

# 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.