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| **Marketing Theme:** |  |
| **Category** | **Strategy** |
| Our reason for existence: |  |
| What sets our practice apart from the rest: |  |
| My ideal client is: |  |
| What’s most important to my ideal client when they are considering healthcare for their pets: | 1.  2.  3. |
| What we want to accomplish this year: |  |
| The top 3 things (services and/or products) that are going to get us there: | 1.  2.  3. |
| How much will each service or product goal contribute to my revenue/profitability: | 1.  2.  3. |
| What will trigger my ideal customer to think of our practice when it comes to veterinary care: |  |
| Programs we am running to reach our goal (call-to-action, tools, and how we will use this/these calls-to-action and tools) |  |
| How much money will we need to get it done? |  |
| How will we track and measure the success of our plan? |  |
| How we will use our practice’s custom mobile app as a call-to-action element: |  |
| Our on-hold script that is specific to, and supports our marketing objectives: |  |