

Tips for Promoting a Successful Microchipping Event

- Begin promotion around 4 to 5 weeks in advance of the clinic's event
- Use email lists and newsletters to publicize the event to clients and community
- Get the event listed on local event calendars
- Inquire about reading a PSA on your local radio and TV station (this should be at no cost)
- Promote on social media by using hashtags and posting about your clinic multiple times per week
- Inquire about rates for ads in local newspapers
- Consider taking appointments ahead of time to estimate how many chips you may need
- Assign staff to give appointment reminder calls to clients
- Offer multiple pet discounts (ex: 1 pet is \$25, 2 pets is \$20 etc.)

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