

EMAIL 1a: Template Marketing Competitors

SUBJECT LINE: Mediocre marketing won't fly anymore

[The world has shifted](#) and your hospital must now adapt to that shift. You can no longer afford for your marketing to just be decent—it needs to be exceptional and prove its value day in and day out.

[iVET360](#) has consistently produced and proven the most successful marketing results in the industry for over five years straight. If you're not [raving about your marketing support](#), you should be talking to us about what you want.

With iVET360 you get:

- A dedicated, on-call marketing strategist who is focused on your hospital's success
- Truly customized websites (not a template like your current site)
- Marketing plans specific to your hospital, client mix, and home territory
- Best-in-class marketing tools and communication platforms
- A hospital dashboard that tracks your marketing efforts and true ROI daily
- A robust in-house creative team consisting of designers, developers, and copywriters

If you know your marketing needs improvement, please call and challenge us to prove we can. We'll even make it no-risk with our **Safe Choice Promise**: If after 60 days you don't feel you're getting what you want from us, we'll return 100% of our fees, NO QUESTIONS ASKED.

Bottom line: In these times, it's imperative that you do more, and do it right. But finding the time to do it with everything that's happening might be impossible.

Let iVET360 do it for you.

[WHAT ARE YOU WAITING FOR? CLICK HERE AND TALK WITH US, RISK-FREE!](#)

EMAIL 1b: Marketing Competitors

SUBJECT LINE: Mediocre marketing won't fly anymore

[The world has shifted](#) and your hospital must now adapt to that shift. You can no longer afford for your marketing to just be decent—it needs to be exceptional and prove its value day in and day out.

[iVET360](#) has consistently produced and proven the most successful marketing results in the industry for over five years straight. If you're not [raving about your marketing support](#), you should be talking to us about what you want.

With iVET360 you get:

- A dedicated, on-call marketing strategist who is focused on your hospital's success
- Marketing plans specific to your hospital, client mix, and home territory
- Best-in-class marketing tools and communication platforms
- A hospital dashboard that tracks your marketing efforts and true ROI daily
- A robust in-house creative team consisting of designers, developers, and copywriters

If you know your marketing needs improvement, please call and challenge us to prove we can. We'll even make it no-risk with our **Safe Choice Promise**: If after 60 days you don't feel you're getting what you want from us, we'll return 100% of our fees, NO QUESTIONS ASKED.

Bottom line: In these times, it's imperative that you do more, and do it right. But finding the time to do it with everything that's happening might be impossible.

Let iVET360 do it for you.

WHAT ARE YOU WAITING FOR? CLICK HERE AND TALK WITH US, RISK-FREE!

EMAIL 2a: Opened Email 1a

SUBJECT LINE: You're not getting what you deserve

You're not getting what you deserve.

If you were, you wouldn't have opened our last email about your practice's marketing. Maybe you read it then got distracted by the immediate business of running your practice, which is totally understandable.

Or maybe you think that the marketing support you're getting is "good enough". That the website and minimal SEO you got for next to nothing is fine. That making it hard for pet owners to get to know and trust your practice is worth saving a little money.

It's not. And it's a lot less than what your practice—or your clients—deserve.

iVET360 wants to show you what *real* marketing support looks like. Support that gets verifiable results and includes a website customized for your practice and your clients. And we're willing to show you what we can do risk-free: **Our Safe Choice Promise** means that if you're not getting what you need from us within 60 days, we'll return 100% of our fees—NO QUESTIONS ASKED.

NO PRESSURE—JUST THE SUPPORT YOUR PRACTICE DESERVES. TALK WITH US TODAY!

EMAIL 2b: Opened Email 1b

SUBJECT LINE: You're not getting what you deserve

You're not getting what you deserve.

If you were, you wouldn't have opened our last email about your practice's marketing. Maybe you read it then got distracted by the immediate business of running your practice, which is totally understandable.

Or maybe you think that the marketing support you're getting is "good enough". That just having a website and a Facebook page is enough. That making it hard for pet owners to get to know and trust your practice is worth saving a little money.

It's not. And it's a lot less than what your practice—or your clients—deserve.

iVET360 wants to show you what *real* marketing support looks like. Support that gets verifiable results and includes a website customized for your practice and your clients. And we're willing to show you what we can do risk-free: **Our Safe Choice Promise** means that if you're not getting what you need from us within 60 days, we'll return 100% of our fees—NO QUESTIONS ASKED.

NO PRESSURE—JUST THE SUPPORT YOUR PRACTICE DESERVES. TALK WITH US TODAY!

EMAIL 3a: Did Not Open Email 1a

SUBJECT LINE: Do you really think that's going to work?

Do you really think that's going to work?

We're referring to how you're currently marketing your practice. The truth is, it's probably been a lot less effective than you'd like, or you wouldn't have clicked through to see what we're about, right?

iVET360 is about [verified results](#). We're about helping you stand out in a totally altered marketplace with something significantly better than the cookie-cutter website and drive-by marketing efforts you're paying for right now.

You know better than anyone that the pandemic shutdown has changed the marketplace and decimated revenue. It's urgent for you to reach out *effectively* to pet owners. That's why we're making it completely risk-free to try us with the **Safe Choice Promise: all your money back if you don't get what you need from us after 60 days. No questions asked.**

So—what else would you need to see to give us a few minutes of your time to talk about your practice's marketing? [Rave reviews](#)? [Dancing cats](#)? Let us know and we'll get back to you asap.

[CLICK HERE TO GET STARTED.](#)

EMAIL 3b: Did Not Open Email 1b

SUBJECT LINE: Do you really think that's going to work?

Do you really think that's going to work?

We're referring to how you're currently marketing your practice. The truth is, it's probably been a lot less effective than you'd like, or you wouldn't have clicked through to see what we're about, right?

iVET360 is about [verified results](#). We're about helping you stand out in a totally altered marketplace with something significantly better than the cookie-cutter website and drive-by marketing efforts you're paying for right now.

You know better than anyone that the pandemic shutdown has changed the marketplace and decimated revenue. It's urgent for you to reach out *effectively* to pet owners. That's why we're making it completely risk-free to try us with the **Safe Choice Promise: all your money back if you don't get what you need from us after 60 days. No questions asked.**

So—what else would you need to see to give us a few minutes of your time to talk about your practice's marketing? [Rave reviews](#)? [Dancing cats](#)? Let us know and we'll get back to you asap.

[CLICK HERE TO GET STARTED.](#)

EMAIL 4a: Opened 2a/b or 3a/b BUT No Click [Personalized Appeal]

SUBJECT LINE: You could really use my help

[MM IMAGE]

I think you could really use my help. Here's why.

My name is [NAME] and I'm a Marketing Manager with [iVET360](#). Look, I know everyone is hitting you up with offers at this point because we're all trying to do the same thing: survive in this altered pandemic marketplace.

Well, you should know that iVET360's clients aren't just surviving—they're [thriving](#). And here's why:

- A dedicated, on-call marketing specialist (that would be me or one of my co-workers)
- Marketing plans specific to each hospital
- A customized website and SEO that doesn't look cheap or mass-produced
- A dashboard for tracking marketing efforts and ROI
- If something's not working, we're flexible and can find something that does, fast

My guess is that you don't get that kind of attention with your current marketing support, and honestly, you can't afford not to have it. I believe in what we do so much that I want to offer you the chance to give us a try risk free. **Our Safe Choice Promise means that if you don't get what you need from us after 60 days, we'll return all our fees to you—no questions asked.**

[WE'RE REALLY NICE, TOO. CLICK HERE TO TALK WITH US ABOUT YOUR PRACTICE!](#)