**Rattlesnake Awareness Marketing Kit**

**WHEN YOU SHOULD USE THIS TOOL KIT:**

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| **YES** | **You want to educate clients about dangers of rattlesnake bites** |
| **YES/NO** | **You offer rattlesnake vaccine and avoidance training** |

**WHY LAUNCH THIS CAMPAIGN?**

If your clinic is located in an area prone to rattlesnakes, it is recommended to inform your clients on ways to protect their pets from being bitten! Educational social media posts and email communication can not only create engagement with pet owners, but also boost loyalty to your clinic and save a pet’s life.

**WHAT IS INCLUDED IN THIS TOOL KIT?**

1. Rattlesnake awareness social media posts and banner
2. Rattlesnake flyer/poster
3. Rattlesnake email messaging

**HOW TO USE IT**

* Send an educational email to pet parents during the summer months, increasing awareness amongst pet parents of dangers or rattlesnake bites.

1. **SOCIAL MEDIA COPY**

**Education Posts (10 Posts, 8 Graphics, 1 Facebook Banner)**

* Social media is one of the best ways to educate pet parents on pet wellness, including dangers of rattlesnake bites.
* Please review the below recommended posts and select the ones that suit your clinic’s needs. Feel free to customize them, if needed.
* Wednesday is a good day to upload educational information for pet parents as part of the #Wellnesswednesday series.
* The social media images are available for download on <https://www.gpconnect.nva.com/> website. The password is woof2020.

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| **Graphic/Other Content** | **Post Copy** |
| Post Graphic: Education 1  Generic rattlesnake post | Rattlesnake bites are serious, but 95% of pets survive the bite. Some dogs get bitten several times a season.  CALL [CLINIC TELEPHONE NUMBER] immediately if you think your pet got bitten by a rattle snake! The bite must be treated immediately and so that anti venom drugs can be given.  **C:\Users\Elena.Popovici\Desktop\Work Projects\MARKETING CAMPAIGNS\2020\Rattlesnake Campaign\Rattlesnake Social Graphics_dog and rattlesnake post 4.png** |
| Post Graphic: Education 2  Generic rattlesnake post | Rattlesnake season is back! Recovery from a snake bite usually takes 24 to 48 hours if the pet receives prompt veterinary attention and the snake bite is not severe. Some pets require substantially longer to make a full recovery due to tissue damage to internal organs.  CALL [CLINIC TEL NUMBER] immediately if you think your dog got bitten by a rattlesnake!  **C:\Users\Elena.Popovici\Desktop\Work Projects\MARKETING CAMPAIGNS\2020\Rattlesnake Campaign\Rattlesnake Social Graphics_snake in yard post 11.png** |
| Post Graphic: Education 3  Hiking and rattlesnakes post | Did you know that snakes are **most active** in the early mornings on spring and summer days **when** the sun is warming the earth? As you resume your hiking adventures after weeks of staying indoors, don’t forget to keep your dog leashed at all times. Dogs are at an increased risk of being bitten due to holding their nose to the ground. CALL [CLINIC TEL NUMBER] immediately if you think your dog got bitten by a rattlesnake!  **C:\Users\Elena.Popovici\Desktop\Work Projects\MARKETING CAMPAIGNS\2020\Rattlesnake Campaign\Rattlesnake Social Graphics_hiking 2.png** |
| Post Graphic: Education 4  Rattlesnake avoidance hiking tips  **Source: www.barkpost.com** | Rattle snake season is upon us! Keep your dog safe while hiking by following these tips:   1. Keep your dog on a short leash at all times! 2. Stay on trails, avoiding big rocks or dense grass 3. If you hear a rattle, don’t approach the area 4. Pay attention to rattlesnake signs on your hiking trail 5. Do not let your dog play with dead snakes 6. Enroll your dog in rattlesnake training 7. Consider vaccinations.   CALL [HOSPITAL TEL NUMBER] TODAY to learn more!  **C:\Users\Elena.Popovici\Desktop\Work Projects\MARKETING CAMPAIGNS\2020\Rattlesnake Campaign\Rattlesnake Social Graphics_dog in desert 10.png** |
| Post Graphic: Education 5  Rattlesnake bite symptoms | It’s rattlesnake season! If your pet is acting strangely or you notice a sudden change in personality, it’s important to check the following pet rattlesnake bite symptoms:   1. Bleeding puncture wounds. 2. Swelling and bruising around the wound. 3. Slow or ragged breathing 4. Whimpering in pain or fear 5. Sluggish behavior, lethargy or trembling   CALL [HOSPITAL TEL NUMBER] IMMEDIATELY if you think your dog got bitten by a rattlesnake!  C:\Users\Elena.Popovici\Desktop\Work Projects\MARKETING CAMPAIGNS\2020\Rattlesnake Campaign\Rattlesnake Social Graphics_dog and snake 9.png |

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| Post Graphic: Education 6  Rattlesnake safety tips | Knowing the basic rattlesnake bite safety in **<ENTER STATE>** could safe your dog’s life. Pay attention the list below:   1. **DON’T** try to scare away the snake 2. **DO** call our hospital immediately if your dog got bitten by a snake. Venom enters the blood stream very quickly. 3. **DO** check for symptoms of rattlesnake bite (bleeding puncture wounds, swelling and bruising around puncture wound, slow or ragged breathing, whimpering in pain or fear) 4. **DON’T** suck the venom out 5. **DO** keep the wound below heart-level   CALL [HOSPITAL TEL NUMBER] IMMEDIATELY if you think your dog got bitten by a rattlesnake!  C:\Users\Elena.Popovici\Desktop\Work Projects\MARKETING CAMPAIGNS\2020\Rattlesnake Campaign\Rattlesnake Social Graphics_dogs in desert landscape post 6.png |

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| Post Graphic: Education 7  Promote rattlesnake vaccine, if available | Did you know that rattlesnake bites are 25 times more fatal in dogs than they are in humans? We now offer a vaccine to provide your beloved companion with protective antibodies that are reported to help dogs experience less pain and have a reduced risk of permanent injury from rattlesnake bites!  SAVE <***ENTER DISCOUNT>*** off rattlesnake vaccine through <**XX/XX/**2020>.  CALL [HOSPITAL TEL NUMBER] TODAY to learn more about rattlesnake vaccine!  **C:\Users\Elena.Popovici\Desktop\Work Projects\MARKETING CAMPAIGNS\2020\Rattlesnake Campaign\Rattlesnake Social graphic puppy vaccination post 5.png** |
| Post Graphic: Education 8  Proof yard against rattlesnakes | Rattlesnake bites are 25 times more fatal in dogs than they are in humans. Protect your dog today by proofing your yard against rattlesnakes! Follow the simple tips below:   1. Keep the grass in your front and back yards cut short. 2. Clean up any debris in your yard including piles of wood, leaves, or any other materials a snake could hide under. 3. Control rodents in your yard and around your home by picking up fruit on the ground, keeping trash cans closed with lids, and refraining from leaving pet food out.   CALL [HOSPITAL TEL NUMBER] TODAY to learn more about rattlesnake vaccine for your dog!  **C:\Users\Elena.Popovici\Desktop\Work Projects\MARKETING CAMPAIGNS\2020\Rattlesnake Campaign\Rattlesnake _snake in yard  post 2.png** |
| Post Graphic: Education 9  Tips to avoid rattlesnakes in the yard | The hot weather is back and so are the rattlesnakes. If you enjoy gardening, there are certain plants like marigold, West Indian lemon grass, Sarpgandha, and garlic which are natural repellent against **snakes!** These **plants** have bitter tastes and strong **smells** that cause discomfort and disorientation to **snakes** when they slither over them.  Protect your pet TODAY against rattlesnakes! CALL [HOSPITAL TEL NUMBER] TODAY to learn more about rattlesnake vaccine for your dog!  C:\Users\Elena.Popovici\Desktop\Work Projects\MARKETING CAMPAIGNS\2020\Rattlesnake Campaign\Rattlesnake Social Graphics_plants that deter snakes post 7.png |
| Post Graphic: Education 10  Rattlesnake avoidance class recommendation | If you enjoy strolling the hiking trails in the summer time with your dog, registering for a rattlesnake avoiding training might be a good idea. Avoidance training teaches your dog to avoid the sight, sound, and smell of rattlesnakes.  CALL [HOSPITAL TEL NUMBER] TODAY to learn more about rattlesnake avoidance training in your area!  C:\Users\Elena.Popovici\Desktop\Work Projects\MARKETING CAMPAIGNS\2020\Rattlesnake Campaign\Rattlesnake FB hiking post 3.png |
| Facebook Banner | C:\Users\Elena.Popovici\Desktop\Work Projects\MARKETING CAMPAIGNS\2020\Rattlesnake Campaign\Rattlesnake Facebook Banner.png |

1. **Rattlesnake Flyer/Poster**

* During the rattlesnake season print and post the below flyer to increase awareness of the rattlesnake season.
* The flyer can be downloaded from <https://www.gpconnect.nva.com/> website. The password is woof2020.

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1. **EMAIL MESSAGING**

* To educate your clients on the dangers of rattlesnake bites and the availability of rattlesnake vaccine, below are two templates of email messaging. Choose one of the email banners below when sending your eblast.

**Dog and owner hiking**

**Rattlesnake**

**Dog and rattlesnake**

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* **If you use Vetstreet** and need help obtaining log-in credentials or setting up the eblast, contact [*support@vetstreet.com*](mailto:support@vetstreet.com)
* **If you use AllyDVM** and need help obtaining log-in credentials or setting up the eblast in the dashboard, send select the **NVA AllyDVM** distribution list in Outlook and send an email using your NVA email account.
* **If you use PetDesk** and need help setting up this campaign, contact Kayla Hanono ([kayla@petdesk.com](mailto:kayla@petdesk.com)) or Mackenzie Baird ([mackenzie@petdesk.com](mailto:mackenzie@petdesk.com))
* **If you wish to send this communication directly from AVImark,** instructions are attached.



* **If you use any other client communication platform,** use the email template above and contact your specific vendor for help, where needed.

**EMAIL TEMPLATE 1: VACCINATE DOG AGAINST RATTLESNAKES!**

Subject line: Protect your dog against rattlesnake bites!

*Dear Clients,*

*The hot weather is back and so are the rattlesnakes. If you enjoy strolling the hiking trails with your dog, vaccinating your dog against rattlesnakes is a good idea. Rattlesnake bites are 25 times more fatal in dogs than they are in humans.*

*We now offer a vaccine to provide your beloved companion with protective antibodies that are reported to help dogs experience less pain and have a reduced risk of permanent injury from rattlesnake bites!*

*SAVE <****ENTER DISCOUNT>*** *off rattlesnake vaccine through <****XX/XX/2020>.***

*CALL [HOSPITAL TEL NUMBER] TODAY to learn more about rattlesnake vaccine!*

*Thank you and look forward to seeing you and your pet soon!*

*The Staff at* ***<HOSPITAL NAME>***

**EMAIL TEMPLATE 2: PROOF YOUR YARD AGAINST RATTLESNAKES!**

Subject line: Proof your yard against rattlesnakes!

*Dear Clients,*

*Did you know that rattlesnake bites are 25 times more fatal in dogs than they are in humans? Protect your dog today by proofing your yard against rattlesnakes! Follow the simple tips below:*

1. *Keep the grass in your front and back yards cut short.*
2. *Clean up any debris in your yard including piles of wood, leaves, or any other materials a snake could hide under.*
3. *Control rodents in your yard and around your home by picking up fruit on the ground, keeping trash cans closed with lids, and refraining from leaving pet food out.*

*CALL* ***[HOSPITAL TEL NUMBER]*** *TODAY to learn more about rattlesnake vaccine for your dog!*