



What is an Internal Marketing Brand Ambassador?

He/she helps spread the message about the CVCA brand internally and externally to pet owners and veterinary professionals.

What does the role entail?

1 Capture CVCA Behind the Scenes

Take a photo/video/selfie showing a day-in-the-life of a CVCA employee, team member interaction, and client interaction to provide a glimpse into our culture and organization.

Team interactions

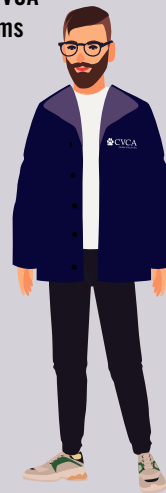


Pets and team members



Inside and outside photos of CVCA protocol

Photos with CVCA branded items



Submit images to marketing:



Email



Social media form >
internal website >
under marketing tab



Upload via CVCA
Marketing gchat
> include location >
name > description



2 Order Internal Marketing Supplies

Order business cards, thank you cards, sympathy cards, mints, and more.



3 Coordinate a Virtual 10-minute pcDVM Clinic Visit

- Consult Marketing Targeted Spreadsheet
- Email clinic to schedule a visit
- Verify date and time with clinic and CVCA doctor
- Once confirmed, email clinic GoToWebinar registration link and hold the appointment time in Ezyvet
- Make a notation on the Marketing Targeted Spreadsheet
- One week prior, confirm the visit with the clinic
- After the visit, the CVCA Marketing Team will mail the clinic a binder (if needed) and goodie basket



4 Coordinate a Virtual Lunch & Learn

- Consult the Marketing Targeted Spreadsheet
- Email the clinic a link to our Lunch & Learn form for lectures, time preference and food selections
- Follow up with the clinic and check CVCA doctor on availability
- Confirm and hold the appointment in Ezyvet and make a notation in all relevant columns in Marketing Targeted Spreadsheet
- Email the Marketing Team who will create a GoToWebinar link for the Lunch & Learn
 - » Send the registration link to your clinic contact to share with staff
 - » All attendees must register separately
- Two weeks prior confirm your office has either a webcam, laptop or desktop with a camera and microphone
- One week prior, verify the appointment time with the clinic
- Morning of Lunch & Learn, email clinic the GoToWebinar registration link and food gift card
- After the Lunch & Learn, email the Marketing Team the attendance list to award attendees CE credit



5 Representing CVCA at Community Events



Work with the Marketing Team to get the needed marketing materials, table, and booth supplies 2 weeks prior to the event.



Load the materials and booth supplies into the car to setup for the event.



Take photos or videos of attendees and team members interacting with the Marketing Team to post on social media.



Break down the booth and coordinate with the Marketing Team to return materials and supplies.

Rewards for Submitting Behind the Scenes Photos/Videos/Selfies!

Monthly Location Rewards

- 3 submissions = \$20 gift
- 6 submissions = \$30 gift
- 9 submissions = \$40 gift

End of Year Location Submission Total

1st Place

- Receive a virtual award ceremony with red carpet and lights
- Choice of food truck or massage truck
- Each team member receives a \$50 gift card

2nd Place

- Food truck of choice
- Each team member receives a \$35 gift card

3rd Place

- Dessert/Candy/Ice cream food truck
- Each team member receives a \$20 gift card

