2027 VETERINARY PRACTICE MARKETING CALENDAR

One campaign. Four coordinated touchpoints. One memorable promotional product.

JANUARY - JUNE

MONTH	CAMPAIGN THEME	FEATURED PRODUCT	EMAIL CAMPAIGN	SOCIAL MEDIA	EVENT / OUTREACH	CLIENT GIFT
JAN	**Start healthy pet routines**	**Wellness reminder magnet**	Invite pet owners to review age- and species-appropriate preventive care.	Post a pet-care goals checklist and introduce your veterinary team.	New-year pet wellness Q&A / shelter partner	Give appointment reminder magnets at checkups.
FEB	**Pet Dental Health Month**	**Dental care tracker magnet**	Share signs of dental problems and encourage a veterinary oral exam.	Video: pet-safe brushing basics, with a vet demonstrating.	Dental care demo / pet-store education table	Send home dental trackers with clinician-approved tips.
MAR	**Spring pet protection**	**Branded waste bag dispenser**	Share spring parasite prevention reminders tailored by the veterinarian.	Carousel: outdoor safety and what to ask about flea and tick care.	Dog walk / local rescue adoption day	Offer bag dispensers with prevention handouts.
APR	**Prepared pets, prepared people**	**Pet emergency supply pouch**	Email a pet emergency plan checklist and clinic contact information.	Share steps for preparing pet records and a go-bag.	Pet first-aid awareness workshop / community fair	Give pouches with an emergency checklist.
MAY	**Celebrate National Pet Week**	**Collapsible pet water bowl**	Invite families to a wellness visit and share age-specific care tips.	Feature pet stories and photos with owner permission.	National Pet Week open house / adoption partner	Offer travel bowls at a family pet event.
JUN	**Keep pets safe in the heat**	**Branded insulated water bottle**	Send a summer heat-safety email with veterinarian-reviewed guidance.	Post a quick hot-pavement and parked-car safety reminder.	Community pet safety fair / outdoor event	Provide bottles to pet owners at outreach booths.

A SIMPLE MONTHLY ROLLOUT

Week 1: helpful email | Week 2: social post | Week 3: local event | Week 4: useful gift

WE PUT YOUR BRAND TO WORK

Get consent for client photos; follow email and privacy rules.
Have your veterinary team approve medical advice and pet gifts.

2027 VETERINARY PRACTICE MARKETING CALENDAR

One campaign. Four coordinated touchpoints. One memorable promotional product.

JULY - DECEMBER

MONTH	CAMPAIGN THEME	FEATURED PRODUCT	EMAIL CAMPAIGN	SOCIAL MEDIA	EVENT / OUTREACH	CLIENT GIFT
JUL	**Travel and boarding readiness**	**Pet record document pouch**	Email travel and boarding preparation reminders; note local rules.	Share a pet travel checklist and stress-reduction tips.	Summer pet event / boarding partner outreach	Give record pouches after travel consultations.
AUG	**Identification and microchips**	**Pet ID reminder magnet**	Remind clients to review contact details tied to pet IDs and chips.	Post a how-to on updating microchip registration information.	Shelter microchip awareness day / family fair	Give ID checklist magnets with clinic contacts.
SEP	**Healthy aging for pets**	**Daily pet care notepad**	Invite owners of older pets to discuss changes with their veterinarian.	Share signs that warrant a veterinary visit, without diagnosing.	Senior pet care Q&A / rescue outreach	Provide notepads for tracking questions and changes.
OCT	**Meet your veterinary team**	**Pet photo frame magnet**	Introduce your care team and explain the roles of technicians.	Post team appreciation stories and approved clinic photos.	Clinic open house / veterinary team appreciation	Give photo magnets to visiting pet families.
NOV	**Thank pet families and partners**	**Pet-themed reusable tote**	Thank clients for their trust and share the clinic holiday schedule.	Feature rescue partners and a client gratitude message.	Shelter supply drive / community adoption event	Give totes with pet care resource sheets.
DEC	**Holiday pet safety and planning**	**2028 pet photo calendar**	Send holiday safety guidance and next-year preventive care reminders.	Post a holiday hazards checklist and year-in-review thank-you.	Holiday charity drive / client appreciation event	Give calendars with next-year reminder space.

MAKE IT AFFORDABLE AND REPEATABLE

Choose 1-2 promotional products per quarter, not 12. Repeat each campaign across your channels.

WE PUT YOUR BRAND TO WORK

Get consent for client photos; follow email and privacy rules.
Have your veterinary team approve medical advice and pet gifts.