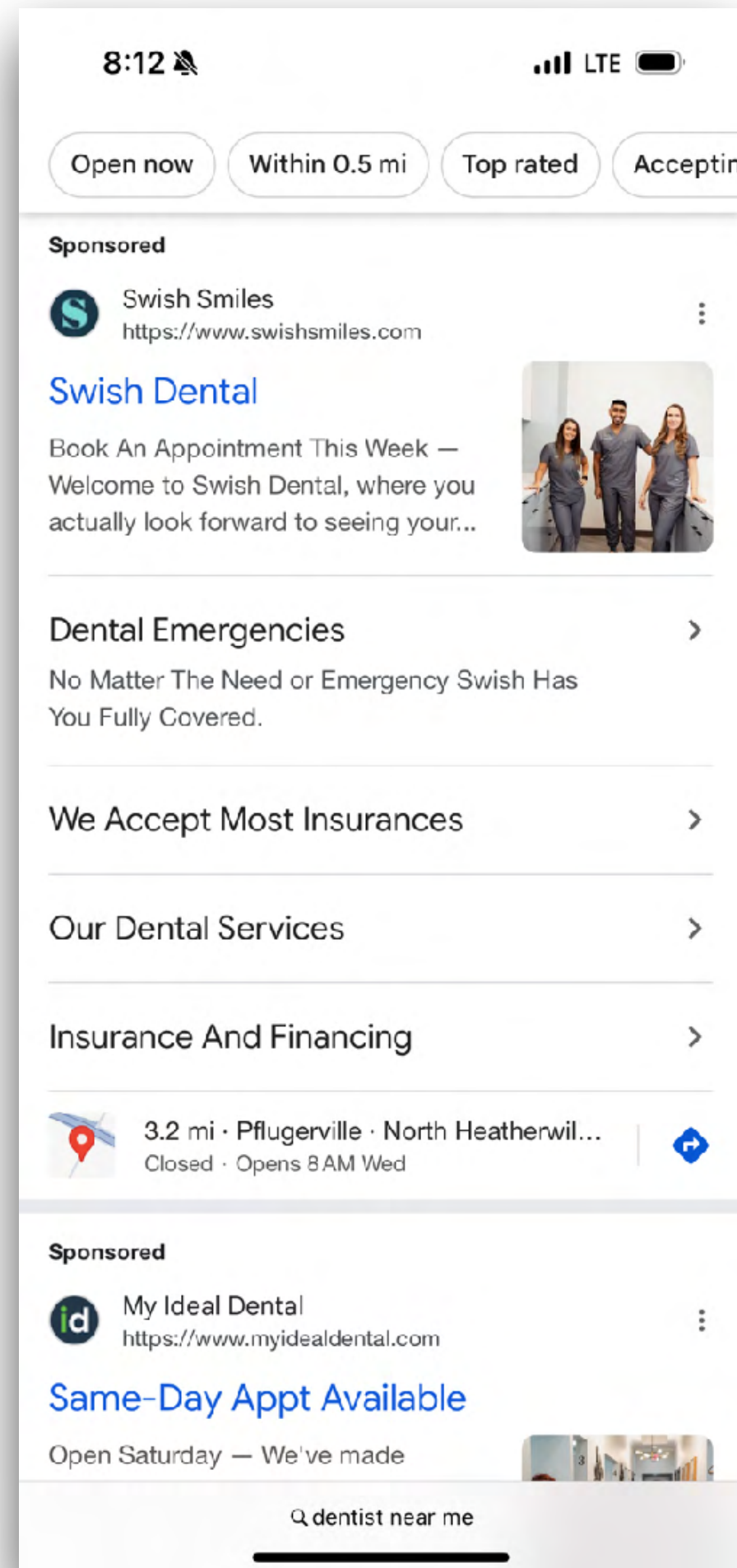
“Dentist Near Me”

AutoRemind





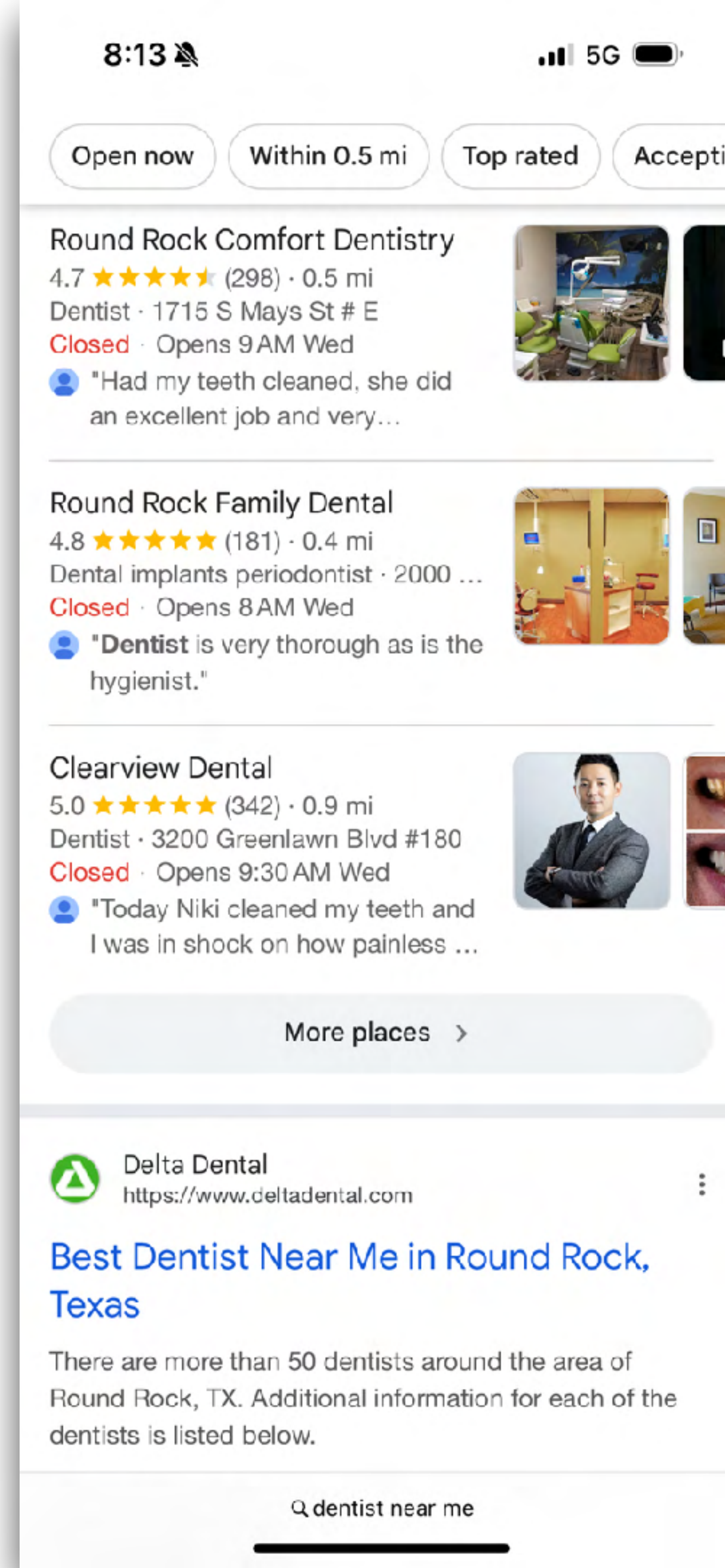
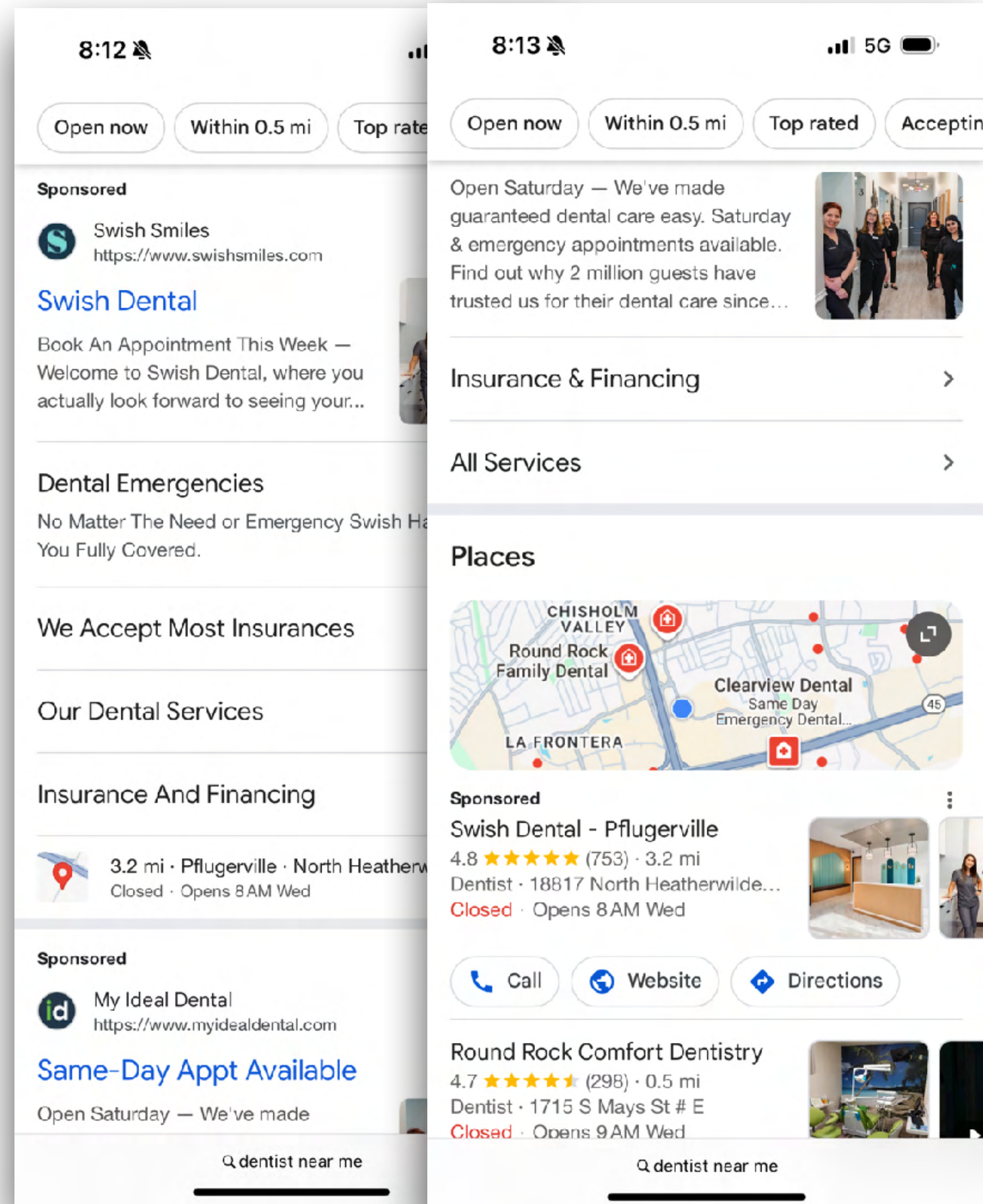
Do I rank number 1?



AutoRemind



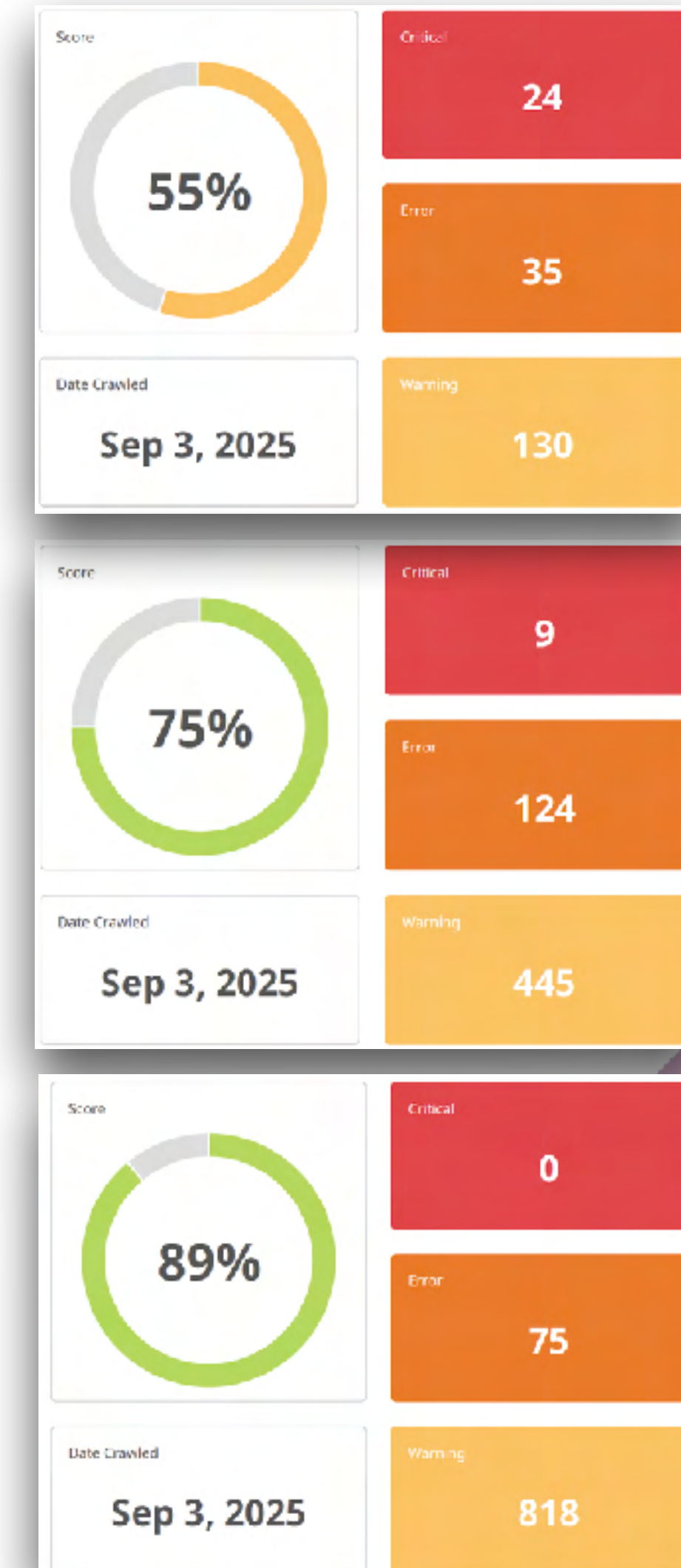
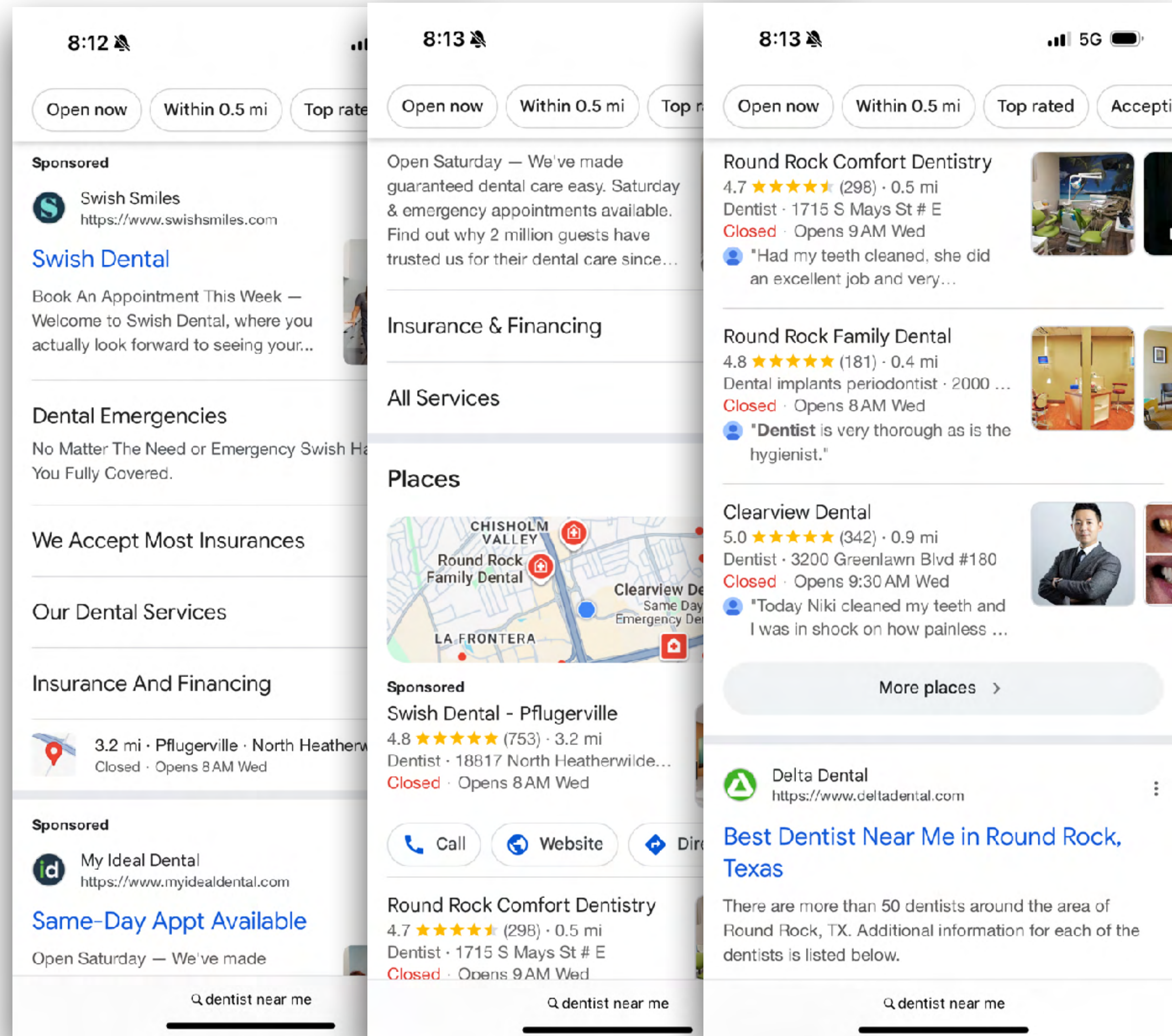
Do I rank number 1?



AutoRemind

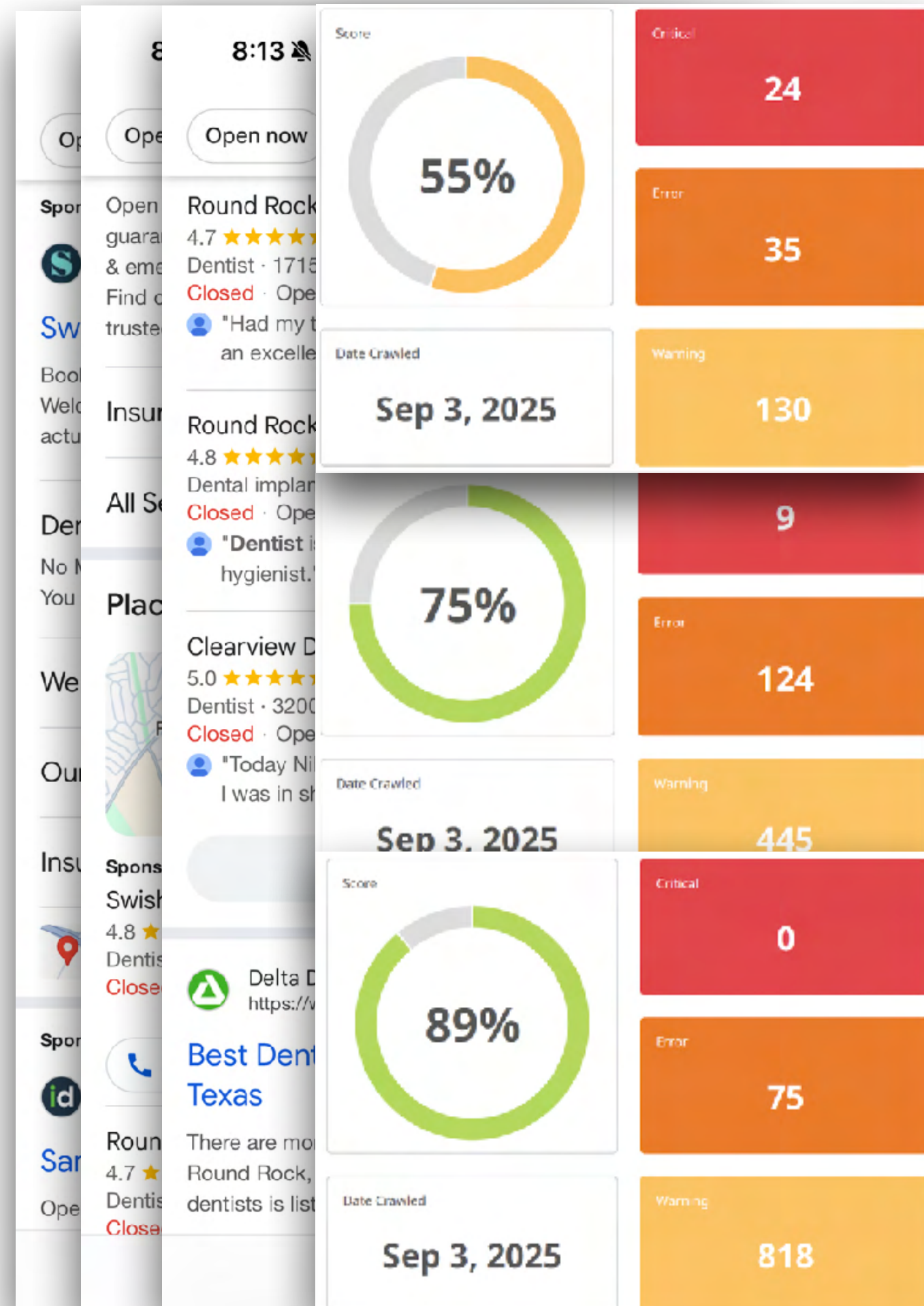


Do I rank number 1?





Do I rank number 1?



Web Images Videos Maps News Shopping Gmail more ▼

Google **australia** Search

About 646,000,000 results (0.43 seconds)

Advanced search

Everything Images News Books Maps More

See also: canada new zealand indonesia iceland mexico

Any time Recent results Past hour Past 24 hours Past week Past year Custom range... Show search tools

Discover **Australia**
www.australia.com Find out more with a week vacation in **Australia**. Go Walkabout now!

Information About Australian Holidays & Travel - **Tourism Australia**
Find useful travel information to plan your holiday to **Australia**. Travel to **Australia** & discover things to do & places to go - **Tourism Australia** Official ...
Destinations - Things To Do - About Australia - Sydney
www.australia.com/ - Cached - Similar

Australia - Wikipedia, the free encyclopedia
Hyperlinked encyclopedia article covers the country's history, government and politics, geography, economy, demographics, language and culture.
Etymology - History - Politics - States and territories
en.wikipedia.org/wiki/Australia - Cached

Department of Immigration & Citizenship
Provides access to information about Australian visas, Australian citizenship.
www.immi.gov.au/ - Cached - Similar

Images for **australia** - Report images

Australia (2008)
Directed by Baz Luhrmann. With Shea Adams, Eddie Baroo, Ray Barrett. Set in northern **Australia** before World War II, an English aristocrat who inherits a ...
www.imdb.com/title/tt0455824/ - Cached - Similar

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Live & Work in Australia
Australia seeks skilled workers . Do you qualify? Free assessment.
migrationexpert.com/Australia/

Australia Vacations
Easily Plan & Book Your Next Trip With the Ultimate Free Online Guide
www.Away.com

Top Australia Vacations
Featured on Travel Channel & NBC TV
Virtuoso Agency: Free Upgrades
www.travelwizard.com/australia/

See your ad here »



How should You Spend your budget?

Total advertising budget:

VS

Total advertising budget:

SEO = **100%**

SEO = **20%**

Online Advertising = **0%**

Online Advertising = **80%**



How should You Spend your budget?

80% of new customers come from referrals, but most advertising goes to something else!

Total advertising budget:

SEO = **5%**

Online Advertising = **35%**

Existing Customers = **60%**





Time is an important factor

Stop entering long term contracts

User examples: \$5,000 for Yellow Pages / \$3,000+ for SEO

Technology moves very fast

Check **at least** once a year



Declining user base

Mainly 65+ year old users

According to experts, Google updates its search algorithm roughly **500 to 600 times per year**, which translates to nearly once or twice a day, although most of these changes are small and may not significantly impact rankings; major updates are announced by Google when they occur. [🔗](#)



Ask new customers how they found you

Don't trust your agency or digital tools.

Ask the client when they call or come to the office.

This will help you place your money better.





SEO and Online Advertisement Checklist

AutoRemind

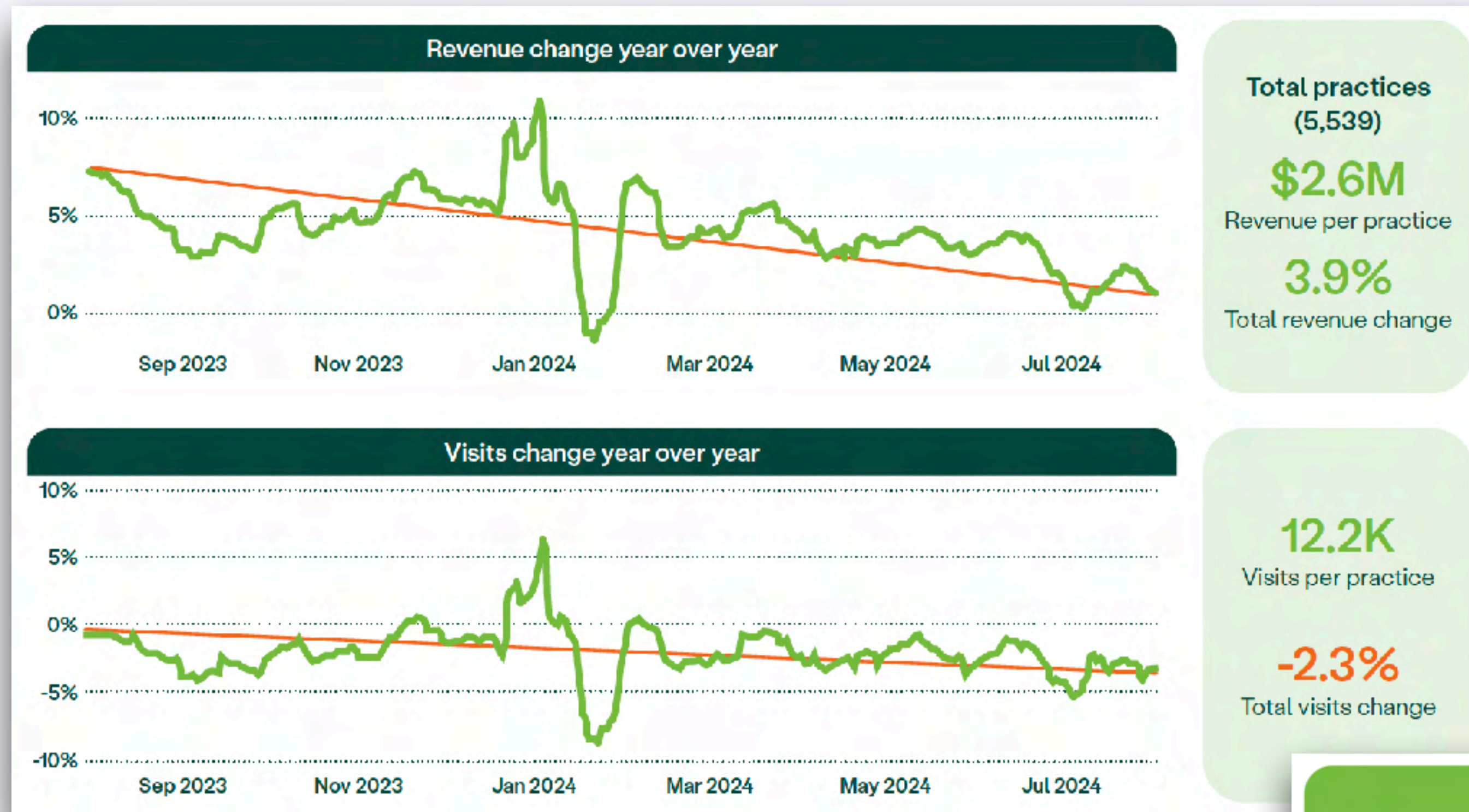
- ✓ **Balance** your advertisement budget on existing customers, Online advertisement and SEO
- ✓ Understand where your customer finds you. **ASK** all new clients how they found you
- ✓ **Time** is important. Check the value of your marketing spend often. Things changes fast.
- ✓ **Ranking #1 on Google** is history and more luck than clever SEO work.
- ✓ **Do basic SEO** on your website. Create and maintain your google business listing. Get good reviews.
- ✓ **Get a SEO report** from your website vendor. A number between 1-100 of how SEO prepared your site are
- ✓ **AI** is going to change the way we find information and advertising. Keep an eye out!

“List me vets in a 5-mile radius with more than 4.3 star review that does house calls” will replace “Vet near me”

Stay Top-of-mind



Revenue and visits are down



Source: Vetsource

Most likely due to inflation

Customer see a vet visit as transactional

| | Total visits per patient per year | Days between visits | YOY change | Days between visits (no product visits) | YOY change |
|----------------|-----------------------------------|---------------------|------------|---|------------|
| July 2020-2021 | 3.3 | 57.6 | | 72.8 | |
| July 2021-2022 | 3.3 | 70.9 | 22.9% | 93.0 | 27.8% |
| July 2022-2023 | 3.3 | 79.7 | 12.5% | 104.8 | 12.7% |
| July 2023-2024 | 3.2 | 85.8 | 7.6% | 112.3 | 7.2% |

48% increase since July 2020-2021 period

**Time for staying in touch
with your client base and
make sure you keep them.**



**Treat Email and Cell Phone
numbers like you do
Payment/Insurance.**

Collect them at every visit.





Post Appointment Messages

My work buddy Cooper





Post Appointment Messages

My work buddy Cooper

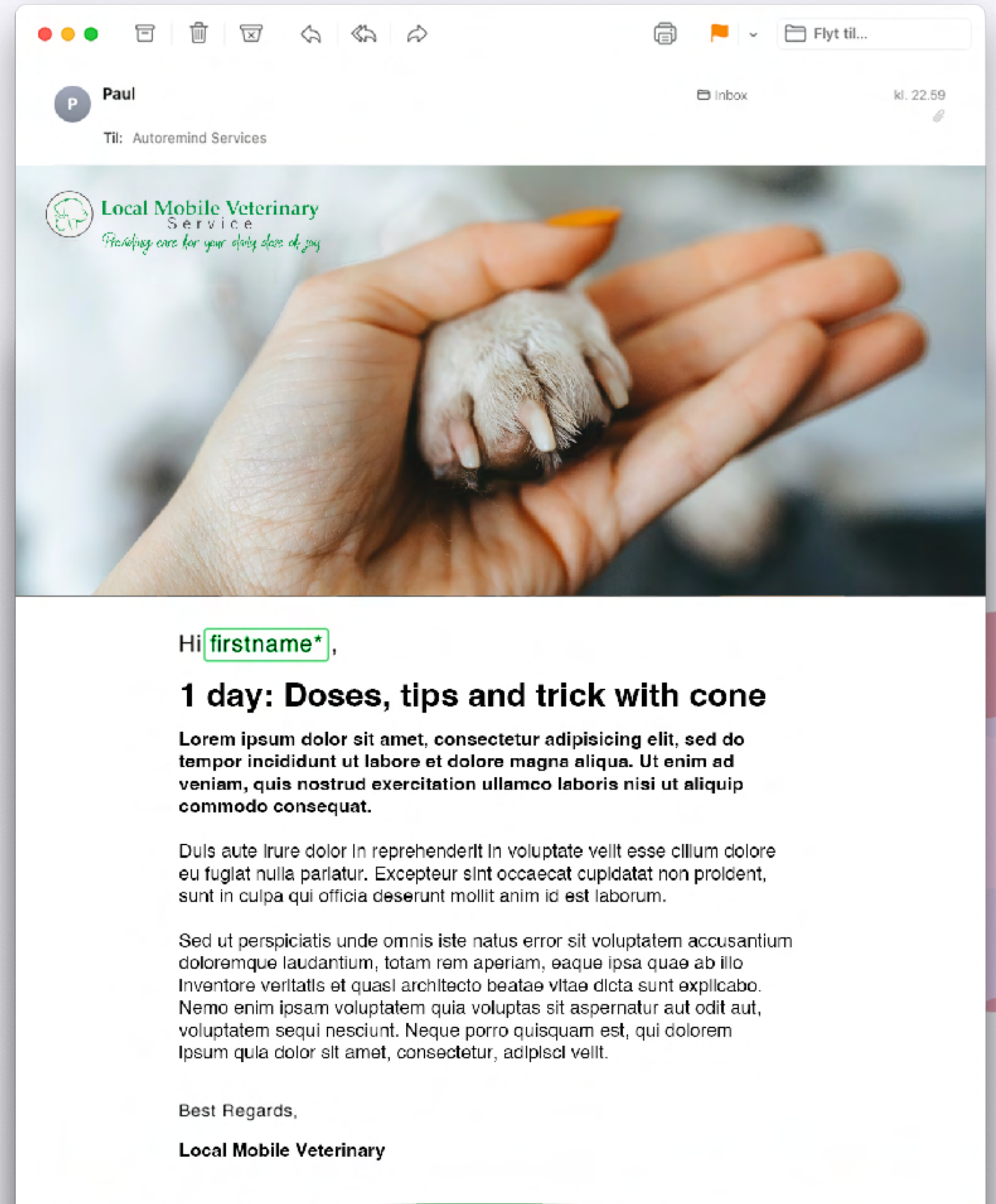




Post Appointment Messages

Cooper pulled a nail out when he was younger

1 day: Doses, tips and trick with cone



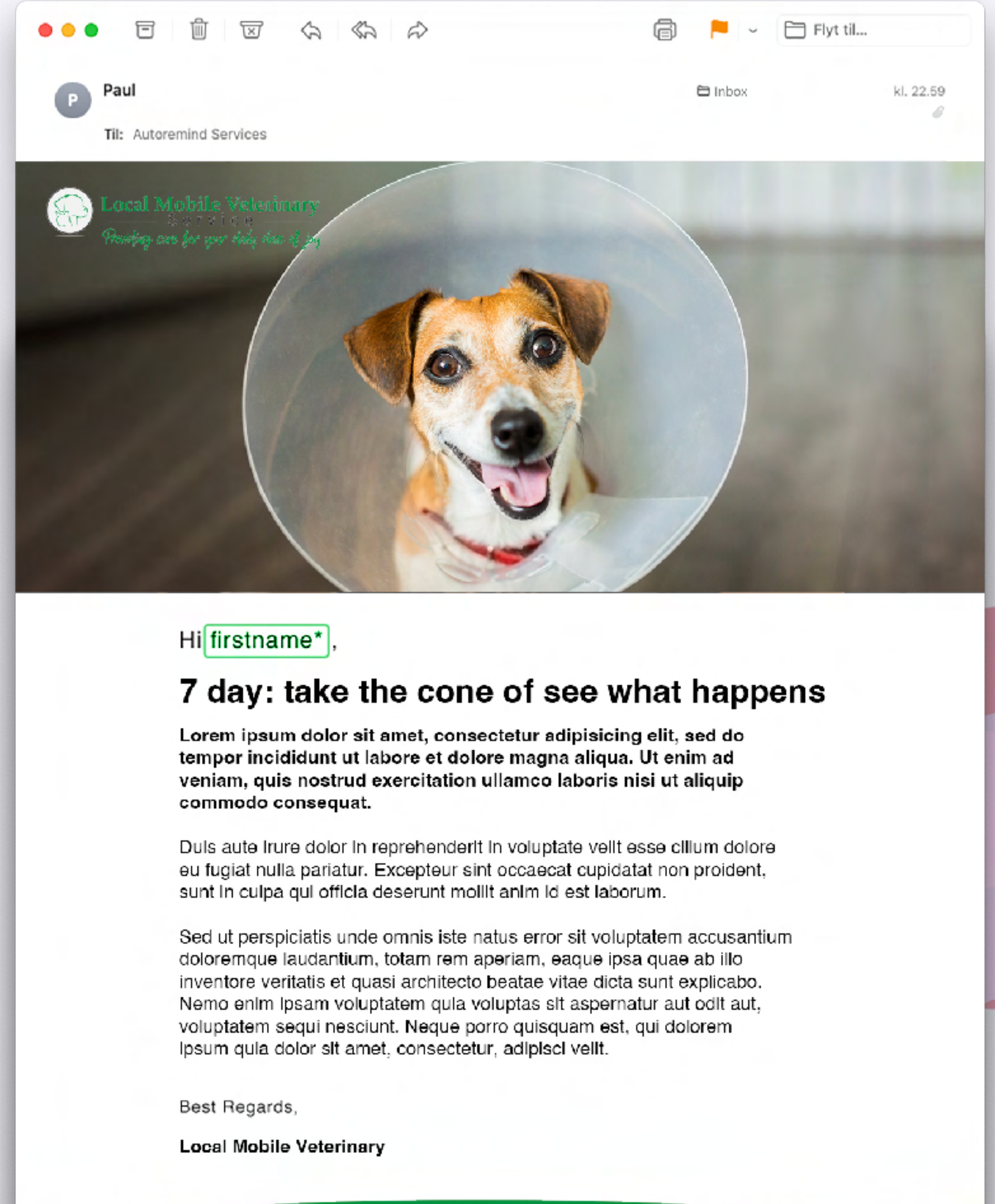
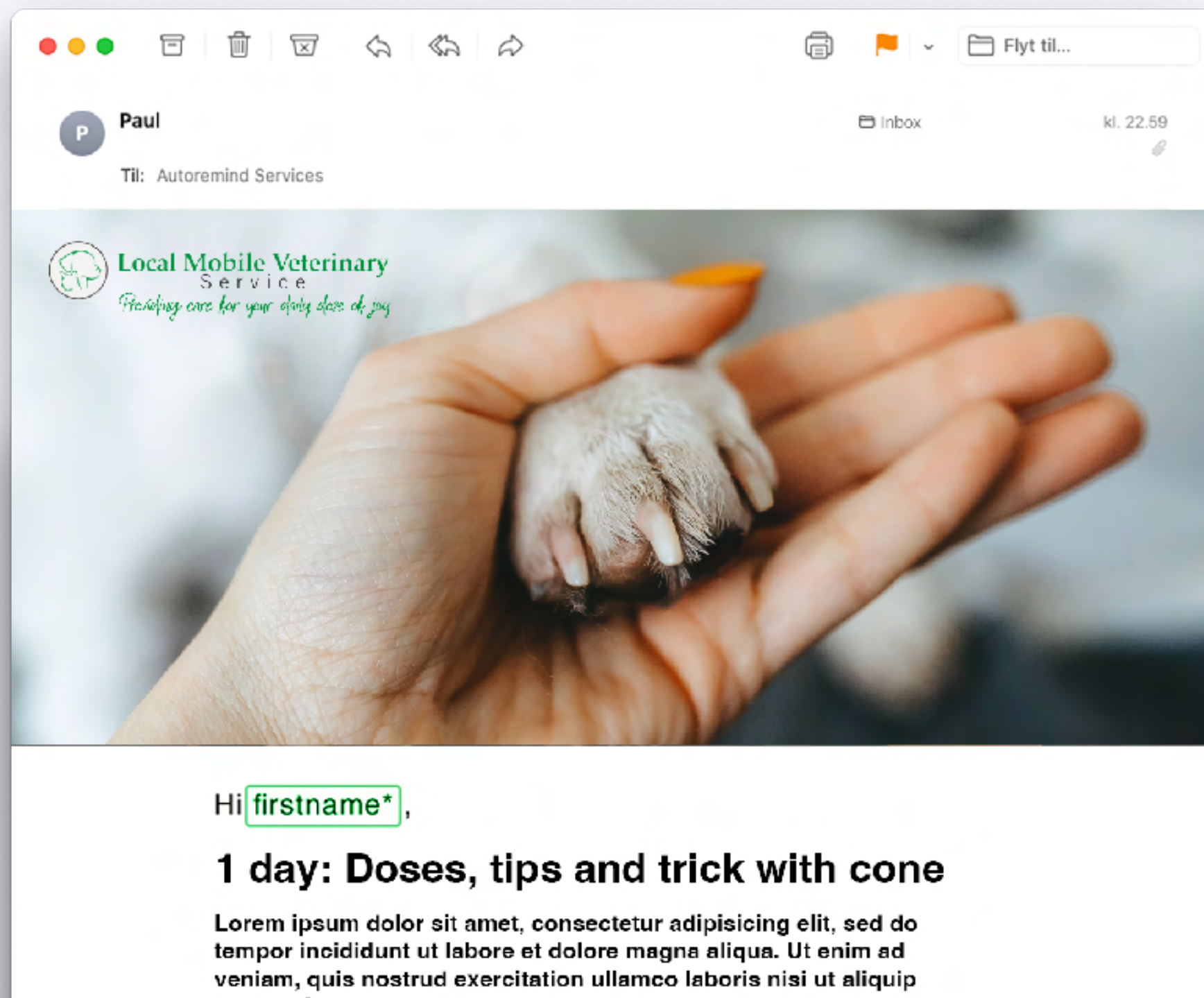


Post Appointment Messages

Cooper pulled a nail out when he was younger

1 day: Doses, tips and trick with cone

7 day: Take the cone of see what happens





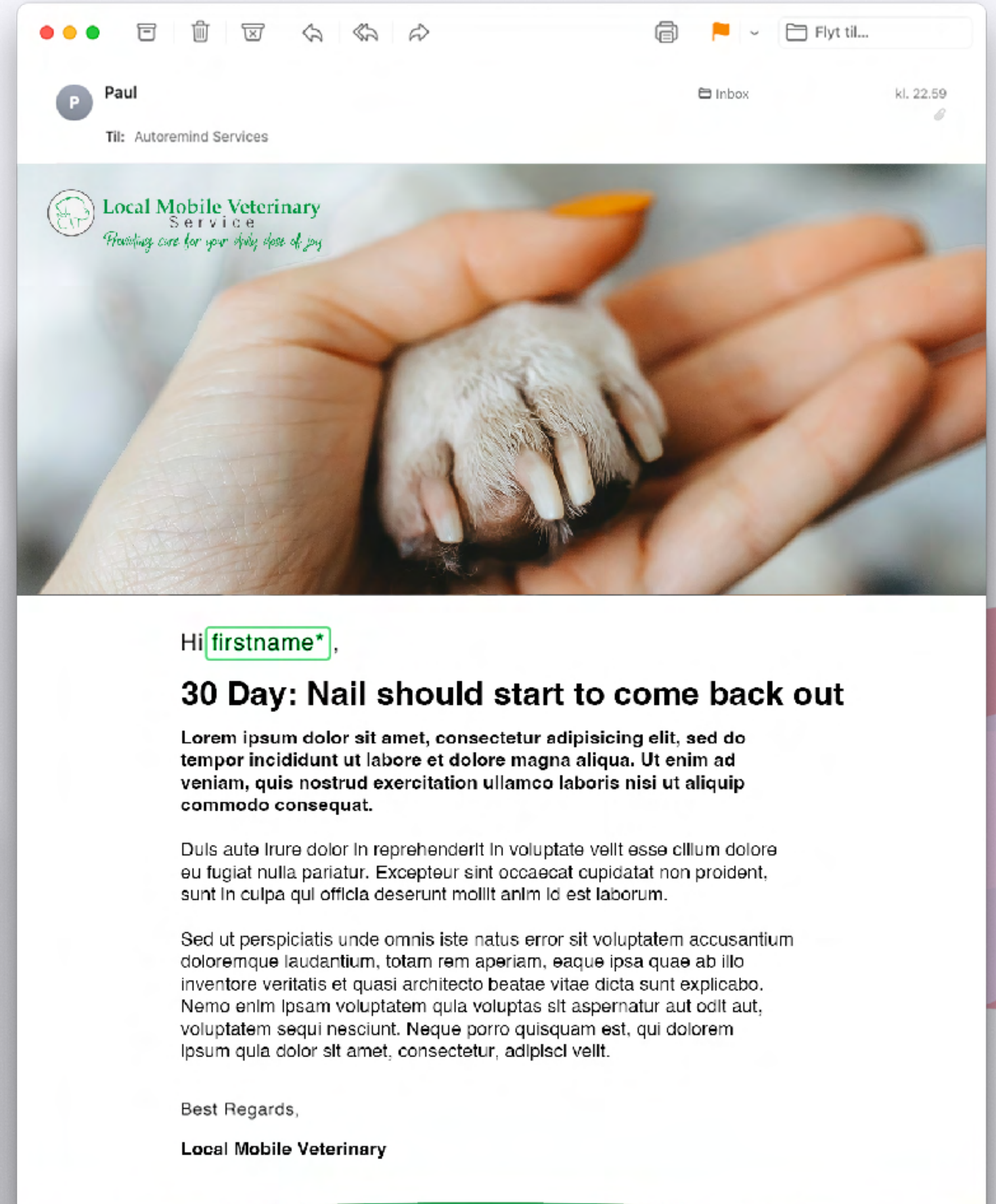
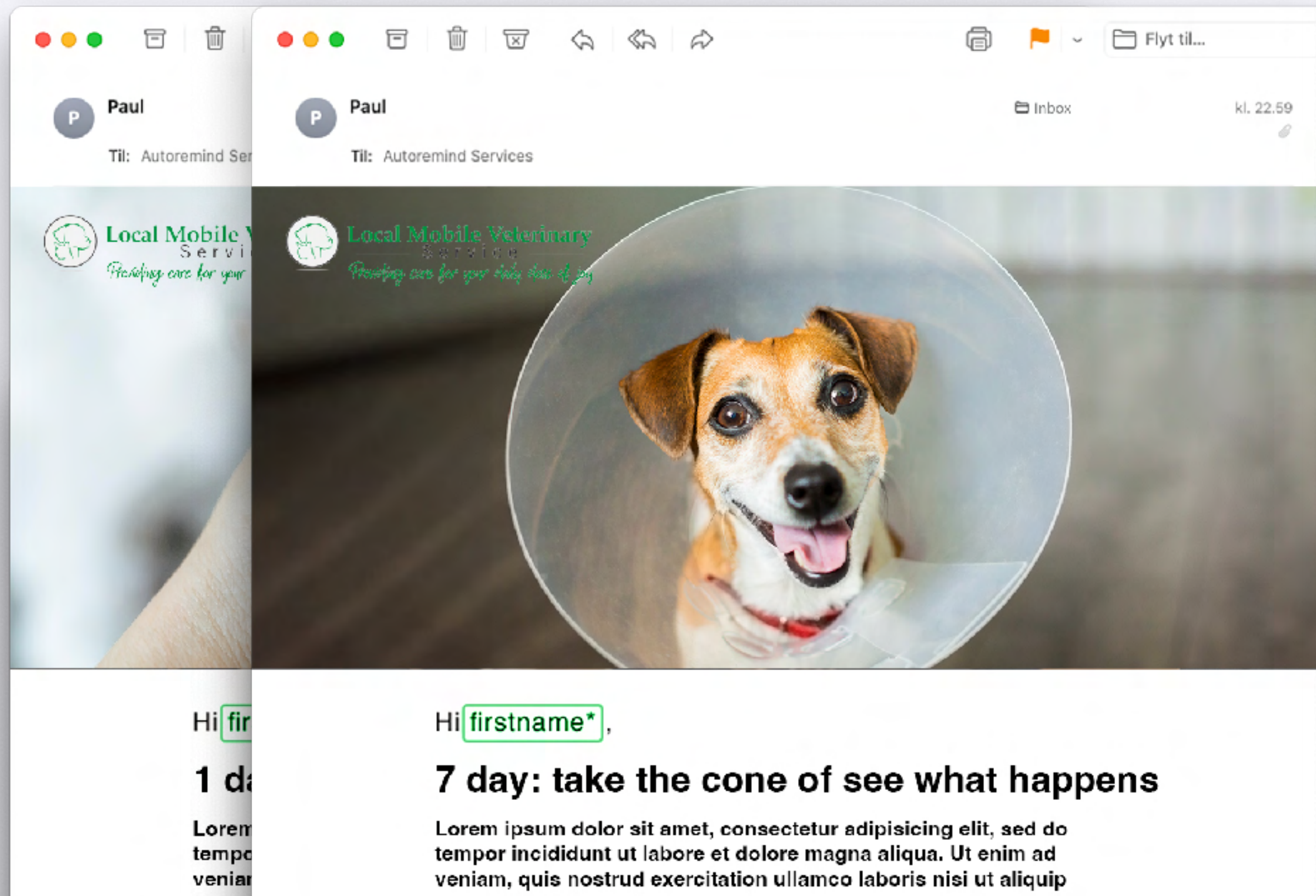
Post Appointment Messages

Cooper pulled a nail out when he was younger

1 day: Doses, tips and trick with cone

7 day: take the cone of see what happens

30 Day: Nail should start to come back out



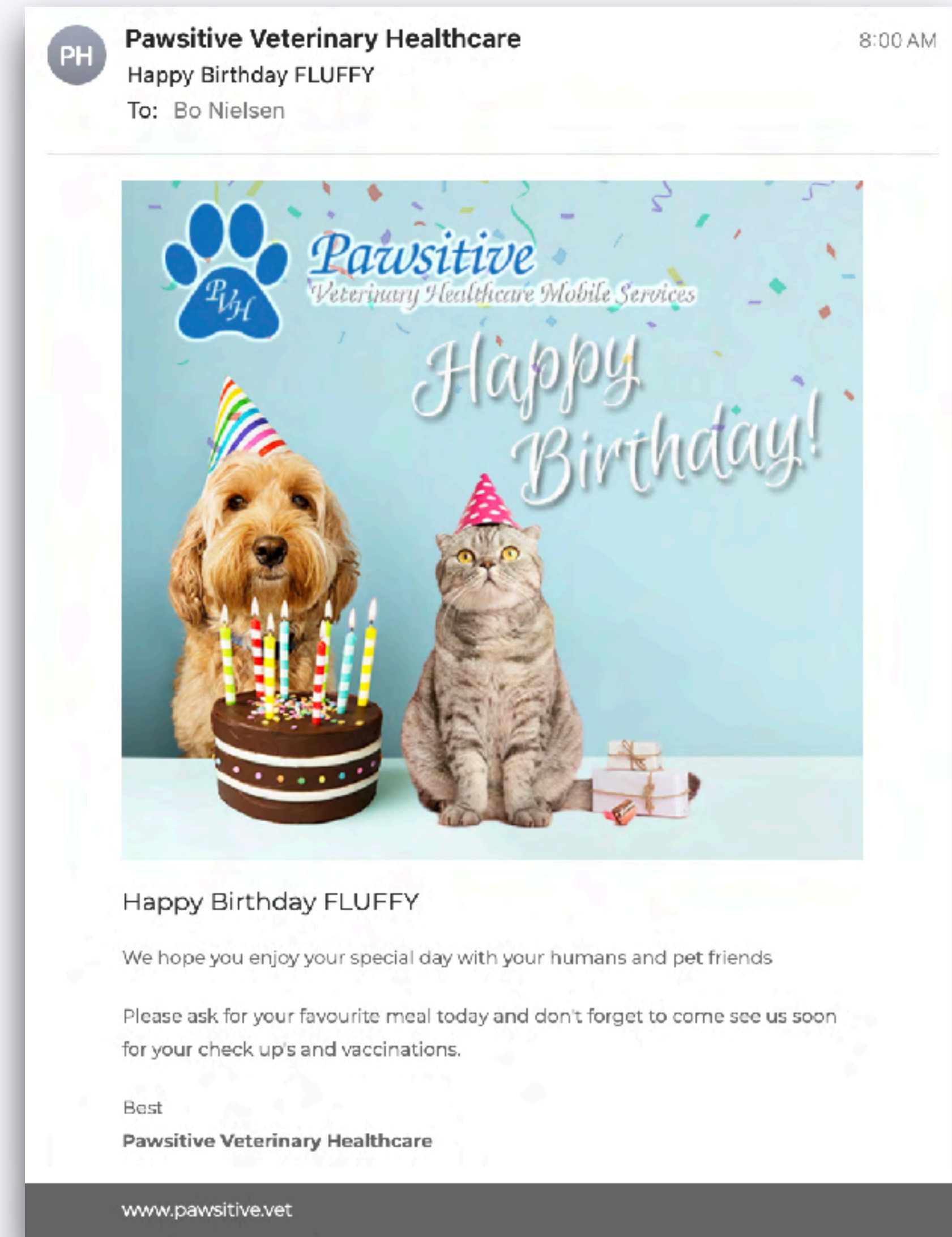


Birthday Greetings

Option to give a gift

Remind the client about yearly vaccinations

Branding opportunity



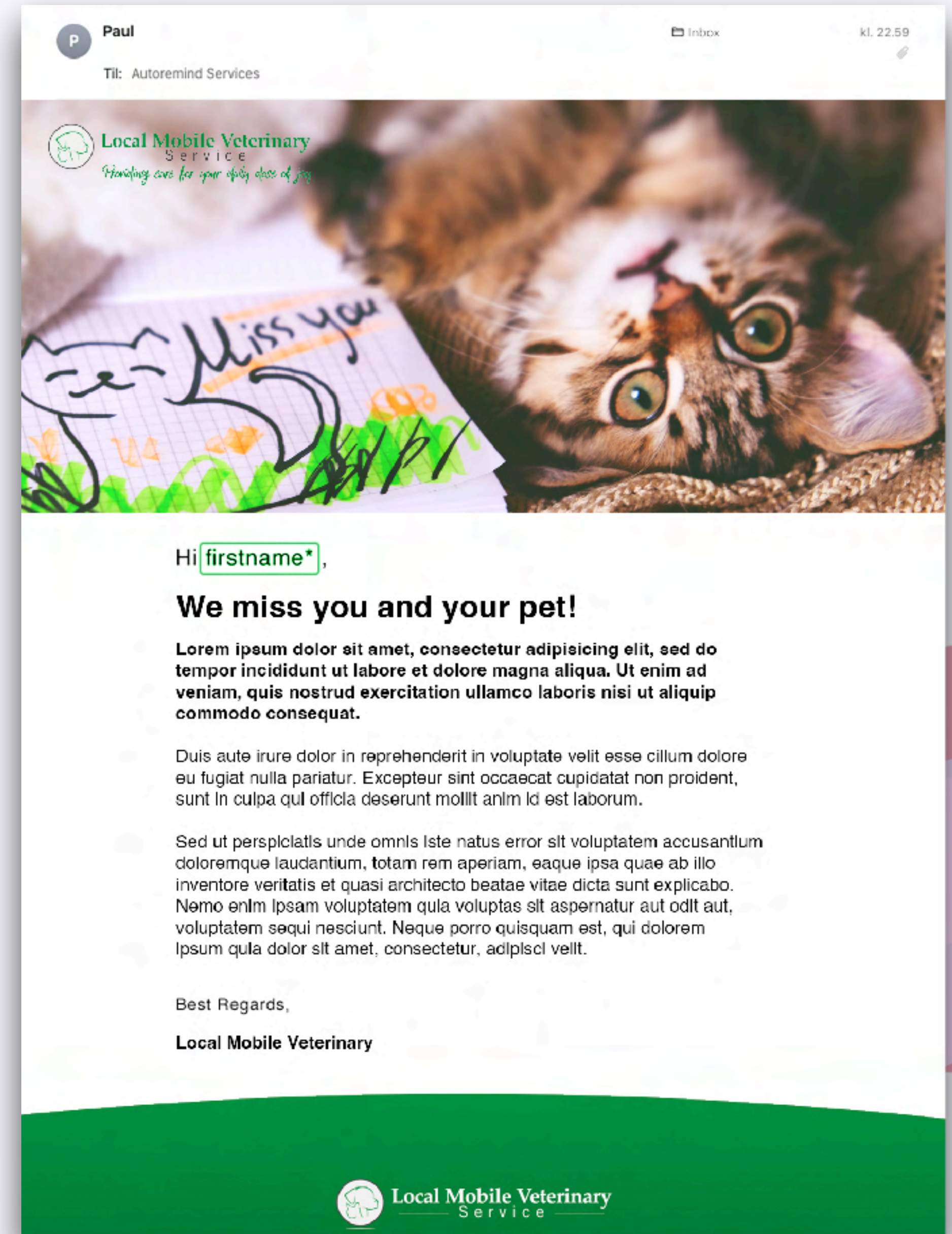


Reactivate clients

Clients that you have not seen for over a year

Argue values like:

- Preventative Care
- Aging & Chronic Conditions
- Dental Health
- Pain Management
- Vaccines, Nutrition, Nails, etc

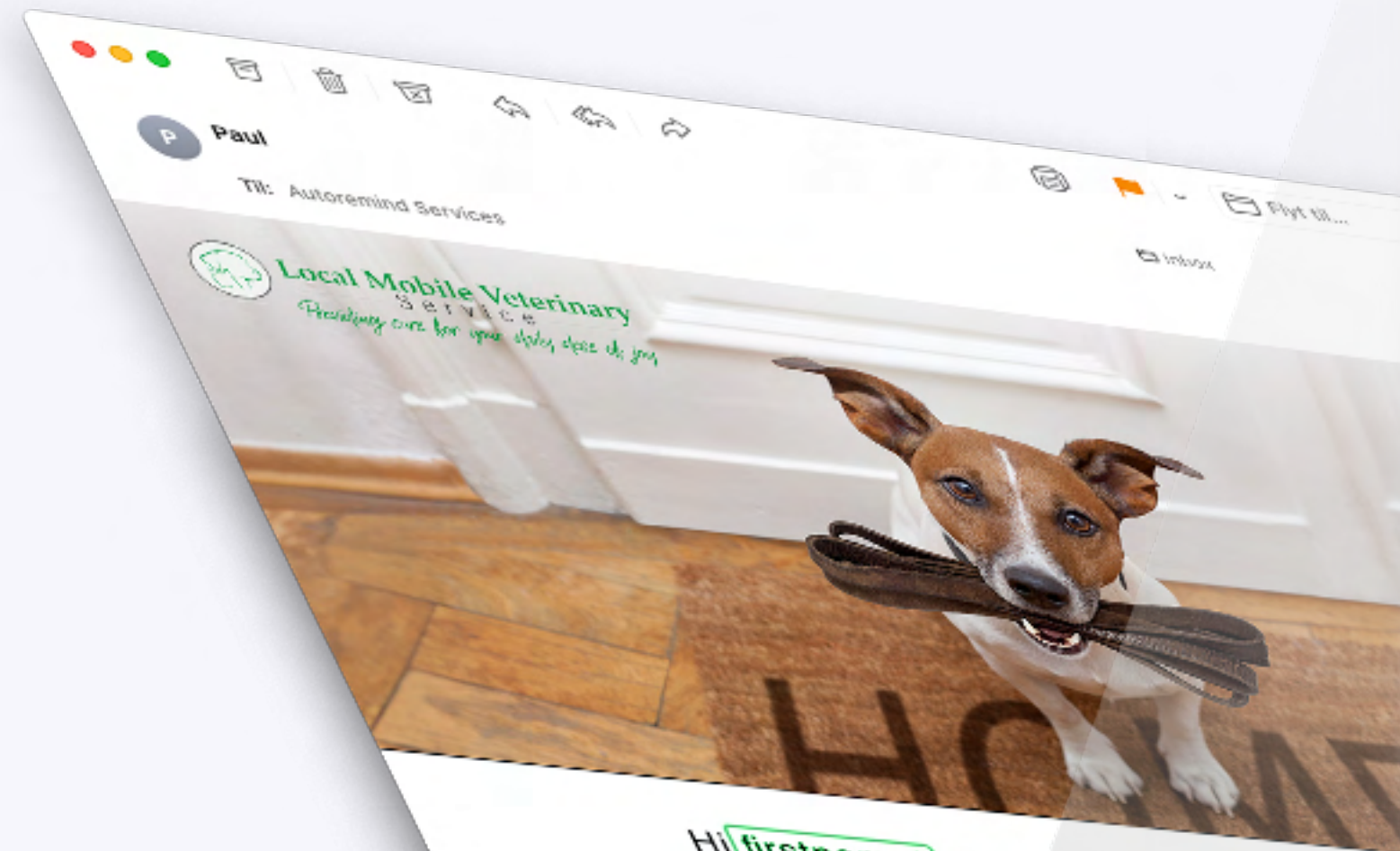




Most new clients comes from word of mouth

Refer-a-friend

AutoRemind



**Treat a friend to 20% off and
get 20% off for yourself**

Our refer-a-friend programme is managed by Mention Me who will process your data and send you referral service emails.

GET 20% OFF


By accepting this offer you agree to the [Terms and Conditions](#)



Hi **firstname***,

We hope your recent experience with us exceeded your expectations. It was a pleasure meeting with you! If you may, please leave a review expressing your favorite part of the visit. We'd love your feedback!

 **REVIEW US ON GOOGLE**

 **REVIEW US ON FACEBOOK**

**Treat a friend to 20% off and
get 20% off for yourself**

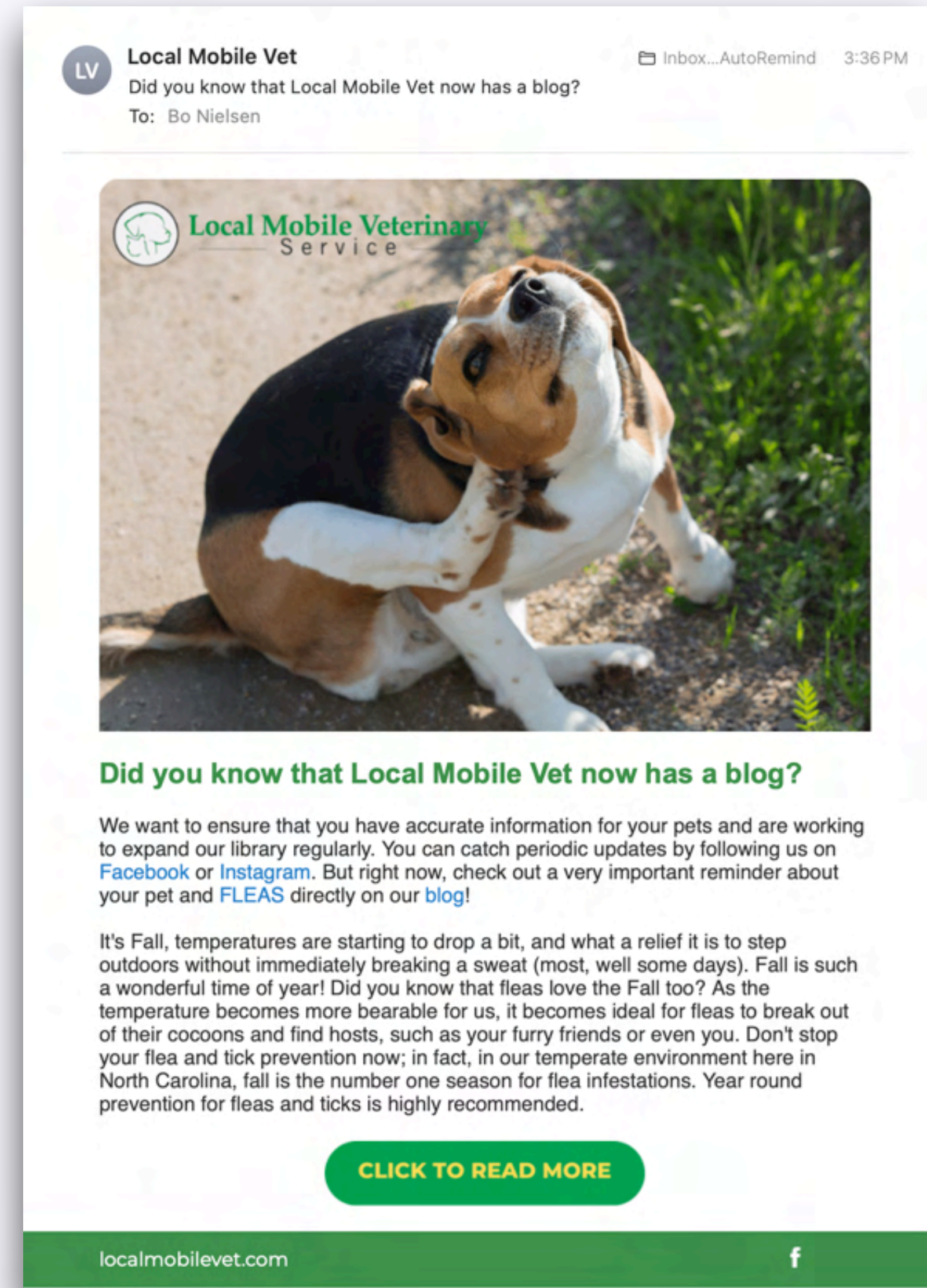
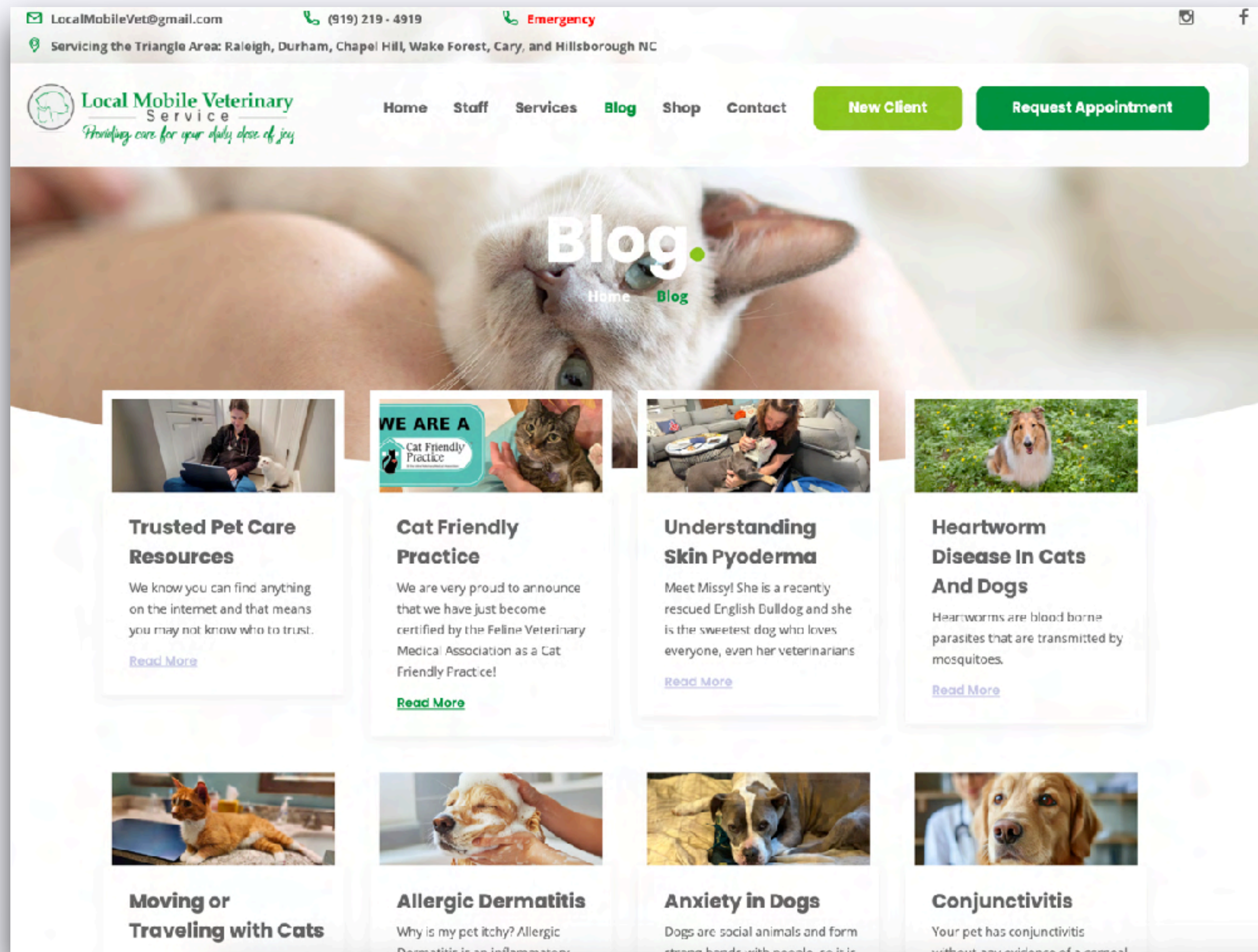
Our refer-a-friend programme is managed by Mention Me who will process your data and send you referral service emails.

GET 20% OFF

By accepting this offer you agree to the [Terms and Conditions](#)



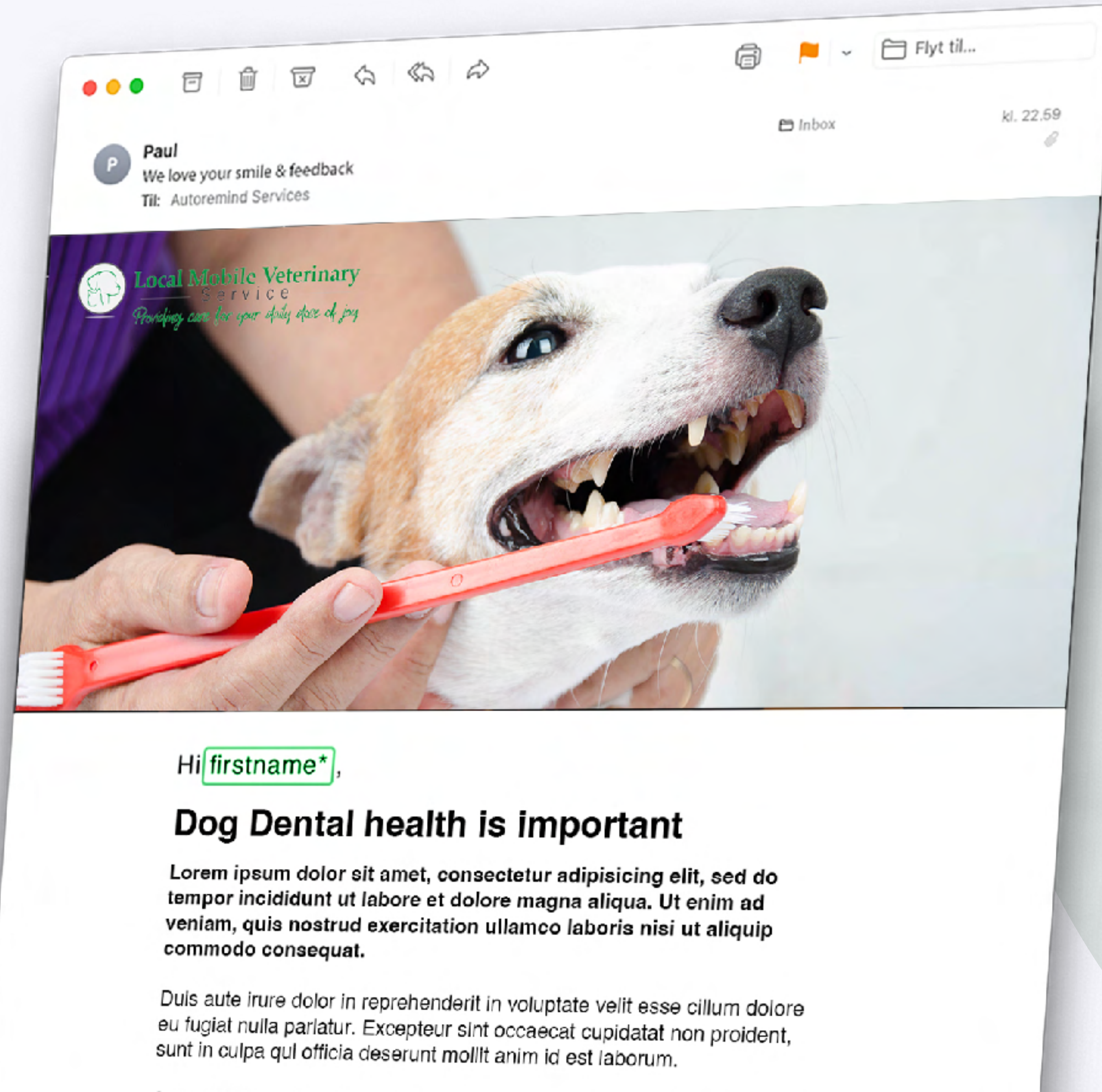
Use your blog content





Soft sell

AutoRemind





Hard sell

AutoRemind

Heartworm, Flea, & Tick Prevention

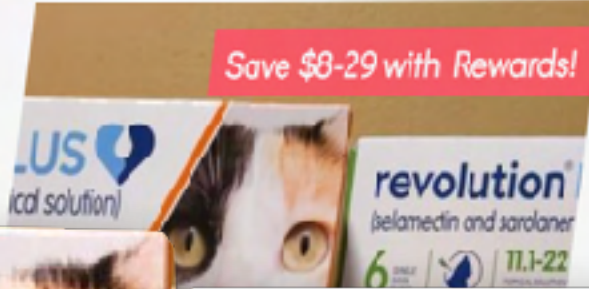
Home / Store / Heartworm, Flea, & Tick Prevention

Routine preventative items are only available to existing Local Mobile Vet patients. Never used Local Mobile Vet? Head over to our [website](#) to learn more about us.

If you live in the Triangle area, take a moment to submit the [New Client Form](#), so we can see if we are the right fit for your pet's care.

SORT BY ▾

Save \$8-29 with Rewards!



revolution[®] PLUS
(selamectin and sarolaner topical solution)

6 SINGLE DOSE TUBES | 5.6-11 lbs
TOPICAL SOLUTION FOR CATS AND KITTENS 8 WEEKS AND OLDER

- Kills fleas before they lay eggs
- Kills ticks for a full month
- Prevents heartworm disease
- Treats and controls ear mites, roundworms, and hookworms

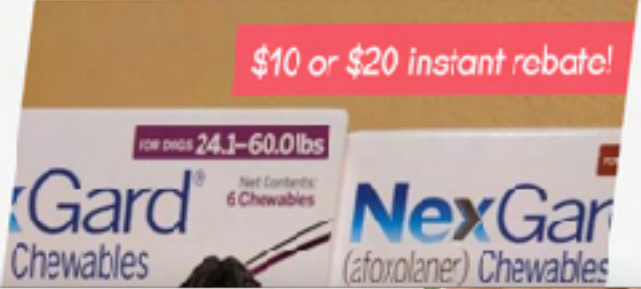
Each tube contains 30mg selamectin and 5mg sarolaner

CAUTION: Federal (USA) law restricts this drug to use by or on the order of a licensed veterinarian. Approved by FDA under NADA# 141-322

zoetis

Fleas Ticks Ear mites Roundworms Hookworms Heartworms

\$10 or \$20 instant rebate!



revolution[®] PLUS
(selamectin and sarolaner topical solution)

6 SINGLE DOSE TUBES | 11.1-22 lbs
TOPICAL SOLUTION FOR CATS AND KITTENS 8 WEEKS AND OLDER

- Kills fleas before they lay eggs
- Kills ticks for a full month
- Prevents heartworm disease
- Treats and controls ear mites, roundworms, and hookworms


Each tube contains 60mg selamectin and 10mg sarolaner

CAUTION: Federal (USA) law restricts this drug to use by or on the order of a licensed veterinarian. Approved by FDA under NADA# 141-322

zoetis

Fleas Ticks Ear mites Roundworms Hookworms Heartworms

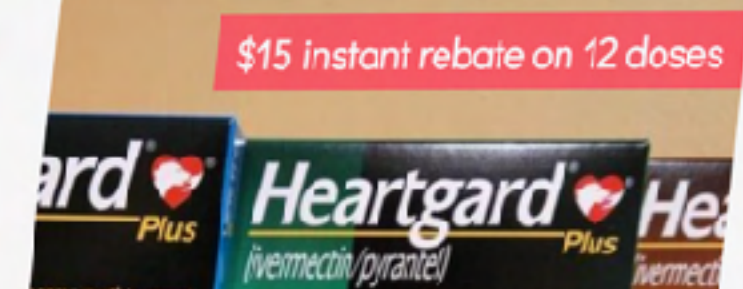
\$10-\$25 instant rebate!



Bravecto[®]
(fluralaner) Topical Solution

Instant Rebate on 2 or 4 doses for the same pet!

\$15 instant rebate on 12 doses




Heartgard[®] Plus
(ivermectin/pyrantel)

Higher rebates for buying Heartgard & Nexgard together. Choose "combo with Nexgard" & we will reach out to complete your order!




Combo

1



15% OFF

All Dental Services



Attention Pet Parents! 🐾🐾🐾

The annual Second Dental Discount at Quality Pet Care is coming soon! 🦷





🌟 **Enjoy 15% OFF all dental services** throughout August!

🦷 Our dental appointments are available on Tuesdays and Thursday mornings, with drop-offs starting at 8:45 AM and pickups anywhere from 3:00 to 4:30 PM. 🚗📍 Please note, if your pet hasn't been seen by us recently, we'll need to check them out prior to the dental exam. 😊🐾

Don't miss out on this great opportunity to keep your pet's smile healthy and bright!


Schedule today - click the button below to request the discount! 🐾🐾🐾






[Click Here](#)


www.qualitypetcarellc.com    

This message was sent by AutoRemind on behalf of our client Quality Pet Care LLC. Please direct all questions regarding the message to our client. Click here to unsubscribe AutoRemind


2



162 Bloomingburg Rd, Middletown, NY 10940  epdianc@gmail.com  (845) 794-0780   



About Us Services New Clients Payment Options Contact Us [Appointment](#)



Pet Dental Health Matters More Than You Think

We brush our teeth every day and go in for regular cleanings, but when was the last time you checked your pet's teeth? If the answer is "never" or "not lately," it's time to rethink that.

By the age of 2, 80% of dogs and 70% of cats show signs of periodontal/dental disease (1). Left unchecked, those issues can lead to tooth loss, chronic pain, infections, and even damage to the heart, liver, and kidneys, ultimately shortening your pet's life.

The good news? Keeping your pet's mouth healthy is easier than you might think and we're here to help.

How You Can Help Protect Your Pet's Smile

- Schedule Regular Dental Checkups**
Just like people, pets benefit from routine dental exams and cleanings. During your pet's visit, we check for tartar buildup, gum disease, and loose teeth. Our professional dental cleanings (performed under anesthesia) remove harmful plaque and bacteria below the gumline where toothbrushes can't reach.
We will recommend when your pet is due for dental cleaning during their annual wellness exam. If your pet hasn't been in recently, contact us to check when they're due.
- Watch for Warning Signs**
Pets often hide pain, so it is important to watch for subtle signs of dental issues:
 - Bad breath
 - Excessive drooling
 - Difficulty chewing or dropping food
 - Red, swollen, or bleeding gums
 - Pawing at the mouth
 - Sudden changes in appetite or weight
- Start an At-Home Dental Routine**
Brushing your pet's teeth is one of the most effective ways to prevent dental disease. Aim to brush daily using pet-safe toothbrushes and toothpaste. Brushing even a few times a week can make a big difference.
If brushing isn't realistic for your pet, consider alternatives like:

If you notice any of these signs, don't wait! Schedule an appointment with us as soon as possible.

3. Start an At-Home Dental Routine

Brushing your pet's teeth is one of the most effective ways to prevent dental disease. Aim to brush daily using pet-safe toothbrushes and toothpaste. Brushing even a few times a week can make a big difference.

If brushing isn't realistic for your pet, consider alternatives like:

Hi John,

Did you know that dental disease is one of the healthy mouth is crucial for their overall happiness and hiding pain.

That's why we've published a new guide on our **Pet's Smile.**

In this short article, you'll learn about:

- **The #1 Way to Prevent Dental Issues**
- **5+ Warning Signs to Watch For:** Subtle signs like bad breath or changes in eating habits.
- **Simple At-Home Care Routines:** Effective ways you can make a huge difference.

Keeping their smile bright is a key part of helping your pet live a happy, healthy life.

[Read the Full Guide](#)

If you have any questions or notice any of the signs above, don't hesitate to reach out. We're here to help keep your pet's smile healthy and bright!


Warmly,

The Team at Quality Pet Care


www.qualitypetcarellc.com

This message was sent by AutoRemind on behalf of our client Quality Pet Care LLC. Please direct all questions regarding the message to our client. Click here to unsubscribe AutoRemind

3



Quality Pet Care LLC
Last Chance for 15% Off All Pet Dental Services | Quality Pet Care
To: Bo Nielsen



Last Call!

15% OFF

Hi John,

Time is running out to take advantage of our Second Annual Dental Discount! This is a final reminder that our **15% discount on all pet dental services expires in August.**

A healthy mouth is crucial for your pet's overall well-being, but the signs of dental disease like hidden pain or infection are often hard to spot. Don't miss this opportunity to protect their health and happiness at a great value. Find out why it's more important than you think: <https://www.qualitypetcarellc.com/blog/pet-dental-health-matters>

Don't worry about a full August schedule! We have great news! As long as you **schedule the appointment during the month of August**, you can **lock in your 15% discount** for a dental service on any available date later this year.

Slots are filling up fast, so secure your discount now before it's too late!

Our dental appointments include:

- A comprehensive oral health assessment.
- Professional cleaning, scaling, and polishing.
- Full-mouth dental X-rays to see what's happening below the gumline.





[FILL OUT THE FORM](#)

Ready to give your pet the gift of a healthy smile?

We look forward to seeing you and your furry family member soon!

Warmly,

The Team at Quality Pet Care

www.qualitypetcarellc.com    

This message was sent by AutoRemind on behalf of our client Quality Pet Care LLC. Please direct all questions regarding the message to our client. Click here to unsubscribe AutoRemind



Diagnosis related messages

What if you could send messages to clients automatically that were based on diagnosis.

Tips and advice on

- Obese Animals
- Dental diseases
- Skin and Allergies
- Etc....





Remember

Soft Sell
Transactional Type

Hard Sell
Marketing Type

Use a messaging tool that can separate these for opt-out reasons

Don't lose access to your clients



Stay top-of-mind **Checklist**

AutoRemind

- ✓ Think about how to **get in front of your client base**. Service, info and argued sales.
- ✓ Treat **Email and Cell Phone numbers** like you do Payment
Collect them at every visit.
- ✓ Marketing is not like a light switch. It's more like waiting on the water getting warm.
It takes a while to work, so start early.
- ✓ Start sending min. **4-6 messages to your client base every year**.
- ✓ Make sure they do not opt-out of all messages

Rules & Regulations

Rules & Regulations

AutoRemind is not a law firm, and this section does not constitute legal advice.

Please review this information with your own lawyer.

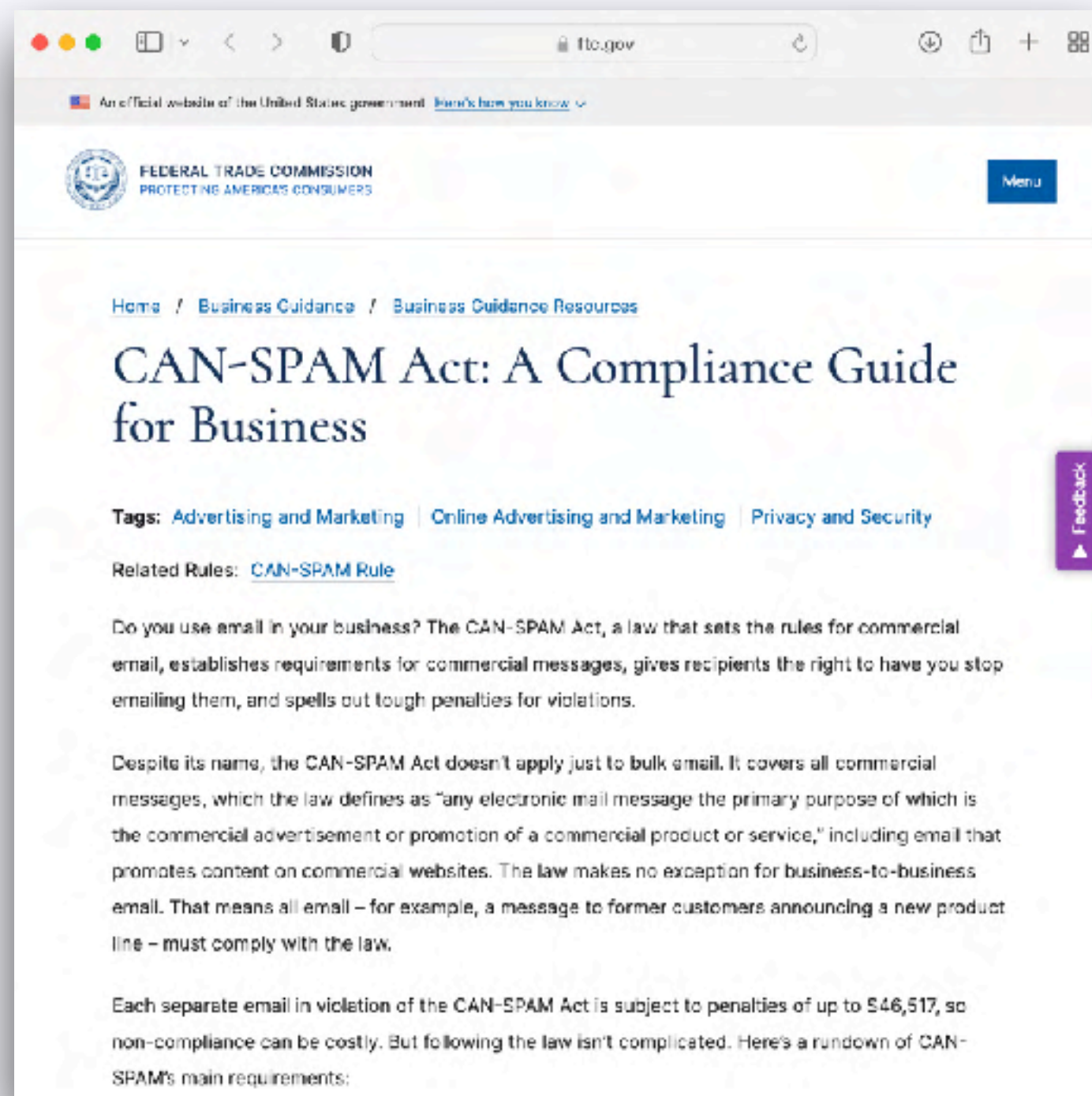
**Think about your
communication as
TRANSACTIONAL and
MARKETING messaging**



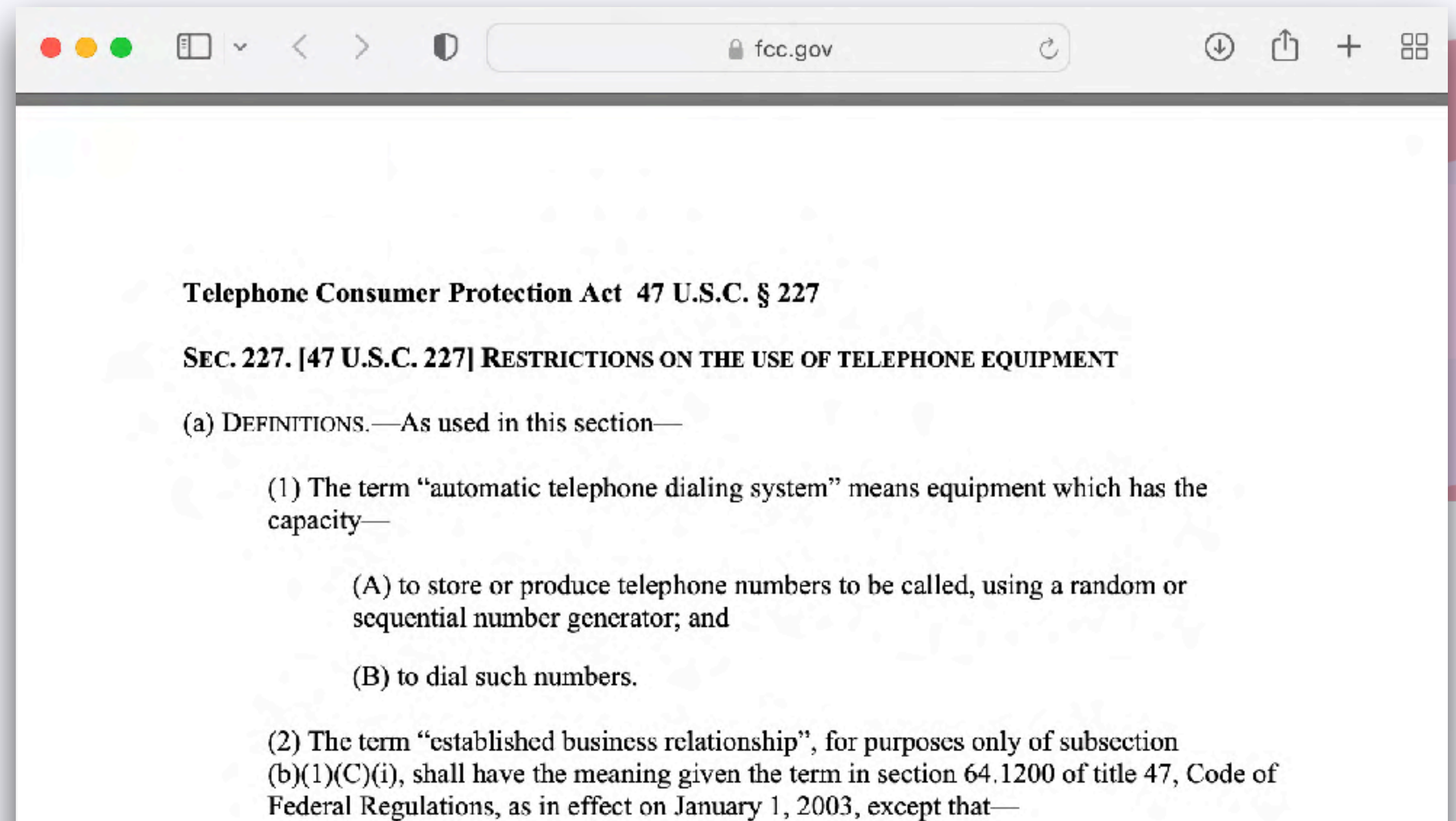


Rules and Regulations

FTC CAN-SPAM (Email)



FCC TCPA (Text, Call, Fax)





<https://www.autoremind.com/inspire/suggested-practices-regarding-electronic-communications-with-patients>

☐ I do not consent to receiving Marketing or Commercial Electronic Messages.

[mobile/cellular telephone number]

Sample Consent Form

Electronic Communication Informed Consent

[insert name of healthcare provider] uses electronic communications, such as phone calls, email and text/SMS messaging, to communicate with patients. This Patient Electronic Communication Informed Consent form (the "**Consent Form**") is used to: (i) explain what kinds of electronic communications we intend to send you; (ii) memorialize your consent to receiving certain electronic communications or whether you choose to opt-out of receiving certain electronic communications; and (iii) provide information about the risks and guidelines of the use of electronic communications.

1. Types of Electronic Communications:

[insert name of healthcare provider name] provides two categories of electronic communications: (i) "**Business Transactional Electronic Messages**"; and (ii) "**Marketing or Commercial Electronic Messages**."

We send Business Transactional Electronic Messages in order to better assist in our service to our patients. Business Transactional Electronic Messages facilitate, complete, or confirm a previously agreed upon medical transaction. These Business Transactional Electronic Messages include specific appointment and check-up reminders, payment reminders, and follow-up care requests. Business Transactional Electronic Messages may be sent automatically via email, SMS/text message, fax message and/or phone call to the email address and/or phone number that we have on file for you. For purposes of convenience, our office may use pre-recorded or artificial voice messages and/or automatic dialing technology to send these Business Transactional Electronic Messages. If you would like to limit the amount or type of Business Transactional Electronic Messages you may receive, please speak to one of our staff members, who will be happy to assist you.

[☐] I consent to receiving Business Transactional Electronic Messages as described above.

[☐] I do not consent to receiving Business Transactional Electronic Messages.

From time to time, we also use Marketing or Commercial Electronic Messages. These are electronic messages that do not directly involve an existing medical transaction, including general reminders to schedule new appointments, advertisements of new services or other offers, or messages providing health tips. Our office may automatically send these Marketing or Commercial Electronic Messages via email,

2. Our Use of Electronic Communications

[insert healthcare provider name] uses electronic communications in connection with our services regarding their healthcare. Some of the services we provide, such as regular email service and/or text messaging, are available only to patients who consent to the use of electronic communication only to receive such services. All electronic communications to or from our office are subject to our security and privacy policies. We will not disclose electronic communications to third parties without your consent, except as necessary to maintain the confidentiality caused by you or any other person using electronic means other than direct communication. If complex or sensitive information; please contact us daily, we cannot guarantee that any information will be secure for a period of time. It is your responsibility to protect your information.

3. Risks of Using Electronic Communications

You should be aware that the use of electronic communications involves a number of risks that you should consider. Electronic communication being circulated, for example, may be misaddressing an electronic communication, and text/SMS messages existing even if they are intercepted, altered, forwarded or used in a way breaching the confidentiality of such communication. We use reasonable means to attempt to maintain the confidentiality of such communication, but we cannot make any guarantees, and you hereby acknowledge and accept.

By signing below, I acknowledge that

[signature]

tips. Our office may automatically send these Marketing or Commercial Electronic Messages via email, SMS/text message, fax message and/or phone call to the email address and/or phone number that we have on file for you. Additionally, for purposes of convenience, our office may use pre-recorded voice messages, artificial voice messages and/or automatic dialing technology to send these Marketing or Commercial Electronic Messages. If you would like to receive such Marketing or Commercial Electronic Messages from our office in the manner described, please check the box below indicating your consent. If you would like to opt-out of receiving Marketing or Commercial Electronic Messages from our office, please check the box below indicating that you are not interested in receiving Marketing or Commercial Electronic Messages. Please note that your decision regarding Marketing or Commercial Electronic Messages will not affect the service provided to you by our office in any way.

☐ I consent to receiving Marketing or Commercial Electronic Messages as described above.

☐ I do not consent to receiving Marketing or Commercial Electronic Messages.

[signature]

[print name]



Rules and Regulations

Checklist

AutoRemind



Make a **messaging policy**. Have a plan. Do not have to be big and complicated.



Client wants electronics dialog **for service and convenience**



Talk to your lawyer to make sure you get the correct consents and are compliant with CAN-SPAM and TCPA



Make sure your messaging system can send at least **transactional and marketing messages** so you do not lose contact to your client if they opt-out



Electronic communication has come to stay, and it is going to be more and more important for your business



Again: Collect phone number and email information just like you collect payment information



That's it !

Download Slides:

<https://www.autoremind.com/download/straight-talk.pdf>



Come talk more now or at our Booth

**Thank You for
keeping it real!**



Bo Nielsen

CEO/Founder

AutoRemind Inc.

Phone: 800-277-1299, option 1

Email: bo.nielsen@autoremind.com

Web: www.autoremind.com

157A 1st Street
Jersey City, NJ, 07302

“I Helped!”

Cooper

