Vetstreet training resources

Adapting and adjusting your practice workflow

covetrus

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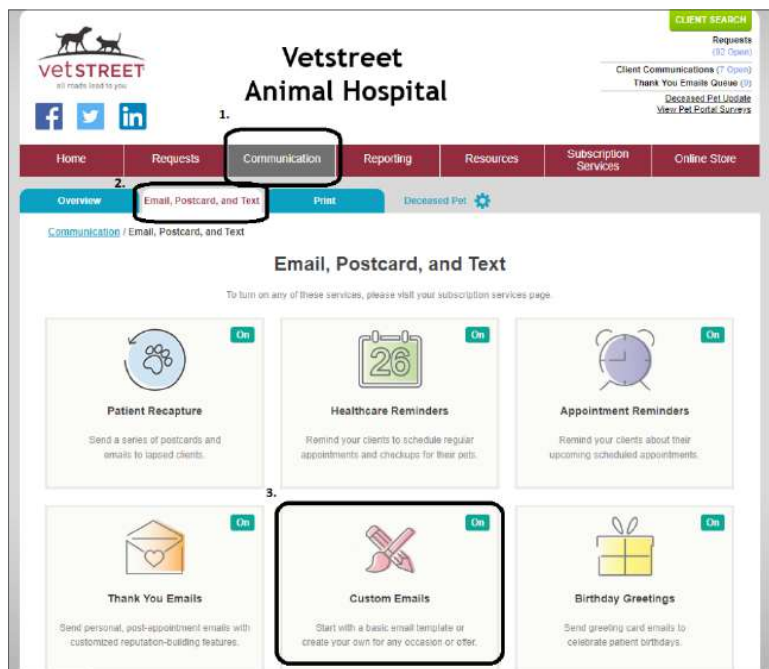
Creating a custom campaign to pet owners
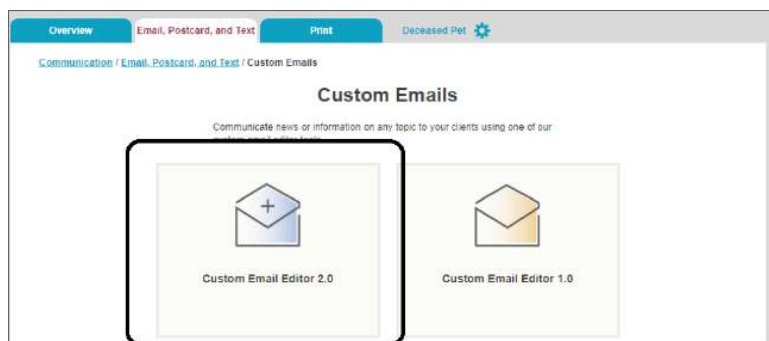
Creating a custom campaign to pet owners

You can create a custom on-demand email message to alert your clients to any hospital news. Mailings are queued and fire four times daily, so you can even use them for last minute notifications such as emergency hospital closures.

To create a custom email, first log in to your Vet Portal.

1. Select **Communication** from the top navigation bar

2. Select the **Email, Postcard and Text** tab

3. Select **Custom Emails**

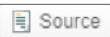

4. Select **Custom Email Editor 2.0**

Creating a custom campaign to pet owners

5. Click **Create Custom Emails**

6. Give your email a name, a subject line, and an audience, then use the free-form editor to craft your message

   a) You can use the icon to upload and then insert a picture.

   b) If you have a resource that is handy with HTML, you can also click the button to create an email that is more complexly formatted.

Creating a custom campaign to pet owners

7. When you have completed your formatting, click the **Save** button, and then send an email to yourself (or other staff) using the Send Test Emails function. (Note: You must do this at least once before you can send to your customers)

8. Click **Send ALL*** to send your email to our queue for deployment.

⚠ ***Important note:** Neither Vetstreet or Covetrus is responsible for any text or image content in the email campaigns you create and deploy. Please be sure to proofread carefully before sending your custom messages, as they cannot be canceled once they are in queue.

Customizing and sending a pre-written COVID-19 email message to pet owners

COVID-19 Email Campaign Instructions

You can use the Vetstreet Email Editor to personalize a ready-made COVID-19 email message to send to your clients. Mailings are queued and fire four times daily.

To use the pre-loaded template, first log in to your Vet Portal.

1. Select **Communication** from the top navigation bar

2. Select the **Email, Postcard and Text** tab

3. Select **Custom Emails**
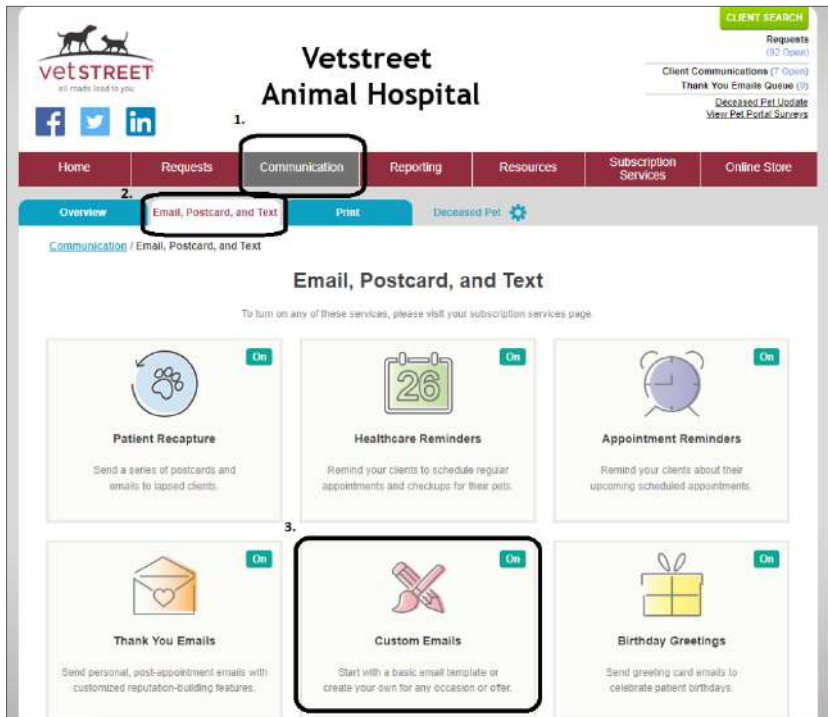
4. Select **Custom Email Editor 2.0**
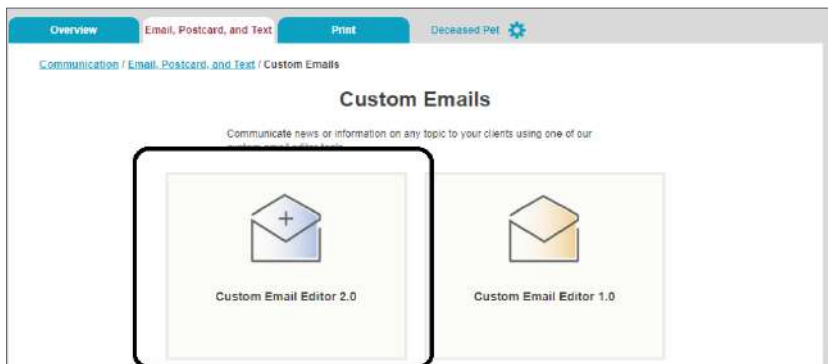
COVID-19 Email Campaign Instructions

5. Choose the **Situation: Covid-19** message already in your list of templates
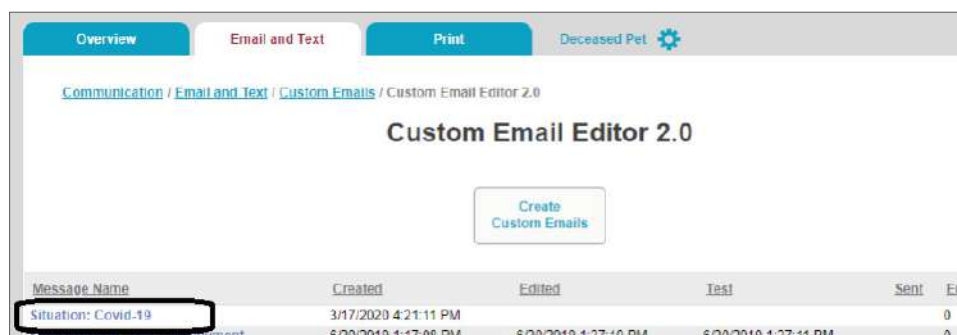
6. If desired, you can modify your email's subject and audience (a suggested subject line and audience is pre-populated)

7. Use the free-form editor to personalize your message.

a) Be on the lookout for text in **BOLD** – this is provided to give you guidance of what text to include based on your specific situation. For example, three different introductory paragraphs are offered. You want to choose one and delete the other two, as well as the section flag. So what starts out like the figure on top will ultimately look like the image on the bottom:

COVID-19 Email Campaign Instructions

Before
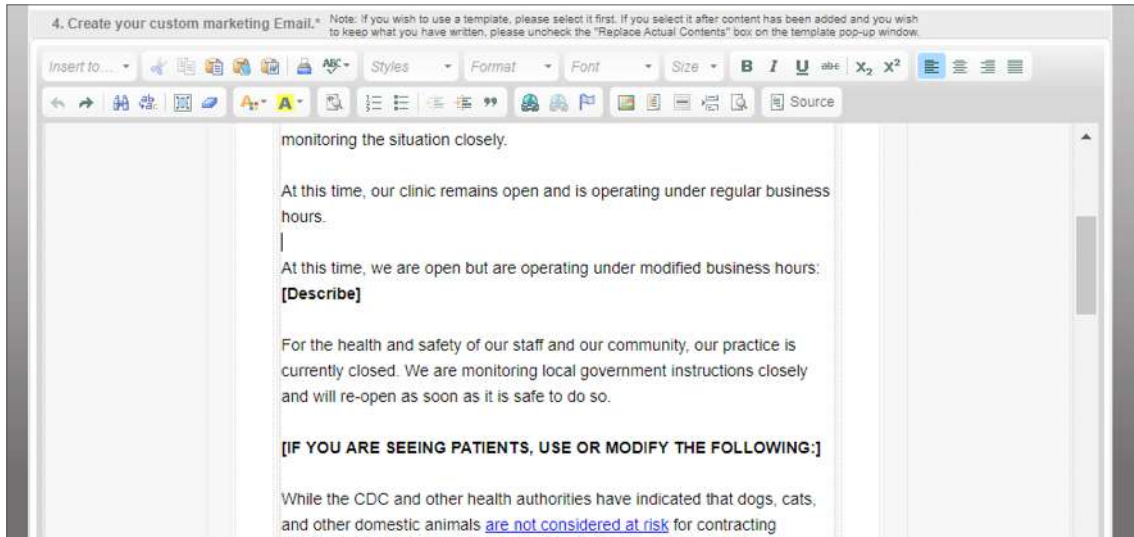
After
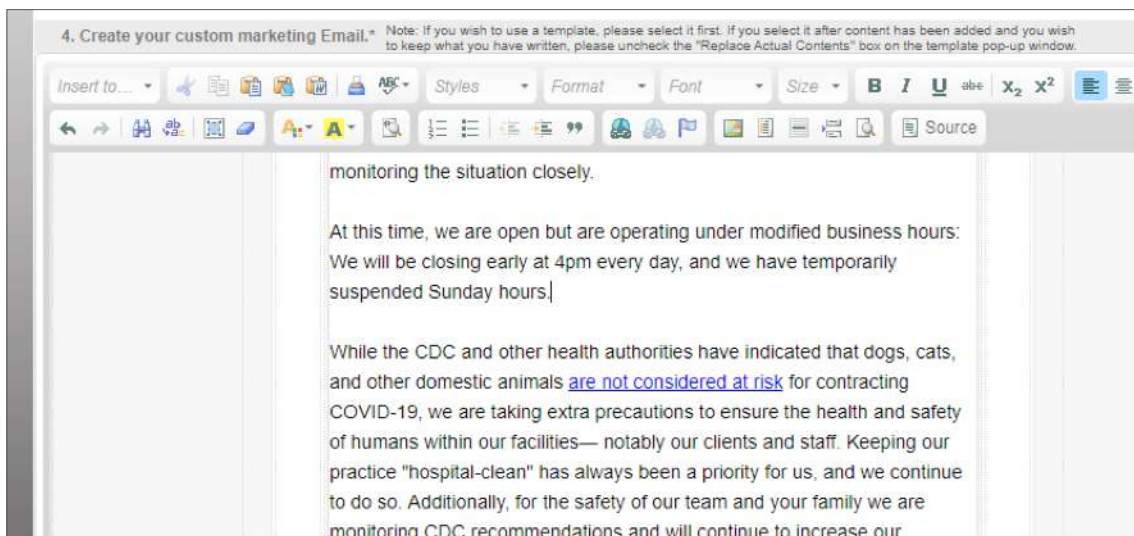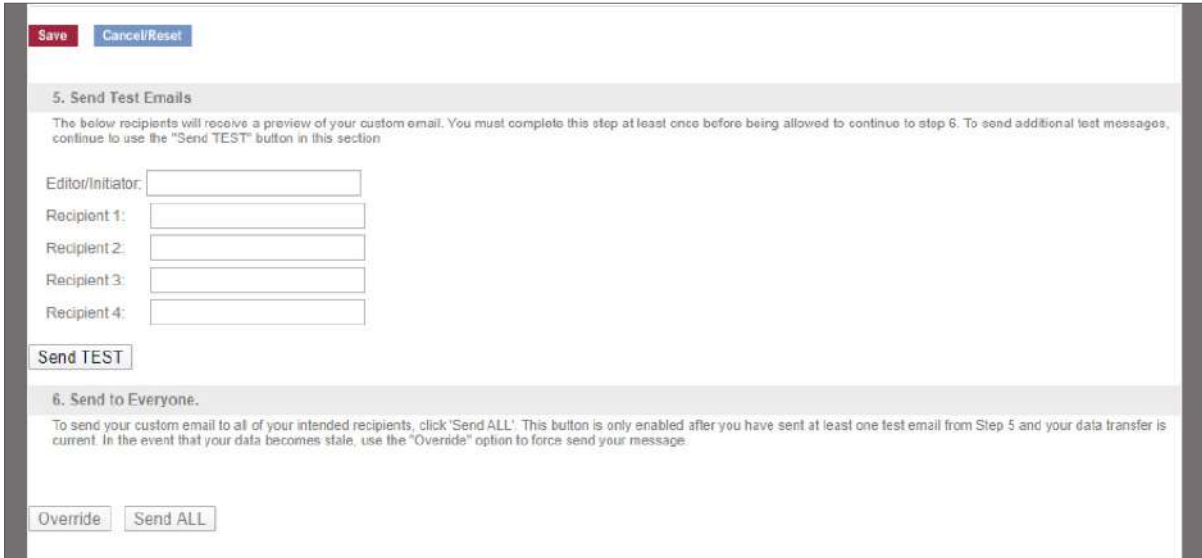
b) Also be sure to scroll all the way through the message template, as options for messaging if your hospital has closed, as well as areas to provide your hospital name, email address, and phone number are provided. As previously mentioned, be sure to delete all of the **BOLD** guidance text.

c) Ultimately, this is your message, so you can also add your own language such as a personalized message from your veterinarians and staff, logos, or color as you see fit. The buttons at the top of the editor work like any formatting editor you are familiar with.

P / 855-478-7920
E / Solutions.GSS.NA@Covetrus.com
W / softwareservices.covetrus.com

8. When you have completed your formatting, click the **Save** button, and then send an email to yourself (or other staff) using the Send Test Emails function. (Note: You must do this at least once before you can send to your customers)

9. Click **Send ALL*** to send your email to our queue for deployment.

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Sending an Emergency Practice Closure announcement

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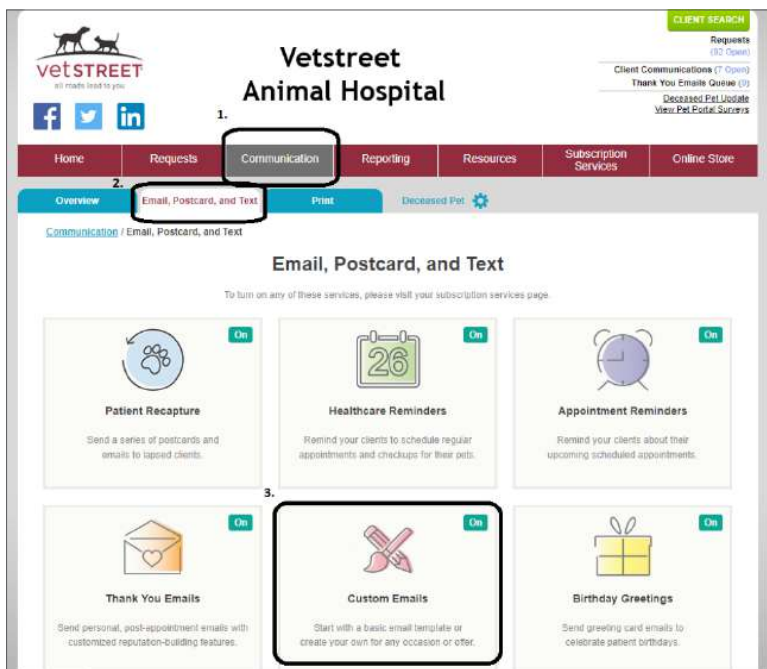
4. Select **Custom Email Editor 2.0**
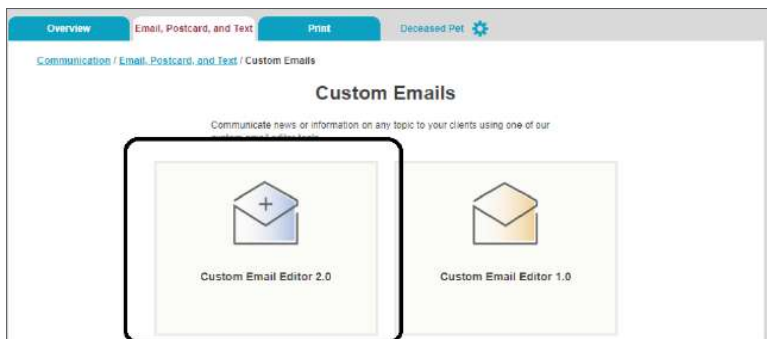
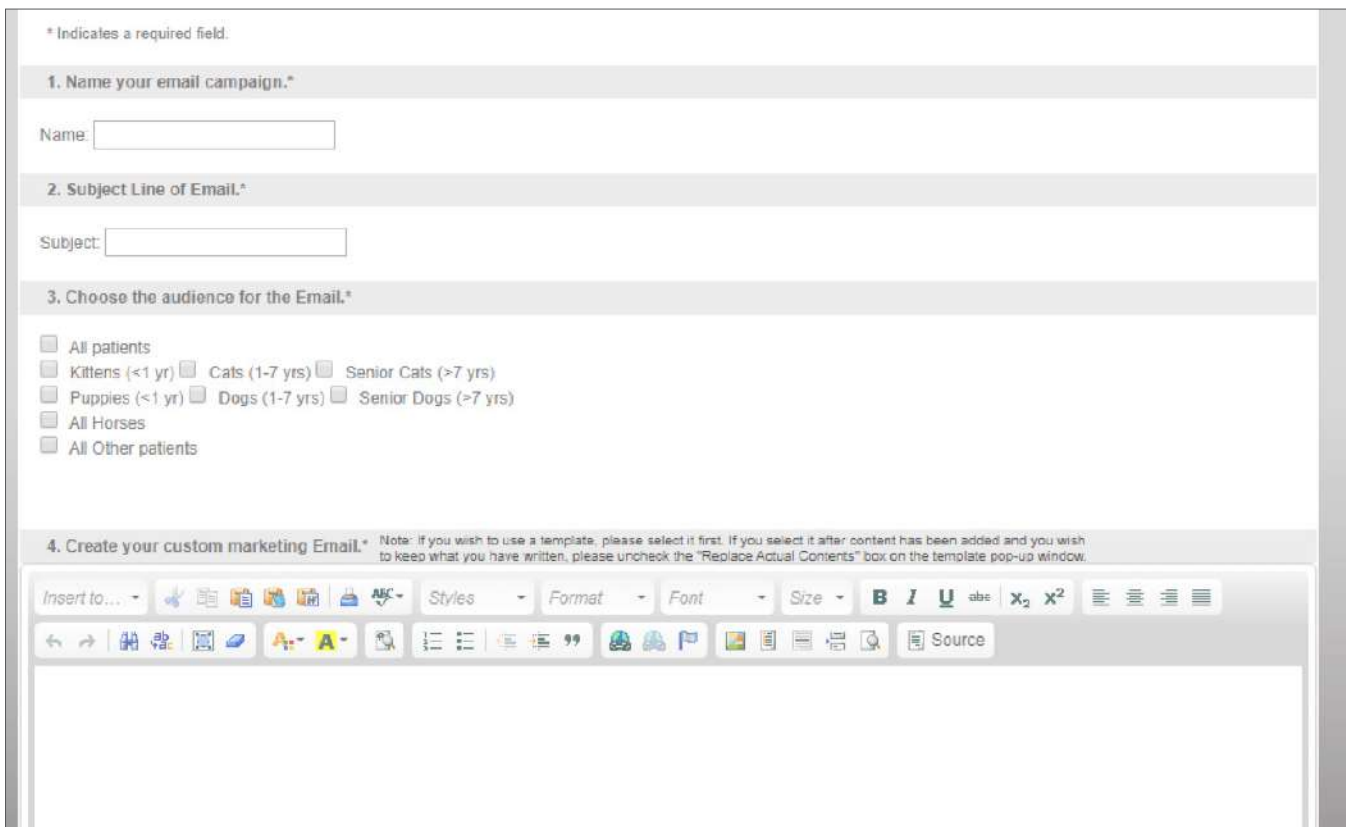# Sending an Emergency Practice Closure announcement

5. Click **Create Custom Emails**

6. Give your email a name, a subject line, and an audience, then use the free-form editor to craft your message
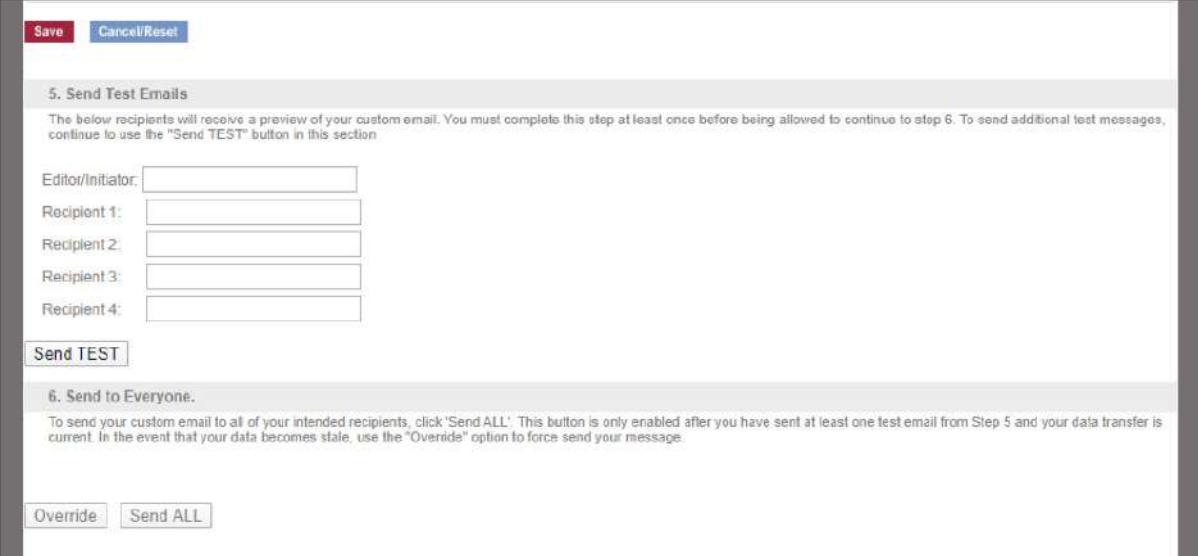
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Sending an Emergency Practice Closure announcement

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