

Tips for Promoting a Successful Microchipping Clinic 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 the 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)
- ✓ Use social media to your advantage! Promote by using hashtags and posting on social media multiple times a 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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