VETERINARY MARKETING · FREE RESOURCE

Your 90-Day Practice Growth Plan

Everything in the book, in one sequential checklist

Practice: _____

Start date: _____

Work through one phase at a time. Check items off as you complete them — and use it alongside your marketing agency, if you have one.

DAYS 1–30

Foundation

Focus: Message clarity, online foundation, and Google Business Profile

- ☐ Write your core message using the worksheet in Chapter 3
- ☐ Build your ideal client persona using Appendix A
- ☐ Run a Digital Footprint Audit — Section 1 of Appendix D
- ☐ Confirm your name, address, and phone number are consistent across these key directories:
  - ☐ Google Business Profile
  - ☐ Facebook Business Page
  - ☐ Apple Maps (Apple Business Connect)
  - ☐ Bing Places
  - ☐ Yelp
  - ☐ Nextdoor
  - ☐ Any veterinary-specific directory (AAHA, VetStreet)
  - ☐ Your local Chamber of Commerce directory, if applicable
- ☐ Claim, verify, and complete your Google Business Profile — Section 2 of Appendix D
- ☐ Upload at least ten new photos to your Google Business Profile
- ☐ Review your website homepage — does it clearly state who you serve and what makes you different? (Chapter 3)
- ☐ Set your Google review request process in motion using the scripts in Chapter 5
- ☐ Introduce your Front Desk Call Handling Playbook to your team — Appendix B
- ☐ Hold your first team role-play session using Part 5 of Appendix B

Notes: _____

DAYS 31–60

Visibility and Trust

Focus: Website, content, social media, and reviews

- [ ] Complete Section 3 of Appendix D — confirm every major service has its own clear, well-written page
- [ ] Add three to five FAQs to your top two service pages
- [ ] Begin posting two to three times per week on social media — see content ideas in Chapter 6
- [ ] Start your new client welcome sequence — Chapter 9
- [ ] Set up your post-visit and post-procedure follow-up calls — Appendix B, Part 4
- [ ] Review your last 90 days of Google reviews — are you averaging at least two to four new reviews per month?
- [ ] Use the AI Prompt Library — Appendix C — to draft your next round of social posts and Google updates
- [ ] Complete Section 4 of Appendix D — AI visibility checklist
- [ ] Ask your web developer or marketing provider whether AI Search Optimization (ASO) is in place

Notes: _____

DAYS 61–90

Demand and Momentum

Focus: Advertising, conversion, and loyalty systems

- [ ] Choose one service to promote — Chapter 7's "Exercise for Your Clinic"
- [ ] Confirm you have a matching landing page for that service before launching any ad
- [ ] Set your budget for the campaign
- [ ] Launch your first campaign — Google Search, Meta, or both
- [ ] Confirm your speed-to-lead standards are being met — Appendix B, Part 1
- [ ] Run your Loyalty Self-Assessment — Chapter 9
- [ ] Schedule your first "Experience Your Practice Like a Client" exercise — Chapter 8
- [ ] Review your numbers: ad spend, leads, booked appointments, and new clients (Chapter 7, Measurement)
- [ ] Identify one thing that's working well and one thing to improve — then repeat the cycle

Notes: _____

DAY 90

Review and Repeat

Working well: _____

Improve next quarter: _____

Next review date: _____

Return to this checklist every quarter. Each time through, you'll find something new to refine. That's the flywheel in motion.