

# Q3 2025 Marketing Package

## How to use this resource:

Our quarterly Marketing Package provides your team with plug-and-play content to engage with pet parents and share information, tips, and perks about Wagmo Wellness Plans. You can use this content as is, or adjust the language to meet your needs.

- Read the overview of each campaign to understand key themes and send dates
- Share the email content, graphics, or inserts in your appropriate company channels to provide helpful information to pet parents
- Let your Customer Success Manager know which themes and pieces of outreach you utilize!

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## Talking points & Updates

### Talking points for your team

- Summer is a key moment for pet parents to engage with their Wagmo Pet Wellness benefit.
- Wagmo Pet Wellness plan benefits can support pet parents in taking proactive measures like annual vaccinations, getting prescriptions for flea, tick, and heartworm prevention, and reaching out to VETTalk with concerns about heat or other issues.
- Wagmo helps your employees get reimbursed quickly and easily.
- Employees have access to perks like discounts on toys, food, prescriptions, and more. These perks include BarkBox, a delivery service for new toys, and Rover, a hub to find trusted sitters and walkers while your employees plan any summer trips.
- With busy summer travel and plans, VETTalk can be a simple, virtual way to get immediate advice and care for pets (at no cost).
- Communications priority:
  - **First priority:** Share an email or short blurb for [Featured Campaign](#)
  - **Second priority:** Share an email or short blurb for a [Monthly Employee Touchpoint](#)

### Seasonal Fun Facts!

These facts and statistics can be shared by themselves to engage with employees, or in tandem with one of the campaigns below!

- The phrase “Dog days of summer” dates back to the Ancient Greeks & Romans, when the star Sirius (the “dog star”) would appear just before the sun—marking the beginning of the hottest days of the year. ☀️
- Cats and dogs primarily sweat through their paw pads. 💧
- Newfoundland dogs swim at nearly 3 miles per hour—about just as fast as humans. 🏊
- Cats take longer naps in the summer months to stay cool and reserve energy! 🛌
- Though connections between dachshunds and sausages date back to Germany in the 1880s, an urban legend traces the term “hot dog” back to the NY Polo Grounds in 1901, where unable to spell “dachshund” to refer to the German sausages, a cartoonist simply wrote “hot dog.” 🌭

### Perk of the quarter!

Each quarter, we'll highlight one key perk available to your employees as a part of their Wagmo Wellness Plan.

This quarter's highlight is **VETTalk**: 24/7 on-demand pet telehealth included with all Wagmo Wellness plans at no additional cost. Available in the Wagmo app, employees can connect with a licensed vet professional in minutes, get comprehensive support, access vet-prescribed medications (in certain states), and even have a live training session.

One new benefit of VETTalk is that users can now get prescriptions directly from licensed veterinarians, without leaving their home. It's one more way for pet parents to get care for their furry friends—no matter where or when.

**Your next step:** Highlight VETTalk across channels (highlighted specifically in our July campaign)

### Wagmo Product Updates

- New perk! **Starting on June 24th, Wagmo Wellness members get a \$25 PetMeds credit**, which they can use on a wide range of pet health products, including prescription medications, supplements, and daily care essentials for dogs and cats.
  - Each new PetMeds customer who accesses the offer through the Wagmo Perks Page receives a \$25 account credit.
  - This offer is only for new PetMeds customers and limited to one redemption per household.
  - Employees can redeem this offer by logging into their Wagmo account, navigating to the Perks Page,, and selecting PetMeds.
  - Suggested language: *"As if you needed another reason to love Wagmo Wellness, your membership now comes with an exclusive PetMeds perk. Sign up for a free PetMeds account and get a \$25 credit just in time for flea and tick season! That's a win for your pets and your wallet. Log into your Wagmo account and visit the PetMeds section on your Perks Page to get started."*

## Featured Campaign

### Overview

During the summer, many pet parents seek out tips to care for their dog or cat amidst rising temperatures and increased risk of diseases spread by fleas and ticks. Highlighting your Wagmo Pet Wellness benefits offers an opportunity for your employees to utilize their plans and get reimbursed for these common pet health costs!

**Key send dates:** Anytime between July and September

### Email Content:

**Subject:** Tips and tricks for the dog (and cat!) days of summer 🐶

**Pre-header:** Here are some pet care tips

**Body:**

The dog days of summer are here – and though there’s plenty for your pet to wag their tail about, there are serious considerations for pet parents when it comes to maintaining their well-being.

Here are just a few tips to keep your furry friends cool for the summer!

- **Keep it chill:** Adding ice to your pet’s water bowl, setting up fans, or grabbing some pupsicle or catsicle treats help your pet maintain a lower temperature and keep heatstroke away.
- **It’s time for a haircut:** Grooming removes loose fur which helps your pet avoid overheating. Animals with thin fur or skin may require a layer of pet-safe sunscreen.
- **Pests be gone:** Fleas, ticks, and tapeworms are especially risky during the summer months. It’s essential to ensure your furry friend is up-to-date on their vaccines and preventatives!

If you have Wagmo Pet Wellness benefits, don’t forget that you can get reimbursed for routine services (such as annual check-ups, vaccinations, and more). You can submit a claim anytime in your Wagmo account, and get reimbursed for routine pet care expenses in under 24 hours!

## Email Content:

Don't have Wagmo? Keep an eye out for a chance to sign up during Open Enrollment later this year. And if you've added a new dog or cat to your family, you don't have to wait until Open Enrollment to sign up! Reach out to our team to get set up.

[SIGNATURE]

## Graphics

[You can access a graphic for this campaign here.](#)



## Short-form insert

*(Suggested locations: internal newsletters, intranets, Slack channels)*

- *The dog days of summer are here, and it's a good moment to check in on your pet. Proper grooming, fans, and chilled treats can keep your pet cool and comfortable. If you have Wagmo Pet Wellness, don't forget to explore your benefit perks and reimburse yourself in your account. If you're not signed up, reach out to our team to learn more!*
- *Summer is heating up, and so are the risks of fleas, ticks, and heartworm for your animal friends. Be sure they're up-to-date on their preventatives. If you have Wagmo Pet Wellness, don't forget to explore your benefit perks and reimburse yourself in your account. If you're not signed up, reach out to our team to learn more!*

# Monthly Employee Touchpoints

## July: Independence Day

### Overview

The leadup to Independence Day is a great moment to highlight some tips for pet parents concerned about fireworks and other festivities. Sharing Wagmo's perks—including access to VETTalk—can provide peace of mind and encourage them to utilize their Pet Wellness plans!

**Key send dates:** June 23-July 3rd

### Email Content:

**Subject:** Preparing for July 4th with your pets 🎆🐾

**Pre-header:** How to avoid stress over the holiday weekend

#### Body:

The 4th of July weekend can be an exciting highlight of the summer. It can also be a source of stress for pet parents.

Fireworks are the most obvious concern—it's estimated up to 50% of dogs have an aversion or fear of the loud noises caused by fireworks, and animal control officers see a [30-60% increase in reports of lost pets](#) immediately after July 4th. But holiday food, travel, and heat can also disrupt pets' normal schedules and diets.

Luckily, pet parents don't have to fear. There are plenty of measures you can take to ensure your dog or cat is safe and calm as July 4th approaches!

- Keep food and alcohol out of reach (as well as more dangerous substances like citronella candles or fireworks) to ensure your pet doesn't eat something it shouldn't.
- For noise concerns, move your pet into an interior room with no windows and play some soft music to ease their nerves. If you have a pet with an extreme aversion to loud noises, it may be worth chatting with a veterinarian about anti-anxiety medications.
- For pets without a microchip, ensure their collar is up-to-date with your contact information in case they get the zoomies during the festivities.

## Email Content:

One tip for employees with Wagmo Pet Wellness Benefits: consider utilizing **VETTalk**, the on-demand pet telehealth platform included in your plan. Chat with vet experts who can offer advice on reducing stress around loud firework noises, guidance if your pet eats anything out of the ordinary, or any other burning questions you have.

You also have access to several exclusive member perks for BarkBox, MiAmore Pets, and other pet brands that can provide treats and comfort throughout the weekend.

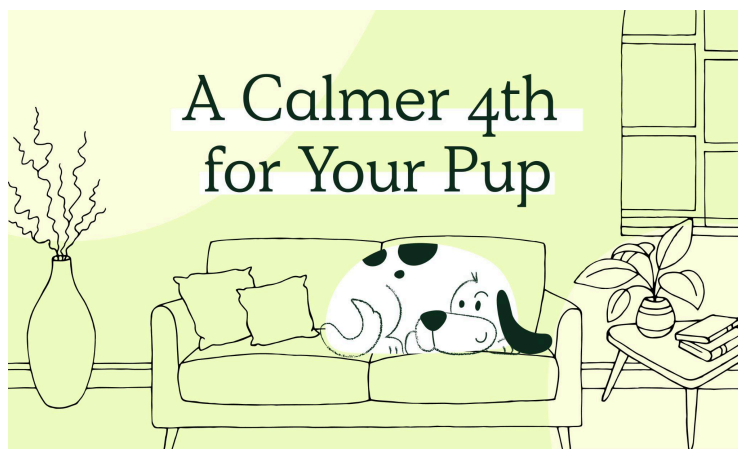
Wishing you and your furry friend a happy July 4th!

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P.S. If you don't have Wagmo, keep an eye out for a chance to sign up during Open Enrollment later this year. And if you've added a new dog or cat to your family in the past year, reach out to our team to get set up beforehand!

## Graphics

[You can access a graphic for this campaign here.](#)



**Short-form insert***(Suggested locations: internal newsletters, intranets, Slack channels)*

- *Did you know nearly half of all dogs are afraid of fireworks? A veterinarian can provide some guidance on how to keep your pets calm—whether that means behavioral tips or anti-anxiety options. If you have Wagmo Pet Wellness, you have 24/7 access to VETTalk to chat with a licensed vet. If you're not signed up, reach out to our team to learn more!*
- *Between tempting BBQs and loud fireworks, holiday weekends can be tough on pets. If you have Wagmo Pet Wellness, don't forget to explore your benefit perks (like BarkBox, MiAmore Pets, and more) to keep your pet comforted and distracted while you celebrate. If you're not signed up, reach out to our team to learn more!*
- *Fireworks can cause pets to bolt—animal control sees up to a 60% spike in lost pet reports after July 4th. Take a minute to **check your pet's collar and tags** to ensure your contact info is up to date. A simple step that makes a big difference!*



## August: International Dog & Cat Day

### Overview

August is home to international and national holidays focused on celebrating (and pampering!) dogs and cats. These moments provide a perfect opportunity to highlight your Wagmo benefits.

**Key dates to send:** August 8th (International Cat Day), August 10th (National Spoil Your Dog Day), August 26th (International Dog Day)

### Email Content

**Subject:** How to pamper your pets this month 🐾

**Pre-header:** Make the dog or cat in your life feel special this August

**Body:**

Your pet is part of your family—and this month, it's time to pamper them!

With **National Spoil Your Dog Day (August 10)** and **International Cat Day (August 8)** just around the corner, there's no better time to celebrate your loyal companions.

Here are a few fun ways to pamper your pets:

🐾 **Surprise them with a new toy or treat:** It might be time to retire that well-loved tennis ball! Consider a fresh toy or stylish pet gear with services like **BarkBox** and **MiAmore Pets** (discounts are available to employees with Wagmo Pet Wellness benefits!)

🍽️ **Upgrade their dinner game:** Celebrate your pet with a new healthy meal or tasty topper. Whether you're trying a new kibble or dabbling in fresh or raw food, mixing it up can make your pet feel extra special.

🛁 **Book a grooming session:** Does your pet need a shiny coat and trimmed nails? A grooming session can have them looking fresh (and reduce the risk of overheating in the summer).

## Email Content

If you have **Wagmo Wellness benefits**, it makes it easy (and fun!) to show your furry friends some extra love. They're designed so you can get reimbursed within 24 hours for preventative services, and have exclusive perks to brands that your pet will love.

However you choose to celebrate, remember that your Wagmo benefits are designed to support your pet's happiness and health all year round. Just submit a claim on the app and get reimbursed within 24 hours.

**[SIGNATURE]**

**P.S.** If you don't have Wagmo Pet Wellness benefits, keep an eye out for a chance to sign up during Open Enrollment later this year. And if you've added a new pet to your family, you don't have to wait—reach out to our team to learn more.

## Graphics

[You can access a graphic for this campaign here.](#)



**Short-form insert**

*(Suggested locations: internal newsletters, intranets, Slack channels)*

- *August 8th is International Cat Day! 🐱 If you have a feline friend, it's easy to show your love—whether that's a new litter box or restocking any essential medication. If you have Wagmo Pet Wellness benefits, utilize perks to give them a purr-fect gift!*
- *August 26th is National Spoil Your Dog Day! 🐶 Celebrate the special pooch in your life with a gift. If you have Wagmo Pet Wellness benefits, you can access exclusive discounts to treats and toys from BarkBox and Bocce's.*
- *This August we're celebrating both International Cat Day and International Dog Day! Pet parents who have Wagmo Wellness benefits to get paid back for any care they've received this year (and access perks for toys, food, and other fun treats to celebrate them!) If you're not signed up, reach out to our team to learn more!*

## September: National Preparedness Month/Pet Insurance Awareness Month

### Overview

September provides two opportunities to share information about your Wagmo benefits: **National Preparedness Month** and **National Pet Insurance Awareness Month**. [91% of pet owners](#) have endured some level of financial stress due to pet ownership costs, and this is an ideal moment to highlight your Wellness benefits (and the option to upsell to traditional pet insurance).

**Key dates to send:** Anytime in September (*for organizations with Open Enrollment periods in October, it may be better to send earlier in the month*).

### Email Content

**Subject:** 3 tips to help you and your pet stay prepared

**Pre-header:** Prevention is the best medicine—here's how Wagmo Pet Wellness can help

**Body:**

September marks two important moments of observance: **National Preparedness Month** and **National Pet Insurance Awareness Month**.

These two moments highlight the importance of planning ahead for your furry friend. Here are three tips to ensure you're ready, no matter what:

- 1. Have an emergency kit on hand:** When an emergency strikes, time is of the essence. Creating a ready-to-grab kit with enough food, water, medication, and other essentials for your pet can be one less thing to think about.
- 2. Take a pet first aid course:** Vet clinics and local humane societies offer brief courses that cover how to care for animals before, during, and after emergencies. Knowing what to do in the moment can save lives and ensure peace of mind!
- 3. Schedule that check-up (and get reimbursed!):** Preventative care is key to ensuring your pet is happy and healthy, all year round. If you haven't scheduled a check-up for your dog or cat this year, now's the time to go to the vet and ensure they're up-to-date

## Email Content

on vaccinations and tests. If you have Wagmo Pet Wellness, you can submit a claim through your account and get reimbursed in just 24 hours.

While you get prepared, it's also worth considering the importance of traditional pet insurance. Wagmo Pet Wellness covers routine and preventative services, but they also offer an additional service to cover injuries or illnesses. You can learn more and sign up directly from your Wagmo account.

If you're interested in adding Wagmo to your employee benefits, watch out for information during Open Enrollment soon (or reach out to our team!)

Your pet deserves to feel safe and ready for whatever life throws at them—whether that's a tennis ball or a tummy ache.

[SIGNATURE]

## Graphics

[You can access a graphic for this campaign here.](#)



**Short-form insert**

*(Suggested locations: internal newsletters, intranets, Slack channels)*

- *September is National Pet Insurance Awareness Month! As you utilize your Wagmo Pet Wellness benefits for routine and preventative care, you can also consider adding a traditional pet insurance plan (to cover those unexpected illnesses and injuries). Visit your Wagmo account to learn more.*
- *Did you know it's National Preparedness Month? Prevention is the best medicine, so don't forget to schedule that check-up or vaccination appointment! If you have Wagmo Pet Wellness, don't forget to explore your benefit perks and reimburse yourself in your account. If you're not signed up, reach out to our team to learn more!*
- *How prepared is your pet? In honor of National Preparedness Month (and National Pet Insurance Awareness Month), don't forget to stay on top of your pet's well-being. If you have Wagmo Pet Wellness, you can get reimbursed for any care they've received this year, or set up time for a free virtual check-up or training session with VETTalk.*